



From the Director's Desk...

Dear All,

Welcome to our June Edition of Newsletter. The main monsoon season in India runs from June to September. The English word monsoon came from Portuguese monção, ultimately from Arabic mawsim (موسم "season"), "perhaps partly via early modern Dutch monson. Monsoons are large-scale sea breezes. Monsoon awakens the nature from hibernation and makes dry lands turn into beautiful green picturesque landscape. For academic institutions, the monsoon season connotes the beginning of a fresh academic year. In a world full of responsibilities, long working and busy schedules, we usually forget the utmost necessary thing i.e., to be fit and happy. Many a time due to imbalance between work life and personal life, keeping the body and mind fit becomes neglected. Yoga has been accepted world wide as a tool for making the body and mind rejuvenate with energy. Keeping this in view, Yoga Sessions were organized on the occasion of 'International Yoga Day' for the students and faculty. 'World Environment Day' was celebrated to create awareness and initiate action for the protection of environment through various environmental friendly measures and practices. As a part of industry interface, students participated in an event organized by Young Indians(Yi) in association with Confederation of Indian Industry (CII). The faculty have been active in attending workshops and faculty development programs during the summer break, to hone their skills. The institutions looks ahead to begin a fresh academic year packed with curricular, co-curricular and extracurricular modules that make the campus life enthusiastic for the graduating students. 'Welcome Back' to the institution for an enthralling experience....

Best Wishes....

Dr. M. Madhavi 



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Inside this Issue

Editorial.....1
Campus Buzz2

ADHIRA - Nature Club3
Industry Interface (YI).....4

Faculty Achievements.....5
Professional Frontiers6

Gallery.....

Save Environment

The environmental concern of late has been the extent to which human interaction with natural systems is depleting life-sustaining resources. While valid, this concern is not critical. Indeed, humans are part of the natural world. They possess unique spiritual, social-political and economic needs beyond what nature provides. We must build our own environment to meet those needs. The requirement that environments must support life, good health and human productivity warrants closer examination of how the environment we build and inhabit is organized and managed. Everyone has some form of impact on their natural environment; this is an unavoidable reality. However, the extent to which people negatively impact their environment can be mitigated through a number of means. Whether it's making large or small efforts, there are many ways that everyone can help preserve the health of the environment. There is not one culprit that people can hold responsible as the singular cause of environmental destruction. While global climate change may be the environmental cause du jour, it is certainly not the only issue facing humankind. Much like there are numerous causes to environmental destruction, there are numerous things that everyone can do at home to help mitigate this damage. Changes don't have to be big, and many incremental changes can add up to a major shift. Our natural environment is a priceless part of our heritage: plants and soils help to purify water, forests act as natural carbon sinks, and all animals have a role to play in the food-chain. A healthy natural environment is vitally important for all ecosystems and it is our responsibility to protect it. Thoughtful people can care about the environment and at the same time see the need to exploit or use nature for resources to satisfy the needs of our species. The human species needs food and water. We need energy. But we also need to protect the ecosystem niches that make survival of our species possible. Beyond that, we need to protect the niches for other species too. Our species owes its existence to the living world that we share with other species. We owe the living world a chance to perpetuate the life-creating processes of natural selection, population dynamics, and exchange cycles. We can only pay this debt by protecting the environment.

Ch. Satish Kumar

GUEST CORNER



Ashok Thatipally,
Founder/CEO, Wissen Infotech,
Hyderabad.

Great Institution!
Keep up the good work.
Try to reduce the
gap what industries
needs and what you
produce.

International Yoga Day

To live in harmony with oneself and the environment is the wish of every human. However, in modern times greater physical and emotional demands are constantly placed upon many areas of life. The word “Yoga” originated from Sanskrit and means “to join, to unite”. Yoga exercises have a holistic effect and bring body, mind, consciousness and soul into balance. When the body is physically healthy, the mind is clear, focused and stress is under control. Yoga in Daily Life is a system of practice consisting of eight levels of development in the areas of physical, mental, social and spiritual health. International Yoga Day was declared on 21st January, 2015. The declaration of International Day of Yoga is the great moment for India in the history. It is celebrated to make the people to get every kind of knowledge and information about the facts and effects of Yoga on the health of the people. Yoga gives people much more calmness and peace with lots of Confidence and Courage to the people by which they can do many of the activities in a better way.

International Yoga Day was observed on 21st June, 2019. NSS Club organized a session on Yoga and its benefits. Yoga Expert Mr. Satya Reddy demonstrated different Asanas to bring a holistic approach towards health and well-being among the students and staff. The experts advised students to make Yoga a daily routine activity in their life to lead a happy and peaceful life. They have suggested to take right diet for active and healthy living. It was a healthy session and all the participants enjoyed the session.



World Environment Day

World Environment Day is a campaign celebrated every year by the people worldwide on 5th June. This campaign was established to raise the global awareness among people about the environmental issues as well as take positive environmental actions. It is handled by the United Nations Environment Programme (UNEP), highlighting on air pollution which can be effectively tackled by phasing out fossil fuels, using renewable energy sources, and fighting deforestation. The focus of this day is especially on the current environmental conditions to make environment better by conducting various awareness programs on environment. The day was created to promote people to work for environmental issues and become active agents of sustainable and eco-friendly development worldwide. The theme for 2019, "Beat Air Pollution," is a call to combat this global crisis. The celebration of this day provides an opportunity to broaden the basis for an enlightened opinion and responsible conduct by individuals, enterprises and communities in preserving and enhancing the environment.

On this occasion, Nature Club-Adhira has conducted Elocution competition on 17th June, 2019 to spread awareness among the students about the Environment, its impact on daily life and to impart the knowledge about different types of pollution, its effects on health, environment and the steps to be taken for improving the surroundings around us. Students of I-MBA have actively participated and shared their views about the environment and various steps to control the pollution.



Interactive session with Major Maroof Raza

Young Indians (Yi) is an integral part of CII, formed in 2002 as a PAN India platform for young Indians to realize the dream of a developed nation. Through its programs and initiatives, it reaches out to millions of youth across the country with a clarion call to action of 'We Can, We Will'. YUVA is the student wing of Yi, where the students are involved to develop leadership, personal development and nation building activities.

Yi, Hyderabad Chapter organised an Interactive session with Major Maroof Raza on 15th June, 2019. Major Maroof Raza is a retired Indian Army officer and expert in counter insurgency and strategic affairs. The session began with a brief introduction on the topic 'India and Pakistan Relations'. Mr. Raza spoke about the different narratives regarding India and Pakistan. He elaborated more upon the understanding of what drives Pakistan's attitude towards India. He stressed on the need for pushing India's agenda aggressively. Further, students received a deep insight into the Kashmir issue. Mr. Raza explained briefly the events that led to the creation of the Kashmir issue, stressing on the fact that Kashmir defines the idea of India's multicultural secular society. He also observed that Kashmir defines the idea of Pakistan as much as it defines the idea of India. He touched upon all the major historical events in the context of the evolution of India-Pakistan relations. Mr. Raza made recommendations necessary for India's security to establish a firm position in the geopolitical region. He asserted the need for devising a comprehensive national approach to thrust India's foreign policy agenda. The students of MBA I year have participated in the session.



Ph. D Awardee



Ms. Ch. Swathi, Associate Professor, Department of Management was awarded Ph.D from Osmania University on the topic "A Comparative Study on Fund Management in Insurance Sector" on 4th June, 2019.

PROFESSIONAL FRONTIERS

Case Study - Recruitment Through LinkedIn With Respect To Air Asia

Company Profile

AirAsia, the leading and largest low-cost carrier in Asia, services an extensive network of 85 destinations. Within 10 years of operations, it has carried over 152 million guests and grown its fleet from just two aircraft to 106. The airline today is proud to be a truly ASEAN (Association of Southeast Asian Nations) airline with established operations based in Malaysia, Indonesia, Thailand, Philippines and Japan. This is complemented by AirAsia X, its low-cost long-haul affiliate carrier that currently flies to destinations in China, Australia, Taiwan, Nepal, Korea and Japan. AirAsia was named the World's Best Low Cost Airline in the annual World Airline Survey by Skytrax for four consecutive years, from 2009 to 2012.



Business Challenge

Since 2001, AirAsia has swiftly risen to become one of the leading low-cost carriers in the world. In Malaysia where its headquarters and other key corporate functions are based, one of its key human resource challenges has been to stay ahead of the growth curve by sourcing for quality candidates to fill critical high-level positions within the company. AirAsia had been advertising on social media networks such as Facebook and Twitter as well as other job portals to fill non-executive or executive roles. However, while this approach worked well for positions such as Flight Attendants and Guest Service Assistants, it was less successful when it came to filling senior management roles. "We sometimes receive a huge number of applicants from very diversified backgrounds across geographies, who may not meet the primary qualifications that we need," said Asia's Country Head People Department, Zamrah Ismail. The airline has also engaged recruitment agencies to assist in its hiring efforts. However, it found that this was not very cost efficient. In January 2012, AirAsia started making use of LinkedIn, in particular LinkedIn Recruiter and Job Slots, to address the challenges it faced in the recruitment of middle and senior management personnel. These included Senior Executives, Team Leaders, Managers, Head of Departments, Country Heads or Regional Heads as well as critical positions in specialist functions such as Internal Audit, Commercial, ICT and Marketing.

In its use of LinkedIn, AirAsia eschews standard bullet points for a more conversational tone when posting its job descriptions, said Social Media and Resourcing Executive Azhan Rabi. "LinkedIn is a part of social media, and social media means having a conversation. We tend to ask questions and throw up challenges to get people to ask themselves whether they would be a right fit." Projecting the "right fit" is also key to employment branding on AirAsia's Career Page on LinkedIn, which includes a section on the top 10 reasons why anybody should join the company. "What we are looking for is a cultural fit. This is very important to us, more important than education or professional qualifications," said Zamrah. "We have a young and vibrant open door culture which emphasizes creativity and being fun and friendly, and it is very important that the person who comes in can fit into this environment." Besides Job Slots and the Career Page, AirAsia also uses targeted search on LinkedIn to hire for niche positions, for example, roles such as Head of Catering & InFlight, Head of Internal Audit, Solution Architect or Commercial & Marketing positions, as well as positions that are available in its overseas offices in Thailand, Philippines, Taiwan, Hong Kong and Singapore. "In these cases, LinkedIn helps us in terms of its wide geographical reach. We are able to source for better quality candidates from around the world," said Resourcing Specialist, Vikram Anand. Since January, AirAsia has filled quite a few urgent and critical positions through LinkedIn. This has proven to be more cost-effective compared with the use of recruitment agencies, said Zamrah. The quality of candidates coming in through LinkedIn was also better, said Vikram. "Recently, when we were hiring for the Head of Catering & InFlight, we had more than 200 applications coming in through LinkedIn, and about 10 percent mapped onto what we were looking for. With other channels, we would get about 3-5 percent. The quality of the responses is much better with LinkedIn." "The use of LinkedIn has definitely had a positive impact for us and helped us to attract good talent," said Zamrah.

Dr. S. Pushpalatha
Department of Management

Beauty of Nature



An appreciation of nature or art is regarded as a mark of refinement. Nature can bring a lot of beauty into our lives. Nature has a way of affecting our moods and it can force us to change our plans. Nature is responsible for the sun, clouds, rain, and snow. When we see the leaves budding on a tree or when a timid flower pushes through the frozen ground, or when we smell the freshness of spring, new hope will always come to us. Nature is truly an intrinsic part of our lives. When we wake and see a sunrise, when we walk and feel a breeze, when we gaze at the mountains and the splendor of the seas, when we see the earth renew its beauty at each season of the year, and when the stars shine at night, we should be so very thankful to the Lord for giving us all these wonderful and miraculous things. Learning to become more aware of nature can truly have a good effect on our lives in the way we look at things and in the way we feel about ourselves.

Nature refers to the multiple species of plants, animals, wildlife and all that the earth contains from topography such as mountains, valleys, beaches, seas and forests. The nature of man is characterized by its beauty resulting mainly from the wonderful diversity of living organisms that exist in various parts of the earth, as well as the unique terrain of mountains, water, plateaus and forests. Each of these features is distinguished by a special beauty that differentiates it from other terrain, and this great diversity gave people wide spaces to seek calm and tranquility.

The beauty of nature is an important source of income for many countries of the world, natural places are a tourist attraction that helps countries to improve their economic level, and thus emerged many of the areas that are famous for their natural beauty unspeakable. A global competition to select the seven natural wonders has been held, and perhaps the most notable achievement of this list is the global spotlight on some areas that have not been so popular, thus contributing to a greater number of visitors than ever before. The beauty of nature has always been the first inspiration for artists and creators around the world.

This is evidenced by the vast number of works of art, poetry and music that have attracted people around the world, and which revolve around the beauty and charm of nature. To preserve the natural beauty it's important we all do our part. It's important to recycle as much as we can. The best way to manage waste is not to produce it. Choosing household products that are less harmful to the environment is another step towards protecting the planet's beauty. Being mindful of where we leave trash is important. It may seem obvious to not throw trash into the ocean or other bodies of water, however, small products that get stuck in drains and sewers lead to bodies of water, too. Studies indicate that most of the plastic pollution in lakes and rivers consists of micro-plastics. We can help avoid this by using reusable products and recycling. Saving water indoors is very much vital. To visit and learn about natural habitats is recommendable in this context. After learning about the different habitats and wildlife, share that information with friends and family so they can help preserve our environment and nature's beauty, too!

Ms. M. Subhashini
Department of Management



Women Empowerment: Key to Social and Economic Growth



Women empowerment can be defined as a process leading to enhancing women's control over financial, human and intellectual resources in society. In any nation, the women empowerment can be measured by the extent of their involvement in social, economic and political fields. Women can be said to be truly empowered only when all the factors such as self-worth of women, their right to control their own lives, their ability to bring about social change, are addressed simultaneously.

Need for Holistic Empowerment of Women: Participation of women in politics through reservation is undoubtedly a positive development of recent times. Still, only the election should not be the end, but the active participation of women in decision making process and in planning and implementation of development programmes are also required. Women's lives must converge effectively and all the efforts in this direction should be focused towards the goal to bring about a social change leading to manifestation of balance between male and female forces in the society.

Ground Reality about Women Empowerment: Though women comprise almost half of the total percentage of world's population, they are still deprived of their rights in most of the developing countries across the globe. Particularly in the South and East Asian nations apart from the African countries, the women are leading deprived lives, due to prevalent gender discrimination.

Rural-urban divide: Situation of women in rural areas is more miserable than their counterparts living in urban spaces. It has been widely prevalent that the women are mostly deprived of an equal status vis-a-vis men and thus they remain as passive beneficiaries in the societies in these countries. They remain powerless, due to their less participation and involvement in the generation of resources critical for development.

Therefore, women must become active partners with men, if the goal of women empowerment is desired to be achieved in totality. To make the efforts leading to modernization of any society successful, it is urgent to bring women in the mainstream of development. We need to strike a perfect balance between male and female contributors in rural societies by providing equal opportunities to women without being biased towards men.

For this to happen, it is required to empower women on all fronts: social, economic, political as well as religious — in such a manner that they can participate actively in all the efforts meant to provide growth to the society. If empowered with equal opportunities in different spheres of life such as social, economic and political, the women will have the choice to lead a publicly active life which may also bring about a positive change in the society. We need to create a conducive environment in the society so that the women become confident enough to be able to articulate their thoughts and become more productive in their actions. They are required to be given equal opportunities to be involved in taking decisions for their family as well as society and the country altogether.

Contemporary societies across the world have been exposed to the major processes of transformation on social and economic development front. However, these processes have not been implemented in a balanced way and have augmented gender imbalances throughout the world in which women remained the ultimate sufferer. The situation has adversely affected the pace of women empowerment.

Therefore, we require a completely transformed society in which equal opportunities of growth can be suitably provided to women so that they can co-exist with their male counterparts contributing equally in all the factors responsible for the growth of society in a larger sense.

Ms. P. Usha Rani
Department of Management

Leadership Styles for HR Professionals



As a HR Professional, it's a responsibility to get the most out of the employees. Leadership style will have a significant impact on their motivation to produce. Leading by example is one way to accomplish this, and it means more than simply walking the talk. It also includes such ideas as integrity, taking action, and following through. Leadership involves much more than laying down the law and expecting people to follow. While this approach may have worked in the past, it is not the way of today's workforce. A HR Professional should pick and chose Leadership style given as below:

Like, Enjoy and Appreciate Employees

An employer and employee have an interpersonal relationship. The attitude towards employees the employer brings to the relationship can have a great impact. Employees easily sense the extent, to which their employer likes, enjoys and appreciates them.

Use Written Job Descriptions

Employees like to know what they have been hired to do. As responsibilities change, they like to have an explicit understanding with their supervisor Job descriptions provide an excellent foundation for performance evaluations and discussion of training needs.

Provide Training

Provide training for employees so that they can do what they have been hired to do. Mediocre performance because of lack of training and a supervisor criticism for the mediocre performance frustrate even the most enthusiastic employee.

Show Trust

Show trust in employees by delegating authority and responsibility to them. The delegation helps satisfy employees esteem needs. It also improves their sense of being part of a team. A bonus from showing trust is the gain in time the manager has to work on his or her most important tasks.

Catch People Doing Things Right

Catch people doing things right and say thank you. Focusing on the negative by catching people doing things wrong and then correcting them cause's employees to fear or at least dread performance appraisals.

Develop Pride

Building widespread pride in the organization is a long-term effort. Recognition of the organizations successes by visitors and feature stories in the local media can help.

Celebrate Successes

Celebrate the farm's successes. Teams are expected to work together to accomplish the farms goals. They should also celebrate together when the goals are accomplished. Celebrations express the employer appreciation.

Communicate Clearly and Often

Communicate clearly and often with employees. Staff meetings, a daily break period including supervisors and employees, a message board, two-way radios, clear instructions, opportunities to ask questions, regular performance appraisals and planning together for the coming year are just a few examples of how employers can facilitate communication.

Compensate Fairly

Fairness of compensation matters more than level of compensation in building a positive reputation as an employer.

Promote from Within

Promoting from within recognizes an employee's past contribution and shows the employers confidence in the employee. Finally, approach the leadership style with a bit of common sense. Being courteous to everyone and in all situations.

T. Shyam Sundar
Department of Management

Upcoming Human Resource Management Trends

The Upcoming Trends of Human Resource Management are as follows:

1. Personalization
2. Development as a service
3. Erosion of the Employee Experience
4. No more Paternalism
5. People Analytics
6. Less = More



1. Personalization

Historically HR has focused very much on standardization and “One-Size-Fits-All”. Making the shift to an approach where the individual needs, wishes and capabilities of candidates and employees are the starting point is difficult. Traditionally, many HR-practices take the needs of the organization as the starting point. An example is recruitment: we have an organization structure, with a hierarchy, and well-defined jobs. Next step: how do we find the candidates that can fill the vacancy? Another example: most on boarding processes are designed top-down: what do we want new employees to know when they enter the organization? The reverse question is hardly ever asked: what can we learn from the new employees who enter the organization

2. Development as a service

What can we learn from football? In football some of the top players hire organizations, as Your Tactical Analyst, to help them with their development. The provider gathers data about the player (per match), analyses the data and sits with the player to discuss the outcomes and the lessons. The provider is there for the player, paid by the player. The club of the player is not involved. This seems to work well, although some clubs do not like it. The interests of the player (the employee) and the club (the employer) are not totally aligned. The club wants to become champion this year. The player wants to develop into one of the most valuable strikers in the world. The interests of the service provider (Your Tactical Analyst and others) are totally aligned with those of the player. “We are here to help you to become better”. In business life we have not seen it a lot (a bit in the executive coaching area), but we expect, and hope, it will come. We see a great perspective for data-driven “Development as a service”.

3. Erosion of the Employee Experience

The initial starting point of the employee experience concept is very good: how can we give employees an experience that fits with their needs, expectations and capabilities? Unfortunately, it is eroding into a consultancy led framework, trying to fool employees into a journey on a one-way road with no exists, as the brief was “We want to attract and retain our talent”

4. No more Paternalism

Often HR takes a very paternalistic and normative approach. Our leaders and managers should be good coaches. “We expect our employees to take responsibility for their own development”. “One cannot opt out of life-long learning”. Coaching is a good example. It starts with the global leadership model. These models always contain an element like “Developing People” and/or Coaching”.

5. People Analytics

In people analytics the starting point is often the needs of the organization. How can we reduce staff turnover? Are higher levels of productivity possible? Can we measure the risk level in the different parts of the organization? The benefits for the individual employee get less attention. The issue of data ownership also needs to be addressed. Most employees do not work somewhere for life. They move on. What happens to the data that was gathered about the employee? Will it stay with the organization, or will the employee be able to take his or her personal data file? Our expectation is that the expectation of employees will move in this direction.

6. Less = More

The realization that HR is doing too much, and that the list of HR initiatives is far too long, is slowly dripping into organizations. What employees and senior management are looking for: more impact, with less effort?

Ms. A. K. Ashwini

Department of Management

A Short Story: Bad Temper



There once was a little boy who had a bad temper. His father gave him a bag of nails and told him that every time he lost his temper, he must hammer a nail into the back of the fence. The first day, the boy had driven 37 nails into the fence. Over the next few weeks, as he learned to control his anger, the number of nails hammered daily gradually dwindled down.

He discovered it was easier to hold his temper than to drive those nails into the fence. Finally the day came when the boy didn't lose his temper at all. He told his father about it and the father suggested that the boy now pull out one nail for each day that he was able to hold his temper. The days passed and the boy was finally able to tell his father that all the nails were gone.

The father took his son by the hand and led him to the fence. He said, "You have done well, my son, but look at the holes in the fence. The fence will never be the same. When you say things in anger, they leave a scar just like this one. You can put a knife in a man and draw it out. It won't matter how many times you say I'm sorry. The wound is still there." A verbal wound is as bad as a physical one.

Sanjay Kumar Padhy
Department of Management



