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# MANAGEMENT VISTA

MONTHLY E-NEWSLETTER– AMITY BUSINESS SCHOOL



## Management Thought

*“A leader is the one who can outline the broad vision and the direction, and say here’s where we are going to go, here’s why we need to go there, and here’s how we are going to get there. A manager is the one who actually gets up under the hood and tunes the carburetor.”*

**– Mike Huckabee**

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## Why Businesses Are Heading Towards New Age Of Analytics?



**Timo Selvaraj**

Co-Founder/VP Product Management, SearchBlox Software, Inc.

Organisations today understand the concept of making better use of their information assets to manage competitive advantage. That is why they have been opting for big data environments. Big data offers both opportunities and challenges to all industries and types of enterprises. In particular, it offers significant new revenue openings for the services organizations.

However, to really use it to its promised potential, businesses must become data-driven. There is no meaning in having piles of data without the right analytics to apply to it. The key is to know how exactly big data can be transformed into business value, through having analytics as its essence. Digital analytics is the core data for most organizations. But the New Age Analytics is working with unsampled data combined with other data sources, and using more sophisticated tools to analyze it. This can certainly change our lives, change how we manage our businesses, change how we communicate with our customers, and increase our revenues. Furthermore, a holistic approach in understanding the customer brings meaning to analytic outcome.

### Text Analytics Revamping New Age Analytics

Most of the data generated today is natural language or text data. According to a Gartner reports the data mining projects focusing only on structured data may be using less than 20 percent of the information available. That means the remaining 80 percent is unstructured/ text data.

Thus, unstructured data is extremely complex and text analytics makes it easy to filter, search and verify this data within a single, unified view. It provides insight to the businesses for healthier understanding making text analytics a core implementation in all business types. The following are 3 reasons to choose text analytics as the next age analytics:

#### 1. Control and Manage Organization Data Explosion

Many industries are experiencing explosive growth in their unstructured enterprise data, having simultaneous access to external data repositories like Websites, Network File shares, Wiki, RSS, Databases, custom unstructured/structured formats and many more. Until now, much of the information passed through an organization was left unanalyzed. But in the new age analytics, tools have come up with Multiple Data Sources Analysis which effortlessly handles massive complex data from unlikely resources. It also becomes easier to access and refine search data by indexing multiple data sources for a single search.

#### 2. Understand Your Customers and Their Feelings

Text analytics along with deep language processing capabilities such as sentiment analysis are becoming popular. User-friendly and holistic approach are makes them accessible to a broader range of business users. These tools make it easier to process social data, semi-structured data, and unstructured data together to find hidden patterns and trends, helping the industries apprehend their customers' sentiment and satisfaction over time and across locations. And the understanding gets simplified with quickly identifiable patterns and trends generated with the help of visual tools by processing responses and feedback in real time.

#### 3. Integration, Aggregation and get Alerts

Imagine toggling between various data sources to find records or information to support the customer either in call or in-person. Integration of faceted search solution with text analytics to index and search a specified data field solves the problem while saving expenses and time. The handiness is when data aggregation is possible from dozens of channels including websites, social, emails, surveys and reviews and it becomes overwhelming when you can actually set alerts based on range of issues so that you can respond quickly.

Moreover, Text analytics can be embedded into applications for tracking voice of customer, fraud detection, anti-money laundering, compliance etc.

Thus, text analytics and sentiment analytics can provide a great opportunity for companies in terms of understanding the customer perspective in depth thereby achieving higher customer satisfaction and quality improvement.



**Experts not hopeful of quick exports revival**

October 1, 2016 <http://www.business-standard.com/>

In spite of the rate of export fall coming down steadily, the prospect of merchandise exports making a comeback to the growth charts anytime soon is still uncertain.

Exports had fallen for the second consecutive month in August, going down by a marginal 0.30 per cent. This constituted a fall in the country's outbound trade on a staggering 20 out of 21 months till August. Besides a global slowdown, the severe fall is attributed to global factors such as a decline in commodity prices due to a glut in supply amidst low demand, as well as sluggishness in the Chinese and European economies', amongst others.

Although outbound trade fell for 16 major export items, compared to 22 items in July, exporters and trade experts alike cautioned against a hope for sudden exports revival in the month of September, figures for which are yet to be released.

S C Ralhan, the President of the Federation of Indian Exports Organisation (FIEO) said global trade outlook has improved but economic indicators from some advanced economies continue to be troubling. Ajay Sahai, Director General at FIEO said, "we are expecting mild growth next month based on the prices of a number of commodities firming up". He went on to add that the global situation remains fluid and solid growth will take time.

The government is betting on outbound merchandise trade picking up next month, according to Commerce Ministry officials who wish to maintain anonymity. They pointed to the rate of fall steadily decreasing from as high as 24.3 in September 2015 to the latest 0.30 per cent.

However, monthly rate of changes should be taken with caution, Madan Sabnavis, Chief Economist at CARE ratings said, instead advising focus on cumulative exports. Cumulative exports for the April-August period of FY17 stood at \$108.51 billion, compared with \$111.85 billion for the corresponding period in FY16, suggesting a drop of -2.98 per cent.

In the current financial year, cumulative exports have not been able to overtake the figure of the corresponding period last year even once. The same is true for major exchange earners like engineering goods and petroleum products, cumulative exports of which have not matched up to that of the previous year.

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**Weak global demand will drag down trade volumes: RBI's Urjit Patel**

Economic Times-04-Oct-2016

MUMBAI: Reserve Bank of India governor Urjit Patel alluded to the global economy hangover and expressed concern over the decline in trade volume due to weak global demand. The central bank also struck a cautionary note on rising international crude oil prices and how they could potentially drag the Indian economy down.

"For the first time, weak global demand is going to drag down trade volumes," Patel said on Tuesday.

Global growth has been muted so far, and projections for this and the next year are expected to downgrade the outlook for global growth even further. The worries associated with Brexit, the US presidential election, and the still nebulous effects of the US monetary policy normalization and Chinese re-balancing could undermine the global economic activity even further, RBI said in its monetary policy report.

"Should global growth be one percentage point below the assumed baseline, domestic real GVA growth and inflation could be 20-40 bps and 10-20 bps below their respective baseline forecasts," the report said.

RBI also red flagged concerns on volatile international crude prices and the potential risk they pose. The price of the Indian crude basket increased from about \$36 per barrel in March 2016 to \$47 in July before softening again to about \$44 in August-September.

"If crude oil prices increase to \$70 a barrel by the end of 2017-18 (higher by around 40% than the baseline assumption), inflation could be higher by about 40-60 bps, while real GVA growth could weaken by around 20 bps relative to baseline paths by March 2018," the RBI report said.

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**'India open to Japanese cooperation on Chabahar port'**

<http://www.sify.com/> Oct 07, 2016

New Delhi, Oct 7 (IANS) India is open to support from Japan in developing Chabahar port in southeastern Iran, a senior Indian diplomat said on Friday. The Indian diplomat was responding to a senior Japanese diplomat who, while dwelling on the possibilities of Japanese collaboration with India in the development of Chabahar port, had said that Japan with its experience of developing ports with railway and road connectivity can play a significant role in the development of the port.

The event was on "Confluence" of interests of India and Japan as "Maritime Democracies". The event was held under Chatham House Rule where participants may not be identified. In May this year, India, Iran and Afghanistan signed a trilateral agreement to develop the strategically important port. The Japanese diplomat said that both countries have the will and ability to bring peace and prosperity and "rule of law" in the Asia-Pacific region.

Meanwhile, India is ironing out the problems faced by Japanese businesses in India and now Japanese businessmen will get business visa on arrival. "If India needs another person's money, then we will have to work for it. India is going to take more initiatives in this regard," the Indian diplomat said.

The high speed rail being considered in India from Japan was termed as the "flagship programme" for relations between the two countries. India also wants Japan to look at nuclear cooperation for its ripple effect over the Indian economy and give it more importance. The technological ties -- existing as well as future -- between the two countries need cooperation on intangible issues like language skills, technical training and the like. To prepare the Indian workforce for Japanese investment, there is need for scaling up of the training programme for Indians in Japan.

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## British economy loses steam as business investment wilts

<http://indianexpress.com/> October 10, 2016

Britain's economy appears to be losing steam, with major business surveys showing a marked slowdown in the services sector and boardrooms beset by doubt about the future following the country's vote to leave the European Union. While the economy has fared better than most economists expected since June's Brexit vote – largely thanks to upbeat consumers – Monday's surveys will heighten concerns about its longer-term prospects.

Key measures of business investment and turnover confidence hit four-year lows in the third quarter, the British Chambers of Commerce (BCC) said in its Quarterly Economic Survey of 7,000 businesses – the largest of its kind.

Separately, chief financial officers (CFOs) in major British firms reported only a partial rebound in business morale after a post-Brexit vote nosedive, accountants Deloitte reported.

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## Why the vast majority of women in India will never own a Smartphone

<http://www.business-standard.com/> October 15, 2016

"They start talking and the next thing you will have a love marriage or she will run away with a boy," said Mr. Balbir, who has forbidden his girls from having cellphones. He has a cellphone not connected to the internet for calls only.

Such attitudes have helped create a new kind of digital purdah for tens of millions of Indian women, who are finding themselves barred by fathers and husbands from taking advantage of technological leaps that benefit men. In India, 114 million more men than women have cellphones. That represents more than half the total world-wide gap of around 200 million between men and women who possess phones, according to GSMA, an international cellphone-industry group.

Tech evangelists often tout cellular phones and internet access as great levelers—tools that promote equality and ease social disparities. But in countries such as India, the new technology is exacerbating an already deep gender gap. The gulf is blocking women from increasingly crucial ways of communicating and learning, and making it harder for them to find work, upgrade their skills and assert political rights. In India, millions use smartphones to find jobs, bank, study, order train tickets, interact with the government and more. Offline options require freedom of movement not available for many women, and extra time and cost in traveling, standing in lines and filling out forms.

Mobile phones, especially smartphones, are going to be the biggest challenge to achieving gender equity," said Osama Manzar, founder of the non-profit Digital Empowerment Foundation, which helps marginalized groups get access to technology. "Denying them to women means lost opportunity for women and the economy." India has one of the most-skewed sex ratios in the world, with men significantly outnumbering women, the result of selective abortion, infanticide and neglect. Girls suffer disproportionately from malnutrition and are less likely to be in school. Families invest their resources in sons. In parts of rural India, village councils, which effectively dictate community norms, have issued decrees barring unmarried women from possessing cellphones. Even in the fast-modernizing cities of the world's largest democracy, men routinely prevent women in their families from getting phones.

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## BRICS summit: India failed to convince other nations on Pakistan

October 17, 2016

<http://www.business-standard.com/>

The Indian side, led by Prime Minister Narendra Modi and his officials, pushed for the BRICS summit Goa Declaration to specifically mention "cross border terrorism" that India was faced with and also the names of Pakistani based terror outfits. However, it failed to convince the other member states.

The Goa declaration didn't refer either to the Jaish-e-Mohammed (JeM), which is headed by Masood Azhar, the man India believes was behind the Pathankot terrorist attack, or the Hafiz Saeed-led Jamaat-ud-Dawa (JuD). Saeed is considered to be the mastermind of the 26/11 Mumbai terrorist attacks. It did, however, name such groups as the Islamic State, Jabat-al-Nasra, the Syrian Islamist rebel group, and other UN designated groups. Amar Sinha, India's chief negotiator in the BRICS, said that India couldn't get a consensus on naming Pakistan-based terrorist outfits since it doesn't concern all the BRICS countries.

Later, Islamabad criticised Prime Minister Narendra Modi's statement where he called Pakistan "the mothership of terrorism". Sartaj Aziz, foreign affairs adviser to Pakistan Prime Minister Nawaz Sharif, said that Modi's statement was misleading and a desperate attempt to hide India's brutalities in Kashmir. "Pakistan joins all the members of BRICS and BIMSTEC in condemning terrorism and reaffirms its full commitment to fight the menace of terrorism," Aziz said.

Other BRICS leaders, particularly Russia's Vladimir Putin and China's Xi Jinping, focused their speeches on strengthening the BRICS economic integration. All other leaders sidestepped the Indian PM's push for criticism of Pakistan as a sponsor of terrorism. Putin called for more cooperation among BRICS members in the energy sector by instituting a BRICS Energy Agency. Both India and China are key partners of Russia in the sector. On Saturday, Putin and Modi had signed an agreement to construct a Russia-India gas pipeline. Xi cautioned against protectionism and said openness held the key to overcome sluggish economic growth. The Chinese side had initially also proposed that the grouping study a BRICS Free Trade Agreement (FTA). However, other members, particularly South Africa, are apprehensive about cheaper Chinese goods flooding their market. Sinha clarified that a BRICS FTA was never on the agenda. Sources said it was just a trial balloon floated by the Chinese. Another agreement that eluded the BRICS summit was on setting up a credit ratings agency. However, it was felt that such institutions needed to have credibility and there was a need for experts to study the proposal in greater detail.

The agreement to set up a BRICS Agriculture Research Platform is likely to be helpful for an agrarian country like India, as would the intent to have greater cooperation in railway research. The members also strongly supported strengthening of the New Development Bank (NDB), or the BRICS Bank, which aims to double its lending to \$2.5 billion by next year and increase its staff strength from existing 60 to 350 by the third year of its operation.

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**Nitin Gadkari highlights India's ease of doing business in UAE**

October 21, 2016 <http://indianexpress.com/>

Seeking investments from the UAE in the infrastructure sector, Union Minister Nitin Gadkari on Thursday pitched India as one of the world's fastest growing economies and said the ease of doing business under the present government had substantially improved. Shipping, Road Transport and Highways Minister Gadkari, in his keynote address at the India-UAE Business Forum, highlighted the positive initiatives taken by Prime Minister Narendra Modi and the vast investment opportunities available in India.

He said India was one of the fastest growing economies in the world and the present government had substantially improved the ease of doing business. Gadkari said the government had also instituted targets for growth in roads and highways.

The National Highway Authority of India had a AAA rating, he said. An infrastructure group had been created under his chairmanship to resolve all issues related to clearances and processes had been streamlined, the Minister pointed out.

The strategy was to shift from "build road" to "move in India" with the focus on efficient operation and network management for improving logistics sufficiency, he said. With regard to shipping, Gadkari said all the ports were already linked as part of the Sagarmala, which is a programme for port-led development. This initiative would lead to manufacturing hubs in coastal region, good connectivity to ports as well as efficient ports, he said.

The Minister also interacted with various CEOs and representatives of India Business Professional Group as well as other members of the business community. Together with Minister of State for External Affairs M J Akbar, he met senior officials of the Abu Dhabi Investment authority and held discussions on promoting investment into India.

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**FII's remain overweight on Indian markets: UBS**

October 25, 2016 <http://www.business-standard.com/>

Foreign Institutional Investors remain overweight on Indian markets on recovery hopes in the second half of the current fiscal as well as long-term growth outlook, says a UBS report.

It said the UBS meeting with over 80 investors in the US, European Union and Asia over the last month showed that nearly all FIIs remain "positive and overweight on Indian markets and appeared to be not worried about the 'overweight' position or about rich valuations".

Various factors are responsible for this bullish investor outlook on Indian markets like hopes of a growth recovery in the second half of this fiscal; confidence about reforms (GST) helping long-term growth outlook for India; attractive relative growth and lower rates justifying higher valuations.

justifying higher valuations, while those in Asia/India were also sanguine on hopes of a growth recovery.

Hopes for second-half recovery remain high among investors, driven by Central Pay Commission wage boost in urban India and good Monsoons in rural India, according to the report. It said Nifty risk-reward ratio is unattractive and cuts to earnings estimates likely ahead.

"While earnings should recover mildly in FY17E-18E; we expect cuts to consensus Nifty earnings estimates as H2FY17 growth disappoints," the report said. UBS expects Nifty base case at 8,000, upside 8,800 and downside scenarios at 7,000 for 2016-end.

For 2017 end, Nifty base case is 9,400, 10,600 (upside) and 7,300 (downside), implying unattractive risk-reward near-term.

The report noted that upcoming state (Uttar Pradesh) elections in 2017 are also emerging as an area of interest but mostly for Asia/India investors.

On the Reserve Bank's policy stance, UBS said the strong disinflation process which is under way will help drive sharply lower interest rates with some investors expecting sharper cuts (100bps) ahead.

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## Self-Management

*Self-management* refers to a combination of behaviours that focus on how people manage themselves in their work and their life. A primary goal of education is to assist individuals to become more independent in managing their own behaviour. It is an important skill, in the list of **employability skills** in India. Developing this skill takes time.

### **Essential Self -Management Skills:**

**Self confidence:** To be self-confident means to like and to respect yourself and to believe in your own abilities and strengths. Some of the best self-confidence tips are: think positively; be happy with small things; get rid of the negative thoughts in your head; do not forget to tell yourself that you are smart and intelligent; chat with positive people. Self-confident people are some of the most successful people in the business/life.

**Stress management skills:** It is impossible to find a completely stress-free work and life environment. We have to learn to cope with problems and to manage stress. One can apply these tips for stress management: relax yourself by taking your mind off your stress; rest yourself as regularly as possible; exercise your body, go to vacations and holidays with the people you love; take walks in nature; do hobbies and take time to do activities that you love the most.

**Time management and organization skills:** In our busy lives, managing our time is becoming more and more important for success especially in business. Good time management examples and tips are: set and prioritize your goals; create a schedule; make list of tasks; balance work and leisure; use different optimization tools and to break large tasks into smaller tasks, create a deadline.

**Self-motivation:** Self-motivation is a crucial ability in the self-management skills list. Self-motivation is one of the most powerful forces that drive you to do things and to achieve success in business and personal life. Some techniques for self-motivation are: find and list your motives; find different sources of motivation and inspiration (music, books, activities); live fully in the present moment; dare to have big dreams; dream often – every day; remember that nothing is impossible.

**Have a healthy lifestyle and a balanced diet:** Healthy eating and physical activities are extremely important when it comes to increasing your mind and body power. Healthy eating plays a crucial role in overall health and will give you a great power and energy. Don't ignore emotions or thoughts.

**Handling Distractions:** Get more active in the study process – ask yourself questions; join a study group; try to teach someone else; Distribute study time in smaller lots; Keep memo or notebook - for thoughts or things to do that keep popping into your head.

- Dr. Devendra Pandey  
Associate Professor  
Amity Business School



### Industrial Visit to Punj Lloyd

Industrial trips are one of the most important part of student's curriculum. Considering the same a group of 25 students of B. Com (H), V semester visited industry of integrated designs "PUNJ LLOYD" on 30/09/2016.

Punj Lloyd is a large construction group of India providing integrated design, procurement and project management services for energy and infrastructure sector projects. Their operations are located in the Middle east, the Caspian, the Asia Pacific, the Europe, Africa and South Asia. It has 50+ subsidiaries and has executed upwards of 200+ projects in 120+ countries. Its main offices are in Gurgaon and Haryana.

The company has established a top of the line manufacturing and system integrated facility in Malanpur, near Gwalior on 65 acres of land which is AS 9100c certified facility.

The students were accompanied by Dr. Deepika Tomar, Asst. Professor, Amity Business School. Visiting Punj Lloyd for an industrial tour was a great experience for students. The students were accompanied by the plant head, Col. Rahul Kapahi throughout the industry visit. They got to learn a lot about the basic technology aspects, the perfection in each product being produced, their machines which are totally free from human touch, the measuring of items in microns, the cost of their high tech machineries and last but very important aspect of any company to be disclosed is their future plans and projects. The company has recently signed a project of a really huge amount to be involved in, i.e, 500 crores. Their future expansion also involves coming up of another unit involved in sophisticated armed weapons which is expected by the end of the year 2016.

Hence, it was an astonishing exposure for the students to be a part of this industrial tour.



### Industrial Visit to SRF Limited

On 29th of September 2016, Amity Business School organised an industrial visit for the students of B.Com (H) - Sem 5 to SRF Limited.

SRF Ltd. is an Indian National Company which is a Multi-Business Manufacturing Entity dealing in Flurochemicals Business, Engineering Plastics Business, Technical Textiles Business, Specialty Chemicals Business and Packaging Films Business. The Malanpur Factory of SRF Ltd focuses on technical textiles Business which produces Nylon Tyre Cords and ships them to the Tyre Manufactures like MRF, J K Tyres and Ceat Tyres.

A group of 26 students with one of the ABS faculty Mr. Rajiv Dwivedi left the University Campus by 10 O'clock in the morning and reached the Factory Premises within an hour to start off the Industrial Visit with the Company Presentation by the HR Team of SRF Ltd. The Presentation lasted for almost half an hour in which the Company threw light on its History, its diversification in the Business Activities, Principles followed by the Company and the current CSR Activities of the Company.

Students learned that the foundation of the Company was laid way back in 1970 by Cloth and General Mills Company Limited (Delhi Cloth Mill). In 1980, the name Shree Ram Fabrics Limited was changed to SRF Limited. Today, the Company is under the leadership of Mr. Arun Bharat Ram, CEO of SRF Limited and has over 800 employees (approx.) in the Malanpur Branch itself. They always function behind the curtain and serve the society through B2B Business Model. They focus on growth through the Principle of Total Excellence. SRF focuses to strengthen their work experience through the TQM Pillars (Total Quality Management), which are:-

5S

Seiri (Sorting)

Seiton (Systematic Arrangement)

Seiso (Smart Cleaning)

Seikutsu (Standardization)

Shitsuke (Control or Sustain)

Kaizen (Change for Betterment)

Q - Quality

C - Cost

D - Delivery

S - Safety & Security

M - Morale

AM (Autonomous Maintenance) - It refers that the Machine Operators would have greater knowledge of the operations of the Machine and would have the capability to solve the problems better than anyone.

QC (Quality Circle) & PSP (Problem Solving Process) - Training and Development for faster solution of Problems Internally.

SRF runs on the Principle of RINEW which means Respect Everyone, Work with Integrity, Never Discriminate, Strive for Excellence and work for the Well Being of Self, Society and the Country as well.

All these things added to make the Industrial Visit to be very much Informative for students. Students were also guided through the Plants to witness the process of manufacturing the Nylon Tyre Cords live in the Factories. At the end, we were also taught the process of manufacturing the Tyres (which was even though not a function of MRF Limited).





## "World Tourism Day" organized by Amity Business School

**28 September' 2016:** Amity Business school organized "World Tourism Day" which was celebrated as a part of 'Innovation Week' to mark the birthday of our hon'ble C- VI sir. The purpose of celebrating this day was to raise awareness on the role of tourism within the international community and to demonstrate the cultural heritage of various countries and also the states of India. On this occasion students of Amity Business School presented the cultural and economic importance of various states and countries.

Sakshi Bhawani and Jewel George Thomas, students of the 3rd year of B.B.A. and B. Com. (H) respectively hosted the event in their best form. The concept of the celebration included each class being allocated one state of India and a country to represent. The start of the event included two ramp walks - the first one where in the students represented the attire of the states allocated to them and the second round wherein the students represented the attires of the countries allocated to them.

These rounds of ramp walk were followed by the students of all the classes representing their allocated states and countries in the predefined orders. Each class had 15 minutes for representing one county/state. The first performance in this concern was given by the students of M.B. A. 1st semester who represented Tamil Nadu. Dance performances, songs, skits and a lot of other ways were used by students to represent their state or country henceforth.

A total of 18 performances were given which included the states of Madhya Pradesh, Kerala, Karnataka, Tamil Nadu, Rajasthan, Maharashtra, West Bengal, North East, Himachal Pradesh and the countries represented were France, Spain, Egypt, Scotland, Japan, Mexico, Italy, Saudi Arabia and Spain.

Hon. Vice Chancellor, Lt. Gen. V.K. Sharma graced the event by his benign presence. Hon. Pro Vice Chancellor, Prof. (Dr.) M.P. Kaushik, Dean Research, Dr. S.P. Bajpai also marked their presence on the occasion. The winner among the states was Maharashtra which was represented by the students of B.B.A. 5th semester. The winner among the countries was Spain which was represented by the students of B.Com. 3<sup>rd</sup> semester. The prizes were given away by Hon. Vice Chancellor and Pro Vice Chancellor and Director Amity Business School.

Glimpses of World Tourism Day organized by Amity Business School





## World Poverty Eradication Day

“Overcoming poverty is not a gesture of charity, it is an act of justice.”

Amity Business School took an initiative to bring smiles on the faces of the children. On 17th October 2016, Amity Business School with the cooperation of students and faculty members, organized a social welfare activity on the occasion of world poverty eradication day.

The contributed items like clothes, toys and books were donated by Pro. Vice Chancellor, AUMP, Prof (Dr.) MP Kaushik and Director, ABS Prof. (Dr.) Anil Vashisht to the children of the labourers working in the university.

Dr. Deepika Singh Tomar and Ms. Astha Joshi, faculty of ABS coordinated the event and the student coordinator was Ms. Pragati Shivhare from BBA III Semester.

### Few glimpses of ‘World Poverty Eradication Day:



**Tag Line** - A memorable slogan or catch phrase used in advertising.

**Tangible Assets** - Physical assets, such as machinery, buildings, vehicles, cash, etc., which are owned by a company or individual.

**Tare** - The weight of packaging used in wrapping and protecting goods which is deducted from the total weight of a product in order to ascertain the actual weight of the goods. The deduction in weight of a vehicle used to transport goods in order to determine the actual weight of the goods.

**Tax Abatement** - Also known as a Tax Holiday. An exemption or reduction of taxes by a government for certain companies for a specific period of time, often as an incentive for industrial development.

**Tax Allowance** - The amount of income that can be earned or received in one year before tax has to be paid.

**Tax Avoidance** - Legal ways of paying the minimum amount of tax possible by making use of allowances and exemptions.

**Tax Exile**- person or business who chooses to leave a country to reside or operate in another country, usually called a Tax Haven, where taxes are much lower or there aren't any.

**Tax Lien** - The right of a tax authority to claim assets belonging to a company or individual who default on tax payments.

**Teaser Ad** - A brief advertisement which reveals only a little bit of information about a product, usually not yet available, in order to arouse widespread interest.

**Trade Agreement** - An agreement, usually between countries, to limit or change their policies when trading with one another.

**Trade Description Act** - In the UK, a 1968 Act of Parliament which prevents misrepresentation of goods and services to customers by manufacturers, retailers or service providers

### Test your knowledge

#1015

1. What authored the bestseller of last decade "The World Is Flat: A Brief History of the Twenty-First Century"?
2. About which motorcycle brand is the story of partnership between William and the three bros Arthur, Walter and William now premiering on TV?
3. Which company has acquired the cement units of JP Group in Bhilai and Nigrie ?
4. Which is India's largest privately held pharma firm, now in the news for a large overseas acquisition ?
5. Under what name is Salman Khan launching a chain of single screen theatres in Maharashtra soon ?

### ANSWERS: 1014

1. Roll- Up
2. Azim Premji
3. London based– Baltic Exchange
4. Return on Equity
5. Currency Swap





**Sridhar Vembu, CEO Zoho Corp.**

CEO of Zoho Corp. (formerly AdventNet Inc.), the company behind the Zoho suite of online applications. He co-founded AdventNet in 1996, and has been CEO since 2000. AdventNet has transformed itself from a modest beginning as a software company serving network equipment vendors to a be an innovative online applications provider.

It has maintained growth and profitability, without needing outside capital. Prior to AdventNet, Sridhar worked as a wireless systems engineer at Qualcomm, Inc. where he was fortunate to work with some of the leading minds in wireless communications. Sridhar Vembu's Zoho competes successfully around the world with some core products of Microsoft, Google and Salesforce.com. Vembu shuns outside capital, but if Zoho were to be valued, it might be well over **\$1 billion**. He grew up in a very modest middle class family in Chennai. His father was a stenographer in the High Court. Neither his father nor his mother went to college. He went to a Tamil-medium, government-aided school till Std 10, and then he did 11th and 12th in an English-medium government school. He did well at school and he obtained his Bachelor's degree in Electrical Engineering from Indian Institute of Technology, Madras, and PhD in Electrical Engineering from Princeton University.

#### FEEDBACK AND SUGGESTION FORM

Kindly give your feedback and suggestions in the space provided:-

**NAME:**

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**SUGGESTIONS:**

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