

ST. JOSEPH'S DEGREE & PG COLLEGE

AUTONOMOUS, AFFILIATED OSMANIA UNIVERSITY
ABIDS, HYDERABAD

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OUR PATRON



SAINT JOSEPH

MESSAGE FROM PRINCIPAL DESK

“Learning gives Creativity, Creativity leads to thinking, thinking provides knowledge, knowledge makes you great”

- A. P. J .Abdul Kalam

As Principal of St. Joseph's Degree & PG College, it is my pleasure to welcome you all to our college bulletin **“The Voice of Joseph's”**. It showcases the contributions made by the faculty and students in the contemporary areas in the field of Business Management. The college provides outstanding 360 degree education in Character building, Leadership, Extra and Co-Curricular activities along with academics. St. Joseph's is fostering the research culture by creating a platform for both faculty and students to present and publish real time research. First time St. Joseph's College has initiated this research bulletin to inculcate the habit of research and innovation in the minds of the budding managers.

ABOUT THE COLLEGE

St. Joseph's Degree & College has its deep root in the field of education in the state of Telangana. It is nurtured, developed and run by Hyderabad Archdiocese Educational Society (HAES). The college has the privilege of having a healthy, harmonious ambience and rich values which have played pivotal role in shaping the future of innumerable students. With proud legacy of 22 years, St. Joseph's Degree & PG College has excelled in every field. Many students have brought laurels in curricular and extracurricular activities at university and state level. Students educated from the college have carved a niche for themselves in various fields at national and international levels. It is accredited by NAAC and became Autonomous since 2011. It is ranked and rated as one of the best B-Schools in Hyderabad, by India Today, The Week, CSR ,Business Standard surveys etc.

ABOUT THE DEPARTMENT

At UG level the department offers BBA,BBA(IT),BBA(Analytics),BBA(Financial markets) and BBA (Honours) & Post Graduate Level the Department offers two year courses: Master of Business Administration (MBA) with dual specialization (Marketing, Finance, Human Resource Management and Operations) and Post Graduate Diploma in Management(Business Management) with dual specialisation(Marketing, Finance, Human Resource Management, Operations and Business Analytics) and Sectoral specialisation. Apart from the regular curriculum the college also provides skilled based certificate courses like digital marketing, Advanced Excel , Artificial Intelligence etc.

HR Trends: 5 Major Human Resource Innovations in 2019

*Rev. Fr. Dr.D. Sunder Reddy
Principal

The global human resource management (HRM) sector is projected to reach \$30 billion by 2025. In other words, the business of creating innovative HR solutions is booming. HR, an industry comprising professionals that have been historically overburdened with the complicated processes of managing the lifecycle of every employee, is currently experiencing a deluge of innovation.

Five Major HR Trends for 2019

1. Engaging All Employees
2. Fighting Unconscious Bias
3. Improving Essential People Training
4. Expanding Our Concept of Wellness
5. Streamlining HR Operations with AI

1. Employee Engagement

Prediction: Businesses will increase their employee engagement spending by 45% in 2019.

HR personnel can use employee engagement software to solicit and track feedback from their employees, recognize employee achievements, and promote positive activity. These tools draw actionable insights from employee feedback essential for improving engagement.

2. Blind Hiring Technology

Prediction: Companies will increase their use of technology to remove unconscious bias from the hiring process by 30% in 2019.

Some provide diversity filters to remove unconscious bias during recruiting and passive candidate sourcing. Diverse analytics, for example, can help businesses understand and compare how their company ranks in diversity against their competitors. Additionally, some

solutions focus on redacting information such as gender, race, ethnicity, or education during the resume scanning and interviewing process, highlighting instead job skills and experience.

3. VR Sexual Harassment Training

Prediction: VR-based sexual harassment training industry will increase 15% in 2019. As a result of the increase of interactive, fully immersive sexual harassment training, the number of sexual harassment cases will decrease.

The VR ([Virtual reality](#)) software and hardware market is projected to reach \$40.4 billion by 2020. And according to International Data Corporation (IDC), more than 1 billion people are expected to use VR regularly by 2020. VR is destined to become ubiquitous across homes, schools, and industries, alike. Virtual reality software is the obvious solution to our sexual harassment problem and funding for this type of technology will inevitably increase.

4. Corporate Wellness Initiatives Expansion

Prediction: Corporate wellness initiatives that focus on financial and mental health, in addition to physical wellness solutions, will expand by 40% in 2019. Companies will employ financial and mental health solutions to work part and parcel with physical well-being solutions to boost employees health and wellness.

To provide a comprehensive corporate wellness solution, businesses will increase their budget allocated to wellness, focus on integrating solutions to improve employee access, and embrace digital solutions. Businesses will focus on emotional well-being initiatives including offering stress management workshops, providing meditation rooms, and

focusing on mindfulness and work-life integration. Companies will also have the option of using wellness apps to better promote and deliver these solutions to all of their employees. These solutions not only work to reduce employee burnout but provide employees with holistic wellness solutions to improve their overall health and wellness. An improved focus on corporate wellness decreases stress and burnout, resulting in more productive employees and a positive organizational culture.

5. AI to Improve HR Operations

Prediction: AI-driven HR technology innovations will increase by 35%.

From engaging employees to fighting unconscious bias, and expanding our concept of wellness—embedding HR tools with machine learning as a service (MLaaS) streamlines all of these HR processes, from the specialized blind hiring solution to the ubiquitous ATS.

AI can help to remove unconscious bias from the recruiting and interviewing process. HR service delivery software, helps organizations and HR personnel simplify complex HR operations by reducing the time HR personnel need to spend reviewing and responding to employee requests. Furthermore, AI is implemented throughout applicant tracking systems (ATS) that is commonly used to streamline the process of scanning resumes. These systems reduce the time HR personnel and recruiters need to spend on that small but timely part of the recruiting and hiring process.

(Source: <https://learn.g2.com/trends/2019-hr>)



10 TRENDS IN WORKFORCE ANALYTICS FOR 2019

* DR.R.ANITA, Dean Academics & Associate Professor,
St Joseph's Degree & PG College

Workforce analytics is developing and maturing. It is the approach of measuring behaviors of people (candidates, employees) and analyzing them to improve people and business performance. This is done by analyzing people data using statistical methods and software in order to make better workforce decisions. Workforce analytics relies on up-to-date employee data, transparency, and buy-in from the employees themselves.

Using Workforce analytics, managers would be able to:

- Make better hiring decisions by predicting candidate success
- Prevent talent from quitting their job by predicting employee turnover
- Test which employee policies are effective – and which ones are not
- Identify and quantify work accident risk
- Analyze future workforce need
- Optimize the employee experience
- Link HR actions to business outcomes

When workforce analytics is done well, it's not only the business that benefits but employees can also benefit. Benefits include:

- Make a better fit between their wishes and needs and the organizational demands
- Develop themselves and utilize their potential better
- Use learning solutions that are tailored to their actual performance
- Get granular feedback that can be used to improve performance.
- Be enabled to contribute more to the objectives of the organization

10 trends in workforce analytics to keep track of in 2019.

1. Moving from one time to real-time feedback from candidates, employees and other relevant groups
2. Moving from people analytics to workforce analytics i.e entry of Robots and chatbots in the workforce
3. More transparency using General Data Protection Regulation (GDPR) for fueling a lot of positive developments
4. More focus on productivity
5. More focus on employees benefits
6. Moving from individuals to teams to networks
7. Cracks in the top-down approach i.e employees are expected to take more initiative
8. Importance of learning curve
9. Simplifying the process with no mandatory meetings, no forms, no review meetings, just one annual rating to be submitted per employee by the manager and focus on activities to optimize the core activities of the organization.
10. Having too high expectations on employees

Planning for a Home Loan – Is it Easy? Bank v/s NBFC – Home Loan

**Mrs. M. Jayasree, Assistant Professor
St Joseph's Degree & PG College*

Every single person seeking for a home loan must know that loan should be taken from a bank or a NBFC. All new bank loans and the older are based on MCLR (Marginal Cost of Funds-based Lending Rate). It is the lowest rate at which a bank can lend. All Banks should declare for various tenors (overnight, one month, six months, one year, two years, and three years). Apart from the MCLR the bank can apply a spread basis the borrower's gender, credit score, and income and loan requirement. Loans from NBFCs and Housing Finances Companies (HFCs), are linked to the Prime Lending Rate (PLR). Banks are governed by the Reserve Bank of India; NBFCs are governed by the Companies Act. NBFCs are free to set the PLR as per their business requirements which give them more freedom

in setting their interest rates to suit the demands of customers, especially customers who don't meet the eligibility criteria of bank loans. Our Credit score decides to get a loan from any Bank or NBFCs. If we have a 750 or more we will be sanctioned best loan deals. If we have a less credit score it is good to apply loan from an NBFC. Later on as we improve credit score with timely EMI payments we can transfer our loan to a bank loan offering a lower interest rate. Both banks and NBFCs have strict norms and the documentation requirements at NBFCs may in some cases be lower compared to some banks. The loan market is big and diverse. But one should not apply for multiple loans at once. This would harm your credit score.



GROWING IMPORTANCE OF FINANCIAL ECONOMETRICS

*Mrs. Mubeen Sultana, Assistant professor
St Joseph's Degree & PG College*

Financial Econometrics is an Integral component of modern Quantitative trade. It is a branch of Financial Economics using Statistical methods to Financial Markets Data for the problem relating to financial sector. People working in the finance industry or researching the finance sector often use Econometrics Techniques in a range of activities such as Portfolio Management and Risk Management to predict the "Bad Investment Out comes". It clearly differs from

other forms of Economics because the emphasis is usually on analyzing the Prices of Financial Assets Traded at competitive Liquid Markets.

In spite of having High frequency data from a range of different financial instruments and markets, out of sample Forecasting is always loaded with difficulties such as Multiple Pricing Error. However challenging researchers are setting the stage for an equally exciting future.



SOCIALLY RESPONSIBLE INVESTING: AN INVESTORS APPROACH

*Ms.Smriti Nagaria, Assistant Professor,
St. Joseph's Degree & PG College

Investing has become an important aspect for an investor for making money grow either in form of income or price appreciation. Investors expect higher returns from riskier investments and low return from low investment. It is viewed that investment is not only about turning money in to profit and growing, it is about building and thriving responsibility and sustainability. In this context a widely followed practice emerged known as socially responsible investing. It refers to an investment strategy which considers both financial return and social good. An investment is considered as socially responsible because of their nature of the business a company conducts and that avoids investment in companies that produce or sell addictive substances. It seeks out companies engaged in social justice, environmental sustainability and alternative energy. Investments in this can be made through individual companies or through socially conscious mutual or exchange traded fund. This is more suitable for those investors who have personal connection to their investment and companies that have ethical practices. Social impact and financial gain are the are two inherent goals of socially responsible investing which encourages investors to promote environmental stewardship, consumer protection and rights.

Investment strategies focus on return on investment to maximize profit but here investors weigh social cost of their investment along with profits. An increasing number of shareholders are considering social and environmental criteria in making decision and executing shareholders rights. Investors have different motives for engaging in socially responsible investing which includes legislation which is the main cause for institutional investors, ethical motivation ,financial motivation and pressure by actual and future beneficiaries. The major participants include institutional investors who help companies to increase performance and corporate governance ,individual investors who invest in retail funds,NGO's which exerts influence on company behaviour and investments and financial industry playing dual role of shareholder and facilitators to the investors. In spite of certain limitations with respect to low levels of cooperation between shareholders, , dual role of institutional investors and low level of knowledge on socially responsible investing among shareholders this concept has shown a rising trend toward companies that positively impact the environment by reducing emissions or investing in sustainable or clean energy sources.



HAVE YOU HEARD ABOUT 'ICHIMOKU KINKO HYO'?

*Ch. Kavya, Assistant Professor,
St. Joseph's Degree and PG College

You might be knowing that in order to analyze stocks we have two main tools called Fundamental Analysis and Technical Analysis. In Fundamental Analysis the investor generally tries to analyze various aspects of the business apart from the financial information provided (like Competitive Advantage, Quality of Management, key ratios, Economic Factors, Industrial Factors, Key Factors etc.), whereas in Technical analysis the past stock prices are analyzed in order to predict the trend of prices in future.

This Ichimoku Kinko Hyo also known as Ichimoku cloud is developed by a Japanese Writer named GoichiHasoda in the late 1930's. Ichimoku cloud is a complete Technical Indicator which purely helps to know the prices of stocks. Meaning of the word ICHIMOKU is 'ONE LOOK'. It means that the traders will have one look at a chart regarding the momentum of stocks. This analysis takes help

of candlestick charting to improve the accuracy of forecasting.

This Japanese techniques makes use of Six Indicators /elements for analysis as follows:

1. Tenkan – Sen
2. Kijun – Sen
3. Senkou Span A
4. Senkou Span B
5. Kumo
6. Chikou Span

Though the technique was developed in 1930's it was released to the public in 1968 after a lot of testing. Inchimokukinko Hyo has been used extensively in Asian trading rooms since Hasoda Published his book and has been successfully used to analyze Trade Currencies, Commodities, Futures, and Stocks. In the early 21st century the Western Traders really began to understand the power of this charting system.

Isn't it interesting to know?



US AND CHINA TRADE WAR IMPACT ON INDIAN ECONOMY

*M.NARSING RAO, Assistant Professor

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increased the heat in trade between two countries.

US and China trade war started in 2018 from that time numbers of times higher authorities in the both the countries tried to get a conclusion for it. In G20 summit also both the countries came very close to resolve this matter with in 100days, but in 2019 US President Donald Trump through his twitter posted that he is going to increase import tax on the goods which are form china worth of 20,000 crores dollars in which already china paying 10% tax on it, now it is increasing to 25% which is heavy burden on china it is already paying 5,000 crores dollars to US as tax at 10%, and 32,500 crores worth of china products no tax in US. Trump planning to impose tax on those items also. To opposing this china also wants to increase tax on importing goods from US, this is done by US because of deficit payment to china which is 38,732 crores dollars to china to overcome this US want to implement this tax praposal. This

Major portion of imports by China is crude oil from US and this is the first country followed by India. If china does not purchase petrol from US than US looking in to the Indian market.

If US increase the tax automatically petrol barrel cost will increase that India has to pay in dollars that will create more financial crises in India, if petrol cost increase relevantly related costs will increase, all transport charges will increase automatically daily usages cost will increase this will be over burden on common man. It is applicable not only to India, other countries also. Due to this reasons Indian stock markets continuously falling down and rupee value also decrease,

With this effects Indian stock markets Sensex fall by 3% almost 1000 points down and Nifty 300 points, this evaporated 1,24,000 crores of wealth of Investors, not only in Indian markets it is affected almost all countries stock markets.



UPGRADING LOGISTICS WITH IOT AND BLOCKCHAIN

*Saranya

BBA(BA) III – Student

We all know how Sherlock used his brains and solved the greatest mysteries ever. Of course with a help from his sidekick Dr. Watson. Today our Sherlock is Blockchain and Dr. Watson our IoT. Well these two aren't here to solve any "mysteries" but the problems that are being faced in the logistics. Malpractices, damaged products, false transactions to name a few. To start with Blockchain is often confused with Bitcoin. They are two separate things working together. For example, the email uses the internet and so does Bitcoin uses blockchain. Well, the internet is not limited to only emails and spams. Blockchain isn't either. It is a profound technology that took fame over the past 10 years. IoT systems did not gain traction until 2010 where the IDC published a report that it would hold a market of \$8.9 billion by 2020.

Before knowing how these technologies help the logistics a basic understanding is necessary. **Blockchain:** According to John Cohn, a scientist from IBM, Blockchain is a shared, unalterable ledger for recording the history of transactions. It increases trust, accountability and transparency among the business networks.

IoT: IoT is short for Internet of Things. The Internet of Things refers to the ever-growing network of physical objects that feature an IP address for internet connectivity, and the communication that occurs between these objects and other Internet-enabled devices and systems.

Understanding the concept: Let's consider the shipment of flowers from Singapore to Belgium. To deliver these flowers in a good condition it is necessary that they are very well maintained during the transit. This shipment happens over sea, making the flowers

vulnerable to different weather conditions and heat. It is important that a certain temperature is maintained.

Every step in the process, there takes place a transaction. These transactions are recorded in the Blockchain, visible to all the participating parties, protected by cryptography making it immune to any kind of data manipulation or fraud. So when does IoT come in the picture? The packages are enabled with special sensors that triggers when the temperature changes around the flowers. The data generated is recorded in the Blockchain making it visible to all the parties. A solution might be taken accordingly. Either to take a step to maintain the temperature or to return the shipment.

How does this help? Let's consider A and B are the 2 main parties involved A being the shipper and B being the receiver. When this data is generated A will know the condition in which the flowers are maintained and sent where B will know that the flowers he is going to receive aren't damaged and can avoid loss.

There is more to this concept that what is explained. Let's just say this was just the tip of the iceberg. IBM is one of the first companies to converge IoT and Blockchain to create a platform where businesses can use it for their logistics. It is easy to use and understand. One can gain access to this information through their websites and short videos on YouTube.

The Scope for the convergence of the technologies is vast and cannot be limited. Logistics is real time and people expect faster and accurate results for the development of their businesses. The implementation of these technologies can take a while for a company or an organisation but it is worth the time and cost. The world is moving ahead and it is time that we did too.



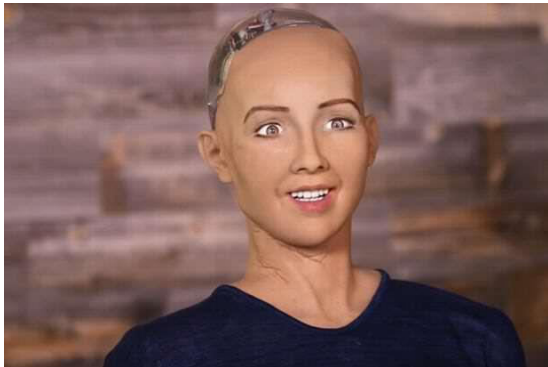
IMPACT OF ARTIFICIAL INTELLIGENCE

*SUNEETH & JASON
MBA II year – Student

Artificial intelligence is easily one of the most widespread subject in all of the science fiction the idea that the machine can exhibit the same level of intelligence and ability as a human being captivated writers and audiences alike for several decades from an threatening computer system in 2001 A Space Odyssey . And in recent times two superhuman androids in a sci fi show called Westworld. This captivating sub genre of sci fi has experienced the diverse range of of depictions but fiction as a habit of romanticizing certain aspects such as the frequent inclusion of humanoid robots building a robot in pursuit of AI is a bit like constructing the chassis of a car before the internal combustion engine was even invented. In recent years a few outspoken intellectuals such as elon musk, Sam harris, Stephen hawking, nick bostrom and a few more have voiced genuine concerns for the rise of artificial intelligence as brilliant minds across the world are competing to retrace the hundreds of millions of years of evolution that resulted in the human brain and while many experts have no doubts about machines ability to achieve human level intelligence at some point in the future just as many believe it to be an impossibility and perhaps it is, perhaps we are incomprehensibly complex in such a way that we cannot do what nature has done to us then again if random genes can lead to intelligence then how hard can it be, in fact even though evolution has a

gigantic head start machines have already surpassed us in some limited domains. Take the popular board game such as chess, Best players in the world have been defeated by artificial intelligence just think no human player again can become the best at chess no matter how hard you try even even if you dedicate your entire life to become the best player you could possibly be it will never be enough luckily for us there's a lot more to the human condition than chess. Its it hesitating to think that more general talents and abilities could be rendered equally obsolete assuming its possible. What happens when machines become more competent at performing any and all physical and metal labor if AI becomes more competent in every regard then what purpose or function would be left for us. **Sophia** is a social humanoid robot developed by Hong Kong based company Hanson Robotics. Sophia was activated on February 14, 2016, and made its first public appearance at South by Southwest Festival (SXSW) in mid-March 2016 in Austin, Texas, United States. It is able to display more than 50 facial expressions. Sophia has been covered by media around the globe and has participated in many high-profile interviews. In October 2017, Sophia became the first robot to receive citizenship of any country. In November 2017, Sophia was named the United Nations Development Programme's first ever Innovation Champion, and is the first

non-human to b



e given any United Nations title. The Sophia-bot was dreamed up by the brains at Hanson Robotics, lead by AI developer David Hanson. In his published paper, he extrapolates on how humanoid robots can be likable, despite the conception that anything to 'fake human' will trigger a revulsion in people.

Picture of Sofia (Source:unilad)

Google is one of the leaders in the Artificial Intelligence field and it has cemented its place at the top of ladder with its mind blowing products at the recently held annual I/O conference. New products like Google Duplex and Google Lens was showcased which left the audience gaping with awe. From updates in Google Maps to improvements for Android, Google has made every effort to make the user experience better for its existing line of products as well. Some of google's exceptional innovations are :

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SOCIAL MEDIA

*Pooja Attal
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In this generation full of technology and innovation, right from 3-4 year old kids to 50-60 year old adults, everybody uses social media or atleast knows about it. Social media has changed the way we communicate and pass information.

Social media was created for people to communicate from long distances and now it has become the go-to activity when we're bored, have a little downtime or just a compulsion built from habit.

There are 3.499 billion social media users across the world and most of them are adolescents and teenagers. Uses of Social media Applications include a desire to reveal valuable and entertaining contents, to hold political campaigns, to communicate freely, to nurture relationships, get the word out about brands helping companies in digital marketing and sharing causes and petitions users like to support.

Most of the users access social media using cellphones which has also increased the accessibility of social media. People from villages are able to show up their talents by making and posting videos sharing cooking recipes or letting us know about their culture on youtube which gives them recognition. Buying and selling things online has become really common and convenient for people now a days on platforms like amazon, flipkart, snapdeal etc. which in turn saves user's time and has other benefits.

Top brands love instagram, which is demonstrated by 85% of them. Youtube is the second largest search engine, taking second to Google with 3 billion searches a month. Consumers that land on your site through pinterest are 10 times more likely to complete a purchase than visitors that have come through other referrals.

Small,Medium,Large all types of enterprises are being recognised on social media. Social media helps in increasing brand awareness among users. Social media has the ability to create real human connections by introducing users who make up to their companies to the existing customers and letting them know the product satisfaction of the existing customers. That is how social media leads to increase in sales. Appointing film stars and renowned celebrities as brand ambassadors for their brands and promoting them on social media platforms has also resulted in the increase of

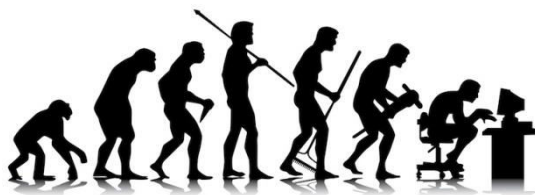
sales of the companies like in the case of Calvin Klein.

Some of the social networking sites also provide us with chatbots which allows us to clear our queries regarding the product we are searching or the place we have to enquire about.This removes communication barriers between the users and the organisation.Applications like trivago, bookmyshow,make my trip also help users in pre-booking of hotels, restaurants and events they like.



THE HISTORY OF THE EVOLUTION OF BUSINESS ANALYTICS

*Mr. S. VENKATA SIVA KUMAR
ASSISTANT PROFESSOR



The word 'History' doesn't mean that the present discussion is about dark ages, but it was about the remarkable evolution of business era mere a few decades ago. The data collated from the departments with handwritten ledgers – with heaps of room for human errors and missteps – the evolution of business analytics have had quite a technological journey since the last twenty years. Business analytics and technology have improved at exponential rates and will likely continue to do so as we look to the future. It's essential to see how far this technology has come to place just how meaningful it has been on business growth throughout time. There are clear and direct correlations between the

evolution of business analytics platforms and the booming success of industry expansion.

Business Analytics refers to the skills, technologies, and practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning", by covering all areas of business transactions, industry and verticals. The business analytics measures daily insights in the areas of:

- ✚ Finance
- ✚ Sales
- ✚ Marketing
- ✚ Social Media
- ✚ Search Engine Optimization (SEO)
- ✚ Consumer Data
- ✚ Target Audience Data
- ✚ eCommerce
- ✚ Human Resources and much more

The Future of Business Analytics –
Predictive and Behavioural Analytics

With the introduction of full-length digital analytics platforms like SPSS, SAS, R, etc., the world of business analytics has taken yet another ramped upturn toward innovation. The future of the evolution of business analytics is bright as we look to these unique features:

Real-time analytics: Real-time analytics are data collected and reported on in-the-moment, or in real-time. An example of this might be that an eCommerce store owner could witness a sale coming through the owner's website as it happens.

Big data: With vast chunks of historical data available in conjunction with real-time cloud data drawn from a tremendous user base, big data is groundbreaking in its ability to move the evolution of business analytics forward.

Predictive analytics: Based on past trends, predictive analytics looks too big data collected over time to predict future actions.

Automated analytics: Automated analytics are analytics that ultimately requires very few to zero manual inputs. Data is automatically analyzed in ways that optimize business systems.

The evolution of business analytics will continue to evolve as it has done so throughout the ages. Perhaps what we currently deem the future of business analytics will one day soon be as obsolete as tracking sales with sticks and stones, but in the meantime, let's agree to appreciate the technology we have and use it to make the best possible business decisions we can.



PRESENT TREND IN ADVERTISING INDUSTRY

* MR.RAVI VARMA
ASSITANT PROFESSOR

Advertising trends have evolved from the quintessentially traditional print ads and TV spots to new marketing strategies that include QR codes. While print and TV are steadfast in the ad industry, new technology is opening new avenues to reach consumers. For businesses that want to stay ahead of the curve with interactive advertising, this trends can do just the trick.

QR Codes

A QR code, or a "quick response" code, is a two-dimensional symbol akin to the UPC (Universal Product Code, or "bar code"). A QR code elicits a digital action

when scanned by a QR code reader. In advertising, it has gained traction as an interactive tool in which consumers can scan the code to retrieve additional information about the product or promotion. When scanned by a Smartphone, a QR code can initiate several actions, such as opening a website, making a phone call or sending an SMS message. Make a free QR code online using the QR Code Generator (see Resources) and place the symbol on your company's business cards, brochures, coupons, print ads and even TV spots.



CAREER IN OPERATIONS MANAGEMENT

*Mr. Jyothi Kalyan
Assistant Professor

Operations management is a self explanatory profession where we try to optimize the operations of the business to match with its vision and mission. If you are a techno savvy or a management graduate aspiring for a career in this field, you are building a career path in the field which is second most in-demand professional field for 2024. In short every business needs operations for its smooth and seamless functioning i.e., there are jobs available in almost every industry. Whether it is retail education, government institutions, manufacturing and service organisations,

operations management is a sought-after skill set.

As more businesses expand globally, the demand for a strong operations management skill set will be highlighted in the following fields: Facilities Coordinator, Purchasing Manager, Plant Manager, Service Operations Director, Supply Chain Manager, Quality Control Officer, Warehouse Manager, Logistics Analyst, Process Engineer, Transportation Manager, Customer Service Manager, Operations Analyst, Chief Operations Officer.

To prove oneself in the field of operations one should be a fast learner, online savvy, adaptable

to the changing rules of the workplace, and highly motivated.



ROBOTIC PROCESS AUTOMATION: CURRENT TRENDS IN HR

*S. Swapna
Assistant Professor

Robotic process automation is the process of automating routine business tasks. It has helped enterprises in optimizing the bandwidth of their employees. Robotic process automation bundled with AI is the future of enterprises. Over the past decade, the term RPA has become commonplace in enterprises. The robotic process automation (RPA) is the technological capability that allows the streamlining of operations in enterprises and reduce their costs. It allows enterprises to automate their mundane and

tedious processes, thereby enabling users to enhance their productivity through higher value-adding tasks.

Human Resources

Most of the basic HR tasks can be offloaded to robotic process automation systems. This would leave HR managers to get involved in more strategic tasks. RPA can take care of office maintenance, basic approvals, official announcements etc. This will not only save time but also help in utilizing workforce skills better.



PEOPLE ANALYTICS

* Dr. Rani Gujari
Assistant Professor

People analytics is the method in which the manager uses data and data analytics that can help him make effective decisions about the employees. This method applies statistical tools, techniques and expertise to a large set of demographical data of employees and arrives at business decisions in the organization. These analytics can be applied to hiring, employee performance and retention areas.

Previously the HR had to justify his decision to hire somebody or to not hire somebody constantly as the decision was purely based on his gut feeling, but by applying this analytics method, the manager can give a statistical as well as analytical explanation for all the decisions he has taken.

People analytics helps in better tracking and management of human capital and efficient workforce and performance management,

critical to overall functioning of the organization.

Three types of data that can be analysed are:

1. People data such as demographics, skills and engagement.
2. Program data such as attendance, adoption, participation in training and development and leadership programs, outcomes of key projects and assignments.
3. Performance data such as performance ratings and data captured from the use of instruments such as 360 degree assessments and succession programs.

Benefits of Using Analytics

The analytics helps in giving the managers a deeper and more intelligent data visualization and enables them in taking sound decisions. Analytics can help in both predictive as well as prescriptive analysis of employees.

1. The benefits to recruitment include: reducing time-to-hire by replacing manual processes, increasing quality of hire by avoiding unconscious biases early in the hiring process, collecting recruiting and hiring data that can be correlated with business outcomes such as increased revenue
3. Research featured in the Harvard Business Review found that using an algorithm increases the ability of recruiters to find the best qualified candidates by more than 50%.
4. Analytics have also shown downstream benefits in HR:

Attrition rates decreased by 35%

Performance increased by 20%

Revenue per employee improved by 4%

Implementation of Analytics

People analytics will change the way the organizations identify, attract, develop and retain talent.

- Leading ERP vendors are implementing a set of people analytics dashboards to help senior leaders understand attrition, hiring metrics, employee cost, and employee engagement by geography, business unit, and manager.
- The chief operating officer at a large chain of hospitals uses analytics to understand patterns of patient outcomes and how management and people issues contribute to results.²
- A retail head of operations are implementing people analytics to look at customer and employee traffic patterns, identifying new locations where sales people should be positioned to help improve total customer purchase



NEVER GIVE UP!

*Ms. N. Carolyn Rubavathy
Assistant Professor of English

As we travel in our journey of life, we tend to give up easily when we meet challenges in life. We fail to realise that challenges are the ones which make us stronger and wiser. Moreover, we should accept challenges and struggles in life as stepping stones and not as stumbling blocks. All great achievers in the world have not tasted the fruit of success without overcoming their shortcomings. They toil day and night to make their dreams a reality. Lazy people are the ones who always give excuses to escape the harsh realities of life. On the other hand, diligent people believe strongly that there is no substitute for hard work. Instead, they put their heart and soul in all the work they do. In this way, they try to finish the race of life well without giving in to the pressures that prevent them from reaching their destination. When we face difficulties in life, we always ask, "Why me?" But when we read

stories of people who have experienced success amidst tough circumstances, it gives us lot of hope to face the hurdles in life with a spirit of power, love and self-discipline. In Man's Search for Meaning, Viktor Frankl talks about the meaning of life (Logotherapy) in the context of Holocaust during Nazi regime. More than 6 million Jews were ruthlessly killed under the dictatorship rule of Adolf Hitler. The purpose-driven and hope-driven lives of the holocaust survivors amidst untold miseries gives a bright ray of hope for all who are discouraged and depressed by failures and misfortune in this post-modern world.

Let's resolve to be resilient in this academic year 2019-20. Only then we can say the words of Apostle Paul boldly. "I have fought the good fight, I have finished the race, I have kept the faith" (2 Timothy 4:7).



THE INDIAN DEMOGRAPHIC DIVIDEND AND THE QUALITY OF HIGHER EDUCATION

*Mr. Vikranth jetty
Assistant professor

In the era when the whole world is ageing, India has emerged as the youngest and the youthful nation of the world. When the average age in USA is going to be 40 and in Japan it's going to be 45, the average age in India is going to be 29 by the year 2020. This is the demographic dividend that India has over the other powerful nations of the world like USA and China. By 2020, 160 million of the population in India will be between the ages of 25 to 35. But does the nation have the ability to use its demographic dividend to its advantage? Nearly half of the total graduates passing out every year from colleges are unemployable. This means that though India has its demographic dividend in place, we are not able to use it to its advantage. The Education System plays an important role in using the demographic dividend for economic and social development of the nation. With over 600 central and state

universities and more than 35000 colleges across the country, there are only few institutions like IITs, IIMs and other Universities which are the islands of excellence where as the higher education provided by most of the institutions are far below the quality of excellence. (Shashi Tharoor, TEDx)

Below are the four Es that would help to improve the quality of higher education in India:

- 1. Expansion; 2. Equality; 3. Excellence; & 4. Employability.

In addition to the above, adult education, vocational courses, awareness on information technology play an important role in improving the quality of higher education in India and using the advantage of Indian Demographic Dividend for the economic growth and development of the Country.



THE RISE OF WOMEN ENTREPRENEURSHIP IN INDIA

*Mrs. Danam Tressa
Controller of Examinations(PG)

Over the past few years, India has record growth in women entrepreneurship and more women are pursuing their career in this direction. At a global level, about 126 million women have started or are running their businesses and whereas in India, there are about 8 million women have started or are running their businesses. Apart from that, women have 24% share in corporate senior management positions and in India it's 30% for the same. Not only that, round about 37% of formal enterprises owned by women around the globe whereas 10% of formal enterprises in India are being operated by women.

Interestingly, the statistics states that about 58% of women entrepreneurs in India started their businesses between the ages of 20 and 30. About 25% started their business even before turning 25. About 73% of women entrepreneurs report a revenue of under Rs. 10, 00,000 in a

financial year. About 57% of women entrepreneurs stated their business alone. About 35% of women entrepreneurs had a co-founder. Only 8% of women entrepreneurs were part of teams involving more than 2 co-founders (BIZZTOR 2019). In the words of president APJ Abdul Kalam "empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation." When a woman is empowered it does not mean that another individual becomes powerless or is having less power. On the contrary, if a woman is empowered her competencies towards decision-making will surely influence her family's behavior.



COMPENSATION DISCRIMINATION

MS .Sahithi, Assistant professor
St. Joseph's Degree & PG College

Pay or compensation discrimination occurs when employees performing substantially equal work do not receive similar pay based on gender or race. The common and usual base for compensation is the Job title. It is the job content and not the job titles that determine whether or not jobs are substantially equal. The Law looks to see that individuals performing jobs

that require equal skill, effort, responsibility, and under similar working conditions are compensated equally for their time. Discrimination can occur due to sex or race which covers such as salary, overtime pay, bonuses, stock options, profit sharing and bonus plans, life insurance, vacation and holiday pay etc.

In US, Equal pay Act states that man and women be given equal pay for equal work in the same establishment. The jobs do not need to be identical, but they must be substantially equal. Recently two Walt Disney Studios employees have filed a lawsuit claiming the company discriminates against female workers by paying them less than men. When it comes to paying

women fairly, The Walt Disney Company, nearing its 100th year, is woefully behind the times. Disney refuses to pay its women employees equal to men doing the same work. In many instances, Disney is paying women workers tens of thousands of dollars less than their male counterparts."



RETAIL INVESTOR AND TAX BENEFIT

***A.Ambika**
Assistant professor

A retail investor, also known as an individual investor, is a non-professional investor who buys and sells securities, mutual funds or exchange traded funds (ETFs) through traditional or online brokerage firms or savings accounts. Retail investors invest much smaller amounts than large institutional investors, such as mutual funds, pensions and university endowments, and trade less frequently. Retail investors now have access to more financial information, investment education and trading tools than ever before. Brokerage fees have fallen, and mobile trading is enabling investors to actively manage their portfolios from their smart phones or other mobile devices. The government, currently, has two exchange-traded funds - CPSE ETF and Bharat-22 ETF - listed on domestic exchanges. ETFs function like a mutual fund scheme and have underlying assets of government-owned

companies. The investments made in ELSS MFs are eligible for tax deduction of up to Rs 1.50 lakh under section 80C of the I-T Act, with a mandatory three-year lock-in period. The government is working on a proposal to extend tax benefits to retail investors in its two exchange traded funds - CPSE and Bharat-22 ETF. The Department of Investment and Public Asset Management (DIPAM) has written to the Central Board of Direct Taxes (CBDT), seeking their opinion on whether equity linked saving scheme (ELSS) benefit under section 80C of Income Tax Act can be extended to retail investors of these ETFs, an official has said. As per the plan chalked out by the DIPAM, retail investors in CPSE and Bharat-22 ETF would be given option to enjoy tax breaks just like investors in ELSS mutual funds. However, their investments would be locked-in for three years.



Technological Innovation

Social Innovation

MILLENNIALS/GENERATION Y TO GENERATION Z WORKFORCE: ENGAGE, COLLABORATE AND RETAIN

*Mrs. Malathi Assistant Professor

The shift in Demographic and new innovations in technology is leading to major changes in the workforce. Generation Y also called as Millenials are referred to as "echo boomers" because they are the children of parents born during the "baby boomers". Meanwhile, Generation Z, the oldest members of the post-millennial generation are now of working age. Gen Z members (those who have reached working age, 16 to 20) are employed or are looking for work on the cusp of entering the workforce in a big way. By 2020, Gen Z is going to comprise of 36 % of the global workforce who use the strategic tools of software and technology in their

workplace as this generation is internet-centric. The development of automation enabled by technologies including robotics and artificial intelligence brings the promise of higher productivity increased efficiencies, safety, and convenience. Freelancers are increasingly choosing to offer their services on digital platforms including Upwork, Uber, and Etsy and, in the process, challenging conventional ideas about how and where the work is undertaken. The flipside of the technological competence will be a decrease in soft skills such as professional written communication and somewhat ironically an emphasis for in-person meetings.



KNOWLEDGE CREATION AND KNOWLEDGE APPLICATION

*Dr. K. Martina Rani Associate Professor

Entrepreneurship skills include two components related to innovation: an active component (knowledge creation) comprising the entrepreneurs' propensity to drive innovation, and absorptive component (knowledge acquisition, integration and application) comprising capacity to recognize, accept and implement the innovation delivered by external factors. The innovation process includes two

components, one is Technological innovation and the other is Social innovation. The success of an entrepreneurship depends upon technological innovation to the extent of 25% and social innovation to the extent of 75%. (Pot and Vas, 2008 on Social Innovation, the new challenge for Europe). And The Netherlands Centre for Social Innovation (NSCI) divides and defines the innovation as:

Technological knowledge	Management knowledge
R&D and ICT investments	Education and Experience
Research and Development	Organization, management, labour
Knowledge creation	Acquisition, integration, application of new knowledge



Trade war turns into 'nasty' currency war between US and China

***Dr. VandanaSamba.**
Research Co-ordinator.

The Trump administration took the trade war up another notch, calling China a currency manipulator and ratcheting up expectations that the White House has other moves it could make to retaliate against China. Last used in the 1990s, the designation was announced by the U.S. Treasury Monday (5-8-19), after U.S. markets closed out a turbulent session. The Dow, down 767 points in Monday(5-8-19) trading, fell hundreds of points more in the futures market in after-market trading. The offshore yuan fell to a new low of 7.13 per dollar. "The trade war has become integrated with currency war," said Marc Chandler, chief market strategist at Bannockburn Global Forex. Chandler noted that the U.S. has a six month period of review for China.

The Treasury cited an original law from 1988 on currency manipulation, but that law was altered in 2015 and 2018 and the changes were not mentioned.

In May 2019, the Treasury said in a report that China did not meet standards identified in that act. But it said it would "carefully monitor and said Chandler. The White House had discussed intervening in the currency market last month (July, 2019), to weaken the U.S. dollar, but had ruled it out at the time.

review this determination over the following 6-month period in light of the exceptionally large and growing bilateral trade imbalance between China and the United States and China's history of facilitating an undervalued currency."

"They side-stepped it by having this come out between reports, and ignoring the size of the bilateral trade balance with the U.S.; the overall current account position, which should be substantial, and the fact that they would have to be consistently intervening on one side of the market to influence it," said Chandler.

The Treasury's move came less than 24 hours after China's currency fell below the psychological red line of 7 to the dollar for the first time since 2008 on Monday. That triggered a major sell-off in risk assets globally, as investors speculated the U.S. and China were far apart on any trade deal and the world is more at risk of recession.

"This plays up the risk of intervention, in a lot of people minds, and that's why you see the dollar weakening" against major currencies,

SOURCE: CNBC NEWS



SOCIAL MEDIA - BUILDING A LOYAL COMMUNITY

*Dr.Nagunuri Srinivas
Associate Professor & Placement Officer
St.Joseph's Degree & PG College

The best way to evaluate the importance of applying social media in marketing is to realize the importance of social media in everyday life of people who are likely to become your customers. Social media marketing has become a necessity, one that is imposed to the business by the overall presence and impact social networks have on the users. In spite of the fact that social media presence has become a necessity, there are numerous ways to leverage social media presence into improving your business, and here are some of the major benefits.

Ability to create a community of people who are loyal to your brand and to foster this relationship is what makes social networks such a perfect places for modern businesses. You are now able to gather those who are interested in your business or your area of expertise by building your online community. In addition, you are able to broadcast your message, to promote your company by introducing it to the community of loyal followers. Working on engagement and creating an authentic and valuable environment, you will be able to make the most out of that community, which will result in multiple benefits for your business.

The feeling of community will allow you to create an atmosphere from which you can learn about your customers and about your products

as well. Interaction with buyers will help you explore their motives and needs when buying from you, as well as what inspires them to buy. Interaction with potential buyers will help you discover dilemmas they might have, as well as what drives them to make a decision to buy or not to buy. Your online community will help you learn about your target audience, how they feel, how they react, what they expect, etc. This kind of feedback is valuable information, as it will affect other aspects of your business in a positive way.

Furthermore, you have to compare the trends on the global market. Staying competitive on the market is only possible if you are familiar with the current conditions and demands, which have tremendous impact on sales. Besides product development and improvement, social media is a good way for introducing products. Another major benefit of social media marketing, which results in increasing profit of your company, is improving sales, regardless if you own an online shop or you want to encourage people to visit your business on a specific location. Local businesses can also benefit from social media, as you can ask users to share images, to check in to the location, which will increase visibility of your business on social networks.



BITCOIN SURGES PAST \$11,000 WHILE STOCKS PLUNGE ON TRADE WAR FEARS

*MR. P. GANESH ANAND
HOD & ASSISTANT PROFESSOR

KEY POINTS

- Bitcoin climbs as high as \$11,860, hitting a more than 3-week high.
- It comes as stock markets are roiled by renewed trade uncertainty.
- The crypto currency is often referred to as a form of "digital gold."
- Bitcoin soared 9% on Monday, performing like a safe haven asset as it edged past \$11,000 for the first time since around mid-July.
- The price of the world's largest crypto currency climbed as high as \$11,860, according to Coin Desk data, hitting a more than 3-week high. Bitcoin's value now accounts for nearly 70% of the global crypto market, according to Coin MarketCap.
- Global stock markets on the other hand have been sliding lower on the back of renewed trade uncertainty, after President Donald Trump said last week that Washington would impose 10% tariffs on another \$300 billion worth of Chinese goods.
- The pan-European Stoxx 600 index slipped 1.6% on Monday while the MSCI's broadest index of Asia-Pacific shares outside Japan plummeted 2.5%. Dow futures meanwhile were off by about 100 points.

Analysts have previously argued the case that bitcoin could be a safe haven asset, with investors having flocked to the digital asset in the past on the back of an escalation in U.S.-Sino tensions.

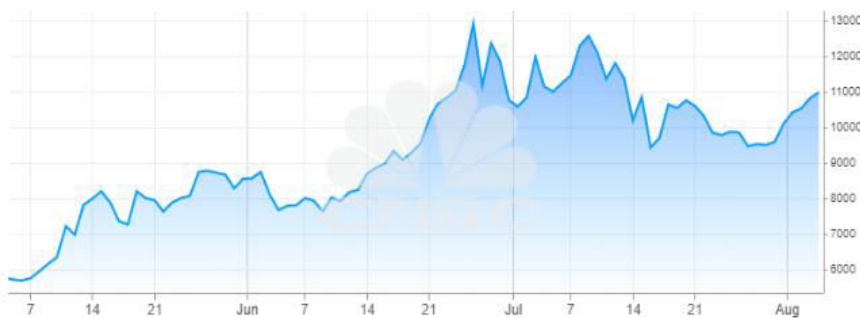
Bitcoin's performance in the last three months

Bitcoin/USD Bitstamp (BTC=:Exchange)
USD

Last | 7:00:43 AM EDT

11,669.1504 +683.04 (6.22%)

3 Month



"Bitcoin has many use cases and one of the most important is as a form of digital gold," Charles Hayter, CEO of digital currency comparison platform Crypto Compare, told CNBC by email on Monday. "We have seen bitcoin jump

before on macro uncertainty as it becomes a conduit and flight-to-safety asset.”

Yuan depreciation

Bitcoin’s jump in value also comes as China allowed the yuan to break the seven-per-dollar level for the first time in 11 years, triggering fears of a potential currency war.

The yuan fell after China’s central bank, the People’s Bank of China, set the currency’s daily midpoint at 6.9225 per dollar, its weakest level since December last year.

Simon Peters, an analyst at trading platform eToro, said Chinese investors could be seeking to diversify as the yuan depreciates.

“Given that Chinese investors make up a large proportion of crypto investors, there’s a strong possibility some are backing bitcoin’s chances against the yuan,” Peters said in a note on Monday.

The crypto currency has been on the rise in 2019, doubling in price in the last three months alone. It’s still below a year-to-date high of \$13,880, and a long way short of the near-\$20,000 all-time record it set in late 2017.

Bitcoin’s rise has been helped in part by news of huge companies like Facebook getting involved

in the space, with the social network having announced plans for a crypto currency called Libra back in June.

While the two digital currencies are very different — and Facebook’s hasn’t even launched yet — experts have said that Facebook working on its own token could help legitimize bitcoin and other crypto currencies. The Libra project has however been panned by regulators worldwide, concerned by the risks it may pose to the financial system.

Facebook hasn’t been the only company to signal its interest in crypto currencies. Financial services giant Fidelity has set up its own unit devoted to digital assets while Starbucks, Microsoft and New York Stock Exchange owner Intercontinental Exchange have backed a crypto currency-focused venture called Bakkt.

Source: CNBC

❧

SEVEN WAYS THAT AI IS REINVENTING HUMAN RESOURCES

*HARIKRISHNA.KAIRI
ASSISTANT PROFESSOR

Organizational leaders and human resources executives have religion that merging AI into hour functions like on boarding and administration of advantages will and can improve the worker expertise. "Extending expertise: however psychological feature computing is remodeling hour and therefore the worker expertise," psychological feature computing will drive important worth in hour. Half hour executives back that up, oral communication they acknowledge that psychological feature computing has the facility to rework key dimensions of hour. It is not all rosy, though. The Human Resources association (HRPA) rumored in an exceedingly Believe their organization was too tiny to try to to therefore, senior leadership failed to see the necessity for such technology.

"To AI or to not AI" should still be the question for several organizations; however some are already on the bandwagon. We've got found some samples of however firms are finance into AI and psychological feature computing for his or her hour workflows.

1. Personalized worker Experiences:

AI might effectively be woven into Associate in Nursing employee's on boarding program. New workers UN agency usually wish to fulfill individuals and acquire info usually might not recognize wherever to travel. they'll raise their table neighbor. However, what if she works in an exceedingly completely different department?

"What if Joe had been welcome with new rent info on his mobile device that was tailored to his initial assignment?" An AI, for instance, might offer coaching suggestions or offer the names, locations and phone information for individuals he/she ought to look to attach with on his initial day around. That very same worker might even be suggested by AI engines that a brand new rent webpage contain a great deal of helpful info.

2. Cognitive-Supporting Decision-Making:

Conjointly incontestable ways that psychological feature engines might facilitate workers gain key daily choices within the geographic point. Usually, team members would need to handle these tasks.

- Vacation requests - workers that wish to place sure vacation days are wise that it's unlikely to be approved as several others have already engaged vacation therein timeframe.
- Determining your mood - Associate in Nursing worker takes a shopper decision. Once the decision, the worker receives feedback that he appears anxious and may take an opportunity before his meeting.
- Team coaching - once a corporation needs to require a additional systematic approach to worker coaching, team managers are provided an inventory of coaching opportunities for team members.
- Hiring processes - A hiring manager is given with info that the company's accomplishment approach falls short as a result of it interviews

too few candidates. Psychological feature solutions will facilitate organizations faucet into multiple knowledge sources and reveal new insights to assist firms develop candidate profiles, among different things.

3. Automation of 'Repetitive, Low-Value Add Tasks:

AI presents a chance for hour to automate "repetitive, low-value add tasks" and increase the main focus on additional strategic work. She cited the instance of hour outlay time process the steps of on boarding a brand new worker (allocating house, provisioning a laptop computer, etc.). Saving time in those areas will facilitate hour groups pivot to creating positive they specialize in "value-add work like mentoring and continuous feedback." As AI tools automate away common hour tasks like advantages management and triaging common queries and requests, hour groups are "free to try to to additional of the artistic and strategic work that incorporates a larger impact on the success of their firms."

4 . AI Recruiters :

Applicants and workers expect custom experiences tailored to their distinctive desires as they apply for a brand new job, opt for the proper advantages or explore development opportunities. firms have enforced "AI recruiters" to automates programming interviews, offer in progress feedback to candidates and answer their queries in real time. "This permits," "the human recruiters to pay longer changing candidates to hires."

5. Smarter individuals Analytics :

For years, firms are grouping knowledge on their customers to achieve insights to predict future

behavior, groups have a great deal of catching up to try to to in investment these individuals analytics. "Determining what knowledge to trace, analyze, manage and defend can alter AI to play a bigger role at intervals hour,". "In the endless war for talent, firms can look to seek out innovative ways that to draw in high talent. Technologies that enhance the candidate expertise and meet the candidate's digital expectations can facilitate distinguish firms from each other."

6. Removing Biases:

Another bias, language bias, has been discovered by a psychological tool known as the Implicit Association check (IAT) that shows that people's subconscious word associations indicate bias. "These biases notice their method into job descriptions, in addition as resume picks. Now, because of AI, algorithms are often designed to assist employers establish and take away these bias patterns in language they use to boost their hiring communications and welcome numerous candidates," HRPA researchers noted.

AI might conjointly gift managers with candidates screened out because of human tendency to favor candidates with similar traits or competencies. Told HRPA researchers algorithms are freed from those tendencies, that permits managers to travel on the far side gut feelings and have confidence data-driven assessments instead.

7. Identifying workers on the reply:

AI platforms are designed to single out workers that will be heading for the entrance. It tracks worker laptop activity — emails, keystrokes, net browsing, etc. — Associate in Nursing stores it for one month and implement an AI system that analyzes the information to work out a baseline

of traditional activity patterns within the organization. "Based on it data," HRP researchers noted, "it flags outliers and reports them to the leader and conjointly detects changes within the overall tone of workers' communications to predict once employees could be thinking of departure."

Conclusion As much because the hour technology landscape continues to be noncontiguous groups ought to balance these psychological feature school advancements with transparency. "HR leaders and practitioners ought to have a transparent understanding of however choices are being created to mitigate inadvertently injecting bias into their programs," she said. "These transparencies are essential in ensuring that workers trust the new technology."



FRESHER'S DAY CELEBRATIONS - 2019

NOVATO FIESTA

It is the culture and tradition of our college to warmly welcome our I year Josephites. The senior students of II&III year BBA have organized "Novato Fiesta -2019" on 30th July, 2019 at 10.00 AM, at Bharathiya VidyaBhavan Auditorium, King koti. The chief guest, Msgr. Swarna Bernard, Vicar General and Vice Chairman of Hyderabad Archdiocese Educational Society and Principal

Rev. Fr. Dr. D. Sunder Reddy inaugurated the program. The chief guest welcomed the fresher's with his inspiring words. Principal applauded and appreciated the students for their energetic and enthusiastic participation cultural programs. He named and felicitated Mr. Fresher and Ms. Fresher 2019 for their innate talents and intelligence.





CITY HANS 7
WEDNESDAY 11 JULY 2019

Freshers day fete held at St Joseph's College

Abids: The senior undergraduate students of St Joseph's Degree & PG College, Abids, Hyderabad organised Freshers party 'Novato Fiesta 2019 - Celebration of Beginnings' at Bharathi Vidya Bhavan Auditorium here on Tuesday. Senior BBA students organised a variety of entertainment programmes like ramp walk, dance, skits, songs etc., for the new entrants. The chief guest, Securus Bernard, Vice-Chancellor and Vice-Chairman of Hyderabad Association of Educational Societies, and Principal Rev Fr Dr D Sunder Reddy inaugurated the programme. The chief guest welcomed the freshers with his motivating words and mentioned that one need to be proactive, dynamic and creative to be successful and have a joyful life.

The students danced to the beat of latest songs. There was a ramp walk too, showcasing skills of boys and girls. The whole atmosphere re-created with the melodies of the new and old songs. One could see bonhomie between the seniors and the juniors and the new entrants enjoying in the essence of St Joseph's culture. Principal Rev Fr Dr Sunder Reddy appreciated and appreciated the students' efforts for their enthusiastic participation in varied competitions. He blessed them and expressed his joy of seeing their talent showcased on the stage. Mr Freshers and Mr Freshers 2019 were named and felicitated for their innate talent and intelligence.



The Digital Express **Exponentia** #Hashtel WEDNESDAY 3 31st July 2019



JOSEPHITES WELCOME
#FRESHERS IN CITY



అలరించిన విద్యార్థుల సాంస్కృతిక ప్రదర్శనలు



క్యాంపస్ లో నిలిచిన విజ్ఞానో సైన్సు పాఠ సందర్భం

ఉత్సాహంగా నొవాటో ఫెస్టా

గవీపాక్షి: క్యాంపస్ లో విద్యార్థుల సందడి చేశారు. మంగళవారం కీంగ్ టోన్ లోని బాంబేయ్ విద్యార్థులతో జోన్స్ డిగ్రీ, పీజీ కళాశాల వీడియో ప్రెజెంటేషన్ పాఠ సందర్భం జరిగింది. నొవాటో ఫెస్టా సందర్భంగా ఈ కార్యక్రమం ఉత్సాహంగా సాగింది.



అలరించిన విద్యార్థుల సాంస్కృతిక ప్రదర్శనలు

