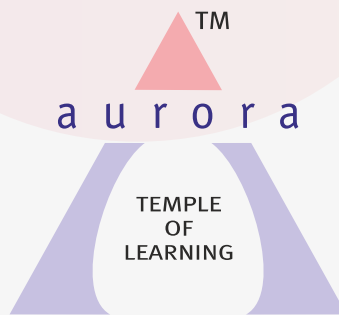


akshara

NEWSLETTER

Vol.IX | Issue.3 | March 2019

2019

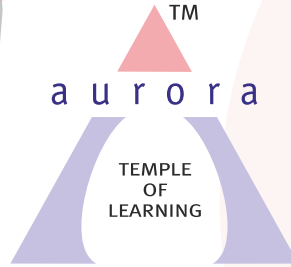


AURORA'S BUSINESS SCHOOL

Dwarakapuri Colony, Hyderabad - 500 082

+91 40 2335 1892, 2335 0062

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

akshara
NEWSLETTER
Vol.IX | Issue.3 | March 2019

Table of Contents **March, 2019**

BUSINESS NEWS
MARCH, 2019

2-4

5

ECOMMERCE IN INDIA:
BRIGHT FUTURE AHEAD

NEWS & EVENTS@ AURORA'S
BUSINESS SCHOOL MARCH, 2019

6

7

PHOTO CORNER

MANAGEMENT COURSES
SHOULD SHAPE THE MIND

9



FROM THE DIRECTOR'S DESK

Dear reader,

The Newsletter for the month of March-2019 makes me immensely pleased. It enriches readers with important business news. The two articles on e-commerce and management courses are highly educative. I congratulate our students who received mementoes from HMA for their achievements. I bless those whose birthdays fall in this month. I wish better prospects for our students who are placed with esteemed companies.

"The more you yearn
The more you learn"

Dr. Raghu Naga Prabhakar

Director

AURORA'S BUSINESS SCHOOL

It is time to re-orient the World Bank

The World Bank (WB) was set up as the International Bank for Reconstruction and Development (IBRD) in 1946—as a sister institution to the International Monetary Fund (IMF), to help fund reconstruction after World War II. The International Finance Corporation (IFC) and the International Development Association (IDA) were added in the 1960's to promote private enterprise and provide concessional finance to low income countries, respectively. In 1988, the Multilateral Investment Guarantee Agency (MIGA) was established to provide political risk guarantees. In the 1970s, WB president Robert McNamara, shifted the Bank's focus to fighting poverty in developing countries. With huge decline in poverty in many parts of the world, especially in Asia, that battle is not fully completed but should now be focused largely on a smaller group of fragile states – predominantly in Africa. Poverty remains substantial in middle income countries like India, but is on track to decline. IDA grew hugely during this period, partly also through re-invested profits from IBRD loans to middle income countries.

IT companies' customers seek 'flexi over fixed' price

Many customers of Indian IT firms are placing demands that go beyond the commercial construct of a fixed price project, a form of services contract where the company takes the responsibility for delivering a solution for a certain price and within a mutually agreed time-frame. The arrangement is meant to give vendors flexibility in the staffing and execution of the project. But IT firms are battling what is called a "pseudo FP (fixed price)", industry parlance for customers controlling staffing requirements, including selecting campus recruits, keeping tabs on the operations and controlling the entire experience.

Working women lag behind in financial protection: Survey

Working women in India are grossly under-protected as only 70 per cent have life insurance as compared to 83 per cent of their male peers, says a survey. According to a survey done by Max Life Insurance, the ownership of term insurance plans among women in metro cities stood at just 19 per cent, as compared 22 per cent men who own the pure protection insurance scheme.

Bitcoin momentum indicator suggests rally losing steam

Bitcoin's recent rally appears to be losing momentum. Technical gauges signaling long-term buying demand for Bitcoin are deteriorating, potentially showing that selling pressures could intensify. After logging its first positive returns in seven months during February and rising off its 52-week lows, Bitcoin's Moving Average Convergence Divergence indicator has been steadily falling since mid-February.

Small finance banks start on a strong wicket: ICRA

Rating agency ICRA expects small finance banks (SFBs) to grow at a compounded annual

growth rate of 25% to 30% led by diversified loan growth, deposit mobilisation, improving asset quality and better return on equity. The rating agency estimates that SFBs would require external capital of Rs. 4,000-6,000 crore till FY2023 for meeting the growth requirements, part of which will come through IPOs. ICRA estimates that SFBs have reported an annualised growth of 33% in the assets under management (AUM) in 9M FY2019 to Rs. 64,325 crore. These banks have been able to diversify their product mix and reduce the share of microfinance loans to their total loans to 44% till December 2018 from 60% in March 2017.

Banking stocks may continue rally on fresh foreign flows

Banks have spearheaded the pre-election rally in the Indian stock market, with the Bank Nifty gaining almost 6 per cent, or 1,600 points, to record highs during last week in which the gauge posted its sharpest weekly advance in the past couple of years. Traders are increasing bullish positions on the bank index and stock futures and options contracts — mainly Axis Bank NSE 0.48 % and ICICI Bank NSE -0.32 % — on expectations that these stocks will benefit the most in the wake of renewed foreign portfolio inflows. Financial services have the highest weight of 37.18 per cent on the Nifty. So, when overseas exchange traded funds pump money into a basket of Nifty index stocks, banks benefit the most.

RBI likely to change disclosure norms for bonds

The Reserve Bank of India (RBI) is likely to ease disclosure rules on the transfer of various categories of state government bonds held by high-street lenders, a move that could help increase treasury incomes at traditional banks. The banking regulator may say that lenders need not disclose the transfer of state bonds from the held-to-maturity (HTM) category to the available-for-sale (AFS) segment, said a source with direct knowledge of the matter.

Kotak to begin deploying money from two dedicated funds

Kotak Investment Advisors, which manages about \$3.5 billion worth of assets, is set to begin deploying the money it has raised in the last one month via two funds that are backed by Abu Dhabi Investment Authority (ADIA). "Big opportunity lies ahead in India in the distressed assets and commercial real estate space," said S Srinivasan, managing director, Kotak Investment Advisors. "While we are in advanced talks with loan assets that have not yet reached NCLTs, we have also identified two office properties in Bangalore and Hyderabad."

Mutual funds' exposure to NBFCs falls by Rs 45k cr in 7 months

The liquidity crisis in the non-banking financial companies (NBFC) space triggered by the default of infrastructure lending major IL&FS last September is continuing to have an impact on mutual fund (MF) deployments in the sector. The overall exposure of debt MFs to NBFCs stood at 2.2 lakh crore in February, a drop of 45,386 crore since July 2018 when the liquidity stress first emerged. The share of NBFCs in allocations by debt MFs has reduced to 15.6% in February from 19% in July last year.

ICICI Pru Mutual Fund launches Bharat Consumption Scheme

ICICI Prudential AMC announced launched the ICICI Prudential Bharat Consumption Scheme. The

Book profits in equity mutual funds to escape LTCG tax, say MF advisors

Some mutual fund advisors are asking their clients to book profits in their equity mutual funds before the end of the financial year on March 31 to escape paying long-term capital gains (LTCG) tax. After the re-introduction of LTCG tax, equity investors should pay a tax of 10% on long term capital gains of over Rs 1 lakh in a financial year. Equity investments held over a year qualify for LTCG tax.

Jet Airways' new investor needs to bring Rs 4,500 crore capital

New investor in the cash-strapped Jet Airways NSE -3.19 % will have to bring in about Rs 4,500 crore capital for running the airline, according to a senior SBI NSE 0.97 % official. State Bank of India (SBI), which is the leader of the group of 26 lenders, will next month invite Expression of Interest from buyers willing to take over the airline and will finalise the investor by May end. According to the official, there has been a lot of interest in the airline and the buyer has to bring in equity of about Rs 4,500 crore to keep it running.

Maruti Suzuki sales dip marginally in February at 1,48,682 units

The country's largest car maker Maruti Suzuki NSE -0.10 % India reported a marginal decline in total sales at 1,48,682 units in February. The company had sold 1,49,824 units in February last year, Maruti Suzuki India (MSI) said in a statement. Domestic sales were up marginally at 1,39,100 units last month as against 1,37,900 units in the year ago month, it added. Sales of mini cars comprising Alto were at 24,751 units as compared to 33,789 units in February last year, down 26.7 per cent.

ECOMMERCE IN INDIA: BRIGHT FUTURE AHEAD

Prof. P. N. S. Datta Sarma, MA (Litt), PGDTE (EFLU)
(He can be reached at dattasarma1956@gmail.com)

In 2018, the striking part of the Indian Ecommerce industry was the emergence of buyers even in the second rate cities. This shows that there has been a steady growth of Ecommerce into the non-metro cities. The main reason for this phenomenon is the sharp drop in data prices, by 90% during the last two years and a sharp increase in data consumption upto 10 times, during the last one year. This led to a huge demand for affordable smart phones, which are available in the online market, for below Rs 7000/-. At the beginning of 2019, India had more than 330 million smart phones. Nearly 226 million users are connected to social media net works. In India, the number of current online shoppers is nearly 100 million.

These online shoppers belong to the English speaking class, high income group. They are mostly metro-buyers and use internet fervently. They are aware of noted brands, being motivated by various deals offered by companies. Moreover, they have sufficient income at their disposal to buy branded products like smart phones, electronics, apparel, footwear, and cosmetics. These are early adopters. Another 100 million ecommerce buyers are ready to enter the online markets. They live outside metros. Online buying is aspirational for them. They too are aware of brands but have limited disposable income. Even consumers from Assam, while browsing through facebook, are now able to see latest fashion trends that Ranbeer Singh and Deepika Padukone flaunt. The Gio-and Airtel led 4G revaluation is the factor behind this, which connects the fashionable value brands to the consumers who seek value for their money.

Another striking feature of Ecommerce industry is the emergence of seller brands, which are available online only. They are in no way inferior to popular brands in features, finish and range. Even the unbranded goods, sold in the bazaars of India are available online. In future, nearly 500 million economic buyers will prefer the functional aspects of the product rather than its brand attributes. This will lead to seller-branded products which offer value for money against the flaunt value of the brand.

The expansion of internet bandwidth drives this transition of the online buying experience. The online video revolution highly benefits the unfamiliar seller brands which will become popular at national as well as international level. These new brands are in need of a new model of logistics, with extremely cost-effective ware-housing.

Financial credit for these sellers will be a key recruitment for their growth. At the same time financial services companies will thrive. The sellers of the established brands now possess a credit history through their transactions on ecommerce platforms, creating sizable amount of data.

MR. Kunal Bahl, CEO & Cofounder of Snap deal is of the opinion that there is a vast opportunity in bringing India's bazaars online; so that the buying experience becomes more productive and efficient for the buyers. In future more start ups will emerge which will enable the ecommerce transformation for these sellers, by adopting means like effective warehouse management, catalogue enhancements that use artificial intelligence inventory planning tools using machine learning, etc.

By the expansion of the market, sellers from smaller cities also benefit from the growth. It helps create more enterprises and jobs. To conclude, Ecommerce will play an important role in helping the newly minted online consu

mers bridge the gap between first world aspirations and the developing market realities.

Source: "Forbes India"

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

S. No.	Date	Event
1	04.03.2019	Hetero Labs Limited campus placement drive held for PGDM - All specialisations with a CTC of Rs. 2.4 lakhs per annum for the position of International Marketing.
2	05.03.2019	Acuvate Software Pvt Ltd campus placement drive held for PGDM - All specialisations with a CTC of Rs.3,39,200 per annum+Night/Split Shift Allowance for the position of Analyst.
3	06.03.2019	DigitalMojo campus placement drive for PGDM - All specialisations with a CTC of Rs. 3.5 Lakhs Per Annum for the position of Project Coordinator.
4	06.03.2019	Berkadia Services India Pvt Ltd campus placement drive for PGDM - Finance specialisation with a CTC of Rs. 3.5 Lakhs Per Annum for the position of Associate Analyst.
5	08.03.2019	The students were taken to an Industrial Visit to "Creamline Dairy Products Private Ltd" (Jersy Company). Prof Sri Jyothi accompanied the students and guided them. The PRO of Aurora's Business School also took part in the visit.
6	14.03.2019	A management event took place to test the marketing abilities of students under the auspices of Hyderabad Management Association. Ms R. Santhoshi, a second year student got a cash prize of Rs 1000/- for the topic, "Selling The Policy" events like "dialogue war", an informal event, and "vikraya kshetra" were also conducted. D. Sivasai Participated in "Communique", the competency mapping.
7	19.03.2019	Negotiations were made with PAX for Summer Internship Placement at Mauritius (A Paradise Island)
8	20.03.2019	Career Connect accords 4-Star status to Aurora's Business School and ranks it the 3rd best Business School in Telangana & Andhra Pradesh
9	23.03.2019	Dean Prof. G. Sreenivas Reddy publishes write' up on Prof. K. Seetharama Rao, Vice-chancellor, Ambedkar Open University in the Anthology entitled "Kusumbum".
10	24.03.2019	Prof. G. Sreenivas Reddy, Dean publishes three articles in the book entitled Union Administration published by Dr B R Ambedkar Open University, Hyderabad. The articles were 1. Administration Ethics 2. NITI Aayog 3. Public Enterprises in India
11	25.03.2019	Corresponded with NEN Wadhvani and ALEAP for organising entrepreneurship promotion activities on the campus
12	27.03.2019	PGDM I year III Trimester 1st mid exams commence
13	27.03.2019	10 students attended with companies for selction for Summer Internship Placement.
14	28.03.2019	H&R Block SIP placement drive held for I year III Trimester PGDM finance specialisation.
15	30.03.2019	25 students of the Business School attended Anveshana-2019 (Annual Management Meet) at the Aurora's PG College, Ramanthapur.

Students' Achievements



Our Student **Santhoshi R** receiving a Prize
at the Hyderabad Management Association on 14.03.2019



Our Students **Santhoshi R** and **Sumith Bhowmic** receiving a Prizes
at the Aurora's PG College, Ramanthapur on 30.03.2019

**Dear March Born,
Happy B'Day
to You All !**

S. No	Name of the Student	DOB
1	Shamili Nare	03.03.1995
2	Ranjeeth Kumar Mukkarigari	03.03.1997
3	Mohammed Shadulla	05.03.1995
4	Pavan Kumar Godugula	07.03.1993
5	Sai Karthik G	10.03.1998
6	Vamshi Krishna Chaitanya Durvasula	15.03.1997
7	Alekhya Boshalla	16.03.1995
8	Shubham Ravindra Vyas	18.03.1995
9	Srinivas E	20.03.1996
10	Krishna Vamshi Medoji	20.03.1997
11	Saikiran A	20.03.1998
12	Satya Siva Tarun Kumar Chintalapudi	21.03.1996
13	Alekhya Pochampally	22.03.1998
14	Nikhil Rastogi	23.03.1994
15	Mahima Nahata	24.03.1996
16	Saurabh Jain	24.03.1997
17	A M S N Varma	25.03.1994
18	Vishwas Sharma	27.03.1997

MANAGEMENT COURSES SHOULD SHAPE THE MIND

Dr Raghu Naga Prabhakar, Ph.D, M.Phill, PGDPM, MHM, Director, Aurora's Business School, Hyderabad
(He can be reached at prabhakalepu@gmail.com)

Though technology is included in education and industry, the management courses are lagging behind in shaping the mind of the students. Recently the GMAC (Graduate Management Admission Council), surveyed the admission trends. According to the survey in Asia Pacific, Canada and Europe, the admissions for management courses have gone up considerably. But interestingly, there was a decline of 7% in the U.S. while in Asia Pacific, the growth is witnessed domestically, in Canada and Europe, the number of international applications increased. Nearly 200 leading B-Schools were taken as samples in this survey, including those in India.

On account of the maturity in economy and growth being more in the areas of AI (Artificial Intelligence) and ML (machine Learning), and other innovative fields, domestic applications are declining in US.

India has the largest number of B-Schools for a country, nearly 4000, where as there are 12000 B Schools in the world. This unique phenomenon is the result of a liberal entry policy. Even diplomas are accepted by the recruiters, thanks to the IIMs. But, on average basis, the demand for many lower standard B-schools has come down; as quality is counted in the job market.

Sri G. Raghuram, Director, IIM, Bangalore minces no words in saying that in developing economies, team work and critical thinking are far more crucial than in an advanced economy. He aims that an innovative and entrepreneurial mind set has to be shaped for the students. The management teachers should focus more on how to teach than on what to teach. They should combine research based thought with classroom based instruction.

Even in this digital era, applying technology is as important as developing it. This calls for management oriented executives with a vast insight into technology. Of course, a machine can perform human functions, but a man with a machine is always superior to the machine because it is he who makes it work. The digital era should be adapted very fast. It should be recognised that physical infrastructure and the human aspect of applying the technology is often a hindrance. Hence a good foundational management education, in the Indian context can meet the requirements.

The online based education is also creeping into the management field. It is doubtful whether such courses can replace class room based education. They concentrate on "what is taught", but not on "how it is taught". The latter is more important for shaping the mind.

The basics of management would remain, inspite of the digital era. The principles of marketing will be one and the same. Human resources, information, communication and finances continue to be the critical resources to ensure the deliveries.

Dr. Raghuram firmly believes that change is constant and even inevitable. The management education has to keep up with the volatile, uncertain, complex and ambiguous world, which has been the same during colonial eras, world wars, independence and even during liberalization. All that is needed is a sense of stability, which can produce thoughtful managers.