



SARANATHAN COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES



Newsletter

Vol. 3, ,2017-2018



From the Secretary's Desk, Shri. S. Ravindran



I am glad to know that the Department of Management Studies of our institution is bringing out the third volume of newsletter covering the events of the academic year 2017-2018. In addition to being a compilation of the events that took place in the department, it would be good if the Newsletter provides a platform for knowledge transformation among the faculty and the students. I wish the venture all success.

*From the Principal's Desk
Dr. D. Valavan*



Being distinctive in delivering Management Education for more than a decade, Department of Management Studies, Saranathan College of Engineering is perpetually imparting knowledge to Management aspirants for meeting new challenges which they face in Corporate Arena. Our distinguished Faculty members are transforming the Knowledge with our traditional Value Systems and Culture. Not only in academics, but also in educating the Management Professionals to manage themselves well and to conduct themselves well wherever they go to serve the needs of the industry and the society, to be ethical and morally responsible so that they

become indispensable managers and administrators and an asset to the society.

I am very happy that the Department of Management Studies is bringing out the third volume of newsletter for the period 2017-18, which will give a glimpse of the activities of the department in one fold. I wish the Department of Management Studies escalates to greater heights enlisting the utmost cooperation of the students whose growth is of paramount priority to us.

Message from Dr. K. Karthikeyan, Professor and Head, Department of Management Studies

Respected Professional Colleagues,



I take immense pleasure in launching the annals of our department, the third volume of the newsletter of Department of Management Studies for the academic year 2017-2018. I am proud of our students, both boys and girls who are venturing into the corporate world and doing their job with élan. The success stories of our alumni and alumnae give every reason for us to feel proud and we cherish the occasions during times when they are modest enough to turn nostalgic and pay back the compliment to their alma mater. Our post-graduation (PG) programme attracts students who are highly self-motivated

and passionate with a learning inclination and a positive attitude.

That they come back and join us in our celebrations whenever possible to share their glorious “college to corporate chronicles” is a tribute to our unstinting efforts towards education. Our colleges is on the cusp of achieving many more mile stones and pray God that every wish turns into reality in the years to come.

Push and pull technique initiated by Indian Railways is to be introduced to make the Superfast trains even faster by attaching two engines to the front and rear!

From the Editorial Team



The ambience of our college facilitates truly **IDEAL – Inter-Disciplinary, Experiential and Actionable Learning**, the genesis of which was laid by our Founder Secretary Vidhya Seva Ratnam, Shri. K. Santhanam.

Our humble Pranams are due to our Founder Secretary. Our Founder Secretary was a great scholar, visionary and above all a great human being with abundance of knowledge, ingenuity, creativity, vision, foresight, wisdom, intellect, prudence and so on.

We are forever indebted to Shri K. Santhanam, an erudite person with a great intellect and great sense of compassion. He could foresee things years ago about democratizing education and literacy of women who were confined to households soon after 10 to 12 years of studies. It would be an understatement to say he was the gift of God since he was a repository of knowledge and a bundle of virtues. It is only because of the blessings showered on us from the above by this immortal being that our college is growing in its path setting new standards year after year in terms of academic excellence, placements, sports and cultural endeavours of our primary stakeholders (Students).

We are one united family of Saranathan, Saranathanites, treading the path laid by our esteemed Founder Secretary and every milestone becomes an occasion to rejoice and relish our achievements and replenish and renew our energies to continue our unending journey towards facilitating the holistic growth and transformation of engineering and management students into successful and capable engineers, entrepreneurs, administrators, managers and above all, a healthy, sound, socially responsible and ethical human being who is an asset to the society. Also, no words of gratitude will suffice the services, efforts and support and affection of all the stakeholders – the students, their parents, the top management, the teaching and non-teaching staff, the support staff and the technical staff.

Saranathan College of Engineering had its humble beginning in 1998. The story of evolution and growth of this temple of learning is two decades of valuable time spent in educating the young minds and grooming engineers and managers, charting success stories of students, **equipping them with the three Rs, Reading, Writing and Arithmetic and also two other Rs, making them Resourceful and Ready to face** the life after college.

Our institution celebrated the bi-decennial year 2018, 20 years of academic journey. Also, the icing on the cake was the college got certified by National Board of Accreditation (NBA) for all six eligible engineering courses offered. Our institution has just started offering one more B.E. programme in civil engineering. The institution has been named after a great educationist Shri. Saranathan, who was the shining jewel of National College, Trichy and National College, Trichy had the great opportunity of having Shri. Saranathan as its Principal for 26 years.

Our Founder Secretary Shri K. Santhanam who was an exemplary person was a chartered accountant by profession. He was a close associate of former President of India, Shri R. Venkataraman. In recognition of his services to the cause of education, he was conferred the title 'Vidya Seva Ratnam' by Maha Periyava of Kanchi Kamakoti Peetam.

Department of Management Studies had its inception in the year 2002. An MBA programme of two years duration approved by AICTE and affiliated to Anna University, Chennai is offered. The specializations offered are Finance, Marketing, Human Resource Management and Operations Management. The student intake is 60 and there is a team of qualified faculty members dedicated to the cause of providing quality education in Management Sciences and developing conceptually sound professionals, empowered with managerial and decision-making skills. We aspire to build a generation of leaders and entrepreneurs by offering an intellectually stimulating learning environment for our students. We are proud to be re-visiting the year gone by and the management education itself is becoming more dynamic and we strive to be different from the run-of-the-mill B-schools in the pursuit of academic excellence and placements.

The central Govt. is seeking at least Rs. 23,100 crores in interim dividend from the Reserve Bank of India before 31st March 2019 to meet its fiscal deficit target of 3.3% of the Gross Domestic Product for the financial year 2018-2019. The fiscal deficit would also be balanced by direct taxes, disinvestment proceeds.

REMINISCENCES

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❖ A one day workshop towards facilitating the students to attend interview through Skype was conducted for the first and final year MBA on 12th August, 2017.

❖ Our students were taken on industrial visits to get to interact with the outside world with a view to facilitate real-time learning. The First year and Final year students went to the manufacturing units of M/s. Naga Mills, Dindigul and M/s. Lakshmi Machine Works, Coimbatore on 03/11/2017 and 10/02/2018 respectively.

❖ Mr. J. Rajesh was conferred the Ph.D. degree in Management Sciences by Bharathiar University, Coimbatore in January, 2018. We take this opportunity to congratulate him for becoming a doctorate in management sciences.

❖ A one day workshop was conducted for the final year MBA students titled “Performing Project work using SPSS & MS- Excel” on 12th February, 2018 to give a hands-on training in SPSS and MS-Excel.

❖ Two of our students of 2016-2018 batch, Ms. B. Bhuvana and Ms. R. Haritha have brought laurels to our Department by becoming rank holders of the exams conducted by Anna University Chennai. Our HoD, Dr. K. Karthikeyan has exhorted us not to be satisfied with such achievement and urged us to ensure that we produce many more rank holders which would elevate our Department and institution to even greater heights.

PLACEMENTS OF 2016-2018 BATCH

❖ As many as ten eligible students, who demonstrated a great deal of passion and energy and a great learning attitude, have been absorbed by M/s. City Union Bank Limited.

- 1) Mr. C. Prathip,
- 2) Ms. A. Swathy,
- 3) Ms. S. Jananyaa,
- 4) Mr. M. Abdul Rahman,
- 5) Mr. S.R. Krishna
- 6) Ms. K. Aishwarya
- 7) Ms. S. Sreedevi,
- 8) Mr. K. Vigneshwarma,
- 9) Mr. K. Paramasivam
- 10) Mr. G. Nandha Kumar

Interim budgets invariably pay scant attention to fiscal prudence. It is a thinly disguised election manifesto as predicted by John Kenneth Galbraith, economist. In the words of Galbraith, the only function of economic forecasting is to make astrology look respectable. If the interim budget presented by our honourable Finance Minister, Shri. Arun Jaitley is going to show any symptoms of financial prudence limiting spending; it is most likely that BJP will be voted out of power. (Source: “Business Line” newspaper)

PLACEMENTS OF 2016-2018 BATCH

- ❖ Three of our eligible MBA students have been placed with M/s. Muthoot Finance, a Kerala based firm, touted to be the largest gold financing company in the world.
- ❖ M/s. Asian Paints, an Indian based MNC head-quartered in Mumbai, cherry-picked two of our students.
- ❖ M/s. Catholic Syrian Bank, a private sector bank based out of Kerala with a network of over 430 branches across India absorbed five of our students, Ms. S. Sharmili, Ms. B. Suganya, Ms. R. Vinodhini, Ms. V.R. Paviniya and Mr. N. Hari Baskar.
- ❖ Ms. K. Kaviya was successfully placed with Flextronics Technologies Pvt. Limited, Chennai, which manufactures and does the servicing of electrical and electronic goods

Our Department congratulates **all these 21 deserving students** who have got on-campus placements and wishes them to do well personally and professionally and scale greater heights. Our Department continues to set itself apart through a strong industry interface and provides a sturdy platform so that the aspirations of our students match the expectations of the corporate. Our faculty members facilitate the synergy between the two poles (twains). Our Department has a rich legacy and history of alumni and alumnae who are shining in blue chip companies such as ITC, ICICI Securities, The Federal Bank, Cap Gemini, Exide Industries Limited, TCS, The Royal Bank of Scotland, Soft Drizzles Solutions, Mean-Median-Mode etc.

Students are encouraged to pursue certification programmes offered by NPTEL, trending technologies and add-on courses such as certification courses offered by National Stock Exchange (NSE) for financial literacy, Confederation of Indian Industry- Institute of Logistics etc., new courses in supply chain management, operations management, digital marketing, copywriting, search engine optimization etc. which are very relevant in today's digital world for reaching a larger target audience at lower cost. Search Engine Optimization tools, digital advertising and growth hacking tools are very much pertinent for start-ups who concentrate on customer acquisition at lower cost than customer retention. However growth hacking is not without its disadvantages. Since every business firm must set itself in order first to capture and retain customers. The business must not be a leaking bucket (i.e.) unviable and then there is no point in pouring water (acquiring customers). Predictive Data Analytics, Artificial Intelligence, Machine Learning, Internet of Things, Cloud Computing, Neuro-linguistic Programming etc. are courses in demand in today's job market.

Thanks to the constant and active interactions with alumni and networking with industry people, our HOD, Dr. K. Karthikeyan and our placement coordinator and Assistant Professor, Mr. R. Murali, ensure that the placement activities are initiated, coordinated and well organized and many eligible students get placed successfully.

The industry expectations are also suitably communicated to the students well in advance by our senior professors, Dr. K. Karthikeyan and Prof. B.S. Chandramouli and other faculty members so that they come prepared for the selection process. While students keep setting the bar in terms of knowledge, inter-personal skills, communication and employability skills, the Department ensures that it keeps raising the bar for the upcoming batches of students.

We understand the demands of a dynamic industry and groom the students to meet their changing demands by constantly providing guidance and support in learning, acquiring new skills, opening up their minds to expand their frontiers and think beyond syllabus.

10% reservation is to be provided for economically weaker sections among the forward castes in Government as well as private, aided and unaided educational institutions. A bill for upper caste reservation has been successfully passed in the Lok Sabha.

ACCOMPLISHMENTS OF FACULTY

NO. OF Ph.D. GUIDED / GUIDING			Remarks
01	Dr.K.Karthikeyan – Professor & Head	GUIDED/GUIDING	
		Dr. D. Krishnakumar	Awarded Ph.D. by Periyar University, Salem
		Candidate 1 : Mr. R. Murali, AP/MBA, Saranathan College of Engineering, Trichy	Successfully defended Ph.D. Viva-Voce in Bharathiar University, Coimbatore
		Candidate 2 : Mr. C. Kirubakaran, Nehru Memorial College, Trichy	Submitted Thesis@ Bharathiar University, Coimbatore
		Candidate 3 : Ms. R.Gayathri-HR Manager, Chennai	Submitted Thesis@ Bharathiar University, Coimbatore
		Candidate 4 : Ms.R.Karthiga, AP, Sengunthar Engineering College, Tiruchengode, Namakkal	Submitted Thesis@ Bharathiar University, Coimbatore

Twitter's logo is named Larry in honour of Larry Bird, the legendary American Basket Ball player!!!!

ACCOMPLISHMENTS OF FACULTY

RESEARCH PUBLICATIONS & PAPER PRESENTATIONS

Dr.K.Karthikeyan, Professor and HoD

- 1) An Empirical evaluation of customer satisfaction and customer loyalty towards the services rendered by both private and public sector banks in Tamil Nadu , International Journal of Business Excellence, Vol. 16, No. 2, 2018. DOI: [10.1504/IJBEX.2018.094706](https://doi.org/10.1504/IJBEX.2018.094706)
- 2) A Study on Visual Merchandising Techniques and its impact on Impulse buying & Customer Patronage intentions among Young Adults of Trichirapalli City, Shanlax International Journals, Vol-5 Issue -4, Sep 2017.
- 3) An Empirical investigation of Retail Visual Merchandising methods and its impact on Impulse buying & Customer Patronage intentions- Research Directions, Oct 2017.
- 4) Impact of Organizational Citizenship Behaviour (OCB) on Job satisfaction of Employees in New generation Private Sector Banks-Vol-5 Issue-3- January 2018, Shanlax International Journal Of Management
- 5) Employee Retention Strategies in the Automobile Sector, Volume.5, No.3, January 2018, Shanlax International Journal Of Management

Dr.V.Mahalakshmi, Assistant Professor

- 1) An Empirical evaluation of customer satisfaction and customer loyalty towards the services rendered by both private and public sector banks in Tamil Nadu , Int. J. Business Excellence, Vol. 16, No. 2, 2018
- 2) Presented a paper titled "A study on the performance of equity shares of selected Cement Companies listed in NSE" in Second National Conference on Applications of Management Research in Social Science, Engineering and Technology (NCAMRSSET 2018)" organized by M.A.M. B-School, Siruganur, Tiruchirappalli on 25th January 2018.
- 3) Published an Article in ManTech Publication titled, "A Study on Employees self efficiency of Insurance company with special reference to Tiruchirapalli, in the "Journal of Media and corporate management", Volume1, Issue1, 2017.
- 4) Evaluation of Financial Performance of Indian Overseas Bank, Shanlax International Journal Of Management- Volume 5, Issue-3, January 2018.
- 5) Presented a Research paper titled "Examining Customer Patronage Intention on Retail Service Quality Dimensions using the application of Structural Equation modeling" in International Conference on "Frontiers of Management Practices for Economic Sustainability"-ISSN 2394 – 5842 conducted by St Peter University on 13th Dec,2017
- 6) Published a Paper titled "Professional Stress and its impact on School teachers with special reference to Tiruchirappalli" in International Journal of Emerging Research in Management and Technology. ISSN: 2278-9359(Volume -6, Issue – 4) P. no 133-138,2017.
- 7) Published Research Paper titled "Performance Analysis and Valuation of Selected Mutual Fund" in Amity Business Journal, Vol 4, No. 1, 5 August 2017.
- 8) Syed Muthaliff S, Mahalakshmi.V, Rajesh.J, "A Study on assessment of service quality in Public Sector banks with special reference to Tiruchirapalli City", A Journal of Intercontinental Management Research Consortium, Vol. 5, Issue. 7, 2017, ISSN: 2347-1654, Impact Factor: 4.236.

Mr.S.SyedMuthaliff, Assistant Professor

- 1) A Study on Factors Influencing Consumer Buying Behavior towards online shopping with special reference to consumers at Trichirapalli City. Vol-5 Issue-3,January 2018, Shanlax International Journal of Management
- 2) Syed Muthaliff S, Mahalakshmi.V, Rajesh.J, "A Study on assessment of service quality in Public Sector banks with special reference to Tiruchirapalli City", A Journal of Intercontinental Management Research Consortium, Vol. 5, Issue. 7, 2017, ISSN: 2347-1654, Impact Factor: 4.236.
- 3) Mr. S. Syed Muthaliff, Rajesh.J "A Study On Factors Influencing Customer Satisfaction Towards The Selection Of Honda Bike With Special Reference To Consumer at Tiruchirappalli City" Mantech Publication, Journal Of Media And Corporate Management, Volume 1, Issue 1, June 2017, Page 1-21.
- 4) Mr. S. Syed Muthaliff, Mr. M. I. Mansoor Ali Khan, Mr. R. Manikandan, "A Study on Customer Satisfaction Towards Online Shopping with Special reference to Consumers at Trichirappalli city", Review of research, Vol. 6, Issue. 12, September - 2017, Impact factor : 5.2331(uif)

Dr.J.Rajesh, Assistant Professor

- 1) Presented a Research paper titled "Examining Customer Patronage Intention on Retail Service Quality Dimensions using the application of Structural Equation modeling" in International Conference on "Frontiers of Management Practices for Economic Sustainability"-ISSN 2394 – 5842 conducted by St. Peter University, Chennai, on 13th Dec,2017.

2) Syed Muthaliff S, Mahalakshmi.V, Rajesh.J, "A Study on assessment of service quality in Public Sector banks with special reference to Tiruchirapalli City", A Journal of Intercontinental Management Research Consortium, Vol. 5, Issue. 7, 2017, ISSN: 2347-1654, Impact Factor: 4.236.

3) Mr. S. Syed Muthaliff, Rajesh.J "A Study On Factors Influencing Customer Satisfaction Towards The Selection Of Honda Bike With Special Reference To Consumer At Tiruchirappalli City" Mantech Publication, Journal Of Media And Corporate Management, Volume 1, Issue 1, June 2017, Page 1-21

Mr.R.Murali, Assistant Professor

1) A Study on Visual Merchandising Techniques and its impact on Impulse buying & Customer Patronage intentions among Young Adults of Trichirapalli City, Shanlax International journals ,Sep 2017,Vol-5 Issue -4

2) An Empirical investigation of Retail Visual Merchandising methods and its impact on Impulse buying & Customer Patronage intentions- Research Directions, Oct 2017.

3) Presented a Research paper titled "Examining Customer Patronage Intention on Retail Service Quality Dimensions using the application of Structural Equation modeling" in International Conference on "Frontiers of Management Practices for Economic Sustainability"-ISSN 2394 – 5842 conducted by St. Peter's University, Chennai on 13th Dec,2017

Our honourable Finance Minister, Arun Jaitley is to present the interim budget for 2019-20 fiscal on 1st February 2019. The ministry will bar the entry of media persons into the North Block, the seat of the country's finance ministry from December 3 2018 till 1st February 2019!

EXCERPTS FROM THE GUEST LECTURES

***SRIVIDHYA SIVAKUMAR, Lecturer, Business Management,
Farnborough College of Technology***

AFFILIATED TO UNIVERSITY OF SURREY, UNITED KINGDOM

TITLE: "THE ROAD AHEAD"- A DEEP INSIGHT INTO GLOBAL CORPORATE EXPECTATIONS

DATE: 14TH APRIL 2018

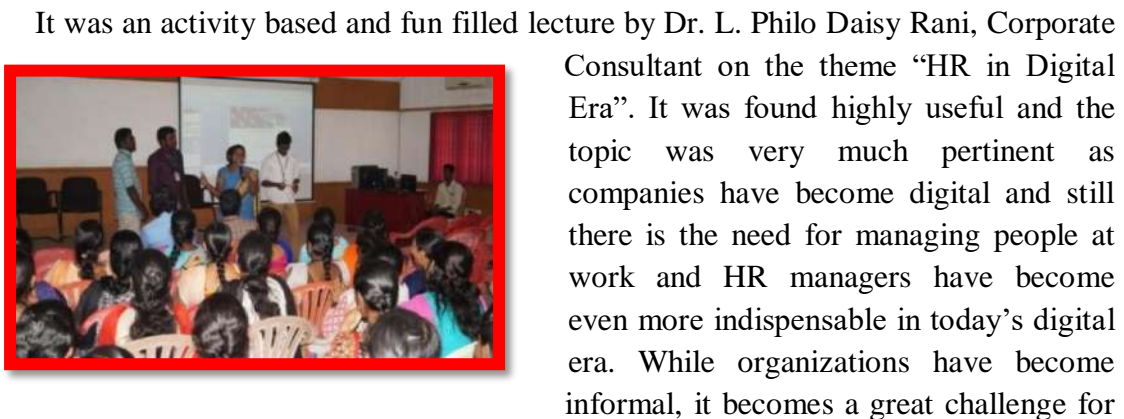


It was a highly informative lecture on the expectations of the corporate world from the management graduates by the highly distinguished professor of management. The Students were given lots of suggestions and ideas to groom themselves so that they could aspire to be successful professionally and personally.

Incumbent telecom operators who have more number of subscribers want high Interconnection usage charges and new telecom operators want it to be lowered so that they can win a handful of subscribers!

EXCERPTS FROM THE GUEST LECTURES

Theme: “HR in Digital Era”
Dr. L. Philo Daisy Rani, Corporate Consultant,
JPSL Consultancy
Date: 23/02/2018



It was an activity based and fun filled lecture by Dr. L. Philo Daisy Rani, Corporate Consultant on the theme “HR in Digital Era”. It was found highly useful and the topic was very much pertinent as companies have become digital and still there is the need for managing people at work and HR managers have become even more indispensable in today’s digital era. While organizations have become informal, it becomes a great challenge for the HR managers to ensure that there is the much needed team spirit and bonding among employees. The final year students found it highly mesmerizing. They opened their minds for once and tried to learn as much as they can, as there is a well-known quote “Renewal requires opening yourself up to new ways of thinking and feeling”.

Swiggy, India’s largest food delivery platform, a four year old start-up is one among the quickest unicorns to cross the \$1 billion valuation mark!

EXCERPTS FROM THE GUEST LECTURES

*Speaker- Dr. K.S. Seetharaman,
Former Vice Principal, National College, Trichy
Theme: “Expectation of Corporates towards Management Professionals”
Date: 11/09/2017*



Dr. K.S. Seetharaman, the distinguished and erudite professor and former Vice Principal, National College, Trichy gave a simple yet powerful lecture, which was reverberating across all the sections of the student community, influencing everyone alike, albeit in many different ways. The MBA students highly benefitted from the prudent sayings and sagacious words of wisdom as it was akin to information and knowledge coming from the horse's mouth.

Amway (short form for American Way), the largest direct selling FMCG firm in India has five brands valued over Rs. 100 crores in India!

EXCERPTS FROM THE GUEST LECTURES

Mr. V.G. Subhramanian, Corporate Consultant, VGS Associates, New Delhi

Date: 29/08/2017

Theme: Balance Sheet Interpretation

The guest lecture by Mr. V.G. Subhramanian, Corporate Consultant, VGS Associates, New Delhi provided a snapshot on “Balance sheet” analysis in personal investment and



managing capital. The resource person helped the students understand the contents of a balance sheet by reflecting the basic accounting equation in knowing assets, liabilities and owner's equity.

The illustrious and scholarly consultant also dwelt upon the income statement which helps to know how a company performs over a period of time. He felt that balance sheet identifies the financial health of any business at any point of time. The lecture was highly enlightening and useful.

The highly distinguished resource person spoke on the importance of balance sheet and he opined that running a business without monitoring the balance sheet and income statement is like a dream without a destination. The lecture was insightful in knowing the investor related decision by knowing the assets, liabilities and net worth of the company through the balance sheet.

PepsiCo plans to invest nearly Rs. 36.6 crores by 2020 in India for agricultural programmes (collaborative farming practice) for its products Lays, Kurkure, Uncle Chipps, Tropicana Juice.

EXCERPTS FROM THE GUEST LECTURES

Ms. R. Gayathri, Assistant Manager – Human Resources, Kone Elevator India Ltd.

Theme: Tooling up

Date: 09th August 2017

Ms. R. Gayathri, Assistant Manager – HR, Kone Elevator India Ltd., initiated the session citing examples of the importance of human resource management in today's world where



computers are ruling the roost. The HR department has still got to play a stellar role to play, as has been witnessed and felt and it is the only Department which is conspicuous by its absence in any organization, a well-grown IT company or small startup. She explained the strategic importance of HR in managing people, understanding the workplace culture and

diverse environment posing the big challenge to the management.

She believed that tooling up efficiently and effectively can contribute greatly to the overall company's prosperity and the accomplishment of its goal and objectives. Furthermore, she opined that the role of HR professionals should not be confined to one or two realms but also extend to multiple domains talent management, brand management, employee engagement, creating a highly productive and highly enjoyable work place, workplace contentment etc.

The lecture was a revelation to all of us on concepts such as compensation management, performance management, organizational development, training and development and so on.

The Free Cycle Network (TFN or Free Cycle) is a non-profit organization registered in the US to promote waste reduction, a web based platform. Free cycling is the act of giving away unusable items to others instead of disposing them off. It facilitates reuse thereby preventing environmental damage.

EXCERPTS FROM THE GUEST LECTURES

Shri.Manivannan, Senior Business Manager, TVE Certification Services (P) Ltd.

Theme: “Awareness of ISO QMS, EMS, OHSAS”

Date: 01st August 2017

Shri. Manivannan, Senior Business Manager, TVE Certification Services (P) Ltd., initiated the discussion on ISO QMS, EMS and OHSAS certification and its impetus to the organization. He explained the need of becoming competent internal auditors of integrated management system. He believed that learning the practices and standard operating procedures in every industry and systematizing them and auditing them have become indispensable in today's world where there is a thrust on quality and learning quality audit is highly essential and in demand. The six sigma certification programme is offered to students aspiring to become quality auditors. Similarly one can do courses in ISO. ISO 9001:2015 & ISO 14001:2015 and reviewing the existing structure and requirements of OHSAS will benefit the stakeholders directly and indirectly. QMS is Quality Management Systems, EMS is Environment Management Systems and OHSAS is Occupational Health and Safety Management Certification standard which provides a global standard to identify risks associated with the workplace (health and safety issues in workplace).

The highly renowned guest speaker emphasized the value of planning and conducting integrated management system, internal audits in accordance with the principles & guidelines of the ISO standards. He insisted the students to attend higher level lead auditing courses such as QMS, EMS and OHSMS which are highly in demand in today's industries – be it in all verticals – Services or manufacturing. He remarked that such courses will be an added advantage to the students of management discipline towards enhancing their career prospects in quality, six sigma, operations management etc.

SBI Mutual Fund, in a first of its kind initiative has launched a new fund, SMART BETA fund, an open ended scheme which would invest 95% in top 30 companies from NIFTY200 selected based on objective quality assessment and rule based screening.

“முடிவெடு! முன்னேறு!”

An Exclusive Talk Show

Date: 02/02/2018

The third edition of the flagship programme of the Department of Management Studies, a talk show, a “live and lively” interaction with a successful business tycoon, titled “**முடிவெடு! முன்னேறு!**” the closely followed and much talked about talk show



in Tamil language was successfully conducted by the Department of Management Studies of Saranathan College of Engineering on 02nd February 2018.

Our college secretary, Shri.S.Ravindran, graced the function with his valuable presence and felicitated the chief guest, a successful entrepreneur, Shri. A. Kumaran, Proprietor,

Abbai Maligai, Trichy.

The chief guest was also felicitated by our Principal, Dr. D. Valavan, whose august presence adorned the talk show programme.

The talk show programme saw the enthusiastic presence of the faculty of business administration and the academic faculty of the college from other disciplines and the students of the college pursuing MBA programme.

The talk show host was Dr. K. Karthikeyan, Head, Dept. of Management Studies, who introduced the chief guest of the day in an effervescent style and sought to know more inputs from the highly acclaimed entrepreneur and chief guest on doing business, leadership, managing diversity, work-life balance, achieving success, coping with failure, hard work, social responsibility of business and such a multitude of topics in entrepreneurship.

Hot Star, the video streaming service of Star India has emerged the market leader with 69% of market share in India as on 31st March 2018 while Netflix and Amazon Prime have struggled to capture the market in India, as per industry reports.

'LAKSHYA 2k18' – A NATIONAL LEVEL MANAGEMENT MEET

Date: 01/03/2018

National College, Trichy bagged the Overall Trophy of “Lakshya 2k18” – the sixth



sixth edition of the National Level Management Meet conducted by Department of Management Studies, Saranathan College of Engineering. The faculty coordinator of the management meet was Mr. R. Murali, Assistant Professor, Department of Management Studies.

The programme was held on 1st March, 2018 (Thursday and as many as 20 colleges

participated in the Management Meet. The programme was inaugurated by Shri. T.V. Anand, Managing Director, Manghalam Properties, Trichy.

While delivering the inaugural address, the chief guest of the day, Shri T.V. Anand highlighted the importance of work ethics, continuous improvement, effort and hard work in transforming a student into a professional.

The Management Meet had 5 Events, Best Manager, Adzap, IPL Players Bidding, Corporate Show and Business Quiz. The winners and runners-up of each event were awarded with trophies, cash Prizes, a personality development book in Tamil language titled “Kaiyarugey Vetri” authored by Dr.K.Karthikeyan- Head, Department of Management Studies. Besides, all the participants were handed over the certificate of participation.

Dr. D. Valavan, Principal, Saranathan College of Engineering delivered the valedictory address in the evening and distributed the prizes to the Winners and Runners up.

Amazon has launched the app service Audible in India, which lets users listen to books!

Accomplishments of students

S. No.	Organizing College	Winners	Event Name	Prize
1	St. Joseph's Institute of Management	Ms. Aswini.T Ms. Bhuvaneshwari.M Ms. Aishwarya.K Ms. Jananyaa.S	Adzap	I Prize
2	St. Joseph's Institute of Management	Ms. G.Madhuri.G Ms. R.Haritha.R Ms. Sivapriya.S Ms. Swathika.M	Best Management Team	II Prize
3	PRIST University, Tanjore	Mr. Krishna S.R Ms. Sreedevi.S Ms. Vinodhini.R Mr. Prakash.K Ms. Sharmili.S	Adzap	I Prize
4	PRIST University, Tanjore	Ms. Kiran M.Lakhe	Best CEO	Best CEO Award
5	PERIYAR UNIVERSITY, Salem	Mr. Prathip.C Mr. Balaji.B	Stock War	II Prize
6	BISHOP HEBER COLLEGE, Trichy	Mr. Nandhakumar.G Mr. Philip Lawrence.S Mr. Sunder Bosco.J	IBL Bidding	I Prize
7	BISHOP HEBER COLLEGE, Trichy	Mr.J.Vijay Raj	Photography	I Prize
8	JAMAL MOHAMED COLLEGE, Trichy	Mr.Krishna.S.R Ms.Sreedevi.S Ms.R.Sasikala.R Ms.Sarojini,N Ms.Sivapriya.S	Adzap	I Prize (Overall Title Winners)

The following students bagged the Overall Trophy and were crowned the Winners of the Management Meet, organized by St. Joseph's Institute of Management, Trichy on 13th February 2018

- | | | |
|----|-------------------|-----------------------------|
| 1. | Mr. Balaji .V | IPL Bidding (Winner) |
| 2. | Mr. Manikandan. K | IPL Bidding (Winner) |
| 3. | Mr. Vijay Raj. J | Capture (Best Photographer) |
| 4. | Mr. Vikram. M | IPL Bidding (Second Place) |
| 5. | Mr. Ganesan.S | IPL Bidding (Second Place) |

Today we live in a "VUCA" business Environment. VUCA is an acronym for Volatility, Uncertainty, Complexity and Ambiguity!

Accomplishments of students

The following students brought laurels to the Department, winning the coveted Overall Winner Trophy in the Management Meet organized by PRIST University, Tanjore on 21st and 22nd September 2017

- Ms. Kiran M Lakhe
- Ms. Sharmili. S
- Ms.Sreedevi. S
- Mr. Krishna. S. R
- Ms. Vinodhini. R
- Mr. Prakash. K
- Ms. Sivapriya. S
- Ms. Bhuvana. B
- Ms. Keerthana. S
- Ms. Kiruthika. S

The following students bagged the Overall Trophy in the Management Meet hosted by Jamal Institute of Management on 12th October 2017

- Mr. Syed Ibrahim.A
- Ms. Divya.A
- Ms. Sugashini.S
- Mr. Prathip. C
- Mr. Vinoth. S
- Ms. Vithaki. B

The following students were adjudged winners in the inter-collegiate management events conducted by Bishop Heber College on 18th September 2017.

IPL Bidding Event – Winners (Team Event)

- Mr. Philip Lawrance. S
- Mr. Nandha Kumar. G
- Mr. Sunder Bosco. J

Photography Event (Individual Event) - Mr. Vijay Raj. J (Winner)

Stock market investors exhibit behavioural biases in making investment decisions. The knowledge of the biases and their inter-relationships will help investors make better investment decisions and will improve market efficiency in the long run. This way, financial advisors will also be well-prepared to offer quality financial advice. Some of the well-known biases are herd mentality, hindsight bias, over-reaction bias, conservatism, loss aversion bias, gambler's fallacy, availability bias, over confidence bias etc.

Business Snippets

##In a huge relief for passengers, the Railways has scrapped flexi-fare in 15 premium trains completely, while the scheme will no longer be applicable in 32 trains during lean periods. It has also reduced flexi fares from 1.5 to 1.4 times the base ticket fare in 101 trains.

##PC Musthafa, 44, co-founder of iD Fresh Food (India) Private Limited, which makes batter for idlis and dosas, is the youngest recipient of the Distinguished Alumni Awards (DAA) in the history of IIM, Bangalore.

##Gig economy refers to a labour market characterized by the prevalence of short-term contracts or freelance work as opposed to permanent jobs. Sharing economy is a platform for sharing of goods and services and online market places are good examples of it. Collaborative consumption refers to a consumer being a provider of resource as well as user of resource. Access economy is touted to be the right term by economists and scholars.

##Chinese handset maker OnePlus had recently announced the formation of a new division to develop Smart TVs, which will be spearheaded by OnePlus founder and CEO Pete Lau.

##Access economy is a business model where goods are traded not owned.

##Uberisation is another term which refers to the use of computing platforms such as transactions between clients and providers eliminating middlemen. While it is economical, it has been criticized since it facilitates the declines of labour intensive industries and thus job losses.

##After spending close to a billion dollars to acquire more than 500 million customers, mobile wallet firms fear losing almost 40 per cent of its user base, with the Know Your Customer (KYC) registration compulsions of Reserve Bank of India. According to industry watchers, mobile wallet firms, including Paytm, Amazon Pay, PhonePe and MobiKwik, fear losing a chunk of their user base. Some like Amazon Pay have seen a 30 per cent drop in customers, with most members not updating their KYC details. "Customers see KYC as a point of friction and need to be motivated for doing digital transactions. The industry is working towards being compliant with the RBI master directions for PPIs, but the customer adoption of KYC norms has not been very encouraging," said Sunil Kulkarni, co-chairman of the PPI committee of the Payments Council of India (PCI).

##In the highly price-sensitive Indian aviation market, Vistara, a full-service carrier backed by Tata Sons and Singapore Airlines Ltd, is betting it can convince passengers to buy higher fares in return for superior service. Though all airlines in India are feeling the pinch - with debt-laden Air India and Jet Airways in such a parlous financial state they have been struggling to pay staff salaries on time - Vistara says its up-market strategy is starting to bear some fruit. The carrier has narrowed its losses and seen average fares raise this year as customers take to its product offering, including a domestic premium economy class, even though ticket prices at most rivals are falling. India's domestic airline market, the world's fastest growing at 20 per cent a year, represents an enticing long-term opportunity for Tata and Singapore Airlines. But in the shorter term it has turned into a financial sinkhole - high oil prices and a weaker currency are not being recouped in fare prices, driving carriers into the red.

##As many as 10 online food ordering platforms, including Swiggy, Zomato, UberEats and Foodpanda have delisted over 5,000 restaurants for not having approval from the Food Safety and Standards Authority of India.

##India's market watchdog, SEBI has taken a laudatory step in mandating listed companies to inform stock exchanges within a day or two of loan and interest defaults to banks or financial institutions at their end. The move will apprise investors of the financial solvency of the companies. In the books of the banks, the default shows up as non-performing assets at the end of 90 days. A similar action by the Company Law Board and the Union Labour Ministry, compelling registered companies to inform the defaults on salaries bills and tax dues would prove revolutionary.

Business Snippets

##If all goes well; Bengaluru may become the first city to launch a helicopter taxi service from its international airport to the Electronics City. As per the current plan, Thumbby Aviation is to commence operations with one helicopter. Thereafter, the plan includes connecting the international airport to other strategically sustainable points in the city like the HAL airport, Whitefield and perhaps, some of the high-rise buildings that have provisions for helipads.

##The National Stock Exchange of India Limited (NSE) has signed a Statement of Interest with NITI Aayog to improve the quality of life of citizens by providing safe drinking water, education, sanitation and elderly care in three districts of Ramanathapuram in Tamil Nadu, Kkarauli in Rajasthan and Nandurbar in Maharashtra.

Nice read on “Selecting the right shares to invest in stock market”

##How does your average day look like? Does it begin with a cup of sizzling, hot tea (TATA), before breakfast (ITC AASHIRVAAD)? Do you then, step out in your car (MARUTI), while stopping at the HPCL Petrol pump on the way to work? The network provider that you use (Bharti Airtel/Reliance), the banks you have an account in (SBI/HDFC), the vehicles we drive, and the dozens or hundreds of products and services you use regularly have become an integral part of our life without us even realising it. Chances are that there won't be a day when you won't need tea, or a Bank, automobile, food, daily supplies, electricity and a working cell phone connection. Here are some of the familiar names that we come across and use every day: Tanishq/TATA Tea/TATA Coffee, AASHIRWAAD Atta and Sunfeast biscuits from ITC, Lux, Surf Excel and Dove from Hindustan Unilever, SBI, HDFC, AXIS Bank, Colgate-Palmolive, Reliance fresh, Reliance Digital etc.

These products and services are going to stay in a consumer's life, and thrive in the years to come. Why, because we are a creature of habit. A Colgate or a Maruti car or a Hindustan Lever product is more of a habit than a choice; and habits are hard to break.

Have you ever wondered if you could take a step ahead and along with buying these products, get to invest in their parent companies? How would it feel to be a part of the success story of these firms?

These giant firms in the investment universe are known as blue-chip companies. A blue-chip company typically has a market capitalization in billions and is generally the market leader or among the top companies in its sector, and as mentioned above, is more often than not a household name.

Now, where would you find these Blue-Chip companies to invest? The answer is Large Cap Mutual funds!

The large cap funds here offer a perfect balance between returns and risk. Trustworthy, reliable and consistent are just three adjectives that are often utilized to refer to a large-cap fund. Such firms typically have powerful corporate-governance practices and have created wealth for their investors gradually and steadily over a very long term.

Infosys Foundation, the philanthropic arm of Infosys has signed a MoU with the Karnataka Police to set up a centre for cyber crime investigation training and research and maintain it. The centre will train police and create standard operating procedures towards tackling cyber crimes and making the cyber space safe.

Business Snippets

###The mega Kumbh Mela which began on January 15th, 2019 and is slated to continue till 4th March 2019 is expected to generate a revenue of Rs. 1.2 lakh crores for Uttar Pradesh (Source: Reports of Confederation of Indian Industry).

###There's a book shop in Dubai, named Book Hero that has such faith in its customers that it there's no staff. Customers leave the payment in a Trust Box.

###Business Models to blame???

Two different strikes, separated by economic doctrines but bound together by common grievances, point to the vulnerabilities of the new class of workers in India. The first of these, by the drivers of Ola and Uber cabs demanding the fixing of a base fare for trips along with an increase in the per kilometer fare, started simultaneously in Delhi and Mumbai but, after fizzling out in Delhi was on in Mumbai. The second was a strike by 12,000 contractual employees of the state-run Delhi Transport Corporation (DTC), demanding higher minimum wages and the implementation of pay parity between contractual and permanent employees.

Gig economy drivers who work with Uber and Ola are treated as mini-entrepreneurs and so are expected to share in the fortunes of the companies without enjoying any of the benefits available to permanent employees. The DTC strike ended in a day as the state government agreed with alacrity to the workers' demands, despite having imposed the Essential Services Maintenance Act (ESMA) earlier.

It needs to be seen in the context of the Minimum Wages Act of 1948 which called for the Government to review wages every five years. While the unions insist this hasn't happened, it is also true that DTC's staff productivity levels are among the lowest in the country and it is the biggest loss maker among state transport corporations.

However, it is the strike by cab drivers who are a part of the new economy that appears more vexed. With no single union representing the strikers and no authority in place to consider and adjudicate on their demands, the driver partners as they are dubbed by the companies are not even sure of their rights. Since they only get to see the destination after they have accepted an incoming ride and started the trip, very often they are forced to cancel rides because the fares are simply not remunerative enough.

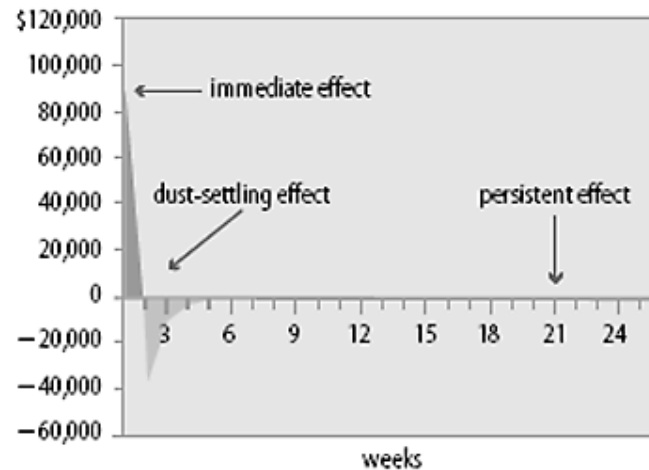
UDAN-RCS, UDAN (Ude Desh kaaam Naagrik) is a regional airport development and "Regional Connectivity Scheme" (RCS) of Government of India, with the objective of "Let the common citizen of the country fly".

Business Snippets

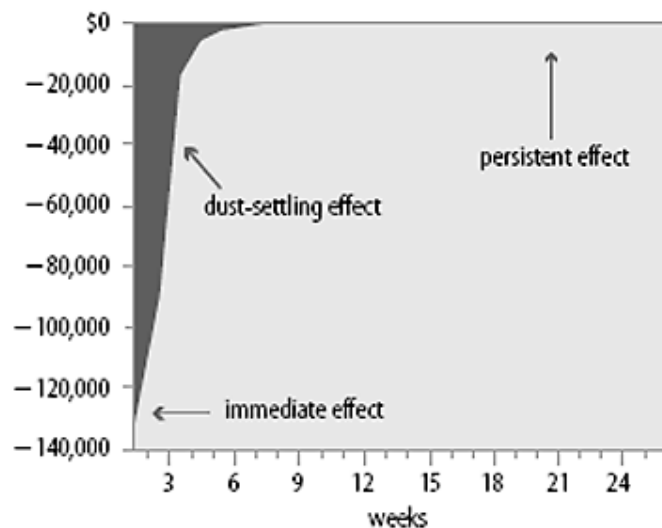
Cheese Log: A Promotion's Fleeting Effect

A one-week price cut of ten cents per ounce on a national brand of cheese produces short-term revenue effects that differ markedly for retailers and manufacturers. But when the promotion ends, revenues quickly snap back to baseline, where they remain.

Change in manufacturer's revenue



Change in retailer's revenue



Any sales promotion has only a fleeting effect on revenue, short term revenues increase whereas it leads to loss since gains from increased sales are more than offset by defections from regularly priced brands and in the medium term (dust-settling effect) the revenues fall as customers migrate back to their original brands which run similar promotions and the persistent effect is also fall in revenues!

Sagarmala Programme of the Govt. of India aims to modernize India's Ports so that port-led development can be augmented and coastlines can be developed to contribute in India's growth. It also aims for "transforming the existing Ports into modern world class Ports!"

Business Snippets

##Facebook has launched its virtual reality social networking platform called Spaces. The new Live tool will let users feel like they are spending time real-time with their friends, no matter where they are.

##Amazon app's new feature Spark lets users post images and share comments and likes of their products. It is touted to be a brand engagement tool and a combined version of Pinterest and Instagram.

##The Indian telecom industry is passing through its most disruptive phase, reeling under a debt burden of Rs. 4.5 lakh crores and declining revenue. It is among the heavily taxed industries.

The estimated cost of rolling out broadband and internet services for the unconnected is around Rs. 2 lakh crores and the industry does not have the money to invest the amount over the next few years. The huge spectrum cost, price wars, the GST, a not so rational spectrum usage charge paid by the operators/licensees to the Government which is calculated as a percentage of their adjusted gross revenues have contributed to the mess the telecom is in. Furthermore, the India's 75% of cell towers are run on diesel, which attracts 100% taxes and which cannot be set-off against the usual tax liabilities.

##Online shoppers look to reviews to make an informed purchase decision, but some third-party sellers are buying fake reviews to improve their search results. To outwit Amazon's fraud detection, shady merchants have become increasingly sophisticated, using Facebook groups and Reddit posts to find reviewers. Amazon fans can avoid being swindled by using websites like ReviewMeta or FakeSpot for estimates on the trustworthiness of a product's reviews.

The Govt. of India has given Geographical Indications tag to Alphonso mangoes of Maharashtra which has export markets in Japan, Europe, Australia and the US.

Business Snippets

- ❖ Hindustan Unilever Limited which is known for innovations, propounding the philosophy of “dirt is good” for Surf Excel, also has done something unique through its “mobile marketing initiative” targeted at rural consumers who live in media-dark regions.

Media-dark regions are areas where there is no electricity for several long hours, resulting in no access to TV, radio. In such regions, mobile phones were discovered to have a tremendous reach and so the initiative, Kan Khajura Tesan (meaning earworm radio channel) was launched whereby customers can give a missed call to 1800 3000 0123 and the customers would then receive a call from the channel to enjoy pre-programmed content consisting of local music, jokes, an RJ to host the show and HUL advertising spots. Thanks to data analytics, the content is so designed to suit the age profile of the caller and the channel also offers video content over mobile phone. Thus, HUL has been able to contact and reach out to vast majority of customers at incredibly low cost per contact. No wonder, HUL is placed 7th in the global list of “Most innovative companies” and 1st in India.

- ❖ With every passing quarter, the Average Revenue Per User (ARPU) of top telecom companies- Bharti Airtel and Vodafone Idea has been dipping alongside that of Reliance Jio's. But the Mukesh Ambani-led telecom's ARPU has been slightly better than that of the other two telecom companies. In order to increase their ARPU, telecom companies have come up with a plan and that is to remove talk time prepaid plans. Talk time recharges are a thing of the past as both Bharti Airtel and Vodafone Idea have removed talk time recharges of various denominations- Rs 20, Rs 30, Rs 50 and so on.

Seven officers of IL&FS (Infrastructure Leasing and Financial Services Ltd.) were held as hostages by the local staff in Ethiopia for non-payment of salaries. IL&FS has loan defaults to the tune of US\$12.6 bn!!!

Business Snippets

U.S. lawmakers' grilling of Google CEO Shri.Sundar Pichai may have sounded like a broken record, but it amplified the prickly issues facing technology companies as the Democrats prepare to take control of the House of Representatives winning the lower house elections in the US, which were held on 6th November 2018.

User privacy

Looming over the technology industry is the possibility of government regulation intended to protect people's data. One model for lawmakers may be Europe, where new rules governing data and privacy have come into effect.

Mr. Ted Poe, a leading advocate in Washington, the congressman from Texas district tried to pin down Mr. Pichai on privacy, by saying "I've got an iPhone," and sought to get an assurance from Google if Google will not be able to track me when I move?" If he moved to the left toward his Democratic colleagues on the panel, would Google know?

"Not by default," Mr. Sundar Pichai answered.

Mr. Poe demanded a yes or no answer, but Mr. Sundar Pichai indicated it was complicated.

Other lawmakers questioned whether regular people know how much data Google can collect about them and how to stop being tracked. Privacy, of course, is also a huge issue for Facebook, which has spent nearly a year trying to recover from the Cambridge Analytica data mining scandal, which took place in early 2018 and brought to the fore the fact that personal data of Facebook profiles of people were being harvested illegally. This revelation of scandal led to a massive fall in the share price of Facebook. The data harvest was with a malicious intent to influence public opinion on intense competitive campaigns of US President Donald Trump and Mr. Ted Cruz which ultimately culminated in the victory of Mr. Donald Trump.

Searching for bias

Lawmakers from both parties seem determined to re-examine whether Google rigs its search results to promote its own services and its own political agenda, too. President Donald Trump also has complained about the issue (without evidence).

European regulators already have concluded Google manipulated its search engine to gain an unfair advantage over other online shopping sites in the lucrative e-commerce market, and fined the company \$2.8 billion. Google disputes those findings and is still appealing the decision reached in 2017.

Johnson & Johnson saw erosion of US\$40bn. of its market value after it became known that the US healthcare giant knew for decades its baby powder was tainted by asbestos!

7 issues that determine success of US-China Trade Talks

- 1) The US accusation that China forces US firms to share sensitive technology and share intellectual property is one of the thorniest issues and could make or break any talks of truce between the two nations.
- 2) China's Huawei, whose vision is to bring digital to every person, home and organization for a fully connected, intelligent world and whose NEW YEAR message for 2019 is "FIRE IS THE TEST OF GOLD" is racing to develop 5G technology and owns a tenth of essential patents worldwide. But its efforts have been frustrated by the US, which has banned its products for Government procurement and encouraged other nations to do the same.
- 3) China's Made in China 2025 plan aims to transform China to a advanced manufacturing leader by targeting 10 emerging sectors, robotics, clean energy vehicles, biotechnology and so has raised the ire of the US.
- 4) After imposing a 25% retaliatory tariff on vehicles imported from the US, China temporarily scrapped duty starting 1st January as the world's two largest economies look to cool trade tensions.
- 5) China is also expected to remove retaliatory tariffs on US farm products – corn, cotton, pork, soybeans that hurt the US economy badly.
- 6) The US is becoming a major exporter of oil and natural gas while China is emerging as the biggest buyer of oil and natural gas. Hence, lifting retaliatory tariffs by China on US supplies of natural gas and oil is good for all other countries with regard to the energy sector.

IBM India earns over 800 patents in 2018, the second highest contributor to the company's global record of 9,100 patents in the US in 2018, with nearly half of them in Artificial intelligence, Block Chain, Cloud Computing, Cyber Security.

Business Snippets

An incisive and insightful article from INDIATODAY

Can we forget Mr. Vijay Mallya, the liquor baron who once had a majority stake in United Beverages, the face of Kingfisher Airline and Royal Challengers Bangalore, and a host of other things?

Vijay Mallya owes approximately Rs 9,000 crores to various Indian banks. He defrauded them over years and now is in the United Kingdom. India says it wants him to be deported and efforts are on. Another name that you must have heard of is Nirav Modi, the diamond businessman who defrauded Indian banks to the tune of more than Rs 11,300 crores.

But this is not an article about India's fugitive billionaires. Forget them for a while. This article is about you and your money. In less than four years (April 2015 to September 2018), banks in India have earned at least Rs 10,391.43 crores by charging you for just two things--failure to maintain minimum balance in saving accounts and carrying out more than the permitted number of free ATM transactions in a month.

This amount is more than what Mr. Vijay Mallya owes, and is 92 per cent of the amount owed by Mr. Nirav Modi. Hold on and take a breath because this amount is just the one collected by public sector banks. It doesn't include the earnings made by private banks by collecting fines. The amount earned by banks by collecting these two fines is more than the Rs 10,000 crores that the central government approved on Friday (December 28, 2018) for India's first man mission to space, Gaganyaan.

Penalty for non-maintenance of minimum balance is much higher in private banks as compared to public-sector banks. For example, between 2015-16 and 2017-18, India's three private banks Axis Bank, HDFC Bank and ICICI Bank earned Rs 4,054.77 crores by fining their customers for not maintaining minimum balance in their savings account.

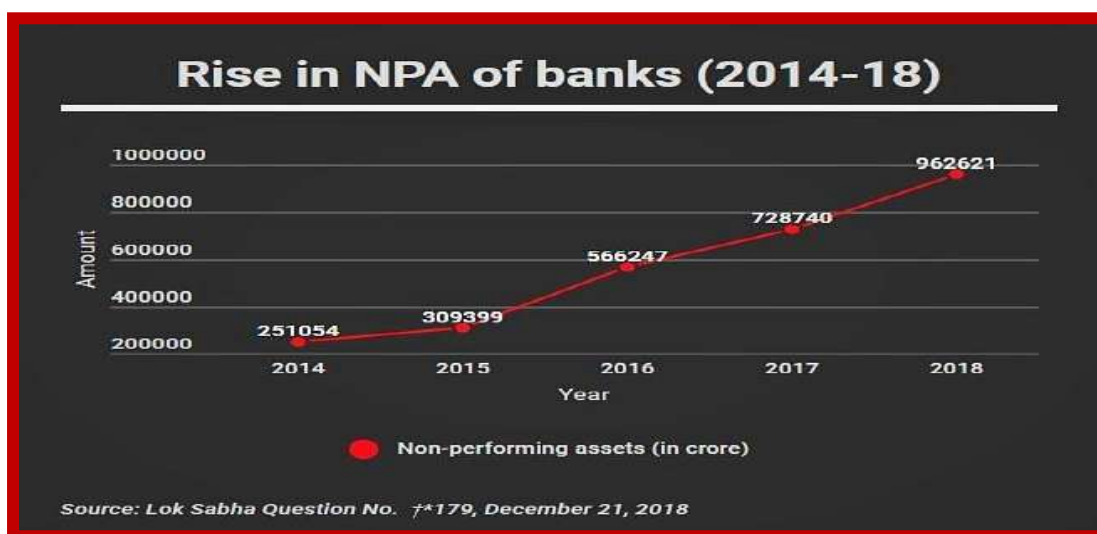
Fines for non-maintenance of minimum amount and extra ATM transactions are just two of the many types of charges that banks levy on customers. Other charges include annual ATM maintenance fee, fee for RTGS, fee for NTFS, free SMS alert, internet banking fee, among others.

With a majority of public sector banks running in loss due to piles of non-performing assets (NPA) accumulated over years, are banks trying to find a way out to at least meet their operational costs by charging ordinary customers? As per another written reply of the central government in the Lok Sabha, the non-performing assets of all public sector banks was worth Rs 9,62,621 crores as on March 31, 2018. Between March 31, 2014 and March 31, 2018, the non-performing assets of public sector banks saw an increase of 74 per cent from Rs 2,51,054 crores to Rs 9,62,621 crores.

It's not rocket science for banks to understand and empathise that the accounts that are not maintaining the minimum amount are not owned by millionaires, but by very ordinary people, many of whom would be positioned in the economy at a place where maintaining the minimum balance is a far cry. The banks are well within their rights to levy fines because the law provides it. But it remains an open-ended question as to how rational and justifiable these charges levied on common people are when juxtaposed to heaps of bad debts (amount owed by millionaires – Non Performing Assets (NPAs) which the banks have miserably failed to address).

Telangana is the first and the only state to implement the investment support scheme for farmers which provides upfront cash support i.e. Rs. 4000 per acre to land-owning farmers to cure farm distress, touted to be a better scheme over Farm loan waivers as promised by the Prime Minister as such waivers will prove to be dangerous mandates on public sectors banks which are just coming out of Non Performing Assets (NPAs).

Business Snippets



###India has proposed to Japan that it is keen to manufacture and export the bullet train coaches which could bring down the cost of operating the Shinkansen trains in the country. India is building the country's first high speed rail corridor between Mumbai and Ahmedabad which is expected to be operational by 2022. Initially, India is set to buy 18 such Shinkansen trains from Japan for Rs. 7,000 crores.

###Red Hydrogen - The world's first holographic Smartphone!

It's not often that an entirely new player enters the mobile market but for RED, a company that's carved out a reputation for amazing camera systems, that's precisely the plan. The RED HYDROGEN One Media Machine is set to bring major innovation to pockets around the world.

The HYDROGEN One functions like any other powerful, modern Android smart phone but switch on its camera app, media player, Holopix image sharing platform or any other 4view enabled software and it seamlessly switches to holographic mode, which features some truly awesome capabilities. Those include capturing holographic images and video, watching 3D movies, seeing other RED users' 4view images and hopefully, much more with time.

###Six hundred employees of Hari Krishna Exporters, a diamond trading company run by Savji Dolakia, a Surat based merchant were given Maruti Suzuki cars as Diwali bonanza to reward their loyalty!

###Federal Reserve Bank of New York is the largest gold depository in the world!

###IndusInd Bank has launched the first ever single debit cum credit card in India!

###Education technology platform Byju's, online financial marketplace Policybazaar.com and online-to-offline retail marketplace Paytm Mall have become the new unicorns in 2018 after two dull years in India's start up ecosystem. A unicorn is a privately held startup company valued at above US\$ 1bn. A decacorn is a company valued at over US\$ 10bn and hectacorn is a term for company valued at over US\$100bn.

Business Snippets

ICF unveils engineless Train 18

In an historic moment for the Indian Railways, its coach production unit Integral Coach Factory (ICF) unveiled the indigenously-developed engineless trainset (codenamed Train 18). The electric locomotive has been integrated into a bogie, as in an Electric Motor Unit. After getting clearance from the Research Design and Standards Organisation, Lucknow, this trainset will replace the popular Shatabdi trains.

Initially, two trainsets have been ordered by the Railways and they will be on trial between Delhi and Bhopal, replacing Shatabdi trains. The trainset that can touch a maximum speed of 160 kmph was developed at nearly half the cost that usually goes into similar developments.

The 16-coach train will have the same passenger- carrying capacity as a Shatabdi. It will be 15-20 per cent energy-efficient compared with the conventional electric-powered locomotive trains.

Styles of stock investing can be classified into two, fundamental investing and technical investing. While a fundamental investor studies financial details and other company related information to pick his stocks, a technical investor studies price patterns, trends, mathematical models and graphical data to pick stocks.

Decline of Globalisation – red flags (cues/signals)

Economic globalization creates more wealth as countries focus outward for business transactions, human resources, and interaction more than what is possible in a closed economy. As a result, trade and other economic activities grow faster than the GDP.

De-globalization is the exact opposite of globalization. As more and more developed countries are making strategic changes in their policies to focus inward and provide employment to their own citizens, growth in terms of trade between different counties is declining and the GDP is shrinking.

Geopolitical crisis has added to the existing tensions and has reached a new high with old political rivalries being reignited with the rise of conflict of interest between the US, North Korea, China and Russia.

Terrorism has destroyed the tourism industry in many major parts of Central Asia such as Syria, Turkey and Iran. Violent extremism is gaining ground in G20 countries, forcing those in power to rethink their foreign policies. The US President Donald Trump does not approve of the US association with the World Trade Organization (WTO) and has proposed to take out the US from the WTO. If this happens, International trade will experience further decline. Donald Trump's H1B visa reforms have made it difficult to gain work permit in the US. What this means for a developing country like India is yet to be fully seen but the Indian Information Technology Industry and its techies are the first to bear the brunt of the reversing trend of globalization. Britain's decision to exit from the European Union has negatively impacted the financial market and is being considered a major setback for globalization.

Dash Charge is an innovation of OnePlus mobile phones, which enables charging the phone quickly and which does not make the phone hot due to usage.

How to manage when things tend to spiral out of control
Emerging entrepreneurs – words from the horse's mouth – Aneesh Reddy, co-founder, Capillary

Capillary Co-Founder shares his experience on dealing with pouring funds and burning huge amounts. Egos clash and so do ideas. Entrepreneurs need a healthy ego to succeed, but with three co-founders in the mix and flush with funds, that is the time when things tend to spiral out of control.

Founded in August 2008 by IIT-Kharagpur alumni Aneesh Reddy, Krishna Mehra and Ajay Modani, and offering cloud-based software solutions to retailers, Capillary Technologies was finding its feet. It was 2012. The software-as-a-service (SaaS) provider had raised Rs. 60 crores (US\$15.5 million) from venture capital firm Sequoia Capital and Norwest Venture Partners and from existing investor Qualcomm Ventures.

“Till 2011-12, we ran the company on a shoe-string budget. Though we raised money, we invested a lot back. In 2012, we were doing Rs. 5 lakhs a month cash burn on revenues of Rs. 1.1-1.2 crores. It was at that point, we raised Rs. 60 crores, technically 100 years of burn,” recalls Aneesh Reddy.

Hand over that kind of money to 25-26-year-olds, the age of the three co-founders of Capillary, and “one goes completely mad,” says Aneesh. “We wanted to raise US\$8 million, but both our investors wanted in, so there was US\$11 million that came into the company, and US\$4.5 million came in the second raise. All of us made money, investors and employees,” he reminisces.

*Getting \$15.5 million instead of the earlier envisaged \$8 million made the trio trigger-happy.
The result: the entire money was burnt in 18 months.*

Instead of restricting work to its two offices, they opened 10 offices in 2012: “in the US, the UK, Australia, South Africa, Hong Kong, New Zealand...No one told us it was a crazy idea, so we did it. And credit to our investors, they just allowed us (to) be,” says Aneesh.

The decision was clearly not “investor-induced”, but when trouble arose, tough decisions had to be taken. Shutters needed to be pulled down fast.

Co-Founder Krishna Mehra had moved to the US as part of the expansion plan. The “fantastic techie at heart found the Silicon Valley too tempting”, so when the “super hard call to shut the US, the UK, Australia and South Africa operations was taken, Krishna exited,” says Aneesh.

With the team “burning huge amounts in certain markets which were hemorrhaging and doing extremely well in others where we were not investing much,” the loss was the natural corollary of these dissensions.

That was in 2014. “It was an overwhelming time for all of us,” recalls Aneesh. “We were running out of money so fast, especially the 5-6 months when we had just 15 days of money left.”

The tough period

Downing shutters and cutting losses was the only way ahead, as was the decision to exit. Though co-founder Ajay Modani moved out a year later, and both Ajay and Krishna started up again individually, Aneesh did not cut ties with his co-founders.

*“I am an angel investor in both their companies. One has a food tech start-up in the US, and the other an online catering business in India. Both are foodies, so it worked out at the end. We continue to be good friends,” says Aneesh.
Unfazed at the amount burnt and since certain geographies were doing extremely well for the company, investors decided to help out with more money.*

“We have raised \$120 million till now, with \$50 million as secondaries, that is for employees, founders and other angels exiting. The rest \$70 million has gone into building the firm,” he says, adding that the company is now focussing on four large geographies — India, West Asia, South East Asia and China.

The firm's technology has now been used across 25,000 stores in 30 countries by over 400 top brands, including Pizza Hut, Walmart, Al-Futtaim, Future Group, KFC, Starbucks, Giordano, Madura Garments, Bata, Puma and Samsung, to enable easy and seamless consumer experiences.

“Entrepreneurship is a self-purification process,” says Aneesh. “As an entrepreneur, one should not get caught in one’s own ego. As entrepreneurs, we are super optimistic all the time, but don’t get overwhelmed by your own greatness. Instead use it and leverage it,” says Aneesh.

Ticking some of the lessons learnt from this exercise, Aneesh says, “We were 5-times close to never having money. So one thing is clear: entrepreneurs need to raise more money than is required. Things do go wrong and things don’t pan out. Raise 1.5 times what your excel sheet suggests you raise. This will ensure that something that is supposed to take one year will actually get done in six months flat.”

In hindsight, Aneesh says “we could have reached this current position in 6-7 years and not taken 10.”

Hard truth

Another hard truth: plan for your growth. “For the first eight years of the company, we were just 10-11 sales guys, and although we were growing, we did not add capacity. We did that only in the 9th year and so lost out.”

The other learning in planning one’s growth is, “it removes a lot of stress.

It is much easier to double the sales team each year, than grow the sales team five times suddenly when you have to catch up.”

At Capillary Technologies, it is time to celebrate a decade. Though only Aneesh remains today at the helm, he continues to hold a torch for his friends and co-founders, happy to show-off a beautiful picture of the two former co-founders in a garage where it all started.

A Fable – analogy to stock market

Once upon a time, a man appeared in a village where he announced to the villagers that he would purchase monkeys for Rs. 100 each. Full of excitement and greed, the villagers started catching them. The man bought 1000 monkeys at Rs. 100 each.

As the supply diminished, they became difficult to catch. The man now announced that he would pay Rs200 for each monkey. The villagers renewed their efforts and caught 1,000 more monkeys. As the supply diminished further the man raised the offer to buy each monkey for Rs300. Monkeys became so rare that it was difficult to even see a monkey, let alone catch it. But the villagers still managed to catch another 500 monkeys.

The man now announced that he would buy monkeys at Rs. 500 each and since he had to go to the city for some urgent work, his assistant would now buy on behalf of him. The assistant told the villagers, “I will sell all these monkeys to you at Rs. 400 each and when my master comes back you can sell to him for Rs. 500”. The villagers, by now blinded by greed, used up all their savings and bought all the monkeys.

They neither saw the man nor does his assistant, ever again, only monkeys everywhere! The villagers now owned 2500 monkeys. They were paid Rs. 4.5 lakhs to catch them and they bought them back for Rs. 10 lakhs.

“This is how risky stock market can be if the investors are not prudent enough! But without risk, there is no reward”

WhatsApp is to get some new features such as finger-print lock, dark mode to reduce eye strain etc. in 2019

Newsletter Editorial Team

Co-ordinator: *Dr. K. Karthikeyan, HoD-MBA*

Editor: *Mr. K. Arun Prasad, AP, MBA*

Associate Editor: *Dr. J. Rajesh, AP, MBA*

Thank you!

Department of Management Studies

Saranathan College of Engineering

Panjappur, Tiruchirappalli 620012

Contact No.: 8489915213

Mail: karthikeyan-mba@saranathan.ac.in