

Scope of
Business in
Africa



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Doing business in Africa can indeed do wonders for your company provided you know as to how to do business in Africa. Africa has vast potential in terms of tourism, oil and gas.

Effective marketing strategy and knowledge of the market is utmost important for the business to flourish in Africa.

There are a number of tips as well as guides which you need to follow if you are interested in doing business in Africa, since it is not just the business but success which too matters the most. Africa offers a large number of opportunities to the business communities to do business here owing to its vast untapped potentials.

Starting Business in Africa

In order to start business you also need to find out your targeted range of customers also. Since Africa is such a large continent so sometimes it could be quite challenging to find the right set of customers for your products.

You need to have reliable partners, effective marketing skills as well as the requisite knowledge of your customer base if you want to start your business. You can start by getting yourself linked with any organisation which is having an in depth knowledge and specialisation in the field of marketing as well as promotion of trade in Africa.

With as many as 53 countries in the African continent you can indeed get a number of business opportunities provided you are having the right kind of contacts as well. So link building to the fullest is utmost essential.

Sectors for Business in Africa

Agro-business, tourism and infrastructure are some of the areas which are having a vast potential in terms of trade. Countries like Ghana and Botswana have lots to offer to business through their ports, fisheries, and tourism.

One of the most important facts to keep in mind is the political stability in the country so you need to invest only in that African country which is politically stable and offering wide scope of business or else you will suffer from losses alone.

US exporters are able to find a wide market in African countries in the fields of cosmetics, oil and gas extraction, food processing, telecommunications, used clothing and many more of similar kinds.

Africa is the right place to be explored for different business ventures with agriculture being the prime opportunity for wheat production, etc.

FROM THE DIRECTOR'S DESK

What we need today are leaders and not machines who lead and inspire others rather than take orders and work. This is what Aurora's Business School has imbibed in the minds of "Generation next", to be leaders and not followers, and this motto is being fully applied by the students of ABS. The placement season has begun and the students too are busy gearing up to grab the best job.

Winning is a habit at ABS and the students have proved it time and time again. Hard work, determination and commitment are indeed the key words to success but it takes a lot more to outperform the other participants be it any event, as the saying goes "It is easier said than done".

The youth today need to learn the mantra to earn and that is what the unique concept of "Mahamandi". This was put into practice by Dr.Mandi (Dr.Prasad). *Socho becho, becho seekho, seekho samjho* is his anthem with a mission to inculcate the habit of earning money through learning for a better tomorrow, for a brighter future.

We at ABS are putting in our best efforts to apply these principles in our curriculum.

- Dr Ravi Paturi

FROM THE EDITOR'S DESK

Wish all the readers a great month of November. Competition is been the flavour of this month and is going to be forever more. Right from participation in inter college events to testing self-confidence, knowledge and strengths to make oneself a winner by getting into their dream job, dream career. We are really proud and elated by the victory of our PGDM-I students in Rotary club presentation competition on entrepreneurship skills, our students won the first prize. We congratulate them for their success. When it comes to excelling it's important for all to do that extra which gives one a competitive edge, an identity which none comprise. We also congratulate our second year students for bringing Laurels by winning at t 'CHRYSLIS' a three day college fest of VJIM.

It is said that every individual is different in his own unique way, but it's been a concern since long that companies find all the applicants for job to be almost the same. A world where everything changes in a matter of seconds right from share prices to climate to fashion, how can anything less than Dynamic be even considered for a career line? Marketing oneself, branding oneself is essential. Strengths, knowledge and traits are what brand an individual, especially for the freshers entering the corporate world.

Doing what you love is better than loving what you do, Sounds similar but unimaginable difference. The former being passion for your dream and latter a compromise with what you get. So wish all the PGDM-II students luck for their placements and future and hope they achieve their professional dreams without compromises and emerge as bright stars.

- Asha Singh

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MEMOIRS OF THE MONTH

Children's Day- 14th November

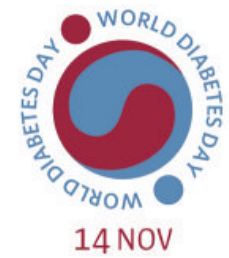
Children's Day - a day dedicated to children - is observed as an event across the world to celebrate childhood and promote awareness about children's welfare. Endorsed by global organizations and governments, this celebration aims to promote the wellbeing of children and to uplift their social rights. In 1954, the United Nations with discretion has recognized November 20 as Universal Children's Day to create attentiveness on the commitment on the development of children and ensure a better future. However, celebration date varies regionally and like every year India will observe Children's Day 2011 on November 14.

India celebrates Children's Day with a range of innovative and fun filled activities at schools that seems much as a festival. Various competitions, Children's Day poems, dance and feast is organized by schools and community groups to mark the event and make it a special day for children to enjoy childhood. Additionally, the events and activities of Children's Day festival also focus to identify the education, recreation, health, cultural, economic and social needs of children.



the birthday of Frederick Banting who, along with Charles Best, was instrumental in the discovery of insulin in 1922, a life-saving treatment for diabetes patients.

WHO estimates that more than 346 million people worldwide have diabetes. This number is likely to more than double by 2030 without intervention. Almost 80% of diabetes deaths occur in low- and middle-income countries.



Law Day - 26th November

Before 1979, we were not celebrating "Law Day". It first occurred to the Supreme Court Bar Association in 1979, under the dynamic leadership of Dr L.M. Singhvi, to select 26th November to celebrate the same as "Law Day". November 26, 1949 was the day on which the people of India gave to themselves the unique document to govern their national life i.e. the constitution of India. This document was beautifully designed to make this country a Democratic Republic to be governed by Rule of Law and to keep it as one huge nation with its wonderful and matchless unity in diversity. This year a resolution is reproduced under the leadership of Chief Justice K.G. Balakrishnan to permanently keep before the members of the Bar a commitment of the Bar to uphold the constitution.



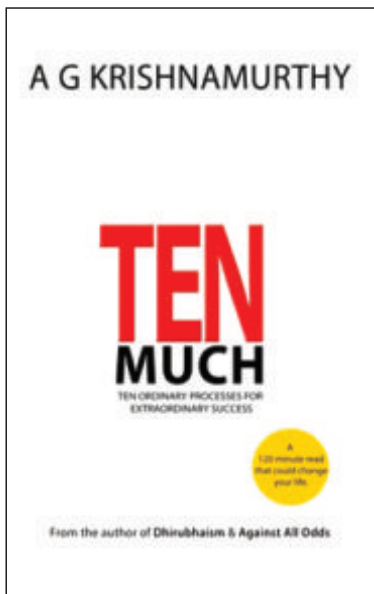
World Diabetes Day - 14th November

World Diabetes Day raises global awareness of diabetes - its escalating rates around the world and how to prevent the illness in most cases. Started by the International Diabetes Federation (IDF) and WHO, the Day is celebrated on 14 November to mark

Happy Returns ABSians

Regina - 7th Nov
Prateek - 17th Nov
Avinash - 17th Nov
Abhinandan - 23rd Nov
Ajit - 23rd Nov
Prasanna kumari - 30th Nov
Gunaranjan - 30th Nov

VIEWS AND REVIEWS



To judge a book by its cover would be lame and 'Ten Much' is one such book which is a typical Indianisation of the exclamation – too much! The cover page and last page of the book though simple, give the reader an outline of what the book consists of. The title too is not misleading and sticks to the basic idea of the book – ten ordinary processes for extraordinary success. Success is a process, not an event

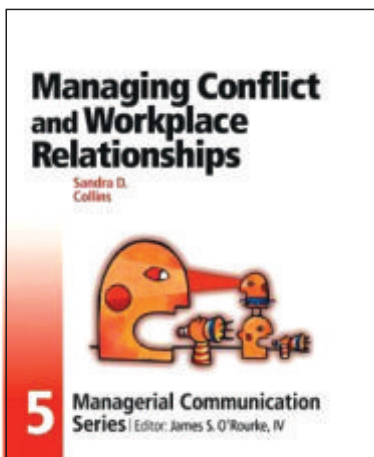
A.G. Krishnamurthy, founder Chairman and Managing Director of Mudra Communications, explains in this book ten key processes to ignite and inspire the minds of the readers. The ten key processes being –

- | | |
|------------------------------------|----------------------------|
| 1) Dream.. Dream Big | 6) Hold on to your dreams |
| 2) Become the master of your trade | 7) Bet on your team |
| 3) Be Positive | 8) Welcome challenges |
| 4) I can do it | 9) Everyone should prosper |
| 5) Money is a by-product | 10) It's just one life |

These ten processes are explained in the form of short stories taking into account real examples of 50 real heroes - some famous and some fairly unknown - who went on to be successful despite severe adversities being thrown at them, simply by following a few basic processes. These remarkable people are why India is a success story. Dr.Vergheese Kurien, Dr.Abdul Kalam, Dr.Swaminathan, Karsanbhai Patel and Rukmini Devi being some of the people mentioned in this book.

The language used is simple and easy to understand and also the word/line spacing is appropriate which makes the book easy to read. A simple yet inspiring book especially for those who would like to realize their dreams.

- Murtaza Abbas, PGDM - I Year, ABS



Author Introduction: The Author of this book is Sandra Dean Collins. He is currently teaching management communication for Mendoza College of Business at the University Of Notre Dame. Editor of this book is James Scofield O'Rourke.

Content of the book: The main subject of the book is about conflicts in the workplace i.e. in Organisations, Industries, Companies or any other places where people are working. Author defines Conflict as the "Incompatibility between two persons in a issue or on a topic". The meaning of conflict is to clash or disagree. The circumstances which are giving way to a conflict may vary but the main reason for conflict lack of proper way of communication in-between two persons.

Managing Conflicts: Conflicts have some Goals like Content Goals, Process Goals, Relational Goals, Identity Goals, Value Goals, and Multiple Goals. Goal is which someone cares about. Some Goals of conflict may not get more loss but some conflicts may get huge loss to organisation. For eg a conflict arises between two labour working in a Industry then those labour work is disturbed, if the war is between labour group and owner of Organisation then loss is huge to the Organisation. An efficient manager should be able to analyse the conflicts and loss occurring by that conflict. Proper communication is needed between the parties to avoid the conflicts. Manager should have alternatives to reduce the loss occurring by conflicts. For e.g. changing the employee who is rising more conflicts, he should develop relationship in the work culture so that no one is interfering in others business.

Conclusion: Every Management student or manager should read this book or this kind of books to understand the reasons and circumstances for rise of conflicts and how to control the conflicts and improve relationships in the workplace.

- P. Manoj, PGDM - I Year, ABS

EVENTS AND MORE

FACULTY DEVELOPMENT PROGRAM

DECEMBER 16, 2011

TOPIC: "Developing self and others: where academics and industry meet."

This one day program is designed to enhance knowledge and understanding of developing self and others as required by a potential or a practicing first line manager to achieve organizational objectives. Varied experiences will be shared by corporate participants and academicians. It will be more of an interactive program which will focus on identifying ways and techniques for self development thereby analyzing learning/development options to meet the needs of self and others.

Dr. Somnath Ghosh will be the facilitator for the FDP. He is a HR, Organization Design and Institutional Development specialist. He

was a Visiting Fellow, School of Industrial and Labor Relations, Cornell University (USA) where he worked with Professor William Foote Whyte, the legendary researcher, scholar and author in Cornell's Program for Employment and Workplace System (PEWS). He has also held regular faculty positions at IIM Lucknow, Bangalore, Indore; International Management Institute and Administrative Staff College of India, Hyderabad. He is a life member of Indian Industrial Relations Association and National HRD Network.

Academics from University/autonomous B-schools/university affiliated colleges and research institutions, Entrepreneurs and Corporate Professionals are invited to take part in the event. All participants will be facilitated with certificates at the end of the program.

REGISTRATION FEE for the event is Rs. 500 for Corporate Professionals Rs. 300 for Academicians

FESTIVITIES IN ACTIVITIES

Seminar by Dr.Mandi

A seminar was given by Prof. Dr.Prasad from Mumbai on 5th November 2011. This seminar mainly emphasises on students and how they can earn money by doing a business during their higher education. Students from NITIE (national institute of technology and management) have started their own business by making toys with straws and selling them which helps the children to play and also to learn and understand the shapes (rectangular, square, etc.) This basically helps the students to understand and improve their selling skills, understand the market, customer needs and target consumers. One doesn't



need to complete his higher education or hold multiple degrees to start a business, one just needs an idea, an imagination of which business you want to do and then start it. This seminar was an amazing opportunity which enlightened us about the practical ways of learning and experiencing things.

The entire seminar can be explained by one strong phrase used by Dr.Mandi i.e., "socho Becho, becho seekho, seekho socho" which left us all in thinking minds as to what business to start, in what ways to learn, explore and experience the market?

Seminar by Prof.Sudhakar

On November 2011, we had amongst us Professor Sudhakar from IIM-K. Students of PGDM-1 had an opportunity to learn and expose themselves to certain facts about MBA education. Professor Sudhakar addressed the students on financial management. The difference between the study pattern in IIMs and any other Business schools was also a topic of discussion. How there exists a diversity in the lot which come from different parts of the country just to do their management education.

We were given a chance to ask our doubts regarding taxation,



accounts and many other finance related matters. Our doubts and questions were cleared by the explanation we have got and its application in practical life. Analysis of financial statements is a must in order to get the grip on the subject. Just a theoretical journey is not enough for any management study. Theory into practice is what alone helps students to imbibe the

right skills for the current world where competition and excellence is at its peak, is what the take away we received from this seminar. It was really enlightening and we look forward for such more seminars from such learnt people from different sectors.

THEY MADE US PROUD

Entrepreneurship competition at Rotary Club

The Entrepreneurship competition was held on 12th November at Kachiguda, Hyderabad. Murtaza Abbas, Arun Aloysius, Ajit, Abhinandan, Vardhaman and Anchal represented our college at the competition. MBA colleges across the city were present. Aurora Business School bagged the first prize. The occasion was graced by various dignitaries belonging to Rotary club. It was a good platform to showcase our talents and to test the skills we acquired at the college. Everyone present at the competition where in complete awe of our presentation. The faculty of our college were of a great help for us in providing us with their valuable expertise and they helped us calm our nerves as this was the first time that I represented our college.

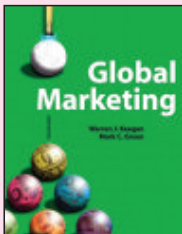


On 12th November 2011, we got a wonderful opportunity to visit vignan jyothi institute of management campus representing ABS 'CHRYSALIS' a three day college fest conducted by them.

We got ourselves registered for the event Mad Sparx, which was related to marketing strategies and it was of three rounds to victory, which comprised a quiz, brand identification and designing marketing strategy for a randomly selected company. We won a third prize for the event. We had an IIM marketing professor and CEO of Himentor.com as our judges. It was an enriching experience and we also got an opportunity to interact with students and professors of various college. It was a great opportunity to socialize with other management colleges and eminent people form the corporate world. Sharing knowledge and exchanging thoughts is always exciting and informative, Had a pleasant experience.

- Santosh, PGDM-I, ABS

BOOK SHELF

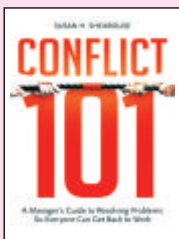


GLOBAL MARKETING

Author: Warren J Keegan; Mark C Green

Publisher: Upper Saddle River, N.J.: Prentice Hall, 2011.

Summary: The excitement, challenges, and controversies of global marketing. "Global Marketing" strives to reflect current issues and events while offering conceptual and analytical tools that will help readers apply the 4Ps to global marketing. The new edition focuses on the recent changes in the world, including the global financial crisis.

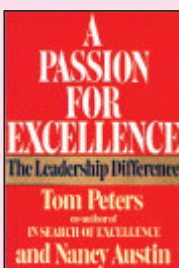


CONFLICT 101: A MANAGER'S GUIDE TO RESOLVING PROBLEMS SO EVERYONE CAN GET BACK TO WORK

Author: Susan H Shearouse

Publisher: New York: American Management Association, 2011.

Summary: We know that conflict is unavoidable, especially in the workplace. This book gives readers the tools they need to ensure not only that employee get back on track, but that disagreements breed positive results. It helps readers learn how to: build trust; harness negative emotions; encourage apologies and forgiveness; and, more.



A PASSION FOR EXCELLENCE: THE LEADERSHIP DIFFERENCE

Author: Tom J Peters; Nancy Austin

Publisher: New York: Random House, 1985.

Summary: This book is an inspiring, career-transforming book published for people who want to get ahead. It takes the reader behind the scenes in some of the most successful organizations and analyzes what makes them distinctive. Here are real people, real companies and real numbers. Here is what is needed to know about the crucial elements of success: constant innovation, staying in touch with customers, encouraging the contributions of everyone in the company, and maintaining the integrity that is basic to leadership. Here are the secrets of building excellence.

LITERARY CORNER (STUDENT ARTICLES)

Our Languages, How important they are?

Language is something that has always been an integral part of human race. For centuries languages have evolved into a complex set of letters, words and phrases that just help us in expressing those inner feelings to our fellow human beings in the right way we want. But I feel languages are more than a mode of communication. They perhaps are the very reason why we have become so evolved as compared to other living beings.

Perhaps the first thing we start speaking as infants is small syllables which sound more like coos and gurgles to adults. But perhaps this is what our primordial ancestors did. In short a baby learning to speak is a reminiscent of our ancestors who would do the same when they discovered the nature's gift of using their vocal cords to say something more meaningful rather than just make sounds. Over a period of time such sounds evolved into more complex vocal tones. Something with a set of codes and meaning. Something which human beings in a particular group or

clan could understand. This slowly gave birth to the language. Slowly it would become a fixed set of tones and complex sounds that would grow so powerful that it would not just shape the way the larynx in our throat is positioned but also the way we as human beings think and the way we express the complex thoughts we have inside our minds. I feel perhaps one of the biggest key to our success as human being is language. Something that helps us in asserting our opinion among people to passing down our skills to the future generation. Language has just transformed the way we interpret the world.

As our minds got more evolved our complex ideas were spread all over the world by our impeccable languages. In fact I feel had it not been for language there would have been no human beings and we would have been just another creature on this planet.

- Rohit Garoo, PGDM-I Year, ABS

How can Small and Medium Enterprises benefit from Social Media

What is Social Media?

Social Media refers to the use of web-based and mobile technologies to turn communications into an interactive dialogue; Social media are media for social interaction, as a superset beyond social communication.

The most important use of Social media is Communication.

Marketing is all about building relationships, relationships start with communication. New tools like blogging, micro-blogging (Twitter), Social networking (Facebook, LinkedIn), Video distribution (YouTube), Photo sharing (Flicker), and many more allows small business to communicate and share information to their customers. Contents are in the form of Post, Video, Audio, Images.

Small and medium enterprise are taking advantage of social network sites like Facebook, Twitter as users are always connected through portable devices like mobile, tablets, iPod etc. through sharing they are also able to attract new customers. It's an easy way to make a direct communication with the customers.

There are few companies like Westfield Valley fair, Electronic Arts UK, Onitsuka Tiger by Asics, University of Kentucky, and VisitBritain, these company give discount coupon to customers through their Facebook page, they promote their product, use the feature like Facebook Place,



who can design campaigns around the checkin service to build awareness, grow their fan base and engage and reward customers.

There are few common mistakes that has to be avoided while using Social Media

Broadcasting -Providing fans with relevant content and engaging on a continual basis, the job is to interact not just broadcast.

Not Investing Adequate time-Taking example of Facebook, some small business owners are under the impression that if they set up a Page on Facebook, that's all they have to do. They think people will just naturally come and want to be a fan of their product or service.

Failing to learn about the tools of Social Media- Many small businesses do not take advantage of the tools to introduce themselves to the Facebook.

Violating Terms- it's important to follow the Terms and Conditions of Social media like Facebook, Twitter, Foursquare etc. what are the most Common Violations? Some build a community on a personal page instead of a proper Facebook Page. Others fail to abide by Facebook's rules around running contests. And don't even think about "tagging" people who are in an image without their permission.



Bottled water—Do We need it?

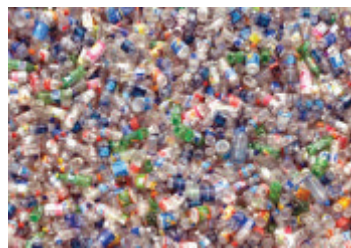
Bottled water costs more than \$1.50 per bottle.

That is 1900 times the price of tap water.



Health: Health can be damaged by toxic chemicals like Leached from bottled water. ("BPA" intake can also causes Cancer.)

Environment: Environment which is tainted by production, Transportation, packaging and Plastic bottled water.



Nearly 2800millions of plastic bottles in a year of which 86% of which ends up of a garbage.

1500 Water bottles end up as garbage EVERY SECOND.

17,000,000 barrels of oil is used to produce those plastic bottles.

That oil could have been enough to Fuel about 100,000 cars that year.

In addition to that it adds tons of carbon dioxide that was produced in manufacturing those plastic bottles and one hundred billion dollars is being spent by customers.

Those bottles has been through extreme temperatures in ware houses, transported in trucks, loaded and unloaded to different stores at temperatures vary from 45Fo to 100Fo.

" Forsaking/Chucking the bottled water keeps mother earth and your wallet GREEN."

Respect Civil Rights

The detention of Binayak Sen, a respected doctor and civil rights activist, by the Chhattisgarh government is a blot on our democracy. The Chhattisgarh police arrested him a year ago under the Chhattisgarh Special Public Security Act, 2005 on charges of aiding Maoists.

The police have charged Sen, winner of the 2008 Jonathan Mann award for global health and human rights instituted by the Global Health Council, of acting as a courier for Maoists. His appeal for bail has been turned down despite appeals from many public intellectuals across the world, including 22 Nobel laureates. Clearly, the court and police are unwilling to consider his exemplary record as a health and civil rights activist in one of the most underdeveloped regions of the country.

- Vamshi, PGDM-I Year, ABS



Article on animal drug research

Use of animals in experiments involving scientific research and biological testing has raised concerns in the mind of environmentalists and animal lovers for a long time. In this regard, a number of legislative initiatives have been proposed so as to limit animal research and ensure proper treatment of animals.

In recent times, animal welfare groups or reformers have been opposing the animal research so as to ensure proper treatment of animals. The Committee for the Purpose of Control and Supervision of Experiments on Animals (CPCSEA) under the Government of India has been formed to monitor animal experiments through ethics committees set up in respective institutions. These guidelines are widely read and followed by Indian researchers who use animals for experiments.

Two major issues have been made to the animal welfare act namely, environmental regulations related to the care of animals which help in proper handling of animals, and elimination of calculated LD 50. It has been seen that there is less than 50% chance of success of experiments performed on animals which can accurately predict the results in humans. Moreover, researching the human disease using animals is often misleading, thus evolving the need for developing non-animal substitutes in drug research.

The four R's

Reduction: It is implemented by animal sharing, improved statistical design, and use of better quality animals e.g. animals with implanted catheters and flow probes which are used to study physiological functions in major organ system toxicology and telemetry systems.

Refinement: It is done by decreased invasiveness, improved instrumentation, improved control of pain and improved control of techniques used for animal research.

Replacement: It is achieved through use of non-animal living systems, use of non-living systems and computer simulation.

Responsibility: The 4th R of Research implies addition of 'responsibility' to the original three R's of Russell and Burch. It has grown into a new era of performance-based outcomes, which reflects integrity, honesty, and scientific correctness in appropriate and reasonable use of laboratory animals. This ensures that animal life is required and necessary for biomedical advancement.



- V.Preethi, PGDM-I Year, ABS

THE INDUSTRY IN SPECIFIC

The cigarette industry is one of the oldest industries in India. It is an important agro based industry. It is highly labor intensive and provides livelihood to about 5 million people directly and indirectly. Cigarette is an item falling under the First Schedule to the Industries (Development & Regulation) Act, 1951 and requires an industrial license.

The cigarette market is oligopolistic, with four large manufacturing companies. The Indian market for cigarettes and other tobacco products is highly price sensitive.

Following the reduction in excise duty and consequently prices in 1994, there was an explosion in demand for micros (cigarettes shorter than 60 mm). Trade sources estimated that consumption of micros rose from 300 million pieces in 1993 to around 4 000 million pieces in 1994, 18 000 million

pieces in 1995 and over 19 000 million in 1996. However, with the increased excise duty on these cigarettes since the 1996/97 budget, demand has declined, and led to a drift back towards small filter products by some smokers and towards bid is by others.

Prices of different types and size of cigarettes depend inter alia on the level of and changes in excise duty imposed by the central government in its annual fiscal budget.

Any more than moderate increase in excise duty (say over 3 percent) effectively raises prices of cigarettes. At times, a modest increase in taxation has helped to maintain retail prices. Owing to the variations in prices as a result of differential changes of taxation on different types and size of cigarettes, their share in total sales has changed considerably.

Cigarette is basically a tobacco transformed product. From the raw tendoo leaves the cigarette is processed through various ways. India is one of the major tobacco producing country in all over world. It exports a good amount of cigarette in Various countries, which generates a handsome amount of revenue for the company.

- Rakesh, PGDM-I Year, ABS



STRENGTH IN SPIRITUALITY

How anger Hurts You

By Sri Sri Ravi Shankar

You may remind yourself a hundred times that you shouldn't get angry, but when the emotion comes, you are unable to control it. It comes like a thunderstorm. Emotions are much more powerful than your thoughts. What can you do when anger rises in you?

Anger is a distortion of your true nature and it doesn't allow the self to shine forth fully. The structure of human consciousness or the mind is very similar to that of an atom. The positively charged protons and neutrons are in the center of the atom while the negatively charged particles are only on the circumference. Similarly, even in human consciousness, mind and life, all the negativities and vices are only in the periphery. Your true nature is peace and love.

Showing anger itself is not wrong, but being unaware of your anger only hurts you. Sometimes you can show anger purposefully. For example, a mother gets angry at her children and can act tough or shout at them if they put themselves in danger. There are situations that warrant showing anger, but when you get angry, have you observed what happens to you? You are shaken completely. Look at the consequences of getting angry. Are you happy with the decisions you have made or the words you have spoken in a state of anger? No, because you lose your total awareness. But if you are completely aware and are acting angry, that is fine.

Being in the Present Moment

All anger is about something which has already happened. Is it of any use getting angry about something which you cannot alter? The mind always vacillates between the past and the future. When the mind is in the past, it's angry about something that has already happened; but anger is meaningless as we can't alter the past. And when the mind

is in the future, it's anxious about something that may or may not happen. When the mind is in the present moment, anxiousness and anger appear so meaningless.

Spiritual practices help you maintain your centeredness and not be shaken by small events. This is where a little knowledge about yourself, your mind, your consciousness and the root of distortion in our nature helps. It is when you are exhausted and stressed that you lose your nature and get angry. Every individual is bestowed with all the virtues in the world. They simply get covered-up by lack of understanding and stress. What is needed is just to uncover the virtues that are already there.

The Secret of the Breath

Breathing techniques and meditation are very effective in calming the mind. Learning something about our breath is very important. Our breath has a great lesson to teach us, which we have forgotten. For every rhythm in the mind, there is a corresponding rhythm in the breath and for every rhythm in the breath there is a corresponding emotion. So, when you cannot handle your mind directly, you can handle it through breath. Meditation is letting go of anger from the past and the events of the past. Meditation is accepting this moment and living every moment totally with depth. Often anger comes because you do not accept the present moment. Anger comes when one seeks too much of perfection. When you are joyful, you don't look for perfection. If you are always looking for perfection then you are not at the source of joy.

The world appears imperfect on the surface but, underneath, all is perfect. Perfection hides; imperfection shows off. The wise will not remain merely on the surface but will probe into the depth. Things are not blurred; your vision is blurred. Infinite actions prevail in the wholeness of consciousness, and yet the consciousness remains perfect, untouched. Realise this now and be natural.

Farewell to Dr. Prasanna Kumari



Send in your suggestions, feedback, articles and comments to
upgrade forth-coming issues of 'AKSHARA' to newsletter@absi.edu.in

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akshara

NEWSLETTER

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