

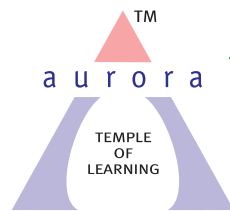
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NEWSLETTER
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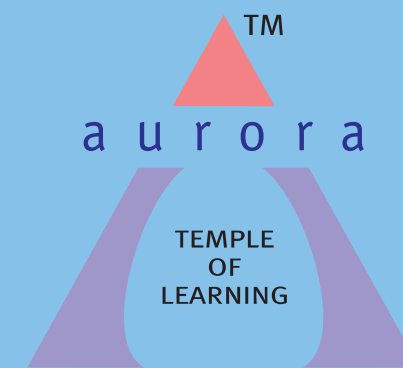




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and lead to the obvious financial benefit of fewer medical bills. Aside from the benefits of more effective performance at work, a healthy lifestyle means you could work longer. The later years of one's career are generally the highest-earning years, so being able to work several extra years could mean millions in extra earnings.

Now, I'm not saying this is a perfect correlation by any means. There are plenty of people in excellent shape who don't earn much, and there are plenty of rich individuals who love junk food. In fact, Warren Buffett is notorious for his love of Coca Cola and ice cream. However, it does make sense that living a healthy life increases your chances of advancement at work, success in business, and ultimately, the ability to accumulate wealth.

3. Read a lot by Selena Maranjian

Many of the world's richest people have one particular habit in common, and it's likely one that has helped get them to where they are: reading.

Consider these words of Warren Buffett: "I read and read and read. I probably read five to six hours a day. I don't read as fast now as when I was younger. But I read five daily newspapers. I read a fair number of magazines. I read 10-Ks. I read annual reports. I read a lot of other things, too. I've always enjoyed reading. I love reading biographies, for example."

Note that Buffett does a lot of reading that's directly related to investing, such as company 10-Ks and annual reports, but he also reads more broadly, to learn more about what's going on the world and in various industries. And through other books, such as biographies, he can learn more about history and various human achievements and failures. We, too, would benefit from reading much more about investing and the business world, as well as topics beyond them. Reading up on science or technology, for example, can inform our investment decisions about many companies, even if it's just to help us realize that we don't know enough to have confidence in them.

Bill Gates, even richer than Buffett, is also a voracious reader. He said, "I read while traveling, waiting for meetings, in the evening, and especially on vacation.

" Now that he's a major philanthropist, he doesn't just read briefs and write checks, but he reads deeply on the issues he cares about: "I might read more about diseases than about any other subject." So, what should you read? Well, perhaps start with some investing classics: Peter Lynch's One Up on Wall Street, Philip Fisher's Common Sense and Uncommon Profits, and Benjamin Graham's The Intelligent Investor.

4. Staying focused by Jason Hall

If you look at the most successful billionaires in the business world, the one common trait that jumps out is how focused most of them are on the thing that has made them super wealthy. Take 84-year-old Warren Buffett, who made himself into perhaps the best capital allocator in history, building Berkshire Hathaway into one of the greatest investments of all time, through both his stock-buying prowess and his ability to acquire amazing, cash-cow businesses and then integrate them into Berkshire.

On the other end of the spectrum is Facebook founder, chairman, and CEO Mark Zuckerberg, who only turned 31 this year, and has remained focused on building that business into the world's dominant social network. The reality is this: Do-it-all billionaires like Elon Musk -- who runs two companies, SpaceX and Tesla Motors, and is chairman, largest investor, and co-founder of a third, Solar City -- are the exception.

For the most part, wealthy people get that way by focusing on something that offers huge opportunity, and that they excel at. It's no different for world-class athletes. Excelling at anything takes both skill and dedication. We could all learn this lesson and apply it to our own lives, whether it's relationships, our career, or how we invest.

(Sent by Sri K. Satyanarayana, Director Emeritus, National HRD Network, Hyderabad Chapter)

Four Habits of Billionaires That You Should Follow



While it's unlikely that you or I will ever be a billionaire, there are some things we can learn from how the richest of the rich live their lives. When examining the investing, spending, working, and lifestyle habits of billionaires, it becomes apparent that there are some common factors. We asked four of our writers to shed some light on billionaire habits that you can implement in your life, and here is what they had to say.

1. Willing to take risk by Dan Caplinger:

One key trait most billionaires share is that they are willing to take on what many would consider to be huge amounts of risk in order to achieve their financial goals and dreams. When you look at the current ranks of billionaires, you'll find a substantial proportion of them coming from entrepreneurs who built businesses from the ground up. Although many of these billionaires had financial support from family wealth or other sources that helped reduce the risks somewhat, the eventual success of these business enterprises typically relied on hard work, determination, and the sheer pigheadedness of refusing to accept defeat.

Risk plays a role in everyone's financial planning. Especially with current low interest rates offering next to no income on low-risk investments, investors have discovered that taking risk is almost a necessity in order to produce the returns they want and need. Although you don't have to shoot for the moon, as many billionaires did to reach their current success, having an idea of the goal you're striving to achieve will make it that much easier to gauge your progress and recognize when your efforts have paid off.

By finding a risk level you can tolerate but that will still produce good returns, you can use this billionaire strategy to boost your investment returns over time.

2. Take good care of yourselves by Matt Frankel:

One of the most common habits of billionaires isn't directly related to saving, spending, or earning money -- billionaires take good care of themselves. Studies have shown that wealthy people exercise more and have healthier diets than those of lesser means, and both of these things affect people in ways that can help build wealth.

According to one study, 78% of wealthy people do aerobic exercise at least four times per week, which can improve mood, boost energy levels, and promotes better sleep, all of which can increase productivity and performance at work. On the diet side, 70% of wealthy individuals consume less than 300 calories per day from junk food, in sharp contrast to just 3% of the poor who do the same. A healthy diet can reduce stress levels and increase productivity -



FROM THE DIRECTOR'S DESK

The primary pitch and narrative of the demonetisation drive by Prime Minister Narendra Modi seems to have taken a major shift to cashless economy from the initial key highlights of war against black money, corruption and counterfeit currency. That's the inference one can draw from the PM's Mann Ki Baat speech on Sunday.

"Our dream is that there should be a cashless society. This is correct that 100 percent cashless society is never possible. But we can make a start with less-cash society, then cashless society will not be a far-off destination," Modi said in the programme.

A significant part of the radio programme was devoted to the youth with the PM calling out to make the transition happen first to a 'less-cash economy' and a 'cashless' economy later. There was mention about black money, but the core of the talk was change to a cashless economy.

The PM urged people to start using cash substitutes like debit cards and digital wallets, saying it will make transactions cheaper and

easier and in the long-term it will help India "leapfrog into a less cash-use economy at par with more developed nations."

"We are also urging banks to make a big push with PoS (Point of Sale) machines with traders so that debit card use becomes more prevalent," Modi said.

Interestingly, Reserve Bank of India (RBI) Governor, Urjit Patel too shared his mann ki baat on the same day, after a stoic silence on the note ban and three weeks after the announcement.

In an interview to PTI, Patel urged people to start using cash substitutes like debit cards and digital wallets. The central bank governor said it will make transactions cheaper and easier and in the long term. It will help India "leapfrog into a less cash-use economy at par with more developed nations."

India will be registering a big progress if the Prime Minister's well-meaning more meets with even a qualified success.

Dr. Raghu Naga Prabhakar
Director

EDITORIAL

The Road to Cashless Economy



The Union Finance Minister Arun Jaitley hinted about the idea of making India a cashless economy in his 2016 budget speech to purge the country of black money. Prime Minister Modi had announced demonetization of high denomination currency notes of Rs 1000 and Rs 500 on November 9, 2016 by taking everybody by surprise. The demonetization move has become a major talking point ever since. The RBI has also recently unveiled a document - "Payments and Settlement Systems in India: Vision 2018" - setting out a plan to encourage electronic payments to enable India to move towards a cashless economy in the medium and long term. The move was ostensibly targeted at three sinister features of the Indian economy viz., black money, counterfeit currency and terror funding.

The NDA Government has been on the mission of reforming the financial management of India on a scale no hitherto government has ever tried. Firstly, it orchestrated and unveiled a pan-India uniform goods and services tax (GST) regime. Secondly, it scrapped the age-old exclusive Railway Budget and merged it with the general budget. Thirdly, it has advanced Union Budget session's timing by a month. The demonetization move has come as the fourth major reform in the financial sector. One does not know whether this is the last financial sector reform of the current NDA Government but one can say with certainty that the move towards cashless economy is a bold step forward of the government. It attracted both national and international attention as well as controversy because of its suddenness, lack of proper homework and the inconvenience caused to the people at large.

Cashless economy has several merits. It is an ideal about which there can be no dispute. There are however difficulties involved in realizing the ideal of cashless economy. Policy makers should take due note of the problems. The transition to a cashless economy is easier said than done. It requires many infrastructural facilities and preconditions without which cash will continue to be used. Availability of internet connection everywhere is a crucial for cashless transactions. A vast majority of people do not have basic net connectivity. Some of those who have net connectivity have other problems like erratic power supply, low band width or faulty electronic devices etcetera. Financial literacy which is necessary for digital transactions is woefully lacking with uneducated masses, women, children and older people. There are vested interests out to scuttle the move towards cashless economy. People with huge black money will oppose and scuttle progress to cashless mode to the extent possible. There are apprehensions of financial safety over digital payments channels. Theft of credit cards and pass words, machinations of digital hackers and the like can lead to a whole lot of issues like denied payments, identity theft, account takeover, fraudulent transactions and data breaches. According to the estimate of Gemito, a digital security company, more than a billion personal records were compromised in just one year period in 2014.

104	30.08.2016	GD on Psychometrics and Personality Indicators	Aurora's Business School	HR
105	14.09.2016	Establishment of E-Cell	Inaugurated by Sricharan Lakkaraju -Start up CEO	HR/Fin/Mktg
106	19.09.2016	Lecture on Motivation	Dr Aditi Benergy, Post-Doctoral Fellow, KIIM	All Students
107	20.09.2016	Audition Show for Startups	Hausla Buland Academy for Startups	HR/Fin/Mktg
108	26.09.2016	Two-day Workshop on Financial Markets	Karvy	HR/Fin/Mktg
109	27.09.2016	Two-day Workshop on Financial Markets	Karvy	HR/Fin/Mktg
110	04.10.2016	Workshop on Financial Markets	NEN Wadhvani Foundation	2 Students
111	14.10.2016	Two-Day Training Program on Marketing	Jasper Industries	Mktg Professionals
112	15.10.2016	One-Day Training Session on Online Trading	Track Invest(urv, Bala, VP sales & Mktg)	HR/Fin/Mktg
113	15.10.2016	JAM Session held	Aurora's Business School	PGDM I year
114	22.10.2016	Placement Day Celebration -Abhideya 2016	Sri Tridandi Chinajeevar Swami & Executives from 40 Companies	Alumni
115	25.10.2016	Business Quiz	Aurora's Business School	PGDM I year
116	26.10.2016	Campus Placement	Karvy Stock Brokings Ltd	HR/Fin/Mktg
117	27.10.2016	Business Quiz	Aurora's Business School	PGDM I year
118	28.10.2016	Business Quiz	Aurora's Business School	PGDM I year
119	03.11.2016	Campus Placement	Franklin Templeton	Finance
120	07.11.2016	Campus Placement	Café Coffee Day	Finance
121	07.11.2016	Campus Placement	S2Tech	HR
122	08.11.2016	Off Campus Placement	The Hindu	Marketing
123	09.11.2016	Business Quiz	Aurora's Business School	HR/Fin/Mktg
124	10.11.2016	Pre-Placement Talk	Times of India (Ms Priyanka)	All students HR/Fin/Mktg
125	11.11.2016	Off Campus Placement	Bajaj Capital	Mktg (Major/Minor)
126	15.11.2016	Campus Recruitment Training	Institute of Computer Accounting (Md Amjed Ali)	HR/Fin/Mktg
127	22.11.2016	Campus Placement	Hetero Drugs Ltd	Mktg (Major/Minor)
128	23.11.2016	Campus Placement	Just Dial	Mktg (Major/Minor)
129	24.11.2016	Off Campus Placement	Just Dial	Mktg (Major/Minor)
130	9.12.2016	Industrial Visit	NR Bearings Ltd, Uppal IDA	HR/Fin/Mktg
131	10.12.2016	Off Campus Placement	Jaro Education	HR/Mktg
132	15.12.2016	Campus Placement	Jaro Education	Marketing
133	15.12.2016	Off Campus Placement	INVESCO	Finance
134	16.12.2016	Industrial Visit	Pinnacle Generators	HR/Fin/Mktg
135	20.12.2016	Pool Drive	Jaro Education	HR/ Mktg
136	20.12.2016	Industrial Visit	Coco-Cola	HR/Fin/Mktg
137	22.12.2016	Off Campus Placement	Husys Consulting Ltd	HR
138	23.12.2016	Off Campus Placement	ICICI Securities	Marketing
139	24.12.2016	Release of Finance Bulletin	Aurora's Business School	All students
140	29.12.2016	Industrial Visit	Domino Pizza	PGDM I/II year
141	30.12.2016	Off Campus placement	Value Labs	PGDM II Year
142	30.12.2016	Industrial visit	Agroneck	PGDM I/II year

69	07.04.2016	SIP Placement	Karvy	Finance
70	12.04.2016	Off Campus Placement	Cognizant Technologies	Finance
71	12.04.2016	Off Campus Placement	Infocux RX	Marketing
72	12.04.2016	Campus Placement	C 3 i Healthcare	Mktg (Major/Minor)
73	13.04.2016	Summer Internship Placement	OPINIO	Marketing
74	13.04.2016	Summer Internship Placement	Eminence Immigration	Mktg (Major/Minor)
75	15.04.2016	Placement Drive	Thomson Reuters	
76	16.04.2016	Induction Program	IndusInd Bank	Selected students
77	16.04.2016	Release of Finance Bulletin	Aurora's Business School (Prof. Venugopal)	All Students/Faculty
78	18.04.2016	Summer Internship Placement	Rostrum Cloud	All Students
79	18.04.2016	Campus Recruitment	C 3 i Healthcare	All Students
80	22.04.2016	Summer Internship Placement	ITC Ltd	All Students
81	22.04.2016	Walk-in-Drive for Placement	Data Marshal Pvt Ltd	Finance
82	23.04.2016	Summer Internship Placement	Strides Shasun Ltd	Finance
83	23.04.2016	Summer Internship Placement	ITC Ltd	Finance
84	24.04.2016	Train the Trainers Program	ASCEND Academy (Prof. Venugopal)	SEBI Resource Persons
85	25.04.2016	Summer Internship Placement	Birla Sunlife	Mktg/Fin
86	25.04.2016	Campus Placement	Infocux RX	Marketing
87	29.04.2016	Summer Internship Placement	HR Axiom	HR
88	02.05.2016	One Month NISM Course	ASCEND Academy (Prof. Venugopal)	Finance(5 Students)
89	04.05.2016	Off Campus Placement	Thomson Reuters	Finance
90	06.05.2016	Off Campus Placement	Berkadia	Finance
91	07.05.2016	Summer Internship Placement	Karvy Stock Broking Ltd	Fin/Mktg
92	09.05.2016	Campus Placement	Kotak Mahindra Bank	Mktg (Major/Minor)
93	10.05.2016	MOU on Entrepreneurship Training signed	Wadhvani Foundation-National Entrepreneurship Network	HR/Fin/Mktg
94	12.05.2016	Released November Finance Bulletin	Aurora's Business School	All Students
95	04.06.2016	Released December Fin. Bulletin	Aurora's Business School	All Students
96	07.06.2016	Off Campus Placement	Reliable Software Services	Mktg/Fin
97	17.06.2016	Off Campus Placement	Pinnacle Generators	Mktg
98	22.06.2016	Off Campus Placement	Broadridge	Finance
99	28.06.2016	Off Campus Placement	B Q Entertainment	
100	28.06.2016	Off Campus Placement	Husys Consulting Ltd	HR
101	14.07.2016 to 16.07.2016	3-Day Entrepreneurship Education Program	NEN-Wadhvani Foundation	Students & Faculty
102	16.08.2016	Business Day Program	Aurora's Business School	PGDM I year
103	27.08.2016	Seminar on Business School Practices & Corporate Expections	Md Yusuf Khan	PGDM I year

The RBI and the Government of India have taken steps to discourage cash transactions. Licenses have been issued for establishment of Payment Banks, Paytms and Post-payment Banks to promote digital transactions. Government is also promoting mobile wallets that allow users to instantly send money, pay bills, recharge mobiles, book movie tickets, and send physical and e-gifts both online and offline. Recently, the RBI had issued guidelines that allow the users to increase their limit to Rupees one lakh on the basis of KYC verification. Government had also launched the Unified Payment Interface (UPI) to make electronic transaction much faster and simpler. The UPI bank account holders can send or receive money from their smart phones. It has also withdrawn surcharge and service charge on cards and digital payments so as to promote non-cash transactions.

There is a need for more steps to make a paradigm shift to the economy sans cash. Bank accounts need to be opened for all citizens and steps should also be taken to make them operational. Abolition of government fees on credit card transactions; reduction of interchange fee on card transactions; increase in taxes on ATM withdrawals will all be important steps forward. Tax rebates should be extended to consumers and retail merchants making electronic payments. Electronic payment infrastructure should be made completely safe and secure so that incidents of cyber crimes are minimized and people develop faith in electronic payment system. Creating a culture of saving and faith in financial system among the rural poor is also important.

The Reserve Bank of India too will have to come to terms with issues like figuring out what digital payments across borders means for its capital controls to how the new modes of payment affect key monetary variables such as the velocity of money. It has to shed some of its conservatism. It has hitherto seen itself as the protector of banking interests rather than promoting the overall financial development. The regulators also need to keep a sharp eye on any potential restrictive practices that banks may indulge in to maintain their current dominance over the lucrative payments business.

It will take lot of time for moving towards a complete cashless economy. The low literacy rate, a still higher rate of financial illiteracy along with lack of adequate and dependable digital infrastructure are problems that will continue to bedevil efforts in the route of e-transactions for moving towards a cashless economy. Cash is like water for the economy, a basic necessity without which the survival of economy now is difficult and even impossible.

Dr. G. Sreenivas Reddy



News & Events @

Aurora's Business School - December 2016

Date	Event
3.12.2016	Released the October-December 2016 issue of the Aurora's Journal of Management with 9 articles on leading business women of India
5.12.2016	Commencement of I year II Trimester classes
9.12.2016	Students of I year II Trimester go on Industrial visit to NRB Bearing Ltd, IDA, Uppal
13.12.2016	October, 2016 issue of the Newsletter Akshara released.
15.12.2016	Jaro Education Campus Drive for Marketing specification with a CTC of Rs 5.82 lacs held
15.12.2016	Placement Drive of INVESCO held
16.12.2016	Industrial visit to Pinnacle Generators for PGDM I year- Dr. Sree Jyothi and Mrs. Kameswari go along with students
16.12.2016	INVESCO Off Campus Placement Drive held at their Begumpet office for HR Majors
20.12.2016	Jaro Education Placement Drive for HR specialisation with CTC of Rs 4.56 lacs and for Mktg Specialisation with CTC of %82 lacs
20.12.2016	Students go on industrial visit to Coco-Cola accompanied by two faculty members- Mrs Kameswari & Dr Sree Jyothi
21.12.2016	Students play cricket match at the Govt College of Physical Education premises. Final year team won the match and received the rolling trophy from the Director
22.12.2016	Director & Dean attend the "International Conference on Innovations in Engineering and Technology (ICIEAT)" organised by Aurora's Technological & Research Institute at Hotel Khatriya, Hyderabad
22.12.2016	Husys Consulting Ltd Placement Drive for HR majors held
23.12.2016	ICICI Securities Off Campus Placement Drive for Marketing Majors and Minors with CTC of 3.00 lacs + Allowances held
23.12.2016	Released the November, 2016 issue of Newsletter Akshara
24.12.2016	Christmas celebrations held on the campus
24.12.2016	Released the December, 2016 issue of Finscape (Monthly Finance Bulletin)
29.12.2016	Dean Prof G. Sreenivas Reddy attended meeting of course writers at Dr BR Ambedkar Open University, Hyderabad
29.12.2016	Students of I & II year PGDM go on Industrial visit to Domino's Pizza
30.12.2016	Off Campus placement with Value Labs at Hitech City
30.12.2016	10 students attended ASSOCHAM Portal Launch function at Hotel Taj Deccan, Hyderabad
30.12.2016	Industrial visit to Agroneck at Sanathnagar
31.12.2016	Reviewed the business events year of the 2016 for the benefit of students

34	10.02.2016	Campus Placement	Kotak Insurance Company	Marketing
35	11.02.2016	Campus Placement	Kotak Mahindra Bank	Marketing
36	13.02.2016	Off Campus Placement	Vodafone	HR/Fin/Mktg
37	14.02.2016	Mock Interviews	Aurora's Business School	PGDM II Year
38	19.02.2016	Mock Interviews	Aurora's Business School	HR/Fin/Mktg
39	23.02.2016	Campus Placement	ICICI Prudential	Finance
40	24.02.2016	Workshop on Business Simulation	Learn Biz	HR/Fin/Mktg
41	25.02.2016	Workshop on Business Simulation	HR Pundits	Faculty
42	26.02.2016	Campus Placement	Aparna Constructions(Mr Ravi Kumar)	HR/Fin/Mktg
43	26.02.2016	Publication of Finance Bulletin	Aurora's Business School (Prof. Venugopal)	Students/Faculty
44	29.02.2016	Off Campus Placement	Thomson Reuters	Finance
45	29.02.2016	Guest Lecture on Entrepreneurial Skills	Number Mall(Kiran Gali,CEO)	Students
46	01.03.2016	Off Campus Placement	Eminosoft Corp (Kiran Gali- CEO)	HR
47	01.03.2016	Off Campus Placement	Webtel Electronics Pvt Ltd	Mktg
48	01.03.2016	Pool Drive	Wells Fargo	Finance
49	01.03.2016	Registration for Broadridge SIP	Broadridge	Finance
50	02.03.2016	Registration for SIP Commence	All Companies	HR/Fin/Mktg
51	03.03.2016	Guest Lecture on Strategies for Business Transformation	AXIOM Solutions(Ajay Chandra- Head HR)	PGDM II Year
52	03.03.2016	Campus Placement	Aliens Group	Marketing
53	04.03.2016	Campus Placement	United Health Group	Finance
54	05.03.2016	Campus Placement	Thomson Reuters	Finance
55	05.03.2016	Campus Placement	Wells Fargo	Finance
56	10.03.2016	Summer Internship Placement	Birla Sunlife Insurance	Fin/Mktg
57	11.03.2016	Summer Internship Placement	Bajaj Alliance	HR/Fin/Mktg
58	11.03.2016	Campus Placement	MTR Foods	Marketing
59	15.03.2016	Pre-placement Training	Kaarmic Education Services (Sweekriti Goyal)	PGDM I year
60	15.03.2016	Summer Internship Placement	Karvy	HR
61	15.03.2016	Campus Placement	Bajaj Capital	Finance/Mktg (Major/Minor)
62	16.03.2016	Campus Placement	Broadridge	HR/Fin/Mktg
63	16.03.2016	Summer Internship Placement	India Infoline(IIFL)	Mktg (Major/Minor)
64	18.03.2016	Placement Review Meeting with Country Head (Ned Mody)	Berkadia India	Finance
65	29.03.2016	Campus Placement	Writers Safeguard Pvt Ltd	Mktg (Major/Minor)
66	04.04.2016	Off Campus Placement	Thomson Reuters	Finance
67	04.04.2016	Off Campus Placement	KANTA	Finance
68	04.04.2016	Summer Internship Placement	ITC	Finance

PLACEMENT & TRAINING ACTIVITIES AT AURORA'S BUSINESS SCHOOL IN 2016

Sl No	Date	Name of the Event	Resource Organization	Target Students/Faculty
1	04.01.2016	Personality Development Scorecard distribution	Aurora's Business School	PGDM II Year
2	04.01.2016	Pre-placement Training	Placement Directorate, Aurora Consortium(Devika Bhatnagar)	PGDM II Year
3	05.01.2016	Pre-placement Training	Placement Directorate, Aurora Consortium(Devika Bhatnagar)	PGDM II Year
4	06.01.2016	Pre-placement Training	Placement Directorate, Aurora Consortium(Devika Bhatnagar)	PGDM II Year
5	06.01.2016	Off Campus Placement	Focus Softnet Pvt Ltd	Fin/Mktg
6	06.01.2016	Weekly Business Quiz	Thotocrats	HR/Fin/Mktg
7	06.01.2016	Placement Drive	Value Labs	HR/Fin
8	07.01.2016	Summer Internship Placement(SIP)	HDFC Bank	PGDM I year
9	07.01.2016	Off Campus Placement	VIP Industries	Fin (Major/Minor)
10	07.01.2016	Pre-placement Training	Placement Directorate, Aurora Consortium(Devika Bhatnagar)	PGDM IIYear
11	08.01.2016	Two-day Internship	Adecco	PGDM I year
12	08.01.2016	Pre-placement Training	Placement Directorate, Aurora Consortium(Devika Bhatnagar)	PGDM IIYear
13	09.01.2016	Off Campus Placements	Value Labs	HR/Fin
14	09.01.2016	Pre-placement Training	Placement Directorate, Aurora Consortium(Devika Bhatnagar)	PGDM IIYear
15	09.01.2016	Off Campus Placements	Karvy Stock Brokings Ltd	Finance
16	11.01.2016	Off-Campus Placements	Karvy Stock Brokings Ltd	Fin/Mktg
17	11.01.2016	Placement Brochure Release	Aurora's Business School	PGDM IIYear
18	16.01.2016	Off Campus Placement	Deloitte	Hospital Mgmnt
19	18.01.2016	Campus Placement	ICICI Securities	Finance
20	19.01.2016	Off-Campus Placement	Tvisha Technologies	Marketing
21	20.01.2016	Campus Placement	Café Coffee Day	Marketing
22	20.01.2016	Campus Placement	Karvy Stock Brokings Ltd	Finance
23	21.01.2016	Industrial Visit	ALEAP, Pragathi Industrial Estate	I Year & II YearPGDM
24	22.01.2016	Campus Placement	Seanergy Consulting Services	Marketing
25	23.01.2016	Campus Placement	Just Dial	Mktg (Major/Minor)
26	25.01.2016	Off-Campus Placement	Agile CRM	Marketing
27	25.01.2016	National Employability Conclave	AMCAT	Director
28	28.01.2016	Placement Drive	Times Group	Marketing
29	28.01.2016	Placement Registrations	Amazon	HR/Fin/Mktg
30	28.01.2016	Business Quiz	Aurora's Business School	PGDM I Year
31	29.01.2016	Campus Placement	K Tree Solutions	HR/Fin/Mktg
32	05.02.2016	Campus Placement	IndusInd Bank	HR/Fin/Mktg
33	09.02.2016	Campus Placement	Café Coffee Day	Marketing

A VERY MERRY CHRISTMAS





One Woman and Many Roles

Smriti Irani

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Abstract:

This article sketches a profile of Smriti Irani, actress-cum-model turned politician in terms of her personal life, political career, achievements and the awards. Smriti Zubin Irani is an Indian politician, former model, television actress and producer. Smriti is a Member of Parliament, nominated to the Rajya Sabha from the state of Gujarat. She is currently the Union Minister of Textiles. She is a very articulate and compulsive speaker. She is one of the most glamorous faces of Indian politics.

Personal life:

Smriti Irani was born as Smriti Malhotra on 23rd March,1976 in Delhi to a Bengali mother, Shibani, and a Punjabi Khatri father, Ajay Kumar Malhotra. Although she was born in to conservative Punjabi family she grew up in the surroundings of cosmopolitan Delhi. She is the eldest of three sisters. She has been a part of the Rashtriya Swayamsevak Sangh (RSS) from child hood. Her grandfather too was an RSS Swayam Sevak and her mother a member of Jana Sangh. Thus, she hails from a family which was aligned with BJP for three generations. Irani said "I have an umbilical cord with BJP".

She passed class 12 from Holy Child Auxilium School in New Delhi. She then studied in the University of Delhi. Smriti was accused of allegedly providing contradictory affidavits about her educational qualifications during different elections. In her affidavit for the 2004 Lok Sabha elections, she stated her educational qualification as B.A. from Delhi University (School of Correspondence).However, while filing affidavit in her Rajya Sabha nomination papers from Gujarat in 2011, she reportedly mentioned her highest educational qualification as B.Com, Part 1 (correspondence course) from the Delhi University.

In 2001, Smriti married Zubin Irani, a Parsi businessman after divorcing his first wife Mona. Mona was an actress and also a friend of Smriti Irani. In October of the same year, the couple had their first child, a son named Zohr. In September 2003, the couple had their second child, a daughter named Zoish. Smriti is also a stepmother to Shanelle who is Zubin Irani's daughter from his previous marriage with coordinator and former beauty contestant Mona Irani who is now a law student at Georgetown University in the United States.

Career as an artist:

Smriti Irani's career first started as an artist. She was one of the finalists of the beauty pageant Miss India-1998, along with Gauri Pradhan Tejwani. She is also a former model who worked for a number of daily serials. In the year 1998, Smriti appeared in a song "Boliyan" of the album "Saawan Mein Lag Gayi Aag" with Mika Singh.

- 14. Boss during an Interview
Boss: There are two main rules for our company to select you.
Applicant: What are they Sir?
Boss: Our second rule is cleanliness, did you wipe your feet on the mat near the door before coming in?
Applicant: "Yes Sir"
Boss: Our first rule is trustworthiness and for your information there is no mat!!!

- 15. Insurance gaffes
 Three life insurance salesmen of different countries were having a chat.
Pakistani: When a man died, we processed the claim and delivered the check within 24 hours.
Indian: When a man died, we delivered a check the same evening.
American: That's nothing. Our office is on the 20th floor of the WTC building. A man was working on the 50th floor. He slipped and fell. We handed him his check as he passed our floor!



Dear December born,
Happy B'Day
to you all !

<i>Thati Oyshnavi</i>	<i>04/12/1995</i>
<i>G. U. Sreenivas Chaitanya</i>	<i>01/12/1995</i>
<i>Roshni Sequeira</i>	<i>10/12/1994</i>
<i>Safat Unnisa</i>	<i>16/12/1994</i>
<i>Ashish Agarwal</i>	<i>19/12/1995</i>
<i>Khaja Moinuddin Muzamil</i>	<i>25/12/1991</i>
<i>Bakkapolla Prasanna</i>	<i>16/12/1994</i>
<i>Sharanya Vakati</i>	<i>28/12/1995</i>
<i>Allanki Manasa</i>	<i>08/12/1996</i>

Management Jokes

Presidents of major corporations just by snapping a few pictures of their respective CEO's and their secretaries.

9. A manager is known by three measures:

- The thickness of the carpet in his office.
- The area of his desk.
- The volume of his car's engine.

10. Personnel manager: "What made you leave your last job?"

Applicant: "Sickness."

Personnel manager: "And what was the problem?"

Applicant: "My boss was sick of me!"

11. Personal Manager to new job applicant: "Why did your manager fire you?"

"Well a manager is the man who stands around and watches others work, right?" the young applicant replied.

"Yes, but why did he fire you?"

"He was jealous of me. A lot of workers thought I was the manager!"

12. Today's Professional Management FUNDAS

- "We will do it" means you will do it.
- "You have done a great job" means more work to be given to you.
- "We are working on it" means "We have not yet started working on the same"
- "Tomorrow first thing in the morning" means it's not getting done, at least not tomorrow.
- "After discussion we will decide. I am very open to views" means "I have already decided, I will tell you what to do"
- "There was a slight miscommunication" means "We had actually lied"
- "Let's call a meeting and discuss" means "I have no time now, will talk later"
- "We can always do it" means "We actually cannot do the same on time"
- "We are on the right track but there needs to be a slight extension of the deadline" means the project is screwed up, we cannot deliver on time.
- "We had slight differences of opinion" means we had actually fought.
- "Make a list of the work that you do and let's see how I can help you" means "Anyway you have to find a way out no help from me"
- "You should have told me earlier" means "Well even if you told me earlier that would have made hardly any difference!"
- "We need to find out the real reason" means "Well I will tell you where your fault is"
- "Well family is important; your leave is always granted. Just ensure that the work is not affected," means, "Well you know..."
- "We are a team," means, "I am not the only one to be blamed"
- "That's actually a good question" means "I do not know anything about it"
- "All the Best" means "You are in trouble"

13. What if earth rotates 30 times faster?

Interviewer: "If the Earth rotates 30 times faster, what will happen?"

Engineer: "We will get our salary everyday"



In 2000, she made her debut with TV series Aatish and Hum Hain Kal Aaj Aur Kal, both aired on Star Plus. In mid-2000, she won the lead role of Tulsi Virani in Ekta Kapoor's production Kyunki Saas Bhi Kabhi Bahu Thi on Star Plus. She holds the record of winning five consecutive Indian Television Academy Awards for Best Actress (Popular) and four Indian Telly Awards. Smriti had a fallout with the producer Ekta Kapoor and she left the show in June 2007 and was replaced by Gautami Kapoor. She made her comeback in May 2008 in a special episode.

In 2001, she also played the mythological character Sita in Zee TV's Ramayan. In 2006, Irani co-produced the show Thodi Si Zameen Thoda Sa Aasmaan under her banner Ugraya Entertainment and Balaji Telefilms. She also played the lead role of Uma in it. In 2007, she produced the TV serial Virudh for Sony TV and also portrayed the lead character of Vasudha in it. She also produced Mere Apne for 9X and portrayed the protagonist alongside Vinod Khanna. She also acted in a supporting role in Zee TV's Teen Bahuraaniyaan. In 2008, Irani along with Sakshi Tanwar hosted the show Yeh Hai Jalwa, a dance based reality show featuring celebrities along with their troops on 9X. In the same year she also produced another show Waaris on Zee TV, which ended in 2009. In 2009, she appeared in a comedy show Maniben.com, aired on SAB TV. She also co-produced the show in collaboration with Contiloe Entertainment. In 2012, she worked in Bengali movie Amrita.

She did a stint as a producer and has an entertainment company by name Ugraya Entertainment. Smriti had to go through tough times before fortune finally decided to favour her. She got the chance to host an episode of 'Ooh La La La' in which she replaced the famous actress Neelam Kothari as the show's host. There was no looking back from there for Smriti as she had caught the eye of famous producer Ekta Kapoor. She got to play the character of Tulsi Virani in a superhit TV serial titled 'Kyunki Saas Bhi Kabhi Bahu Thi' aired on Star Plus.

Her popularity kept soaring high and she became a household name in virtually no time. She won many awards for her character Tulsi in the serial. Apart from working in serials, she also produced shows under her company Ugraya Entertainment. She also hosted the dance reality show named, 'Yeh Hai Jalwa' in the year 2008 along with Sakshi Tanwar who is Irani's contemporary and another famous TV actress. She also proved her skills as a comedian in a show called Maniben.com (2009-2010), which was telecast on SAB TV.

She also acted in a Bengali film. The under-production movie 'All Is Well' will mark her Bollywood debut.

Political Career:

Smriti Zubin Irani is currently the Union Textiles Minister in the Narendra Modi Government. She earlier served as the Union Minister for Human Resource Development (HRD) from 26th May 2014 to 5th July 2016. She became Union Minister at the young age of 38. She is a key member of Prime Minister Narendra Modi's inner circle. Modi trusts her for communication with India Incorporated and diplomatic establishment because of her exceptional communication skills. She is a member of the Bharatiya Janata Party from the year 2003. She became the vice-president of the Maharashtra Youth Wing in 2004. She was earlier Head of BJP Mahila Morcha, the women's wing of BJP. She is the Vice-President of BJP since 19.08.2011. In the general elections for the 14th Lok Sabha held in 2004, she contested unsuccessfully against Kapil Sibal from the Chandni Chowk constituency in Delhi. She also contested against Rajiv Gandhi in 2014 Lok Sabha elections. She was nominated as executive member of the central committee of the BJP. In December 2004, Irani, blaming her Gujarat Chief Minister, Narendra Modi for BJP's electoral losses, threatened to fast unto death until he resigned. However she later retracted this demand after BJP's central leadership threatened to take action against her. In May 2009, while campaigning for Vijay Goel's candidature in New Delhi, she voiced her concerns about the safety of women in the capital. She advocated capital punishment for rapists to act as a deterrent. In early 2010, she was appointed National Secretary of BJP and later appointed as the All India President of the BJP's women's wing viz., the BJP Mahila Morcha. In August 2011, she was sworn in as a Member of Rajya Sabha from Gujarat. She had contested the 2014 general elections against Rahul Gandhi in Amethi constituency of Uttar Pradesh and lost to Rajiv Gandhi by 1,07,923 votes, a 12.32% margin. On 26 May 2014, Prime Minister Narendra Modi appointed her as the Minister of Human Resource Development in his cabinet. Her appointment was criticized by some people for her lack of formal higher education. Smriti has been accused of misrepresenting her educational qualifications. Conflicting affidavits were allegedly submitted by her while filing for different elections. In June 2015, a lower court held that the allegations against her were maintainable and a delay in prosecution was not a valid reason for dismissal. Smriti was asked by people to file a PIL about her educational qualification to know about the truth behind the affidavit controversy. She was accused of favouritism towards Vishram Jamdar, a self-proclaimed RSS follower and a regional Sangh Parivar leader, for appointment as the Chairman of Visvesvaraya National Institute of Technology, Nagpur.

Latest news:

As per the latest reports, Smriti Irani is soon going to be back on television. She is all set to make her comeback with Ekta Kapoor's next finite venture on Star Plus. The series will be based on the life of a Politician, who will be falsely accused of being involved into a scam. How she deals with it and emerges victorious forms the rest of the story. The series will also explore the dark side of politics and how a woman fights it all to safeguard her integrity.

Awards

She had won many awards for her histrionic excellence. In the years 2001, 2002, 2003, 2004, 2005 and 2007 she had won the coveted the Indian Television Academy Awards for Best Actress- Drama Popular for her stellar performance in the serial Kyon Khi Saas Bhi Khabi Bahu Thi. Besides she won Best TV Personality Award in the year 2003.

Achievements:

- Participated in Miss India 1998 contest.
- Irani was the finalist of the beauty pageant Femina Miss India 1998.
- She holds the record of winning five consecutive Indian Television Academy Awards for Best Actress (Popular), four Indian Telly Awards, eight Star Parivaar Awards.
- In 2014, she became the Union Minister For Human Resource Development in the Government of India at an young age.
- In July 2105, she was shifted to the Textiles Ministry.

Bibilography:

1. www.bollywoodlife.com
2. www.elections.in
3. www.wikipedia.org
4. "Rise of Smriti Irani:Journey from Bahu to BJP's Vice-President"(2013),The Economic Times,1st November



Management Jokes

If you are stressed with loads of work, your dominating boss, then Jokes are the best solution to relieve your stress. Hilarious Jokes between Boss and Secretary, Funny Official Letters and much more jokes can be found here. Read, keep laughing and make other laugh by sharing these jokes with your colleagues and friends.

1. Amusing sentences in leave applications murdering English

- "Since I have to go to my village to sell my land along with my wife, please sanction me one-week leave."
- From an employee who was performing the "mundan" ceremony of his 10 year old son: "As I want to shave my son's head, please leave me for two days."
- "As I am marrying my daughter, please grant a week's leave."
- "As my mother-in-law has expired and I am only one responsible for it please grant me 10 days leave."
- A student's leave letter to a headmaster: "As I am studying in this school I am suffering from headache. I request you to leave me today"
- "As my headache is paining, please grant me leave for the day."
- Covering note: "I am enclosed herewith.."
- "Dear Sir, with reference to the above, please refers to my bottom..."
- "My wife is suffering from sickness and as I am her only husband at home I may be granted leave".
- "I am well here and hope you are also in the same well."

2. Telegram sent by Branch Manager to Zonal office

"Wife serious, send substitute!"

3. Employee: Sir you are like a lion in the office! What about at home?

Boss: I am a lion at home too, but Durga sits on the lion there!

4. Economics is not that difficult if we have the right examples.

Interviewer: What is Recession?

Candidate: When "Wine & Women" get replaced by "Water & Wife", that critical phase of life is called Recession!!

5. Boss: So tell me young man, on which occasions have you realised that you are important in the company and company cannot function without you?

Employee: "Sir, whenever I asked for leave"!

6. A Company Owner was asked a Question:

"How do you motivate your employees to be so much punctual?"

He smiles & replies:

"It's simple; I have 30 employees for whom I provided 29 free parking spaces.

7. Boss: We are very keen on cleanliness. Did you wipe your feet on the mat as you came in?

New employee: Yes, sir.

Boss: We are also keen on truthfulness. There is no mat.

8. Three Finer Points on Heller's Law:

- The first myth of management is that it exists.
- It's not that good help is hard to find, it's just that bad help is so hard to get rid of.
- They say you need a can-do attitude to get ahead in life. I disagree -- many people obviously got to be Vice-