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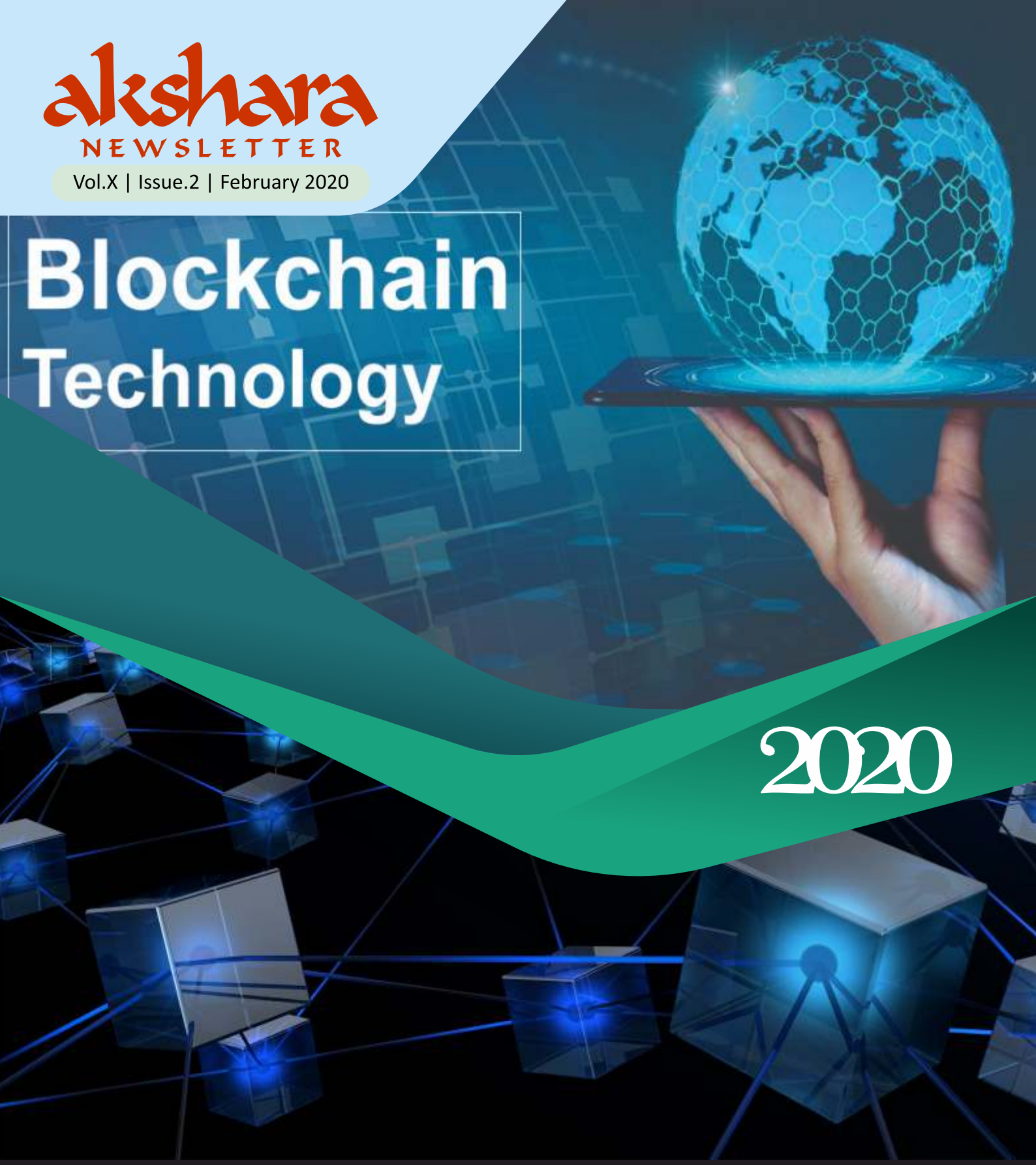
NEWSLETTER

Vol.X | Issue.2 | February 2020

Blockchain Technology



2020

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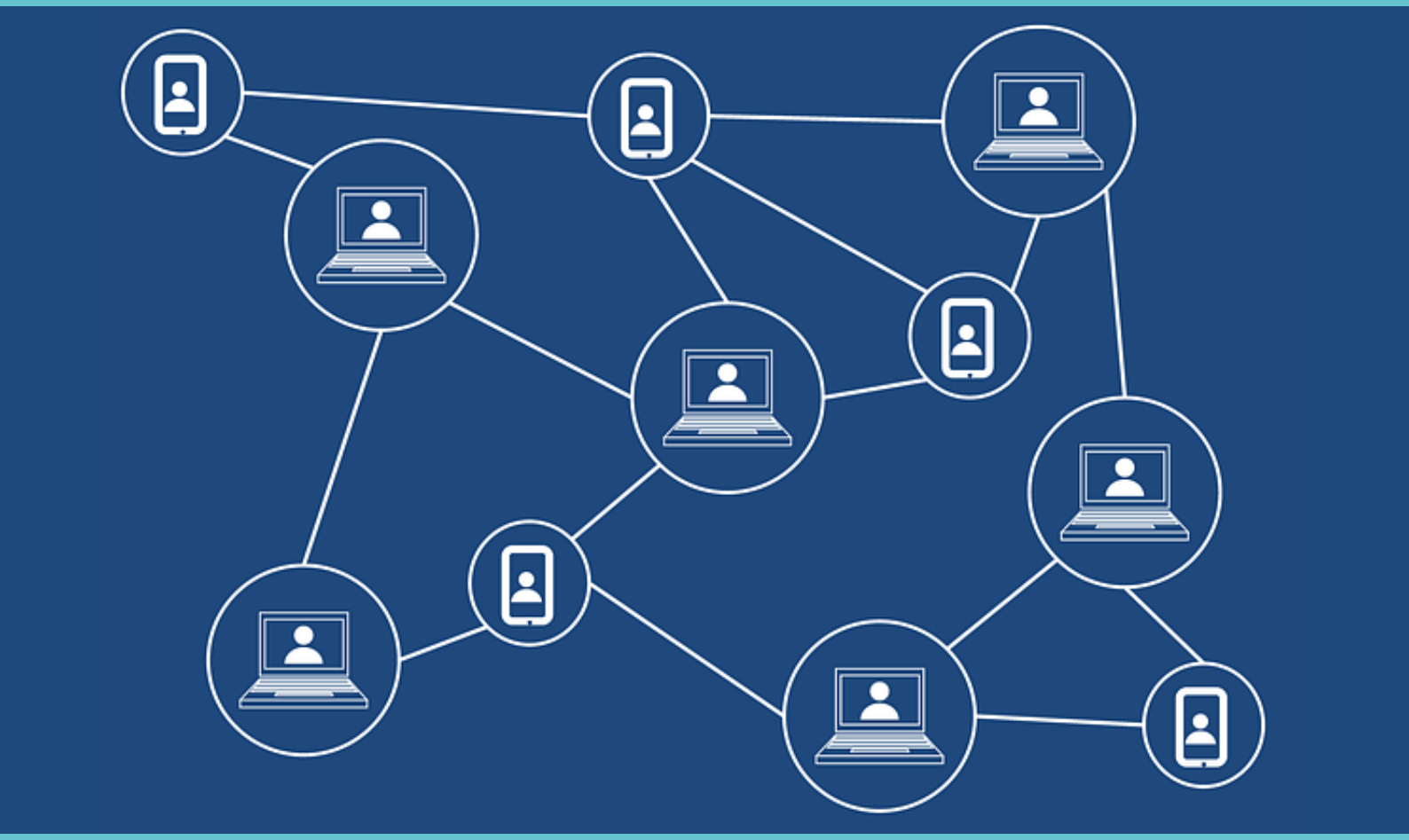

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FROM THE DIRECTOR'S DESK

Hi readers,

Happy to place the February, 2020 issue of the Akshara Newsletter in your hands. The month of February was filled with many curricular, Co-curricular and extracurricular events. Our students participated in the inter college games and sports meet entitled. Olympics sports meet and brought many prizes. There were a number on campus and off-campus placement drives held during the month. Ethnus, Square yards, Serv HR, Bajaj Finance Limited, Middle Earth, H & R Block, Tech Mahindra, Aurobindo Pharmaceuticals, Authors Technology, HNA Solutions were some of these companies that interviews or placed our students. We thank them for their kind interest in our students.

Civil Service Chronicle and Business Management Chronicle listed the Aurora's Business School as one of the top B'Schools of India. Several of our faculty members were invited as Resource Persons at the Seminars & Research Methodology courses organised by Maulala Azad Urdu National University and Osmania University. Times of India which is the largest circulated English Daily in the world recognised our B'school as the third best in Telangana 8th best in South India and 45th best All-India.

"Happy reading and best wishes to you all"

DR. RAGHU NAGA PRABHAKAR
Director
AURORA'S BUSINESS SCHOOL

February, 2020

HCL Technologies to enter Sri Lanka, to set up global delivery center in Colombo

The country's third-largest software services firm HCL Technologies NSE 5.95 % has announced its entry into Sri Lanka by launching a global delivery center in Colombo. The company which has signed an agreement with the Board of Investment (BOI) of Sri Lanka, hopes to boost employment, providing resources and skilling the local talent to serve its global clients from the new Center. Srimathi Shivashankar, Corporate Vice President of HCL Technologies, said that the company is looking to take advantage of the progressive policies of the country and will bring in new opportunities for the local workforce and create partnerships within the region. "Our valuable partnership with the BOI will help us showcase the true essence of our culture of 'Relationship Beyond the Contract'.

L&T MBDA Missile Systems sets up missile integration facility in Tamil Nadu

Engineering and construction major Larsen & Toubro on Monday said its joint venture with European defence major MBDA Missile Systems -- L&T MBDA Missile Systems (LTMMSL), has set up a missile integration facility in Tamil Nadu. "LTMMSL has set up the assembly, 'inert' integration (without explosives) and testing facility for missile sub-systems and missile weapon launch systems spread across an area of 16,000 sq meter in a special economic zone at Coimbatore," Larsen & Toubro (L&T) said in a regulatory filing. 'Inert' refers to systems integration process without explosive component of the missile systems being handled at the facility. Founded in 2017, LTMMSL has received a few export orders and the new facility shall start delivering weapon systems using test equipment such as missile launchers and airframe segments, including control actuation units, from calendar year 2020, the filing added.

Mutual funds' exotic investment strategies: Do they work?

Mutual funds have been launching new fund offers based on very unusual or exotic investment strategies in order to differentiate their equity schemes from those of others. Some of these strategies focus on quality stocks, stocks showing low variance, quant investing, Next Nifty and dividends. Other exotic strategies include: Avoiding volatility, Betting on ESG, Bharat 22, Betting on MNCs and Equal weightage. Let us look at what comprises these strategies and whether they work for everyone or are better suited to informed investors only.

L&T, idea Forge sign pact for high-tech drone manufacturing

Infrastructure giant Larsen & Toubro (L&T) on Friday said it has entered into a pact with ideaForge, domestic unmanned aerial vehicles manufacturer, to offer drones and allied systems for defence use. "L&T and ideaForge...have entered (into) an MoU (memorandum of understanding) to offer drones and allied systems for defence use," the company said in a filing to the BSE. Both companies will combine their strengths to offer hi-tech integrated drone solutions to enhance security and surveillance. They will also offer anti-drone solutions to counter the threat of malicious or unintended usage of drones.

Rising agri income, cost cuts can help Hero Moto ride out bumps

While the makers of two-wheelers grapple with the challenges of rising product prices due to new

emission norms and sluggish demand, Hero MotoCorp may turn out to be a contrarian bet for investors. Early signs of rural recovery, margin expansion driven by cost efficiency which may offset volume decline and attractive valuation may act as major triggers for the stock

India's computer shipments record 6-year high in 2019

India saw the highest number of traditional computer shipments in 2019 in the past six years, according to International Data Corporation (IDC) Worldwide Quarterly Personal Computing Device Tracker. The shipments include desktops, notebooks, and workstations. The country witnessed more than 18% year-on-year growth to 11 million units during 2019, according to the data released by IDC. The growth was largely driven by the government-driven education projects and upgrade purchases for Windows 10.

India, Norway pledge to address issue of marine plastic litter, microplastics

India and Norway have pledged to work together to address the issue of marine plastic litter and microplastics. Given the urgent nature and scale of the problem posed by marine litter and microplastics, India and Norway acknowledged that it cannot be tackled by anyone country alone and that it would require concerted action through collaboration, and cooperation.

Telangana, Tech Mahindra launch Block chain accelerator

IT services firm Tech Mahindra has launched the T-Block Accelerator, the inaugural accelerator program for the Telangana Block chain District in partnership with the state government and IBC Media, an innovation management company. The initiative is aimed at startups that have a strong block chain use-case, accelerating the growth of start-ups and contributing to overall industry growth. Jayesh Ranjan, Principal Secretary, ITE&C Department, Telangana, said, "Telangana is committed to its vision of positioning Hyderabad as one of the leading Blockchain cities of the world. … This accelerator will be a torch-bearer to multiple future blockchain accelerators in the country and we are excited to partner with Tech Mahindra to identify and promote innovative blockchain-based solutions to solve real-world problems."

National survey to estimate poverty with new metrics

In a major exercise to estimate poverty, a nation-wide survey has been launched to capture household accessibility to amenities including nutrition, drinking water, housing and cooking fuel. The exercise is likely to help India arrive at poverty levels, years after the poverty line idea was dumped. The number of poor as well as poverty levels are crucial for any government to prioritise social sector schemes.

Employees can switch I-T regime in same year

Salaried people can choose either of the two income tax regimes at the time of filing their returns irrespective of the choice they have given to the employer at the beginning of the financial year, a senior government official said. The budget for the next fiscal has proposed to add a new tax regime to the existing one. From April, taxpayers will have the option to choose the proposed lower tax rates with no exemptions, or the existing regime that allows for deductions and exemptions. Employees can switch if they feel they had paid more tax under the regime that they had indicated to the employer at the beginning of the financial year to deduct tax at source, the official said.

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BLOCK-CHAIN TECHNOLOGY: COURSES AND CAREER OPPORTUNITIES

Dr RAGHU NAGA PRABHAKAR,
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What is Block Chain Technology?

Block Chain Technology is a perfect cyber security network. It is an integrated distributed network which protects the secured data from being stolen by any professional cyber hacker. In it, the valuable confidential data is stored in various servers all over the world. The data is connected to each other so that it cannot be hacked and cyber security is ensured. By the advent of technology in all fields, the entire world is becoming digitalized; especially in the financial sector, a revolutionary technology came into force, to make the financial transactions more transparent and more accurate. Block chain technology safe-guards the public and private sector from the cyber attacks. According to estimation, in the near future, nearly 5lakh personnel are required. This article throws light on the concerned courses and available career opportunities.

'Block' means a part. Every transaction and the details of those who are involved in it are formed as a block. If another transaction takes place with those in this Block, it will be formed as another block, ancillary to the previous block. Thus all the blocks are formed as a chain. Whatever small change, when it takes place, it is recorded in the block in which the transaction takes place. Every 10 minutes, the details in blocks will come into every computer in the network, which verifies whether the transactions are correct or not. If there is any discrepancy, it will be known to everyone in the network.

The same technical knowhow which is used in the making of Bit-coins is found in the block chain technology. Some unidentified techies developed this, with the name "Satoshi Nakamoto" This technology is spreading to all fields. There will be no centralized authority, as such, to control the data. Those who are partners in this communicate with one another and exchange the data.

It is almost impossible to hack the data stored in the servers at various regions and connected with the network because only those who work on a particular server can change something. Others cannot edit the data. A secret password is given to those who register the data into the network. They too have to log-in in no time and enter the data. Only those who have the distributed network password can log-in into this. If others try to do so, within seconds all others will be alerted. In block chain technology, the system which stores the data in various areas is called 'Nodes' and the password is called "hash-key". The recorded data will enter into the block-chain only when all the participants of the network agree. All should approve, even to change anything.

The entire data is converted into codes and stored through cryptology method. Those who want to steal the data have to hack all the nodes at a time. It is not possible to do so.

There are so many advantages of block-chain technology. For example, in any government department, at any level, in any activity, if any discrepancy takes place, it will be known to all the officials concerned. The land records in administration can be securely stored, without being tampered, through this technology. It can prevent the cyber attacks on banking transactions. By connecting the voter's lists with this technology, citizens can cast their votes in any part of the country. Elections can be conducted transparently, without giving scope to rigging. It enables customers to avail loans from the banks easily. Similarly, if the diagnostic reports of the patients in the hospitals are recorded in block chain technology, it will be very helpful in the medical treatment. Thus this technology is useful to minimize the work and do it in a transparent manner. If all the government departments are brought under the preview of black-chain technology, even a small mistake in transactions will be known to the officers at all levels. As a result, transparency is ensured in the system.

At present, all the servers are administered by cloud storage applications. In this process, single storage providers control the entire data. In block chain technology, data is decentralized. As everything is being digitalized now-a-days, security has become a big challenge to the companies. As per a cyber report, one out of three persons are facing cyber attacks, worldwide. Under these circumstances, block-chain technology provides digital identity and makes the data secure, preventing cyber crimes.

Every sector is going ahead with digitalization. On par with the growing technology, so many processes are coming, to overcome the problems. Block-chain technology is the most important one among them. It increases transparency and provides digital security. It has entered into all sectors in almost all the developing countries. Even in our country, it is expanding in both the public and private sector. In the coming five years, 10% of the jobs in the global IT field will be in this technology. This will be very boosting to the youth's career.

Block chain technology is a software-based security system. To formulate this, programming, algorithms, data structure, Jaw, R, Python and such other languages are needed, which are learnt by students in CSE course. Such candidates can shine in the field of block chain technology. IIT-Hyderabad, talent sprint and some other prestigious institutes have launched advanced certificate programmes in block chain technology. Similarly, online courses are also available in this field. Online certification programmes are offered by block chain council, Government block chain association, central block chain bodies of America, Moox etc Institutions.

Enthusiastic youth should master such courses and get a promising career.

News & Events@ Aurora's Business School - February, 2020

S. No.	Date	Event
1	01.02.2020 to 03.02.2020	Students participate in the inter-college games and sports meet entitled Olumpia.
2	03.02.2020	Dean Prof G. Sreenivas Reddy visits Subba Reddy Engineering College , Kurnool for guiding the institution on NBA accreditation
3	04.02.2020	Placement drive of Ethnus (a construction company) held for Marketing specialization (Major and Minor) males only for the position of Client Relationship Manager with Rs 4.00 lac CTC- The Rounds included pre-placement talk followed by Group Discussion followed by Personal Round. Three students viz., Arpit Kumar Jain, Vishal Kumar and Raghavendra were shortlisted
4	04.02.2020	V. Naveen Kumar and N. Rahul secure placements with Square Yards with a CTC of Rs 3.50 lacs
5	05.02.2020	PGDM I Year and II Year II-Mid examinations commence
6	05.02.2020	PGDM II Year III Trimester classes commence
7	05.02.2020	Dean Academics Prof. G. Sreenivas Reddy invited as Resource Person to the Academic Staff College, Maulana Abhul Kalam Azad National Urdu University (MANUU), Hyderabad to deliver lectures at the Refresher Course for faculty of various universities
8	05.02.2020	Vineeth Kumar placed with ServHR as Business Development Manager with a CTC of Rs 3.40 lacs
9	06.02.2020	PGDM Students attend lecture meeting on " STRATEGIC KNOWLEDGE MANAGEMENT IN DIGITAL AGE FOR ALL" addressed by V. V. Laxminarayana organized by the Hyderabad Management Association at NKMS Grand Hotel, Somajiguda , Hyderabad
10	07.02.2020	I Year and II Year PGDM II-Mid Exams conclude
11	07.02.2020	Placement drive of Bajaj Finance Limited held for all specializations for the positions of Sales Pathfinder, Sales Trainee, Collection Trainee and Collection Pathfinder with a CTC of Rs 3.47 lacs+ Retention Bonus of Rs 25 k
12	11.02.2020	Adarsh Patel of I Year PGDM is a NATIONAL PLAYER OF TENNIS
13	11.02.2020	Pawan Kayan (DM-14-144) wins RUNNERUP TITLE IN THE SNOOKERS

S. No.	Date	Event
		EVENT AT OLYMPUS SPORTS MEET conducted by the Agricultural University, Hyderabad
14	11.02.2020	Aurora's business School, in collaboration with the Pujagutta Police Station(adjudged the Best Police Station in India), organizes a LECTURE-CUM-DEMO PROGRAMME ON SAFETY OF BOYS AND GIRLS VIS-A VIS SAFETY LAWS on the campus
15	12.02.2020	Placement Drive of Middle Earth held for HR specialization
16	12.02.2020	The last date for submission of Survey project on NUMAISH officially known as All-India Industrial Exhibition, Nampally, Hyderabad
17	13.02.2020	Collected Post-Placement Feed-back on the Finance curriculum of PGDM Programme of ABS with Alumni working with S&P Capital IQ viz., Manoz, Ram Akula, Vishnu, Satya Sai Kruti and Prasanna
18	13.02.2020	Summer Internship Placement (SIP) drive for the Batch15 of PGDM of ABS commences with H&R Block Internship Placement Drive. Four students attend the drive and two students, viz., Ankitha Sharma and Alekya, are selected with a stiphend of Rs 7000 per month
19	13.02.2020	Last date for submission of Survey Research Project in Spiral Bound form for I Year I Trimester students
20	14.02.2020	Hyderabad Management Association organizes a Lecture Meeting on EXECUTIVE COACHING AND LEADERSHIP by Dr B B Raju, Executive Coach at Surya Hall,NKM's Grand Hotel, Somajiguda- two students of ABS attend the meeting
21	14.02.2020	The Aurora's Business School listed among the top 75 B-schools Overall Ranking in THE SURVEY OF B-SCHOOLS 2020 BY CIVIL SERVICE CHRONICLE (published in its Febraury-2020 issue)
22	15.02.2020	The Aurora's Business School Dean Dr G Sreenivas Reddy invited to lecture at the Andhra Pradesh HRD Institute, Government of Andhra Pradesh, Bapatla
23	17.02.2020	40 students accompanied by Faculty members Dr Datta Shma, Prof Kameswari and Dr Sree Jyothi leave Hyderabad from GMR International Airport on ONE-WEEK INTERNATIONAL STUDY TOUR OF DUBAI AND ABUDHABI
24	17.02.2020	Phani Kumar, a student of the 4th Batch PGDM, joins Tech Mahindra
25	18.02.2020	Cambridge English Spoken English Classes commence for I Year PGDM students
26	18.02.2020	Batch-3 PGDM student, Atul Agarwal, joins OREMAS as Associte Vice-President HR

S. No.	Date	Event
27	18.02.2020	Gaurav Kumar (DM-14-016) PGDM II year student with HR Major placed with Authros Technology as US IT Recruiter. He also secured offer from Skill Recruits as UK IT Recruiter and from HNA Solutions as Domestic IT Recruiter
28	19.02.2020	Dean Academics Prof G Sreenivas Reddy delivers an invited as Resource Person to deliver on Research Ethics at the ICSSR Sponsored Course on Research Methodology in Social Sciences at the Department of Public administration, Osmania University, Hyderabad
29	20.02.2020	V Suresh, Senior Branch Manager of V5 Global Services Private Limited visits the Aurora's Business School for recruiting PGDM students of all specialisations
30	22.02.2020	Aurora's Business School listed as Telangana's 3rd best B-School, South India's 8th Best B –School and India's 45th Best B-School by World's largest circulated English Daily the Times of India
31	27.02.2020	ICICI Prudential's placement drive held for students of all specializations with a CTC of Rs2.45 lacs+ benefits. The drive was conducted in four rounds viz., Pre-placement talk, JAM Session/ Group Discussion, Personal Interview and HR Round
32	27.02.2020	Students accompanied by faculty members undertake Industrial visit to MG Automotives Private Limited, Zaheerabad
33	27.02.2020	PGDM HR Major students attend placement Interviews held at Aurobindo Pharmaceuticals Limited with the reference of Guest Faculty MS Sangeetha Thakur
34	28.02.2020	Students accompanied by faculty members undertake Industrial visit to Alliance of Lady Entrepreneurs of Andhra Pradesh (ALEAP), Pragathi Industrial Estate, kukatpally, Hyderabad and to Alpaks Kids World9 TOY-making Unit), Plot No 85, Road No 8, Aleap Industrial Area , Gajula Ramaram, Hyderabad, 500090
35	28.02.2020	Batch-9 PGDM student Joe Mathew Abraham, DM-09-016, joins Star India Private Limited as Senior Executive
36	28.02.2020	Sowmya Bavu (DM-14-045) student of Finance Major placed with ICICI Prudential
37	29.02.2020	HDFC Bank Pre-placement Talk delivered by Shri RGV Kulkarni, Zonal Head, I-Retail Branch Banking
38	29.02.2020	Shri Santosh Kumar Yeleru and Shri Deexit Kumar Jayanth of RBH Retail Bank Branching delivered Pre-placement talk to students of the Aurora's Business School

Dear February Born,

Happy Birthday to You All !

1	Dandu Sai Pavan Kalyan	02-02-1999
2	B. Naveen	02-02-1994
3	Challa Sravya Madhulika	03-02-1999
4	Sakkuri Chaitanya	03-02-1998
5	Sudini Jayavani	04-02-1997
6	M Naresh	07-02-1996
7	Bhutada Ramanuj	09-02-1998
8	Vaddi Nikitha Brahmani	09-02-1999
9	Komal Kamaram	17-02-2000
10	Krishnapally Nikesh Kumar	17-02-1998
11	K Sreeja	17-02-1997
12	Mallepu Rajeshwari	20-02-1998
13	Dilli Madhusudhan	22-02-1997
14	Sufia Naaz	24-02-1998
15	G Sri Lakshmi Sowjanya	24-02-1996
16	Aashish Singh	27-02-1992