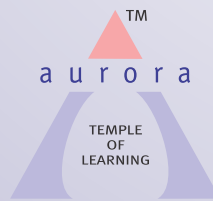


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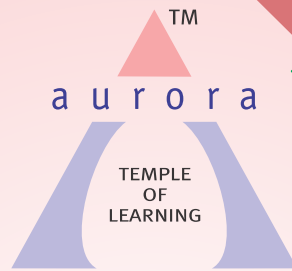
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NEWSLETTER
Vol. VIII | Issue 9&10 | Sept & Oct 2018

Induction Day Celebrations for Newly Admitted Students



AURORA'S BUSINESS SCHOOL
Near NIMS, Punjagutta, 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

S. Manoj
Roshni Sequeria
K. Rupa Sree
G. Ramesh Reddy

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NEWSLETTER

Vol. VIII | Issue 9&10 | Sept & Oct 2018

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FROM THE DIRECTOR'S DESK

The newsletter September & October 2018 is a cause of pleasure for me as it unfolds many constructive aspects. In September the 'Anubhuti-2018' programme was organised to commemorate the fresher's day. 'Industry Interaction' was another highlight. The cancer run programme holds the mirror to the social awareness of our students. Some of our students were placed with noted firms, which pleases me a lot. Let us go ahead with the same unflinching spirit.

“Sweet are the uses of adversity”

Dr. Raghu Naga Prabhakar
Director
AURORA'S BUSINESS SCHOOL

September, 2018
BusinessNEWS

Long-term third party insurance

If you are planning to buy a car or a two-wheeler, be prepared to spend more on insurance. The Insurance Regulatory and Development Authority of India (Irdai) has directed insurers to start offering three- and five-year third party liability covers for new four- and two-wheelers respectively and has spelt out the premiums. The regulator's move is in line with a Supreme Court order that mandated long-term third-party covers, considering that only six crore out of the total 18 crore registered vehicles on Indian roads are insured. "It is a positive move, given that many forget to renew their policy after the initial years," says Rakesh Jain, CEO, Reliance General Insurance.

E-mobility to be preferred mode of road transport by next decade

Electric-mobility will be preferred mode of road transport in India by next decade and the challenge for the country was to battery-charge all types of vehicles, Niti Aayog CEO Amitabh Kant said. Kant, at an event organised by Ficci, said that at present 76 per cent of all vehicles sold are 2-wheelers, which consumed 64 per cent of fuel and accounted for 30 per cent of pollution, while 3-wheelers caused 5 per cent of pollution. "In addition, 70 per cent of goods transportation was on lorries, which too were a major contributor to vehicular pollution. "The challenge for the country was to battery-charge all modes of road transport vehicles, and therefore, it was imperative to substitute fossil fuels with cleaner alternative fuels for both inter-city and intra-city movement of vehicles," Kant said. Businesses need to seize the opportunities that are set to emerge from the e-mobility and sharing of vehicles space, and rise to the challenge of R&D for developing technologies for harnessing renewables and efficient battery storage, the Niti Aayog CEO said.

Rs 230 crore more for Amazon Pay

Amazon has made a fresh infusion of Rs 230 crore into its payments arm Amazon pay, months after it pumped in Rs 195 crore into the business in March. Amazon has now invested nearly Rs 1,000 crore into its payment business since 2016, as the company looks to push its wallet beyond its marketplace to other online merchants and take on Flipkart's PhonePe and Paytm. The latest infusion came from Singapore-based Amazon Corporate Holdings and Amazon.com.incs, as per RoC filings.

Britannia invests Rs 200 crore in Assam Greenfield Unit

Food company, Britannia NSE 0.63 % Industries (BIL) has come up with a greenfield manufacturing facility in the country, at an investment of 200 crore in Rampur, Assam. The Rampur facility will produce a wide array of Britannia products to cater extensively to Assam and the north-eastern states. The unit has a production capacity of 60,000 tonnes of biscuits annually.

'MSME loans: Private banks, NBFCs eat into PSU banks' market share'

State-run banks' market share in loans to the micro, small and medium enterprises (MSMEs), a major thrust area for the government, has dipped on aggressive play by private sector banks and NBFCs, a report said. The share of the 21 public sector banks (PSBs) has fallen to 50.7 per cent as of June 2018, from 55.8 per cent in June 2017 and 59.4 per cent in June 2016, a quarterly report by Transunion Cibil.

Mutual fund investments may cost a lot less

Investing in mutual funds may soon get cheaper—by as much as a fourth. The Securities and Exchange Board of India (Sebi) is planning a major overhaul of the fees that mutual funds charge investors to manage their money, said three people familiar with the matter. The total expenses of investing in an equity mutual fund could come down by an average 10-25% with large equity mutual funds expected to take the biggest cut. The capital market regulator might also bar mutual funds from paying upfront commissions to distributors and sending them for foreign junkets as it aims to curb the mis-selling of schemes.

Flipkart banks on cardless credit to pip ecomm rivals

Online retailer Flipkart has lofty plans for its financial technology business as it looks to battle it out with Amazon Pay and Paytm. The company has added a cardless credit line feature for customers ahead of its annual flagship sales next month, targeting an estimated 45 million people on its platform not having access to formal credit. The credit line will have a limit of Rs 60,000. Flipkart also plans to launch several insurance products over the next six months, beginning with ecommerce-related offerings, as well as to revamp its seller financing business. “We want to address the underserved customers and bring financial inclusivity,” said Ravi Garikipati, who heads the fintech division at Flipkart.

Reliance Jio may kick off 5G services by mid-2020

Reliance Jio is preparing to launch fifth generation, or 5G, telecom services within six months of spectrum allocation, which means the Mukesh Ambani telco could well launch the services in India by middle of 2020. The government recently said it plans to allocate airwaves to offer 5G services – which can support download speeds 50 to 60 times faster than 4G – by end of 2019.

Bitcoin exchange app Zebpay pulls the plug following policy restrictions

Bitcoin and cryptocurrency exchange app Zebpay has announced that it will be stopping its exchange business effective that is from September 28 2018. This follows prohibition of all regulated financial institutions – including banks – from providing any service in relation to virtual currencies.

GST Council focuses on missing collection target every month

Worried about a revenue shortfall, the Goods and Services Tax Council took stock of collections under the new regime, which have missed target every month this financial year except in April, although the average gap has narrowed since last year. Five northeastern states and Andhra Pradesh were the only states with surplus revenue, while all the others are staring at a shortfall and will have to be compensated by the Centre.

October, 2018
BusinessNEWS

RBI norms on fleet size, net worth harming cash logistics companies: CAPSI

The RBI's net worth and fleet size stipulations for cash management companies pose a grave security as well as financial threat, an industry body said Monday. Cash logistics is a business agreement between a bank and the service provider and the RBI has no reason to get involved in this area of banking services and management, the Central Association of Private Security Industry (CAPSI) said here. In April, the Reserve Bank had set criteria for banks for outsourcing the services of cash management logistics. It said the cash handler and its sub-contractors should have a minimum net worth of Rs 100 crore and a fleet of minimum 300 specifically fabricated cash vans.

Mutual funds that destroyed most investor wealth in the September selloff

Net asset value, or NAV, of most equity funds witnessed a drop in September, as Dalal Street witnessed brisk selling in stocks amid soaring crude oil prices, falling rupee and rising bond yields. Headline equity indices BSE Sensex and NSE Nifty plunged over 6 per cent during the month, registering their worst monthly fall in 31 months. In the mutual fund space, banking as a category slipped the most at 13.37 per cent, followed by smallcaps (down 12.19 per cent), midcaps (down 11.37 per cent) and infrastructure-oriented funds (down 11 per cent). Equity large & midcap, multicap, ELSS, value-oriented, largecap and pharma funds dipped between 4 per cent and 10 per cent.

Infosys Finacle launches digital engagement solution for banks

Infosys Finacle, a part of Infosys' product subsidiary EdgeVerve Systems, has introduced Digital Engagement Suite for banks. The omni-channel solution, the company said, helps banks onboard, sell, service and engage customers with tailored experiences. The suite, which accelerates the speed of internal and external innovation with a broad suite of open APIs and a ecosystem of partner innovations powered by Finacle App Center, offers a broad range of traditional, modern and emerging channel experiences covering all user personas such as end customers, internal users, partners, and API led interactions with trusted parties.

RBI keeps repo rate unchanged but your EMIs are likely to go up anyway

After hiking the repo rate twice in a row, the Reserve Bank of India (RBI) has kept the key policy rates unchanged in its bi-monthly monetary policy held on October 5. However, the central bank has changed its stance on the key policy rates to 'calibrated tightening'. This indicates that RBI is of the view that there is an upward pressure on the interest rates. Although RBI has kept the key policy rates unchanged, now it is up to the banks on whether they will keep interest rates where they are or raise them. Many banks and lending institutions have been increasing their interest rates even before the RBI hiked repo rate for the first time in June 2018.

Bitcoin's rare month of calm shows frenzy turning into apathy

The words Bitcoin and boring have rarely been uttered in the same breath. But after a dizzying rally, a gut-wrenching crash and near-constant ups and downs over the past two years, the cryptocurrency did something strange in recent weeks: it stayed relatively still. Bitcoin has traded in a \$732 range since Sept.

7, swinging no more than 12 percent from peak to trough, according to Bitstamp prices compiled by Bloomberg. That's the narrowest trading band for any rolling 28-day period since December 2016, and well short of the 200 percent range during the height of crypto-mania in late 2017.

Some GST-laden private banks up charges on remittances

Private banks that are being charged goods and services tax on transactions undertaken by their business correspondents are starting to increase their charges on remittances, two people aware of the development said. At least two large private sector lenders in the domestic money remittance business have increased charges by at least 20 basis points, they said, declining to name the banks. A basis point is one-hundredth of a percentage point. Some banks have sought legal opinion on the matter and are looking to arrive at an understanding with tax authorities, ET has learnt. Business correspondents, or bank mitras, as they are popularly referred to, provide fund transfer, withdrawal and cash deposit services on behalf of banks in far-flung areas.

Reliance Retail Q2 pre-tax profit jumps over 3-fold to Rs 1,392 crore

Reliance Retail today reported an over three-fold jump in its pre-tax profit at Rs 1,392 crore for the second quarter ended September 2018 helped by store expansion and strong value proposition. The retail arm of Reliance Industries Ltd (RILNSE -0.80%) had posted a PBDIT (profit before depreciation, interest and tax) of Rs 444 crore in the July-September period a year-ago. Revenue from RIL's organised retail segment during the quarter under review grew over two-fold to Rs 32,436 crore as against Rs 14,646 crore in the corresponding quarter of the last fiscal.

SBI plans to raise up to Rs 25,000 crore in FY19

The country's largest bank SBI said it seeks to raise up to Rs 25,000 crore during the current financial year, including up to Rs 5,000 crore through bonds to meet capital adequacy norms. The central board of the bank gave its approval to two proposals of the bank, State Bank of IndiaNSE -0.96% (SBI) said in a regulatory filing. The board accorded approval to the bank to raise Basel III compliant Tier 2 bonds up to Rs 5,000 crore in USD/domestic currency to overseas and/or Indian investors during 2018-19, through a public offer/private placement.

Economic sanctions need unanimity: SWIFT

SWIFTNSE -0.75% — the Society for Worldwide Interbank Financial Telecommunication, which enables cross-border movement of funds — has been acting as a gateway to financial markets for banks across the world. Now, as customers seek instant gratification when it comes to receiving money overseas or buying from websites abroad, the bank-owned cooperative is seeing its role evolve from moving funds for banks to tracking it all the way into individual accounts.

News & Events@ Aurora's Business School- September, 2018

S. No.	Date	Event
1	01.09.2018	Our students were taken to warngal tour, visited so many historical temples, monuments there and enriched themselves with the glories of the past.
2	04.09.2018	Cricket festival match held for I Year PGDm students at Parvathapur, Uppal, Hyderabad.
3	08.09.2018	Induction Day of Aurora's Business School held at Centre for Economic and Social Studies, Begumpet, Hyderabad. On this memorable day, a very memorable programme "Anubhuti" was organised on the event of Freshers day. 'Industry Interaction' was another constructive attraction. Sri Balachandra Sunku was the Spirtual Speaker who stressed the philosophical aspects in the field of management. Sri Sathiraju V was the distinguished Chief Guest.
4	24.09.2018	Campus Recruitment Training (CRT) was conducted for the students of 2017-19 batch, by FACE academy for 10 days.
5	25.09.2018 & 26.09.2018	At Asoka Business School, under the auspices of All India Management Association the 22nd Student Management Games were condcuted. Our students, Subhasri, krishnakanth, Abhishek participated in them successfully, even in chanakya business simulation.

News & Events@ Aurora's Business School- October, 2018

S. No.	Date	Event
1	01.10.2018	Sri Raghu Naga Prabhakar, the modal officer made Test registration for NAD, the National Academic Depository Scheme, successfully.
2	01.10.2018	Conducted Shore Group Associate drive for finance students with a CTC of Rs 5-6 lacs.
3	04.10.2018	Our students DM-13-099 K Rajesh & DM-13-091 Rashmi Yadav are placed with "Franklin Templeton", as Financial analyst, with a CTC of Rs 3.53 lacs.
4	07.08.2018 & 07.10.2018	The Aurora Group organised a mega event, "Cancer Run Programme", to educate the public against cancer. Around 2000 students participated in this constructive affair. This shows how the Aurora Group and its students are committed to public health and social awareness.
5	09.10.2018	Our PGDM II Year Students DM-13-012 Pamidimarri Prasanth Sai Gopal, DM-13-041 Kondamadugu Keshav, DM-13-059 N Priyanka Dayal, DM-13-090 Mahankali Yellari Vaishno Devi, DM-13-101 Bolla Vijay Reddy, DM-13-103 Yogesh Chauhan & DM-13-121 Yasam Divvyasree are placed with H & R Block India Pvt, as US tax adviser with a CTC of Rs 3.00 lacs.
6	12.10.2018	Our faculty member Dr Sree Jyothi attended a seminar on "Sustainability through business process", at FAPSI auditorium, Red hills, Hyderabad. It is organised by the Hyderabad Management Association) for Annual registration.
7	23.10.2018 & 24.10.2018	Karvy, a noted company conducted a workshop on Stock-Broking. It was really a purposefull one. Smt Jayasri acted as the resource person.
8	27.10.2018	On this day, a work shop called 'Million Minds' was organised in our campus. It was conducted by Smt Kameswari, HOD. Sri Hari Elduri dwelt on "Start Ups", elaborately and motivated our students.
9	28.10.2018	The thought-provoking book, "Perfect Love" was launched by the Hyderabad Management Association in Collaboration with the Aurora's Business School. The book is written by Sri Subh Vilas, tedex speaker & life coach. Sri Vijay Vedantham Presided over the function.
10	28.10.2018	Mr Omprakash, PGDM II year student acted as co-ordinator, on behalf of Aurora non governmental organisation. He conducted Yoga classes for stress relief and rook up counselling service for transgenders.
11	31.10.2018	The end term exams were conducted for II Year I Trimester 2017-19 batch students.

Induction Day Celebrations for Newly Admitted Students

14th (2018-20) batch of students of PGDM, Director, the members of the Faculty & Staff



PGDM IIInd Year Students of 2017-19 batch with the Director, Faculty & Staff

Welcoming dance by Ms Vaishnavi A, Alumna of ABS



How to overcome the barriers in communication skills?

Dr. V. SREE JYOTHI, Faculty of Aurora's Business School, Hyderabad
(She can be reached at sreejyothi@absi.edu.in)

In global communication, English occupies a major position, enjoying the unique status of being the winning factor in the career of every professional. But it has some hindrances too, which the learners have to overcome. Ofcourse, English is not our mother tongue. People from rural backgrounds have little exposure to it. Naturally, **a language is acquired by imitating the patterns and sounds used by other human beings around us**. But the habits already acquired while learning one's mother tongue creep into English, without our knowledge. Each language is unique, having a different system for itself. While learning a foreign language, **we tend to learn and speak on the basis of the system of our mother tongue**. We must do away with this carefully and reorganize our habits of listening and speaking, accordingly.

There is **no sufficient exposure** to English in our day-to-day life. We use English only for a limited period, i.e. in our classrooms. This applies to students of English medium only. Those who study in the medium of their mother tongue have no exposure to English, at all. Hence we must make it a habit of speaking in English in all occasions, without hesitation. In the beginning we tend to commit mistakes in grammar, vocabulary and syntax, but gradually, we overcome them.

Children acquire any sound and pattern very easily because their tongues are very flexible. But for adults, this is difficult. As phonetics is taught in India only at an adult age, they are **unable to acquire the sounds of English language**. Similarly the adults are **reluctant to learn new words**, unlike the children. We have to overcome this, as proficiency in a foreign language requires rich vocabulary, without which we cannot communicate effectively, with others.

Literal translation is another hazard in communication. Every language has its own native idioms and phrases. In Telugu, we say, "even though hundred becomes six and six becomes hundred". We should say, "Under any circumstances" or "at any cost" etc.

The present generation abstains from healthy **reading habits**. As Francis bacon said, "Reading maketh a full man". Reading in turn makes us good speakers. Hence we should read newspapers, magazines, fiction and poetry rigorously. While reading, we should keep our eye on vocabulary and structure.

Listening to standard pronunciation also leads to proficiency in communication. We should listen to the news bulletins on TV channels like DD News, BBC etc; it not only improves your listening skills, but also provides valuable information.

Writing skills should also be acquired relentlessly. We should try to write short articles, stories, and poems in our own way, in chaste English. We can write reviews about films or TV shows we have recently viewed.

Thus the LSRW skills should go hand in hand in our daily communication. It boosts up our career to great heights.

Aurora's Business School... A trend setter in the fast changing global environment

Dr. RAGHU N PRABHAKAR, Director, Aurora's Business School, Hyderabad
(He can be reached at prabhakalepu@gmail.com)

A PG Degree in management alone cannot qualify a person to be an able manager or the owner of a start-up. The following in-puts are badly needed to mould the students to be fit for executive jobs. Aurora's Business School can proudly say that it possesses all the inputs, through which It has been keeping its rank among the top 100 B-schools in India.

1. Work experience
2. Internship
3. Quality teaching by the protagonists of industry
4. The Institute's own trained faculty
5. Research facilities
6. Top-class reference libraries
7. Regular interactive seminars with global leaders



Fortunately, Aurora's Business School abounds in all these qualities, without compromise. Besides these, we have been striving to establish some more traits of learning. They are:

1. The culture of learning and reflection
2. Achievement orientation
3. Creative approach
4. Interdependence
5. Regard for diversity

A student of management can learn nearly 75% of the skills, through rigorous training. It is wrongly assumed that innovative approach cannot be mastered through education and it is inherent etc. But if the student can focus on the skills like questioning, observing, networking, experimenting, he can become a successful manager.

The main objective of ABS is to create such masters in management who can bring about a healthy change in administration. It imparts strategic thinking power to its students. It makes them able to work in teams. It enriches their communication skills, to global standards. It equips them with virtues like empathy, creativity, humility, competence etc; which make them more profound, pragmatic, and indispensable to markets needs.

ABS strongly believes that management education should keep changing, catering to the needs of the uncertain present business world. The modern managers should experiment in uncertainty rather than execute in certainty. Instead of protecting the resources which already exist, they should embark on circumventing other resources. They should specialise themselves in minimising and sufficing rather than maximising and optimising. Then only they can become innovative leaders.


Let us conclude with confidence that a good management programme should aim at transforming the life of the student, besides preparing him for a managerial career. Though pursuing a career in management offers wider opportunities in career, it should also pave the way for a socio-economic approach in the attitude of students. It is the need of the hour to deliver programmes, useful for both generalists and specialists. The future leaders of the industry should create good wealth for the society. At the same time they should be socially responsible and ethical. For such noble cause, ABS always sticks itself to the principles enumerated above.



Dear September Born, Happy B'Day to You All !

1	Vinay Mohit D	02/09/1995
2	Shree Sai Darshana Vadamala	04/09/1996
3	Gyaneshwar P	03/09/1996
4	Priyanka Dasari	05/09/1996
5	Bhavani Shanker Reddy Kotha	06/09/1996
6	Venkatesh Belai	09/09/1996
7	Santhoshi Rajamane	12/09/1997
8	Aswini Avala	15/09/1995
9	Srikanth Biradar	16/09/1995
10	Srikanth Goud Domalwar	17/09/1995
11	Hirani Alnoor	18/09/1996
12	Mohammed Hussain	20/09/1997
13	Prem Sagar Tiwari	20/09/1996
14	Akhil M	21/09/1995
15	Bhavana Mantri	21/09/1996
16	Vamshi Krishna Subnis	24/09/1997
17	Inani Vijay Kumar	26/09/1995
18	Kaushik K	29/09/1997
19	Davinder Singh Bamrah	29/09/1995
20	D Siva Sai	30/09/1997





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

1	Rashmi Yadav	01/10/1995
2	Shaik Sharukuddin	02/10/1995
3	Nagesh M	02/10/1995
4	Srihari Avula	03/10/1997
5	Hemant Deora	06/10/1996
6	Shaktikumar Shivkumar Irukuvajjula	08/10/1995
7	Padmapriya Srivats	08/10/1994
8	Naga Rohit Yadav Marri	09/10/1994
9	Rushikesh Naik	09/10/1996
10	Ayodhya Kakuturu	12/10/1995
11	Nicey Manukonda	14/10/1994
12	Saisrinivas Penchala	16/10/1995
13	Praneeth Kumar	17/10/1996
14	Harshavardhan Polepalli	18/10/1996
15	Bhagyashri Prashant Mahajan	18/10/1996
16	Gitanjali K	20/10/1994
17	Kalyan Madichetty	21/10/1995
18	Sumeeth Bhowmick	23/10/1996
19	Rajashaker Reddy Thamira	24/10/1996
20	Jyothi Pogalta	24/10/1997
21	Sachin Bansal	26/10/1997
22	Suresh Boorla	27/10/1994
23	Sowjanya Pujari	28/10/1995
24	Nishith Jeksani	29/10/1997

