

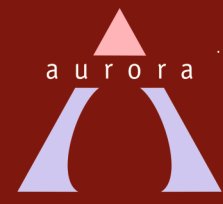
ADVERTISING PRICE
 SERVICE STRATEGY
 INTERNET BRAND ORGANIZATION BRANDING
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 SALES MASS BRILLIANT MEDIA VIRAL
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 BRANDING BUDGET MASS MEDIA
 INTERNET TEAM RESEARCH SALES
 CUSTOMERS
 INNOVATED DESIGN SEGMENT
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 ORGANIZATION CUSTOMERS
 MARKETING STRATEGY
 BUDGET SALES BRAND
 REFRESH DEVELOPMENT
 SALES PRODUCT
 SEGMENT CUSTOMERS ADVERTISING
 DESIGN SERVICE RESEARCH

MASS COMPANY
 DESIGN
 STRATEGY PRICE
 PRODUCT
 MEDIA MANAGER
 TEAM
 VIRAL PLACE
 MARKETING
 SERVICE
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2019

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 NEWSLETTER
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Creative Entrepreneurship



AURORA'S BUSINESS SCHOOL
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DIGITAL SOLUTIONS : INEVITABLE FOR
FINANCIAL SERVICES INDUSTRY



FROM THE DIRECTOR'S DESK

Dr. Raghu Naga Prabhakar
Director
AURORA'S BUSINESS SCHOOL

Dear reader,

I am immensely pleased to bring out the month's news letter which reflects the events and achievements of ABS. I congratulate our students who made their SIP Presentations, after returning from their intern ship. I convey my best wishes to those who will be getting placements, by dint of Aurobindo's placement drive, which is a timely opportunity for the aspirants. The suggestions of the disciplinary committee, headed by the director are to be adhered to, in letter and spirit. Let us go ahead with redoubled confidence and commitment to achieve our goals.

"Be humble in endeavour, but aim high"

July, 2019

Crypto currency firms bet on global markets

Crypto currency exchanges such as WazirX and CoinDCX are betting on global markets after Koinex shut down operations last week citing an unclear regulatory framework for such exchanges in India. Crypto currency exchanges are trying options including crypto-to-crypto transactions, peer-to-peer transactions and entry into foreign markets to survive the uncertain phase, industry experts say, although these come with challenges ranging from low margins, low user growth, lack of funding for user education and global competition. "We initially wanted to cater only to the Indian market, but if the Indian regulations aren't favourable we will be looking at focusing on onboarding international users," said Sumit Gupta, cofounder of the Bain Capital-backed CoinDCX, which focuses on crypto-to-crypto transactions. The startup said earlier this year that it had 50,000 users and processes about a million dollars in average trading volume daily.

Economic growth high on agenda of government: Nirmala Sitharaman

India still continues to be the fastest growing economy and demonetisation has had no effect on the Indian economy, Finance Minister Nirmala Sitharaman told the Rajya Sabha. The minister, while responding to supplementaries during the Question Hour, said the manufacturing sector has had a certain fall, but it is not attributable to demonetisation. She said economic growth is high on the agenda of the Government and various reforms are being undertaken in many spheres to improve GDP growth. Sitharaman said the moderation in growth momentum in 2018-19 is primarily on account of lower growth in 'Agriculture and allied', 'trade, hotel, transport, storage, communication and services related to broadcasting' and 'public administration and defense' sectors," she said.

Invesco India Contra Fund: Fund review

The increasing uncertainty over recovery in demand has been a key obstacle in spotting investment ideas in large number of sectors. This has also made the task of revising earnings estimates for companies difficult. In such times, it makes sense to follow the value investing approach, which aims at spotting value in a company by juxtaposing present valuation with historical valuation. Identifying companies through this approach helps investors deal with the uncertainty about future earnings and current peak valuations of large number of well-placed companies. Among schemes which follow value investing, investors can consider Invesco India Contra. One of the key features of the scheme is that it is well diversified in terms of market capitalisation. Close to 65 per cent of the portfolio is made up of large-sized companies, and 26 per cent mid-sized companies.

RBI panel proposes extension of forex market timing

An internal working group at the Reserve Bank of India (RBI) has recommended extending trading hours for both currencies and short-term loan products, citing the need to integrate with global exchanges. The special central bank committee has suggested extending the Over-the-Counter forex exchange-traded currency derivatives markets to 9 PM instead of 5 PM now. In the money markets, trading is proposed to be stretched by an hour.

IFB Industries stares localization for some of the high cost import

Home grown appliance maker IFB Industries NSE -0.91 % has stared localization for some of the high cost import as a de-risking mechanism against future currency depreciation impact on the business. The company's localization initiative has resulted in a new generation of electronic components for models being manufactured in India, IFB said in its annual report. "The work will result in a significant portion of electronic controller imports being substituted by localized production. The expected customer demand, combined with the launch of new models and plans to reduce material costs, provide a robust outlook for the (appliance) division," IFB said.

Amazon Prime Day Sale: Revenues grow while company gets more paid members

Holidays are synonymous with giving. Bread is broken. Gifts are exchanged. People partake in the festive cheer by spending time with friends and family. Retailers are happy, and so are manufacturers. But the trouble with holidays is that they are few and far between. So how do businesses spur consumer spending even when there is no apparent occasion to splurge? By inventing new holidays and tempting people to loosen their purse strings through extensive marketing and heavy discounting.

ICICI Bank launches digital banking platform 'InstaBIZ' for MSMEs

ICICI Bank announces the launch of a new digital platform curated specially for MSMEs and self-employed customers to enable them to undertake their business banking transactions digitally and instantly. Called, 'InstaBIZ', it allows customers to avail as many as over 115 products and services in a digital and secure manner on their mobile phone or internet banking platform. Many of the services are first-in-the-industry and are available instantly. With this, MSMEs can now enjoy enhanced convenience and productivity, as they can complete their banking transactions 'on-the-go', without visiting a bank branch.

FM sticks to proposals, no relief to FPIs in trust form

Finance minister Nirmala Sitharaman stuck to her budget proposals and declined to relent on the demand by foreign portfolio investors (FPIs) structured as trusts that they be exempted from a higher surcharge. She said they should adopt a company structure in order to avoid the surcharge. She also said the government believed that the richest should contribute more to society and nation building. Fears that the surcharge would lead to a flight of FPIs were baseless, she told Parliament in her reply to the debate on the Finance Bill. The government's tax proposals are aimed at giving a greater push to Make in India, ease of doing business and young entrepreneurs who want to establish startups, she said. "The fear of flight of FPIs from India is not well-founded," she said. "Increase in effective tax rate applies only to individual taxpayers, including other forms of FPIs such as trusts," she said, winding up the discussion on the Finance Bill in the Lok Sabha on Thursday. About 40% of FPIs investing in the country are structured as trusts or associations of persons (AoPs).

Bajaj Consumer shows signs of improvement with Bain's new strategy

Bajaj Consumer Care NSE 2.30 % has started reaping early benefits of the rewired business strategy done by management consultant Bain, top officials said. The company had hired Bain in April 2019 to help it control costs and form strategies to push growth of its hair oil business. The company's hair oil brands include Bajaj Almond Drops, Bajaj Kailash Parbat and Bajaj Brahmi Amla. Bain has helped the consumer company craft a three pronged strategy of improving effective communication, better assortment and increase the distribution reach. Overall volumes grew by 4.7% says a recent Edelweiss research report.

RBI launches new strategy framework

The Reserve Bank of India under Governor Shaktikanta Das has come up with a medium-term strategy framework aimed at fostering confidence in the internal and external value of the rupee and contributing to macroeconomic stability and regulating markets and institutions under its ambit to ensure financial system stability and consumer protection. The vision statement – 'Utkarsh 2022' – comes amid changes in the RBI-government engagement and focus that its supervisory function was wanting. According to the document, the effort includes enhancing the RBI's brand equity in other jurisdictions and amplifying international financial engagement by articulating the central bank's stance and views on major global economic and regulatory policy issues, taking account of the specific Indian characteristics.

Infosys board wants to monitor steps to bring down attrition

Infosys' board of directors is directly monitoring measures to reduce employee attrition, two people aware of the deliberations said. The Bengaluru-based software services provider reported 23.4% attrition rate in the quarter ending June 30. This includes people who were let go during the quarter. In the preceding three months, the attrition rate was 20.4%, while it stood at 23% in the year-ago period. The board typically discusses attrition rates at its meetings.

L&T hopes to double revenue from water business in 4 years

Larsen & Toubro (L&T) aims to double revenue from its water and effluent treatment project business to \$4 billion in three-four years on the back of government-funded water infrastructure projects and desalination jobs from industry, a top executive of the company said. India's water and effluent treatment sector has seen strong growth in investments over the last few years, and the momentum is expected to continue as it provides solutions for two of the country's biggest challenges — water crisis and water infrastructure projects and desalination jobs from industry, a top executive of the company said.

Tata Group invests Rs 1,150 crore in consumer operations in Q1

The Tata Group has infused more than Rs 1,150 crore equity into the group's consumer businesses across retail, ecommerce and white goods in the first quarter of this fiscal year, as per latest regulatory disclosures.

CREATIVE ENTREPRENEURSHIP

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Although India witnessed a glorious economy by its creativity for centuries, since the last century it has lost its creative glory, unfortunately. For example, until late 19th century, our textile industry had a share of about 30% in the global trade. But now it has come down to 5% our cultural pride only reflects in museums now, in the 3500 old terracotta handspine at Lothal in Gujarat or in the legendary transparency of the Indian Muslin at V&A Museum. Once we played the cost game with generic products. We offered our artistic masterpieces to the world which never hesitated to pay for it. Now we should make a considerable difference in the lives of our citizens, especially the most creative ones under the sun. To make it a reality, we have to restore and leverage our unique creative advantages and build valuable business offers. In this regard, we have to dig into and learn from our past, trace back our journey and proceed to the future, in a faster and more sustainable way. For this, we can take the examples of two plants, cotton and Indigo.

In 1940's, 98% of the cotton grown in India was indigenous, grown within the country the 'desi' type. But pathetically enough it is less than 2% now. Huge industrial spinning mills emerged in the country to cater to the needs of a large population. Hence more and more production was needed, friendly cotton with longer staple lengths which the native cotton was unable to provide. But unfortunately our unique local semi-industrial eco system was ignored during this transition period. Indian spinners lost their ability to produce yarns and fabrics that nobody else in the world could or can. Until the end of the 19th century Indians were producing very fine hand spun and hand oven fabrics from the same short staple desi cotton varieties. Our industry should have developed a technology to support 'desi' cotton. On the contrary, our research institutes, even after independence, were inclined to focus entirely on hybrid and BT cotton.

The Indigo dye was a major claim of Indians to its provenance. The term itself is derived from its Indian roots. It meant "Indian ink". We had a monopoly of it in the world. However, we lost our place to the German chemical version, which was comparatively cheaper. Its medicinal properties permitted miners to live in their jeans for days together.

But past is past. We should contemplate on how we can turn these two crops back into a strong and scalable competitive advantage. We should strive to revive and accelerate the creative economy, more for commercial reasons than for patriotic ones. This has a two-fold purpose. Firstly, it provides a sense of identity to the future generations. Secondly it generates employment at the grass root level. To achieve this, young entrepreneurs should take the initiative and reclaim the lost traditions, through a number of strategies.

Firstly, it is needed to invest in finding innovative ways to mechanise post harvest processes so that even the very short staple 'desi' cotton can be spun. The economic value chain will be active again, if the healthy relationship between the desi farmer and the handloom weaver is reestablished.

Secondly, they would need an assured market which will lead to production of desi cotton on large scale, producing exclusively Indian Yarns which can be woven on the gentleness of a handloom. By this, the questions around the relevance of current handlooms will be rendered redundant.

The quality of the production of Indigo depends on the nature of the soil, micro climate in the region, skills of the farmer to extract dye, the local water quality and the dyeing techniques. The dyes made by two lots are different. The same quality cannot be produced by two regions or tracts of land.

The real grandeur of Indianness can be recreated by a combination of fabric made from 'desi' cotton and dyed with natural indigo. It is the need of the hour that enthusiastic and creative entrepreneurs of this generation, who are highly educated in design technology, expose our artistic fabrics to the global markets. They must strive to work with Indian Artisanal heritage. They do not just “make in India” but create India. Some brands like 'Pero', '11.11' and 'Maku' have made exquisite beginnings. Malkha, Selco Foundation, Asal and Khamir are heading towards finding real solutions to build the broken desi cotton value chain. A collective effort is needed from the eco system partners as well as from the Government and customers too. The beauty and relevance of Indian cultural goods must be recognized. If Indian cultural goods are revived and made commercially viable. It will boost jobs and entrepreneurship.

Source : Anchaljain and Amit karna. IIM Ahmedabad: “The creative and cultural business programme for entrepreneurs and Industry”.



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

S. No.	Date	Event
1	10.07.2019	End Term examinations for I Year III Trimester were Commenced.
2	11.07.2019	Faculty & Staff meeting on discipline was held by Director.
3	16.07.2019	End Term examinations for I Year III Trimester were concluded.
4	17.07.2019	I Year students who returned from Summer Internship Programme attended Vivo-Voce and gave their respective SIP presentations.
5	20.07.2019	Dean attends a meeting at Osmania University
6	22.07.2018	Aurobindo placement drive for PGDM-HR specialisation with a CTC of Rs 3.5 Lakh for a position of Executive-E1.

DIGITAL SOLUTIONS: INEVITABLE FOR FINANCIAL SERVICES INDUSTRY

P. LOHITH REDDY,
PGDM, I Year III Trimester Roll No. PDM-14-013
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Now-a-days a customer is satisfied only by getting everything 'at a click'. Companies in different sectors tend to provide their customers with instant solutions for all their needs. Thanks to the advancement in technology. Mr. Shiva Kumar Bhashin CTO & COO at the National Stock Exchange (NSE) minced no words by stating that the financial companies will gain edge over customers and key stake holders, only when they work on reinventing their digital journeys.

Digital solutions should readily available to the customers, at home, at office and even in journeys, twenty four hours. Right from renewing our car licence to paying our bills, everything can be done by clicking a button or swiping the screen on our smart phone. The solutions should ensure a differentiated experience for every customer. Hence the companies are looking at complete digital makeovers to keep up with the need of the hour. They are under great pressure to digitalize their processes. Otherwise, they will forgo their customer value propositions. Mr. Bhashin aims that we should seek for the new interaction model in the digital world where technology can be leverged to build data insights into any interaction. But we should not ignore the fact that the digital solution also must have the right level of security built into it, which has to have digital innovations like using AI (Artificial Intelligence) modeling language. It should include customer behavior analytics.

Technology, people and economics are the three main angles for the digital road map of any company: as per the theory of HPE, a technology giant which formulates the digital formation of many companies. It says that the world is going to be edge centric, cloud enabled and data driven. Organizations should create such models which can provide a combination of on-premises, on public cloud or cloud like offering which works relentlessly from cloud to data centre. They should cater to the needs of the people, in designing their digital makeovers. The HPE provides advisory and professional services and create an entire blue print for the organization, from development to implementation and then to the operational level finally, which can increase the efficiency of the entire eco system.

Cost is also taken into consideration, which has to be optimized so that revenues grow. Hybrid technology helps a lot in the process. Growing infrastructure as a service is also to be focused on. SAS services like CRM, workforce effectiveness or employee productivity enhancements became available on public cloud. But those who are migrating to cloud are being disturbed by data security. The countries where the data centers for cloud were established had to be on par with the local regulatory standards. Hence Hybrid is the correct alternative because it can keep sensitive information on private cloud and the applications cloud be hosted on the public cloud. Whenever the business times are at peak, like year ends or festivals, there will be a heavy load on the apps on such occasions, the companies can use the elasticity of the public cloud.

Financial companies are contemplating on keeping the sensitive data like facial recognition or photo

recognition on the premises. But if it is used for computer intensive analytics, that can be done on public cloud. Mr. Siva Kumar asserts that the combination of public and private cloud is going to be a big game changer for organization. Innovation has to be embraced by companies like artificial intelligence or block chain, though there are many regulatory and security aspects to be taken into consideration. The future will come in the shape of new digital platforms where banking systems will be hosted. When a customer browses through any service, it should be fruitful. Time analytics on him to come up with real time solutions customized for the user.

Source: Mint Magazine: Discussion in a live mint and CNBC presentation by HPE.

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

1	Nikitha Patil	04-07-1996
2	Rahul M	06-07-1996
3	Naga Srivani E	06-07-1997
4	Madhu Dutt M	08-07-1995
5	Priyanka Dayal	11-07-1997
6	Siva Kumar Bezawada N	12-07-1994
7	Gautam Reddy Konireddy	14-07-1995
8	Ganesh D	14-07-1995
9	Rohit Vamsi Putti	17-07-1995
10	DivyaSreeYasam	17-07-1995
11	YellariVaishno Devi	21-07-1996
12	Nilesh B	26-07-1996
13	SaitejaSubbareddygari	27-07-1995
14	Navaneetha V	28-07-1996



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