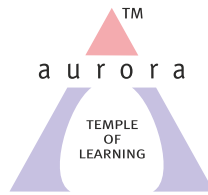


akshara

NEWSLETTER

Vol. IX | Issue.11 | November 2019



2019

AURORA'S BUSINESS SCHOOL

Dwarakapuri Colony, Hyderabad - 500 082

+91 40 2335 1892, 2335 0062

www.absi.edu.in



CLOUD COMPUTING



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.11 | November 2019

TABLE OF CONTENTS

NOVEMBER, 2019

4-6

BUSINESS NEWS NOVEMBER, 2019

7-8

CLOUD COMPUTING: PROS AND CONS

9-10

**NEWS & EVENTS @ AURORA'S BUSINESS SCHOOL
NOVEMBER, 2019**



FROM THE DIRECTOR'S DESK

Dr. Raghu Naga Prabhakar
Director
AURORA'S BUSINESS SCHOOL

The newsletter November 2019 is in our hands now. In this month, ABS celebrated two prestigious mega events, at the CESS. The "Anubhuti" program is unique. In it the newly admitted students were motivated. In the "sankalp" program, gold medals, certificates of merit and PGDM certificates were presented to the outgoing students. Eminent corporate protagonists addressed our students and blessed them. We celebrated the "Satyanarayanavratam", in our campus with devotion. I am happy that companies like ICICI bank, InCred, American Express Bank, India Mart, Bajaj Housing Finance Limited held campus placement drives, this month. I wish good careers for our aspirants.

"Let the sky be our limit"

November, 2019

Domestic investors grow in strength as foreign funds take a step back

Data compiled by ETIG shows mutual funds ownership in BSE500 stocks (among public shareholding) was at 18.77 per cent at the end of September compared with 11.61 per cent four years ago. Since January 2015, mutual funds have invested about Rs 4.16 lakh crore in domestic equities which is more than three times higher than the foreign investor inflows of Rs 1.21 lakh crore in the same period.

ICICI Bank offers online networking assistance to SMEs through 'SME Empower'

ICICI Bank, in partnership with First Hive, a cross-channel marketing platform, has launched SME Empower, an online marketplace catering exclusively to small and medium enterprises. The marketplace is open to all SMEs, including non-ICICI Bank customers. The e-commerce sector has been one of the most significant beneficiaries of the digital and technology transformations that India is witnessing. In turn, the e-commerce sector has ushered in a new era of conducting business in India by transforming the way customers and sellers interact with the marketplace. As per industry estimates, the e-commerce market in India is growing at a compounded annual growth rate (CAGR) of 32% and is expected to grow to a market of \$1.2 trillion by 2021 from the current \$200 billion. This would make India the third largest consumer market in the world.

How mutual fund managers' stock picks of previous years have performed

The portfolios for 2014 and 2015 have delivered stellar performance on an aggregate level. These have comfortably outperformed both indices and the average diversified equity fund. Vinati Organics and Atul from the 2014 list and Bajaj Finserv NSE -1.25 % and Coromandel International from the 2015 basket have been standout performers.

FM reviews state of economy at FSDC meeting

Finance Minister Nirmala Sitharaman reviewed the state of the economy, including stress in the financial sector, at the meeting of the Financial Stability and Development Council (FSDC). The FSDC is the apex body of sectoral regulators, headed by the finance minister. The 21st meeting of FSDC comes against the backdrop of the economy hitting a six-year low growth rate of 5 per cent in the first quarter of 2019-20. Even some of the macroeconomic data for the second quarter does not portray an encouraging picture of the economy.

Stocks of real estate companies and NBFCs rise

Shares of non-banking finance companies and real estate players gained on Thursday after finance minister Nirmala Sitharaman announced an alternate investment fund (AIF) to help the

real estate sector finish pending housing projects. Analysts said gains would be capped as the package may not be enough to put an end to the woes of NBFCs and real estate companies. Among NBFCs, Indiabulls Housing, Edelweiss, Shriram Transport and Bajaj Finance gained 1-9 per cent while the Nifty Realty index gained nearly 1 per cent to end at 276.45 points. Indiabulls Real Estate, Phoenix Ltd, Sobha and Prestige Estates Projects gained 1-5 per cent.

Sebi extends second phase of UPI implementation for retail investors till March 2020

Nov 8 (PTI) Markets regulator Sebi extended till March 2020 the timeline for second phase implementation of the Unified Payments Interface (UPI) facility for retail investors applying for shares in public issues. The second phase was to be implemented from July 1, 2019. The decision has been taken after consultation with various intermediaries and National Payments Corporation of India (NPCI). Sebi, in November, announced that it would launch UPI as an alternative payment option for retail investors to buy shares in a public issue in a phased manner from January 1, 2019, a move aimed at reducing listing time for an IPO to three days from six. The implementation date was extended till June 30, 2019 to ensure smooth transition to UPI in Application Supported by Block Amount (ASBA).

FII's back to investing in India, but are very cautious right now

Foreign institutional investors (FIIs) are back to buying Indian stocks and a chunk of this money seems to be coming in from broader BRIC (Brazil, Russia, India, and China) funds. FIIs have lapped up Indian shares to the tune of \$627 million so far in November and have been buyers in all sessions this month. They invested a net of \$2 billion in October, recording best monthly inflow since March. Equity benchmark Sensex scaled a record high of 40,749 points this month, while broader Nifty inched closer to forming a new high. For the month so far, Sensex and Nifty are up 0.53 per cent and 0.3 per cent, respectively, while year to date, they have gained 11.86 per cent and 9.67 per cent.

Better-run banks will get bigger share of deposits

With the wide-ranging changes taking place in the banking sector, the status of a deposit holder has also changed, and one should be prepared for more. A bank deposit was considered to be the safest avenue for parking funds as there was an implicit guarantee on them. The returns were lower than those on company deposits or other alternative sources of savings, but the underlying comfort made them attractive. The status of a deposit holder has changed over time. First, the saver has been made to pay for various services, including cheque books and enquiries, beyond certain limits which was a shocker to begin with. Deposits are the core of banking and one would expect the holders to get certain benefits.

RBI deputy governor flags rising stress in Mudra loans

Reserve Bank of India deputy governor MK Jain on Tuesday raised red flags over rising non-performing assets (NPAs) in loans disbursed under the government's Mudra loan scheme and urged banks to monitor the repayment capacity of borrowers before disbursement. The Pradhan Mantri Mudra Yojana is a central government scheme under which small businesses can avail collateral-free working capital loan up to Rs 10 lakh. The scheme was flagged off in 2015 by PM Modi to ease the credit flow to India's MSME sector.

Indian benchmarks among most expensive in emerging market basket

India's main stock indices are among the most expensively valued in the emerging market basket. The Price to Earnings (P/E) ratios of the Sensex and the Nifty are at 21-22 times their FY20 estimated earnings, higher than most of their peers, according to Bloomberg data compiled by ETIG. The MSCI Emerging Market index's P/E is at 13.77 times. Analysts said the expensive valuations of the Sensex and Nifty are because of lopsided gains in a few blue chips that have driven the indices to record highs. More than half of the stocks in these indices are trading below their long-term average P/E ratio. The continued delay in corporate earnings revival too had made Indian markets pricey,

CLOUD COMPUTING: PROS AND CONS

Dr RAGHU NAGA PRABHAKAR,

Ph.D, M.Phill, PGDPM, MHM, Director, Aurora's Business School, Hyderabad

(He can be reached at prabhakalepu@gmail.com)

Cloud computing is a new wave in the field of IT. It is developing in leaps and bounds, causing unprecedented computing capacity, scalability, pay-per-use schemes etc. Developing countries are very much in need of this new technology. The internet has brought about miraculous changes in the computing world. From the concept of parallel computing, the trend traversed to distribute computing, to grid computing and finally to the cloud computing which is an emerging field of Computer science. It is outsourcing the computing needs to others, to use computing resources like data base or emails, through internet. It has moved computing and data away from desktop and portable personal computers into large data centers. It is sought after by customers because they need not pay for its installation. It is an IT Paradigm. It enables us to gain access to shared pools of configurable system resources which can be fast Provisioned with minimal management effort, over the internet. It is based on sharing of resources to achieve coherence and economies of scale, which is like a public utility.

Organizations need not spend their resources on computer infrastructure and maintenance, if third party clouds enable them to focus on their core business. Cloud computing allows them to minimize up front IT infrastructure costs. It allows them to get their applications up and running faster. Consequently, it improves manageability and reduces maintenance. It strengthens the IT team of the organization so that the resources will be adjusted to meet the fluctuating and unpredictable demand. Unless the administrators are not familiar with cloud – pricing models, it will lead to unexpected operating expenses, as cloud providers typically use a “Pay-as you go-model” with the advent of the launch of Amazon EC2 in 2006, cloud computing has been growing fast, with the availability of high capacity net works, low cost computers, storage devices etc. Later hardware virtualization, service oriented architecture and autonomic and utility computing further enriched cloud computing.

“Computation may someday be organized as a public utility”-John Mc carthy (1960s) Douglanparkhill wrote a book entitled, “The challenge of the computer utility”. In it,he described the characteristics of cloud computing, for the first time. The word 'cloud' is derived from the field of telecommunications. Telecom industries started offering VPN (Virtual Private Network) services for affordable cost, which can balance utilization of the overall net work. Cloud computing extends this to cover servers and net work infrastructure. Amazon has played a key role and launched the AWS (Amazon web service) in 2006. Google and IBM have started research projects in cloud computing.

Cloud computing enables the users to access data, applications or any other services, through a browser, irrespective of the device used and the location of the user, A third party naturally provides the infrastructure which can be accessed through internet. Consequently, cost is considerably reduced and less IT skills are required for its implementation. As more than one site is used, it will be convenient for business circles and the service obtained will be reliable. As the resources are shared and costs are distributed among a large number of users, the provided infrastructure can be shared

efficiently. The usage of applications can be measured by “Pay Per use” Provision even the performance can be scaled easily. Security issues can be solved easily where as individual customers can not afford them. Cloud computing thus offers better security than the traditional systems do. But the fact is that security is still crucial, as far as confidential data is concerned.

Further, there are many advantages in cloud computing. Easy management simplifies the task of the IT team. In the cloud environment, storage incentive applications are easier to use, and they are used by the organization on their own. The small and medium enterprises are very much benefitted, as their IT expenses are reduced to a large extent. The services provided to the users will be free from interruption, as the outrages are comparatively low in cloud computing. Even disaster management will be more effective, as an offsite back up is always helpful, as the data is kept safe.

Environment is safe guarded by cloud computing services. Generation of waste is minimized, harmful emissions are reduced and energy consumption is also controlled.

Moreover, it creates a wide range of opportunities. More entrepreneurs enter into industry, attracted by customized and scalable computing, storage etc, without much capital outlay. Business organizations can predict future costs. They can purchase what is actually needed. They can compete with developers who occupy global market places through their lower operating costs.

Even in the field of medical and health, cloud technologies are of immense help as they serve the areas with scanty medical facilities and providers through the implementation of telemedicine which allows providers to access remote patients, track disease out breaks and reduce the burden on physical hospital resources by giving importance to health care. Even the medical records can be stored and managed in the cloud.

But we should not fail to see the other side of the coin. Cloud computing has some disadvantages too. India has strict laws pertaining to data sovereignty laws. According to them, Indian data has to be located within Indian borders. If the storing of a country's data off shore leads to the risk of theft from Cyber criminals. Individual citizens also face risks from their own governments. If users come to know that their activities will be observed by the governments, they will hesitate to utilize the technology for critical reasons. The dependence of developing economies on these resources will increase, resulting in the constraint of their development. Consequently, home grown professionals are deprived of opportunities, as they will be replaced by remote operators from better economy scales, and the native workers are restricted to low-skilled positions. As the data is accessed from any location, the privacy of the client is at stake.

Inspite of these limitations, the cloud computing offers excellent opportunities for developing economies to integrate with the net worked economy. It is the future of computing.

Source: Varnika V.S. “Cloud computing, advantages and challenges for developing Nations”. Indian Journal of computer science. Vol3 May/June 2018

References

1. J. Snethna, “Top 20 cloud computing issues & Challenges” (2017).
2. “Cloud computing Architecture and security concepts” USA: CRC Press, 2016, 199-210.

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

S. No.	Date	Event
1	02.11.2019	"Anubhuthi programme" which is a prestigious event of Aurora's Business School was conducted grandly at the centre of Economic & Social studies (CESS) Begumpet, Hyderabad. Dr. Pulijala Srinivasa Rao, CEO, Appollo Medskills Ltd was the Chief guest. His Excellency Ms. Rumana Sinha Sehgal, Founder, Serendipity was the distinguished guest. Dr. Ravi Dasari was invited as the Eminent guest. He is the VP & Group head, Jasper Industries pvt.ltd. Ms. Anindita Sinha, Head, Corporate Communications, L&T Metro Rail, was the speaker of the day. All these stalwarts delivered meaningful messages to the newly admitted PGDM students Dr Raghu N. Prabhakar, honourable Director of Aurora's Business School and Dr. Sreenivas Reddy, Dean (Academics) addressed the students. Cultural programmes added colour to the programme
2	02.11.2019	ICICI Bank campus placement drive for PGDM - All Specialisations with a CTC of 4.12 lakh Per annum for the position of Assistant Manager.
3	05.11.2019	InCred campus placement drive for PGDM - Marketing Specialisation with a CTC of 4.75 lakh Per annum for the position of Assistant Sales Manager.
4	07.11.2019	American Express Banking placement drive for PGDM - Marketing Specialisation with a CTC of 3.09 Lacks per Annum + Incentives (Based on the Performance after reaching the targets) + Allowances for the position of Business Development Executive.
5	11.11.2019	Arohan Financial Services Limited placement drive for PGDM - Marketing Specialisation with a CTC of 4.5 lakh Per annum for the position of Sales Manager.
6	11.11.2019	IndiaMART placement drive for PGDM - All Specialisations with a CTC of 3 lakh Per annum + Allowances for the position of Executive - Client Acquisition/Executive - Client Servicing.
7	16.11.2019	Aurora's Business Schools Much Awaited Programme, 'SANKALP', the Convocation mega even was conducted on a grand scale at the centre for Economic & Social Studies, Begumpet. In it Gold Medal, certificates of Merit and PGDM certificates were presented to the students by the protagonists of Industry who graced the occasion. Sri Murali Krishna Ravipati, Founder & M.D Avontix Solutions presided over the function. Sri P. Ravi Kumar, v.p (corporate affairs) R.A Chempharma Ltd was the Chief guest. Sri R. Ranjith Kumar v.p. Lera Technologies was the distinguished guest. Sri S.V.S Suresh Kumar, Talent acquisition partner IBM chq(HR) acted as the Eminent guest. Sri C.S. Balachandra Sunku, Founder, Abhaya Foundation delivered the Spiritual and motivational speech. Really it was a memorable event.

S. No.	Date	Event
8	18.11.2019	"The confederation of Indian Industry meet was held at Radison Hotels , Banjara Hills. Sri Satish Reddy, Chairman, Reddy Labs was the chief speaker. He dwelt on the financial issues faced by MNCs. He explained the gap between the funding and Requirement of small scale industriesI year students, Apeksha, Ankitha Sarma, Koushik , Krishna, Farhat and Ambika participated in the meet under the auspices of Dr. Jyothi."
9	22.11.2019	Satyanarayana Swami vratam was celebrated in the Campus with dedication. Director of Aurora's Business School Dr. Raghu. N. Prabhakhar performed the puja devoutly
10	"25.11.2019" to 26.11.2019	A workshop on the awareness of "Fly in the city" was conducted at JNTU, Hyderabad. Indian Airforce organised the assmilation module. R.S. Virinchi, a second year student participated in the programme. Prof. Kameswari and Dr. Sree Jyothi attended.
11	26.11.2019	Bajaj Housing Finance Limited placement drive for PGDM - Finance & Marketing Specialisations with a CTC of 3.5lakhs.Other Benefits and Reimbursements for the position of Assistant Manager.
12	30.11.2019	Sykes Business Services of India Pvt. Ltd placement drive for PGDM - HR Specialisation with a CTC of 2.5lakhs for the position of Recruiter.



DEAR NOVEMBER BORN, HAPPY B'DAY TO YOU ALL !

1	Sarika Heda	02.11.1995
2	G Sri Hari Prasad	02.11.1996
3	Manish Singh	02.11.1997
4	Manish Singh	02.11.1997
5	Vaidehi Kulkarni	04.11.1997
6	U Ajay Kumar Goud	05.11.1996
7	Kanugenti Sai Shivanand Reddy	05.11.1998
8	Komal Tiwari	06.11.1995
9	N Jagruthi Patel	06.11.1997
10	Kapil Maroo	07.11.1998
11	Srinath Rathi	09.11.1997
12	Kunta Vineeth	10.11.1998
13	Manchinilla Dharani	10.11.2019
14	T Nihar	14.11.1997
15	R Sahithi	15.11.1993
16	Sushant Kumar Borad	16.11.1995
17	Pulipati.Siva Karthik	17.11.1997
18	Kailash Pallod	22.11.1997
19	Sweta Bajaj	23.11.1997
20	Farhat Gani	26.11.1994
21	S.Vamshidhar Reddy	26.11.1995
22	V Madhu Sudhan Reddy	26.11.1996
23	Etikela .Sainathreddy	27.11.1997
24	SurakantiNikitha Reddy	30.11.1997

