



Shri Vile Parle Kelavani Mandal's
Narsee Monjee College of Commerce and Economics



B.M.S.

Bulletin for Management Students



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OPERATIONS & COMPANY NEWS

Why Microsoft Is Enthusiastic About Make In India, Digital India, Other Government Initiatives



"What is really exciting is the initiatives going on with the government" and technology plays a very critical role in all, whether it is Make in India, Digital India or the Skill India campaign", General Manager (Small and Midmarket Solutions & Partners) at Microsoft India, Meetul Patel told PTI on the sidelines of the Microsoft Worldwide Conference that concluded last week in Orlando.

Patel voiced optimism and enthusiasm over the possibility of a technological "explosion" in India as technology converges with the political environment. He said while it has been only a year for many of the government's ambitious programmes to come in, "we can feel and see the momentum beginning to happen."

Read more at: <http://goo.gl/Z2IROJ>

Now, Ola Goes The Myntra Way, To Go Mobile-App Only

After Myntra, taxi aggregator Ola will go mobile-app only across its 100 cities of operations from the next month. "From just about 20 per cent of booking requests on the app at launch, Ola (now) receives as much as 99 per cent of its bookings through the app at the current scale," Ola said in a statement. Even in smaller cities, where the company has launched its services, more than 95 per cent of bookings come through the app at the moment, it added



Read more at: <http://goo.gl/e8DFhe>

Microsoft Launches Windows 10: Here's What That Means



Windows 10 is coming to PCs and tablets first, but it's also designed to run phones, game consoles and even holographic headsets. It has new features, a streamlined Web browser called Edge and a desktop version of Cortana, the online assistant that is Microsoft's answer to Google Now and Apple's Siri.

CEO Satya Nadella says he wants to have 1 billion devices running Windows 10 in three years. Microsoft estimates there are 1.5 billion people who currently use some kind of Windows. Rather than charging them to upgrade, as Microsoft used to do, it's embracing the free download model pioneered by Apple and Google.

Read more at: <http://goo.gl/5r13YL>

MARKETING NEWS

Decks cleared for phase 3 of FM radio auctions

Phase 3 FM radio auctions have been slated to begin on 27th July, four years after the policy was announced in July 2011, delayed due to policy paralysis. With the Sun Group's troubles with the government out of the way, the decks appear to have been cleared for auction of 135 frequencies in 69 cities, beginning 9.30 am on Monday.

The mood in the FM industry is cheerful. Having established its pre-eminent place in "local" and "reminder" advertising, and in targeting the "youth" and "on-the-move" audiences, FM radio has grown faster than TV, print and outdoor advertising in the past few years. More channels will help retain this pace. FM radio commands 15% of the ad pie in Sri Lanka. In India, it's just 5-6%. If one day Mumbai and Delhi have 25 radio stations each as Colombo has, FM radio should continue to grow faster than its other media siblings

Read more at: <http://goo.gl/sOXrcM>



Amazon Takes On Product Hunt, Shopify With Launchpad, An All-In-One Marketing And Sales Portal



Product Hunt has made a splash as a new place for startups to market new products, Shopify offers a way for them to easily start selling their products online, and Shyp takes the pain out of sending things from point A to B. Now it looks like Amazon is preparing to one-up their respective concepts. Today it unveiled Launchpad, a platform for hardware and physical goods startups to "launch, market and distribute" new products on Amazon.

Amazon is trying to tackle the space with a lot of buy-in from those who are already leading in it. It is working with over 25 VC firms, accelerators, and crowdfunding platforms on the new service. Amazon has amassed a huge artillery of technology in its marketplace, which it uses both for its own sales and those of companies selling through its marketplace, and now it's formally offering those tools to startups. They will also include marketing tools and its Q&A platform for founders to interact with users (à la Product Hunt).

With Launchpad, Amazon is tackling some of the bigger pain points for hardware and physical goods startups, specifically around the end of commerce and distribution. And when you consider it, if you are a startup with a designer or developer or inventor as your founder, marketing, sales and distribution may not be your core competency — or where you will necessarily want to invest large amounts of money to grow your company at the expense of R&D or key staff to help execute bigger business plans.

Read more at: <http://goo.gl/Pw0uCh>

HUMAN RESOURCES NEWS

Tata Group Undertakes HR Mapping Exercise With Help From Ernst And Young

Consultancy EY has started mapping the best talent in the middle and senior levels of Tata Group's six lakh employees and is expected to come out with its recommendations in the next five-six months. The aim is to understand the skillsets needed for the top roles and see who could fit in. The competencies identified will act like a blueprint and group companies may be allowed to tweak them to suit their own specific requirements.

About 5-10% of entire workforce, including the CEOs of the group's 100-plus operating firms, will go through the mapping exercise. Some of the 14 older competencies included under the exercise are: drive for results, timely decision-making, business acumen, strategic capability, functional effectiveness, standing pressure, interpersonal effectiveness and team building.



Read more at: <http://goo.gl/LK8pr6>

Bosses Like Vivek Gambhir, Vishal Sikka Take To Blogs To Shape Organisational Culture



VIVEK GAMBHIR
MD, GCPL
Theme Leadership and personal effectiveness



VISHAL SIKKA
CEO, INFOSYS
Theme Company milestones, organisational practices, leadership changes, etc



PRAMIT JHAVERI
CEO, CITI INDIA
Theme Banking Industry, Citi as a brand, culture and contribution to society

Vivek Gambhir, Managing Director, Godrej Consumer Products, tries to take time out every Monday to write his blog, a platform that enables him to engage with employees. Gambhir's blog, 'monday8am', started out as a series of Monday morning emails to the team at Godrej Consumer Products, on what could be done differently to become better leaders, better team players, better family members, better friends and better citizens. Some of his recent blogs that were popular among employees were on leadership as a brand, an analysis of the bell curve, LGBT and inclusiveness, among others. Sometimes he calls upon someone from the senior leadership to collaborate with him on his blog. Once Gambhir collaborated with his wife to write a piece on parenting. At Infosys, the Leaders Blog platform hosted on the company's intranet is a popular forum for leadership connect, where blogs by leaders across the organisation are published.

The blogs form a mode of communication and engagement in the organisation. They help build feedback loops, create an environment of trust through open communication, and give wide publicity to changes that resulted from feedback. In this way, the culture is built from the top. In certain cases where the feedback or comments from employees contains space for deeper engagement, it is also picked up by relevant teams for action

Read more at: <http://goo.gl/V36HRr>

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FINANCE NEWS

Government Clears GST Amendments, States To Be Compensated For 5 Years

The Cabinet on 29 July approved amendments to the GST bill to compensate states for revenue loss for five years on introduction of the uniform nationwide indirect tax regime, as has been suggested by Rajya Sabha Select Committee. As per the current mechanism, the Centre will give 100 per cent compensation for first three years of implementation of GST and 75 per cent and 50 per cent in the fourth and the fifth year.

Being touted as the biggest reform in indirect taxation since Independence, the GST will ensure a single tax structure for goods and service throughout the country and make India a common market. The new indirect tax regime will subsume excise, service tax and other local levies.

Read more at: <http://goo.gl/Z1XaIR>



SEBI Gets 100 Alerts A Day; Strong Surveillance In Place: Chairman U. K. Sinha



Amid concerns over misuse of stock markets for laundering of black money, including through P-Notes, regulator SEBI has said it has a strong surveillance system that generates over 100 alerts a day and all cases of manipulation are being dealt with sternly.

SEBI has put in place a strong deterrence to check any misuse of participatory notes and these can be issued only by well-regulated overseas entities such as sovereign wealth funds and pension funds of foreign governments. The routes which were found to be more prone for being misused were IPOs, allotment of preference shares in secondary markets and the issuance of GDRs in foreign locations

Mr. Sinha, however, clarified that neither the Special Investigation Team (SIT) on black money nor the government has suggested closing the P-Note route and it was a business requirement for a certain class of foreign investors. While SEBI has already put in place a robust system to check any misuse of the P-Note route, it is open to make any further changes if required.

Read more at: <http://goo.gl/cQD0oq>



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MESSAGE FROM THE EDITORIAL TEAM

All BMS students who would like to share their event experience/ achievement are requested to send a short write-up of the same before the 20th of the month of occurrence, to

emag.bms@gmail.com

Suggestions from all students regarding the e-magazine are welcome. Please direct your recommendations to the above mentioned email id.

The Editorial Team invites all students who wish to highlight any news article to send the link of the article to the email id of the relevant department before the 20th of the month of publication.

Operation and Company News: emag.bms.oc@gmail.com

Marketing News: emag.bms.marketing@gmail.com

Human Resources News: emag.bms.hr@gmail.com

Finance News: emag.bms.finance@gmail.com

The Editorial Team shall endeavour to include the best few articles of each department in the e-magazine.

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