



EXPERIENCE INDIA



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Every year we experience changing weather patterns and world catastrophes caused by global warming, erosion and other ecological changes. The Earth has experienced a lot over the past century. Rain forests have been completely destroyed in some parts of the world, never to grow back. The planet is dying – poisoned by all the toxic waste and pollution we have released upon it.

Efforts are being put in to save what little is left of the planet's resources, to try and give back to the Earth all that it has given to us. For our generation and the generations to follow, we must change our ways so that the future is cleaner, where they can breathe unpolluted air and drink clean water. This attitude is called “going green” and it is sweeping the planet like wildfire.

With an aim to nurture managers with Values, Knowledge & Skills and Actions, which would make them more humane and globally responsible citizens, ABS has set up ACT (Aurora Cares for Them) to undertake social initiatives. ACT attempts to encompass the virtuous integration of Heart, Head and Hand through these social initiatives. The social initiatives at ABS are implemented through a program, which we believe would help evolve students to manage and run modern businesses, as a true global citizen with a sense of responsibility and commitment towards the environment and the society at large.

A part of this social initiative program is the Experience India Project. The 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 of going green, saving

the earth by saving water, waste management, tree plantation, and to find out measures and implement them to prevent global warming.

“Experience builds confidence and confidence leads to perfection” With this motto in mind, the students of PGDM I kick started their journey at ABS with their first project, 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 were divided and diversified in groups across the city. The sectors covered were –

- a) Health Management (Gandhi Hospital)
- b) Waste Management (Hill Ridge Springs)
- c) Water Management (Sewage Treatment Plant)
- d) Education Management (Gowlidoddi Public School)

The Experience India Project 2012 gave an opportunity to the students to interact and acquire knowledge from the assigned field of work and also suggested some measures which could help tackle the existing problems. 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.

- Saquib Rana, PGDM- I Year, ABS

FROM THE DIRECTOR'S DESK

The first step towards success is taken when you refuse to be a captive of the environment in which you find yourself. The young minds from Aurora's Business School are coming forward with determination and dedication to bring a change in the world we live in. Though these may be the first steps that they have taken, but what is important here is 'the first step' which will help sensitize them and drive them towards a better future. The Experience India program at ABS is one such venture to contribute to the cumulative efforts of various global organizations that have made it their vision to save our planet and make it a better place to live.

This issue of our newsletter focuses on the same and is an attempt to attract the attention of the people to the consequences of various 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. The month also marks the beginning of 'Business Day'- a day completely dedicated towards on field learnings as a part our DIVE program.

We are certain that this small step will definitely contribute in a major way to the efforts of the students and we are sure that one day we shall succeed in our endeavors and achieve commendable results.

- Prof. N V Ramana

FROM THE EDITOR'S DESK

Once again it is Dusserra, that time of the year that reminds us that it is good that ultimately wins over the evil. This inspires us to move forward with utmost determination and stamina. Life has a lot to present us. It gives us a lot of reasons to rejoice and celebrate.

Amidst all our personal problems and issues we tend to forget the catastrophes caused by natural disasters and those caused by human beings. These issues are of much more concern to us and also to the coming generations.

This issue of Akshara brings up the varied experiences that our students had during their 'Experience India Project'. I am sure that these experiences will help them a lot in future thereby molding them into responsible and sincere citizens. We are happy to include a special page "Marketing at its best" where trendy marketing practices will be highlighted.

- Sudipta Chakraborty



Happy Returns ABSians

Santosh - 7th Sept
Pushpak - 12th Sept
Ashish - 16th Sept
Kadali Satya Prasad - 24th Sept

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MEMOIRS OF THE MONTH

Teacher's Day- 5th September

In India the birthday of the second President of India, academic philosopher Dr. Sarvepalli Radhakrishnan is celebrated as Teacher's Day. On this day students pay homage and respect to their teachers and show gratitude towards all the things that they learnt from their teachers. In many schools on this day senior students take up the task of teaching for a day as a token of respect towards their teachers.



Ganesh Chaturti - 19th September

Ganesh Chaturti is the Hindu festival celebrated on the occasion of birthday of Lord Ganesha, the son of Shiva and Parvati, who is believed to bestow his presence on earth for all his devotees in the duration of this festival. It is the day Shiva declared his son Ganesha as superior to all the gods. Ganesha is widely worshipped as the god of wisdom, prosperity and good fortune and traditionally invoked at the beginning of any new venture or at the start of travel.



World Literacy Day- 8th September

September 8 was proclaimed International Literacy Day by UNESCO on November 17, 1965. It was first celebrated in 1966. Its aim is to highlight the importance of literacy to individuals, communities and societies.



On International Literacy Day each year, UNESCO reminds the international community of the status of literacy and adult learning globally. Celebrations take place around the world.

Some 775 million adults lack minimum literacy skills; one in five adults is still not literate and two-thirds of them are women; 60.7 million children are out-of-school and many more attend irregularly or drop out. Thus this day was commemorated in order to remind everyone of the importance of literacy and the impact it can have on the society.

The theme of International Literacy Day 2012 is Literacy and Peace. This theme was adopted by the United Nations Literacy Decade (UNLD) to demonstrate the multiple uses and value that literacy brings to people.

International day of the deaf- 24th September

The international day of the deaf is celebrated on 24th September. On this deaf individuals carry out marches and events in order to spread awareness of the plight of the deaf. This is a day when people are reminded that irrespective of their disability deaf people can do all the things what a normal individual can do. Events are organised all over the country by different organisations to spread awareness about the plight of deaf individuals and to give out a helping hand to those deaf individuals who are in need of help.



World Ozone Day- 16th September

On 16 September 1987, twenty four Parties signed the Montreal Protocol on Substances that Deplete the Ozone Layer. In 1998, in recognition of the Protocol's unique accomplishments, the General Assembly in its Resolution 49/114 named 16 September as the International day for the Preservation of the Ozone Layer. Since that time, the Parties have used this day to celebrate the signing of the Montreal Protocol, and the significant environmental and health benefits that this amazing treaty has yielded.



2012 marks the 25th anniversary of the Montreal Protocol.

World tourism day- 27th September

Since 1980, the United Nations World Tourism Organization has celebrated World Tourism Day on September 27. The United Nations' World Tourism Organization (UNWTO) invites people worldwide to participate in World Tourism Day on September 27 every year.



The UNWTO Secretary-General annually sends out a message to the general public to mark the occasion. Many tourism enterprises and organizations, as well as government agencies with a special interest in tourism, celebrate the event with various special events and festivities.

Different types of competitions, such as photo competitions promoting tourism, as well as tourism award presentations in areas such as ecotourism, are held on World Tourism Day. This year's theme is a celebration of tourism's role in linking together the cultures of the world through travel.

VIEWS AND REVIEWS



The Hitchhiker's Guide to the Galaxy

-Douglas Adams

The Hitchhiker's guide to the galaxy is on the surface a highly enjoyable science fiction novel punctuated with a dry, almost satirical humor in a style that is unique to Douglas Adams. It is based on the events that occur shortly after the destruction of the Earth, and the exploits of Arthur Dent, an unremarkable resident of suburban Britain following his escape from Earth. He discovers that Earth in its entirety was meant to be a supercomputer of sorts, designed to obtain the meaning of life, the universe and everything. Douglas Adams weaves an array of intriguing characters like Slartibartfast or Marvin the Paranoid Android into a concise, fast paced narrative. He treats both consequential and trivial issues with the same detached amusement, and employs fascinating metaphors to describe things as complex as mankind's struggle to come to terms with existence.

- Akshaya Uta, PGDM - I Year, ABS



The Hunger Games

- Suzanne Collins

How far are you willing to go to survive? Is the premise that the author, Suzanne Collins bases her book, the Hunger Games on. Set in the post-apocalyptic nation of Panem, the story starts off when the protagonist, 16 year old Katniss volunteers herself to participate in the Hunger Games, a nationally televised competition where the competitors fought till death.

The narrative is good; the writing is clean. The pace of the novel changes rapidly, because there is a lot of action going on in every single action. Katniss's transition from the girl who had to hunt to make ends meet in the backward district 12 to a symbol of revolution was written very well.

Hope, self-sacrifice, love, friendship, losing someone you love and eventually rebellion are the main themes of the book. The omnipotent, omnipresent "gamemakers" remind the reader of the George Orwell's "big brother". All of these elements blend perfectly into the story and form a strong narrative.

However, the author could have developed the characters a little more. Most times, the subplots are abrupt, confusing the reader. The reader really doesn't understand fully why a character extends so much influence on the protagonist.

On the whole, The Hunger Games is a page turner. There is definitely a strong sense of adventure and a good plot. If this doesn't convince you, you might as well buy the Hunger games trilogy for the free t-shirt they give away. All in all an entertaining book if you have a couple of hours to kill.

- Swati Reddy, PGDM - I Year, ABS

THEY MADE US PROUD

Rotary Club – i3 Connect

Rotary Club of Secunderabad West conducted a seminar on career options in Sales and Marketing for which the students of Aurora's Business School actively participated and co-ordinated in organizing the event. A 'Project Leader' was assigned by the club members who was responsible for preparing a team for promoting the event in various colleges across the twin cities of Hyderabad and Secunderabad. A group of volunteers also helped in organizing the event and making arrangements on the day of the event.

The seminar gave an opportunity to the students to understand and develop the skills they would need if they wish to build their career in sales and marketing. This event was a platform for them to listen to professionals from different sectors.



- Murtaza Abbas, PGDM - II Year, ABS

ORGANIC WASTE MANAGEMENT (Hill Ridge Springs)

Environmental harm caused by waste could occur if wastes are not handled properly, especially where there is the potential for hydrocarbon wastes and waste waters to enter sensitive receptors, thereby causing contamination or pollution. The waste management strategies proposed for the project consider waste management from the concept and planning stages through design, construction and operation. Waste management is the process of collection, transport, processing and monitoring of waste materials. The term usually relates to material produced by human activity, and it generally under taken to reduce their effect on health. The management of wastes treats all materials as a single class, whether solid liquid gaseous or radioactive substances.

Waste management practices differ from developed and developing nation. And urban management and storage of wastes will prevent on-site and off site pollution and enhance opportunities for reuse. Waste will be sent for disposal to landfill only once other options have been exhausted. Waste streams will be assessed for potential reuse, prior to transport to an approved disposal facility.

SOLUTIONS:

- Creating awareness about the waste generated in the society
- Different dustbins are to be maintained for organic and inorganic wastes
- Switch to reusable transport containers
- Additional compost centers need to be set up
- Compost pits need to be set up in the residential areas
- Generated manure can be sold to the farmers at a reasonable rate

TEAM: K. Supraja, Kiran Jhaliwar, O. Srinivasa Rao, P. Shyam Kiram, Dwarak Badrinath

WATER MANAGEMENT (Recycling Process at Khairtabad)

Water the one of the most important natural element of the planet earth. As we all are aware that most the surface of the earth is covered with water (i.e. 70.9%) and remaining surface is land. Sea water consists of 90% of the water surface whereas the remaining part of it is river and lakes. Only 5% of the total water surface is suitable for human consumption i.e. for drinking, washing, agricultural farming and other human activities. Today India is facing a severe water shortage problem along with the decreasing monsoon and the decreasing ground water level. The main reason for this have been the wastage of water in the urban areas, deforestation, polluting the lakes, rivers and other water bodies which once upon a time served as the source of drinking water.

SUGGESTIONS:

- The proper usage of water in households, hotels, and other places and creating awareness among people by campaigns, public meetings and advertisements.
- By proper storing of rain water in rural areas and at the outskirts of the cities by building water tanks and storage system.
- By planting trees so that the ground level water can improve.

TEAM: Akshay, Roshan, Sowmya, Divya, Harish, Ankit, Gowtham, PremAnand.

EDUCATION MANAGEMENT (Gowlidoddi Public School)

Traditional education focuses on teaching, not learning. It erroneously assumed that for every bit of training there is a bit of learning by those who are educated. However, most of what we learn before, during, and after attending schools is learned without its being taught to us. A child learns such fundamental things as how to walk, talk, eat, and dress, and so on without being taught these things. Adults learn most of what they use at work or at leisure while at work or leisure. Most of what is taught in classroom settings is forgotten, and much or what is remembered unconnected. team went to a government school by the name Gowlidoddi public school which is at Gachibowli. that school was established on 1997 and adopted by move the wheel foundation in the year 31st January 2007. The name of the leading founder is Anjana. The founders and co-founders managed to maintain the funding.

SUGGESTIONS:

- Good infrastructure in and around the campus
- Digitalization of teaching structure
- Giving quality of time for the students to get a new slant of education
- Creating the comprehend that, "Education is the most powerful weapon which you can use to change the world."

TEAM: Bharath, Krishna, Divya B, Sanath, Srikanth

HEALTH MANAGEMENT (Gandhi Hospital)

The report investigates the current state of health management precisely in public sector. Gandhi hospital is taken as an example which represents all the government hospitals in Hyderabad. The discussion then focuses on the problems that people are facing and alternative measures to be taken. It is concluded that further technological advances and administrative modifications will improve the quality of services.

The hospital is in such a desperate condition. The problem is lack of proper administration, improper record maintenance, improper utilization of human resources, improper implementation of rules, improper supervision, low payment, wasting resources, lack of dedication. Problem may be of any kind but people are struggling to survive, yelling for care, wrestling with problems.

SUGGESTIONS:

- The main problem is due to lack of discipline among workers and staff
- Installation of surveillance for administration department
- To develop a central data base to maintain the records
- To install biometric system for doctors by convincing them
- To develop a strong administrative department

TEAM: Saquib, Swathi, Manoj, Anusha, Kavya, Vinay

LITERARY CORNER

Skills required for a Career in Sales and Marketing

When opportunity knocks, grab it. And to ensure that you don't lose it, grab it with both hands. Such was the case when I got an opportunity to be a member of the project team, a volunteer and a participant for a seminar on 'Career options & competencies required in Sales and Marketing' organized by Rotary Club of Secunderabad West at Bhartiya Vidya Bhavan and I'd like to share my experience. Books tell us everything that we need to know, knowledge has no boundaries and barriers. But when a fresher like me is gearing up to enter that corporate warzone, I need to understand what the industry expects from me and what are the skills/competencies that I need to equip myself with to ensure that not only do I survive the battle, but end up on top. This platform i.e. the seminar, helped me connect the dots and gave a clear idea of the gaps that I had to fill in order to prepare myself. The seminar helped me understand the importance of certain skills required in Sales and Marketing, where you don't sell a product, but you sell your confidence.

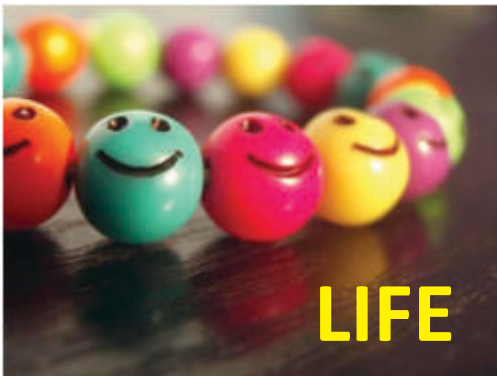
A cricketer has a set of skills, so does a technician, so does an analyst. But before they acquired these skills they were passionate about entering that field. To summarize everything and stick to the objective, what the speakers constantly focused on was that your passion, attitude, willingness to learn, creativity and interest matters a lot and that is what drives you to acquire those skills and later on build your career. The competencies



required (as mentioned by the speakers) are good communication, social, problem solving and presentation skills. It is important that you are well informed and have knowledge about the industry, business and the product. Apart from these, your personality, ability to negotiate and convince also come into the picture. As Steve Jobs had rightly said that the consumer is confused, you can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new. Now, how is it that you sell that product, how do you convince a potential customer that your product is better than the rest? This is where we need to fill the gap because a consumer is confused and does not know what to buy.

The speakers, who came from various sectors (IT, Pharmacy, FMCG, etc) gave their own perspective of the opportunities available from an industry point of view and the competencies required (as mentioned above). It was a complete package. Al Ries in his book "Positioning- The Battle for your Mind" had explained the problems of communicating in an over communicated society, referring to the umpteen number of brands in the market trying to differentiate themselves from the rest. Peter Drucker had once said that "The aim of marketing is to know and understand the customer so well that the product or service fits him or her and sells itself". You cannot push something where there isn't a need.

- *Murtaza Abbas, PGDM - II Year, ABS*



Life is a mixture of sadness, happiness, love, prosperity. Everything lies in our hands to make things beautiful and trust worthy. Life becomes a celebration when we make contribution than competition. Targeting the time we spent with someone makes us happy. Fraudulence around us makes our eyes wet. Every tear is a symbol for sad moments, every pink cheek is a sign of shy, cute smile represents love and affection. Creepy things keep quite but congenial things happen around us.

Imminent in the near future is affirmative when we hope all the things that elicit worries. Though we are not corporeal but contributing to the best possible way that makes life a prominent one. Life is all about that lies in one's own hands. So "LIFE IS BEAUTIFUL" if everything is positive.

- *Indu Aparna, PGDM - I Year, ABS*

Jokes

In the classroom a lecturer is asking a student to do something.

Lecturer: Tell me a sentence that starts with "I."

Student: I is the ...

Lecturer: Stop! Never put "is" after "I." Always put 'am' after "I."

Student: OK. I am the ninth letter of the alphabet.

Riddles

- Q: What does a ghost eat for dessert?
- Q: Where does a ghost mail his letters?
- Q: What did the ghost mail home while on vacation?
- Q: What amusement park ride does a ghost like best?
- Q: What do you say to a ghost with three heads?
- Q: What's the difference between a ghost and a butcher?

Answers:

- A: I scream. (Ice cream)
- A: At the ghost office. (Post office)
- A: Ghost cards. (Post cards)
- A: The roller ghoster. (Roller coaster)
- A: Hello, hello, hello.
- A: One stays awake and the other weighs a steak.

BUSINESS DAY AT ABS

Differentiation is what helps one stand apart from the crowd. Therefore to understand what is happening out there on the field a student must be a part of it. The college has now dedicated a day every week as a 'Business Day'. The hands on approach adopted by the college helps us to understand business in a better way. This month we got an opportunity to visit various places, understand what happens there and interpret the same with the help of classroom teachings. Some of the places visited are :



- | | |
|--|-------------------------|
| a) Fruit market (LB Nagar) | f) Hyderabad goes green |
| b) Rice mill (Uppal) | g) Dadus |
| c) Rythu bazar (Mehdipatnam and Erragadda) | h) Emarald sweet shop |
| d) Ancient living Ltd. | i) Charminar book shop |
| e) Hindustan plastic industry | j) Big Bazaar |

- Murtaza Abbas, PGDM - II Year, ABS

Student's Experience :

Our college gave us a great opportunity to visit a company and experience how business is done. It's the first time that we ever visited a company. Our group had me, Divya Bhupati, Goutham and Kiran. We went visited Ancient Living Ltd. which produces natural herbal products. We had an amazing experience and learnt a lot of things. The company we visited was a new company. We learnt how difficult it is to set a position in the market and set a trend of a new product.

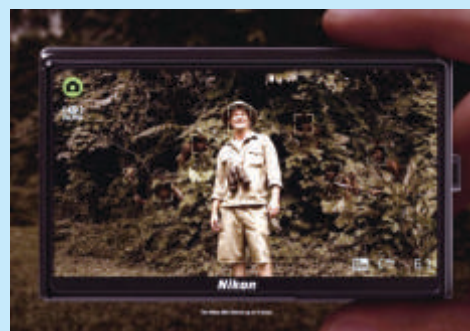
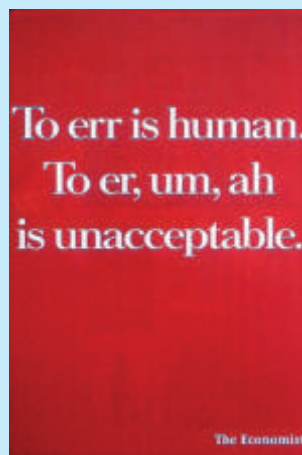
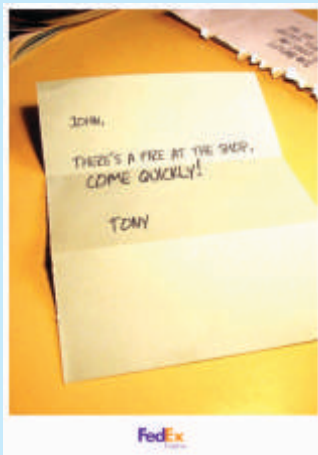
- Supraja Raam, PGDM - I Year, ABS

MARKETING AT ITS BEST

Marketing is everywhere and marketing is what helps a company reach its target group. Over the years, organizations have come up with unique ideas which leave a WOW on the faces of their prospects. In this column of the newsletter we present you some of these ideas.

The ads presented here are of:

- * Fed Ex * Burger King * Band Aid * The Economist * WWF Campaign * Nikon



- Murtaza Abbas, PGDM - II Year, ABS

Leaders Are Born and Not Made

FATHER OF THE WHITE REVOLUTION

Born in Kozhikode, Kerala, on November 26, 1921, Dr. Kurien, a mechanical engineer with dairy engineering as a minor subject, came to Anand in 1949 at the behest of the then Union Home Minister, Sardar Vallabhbhai Patel, to solve some problems of the local farmers. From one milk project to a larger one, the "Milkman of India" saw India emerge from a milk-deficient country into the largest milk producer in the world, overtaking even the once milk-abundant Netherlands. It is because of Dr. Kurien that India today contributes about 17 per cent of the total milk production in the world. Amul, with a turnover of over Rs. 13,000 crore, is Asia's top milk-producing brand and is counted, with one of the best recall values, among the world's leading brands in any sector. One of the greatest proponents of the cooperative movement in the world, his work has alleviated millions out of poverty not only in India but also outside.

Hailed as the "Milkman of India" Dr. Kurien was responsible for the creation and success of the Amul brand of dairy products. A key achievement at Amul was the invention of milk powder processed from buffalo milk (abundant in India), as opposed to that made from cow-milk, in the then major milk producing nations. His achievements with the Amul dairy led Prime Minister Lal Bahadur Shastri to appoint him founder-chairman of the National Dairy Development Board (NDDB) in 1965, to replicate Amul's "Anand model" nationwide. Dr. Kurien won several awards including the Padma Vibhushan (India's second-highest civilian honour), the World Food Prize and the Magsaysay Award for community leadership.

- Supraja Raam, PGDM - I Year, ABS



DR. VERGHESE KURIEN

Indian Engineer and Renowned
Social Entrepreneur

Best known as the
"Father of the White Revolution"

1. Hasbro has a tie up with Funscool India to market its toys and games in India. Name the parent company of Funscool.
2. Which company gets its name from a fruit which used to be exported to England from a Moroccan port?
3. Name the newspaper started by industrialist Vijaypath Singhanian of the J.K. Group.
4. What does TIMES stand for in the name of TIMES Television, the Television division of Bennett and Coleman Ltd.
5. A Bombay based jewellery house launched a range of earrings called H.B. a couple of years ago. Why were they called H.B. ?
6. When Henry Ford died, amongst his last possessions was a test tube. What did it supposedly contain?
7. This brand manufactured by Kazuo Tazima gets its name from three words – Machine, Instrument, Optical. Which brand?
8. In which merchant bank did P.G.Wodehouse work for two years?
9. To which company did the shipment of tea destroyed by the American colonists during the Boston Tea Party in 1773 belong?
10. What was advertised with the slogan "You press the button and we do the rest" ?



ANSWERS:

1. MRF
2. Tangerine
3. The Indian Post
4. Television for Information, Music, Entertainment and Sports
5. After Henry Blofeld the popular cricket commentator known for his penchant for earrings
6. The last breath of Thomas Alva Edison
7. Minolta
8. The Hong Kong and Shanghai Banking Corporation
9. The East India Company
10. Kodak

FESTIVITIES IN ACTIVITIES

IFTAR PARTY AT ABS

Blink and you miss. That is how things are today. Everything happens in a matter of a couple of seconds. It clearly implies that the world around us is Ramadan is the holy month of Muslims were every Muslim around the globe fasts for a complete month, the fast is broken every day in the evening and is called as "IFTAR". In India as a tradition every festival is celebrated auspiciously with people from all religions celebrating together by forgetting all their differences. We got the opportunity to organize an Iftar party in the campus, along with faculty and friends, who were responsible for making it an auspicious moment. The party was organized and carried out elegantly, keeping in mind each of the rituals. This was the first time that an Iftar Party was organized in the campus, a truly memorable event.

- Saquib Rana, PGDM-I Year, ABS



INDEPENDENCE DAY



On 15th August, 2012, India celebrated its 66th Independence Day. After a week full of hustle and bustle, Aurora's Business School also celebrated Independence Day in a grand way. The celebrations were attended by all the students as well as the staff.

The flag was hoisted by the college Dean, Prof. N V Ramana. The celebrations included songs, a skit and some dances performed by the students of first and second year. After the cultural programmes, prizes were distributed to the students who won in the singing, advertising, quiz competitions conducted throughout the week in the college. Students who had participated and coordinated as the core volunteers for the Green Holi Campaign earlier this year were also awarded certificates.

Certificates of Appreciation were given to the students from II year (Ajit Golchha, Abhinandan Golchha, Regina Sanku, Anchal Bagga and Murtaza Abbas) for conducting a three day workshop on Life Skills for the freshers batch.

- Supraja Raam, PGDM - I Year, ABS

TEACHERS DAY CELEBRATIONS

Teachers Day is that time of the year when we thank all our wonderful teachers who have helped us in our lives. We celebrated Teacher's day at our campus where the students (1st yr and 2nd yr) presented a short and sweet cultural programme followed by the felicitation ceremony. The limelight of the day was the 'Pot Lunch' which was organized by students. The cultural programme consisted of songs, dance performances and a short video on some of the memories/events conducted during the previous year followed by some of the students sharing their experience.

We love and admire our lecturers and a single reason is not enough to explain why. It is a teacher who continuously inspires us and motivates us to bring out the best in us, differentiates what is right and what is wrong for us, shows us the way, doesn't matter what time of the day it is, a teacher is always there, someone who we all look up to at critical times.

- Supraja Raam, PGDM - I Year, ABS

EVENTS AND MORE

A MESMERIZING CONCERT

CLASSICAL INSTRUMENT MUSIC ON "SANTOOR"

By

PANDIT BHAJAN SOPORI

10 am, 17th August, 2012 (Friday), Aurora's Business School Premises

For a little more than an hour nobody moved, eyes were locked and everybody's ears were sharper than they had ever been before as the audience was mesmerized by Pandit Bhajan Sopori. Pandit Bhajan Sopori is a famous santoor maestro and a music composer. He is trying to bring back the lost fame of santoor. Bhajan sopuriji was born in a village called Sopuri of Kashmir which in turn changed as his surname. He was the 8th generation of the Suphiana Gharana which is well known in the musical world. His 1st concert was in the year 1953. Since then till date he's been giving concerts till date. He did not stop his practicing though he went for his higher studies in USA.

He is very much interested in improving the instrument. In the starting days the santoor just had 7 bridges. His father improvised

the 7 bridges into 25 and later into 35 bridges. In this instrument the strings can be vibrated at a very low note as well as at a higher note.

We were glad to meet this musical maestro in our college campus. He even made us sing to his tunes. Throughout the concert, he explained us everything about the Santoor and also involved us, gave us some training and was very happy with the response he received. He showed us how the strings were made to vibrate and how the sound was produced. We thank our college for giving us this beautiful opportunity to meet him and also to SPICMACAY for coordinating to make this event successful.

- Supraja Raam, PGDM - I Year, 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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akshara

NEWSLETTER

AURORA'S BUSINESS SCHOOL
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