

Vol.: 9 Issue : 2 June 2021

DEPARTMENT OF
**MANAGEMENT
STUDIES**

Manogna

Quarterly Chronicle

11 Electric
Charging Station

Wildlife Conservation **15**

25 Can Artificial
Intelligence
Replace
Doctors

What require
for graduates
to be placed?



VIGNAN'S

Foundation for Science, Technology & Research

(Deemed to be UNIVERSITY)

-Estd. u/s 3 of UGC Act 1956

Manage Success
Learn to Lead

BBA

Bachelor of
Business
Administration

MBA

Master of
Business
Administration

Ph.D

Doctor of
Philosophy

ADMISSIONS OPEN - 2021

Department of
Management Studies



VIGNAN'S

Foundation for Science, Technology & Research

(Deemed to be UNIVERSITY)

-Estd u/s 3 of UGC Act 1956

Admission Helpline 9908973877 / 9440943283 / 9849241542 / 9550938786 / 7780765483

Apply online : www.vignan.ac.in | Toll Free : 1800-425-2529 | Tel : 0863 2344777

Inside...

Page No.		Page No.	
5	What require for graduates to be placed?	17	The power of passive Income-12 passive income Ideast!
7	Hydroponic	19	Get Started Early
9	Poverty and its way ahead	20	Nifty 50's Journey a year since pandemic low of 7,511
10	Indian Business Woman	24	Unknown Facts about Jio
11	Electric Charging Station	25	Can Artificial Intelligence Replace Doctors?
13	Why Engineers and Doctors are still only the choices of Professional Education in India	26	Covid 19 vs Online Learning
14	How to prevent the third wave of Covid-19 pandemic	28	Google has be come a part of Life
15	Wildlife Conservation	29.	What Makes a Leader
16	Negative Impact of Social Media		

Please mail your

Feedback, Suggestions, Comments and Articles to : **manogna@vignan.ac.in**

MANOGNA

June 2021



CHIEF EDITOR

Dr. K. Kalpana
Head, Department of Management Studies



EDITOR

Mr. T. Nagendra Kumar
Asst. Professor, Management Studies



DESIGNER

Mr. A. D. Mahesh
Sr. Assistant (Designer), Media Cell

STUDENT EDITORS



R. Sai Baji
II MBA



Shaik Shazia
II MBA



Manohari Raghavan
II MBA



TEAM MANOGNA



What require for graduates to be placed?

There are a lot of graduates with similar skill sets, and not having jobs. The unemployed population of India is huge. No matter they have completed Engineering, MBAs, or CAs from IIMs and Top 10 Institutes or Unrated colleges, and Distance Education. So unemployed can't be blamed on a Degree/Institute.

It's an obligation for a student to create his own branding to get selected in In-house placements or off-campus drives before leaving the Academic institutions. A strong brand stands out in the crowd—and gains more awareness, and better opportunities in the job market. In Marketing, terminology branding means, it's a reflection of how the companies act, serves people, values it shares, and how it projects those values."

A personal brand is, in many ways, similar to a corporate brand. It is who you are, what you stand for, the values you embrace, and how express those values. Just as a company's brand helps to communicate its value to customers and stand out from the competition, a personal brand does the same for individuals, helping to communicate a unique identity and clear value to potential employers. Developing a personal brand might sound challenging, but there are incremental steps you can take to build credibility in your field. Here are ten tips to help you create an authentic personal brand—and amplify your career in the process.

Figure out who you are

You must first understand yourself in order to create a personal brand that effectively reflects your personal and professional personality. Make a list of your personal strengths and flaws after some introspection. Ask yourself:

- In which areas of work do I excel?
- What motivates me?
- What characteristics have others complimented me on?
- Which projects have others had to help me with repeatedly?
- Which roles seem to drain my energy?
- Which projects can I spend hours on without feeling overwhelmed or tired?

If you're having trouble answering these questions, ask your friends, family, and coworkers to describe you. Once you have a better understanding of the many aspects of your personality, you can decide how to effectively brand them.

Keep in mind that many people are hesitant to choose a specialization since they don't want to be limited. Recognize that, like many corporate brands, your personal brand will evolve as your career progresses. The ideal technique is to pick a certain area to concentrate on and let it evolve over time.

Decide what you want to be remembered for

Your personal brand is more than a reflection of who you are now; it's a map for where you want to go in the future. Experts recommend examining your strengths and weaknesses in concerning relation to the industry or career you wish to break into next, in addition to understanding your current abilities and competencies.

You'll discover the abilities and attributes that distinguish you, as well as the areas where you need to improve or learn new information in order to progress. Forecasting where you want to be in five or ten years, as well as the qualities you want to be known for, can help you figure out what measures you need to take to get there.

Define your target market

You must first determine who you are aiming to target before you begin developing your brand. Is it other thought leaders in the industry? A specific employee at a certain firm? Recruiters? The earlier you define your audience, the easier it will be to design your tale since you will have a better understanding of the type of story you must convey (and where you need to tell.)

Investigate the field you want to work in and pay attention to the experts

Experts advise on accumulating research on experts in such roles as you begin to sketch out the careers



you want. Look them up on the internet to see whether they have blogs or other places where they share their thoughts. Look for successful people and analyze what they're doing. Imitate them, and then outdo yourself. Your goal in developing a personal brand is to stand out, but you can't get there without first assessing who's already there.

Obtain informational interviews by requesting them

Consider reaching out to employers and asking for an informational interview as you begin to compile a list of organizations you want to work for and industry leaders you like.

When you meet with these individuals, ask questions that can help you garner new insights about your desired field, such as:

- How did you break into the industry?
- What steps would you take if you were to make the transition all over again?
- How do you see the industry evolving?
- How do you stay up-to-date with industry trends?
- Are there any professional or trade associations I should join?

"You're learning about what it takes to get into the industry, but you're also sharing a little bit about yourself in the course of this dialogue." What you're doing is establishing your personal brand." Although a job may not be on the line in one of these interviews, it may be in the future, and you want that employer to think of you when he or she is imagining the ideal candidate.

Make a short elevator pitch

Spend some time developing an elevator pitch—a 30 to a 60-second story about who you are as you begin to define your personal brand. Having an elevator pitch prepared makes it simple to communicate what you do and where you're going (or would like to go) in your career, whether you're attending a networking event or an informal party.

Focus on a few crucial things to mention in your elevator pitch to keep it short. This could mean you're seeking a new job, have expertise in a specific field, or have lately enhanced the value of your present department or firm.

Take advantage of networking opportunities

It's critical to network consistently (and effectively) to expand your professional circle while you develop your ideal personal brand. Attend formal and casual networking events to meet peers and industry thought leaders. The more connections you build and the more value you can deliver in your encounters, the more likely your personal brand will become known. Because networking accounts for 85 percent of all job openings, attending these events on regularly will help you not only grow your brand but also improve your career regularly.

Don't be afraid to ask fellow guests to meet up for an educational interview or a casual coffee talk after the event. Remember, if you don't get a chance to meet up at the event, send an email or connect on LinkedIn to start a dialogue.

Inquire about referrals

One of the simplest and most successful ways to define your personal

brand is to have current and previous coworkers and bosses endorse you. This allows people to articulate your value for you. You should grow your reviews in the form of recommendations, just as a corporation may create customer reviews and testimonials for use in sales and marketing collateral.

LinkedIn is an excellent site to seek endorsements because these suggestions are likely to capture the attention of potential employers. However, don't forget to ask those endorsing you to serve as an actual reference during your job search, making sure they're willing to speak with a potential employer or write a genuine letter of recommendation if necessary. Don't know who to ask? Former supervisors who closely mentored you are great, but other connections, such as professors and leaders of organizations you belong to, can also craft good recommendations.

Increase your internet visibility

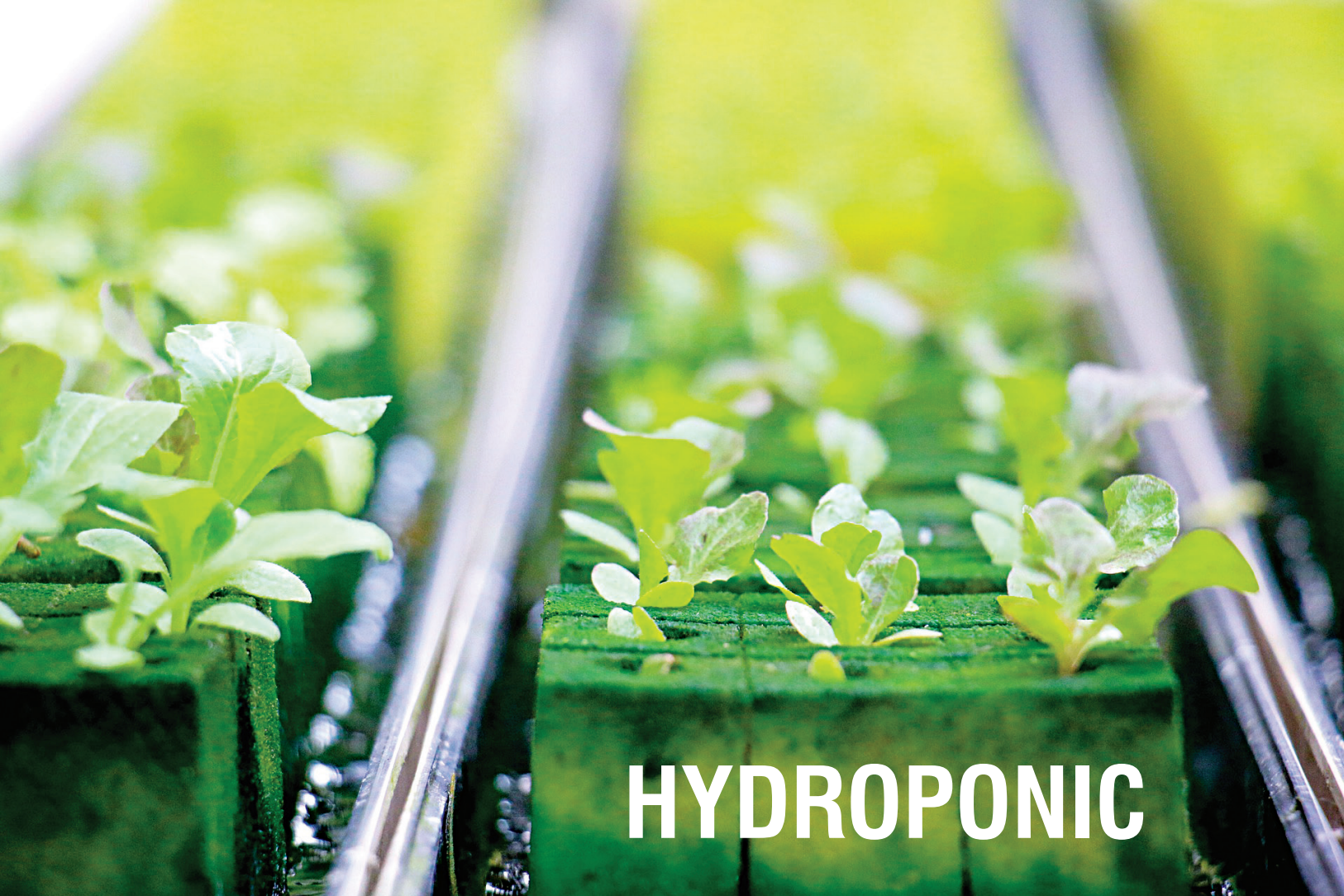
Making sure your online presence is engaging to hiring managers, coworkers, and others—even if you're not looking for work—is one of the most crucial components of personal branding. Because there are so many various social media platforms accessible today, your online presence will most certainly vary based on the channel you choose. While your story should be consistent across all platforms, knowing where your target audience is most likely to go will help you focus your efforts on conveying your best story there.

Keep in mind that your personal brand extends beyond the internet

Your brand is more than just an online presence; it's how you conduct yourself at home, at work, and even on the bus. Experts emphasize the importance of one's reputation. "Those who frustrate or annoy others will suffer the consequences. Take advantage of any opportunity you have to collaborate with others, volunteer for projects, or express yourself as a leader. That's a component of your identity."



by Team Manogna



HYDROPONIC

WILLAM FREDRICK GERICKE, aptly known as the “Father of hydroponics” (he made the news when he was able to grow tomato vines more than 7-meters long just using mineral-nutrients solutions rather than soil, right in his backyard!) The word is a combination of Greek words “hydro” (water) and “pons” (labor).

He introduced the term hydroponics, water culture, in 1937, proposed to him by W.A. SETCHELL, a psychologist with extensive education in the classics

Hydroponic is a method for growing crops without soil where water serves as the substrate for growing the plants with the addition of fertilizers to supply the plants essential nutrients and promotes its commercial success.

Terrestrial plants may grow with their roots exposed to the nutritious liquid. The nutrients used in hydroponic systems can come from many different sources, including fish excrement, duck manure, purchased chemical fertilizers or artificial nutrients solutions.

Plants commonly grow hydroponically, on inert media, include tomatoes, peppers, cannabis, and model plants like *Arabidopsis thaliana*.

Basic Tools or Equipment Required for Hydroponic forming :

Firstly, learn about the essential equipment that you need to do the job. Without appropriate Machines, it will be nothing but a huge mess.

GROWING CHAMBER:

The growing chamber is the container of plant roots. You can use the fish tanks or trays. But it is better if you choose opaque containers, as too much light may not be suitable for the roots.

RESERVOIR:

Pick a reservoir for plant nutrient solution. You need to pump nutrient solution. Your reservoir should be light proof otherwise, microbes can grow into it.

SUBMERSIBLE PUMP:

It is one of the essential pieces of equipment that will be on your must-

have listed to build a hydroponic system. This pump is necessary to transfer water from the reservoir to the growing chamber.

DELIVERY SYSTEM:

A delivery system is a connection to pump the nutrition towards the root of the plants into the growing chamber.

SIMPLE TIMER:

A timer is essential when you are using artificial lights instead of natural sunlight. It can help you to maintain the on-time of light, drip, drain, flood, and aerobic system.

AIR PUMPS:

An Air pump is a hydroponic system that is optional. It helps to boost oxygen to the roots of the plants.

GROW LIGHTS:

It is not necessary for hydroponic systems, however, if you are thinking to grow plants inside the house

(Indoor Hydroponic system) The LED grow light for an Indoor is highly recommendable.



To set up a basic hydroponic system, you will need to select a reservoir and cut a Styrofoam according to the size you can make four to six holes on Styrofoam according to plant size. Then set up a pump to supply oxygen in the water. Fill the reservoir with nutrients. Set up your hydroponic systems, run the air, and control nutrient food. Set back and watch your plant grow.

TYPES OF HYDROPONIC SYSTEMS:

There are six main types of hydroponic systems to choose from:

- Wick Systems
- Deepwater Culture (DWC)
- Nutrient Film Technique (NFT)
- Ebb and Flow (Flood and Drain)
- Aeroponics
- Drip Systems

WICKING SYSTEMS:

A wicking system is the most basic type of hydro system you can build. It's been used for thousands of years, though it wasn't considered a hydroponic system back then. The Nutrient's water is moved into a plant's root zone via a wick, which is often something as simple as a rope or piece of felt. Good choices include coconut coir, perlite, or vermiculite.

DEEP WATER CULTURE (DWC):

Deepwater culture, which I will refer to as a DWC from here on out, is hands-down the easiest type of hydro system to use. In a DWC system, you use a reservoir to hold a nutrient solution. To oxygenate the water, you use an air pump with an air stone to pump

bubbles into the nutrient solution. Recirculating, so less wasted inputs.

NUTRIENT FILM TECHNIQUE (NFT) SYSTEMS:

It is a popular commercial hydroponic system. Plants are grown in channels that have a nutrient solution pumping along the bottom of the channel. When the solution reaches the end of the channel. Unlike deep water culture, your plant's roots are not completely submerged in an NFT system hence the "film" part of the system's name. Plants are placed in these channels using net pots as are growing medium and can be replaced or harvested on a one-by-one basis.

EBB AND FLOW/ FLOOD AND DRAIN SYSTEM:

Ebb and flow systems which are also known by the name flood and drain are less- commonly seen system. But they're still quite effective and can be the best choice depending on your situation. Flooding is accomplished by using a reservoir below the tray, a water pump, and a timer to schedule the flooding cycle.

AEROPONICS SYSTEMS:

Aeroponic systems are the most "high-tech" hydroponic setups that you can build. But they're not that complex once you understand how they work. If you want to experiment with this system, you will need specialized spray nozzles to atomize the nutrient solution.

DRIP SYSTEM:

Drip systems are extremely common in commercial operations but less

common in recreational gardens. This is because they're simple to operate on a large scale but slightly overkill for a smaller garden. Regardless, they're a great way to grow hydroponically that you should consider.

SOME OF THE COUNTRIES THAT USE HYDROPONICS:

- Japan
- The United States of America
- India
- Space
- South Africa
- Australia
- United Kingdom

ADVANTAGES OF HYDROPONICS:

- You can grow anywhere.
- You will use 20% less space for growing.
- No soil setup and testing hassles.
- Uses 20 times less water than soil-based gardening.
- Greater control of variables, allowing more efficient plant growth.

DISADVANTAGES OF HYDROPONICS:

- Hydroponics system is not cheap.
- Constant monitoring is required.
- Water and electricity risks.
- Long return per investment.

by
KOTA MOUNIKA
I MBA



Poverty (came from the French word 'poverty') - state of being extremely poor and has the least income in the country.

There are 3 main poverty aspects - social, political, and economic. Here we are going to dive into economical poverty.

I want to tell you that poverty is nothing but not having enough money even to survive on a day-to-day basis. What we see every day at crowded places like temples, signals, outside malls, transport stations all over the nation are a lot of slums at every corner of the country but only a few activists care to help those who need a hand to rely on. One good thing is that India is growing at an exponential rate in terms of economy and poverty is on the decline. 44 people are coming out of the extreme economy every minute as per the world poverty clock. We do not equal, as what it does is that all people get an equal amount of what is being divided but what we want is equity. Equity is dividing it based on their section in society. Like the rich don't need discounts on subsidiaries, they can afford it instead of giving it to the poor at a discounted price. By this, we maintain equilibrium in society and can help to reduce poverty. Hunger should never be the reason for death.

India lifted around 271 million people in 10 years.

Now let's talk about the causes of such misery,

1. Huge Population - this is due to an increase in birth rate and fall of death rate which causes rapid growth of population in the nation.
2. Unemployment - This is one of the main factors to lead to poverty as this is increasing significantly.
3. No capital and funding- As there is no investment for any small to big business, work can't be created as this stops the flow of money to the working sector.
4. Corruption- Main factor in all sections and sectors of society. This does not let the money reach their pockets which makes them vulnerable to commit actions like crimes, money laundering, and such acts. The causes may seem common in all countries but what decides the extremity of poverty is the intensity of these factors, if all are high then poverty also peaks and vice versa.

Poverty and its way Ahead!



Let's hop onto the effects of poverty now,

1. Psychological imbalance- the mental pressure leads to an imbalance of life. This can cause health issues and depression for a long time. The main problem of this is that it can cause the spread of such depression among others as they live in such situations and localities. No one in this current society accepts extremely poor people to live beside them or go to the same store. Poor people can't afford many small things like- calling friends over, going to a tea party, school trips.
2. Academics and sports- excluded constrained, insecure overcrowded homes. They don't have anything to be happy about except family, their happiness comes from very small things like eating 3 times a day, going to buy small things once a year which we buy very often. Their hunger is much more important than our desires and dreams.
3. And there are many things they have to face in day-to-day life.

Finally, let us have a look at the possible solutions which I can think might work,

Factors that lead to the eradication of poverty are,

1. Education - Illiteracy is the big thing in India, and many of the uneducated people who live in rural areas don't easily get work in urban areas, it's not like no work is available there but the number of opportunities and work is less when compared. What people need to encourage is that a person with an education can himself create work if desired to do so.

2. Skill development- many organizations and even government should introduce skill-enhancing programs so that survivability turns to life.

3. Population control- This has a chance to boost poverty as competition due to which many fail to push themselves to get to the peak.

4. Regional poverty- many states have a majority of poverty compared to others. For them, it's better to give special concessions based on the percentage of poor on a comparative basis.

5. PDS (public distribution system) - This should be strengthened to remove poverty. The poor section should get food grains at subsidized rates and in ample quantity.

6. Purpose Investment- Instead of investing in the construction of few monuments and entertaining structures, and many temporary works, it's better to invest in uplifting poverty. This cannot eradicate but can help those who want to escape poverty to live a better life.

7. Many people helped to let this go away, but the thought of doing help should come from everyone. Unity can do far imaginable things.

So, this is my take on poverty in India at this very moment.

The only thing I want to tell you is that not a single person can describe and feel the pain until placed in their shoes. Poverty is the man's biggest rival until this moment.

And the current situation with the pandemic, poverty might boost up due to no economic growth, no money flow between any sections of society, halt of all organizations and institutions. This single year can have a large impact on the reduction of poverty.

"Poverty is a great enemy to human happiness; it certainly destroys liberty, and it makes some virtues impracticable, and others extremely difficult."

- Samuel Johnson

"People like us have ambitions or dreams to fulfil but people like them only have empty stomachs to fill".

by
Bandaru Raghava
Shanmukh Swaroop
I MBA



Indian Business Woman

Sabina Chopra

Sabina Chopra is an Indian woman entrepreneur who is the co-founder of the famous travel portal yatra.com. It is one of the largest travel websites in India. Sabina was born and brought up in Delhi, India.

She loves to go for a walk and spend time with nature, likes to play music, and is a graceful dancer as well. She is an inspiration for many aspiring entrepreneurs and she had a degree in Bachelor of Arts from the University of Delhi.

Sabina started her professional career as a supervisor and Manager at Japan Airlines in 1991 for ten years in which she examined the airport operations, ticketing, reservations, and sales. She left the job in 2001 and handled operations in Air Canada as well.

She joined one of the leading European travel agency firms, Ebookers (Mr. Jet) after Air Canada. She worked as the head of sales for the Indian counterpart of eBooks for three years and left the job in 2004. She started working at Rac Business Solutions (Aviva Plc) and headed the operations at the company.

In 2005, she joined a company called Hewitt Associates, which provides financial services owning to risk, retirement, and health solutions, and soon left the job to establish her startup yatra online private limited in January 2006.

After working for a bundle of travel companies, she knew how the operations worked there. She got a Business Idea and then decided to establish her travel agency. Accordingly, she co-founded Yatra.com with her friends Dhruv Shringi, Manish Amin, and launched it in 2006.

They aimed at providing services required for traveling, residential hotels, booking tickets, etc. Initially, she worked as the Executive Vice President of Operations at Yatra, and later she sat on the position of CEO. Some creative ideas like, "holiday-cum-shopping card" in association with the State

Bank of India, developed more buzz and customer interest.

There was a time where Sabina faced many challenges she took a break to support her family her home. Despite various challenges, she believed that she should never give up on circumstances rather learned to fight and face them. She eventually returned to start from where she had left. And today, people see Sabina as a wonder woman of all time.

While establishing her travel agency, there was a lack of facilities as the market was not ready for her online portal as people were using the offline model for a long time. She and her team struggled to face the rejection of their online model from the airlines and the hotels. They had to make the website lighter as broadband penetration in India was burgeoning.

She received many honorary awards and below is the list:

- She was bestowed with Women Leader in Travel and Tourism (January 2010)
- World Women Congress gave her Women in Leadership Excellence Award (January 2014)
- Corporate Dossier- Spencer Stuart, Economic Times conferred her with India Inc's Rising Women Leaders (January 2015)
- Financial Express named her in Ecom Startup Angels (January 2015)
- iamwire named her among 10 notable women in the Indian Ecommerce Ecosystem (January 2015)
- She was named in LinkedIn Power Profile 2015. She was featured among the 10 most viewed profiles in India in the Internet Industry among 20 million-plus users.
- She was the Winner 2016 of She the People (October 2016)
- She received Women Leadership Award for Excellence in Hospitality & Tourism Sector 2016 from Femina World Women Leadership Awards (February 2017)
- She received Women of the Decade in the category of Innovation & Enterprise (April 2017)



Bandlamudi
Srilakshmi | MBA



Jetti Mounika lakshmi
| MBA



Sabina Chopra



Electric Charging Station

INTRODUCTION

A Charge Station also called Electric Vehicle Charge Station, Electric Re-charging point, Charging point, Electronic Charging Station (ECS), and electric supply equipment is a machine that supplies electric energy to charge plug-in electric vehicles-including cars, neighborhood electric vehicles, trucks, buses, and others.

The charging station provides connectors that conform to a variety of standards. For common direct current rapid charging, charging is equipped with multiple adapters such as combined charging systems (CCS), CHADEMO, and Ac fast charging. Public charging stations are typically found street-side or at retail-shopping centers, government facility and parking areas.

STANDARDS

Multiple standards have been established for charging technology to enable interoperability across vendors. Standards are available for no men culture, power, and connectors. Notably, Tesla has developed proprietary technology in these areas.

VOLTAGE AND POWER

• A “slow” charging

Slow Ac charging is the most common

method of charging electric vehicles. An EVSE supplies AC Current to the vehicle’s onboard charger which in turn converts the Ac power to Dc allowing the battery to be charged. So when you change your Mahindra e2o or the e2o plus electric car or a Lithium-Ion based e-scooter using a 15Amp socket or a smart charger, then you charging you are - Ac charging your EV.

Under AC charging there are 2 categories of charging

1. Normal AC charging :

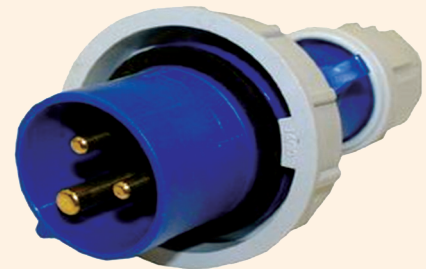
As mentioned above, electric 2-wheelers, 3-wheelers, and 4-wheeled vehicles in India have an onboard charger that charges at a rate of around 2.5kW to 3kW.

This AC 2.5KW or 3KW Chargers could fast charge a 2-wheeler (for a battery with an energy density of 2KWh) in an hour; 4-wheeler or larger vehicles with batteries of 12 KWh or more will be charged in five to six hours.

2. FAST AC charging:

Global electric cars like the Nissan Leaf or the Tesla have onboard chargers with higher power ratings. This enables AC charging at a faster rate, from 7.7 kW to 22 kW.

3. AC Plug Connectors



IEC 60309 Industrial Socket used by Indian e-Rickshaws, Mahindra e2o, Mahindra e2o Plus P6

This is the Bharat EV standard

- DC Fast charging
- In this method of charging, DC Current is sent to the electric car’s battery directly via the DC charge port. Fast charging’s faster charge rate (usually 50 kilowatts or more outside India) can supply 100 or more km’s of range per hour of charging. A significant fast-charging network available should make electric cars more attractive than otherwise, and lead to higher adoption rates. And having such a network will mean electric car drivers can take real road trips — blowing up one of the negative electric car stereotypes. (Like being limited to

driving a short distance from your home). Also, DC Fast chargers are important for cab companies and corporate who might have a fleet of electric cars.

As per Bharat DC Charging Specifications, The power rating of fast chargers are 10kW/15kW/30kW/50kW or even higher capacity.

Voltage rating at which fast charging has to be carried out

- 48V/72V for Indian electric cars like the Mahindra e2o Plus P8, Mahindra e-Verito, and upcoming Tata electric cars
- Up to 750V or even higher used by global electric cars like Nissan Leaf and others.

1. Level 1 DC Chargers;

Public DC Chargers at an output voltage of 48V / 72V, with power

Outputs of 10 kW / 15 kW with a maximum current of up to 200A. As per the Bharat EV specs, these will be called Level 1 DC Chargers.

2. Level 2 DC Chargers

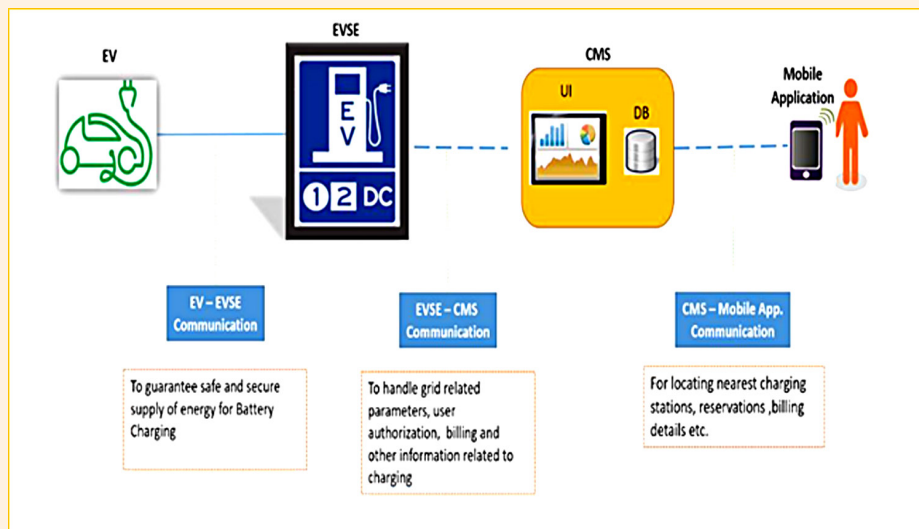
Public DC Chargers at output voltage up to 1000V, with power

Outputs of 30 kW / 150 kW. These will be called Level 2 DC Chargers.

DC Plug Connectors



GB/T connector.



Companies selling AC and DC Charging Stations

We list some companies that are working hard to get EVSE's into the Indian market. They are also getting their chargers certified by ARAI, Pune.

- MassTech-Controls
- A Mumbai-based company that has AC and DC chargers. They also have a Bharat EV spec-based AC charger.
- DrivAMP:
- A Bangalore-based startup that is developing a Made in India AC charger.
- Exicom
- A Gurgaon-based company that has AC and DC chargers. They won the tender to install around 300 AC chargers in NCR.
- Global players also are venturing into the Indian market.

FINAL CONCLUSION:

Having multiple charging protocols is a pain point in the electric vehicle industry. The world is spending more money than necessary to support multiple charging protocols. For example, Tesla Motors is spending lots of money building a proprietary charging network that can only be used by owners of Tesla's automobiles, while at the same time the charging network operators are spending lots of money to build out fast charging for the other protocols.

We don't want the same thing to happen in India. We don't want a Mahindra or a Maruti or a Tata to develop their own standards.

Thus the need for Bharat EV specifications for AC and DC charging.

We commend our government for stepping up and giving direction to the Indian EV industry.



M. Pavan Naga Sai
I MBA



S. Gopi Krishna
I MBA



Why Engineers and Doctors are still only the choices of Professional Education in India

Our Educational System is build up and runs in a manner that students are focused more on passing exams and getting good grades, they never even care to explore the possibilities of jobs, careers, and opportunities after intermediate.

That makes them choose only from the conventional career options that the majority follows viz a doctor or an engineer. We need a strong structure of counseling that lets students know about various options available, their scope, and spectrum at a much early stage. I am sure and spectrum at a much early stage. I am sure that there would be many more Latha Mangeshkar, MS Dhoni, PV Sindhu, MF Hussain, and Saroj Khan coming out every year.

Because life is not just about becoming a doctor or an engineer :

If you survey in India, you'd get that maximum number of students, especially those who've secured good marks, want to become either doctor or engineer. Roughly, it can be determined that almost 90% of students of India want to have engineering or medical as a career. This is the scenario of India at the moment. Everyone just wants to label the titles of doctors and engineers in front of their names. No one has the feeling that becoming a doctor or engineers through these complex processes are nothing.

Engineering and Medical are among the most important and demanded fields, without which much of our progress would be stopped. All the latest technologies of today are only possible due to exponential growth in engineering, and we're creating treatments of many previously untreatable and deadly diseases only due to the same exponential growth in medicine. The problem lies with the fact that whether they have talents in the fields or not, the majority of students in India are taking either engineering or medical as their careers.

The world is giving scope to every field. And to be honest, today no one gives interest in what your profession is, but everyone gives interest in your skills and what your profession is, but everyone gives interest in your skills and what you can do with them. Whether you're a doctor or an engineer or an artist or a businessman or a political or a social worker or a sportsperson or an actor or a journalist or whatever you're, it's not of any interest. The interest is in what you can do with all these.

So, always choose to become what you want. The choices of life shouldn't be affected by others' interference. It should be solely personal.

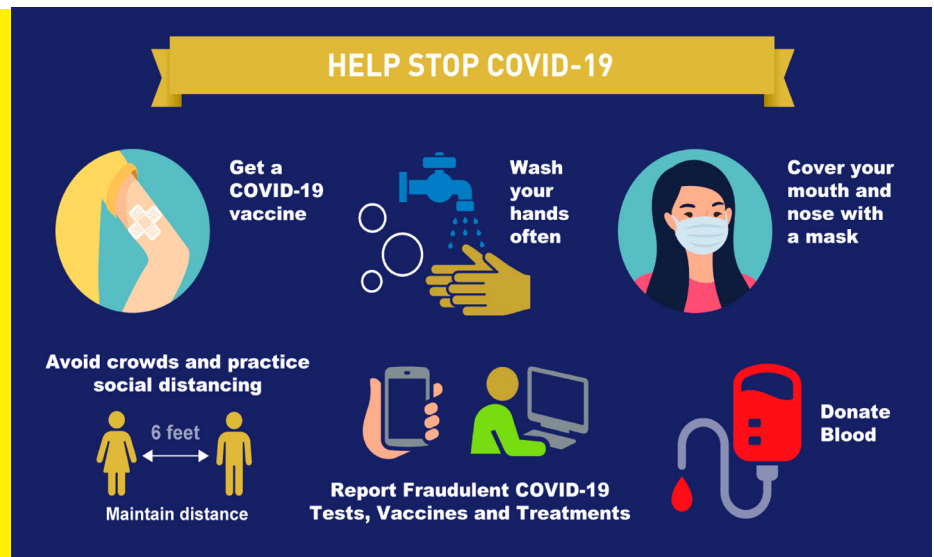
- If you want to become an engineer, go with your dream.

- If you want to be a writer, go with your dream.
- If you want to be an astronaut, go with your dream.
- If you want to be a singer, go with your dream.
- If you want to be anyone, go with your dreams.
- **CONCLUSION:** But if you don't become, never go with it. You have the rights to choose for your life. Never hesitate of doing something you know, is right for you, and what you want to do.
- All engineering aspirants are usually interested in the latest innovations and technologies.
- Thus, if you love technology, engineering is a good option for you.
- However, if studying about the human body and health is your forte, you should opt for medical studies.
- Choose your profession according to your talents, become what you want, and rock the world with your talents.



by
V. Sai Surekha
I MBA

How to prevent the third wave of Covid-19 pandemic



The Delta Plus variant of SARS-CoV-2 has become a worry for an anticipated third wave, which can be prevented or mitigated at least based on lessons learned from the last two waves.

At a time when India has barely put behind the horrors of the second wave of the covid-19 pandemic, Maharashtra has sounded alert for the third wave. Delta variant of SARS-COV-2 was held responsible for the towering second wave of the coronavirus pandemic. The Delta variant has been first reported from Maharashtra last year.

Now, the Delta Plus variant has been detected even though it has not been classified as a variant of concern. Delta Plus variant was first detected in Europe in March this year. It has been isolated in some samples in India and around 10 other countries. Delta Plus is a new version of its mutant variant Delta.

REMEMBER COVID-19 IS STILL HERE:

With a significant decline in cases, state after state is opening up. Both the public and the government need economic activities to gain pace, which requires lifting of Covid-19 restrictions. As the restrictions were lifted, people were seen crowding indoors and outdoors while the authorities too looked lax in enforcing Covid-19 protocol. The result was that after a few months, the Covid-19 pandemic came back with the biggest global surges in India, which can unlearn this lesson at its peril.

How to prevent

1) Don't Forget

- Covid-19 is still here and can spread further

- Don't repeat mistakes made after the first wave
- Still need to avoid crowding indoors or outdoors

2) Behavioural is also a vaccine

- Covid-appropriate behavior is a cardinal vaccine
- Don't let your mask slip from its place on your face
- Continue to keep hands clean, places sanitized
- Mind the gap while talking to people from other homes

3) Staggered Opening

- Different timings for offices, factories, and markets
- The work-from-home mode can help reduce crowding

4) Back to basics

- Authorities need to focus on 'test track and treat'
- Fresh cases should be contact-traced and isolated
- Lockdown in places where the positivity ratio crosses 5%

5) Vaccination

- Experts say vaccination is the best defense against covid-19
- Vaccine availability is expected to improve from July
- More vaccines are likely to be approved in India

6) Genetic sequencing

- India ranks 102 in genetic sequencing of sars-2 variants
- Genetic sequencing helps detect new variants of sars-2
- Early detection of variants serves as a warning

If we strictly follow the above steps we can prevent the third wave apart from this if the government decides on where to ease lockdowns and restrictions based on vaccination, ramping up the vaccination program, linking the stringency of non-pharmaceutical interventions in place in a district to the proportion of the vaccinated population and enhancing surveillance to identify potential threats from new variants of concern.

KEY POINTS

- 2nd wave was seen flattening by July after peaking In May.
- Those below 18 years will be vulnerable in the 3rd wave as they would be unvaccinated.
- Curbs on religious events, political rallies, elections, and fairs must be continued till December 2021.
- Need to speed up vaccine drive.



by
Manohari Raghavan
I MBA



Wildlife Conservation

Introduction: Wildlife conservation includes protection, preservation, and perpetuation of rare species of plants and animals in their natural habitats, and they are directly related to these species.

The main theme of Wildlife conservation is to meet the needs and desires of future generations with respect to the biosphere.

Threats to Wildlife: Now the greatest threat to the earth is Humans. Around 80% of all species like wild mammals, plants, and marine life have been killed and has been polluted the planet.

By the removal of trees, polluting the rivers, leading the human-wildlife conflict; some of these are in the list of major issues in the environment.

In addition, natural floods and tsunamis are also the cause of these threats to wildlife.

With the increase of our population, we have left only someplace on the planet where we have stepped every corner of the globe and at last, there is only some space for wildlife.

Threats include different calamities like deforestation, degradation of habitat, climate changes, pollution, overexploitation, poaching, and so on.

In brief:

- As the population has increased, Human Beings started to cut down trees to satisfy their Physiological needs like Food and Shelter.
- They are three major kinds of habitat loss as mentioned below
 1. Habitat destruction determines cutting down the tree.
 2. Habitat fragmentation determines Aquatic species.
 3. Habitat degradation determines pollution in the ecosystem.
- Climate change is one of the biggest threats to wildlife. The changes in the soil temperature, melting glaciers, and melting polar ice caps; these all impact the ecosystem around the planet.
- Waste materials or damaged electronic gadgets should not be thrown in the river. Due to over-exploitation water gets polluted and all the aquatic animals will be affected.

Conservation of Wildlife: In the year 1972, the act has started against the protection of wildlife. There are several methods adopted for the conservation of wildlife. They are:

- We have to maintain the beauty of the forest.
- We have to stop poaching and hunting.
- To maintain ecological balance.
- To stop the usage of plastic bags and covers.
- To limit the usage of pesticides.
- To make awareness about wildlife sanctuaries.
- We have to adopt pets.

Conclusion: It is our responsibility to save all the species on the earth. Natural resources like wildlife in the forest are not only maintained for ecological balance but even at the point of view in our economics. But, for the needs of humans or other developmental activities and mainly due to the greed of man, the animals are becoming lesser and lesser.

Deforestation is one of the main reasons for the loss of wildlife. We have to stop the process of hunting or killing animals.

In addition to this, there are 981 areas are been protected with national parks, 566 wildlife sanctuaries, 97 conservation reserves, and 214 community reserves as of 2021-2022 in total.

Key points:

With the various objectives like to stop the hunting, protection of wildlife habitats, and managing of zoos. The Government of India has enacted the protection of wildlife Act 1972. (The Wild Life (Protection) Act, 1972).

- Destruction is the main threat to the survival of wildlife.
- A man can be mentally healthy being around wildlife.
- Protecting wildlife is important because to keep our culture and traditions alive.



by
Shaik Shazia
I MBA



Negative Impacts of Social Media

Social Media has been a part of everyone's life. Though it is entertaining and useful it can be harmful in many ways, we cannot expect. Right from the kids to the grandparents all are using social networking sites.

Social Media and digital technologies, these two concepts are beneficial but they show a negative impact on health and communication. On the other, hand it has a huge influence on student's education.

Youngsters are addicted to social media more than anyone else, because they get easily attracted to websites, which kills their thinking sense. The most used devices with social media are laptops, desktops, cell phones, tablets, etc.

Negative effects of Social Media:

- **Multitasking:** Multitasking shows a great negative impact on the student's career. It reduces the ability to concentrate on their studies because the social networks will distract them.

Thus, it reduces their learning skills and in addition, it degrades their academic performance and they cannot concentrate on studies.

- **Time wastage:** All the youngsters and several students are spending a lot of time on unnecessary activities like spending time on Social networks or Social Media sites to have fun and to pass time. Rather than spending their valuable time on studying or doing home works.

By spending time on Social Media, all the students are wasting their valuable time.

Instead of spending time on Social media or networks, students can spend time by reading books, essay writings, and improving communication skills.



- **Reduction in real life:** These networks have also affected face to face communication. All the people around have stopped talking with each other besides they are chatting by using electronic devices which spoils their health. Communication skills are gradually decreasing. The key to success in the real world is only communication skills.

It decreases relationships and communication with others.

- **Effect on health:** By using these Social networking sites, Students are facing both mental and physical health problems. They are stressed out by these networking sites. Due to stress, students may lead to negative thoughts and become unhealthy.

All the students spend their time on social networking sites; even they do not take proper food. The parents should check and balance their children's when they use the internet.

- **Loss of sleep, lack of privacy and security,** Distracts from life goals, Low grades, Less command over language, Addiction to networking sites, etc. are some negative effects of Social Media.

- **Conclusion:** The usage of social networking sites and the internet has negative impacts on the lives of people. They are many uses with these two aspects. However, we have to know how to use it in a proper direction. The teachers and peers should also make students aware of the negative effects of social networking sites.

We have both positive and negative impacts on social media.

Key points:

- We should aware of cyber bullying on networking sites.
- Learning and communication skills can be affected by digital technologies.
- Tracking our time is important.
- To limit our social site accounts.
- Social media is a good thing, better if people use it accurately.



by
Ch. Tharun
I MBA



The Power of Passive Income-12 Passive Income Ideas!

“A wealthy person is simply someone who has learned how to make money when he is not working”. Imagine losing your job for whatever reason and if you are reliant on that particular job as your only source of income then it could be quite an unsafe and terrible place to be. This is why creating passive income can come to your rescue. The idea of building multiple income streams is that if you lose any of them, then you still got other ways of adding money to your life. What else can we ask for if we could make money even while we sleep? That sounds fantastic, isn't it?

Gone are the days where Engineering and Medicine or maybe CA are the only career options that people had to choose from to make huge amounts of money. With the advent of the internet, we are all spoilt for choice when it comes to choosing a career path with many different options available. Given effort and time, passive income can be your life career too. Money is just a medium for exchanging value. The only way to make money is to provide value. Passive income or passive money is to provide value in a way that is not directly tied to your time. Multiple streams of income provide you the freedom and flexibility to do things the way you want to. So, here are 12 passive income ideas to help you make money 24/7 reflecting upon factors like the degree of passiveness, difficulty to get started, revenue generation, and maintenance of the portfolio in the long run.

1. Investing in stocks and shares.

Dividend stocks are an excellent asset for passive income generation. The value here is offering up our money,

and investing in service. When we give our money to a company, in the form of buying their stocks, we would get some kind of return for that investment. Investing in stocks is the easiest way to make any kind of passive income. Savings without investments will earn no returns. Depositing in a savings account will earn you returns but on a relatively lesser interest rate, which is not doing much for you. Whereas if you had those savings and put them in stocks, you could potentially be earning passive income from the money that's otherwise just sitting there. Make wise decisions while investing, so you don't have to face the wall of losses.

2. Content Creation

Writing demands good command of the language. If you have your way around with words, knowing how to use Google for research, and somebody who has a flair for the written word or if you enjoy the process of writing, then there are multiple ways in which you can make a living through writing. The most common way in which a lot of people become a writer is by becoming a content writing freelancer. What a content writer does in a sense is that they write content for a lot of different organizations and a lot of different individuals. The primary job of a content writer is to research the topic that is required of them to write and write a beautiful piece for that particular topic. As a freelancer, you can register on a lot of freelancing websites, look out for clients who are searching for writers for their business, and finally writing for them as per their needs and requirements. You will be paid as a freelancer either on a per article basis or monthly.

3. Blogging

Another way of making a living out of writing is by becoming a blogger; you can start your blog on a website that you create from scratch. There are a lot of different tools available these days where you can create your website from scratch without actually having any knowledge of website development. If you love cooking you can start writing about foods and recipes. If you love fashion you can start writing about fashion, beauty, and all the other things under the sun. Blogging has become a very established industry and many bloggers are making an amazing living out of this particular profession. There is a little bit of a starting process that this takes but once you become an established blogger, then the sky is the limit for you.

4. Digital Marketing

These days a lot of brands are spending a large amount of money by marketing on social media platforms and this is exactly why digital marketing has become such a big thing. Digital marketing requires good command of the English language, a good understanding of social media platforms and upcoming trends, and a willingness to adapt to changes. You can become a reviewer on any of the social media platforms like Face book, Instagram, and Twitter. These days Instagram has become popular, with websites like Amazon and Zomato where they are constantly looking for reviewers and promoters for their products. You can start building up your portfolio by slowly writing or making videos regularly. Once you become a known name, a lot of brands reach out to

you to work for them. For example, if you love going to new restaurants and you love trying new food, then you can become a reviewer, and overtime when your reviews start getting more and more attention from people, then restaurants will reach out to you and pay you to make sure you are writing a review for them. Even on Amazon there a lot of reviewers who write reviews for a lot of different products.

5. Youtube

This is one of the best passive income ideas which a large number of people are already following and making money. The skills required are basic camera handling, keen interest in a subject or two, knowledge of editing on free and paid software, and willingness to learn the same. The eligibility for monetization on YouTube is a thousand subscriber count and 4000 hours of watch time. On average the revenue per thousand views on YouTube is around 2 \$. Once your channel is growing it means you've landed on a formula that works and so maintaining it then becomes easier. There are other ways of monetizing YouTube channels, like advertisement revenue, brand deals and like selling merch, and just all other kinds of stuff. You can have a full-fledged business by becoming a YouTuber.

6. Starting a Podcast

This is generally easier than starting a YouTube channel. Although growing a podcast is a lot harder than growing a YouTube channel because podcasts themselves don't have an algorithm that helping them grow. A lot of podcasts grow by having a YouTube channel. You need a sponsorship or brand deal to make any money for your podcast. You can expect to make around 18\$ for a 30 seconds advertisement in a podcast and 25\$ per thousand views or thousand listens or for a 60 seconds ad. If you have the confidence that you have a clear voice and the capability and knowledge that other people will listen to you, then producing a podcast is the best source for you to earn a passive income.

7. Affiliate Marketing

Affiliate marketing means you are selling other people's products but you are getting a percentage of the sales

from those products. Now apparently 48% of affiliate marketers globally earn 20,000\$ a year which is 1660\$ a month which indicates that people are doing very well with affiliate marketing. You can just sign up for any affiliate program like amazon associates which is probably the biggest in the world. Once you have your special links you can post those on your website or any social media platform. If people buy the product through your link or buy any product on Amazon through your link you get like some tiny percentage of the sales.

8. Selling Digital Products

These are products that you create once, like an eBook or an app or something like that. You create it once and then you can sell it multiple times because selling digital products doesn't usually have any costs associated with it. You have to be genuinely good, to get people to buy your stuff and the way you get people to pay you money for something is that you identify a problem that they have, you solve that problem and then you charge money for it.

9. Selling a Course

Now taking about passive income, the role of creating an online course is when you are not the customer or user of these courses. Rather, you are the provider of the videos. For this, you need to be confident and knowledgeable enough to make a video and spread it. In this internet world, people will get their information from some of the other sources. You need to step up your game and provide the users with something that only you can provide. The best way to do this is to try to take up the already existing information and make it new using your skills and ability. Your efforts will pay you off well.

10. Automating a Business

Creating a business that sells goods or services and then automating or delegating aspects of that business so that the income that you generate from it is reasonably passive is a great idea that generates huge amounts of passive income.

11. Building an App or Website

The idea is to build an app or a website or some kind of software product that

you can offer either as a one-off or more likely these days as a subscription service. If creating mobile applications is your niche, you can expect some good passive earnings from it. Now, it is known that everyone can't be good at developing apps as it requires great skill and a bit of money to invest. But if you understand how the market and dynamic of mobile apps work, this will earn some buck for you.

12. Learning

Learning is the greatest source of making income and it is often underestimated. It provides you with all the skillset that you require to generate income from multiple streams. Learn about the things you are interested in, learn about things that your favorite influencers are doing, learn about things that you consume daily, but mindlessly. Learn about things that you are passionate about and most importantly learn about ways you can monetize your passions.

Remember, there is no such thing as passive income. There is no way to make money without doing anything at all. But when we say passive income, what it means is that it is money that is not directly tied to our time. So, let's say you were to write a book, you publish a book, that book is now on bookshelves. You have done the work, kind of once, to write and publish the book but now anytime the book sells, you make money from royalties which are called passive income. You could be making money while you sleep because you created this thing that is out in the world, which is generating income for you. The other thing with passive income is that it always takes a very long time to get going but in the end the results are amazing. The best part is you are your boss and the amount of money you end up making completely depends on how hard you're willing to work. So make sure that you explore all of these opportunities to their fullest!



by
Uma Sai Kiran Minnakuri
|| BBA



In today's world, Investing is considered rocket science. But it is not; it is not a game where the guy with the 160 IQ beats the guy with 130 IQ. In simple terms, Investing is allocating money towards assets in the hope of making your future better. They are made with the view of earning returns, which grows your amount invested to a higher sum.

As Investing is future-oriented, I want to emphasize the statement "THE SOONER YOU START, THE BETTER". Warren Buffett once said that "I started investing at the age of 11 but regrets getting late". If a person like him states as such, we must realize there are numerous benefits of early investing and they are as given below:

- 1. SAVE MORE:** With early investing, the obvious benefit is you would be able to save more. The more you invest, the more you can reap its benefits. Investing more is sustainable in the long term. This is possible only when you start early.
- 2. MAGIC OF COMPOUNDING:** The magic of compounding moves hand in hand with time. Early investments lead to compounding returns. The time value of money increases over a while. Regular investments made right can reap huge benefits by compounding. One who understands compounding will start investing right away. Let's understand this magic by small example:

Details	X	Y
Amount Invested	Rs.4,000 per month	Rs.8,000 per month
Number of years saved for	35	25
Total amount invested	INR 16,80,800	Rs.24,00,000
Rate of return	10 per cent	10 per cent
Amount at the age of 45	Rs.1.15 crores	Rs.1 crores

In the above example, X was able to save more money despite the less amount invested by the age of 45 than Y just because he saved for more years. Saving for more years can be possible when you start early and this combined with compounding is the 8th wonder of the world which was said by Albert Einstein.

3. SECURED FUTURE: Life is very unpredictable and there may be times when you will need money all of a sudden. During such times, early investing can be very handy and will help to get through tough times all by yourself. There wouldn't arise a need for borrowing.

4. RECOVERY AND RISK: If you invest early and incur a loss, you have am-

ple time to recover than an investor who starts investing at a later stage in life. Young investors have more risk-taking ability than adults. We all know that "High risk, high returns". The probability to earn more is high and this experience would be useful throughout life.

Going by the last benefit, we as a younger generation are used to instant results and expect the same from our investments. Investing can be beneficial if it's made for a minimum of 5 years. A study shows 49% of the young generation invest for less than 5 years, check their portfolio frequently, trade very often, and make speculative decisions about investments. These are not recommended to have long-term benefits and growth.

With all the important benefits discussed above, I would like to take further on a lighter note. You may feel investing requires a lot of money and how it is possible to invest a lot at a young age? Investing can be done with a mere 500 or 1000 rupees which are equal to the money we spend on movies, restaurants, etc. Every time you spend the next 1000 rupees, think about what you are missing out on in the future. That may be a luxury car you wanted or a vacation you are longing for. Going by simple calculation, if you invest 1000 rupees every month and wait long enough for the magic of compounding; in the next 35 years, you may have 50 lakhs on your investment on an expected growth rate of 12%. Investing is not something that requires a lot of hard work. Understanding how money grows when put in the right places is the thing that everyone must understand in this process.

At the age of 65, when we look back at our life, we must not regret any decisions taken by us. The decision of not investing early would be regret in the future with its magic and benefits visible all around. It's better late than never. So, GET STARTED; INVEST CONSISTENTLY; THINK LONG TERM.

by
S. Krishna Jyothika
|| BBA



NIFTY 50'S JOURNEY A YEAR SINCE PANDEMIC LOW OF 7,511

NIFTY 50
stock of the nation

A day before Prime Minister Narendra Modi announced one of the strictest lockdowns to curb the spread of Covid-19, on March 24, 2020, the NSE Nifty 50 index fell the most in a day on record. Hours before the prime minister's address that day, the index fell to 7,511 before recovering by around 300 points. A year later, the index hasn't only recovered all of the losses it sustained last year but has nearly doubled since then. That came on the back of a gradual opening up of the economy, pent-up demand, a rebound in corporate earnings, and a gush of inflows from foreign investors.

Over the last 12 months, the Nifty 50 has gained 95% and is at present 4% off its all-time high of 15,431—when all the index's constituents have returned positive gains to investors.

Gains were led by Tata Motors Ltd. and Hindalco Industries Ltd., while Coal India Ltd., Indian Oil Corp., and Hindustan Unilever Ltd. generated the least returns during the same period.

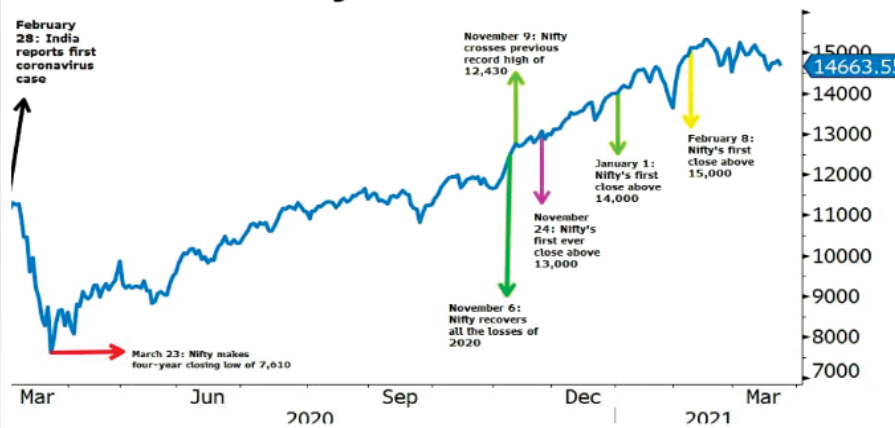
Nifty Bank's Constituents Over Last 12 Month

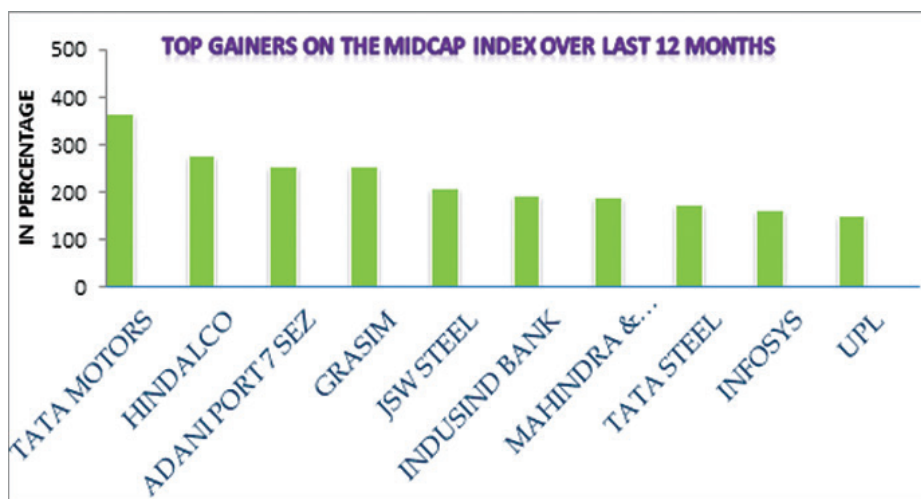
Among the 50 index constituents: 21 doubled or more than doubled over the last 12 months. 21 returned gains of between 50-100%. Only Coal India returned gains in single digits (5.8%) to investors.

Nifty Bank: A Year Later the banking index's recovery was slower, amid asset quality worries and uncertainty over the RBI-mandated moratorium on term loans. While the index managed to recover most of its losses, it posted negative returns of close to 3% for 2020. The index recovered all of its losses at the start of 2021 when it closed above 32,161 for the first time on Jan. 12, 2021.

- The union budget provided further impetus when it rose to a record of 37,708 on Feb. 16 this year. Even as it has fallen 10% since then, the index is up over 100% for the last 12 months and has outperformed the Nifty 50.
- Six out of the 12 constituents of the Nifty Bank index have doubled

A Year Since Nifty's Bottom





over the last 12 months. Stocks like Federal Bank Ltd. and HDFC Bank Ltd. have nearly doubled during this period while state-run Punjab National Bank witnessed gains of around nine percent.

Sectoral recover: The Nifty Auto, Nifty I.T., and Nifty Metal indices have doubled from the lows of last year. While the realty gauge has nearly doubled, all other indices, barring the FMCG index, have returned gains in excess of 50% over a year earlier.

~ All constituents of sectoral indices like auto, FMCG, IT, pharma, media, metals, pharmaceuticals, and PSU banks generated positive returns over the 12 months. Omaxe was the only constituent of the realty index that posted losses year on year.

10 Facts About the Indian Stock Market

A stock market is an intriguing place and one can learn so much about managing money. Stock markets are like a roller coaster and the ride is always full of fun and fear. This charm of the stock market attracts millions of investors and creates wealth. Intrigued by Indian stock markets people always research its fundamentals and technicalities. In this article, we will discuss 10 stock market facts.

1. Rule of 72

Whenever a beginner starts investing the first question, he tends to ask is the time required to double the investment. This time required to double the investment is calculated using the rule of 72 which requires a definite and fixed rate of interest. You can divide the rate of

return by 72 to get an approximate value of return on investment. Let us understand with an example, suppose you are investing Rs 500,000 at the rate of 8%. So, $72/8 = 9$ i.e., it will take 9 years for your investment to double.

2. BSE is the largest stock exchange

Bombay Stock Exchange or BSE is considered as the biggest stock exchange in the world. 5,500 companies are listed on BSE and this is the highest number of companies listed on the stock exchange in the world.

3. BSE is the oldest as well

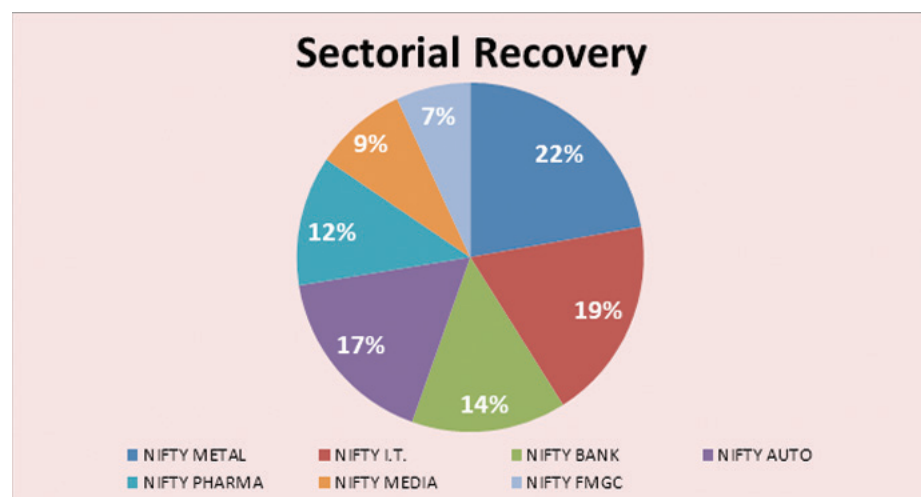
Bombay Stock Exchange was established in 1875 by a businessman named Premchand Roy Chand and is considered as the oldest in Asia. He was famously called as Cotton King, the Bullion King, and the Big Bull as he made big in the stockbroking business. Along with BSE, there are 23 other stock exchanges in India.

4. Only a fraction percent of common people invests

Despite being the oldest and biggest stock exchange in the world only 2.5% of the common population make stock market investments. This number is not satisfactory and more people should understand the importance of financial independence. Only 8 crore people out of the 132-crore population invest in mutual funds Only 12% of the GDP of India comprises Indian Mutual Fund Market Assets.

5. When God of Cricket left International Cricket it affected the Indian Stock Market

According to the studies conducted by Russell Smyth and Vinod Mishra of Monash University in Australia whenever an Indian wins a match, the Nifty index is usually flat. But whenever Sachin Tendulkar is los-



ing the game the stock market is also facing loss. Once it was almost 20% or more.

6. MRF is the costliest share

The costliest share in the stock market is the one share of the MRF. It costs Rs 69,290 to buy 1 share of the MRF.

7. Nifty has issued returns of almost 11.32 since its inception

In 1995 the base value of nifty was 1,000 which recently crossed the 10K mark and now stands at 10,360 points.

8 Mumbai has the highest number of Demat Accounts

As of September, '18, the total

number of demats in India stands at 3.38 lakh. According to the data recorded by the SEBI bulletin in Nov 2018, there is 177 lakh NSDL and 161 lakh CSDL account. With the highest number of Demat accounts, Mumbai stands at the first position while Gujarat is second.

9. The Tech giant TCS has a market cap of more than stocks listed on the Pakistan Stock Exchange

The market cap of Tata Consultancy Company is 6 lakh crore or \$100 billion whereas the 559 stocks listed on the Pakistan Stock Exchange have a value of \$80 billion. Also, if compared the TCS market cap is more than the GDP of 128 countries in the world.

10. Stock Markets referred to as Bull and the Bear Market

Depending on primarily two states of the stock market it is referred to as Bull and the Bear Market. When the market is doing well with appreciating stock market prices it is called a bull market. The significance of this reference is that the horns of the bull are upward in the direction of the sky equivalent to the rising prices of stocks. The stock market is referred to as a bear market when the market is negative with falling stock prices. The falling prices are compared to the palms of the bear which are facing the ground while tackling the bull.

The above interesting facts about the stock market show that it has the potential to grow. Hope these lesser-known facts adds to your intrigue about the stock market.

Bulls & Bears

The beasts of the finance world



THE BULLS AND BEARS MARKET

Who are the greatest rivals in the world?

A few that probably come to your mind are, “Messi vs Cristiano Ronaldo” from the football world, “India vs Australia” in cricket or even, “Coke vs Pepsi” when it comes to brands. Let me add one more from the financial world: BULL VS BEAR

Bulls and bears are the undisputed kings of the financial jungle. They are two very powerful forces that work in opposition to each other to generate all the ups and downs that we witness in the markets. Understanding them is very important if you want to invest or trade in equities, derivatives, currencies, bonds, etc. However, the terms bulls and bears are most often used in relation to the stock market.

What is a bull market?

~When the stock market is doing well – when all the share prices are on the rise, it is said that the market is “bullish.” The term can also be used for an individual stock that shows a constant rise in prices. When a stock is on a bull run, it means that the stock is doing very well.

A bull market shows that the market sentiment is positive and the two most important factors for this sentiment are a robust economy and low unemployment rates.

What is a bear market?

~A bear market occurs when the overall market sentiment is low or negative and share prices are on the decline. While in a bull market people are buying more stocks than they are selling them, in a bear market the reverse is true. As they see a decline in share prices and a further weakening of the economy, they start selling stocks in large numbers causing a further decline in prices.

How to identify a bull or bear market?

~As an investor, it's very important for you to identify a bull or bear market when it occurs. Apart from the rise or decline in share prices, there are other indicators that will help you verify whether it's a bull or bear market. Remember, a short-term fluctuation in prices does not indicate a bull or bear run; it has to be a sustained duration of drop or rise in prices. Let's look at a few important indicators below.

Bull market – Key indicators

- High GDP growth
- Low unemployment rates
- Rise in stock prices and indices
- More investors buying stocks and holding onto them
- Increased demand in stocks

Bear market – Key indicators

- Falling GDP growth

- Rising unemployment rates
- More people ready to sell than to hold to stocks

Tips for navigating a bear market

1. Aim for an optimum amount of liquidity. Invest in liquid funds and bonds.
2. Avoid investing in stocks that have stimulated bear markets in the past.
3. Best time to hedge using futures and options

Tips for navigating a bull market

1. Invest a significant portion of your capital into equities
2. Avoid booking your profits; hold on as long as possible

~During the early to middle stages of a bull market, target mid-caps. During the later stages of a bull market, target mostly blue-chip stocks

According to available historical data, bull markets have lasted longer in India compared to bear markets. In the last 20 years, while bull markets have lasted for an average of 32 months, bear markets have lasted for an average duration of 15 months. That again proves that a bear market should not stop you from investing in market-linked assets such as equity, derivatives, and mutual funds. For the value investor, bull and bear markets are just good opportunities to strengthen their equity investment portfolio.

Differences Between a Bull and Bear Market

SL.NO	BULL MARKET	BEAR MARKET
1.	Bull market = Market is up	Bear market = Market is down
2.	Sign of optimism	Shrouded in pessimism
3.	Involves buying of stocks in large volumes	Marks the selling of stocks in a large number
4.	Generally, take place when the economy is strengthening or when it is already strong.	Generally, take place when the economy is weakening or when it is already weak.
5.	A rise in the GDP of a country	A fall in GDP
6.	Low unemployment	High unemployment

CONCLUSION: In either of these cases, you should aim to buy stocks at the lowest price possible so that when the market rises, you can make a profit out of the stocks. But even though financial analysts spend thousands of hours trying to determine what will trigger the next bull market and how long it will last, there is no guaranteed formula to determine whether a stock market will rise or drop.



by
Aasheer Shaik
III BBA



MR. Mukesh Ambani is the owner of Reliance Jio Infocom Limited, more popularly known as Reliance Jio recently shot to news when Mukesh Ambani announces the idea and plans of Jio which shook the telecom industry Jio a new entrance in the 4G market, had achieved a growth faster than any other telecom operator or start-up in the world, including like Facebook, WhatsApp, and Skype.

Reliance Jio made its debut in the Indian market on September 5th 2016 officially. With its huge entry, it wiped out all competitors like (Tata DoCoMo, MTNL, Uninor, hutch, etc) with ultimate and unique plans with the huge JIO storm in the Indian tele market, all the smaller companies are completely wiped out.

Unknown facts

- Mukesh Ambani invested in JIO 150,000 crores this is probably the highest investment by a company for the start-up.
- Jio installed more than 90,000 4g LTE towers across India to improve 4G services and it will cover across 90 % of the population to get a good 4G signal
- JIO Company formerly known as Infotel broadband services, MUKESH AMBANI purchased 90% of the shares and re-named into Jio in January 2013.
- Unlike other companies, JIO had only 4G networks they are trying to bring 5g services in India.
- JIO is the most probably first company in India to install eco-friendly towers.

Reliance A.G.M. 2021 top highlights:

Reliance industries limited on 24 June 2021 conducted the 44th annual general meeting (e.g.). The event conducted and attracts thousands of shares

Holders and investors

Like last year this year also, the event was conducted in online mode due to the covid-19 pandemic. It was live-streamed on JIO's official YouTube channel and social media handles.

- Mukesh Ambani also talked about reliance industries company's limited work on the development of Dhirubhai Ambani green energy Giga complex on 5000 acres in Jamnagar has already started total investment worth 60,000 crores in the end-to-end renewable energy ecosystem. With the partnership of future technology including upstream and downstream industries taking total investment 75000 cores in next three years.
- India's leading telecom company JIO has partnered up with Google to develop the world's most affordable smartphone. The phone will be available from 10 September 2021.
- Integration of what's app & JIO what's app doing trial run.
- Sundar Pichai, the C.E.O. of Google also took part in reliance A.G.M. he announced a 5G partnership between Google cloud and reliance JIO.
- Nita Ambani founder and chairperson of reliance foundation announced the launch of five missions to fight covid 19 these include mission employee care, vaccine Suraksha Anna Seva, mission oxygen.

Jio acquisitions:

Reliance retail ventures limited purchased shares worth 1332 crores in Just dial ltd through an open market transaction. The scrips were uploaded by just dial promoter "Venkatachalam sthanu Subba Raman" according to block deal data on the B.S.E. Reliance ventures bought 1.3 crores scrips at an average price of RS 1020 apiece.

The total deal value stood at 1332 crores.

Reliance Jio bought a majority stake in DEN networks, hatchway cable, and datacom in October 2018 JIO acquired a 66% stake in den networks with a primary investment of INR 2045 crores and a 51, 3 % stake in hatchway cable and datacom with an initial investment of INR 2940 crores.

Affordable Smartphones:

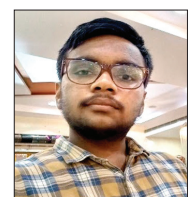
GOOGLE Reliance JIO working closely to launch affordable smartphones in INDIA

Here there is a collaboration between Google and Reliance Jio to develop an affordable smartphone is going to a brisk pace, google CEO Sundar Pichai was reported Google continues with its Indian partner Reliance Jio on the initiative and work on that front is undergoing google while signing the agreement had also bought about 7.7% stake in Reliance Jio worth of Rs. 33737 crores this kind of phone are most likely to be launched in the month of September.

Jio apps:



R. Sai Baji, I MBA



P. Jayadeep, I MBA



Can Artificial Intelligence Replace Doctors ?

In this Era of technological Revolution where the world of humans is being replaced with Artificial Intelligence (A.I) in some of the sectors including Doctors. Do you think Doctors can be replaced by A.I? Yes, artificial intelligence replaces doctors.

- Vinod Khosla, a legendary Silicon Valley investor argues that robots will replace doctors by 2035 and there is some evidence.
- Using deep and machine learning, artificial intelligence evaluates the enormous amount of data to make accurate predictions and interventions
- The innovation of its procedures has enables you to create a cost-effective analysis of huge databases including claims, electronic health, record data, laboratory data, genetic data, medical images.
- When it comes to verifying the accuracy of the data, machines do not cross-check the data as they assume that is perfectly accurate.
- Another big truth is many make predictions and care choices that are not even clearly documented as per the structure data.
- Ultimately when doctor robots will be in charge more accurate and cost-effective treatments will be delivered to patients without making any consumptions

Health Care will need Humans in future

1. Empathy cannot be replaced'
2. Physicians have a nonlinear working method.
3. Complex digital technology requires competent professionals.

4. There will always be tasks algorithms and robots can never complete
5. It has never been tech as human

Upsides of Artificial Intelligence

- AI has huge potential but it's still in its infancy as a diagnostic tool.
- There are a lot of rapid advances being made and a rush for monitoring them.
- There are so many organs and there is so much variability
- For specific tests that examine individual organs the liver, the kidneys, the pancreas, the lungs, the heart.
- Particularly, beneficial in places with limited access to health care

Date bias and lost jobs

The newness of artificial intelligence applications a challenge for regulatory to measure and validate its performance in medical diagnostics

- In April 2019 the FDA announced plans to develop regulations focusing on medical AI products that adapt based on new data
- The development of artificial intelligence technology has increased rapidly not only does it play a role in the field of entertainment and communication, but the future races of AI in the area of health and life being to be seen.
- In some countries, it is integrated into sophisticated analytical tools to help doctors in hospitals diagnose cancer and other diseases

What is the potential of AI in the sector of Health World Wide?

- Global market insights research shows that AI market revenues in the US are expected.

- Research also shows that in the same period, the revenues of the AI market in Europe are projected to reach around \$3.8 billion

Utilization

- In the current era, technology is very important. Technology plays a role and aims to make human work easier and more efficient
- Even in the health sector, technology plays an important role in minimizing errors caused by human negligence

Example:

- Technology does not play a role in surgical operations performed by doctors; the operation can be dangerous and prone o failure.
- Artificial intelligence on machines that are programmed to think like humans.

In the field of health, AI is used in many ways :

1. Robotic surgery
2. Virtual nurse
3. Creation of new drugs
4. Predict early cancer and back pain
5. Health monitoring.



by
M. Sai Sri Priya
I BBA



Covid 19 vs Online Learning

Introduction:

In this pandemic situation, all Education institutions are conducting online classes for students. Not only private colleges but also government schools and colleges are doing the same. A perfect online education needs a computer with a stable internet connection and a peaceful location with a good environment.

Analysis of Online Education:

In this pandemic time, this online education is good for students' health but not so good for students' careers. The process of online education creates a high impact on students' careers.

By this method of teaching, students are unable to gain proper knowledge, skills. They are unable to perform lab activities if they are studying mechanical engineering or chemistry or any practical related studies. This mode is very comfortable for Computer Science Students only if they have computers with them.

Problems faced by Students in Online Education:

In online classes, they are facing many problems as mentioned below.

- The major one is the Internet – Instability
- Improper electronic devices
- Not having a separate room to avoid disturbances in their locality

- Unable to concentrate
- Adaptability towards this mode
- If theirs is a desktop then they face power cut issues
- Students are not able to listen to the classes continuously for 4 to 5 hours by sitting in front of a mobile or laptop or any desktop and it is a very difficult task for students
- It creates some health problems like headaches, back pain, and eyesight.

Parent's reaction to Online Education:

With this online process, parents are happy and relaxed about their children's health regarding Covid. But parents also raising some problems about online classes like sitting in front of screens from morning to afternoon or evening for some colleges. They feel it is harmful to health. And parents also thinking how their children get good knowledge and good marks. Parents don't know whether their children are playing games or listening to classes.

But in this pandemic situation, there is no other option to avail. So, parents slowly started accepting this mode of the teaching process only due to Covid.

Interaction between faculty and students:

In these online classes, the interaction between faculty and students in

low due to many reasons including less time, internet issues, etc. Taking attendance is consuming more time. The remaining time is for the subject explanation. So, there is not enough time for student-faculty interaction.

We can see more differences regarding interaction compared to online and offline. Offline gives practical knowledge but online can't, that is the major disadvantage of online classes.

Online Internships and Interviews:

The main problem for graduation (U.G) and post-graduation (P.G) students is conducting interviews and doing internships online. It is very difficult for students to do online internships; they may face the above-mentioned problems. Half of the people only completing their online internships due to these issues.

Coming to online interviews, the main problem is time management. It takes so much time for conducting an interview, set up i.e., installing software, checking system requirements, arranging a place to attend without interruptions, etc. The major issue that a student may face while attending an interview is an unstable internet connection, due to that he/she may not get the voice of the interviewer or they can't deliver their voice. Internet is the main thing which can give excellent results and at the same time, it can spoil the whole work if it is unstable. Stable Internet is the main pillar for successful online education.



How to adopt this mode of teaching:

This pandemic situation will be there for at least 3 or 4 years. So, students need to adopt this mode of teaching as early as possible. This is the new norm.

In the future, all activities will go online-only like exams, interviews, projects, meetings, etc. So, students should become very flexible towards this online system. From nursery to P.G, every student needs to adopt this model in this critical situation.

Mainly students should remember the following three points:

1. Maintaining a computer with a stable internet connection and a good and peaceful environment. This will motivate students to attend classes without boredom regularly.
2. In this situation, all companies are following online recruiting. So, students should adopt this mode as early as possible so that it will be easy for them at the time of interviews and working from home.
3. Interacting with faculty is not as possible as in offline classes. So, students need to pay attention when the faculty explaining the subject and should clarify their doubts without hesitation.

4. Communication among friends became very tough due to the online system. So, students should conduct separate meetings like group discussions and quiz in online mode also to improve their communication skills.

Finally, "Online education is good for student health but not good for student career in this pandemic situation. But this is the new norm, so students need to adopt this online education, interviews, internships, and job as early as possible".

Benefits:

- During this Covid Time, Online Classes will help to escape students from the Covid virus.
- It reduces the cost like transportation cost.
- Taking attendance is easier than offline.
- This online education will help you to attend online interviews in the future.
- Online classes help to improve student's self-discipline.
- If they got a job with work from home option, they can do it very easily with the help of prior experience.

Five important points:

1. Conducting online classes in schools and colleges in this pandemic situation is mandatory.
2. Parents also accepted this online education process by keeping their children's health in mind.
3. In these online classes, the interaction between students and faculty is very dull compared to offline classes.
4. Interviews for Jobs or Internships, everything is going on online mode only.
5. Students need to adopt this online education process as early as possible by changing their lifestyle.



by
Vesala Gowtham Nadh
I MBA

Google has become a part of Life



The world in our hand:

Google, the most popular search engine in the world fulfills two decades of facilitating our existence. From the word search something we have come to Google something. If anything is not on Google, it simply doesn't exist. From the most basic doubts to the complex ones, Google answers everything not just by the instructions that we type but also by our voice, converting our voice instructions into well-defined search results. To find out what is happening on the other side of the world, it is no longer necessary to wait for the next newscast or the next day's newspaper, just enter the magic box of Google and click on the information of the entire planet in real-time it is slammed into your hands.

Is Google an Outcome of a single person's effort?

The answer is no. Larry Page and Sergey brin have founded Google on 4th September 1998.

Products and Features of Google that we encounter in our daily life:

Most of the features in our smart phones are the attributes of Google only. For downloading every app, we use Google play store, and for viewing our emails we use Gmail. We save our pictures with Google photos. Restaurants, ATMs, events, stores, offices, tourist attractions, everything is in our hands. Google not only tells you how to get to the place you're looking for but also makes suggestions, recommends similar destinations, and puts user evaluations at your disposal to make the search more accurate.

Learning to interpret bulky maps or ask directions every two streets was no longer necessary with Google. For many, Google maps arrived at 'how fallen from the sky' indicating with surprising precision how to get from one place to another, using various means of transport and anywhere in the world. A tool that allowed man to explore the world without fear of getting lost along the way. Google translator, broke down language barriers, now going on a trip to a country with an unknown language is less intimidating if in your pocket you have a phone with Google ready to translate any conversation. Google interpreted so many features like Google docs, Google sheets, classic hangouts, cloud search, Google slides, Google play music, Google meet, Google drive, Google calendar, Google duo, keep, and many more.

One major app everyone use nowadays is Google pay:

Google pay (stylized as G pay; formerly Android Pay) is a digital wallet platform and online payment system developed by Google to power in-app, online, and in-person contactless purchases on mobile devices, enabling users to make payments with Android phones, tablets, or Watches. Users in the United States and India can also use an IOS device, albeit with limited functionality. In addition to this, the service also supports passes such as coupons, boarding passes, campus ID cards, car keys, event tickets, movie tickets, public transportation tickets, store cards, and loyalty cards.

Marketing through Google!

These days, you need more than a website or social media page to market your business online. The bigger your digital presence, the better your business is going to be profitable. So, it's great news that small businesses have access to several free or inexpensive tools that can help you grow your digital footprint and reach more potential customers. Google makes you achieve your advertising goals through the following tools:

1. Google my Business
2. Google Ads
3. Google Analytics
4. Google Digital Unlocked.

EVER WONDERED HOW, GOOGLE EARNS?

The bulk of Google's 162 billion dollar revenue in 2019 came from its proprietary advertising service, Google Ads.

When you use Google to search for anything from financial information to local weather, you're given a list of search results generated by Google's algorithm. The algorithm attempts to provide the most relevant results for your query, and, along with these results, you may find related suggested pages from a Google Ads advertiser. To gain the top spot in Google advertisements, advertisers have to outbid each other. Higher bids move up the list while low bids may not even be displayed.

Advertisers pay Google each time a visitor clicks on an advertisement. A click may be worth anywhere from a few cents to over \$50 for highly competitive search terms, including insurance, loans, and other financial services.

Google's ads advertisements integration touches almost all of Google's web properties. Any recommended websites you see when logged into Gmail, YouTube, Google Maps, and other Google sites are generated through the advertising platform.

by
P. Lalitha Sowjanya
I MBA



WHAT MAKES A LEADER

"If your actions inspire others to dream more, learn more, and become more, you are a leader"

-John Quincy Adams



When asked to define the ideal leader, many would emphasize traits such as intelligence, toughness, determination, and vision – the qualities traditionally associated with leadership. Often left off the list are softer, more personal qualities, but they are also essential. Soft skills such as communication skills, problem-solving skills, emotional intelligence, etc.

Whether you are a multinational CEO, an entrepreneur, or even the Abbot of the monastery who has leadership responsibilities, it won't work for you as a leader until and unless actionable strategies for the good of the company or community are being done, your vision is clearly articulated and you become a team player with excellent soft skills.

5 Most Important Soft Skills to be possessed by a leader

1. Interpersonal Skills :

- **What are they:** They are the skills you need and use to communicate and interact with other people.
- **Uses:** At work, you are required to communicate and interact with a wide range of people, from suppliers to customers through your colleagues, your team, your head, etc. The ability to do so makes a huge difference between happy work life and a normal one.

2. Motivational Skills :

- **What are they:** Motivational skills

can be defined as actions or strategies that evoke desired behaviour or response in an individual.

- **Uses:** They allow us to change the behaviour, help our subordinates or the team members a sort of encouragement, through which they can be boosted up and it also helps them increase positivity throughout the work time.

3. Analytical Skills :

- **What are they:** They refer to a person's ability to identify the problem, understand it and find a relevant and logical solution to it?
- **Uses:** Analytical skills are important because they allow us to find solutions and make appropriate decisions understanding a problem and analyzing the solutions is an important skill for every person at any situation at any level.

4. Decision - Making Skills :

- **What are they:** The ability of a person to select the alternative among many, to reach the target outcome most efficiently and effectively in the shortest time possible.
- **Uses:** The effective decision-making skills of a leader boost up the confidence in the members of the group or a team. In harder times, the decision taken by the manager or a leader may have a long-lasting effect on all the team members.

5. Emotional Intelligence (EQ) :

- **What are they:** It is the ability to understand and recognize one's own emotions and those of others.
- **Components of EQ:**
 - **Self-awareness:** The ability of a person to understand his/her moods, emotions, etc., and their effect on others.
 - **Self-regulation:** The tendency to suspend judgment to think before acting.
 - **Motivation:** A passion to work for reasons that go beyond money or status.
 - **Empathy:** Skill in treating people according to their emotional reactions.
 - **Social skills:** Efficiency in managing relationships and building networks.

Uses: Having a high level of emotional intelligence allows you to empathize with others, communicate effectively and be both self and socially aware.

by
Sree Hari Priya
II BBA



Alluring Art



K. Durga Lakshman
Reddy
II BBA



P. Rukmeni Devi
II MBA



RAJA KRISHNA
LASYA, I BBA

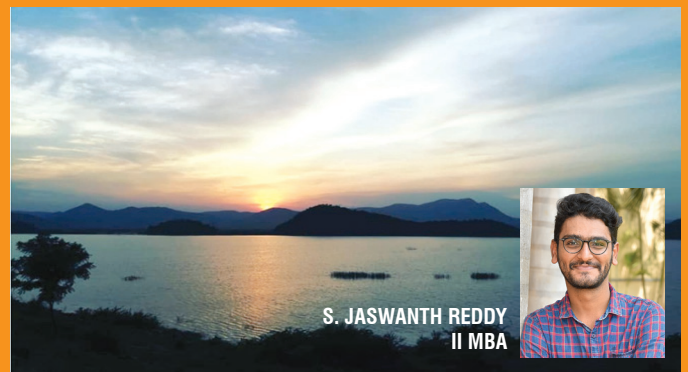


J. Deepika,
III BBA

Photopedia



G. Hari Prakash
II MBA



S. JASWANTH REDDY
II MBA



K. YAMINI
II MBA



SHAIK.FAZIL
II MBA





VIGNAN'S

Foundation for Science, Technology & Research

(Deemed to be UNIVERSITY)

-Estd u/s 3 of UGC Act 1956

ADMISSIONS NOTIFICATION 2021

BBA / MBA Admission Test V-JET

apply online : www.vignan.ac.in

Department of Management Studies

Courses Offered

BBA

Bachelor of
Business
Administration

MBA

Master of
Business
Administration

Ph.D

Doctor of
Philosophy

Admission Helpline

9908973877, 9440943283
9849241542, 9550938786
7780765483

Eligibility criteria and fee structure for BBA/MBA programmes for the academic year 2021-22

	MBA		BBA
Category	Eligibility Criteria	Admission Procedure	Eligibility Criteria
A	55% in any Bachelor's Degree with CMAT Score above 130 / ICET Rank below 25000 / MAT score above 500/ Min.70% in CAT (OR) 60% in B.Tech	Group Discussion and Personal Interview	Intermediate (10+2) with 55% in AP & Telangana State - CBSE - ICSE / 50% in other south Indian states and qualified in V-JET
B	Minimum 50% in any Bachelor's Degree	Written Test, Group Discussion and Personal Interview	Intermediate (10+2) with 50% in AP & Telangana State - CBSE - ICSE / 50% in other south Indian states

* V - MAT : Written Test will be conducted for B.Tech / Degree students who have not appeared in any other entrance tests.

* For MBA Programme out of total intake capacity seats in the department 25% seats with 50% scholarship and any number of seats with 25% and 10% scholarships.

Scholarships for two years of MBA Programme

Scholarships (per year)	For B.A / B.Com / B.Sc / B.Tech
50%	ICET Rankers 1 to 5000 / CAT-6 to 6.9 per 10-point scale / MAT Score 650 to 749 / CMAT Score 200-249 (or) 80% and above aggregate for B. Tech students / 75% and above aggregate for Degree Students
25%	ICET Rankers 5001 to 15000 / CAT-5.5 to 5.9 per 10-point scale / MAT Score between 550 to 649 / CMAT Score 150 to 199 (or) 75% to 79.99% aggregate for B.Tech students / 70% to 74.99% and above aggregate for Degree students
10%	ICET Rankers 15001 to 25000 / CAT-5 to 5.4 per 10 point scale / MAT Score between 500 to 549 / CMAT Score 100 to 150 (or) 70% to 74.99% aggregate for B.Tech students / 65% to 69.99% and above aggregate for Degree students

Scholarships for BBA programme (for 1st year)

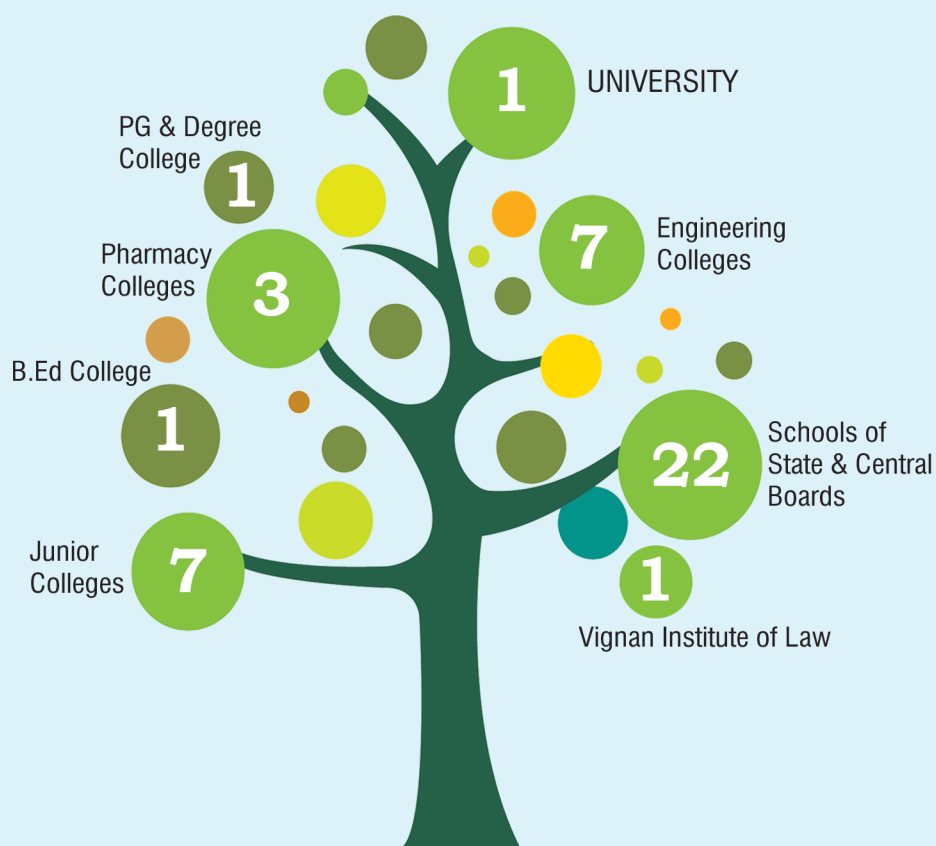
Scholarships	AP / Telangana (Inter Marks)	CBSE / ICSE
75%	above 950	above 90%
50%	930 - 949	85% - 89.9%
25%	900 - 929	80% - 84.9%
10%	880 - 899	70% - 79.9%

The scholarship is applicable for entire duration of study subject to maintaining a minimum 70% of marks in the preceding years without any backlogs.

Cost of Application : **Rs. 1000/-**

Apply online : www.vignan.ac.in | Toll Free : 1800-425-2529 | Tel : 0863 2344777

VIGNAN Symbolising
43 years of
 honest
 growth



VIGNAN'S
 Foundation for Science, Technology & Research
 (Deemed to be UNIVERSITY)
 -Estd. u/s 3 of UGC Act 1956

Vadlamudi, Guntur - 522213, A.P., India. Tel : 0863 2344700 E-mail : info@vignan.ac.in Visit : www.vignan.ac.in

Toll Free 1800-425-2529