



SRI VASAVI ENGINEERING COLLEGE

DEPARTMENT OF MANAGEMENT STUDIES

PRESENTS

A HALF YEARLY NEWS LETTER

SAADHANA



OCTOBER - 2016

R
A
Y
S
-
O
C
T
-
2
0
1
6

R
E
F
L
E
C
T
I
V
E
A
L
T
I
T
U
D
E
Y
O
N
D
E
R
I
N
S
E
R
E
N
I
T
Y

BUSINESS
MANAGEMENT

CHIEF PATRON

Dr.G.V.SUBBA RAJU

CHIEF EDITOR

Dr.R.S.R.K KIRAN KUMAR

ASSOCIATE EDITORS

NAVEEN KUMAR D

RAMA SWATHI R S

SARANYA V

RAMBABU K

STUDENT COORDINATORS

G S V PRATHYUSHA – MBA FINAL

K SATYA – MBA FINAL



Strings of 'RAYS'

Play the song of SUN

The clouds veil hides behind

Like a spotlight accuse

Encounters the sun, aside clouds

Directly with its 'RAYS'

SAADHANA

A HALF YEARLY NEWSLETTER FROM MBA

OCTOBER - 2016

CONTENTS

GST - Goods and Services Tax-In brief...03

NPA'S –The Bale of Indian Banking Sector...06

Interesting Facts – Great Companies...09

Smile....Smile....Smile....13

The Philosophy of Life...14

Rubiks Cube...15

The History of Retailing-Best 2...17

Employee Engagement-The Vital Cog...20

Territorial Disputes in South China Sea...24

Brief Biography-Cyrus Pallonji Mistry...26

Painting-1...29

Painting-2...30

Painting-3...31

Department News...32

Photo Gallery.....37

GST-GOODS & SERVICES TAX – IN BRIEF

“In this life nothing is certain, except death and taxes” said by Benjamin Franklin. Taxation is a biggest perplexing thing in this world. For most of us taxation is very complicated structure. Do you want to know about the recent changes in the taxation? Government wants to change our tax structure by implementing GST in India.

Do you know what GST is? How will this GST implemented? What are the changes that will take place after implementation of GST? To get answers for your queries go through this article. You will be getting an idea about GST.

The abbreviation of GST is “Goods and Service Tax”. GST means “It is Canadian value-added tax levied on most goods and services sold for domestic consumption. The tax is levied to provide revenue for the federal government. The GST is paid by consumers, but it is levied and remitted to the government by businesses selling the goods and services.

How will GST be implemented?



Stage 1

Imagine a manufacturer of shirts, he buys raw material or inputs—cloth, thread, buttons, tailoring equipment—worth Rs 100, a sum that includes a tax of Rs 10. With these raw materials, he manufactures a new shirt.

In the process of creating the shirt, the manufacturer adds value to the materials he started out with. Let us take this value added by him to be Rs 30. The gross value of his goods would, then be Rs 100+30, or Rs 130.

At a tax rate of 10%, the tax on output (this shirt) will then be Rs 13. But under GST, he can set off this tax (Rs 13) against the tax he has already paid on raw material/ inputs (Rs 10). Therefore, the effective GST incidence on the manufacturer is only Rs 3 (13 - 10).

Stage 2

The next stage is that of the good passing from the manufacturer to the wholesaler. The wholesaler purchases it for Rs 130, and adds on value (which is basically his 'margin') of, say, Rs 20. The gross value of the good he sells would then be Rs 130+20 — or a total of Rs 150. A 10% tax on this amount will be Rs 15. But again, under GST, he can set off the tax on his output (Rs 15) against the tax on his purchased good from the manufacturer (Rs 13). Thus, the effective GST incidence on the wholesaler is only Rs 2 (15 – 13).

Stage 3

In the final stage, a retailer buys the shirt from the wholesaler. To his purchase price of Rs 150, he adds value, or margin, of, say, Rs 10. The gross value of what he sells, therefore, goes up to Rs 150 + 10, or Rs 160. The tax on this, at 10%, will be Rs 16. But by setting off this tax (Rs 16) against the tax on his purchase from the wholesaler (Rs 15), the retailer brings down the effective GST incidence on himself to Rs 1 (16 –15).

Thus, the total GST on the entire value chain from the raw material/input suppliers (who can claim no tax credit since they haven't purchased anything themselves) through the manufacturer, wholesaler and retailer is, Rs 10 + 3 +2 + 1, or Rs 16.

How it would be in a non-GST regime?

In a full non-GST system, there is a cascading burden of "tax on tax", as there are no set-offs for taxes paid on inputs or on previous purchases.

Thus, if we consider the same example as above, the manufacturer buys raw materials/inputs at Rs 100 after paying tax of Rs 10. The gross value of the shirt (good) he manufactures would be Rs 130, on which he pays a tax of Rs 13. But since there is no set-off against the Rs 10 he has already paid as tax on raw materials/inputs, the good is sold to the wholesaler at Rs 143 (130 + 13).

With the wholesaler adding value of Rs 20, the gross value of the good sold by him is, then, Rs 163. On this, the tax of Rs 16.30 (at 10%) takes the sale value of the good to Rs 179.30. The wholesaler, again, cannot set off the tax on the sale of his good against the tax paid on his purchase from the manufacturer.

The retailer, thus, buys the good at Rs 179.30, and sells it at a gross value of Rs 208.23, which includes his value addition of Rs 10 and a tax of Rs 18.93 (at 10% of Rs 179.30). Again, there is no mechanism for setting off the tax on the retailer's sale against the tax paid on his previous purchase.

The total tax on the chain from the raw material/input suppliers to the final retailer in this full no-GST regime will, thus, work out to Rs 10 + 13 + 16.30 + 18.93 = Rs 58.23. For the final consumer, the price of the good would then be Rs 150 + 58.23 = Rs 208.23.

Compare this Rs 208.23 — with a tax of Rs 58.23 — to the final price of Rs 166, which includes a total tax of Rs 16, under GST.

Changes after GST implemented in Central and State:

Central taxes that The GST will replace

- # Central Excise Duty
- # Duties of Excise (medicinal and toilet preparations)
- # Additional Duties of Excise (goods of special importance)
- # Additional Duties of Excise (textiles and textile products)
- # Additional Duties of Customs (commonly known as CVD)
- # Special Additional Duty of Customs (SAD)
- # Service Tax
- # Cesses and surcharges in so far as they relate to supply of goods or services

State taxes that The GST will subsume

- # State VAT
- # Central Sales Tax
- # Purchase Tax
- # Luxury Tax
- # Entry Tax (all forms)
- # Entertainment Tax (not levied by local bodies)
- # Taxes on advertisements
- # Taxes on lotteries, betting and gambling
- # State cesses and surcharges

SUBMITTED BY

GSD PRATHYUSHA	& K SATYA
15A81E0059	15A81E0068
MBA FINAL	MBA FINAL

NPAs: The Bane of Indian Banking Sector

Non-Performing Assets (NPAs) are a classification used by financial institutions that refer to loans that are in jeopardy of default. Once the borrower has failed to make interest or principal payments for 90 days the loan is considered to be a non-performing asset.

In general terms NPAs are assets/project not generating cash flow to the extent and in the period originally envisaged. By translation, banks may not be able to timely recover the entire amount lent and hence, provisioning. However, in real world, NPAs arise due to genuine reasons, wrong assumptions/inefficiencies and misdemeanour.

The Magnitude of NPAs As per a survey, net NPAs amount to only 2.36 percent of the total loans in the banking system. However, if restructured assets are taken into account, stressed assets account will be 10.9 percent of the total loans in the system. As per the International Monetary Fund (IMF), around 37 percent of the total debt in India is at risk.

India's largest lender State Bank of India (SBI) reported a massive 67 per cent fall in consolidated net profit at 1259.49 crore rupees in the third quarter of the 2015-16 financial year and classified loans worth 20692 crore rupees as having turned bad.

As per an estimate, the cumulative gross NPAs of 24 listed public sector banks, including market leader SBI and its associates, stood at 393035 crore rupees as on 31 December 2015.

The Economic Survey 2015-16 also alarmed the policy makers about growing bad debts with the banks and their potential to disrupt the growth prospects in the future.

Causes of rising trend of NPAs

In real world, NPAs arise due to genuine reasons, wrong assumptions/inefficiencies and misdemeanour. The causes can be categorized into external environment and internal environment. Under the external environment falls global slowdown, fall in domestic demand, policy logjam & disputed contracts.

Under the internal environment falls:

Banks: Governance deficit, poor credit appraisal; weak risk management; all debt-no equity; infra financing particularly highways- 'gold plated' contracts; power – faulty FSAs, pass through arrangement, termination payments; chasing quick growth; pretend and extend

Corporate India: Complex web holding company, step down entities; high leverage; overseas acquisitions; unhedged exposures; siphoning, diversion and so on

Value sale v/s distress sale: Minsky's Financial Instability Hypothesis- 3 types of borrowers (Hedge, Speculative and Ponzi)

Beyond Corporate Universe: Kisan Credit Card and Agriculture distress vis-a-vis crop insurance; Small/ medium enterprises.... lack of timely support and delayed payments

Effects of rising trend of NPAs

- Public Sector banks provide around 80% of the credit to industries and it is this part of the credit distribution that forms a great chunk of NPA. Last year, when kingfisher was marred in financial crisis, SBI provided it huge amount of loan which it is not able to recover from it.
- If Indian industry is in crisis, it is bound to hit the banking sector and their NPA will rise.
- Only PSBs can't be blamed for the situation. The economic policy of the government and also politician-corporate nexus is behind the current state of banking industry.
- If the NPAs keep rising in the current state like that of Kotak Mahindra or Union Bank, it will lead to shutting down of bank and it can also create a very serious economic crisis in the nation.
- One of the main reasons of rising NPA is the relaxed lending norms especially for corporate honchos when their financial status and credit rating is not analyzed properly. Also, to face competition banks are hugely selling unsecured loans which attributes to the level of NPAs.
- Global economy can effect the banking sector but to a very small extent. It is the policies of RBI and govt. that can improve the situation.
- If the status of NPAs in banks is not controlled, banks can become bankrupt. The entire credit distribution structure of the economy can be destructed and the country could be in a major financial turmoil.
- When US hit the subprime crisis, it was because of the lenient lending norms and banks had huge number of loan defaulters. The big banks filed for bankruptcy and US economy went jittery. So, NPA problem is to be taken seriously.

Steps taken by RBI

- RBI suggested that lenders should carry out their independent and objective credit appraisal in all cases and must not depend on credit appraisal reports prepared by outside consultants, especially the in-house consultants of the borrower company.
- Banks/lenders should also carry out sensitivity tests/scenario analysis, especially for infrastructure projects, which should inter alia include project delays and cost overruns. This will aid in taking a view on viability of the project at the time of deciding the Corrective Action Plan (CAP).
- RBI also suggested that Asset Reconstruction Companies (ARCs) should be construed as a supportive system for stressed asset rather than the last resort to dispose of NPAs by banks. Sale of assets to ARCs at a stage when the assets have good chance of revival and fair amount of realizable value, for rehabilitation and reconstruction is encouraged.
- RBI will encourage banks to use floating provisions towards accelerated provisioning/additional provisions incurred at the time of sale of NPAs as per their approved internal policy without obtaining prior permission of The promoters of the company/defaulting borrowers shall be barred from directly/indirectly buying back the asset from the ARCs. RBI proposed to look into the possible legal issues involved and address the same.

RBI's Action Plan for Early Identification and Resolution of Bad Loan cases

- Expensive loans for borrowers whose credit worthiness is suspect
- Debt restructuring plan to ready within 17-100 days as against 180 days earlier
- Payment delay of 30-60 days to trigger action as against 90 days earlier
- A joint lenders forum for large borrowings of 100 crore rupees and more
- Setting up special branches for speedy disposal of SARFESI (Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act) cases.

SUBMITTED BY

P..JYOTSNAMBICA
15A81E0084
MBA FINAL

INTERESTING FACTS – GREAT COMPANIES



1. Apple's iPad retina display is actually manufactured by Samsung.



2. In 1974, FedEx was on the verge of bankruptcy. It was saved when the founder took the last \$5,000 of the company's assets and turned it into \$32,000 by gambling in Las Vegas. Today, FedEx is estimated to be worth \$30 billion.



3. Best known for consumer electronics, Samsung's other business areas include weapons manufacturing, life insurance, and theme park management.



4. Yahoo' is actually an acronym for "Yet another Hierarchical Official Oracle."



5. Shortened form of southern pacific railroad internal communications



6. Named after coca leaves and kola nuts originally used as flavoring.



7. Named from the digestive enzyme called pepsin.



8. Why zippers have YKK on them? The YKK stands for Yoshida Kogyo Kabushikikaisha. This company is now the world's foremost zipper manufacturer making about 90% of all zippers in over 206 facilities in 52 countries.



9. Duracell, the battery-maker, built parts of its new international headquarters using materials from its own waste.



10. The first product that Sony came out with was the rice cooker.



11. Warner Chappell Music owns the copyright to the song 'Happy Birthday'. They make over \$1 million in royalties every year from the commercial use of the song.



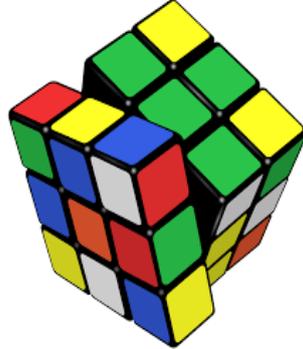
12. Named after a character in Herman Melville's Moby Dick.



13. Google was originally called backrub.



14. Candy Crush brings in a reported \$633,000 a day in revenue.



15. The Rubik's cube is the best-selling product of all time. The iPhone is second.

SUBMITTED BY

K VIDYA
15A81E0021
MBA FINAL

SMILESMILESMILE



A smile costs less than electricity

But gives more light,

A smile costs less than cosmetics

But gives more beauty

A smile takes less time than any medicine

But gives more health

A smile takes less time than any meditation

But gives more relief.

A smile needs less strain than any exercise

But gives more relax.

A smile is easier than any work

But gives more result

A smile is not sharper as a sword

But kills all the sorrows.

A smile is less colourful than rainbows

But adds colours to life.



So think what you lose if you give a smile?



SUBMITTED BY

*B.MOHANA SRI
15A81E0054*

THE PHILOSOPHY OF LIFE

I asked for strength

And god gave me difficulties

To make me strong

I asked for wisdom

And god gave me problems

To solve

I asked for prosperity

And god gave me brain & brawn to work

I asked for courage

And god gave me danger

To overcome

I asked for love

And god gave me troubled people

To help

I asked for favor

And god gave me opportunities

“I received nothing I wanted

I received everything I needed”

Take life sportively

SUBMITTED BY

B.MOHANA SRI

15A81E0054

MBA FINAL

RUBIKS CUBE (3×3)

STEP 1

Select the colour from where you want to start & keep the side having that colour in middle of all facing you.

STEP 2

Faced edges should form a plus shape in the face with same colour selected.

STEP 3

Then the colour of other side of each cube should match with remaining 4 sides middle colour & also match the 3 faced edges to their respective positions respectively.

Here we observe a small T-shape symbol in 4 sides homogeneously.

STEP 4

Here make all edges of 4 sides to match with the same colours respectively

Here we observe 2 lines of the cube was successfully completed

STEP 5

Turn reversely the cube like up as down & down as up...

STEP 6

Here we observe the remaining color in the middle position as a point..... & take another cube to the right side of such point

APPLY FORMULA – FACE, RIGHT, UP, RIGHT INVERSE, UP INVERSE, FACE INVERSE... Repeat the formula until we get a plus shape on the point

STEP 7

Here try to make any 2 colours side by side to match with the point(last colour) & make one to the right side & another to the opposite to our face

& APPLY – RIGHT, UP RIGHT INVERSE, UP, RIGHT, UP , UP, RIGHT INVERSE & turn upper line to the right.

Here we observe all edges matches with their respective colours in 4 sides.

(OR)

If there is no 2 colours are located side by side then apply the same formula repeatedly

STEP 8

Making 3 faced corners to match with their original places mis-matchingly

Firstly, select any corner cube that may have same 3 colours to match any one corner, even though it is mis-matched & keep it to the right side³ of upper line.

APPLY- UP, RIGHT, UP INVERSE, LEFT INVERSE, UP, RIGHT INVERSE, UP INVERSE, LEFT (repeat it)

Here we observe all corner cubes to match their original places mis-matchingly

STEP 9

Apply final formula to arrange the corners.

RIGHT INVERSE, DOWN INVERSE, RIGHT, DOWN (repeat it until each and every cube is settled)

SUBMITTED BY

KALLAKURI NAGA VINAY BABU
15A81E0018 – MBA FINAL
Ref: youtube/vinay kallakuri...

&

N. ESWAR KUMAR
15A81E0035
MBA FINAL

HISTORY OF RETAILING-BEST 2

In this mechanical world each and every one of us are somehow connected to the retailing world. Here are few interesting histories of retailing world.

Story of Convenience Shopping

7-Eleven pioneered the convenience store concept at back in 1927 at the Southland Ice Company in Dallas, Texas. In addition to selling blocks of ice to refrigerate food, an enterprising ice dock employee began offering milk, bread and eggs on Sundays and evenings when grocery stores were closed. This new business idea produced satisfied customers and increased sales, and convenience retailing was born!

The company's first convenience outlets were known as Tote'm stories since customers "toted" away their purchases, and some even sported genuine Alaskan totem poles in front. In 1946, Tote'm became 7-Eleven to reflect the stories new, extended hours 7 a.m. until 11 p.m., seven days a week. The company's corporate name was changed from The Southland Corporation to 7-Eleven, Inc. in 1999.

Today, 7-Eleven is the undisputed leader in convenience retailing. Based in Dallas, Texas, the company operates franchises and license close to 7,100 stories in the U.S. and Canada. Of the 6,000 stories, the company operates and franchises more than 4,700 stories in the United States.

7-Eleven master franchises, licenses and affiliates operate more than 32,000 7-Eleven and other convenience stories in other countries including Japan, Taiwan, Thailand, South Korea, China, Hong Kong, Malaysia, Mexico, Singapore, Australia, Philippines, Indonesia, Norway, Sweden and Denmark.

Each store focuses on meeting the needs of busy shoppers by providing a broad selection of fresh, high-quality products and services at everyday fair prices, along with speedy transactions and a clean, safe, friendly shopping environment.

1. Story of More in India

With a vision to be among the leading retail players in India, Aditya Birla Retail launched its first supermarket, more. for you in May, 2007. Since its launch, the more. for you had an aggressive roll out, reaching a total count of over 640 stores India till 2011.

'More. for you' is a neighbourhood supermarket which takes care of the everyday household needs and more. Spreads across a wide range of products of food and non-food items, ranging from basic necessities such as, fruits and vegetables, staples, personal care, home care, household care products, general merchandise, and dairy products, more, for you provide a one stop solution for the consumers grocery shopping needs. Also in store are essentials such as, innerwear, kid's essentials, and a pharmacy, bakery and a mobile store. With a range of over 4,000 products, it aims at fulfilling the daily shopping needs all under one roof, at a convenient location.

The more. for you promises a world class shopping experience, with a modern store layout, easy to shop with friendly staff at hand to provide assistance electronic billing facilities and a colourful ambience. More. for you hosts a range of private label brands across various categories that follow stringent quality norms, and are available in attractive prices and packaging. The premium products give the customer the opportunity to enjoy the difference and quality that is equal to or better than the market's leading brands, but at competitive prices.

2. Story of Carrefour (first hypermarket)

Carrefour is the largest hypermarket chain in the world in terms of size, the second largest retail group in the world in terms of revenue and third largest in profit after Wal-Mart and Tesco. Carrefour not only operates in Europe, Argentina, Brazil, China, Colombia and in the Dominican Republic, but also has shops in North Africa and other parts of Asia. Carrefour means "crossroads" in French.

The first Carrefour store opened on June 3, 1957 in suburban Annecy near a crossroads. The group was created by Marcel Fournier, Denis Defforey and Jacques Defforey and grew into chain from this first sales outlet. In 1999, it merged with Promode's, known as Continent, one of its major competitors in the French market.

Marcel Fournier, Denis Defforey and Jacques Defforey had attended several seminars in the United States led by "The Pope of modern distribution" Bernardo Trujillo, who influenced other famous French executives like Edouard Leclerc, Gerard Mulliez, Paul Dubrule, and Gerard Pelisson. Their slogan was "No parking, no business."

The Carrefour group pioneered the concept of a hypermarket, a large supermarket and a department store under the same roof. They opened their first hypermarket on June 15, 1963 in Sainte- Genevieve- des- Bios, near Paris in France.

In December 2010, the Carrefour Group announced the opening of its first cash& carry store in India in New Delhi under the name “Carrefour Wholesale Cash & Carry.” With a sale area of 5,200 sqm, this store located in the east of New Delhi in the Shahadra neighborhood offers more than 10,000 SKUs in food and non- food to professional businesses, institutions, restaurants and local retailers.

Contributed by

V.KIRAN KUMAR

Associate Professor
Department of MBA

EMPLOYEE ENGAGEMENT: THE VITAL COG

The main focal point in a large majority of organizations worldwide, have seen a drastic change in the past few years. The once famous tagline “Customer is King” is being swiftly replaced by “Employees come First”.

Culture, employee engagement and talent retention are all interrelated and Gen Y seeks solace in those organizations where in they see themselves contributing to the organization in ways that are beyond their everyday role. Employee engagement is about envisioning one’s role in an organization, and gaining traction in the organization’s purpose and objectives. It is about the positivity and exuberance in the employees that makes them go the extra mile for the organization.

SENSE OF LOYALTY AND PRIDE

Employee engagement is that sense of loyalty and pride experienced and acknowledged by the employee when the organization is consistent with its core values and practices. This trust is built when the management bestows a high level of transparency into its commitments, or, renders an explanation if they cannot be met.

The better the culture in the company, the higher is the probability of the employees being satisfied about their jobs, and, thus lowers the chances of exploring outside for newer avenues. A highly engaged crowd can be seen clearly by the decrease in the number of sick leaves, drop in conflicts and grievances, and, a surge in productivity and meeting targets. The very basic fact that a happy human mind is the most productive has to be recognized , and, the management along with the HR team should put the best foot forward to ensure that the employees are in the best of their mental health.

DRIVING THE PASSION

Employee motivation today is more driven towards the employee passions rather than career ambitions. See the surge in the volume of people pursuing their hobbies like photography, aesthetics, and craft as a means of livelihood. This reiterates the need of making work environment engaging and friendly to everyone.

DERIVE A COMPANY CULTURE

Promoting employee engagement is easier said than done. What is important today is to find the way to derive an effective company culture.

It therefore becomes incumbent on the hr to gather constant feedback from employees and understand the sentiments of those employees who might be disgruntled or satisfied with the organization.

Employee survey, conducted periodically is a power tool. The authenticity and accuracy of survey can be of a higher degree if it is kept short and crisp, breaking away from the taboo of multiple page questionnaires containing trivial questions.

The tougher part is recognizing the pain points by the management and knitting the survey in and around each of them to ascertain the magnitude. Employee engagement is not a “one-time solution” problem. It needs to be dynamically updated with time and keeping up with the markets trends and competition.

The engagement level of employees is directly proportional to the parameters cited-

- **Career prospects:** The work in hand should interest the employees and any room of boredom/monotony shall reduce his/her affinity towards work. The roadmap of his succession should be set at the very onset of his incoming into the organization to utilize the person to the fullest.
- **Recognition:** Employees are hungry for recognition of their good work through awards and incentives. Management should honestly strive to boost their morale and keep up their spirits by fair judgment of rewards policy.
- **Clear organization goals:** Management must communicate clear vision/goal-employees need to understand what the organization goals are, their purpose and how to achieve them.
- **A sense of belongingness:** There should be no gap between the employees and superior which might take them down the path of aloofness and under-confidence. Open-door policy and ship-level meetings are very good ways to connect the management and employees about the health and financial state of the organization time to time. This shall help in aligning them to the bigger goals and prioritize work as per the need of the hour

Effecting a 360 degree feedback

An effective performance management system is the basis of engagement—from goal-setting to reward, recognition and incentive programs. Many IT companies have recently done away with the age-old annual appraisal system, rather opting for a quarterly or a half-yearly “To the point” rating system, increasing the frequency of the feedback to and fro the hierarchy and improvement measures. The “Bell Curve” approach of performance measurement has been discontinued and a wider scale has been adopted for rating the employees. 360 degrees feedback system has been substantially adopted to ensure effective two-way communication.

Creation of cross-functional teams

Another common practice in across the industry is cutting across silos and creating cross-functional teams, thus taking care of levels of engagement through job rotation and connectivity on a larger scale in the organization. Employees do have compulsions for going for higher salaries; however, the Gen Y shall not go for the bucks at the cost of their career growth. What interest them are the career advancement prospects and the challenges of newer technologies and fresh demands. The organization must help in facilitating that these challenges are met successfully. Incentive and rewards have been always used as a major weapon to retain the top performers in the organization.

Rewarding the star performers

The organization must use performance appraisal effectively to indentify star performers. Star performers like to be treated differently from the general population, in terms of recognition. Off-course they should also be paid significantly more than other folks who are considered as average performers. One must also accept the fact that approximately 10% of the people will be branded as low performers, either because of negative attitude, and / or poor performance. People with negtative attitude do hurt the organization in a significant way: they create a negative environment which will result in reduced productivity from the rest of the population including star performers. The Organization must take proactive steps to minimize the impact of employee with a negative attitude. The organization must be willing to terminate these negative employees if others approach fail.

Employee stock options

A bench mark in itself, Google has been often deemed has the “best place to work”. A large portion of the credit goes to the successful deployment of engagement activities like unlimited vacation policy (absolute zero connectivity with work), laundry services, health clubs free gourment food, work from home policies and various bonus plans. In IT companies, where man power is the crux, ESOP’s (Employee Stock Option Plans) are utilized to have low employee turnover and retain its talent pool. The Tata group has been pioneers in doling out Career progression policy, job rotation policy, business leadership programmes integrating engagement, empowerment and pride.

To sum up, employee engagement tops the list of “To –Do” for leading HR professionals and management. The process warrants chalking out the right performance metrics, defining a two way communication between the employer and employee for building the context and vision for the future, providing the tools and training for the same, and, career building opportunities for the employees for them to stick around for a longer time with a clear purpose and strive even harder to push towards their dream as well that of the organization. In the quest for a rewarding career, the ambitious and focused Gen Y seeks a helping hand in the form of work-life balance their employers.

SUBMITTED BY

GSD PRATHYUSHA	& K SATYA
15A81E0059	15A81E0068
MBA FINAL	MBA FINAL

TERRITORIAL DISPUTES IN SOUTH CHINA SEA

On July 12, 2016, the Permanent Court of Arbitration in The Hague issued its ruling on a claim brought against China by the Philippines, ruling in favor of the Philippines on almost every count. While China is a signatory to the UN Convention on the Law of the Sea, which established the tribunal, it refuses to accept the court's authority.

Territorial and jurisdictional disputes in the South China Sea continue to strain relations between China and other countries in Southeast Asia, risking a military escalation. To protect its political, security, and economic interests in the region, the United States has challenged China's assertive territorial claims and land reclamation efforts by conducting freedom of navigation operations and bolstering support for Southeast Asian partners.

In recent years, satellite imagery has shown China's increased efforts to reclaim land in the South China Sea by physically increasing the size of islands or creating altogether new islands. In addition to piling sand onto existing reefs, China has constructed ports, military installations, and airstrips—particularly in the Spratly Islands.

Background

China's sweeping claims of sovereignty over the sea—and the sea's alleged 11 billion barrels of untapped oil and 190 trillion cubic feet of natural gas—have antagonized competing claimants Malaysia, Vietnam, Brunei, Taiwan, Indonesia, and the Philippines. As early as the 1970s, countries began to claim as their own islands and various zones, such as the Spratly islands, in the South China Sea, which may possess rich natural resources and fishing areas.

China maintains that under international law, foreign militaries are not able to conduct intelligence gathering activities, such as reconnaissance flights, in its exclusive economic zone (EEZ). According to the United States, countries should have freedom of navigation through EEZs in the sea and are not required to notify claimants of military activities. China's claims threaten sea lines of communication, which are important maritime passages that facilitate trade and the movement of naval forces. In response to China's assertive presence in the disputed territory, Japan sold military ships and equipment to the Philippines and Vietnam in order to improve their maritime security capacity and to deter Chinese aggression.

In recent years, China has built three airstrips on the contested Spratly Islands to extend its presence in disputed waters, and militarized Woody Island by deploying fighter jets, cruise missiles, and a radar system. China has warned its Southeast Asian neighbors against drilling for oil and gas in the contested region, which has disrupted other nations' oil exploration and seismic survey activities. To challenge China's claims in international waters, the United States has occasionally deployed destroyer ships on freedom of navigation operations in the South China Sea to promote freedom of passage.

Concerns

The United States, which maintains important interests in ensuring freedom of navigation and securing sea lines of communication, has expressed support for an agreement on a binding code of conduct and other confidence-building measures. The United States has a role in preventing military escalation resulting from the territorial dispute. However, Washington's defense treaty with Manila could draw the United States into a China-Philippines conflict over the substantial natural gas deposits in the disputed Reed Bank or the lucrative fishing grounds of the Scarborough Shoal. A dispute between China and Vietnam over territorial claims could also threaten the military and commercial interests of the United States. The failure of Chinese and Southeast Asian leaders to resolve the disputes by diplomatic means could undermine international laws governing maritime disputes and encourage destabilizing arms buildups.

Contributed by

Naveen Kumar D
Assistant Professor
Department of MBA

BRIEF BIOGRAPHY – CYRUS PALLONJI MISTRY – TATA GROUP CHAIRMAN

Cyrus P Mistry (48) is the sixth Group Chairman. He was appointed as the Chairman of the Tata Sons board in December 2012. He has been a director of the company since 2006. He is the sixth chairman of the group and the second not to be named Tata, after Nowroji Saklatwala

In addition to being Group Chairman, Mr Mistry is also the chairman of leading Tata group companies including Tata Steel, Tata Motors, Jaguar Land Rover Automotive, Tata Consultancy Services, Tata Power Company, The Indian Hotels Company, Tata Global Beverages, Tata Chemicals, Tata Industries and Tata Teleservices.

Mr Mistry was earlier managing director of the Shapoorji Pallonji Group. Under his leadership, Shapoorji Pallonji's construction business grew into a billion-dollar enterprise, evolving from pure-play construction to execution of complex projects in the marine, oil and gas, and rail sectors, across a number of international geographies.

Mr Mistry graduated with a degree in civil engineering from Imperial College, London, UK, in 1990. In 1997, he received an MSc in management from the London Business School. He is a recipient of the 'Alumni Achievement Award' from the London Business School, and is a fellow of the Institution of Civil Engineers, London.

Mr Mistry serves as the co-chair of the India-US CEO Forum and the India-UK CEO Forum. He is also a member of the Presidential CEO Advisory Board of the Massachusetts Institute of Technology.

EARLY LIFE

- He was born on July 4, 1968 in India to Pallonji Mistry, an Indian construction magnate, and his wife, Patsy Perin Dubash. He has an elder brother, Shapoor Mistry, and two sisters, Laila and Aloo.
- His father belonged to a Parsi Indian business family, the Shapoorji Pallonji Group, while his mother was of Irish origin. In the 1930s, his grandfather first bought shares in Tata Sons. His father became the largest single shareholder in Tata Group in 2011.

- He received his early education from the Cathedral and John Connon School, Mumbai. Later he completed his graduation with a BE in Civil Engineering from Imperial College, London.
- Then he attended the London Business School and obtained a Master of Sciences degree in Management. He also holds a Bachelor of Commerce from Mumbai University.

CAREER

- In 1991, he joined the board of Shapoorji Pallonji & Company as director and was later appointed the managing director of the Shapoorji Pallonji Group in 1994. At the time, his father was the chairman of the Shapoorji Pallonji Group and also sat on the board of the Tata Group.
- From 1990 to 2009, he served as the Director of Tata Elxsi Limited. He also served as the Director of Tata Power Co. Ltd until 2006.
- He was associated with Convergence Media Private Limited India, as Senior Vice President of Operations and Planning. He also served as the Senior Vice President of Business Development and Technology at DQ Entertainment (International) Limited.
- On September 1, 2006, he joined the board of Tata Sons, after one year of his father's retirement from the Tata Group. He was named director of several Tata companies in addition to his duties with the Shapoorji Pallonji Group.
- In November 2011, after being appointed as the deputy chairman of the Tata Group, he resigned from Shapoorji Pallonji & Co. It was also announced that he would take over as the Chairman one year later, upon the retirement of Ratan Tata.
- He has been the additional director of the Indian Hotels Company Limited since November 2012 and was appointed as its Non-Executive Chairman in December 2012.
- He has been the Chairman of the Tata Power Company Limited since November 8, 2012. On November 20, 2012, he was appointed as the Chairman of the Board of Tata Global Beverages Limited. He also became the Chairman of Tata Teleservices Limited and Tata Industries Ltd.
- On December 28, 2012, he was appointed as the new Chairman of Tata Sons and Tata Group. He is currently the Chairman of all major Tata companies including Tata Industries, Tata Steel, Tata Chemicals and Tata Motors.
- Since December 28, 2012, he also serves as the Chairman of Tata Consultancy Services Limited and the Tata Chemicals Limited. In addition he is also the Director and Chairman of the Board of Shapoorji Pallonji Group.
- He is also the Director of Forvol International Services Ltd, Cyrus Investments Ltd., Buildbazaar Technologies (India) Pvt. Ltd., Sterling Investment Corporation Pvt. Ltd.,

Samalpatti Power Co. Pvt. Ltd., Shapoorji Pallonji Finance Ltd., Oman Shapoorji Construction Co. Ltd., and Muscat Pallonji Shapoorji & Co. Pvt. Ltd.

□ He is a trustee of the Breach Candy Hospital Trust, Mumbai, and a member of the Construction Federation of India. He is also on the board of Imperial College India Foundation.

SARANYA V & MALLESWARI K V

ASSISTANT PROFESSOR'S

DEPARTMENT OF MBA

Painting-1

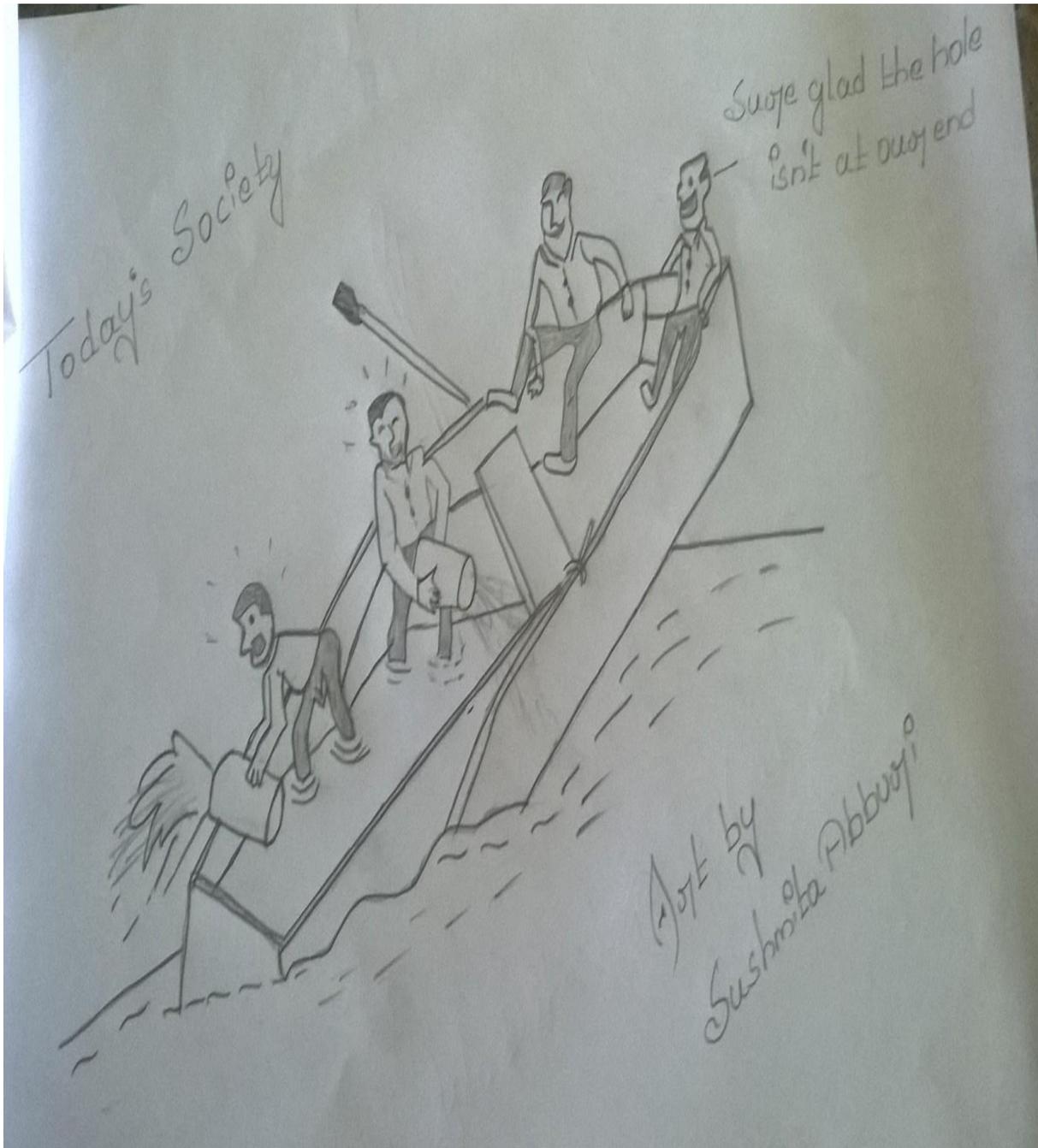
NATURE – DIFFICULT TO UNDERSTAND



SUBMITTED BY

MD.SHABNAM
15A81E0072
MBA FINAL

ATTITUDE IS THE CAUSE OF ALL MISERIES

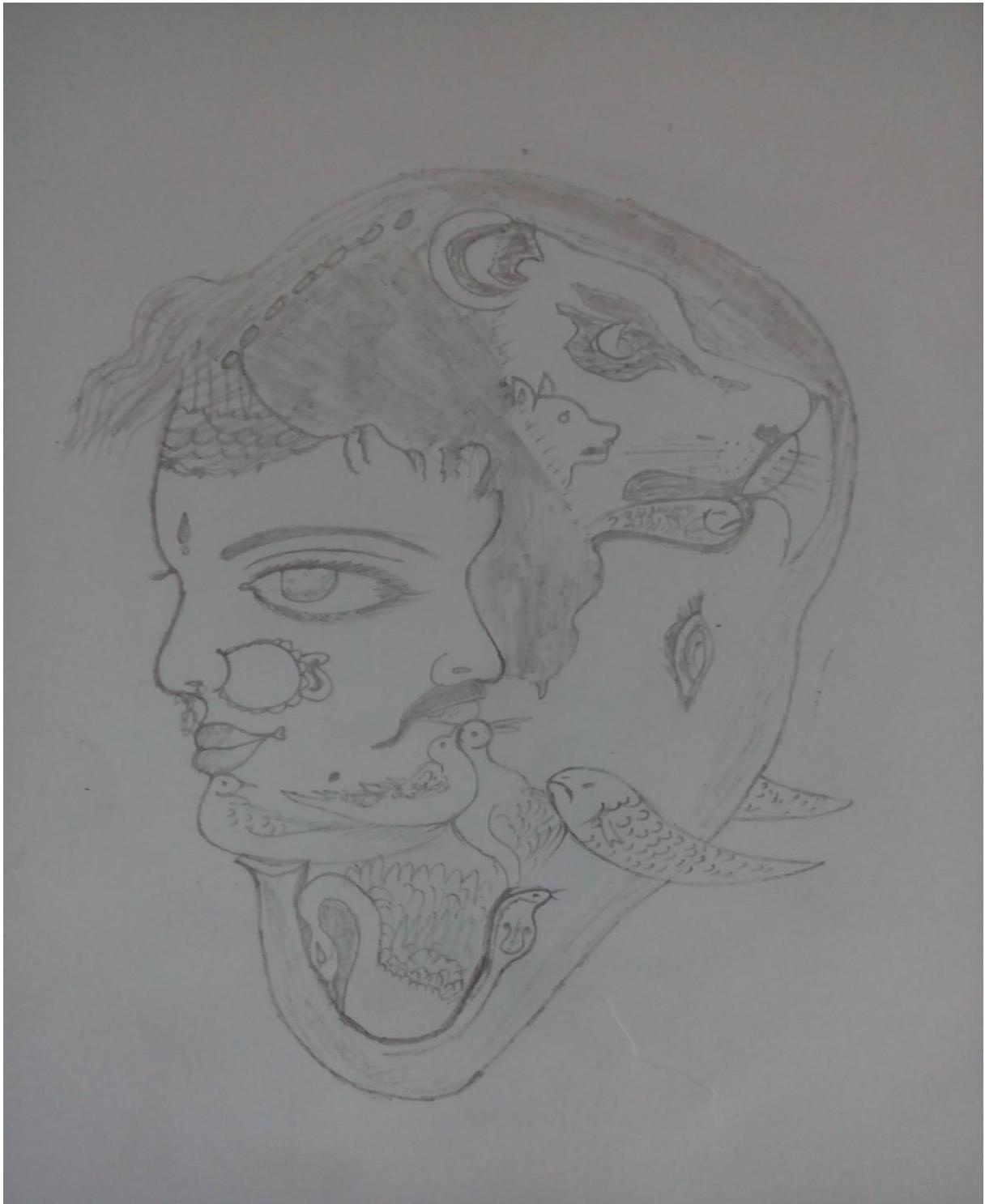


SUBMITTED BY

**SUSHMITHA A
15A81E0002
MBA FINAL**

Painting-3

CAN U GUESS EVERYTHING



SUBMITTED BY

P.DURGA RAO
15A81E0083
MBA FINAL



DEPARTMENT NEWS

BATCH	SEMESTER	NO OF STUDENTS APPEARED	NO OF STUDENTS PASSED	PASS%
2015-17	1 st	98	81	83
2015-17	2 nd	97	79	81
2014-16	3 rd	75	66	88
2014-16	4 th	75	61	81

STUDENTS ACHIEVEMENTS DURING JULY 2015 TO OCT 2016

S.NO	UNIVERSITY/ COLLEGE NAME	NAME OF THE EVENT	DATE	ACTIVITY	NAME OF THE PARTICIPANT	PRIZES
1	Sri Venkateswara Institute of Science & Information Technology	Visit Utsav - 2k16	18th & 19th March 2016	Paper Presentation	K.Satya Ch.Sai Durga Sirisha	First
2	Swarnandra college of Engineering & Technology	TECHNOSCET - 2K15	16th & 17th October 2015	Business Quiz	P.Sai nadh	First
					K.Umadevi	
					b.Purnima	
				Young Manager	K.Umadevi	First
Business Plan	K.Nirmala	Second				

DETAILS OF PUBLICATIONS OF FACULTY (TOTAL NO: 06)

S.NO.	NAME OF THE FACULTY	DETAILS OF PUBLICATIONS
1	Dr.G.V.SUBBARAJU _____ R.V.RAJA SEKHAR	A Study on influence of FII's investment on Indian Stock Market, "International Conference on Challenges and Emerging Trends In Management & Technology. [ICCEMT -2015, December]
2	V.SARANYA _____ K.V.MALLESWARI	Work Life Balance of Female Employees " International Conference on Challenges and Emerging Trends In Management & Technology [ICCEMT -2015, December]
3	Dr.G.V.SUBBARAJU _____ R.V.RAJA SEKHAR _____ U.BHARGAVA	"A Test on Stock market Efficiency in major countries after financial crisis of 2007-08" INTERNATIONAL JOURNAL OF TRANSFORMATIONS IN BUSINESS MANAGEMENT, Vol 5 (2),Apr-June P 50-63,ISSN 2231-6868

DETAILS OF GUEST LECTURES DURING 2015-16

S.NO	NAME OF THE SPEAKER	TOPIC	NAME OF THE ORGANISATION
1	Acharya Vimalananda	Without Spirituality education is Incomplete 09/11/2016	Anand Marg, Kolkatta
2	R.Ashokan	Entrepreneurship Development-Skills Required 21/09/2016	CITEP, Chennai
3	Mr.Mukund & Mr.Vamsi Krishna	Significance and purpose of Human Life 28/07/2016	Life skill Trainer, ISKCON, Mumbai
4	Dr.M.Mallikarjuna Rao	Project Management Ancient Indian Management Practices 12/04/2016	Retired Professor, Osmania University, Hyderabad
5	Dr.J.V.Raghu Ram	Latest Trends in Marketing 04/12/2015	Associate Professor, VIT Business School, Vellore,

PLACEMENT DETAILS OF 2014-2016 BATCH

S.No	On Campus/ Off Campus	Name of the Company	No. of Students Selected	Name of The Student	Designation
1	On Campus	Unify IT Solutions	03	D.SuryaBhavana	Business Development executive
2	On Campus	Aliens Developers Pvt Ltd	23	A.S.Lakshmi	Sales Executive
				Ch S.PAVAN KUMAR	
				GudivadaTulasi	
				GunduSudhalahari	
				K.Rama Krishna	
				K.Gangabhavani	
				L Lakshmi Sowjanya	
				M Lakshmi Bhargavi	
				MarneediSreeja	
				UdayaSandya V	
				Vi MohiniSeshu	
				Yerroju Ravi Kumar	
				B Purnima	
				Kalla Jaya Ramadevi	
				KallepalliNirmala	
				Karuturi Uma Devi	
				KothaSreedavi	
KoyyalamudiAruna					
N.Teja Naga Swapan					
NBhavana Lakshmi					
P. N.M. L.Anusha					
P. Swethamrutha					
K. Soundarya					
3	Off Campus	Capital IQ	01	M.SatyaSravani	Jr. Research Associate
4	Off Campus	Trillinium Organisation	02	Ch. Pavan Kumar	Business Development Executive
				Marneedi Sreeja	
5	Off Campus	Tech Mahindra	01	B Purnima	HR Executive

**SEMINARS/GUEST LECTURES ATTENDED DURING 2015-16
(APRIL-NOV)**

S.NO.	NAME OF THE FACULTY	DETAILS OF SEMINARS/GUEST LECTURES
1	Dr.S.K.M.NAIDU D.NAVEEN KUMAR	A Guest Lecture on “MODERN MANAGEMENT METHODS” by RadhaKrishnan Pillai-Author of Corporate Chanakya Organized by: CII Chapter – Vijayawada. August 12 th , 2016.
2	K.RAMBABU	Two Day UGC Sponsored National Seminar on “INNOVATIVE TRENDS & GLOBAL ADVANCEMENTS IN TECHNOLOGY, INDUSTRY, BANKING & FINANCE” Organized by: Pithapur Rajah’s Govt. College, Kakinada. September 23 rd & 24 th , 2016.

**EVENTS ORGANIZED IN MBA DEPARTMENT
(APRIL-NOV)**

S.NO.	NAME OF THE EVENT	DETAILS OF THE EVENT
1	POSTER EXPO-2016 1ST OCT, 2016	A Creative Poster Exhibition held to 2 nd MBA students on Leadership, Team work and General Management.

PHOTO GALLERY – POSTER EXPO'16











**Editorial team is thankful to the college
mangement and other stake holders for their
continues support and motivation to SAADHANA**

**WITH BEST WISHES
EDITORIAL TEAM.**