



ACT
Aurora Cares for Them
THINK ↑ FEEL ↑ ACT

EXPERIENCE INDIA





The average facade temperature of the globe has augmented more than 1 degree Fahrenheit since 1900 and the speed of warming has been almost three folds the century long average since 1970. This increase in earth's average temperature is called Global warming. More or less all specialists studying the climate record of the earth have the same opinion now that human actions, mainly the discharge of green house gases from smokestacks, vehicles, and burning forests, are perhaps the leading power driving the fashion.

Scientists all over the world are making predictions about the ill effects of Global warming. The effect of global warming is increasing the average temperature of the earth. A rise in earth's temperatures can bring about a major change in the ecology, causing severe climate events, such as floods, famines, heat waves, tornados, and twisters. Other consequences may comprise of higher or lower agricultural outputs, glacier melting, lesser summer stream flows, genus extinctions and rise in the ranges of disease vectors.

With the probable exemption of one more world war, a huge asteroid, or a fatal plague, global warming may be the only most danger to our planet earth.

Aurora's Business School - Helping To Fight Global Warming

Many efforts are being made by various nations to cut down the rate of global warming. And to reduce the emissions of various green house gases. Also many nonprofit organizations are working for the cause by raising alarm about the hazards of global warming and warning people about the ill effects of Global warming and its remedies.

Aurora's Business School is one amongst a few organizations which shows concern towards our planet earth which will soon be exhumed by this major threat if not controlled at once.

"Experience India Project" started by Aurora's Business School is one such initiative in that direction which aims at creating awareness amongst the students, about the serious hazards of global warming. It also propagates the idea going green, saving the earth by saving water, waste management, tree plantation, and to find out measures and implement them to prevent the global warming.

"Experience builds confidence and confidence leads to perfection" With this motto in mind, Experience India 2011 was kick started at Aurora's Business School on 27th of August, followed by the exhibition and sharing the experiences of the students.

This year Experience India covers four core areas, keeping in mind the ethics and values of Aurora's Business School. The students are divided and diversified in four groups across the city. The four sectors covered were –

- Husain Sagar Sewage Water Plant – A group of students visited the sewage water plant and learnt the process of water cleansing.
- Hyderabad Central University, Waste Management – The students recognized the area where the waste management is lacking and came forward with new ideas to make the city clean.
- You See Foundation
- Upper Primary School, Gowli Dodda, Mid-day Meal Programme – This was a new addition to Experience India, the students got opportunity to interact with school children and understand the mid - day meal program launched by the Central Government.

Experience India 2011 gave opportunity to the students to interact and acquire knowledge from the assigned field of work. A section of students engaged themselves in the environmental issues, dealing with the water and waste pollution which is increasing in the city. On the other hand a section of students were engaged with social issues. The youngsters identified the social issues and realized their responsibility towards the needy.

Experience India creates awareness in the students. It leaves a great impact on the minds of the students motivating them to work towards the noble causes.

FROM THE DIRECTOR'S DESK

It enthuses me to see that the young minds are coming forward with determination and dedication to find out innovative methods to protect and save our planet from the dangers and hazards of global warming.

The Experience India Project of Aurora's Business School is one of our ventures to contribute to the cumulative efforts of various global organizations that have made it their vision to save our planet from total destruction.

Neil Armstrong's words on first setting foot on the moon, in 1969 were "That's one small step for a man, a giant leap for mankind. Unless we take the first step we cannot expect results. What is important here is "The First Step.

It takes a leader with a vision to take this first step, to lead from the front. As Jack Welch, former chairman and CEO of General Electric Company says, "Good business leaders create a vision, articulate the vision, passionately own the vision and relentlessly drive it to completion."

We at Aurora's Business School totally agree with him and have created the vision. We have taken the first step, though a small one, yet magnanimous in its cause. We aspire to make this world a safe zone, for this generation and for the many others to come. We hope to take along with us all those who share our vision and our dreams. We are certain that this small step will definitely contribute in a major way to the efforts of the people who care for the planet earth, and we are sure that one day we shall succeed in our endeavors and achieve commendable results, and for which the future generations of the world will have a lot to thank us for.

- Dr Ravi Paturi

FROM THE EDITOR'S DESK

The festivities of Dussehra has once again instilled in our minds that it is the good that ultimately wins over evil and whatever may be the hurdles that may erupt, the righteous will eventually have their way. It is this belief and faith that instills all the more confidence and determination in us, motivating us to tread the difficult paths, in the toughest of times, with increased optimism and hope. It also reiterates the adage that "Tough times don't last; Tough people do."

Life has a lot to offer us. It gives us a lot of reasons to rejoice and celebrate and it also gives us moments of anxiety and worries. Amidst our own personal ups and downs we tend to forget the major issues that are a cause of concern to the world in general and humanity at large. These are the issues that have much more magnitude and are definitely a cause for worry, to us and to the coming generations.

One such issue is the threat of Global warming, which if not attended to immediately, will soon lead our planet to extinction. We at Aurora's Business School are already on the track to create awareness amongst people to involve and initiate actions to save the mother earth. The Experience India project is one such initiative in this direction.

This issue of our newsletter focuses on the same and is an attempt to attract the attention of the people to the consequences of such hazards and initiate them into acting fast.

No action will see result if done in isolation. It has to be a collective and collaborative effort. We hope that our efforts will be accompanied by all those global citizens out there, who wish to see a world which is full of happy people, which is green and which is safe.

- Asha Singh

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EXPERIENCE INDIA

Mid Day Meal

Every opportunity always comes with a scope to explore, so was experience India project 2011. It was a similar chance for us to have a look at an anonymous venture. With the guidance and instructions of our faculty we were congregated into groups and assigned to different areas of research and development.

Team 4 consisting of eight members were accredited with "the mid day meal programme" introduced and implemented by the government. We visited a Upper primary school in Gaowli Doddi, Gachibowli. The primary school is owned and run under the state government authorities and the 435 children registered were provided with the mid day meal every day.

Our team was privileged to experience one the most emotional topics, as it was related to the children. We went around the school premises, interacted with the principal and the faculty members, shared little laughs with the children, saw the environment and preparation of the mid day meals, interacted with the parents of the children, served the mid day meal, heard some issues and also heard some unspoken problems.

It was a delightful picture to see members of NGOs coming forward and teaching the children. We also shared similar views with the connected NGOs, Move the wheels and Pankhudi.

With an expectation to gain knowledge about the institution and the mid day meal, we were overwhelmed with the amount of enthusiasm shown by the children and warmth given by the faculty in providing the information.

The Experience India Project left a great impact on our minds and souls. It forced us to think again what all our country needs and at the same time we learnt that some little things are of high significance and can bring that innocent smile. We got the opportunity and now it's our time to explore and bring that required change.

- Ramesh Krishnamurthy, PGDM - I, ABS



YOUSEE

Our experience India project was a great learning. It was informative and challenging. Our group comprised 8 members and we were supposed to work with United Care development (UC) which was founded on June 6th 2009 by Mr.Gunranjan.

We had to report at Padmaraonagar office of UC at 9:30am. The office was basically a public hall where an NGO Seva carries on its activities of counseling wherein, the professional counselors come voluntarily and counsel people who have personal and other problems. Seva asked UC to take up its activities in the same hall recognizing the social causes its working for. The activity taken up is "do not waste, donate your waste" which is conducted on last Saturday of every month where in people come voluntarily and donate their segregated waste like paper, plastic, cardboard, metals, e-waste and clothes. We have met some of the people who came from around the locality and other parts of the city with huge bags of waste and expressing their views on the program taken up. They were excited and felt that it was their social responsibility to segregate their own waste and showed enthusiasm in getting their neighbors to do the same. We also went to INVESCO at Gachibowli from where we collected the segregated waste and sold it to the scrap seller.

At the end of the day we concluded the social activity by selling all the segregated waste in respective bags except the clothes to the working such as Ashray Akruti, Isha outreach, Indian Grammen be sent to another NGO Goonj which provides it to the needy. scrap seller and diverting the funds to the NGOs with whom UC is services and Palli Unaayan seva samiti. The clothes collected will be sent to another NGO Goonj which provides it to the needy.

- M.Karthik, PGDM- I, ABS



EXPERIENCE INDIA

Waste Management Plant at Hyderabad Central University

The right man is the one who seizes the moment and we indeed seized the moment when we got a chance to visit the Zero Waste Management Plant at the Hyderabad Central University as a part of our Experience India Project. Our team consisted of 20 members who were later on segregated into 4 groups of 5 members each.

The environs of the campus caught everyone's eyes as there was greenery all around us and the weather made it a wonderful experience. What also amazed us was the use of bicycles as a mode of transportation in the campus by most of the students. Not wasting much time we headed towards the zero waste management centre where we were told as to how the plant works. The plant consisted of 20 compost beds into which organic waste was dumped and converted into vermicompost, which is later on sold in the market and is also used in the nursery next to the plant. The plant also had a separate area wherein the inorganic waste was segregated by the subraks and piled according to its nature and sold on the basis of its price.

Apart from the various inputs that we received from the supervisor, the students and sukuki exnora we also suggested certain measures that Sukuki Exnora can implement to improve the functionality of the plant and raise finance. Before we left, we spread awareness amongst the students in the HCU campus and also encouraged others to be responsible when disposing waste. After all, one has to be the change he wants to see in the world.

- Murtaza Abbas, PGDM-I, ABS



Our experiences with 'Experience India' project

Our group of 10 had our project work at a Sewage treatment plant in Khairatabad. It is an important part of civic facilities and is necessary to keep our surroundings and to some extent nature clean.

Lying next to the Khairatabad bridge close to the Hussainsagar lake, it's one of the least noticed site by the thousands of commuters that travel everyday by Tank Bund road. But then it has been maintained in such a way that it doesn't catch one's eye easily. The first thing we realised when we entered the plant was that it was quite vast. There were huge tanks everywhere that processed gallons of sewage water. Most of the water would be treated so as to eliminate organic waste from it and would be released into the Hussainsagar Lake without the knowledge of most of us. This plant was a secondary level plant and thus wasn't capable of eliminating chemical waste. This was something they intended to introduce soon.

As we explored the plant and understood more things about it via our guide (the plant's engineer) we realised how crucial it was to maintain proper sanitation taking into account the level of sewer water the city generates. At the same time as citizens of this city, we came across the question, "what are we doing to ensure that our precious water doesn't get polluted and end up in a gutter? How much water are we saving?" These gripping questions helped us realise how delicate the situation is and how precarious it can become if we don't give a thought for all the water that we waste in a day.

So, not only have we started using water sensibly but have also started recommending and encouraging people:

- To use water carefully and not pollute the water bodies
Avoid, the disposal of garbage in lakes and rivers
- Recycle water by saving rain water
- Avoid draining of the nutrient rich water left after cleaning rice into the drain instead use it for watering plants

If we adhere to some of these simple steps, we can surely save gallons of water from being drained away into the sewage.

- Rohit Garoo, PGDM- I, ABS



MEMOIRS OF THE MONTH

TEACHERS' DAY CELEBRATIONS - 5th September

The idea of celebrating Teachers' Day took ground in many countries the 20th century to mark an important milestone in education or to celebrate an educator. In India, 5th September is celebrated as Teachers' day as a mark of tribute to the contribution made by teachers to the society. 5th September is the birthday of a great teacher Dr. Sarvapalli Radhakrishnan, who was a staunch believer of education, and president of India was a well-known diplomat, scholar, and above all, a teacher.



When Dr. Radhakrishnan became the President of India in 1962, he was approached by some of his students and friends who requested him to allow them to celebrate his birthday which fell on the 5th September, in a grand way. In reply, Dr. Radhakrishnan said, "instead of celebrating my birthday separately, it would be my proud privilege if 5th September was observed as Teachers' day". The request showed Dr. Radhakrishnan's love for the teaching profession. From then onwards, the day has been observed as Teachers' Day in India.

Dr. Radhakrishnan was one of the most celebrated writers of modern India, his work varied from philosophical, theological, ethical, educational, and social to cultural subjects. He contributed numerous articles to different well-known journals, which, are of immense value and seemed to surprise various readers because of the depth in the meaning of the articles.

Teachers mould the lives that they influence, because the lessons learnt from teachers remain with their students throughout their lives. Teacher's day is one of those occasions that is looked forward to by the teachers and students alike.

Apart from the fun which the students have on that day, it is also a day when one can look back, admire and get inspired by Dr. Radhakrishnan, a small town boy, who grew up to become one of the most respected politicians in the history of a democratic India.

A good teacher is like a candle - it consumes itself to light the way for others.

WORLD LITERACY DAY - 8th September

Adopted in the year 1965 by the United Nations Educational, Scientific and Cultural Organization (UNESCO), the International Literacy Day is observed every year on 8th September, on this day with a new mission. It was first celebrated in 1966. On this day each year, UNESCO reminds the international community of the status of literacy and adult learning globally. Celebrations take place around the world. Its aim is to highlight the importance of literacy to individuals, communities and societies.



Literacy is not just about educating, it is a unique and powerful tool to eradicate poverty and a strong means for social and human progress. The focus of literacy lies in acquiring basic education for all, eradicating poverty, reducing infant mortality, simmering down population growth, reaching gender equality and ensuring constant development, peace and democracy. There are sufficient reasons why literacy is the centre of education for all.

Literacy is considered as an effective way to enlighten a society and arm it to facing the challenges of life in a stronger and efficient way, raise the level of personal living, create and assist change the society. To mark the importance of this day, the students of Auroras' Business School were encouraged to participate in various quizzes and debates with a sole objective, i.e. to create awareness about the importance of this date.

"No skill is more crucial to the future of a child, or to a democratic and prosperous society, than literacy."

M.S. SUBBULAKSHMI - 16th September

M.S Subbulakshmi is a name that is synonymous with the world of Carnatic music. This flawless singer whose voice had a divine power is the first singer in India to be presented with the Bharat Ratna, the highest award given to any civilian. Born on 16th September, 1916 in Madurai, Tamil Nadu, this singer had a family that had a musical background. Her full name was Madurai Shanmukhavadiyu Subbulakshmi and she was fondly known as M.S or M.S.S.



M.S was introduced to Carnatic music at a very early age. She released her first album at the mere age of 10! She received training in classical Carnatic music under the famous Semmangudi Srinivasa Iyer and then learnt Hindustani classical music under Pundit Narayan Rao Vyas. M.S gave her first public performance at Kumbakonam during Mahamaham festival. Then M.S went to the Madras Music Academy and gave a stunning performance at the age of 17. Apart from her mother tongue Kannada, M.S sang in Tamil, Malayalam, Telugu, Hindi, Sanskrit, Bengali, Gujarati, etc.

M.S also did her stint as an actress and one of the most memorable films was Bhakta Meera (1945). The versatile singer sang all famous Meera bhajans in her melodious voice and these bhajans are enjoyed by people even today. Her other films include Sevasadanam, Savitri and Meera (Tamil). She attained much acclaim and success in films, but they did not appeal to her after some time. She quit films and continued to give public performances and concerts.

In the year 1936, she met Sadasivam who was a freedom fighter. They both got married after four years in 1940.

M S Subbulakshmi has performed in London (Royal Albert Hall), New York (Carnegie Hall), Canada, Far East, Moscow, etc. These performances are regarded among her best performances.

MEMOIRS OF THE MONTH

Her fan list included Mahatma Gandhi, Jawaharlal Nehru, among other elite people. Mahatma Gandhi commented that he would rather hear Subbulakshmi speak the songs rather than hear someone else sing it.

Some of her most famous works include Suprabhatam (Early Morning Hymns), Bhajagovindam (composed by Adi Shankaracharya praising Lord Krishna), Kurai Onrum Illai (composed by Rajagopalachari), Vishnu Sahasranamam (1000 names of Lord Vishnu), Hanuman Chalisa (Prayers to Lord Hanuman), etc. Any ardent fan of Carnatic classical music is sure to have all these and much more works of M.S Subbulakshmi. Another moving composition is the song Vaishnava Janato that can bring tears to anybody. The way she sang, her devotion, her tone, her pitch, her perfect pronunciation is inimitable and flawless. She has been a recipient of innumerable awards. This great soul passed away on 11th December 2004 in Chennai at the age of 88. The rich legacy of music that she gave us will live forever.

WORLD OZONE DAY - 16th September

The United Nations' International Day for the Preservation of the Ozone Layer is observed to commemorate the signing of Montreal Protocol. It was on 16th September 1987, that



representatives of 24 countries gathered at Montreal and committed themselves to reduce and get rid of the chemicals which cause depletion of the valuable ozone layer. This collective agreement was called Montréal Protocol. The UN felt that this problem was serious and needs awareness and alert among the public.

This day is observed all around the world with a different theme every year and an objective i.e. to work for a greener tomorrow. This commemoration around the world offers an opportunity to focus attention and action at the global, regional and national levels on the protection of the ozone layer. Over the years, there has been a constant depletion of the ozone layer. With combined efforts, there is always a possibility that we can achieve the desired result and such is the case with protecting the Ozone layer. This day has sensitized a need for a greener tomorrow and the impact can be clearly seen with every individual trying to reduce their carbon footprint because every effort counts.

We will forever be dependent on the sun's light and heat and it is essential for life on Earth. However, we are now aware that with the sun's heat and light, come dangerous UV rays which can cause many potential harmful effects. The natural protective layer that has been protecting us from these UV waves is being destroyed by our very own actions. We must therefore recognize that our actions are contributing directly to this global phenomenon and we need to take positive actions. So, let us unite with the rest of the world in the fight to reduce the depletion of the ozone layer. Together – we can contribute to ensuring a clean and healthy environment for all!

Happy Returns ABSians

SEPTEMBER

7th - Santhosh Kumar

11th - Yamini

12th - Pushpak Mayur

14th - Sandhya

24th - Satya Prasad

VIEWS AND REVIEWS

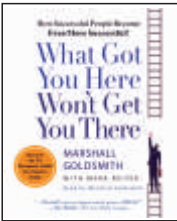


The Art of The Start by Guy Kawasaki

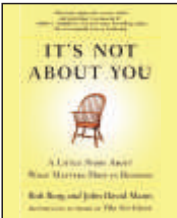
It is one of the best business books of all time. It mainly focuses on entrepreneurship. The book covers the basics of how to start a business, though it's impossible to create a comprehensive book of best business practices, because every business has its own variables. It tells us how to start a business and a rough way of dealing with Venture Capitalists. The most captivating aspect of the book is that after each chapter, the author gives an overview of what is to come, each ends with FAQs, frequently AVOIDED questions, to review the chapter's content and explains in-depth for better understanding and implementation. This book can be linked to a quick reference guide for starting a business. It is however, a bit larger than most quick guides, but, a fast and easy read into the world of startups and dealing with Venture Capital.

- Ramesh Krishnamurthy, PGDM- I Year, ABS

BOOK SHELF

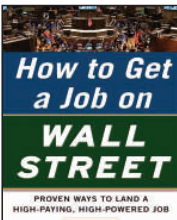


What Got You Here Won't Get You There is a NYT bestseller, WSJ #1 business book and award winning Business Book of the Year – and it's based upon the simple premise that while leadership success does happen because of certain behaviors, it often occurs in spite of other behaviors. What Got You Here resonates with so many readers in the management development community because it builds upon the sound principles of Peter Drucker – in that sometimes we need to learn not what to do, but what to stop doing...in order to grow and develop.

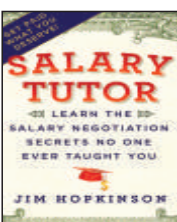


It's Not About You is a natural companion volume, as it, too, is built on a key question: What do you really have to offer them?

This book is an excellent, well-written reminder, in the form of a parable, of an enduring truth: leadership is about service—in business and in life. It follows the story of an ambitious young executive's quest to master persuasion and leadership while helping a small business's struggle for survival.



So, you want to work on Wall Street? You've come to the right place. Filled with sample questions taken from actual interviews, **How to Get a Job on Wall Street** is like your own personal coach helping you land the job of your dreams. This nuts-and-bolts guide has no gimmicks or tricks. Instead, it shows you how to "wow" interviewers with nothing more than old-fashioned knowledge, confidence, and professionalism. Before you start sending out your résumé, learn everything you need to know about.



While interviewing, Jim Hopkinson noticed that there were hundreds of books on resumes and interviewing, but virtually no resources for salary negotiation. The more Jim inquired into the topic, the more people told him they'd love to learn more. And thus, "**Salary Tutor**" was born as the first eBook original for Business Plus. Also available as an Audio book and Trade Paperback in August 2011. Using an easy-to-follow storytelling approach -- along with case studies, illustrations, and just the right touch of humor – Jim Hopkinson teaches you how to arrive at the number you want.

FESTIVITIES IN ACTIVITIES



We, the students of Aurora's business school were privileged to attend and support the noble cause of promoting Eco Friendly Ganeshas on this festive season. Our group of two second year Students, Chanakya and Bhavesh, and four students from first year, Rinku, Anchal, Abhiram and Srikanth visited the promotional area of Save Organization, Sahasra Foundation in Erragadda, Hyderabad. It was an awareness campaign to promote clay Ganesha idols in the city. These clay Ganeshas are soluble in water without polluting the water bodies. Sahasra foundation provides facilities and extends support to education, health and brings awareness on environmental issues. Aurora's Business School appreciates the efforts of such organizations and also supports the important causes. Also, to support the initiative we had an Eco friendly Ganesha installed in the ABS campus on the eve of Ganesha Chaturthi. So go green....

- Abhiram, PGDM-I, ABS

They make us Proud

WHEN WE GROOVED TO THE TUNE

It was amazing for me and my crew (Proximity Crew) to compete in the BOTY (Battle of the Year) India .B-boys from every corner of the country participated in the event. It was indeed a proud moment for me to represent my college and the city in which I live, Hyderabad. BOTY was held in Mumbai and was judged by an B-boy Spize from Thailand .It was not only unique but also an exhilarating experience to be a part of such an amazing event and getting the opportunity to share the stage with some of the best B-boys. There were 32 solo participants and 16 crew participants. Though the event is organised around the world every year by an international hip hop event management company called BRAUN which is from GERMANY. This was the first instance that such an event was organised in India.

- Arun Aloysius, PGDM - I, ABS

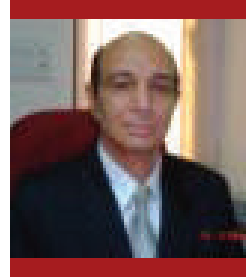


CORPORATE TALK

(Interview with Mr. Pradeep Tandon, Ex. MD, Computer Generated Services)

Sir, how do you define the market in the future for IT .

Ans. There is a great market, however, as an Indian what I feel is that we lack basic service concepts. If you look at the overall picture, we are getting very less top end work. For example, if an average American Company can expect work from Europe and Canada, they will not come to India and what we get in the end is the work that is left out. So, we need to move up on the value chain which is not happening or is happening at a slow pace and this is where the difficulty lies. The situation or the success for us is not designed, it is by accident.



What do you think is the basic difference between studying here and studying abroad because students, after completing their B.Tech in India opt for MS abroad. Do you think there are better opportunities outside India?

Ans. No, I don't think that is the case. What happens is that when you leave India, though you are exposed to larger opportunities outside India, there is nothing that is better for them. Speaking of the top institutes in India, where the problem lies is that the companies are not able to reach certain areas. Thus, what companies do is that they interview and select the required no. from the nearest institutes though they know that it is going to be expensive and this is what is happening unless they are recruiting in bulk, they move out to far off areas/ institutes. Speaking of MS, of course there is a demand but the supply too is less. The salaries too range from one country to another on the basis of expenses in that part of the world and their initial choice are people from the same region.

It has been almost a decade since this organization came to India .How do you manage the capital needs of the organization?

Ans. We had some problems back in 2004 but off late we haven't faced any major problems. Initially we were doing work for our own US Company and then started venturing into the local market. We've been trying from one and half year and this year we have taken a regression to get into the domestic market. Our position is different from other companies (like wipro, Infosys). We are anyway as successful as in the US and we keep getting offshore work but success is not attributed to what I get from US or Europe. We are not charging the kind of rates that our big brothers are charging in India but the utilization of manpower is almost 95%- 100%. (The question was about managing capital needs)

What are the expected qualities from a MBA Graduate from your perspective?

Ans. As service is the area that is catching up in India. I think service concepts are lacking and also importance has to be given to project management, this is where I find a big gap. Secondly, earlier on MBAs were supposed to get into the middle level. The kind of exposure that is required is not taken into consideration by the colleges. The relationship that you maintain with your clients, psychology and communication skills are a very important aspect of the business. Time, manpower and client management are equally important. Services should be delivered in such a way that they are measurable.

What management traits do you follow to manage your resources in the best way?

Ans. I would say these are not management traits as such but more of project management. Every employee tries to put in his best efforts and justifies the work given to him. Also, the attrition rate here has been 0% as there were no voluntary resignations. We see to it that personal life and professional life are both taken care of and one does not interfere with the other. Also, till date we have paid on time and there has been no delay or due whatsoever. That keeps the employees happy.

- P Soma Giri, PGDM - II, ABS

Quiz (Answers):-

1. Peter F.Drucker
2. Amway
3. Bells and Whistles
4. McKinsey
5. Theodere Levitt

Puzzle 1 (Answer):-

First man 1 and man 2 walk across the bridge. This takes 2 minutes.
After this, man 1 walks back with the flashlight. This takes 1 minute.
Then man 3 and man 4 walk across the bridge. This takes 10 minutes.
After this, man 2 walks back with the flashlight. This takes 2 minutes.
Then man 1 and man 2 walk across the bridge. This takes 2 minutes as before.
In total: $2+1+10+2+2=17$ minutes.

Puzzle 2 (Answer):-

T1) Pick from the one labeled "Apples & Oranges". This box must contain either only apples or only oranges.

E.g. if you find an Orange, label the box Orange, then change the Oranges box to Apples, and the Apples box to "Apples & Oranges"

ABS IN THE NEWS

Together against Corruption

More than 5000 people from various NGOs and Colleges across the twin cities gathered at the Peoples Plaza at Necklace Road early in the morning for a rally against corruption on 22nd August 2011. The students of Aurora's business School also participated in the rally, supporting Anna Hazare and the Jan Lokpal Bill. They were honored to be a part of such a event and campaigned throughout the rally, shouting slogans, wearing badges and also holding posters which read "I support India against Corruption".

Later in the day, Charan and Siddharth of PGDM – I participated and represented Aurora's Business school in a Round Table Conference hosted by Hyderabad Media House, Hanes of Indian Newspaper and HMTV. Also, students from various colleges and universities across the state participated in the event. The conference was directed towards The Lokpal Bill and what would its impact be on India and was telecasted live on HMTV for 3 and ½ hours. It was a wonderful learning experience for the Aurorians as they learnt about the Basic Structure of the Indian Constitution and other issues of the government and also availed a chance to express their views regarding the Lokpal Bill to the general public.

- Charan, PGDM I Year, ABS



EVENTS AND MORE

The Joy of Giving Week is India's "festival of giving"! Launched in Sept 27-Oct 3, 2009, the festival is celebrated every year, in the week including Gandhi Jayanti, i.e., October 2, and brings together Indians from all walks of life, to celebrate "giving".

As part of Joy of Giving Week-11, Karmayog Seva Mela(KSM) was organized for two days on 7th & 8th Oct. at Zorastrian Club, Sec'bad with a motto to connect NGO with People. This event is like any other 'Mela' but with a difference wherein the purpose is to connect people with NGOs. 60 NGOs were pulled together to showcase their work, share posters/pamphlets, hold discussions, solicit for volunteers and donations from individuals/corporate representatives.

Students of ABS not only participated in the Mela by contributing Food grains, Books, Clothes, Toys, e-Waste etc but also volunteered their services, time, skills at various NGO's Stall.

Vardhaman Jain (PGDM-I) was in the core team organizing the event, where as Rohit Tiwari (PGDM-II) took the charge of conducting the cultural activities in the evening. Satya Prasad, Murtaza Abbas & Arun Aloysius from PGDM-I attracted the audiences by their various performances.



ABS students who participated in Success Mantra program at HMTV Studio

Left to Right: Satya Prasad, Charan Kumar, the host of the show, speaker, Mr. Jawaharlal Nehru, Nain Singh, Vardhaman Jain, Regina Sharon, Manisha Chowdery & Deepika Ch



ABS STUDENTS With U.S Consul General Ms. Katherine Dhanani at Karmayog Seva Mela

Students of PGDM-I with U.S Consul General Ms. Katherine Dhanani, Mr. K N Chandrashekharan, Mr. Thiagarajan Arunachalam, Mr. Sanjay Agarwala, Mr. Gunaranjan and others...



Insurance – Guest lecture by Mr. U. Jawaharlal

Aurorians availed an opportunity to interact with Mr. U. Jawaharlal, an eminent personality is a graduate in Sciences and an MBA in Finance. He is an Associate of the Insurance Institute of India (AII); and a Certified Associate of the Indian Institute of Bankers (CAIIB). He also has a Diploma in Industrial Relations & Personnel Management (DIRPM). He joined IRDA in 2002 as an editor of the IRDA Journal. Mr. Jawaharlal spoke about the Insurance Industry and its various aspects, risk management and avoidance.

What initially started as a one sided session later on became an interactive session with the students. Lots of valuable insights and inputs were given by him and it was an opportunity that the Aurorians pounced and capitalized on.

- Manisha Chowdari, PGDM-I, ABS

A Date with an MP

“How much can one do for his country and the people of his country by training them for their well being is what differentiates one politician from another” said Mr. Prem Das Rai, a MP from the Sikkim Democratic Front Party when he visited Aurora's Business School. In the 2009 election, he was elected to the Lok Sabha from the Sikkim constituency of Sikkim, India. He has the distinction of being the first Member of Parliament with the dual and prestigious IIT and IIM degrees. We were honored to welcome and have such an eminent personality amongst us. Mr. Prem Das addressed the disruptive political situation regarding the Lokpal Bill and also discussed how the Lokpal bill will have to be implemented.

On being asked whether he would encourage the youth to enter into politics, he gave a positive reply but also mentioned that there are no schools that teach politics in the country and suggested the introduction of courses on public policy. At the end of the day everyone learnt a lot more than what he could express, a truly wonderful experience and an inspiration to many.

- Manisha Chowdari, PGDM-I, ABS

TESTING TIMES

1. What is the number of squares on a chess board?

Ans: 64

2. Yen is the currency of which country?

Ans: Japan

3. Which language is written in five scripts?

Ans: Konkani

4. Which state of USA was once part of Russia?

Ans: Alaska

5. Who won the Olympic Gold Medal for hockey in 1980?

Ans: India

6. Who is the author of “A streetcar named desire”?

Ans: Tennessee Williams

7. “Your Right Partner” is the punch line of?

Ans: Standard Chartered

8. Santhanu Narayan is the CEO of which Company?

Ans: Adobe Systems

9. Which cricketer is the brand ambassador for Band-Aid?

Ans: Virender Sehwag

10. Which company brings you CNBC Television channel in India?

Ans: TV-18

11. Which leadership guru coined the term 'transformational leadership'?

Ans: James MacGregor Burns

12. Acme Clothing owns which famous brand?

Ans: Provogue

13. If you are in Singapore, in which currency do you pay the taxi driver?

Ans: Singapore Dollar

14. Which is the Official Advertising Agency of the Indian Government?

Ans: Directorate of Audio Visual Publicity

15. Who are the Bretton Woods Sisters?

Ans: World Bank and IMF

- Rohit Garoo, PGDM-I, ABS

LITERARY CORNER (STUDENT ARTICLES)

SEDENTARY LIFESTYLE - WHERE ARE WE HEADING?



How many of us skip a beat and mutter a silent prayer every time we stand on the weighing scale in intense anticipation to the imminent reality that we have to face. Most of us belong to this category and for those fortunate ones who don't, take the chances that they would also fall into the above said within a short span of time is a high probability. We might have our own fancy theories which might be true to ranging from genes to food but one underlying cause the we all try to negate is our sedentary lifestyle. In the course of evolution nature has bestowed the human race the physical built to perform his/her role as a hunter,gatherer but with the advent of the modern age all those things that make our lives easier have taken away all the physically demanding activities form our lives. As a result we have become static beings in bodies meant to be dynamic rendering all those systems mother nature has given us to be in a physical world redundant.

Sedentary lifestyle is known to cause a gamut of disorders from the very well known coronary heart diseases to cancers, from diabetes to little known mental disorders to be an outcome of the our sedentary life styles. Whether any of those maladies or not but one thing is for sure that the quality of life is reduced leaving us physically incapable and mentally unhappy.

But having said all this, who is to be blamed for the piquant

situation that we are in now? Is it those big corporations that make contrivances and conveniences that are irresistible or Mother Nature itself who could not foresee that the human race was heading in this direction? It makes no sense in hurtling blame on others, when we, the sufferers have embraced an environment which is sedentary and are adamant in mending our ways.



As said in an adage "Every problem has a solution" so is this. The first and the foremost amongst this is awareness, as a part of which this article is also aimed at. People should understand that there is a problem and that they have to deal with it. The catch phrase would be "start moving". Those can be done in the form of simply walks around the office to pedaling to work. From yoga to more specific therapeutic exercises under expert guidance of a professional like physiotherapists.

So, the problems that we face should not be passed off as trivial and neither should it warrant an unnecessary hysteria. All that is required is a balanced and systematic approach with some patience right from making ourselves aware to actively combating this menace at hand and if that's done I can say with conviction that the human race will "move" victoriously.

- Dr.Deepika Chilukuri, PGDM-I, ABS

SELF IMPROVEMENT AND A STRONG WORK ETHICS

If we want to make the most out of ourselves and our lives and seek self improvement, it is essential to develop strong work ethics .If we are in a job situation that we dislike, we must be prepared to make a decision. We must decide to either do the best work we can do in that situation or take actions to get out. These are the only real choices if self respect is an important concern. A person, who works hard and is eager and willing, will certainly be noticed by people who can help. We have to be prepared to ignore the negative & demotivating attitude of peers and colleagues who prefer to take the easy option of doing the minimum amount required to get through their daily chores. But this is an option preferably taken if we have no interest in self improvement or building a better life for ourselves.



There are plenty of people who pride themselves on doing as little as possible, beating the system or getting one over on their bosses .These people are also likely to spend a lot of time complaining about their lot, but probably, just like their attitude and their morale they only tend to enjoy the petty office politics .No doubt that they certainly lack the courage or ambition to actually make any changes and get the best out of the better and probably never will. Keeping up to date with the latest information in our fields and learning new skills and techniques and working with your energy levels high and motivated at all times will certainly help.

Whether we desire to work our way up the corporate ladder or eventually start our own business, having strong work ethics is one of the most vital characteristic traits of success.

"DICTIONARY IS THE ONLY PLACE THAT SUCCESS COMES BEFORE WORK. HARD WORK IS THE PRICE WE MUST PAY FOR SUCCESS. I THINK YOU CAN ACCOMPLISH ANYTHING IF YOU'RE WILLING TO PAY THE PRICE".

- -Abhinandan Golchha, PGDM-I, ABS

The Corporate Managed Society

As commercial power and influence continue to strengthen and spread throughout the world many democratic governments are moving from their intended purpose of servants to their people. Citizen discontent is on the rise, and if the trend is allowed to continue in this manner, serious negative implications lie ahead in the for the world and its inhabitants.

In countries where commerce has too much influence in the nation's affairs, business has become the primary concern of politicians, their citizens secondary. This evolving business - government - citizen social structure increasingly results in corporate success and satisfaction, and people's dissatisfaction if they are not connected.

Corporations are strongly influencing the way we live; the clothes, cars, homes and other products we acquire, the services we use and how we interact socially. As they grow bigger and more powerful and extend around the globe, can they eventually hold more power than governments? Are we nearly there now?

In the aggressive competition for market share, business ethics have deteriorated badly. Sly and dishonest, powerful marketing spreads into every corner of our daily lives. It is continually in our faces convincing us to buy more, even though most of us have more than enough of so many things. Even though the purchases so often turn out to be useless waste providing no social value and at nature's expense.

This persuade-consume routine has turned most of us into materialistic apostles. It degrades civilization and nature as it

balloons unabated in the richer countries - even while billions live in extreme poverty. And how will the emerging economies emerge? Mahatma Gandhi expressed concern long ago; "God forbid that India should ever take to industrialism after the manner of the west... keeping the world in chains. If our nation took to similar economic exploitation, it would strip the world bare like locusts."

Control of the media by business interests is a most worrisome social development. Ownership of news, advertising and other programming is a powerful force used to direct consumer habits and social trends. Public attitudes can change and bring forth positive ideas and actions if the media bias can be restructured and new strong public media established. And perhaps the internet will be the source for information and action plans to reverse a worsening social sickness. As a sign that this could happen there are numerous social advocacy websites and blogs appearing which could create public demand for positive change. But will the internet freedom be lost as other freedoms have?

Hopefully, somehow, the quality and ethic of business people and politicians will take a positive turn. The enacting and enforcing of strong legislation to benefit all citizens in a healthy and just manner must be the standard.

Unrestrained, where will the corporate giants take future generations? So much has already been lost.

"The true danger is when liberty is nibbled away, for expedients, and by parts." - Edmund Burk

- Sai Kiran, PGDM- I, ABS

RELAXATION TIPS FOR EMPLOYEES

With increasing competition and performance pressure, the present day office environment can be quite stressful. Instances of stress-related health problems like depression, heart diseases and sleep disorders are becoming commonplace. Many companies provide some sort of relaxation to retain the freshness and enthusiasm of employees. The HR policies of these companies have shown shifts towards employee well-being. There are ways to recharge your self. Here are some easy tips:

- Being physically active not only helps prevent heart disease, obesity and diabetes, but also curbs stress and work related disorders.
- Every one should ideally spend 10 to 20 minutes in the morning in their own quiet space, doing a relaxation activity like yoga or meditation.
- Undertaking some out door sporting activity like tennis or badminton, at least two times a week helps your stamina.
- Morning walk freshens the mind
- At work, do a few exercises, when neck gets stiff, of course on a physio-therapist advice.
- Carry a light novel or a travel book or enjoy music or join a social forum, where they can express themselves. Taking refuge in a hobby like music once a week proves to be a complete stress buster.

- Taking a hearty breakfast helps us relax at work. One feels ready to face the challenges of work when on a full stomach.
- De-cluttering the work table or gazing outside the window at work can also prove to be very soothing for the nerve.
- Ultimately, it all adds up to having a positive attitude. Sometimes walking over to a colleague's cabin for a quick chat helps. But make sure that you seek out someone exuding positivity. Exchanging negative notes can be de-motivating.

Contentment is key. The productivity and work efficiency of an employee increases if he is content.

- Madiha Naazneen, PGDM-I, ABS





Intrapreneurship – The new mantra

Facts are hard to deny and the truth of the matter is that entrepreneurship is not easy. Venturing out on one's own is not everybody's cup of tea. No steady stream of income and very difficult to survive due to social conditions, no way to know that your idea will be the one that works, not the one that fails, no stability, no demarcation between life and work, people constantly questioning your progress. You get the picture. It's not an easy life.

Despite this, entrepreneurs and particularly social entrepreneurs like Satish Magar, Pradeep Lokhande are the best examples to those go-getters who are planning to join the entrepreneurship wagon. In the individualistic world of the West, where everyone has the chance to get ahead and moving, entrepreneurship is the holy grail of individuality, of being your own boss, of choosing your own path. Everyone wants to build something unique. What is cooler than chasing your dreams and having a social impact.

Yet it is increasingly becoming clear that charting this path on your own is not the only answer. Yes, it's a great story to tell, but it doesn't need to be the only story being told or the only story applauded. Often, it is less risky for someone to be an entrepreneur within a company – an *Intrapreneur* and we should acknowledge the value in that activity, i.e., becoming a leader in an existing enterprise, within a corporate environment.

Intrapreneurship provides a safety net for those who take risks. Better yet, to my excitement, we are seeing this growing movement everywhere, especially in social entrepreneurship. After launching the world's cheapest car, Tata launched "Swach", one of the world's most affordable safe drinking water purifiers. And where was it developed? At Tata Chemicals, within the confines of one of the oldest, largest, and most successful Indian family businesses. Or what about Nokia Life Tools, a fast and easy way to get up-to-date local information on agriculture, education, and entertainment. Globalization and *Intrapreneurship* at its finest – an enormous Finnish mobile phone manufacturer developing products for developing markets. Another fine example is Orkut, a product of intrapreneurial activities encouraged by Google.

If these examples can be taken as indicators of a wider shift, *Intrapreneurship* is a key element to the future and ongoing sustainability of companies.

- Vardhaman Jain, PGDM-I, ABS

Why MBA's Are preferred



The reason is simple: being CEO is about vision and leadership. This would require you -- at times -- to take a leap of faith, even when the numbers are against you. For example, you diversify into a new area of business. This may mean investing a lot of money, literally burning cash in the initial phase. It may look very bad on the balance sheet for a while, but there is a game plan and eventually it pays off.

MBA's are exposed to all aspects of the business -- their role is to take a bird's eye view of the organisation. The MBA, like one day cricket, is quick, glamorous and performers get faster recognition as stars. But nowadays employers are quite choosy about 'where' you've done your MBA from and getting into a good MBA school/institute is not a cake walk with gruelling interviews, group discussions and tests....I'm not saying it is as competitive or challenging as CA...but it seems to have its own set of obstacles. On the other hand, CAs are trained to look at the eye of the fish. And they do a damn good job of it.

The mobility into general management and consulting that comes with an MBA from a premier institute is missing for CAs. The knowledge level and experience field of MBA Finance is much narrower than a CA. However, inter-personal skills and management skills are the strength for MBA. Even though the CA has battled equally hard; a rank holder in particular would be one among several thousand aspirants.

Overall, it appears that MBAs score when it comes to communication skills, presentation and customer orientation. The 'soft skills' so crucial for success in today's corporate world. However, these are diversified roles. Many employers prefer to hire MBAs from premier institutes for these roles, as it is felt they are more equipped to provide insight and analysis. The difference between the CA and MBA is like the difference between a five day test match and one day cricket. Acquiring a CA takes a lot of plodding and perseverance; at the end of the day, a result may prove inconclusive.

- Neha Agarwal, PGDM-I, ABS

Leaders Are Born and Not Made

There's no shortage of immigrant success stories in America. But it's not every day that an immigrant succeeds in one business and then enters another business so successfully that he expands it in his native country. But that's the story of Sant Singh Chatwal, who started in the restaurant industry before venturing into hotels.

Sant Singh Chatwal



Hampshire Hotels & Resorts LLC
Chairman and Chief Executive Officer

Chatwal immigrated to the United States from India in the 1970s and is now chairman and CEO of New York-based Hampshire Hotels & Resorts LLC. His company owns about 2,500 hotel rooms, including the boutique brands Dream, Time and Night hotels in Manhattan.

Since last year, Chatwal has overseen the company's expansion into India, following the opportunity posed by a rapidly growing nation with a scarcity of hotel rooms. Currently, two Dream boutique hotel properties are under construction in India, one in Kochi on the west coast and another in south central Hyderabad. By 2012, there will 10 Dream properties in India, Chatwal says.

Chatwal is more than a hotelier with a penchant for international expansion. He's a major fundraiser for the Democratic Party, including Hillary Clinton's presidential campaign. He's also been in the society pages, especially for the wedding he threw for his son, Vikram, who married Indian model Priya Sachdev in a multi-city, multi-day event in India. Vikram is marketing director for Hampshire, and head of subsidiary Vikram Chatwal Hotels, which develops the boutique brands.

In the 1970s, the elder Chatwal foresaw opportunity in the New World not in terms of hotels, but as an upscale restaurateur. In 1979, he opened his first Bombay Palace restaurant in New York's Rockefeller Center, and followed with U.S. and international expansion.

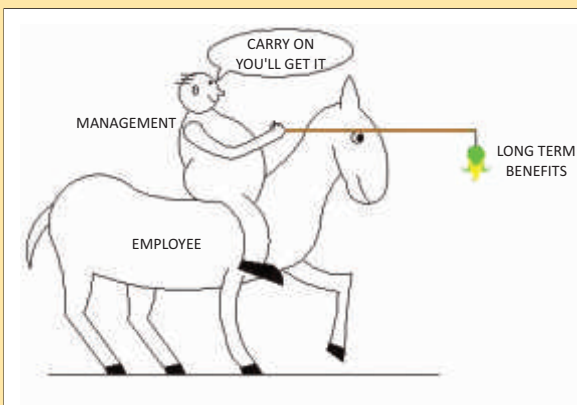
Initially, he entered the lodging industry through a side door. He acquired his first hospitality property in New York in 1986 as an early investor in Times Square when he bought the 334-room President Hotel, which he later renovated.

As both a restaurateur and hotelier, Chatwal has endured his share of rocky times. In the 1980s, a sour merger with Lifestyle Restaurants Inc., owner of Beefsteak Charlie's, drove Bombay Palace into receivership for a time. During the hotel slump of the early to mid-1990s, tax and legal troubles dogged him for a number of years, forcing another bankruptcy and the loss of an apartment building due to a tax lien.

After recovering from that down period, he saw an unsatisfied market for boutique hotels in Manhattan as the business recovered strongly from its post-9/11 slump. He and his son opened the boutique hotel Dream in New York in 2004, followed later by brands named Time and most recently Night (there's also a Dream hotel in Bangkok).

As for India, Chatwal expects the Dream concept to be supported not merely by strong economic growth, but also by an increasingly affluent population of 25- to 35-year-olds who are eager to taste the pleasures of leisure and business travel.

- Sunil Kumar, PGDM-I, ABS



TIME TO SMILE

Tom had this problem of getting up late in the morning and was always late for work. His boss was mad at him and threatened to fire him if he didn't do something about it. So Tom went to his doctor who gave him a pill and told him to take it before he went to bed. Tom slept well and in fact beat the alarm in the morning by almost two hours. He had a leisurely breakfast and drove cheerfully to work.

'Boss', he said, 'The pill actually worked!'

'That's all fine' said the boss, 'But where were you yesterday?'

-Bharath.P, PGDM-I, ABS

A lot of problems that fester in us stem from the contradictions that reside in us. The theory behind such behavior was first outlined by Leon Festinger, who termed it as cognitive dissonance, in his book "When Prophecy Fails". This theory is a very powerful tool and has very wide applications in understanding a lot of human behavior. Whether we are embarking on a shopping binge or to stop smoking, we are all playing out the dissonance theory, as I will explain. The brilliant theory holds that we all usually work towards reducing the dissonance in us and we have two options: either by modifying our behavior or by going into denial. In practical terms, if I am a smoker and I am all too aware that smoking causes cancer, then a dissonance -or disharmony -is created in my brain. So I will try to reconcile the dissonance. And if I can, I will modify my behavior and quit smoking. If I cannot, I will play down the risk factor by telling myself that cancer strikes only those who smoke heavily and I am nowhere near that limit! The bottom line is that we all try to work out our guilt in either of these two options.

The theory of cognitive dissonance is undoubtedly a powerful analytical tool to understand human behaviour. In most cases the dissonance is caused by a mind-heart conflict. Our heart tells us one thing but our mind analyses the situation in a diametrically opposite manner. There can be a million examples and situations in this tug-of-war; in our office or at home, whether it is in dealing with our children, spouses, siblings, bosses or subordinates.

For example, many times you may be torn between giving your spendthrift son extra pocket money or telling him that he has crossed his limits. Or you may be undecided in signing that seemingly lucrative contract, as you feel the party seems shifty. Or you may want to alert your husband to his fits of anger but you fear his wrath in holding the mirror to him. All such issues start festering in us and work up a sore which hurts us increasingly as time passes by .

What should we do in such circumstances? We have to be ourselves and follow our heart. Do not force yourself to do things for the sake of it being politically correct or being socially acceptable. Do whatever you want to for the sake of our own belief and keeping in mind your comfort level.

- P.Manoj Reddy, PGDM- I, ABS



BETWEEN THE MIND AND THE HEART



Experience India



A sales representative and an administration clerk, and the manager are walking to lunch when they find an antique oil lamp. They rub it and a Genie comes out. The Genie says, "I'll give each of you just one wish." "Me first! Me first!" says the admin. clerk. "I want to be in the Bahamas , driving a speedboat, without a care in the world." Poof! She's gone. "Me next! Me next!" says the sales rep. "I want to be in Hawaii , relaxing on the beach with my personal masseuse, an endless supply of Pina Colodas and the love of my life." Poof! He's gone. "OK, you're up," the Genie says to the manager. The manager says, "I want those two back in the office after lunch."

Moral of the story : – Always let your boss have the first say.

A new employee stood before the paper shredder looking confused.

'Need some help?' a secretary asked.

'Yes,' he replied. 'How does this thing work?'

'Simple,' she said, taking the fat report from his hand and feeding it into the shredder.

'Thanks, but where do the copies come out?'

-Bharath.P, PGDM-I, ABS

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

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NEWSLETTER

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