



# BUSINESS WAVES

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Prof DVG KRISHNA,  
Editor & Director



Osmania University Centenary Celebrations  
1917 - 2017



Prof. S. Ramachandran,  
Vice-Chancellor

## MARWADI SHIKSHA SAMITHI

RAMNATH GULZARILAL  
KEDIA COLLEGE OF  
COMMERCE  
Taradevi Girdharilal  
Sanghi  
School of Business  
Management.  
Bhagwatibai Jagdish  
Pershad  
Agarwal PG College of  
Computer Applications.  
MSS Law College

### IN THIS ISSUE

1. Editorial  
Osmania University  
Centenary
2. Business Voice
  - a. Big Bang Budget
  - b. US Policies –  
Education &  
Immigration
  - c. GST Roll out
  - d. Felicitation by  
Governor to Lion  
Surendra Luniya,  
Philanthropist
  - e. Donald Trump-  
Prospects &  
complexities
  - f. Travel, Tourism,  
Hospitality and  
Leisure Industries
  - g. Aftermath of re-  
monetization
  - h. Women in India
  - i. MSS Legal academy



## Farman of

H.E.H. Nizam VII

26th April  
1917

"I am pleased to express my approval of the views set forth in the Arzdast (petition) and the memorandum submitted their with, regarding the establishment of a University for the State, in which the knowledge and culture of Ancient and Modern times may be blended so harmoniously as to remove the defects created by the present system of education and full advantage may be taken of all that is the best in Ancient and Modern systems of physical, intellectual, and spiritual culture. In knowledge, it should aim at the moral training of the students and give an impetus to research in all scientific subjects. The fundamental principle in the working of the University should be that Urdu should form the medium of instruction in higher education but knowledge of English as a language should at the same time be deemed compulsory for all students. With this objective in view, I am pleased to order that steps be taken for the establishment on the lines laid down in the Arzdast (petition) of a University for the dominions to be called the Osmania University of Hyderabad in commemoration of my accession to the throne".

Osmania University was established through a FARMAN (Government Order or Royal Charter) issued on 26 April, 1917 by HEH Nizam VII, His Excellency Mir Osman Ali Khan. Chief Architect, Nawab Zain Yar Jung, supervised the overall construction of campus. Left: A copy of the English translation of the Farman issued by HEH Nizam VII, His Excellency Mir Osman Ali Khan and Bottom: Arts College Building

### The Third Eye

No foreign  
degrees  
please



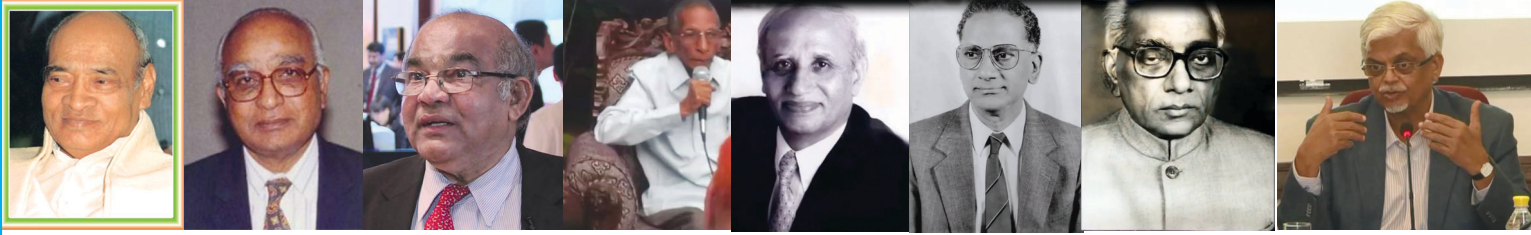
Mera Bharat  
Mahaan



Osmania University, the historic Seat of Learning represent Culture and Tradition for posterity



## OSMANIA UNIVERSITY – SOME OF THE PROMINENT ALUMNI:



**Mr. PV Narasimha , Rao, Former PM, Prof G Ram Reddy, Former VC, Dr. Y. V. Reddy, Former Governor, RBI  
Mr. CH Hanumantha Rao, Member, Seventh and Eighth Planning Commission, Prof DC Reddy, Former VC,  
Prof Navneet Rao, Former VC, Prof Ramkishtaiah, Former VC, Dr Sanjay Baru, Economist and Author**

### MAJOR MILESTONES:

28 August 1919 – College inaugurated at Gunfoundry, Hyderabad

(11 Departments, 25 teachers and 225 students)

1928 – Land acquired near Adikmet – 2.5 Lakh square feet total plinth area

Architect – Monsieur Jasper, from Belgium

05 July 1934 – HEH Nizam VII laid the foundation stone

04 December 1934 – College declared open

### EXCERPTS FROM THE ADDRESS BY VISIONARY FOUNDER - THE NIZAM –

“God be praised that this gorgeous edifice is now ready. This structure has no parallel in the world or India for beauty, grandeur and nobility.

As Osmania University is one of the greatest achievements of my reign, this building too will be a lasting memorial of my rule reminding future generations for centuries to come of the culture, architecture and civilization of this age.

Like the Urdu language, the manifestation of the fusion of the Hindu and Muslim styles of architecture and its façade, its pillars and its portals portray the culture and art of the two people. This building, therefore, is a symbol of unity, brotherhood and cultural amalgam of the Hindus and Muslims which has been the feature of this state for centuries.

I consider it a part of my kingly duty to preserve this feeling of amity among my people. Osmania University which represents the best traditions of Hyderabad state and its noble culture should keep as its goal the furtherance of such fellow feeling and unity, for therein lies the welfare and prosperity of the country.”

### LEADING FACULTY WHO NURTURED ACADEMICS

Mr. Ross Masood, the first Principal

Prof DS Reddy, Former Vice- Chancellor

Prof. G. Ram Reddy, Former VC

Prof. T. Navneet Rao, Former VC

Prof Ram Kishtaiah, Former VC

Prof. DC Reddy, Former VC

Prof GM Reddy, Botany

Prof C. Narayan Reddy, Telugu

Prof. Gautam Mathur, Economics

Prof. Shiv Kumar, English

Prof Keshav Rao, Economics

Prof. Ram Natham, Commerce

Prof. J. Satyanarayana, Commerce

Prof Raghavaiah, Public Administration

Prof Bhadriraju Krishnamurthy, Linguistics

Dr. Siddiqui, Department of Islamic Studies

Prof. EG Parameswaran, Psychology

Prof. Bashiruddin, Journalism

**AND MANY OTHERS**



**Shri ESL Narasimhan,  
Governor & Chancellor,  
OU releases the Brochure of Centenary**

**Osmania University Centenary Run and  
Prof. H. Venkateswarlu,  
Special Officer, OU Centenary Committee**

**There is no other language which provides answers to complex philosophical questions like epics written in Sanskrit.-Rajnath Singh, Minister for Home Affairs**

## **BIG BANG BUDGET 2017-18, OBJECTIVES AND SUSTAINABILITY Prof DVG KRISHNA**



The Union Budget for the fiscal 2017-18 that was presented by Shri Arun Jaitley, Hon. Minister for Finance in the Lok Sabha on 01 February 2017 is truly a big bang, trail blazing, and path breaking one. It aims to Transform, Energize and Clean (TEC) India. Coming so soon on heels of the currency/banking reforms unleashed by demonetization, it unveils impressive initiatives to mop up tax revenue resources through transparency and increased tax compliance, give a fillip to the economy, boost investment and exports, and greater use of information technology to reduce human interface between taxpayers and tax administration. It can of course be said that budgetary allocation for defense, space exploration and scientific and industrial research should have been higher; still overall, it is a good exercise in maintaining fiscal deficit at Rs.5.47 Lakh Crores (3.2%) so as to check inflation. The total receipts have been projected at Rs.21.47 Lakh Crores including tax receipts at Rs.12.27 Lakh Crores. Double-digit inflation has been controlled~ Sluggish growth has been replaced by high growth~ War on black money has been launched. The Revenue deficit was reduced to 2.1% from 2.3% for 2016-17. During the last fiscal India had 36% increase in FDI flow~ forex reserves are at US\$ 361 Billion in January 2017 enough to cover 12 months needs. The target for GDP growth is projected as 7.2%.

There are huge expectations of the people. The underlying theme of countless expectations is good governance. The expectations include burning issues like inflation and price rise, corruption in transactions and crony capitalism. There is also expectation for a major change in the way the country's natural resources are allocated, processed and deployed. The current monetary policy stance of the US Federal Reserve, to increase the policy rates more than once in 2017, may lead to lower capital inflows and higher outflows from the emerging economies. Second, the uncertainty around commodity prices, especially that of crude oil, has implications for the fiscal situation of emerging economies. Increase, if any, in oil prices may be tempered by quick response from producers of shale gas and oil.

Increase in Income Tax Slabs on top of every citizen's list of expectations. Currently, only around 3% of India's population files their tax returns. A higher tax exemption slab and a reduction in tax rates may encourage more people to file taxes. Income Tax rate has been cut to 5% for individuals having income between Rs 2.5 Lakhs to Rs 5 lakhs. The FM has also announced that GDP will be bigger,

cleaner after demonetization. Functional autonomy of the railways is to be maintained. More steps will be taken to benefit farmers and the weaker sections. Target of agriculture credit fixed at Rs 10 lakh Crores in 2017--18. The country is committed to double farm incomes in 5 years. Agricultural sector is expected to grow at 4.1% this fiscal. Union Budget 2017-18: Capital gain tax becomes friendlier for honest tax payers The budget proposes to reduce the basis of the period for which the asset is held on the date of sale to 24 month in case of long term capital gains and bring it on par with unlisted shares. The budget proposes to shift the base date from 1st April 1981 to 1st April 2001. Hitherto for immovable property the holding period requirement has been 36 months. The budget proposes to reduce this to 24 month.

The announcement by the Finance Minister that the focus should be on lower tax rates is very welcome. Lower tax rates such as those prevalent in many economies actually have the potential to bring in greater revenues as they have a much broader tax base. India's traditional mindset was that higher tax rates lead to greater tax collection. This viewpoint needs to be changed according to the statements issued by the Finance Minister, Shri Arun Jaitley. More Incentives should have been allowed for Digital Payments. Subsidies sucked up by the Public Distribution System (PDS) could have been curtailed.

The forthcoming implementation of the Goods and Services Tax (GST) with the aim of "One nation, one tax and one market" will further assist the initiatives outlined in this budget. The classification of goods and services will be more rational, leading to simpler tax regime, reduction of multiplicity of taxes, and harmonization of laws, procedures and rates of tax chargeable on goods and services across the country in all states. Seamless flow of tax credit from manufacturer/ supplier to user/ retailer will largely eliminate cascading of taxes and more efficient neutralization of taxes will make our exports more competitive internationally. The benefits of exemption/ compounding schemes for a large segment of small scale suppliers will make their products cheaper leading to surge in market demand for their produce. Automated procedures for processes like registration, filing of tax returns, remittances of tax, refunds and credit verification will remove the customary hassles.

Keynes, the famous economist had said "dig the holes and fill them up". Now the challenge before the Government is to remove the cash and rejuvenate the economy. There should be incentives for the private sector and investment for the public sector. Overall, the budget is pro-farmer, pro-poor, pro-working class, anti-corruption and anti-black money. Business Waves now hopes for stricter implementation of tax provisions and transparency in fiscal and monetary administration. Then the objectives can be met and sustainability achieved.

**I give people what they need and deserve to hear - exactly what they don't get from politicians - and that is The Truth.- Doanld Trump, President, USA**



**YESTERDAY, TODAY AND  
TOMORROW – US POLICIES -  
EDUCATION & IMMIGRATION**

**Prof S Jeelani,  
Director, Distance Education,  
University of Hyderabad**



As of 2013, more than 2 million Indian-born immigrants resided in the United States. They accounted for 4.7 % of the 41.3 million foreign-born population. The U.S. Census Bureau defines the “foreign born” as individuals who had no U.S. citizenship at birth. The foreign-born population includes naturalized citizens, lawful permanent residents, refugees and those who have been granted asylum for any reason whatsoever, legal non-immigrants (including those on student, work, or other temporary visas), as well as persons residing in the country without authorization. Many a time, the terms foreign born and “immigrant” are used interchangeably and refer to those who were born in another country and later immigrated to the United States. Data collection constraints do not permit inclusion of those who gained Indian citizenship via naturalization and later moved to the United States.

Historically Indian migrants began arriving in the United States as early as 1820. Though few in number at the time, the Indian population has surged since the 1990s to become the second-largest immigrant group in the country after Mexicans, and ahead of those born in China, the Philippines, and Vietnam. At present a very large proportion of Indians living and working in the USA include scientists, engineers, software professionals, academics, pharmacists, chemists, micro biologists and researchers. They have been employed even in highly reputed vital scientific organizations such as National Aeronautics and Space Agency (NASA) and several Atomic Energy establishments. In contrast to the initial wave, the majority of post-1985 arrivals from India were young, educated urban dwellers, with strong English language skills. From 1980 to 2013, the Indian immigrant population increased ten-fold, from 0.2 million to 2.04 million, roughly doubling every decade.

Today, Indian citizens are the top recipients of temporary high-skilled worker H-1B visas, accounting for 70 percent of the 316,000 H-1B petitions (initial and continuing employment) approved by U.S. Citizenship and Immigration Services (USCIS). India is also the second-largest sending country of international students to the United States after China: Close to 103,000 Indian-born students were enrolled in U.S. educational institutions in the 2013-14 school years.

Indians comprise 15.9% of the total international students in the US, forming the second -largest ethnic chunk. In 2015--16, Indian students in the US soared by 25% to a record 1.65 lakh, contributing over \$5 billion to the US economy, according to the Institute of International Education’s Open Doors report.

Lately President Donald Trump’s protectionist rhetoric in the run- up to the election has left many aspiring Indian students confused and unsure of the implications of higher education in the US this year. Anti--Trump protests across US campuses are also contributing to the worry of students.

Now students are being extra cautious in the case of studies in the US because they feel they may not be allowed to stay back and work after education. In that case the educational loan repayment becomes very problematic. The fall semester in the US will start by September 2017 and students must decide if they want to sign up for joining a university and make an initial payment by April 2017. Many students do not want to risk paying their fee till there is more clarity on Trump’s policies. A large number of people working at top companies in India and all over the world also leave every year to pursue degrees in America. They are now anxious about disrupting their status quo in view of the global economic turbulence. The perception of UK has worsened due to Brexit. If the political situation improves, then students will continue applying to the US. Otherwise they must expand their options and add back-up geographies in addition to the US. Students must hedge their risks and keep their options open for other countries.

Admission consultants, parents and students are worried and even having second thoughts about going to America for education and immigration. Some fear for their safety while others are assessing whether spending so much on a US education will be a high-risk gamble.

The Indian Universities and educationists must realize now that there is no equally attractive alternative to USA at present. In India the stress is shifted from education to skill development. Skills are now valued more in the employment market than paper degrees which are based on learning by rote and passing examinations. At the same time, students who are really serious about higher education and research should be provided adequate research facilities and opportunities so that eventually research is more Indian in content and more suited to Indian environment and ethos and useful for solving practical problems.

**We must scrupulously guard the civil rights and civil liberties of all our citizens-  
Franklin D Roosevelt, President (1933-1945), USA**

## **GOODS & SERVICES TAX (GST) ROLLOUT**

**Prof DVG KRISHNA**

Government of India has decided to roll out the long awaited Goods and Services Tax (GST) by July 2017. This is perhaps the most important and biggest fiscal and taxation reform since independence, being implemented to bring about a taxation regime in line with what is already being practiced in most of the advanced economies. During the past few months, there has been substantial progress towards ushering in GST. Since the enactment of the Constitution (One Hundred and First Amendment) Act, 2016, the preparatory work for this path-breaking reform has been a top priority for the Government. In this context, several teams of officers, both from the States and Central Board of Excise and Customs have been working to give finishing touches to the Model GST law and rules and other details. Government has promptly given effect to various provisions of the Constitutional Amendment Act, including constitution of the GST Council. GST is a consumption based tax levied on sale, manufacture and consumption on goods and services at a national level. C-GST will be levied by the Centre, S-GST by states and I-GST on inter-state supply of goods and services. Different indirect taxes of central excise duty, central sales tax CST and service tax are to be merged with C-GST while S-GST will subsume state sales tax, VAT, luxury tax and entertainment tax. Most contentious issues have been resolved.

GST is an indirect tax that will replace a raft of levies such as excise duty, service tax, and value added tax (VAT). It is expected to simplify the tax structure, broaden the tax base, and create a common market across the country.

The GST Council has held several meetings to discuss various issues relating to GST, including broad contours of the GST rate structure, threshold exemption and parameters for composition scheme, details for compensation to States due to implementation of GST, examination of draft model GST law, draft Integrated GST law and the Compensation Law and administrative mechanism for GST. GST Council approved the GST Compensation law to compensate states for any loss of revenue from implementation of the new national sales tax and also finalized its recommendations on almost all the issues based on consensus after debate and discussions. The preparation of Information Technology system for GST is also on schedule. The extensive reach-out efforts

to trade and industry for GST have started to make them aware of the new taxation system.

Central Board of Excise & Customs continues to strive to achieve the goal of implementation of GST without compromising the spirit of co-operative federalism. Implementation of GST is likely to bring more taxes both to Central and State Governments because of widening of tax net. The Government has preferred not to make any changes in the regime of Excise & Service Tax because the same are to be replaced by GST.

For the first time the Government of India has embraced Big Data. The Government mines this data to shed new light on the flow of goods and people within India. This produces the estimate of the flow of goods across states within India, based on analyzing transactions level data provided by the Goods and Services Tax Network (GSTN). It furnishes new evidence on the flows of migrants within India, based on detailed origin-destination passenger data provided by the Ministry of Railways and on a new methodology for analyzing the Census data.

The revised draft of the GST Bill provides for an anti-profiteering clause that gives the central government the authority to look at the prices that will be charged by businesses once the GST is implemented. People in various other countries have been blaming GST for higher prices after its implementation. The anti-profiteering clause in the draft GST law will ensure that the benefits of the Goods and Services Tax are passed on to the consumers in India. It will also help curb inflationary pressures on the economy when GST is implemented.

Other issues include taxation of services and VAT in work contracts, composition limit and definition of agriculture. These laws will be cleared later. The decision on categorization of goods in tax slabs is not part of the law and will be worked out by the council after the enabling laws are passed. The Council will get down to finalizing rates of taxes for different goods and services by fitting them into the four approved slabs of 5%, 12%, 18% and 28%. The Council gave its suggestions to the legal sub-committee, comprising officers of the Centre and states who are drafting the model laws, on issues like composition of appeal at tribunal to adjudicate on disputes, delegation of powers and exemptions during transition phase.

It is now hoped that implementation and full rollout of the GST will lead to wide acceptance by trade and industry alike as well as plug the loopholes in the taxation system.

**The goal is to clean transactions, to clean money- Shri Arun Jaitley, Hon. Finance Minister**

## JAIN RATNA LION SHRI SURENDRA LUNIA – in the service of Education, Health & Charities



**Felicitated by His Excellency Shri ESL Narasimhan, Governor, AP & TS and Lion Aruna Oswal and Lion Shri Girish Sanghi, Former MP**

Lions Club of Hyderabad is a 58 year old club committed to the service of the society. It is a part of the International Association of Lions Clubs, the world's largest NGO which is spread over 210 countries with a membership of about 1.3 million.

Jain Ratna Lion Shri Surendra Luniya, Chairman, Surendra Lunia Emergency Services Committee and Hon. Secretary, Marwadi Shiksha Samithi (MSS) was honored by His Excellency Sri ESL Narsimhan, Governor, TS&AP at a glittering function at Sri Satya Sai Nigaagam Auditorium, Banjara Hills, Hyderabad on the occasion of the year long 50th year celebrations. Lion Aruna Oswal, International Director and Recipient of highest award of Lions International as Ambassador of Goodwill was the Chief Guest and Lion Shri Girish Sanghi, former Member of Parliament was the Guest of Honor. Shri Lunia has served in this capacity for over five decades. The following Medical Equipment is available with the said Emergency Services

1. Oxygen Cylinders	2. Recovery Beds	3. Wheel Chairs
4. Saline Stands	5. Water Beds	6. Air Beds
7. Back Rests	8. Bed Pans	9. Oxygen Concentrator
10. Bipap Pro Bi-Flex system		

These emergency services are available free of cost round the clock, 24X7, 365 days in a year.

Contact Numbers:

040-65537426, 9246522880, 9666361410,  
9848664153, 9347510005

Email ID: luniasurendra@gmail.com

## Mr DONALD TRUMP - PROSPECTS & COMPLEXITIES



**Mr DONALD TRUMP, the President of United States of America (USA)**

Mr Donald John Trump (born June 14, 1946) an American businessman, television personality, and politician, is now the 45th President of the United States. He assumed office on January 20, 2017. The President is Republican.

In 1971 Trump took over from his father the family real estate firm, Elizabeth Trump & Son. He renamed it The Trump Organization and greatly expanded its real estate operations as well as venturing into numerous other business activities. The Trump Organization eventually became the umbrella organization for several hundred individual business ventures and partnerships. Upon being elected president, Trump said he and his daughter Ivanka will resign all roles with The Trump Organization, while his two oldest sons Don Jr. and Eric run the business, together with existing Chief Financial Officer.

Over the previous three decades, Trump and his businesses had been involved in 3,500 legal cases in U.S. federal courts and state courts, mostly in the casino industry. Of the 3,500 suits, Trump or one of his companies was the plaintiff in 1,900; defendant in 1,450; and third party, filer of bankruptcy, or other in 150. Donald Trump was also named in at least 169 suits in federal courts. In about 500 cases, judges dismissed plaintiffs' claims against Trump. Hundreds of cases ended with the available public record unclear about the resolution. He won 451 times and lost 38 times. Mr Donald Trump's net worth is estimated to be \$4.5 billion.

The presidency of the United States has always been in high acclaim throughout the world from Abraham Lincoln to John F Kennedy. They sacrificed their lives for uniting the states and the people. But unfortunately, Trump has adopted to a new era to divide the people and nations. This is contradictory to the expectations of the world from the lead country. Any deviation from the accepted norms will affect the polity of the US and economy of the lead country. The wisdom of his advisors should prevail upon him to bring amity among nations and care for the less privileged nations and the poor.

**The only limit to your achievements is the strength of your dreams and your willingness to work for them -Melania Trump, wife of Donald Trump**



## TRAVEL, TOURISM, HOSPITALITY & LEISURE INDUSTRIES

By Kuldip Rai, M.Tech, MBA, Asso.Prof



Travel, Tourism, Hospitality and Leisure Industries showcase India, earn Foreign Exchange, publicize our assets and capabilities, attract foreign investments and create goodwill. It is a multi-billion-dollar endeavor that depends on the availability of leisure time and disposable income. This sector contributes GDP growth through domestic tourism and foreign exchange earnings through international tourism. Tourism is the largest service industry in India with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India.

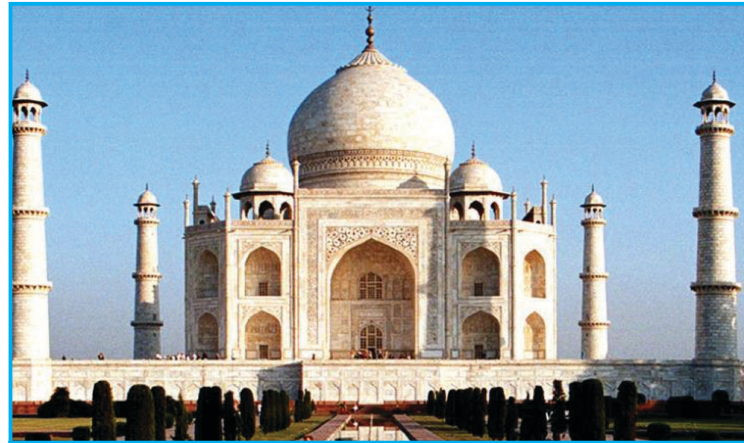
The services of this industry includes visa assistance, foreign exchange conversion, travel, accommodation, lodging, event planning, theme parks, cruise lines, and tourism. Hospitality units such as restaurant, hotel, or amusement park utilize services of operators e.g. servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources as well as facility maintenance.

### EMPLOYMENT GENERATION:

According to The World Travel & Tourism Council, Tourism is economically important and is growing rapidly everywhere including India. In India tourism and hospitality industries generated Rs.8.31 Lakh Crores (US\$120 Billion) or 6.23% of the nation's GDP in 2015 and supported 37.315 Million jobs, 8.78% of its total employment. The sector is growing at an average annual rate of 7.5%. Hence it can be expected to grow to Rs.18.36 Lakh Crores (US\$270 Billion) by 2025 (7.2% of GDP).



### Services of Travel, Tourism, Hospitality and Leisure



### The Taj Mahal is the most favourite tourist attraction

**MEDICAL & RELIGIOUS TOURISM** - In 2014, 184,298 foreign patients traveled to India to seek medical treatment. In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion. It is projected to grow to \$7 to 8 Billion by 2020. **RELIGIOUS TOURISM** also generates enormous revenue and incomes. Tirumala Thirupathi Devasthanam (TTD) alone gets Rs.2600 Crores per annum as offerings by devotees. The amount is increasing every year. Other tourist attractions such as Ajanta Ellora Caves, Nagarjunakonda, Thousand Pillar Temple, Jain Temple also attract many tourists.

**GRADING OF HOTELS** – Internationally, the hotels are rated as per star classification of European Hotel Stars Union. For example, 1-star rating ("tourist") denotes a budget hotel. 2 and 3 stars denote basic amenities and comfort. Four stars or "first class" must have reception opened 18 hours, accessible by phone 24 hours from inside and outside, lobby with seats and beverage service, breakfast buffet or breakfast menu card via room service and a mini bar or 24 hours beverages via room service, Internet access etc. Five star or "Luxury" must have reception opened 24 hours, and also multilingual staff, valet parking, concierge, beverage service, mini bar and food and beverage offer via room service during 24 hours, Ironing service (return within 1 hour), shoe polish service, internet etc.

The Burj Al Arab hotel in Dubai which opened in 1998 with a butler for every room was advertised as seven star hotel. In India, the classification of hotels is based on two categories such as "Star" and "Heritage".

The most prominent of our 5-star hotels are

- The Oberoi Amarvilas, Agra, Uttar Pradesh
- Taj Falaknuma Palace, Hyderabad, Telangana
- The Oberoi, Mumbai
- ITC Grand Chola, Chennai
- The Taj Mahal Hotel, New Delhi
- ITC Maurya, New Delhi

The Ministry of Tourism catalyzes private investment, strengthens promotional and marketing efforts and provides trained manpower resources.



## Kerala and Goa are two of the most popular international tourist destinations in India

However all the 5-star hotels are not identical. The room tariff may vary 1:3 (from Rs.16,000 per night to Rs.51,000 per night). This means that profit margins are hefty and vary widely with properties and locations.

Travel costs also vary with luxury, seasonality and imbalance in traffic to and fro. Sometimes rail travel in a luxury train like Palace on Wheels can be anywhere between economy and business class travel costs by air.

### EDUCATION AND TRAINING FACILITIES :

1. Indian Institute of Tourism and Travel Management (IITTM), New Delhi, Bhubaneshwar, Gwalior, Goa
2. Dr. Y.S.R National Institute of Tourism and Hospitality Management, Gachi Bowli, Hyderabad
3. National Council for Hotel Management and Catering Technology (NCHMCT), NOIDA
4. Dr.Ambedkar Institute of Hotel Management, Chandigarh
5. University Institute Of Hotel And Tourism Management, Panjab University Chandigarh, etc.

**भारत पर्यटन विकास निगम लि.**  
**India Tourism Development Corporation Ltd.**



**Atithi Devo Bhavah**  
**(अतिथि देवो भवः)**

**अतुल्या ! भारत**  
**Incredible India**



## TYPES OF TOURISM

Adventure Tourism	Mountaineering, trekking, mountain biking, rafting, bungee jumping rock climbing, jungle tourism
Cultural Tourism	Region's arts and culture
Medical Tourism	For treatment e.g. heart surgery, knee transplant, cosmetic surgery and dental care and other health and medical purposes
Water tourism	Travelling by boat while on holidays
Wildlife tourism	Bird watching, whale watching, reef diving, gorilla tourism and photographic safari.
Space tourism	Travel into space for personal leisure
Sports Tourism	Such as world cups, Olympics, tennis, golf and horse racing
Archaeological Tourism	Visits to archaeological sites, museums, interpretation centres, re-enactment of historical occurrences

**INCENTIVES TO TOURISM** - The Ministry of Tourism, Government of India has initiated several measures.

1. Safety and security to the tourist: Safety and security are vital to providing quality in tourism. Hence to promote tourism there should be sound law and order to assure tourist that they are safe. The tourist should not be exploited.
2. Infrastructure development: Government is investing heavily for integrated development of the Infrastructure, such as the Hotel and Travel Industry, preservation of monuments, human resources development, and upgrading of information technology.

**India Tourism Development Corporation, A Government of India Enterprise is a Rs.75 Crores PSU engaged in tourism development. Dr. Mahesh Sharma is the Hon. Minsiter of State for Tourism and Culture, Government of India. The Minsitry has two mottos: Atithi Devo Bhavah (A Guest is a god) and Atulya Bharat (Incredible India). Below: Global operators also offer Hajj, Umrah, yachting, skiing, skydiving, rafting, bungee jumping, zip lining experiences**



**Just see how well the Jains and the Marwaris do in life. It cannot be a co-incidence that they are so well educated and affluent. It is because of their way of life which involves least harm to a living being - Maneka Sanjaya Gandhi, Union Minister of Women and Child Development**



## AFTER MATH OF RE-MONETIZATION

Prof. R. Hanumantha Rao,  
RG Kedia College

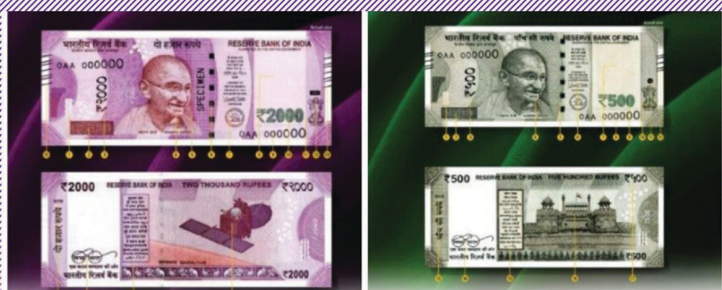
The Government's avowed goals for demonetization were to eradicate counterfeit currency, fight tax evasion, eliminate black money gotten from money laundering and terrorist financing activities, and promote a cashless economy. In the days following the demonetization, banks and ATMs across the country faced severe cash shortages with severe detrimental effects on a number of daily wage workers, hawkers, traders, small businesses, agriculture, and transportation. Fortunately, now the re-monetization is making progress and the situation is improving. In fact, it is even better in the sense that digital payments have a great boost as a corollary of it!

Digital economy, Internet Economy or Web Economy in a cashless society includes e-business infrastructure i.e. hardware, software, computer mediated telecommunication networks, and human resources. Digital networking and communication infrastructure provide a global platform for people and organizations to devise strategies, interact, communicate, collaborate and search for information. Digital Economy envisages zero marginal cost and intangible goods over the Internet. The initiatives of the National Payment Corporation of India such as Immediate Payment Scheme (IMPS) for 24X7 electronic interbank funds transfer through mobile phones, including Bharat Interface for Money (BHIM), a Unified Payment Interface (UPI) app and National Automated Clearing House for banks are highly helpful to the banks and the common citizens as well.

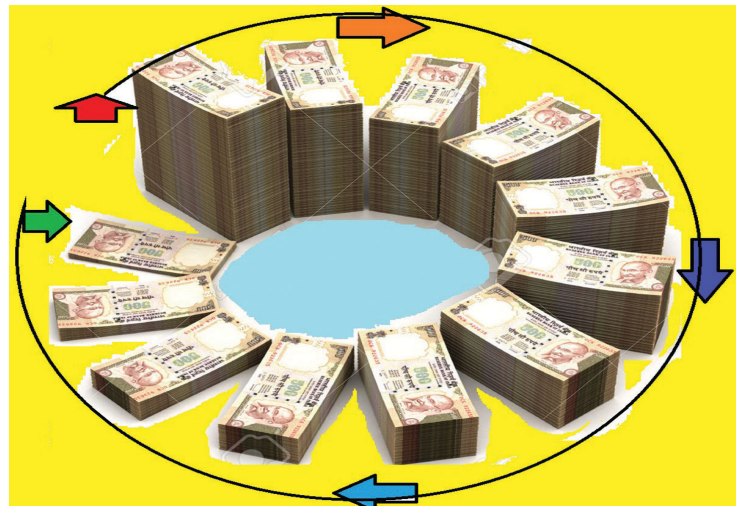
**BHIM (BHARAT INTERFACE FOR MONEY)** is a UPI-enabled unified payments app.

**AADHAAR PAY** uses peoples' Aadhaar numbers for payments, with integrated biometric authentication as well.

**BHARAT QUICK RESPONSE (QR) CODE** is designed for cashless and digital transactions. The Bharat QR Code is a result of the initiatives of the Government since they wanted



## CURRENCY NOTES IN MAHATMA GANDHI NEW SERIES ISSUED AFTER DEMONETIZATION

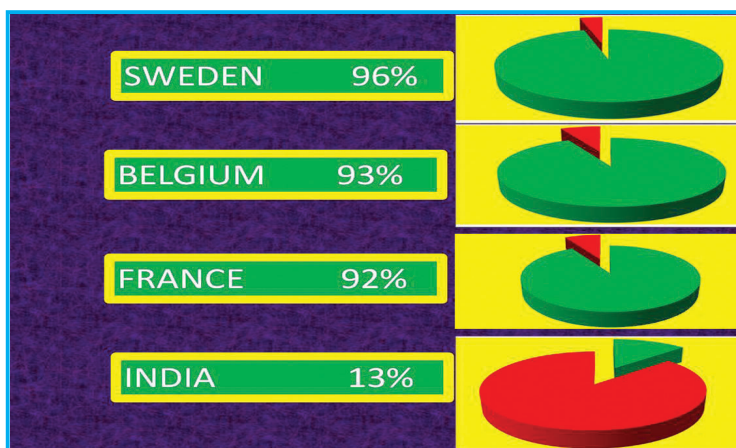


## The Journey from Cash to Less Cash

to overcome the problems faced in case of plastic money. It is a far simplified system of digital transactions. The whole concept was created by VISA – the leading plastic card money company in India. VISA is the company that pioneered QR Code. However, the system was introduced in India only one and half years back in the form of mVisa.

**M-VISA (Mobile Visa)** is in its nascent stage in India, many countries in the world have actually adopted the system heavily. In India, TataSky – the DTH service provider was among one of the first service providers in India to team up with VISA and provide QR Code-based payment option to subscribers of TataSky.

The Government of India has already implemented several technological interventions for banking industry for digital security to tackle the problem of cyber frauds and risk.



Sweden is the most successful example of cashless economy. Over 96% payments are electronic. Belgium is at 93%, France at 92%, India prior to demonetization had 13% cashless transactions. Now it is increasing rapidly

Mahatma Gandhi's dream of self-reliance can be attained by making use of Internet and technology.  
-Mukesh Ambani, Chairman, Reliance Industries Limited

## WOMEN IN INDIA

1. Ms Indra Krishnamurthy Nooyi, an American, business executive and the current Chairperson and Chief Executive Officer of PepsiCo, the second largest food and beverage business in the world.
2. Ms Arundhati Bhattacharya, the Chairperson of the State Bank of India
3. Ms Shikha Sharma, Managing Director and Chief Executive Officer of the Axis Bank.
4. Ms Suchita Jain, Executive Director, Vardhman Spinning & General Mills, (a billion dollar company, a leading textile manufacturer and exporter of yarns, fabrics, sewing thread and acrylic fibre). Her father is Mr SP Oswal, Chairman and Managing Director, Vardhman Group (textile manufacturer and exporter)

## GREAT AND WISE



Sunita Lyn "Sunni" Williams (born 19 September, 1965 at Euclid, Ohio), American astronaut and United States Navy officer of Indian-Slovenian descent. Missions - STS-116, Expedition 14, Expedition 15, STS-117, Soyuz TMA-05M (Expedition 32/33). She holds the records for total spacewalks by a woman (seven) and most spacewalk time for a woman (50 hours, 40 minutes).



Mrs. Pratibha Devisingh Patil, (Born 19 December 1934 at Nadgaon), 12th President of India (from 25 July 2007 to 25 July 2012) and Governor of Rajasthan (from 8 November 2004 to 23 June 2007). Studied at Pune University and University of Mumbai.

According to study by McKinsey & Co, female representation on executive boards of Indian Companies currently stands at meager 5%. Only 5% of working women in India make it to senior leadership positions in the corporate sector/ compared to the global average of 20%. & 9.32% at the senior level.

Women's empowerment is an umbrella term comprising several key concepts e.g. women's emancipation, eliminating sexual harassment at work places, eliminating gender discrimination, providing academic and career opportunities and paying equal wages for equal work. Women constitute 50% of the population. Their participation is vital for economic development.

The gender pay gap is the difference between male and female earnings. In 2008 the median earnings of female full-time workers were 17% lower than the earnings of their male counterparts and that 30% of the variation in gender wage gaps across countries could be explained by discriminatory practices in the labor market. As of April 2016 the wage gap in the United States was 79 cents for every dollar paid to men, amounting to an annual gender wage gap of more than \$10000.

A glass ceiling is a metaphor used to represent an invisible barrier that keeps women or any other demographic from rising beyond a certain level in a hierarchy or in an organization. It is an unacknowledged, illegal barrier to advancement, especially for women and people of color. Minority women are the worst affected as they often find the most difficulty in "breaking through the glass ceiling" because they lie at the intersection of two traditionally oppressed groups.

This term is similar to "bamboo ceiling" which refers to the obstacles that all Asian Americans face in advancing their careers while in America.



The 'Digital India' initiative is one of the key measures to make government transparent, responsive and citizen friendly. The objective is to create a digitally empowered society and infuse technology into government, healthcare and education.- Sushma Swaraj, Union Minister of External Affairs



## **MSS LEGAL ACADEMY**

**Duvvuri VN Pradeep,  
LLM  
MSS LAW COLLEGE**



Marwadi Siksha Samiti (MSS) has been serving the cause of education since 1924. MSS LEGAL ACADEMY (MLA) is a seat of excellence in legal education, consultancy, research and in pioneering law reforms was inaugurated on 03 March 2017. The Academy's prestigious institute, "The MSS Legal Academy" is in campus of MSS Law College located in Hyderabad, the capital city of Telangana. The liberal ambience of the research wing and the teams of the Academy are the flag bearers in renowned international flora. The Academy's social commitment is embedded in its socio-legal clinics and consultancy service. The college of law of the Academy is affiliated to the Osmania University, Hyderabad.

### **AIMS OF LEGAL ACADEMY**

- To spread practical aspects of modern day laws and especially focus on technology related laws that shape and affect all global citizens.
- To supplement the efforts of Law & Business and Bar Council of India to upgrade skills of legal professionals
- To offer value added courses useful to Police, Government employees and others.
- To conduct workshops, training programs, seminars and symposiums on legal issues
- To conduct Legal literacy camps, to spread legal awareness in rural and urban areas
- To impart Legal courses for ensuring capacity building among the legal professionals

### **SERVICES UNDER MSS LEGAL ACADEMY**

- To promote legal services to the needy
- Clinical law training
- Training programs in medico legal, police training, tax laws, administrative laws, consumer laws, intellectual property laws
- To train professionals in various fields about legal aspects
- Consultancy facilities to various departments
- Inviting the legal and other professionals to give orientation to staff and students of the legal academy
- Undertaking research through recognized bodies like ICSSR, UGC, AICTE, BCI etc.
- To bring out a legal – general news letter

- FDP programs for the legal academia
- To train associates in various legal aspects of start-ups established under the T-Hub and other SEZ's
- Arbitration centre
- Training in legal software programs
- Guiding the various corporate on broad framework of CSR strategy.

### **CURRICULUM OBJECTIVES:**

- Innovative methods of delivering courses that makes it interesting and easy to absorb the courseware.
- Creative flexible approaches to learning and teaching using modern technology tools.
- Offering an innovative curriculum developed with the aspirations and interests of the student at the centre
- Making effective use of ICT and new technologies to motivate and inspire students
- Nurturing close partnerships with local and international organizations, giving students a wide range of opportunities to experience the world of work
- Providing opportunities for students to extend their learning outside of the formal curriculum

### **LEGAL AID CLINIC**

The Academy has a permanent legal aid clinic, which works regularly throughout the year for alternate dispute resolution through mediation and other techniques. In addition, the clinic also organizes week long Para-Legal training for village level social workers so as to enable them to disseminate legal knowledge among the people. A permanent legal services Center also functions in the campus providing free legal aid and advice to the poor. The Center also undertakes mediation and conciliation to resolve the disputes.

The Academy has been in the forefront in providing large scale legal assistance and aid to the poor litigants through permanent legal aid clinics and massive area wise Lok Adalats. The Academy works closely with the District and Taluk Legal Services Authorities in providing them the services of students and in providing the students exposure to settlement of cases and holding Lok Adalats. The activities of the Legal aid clinics also include identifying villages prone to litigations and adopting strategies to evolve litigation free villages and give the poor access to justice through free legal aid, for which the legal services Center maintains a list of competent lawyers who are willingly to provide free legal service.

**We need a bold, new, positive vision for the future of our country- Theresa May, Prime Minister, United Kingdom**

# NEWS

RG KEDIA COLLEGE

RG KEDIA COLLEGE OF  
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School of Business Management.

Bhagwatibai Jagdish Pershad  
Agarwal PG College of Computer  
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# SPECTRUM - EVENTS AT MSS



[1] Symposium on Union Budget: Shri SB Kabra, Jt. Secy, MSS is flanked by Mr Krishna Sagar, BJP Spokesperson and Prof Indrakant [2] Shri Kamal Narayan Agarwal, President, MSS at the Inauguration of MSS Legal Academy [3] Faculty Development Program on Teaching of Commerce [4] Jain Ratna Lion Shri Surendra Luniya with Mr Naveen Mittal, IAS, Commissioner, Information and PR Department during the latter's visit to our College [5] Shri Surendra Reddy at the Seminar on Demonetization [6] Justice Narasimha Reddy lighting the lamp at the Mini-convocation [7] Seminar conducted by Pro-Edge Consulting & Training [8] Seminar by Manipal University on Business Analytics and Digital Marketing [9] Lion Vijay Laxmi being felicitated on World Cancer Day

## Institutions run by Marwadi Shiksha Samithi

- ❖ Marwadi Hindi Vidyalaya
- ❖ Ramnath Gulzarilal Kedia College of Commerce
- ❖ DR Jindal Junior College of Commerce
- ❖ G. Raghunathmal Singhvi Jain Jr. College of Science
- ❖ Syo Narayan Ramcharan Patwari Post Graduate College of Commerce
- ❖ RK Saboo College of Science
- ❖ Harishchandra Gyankumari Heda Model High School
- ❖ Taradevi Girdharilal Sanghi School of Business Management.
- ❖ Bhagwatibai Jagdish Pershad Agarwal PG college of Computer Applications (MCA).
- ❖ Surajmal Sharma PG College of Science (Maths)
- ❖ Marwadi Shiksha Samithi Law College
- ❖ Parvathi Devi Ramakrishna Dhoot KG School

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