



Merry Christmas



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FROM THE DIRECTOR'S DESK



Dear Reader,

These two months we had many placement drives both On-campus and Off-campus, to place our students. Students should make best use of this opportunity for setting their careers. They should focus on their theory, specialisations and the Summer Internship Project reports. They should face interviews with full preparations. All our students should work extra hard for this purpose.

Wish you a happy reading of Akshara !

Dr. Raghu Naga Prabhakar

Director
AURORA'S BUSINESS SCHOOL

INTERNATIONAL VOLUNTEER DAY FOR ECONOMIC AND SOCIAL DEVELOPMENT

International Volunteer Day for Economic and Social Development is celebrated every year internationally all over the world on 5th of December. This event celebration provides a great chance to all the individual volunteers and organizations of volunteers to show their contributions at the international, national and local levels in order to get the Millennium Development Goals. Celebrating the International Volunteer Day every year for the Economic and Social Development was first approved by the United Nations General Assembly. It was declared on 17th of December in 1985 to be celebrated on 5th of December every year worldwide. Since then, the International Volunteer Day was started celebrating yearly by the UN system, the governments, civil society organizations and etc.

Every year celebration of the international volunteer day helps the thousands of volunteers to get mobilized and works very intimately with the partners as well as the government organizations to set up the program for national volunteers in order to make the organizations which can promote and carry on the local volunteerism in all countries. Volunteers, using online volunteering service, works in group and take an action for the continuous human development by promoting the development organizations activities over the Internet. Thousands of people are working as a volunteer daily using their online or on-site resource in order to maintain the peace and human development as well as to attain the MDGs (Millennium Development Goals).

This day is celebrated with the great hope of a better world. It focuses on promoting the awareness and appreciating the individual volunteers as well as volunteer organizations. It aimed to recognize the commitment of volunteers in order to get people informed about the effects of volunteering on the harmony and continuous human development.

Themes of International Volunteer Day during the last few years are as follows:

Theme of 2012 : "Celebrate our commitment and hope for a better world".

Theme of 2014 : "People's Participation. Make change happen, volunteer!"

Theme of 2015 : "The world is changing. Are you? Volunteer!"

Business News - November, 2017

Mahindra tractor sales down 10.88% to 40,262 units in October

Home-grown auto major Mahindra and Mahindra NSE 3.10 % reported 10.88 per cent decline in total tractor sales at 40,262 units in October, 2017. The company had sold 45,177 units in the same month last year, Mahindra and Mahindra said in a statement.

TVS Motor Q2 profit up 20% at Rs 213crore

TVS Motor Company NSE -0.61 % today posted 20.2 per cent rise in net profit at Rs 213.16crore for the second quarter ended September 30, aided by robust sales across domestic as well as export markets.

The company had reported a net profit of Rs 177.39crore during the same period of previous fiscal.

HSBC downgrades Gujarat Pipavav Ports to 'reduce'

HSBC has downgraded Gujarat Pipavav NSE 2.17 % Ports to 'reduce' from 'hold' following its September quarter result and lowered target price to Rs 120 from Rs 130. The brokerage said that Gujarat Pipavav Ports' recurring profit was down 21% year-on-year in the quarter, primarily driven by unfavourable cargo mix, which resulted in a lower EBITDA margin and higher tax rate.

NRIs switch to commercial realty as residential stutters

Non-resident Indians from the US and West Asia are now diversifying their asset exposure and investing more into commercial properties rather than residential due to high risk and the imminent slowdown in the segment.

25 stocks hit fresh 52-week lows on NSE

Cambridge Technology Enterprises, Dena Bank NSE 0.27 %, Equitas Holdings, Jubilant Industries and Strides Shasun NSE 5.40 % were among those 25 stocks that hit fresh 52-week lows on NSE.

Small industries require some GST relief

At an elevation of 3,000 feet above sea level, Hosur has a temperate climate that is the envy of the rest of Tamil Nadu. Right now, even on winter eve, temperatures are running high in this industrial town, and climate change is not at fault. Blame it on the goods and services tax (GST).

Buy United Breweries, target Rs 1,140: Dr CK Narayan

Dr CK Narayan of Chart Advise has a buy call on United Breweries with a target price of Rs 1,140. The current market price of United Breweries is Rs 1,133.20. Time period given by the analyst is intraday when United Breweries price can reach defined target.

IT capital gets that stinking feeling as it slips in SBM rank

Bengaluru is far, far ahead than rest of the Indian cities when it comes to technology adoption and innovations. But the city's record is quite poor when it comes to sanitation.

India may adopt 5G by 2020: Ericsson CTO

India may well adopt fifth generation or 5G technology at the same time as the developed markets as the country's telecom industry is transitioning from being largely voice-centric to a data-centric one, said a senior Ericsson executive.

The rapid change is forcing telecom operators to replace older generation technologies such as 2G and 3G with 4G and, around 2020, it will be 5G, the Swedish networking and telecom company's chief technology officer Erik Ekudden told ET in an exclusive.

Amazon takes Indian ad innovations to global market

Amazon is investing heavily in its advertising business in India, and it has a dedicated team in Bengaluru creating innovative products for advertising. The company is seeing good growth in the number of Indian sellers advertising on Amazon, said Colleen Aubrey, global vicepresident of performance advertising. She said that a number of India-first and India-focused features are being launched to get more sellers to advertise on the marketplace.

Market Now: Over 15 stocks hit fresh 52-week lows on NSE

Over 15 stocks, including 5Paisa Capital, Sri Adhikari Brothers Television Network NSE 0.95 %, Stampede Capital NSE 4.76 %, Shyam Telecom NSE -4.71 %, Supreme Tex Mart, TV Vision and Videocon Industries NSE 0.39 % hit fresh 52-week lows on NSE in Thursday's trade. On the other hand, 90 stocks, including Aptech NSE -1.81 %, Ashoka Buildcon NSE 0.85 %, Jindal Steel & Power and Tata ElxsiNSE -1.11 % hit fresh 52-week highs on NSE. Equity benchmarks were trading up, backed by gains in IT and telecom stocks.

Business News - December, 2017

GST made doing business easier for traders: Finance Minister Arun Jaitley

Finance Minister Arun Jaitley said the Goods and Services Tax (GST) has made doing business easier for traders by expanding the market place and reducing tax compliance burden. He further said that the two structural reforms -- GST and demonetisation -- will benefit the economy in the medium and long-term.

UPI clocks 105 million transactions in November, the highest ever

The Unified Payments Interface, the smart phone based bank-to-bank instant payment system, continued to post steady growth, buoyed by increased adoption by consumers and the entry of major technology giants onto the platform. In November, it clocked 105 million transactions, a 38% jump from the previous month, showed data from the National Payments Corporation of India (NPCI) that runs the UPI platform. The number of transactions was the highest ever for a month on the platform. The value of transactions rose about 37% to Rs 9,679crore in the past month from Rs 7,057crore in October.

Mahindra sales up 18% to 38,570 units in November

Auto major Mahindra and Mahindra NSE 0.44 % (M&M) today reported 18 per cent increase in total sales at 38,570 units in November. It had sold 32,564 units in the same month last year, M&M said in a statement. In the domestic market, its sales grew 21 per cent to 36,039 units last month compared to 29,869 in November 2016. Exports declined 6 per cent to 2,531 units against 2,695 units in the year-ago month.

Wipro refutes National Grid's claims, to contest in US court

Wipro NSE -2.64 %, India's third largest software services firm, today said it will contest the lawsuit filed by National Grid US seeking damages of over USD 140 million for a project that began in 2009. In a filing to the stock exchanges, Wipro said the company has become a subject of litigation with a long-time customer, National Grid US.

"The lawsuit relates to an ERP implementation project which began in 2009 and was undertaken by National Grid US... The lawsuit in US District Court for the Eastern District of New York seeks damages amounting to USD 140 million plus additional costs related to the project," Wipro said.

US relations with India stand on their own merit: Thomas Vajda

The US looked at India as a strategic partner and the relations between the two countries stood on their own merit and were not directed towards "any one country" in the south Asian region, a senior US State Department official said

Space startup raises US \$90 million to start moon ads by 2020

Japanese companies are planning to kick-start the lunar economy by backing a local startup's mission to land on the moon by 2020. Tokyo-based Ispace Inc said it raised \$90 million from some of the country's biggest businesses, including Japan Airlines Co. and television network Tokyo Broadcasting System Holdings Inc. The funds will be used to send a spacecraft into lunar orbit by 2019, and then land one a year later.

Demonetisation, GST unlikely to be future election issues

The debate around demonetisation and GST may continue in the public domain in the coming months, but poll outcome in UP and Gujarat has proved that though the voter may have issues with the two major economic decisions, it does not influence the voting preference.

GST was one of the major issues that Congress had flagged during the Gujarat campaign. Former PM Manmohan Singh slammed the NDA government on the manner in which it was implemented. He also reiterated his views on demonetization and said it was “organised loot and legalised plunder”. Former commerce minister Anand Sharma also campaigned on the issue in Gujarat. Singh and Sharma met groups of business persons in Surat where they emphasised their views on currency recall and GST.

Chinese lenders may take 70% in RCom's Dhirubhai Ambani Knowledge City

China Development Bank, along with other Chinese lenders, which filed for insolvency against Rcom NSE -2.01 % last month, is in advanced talks to take up 70% in development of Dhirubhai Ambani Knowledge City (DAKC) in Navi Mumbai. The lenders will additionally pay for building contracts.

News & Events@ Aurora's Business School- November, 2017

S. No.	Date	Event
1	01.11.2017	II Year I Trimester end term exam commence.
2	06.11.2017	Campus Placement Drive of Hetero Pharmacy held for Marketing specialisation with a CTC of Rs 2.40 lacs+Incentives for the Department of International marketing.
3	06.11.2017	Srikanth Reddy Chada, DM-12-048 secures placement with Aakruti Constructions & Developers as Asst Sales Manager with a CTC of Rs 2.24 lacs.
4	13.11.2017	I Year I Trimester I & II Mid Exams conclude.
5	13.11.2017	Commencement of II Year II Trimester classes.
6	14.11.2017	Campus Placement Drive of IndusInd Bank held. Six students placed with a CTC of Rs3.00 lacs .
7	16.11.2017	Campus Placement drive of Kantar GDC held for all specialisations with Rs 3.00 lacs CTC.
8	16.11.2017	Off Campus Placement drive of Sunera Technologies for HR Specialisation with CTC of Rs 2.40 to 3.00 lacs for HR Trainee Position.
9	17.11.2017	Two-Day Karvy Workshop for Finance & Marketing students of II Year commences.
10	18.11.2017	Karvy Workshop on Finance & Marketing concludes and certificates given to participants.
11	20.11.2017	Campus Placement Drive of Karvy held for Finance & Marketing specialisation with a CTC of Rs. 7.00 lacs for the Position of Equity Advisor.
12	27.11.2017	Off campus placement drive of Value Labs conducted. Voice Processing Test was concluded for HR students through telephonic round.

News & Events@ Aurora's Business School- December, 2017

S. No.	Date	Event
01	04.12.2017	Commencement I Year I Trimester End Exams.
02	07.12.2017	Campus Placement Drive with ICICI Securities for Marketing majors held with a CTC of Rs 4.00 lacs+allowances.
03	11.12.2017	Collected student feedback on faculty from I Year I Trimester students.
04	15.12.2017	Commencement of I Year II Trimester classes.
05	16.12.2017	Students of I Year II Trimester go on Industrial Visit to Agro Mech, Sanathnagar, Hyderabad accompanied by Ms. Kameswari & Dr. Sree Jyothi.
06	18.12.2017	II Year II Trimester I Mid Exams held.
07	20.12.2017	Video shooting of facilities and functionaries of ABS.
08	22.12.2017	Dean Prof.G. Sreenivas Reddy delivered a lecture on Career Guidance at the Govt Begumpet Womens Degree & PG College, Hyderabad.
09	30.12.2017	Christmas celebrations held on the campus, by arranging a Christmas pandal decorating the venue with stars & buntings, singing christmas carols, playing skit on the birth of Jesus, Santa Clause making an appearance etc.

HAPPY BIRTHDAY

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

1. Mahesh Kollampally	03/11/1995
2. Syed Tariq Zamal	12/11/1994
3. SVS Swathi Priya Nadindla	12/11/1995
4. Namrata Nelluri	04/11/1993
5. Akshay Ganga	16/11/1996
6. Rohit Banchode	16/11/1996
7. Venkata Naga Satyamanikanta Meda	20/11/1994
8. Raghunandan Gowlikar	20/11/1995
9. Ravali Edukulla	21/11/1995
10. Sudha Radhika D	22/11/1993
11. Venkata Anisha Vajra	23/11/1991
12. Twinkle J	27/11/1996
13. Chandra Mohan Rao C	29/11/1995

HAPPY BIRTHDAY

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

- | | |
|-------------------------------------|------------|
| 1. Manasa Allanki | 08/12/1996 |
| 2. Roshni Sequeira | 10/12/1994 |
| 3. Keshav Kondamadugu | 14/12/1994 |
| 4. Biradar Sai Nath Bhosle | 15/12/1994 |
| 5. Prasanna Bakkapolla | 16/12/1994 |
| 6. Ashish Agarwal | 19/12/1995 |
| 7. Khaja Moinuddin Muzamil Chowdary | 25/12/1991 |
| 8. Prasanth Sai Gopal Pamidimarri | 25/12/1994 |
| 9. Pragna Reddy Avula | 26/12/1994 |
| 10. Sharanya Jaya Chandra Vakati | 28/12/1995 |
| 11. Sohn Singh Malik | 31/12/1995 |

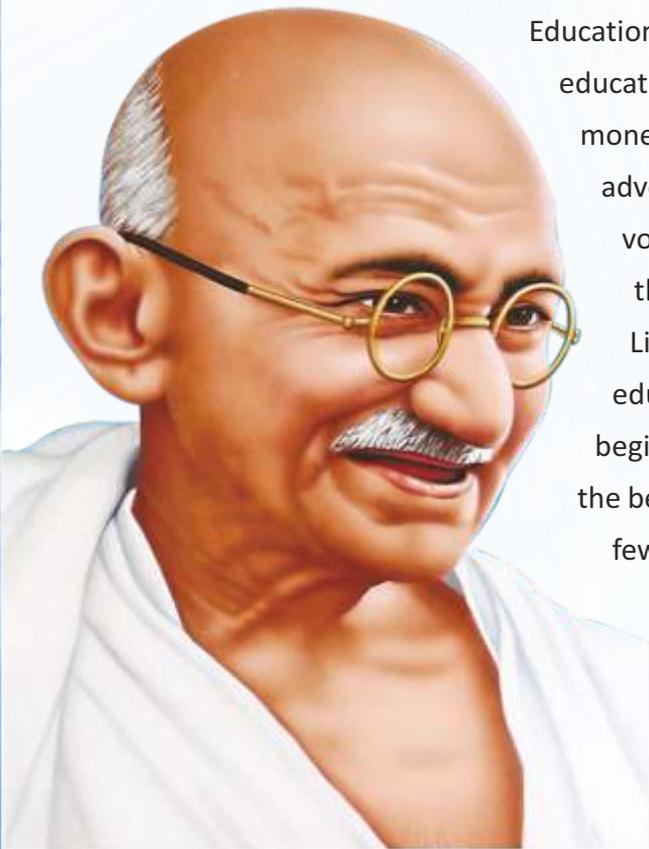
Christmas Celebrations held on the Campus on 30th December, 2017



Mahatma Gandhi's Views on Education

Gandhi was not only a man, he is a thought. A thought which can never be outdated to get denied. With the increasing terrorism and violence in the world, he is becoming more significant to observe and learn. A thought which was meant for all. He was a strong supporter of education. Gandhi was one

of the greatest teachers who have brought fresh light in the field of Education. His views on education focus around the fact that education is not merely a means to achieve status or earn money, rather it should bring freedom to the individual. He advocated the fact that kids must be imparted with vocational education which is a good way to learn and know things. Gandhiji has secured a unique place in the galaxy Literacy in itself is no education. Literacy in itself is no education. Literacy is not the end of education or even the beginning. By education, meant an all-round drawing out of the best in the child and man-body, mind and spirit. Here are a few seminal thoughts of Gandhiji on different aspects of education.



Purposes of Education: The real difficulty is that people have no idea of what education truly is and what. We want to provide only such education as would enable the student to earn more. We hardly give any thought to

the improvement of the character of the educated. The girls, we say, do not have to earn; so why should they be educated? As long as such ideas persist there is no hope of our ever knowing the true value of education. . What is really required to make democracy function is not knowledge of facts, but the right education.

Literacy is not the end of education or even the beginning. By education I mean an all-round drawing out of the best in the child and man-body, mind and spirit. An education which does not teach us to discriminate between good and bad, to assimilate the one and eschew the other, is a misnomer.

The principal aim of primary education ,according to Gandhi, is to impart the whole education of the body, mind and soul.The aim of university education should be to turn out true servants of the people who will live and die for the country's freedom.

Basic Education: Basic education links the children, whether of cities or the villages, to all that is best and lasting in India. Gandhiji said:”I hold that the highest development of the mind and the soul is possible under such a system of education (Nai Talim). Only every handicraft has to be taught not merely mechanically as is done today, but scientifically i.e. the child should know the why and wherefore of every process”

Ideal Teacher: A teacher who establishes rapport with the taught, becomes one with them, learns more from them than he teaches them. He who learns nothing from his disciples is, in my opinion, worthless. Gandhiji said” Whenever I talk with someone I learn from him. I take from him more than I give him. In this way, a true teacher regards himself as a student of his students. If you will teach your pupils with this attitude, you will benefit much from them.:

Gandhi's famous one-liners on Education

- If we are to teach real peace to this world, and if we are to carry on a real war against war, we shall begin with the children.
- Happiness is looking into the mirror and liking what you see.
- Be the change you want to see in the world.
- If we want to reach real peace in the world, we should start educating children.
- You must not lose your faith in humanity. Humanity is like the ocean if some drops of the ocean are dirty, the ocean does not become dirty.
- A man a product of his thoughts, he becomes what he thinks.
- Live as you are going to die tomorrow and learn as you are going to live forever.
- An ounce of practice is worth more than preaching.
- Without action, you are not going anywhere.