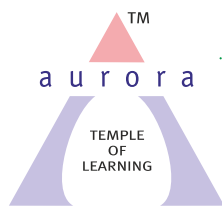


2019

**akshara**  
NEWSLETTER  
Vol.IX | Issue.4 | April 2019



# Great Manager

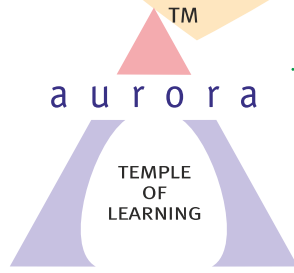


**AURORA'S BUSINESS SCHOOL**

Dwarakapuri Colony, Hyderabad - 500 082

+91 40 2335 1892, 2335 0062

[www.absi.edu.in](http://www.absi.edu.in)



**Director**

Dr. Raghu Naga Prabhakar

**Editor**

PNS Datta Sarma

**Assistant Editors**

C Kameshwari

Dr. V. Sree Jyothi

P. Pratyusha Reddy

**Editorial Team**

Jyothi

Abhishek Sharma

Venkata Ragavan

Sneha Malani

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NEWSLETTER

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## FROM THE DIRECTOR'S DESK



Dear reader,

It gives me pleasure to place the April-2019 issue of the newsletter in the hands of the students. The Business news provided are indications of the growing pace of business activity. The article on the characteristics of great managers should motivate our students. The concept of Universal Basic Income is impartially discussed in another article. The voluntary blood donation camp conducted reflects the service- motive of our students. The placement drives during this month provided good opportunities in popular companies. I convey my blessings for those who are April-born.

**“Let us keep up the spirit of progress live”**

**Dr. Raghu Naga Prabhakar**  
Director  
AURORA'S BUSINESS SCHOOL

# Business NEWS

April, 2019

## **Accenture has good news for the whole of IT**

Indian IT firms may see revenue growth in fiscal 2020 to be as strong as or better than the previous year, looking at the commentary of global peer Accenture which raised its forecast on the back of increasing client budgets for outsourcing and consulting deals. Accenture raised its revenue growth forecast to a range of 6.5-8.5% from 6.0-8.0% for the year ahead, as their customers globally continue to spend on new technologies NSE -0.38 % to improve services.

## **Buy State Bank of India, target Rs 340: Manas Jaiswal**

Manas Jaiswal of manasjaiswal.com has a buy call on State Bank of India NSE -1.07 % with a target price of Rs 340. The current market price of State Bank of India is Rs 328.55. The time period given by the analyst is Intra Day when State Bank of India price can reach the defined target. Manas Jaiswal recommended to keep stop loss at Rs 324. State Bank of India, incorporated in 1955, has a market cap of Rs 293218.11 crore). State Bank of India key Products/Revenue Segments include Interest & Discount on Advances & Bills which contributed Rs 141363.17 Crore to Sales Value (64.11 % of Total Sales), Income From Investment which contributed Rs 70337.62 Crore to Sales Value (31.89 % of Total Sales), Interest On Balances with RBI and Other Inter-Bank Funds which contributed Rs 6548.53 Crore to Sales Value (2.96 % of Total Sales) and Interest which contributed Rs 2250.00 Crore to Sales Value (1.02 % of Total Sales) for the year ending 31-Mar-2018.

## **Analysts cut price targets despite rally on weak earnings**

Notwithstanding the soaring benchmark indices, analysts are slashing target prices for stocks. In the past six months, price targets for Nifty 50 components have been slashed by 6.5 per cent on average, the second-highest in Asia after Japan. The behaviour of analysts, this time around, contradicts their historical stance wherein they would raise stock target prices during market rallies. Out of the 50 companies in the Nifty 50 index, 34 have seen a reduction in target prices in the past six months. In addition, 21 companies faced a reduction of more than 10 per cent while only six recorded more than 10 per cent increase in target prices.

## **Mutual funds collect Rs 8,055 crore via SIP in March**

Retail investors continue to invest in mutual funds through Systematic Investment Plan or SIP. Mutual funds witnessed inflows worth Rs 8,055.35 crore via SIP in March, 13 per cent higher on year-on-year basis. February saw SIP collections worth Rs 8,094 crore. Month-on month, the SIP collections have fallen marginally by 0.5 per cent. "We have always seen an uptrend in SIP numbers. Though a month-on-month basis the collections have fallen but that is very marginal.

## **Mahindra & Mahindra pick up vehicles domestic sale crosses 1.5 lakh units**

Auto major Mahindra NSE -0.16 % & Mahindra on Monday said its pick up vehicles' domestic sale crossed 1.5 lakh units in domestic market during the fiscal ended March this year. The pick up range has sold 1,62,000 vehicles in FY-2019, compared to 1,49,121 vehicles in FY-2018, logging a 9 per cent growth, thereby posting the highest-ever annual sales growth in the segment since the launch, the company said in a release. Mahindra's pick up range, which caters to the cargo transport segment, comprises brands such as Bolero Maxi Truck, Bolero pik-up, Bolero Camper and Imperio. The company commands as high as 58 per cent market share in the 2-3.5 tons light commercial vehicle (LCV) category. "The journey towards achieving this over 1.5 lakh units milestone of pickups in fiscal 2018-19 is a proud moment for us. We are grateful to all our customers and for the success of our newly-launched Maha Bolero Pickup 1.7T. Mahindra has the widest range in this segment today," said Veejay Ram Nakra, the company's chief of sales and marketing for automotive sector.

## **India's GDP expected to expand 7.5% in 2019-20: World Bank**

India's GDP growth is expected to accelerate moderately to 7.5 per cent in Fiscal Year 19-20, driven by continued investment strengthening, particularly private-improved export performance and resilient consumption, the World Bank has said. The real GDP growth is estimated at 7.2 per cent in FY18/19, the World Bank said in its latest report on South Asia ahead of the spring meeting of the World Bank and the International Monetary Fund. Data for the first three quarters suggest that growth has been broad-based. Industrial growth accelerated to 7.9 per cent, making up for a deceleration in services.

### **Steel companies may report fall in Q4 earnings growth**

Earnings growth is expected to shrink for steel companies due to falling prices amid US- China trade concerns with signs of a slowdown in China adding to the weakness. Base metal companies too are likely to see a similar trend in March 2019 earnings, according to a leading brokerage house. "Earnings growth is expected to decline on the back of lower spreads with aggregate PAT expected to be lower by 34% year on year," Motilal Oswal said in its latest Metals Sector March 2019 Results Preview. Average EBITDA is expected to decrease by around 14% turning negative after eleven quarters of y-o-y increase, the report added. Metals companies under its coverage include Hindalco, Hindustan ZincNSE -1.65 %, Jindal Steel & Power, JSW Steel, Nalco, NMDC, SAIL, Tata Steel and Vedanta among others.

### **Maruti Celerio crosses 1 lakh annual sales mark in FY'19**

Maruti Suzuki India (MSI) Friday said its compact car Celerio sold 1,03,734 units in 2018-19, joining the club of company's models with sales of more than one lakh units in a year. The model has cumulatively sold 4.7 lakh units since its launch in 2014, MSI said in a statement. The sales of the model grew by 10 per cent in 2018-19, it added.

### **SIPs in equity mutual funds log 10.26% annual returns in five years, beat gold, FDs**

Investors investing money in equity mutual funds through systematic investment plans (SIPs) have earned an average return of 10.26% in the last five years since the Narendra Modi-led NDA government came to power. The study done by NJ Wealth is on the basis of average performance of 133 equity mutual funds in large-, mid- and small-cap categories in the last five years.

These returns are lower than their benchmark indices in this period. In the last five years, the benchmark Nifty returned 11.58% on a compounded basis every year. The Nifty Midcap index gained 16.28% and the Nifty Small cap index rose 12.48% on a compounded basis during this period.

### **TCS, Infosys increase hiring by 350 per cent in Fy19**

Amid a slowdown in job growth across sectors, IT services major Tata Consultancy ServicesNSE -0.27 % (TCS) and InfosysNSE 0.86 % hired about 42,000 more techies in the recently concluded fiscal 2018-19 than it did in the previous fiscal, registering a growth of over 350 per cent in new hiring, a media report said. While Mumbai-headquartered TCS hired 29,287 employees in the financial year ending on March 31, Bengaluru-based Infosys added 24,016 software professionals, Fortune reported this week. So together these two companies added 53,303 employees in the 2018-19 financial year, while they hired just about 11,500 employees in the 2017-2018 financial year.

### **HCL Technologies sets up cyber security centre in Texas**

IT services major HCL Technologies NSE -0.38 % has set up a Cyber Security Fusion Centre (CSFC) in Frisco, Texas, and said it will conduct training and college hiring programme in the US state. The opening of the CSFC represents the next phase in the company's mission to support secure business growth by providing customers with a single point of contact for the enterprise security lifecycle - from detection to remediation.

### **GST confusion forcing companies to charge more on annual maintenance bills**

Goods and services NSE 0.83 % tax (GST) on annual maintenance contracts (AMCs) is proving to be contentious issue for some of the white goods and electronics companies, which have decided to play it safe and charge higher rates, increasing the burden on consumers. A leading electronics goods company, for instance, is levying 28% GST, applicable on high-end gadgets, instead of 18% that applies to AMCs. There are others too who have decided against taking any chances.

### **Bitcoin indicator flashes first sell signal in nearly two months**

Bitcoin's recent rally appears to be losing steam. The GTI Vera Convergence Divergence indicator, which investors use to detect trend reversals, sent its first sell signal since mid-March. The shift could suggest further downside may be ahead as the coin flirts with its highest levels of the year. The original cryptocurrency has rallied about 50 percent since January, after tumbling 74 percent last year and surging 1,400 percent in 2017. In addition, Bitcoin hit the 61.8 percent Fibonacci resistance level, which typically signals support and resistance points, and ricocheted lower. This indicated it could need a positive external factor to break the resistance line of \$5,679. Fibonacci analysis is based on the theory that prices rise or fall by certain percentages after reaching historic highs or lows.

### **GST investigation arm finds Tata Starbucks guilty of profiteering Rs 4.51 crore**

The GST investigative arm has found Tata Starbucks guilty of profiteering to the tune of Rs 4.51 crore by not reducing prices of coffee despite a cut in the rate.

# WHO IS A GREAT MANAGER ?

**Prof. P. N. S. DATTA SARMA,**  
MA (Lit), PGDTE (EFLU)

(He can be reached at [dattasarma1956@gmail.com](mailto:dattasarma1956@gmail.com))

The future business managers should learn certain traits which are essential to mould themselves into great managers." The Great Manager Institute", as part of its first ever "great people manager study", took up a herculean process to identify individuals with exemplary managerial capabilities. It followed a four-layer process of evaluation and auditing to arrive at a list of the 100 best managers in India from 408 registered organisations, 5233 managers were assessed. It took a period of seven months to complete the exercise in the financial year 2018-19.

## The Process

To go into various styles of people management, insights were required throughout the country, which were industry related. After assessing the responses with meticulous care, the final list was arrived at. Firstly, team feedback was taken about their reporting managers. It consisted of a 18 statement survey which has a 1-5 rating style. Secondly, through 3 open-ended, comment based questions, a qualitative feedback was taken. The third phase was an objective evaluation of the best practices submitted by the selected managers; only for ranking the individuals; in the areas of uniqueness, relevance and all-inclusiveness across three themes, connect, Develop and Inspire. Finally, an additional audit on uniqueness of practices of managers with respect to other managers in the company, backed by a deep reputation check.

80% weightage was allotted to team feedback score and 20 percent to manager practice. "Forbes India" acted as the media partner. The list of companies was finalised after a two-step process. Either all managers or a sample of managers from an organisation were evaluated using the average of positive scores of all statements, Grand mean was calculated.

## An ideal manager

A great manager fosters a culture of innovation and encourages his team to look beyond their regular scope of work. He leads by example, keeping, himself on the ground. He believes in pushing the boundary, never compromises with the mediocre, questions the status quo and always possesses a quest for knowledge.

An ideal manger gives his team of young people, time to pursue their creative pursuits. This is a good management strategy. This makes the team try new technologies or develop skills beyond their reach. He has a thorough knowledge of ownership, passion and accountability. He never hesitates to learn even from his subordinates. He knows well how to foster innovation, how to sell etc.

Among the 100 great managers selected there are 7 founders, 26 CEOs and 38 senior managers. The rest were middle and junior managers. Unfortunately, only 10% of the list were women. Some comments in the feedback statements reflect the ardent admiration of the employees for their managers.

“My manger is the reason why I am with this organisation”.

“I was employee of the quarter and It’s only because of my manger”.

The final list includes foreign nationals with India as their base. It has people with diverse skills who add colour to the organisation. Some are good humorists, some are wonderful achievers. There are entrepreneurs, lawyers, researchers, doctors, chefs etc.

Great managers focus on the personal and professional development of their team members. They work on their careers, both within and outside the organisation. They communicate effectively, they are more approachable and unbiased. They do not rely on usual practices. The successful people managers know that their style is what is what makes them great. For them, style is the new skill. Here are some profiles:

Sl. No.	Name	Organisation	Designation
1	Amit Ramani	Awfis	Founder & CEO
2	Arif Khan	Rakuten India	Director
3	Jayesh Joshi	Nexval Infotech	Senior V P
4	Manoj Naik	Nexval Infotech	Senior Operations Manger
5	Dr. Shikja Tewari	T. John College	Principal
6	Dharmendra Jain	Yash Technologies	CFO Co-Head (HR)
7	Asheema Roona	Cinopolis India	Head, HR
8	Naveen. V	Appollo Hospitals	Unit Head
9	Raj Jha	Mahindra & Mahindra Financial Services	Divisional Manager
10	Sriram T	Cushman & Wakefield	Director (Retail head)

**Source:** “Forbes India” Magazine



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

S. No.	Date	Event
1	01.04.2019	Times Groups SIP placement drive held for I year III Trimester PGDM for all specialisations with a stipend of Rs 5000 PM 26 students shortlisted.
2	03.04.2019	Ryan India Tax Services Pvt Ltd campus placement drive for PGDM -Finance Specialisation with a CTC of 2.2lakh Per annum+Shift Allowances for the position of Tax Associate.
3	15.04.2019	PGDM II Year III Trimester 2nd mid term examinations commence.
4	16.04.2019	J marathon Advisory Services Pvt. Ltd SIP placement drive held for I year III Trimester PGDM Finance & Marketing specialisations. Stipend of Rs 4000 pm plus incentives. 30 students were declared selected.
5	17.04.2019	PGDM II Year III Trimester 2nd mid term examinations conclude.
6	17.04.2019	Shriram Life Insurance SIP placement drive held for I year III Trimester PGDM Finance & Marketing specialisations. Ms Swetha Chandra Sekhar, Deputy Manager and 3 other Executives were present for the drive.
7	18.04.2019	Karvy SIP placement drive held for I year III Trimester PGDM Finance & Marketing specialisations. Mr Ch. Sreedharan, DGM came for the drive 12 students were selected.
8	18.04.2019	Photo shooting of students and facilities of the Aurora's Business School was done.
9	20.04.2019	Cogniz Capital SIP placement drive held for I year III Trimester PGDM Finance specialisation.
10	21.04.2019	Voluntary Blood Donation Camp was conducted on the campus in association with Sanjeevani Blood Bank and Loins Club of Hyderabad. Students donated blood generously as a token of their social responsibility. On the same day, free eye and dentak check-up camps were also conducted for the benefit of the students.
11	22.04.2019	Mappr SIP placement drive held for I year III Trimester PGDM students of all specialisations.
12	22.04.2019	Dean Prof. G. Sreenivas Reddy delivers a lecture on Research Design for all the Research Scholars of Dr Ambedkar Open Univeristy.
13	23.04.2019	PGDM II Year III Trimester end term examinations commence.
14	23.04.2019	IDBI Federal SIP placement drive held for I year III Trimester PGDM for all specialisations.
15	23.04.2019	Acuite Ratings & Research Ltd campus placement drive for PGDM held for Marketing Specialisation with a CTC of 3 Lakhs per annum + Monthly sales Incentives for the position of Business Development (Field Sales Officer).
16	24.04.2019	Pupilmark Royyuru Enterprises(Chamarthy) SIP placement drive held for I year III Trimester PGDM Marketing specialisation.
17	24.04.2019	Summer Internship Placement Drive for HR specialisation held by Husys Group.
18	25.04.2019	PGDM I Year III Trimester 2nd mid term examinations commence.
19	26.04.2019	Student feedback of 13th batch outgoing students collected.
20	27.04.2019	PGDM II Year III Trimester end term examinations were concluded.
21	27.04.2019	PGDM I Year III Trimester 2nd mid term examinations were concluded.
22	27.04.2019	Director Dr Raghu Naga Prabhakar & Dean Prof. G. Sreenivas Reddy attend the Board of Governors meeting of Auroras PG College, Ramanthapur.
23	28.04.2019	Farewell Programme was conducted for the outgoing students of 2017-19 batch at Wild Waters Palm Exotica Amusement Park, Hyderabad. The Director, Dr. Raghu N Prabhakar hosted the trip. Prof. Kameswari, HOD, Dr. Sree Jyothi, COE and Mrs Ashwini Admissions Coordinator acted as coordinators. The students enjoyed themselves, recollecting thier memorable moments with the faculty and classmates at Aurora's Business School.

# Photo Corner

Photo Shots of Voluntary Blood Donation Camp organised in collaboration with the Sanjeevini Blood Bank at Aurora's Business School on 21.04.2019.



# UNIVERSAL BASIC INCOME: A BOON OR A BANE ?

**M. DHARMENDAR REDDY,**  
PGDM, I Year I Trimester, Roll No. DM-14-025  
(He can be reached at [dharminder.reddy@gmail.com](mailto:dharminder.reddy@gmail.com))

These days liberals and conservatives, free marketers and socialists are extolling the concept of universal basic income, across the globe. They suggest it as a 'cure-all' for many social inequalities. They expect that it will save us from the failures and inequalities of the market economy. Moreover, it is likely to set right the inefficiencies and lethargies of the welfare state. Some of its advocates even go to the extent that the UBI vagaries of technological change and even from globalization!

Professor Neeraj Kaushal, of Columbia University, U.S, who teaches social policy firmly negates this concept. In her article published in 'The Economic Times', She says that the concept will eliminate the salience of work from people's lives. It affects the physical and mental health of people. In the marginalised families where no one works, its impact on children will be destructive.

In Finland, the concept is implemented in all earnestness. It is believed to be a solution to the mental stress of the people. Will UBI affects employment? Will it completely paralyse the work culture of citizens? The prophets of this philosophy assure us that there will be no such impact on the society.

But there is the other side of the coin. It is a welfare scheme which will create some incentives. These incentives will change the behaviour of people, according to a science called behavioural Economics. Empirical studies suggest that welfare programmes affect employment. Prof Neeraj Kaushal in her research revealed that in the United States, welfare reforms affected the employment prospects, to a large extent. It resulted in a considerable fall in welfare caseload.

In 2008, the British government replaced income support to single parents with a job seeker's allowances. Consequently their employment increased by 12%.

The UBI gurus say that it will reduce poverty, but not employment. But there will be massive withdrawal of women from the labour force. The 2018 economic survey clearly foresaw this catastrophe. While other countries were trying to retain workers left behind, by technological developments and bring them back as productive members of the society the UBI exponents are doing the reverse. The basic income will eliminate the salience of work from the life of the people. There will be some families who do not work at all. Economic pundits are only pondering on the budgeting implications of the scheme, ignoring the aspects of idleness, crime and mental health.

Most discussions on UBI are merely theoretical, they are neither universal nor large enough to be adorned with the title 'basic income'. The experiment of Finland ended recently because the Finnish government could not fund it anymore. The argument that the UBI reduces stress and increases happiness does not hold water. It is not clear from the data if those who got UBI are happier or those who did not get it are not considering the negative social implications of the scheme, true economists and sociologist should not support this type of populist schemes which affect the hard working nature of the citizens and make them inert and slothful. They must be made self sufficient by providing them employment, finance for small trades etc. The Govt should make them stand on their own legs, but not relax idle without an inclination to work. As the saying goes, "An idle man's brain is a devil's workshop".

## Source

1. "The Economic Times", 18th February 2019
2. Idle Hands a UBI workshop"? Prof Neerja Kaushal, Colombia University, U.S.

Dear April Born,  
Happy B'Day to You All!

1	Sravan Kumar Guntha	01.04.1992
2	Akshay Deveraboina	03.04.1997
3	Ravi Rachana Parsa	05.04.1996
4	Shivangi Borad	06.04.1998
5	Shruthi Modani	09.04.1998
6	Hephziba T	10.04.1997
7	Jahnvi E	10.04.1997
8	Vedhavyas Sai Ram	11.04.1998
9	Muni Sai Satyajith Reddy Chinthakunta	12.04.1996
10	Sachin Raj Basa	14.04.1996
11	Naveen Reddy S	16.04.1997
12	Suhas Bezawada	16.04.1997
13	Adith Pawar	17.04.1995
14	Sreebala I	21.04.1997
15	Vinit Haresh Mehta	22.04.1996
16	Tejaswi B	23.04.1998
17	Harshini Vankamamidi	24.04.1996
18	Harsh Kumar Sharma	26.04.1996
19	Dharmendar Reddy Mudem	27.04.1995
20	Vinay Kumar Pani	28.04.1996
21	Dinesh Kumar Katla	28.04.1997
22	Aravind D	29.04.1995
23	Arpit Kumar jain	30.04.1996
24	Shiva Prasad Vuppala	30.04.1996
25	Jhansi Salver	30.04.1997