2019

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NEWSLETTER

Vol. IX | Issue.8 | August 2019

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FROM THE DIRECTOR'S DESK

Dr. Raghu Naga Prabhakar
Director
AURORA'S BUSINESS SCHOOL

Dear reader,

It gives me great pleasure to share my feelings, in the newsletter August 2019. We proudly celebrated the Independence Day at our campus with patriotic fervour. I congratulate our students who were deputed to participate in the panel discussion conducted by the HMA on cancer treatment and advanced care. I am very happy that our students were well motivated at the seminar & guest lecture on entrepreneurship, held at SCIENT. I believe that such programmes certainly contribute to their social and professional commitment. I extend my best wishes to those who appeared for the II year I Trimester first midterm examinations. Let us go ahead with the same enthusiasm.

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Business NEWS

August, 2019

Google Pay wants to make transactions more transparent, will now send SMS alerts to users

Google has announced that it is adding a new feature to its payments platform Google Pay that will make transactions more transparent for users. Google Pay will now send app notifications as well as SMS alert to inform users each time they receive a collect request to highlight the approval that will deduct money from their account, the official blog explains. To protect users' financial transactions, Google Pay also uses machine learning-based scam prevention model. It displays explicit 'scam' or 'stranger' warnings if a user receives request from someone suspicious or not in their contacts.

Indiabulls Housing Finance to buy back bonds worth up to $50 million

Indiabulls Housing FinanceNSE -1.08 % said it will buy back bonds worth up to USD 50 million (around Rs 348 crore), which is a part of its USD 1.5 billion bond programme. "The company will be doing a buyback of up to USD 50 million of the USD 350 million 6.375 per cent notes issued by the company," it said in a regulatory filing. The buyback is part of the company's USD 1.5 billion (around Rs 10,398 crore) secured euro medium-term note programme, it said. The buyback will be done upon receipt of necessary regulatory approval, it added. Stock of Indiabulls Housing was trading 1.02 per cent down at Rs 516.35 on the BSE.

IIFL Finance to raise up to Rs 1,000 crore through bond issuance

IIFL Finance on will come up with public issue of bonds to raise up to Rs 1,000 crore to fund business growth of the company. The non-convertible debentures (NCDs) will offer up to 10.5 per cent yield. The UK-based CDC Group backed IIFL Finance will issue secured and unsecured redeemable NCDs, aggregating up to Rs 100 crore, with a green-shoe option to retain over-subscription up to Rs 900 crore (aggregating to a total of Rs 1,000 crore), the company said here at a conference.

IT services company Cognizant may up variable part of pay

Cognizant may increase the variable pay component in the compensation structure of its employees, sources with knowledge of the matter told ET, as the IT services company moves to lower costs and possibly shore up margins. “Currently, variable pay is a smaller component of compensation, but the idea is to increase variable pay to actually reward contribution and growth. It could be 35% or more in mid-levels but it won't be significantly higher for freshers, who are on a low base,” a source with knowledge of the deliberations told ET.

Major debt fund overhaul on the cards at Aug 21 Sebi board meet

The Securities and Exchange Board of India (Sebi) is set to meet on August 21 to further strengthen regulations for debt mutual funds, ETNOW reported. The markets regulator is likely to announce changes in framework for liquidity funds, which may require debt funds to completely shift to mark-to-market valuation form April 1, 2020. Sebi may also lower the cap on unrated debt to 5 per cent from 25 per cent of net asset value (NAV), and will review the same periodically, the report said. Sebi will issue a circular on the timeline for grandfathering of current investments. Debt mutual funds may not be allowed to amortise valuation of debt and money instruments, and classify investments as investment grade, at investment grade and below investment grade.

Personal, home, car loans in just 59 minutes: India could be looking at a major gamechanger

To bring the consumption sector — the mainstay of India's GDP — out of the doldrums, the government is looking at a major disruptive measure on the retail loan front. Under this proposed mechanism, public sector banks could soon approve home loans, car loans and personal loans in 59 minutes — in the manner that India's small and medium businesses (MSMEs) can avail loans via the psbloansin59minutes.com portal, the Hindustan Times said in a report.

Government should borrow only long-term fund from overseas market: Bimal Jalan

Former RBI Governor Bimal Jalan said the government should borrow only long-term fund from the overseas market, and the quantum should not exceed 1.5 per cent of GDP under any circumstances. "If you (the government) are borrowing from aboard (then) borrow long-term and the total foreign borrowing should not exceed more than 1.5 per cent of GDP under any circumstances," he said at the launch of his book 'Resurgent India'.

SoftBank looks to move on with Indian mobility sector
SoftBank is closely evaluating the mobility sector in India, including the two-wheeler mobility space, multiple people familiar with the matter told ET, as the Japanese investment powerhouse scouts for the next phase of innovation after ride hailing.

OBC, IDBI Bank cut MCLR up to 15 basis points
Oriental Bank of Commerce NSE -1.82 % and IDBI Bank NSE -0.83 % announced a cut in the range of 0.05 to 0.15 percentage point in the marginal cost of funds based lending rates (MCLR) for various tenors. The rate cut follows an MCLR cut by the country's largest lender SBINSE -1.65 % post the RBI's decision to reduce the key interest rate (repo) by 0.35 percentage point to a nine-year low of 5.40 per cent. Oriental Bank of Commerce has decided to decrease its MCLR by up to 10 basis points (0.10 percentage point) across various tenors, the bank said in a release.

L&T plans to raise up to Rs 1,400 crore via NCDs
Infrastructure major Larsen and ToubroNSE -1.15 % (L&T) on Wednesday said it plans to raise up to Rs 1,400 crore through issuance of non-convertible debentures (NCDs) on private placement basis. The company, however, did not elaborate on the reasons for raising funds. "The company proposes to issue rated, listed, unsecured, redeemable non-convertible debentures aggregating up to Rs 1,400 crore on private placement basis," L&T said in a regulatory filing. Shares of L&T were trading 1.32 per cent higher at Rs 1,331.10 apiece on BSE.

Sebi wants MFs to invest only in listed securities
With an aim to safeguard mutual fund investors from high-risk assets, regulator Sebi wants fund houses to shift all their investments to listed or to-be-listed equity and debt securities in a phased manner and reduce their exposure to unrated debt instruments from 25 per cent to 5 per cent.After a meeting of its board here on Wednesday, Sebi said it has also decided to give flexibility to mutual funds to invest in unlisted non-convertible debentures (NCDs) up to a maximum of 10 per cent of the debt portfolio of the scheme.This would be subject to such investments in unlisted NCDs having simple structures, being rated, secured and with monthly coupons. This would be implemented in a phased manner by June 2020.

HSBC lays off 150 employees from back offices in India
British lender HSBC has laid off 150 employees supporting global operations from back offices in India as part of a global move of "realigning" operations, sources said.The move comes weeks after German lender Deutsche Bank also started laying off employees supporting global operations as part of the exit from the equities business.Job impacts at HSBC are "less than 150" and this is a part of "realignment as part of ongoing operations" at the lender, which employs 2.38 lakh people globally, the sources said.

Banks wary of big rate cuts, fear hit on deposit growth
Despite mounting pressure to reduce interest rates across the spectrum, banks are wary of slashing retail deposit rates beyond a few basis points, as doing so would make it tougher to garner deposits in a competitive landscape where incremental savings are hard to come by.Bankers have expressed concerns over the falling deposit rates, especially for senior citizens, who largely live on their interest earnings.In other words, banks are protecting small depositors who account for 80-90% of their liability portfolios, even at the risk of slightly lower interest rate margins. This also means that the monetary transmissionwould remain slow and partial.

India big enough for both E-commerce and small retailers: Rajiv Kumar
The Indian economy is large enough for both e commerce and small retailers to coexist said NitiAyog vice chairman Rajiv Kumar on Friday. Kumar also said that while it was important to ensure e-commerce player do not get unprecedented market power, India could not have a situation where data was controlled by a central authority. Kumar also said that if e-commerce companies were to also bring large brick and mortar stores, it could create an anti-competitive landscape."The market in our country would be large enough. Our economy as it improve as it grows the way we expect it to grow to $5 trillion would be large enough for both e-commerce and the so called mom and pop stores and small retailers etc.," said Kumar speaking at an event for the release of interim findings of a study on e-commerce, conducted by the Competition Commission of India.

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DIGITAL REVOLUTION IN THE FIELDS OF MEDIA, TV AND FILM INDUSTRY

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Bill gates wrote a very thought provoking article "content is king", nearly two decades ago. He wrote:

"content is where I expect much of the real money will be made on the internet, just as it was in broad casting".

What he had foreseen turned to be right. Today both the viewers and the content providers have evolved with the changing preferences. They are now familiar with the means and nature of content being provided. Like all industries which have been influenced by digitization considerably, the Media and entertainment industry too followed suit. The digital transformation of the media industry has made its debut in the following.

1. Reading a newspaper
2. Opening a news app on our tablet
3. Renting a DVD or Blu- Ray Disc
4. Streaming our favourite television series on a smart tv
5. Buying a cook book
6. Getting customized recipe suggestions on our smart phone

The list is unlimited. After the digital transformation, even the consumer behaviour has changed to a great extent, younger generations crave for instant access to content, always and everywhere. The percapita consumption of traditional media is growing at 3%. But its digital consumption has expanded at a quicker pace, upto 15% per year. This shows that a growing number of new, albeit low volume users are being included into the existing consumer stream There has been a notable growth in content consumption across media channels, devices and demographics. The consumers of internet have reached the nucleus of a digital ecosystem. They are using internet in an unprecedented way and adopting internet enabled device. They actively create, distribute and consume content. The viewers are more facilitated with the use of real time data analytics and content management systems, by entertainment giants like Netflix and spotify.

The digital revolution has intensified the revenue sources to the companies. Moreover, they are providing more choice and variety to the customers in the form of High Definition channels, broadband, value added services like entertainment, gaming and video on demand etc. The media companies are flexible to fix price for the content so that they can improve their revenues to the maximum extent. The specific product placements have occupied the place of traditional ones, increasing the chances of purchase.

As the consumers grow impatient for content consumption, the media and entertainment industry has been transformed by four phases of digital transformation. The same is driven by the excitement of the customers.

In the first phase, i.e., in 1990, it started with the need of file sharing among consumers. Later, during the next decade, it slowly evolved to sharing music content. After 2005 social media sites like Orkutand face book came into existence and soon started influencing the lifestyle of the consumers. In the third phase, services like google docs emerged with the cloud technologies, storing large amount of data on line which can be accessed from anywhere and anytime. Thefourth and current phase in the evolution is internet of things, Machine learning, Artificial intelligence, Recommendation engines etc. Even the consumer has evolved with his/her choices of experiencing, resulting in the opening of many new avenues for the companies to occupy the share of mind of the consumer.

Gradually, rapid and sustained digital innovation will be changing the accessibility and consumption of the content. It is an ever evolving sector, overcoming disruption and embracing growth. The present digital age can be termed as combustible Growth. The media and entertainment industry can look forward to investing in content, talent coaching, and market place of talent.

Sources

1. Times of India report February 2018
2. KPMG-FICCI Indian Media and Entertainment industry Report 2016

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

S. No.	Date	Event
1	03.08.2019	The 20th anniversary celebrations were held at University of Hyderabad. Sri Ramu V. Koundinya graced the occassion as Chief guest. Dr. Rajasekhar, Vice-chancellor of the University presided over the function Dr. Sree Jyothi from Aurora's Business School attended the alumni meet in the celebrations and interacted with the Chief guest and Vice-chancellor
2	08.08.2019	Induction programme and celebrations were conducted by the CII at Taj Krishna Hotel from 2.00PM to 5.00PM, to apprise the services to the membership holders. Dr. Sree Jyothi and Prof. Kameswari attended the programme.
3	15.08.2019	Independence day celebrations were grandly held at Aurora's Business School. Dr Raghu N. Prabhakar, honourable director hoisted the national flag. Dr. Sreenivasa Reddy, Dean(Academics) and Seminor Prof. Datta Sarma addressed the sudents. The director delivered the Independence Day speech to the sudents and the staff.
4	17.08.2019	HMA organised a very Constructive Programme, a panel discussion on Cancer Prevention treatment and advancement in patient care, at Taj Deccan Hotel, Somajiguda. Dr. Kakarla Subba Rao, Dr. Chinnababu Sunkavalli and Dr. Mrs. Rumana Sinha spoke on the occassion. The students of Aurora's Business School, Sunith, Sankar, D.V.K Chiatanya were deputed to the meeting. They were monitored by Dr. Sree Jyothi
5	20.08.2019	"1. A seminar and guest lecture were conducted on enterprenership , ""All hands meet"", at Syient, Gachibowli, to enregige the NHRD network and its creative infrastuctures. Mr Asalam Chanaria, Chairman, Mind Tree Group motivated the students to go ahead with start-ups. guidance of Dr. Sree Jyothi.2. An orientation programme on Industry research and Development was conducted by Dr. Sree Jyothi to the Second year students"
6	28.08.2019	PGDM II Year I Trimester first mid term examinations commence.
7	30.08.2019	Our students were indulged in various games like cricket, volleyball, etc; to improve their physical fitness. Sports and games are also an important part in the curriculum of Aurora's Business School.
8	30.08.2019	PGDM II Year I Trimester first mid term examinations concluded.

FINANCIAL TECHNOLOGY: THE FRESH AVENUE FOR EMPLOYMENT OPPORTUNITIES

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Anywhere, in any field, digital transactions and on line dealings are ruling the modern life. The most crucial fields like banking, finance and insurance are undergoing digital transformation. Consequently, financial technology services (fintech institutes) are playing an important role in guiding the youth towards an attractive career. At present more than 200 companies are extending their activities throughout the country. 80% of the documentation is being taken up in the banking and financial sector on line. With the advent of smart phones and mobile apps, the on line transactions have gained momentum. That is why the number of fintech institutes has been increasing. Mobile wallets, peer to peer online lending belong to fintech.

These fintech's can be labelled as non-banking financial services (NBFC). They extend banking type services, purely on line system. In past, if we want to apply for a loan, we had to fill up pages of documents and make a number of signatures. But now the process has become easy and faster. With the help of fintech institutes, we can download the app concerned and register our details. In no time our credit history, our already existing loans etc can be known. Consequently our loan- application will be cleared instantly on the merit of our credit history and the loan amount will be credited to our bank account. The fintech institutes are extending their services to the fields of insurance, payments, asset management and investment banking. Through more than 200 organisations, credit card payments, loan approvals, insurance premia payments, e-commerce transactions are being made through smart phones.

Infintech sector, start-up companies are performing their activities on peer to peer lending basis. They are launched with an investment of one to 10 crore capital. Blackchain technology enables on line transactions to be done transparently and flawlessly. Hence the fintech institutes are coming forward to appoint experts in black chain technology, like black chain architect, black chain developer, project manager, black chain quality engineer, black chain designer ect cadres. They are getting salaries from 40k to 50k, in the very beginning of their career itself. They work in the wings like programming, software design and development. They have to educate other staff in fintech. Aspirants have to acquire skills in coding , linguistic skills, Node J. S, SOAP, MYSQL, Jawa, Hyper ledger fabric, python, bitcoin, cloud computing, cyber security etc.

There is provision for securing even non-technical jobs in the fintech sector, like content writers, sales and marketing and call centre personnel. Proficiency in English language is a must for these jobs. Majority of the fintech firms are making appointments through job portals. Giant companies like "phone pe""Paytm" are conducting campus recruitments enthusiastic aspirants can create their profiles in the job portals to get themselves hired by fintech firms. They have to possess some of the following technical skills. They are:

1. IOS development
2. Android development
3. Site reliability engineering (SRE)
4. Full stock development knowledge
5. Application programming interface (API)
6. Black chain technology
7. Customer acquisition
8. Artificial intelligence
9. Big data analytics
10. Application development
11. Project management
12. Solution architects
13. Hardware networking

These are the job-avenues in fintech firms they are

1. Software
2. Sales and business development
3. Core finance
4. Planning and consulting
5. Top management

Thus the fintech institutions are offering services in digital lending, payment service savings and wealth management, remittances, point of sale and insurance

Source : " Sakshi Bhavitha" 28.8.19

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

1	Harsheel Vora	02.08.1997
2	Potti Venkata Sudhakar	02.08.1999
3	Suraj shinde	03.08.1997
4	Syeda Ayesha Rahmat	06.08.1999
5	Swetha Renwa	07.08.1997
6	Thigulla Manisha Goud	08.08.1996
7	Krishna Kanth Sarda	11.08.1996
8	R.K.Sandeep Kumar	11.08.1996
9	T Manock Swamy	14.08.1992
10	K Yogitha	14.08.1997
11	B Suraj Kumar Goud	15.08.1994
12	B Mouna Nihitha	15.08.1997
13	Kolluru Roopesh	17.08.1996
14	A.Krishangi Mahawar	18.08.1998
15	K Rameshwar	18.08.1998
16	Rohan Sharma	18.08.1999
17	K Pavan kalyan	19.08.1997
18	B Malathi prabha	19.08.1997
19	Akash Sharma	21.08.1997
20	Y Anirudh Reddy	23.08.1997
21	Gollena Pranavi	24.08.1997
22	Kasturi Siva Lalitha	24.08.1998
23	Pattlolla Chandrashekhar Rao	26.08.1999
24	Gaddamedi chandrashekar	30.08.1996
25	SD.K. Khaleed	30.08.1997
26	Ramya Ravi Prakash	31.08.1993