



Aurora's Business School Celebrates Republic Day and Makar Sankranti



FROM THE DIRECTOR'S DESK



DAVOS MEET & THE FOURTH INDUSTRIAL REVOLUTION

The Fourth Industrial Revolution became the catchy and frequently mouthed phrase at the recent Davos-2016 meet held in Switzerland. The Davos Meet is essentially a gathering of leading technology business and political leaders to articulate the global economic concerns and suggest ways forward to doing business across the world.

The phrase 'Fourth Industrial Revolution' may be a bit confusing for those who are used to the thinking that the world economy is now in the post-industrial phase rather than in the phase of Industrial Revolution. The confusion notwithstanding, the fourth Industrial Revolution has to be understood as the fourth phase of the Industrial Revolution that started in the 1784. The first phase was marked by the usage of steam, water and mechanical production equipment. This was followed by the second phase of Industrial Revolution that witnessed the division of labour, use of electricity and mass production of goods. These three became added features of Industrial Revolution. The third phase that began in late 1960's was marked by use of electronics, information technology and automated products. The fourth phase, which according to some is only the extension of the third phase, is marked by the rising ubiquity and dependence on cyber-physical systems as compared to the previous (phase of) Industrial revolutions.

This Fourth Industrial Revolution is evolving at an exponential rather than a linear pace. Its velocity, speed and systemic impact is very high and without any historical precedent. The Fourth

Industrial Revolution unleashed possibilities of billions of people getting connected by mobile devices that are having unprecedented processing power, storage capacities and access to unlimited knowledge. Artificial intelligence, robotics, vehicle internets, autonomous vehicles, 3D printing, nano technology, quantum computing and cloud computing are multiplying each of these possibilities further.

The Fourth Industrial Revolution offers exciting opportunities for improving quality of life around the world even while posing some challenges. Those who gain most from it will be people who can afford and access the digital world. Things like ordering a cab, booking a flight ticket, buying a product without stirring out of home and with great ease making payments on line, listening to music, watching a film or a game could all be done remotely. The unfolding developments will lead to supply-side miracles with long term efficiency and productivity gains. Transportation and communication costs will drop equally miraculously. The cost of trade will diminish. All of these will open new market opportunities and drive economic growth.

Economists Erik Brynjolfsson and Andrew Mc Afee point out that this revolution could as well be a harbinger of greater inequality and can devastate present labour markets. Further, the growing pace of automation might exacerbate the gap between returns to capital and returns to labour making the world even more inequitable. Whether or not there will be more or less of safer and rewarding jobs in future is a debatable question. One thing that looks certain is that talent rather than capital will become critical factors of production in the times to come.

Prof G Sreenivas Reddy & Avitha

NEWS @ AURORA'S BUSINESS SCHOOL

- 02-01-2016: Professor G.Sreenivas Reddy was Guest of Honour at the "One-day workshop on project process and Modalities" organized by Aurora's PG College, Ramanthapur, Hyderabad.
- 04-01-2016: Campus Recruitment Training (CRT) given to IV semester students by Ms.Devika Bhatnagar, Deputy to Director of Training, Aurora Group of colleges.
- 09-01-2016
- 06-01-2016: October –December, 2016 issue of Aurora's Journal of Management (Vol V, No.4) released.
- 06-01-2016: Focus Softnet Pvt Ltd off campus placement registrations done for marketing specialization.
- 06-01-2016: Placement Drive of Value Labs for HR & Finance specializations held.
- 07-01-2016: Off campus placement drive of VIP Industries for Finance major and minor held.
- 07-01-2016: HDFC Bank holds online test for I year PGDM students for Summer Internship Program (SIP) with a stipend of Rs. 10, 000 for internship in Retail Branch Banking.
- 08-01-2016: Faculty Meeting held for curriculum structuring and subject allocation for I year Trimester III.
- 08-01-2016: Five students of I year II Trimester receive Internship certificates from ADECCO.
- 08-01-2016: Prof G.Sreenivas Reddy attends, Governing Board meeting of Aurora PG College, Ramanthapur.
- 08-01-2016: Three students of the School secure placements with Karvy in the campus placement drive held on this day.
- 12-01-2016: Mrs P.Harika & Mrs C.kameshwari, senior faculties qualify in the Ph.D .Entrance test conducted by JNTU.
- 13-01-2016: Faculty member Mr Raspal Singh returns from a short trip to China.
- 13-01-2016: Aurora's Business School celebrates Kites Festival on the eve of Sankranthi
- 18-01-2016: Campus placement of ICICI Securities for Management Trainee position held. Two students secure placements.
- 19-01-2016: Placement drive of Tvisha Technologies held for the position of Business Development Executive.
- 20-01-2016: Campus placement of Karvy Stock Broking Ltd held for Finance majors for the positions of Equity Advisor and Head Management Services.
- 21-01-2016: Students go on Industrial Visit to ALEAP INDUSTRIAL ESTATE, Kukatpally, Hyderabad.
- 22-01-2016: Off campus placement of Seanergy Consulting Pvt Ltd for marketing specialization held.
- 23-01-2016: Campus placement drive of Just Dial held Two students secured placement with Just Dial.
- 25-01-2016: Director attends the National Employability Conclave held at Hotel Taj Krishna, Hyderabad.
- 25-01-2016: I year II Trimester end term exams commence.
- 25-01-2016: Off campus placement drive of Agile CRM for marketing specialization held.
- 26-01-2016: Republic Day Celebrations held on the campus
- 28-01-2016: Off campus placement drive of Times Group held for marketing specialization.
- 29-01-2016: Campus placement drive of K Tree Solutions held for Management Trainee position.
- 30-01-2016: Prof. G Sreenivas Reddy's research articles entitled "Dalit Movement in Modern Andhra" is published in Aurora's Journal of Management Vol. V, issue: IV October-December, 2015
- 30-01-2016: Dr Sree Jyothi research articles "Employees opinion on Training Practices at BHEL" appears in Aurora's Journal of Management Vol. V, issue: IV October-December, 2015

Why Is Smoking Bad For You?

Smoking is responsible for several diseases, such as cancer, long-term (chronic) respiratory diseases, and heart disease, as well as premature death. Over 480,000 people in the USA and 100,000 in the UK die because of smoking each year. According to the US CDC (Centers for Disease Control and Prevention), \$92 billion are lost each year from lost productivity resulting from smoking-related deaths.

Of the more than 2.4 million deaths in the USA annually, over 480,000 are caused by smoking. 1

Smoking is the largest cause of preventable death in the world. Recent studies have found that smokers can undermine the health of non-smokers in some environments.

In an article published online in Medical News Today on 30 May 2013, we presented data demonstrating that, on average, smokers die ten years sooner than non-smokers.

Smoking causes cancer

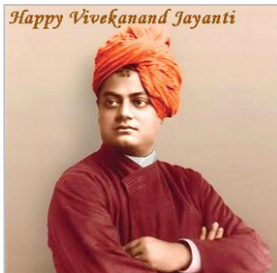
Lung cancer is one of the most common causes of cancer deaths in the world. According to the American Lung Association, 90% of male lung cancer patients develop their disease because of smoking. In addition, male smokers are 23 times more likely to develop lung cancer than those who have never smoked. Female smokers are 13 times more likely to develop lung cancer than those who have never smoked. 2

In addition to lung cancer, smokers also have a significantly higher risk of developing:

- Bladder cancer
- Kidney cancer
- Cancers of the pharynx and larynx (throat cancer)
- Mouth cancer
- Esophagus cancer
- Cancer of the pancreas
- Stomach cancer
- Some types of leukemia
- Cancer of the nose and sinuses
- Cervical cancer
- Bowel cancer
- Ovarian cancer
- In some cases, also breast cancer

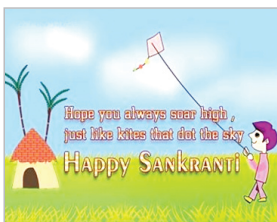


Celebrations of the Month



Vivekananda Jayanti - 12th January

Vivekananda Jayanti is celebrated on the occasion of the spiritual genius, Swami Vivekananda's birthday. The follower of Sri Ramakrishna walked India to a new national consciousness routing to spiritual greatness. He represented Hinduism in America and England and inspired youth all over towards knowledge. His lectures and teachings were gathered into nine volumes. After his stay in the West, Vivekananda returned to India and founded the Ramakrishna Math and Mission. In his short life, 1863-1902, he bagged several achievements and people's love. This day is celebrated in his remembrance and his teachings.



Makar Sankranti - 15th January

Some Hindu festivals are associated with the seasonal cycle and Sankranti is associated with Spring. This harvest festival is celebrated for three days in the south, the first day being Bogi. On this day, the whole family wakes up early and burns the waste accumulated throughout the year, symbolizing the destruction of evil. The second day, Sankranti is an auspicious day, celebrated across the country. This day is dedicated to worship the Sun, as it marks the sun's journey to Capricorn in Northern Hemisphere. On the third day, Kanumu cattle and other domestic animals are worshipped. The first crop is cooked on this day.



Desh Prem Divas-23rd January

The life and struggle of the great revolutionary patriotic leader Netaji Subhas Chandra Bose have been inspiring his countrymen for decades together. His supreme sacrifice and love for his country are rare instances of noble quality and hence is he called "patriot of patriots." As may be appreciated by all, in the recent days, when the spirit of patriotism seems to be lacking among our countrymen due to frustration arising primarily out of the poor economic condition of the common man, it is absolutely necessary to give a call to the people on the historic birthday of Netaji to revive such a spirit once again. Hence, Netaji's birthday, 23rd January is celebrated as Desh Prem Divas.



National Voter's Day -25th January

In order to encourage more young voters to take part in the political process, Government of India has decided to celebrate January 25 every year as 'National Voters' Day' which started in 2011. As the new voters are not showing much interest in seeking voter identities, the new voters who are enrolling, would be provided with a badge with its logo "Proud to be a voter - Ready to vote" every year on National voters day.



Republic Day -26th January

The Republic Day of India commemorates the date on which the Constitution of India came into force replacing the Government of India Act 1935 as the governing document of India on 26 January 1950. The 26th January was chosen to honor the memory of the Declaration of Independence of 1930. Although India obtained its independence on 15 August 1947, it did not yet have a permanent constitution; instead, its laws were based on the modified colonial Government of India Act 1935. On 28 August 1947, the Drafting Committee was appointed to draft a permanent constitution, with B R Ambedkar as the Chairman. While India's Independence Day celebrates its freedom from British Rule, the Republic Day celebrates the coming into force of its constitution.

BUSINESS QUIZ

1. What is the name of Head Quarters of Tata Group?
2. India's first steel mill was built by Tata. In which year was it completed?
3. About 66% of the Tata capital is allocated by Tata Sons for which purpose?
4. What was the first Indian luxury hotel established by the Tata Group?
5. The Tata group consists of how many companies?
6. When was the ministry of divestment formed in India?
7. Which was the first successful divestment of a PSU carried out by the ruling NDA combine?
8. Who were the final three bidders for BALCO. When it was being privatised?(Bharat Aluminium Corporation Ltd)
9. Who was the first minister for divestment under the NDA government?

10. Under which Indian prime minister were guidelines for the divestment process first laid down?
11. Who are the Bretton Woods Sisters?
12. Who is the President of World Bank?
13. Who is the President of IMF?
14. Who is the Chief of WTO?
15. How many mutual funds are there in India today?

Answer:

1. Bombay House
2. 1911
3. Philanthropic trusts
4. Taj Mahal Hotel
5. 80
6. 1999
7. Lagan Jute Machinery Company Ltd
8. Sterlite, Hindalco, Alcoa
9. Arun Jaitley
10. Chandra Shekhar
11. World Bank and IMF
12. Robert Bruce Zoellvick
13. Domanic Strauss Kahan
14. Pascal Lamy
15. 31

YOU ARE HIRED, CONGRATULATIONS!



VVN Ravi Teja
DM-10-010



Kalyan Kishore P
DM-10-001



Happy Returns ABSians

A.Srinath
Ribu Abraham
Achraj Jain
Marisetty Jagadish Babu
Pati Praneeth Reddy
Jagirdar Veeraja
G V Sreenivas Chaitanya



Send in your suggestions, feedback, articles and comments to
upgrade forth-coming issues of 'AKSHARA' to newsletter@absi.edu.in

akshara

NEWSLETTER

Vol: V • Issue: I • January, 2016

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