



from the editor's desk

Editor

Jyotsna Sreenath

Members

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Dear Readers,

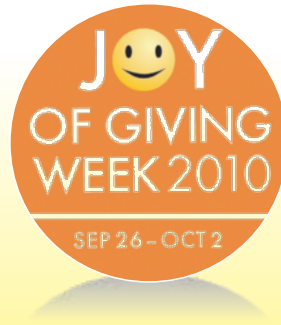
Gandhiji truly emphasized the importance of cleanliness through his popular slogan 'Cleanliness is next to Godliness'...but cities seem to have absolutely neglected the cleanliness part of the phrase. Urban environment is a crucial factor that needs to be immediately addressed. Land is receding for the purpose of construction of buildings leaving adverse effect on it. Not only land but the water bodies too are being contaminated extensively leaving people with insufficient of drinking water. Solid waste management has become the urgent need of the hour from the environment point of view. This is because a great amount of waste is generated in the cities which needs to be segregated. The people who work tirelessly in waste management slogging without being rewarded or even recognized are the silent environmentalist or what SUKUKI Exnora calls them the 'Subraks'. Its time all of us join hands to offer our gratitude and work with them to educate citizens about the importance of reduction of usage of plastics and segregation of dry waste so that it is sent them for Recycling to Reuse and Reduce waste.

Come, join the campaign of Donating your waste which 'You See' has launched to turn the dream of a clean and healthy India a reality. ASB welcomes green, clean and healthy ideas from all directions because we believe in 'Going Green' for a healthy tomorrow.

Thanks and regards,

Jyotsna Sreenath

Aurora's Business School is a part of the Joy Of Giving festival that is being celebrated since last year. The table shows the things our students would collect on the seven days of the Joy of Giving Week and later would send it across to the various organizations. Dry waste like bottles, paper, plastic products would be collected on all the days. The collected waste would be sent to the various recyclers and the value generated would be used for the rag pickers' education and health by an philanthropic organisation called 'You See'. They are also launching a Nationwide campaign called 'Do not waste,



Donate' waste and in Hindi 'Kachara Daan Karo Kalyan'. This program kick starts at ABS and would continue throughout the year. The program culminates with Singing band and a dance performances of our students at the Seva Mela on the 1st of October. Star singer Krishna Chaitanya and Aditya would perform during the show to raise funds.

Student coordinators

Renuka, Krishna Chanakya, PGDM - I year
Ravi Lanka, Kalyani Barma, PGDM - II year

Location of the collection

Aurora's Business School Premises



- Gunaranjan, Faculty

What waste can you donate?

Currently only paper and polythene waste is being collected. At a later stage, we will be providing support for collecting organic waste, e- waste etc.

Where can you donate?

These are some common locations where anybody can donate their segregated waste.(coming soon)

Who are donating?

Here is a list of organisations who are collecting and donating waste at their locations:

<http://www.yousee.in/donateyourwaste/whoaredonating.html>

Donations received

You can find here information about actual waste donated so far.(coming soon)

Donations deployed

Here is information regarding value generated out of waste, and how it has been deployed to support needy people. (coming soon)

To help / for help - Contact

e-mail: donateyourwaste@yousee.in

To know more, visit: <http://www.yousee.in/donateyourwaste.html>

About UC

UC brings a post-pay and result-based approach to philanthropy in the areas of Education, Health and Energy & Environmental services for the poor. It first applies its own funds to provide services to beneficiaries. Results which are measured and visible from such investments are then made available as "Certificates", which donors and financers can buy "off the shelf". Thus development funding becomes the purchase of a completed project or project phase. Funding would then be based on claiming actual outcomes rather than expected outcomes. By reducing the risk of opportunity cost for social returns, the post-pay model aims to attract more individual and institutional donors and funders, to create a larger and efficient market for philanthropy and development finance.

This initiative commenced in June, 2009. UC is incorporated as "United Care Development Services", a not-for-profit company under sec-25 of the Indian Companies Act. In December 2009, UC was shortlisted in a global competition on "Marketplace on Innovative Financial Solutions for Development" (www.fininnov.org) organized by the World Bank, the Bill and Melinda Gates Foundation and the French Development Agency (AFD). UC was among the 20 shortlisted organisations out of 800 applications received globally for this competition.

Coinciding with the "Joy of Giving Week", UC (www.yousee.in) is launching a new citizen driven waste management initiative at Hyderabad. It is called "Do Not Waste, Donate Your Waste" <http://www.yousee.in/donateyourwaste.html>. We welcome you and your organisation to participate in this initiative.

Why donate your Waste?

We can easily achieve two goals by donating our waste which is segregated. First, most of it can be recycled, thereby preventing it from reaching landfills and polluting the environment. Second, the value generated from the recycled waste would be deployed for providing services to people like RagPickers and other very poor households, like paying for their children's school fees, providing them health services etc. So the next time before we throw away a piece of paper or a polythene wrapper or any other waste, pause for a moment, and choose to donate it rather than throwing it away.

How does it work?

Various companies, housing colony and apartment complex associations and other partnering organisations will be setting up in their premises waste bins to collect segregated waste. Residents at these locations can donate their segregated waste into the designated bins. There would also be bins in common places where anybody can donate their segregated waste. We will be partnering with various waste recyclers to directly collect waste from these locations. Value generated from this waste will be used to support education, health and other services for people like RagPickers and the very poor. So, do not waste, donate your waste.

“Ganapati Bapaa Moriyaa” at Aurora's Business School

- Rohit Tiwari

Vinayak Chaturthi this year came with a great excitement and experience for many students of ABS. This was for the first time we were celebrating an Eco-Friendly Ganesh Utsav. We were offered eco friendly clay Ganesha by the college in association with ACT and SAVE to decorate and conduct pooja in a traditional and conventional manner. It was very challenging task because we had to decorate a clay Ganesha idol and make it look as beautiful as a plaster of Paris Ganesha used by more than half of the population today. We formed a committee consisting of many students. One day before we all gathered at the college campus and started decorating Ganesh idol with Turmeric, white wash, flowers, banana leaves, mango leaves etc. The outcome of the group work gave fruitful results and the Ganesha was not looking less than a wax statue at Madam Tussauds Museum.

The credit for the job well done goes to all the members of the committee like Neeraj, Chaanakya, Kishore, Yamini, Vamshi, Khinjal, Lalit, Shyam, Vijay, Sandhya, Surjeet, Renuka, Shaleena, Pavan, Om Prakash, Ravindra Reddy, Praveen, Pranay and Ved Prakash. We decided to take a small procession of Ganesha on the 5th day in a very decent and traditional manner for which we organized a small event. Our students played 'Dhol', an Indian musical instrument, few other students sang devotional songs and the others left danced. The event went on for few hours and after that we escorted Lord Ganesha to Hussain Sagar Lake where we said a good bye to him with a hope of meeting him soon next year. We all loved organizing this 5 days event for Lord Ganesha and we learnt many new things from this experience.



A few words of advice

- BN Yellesh Kumar

- 1 Give people more than they expect and do it cheerfully.
- 2 Marry a man/woman you love to talk to. As you get older, their conversational skills will be as important as any other.
- 3 Don't believe all you hear, spend all you have or sleep all you want.
- 4 When you say, "I love you", mean it.
- 5 When you say, "I'm sorry", look the person in the eye.
- 6 Be engaged at least six months before you get married.
- 7 Believe in love at first sight.
- 8 Never laugh at anyone's dreams. People who don't have dreams don't have much.
- 9 Love deeply and passionately. You might get hurt but it's the only way to live life completely.
- 10 In disagreements, fight fairly. No name calling.
- 11 Don't judge people by their relatives.
- 12 Talk slowly but think quickly.
- 13 When someone asks you a question you don't want to answer, smile and ask, "Why do you want to know?"
- 14 Remember that great love and great achievements involve great risk.
- 15 Say "bless you" when you hear someone sneeze.
- 16 When you lose, don't lose the lesson.
- 17 Remember the three R's: Respect for self; Respect for others; and Responsibility for all your actions.
- 18 Don't let a little dispute injure a great friendship.
- 19 When you realize you've made a mistake, take immediate steps to correct it.
- 20 Smile when picking up the phone. The caller will hear it in your voice.
- 21 Spend some time alone.

Alumni Corner



Shailendra
2006-08 Batch
ABS

The newsletter is a good initiative. It keeps us posting about the new happenings in the college. Akshara also gives us a chance to go back to our college days. I am working for Oracle, Bangalore. This picture was taken when I won the first prize for a Quiz Competition. I am receiving the prize from my Senior Manager.

Within 6 months in Oracle, I got the Star Performer award.

I am carrying the brand of Aurora. Will keep you posted from my batch mates as well. Proud to be an Aurorian!!!

Thank you ABS!

Young Indian Mathematician

A very unlikely, and the most awe-inspiring, delegate made her presence at the International Congress of Mathematicians (ICM) 2010. 12-year-old Kaavya Jayram, who presented a paper on her results in the area of integer partitioning - expressing numbers as the sum of other numbers, was the youngest person at the International Congress of Women Mathematicians, a satellite conference that preceded the ICM reports Indian Express.



Her paper will be published by the International Journal of Number Theory. Parimala Raman, an invited speaker at ICM and one of India's most well-known experts in algebra who is now the Asa Griggs Candler Professor of Mathematics at Emory University, U.S. said, "She is really good and she is way ahead of her age. She is interested in problem solving and research, taking great courses at Stanford. She was at the Tata Institute of Fundamental Research in December when I gave a talk. We've been in touch."

Kaavya took a fancy to number theory after attending a definitive lecture on the subject at IIT Kanpur by Professor Manindra Agrawal who heads the institute's computer science department. She was home schooled by her mother as she had attained the tag of a 'problem child' at school, thanks to her intelligence. She decided she would be a mathematician, when eight, and began taking courses at the San Jose State University and Stanford University, the latter at the invitation of noted number theorist Kannan Soundararajan.

Kaavya says of her fancy for numbers, "What I like about number theory is there are so many unsolved problems which seem simple but have stumped mathematicians for years." Presently the family is based in California's Bay Area and is in India for a year. After this, Kaavya will go to university full time, perhaps to Berkeley or Stanford.

World's most isolated tribe threatened by poachers



Poachers targeting rich fishing grounds in India's Andaman Islands are endangering the world's most isolated tribe.

More than a hundred illegal fishermen from Burma have been arrested in recent weeks. Fourteen were fishing off North Sentinel Island, home to the Sentinelese tribe, who attack anyone approaching their island. Members of the tribe killed two fishermen in 2006.

Burmese and local Indian poachers also threaten the survival of the Jarawa tribe, who have only had contact with outsiders since 1998. An Indian poacher and a Jarawa man died in a conflict in the Jarawa's reserve in 2008.

The Indian coast guard has announced a series of arrests of more than a hundred Burmese poachers since late August, mostly in the vicinity of the Jarawa reserve. However, local Indian poachers are rarely targeted.

Poachers catch turtles and dive for lucrative sea cucumber for the Chinese market, and also hunt in the Jarawa's forest. Local poachers often enter by the illegal road that cuts through the tribe's land. Survival has repeatedly urged the local authorities to close the road, but it remains open.

Local sources say the scale of the problem is much greater than the recent arrests suggest, with most poachers going undetected.

Both the Jarawa and the Sentinelese are hunter-gatherers, and theft of the fish and animals in their territory endangers their food supply. Poachers also risk introducing common diseases to the tribes. The Sentinelese are especially at risk: their complete isolation means they are likely to have no immunity to diseases such as flu and measles.

Survival campaigner Sophie Grig said today, 'The Indian coast guard's recent crackdown shows they are taking the poaching problem seriously, but it also reveals the huge scale of the threat. The Jarawa and the Sentinelese have lived on the Andamans for about 55,000 years, but if this invasion of their territory continues, their days could be numbered.'

Jarawa denounce poachers who invade their land. This group was filmed as they voluntarily came out of their reserve to complain to local administration officials about the poaching.

Road Side tea vendor with marketing touch

- Vijay Subbaraju

Sumedh Singh's 'adrak ki chai' is one favourite for most visitors of Multiplex and Secretariat. He is most popular along the most popular stretch for those driving for some leisure moments in the city. Starting from Prasads Multiplex down till Secretariat, Sumedh Singh walks down flasks of his special tea and is boon for hundreds thronging all day long here.

The 'adrak ki chai' is the favorite for most and Singh's tea comes with a price tag of Rs.3, Rs.4 and Rs.5 depending on the cup



size. It's a special of the kind you will find no where in the city. Given the high demand he makes trips back home to return with filled flasks. "The day more visitors are here, I end up making several trips" says Sumedh Singh. He has been featured in many leading news papers and he is very popular among youth.

So the next time you go to Secretariat road, please look for Singh and his specialized coffee and tea.

Making the Most of a College Tour

We found that the typical college campus tour tends to be mostly a marketing effort for the college involved, not necessarily answering all the important questions.

So before you start arranging campus tours, you should consider planning carefully for your college visit so you make the most of this investment of time and money.

Before You Go

Plan at least two weeks ahead. Most college tours require some notice to get ready for your visit. Contact the college hosting office well in advance to make sure you can see and experience what is important to you.

Plan to take your time. Even if college campuses are close to home, you will want to plan enough time to really explore the campus and college environment. Two campus visits in one day ought to be the maximum you plan to make. One a day is probably better.

Start with a virtual tour. Many schools offer virtual campus tours on their websites (check the prospective or future student link on most schools' home pages). Several websites like Campus Tours and E-Campus Tours offer short online tours or link you to photos from the college website. Another firm, Collegiate Choice, sells DVDs of walking tours of various institutions. I wouldn't consider using these sources to make a final decision, but they will give you a flavor of the campus before you go.

Plan ahead for housing information. Make sure you ask to see housing options on and off campus. If you don't ask, housing may not be included in the tour. Ask about on-campus housing (dorms and apartment living) and off-campus housing (apartment complexes, basement apartments, etc.).

Things to Include in Your Campus Visit

Take the general tour. The tour offered by most college hosting centers will give you a good general feel of the campus, its layout and services. Just make sure you don't stop after the guided tour.

Visit classes. You and/or your student should ask to sit in on a class offered in your student's field of interest. You can get a sense of the faculty, the interest level of the students, and the facilities.

Talk to students. Make sure you visit with students on campus. Eat in a campus cafeteria or restaurant and sit at a table with students there, or just stop some on a walkway or in the bookstore. See what they like and dislike about their school experience. Ask what they would do differently if they had their freshman year to do over again.

Talk to advisors. Schedule appointments with admissions counselors, student financial aid counselors and the academic advisor for the department your student is likely to study in. Get a feel for admissions standards, scholarships and financial aid and classes needed to fulfill major requirements.

Read a student newspaper. Most all college campuses have a student newspaper. This can be a great source of information about the school, its students, activities, and issues. Sometimes the editorial page and the classified ads have the best information about what a school is really like.

Check out computer resources. Does the campus have secure wireless resources? What about computer labs? Are there printers around that can be used by students and at what cost? You'll want to know.

Visit fitness and wellness facilities. Find out if there are indoor tracks, swimming pools, exercise and weight equipment conveniently available for your student.

Keep a record. Particularly if you are visiting multiple campuses, the details can run together. Write down notes about each item of interest. Take some photos. Gather business cards of the faculty and staff with whom you visit. This is an important part of the campus visit process.

- P. Soma Giri, PGDM-I, ABS

E-cell Inauguration



Tendor Foot the E-cell at ABS was inaugurated by Mr. Bhanu Prakash Varla CEO and Founder of Saga Visions on 24th September 2010.

Mr. Bhanu Prakash Varla an Alumni of IIM Bangalore has various qualifications and experience in Information Technology, Global Consulting, Business Strategy and Operations which compliment his expertise in Automatic Identification and Data Capture (AIDC) Technologies.

Mr. Bhanu Prakash addressed the entire club members regarding the attributes of a good leader. He divided the class into five groups and asked them to pick a leader among the group. The members of a group were asked why they picked that particular person as a leader. All these qualities were listed as essential for an entrepreneur in the making.

Mr. Bhanu Prakash congratulated the organization and the students for taking an active initiative in building the best entrepreneurs network for the nation and the society at large.

Our Special thanks to NEN for giving us an oppurthunity to interact with Mr. Bhanu Prakash.



Examination Vs Cricket

- Examination is a cricket match
- The paper setter is a bowler
- The examiner is an empire
- The examination hall is a stadium
- The desk is the pitch
- The mark sheet is the scoreboard
- The period is an over
- A difficult question is a google
- A confusing question is a spin
- A question solved without break is hitting a 6
- To think and solve is a 4
- To stop after writing hail a question is one run
- To be caught as prankster is the class is a caught out
- To be caught while trying to cheat is a run out
- To be caught while taking a slip out of the pocket is an LBW
- A blank answer sheet is 'clean bowled'
- A good answer sheet gets 'the man of the match'



New Definitions

Atom Bomb: An invention to end all inventions.

Boss: Someone who is early when you are late and late when you are early.

Cigarette: A pinch of tobacco rolled in paper with fire at one end & a fool on the other.

Classic: A book which people praise, but do not read.

Committee: Individuals who can do nothing individually and sit to decide that nothing can be done together.

Compromise: The art of dividing a cake in such a way that everybody believes he got the biggest piece.

Conference Room: A place where everybody talks, nobody listens and everybody disagrees later.

Dictionary: A place where success comes before work.

Diplomat: A person who tells you to go to hell in such a way that you actually look forward to the trip.

Divorce: Future tense of marriage.

Doctor: A person who kills your ills by pills, and kills you with his bills.

Etc.: A sign to make others believe that you know more than you actually do.

Experience: The name men give to their mistakes.

Father: A banker provided by nature.

Lecture: An art of transferring information from the notes of the lecturer to the notes of the students without passing through "the minds of either"

Opportunist: A person who starts taking bath if he accidentally falls into a river.

Philosopher: A fool who torments himself during life, to be spoken of when dead.

Politician: One who shakes your hand before elections and your confidence after.

- Sulaga Praveen, PGDM-I, ABS

FIRST YEAR PGDM STUDENTS EXPERIENCE INDIA. EXPERIENCES

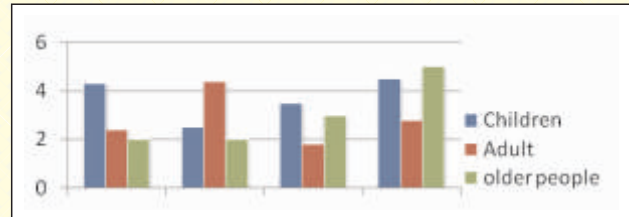
The project of our team was (SAVE). It was our good luck that we got a fantastic project which was based on using eco-friendly product for examples using clay idols, promoting paper bags and jute bags and transplantation of trees. As a part of project we had the chance of knowing about the three areas where SAVE is working (Haritham, Nirmalam, Sujalaam). It was really good experience and the knowledge which was gained by our team members is very valuable. The owner of SAVE Vijayram sir and Deepk sir were very friendly and generous to our team and they provided bundles of information on environment. We went to the Cancer Hospital, Chiranjeevi Blood Bank to promote clay idols. Our Director (Dr. Ravi Paturi) also gave us the opportunity to meet Home Minister which was very good experience. Our team co-ordination was fantastic and all were very friendly to each other. We thank Dr. Ravi Paturi sir, Jyotsna madam, Gunaranjan sir and Faculty for giving us the initiative to do a project which was the need of the hour. On the whole it was a good experience working with SAVE.

The first year PGDM students were provided an opportunity to work with various organizations working in the four focus areas that ACT, the social Experience India program We thank the organizations like SUKUKI EXNORA, DAILY DUMP Bangalore , You See, Centre for water and sanitation, SAVE and the silent environmentalists who helped our students to work with them and learn a lot about the tireless works going on in the environment related areas to ensure that like minded professional and environment friendly citizens drawn from diverse fields work for protecting the environment. These organizations are involved in various environmental activities in general, providing drinking water and municipal solid waste management in particular. They are associated with various municipalities, industries and communities.

Our students were provided inputs about the comprehensive solid waste management solutions, consultancy, training and advocacy in the area of solid waste management to communities, Government, etc. They also got an insight about various events like CLEAN INDIA & GREEN LEAF AWARDS. Zero waste management – Decentralized Zero waste management, Rehabilitation of Rag pickers, and communities engaged in sanitation activities.

WHO ARE RAG PICKERS -Subraks,the silent environmentalists Rag pickers are those who pick scraps or waste items from the city dumps, garbage bins, road sides and drains. Hanging a jute or plastic bag on their shoulder, they go around in certain pockets in the busy city areas from early morning to mid night to collect such materials. They walk around barefoot and without gloves to handle the garbage and search for recyclable items like iron, bottles, electric bulbs, cartoon, polythene bags, plastic materials, tin etc. The working condition is hazardous and unhygienic.

Age group	No of Rag pickers	Percentage
5-15	25	31.25
16-40	41	51.25
Above 40	14	17.50
Total	80	100.00



ENVIRONMENT IMPACT OF RAGPICKER

- In India, over a million people find employment in rag picking and recycling of waste; and this is an unorganized sector.
- Rag pickers creates self employment for themselves.
- Rag pickers serves the society by keeping the area and surroundings clean and green.
- Rag pickers generates employment opportunities for industrial sector.
- Each rag picker collects 20kg of paper and 10 kg of plastic per day.
- Plastic and paper would be sold to intermediaries, in-turn goes to recycling plants

THE DAILY DUMP

Daily Dump is the brand of a company called Playnspeak.

As a service, Daily Dump helps us to manage our household waste and convert it to useful high-quality compost. It supports us with flexible service plans to achieve our goal of becoming a green citizen.

In simple words, this product allows every homeowner to reduce their contribution to city waste. In India, no commercial home composter was available till the Daily Dump product was launched.

It is designed for a single family as the “customer”. It is supported by a service backup and customer support. It actually helps families convert their wet waste into eco-friendly compost. The knowledge base is open-source to encourage micro-enterprises.

Founder:

Poonam Bir Kasturi started daily dump in 2006. This National Institute of Design alumna wanted to do something about the tonnes of organic waste disposed in Bangalore. Instead of relying on top down solutions from authorities. Poonam started Daily Dump which tackles waste bottom up.



Daily Dump, the brain child of Ms Poonam Bir Kasturi, evolved from the question – How can design make a difference? Poonam graduated in Product Design in 1985 from the National Institute of Design. She worked in a small scale manufacturing company after college and then set up a craft based Design Company called Industry with two other partners. She quit after 5 years and set up Playnspeak, a proprietorship concern, to make products for the home. At the same time Poonam also was the founding faculty of Srishti School of Art, Design and Technology in Bangalore which she in May 2008 to start Daily Dump.

The products:

Daily Dump has designed a product with which anyone can convert kitchen waste into compost at home. The product, made of terra-cotta, is sourced from village potters. It is marketed through word-of-mouth referrals, media awareness, and their website. It is sold through channels including individuals, retail stores, and societies. The designs are ‘open source’, so individuals in other locations can replicate, adapt, build on, sell and use- for wide and rapid propagation of the idea.

The current product works well in independent homes; and they are working on a ‘mechanical composter’ for use in flats. Daily Dump’s vision is to see a composter pre-fitted in every flat sold in the country, as a standard fitting. Daily Dump not only retro fits composters at homes and other establishments but also provides maintenance advice and assistance through its service plans, essentially allowing you to just dump and letting nature and Daily Dump do the rest.

The potters who make the terra cotta pots have benefited significantly – their profitability has increased since they started making these products.



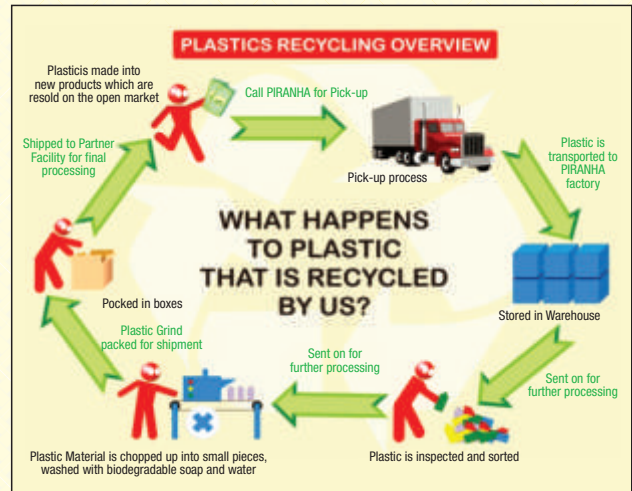
The compost and composting:

Compost is dark in colour, sweet smelling and nutrient rich material. Compost is more than just an important addition to soil – it is absolutely crucial. Compost is a material created by nature.



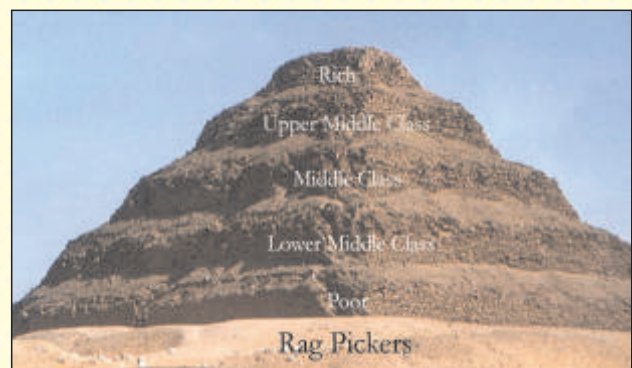
Composting is the decomposition of plant remains and other once-living materials to make an earthy, dark, crumbly substance that enriches soil. It is a process of recycling your kitchen and garden wastes, and is a critical step in reducing the volume of garbage needlessly sent to landfills for disposal.

Composting is not a new idea. In the natural world, composting is what happens as leaves pile up on the forest floor and begin to decay. Eventually, nutrients from the rotting leaves are reclaimed by living roots. This completes nature’s recycling process.



FINANCIAL IMPACT ON RAG PICKERS:

- Rag pickers collect the wastage like plastic, paper products, Iron, polythene bags etc and sell them for intermediaries.
- They would be selling the plastic products to intermediaries for Rs.3 per/kg and paper products for Rs.2 per/kg.
- In turn the intermediaries would sell them in bulk to recycling plants for Rs.5 per/kg and paper products for Rs.3 per/kg.
- On an average, rag pickers would be earning Rs.2,400 per month.
- In this process recycling plants are earning more than Rs.8 per/kg from plastic products and more than Rs.6 per/kg from paper products.



SUGGESTIONS Made By The students of ABS

The following recommendations have been put forward.

- The identification of rag pickers who are still not completed the age of 18 years and mechanisms not to issue ID's to such persons.
- Officials and NGO's should set a time frame to complete the task of identification and after the completion of set time frame they should not allow unidentified rag pickers in the locality without identification.
- At the dumping sites providing better working conditions to the Ragpickers. Water facility, shelters, and better tool kits for picking wastes etc needs to be worked out.
- Regular health check up should be carried out to these group of people at the Community level

- A regular meeting with the rag pickers and BMC officials to listen to the problem related to their health, sanitation, awareness drives should be carried out at regular intervals.
- To train them to take up better technologies related to waste recycling and reuse should be provided to them which include vermicomposting, by doing that they can earn additional income.
- Regular formal and informal education and training should be offered to these groups with the help of civil society and groups which work with these kinds of activities.
- The economics of waste collection, recycling, reuse have to be worked out and for better marketing and utilization linkages have to be worked out in consultation with NGO's. Forward and back ward integration strategies have to be worked out.

We pledge that we shall

Save rain water

Use paper bags

Plant & Conserve trees

Reduce usage of electricity & petrol

Try wearing Khaddar clothes at least during holidays



**This is the message
we would like to give to
every civilized being on earth.**



ECO FRIENDLY GANESHA FESTIVAL

As a part of NIRMALAM, SAVE along with Aurora's Degree College and Aurora's Business School 's Social initiatives ACT has taken a unique initiative in promoting CLAY GANESHA IDOLS. Plaster Of Paris which is being used conventionally is the main threat to the lakes of Hyderabad during immersion of idols.

This was started 6 years back with 3000 idols which were being distributed for free to bring in the awareness amongst the public. This year ACT joins hands with SAVE to promote the usage of green Ganesha made up of clay for the festival. People in large numbers bought the idols this festival and but the there has a been a mammoth increase in the production of idols amounting to 50000 and an estimated 200000 for the next year.

This year they made 8 inch idols for household puja and 5 feet idols for public pandals. The small idols are sold at a nominal rate of a rupee and the big ones for Rs1000/-

The striking advantage with this year was HMDA has given the space for the mass production of idols and also the relevant subsidy. ABS along with TV9 has join hands for the noble cause.

The idol is made of bamboo, grass and clay. The clay is collected from the Krishna basin which is dried and them crushed for smoothness. It is then inserted into a die which has a structure of Ganesha. This year around 24 members have come from Calcutta for the preparation of idol.

OUR CONTRIBUTION

We were indeed very happy to be a part of the campaign and had the opportunity in meeting several big heads in political field and also Government officials.

ACT sponsored the prizes for the best Eco friendly ganesha festival celebrations done by some pandals at various places in the city. The first prize of cash prize worth Rs.75,000/- was declared.



89th Birthday Tribute

A tribute to one of the Kaarana Piravis' (Born for a purpose) of the 21st century, Smt M.S.S Subbulakshmi on the eve of her 89th Birth Day.

Let us take a tour of her glorious past.



Born to a brilliant Veena artist (Shanmugavadivu amma) in a tiny home close to the Meenakshi Sundareswarar temple in the temple town of the daughter of King Malayadhvaja, Madurai Shanmugavadivu Subbulakshmi (a.k.a Kunjamma) grew up literally surrounded by music. Her grandmother Akkammal had been a violinist. Young Kunjamma, started growing up listening and humming along with her mom when she played the Veena. She was blessed with a

mellifluous voice that would melt the strongest of the diamonds. Possessing both shruthi shuddham (immaculate tone) and the Gnana of the nuances of the complex carnatic music padhathi, no wonder she left the listener spell bound.

Though M.S.S amma had her formal schooling only till 5th grade, she was always had popular vidwans to assist and train her to become what she is now. Her first Guru happened to be the vidwan Madurai Srinivasa Iyengar who passed away not long after her first lessons. Her home was frequently visited by popular vidwans of those days like Ariyakudi Ramanuja Iyengar.

Her first concert was made possible when someone grabbed her and took her to Sethupathi High School (the school where the great tamil poet, Subramanya Bharathi studied) to sing in a concert while she was immersed in her child hood play of mud-



pie making:). Not long after that, when she was 10, she would cut her first disc. She once sang in a marriage of a Sourashtra friend for 2 hours holding the rapture of the attendees.

Her teen life was full of concerts where great Vidwans like Tiger Varadhachariar, Chembai Vaidyanatha Bhagawathar nodded their approval of finding a new talent. In those like "getting a nod" was considered to be a great achievement especially among male artists who were dominating the carnatic music scene. Karaikudi Samabasiva Iyer once praised little M.S.S, "kuzhanthey (child), You are carrying a Veena in your throat":)

After the eventful teen years, she would be eventually wedded to the freedom fighter and a senior member of the magazine Ananda Vikatan, Tyagaraja Sadasivam. This would be a turning point in her life. Tyagaraja brought in popular vidwans like Semmangudi Sreenivasa Iyer and Musiri Subramanya Iyer to her. They were frequent visitors to their home. Being a freedom fighter, Sadasivam also associated MSS with great freedom fighters like Gandhiji, Rajaji and Nehruji and was constantly encouraging her to sing patriotic songs of subramanya baharathi and the like.

Not too later, her fame would start spreading beyond the walls of South India when she would star her first movie, Sevasadanam in 1931. She would then pair up with the yet another great vidwan of those days, G.N. Balasubramanian in the movie Shakuntala. She would later popularize the krithi, "Broohi Mukundethi" in the movie Savithri starring as Sage Narada.

Perhaps the best of her achievements thru the movies was when she starred as "Meera". She got accolades from all over India. Sarojini Naidu called her the "Nightingale of India"

Her fame would not be stopped from crossing the boundaries of India. Her international tours kicked off with the programme at Edinburgh Festival in 1963. She would later be invited to perform in the magnificent General Assembly Hall of the United Nations by the Secretary General, U. Thant. After that, she would render in the popular Carnegie Hall in New York, United States. One wouldn't be surprised by the applause given by the local audience after her rendition of krithis like "Ika Nainanaa". She would become the divine voice that would let the message of Sri Chandasekarendra Swamikal of Kanchi mutt, "shreyo bhuyat sakala jananam" (let there be grace abounding for all manind), the concluding verses of the famed "Maithreem Bhajatha", buzz the gigantic concert halls in UN and Carnegie.



A talk with Chandrababu Naidu (TDP Leader)

It was a great Morning of "Vinayak Chaturthi", when I suddenly got a call from the general secretary of TDP party inviting us to attend Ganesh pooja at TDP office. I was baffled to hear that our visit to Chandrababu Naidu's house a day before and trying our best to meet him made us get an appointment with him in the form of Ganesh Pooja. My friend Kishore and I attended the pooja and were very happy to see Mr. Chandrababu Naidu. We were invited by him to his cabin and we requested him for a small interview. He agreed without any hesitation. The gist of the interview is given below:

Rohit: Sir, it's been a pleasure and great honor for both of us to be here in front of you. We would like to take from you a message for youngsters who are aiming high in life...

Mr. Naidu: Youth are the backbone of every economy and I appreciate the way youngsters are aiming high today in this modern society. I wish them all the very best for their future.

Kishore: Sir, you are an idol for many young people. How do you feel when youth look up to you for guidance and direction?

Mr. Naidu: Giggled..... It makes me wonder and question whether I am truly worth it. I am a simple human like any one of you who is working for a better future for all. But I feel happy when my work is appreciated.

Rohit: It was great being invited by you for the pooja and it was a pleasure talking to you. Our college students have made a documentary on Poverty in Hyderabad, would you take out some time and watch it?

Mr. Naidu: Yes, sure. Please drop down a copy of CD with my assistant. I shall watch and give you a call.

Rohit and Kishore: Thank you sir.



COMMUNICATE EFFECTIVELY

Learning to communicate effectively with everyone is a skill worth possessing. Most of the time we find that we are out of place. Communication without prejudice is vital for success.

If you are faced with someone more than you, be like a child and keep your eyes and ears open for learning. If you faced with someone less than you, be humble and strive to make them as good as better than you. Play with a small child as you played when you are a child. Talk with an elderly person remembering that one day you will be like that. Communicate with a person of your age group like you are his or her best friend.

This world is varied beyond your imagination. There is always something to learn and share and teach and when you are centered, you will become powerful communicator. And when communication improves, your life improves.

Entrepreneurship in India

India was second among all nations in Total Entrepreneurship Activity (TEA) as per the Global Entrepreneurship Monitor Report of 2002. But after several years of data, India appears to have a TEA level rather close to the world average.

India is ninth in the Global Entrepreneurship Monitor (GEM) survey of entrepreneurial countries. It is highest among 28 countries in Necessity based entrepreneurship, while 5th from the lowest in opportunity based entrepreneurship.

The liberalization, which was started in 1991, and the Information Technology boom of the mid-late 90's, have been significant factors, leading to a wave of entrepreneurship sweeping through the country.

Indians have entrepreneurial capacity. However the society and government are not very encouraging towards entrepreneurship. To a large extent, the Indian society is risk averse. People usually seek secure and long-term employment, such as government jobs. The physical infrastructure needs to be improved. Social Attitudes, lack of capital, inadequate physical infrastructure and lack of government support are major factors of hindrance.

India is the fifth largest economy in the world and has the third largest GDP in the entire continent of Asia. It is also the second largest among emerging nations. The liberalization of the economy in the 1990s has paved the way for a huge number of people to become entrepreneurs.

The Government has encouraged entrepreneurship by providing training and also the facilities to succeed, particularly in the rural areas. One style of innovation that really works in a country as large and diverse as India, is grassroots innovation: this includes inventions for a milieu that is quintessentially Indian.

'MAKING' - Drinking Water

Interview of the month



Our editorial team met the COO-Water, IVRCL Infrastructures & Project Ltd (The company that made it to the Forbes list of Asia's Top 200 fastest growing Companies), Mr KHK Prasad and learnt about India's largest seawater desalination plant. We also got some glimpses of his journey from an Engineer at SAIL, Visakhapatnam to the present position.

Could you tell us something about the project?

Chennai Metropolitan Water Supply and Sewage Board is responsible for the supply of water to the city of Chennai. The increase in demand for water each year has resulted in identifying new water sources. Eventually CMWSSB came up with the idea of the utilization of abundant sea water as a reliable source of water to meet the needs of the people of the state.

Chennai water desalination Ltd (CWDL), promoted by IVRCL and Befesa CTA (Spain), has been awarded the development of 100-mld sea water desalination project.

When was the agreement made with the CMWSSB?

A bulk purchase agreement was signed by CWDL and CMWSSB on September 13, 2005.

What were the challenges you had to face to achieve this project?

Water supply projects including desalination project get customs and central excise duty exemptions. As developers

we had to put in a lot of efforts for obtaining clearances, especially FIPB, MoEF and other approvals consents, access roads, etc and pay fees or charges. Nevertheless, CMWSSB has assured uninterrupted electrical supply and the land was leased by it.

Sir , Could you tell us something about your journey from SAIL Visakhapatnam to IVRCL?

I worked for Visakhapatnam steel for some time and later shifted to Libya. I joined IVRCL in 1992 at the time when it was in the early stages of growth. The company reached the present position with constant challenges on its way.

Please tell the us the formulae for success. As we know that you have reached this position with no Godfathers in the industry.

You are right, I had no God fathers in this industry and My father served the Armed forces for our country's independence. The guiding force is the moral values we have been brought up with. There surely is a formula to success and that is HARD WORK and only HARD WORK. This formulae works wonders!

Have you too faced problems in climbing the ladder of success?

I did have some tribulations like anyone; I had to stay away from my family many a times. There are no time limits for work. The moment I am required, I have to rush and sometimes I have worked for more than 24 hours. The moment one has a sense of belonging and ownership for the organisation, one puts his best .And this attitude can take people to greater heights.

Some great on the usage tips on making a positive impression on people – Sana Anjum

- If you're on a date at a restaurant (or just having a meal with family, friends, or even alone) put your phone on silent and leave it in your bag. Make a habit of enjoying your meals. It doesn't even last an hour. Plus, you can always return the missed calls, reply to messages or check email once you're done.
- Travelling by public transport and find it hard to hear what the person on the other end of the line is saying? Instead of shouting your lungs out, annoying fellow passengers and letting everyone in on your conversation, tell the person you'll call back. How hard is that?!
- In an office meeting, make sure your phone is on silent/ vibrator mode. It's the decent thing to do when your boss is addressing you. If the call is absolutely urgent, excuse yourself for a minute before answering. P.S.Walking up and down the aisles talking loudly (and persuasively) to clients makes us want to take your phone and flush it down you know where.
- When you are contacting a friend after a long time, do not text. It's most impersonal and conveys you are doing it out of obligation. Pick up the phone and call for heaven's sake.
- Never carry your cell phone to the restroom. If you do, make sure it stays in your pocket. It's really creepy when you mysteriously hear someone from one of the stalls engage in a full-fledged conversation that you have no desire to eavesdrop on.
- Always put your phone on silent at a place of worship, hospital, theatre, funeral... you get the drift. If the incoming call is urgent, leave the premises or find a secluded spot to answer it. Talking in such places is plain impolite.
- Everyone needs to unwind after a long day – a couple of drinks with friends, club-hopping or just a good ol' movie with your spouse. Relax and appreciate the company you are with and don't tweet 'Having a blast with my gal pals'. Aarghh! If you really are having a good time, you'd be too occupied to go viral about it.
- Just because you're up all night strategising, doesn't mean you SMS your colleagues at 2am with some brainwave you just had! Reserve that for the next work day or since you are so tech-savvy, send an email.
- Set your ring tone as per the occasion; that's why your smart phone allows you to select various profiles. That Cuppy Cake ring tone in a board meeting is a strict no-no. Another annoying thing is when you go through the millions of ring tone options or check voice mail in public. We don't want to hear it!
- When you're waiting your turn at the doctor's, playing games on your phone is a great way to pass time. Just make sure your phone is on silent. It's unfunny when we're made to listen to constant sound effects especially if we're reading a magazine.



Hotel offers free meal to guests who are willing to generate electricity

The Crown Plaza Hotel in Copenhagen, Denmark, is offering a free meal to any guest who is able to produce electricity for the hotel on an exercise bike attached to a generator. Guests will have to produce at least 10 watt hours of electricity - roughly 15 minutes of cycling for someone of average fitness. They will then be given meal vouchers worth \$36 (26 euros).



Disco pub gets electricity produced by people dancing at specially modified dance floor



Company creates a desktop printer that doesn't use ink nor paper

Feedback and suggestions for a better world

Sukuki Exnora is doing excellent job conducting zero waste management projects across the city. They have come up with great vision and mission. They are contributing a lot for the environment by doing these projects. The most vital part of this NGO is it is self sustaining. There are good chances that it runs in losses. There are real strong persons in the organization who are making things happen since years. Some of them are Shiva kiran sir, Geetha madam and few others.

- This organization might run more successful if it can have some lending hands from other organizations and governments.
- It should be looking for campaigning and take this great activity into people and make aware of many dos and don'ts about the garbage.
- It should find out the method of scaling the piled garbage.
- Should seek help from the government.

Everyone leads a life, but how many of us know how to lead a stress free life. This was taught at ABS by Mr.Tapan from the Art Of Living Organization The "YES" course was conducted wherein we the students of ABS learned how to get rid of the stress with ease .It was a wonderful course offered to every individual for seven days. These seven days were just about fun ,happiness, games knowledge and meditation. There was a transformation in the lives of the students who practiced "SUDARSHAN KRIYA". I Thank Dr.Ravi Paturi for giving the students such wonderful opportunity. We are looking forward for such courses in the campus.

Goal according to Swami Vivekananda can be achieved when one



- Takes up one idea.
- Makes that one idea your life.
- Thinks of it, dreams of it.
- Lives on that idea.
- Lets the brain, muscles, nerves, every part of your body Be full of that idea and just leaves every other idea alone.
- This the way to "SUCCESS".

And this is the way great spiritual giants are produced. Others are mere talking machines. About Character he says is Neither money pays, nor name, nor fame, nor learning,

....it is CHARACTER that can cleave through adamant walls of difficulties. With strong character Swamiji says Be not afraid of anything. You will do marvelous work. The moment you fear, you are nobody. It is fear that is the great cause of misery in the world. It is fear that is the greatest of all superstitions. It is fear that is the cause of our woes, and it is fearlessness that brings heaven even in a moment. Therefore, 'Arise, awake, and stop not till the goal is reached.

- Vinay Nair, PGDM-II, ABS

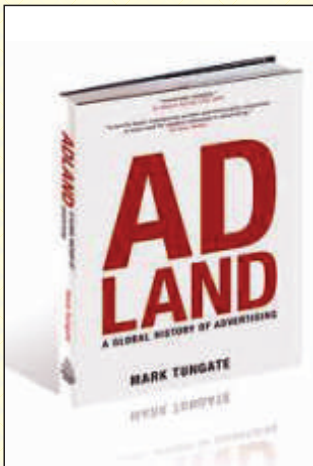


**MOVIE REVIEW ON
BLOOD DIAMOND**

Set in Sierra Leone, BLOOD DIAMOND explores the role of diamond trading in the African civil war of the late 1990s. Narrowly escaping death when his village is invaded by R.U.F. militia, farmer Solomon Vandy (Djimon Hounsou) is enslaved at a diamond mine and has his family taken from him. When he discovers an unusually large stone he buries it, knowing it may be his only tool for retrieving his family. While Vandy is imprisoned, white African diamond smuggler Danny Archer (Leonardo DiCaprio) overhears an angry R.U.F. leader shouting at the farmer about the missing diamond, and he gets Vandy out of jail, then bribes him with the promise that he will help find Vandy's family in return for half the diamond's worth. Bonded by a common goal, the two men clash over drastically different values, but manage to stick together in pursuit of the prize. Also playing a part is fearless American journalist Maddie Bowen (Jennifer Connolly), whose flirtations with Archer and obsession with the truth land her in the middle of the bloody action. As the three embark on a dangerous journey filled with close calls, unlikely bonds form that threaten to change Archer's unfeeling ways. Meanwhile, a plotline following Vandy's beloved son shows us the horror being done to and by child soldiers at the hands of the so-called freedom-fighting rebel forces.

DiCaprio and Hounsou each earned Oscar nods."

- Krishna Chanakya, PGDM-I, ABS



**BOOK REVIEW ON
ADLAND
A GLOBAL HISTORY OF ADVERTISING
- MARK TUNGATE**

I have just pen down very few points from the book which I felt were very much interesting.

If I go on writing about the best thing in the book, I will finally land up creating a new book on the same topic. According to me this is one of the best book I have ever come across on such a crucial subject. Hats off , to Mark Tungate for creating such an extraordinary book for the young student like me. The book is a very unique in nature and consists of each and everything about advertising. In short this book is like an encyclopedia . The book itself throws light upon the number of legends Mark has meet in order to write a History of advertising. I can say that this book is one of the best book for the people who admires the advertising profession.

- Neeraj Kumar YP, PGDM-I, ABS



YReach is a shopping and lifestyle 'search platform' from Ybrant Digital. YReach provides consumers a never before experienced shopping delight and ease of reach. Shoppers have an option to reach a range of products and services catering to the entire family; categories ranging from Food & Grocery, Home Care Products, Apparel and Accessories, Consumer Durables, Automotive Accessories, Movie Tickets, Lifestyle Products and Services. YReach also offers a variety of entertainment...

Yreach carried an online poll in the most popular networking site facebook a Teacher's day contest where the students of the city colleges could vote for their favourite teacher from the 3rd to the 9th of September. YReach's "Coolest Teacher of the Year" Award was given to -

Jyotsna Sreenath Mam from Aurora's Business School! At ABS, student activities are given priority while great importance is given for holistic growth of a student. Jyotsna Sreenath facilitates students' activities and is the Faculty for Business Communication. Three Cheers & A Standing Ovation to you, Ma'am!

- Kalyani Barma, PGDM-II, ABS



PROFESSIONALITY *with* ELEGANCE

People always say that beauty of a woman is at its best and appreciated when fully and elegantly covered. Therefore, today I am sharing my views and thoughts to you all and this goes exclusively to ABS gals!!!

There are a lot of grooming tips I can think about but I just want to let you all know about the basic yet the best tips to look attractive and professionally presentable in a classy way.

Let me start with the hair, as it is one major element that differentiates the look and beauty of a woman, and this is all about a nice haircut. The way I think, a trendy haircut that's pinned in a nice way will make it look very good and professional. Shampoo your hair regularly and finish it with using a good conditioner for sure. Now a day's pollution and humidity makes the hair very messy soon. So just wash it time to time to keep it clean and condition it for a lovely look and fragrance. You can also try clips and holding pins, but make sure they do not have stones or danglings stuck to them.

Phewwww...!!! the hair alone had so much to talk about. Well, now let's talk about the rest of the things....

Coming to the nails, make sure that they are properly manicured and pedicured, as nails are something that are very visible to people especially in the corporate life. Work on them at least once a week yourself. Polish them with sober colors or just do not polish them at all.

Talking about accessorizing, here go few of the basic:-

- Avoid wearing big gold earrings, they need to be small and any other is a strict NO-NO. Simple cute studs would look lovely on the girl.
- Do not wear big bindhis. They need to be just simple small dots.
- Wear a watch. Do not wear bangles.
- Do not accessorize your hair with flowers.
- The footwear has to be very professional and simple. Heels are not preferred.
- Do not use funky bags.

Now coming to the God of grooming, the most important one, the one which makes you look the way you want --- 'CLOTHES'...

Wear simple COTTON dress or kurthis, as it carries out a person elegantly. Any other is straight away not preferred. Neck lines that are round or collared or so, give glam to the dress. Too much of patterned neck is not good as it would not give a professional look. Three-fourth or full sleeves are 'in' with the trends. Make sure the suit or the kurti is just knee lengthed and the bottom is either a chudidar or a leggin. A cotton dhopatta would complete the look as it adds to the beauty with a pinch of salt.

All these would make you look VERY SIMPLE, YET SO BEAUTIFUL.

- C Tejaswani, PGDM-II, ABS