

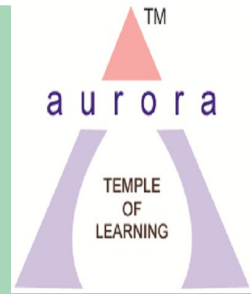


AURORA COMMUNIQUE

VOLUME -1

ISSUE -2

NOVEMBER , 2015



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BULLETIN

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HEAD OF THE DEPARTMENT MESSAGE

I am extremely happy about the response that the first newsletter has been garnering and it is heartening to see that the faculty and the students are collaborating together for the benefaction of our college. The positive reaction to the first newsletter has strengthened our spirits and I am sure it has filled everyone with a new zeal. I hope this issue also keeps



you updated with the current affairs of the college and provides a bigger platform for the promotion of the interests of our college.

As Head of the Department, I feel delighted to see the students participating in different events and deliver their best. The hard work shown by the students in such events is portrayed effectively by the College Newsletter.

The curriculum is taught by distinguished faculty and guest lectures combining academic excellence and real world experience with dedication and commitment.

We are encouraged to see many industries coming to our college, which reinforces our belief in the effectiveness of our curriculum and its suitability to the dynamic corporate world by the way our students being placed in campus drives.

With this brief introduction, I welcome you to be a part of our journey towards being a world class centre of excellence in education.

All the activities carried out are covered in beautiful photographs.



Congratulations to Mr Rajavardhan Reddy for his Doctorial Award

Mr Rajavardhan Reddy has been awarded with Doctorial Degree on 7th November 2015 by Osmania University Hyderabad in Business Management ,Titled "A Study on Customer Perception and Attitude towards Life Insurance Products In Rural Market" - with reference to Nalgonda District, under the Supervision

of Dr. Y Jahangir, Assistant Professor, Department of Business Management, Osmania University.

Editorial

Dear Readers...

Welcome to the November 2015 issue of Aurora Communique. The month of November was an illustrious one for Aurora's PG College, Moosarambagh, studded by achievements by our MBA III semester students in various on-campus and off-campus recruitment drives. We are thankful to the Director, Training and Placements, Aurora Consortium for the initiative taken

An industrial visit to Hindustan Coca-Cola Beverages Limited and two guest lectures helped the students to understand the practical side of management. A good number of students participated in Library week celebration conducted in the memory of Shri I.V.Ramanayya who is recognised as the "Architect of Public Library Movement in India".

Finally, we wish to encourage more contributions to ensure a continued success of the news letter. We also welcome comments and suggestions that could improve the quality of the news letter

Thank you. We hope you will find Aurora communique informative

Please send your articles and other contributions to
newsletter.apgm@gmail.com

Library Day Celebrations



Shri I.V Ramanayya who is recognised as the "Architect of Public Library Movement in India" organised an all India Library meeting in the year November 12, 1912 in Madras, this meeting lead to the forming of Indian Library Association (ILA). Later ILA declared 14th November as National Library Day. Since 1968, 14th to 20th November have been celebrated as National Library Week all over India and various Programs are organised to let the public know about the Libraries. In keeping the tradition and in honour the National Library Week, our College Library celebrated the National Library

Week; in connection with celebration various competitions were conducted to students like 1.Sudoku 2. Cross word Puzzle 3. Story writing and quiz.

Placements

“It is our endeavour to ensure more quality placement in large Conglomerates in varied sectors and Industries”

SL No	ROLL NO	NAME	COMPANY
1	2122-14-672-158	SHIBANI ASTHANA	GENPACT
2	2129-14-672-002	APOORVA KULKARNI	GENPACT
3	2122-14-672-022	WASIHA AFREEN	GENPACT
4	2122-14-672-092	K.NIVEDITHA	GENPACT
5	2122-14-672-152	D APURVA	GENPACT
6	2129-14-672-026	V.S.BISHITHA	GENPACT
7	2122-14-672-039	RUHI AMREEN	GENPACT
8	2122-14-672-118	POOJA VYAS	GENPACT
9	2122-14-672-153	PENDYALA VIDHISHA	INFOBAHN SOFTWORLD
10	2129-14-672-029	SANGEETHA T N	INFOBAHN SOFTWORLD
11	2129-14-672-019	MOHD SHAJUDDIN	VERITY KNOWLEDGE SOLUTIONS
12	2129-14-672-119	VEDARTHAM LAKSHMI KAVYA	IBM
13	2122-14-672-007	BHAVANA THAKUR	IBM
14	2122-14-672-008	KRUTHIVENTY SANTOSHI SRAVYA	IBM
15	2122-14-672-103	VANKINENI BHARATH	JUSHANDY SOLUTIONS
16	2122-14-672-172	NALLANAGULA ARVIND CHARY	JUSHANDY SOLUTIONS
17	2129-14-672-122	BODDU KRANTHI KUMAR	JUSHANDY SOLUTIONS
18	2129-14-672-060	RAJESH SHARMA	JUSHANDY SOLUTIONS
19	2129-14-672-014	DACHANA RANI	HINDUJA LEYLAND FINANCE

Guest Lectures



Mr. C. Krishna Prasad, CEO, Toonz, Hyderabad addressed the students on the topic “Expectations & Reality.” On 20th November 2015, he high lighted the necessity of understanding industry requirements and the extent of students’ preparation for joining workforce.

On 26th November 2015 Mr. Ramakrishna and Mr. Ahmed Sheikh from ICICI Direct enlightened students on the stock movements and invited them to log in to their website to learn investing in

stock market using virtual money. Many students showed interest to join the stock market game.

Industrial Visit

Industrial visit is an integral part of MBA curriculum in which students have to visit an organization and observe the practical way in which production, marketing, logistics and distribution is carried on. It is one of the techniques that enable them to match theory with practice in a live business environment. MBA I semester students



visited Hindustan Coca-Cola Beverages Private Limited on 7th November 2015. The students observed the production process of the soft drink in the plant visit, and later a mini conference was organized in which they interacted with few officials of the company on issues of HR, Marketing and Distribution Networking for which the company well noted.

Book Review

MARKETING MANAGEMENT, KOTLER & KELLER, PE, 15TH ED , 2014

Philip Kotler is one of the world's leading authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He has been a consultant to IBM, GE, Honeywell, Bank of America, Merck, SAS Airlines, Michelin, etc. in the areas of marketing strategy and planning, marketing organization, and international marketing.



Mrs. T.V. Ratnavali,
Associate Professor

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. Professor Keller's general area of expertise lies in marketing strategy and planning and branding. He has served as a consultant and advisor to marketers for Accenture, American Express, Disney, Ford, Intel, Levi Strauss, Procter & Gamble, and Samsung, Colgate, Johnson & Johnson, Kodak, Shell Oil, Starbucks and Unilever.

The book

MARKETING MANAGEMENT is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice.

The book is divided into eight strategic parts which cover an overview of marketing management, marketing insights, connecting with customers, building strong brands, shaping the market offerings, delivering value, communicating value and managing the marketing organization

Features of the 15th edition

1. Each end-of-chapter section includes two expanded Marketing Excellence mini-cases. Each case includes questions that promote classroom discussion and student analysis.
2. Contemporary economic, environmental, and technological changes have been addressed during economic downturns and recessions.
3. Marketing Insight and Marketing Memo Boxes provide in-depth conceptual and practical commentary.

4. This edition is fully integrated with MyMarketingLab which is an online homework and tutorial.



Ms. G. Priyanka Reddy
Associate Professor

Faculty Contribution

1. Buggin's Turn is a British phrase for promotion based on seniority rather than merit.
2. Clique is an organizational sub-group whose members prefer to associate with each other on the basis of common interests.
3. Ombudsman is also termed as organization ombudsman; he is an official whose job is to investigate the complaints of the citizenry concerning public services.
4. Dexterity Test is any testing device for determining the motor or mechanical skills of an individual. Such test is also called psychomotor test.
5. Impasse is a condition that exists during labour-management negotiations when either party feels that no further progress can be made toward reaching a settlement. Impasses are resolved either by strikes or the helpful intervention of neutral third parties.

Student Contributions

1. Patanjali-Prakriti ka Aashirwad

Acharya Balkrishna established Patanjali Ayurved Limited in the year 2006. He took inspiration from Yogrishi Baba Ramdev and together they began working on the objective of establishing the science of Ayurveda to health coordinating the latest technology to ancient wisdom. Patanjali Ayurved launched medicinal products initially and gradually they have expanded their range to food items and cosmetics. Patanjali has linked up with Pittiegroup, Reliance Group, DRDO and Future group.



Kiranmai Basker,
MBA I Semester

Product Mix

Patanjali Ayurved has its reach in all categories of Ayurvedic products, personal care products, juices and food products. In all the above categories, the organization manufactures 800 products ranging from cosmetics and milk powder to garments and noodles. Cosmetic products range from 40-45 varieties and 30 different types of food products like mustard oil, flour, butter, biscuits, spices, oil, sugar, juice, honey to name a few.

Its major product lines are
Ayurvedic Medicines

Patanjali Ayurved and Divya Pharmacy teamed up to manufacture and provide medicines of superior quality at low price and to benefit the general public. In the generation that is mostly dependent on Allopathic drug, the difficult task is first to establish itself and then to penetrate into the market. Ayurvedic Manufacturing Division has over 300 medicines in the form of tablets and powders (churans) for treating a range of ailments like common cold, diabetes, obesity, rejuvenation of blood, heart condition, womens' problems to chronic paralysis without giving any side effects. The products were marketed under the name Divya

Food products:

Patanjali Ayurved are the producers of food products under the brand name Patanjali. Chyavanprash in four versions, spices, sugar, salt, compounded asafoetida, rice and pulses etc.

Cosmetics

Toothpaste branded Dant Kanti, special toothbrushes, tooth powders with herbs, eight variants of ayurvedic soaps, three shampoos namely Keshkanti, Reetha, Patanjali anti dandruff shampoo are in the introductory and growth stages of product life cycle. Patanjali clothing is in the introductory stage.

Juices

Healthy juices and sherbets have been made using natural herbs like aloe Vera, amla, raw mango and rose petals to cure various types of heart conditions.

Conclusion:

Patanjali Ayurved is an initiative by Yoga Guru Baba Ramdev whose objective is to build a disease free world by improving the health of people in the natural way. This was the motive behind the manufacture of products using natural herbs. The distribution network is extensive to reach everyone. The products are very economical, reliable and are capable of giving more health benefits than the price that a common man pays for them. Therefore, Patanjali products are common man's product.

2. Unravelling to Save a Life

A person's development and destruction entirely depends upon his mental state of mind

Depression is a common mental disorder in today's competitive world. It has been estimated that globally more than 350 million people of all ages suffer from depression. One out of every 4 college students suffer from mental illness, depression being the most common ailment. Further it is alarming to find that this factor seen in maximum percentage of youth is becoming scary. The dangerous thing about it is people who are in depression and their thoughts ultimately lead to committing suicide and ending of their life.

Vital Statistics on depression

1. 4 out of every 5 college students who either contemplate or attempt suicide show clear warning signs.
2. 75% of college students do not seek help for mental health problems.
3. World Health Organisation estimates that depression will be second highest medical course of disability by the year 2030, second only to HIV/AIDS.
4. 1 in 4 young adults will suffer an episode of depression before age 24.
5. Women are two times as likely to suffer from depression as men.
6. There are interrelationships between depression and physical health. For example cardiovascular disease can lead to depression and vice versa.

Causes of depression:

The natural causes of depression are loneliness, failure to mingle with others, failure in exams, having debts, lost property, or the humiliation and feeling ashamed in front of others. No matter what the reasons may be, mind will be full of negative thoughts. People who are depressed show some explicit signs like withdrawing into a shell; not interacting with the people; sitting alone; and such other. Eventually when they have no vent to their frustration and loneliness, they lose interest in life and everything else. In the way we handle situations; the way we receive them from others; and the way we react with the circumstances is positive, everything goes well. But if it is taken in a



Prithvi Raj
MBA I Semester

negative way it leads to many psychological disorders one of the most threatening one being depression.

How to overcome depression:

If situations are complicated the solution is within us. Following are some ways of overcome and reduce the impact of depression:

1. Listen to favourite music
2. Never be lonely; go out interact with your loved ones
3. Write down all that you feel just to unburden yourself
4. Read stuff which inspires or motivates you at that very moment
5. Try remembering some happy moments in your life

The last one is hard in a given situation but it postpones the danger of extreme steps like hurting oneself.



Mani Prashanth
MBA | Semester

3. Yeluri Formulations @ Pharma Hub, Hyderabad

Yeluri Formulations pvt. Ltd., an ISO 9001:2000 company is one of the leading pharma manufacturing companies located in Hyderabad Pharma Hub established by Mr.Y.S.Prakash Rao. The organization partnered with global players to export products to neighbouring countries of India. The vision of the organizations is to become a global healthcare player using optimum technology, innovation through R&D. The first batch of production introduced steroid dry powder, liquid wides and liquid acqulines in compliance with the norms of WHO-GMP and CGMP.

Company Profile

Yeluri Formulations Pvt. Ltd was established in the year 1999 at IDA Bollaram with the authorized capital of around 2.15crs. 150 employees and 6 directors became a part of this company. It went public with a humble start of 20 shares and developed to 23, 25,020 shares in 2015. It has been maintaining a consistent profit of 8% every year was doubled over the last few years.

Other Entitles

In the year 1999 Yeluri Formulations Pvt. Ltd floated another company named Supra Pharmaceuticals Pvt. Ltd but a decade later, it merged with Yeluri again in the year 2010. In the year 2002 Sherrington Pvt. Ltd was launched to deal with trading and distribution of the products giving employment opportunity to many people.

Domestic & International Exposure

Yeluri believes that the quality is the critical factor to their success. The quality assurance and quality control departments are considered to be the backbones of the company and help the company sustain a long term relationship with many Indian MNCs.

The company from its inception is marketing its own brands all over India and abroad. It also entered the business of contract manufacturing services of various Multi National Companies namely Zydus Cadila Health Care Ltd., Aurobindo Pharma Ltd., FDC Ltd in Philippines, Sri Lanka, Myanmar, Nigeria,etc. It also bagged some government tenders in West Bengal, Telangana, Andhra Pradesh, Maharashtra etc.

4. Yes Bank- a Global Organization

YES BANK, India's fifth largest private sector Bank, spanning 29 states and 7 Union Territories of the country, headquartered at Mumbai, is the outcome of the professional & entrepreneurial commitment of its Founder Rana Kapoor and its Top Management team, to establish a high quality, customer centric, service driven, private banking catering to the future businesses of India.



J. Mahathi

MBA I Semester

YES BANK has adopted international best practices, the highest standards of service quality and operational excellence, and offers comprehensive banking and financial solutions to all its valued customers. The management adopts a knowledge driven approach to banking, and offers a superior customer experience for its retail, corporate and emerging corporate banking clients.

YES BANK is recognized for being a thought leader, for, it not only focuses on sustainable development outcomes at local but also targets the global level, thus creating overall positive impact and emerging as a truly 'glocal' institution.

Agreement with OPIC and Wellsfargo

Yes Bank has signed an agreement with Overseas Private Investment Corporation (OPIC) for debt financing of \$245 million to increase lending to micro, small medium enterprises (MSMEs) in India. Wells Fargo will be sponsor and co lender to the project and will provide a loan of \$20 million, to bring the total facility amount to \$265 million.

MSMEs are the growth engines and employment generators of our economy, and access to banking credit is one of the key enablers to the growth and development of MSMEs. This significant co-financing agreement of YES BANK with OPIC and Wells Fargo will help further accentuate Yes Bank's ability to address the unique needs of SME and MSME sectors.

By choosing the portfolio growth strategy of a large number of impactful loans to micro and small businesses, Yes Bank shows their commitment for broad-based business growth in India and to spreading OPIC's development reach.

Wells Fargo is pleased to sponsor this important facility on behalf of Yes Bank and work with OPIC as they continue to support YES Bank's lending to the small and micro businesses vital to economic growth in India.

According to officials, "It is a good decision; India needs more MSMEs for the growth engines and employment generators of our economy. Hope for the best."

Important Dates And Events For December 2015

- | | |
|---------------------------------------------------------------------|------------------------------|
| 1. MCA I semester I Internal Lab exam | : 1.12.2015 &
3.12.2015 |
| 2. Coverage of cultural events performed MBA I sem students by V6 | : 2.12.2015 |
| 3. 2 nd Internal examination for students of MBA III sem | : 3.12.2015 &
4.12.2015 |
| 4. Blanket distribution for homeless | : 5.12.2015 |
| 5. Last date of instruction for MBA III semester | : 11.12.2015 |
| 6. Commencement of MBA III sem end exams | : 18.12.2015 |
| 7. Christmas celebrations | : 23.12.2015 |
| 8. 2 nd Internal examination for students of MBA I sem | : 29.12.2015
& 30.12.2015 |
| 9. New year celebrations | : 31.12.2015 |

Reality bytes



Seminars

Group Discussions



Case Studies