



Volume - V No - II

सम्वृद्धि

# LOOKING BACK

SAMVRIDHI NEWSLETTER



# “ MESSAGE

I am very delighted to know the department of management studies is releasing its latest edition of student magazine samvridhi.

With great pleasure I would like to appreciate the energy and enthusiasm of the faculty and students on the eve of its release. The students have displayed high level of talent in various activities organized by the department and college.

It speaks of the faculty strength and potential of the students. I wish the faculty and students all the very best in making samvridhi as their Pride possession.

*PRINCIPAL*



It is my pleasure to congratulate and appreciate all the students who have put in their efforts in bringing out the latest edition of samvridhi newsletter for this academic year. I also congratulate all the students for their enthusiasm, active participation and for contributing articles and artwork.

I appreciate all the faculty members of the department for the support and for motivating students to write articles for the newsletter. I look forward more newsletters for informative article to come in the future.



*HEAD OF DEPARTMENT*

It gives me immense pleasure to congratulate the amazing effort put forth by team samvridhi. Idea generation initiation, innovation and integrity defines team samvridhi. I am quite positive that samvridhi would provide the readers with educational information, helpful hints and tips, events and news from businesses at various National and international platforms. Samvridhi in a beautiful way moved towards establishing its own identity. I am so proud of the team for the success. The team consists of wonderful combination of members who are both the dreamers and doers. I am sure samvridhi would move towards new height due to the dedication of the team members. I would like to wish all the best to everyone associated with samvridhi.

*CO-ORDINATOR SAMVRIDHI*





# FOREWORD

“Time and reflection change the sight little by little 'till we come to understand.” – Paul Cezanne.

“Looking Back”, as the name suggests, is an edition of Samvridhi that makes you ponder on the past and compare it with where we are today. While parts of it make you consider how far along we’ve come, other parts make you realize there’s still a long bumpy way to go.

From reflecting on how employment and views of society on women entrepreneurs have changed over the years to forcing our attention towards evolution of the literacy rate in India and how Amazon rainforest looked like back in the day, Samvridhi brings to you an edition filled with articles that take you back down a long road into the past allowing you to reflect. With a newly introduced Business Section that talks about various business highlights, new business trends, some unheard of startups and entrepreneurs, our management newsletter is all set to feed you with just the right business awareness and knowledge. Enclosed within are also articles like “Are Honeybees Important?”, “Blue Brain Technology” and yet another intriguing “What If” section.

This new quarter, sit back and let this new edition help you look back on the past, reflect on the present, and plan for the future.

# “ SAMVRIDHI TEAM



## **BBA 1st year**

M. Rishika  
M.Chandana  
Elizabeth  
Neha Soni  
T.Sai Pallavi  
Krithika

## **BBA 2nd year**

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Harshita  
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## **BBA 3rd year**

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Sriya.K

## **MBA 2nd year**

M.Pravallika Reddy  
G.L.Gayatri  
A F Lekhana  
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Mananjay Prasad  
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# “ Amazon : The lungs of the world

Who's life was set on fire? Ours or Amazon? Amazon survived but we won't! Everyone is aware of the fact that Amazon had gone through its difficult time. How can we destroy our own livelihood? It generates more than 20% of the world's oxygen. This kind of forests are not only home for the human beings but for the bio diversity too. It is a home to 10% of the world's known biodiversity. What about them? We're not living our life in a proper way and not letting other species to live peacefully.

It is human tendency to blame others for what ever happens. In this scenario too, the people criticised Brazil's president Jair Bolsonaro. Seriously? You think he was the reason behind this and not we? It is a disgrace that the forest served the whole world and when things went wrong it was the president who was blamed. "No country in the world has the moral right to talk about the Amazon.You destroyed your own ecosystems." - by Brazil's president. Why were the precautions taken after the fire? Apart from Amazon there was also a worldwide outcry when the "Notre dame cathedral" was on fire. Amazon has been on fire for the past month. The fires are destro



-ying the homes of indigenous tribes and threatening millions of animal species. All I wanted to say is "deforestation is neither new nor limited to one nation" will it work out if we just sit at one place and criticise others spread the hashtags and list out the ways and act as if we really care? The lungs of the Earth are in flames. Just before the day of the Amazon's fire, the photos of the blackened sky began topop on Twitter. If ignored , the lives of different species will be similar to the blackened sky.

We are slowly killing ourselves and other innocent creatures. Let's make the world a beautiful place as it was once upon a time. This is our property, it belongs to us.

THIS MATTER CANNOT BE IGNORED!!

- Aradhna  
BBA (2b)

# “Animal Protection



Animal rights are exactly what the title says - those rights that belong to animals. Just as humans have rights to healthy, safe lives, so do animals. But animals have other worries as well. Many humans feel that animals are a property they own and treat them with little respect or with downright cruelty. Today animal rights laws are on the books across the world, and some campaigners are even pushing for a United Nations Universal Declaration of Animal Rights to mirror the declaration of human rights. You don't have to become an international campaigner to do your bit for animal welfare, however. Use the tips in this article to get on your way to protecting animal rights in your daily life.

As of April 7, 2007 (March 29, 2007 in Wales), the overriding legislation governing animal welfare is the Animal Welfare Act 2006. This Act makes it a crime not only to be cruel to an animal, but to neglect an animal's welfare needs as well.

The main provisions of this Act include: A minimum age of 16 to purchase or win an animal. A requirement to provide a pet with a suitable home and diet. A requirement to allow animals appropriate conditions for normal behaviours. A requirement to protect animals from pain, injury, suffering or disease. Pet owners and ones who mistreat or neglect an animal's needs face a number of penalties under the Animal Welfare Act 2006. Punishments include: A ban on owning animals. A fine of up to £20,000. A prison sentence.

Government laws banning cruelty to animals and promoting animal welfare are a great start towards protecting animal rights, but it requires everyone to take responsibility for animal welfare before threats to animals are truly diminished. If you are wondering how you can possibly make a difference to animal welfare, then there's good news! There are many easy ways that allow ordinary citizens to protect animal rights in their everyday lives. Some of the most common methods of protecting animal rights include: Joining the Royal Society for the Protection of Animals (RSPCA) or Animal Aid to show your support for their good works. Donating money to animal welfare street campaigns, or donating your time and talents to local animal shelters. Raising funds for animal rights campaigns, or fundraising to make a lump sum donation to an animal rights organisation of your choice. Refusing to purchase products that can not be labelled "cruelty free" or be guaranteed that they haven't been tested on animals. Purchasing only cosmetics and household products that meet humane standards. Adopting abused or abandoned animals. Providing a loving, healthy home for pets. Signing petitions protesting animal testing. Avoiding fur and even leather clothes and accessories. Cooking only natural and organic foods. Considering a change to a vegetarian lifestyle.

# “ Article 370

**History :** In October 1947, the Maharaja of Kashmir, Hari Singh, signed an Instrument of Accession that specified three subjects on which Jammu & Kashmir would transfer its power to the government of India:

1. Foreign affairs 2. Defence 3. Communications

In March 1948, the Maharaja appointed an interim government in the state, with Sheikh Abdullah as prime minister. In July 1949, Sheikh Abdullah and three other colleagues joined the Indian Constituent Assembly and negotiated the special status of J&K, leading to the adoption of Article 370. The controversial provision was drafted by Sheikh Abdullah.

## What are the provisions of Article 370?

Parliament needs the Jammu & Kashmir government's approval for applying laws in the state – except in cases of defence, foreign affairs, finance, and communications. The law of citizenship, ownership of property, and fundamental rights of the residents of Jammu & Kashmir is different from the residents living in rest of India. Under [Article 370](#), citizens from other states cannot buy property in Jammu & Kashmir. Under Article 370, the Centre has no power to declare a financial emergency in the state. It is

important to note that [Article 370\(1\)\(c\)](#) explicitly mentions that Article 1 of the Indian Constitution applies to Kashmir through Article 370. Article 1 lists the states of the Union. This means that it is [Article 370](#) that binds the state of J&K to the Indian Union. Removing [Article 370](#), which can be done by a Presidential Order, would render the state independent of India, unless new overriding laws are made. Article 370 of the Indian constitution gave special status to the region of Jammu and Kashmir. The Constituent Assembly of Jammu and Kashmir, after its



establishment, was empowered to recommend articles of the Indian constitution that should be applied to the state or to abrogate the Article 370 altogether. [ARTICLE 370](#) embodies six special provisions for Jammu and Kashmir. First, it exempted the State from the provisions of the Constitution providing for the governance of the States. Jammu and Kashmir was allowed to have its own Constitution within the Indian Union. Second, Parliament's legislative power over the State was restricted to three subjects - defence, external affairs and communications. The President could extend to it other provisions of the Constitution to provide a constitutional framework if they related to the matters specified in the Instrument of Accession. For this, only "consultation" with the State government was required since the State had already accepted them by the Instrument. But, third, if other "constitutional" provisions or other Union powers were to be extended to Kashmir, the prior "concurrence" of the State government was required. The fourth feature is that that concurrence was provisional. It had to be ratified by the State's Constituent Assembly.

Article 370(2) says clearly: "If the concurrence of the Government of the State... be given before the Constituent Assembly for the purpose of framing the Constitution of the State is convened, it shall be placed before such Assembly for such decision as it may take thereon." The fifth feature is that the State government's authority to give the "concurrence" lasts only till the State's Constituent Assembly is "convened".

It is an "interim" power. Once the Constituent Assembly met, the State government could not give its own "concurrence". Still less, after the Assembly met and dispersed. Moreover, the President cannot exercise his

power to extend the Indian Constitution to Kashmiration" indefinitely. The power has to stop at the point the State's Constituent Assembly drafted the State's Constitution and decided finally what additional subjects to confer on the Union, and what other provisions of the Constitution of India it should get extended to the State, rather than having their counterpart embodied in the State Constitution itself.

Once the State's Constituent Assembly had finalised the scheme and dispersed, the President's extending powers ended completely. The sixth special feature, the last step in the process, is that Article 370(3) empowers the President to make an Order abrogating or amending it. But for this also "the recommendation" of the State's Constituent Assembly "shall be necessary before the President issues such a notification.



- Krithika Thakur  
BBA 3rd year

# “ Employment : (Then vs Now)



Employment has changed a lot during the last few decades and the change is positive and progressive. Many factors like professionalism, job market and the approach for a job has also changed during these decades. Today's job market is much more crowded and thronged than that of previous decades. Most of the job's minimum requirement is a university degree which was not the case in the past decades. Our present market has more varied jobs and many opportunities for applicants than those of previous decades.

We need to have an explicit understanding of present day's market to get employed. Social networks had the most influence on present day's employment which is a blessing. Our previous generations probably had far fewer means of searching for employment. A university degree is used to be enough to get employed in those days, but this doesn't meet the requirement for today's employment market. We need to have stellar grades and satisfactory conduct to get employed into a reputable job. Many of the today's graduates in India are underemployed and are working in jobs that don't require any higher education. Today's employment market highly demands exceptional soft skills like leadership, communication and team work, but the previous decade's employment market preferred hard skills. Employment environment has also quite changed. Now, there is less discrimination of minorities. People are trained to be adaptive and flexible to the work environment. They are trained to understand physical disability sensitivities of the employees. Women employment has increased a lot and many women are preferring now to be employed. Women used to be compelled to the household chores in previous decades. But now women have increased their employment percentage exponentially.

**In conclusion**, employment has always been influenced and is changing for a greater good. Many nations are in a race to increase their employment percentage. The future employment will be influenced by the new technologies like artificial intelligence and machine learning, which may even replace human employment

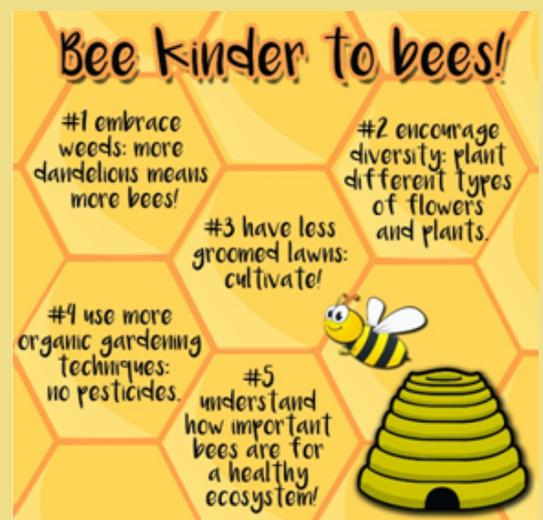
# “Are Honeybees important?”

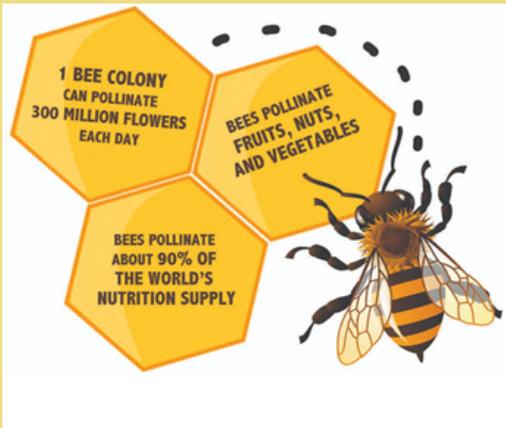
Globally there are more honey bees than other types of bee and pollinating insects, so it is the world's most important pollinator of food crops. It is estimated that one third of the food that we consume each day relies on pollination mainly by bees, but also by other insects, birds and bats. Very few people know what is going on with the world's bee population and the effect they have on our food supply. So let's talk about it. Here too we need to restrict our desire of wanting everything to look perfect. We will have to welcome a few weeds and chards, pulling them out of the garden by hand; knowing that this is the way to act from now onto protect our ecosystem. Why? This is why. Common pesticides could be wiping out bee colonies by causing pollen-gathering insects to lose their way home, research suggests.



Two studies provide strong evidence that pesticides sprayed on farmers' fields, and used on private gardening threaten bumblebees and honeybees. Bees pollinate a third of everything we eat and play a vital role in sustaining the planet's ecosystems. Some 84% of the crops grown for human consumption – around 400 different types of plants – need bees and other insects to pollinate them to increase their yields and quality. These include most fruits and vegetables, many nuts, and plants such as rapeseed and sunflowers that are turned into oil, as well as cocoa beans, coffee and tea. Crops grown as fodder for dairy cows and other livestock are also pollinated by bees. And it's not only food crops that rely on bee pollination, cotton does as well. As a result, annual global crop pollination by bees is estimated to be worth \$170bn. causing pollen-gathering insects to lose their way home, research suggests. These include most fruits and vegetables, many nuts, and plants such as rapeseed and sunflowers that are turned into oil, as well as cocoa beans, coffee and tea. Crops grown as fodder for dairy cows and other livestock are also pollinated by bees. And it's not only food crops that rely on bee pollination, cotton does as well. As a result, annual global crop pollination by bees is estimated to be worth \$170bn.

But beyond their monetary value for maintaining our fragile food supply, bees also make an invaluable contribution to ecosystems around the world. Seeds, fruits and berries eaten by birds and small mammals are all from plants that are pollinated by bees, making them guardians of the food chain and the biodiversity of our species. Bees are industrious pollinators because they have co-evolved with flowering plants over millions of years.





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and pollen from flowering plants are bees' only food source; the sweet nectar drink gives adult bees energy. Pollen is protein-rich baby food. As the poet Kahlil Gibran beautifully put it: "To the bee, a flower is the fountain of life, and to the flower, the bee is a messenger of love."

"Cave drawings dating back 20,000 years depict images of honey hunting. The ancient Egyptians transported their hives along the Nile to pollinate crops and buried their pharaohs with containers full of honey to sweeten the afterlife. The antibacterial and antiseptic properties of honey have made it as important to the apothecary as the chef over the centuries, while beeswax embalmed the dead and created artificial light. In the 15th century, the pilgrim fathers took their honeybees with them to spread their farming practices and colonise the new world. The native Americans called the honeybee the "white man's fly".

- Ishrath Sultana  
BBA 2B

# “ Views of society on Women Entrepreneurs (Then vs now)

Traditionally, women were considered only as homemakers. But today, women are the powerhouse of the society. They have left their mark in every sector of the society. They are now considered quite equal to men. The journey of women from homemaker to the powerhouse of the society is remarkable. Women in the olden days were not even allowed to step out of their home. But today we see women excelling in every sector of the society. During the olden days women in some parts of India were not allowed to show their faces to unknown people. But today, women are proudly holding their heads high showcasing their achievements to the world. In olden days women were always dependent on males who were the only bread earners of the family. But now we can see that not only being independent most of the women are in a position to provide means of living to many other people.



Women started their journey of entrepreneurship from making papads and pickles at home to being the founders and directors of top companies in the world. In olden days women only dreamt of achieving something in their lives. But in the modern era, most of the women are supported by their family to achieve their goal. In olden days the only role of women was to stay at home and take care of the family while the men of the family earned. She had no other important role. But in today's world women have many other important roles to play in the society rather than being a homemaker. So I conclude that the views of society on women entrepreneurs have taken a drastic change. Women are now encouraged to have their mark in every sector of the society.

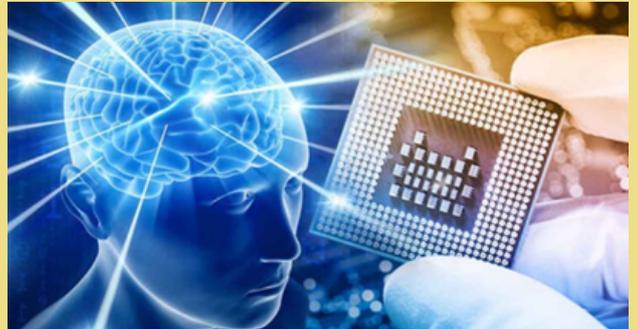
-T.Sai Pallavi  
BBA 1st year

# “BLUE BRAIN TECHNOLOGY

Human brain is the most valuable creation of God. The man is called “intelligent” because of the brain. Today’s self development is because we can think and as we know other animals cannot do it. But with the death of a person, his memories and knowledge are lost. His/ hers knowledge can be used for the development of the society.

“Blue Brain” is the name of the world’s first virtual brain. That means a machine that can function as human brain. Today scientists are in research to create an artificial brain that can think, response, take decision, and keep anything stored from the memory of the person. The main aim is to upload human brain into machine. So that their knowledge can be stored forever and used. After the death of the body, the virtual brain will act as the ultimate source of knowledge. So, even after the death of a person we will not lose the knowledge, intelligence, personalities and memories of that man that can be used for the development. No one has ever understood the complexity of human brain. It is complex than any circuitry in the world. So, question may arise “Is it really possible to create a human brain?” The answer is “Yes”. Because, whatever has been created by a man today is because he followed the nature. Today it is possible due to the technology. IBM has taken this initiative and is now in process to create a virtual brain. It is said that the first phase has been completed, it is called “Blue brain”. If possible, this would be the first virtual brain of the world.

First, it is helpful to describe the basic manners in which a person may be uploaded into a computer. Raymond Kurzweil recently provided an interesting paper on this topic - The most promising is the use of very small robots, or nanobots. These robots will be small enough to travel throughout our circulatory systems. They Travel into the spine and brain and they will be able to monitor the activity and structure of our central nervous system. They will be able to provide an interface with computers close as our mind can be while we still reside in our biological form. Nanobots could also carefully scan the structure of our brain, providing a complete readout of the connections between each neuron. They would also record the current state of the brain. This information, when entered into a computer, could then continue to function as us. All that is required is a computer with large enough storage space and processing power. Is the pattern and state of neuron connections in our brain truly all that makes up our conscious selves? Many people believe firmly those we possess a soul, while some very technical people believe that quantum forces contribute to our awareness. But we have to now think technically. (Note, however, that we need not know how the brain actually functions, to transfer it to a computer. We need only know the media and contents. The actual mystery of how we achieved consciousness in the first place, or how we maintain it, is a separate discussion.) As virtual brain development is dependent on the natural brain to know the working and structures, we need to know about our brain first. This would be the first virtual brain of the world.



- M.Pravallika Reddy  
(MBA 2-B)

# “ Literacy Rate (Then Vs Now)

We've surely come a long way in terms of the literacy rate of our country but there's still an equally long way to go. Let's dive a little deeper into the details. After the independence, the literacy rate in India was about 18.33%, which implies that more than 80% of India's population didn't know how to read and write. Poor literacy rate in any country shows the country's poor economy. After LPG reforms and Government's efforts to increase literacy in India by introducing RTE (Right to Education) Act and compulsory education to children from age 6 to 14, it had crossed 50% in the year 1990, which is still less. Establishment of missionary schools and colleges have also helped in the growth rate. Low literacy rate also gives an implication that the citizens of the country are unaware of the existing laws or policies framed, changed or modified by the Govt. This poses a severe threat to the democracy. However after 2000, people have become more aware of the importance of education which has led to an increase in the literacy rate among children and young adults. Most NGOs participating in Adult Literacy programmes & CSRs (Corporate Social Responsibility) have also led to a boost in the literacy rate. Thanks to modern education and Digital India, the literacy rate has increased to 79% (i.e. nearly 80%) in the recent years, which is quite opposite to that of Post-Independence. Nevertheless, increase in literacy rate without proper education is also dangerous. Forwarding of fake WhatsApp messages is a clear example in the recent years which shows that only being literate without proper educational values result in social evils such as mobile lynching, killing people in the name of Animal Protection, women harassment, fake offers, etc.



While India's literacy rate has grown immensely in all these years, achieving 100% literacy is still a far-fetched goal that would contribute significantly to the development of the country. However, it is important to realise the difference between concentrating on educating people and merely increasing the literacy rate.

- A Jason Paul  
(Osmania University)

# “What If We Could Travel Back in Time

Did you ever catch yourself wondering how much you could change if only you could just go back in time? Fix the things you ruined, clean the times you messed up, and mend the things you broke. Well, the only times that I find myself wishing the same is when I spill coffee on the couch, or break a plate in the kitchen, or forget to turn the stove off exactly after three whistles. The only way to save you from those kind of disasters is undoing them. Imagine going back in time and making sure I drank that coffee sitting on the floor, and didn't touch that plate, and stayed in the kitchen right next to the stove counting whistles!

On a different note, we often tend to wish to change the ugly times, if given a chance. All the times that broke us down, times that we failed, and times that drove our confidence a level downstairs. Now if you think back exactly to those moments, wouldn't you agree that they have all been in some ways responsible for the person you are today? Maybe that loss in the tournament was what you needed to find a better player in you. Maybe hurting your loved one that day was important for you to learn an important lesson on holding a relationship together. Maybe all those bad days were crucial in shaping you into being a stronger individual and to enjoy the good days to come so much better.

If I could travel back in time, I'd go right back to the good times, leave out the bad ones, and live those perfect moments a little longer, make the memories a little clearer, and remind myself how blessed I am a little more often. When you wish to keep your changes, making amends to the past isn't an option. But, experiencing a moment twice always is.



- A. Florence Lekhana  
MBA 2nd Year

“

# B-CHRONICLES



# “ Business Highlights

## 1. Google Announces New Advancements

Google made several announcements in its Google For India conference. Google Pay for Business was revealed along with other features coming to Google Pay including The Spot Platform, Jobs, tokenized cards and more. Google Lens has been given an update to translate more Indian languages. Just by pointing the camera to any signboard with any language, Google Lens will be able to translate the text on-the-fly.

Phone Line with Assistant will allow users to make search queries by dialing into a number, free of charge. Users without internet data can dial into Phone Line with Google Assistant in collaboration of Vodafone-Idea, free of charge, to use the services of Assistant. Google Pay now has 67 million monthly active users and \$110 billion in transactions in 2019. Google is bringing tokenized cards to India that will make payments easier for offline as well as online transactions. It will start rolling out in the next week.

Merchants and business owners can create curated experiences to display their services and products. This will enable them not to depend on websites or apps to showcase their products. It also has Spot Codes that will make it easier to open these custom experience pages and buy the products.

-FirstPost

## 2. Apple exports could touch \$1 bn this year

Technology giant Apple's exports via its OEM partners from India are likely to touch \$1 billion in the current year amid the Centre's push to expand the manufacturing base and make the country an export hub. It was said, "Apple started manufacturing in 2017 and within the last two years, they have gone from zero to \$0.5 billion in exports. Their exports through partners are expected to touch \$1 billion in 2019."

-The Hindu

## 3. US Fed and the Interest Rates

The US Federal Open Market Committee (FOMC) of the Federal Reserve delivered second rate cut in a row, slashing interest rates by 25 basis points on the back of global uncertainties. The rate now stands in the range of 1.75-2 per cent. As a result, the Indian rupee opened 24 paise down at 71.36 against the American currency.

-BusinessStandard&BusinessToday

#### 4. India's GDP growth rate 'much weaker' than expected:

IMF Sharp deceleration in manufacturing output and subdued farm sector activity pulled down India's GDP growth to over six-year low of 5% in the April-June quarter of 2019-20 India's economic growth is "much weaker" than expected, according to the IMF, which attributed it to the corporate and environmental regulatory uncertainty and lingering weaknesses in some non-bank financial companies. India's GDP growth rate slipped to 5% in the first quarter of 2019-20, the lowest in over six years, according to latest official data.

-The Hindu

#### 5. Vodafone Idea ahead of Reliance Jio as largest telecom operator in India in July:

TRAI The overall telephone subscribers in India increased to 118.9 crore at the end of July. The figure includes both mobile and landline subscribers combined. Vodafone Idea continued its reign as the country's largest telecom operator in July, according to latest Telecom Regulatory Authority of India (TRAI) data. The TRAI data shows that Vodafone Idea has a market share of 32.53 per cent in the wireless subscribers segment, while Reliance Jio has 29.08 per cent. Bharti Airtel is third on the list with 28.12 per cent, while public players BSNL and MTNL have market shares of 9.98 per cent and 0.29 per cent, respectively.

-Business Today

- Florence Lekhana  
(MBA 2nd Year)

# “ Unheard Start-Up

CHAAYOS – “Experiment with Chai is” is one of the fastest growing tea startup of India. Chaayos was founded in November 2012 by Indian Institute of Technology (IIT)-Mumbai alumnus Nitin Saluja along with IIT-Delhi graduate Raghav Verma.

In India, chai (brewing tea) is more than just a cup of tea. It is something people start their day with; a necessary drink to wake you up in morning as well as refreshment drink with afternoon snacks. Our generations have had experimented with Chai and its flavors, and for the matter of fact there is a unique definition of a perfect blend for every ‘chai addict’. In every home of this country, no matter of what status, people use to drink tea; or one can say a kind of beverage which is mandatory to keep the day running.

But after being so important and famous drink, we never heard of any famous brand or chain outlet dedicated to chai only. There are 2000 plus coffee chains available in every corner of any city but there was a time when you could not get a neat and clean cup of tea with a nice ambiance at a café. People had to depend on to their home or any street side shop to get a cup of tea of their choice. This is the core seed behind the foundation of Chaayos. “This was the main idea of Chaayos – having a place where you can go get a fresh hygienic cup of tea made to your liking with a nice ambiance and relax settling.” – says CEO and founder of Chaayos Nitin Saluja.



Tea café chain Chaayos raised \$12 million (about Rs 81 crores) in its Series B round of funding from SAIF Partners, Integrated Capital. The fund raised will be used by the parent firm, Sunshine Teahouse Private Ltd, for expanding the chain of tea cafes in existing cities of Delhi-NCR, Mumbai and Chandigarh, which it runs under the Chaayos brand. Last year, Chaayos had raised \$7 million from Tiger Global and the startup is the only non-tech investment of Tiger Global.

M. Pravallika Reddy  
(MBA -2B)

# “New Trends in Business



In the field of business, there are a lot of changes and new trends happening day by day. Customers are becoming more conscious about the quality and services offered by the businesses. In the same context, business men are adapting many new trends and changes, so that they do not lose their customer gods. It is not that easy to regularly upgrade their businesses with new trends.

Now let us see, what are the major trends that occurred recently in the business field, and how producers (owners) are able to follow the new trends and go along with the flow of the present competitive world.

1. **Artificial Intelligence:** - technology is growing at a very rapid rate nowadays. Artificial intelligence and Machine learning have become a major part for the survival of any business. Hence businesses nowadays are getting educated in these aspects and implementing them at a wider range for survival and growth of their business.
2. **Digitalization:** - Internet is the most important part of our lives in today's generation. For any business to grow and develop, its online presence is very important. Digitalizing the process of accounting, marketing etc makes the work not only easier but also it makes work effective and faster.
3. **Communication and Advertising:** - promotional tools and methods of advertising play a vital role in every business. There are various changes in the advertising patterns; this is helping the businesses in reaching more customers, that too in an easy and faster manner.
4. **Customer oriented:** - businesses are becoming customer oriented day by day. They change according to the changes in tastes and preferences of consumers. Customers are also keener towards knowing data / information about the products / services they are using. Thus the businesses are becoming more transparent and consumer centered.
5. **Networking:** - businesses in present generation are concentrating more also on Networking. It is believed that having a good network with the business environment such as customers, competitors, suppliers etc, will help the business in many ways.

- R. SAI SHWETA REDDY  
(MBA - 2B)

# “ IN THE MEMORY OF BLOCK BUSTER (1985 – 2019)

Blockbuster Video, once an icon for the original VHS tapes and DVD rental industry. It was one of the biggest movie distributors in the United States and had stores worldwide. The store was organized in rows upon rows of VHS tapes (and later, DVD's) which were set up according to genre and theme. There were 9,094 stores in 2004 and the last one has been shut down recently i.e. in 2019.

What caused Blockbuster to self-destruct was not something as trivial as \$40 in late fees or long lines to return videos before the deadlines. The above definitely contributed to the downfall but the real reason why Blockbuster lost their huge customer base over the years was pride. When there were changes in the movie and video industry, Blockbuster Video stuck to their guns. Blockbuster Video balked at the idea of “the online revolution”. After all, they were a retail-rental company, not a technology company and the industries don't mix is what they thought.



The Internet didn't kill Blockbuster, the company did it to itself. Blockbuster didn't change with the technology and with the customer needs and that led to the downfall. They didn't succeed because: They saw the need to change as binary- if an existing approach is good, then the alternative must be bad. They didn't catch up in dealing with the “online revolution.” They didn't consider customer's change in needs. They didn't find a way to blend b/w the old and new.

M. Pravallika Reddy  
(MBA -2B)

# “BUSINESSMEN AND ENTREPRENEURS YOU DON'T KNOW

Africa has also been rapidly growing with blooming businessmen and entrepreneurs. The latest Africa Wealth Report by New World Wealth reveals there are now just over 160,000 millionaires in Africa. Interestingly, from 2000 to 2013, the number of millionaires on the continent grew by more than 14.5%.

## PREMIDIS SARL (Goma)



“PREMIDIS SARL, multi-activity, entirely private owned investments started by Mr. Siva Prasad Reddy at a young age of 26 years. He started his business venture in the year 1997-98 in Goma, which has been converted in to Premidis in the year 2001 with a modest investment of \$250,000. The current Investments level in Premidis is about US\$21.5 Mn. The annual growth rate is over 30%. Premidis’s operations range from Spirit based liquors, ” Bottled Drinking Water and Juices, CSD & Wines, Cosmetics, Construction, Trading and Agro-Businesses. It also expanded into ICT and Ware-Housing activities.”

Here is how Siva Prasad Reddy narrated his journey to becoming one of Goma’s finest corporate achievers. He briefly explained about Premidis in the 20th anniversary celebrations which were held recently in 2019. “I came to our beautiful city (Goma) in 1996 as a manager in a coffee export company, during my 3 years of working I observed an opportunity in pharmaceuticals line, this town gave me the courage to leave my job and start my own company on 27th June, 1999.”

He also addressed the time when Africa’s most active volcano has erupted and led to the great destruction in the city of Goma, estimated at 40% which included the newly started company.

“As we all know about the volcanic eruption which ravaged our town, which also destroyed our newly started company. During that time most of the people outside the city may have felt that we would never recover from this loss, but we proved them wrong. We all showed how Goma residents are resilient, focused and hardworking. After 20 years, Goma and Premidis both are secure and keep advancing to the fullness in time. That’s why I say again “you are the creator of your own destiny “. This success wouldn’t be possible without the help of our ex governor of north kivu and leaders of our government. “

Today, Premidis employs around 500 permanent employees directly and 3000 personnel indirectly. Apart from the employment, there are the one of the biggest taxpayers in this region. It contributes to food security and are also involved in a lot of social activities like the construction of schools for poor students and contributing to sports activities. Premidis’s core business is Beverages manufacturing and marketing. This business brings in 90% of the Sales Turnover and its profits.

## SIMBA SOLUTIONS (IT COMPANY) – Subsidiary of Premidis



Simba Solutions is a subsidiary company of Premidis, an IT company established by P.Vishal Reddy from Hyderabad, a Computer Science graduate from SRM University (2016). He started this company on Feb 18, 2017 in Goma. Simba solutions provides services like selling mobiles and hardware and is also into operations like mobile Infinix dealership and retail office, tendering government software and hardware supply jobs, supplying hardware ,mobile to UN and others vendors such as Airtel &Vodacom.

Simba Solutions has its branches in three cities and are aiming to extending their services in two more by the end of the year. Monthly sales of Simba solutions is estimated to be around 5,00,000 USD per month and they also extended their services to many NGO's like World Food Program, Monesco ,B box, etc.

M. Pravallika Reddy  
(MBA - 2B)

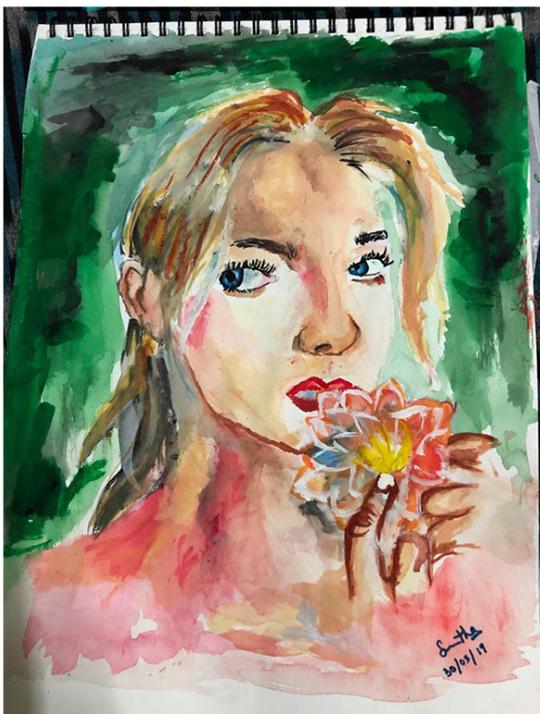
# “ Talent Hub



*G.Adarsh  
BBA 2nd Year*



*Prem  
Bsc 1st year*



*Shweta Ananth*



*G.Neha  
BBA 2nd Year*

# “ ABHYAS CLUB



## SOCIAL EVENT

# “ ABHYAS CLUB



**WORD MANAGEMENT**

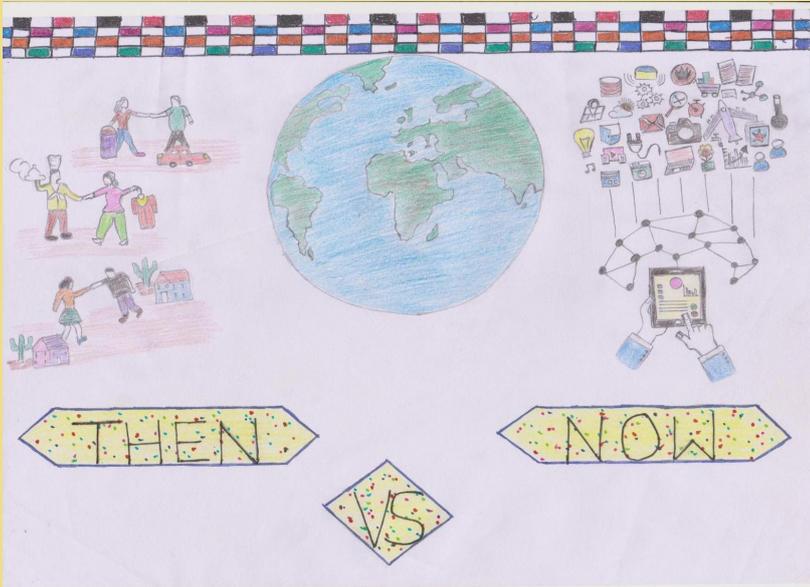


**ORIENTATION**

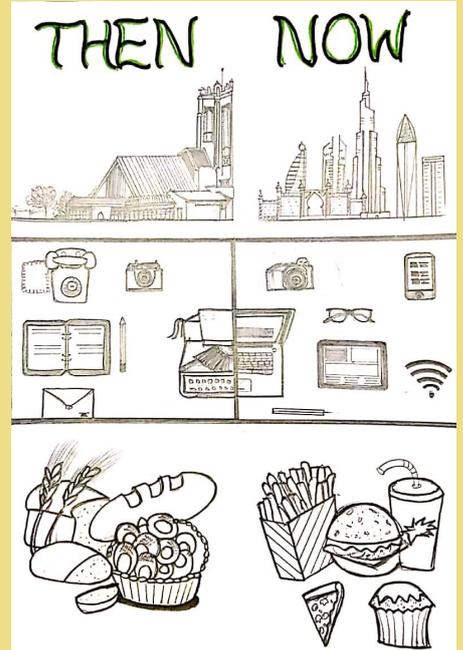


**MELANCHOLY**

# “ COVER PAGE ART SUBMISSIONS



Sindhuri MBA 1st yr



Adarsh BBA 2nd yr



Nidhi MBA 1st yr

