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Hi readers,

This issue of newsletter, along with other regular features, has a piece on how to manage Covid-19 pandemic that is hurting the world with ever increasing ferocity. I wish all our students, faculty, Staff and their families stay away from Covid by taking all the needed precautions. I am to inform our students that the Aurora's Business School with take all necessary precautions to beat the Covid and strive to protect the academic interests by switching on to online classes, if need be, at the appropriate time to save the academic year.

"Happy reading and best wishes to you all"

DR. RAGHU NAGA PRABHAKAR
Director
AURORA'S BUSINESS SCHOOL





March, 2020

Covid-19 scare has spared rupee so far, shows report

Financial assets were roiled across the globe through late February as more cases of Covid-19 were reported from beyond the Great Wall, but the Indian rupee remained stable amid the ruins, losing 1.4% last month and outperforming many of its peers in the process, a Care Ratings study showed. What's even more remarkable is that China, the epicenter of the viral outbreak that's sinking financial assets from Jakarta to Johannesburg, fared better. The Chinese currency lost 0.79% despite mounting concerns that unprecedented lockdowns across vast swathes of the Chinese industrial heartland would hurt Beijing's economy, now the world's second biggest and by far the largest in Asia. To be sure, the Chinese currency usually remains within a tight trading range against the US dollar.

Now that crypto trade is legal in India, here's what happens next

Crypto currency companies are expected to revive plans to invest and expand their business in India following a Supreme Court verdict overturning a Reserve Bank of India notification that had restricted banking access for virtual currency trading. ZPX will consider ramping up operations in India, said Ramani Ramachandran, CEO of the Singapore-based crypto firm. WazirX will start investing in the Indian market this year, said Nischal Shetty, cofounder of the crypto-exchange firm.India's virtual currency industry had come to a standstill following the April 2018 notification that prohibited use of banking channels for transactions of cryptocurrencies such as Bitcoin. Several exchanges shifted overseas or closed their business altogether in the last two years.

Kotak Special Situations Fund to invest Rs 500 crore in Jindal Stainless

Kotak Special Situations Fund (KSSF), by Kotak Investment Advisors, announced an investment of Rs 500 crore in Jindal StainlessNSE -0.38 % (JSL) in the form of debt and equity. "This will help the country's largest stainless steel producer come out of the corporate debt restructuring (CDR) process and help JSL repay its loans and debt obligations to banks," Kotak said in a release.

Kotak Special Situations Fund is a \$1 billion fund with a mandate to invest in special situations in India. Under the transaction, KSSF has purchased equity shares from lenders of Jindal Stainless and invested in debentures of the company to repay the OCRPS (Optionally Convertible Redeemable Preference Shares) and recompense due to lenders as part of the CDR package.

82% women prefer mutual funds and stocks for investment: Survey

A survey has showed that as many as 82 per cent women are preferring stocks and mutual funds to meet their investment goals. The survey conducted by investment platform Grow, in which



26,000 women participated, also showed that 43 per cent women chose traditional avenues such as fixed deposit and public provident fund to park their money. Gold remained the top investment choice with 25 per cent women investing in it, 13 per cent chose real estate and 9 per cent women chose to invest in pension scheme, according to the survey. The survey noted that 64 per cent women are financially confident and take investment decisions on their own.

SBI Funds Management adopts stewardship code as mandated by Sebi

SBI Funds Management, a joint venture between India's largest bank SBI and European asset manager Amundi, on Tuesday said it has adopted stewardship code which requires the fund house to monitor its investor companies and establish voting policies. In doing this, SBI Mutual Fund has become the first fund house to implement the stewardship code in India. This is aimed at complying with markets regulator Sebi's directive, which mandated all mutual funds and alternative investment funds in the country to adopt a stewardship code, which is applicable for investments in listed equities. The code will come into force from April 1, 2020. Under the code, institutional investors need to monitor investor companies and intervene in these firms in case of any requirement through meetings with the management. Also, they need to have a policy on voting and disclose the voting behaviour. In a statement, SBI Mutual Fund said the stewardship code which they have adopted highlights the stewardship responsibilities undertaken by the fund house to actively monitor, engage with and intervene, if needed, in the companies under its coverage.

Sensex tumbles more than 800 points to three-year low; ICICI slips 9%

Benchmark equity index Sensex erased the day's gains and tumbled more than 800 points on Tuesday to three-year closing lows, joining the selloff in world equities as the investors fretted over damage to the global economy from fast-spreading coronavirus pandemic.

Retailers ask govt for financial reliefs amid COVID-19 outbreak

Citing loss of business amid closure of stores due to the spread of the coronavirus, Retailers Association of India (RAI) has asked the government for several financial "reliefs" including a 90-day grace period for filing income tax, GST and provident funds and 120 days moratorium for repaying bank loans. The country's largest retail group comprising modern retailers including Future Group, Reliance Retail and Shoppers Stop have also asked the government for April-June "job support subsidy" of 50% of minimum wages for retail employees through direct benefit transfer and said the retailers themselves would bear the rest.

Which is the right mutual fund to invest now?

The market is down due to the current corona situation. I want to invest in mutual funds now to take advantage of the market situation. Which is the right fund to invest now?

-Akshay Parekh

You should never base your investment decisions on the prevailing market conditions. It is



true that the market has fallen sharply in the last two weeks. However, that alone should not be your reason to invest in mutual funds, especially equity mutual funds. This is because the market can fall further. It can also stay where it is for a very long period. Do you have the patience to wait for a long period? Do you have the ability to tolerate further fall and extreme volatility in the meantime? You need to consider all these factors before deciding to go for bottom fishing.

L&T donates Rs 150 crore to PM-Cares, commits to pay 160,000 contract labourers despite disruption in work

Engineering major Larsen & Toubro has donated Rs 150 crore towards the 'PM-Cares Fund' and has also earmarked Rs 500 crore every month to support its 160,000 contract workers as India continues with a nationwide lockdown to combat Covid-19 pandemic, the company said in a press statement. The company, which has stopped work at over 500 live projects, will support about 160,000 contract workers by continuing to pay their wages during the ongoing lockdown and providing them with food and basic amenities at labour camps, while maintaining the COVID-19 prevention and containment protocol. "We are helping India's fight against COVID-19 by way of immediate funding, and through a range of welfare initiatives including converting our training schools into isolation centers. We are also leveraging our engineering and construction expertise to help the authorities deal with the crisis," AM Naik, group chairman, was quoted as saying in the press statement.



HOW TO ACCOMPLISH PROJECT WORK THOUGH INTERRUPTED BY MEETINGS! LEADING ONESELF IS DEVELOPING ONESELF

Dr RAGHU NAGA PRABHAKAR,

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Meetings are the essential and inevitable part of modern careers. They review the performance of the employees, suggest solutions and give conclusions. Those who are at the helm of affairs in the organisation naturally dwell on the agenda of the meeting at length. Sometimes these meetings held intermittently defeat the very purpose, by the leaders' undue dragging of the issue.

A right thinking employee earnestly emphasises "work on presentation", among his to-do list. But he will turn into dismay when he realises that he has spent most of his time in meetings, between which he could not make any progress on his presentation. This happens quite often in one's career. He wants to knock out the whole project successfully, but meetings keep interfering and his presentation languishes on his mind until he cannot escape any longer. In the midst of hectic activity, he works day and night to accomplish it but suffer in the process. This is really frustrating for an ideal employee. Time management offers a more sustainable and less stressful approach to projects.

There is no 'perfect' time, as such to move ahead on projects. A 'meeting free day' will not be possible. Meetings are a reality and it is better to accept them. To work on big projects, in the smaller spaces between meetings, it is advisable to break the larger item into smaller parts. A check list can be used as a guide for how to make incremental progress when there is a break between meetings. The list includes things like searching for the boss' email about key points, looking at notes from the last meeting, thinking through the structure of presentation, writing up the deck, inserting charts, double-checking citations, Editing for typos and flow, sending to boss for approval, scheduling meeting to review the deck internally prior to the board meeting, making edits, distributing deck and meeting agenda prior day.

Though one or two items can be ticked off at a time, there is still some progress. When after sometime, one comes back to work on presentation, one will know what one has accomplished and what is next. There is another strategy too. It is to protect some unbroken stretches of time in our schedule by putting in project time, as a recurring event. An hour or two each morning can be blocked for focussed work or it may be two hour blocks in the afternoon each week, marked as busy. Inserting in project time to give us at least an hour, to get things done each day, allows us to build some momentum gradually. Thus guarding time for projects as recurring event starts to open up some room between meetings. There must be a clear cut



approach for making decisions to fill the project time in different ways. When a meeting is scheduled to present the latest data on a new building project to the board, some of the project blocks of time can be edited in the calendar, to designate the preparation needed to do. Two or three project work blocks may be marked for working on the power point presentation and another project work block designated for practising in front of strategies are very helpful to complete the project within the deadline. But it is important to have pre decided what you will do during those open times.

Moreover, one must assess one's priorities blocks. This can be done one one's own, as well as in the team. As soon as the priorities are determined, they will be put into the open blocks of time in your schedule. This will clear the picture further, as to what will actually fit. It will also pave the way to the actual accomplishment and avoid yet another week of title to no progress. After this, while doing the project work, the checklist of smaller tasks can be referred to, which have to be fulfilled first. The last fifteen minutes may be used before the next meeting to check emails. It must be ensured that what has been accomplished must be saved. The exact point of stopping has to be noted carefully and also the subsequent point. Updates, if any, can be written on the task list. The successfully completed items can checked off or deleted duly. Thus, though one may crave for the perfection of a meeting free day, one can complete one's project, in spite of being interrupted by meetings. The above mentioned techniques help a lot in making progress on projects.

This is characteristic of a true future leader. Leaders run organisations, institutions and countries. This is mere external part of leadership. It is wrongly assumed that leadership is confined those who are in high positions of an organisation. But leadership is the attribute of anyone, in any cadre, high or low. We need to understand that one should lead oneself better, before leading others. This is called personal leadership, which is illustrated by the 'Time Management' shown in the former part of this article. It takes charge of our growth and development and moulds the best possible version of ourselves. Our emotional intelligence and personal accountability are blended with our self-awareness in such a way that it enables us to adapt ourselves to change and work as per our stipulated purpose. There are five skills to be developed master personal leadership. They are

- 1. Self-management
- 2. Self-leading
- 3. Change-adaption
- 4. Practicing perfection
- 5. Purpose-finding

Firstly, we should realise the fact that in an organisation, we have to work in collaboration with others, inevitability, to complete tasks and meet targets, during which some sort of clashes may necessarily occur. We must respond to them in through equilibrium of ourselves and maintain stronger and amicable relationships.



Secondly, we must come out of our comfort zone by laying self-goals, by doing away with our phobias and managing failures. At the same time, we should not fail to take the responsibility for our actions.

Thirdly, Growth and change or inseparable and we should realise that both are crucial for our survival as well as in our work-place. When you keep on re-inventing yourself, success will incline towards you. The ability to adopt yourself to the fast changing circumstances of the world is the need of the hour. You have to acquire the skills needed to face setbacks and bounce back from complex crises. Mentors and advisers play a vital role in this regard. Receiving is an art. If we want to brace the change, it has to be mastered.

Fourthly, practice towards perfections must be our way of life. We should adhere ourselves to high standard of output. This applies to persons in their behaviour and employees in their performance. Lack of adherence to this automatically lead to lack of commitment or zeal. It may even keeps one in a state of inertia. Those who delivers their best are considered credible and reliable and establish their own trust among his superiors as well as subordinates. Finally, we should define our purpose beforehand, before we take up any task. Sometimes our tasks maybe meaningless and boring. Sometimes they may be highly productive, satisfactory and motivating. Whatever may be the case, we should make our purpose our anchor, which makes our work meaningful.

To sum up, whether to lead or to be led, lead yourself first.

Source

'MINT Magazine' 'Ascend' from Harvard Business review. 'HBR Ascend' a digital learning platform.

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

S. No.	Date	Event
1	03.03.2020	PGDM I Year II Trimester Term-End Examinations commence
2	04.03.2020	PGDM Batch-16 Syllabus finalized and a copy each is kept in the Library, Admission Counseling Room and in the Examinations Wing
3	05.03.2020	Campus placement drive of Gati KWE Private Limited held for the position of Business Development Manager (BDE) for Marketing Majors and Minors with a CTC of Rs 3.40 lacs. The rounds included Pre-placement talk, Group Discussion(GD) and HR Round. Three officials of the company were on the campus to conduct the drive
4	06.03.2020	Campus placement drive of Bharti Airtel held for the position of Accounts Manager with a CTC of Rs 4.50(inclusive of Rs0.50 lakh retention bonus) for Finance and Marketing specialization students. The rounds included Pre-placement Talk, On-line Test and H R Round. Three company executives conducted the drive. Thirteen students were placed.
5	07.03.2020	Dean Prof G Sreenivas Reddy attended a confidential meeting at the TSPSC, Hyderabad
6	08.03.2020	Dean Prof G Sreenivas Reddy completes editing of a Text-Book on Public Office Administration for Dr B R Ambedkar Open University
7	09.03.2020	PGDM I Year II Trimester-End Examinations conclude
8	10.03.2020	Campus placement drive of H&R Block held for Finance Majors with a CTC of Rs 3.00 lacs for the position of Operations Associate. Five students were secured placement.
9	12.03.2020	Belal Venkatesh DM-13-102 placed with Broadridge Financial Solutions
10	13.03.2020	PGDM II Year III Trimester I-Mid Exams conclude
11	13.03.2020	City Union Bank Campus Placement Drive held for the positions of Associate(4.12 lacs CTC), Senior Associate(4.85 lacs CTC) and Assistant Manager(6.55 lacs CTC) for students of all specializations.
12	14.03.2020	Students and Faculty undertake Industrial Visit to Masqati Diary Products Limited, Alizah Kotla, Charminar, Hyderabad
13	15.03.2020	Sahithi Regalla, Roll No DM-14-111, of HR Major and Business Analytics Minor placed with Harsco India Pvt Ltd.



S. No.	Date	Event
14	16.03.2020	Holidays declared for students from 17.03.2020 to 31.03.2020 on account of the Novel Corona Virus Pandemic outbreak. Students were given assignments to be completed during these holidays.
15	16.03.2020	Placement Drive of IBM held for all specializations for Tch support positions with an initial CTC of 3.00 lacs
16	17.03.2020	L.Swathi Meghana Reddy secures placement with Jagathi Publications Limited as Management Trainee
17	19.03.2020	Devansh Gupta secures placement with Zen Quality Assurance Private Limited as as Retainer Consultant
18	20.03.2020	Muzammil secures placement offer from Zen Quality Assurance Private Limited as as Junior Data Analyst
19	21.03.2020	Syed Tariq Zamal placed with Aura Group as Business Associate



MANAGING COVID- 19 PANDEMIC IN WORK PLACES

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GETTING YOUR WORKPLACE READY FOR COVID-19

In January 2020 the World Health Organization (WHO) declared the outbreak of a new corona virus disease in Hubei Province, China to be a Public Health Emergency of International Concern. WHO stated that there is a high risk of the 2019 corona virus disease (COVID-19) spreading to other countries around the world. WHO and public health authorities around the world are taking action to contain the COVID-19 outbreak. However, long term success cannot be taken for granted. All sections of our society – including businesses and employers – must play a role if we are to stop the spread of this disease.

How COVID-19 spreads: When someone who has COVID-19 coughs or exhales they release droplets of infected fluid. Most of these droplets fall on nearby surfaces and objects - such as desks, tables or telephones. People could catch COVID-19 by touching contaminated surfaces or objects – and then touching their eyes, nose or mouth. If they are standing within one meter of a person with COVID-19 they can catch it by breathing in droplets coughed out or exhaled by them. In other words, COVID-19 spreads in a similar way to flu. Most persons infected with COVID-19 experience mild symptoms and recover. However, some go on to experience more serious illness and may require hospital care. Risk of serious illness rises with age: people over 40 seem to be more vulnerable than those under 40. People with weakened immune systems and people with conditions such as diabetes, heart and lung disease are also more vulnerable to serious illness.

- 1. Simple ways to prevent the spread of COVID-19 in your workplace
- 2. How to manage COVID-19 risks when organizing meetings & events
- 3. Things to consider when you and your employees travel
- 4. Getting your workplace ready in case COVID-19 arrives in your community

Simple ways to prevent the spread of COVID-19 in your workplace: The low-cost measures below will help prevent the spread of infections in your workplace, such as colds, flu and stomach bugs, and protect your customers, contractors and employees. Employers should start doing these things now, even if COVID-19 has not arrived in the communities where they operate. They can already reduce working days lost due to illness and stop or slow the spread of COVID-19 if it arrives at one of your workplaces.



Make sure your workplaces are clean and hygienic. Surfaces such as desks and tables and objects like telephones and keyboards need to be wiped with disinfectant regularly. Contamination on surfaces touched by employees and customers is one of the main ways that COVID-19 spreads

- Promote regular and thorough hand-washing by employees, contractors and customers
- Put sanitizing hand rub dispensers in prominent places around the workplace. Make sure these dispensers are regularly refilled
- Display posters promoting hand-washing ask your local public health authority for these or look on www.WHO.int.
- Combine this with other communication measures such as offering guidance from occupational health and safety officers, briefings at meetings and information on the intranet to promote hand-washing
- Make sure that staff, contractors and customers have access to places where they can wash their hands with soap and water. Washing kills the virus on your hands and prevents the spread of COVID19
- Promote good respiratory hygiene in the workplace. Display posters promoting respiratory hygiene. Combine this with other communication measures such as offering guidance from occupational health and safety officers, briefing at meetings and information on the intranet etc.
- Ensure that face masks and / or paper tissues are available at your workplaces, for those who develop a runny nose or cough at work, along with closed bins for hygienically disposing of them. Good respiratory hygiene prevents the spread of COVID-19
- Advise employees and contractors to consult national travel advice before going on business trips.
- Brief your employees, contractors and customers that if COVID-19 starts spreading in your community anyone with even a mild cough or low-grade fever (37.3 C or more) needs to stay at home. They should also stay home (or work from home) if they have had to take simple ordinary surgical face masks rather than N95 face masks. Medications, such as paracetamol/acetaminophen, ibuprofen or aspirin, which may mask symptoms of infection
- Keep communicating and promoting the message that people need to stay at home even if they have just mild symptoms of COVID-19. Display posters with this message in your workplaces. Combine this with other communication channels commonly used in



your organization or business.

- Your occupational health services, local public health authority or other partners may have developed campaign materials to promote this message
- Make clear to employees that they will be able to count this time off as sick leave.

How to manage COVID-19 risk when organizing meetings &events:Organizers of meetings and events need to think about the potential risk from COVID-19 because: There is a risk that people attending your meeting or event might be unwittingly bringing the COVID-19 virus to the meeting. Others might be unknowingly exposed to COVID-19. While COVID-19 is a mild disease for most people, it can make some very ill. Around 1 in every 5 people who catch COVID-19 needs hospital treatment.

Key considerations to prevent or reduce COVID-19 risks BEFORE the meeting or event are as follows:

- Check the advice from the authorities in the community where you plan to hold the meeting or event. Follow their advice.
- Develop and agree a preparedness plan to prevent infection at your meeting or event. Consider whether a face-to-face meeting or event is needed.
- Could it be replaced by a teleconference or online event?
- Could the meeting or event be scaled down so that fewer people attend?
- Ensure and verify information and communication channels in advance with key partners such as public health and health care authorities.
- Pre-order sufficient supplies and materials, including tissues and hand sanitizer for all participants. Have surgical masks available to offer anyone who develops respiratory symptoms.
- Actively monitor where COVID-19 is circulating. Advise participants in advance that if they have any symptoms or feel unwell, they should not attend.
- Make sure all organizers, participants, caterers and visitors at the event provide contact details: mobile telephone number, email and address where they are staying. State clearly that their details will be shared with local public health authorities if any participant becomes ill with a suspected infectious disease. If they will not agree to this they cannot attend the event or meeting.
- Develop and agree a response plan in case someone at the meeting becomes ill with



symptoms of COVID-19 (dry cough, fever, malaise). Identify a room or area where someone who is feeling unwell or has symptoms can be safely isolated. Have a plan for how they can be safely transferred from there to a health facility. Know what to do if a meeting participant, staff member or service provider tests positive for COVID-19 during or just after the meeting

DURING the meeting or event: Provide information or a briefing, preferably both orally and in writing, on COVID-19 and the measures that organizers are taking to make this event safe for participants.

Build trust. For example, as an icebreaker, practice ways to say hello without touching.

Encourage regular hand-washing or use of an alcohol rub by all participants at the meeting or event

Encourage participants to cover their face with the bend of their elbow or a tissue if they cough or sneeze. Supply tissues and closed bins to dispose of them in.

Provide contact details or a health hotline number that participants can call for advice or to give information.

- Display dispensers of alcohol-based hand rub prominently around the venue.

 If there is space, arrange seats so that participants are at least one meter apart.
- Pre-order sufficient supplies and materials, including tissues and hand sanitizer for all participants.
- Have surgical masks available to offer anyone who develops respiratory symptoms.
- Actively monitor where COVID-19 is circulating. Advise participants in advance that if they have any symptoms or feel unwell, they should not attend.
- Make sure all organizers, participants, caterers and visitors at the event provide contact details: mobile telephone number, email and address where they are staying. State clearly that their details will be shared with local public health authorities if any participant becomes ill with a suspected infectious disease. If they will not agree to this they cannot attend the event or meeting.
- Develop and agree a response plan in case someone at the meeting becomes ill with symptoms of COVID-19 (dry cough, fever, malaise). This plan should include at least identification of a room or area where someone who is feeling unwell or has symptoms can be safely isolated and a plan for how they can be safely transferred from there to a health facility.



- Know what to do if a meeting participant, staff member or service provider tests positive for COVID-19 during or just after the meeting
- Agree the plan in advance with your partner healthcare provider or health department.
 DURING the meeting or event
- Provide information or a briefing, preferably both orally and in writing, on COVID-19 and the measures that organizers are taking to make this event safe for participants.
- Build trust. For example, as an icebreaker, practice ways to say hello without touching.
- Encourage regular hand-washing or use of an alcohol rub by all participants at the meeting or event
- Encourage participants to cover their face with the bend of their elbow or a tissue if they cough or sneeze. Supply tissues and closed bins to dispose of them in.
- Provide contact details or a health hotline number that participants can call for advice or to give information.
- Display dispensers of alcohol-based hand rub prominently around the venue.
- If there is space, arrange seats so that participants are at least one meter apart.

Remember: Now is the time to prepare for COVID-19. Simple precautions and planning can make a big difference. Action now will help protect your employees and your business.

