

Sankalp

convocation-2012

For the batches of 2009-2011 & 2010-2012

12th May, 2012, Mekaster Auditorium, O U Campus, Hyderabad.





Sankalp

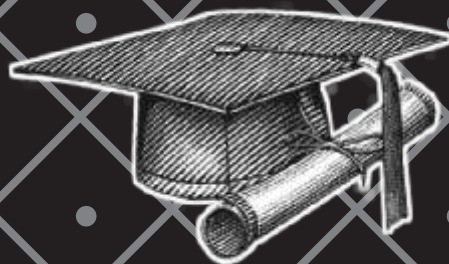
convocation - 2012

For the batches of 2009-2011 & 2010-2012

The term Convocation specifically refers to the entirety of the alumni of the college which function as one of the university's representative bodies. The main idea of convocation is to celebrate graduation.

As the Aurorians say, "we do things a little differently here", the program was not called commencement, and it was convocation. The sixth convocation for the batches of 2009-11 and 2010-12 of Aurora's Business School was convened on Saturday 13th May 2012 at Mekaster Auditorium, Osmania University Campus. The brightest minds of the management sphere were recognized with diplomas and titles. It was an endless wait for more than 150 graduating students who received their diplomas in PGDM. Proud parents of the students were also present at the auditorium. Gold medals were awarded to students for their excellent scholastic performances. Prof. MS Pillai, Director of Sadhana Centre for Management and Leadership Development, presided over the program as the Guest of Honor and Mr. Thiagrajan Arunachalam, Founder of ADP India distributed the certificates among the students as the Chief Guest of the occasion. The ceremony was also graced by Prof. NV Ramana, the Dean Academics of the college and Dr. Ravi Paturi, the Director of the college.

On behalf of Aurora's Business School, I take this opportunity to extend my wholehearted congratulations and best wishes to these young graduates. You are going to enter a new exciting world of opportunities, which is changing rapidly. Only those who will be able to anticipate the change will be able to survive and succeed. Those who do this will definitely lead the change. We in India should have the ambition of leading the change and make things happen on our own terms.



FROM THE DIRECTOR'S DESK

This issue of our Newsletter Akshara throws light on the experiences of our students during their summer internship project and the learnings acquired, which helped them to acquire an altogether different perspective to understand and analyze their areas of study an to focus on their short term goals with a greater intensity, aggressiveness and focus.

The successful placement of our final year students in various organisations of repute is one important achievement that we have accomplished this year, and the completion of a month of the SIPs of the first year students with a positive and encouraging feedback from the organisations that they were sent to, the other.

It is said that a graduation ceremony is an event where the commencement speaker tells thousands of students dressed in identical caps and gowns that "individuality" is the key to success. After speaking to the alumni of ABS about their experience and career the only thing I have realized is that your outlook upon life, your estimate of yourself, your estimate of your value are largely colored by your environment. Your whole career will be modified, shaped, molded by your surroundings, by the character of the people with whom you come in contact every day.

- Dr Ravi Paturi

FROM THE EDITOR'S DESK

Internships have become a must for college students; without the work experience they provide, the post-graduation job search is significantly more difficult. But it's not enough to simply get an internship. You also need to impress the employer and build a robust foundation of work experience for your final placement. So how do you go about it? Keep some things in mind and never forget it...

- Know what to expect, do not be too pessimistic nor over optimistic about your work challenge there
- Gain trust early on. Always oblige to do work. Do it perfectly no matter what the work is given to you initially
- Pay attention to the office culture, its timings, dress code, etc.
- Focus; make sure the only thing in your mind is about your work and ideas to enhance it.
- Take your work seriously; lethargic attitude doesn't work at job. Make sure you do not take your work as mere time pass.
- Ask for feedback, from your boss immediately after you do a give task.
- Learn from your co-workers, do not sit stagnant, try and communicate with the associates around and know what work they are into. Try and learn by being nice to them.
- Ask for advice from associates around whom you trust, when you do your work. You will get a professional outlook through them.
- Say "Thank you." Make sure you thank associates around whenever you seek for help from them. Small gestures make a lot of difference
- Set Personal Goals, and keep checking with it, as and when you finish each task.
- Have Regular Meetings with your Supervisor(s).

Apart from these tackle all tasks with enthusiasm and a positive attitude, avoid negativity, never shun a chance to learn more about the company/industry, get as much exposure as possible, don't be afraid to ask questions, take initiative, network, network, network, leave with tangible accomplishments, Enjoy Yourself after all it is your first work experience.

- Sudipta Chakraborty

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Happy Returns ABSians

Naveen Kumar - 18th June

Bharath - 21st June

Pavani Reddy - 22nd June

Vardhaman Jain - 26th June

MEMOIRS OF THE MONTH

World Environment Day- 5th June

World Environment Day is an annual event that is aimed at being the biggest and most widely celebrated global day for positive environmental action. World Environment Day activities take place all year round but climax on 5 June every year, involving everyone from everywhere.



World Environment Day celebration began in 1972 and has grown to become the one of the main vehicles through which the UN stimulates worldwide awareness of the environment and encourages political attention and action.

World Environment Day is also a day for people from all walks of life to come together to ensure a cleaner, greener and brighter outlook for themselves and future generations. The World Environment Day has a theme every year and this year the theme is Green Economy.

World Ocean Day- 8th June

World Oceans Day is an opportunity every year to honour the world's ocean, celebrate the products the ocean provides such as seafood as well as marine life itself for aquariums, pets, and also a time to appreciate its own intrinsic value. The ocean also provides sea-lanes for international trade. Global pollution and over-consumption of fish have resulted in drastically dwindling population of the majority of species.



World Oceans Day, which had been unofficially celebrated every 8 June since its original proposal in 1992 by Canada at the Earth Summit in Rio de Janeiro, Brazil, was officially recognized by the United Nations in 2008. Since then it has been coordinated internationally by The Ocean Project and the World Ocean Network with greater success and global participation each year.

World day against child labour- 12th June

The International Labour Organization (ILO) launched the first World Day against Child Labour in 2002 as a way to highlight the plight of these children. The day, which is observed on June 12th, is intended to serve as a catalyst for the growing worldwide movement against child labour, reflected in the huge number of ratifications of ILO Convention No. 182 on the worst forms of child labour and ILO Convention No. 138 on the minimum age for employment.



The World Day Against Child Labour provides an opportunity to gain further support of individual governments and that of the ILO social partners, civil society and others, including schools, youth and women's groups as well as the media, in the campaign against child labour.

World Blood Donor Day- 14th June

World Blood Donor Day is day dedicated to "thanking and celebrating voluntary non-remunerated blood donors". It occurs on June 14, the birthday of Karl Landsteiner, the creator of the ABO blood group system, for which he won the Nobel Prize. The first day was held in 2005.



One of the main goals of the World Blood Donor Day is to ensure the availability of 'safe blood' for transfusion. Countries worldwide celebrate World Blood Donor Day with events to raise awareness of the need for safe blood and blood products and to thank voluntary unpaid blood donors for their life-saving gifts of blood.

The theme of the 2012 World Blood Donor Day campaign, "Every blood donor is a hero" focuses on the idea that every one of us can become a hero by giving blood. While recognising the silent and unsung heroes who save lives every day through their blood donations, the theme also strongly encourages more people all over the world to donate blood voluntarily and regularly.

World Refugee Day- 20th June

World Refugee Day, observed June 20 each year, is dedicated to raising awareness of the situation of refugees throughout the world.



The worldwide agency that deals with refugees is the United Nation Refugee Agency. On this day this agency aims at making people aware that even refugees need home and decent livelihood. It also helps refugees find new homes and new futures through resettlement, through voluntary repatriation and through local integration.

International Olympic Day- 23rd June

International Olympic Day was firstly celebrated on 23rd June 1948. During the time of 42nd International Olympic session at St Moritz of Switzerland in the year 1948, the International Olympic Committee firstly declared 23rd June as the "International Olympic Day".



On 23 June, Olympic Day is celebrated all around the world: hundreds of thousands of people – young and old – participate in sports activities, such as runs, exhibitions, music and educational seminars. Over the last two decades, the event has helped to spread the Olympic ideals to every corner of the world. Over the last 20 years Olympic Day has been associated with Olympic Day Runs all over the world. From 45 participating National Olympic Committees (NOCs) in the first edition in 1987, the numbers have grown to nearly 200 participating NOCs.

International Day against drug abuse and illicit trafficking- 26th June

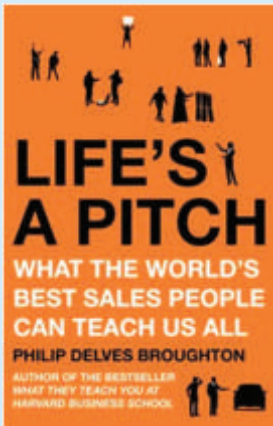
The United Nations' (UN) International Day Against Drug Abuse and Illicit Trafficking falls on June 26 each year to raise awareness of the major problem that illicit drugs represent to society. This day is supported by individuals, communities and various organizations all over the world. The UN Office on Drugs and Crime (UNODC) has, over the years, been actively involved in launching campaigns to mobilize support for drug control. The UNODC often teams up with other organizations and encourages people in society to actively take part in these campaigns.

Governments, organizations and individuals in many countries have actively participated in promotional events and larger scale activities, such as public rallies and mass media involvement, to promote the awareness of dangers associated with illicit drugs.



- The 3 most valuable brand names on earth: Coca-Cola, IBM and Microsoft, in that order as of 2009. Google is 7th, but it did not even make the top 100 until 2005.
- The founder of McDonald's has a Bachelor degree in Hamburger logy.
- Colgate's first toothpaste came in a jar.
- Yahoo! was originally called 'Jerry's Guide to the World Wide Web'.
- The first ATMs were installed in NYC in 1977 at Citibank branches.
- When Scott Paper Company first started manufacturing toilet paper they did not put their name on the product because of embarrassment.
- Wal-Mart has "revenues that exceed those of Target, Home Depot, Sears, Kmart, Safeway, and Kroger -- combined."
- Walt Disney World generates about 120,000 pounds of garbage every day.
- In the 40's, the Bich pen was changed to Bic for fear that Americans would pronounce it 'Bitch.'
- The creator of the NIKE Swoosh symbol was paid only \$35 for the design.
- Ivory bar soap floating was a mistake. They had been over mixing the soap formula causing excess air bubbles that made it float. Customers wrote and told how much they loved that it floated, and it has floated ever since.
- Michael Jordan used to make more money from Nike annually than the entire Nike factory workers in Malaysia combined.
- The first Ford cars had Dodge engines.
- Henry Ford, father of the Automobile and assembly line, is also father of the charcoal briquette.
- The first product Motorola started to develop was a record player for automobiles. At that time the most known player on the market was the Victrola, so they called themselves Motorola.
- Warner Chappel Music owns the copyright to the song 'Happy Birthday'. They make over \$1 million in royalties every year from the commercial use of the song.
- The first owner of the Marlboro Company died of lung cancer.
- The first product that the toy company Mattel came out with was picture frames.
- The first product that Sony came out with was the rice cooker.
- Oil tycoon, John D. Rockefeller, was the world's first billionaire.
- The first safety razor was not actually invented by King Gillette himself but by a man named William Nickerson who was Kings Partner. They believed that the label bearing Nickerson's name would be bad for business, plus it was Kings Idea anyway.

VIEWS AND REVIEWS



Life's a Pitch: What the world's best sales people can teach us all by Philip Delves Broughton.

When I was suggested to read this book, I have to admit that my heart sank just a little bit. It's a thankless task, as each book about selling delivers the same message in a slightly different way, and even if a golden sales mantra is found, remembering it or putting it into practice is a different story altogether.

However, it was not long before my worst fears about this particular Life's a Pitch were dispelled. This is not a 'teach you how to sell' book but a history of selling. Delves Broughton accepts that you can't teach selling and also that great salespeople come in many different guises - both of which are long-held beliefs of mine.

We are told the story of Magid in a Moroccan souk who notices everything from the wear on your wedding band to the state of your teeth - a tale that I wish I had read before my last fleeing in Marrakesh! Or the extraordinary Mrs Shibata, who rose from nowhere to become the top insurance person in all Japan. Or the dastardly art dealer Duveen.

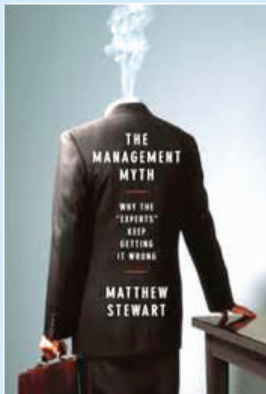
My favourite character (for that's what this book is, a smorgasbord of rich characters) is Memo from Baltimore, who runs a construction company. He rises every day at 4.30am and, after his very early morning run, sets about managing his team of Mexican labourers and more importantly his wealthy Baltimore clients, whom he handles with extraordinary deftness.

These stories are all beautifully written, thoroughly researched and with protagonists from all walks of life using very different techniques to achieve excellence. It proves the point that there is no simple answer to being good at sales. Instead, Delves Broughton digs far deeper into the secrets of their success.

What I particularly enjoyed about the book is that it isn't one story after another about brilliant sales people who are obviously extraordinary, and whom we mere mortals could never emulate. Delves Broughton also provides refreshingly candid insights into the surprising techniques of people such as broadcasting magnate Ted Turner.

The easiest way for me to determine whether a sales book has been worth reading or not is to observe the amount of notes and underlinings that I have made. On this score, Life's a Pitch proved to be a clear winner, every page being littered with notes by the time I had finished reading it.

Above all else, his description of fluid intelligence proves what I have always believed about sales people, 'that intuition and native wit are like the large lungs of a cyclist, a psychological gift that most of us, however hard we study and practise, can never compete against'. If you have not got those lungs, this book will not give them to you, but it sure is a good read.



The Management Myth by Matthew Stewart

If you're thinking about getting a MBA and/or pursuing a career with one of the large, prestigious consulting firms, you really need to read "The Management Myth" by Matthew Stewart. I've been doing this for the last couple of business flights and have enjoyed it immensely.

Mr. Stewart's book takes turns, via alternating chapters, laying bare the thin 'science' of management theory and the business practices of consultancies. Both subjects are dealt with a cutting critique that's simultaneously damning and entertaining.

I liked it as I found that the professors who tried to teach me Management courses eons ago were clearly people who had never worked or had no clue how people actually interacted with each other in a work environment. I intuitively knew these professors had it wrong then and Stewart's book backed that feeling up.

I also enjoyed his first-hand assessment of the management, if you want to call it that, of large consultancies and the way they:

- Keep most of the earnings for themselves
- Prevent rivals from reaching leadership roles within these firms
- Create a mythology for new hires to believe in
- Sell new work to clients

The latter, described as whale selling, is particularly worth reading as it exposes a tried and true technique of getting a prospect to sign on the bottom line. Think of it as Pareto rule meets salesmanship.

If you want a great read, get this. If you're thinking about hiring a big-name consultancy for a project, read this book. And, finally, if you want to see the world of management consulting from the eyes of a philosophy major, read this book.

FITNESS & HEALTH

Summer's here and it is time for you to get your goggles on. But it is equally important for us to care of ourselves and take proper measures to beat the heat and stay fit so that it does not effect both, our work life and professional life. Following are some tips which will surely help you to beat the heat :

Stay cool and hydrated. Drink water, at least two to four cups (16-32 ounces) upon rising, and similar amounts if you are going out for activities and exercise. Carry water with you in a hard plastic container Most people need two to three quarts of liquid per day, and more in hot weather or with sweating and exercise.

While enjoying the sun and outdoors, **protect yourself from overexposure** to sunlight by wearing a hat and using natural sunscreens without excessive chemicals. Carry Aloe Vera gel for overexposure and have an aloe plant growing in your home for any kind of burn. The cooling and healing gel inside the leaves will soothe any sunburn. It works great.

Keep up or begin an exercise program. Aerobic activity is important for keeping the heart strong and healthy. If you only work out in a health club, take some time to do outdoor refreshing activities -- hiking, biking, swimming, or tennis. Reconnecting with these activities will help keep your body and mind aligned.

Enjoy Nature's bounty – fresh seasonal fruits and vegetables at their organic best. Consuming foods that are cooling and light -- fresh fruits, vegetable juices, raw vital salads, and lots of water -- will nourish your body for summertime activities. Include some protein with one or two meals. There are a number of light, nourishing proteins that don't require cooking. Most of these complement fruits and vegetables nicely-- nuts, seeds, sprouted beans, soy products, yogurt, kefir, and cottage cheese. Fish and poultry can also be eaten.

Take some special summer time with your family, kids, and friends who share the enjoyment of outdoors. Plan a fun trip if you're able and motivated for a day or longer.

Relax and breathe. You've been working hard. This is the season to slow the pace a bit and absorb the light that stimulates your hormonal message center. Leave your cell phone at home or take a week off from TV. In many European countries, most of the population has a month off during the summer.

Nutritional supplements can support you with a greater amount of physical energy, enhancing your summer activities. The B-complex vitamins are calming to the nervous system and helpful for cellular energy production, while vitamin C and the other antioxidants protect your body from stress, chemical pollutants, and the biochemical by-products of exercise. Helpful summer herbs are Siberian ginseng as an energy tonic and stress protector, dong quai is a tonic for women, hawthorn berry is good for the heart, and licorice root will help energy balance and digestion.

Use the summer months to **deepen the spiritual awakening** begun in the spring. Begin by checking your local bookstore or the web for ideas that interest you. Plan a vacation that incorporates these new interests and provides you time to read, relax, contemplate, and breathe.

Above all, give yourself the time to **truly experience Nature**. This can happen, even in a city park, if you relax and let in your surroundings. When traveling, take activities for the family and your first aid kit for bites, bee stings, and injuries. Check for ticks after your hikes. Watch for overexposure, take time in the shade, and drink your water.

- *Deepika Chilukuri*

QUIZ

1. What is the name of Head Quarters of Tata Group?
2. India's first steel mill was built by Tata. In which year was it completed?
3. About 66% of the Tata capital is allocated by Tata Sons for which purpose?
4. What was the first Indian luxury hotel established by the Tata Group?
5. The Tata group consists of how many companies?
6. When was the ministry of divestment formed in India?
7. Which was the first successful divestment of a PSU carried out by the NDA?
8. Who were the final three bidders for Balco when it was being privatized?
9. Who was the first minister for divestment under NDA government?
10. Under which Indian prime minister were guidelines for the divestment process first laid down?

Answers

1. Bombay House
2. 1911
3. Philanthropic trusts
4. Taj Mahal Hotel
5. 114 companies
6. 1999
7. Lagan Jute Machinery Company Ltd
8. Sterlite, Hindalco, Alcoa
9. Arun Jaitley
10. Chandra Shekhar

AURORA'S BUSINESS SCHOOL PLACEMENTS 2010-2012 BATCH

 Krishna Chaitanya P	 Shaitina Virani
 Srinivas Pruthvi P	 Priyanka Kommaraju

 P S Bharadwaj Mantha	 Parmeet Singh
 Nikitha Agarwal	 Santosh Kumar P
 Yamshi Krishna D	 Rohit Tiwari

 Seema Jain Balachandar R Chowan Sagar Pavan Kumar K Surya Rao Amala P Renuka Devi B Yuvarani G	 Shashi Mohan K Gowthami P Meher Yamini B Balaji Valmiki C Pratyusha M Krishna Chanakya K Kripa Nidhan Dwivedi	 Praveen Sulaga Dileep Reddy Ch Dinesh G Neeraj Kumar Y P Sudheer Reddy K Vishnuvardhan Reddy D Sana Anjum	 Sricharan G Harisha G M Kishore Kumar N Yamshi Krishna B Vidya P Bhavesh Bhanushali Pavan Kumar Pandya	 Somagiri P Niharika Singh Lalith Kumar Reddy P Jasmine Qurani Prakash Reddy V Hajimalang D
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As a loyal student of Aurora's Business School I would like to share my experience. It has been wonderful and fruitful experience at Aurora's Business School. I had found myself as an independent student at the end of the course. It was great learning's and practical knowledge which I benefitted out of it. It was huge amount of expectation from this institution which has been fulfilled. The knowledge and exposure which I have built throughout my course during the projects and Events held at institution has end up with great success. Now I am proud to say that I got successfully placed which gives me immense happiness.

I would like to thank all of my professors for their great efforts and providing their valuable time and motivating me to reach my goal. And thanks to all my friends for your great support and all the best for your success and great future ahead

Regards,
Bhavesh Bhanushali
Batch : 2010-2012
Email: bhaveshbhanushali@absi.edu.in

Its rarely that you find the best places to study in life, I am lucky enough to get one. For me, the biggest gain was exposure to the industry on various interesting field projects. This helped build my confidence and was truly a stepping stone into corporate life. I was placed through campus. Most of my batch mates too were placed through campus and are doing exceeding well in their respective fields. Today, I feel like joining again and enjoying those beautiful moments of life.

Regards,
Dinesh Gampa
Batch: 2010-2012
Email: gmpdnsh@gmail.com

Aurora's Business School - a temple of Learning, most precious place of my life, an epitome of excellence are the types of words which comes to my mind when I think about this great institution. This institution has provided a person like me who came long from Madhya Pradesh in search of quality education to become so confident about my self that today I feel the industry needs me. I am really thankful to ABS for whatever I am today. Today I am happily place with a good pay roll with a respected profile and all the credit goes to all my professors who have groomed me so well. Thank You ABS.....

Regards,
Kripa Nidhan Dwivedi
Batch: 2010-2012
Email: kripanidhan.pgdm2012@absi.edu.in

As a student of one of the top Institutions I would like to share my views that It feels great to connect myself with the institution which provided me practical knowledge and enlighten me with complete Innovative ideas. I would like to thank all of my professors for their great efforts and motivating us to reach high. It was amazing and fruitful experience in this institution. I had enjoyed working on different projects and exploring my knowledge. It gave me great opportunity to share my knowledge and enhance my presentation skills as well. I would want to wish all my friends for their great success and bright future
"To all my friends in hopes that you will understand in time that boundaries and limitations are either the keys to success or the road To failure...may you choose your paths wisely"

Regards,
Jasmine Qurani
Batch: 2010-2012
Email: jasmine.pgdm2012@absi.edu.in

It feels great to be associated with Aurora's Business School as a student and also now as an Alumni. My experience at ABS has been terrific with the best of the times spent here. Today I am placed and have a secured future with a good company, package and profile which was possible only because of this institution and the leaders who lead this institution. I find my self lucky enough to be associated and trained under the distinct faculties and Professors like Prof. Ajay Kumar, Dr.Ravi Paturi, Prof. NV Ramana, Prof. Ravikanth, Prof VenuGopal and many more. I feel myself as a brand ambassador of this great institution as in the capabilities of a Gold Medalist and I promise that I will make this institution proud and would do all possible things for getting glory to this wonderful place.

Regards,
Rohit Tiwari
Gold Medalist
Batch : 2010-2012

LITERARY CORNER

Barketing is not the right Marketing

Here I am once again with a typical title for my posting – “Barketing is not the right Marketing”. What do I mean by this? What is Barketing? How this term is related to Marketing? And many such questions are the goals for this post to answer today.

Barketing according to me: is a relationship between a dog's barking and the subject of Marketing.

Today's marketing strategies have become more of a Barketing one's which are annoying, irritating and one sided message. The customers are bombarded with so many not so interesting messages about the product and the service of a brand through advertisements (indoor and outdoor). Like a dog which continuously goes on barking for seeking attention of its prospects (the guardians), many companies are following the same process in which they are continuously talking all those goodie goodie things about their products and services to the customers by means of advertisements and promotional activities.



For example: the recently launched advertisements of Vodafone wherein a dog is used to portray the non-stop connectivity, is lame and not to interesting. The school children's love being shown is not being accepted by the Indian culture which is irritating in nature. Even then this advertisement is continuously being BARKETED to the customers. Vodafone is not the only one; all most all others are continuously throwing the same old stories in their advertisements. People have got bored with Cadbury's *kuch meetha hojaye*, because a chocolate can never replace sweets in Indian Tradition (of course it did changed the gifting custom on the festival of Rakhi) but it still cannot be accepted for festivals like Deepavali and Holi.

Therefore there has to be a proper balance between the advertisements and culture and the frequency of such advertisements. That's where I say “Barketing is not the right Marketing”. Therefore as a marketer should think – “Are we marketing or we just barking?”.

If the Competition is Barketing you opt for a meow approach. When all the other dogs in the pound are barking, trying to bark louder will only get you noticed for the wrong things. When everyone else is barking you need to do something other than bark. Perhaps you should "meow".

Notice the differences between the TV ads that you don't skip and the ones that bore or annoy you. Make note of those differences and apply those techniques to your own marketing. Do the same thing as you are flipping through a magazine or perusing your mail.

Remember that Marketing is practical, it cannot be learnt from books.

- Rohit Tiwari, ABS

IMPRESSION MANAGEMENT

Impression management is a self-presentation technique that focuses on improving a person's image in the eyes of others. Ever since Erving Goffman implemented the term impression management in 1959, sociologists and theorists have been studying additional aspects of the concept. Impression management presents constructive and favorable images to the public, encouraging a positive outcome. Impression management is a common underlying process that involves social and cultural implications. In regard to the social implications, impression management allows people to carefully craft and construct their public perception. In some cases, in order to obtain a favorable public or social appearance, a person must alter and falsify their persona. The social implications of impression management are not always negative, but there is a fine line between the positive and negative aspects. Impression management in relation to culture has a far more positive outcome. The cultural implications of impression management define the significance of cultural traditions, norms, and ways of life. The color of skin and hair, as well as, the clothing people choose to wear, are all apart of the impression management process. The spiritual implications involve both the social and the cultural implications in order to fully complete the impression management process. The social, cultural, and spiritual implications vary from person to person and from culture to culture, but most importantly, they are all deeply rooted in impression management.

- Anchal Bagga, ABS

BUILDING EFFECTIVE RELATIONSHIPS THAT WORK



Relationships can often seem like fragile things – especially in the workplace where they are often built and destroyed by the actions we take. What is missing is the willingness and the skills to work together.

This requires us to listen to each other; indeed, listening is the underlying skill required in all good relationships.

WHY BUILD EFFECTIVE RELATIONSHIPS?

In society we need to build effective relationships for a number of reasons. For instance, the health of people depends on what happens in organisations and what they do.

Alongside that, organisations only function with the co-operation of their members. We all know that ineffective organisations can be very frustrating. We also know that effective organisations can demand so much from their employees, that those people have nothing of themselves left for life beyond their work environment. Either of these scenarios can result in personal and relationship stress or breakdown.

Additionally, organisations can have a profound effect on people that do not work for them but who depend on them for the necessities of life – for example, food, housing and clean water.

WHAT IS AN EFFECTIVE RELATIONSHIP ?

In an effective relationship parties listen to understand others' positions and feelings. The simplest way to understand what is important to another person or to a group is to ask, then listen to the answer. We all know when someone else is really interested in us. The other person is attentive, does not interrupt, does not fidget and does not speak about him or herself. This gives us time to think and feel accepted, rather than be judged. Listening leads to understanding; if you understand someone else fully, then you know what to do to get closer and work better together.

WHAT CAN HELP ?

In exploring what helps us to build effective relationships,

perhaps I can pass on some advice that has been drawn from personal experience and from some of the training workshops in which I have been involved.

At least one party should decide the relationship is important.

Learn to listen effectively, and without judging.

Meet people informally, so they feel comfortable raising issues that are important to them.

Develop a culture whereby people can express their feelings.

In conclusion

The principles of building an effective relationship are universal; they apply in both private and work relationships, and they are not dependent on age and class. The methods that we have covered in this article work best when we understand three simple things. First, however it may appear, we are all doing the best we can, given our situation and history. Second, win-win solutions are always possible. Finally, every person and every group has something valuable to contribute.

A GUIDE TO EFFECTIVE RELATIONSHIPS

- * Listen to understand others' positions and feelings.
- * Allow each party to express positions and feelings openly.
- * Treat yourself and others with respect.
- * Face differences with others directly.
- * Work towards solutions where both parties win.

Society is a web of relationships, requiring all parties to work together in order to create something that is good.

If you understand what people want and why they want it, you can usually find a way to make progress together.

Respect is the foundation for a strong relationship – and this means respecting yourself as well as others.

When someone listens to you, both your own sense of worth and the worth of the listener increase.

- Murtaza Abbas, ABS

Me, myself and the "Troll Face"

The moment you look at it, one can guarantee that it is going to bring a smile or send you ROFL (Rolling on the floor laughing) . What I am talking about here are the troll face comics that are all over the internet today. No one ever cared to go back to the roots and find out its origins. The name of the person who started this (I guess) is Whyne (<http://whynne.deviantart.com/> - that is his link) and that is where it began. I'm not too sure whether you are aware of the fact that there is some serious money being earned out there because of these comics. People tend to post these on their blogs and websites and sign up for Google Ad sense...grab attention and traffic...and that fills up your bank a/c.

Just imagine what would have happened if a company had purchased the patents of this comic from the designer. No doubt that he would be spending the rest of his life in Disneyland because would be on cloud 9 in no time. We had the Zoo zoo ads by Vodafone which were a success, then came out the zoo zoo keychains and soft toys and what not. But imagine an organisation advertising through these troll comics in a digital motion picture format, people would go crazy and it would go viral before others unfolded their sleeves. With advertising reaching new extremes, what is next ?

- Murtaza Abbas, ABS

The "NO" Factor is better than the "YES" Factor

ENGLISH in India is taught in a very funny way. Firstly the child is made to learn the alphabets and then is made to by heart sentences and so on. But the two words "YES" & "NO" are cutely and hilariously used by each and every one during their child hood. In India you will not be surprised to see each and every student who is admitted in an English Medium school saying "Yes Teacher/Miss" or "No Teacher/Miss". Till the child remains a child he/she remains brave enough to use this both words whenever possible but as he/she grows the first word surpasses the next word (Yes surpasses No). Once the child enters the world of business, he starts saying yes for everything in order to make career, close a sale deal, impress the boss, impress the person and so on. But often he/she forgets to use the most important word "NO".

In marketing the most important word according to me is NO. Every marketer should learn to say this word. You may be puzzled now thinking why this fellow named Rohit Tiwari is suggesting to say "NO"?; For which my answer is :

If you cannot say a NO to your customer and cant explain him why you cannot do what he wants then you are selling the product on a wrong platform which may yield result for a while (short term) but in long term once the customer gets to know about the false promise made with a "Yes" added to it at the point of sale, then you loose on two things :



1. The trust of your existing customer (the sufferer) &
2. The most important; the power of "word of Mouth" advertising

One of my favorite author Robin Sharma quotes:

"Every time you say yes to something that is unimportant, you say no to something that is important. "Yes men" never create anything great. There's great value in getting good at saying no."

Likewise every time you say a "YES" to customer and bluff him/her you misses a long term opportunity.

Now the question arises "Why should an employee think of the long term benefit of a company, he can leave whenever he wants once his short term goals are achieved"?

This question is apt for majority of the employees. Everyone thinks of achieving short term targets/goals integrated with them by the company, but let us not forget that the customer is buying a product from you and once you cheat him you loose your contact for ever. On other hand if you be truthful to him, irrespective of which competitor you join later, the customer will buy whatever you sell. So retain your prospective customers by telling them all "NO's" and all "YES" but tell them a NO at least.

- Rohit Tiwari, ABS

Utilizing time to improve efficiency

1. They say time is money, yet money is open-ended and time is not. You can earn wasted money back and then some. Once wasted, time is merely gone. Squander it at work and you may lose promotions and raises, while increasing your stress and perhaps the amount of time you have to spend there to get the job done. It behooves us, then, to master our time with practices that aid productivity and efficiency.
2. **Set goals:** Do you want to get ahead of work in order to schedule time away? Do you want your desk cleared of paper? To achieve goals, you must focus squarely on them.
3. **Write down tasks necessary to achieve each goal.**
4. **Create a list of rewards you'll gain for task completions or a good workday.**
5. **Create a master to-do list**
If your list promises to be long, you'll need an organizing principle to start: Begin with four sheets of loose-leaf paper. The first page holds tasks with deadlines; the second holds urgent tasks -- those demanding immediate attention, even without a formal deadline. A third page holds important tasks, those that aren't necessarily urgent but are important, often more important than urgent tasks. The fourth page holds low-priority tasks.
6. **Add the goal list with its associated tasks to the binder.**
7. **List tasks in the master list as they arise, including deadlines.**
Relying on memory invites disaster.
8. **Evaluate and adjust the master list.**
Priorities change, deadlines shift. Such fluidity is normal. Look also for tasks that need to be broken into components to better accomplish them.
9. **Estimate how long tasks will take.**
Your accuracy will improve with practice. Notice tasks that need to be spread over days or even weeks. Some tasks may require deadlines.
10. **Pull tasks from the master list to create a daily plan**
Including tasks with deadlines, urgency, importance and those that lead to achieving a goal. Do it first or last thing every day.
11. **Schedule tasks in pencil and include a free block of time.**
This block will provide wiggle room should something unexpected arise. Create regular times for eating, breaks and routine tasks like email or phone calls.
12. **Choose a goal to complete for the day and the reward you'll learn.**
13. **Jot starting and ending times for each task in the appointment book as you work.**
Note interruptions or diversions. Be honest.
14. **Adjust your schedule if it becomes necessary.**
15. **Re-evaluate the schedule at day's end:**
Analyzing why you did or didn't accomplish what you wanted. Notice when and why you got the most and least done in order to play to your strengths and minimize your weaknesses. Create a better plan for the next day, regulating bad habits.

- Neha Agarwal, ABS

What is Work Ethics?

The work ethic is a cultural norm that advocates being personally accountable and responsible for the work that one does and is based on a belief that work has intrinsic value. The term is often applied to characteristics of people, both at work and at play. In sports, for example, work ethic is frequently mentioned as a characteristic of good players. Regardless of the context, work ethic is usually associated with people who work hard and do a good job.

Steps Towards Better Work Ethics

1. Attendance - Attendance and punctuality often have a large impact on individual and team success. Tardiness or absenteeism can also profoundly impact job performance and retention.

- How You Can Maintain Good Attendance:
- Make work a high priority
- Know your schedule
- Make use of an ALARM clock
- Get enough sleep
- Arrange your transportation
- Inform your supervisor of an absence

2. Character - An employer expects employees to work together toward achieving the objectives of the company. The wise employee who is interested in having a good relationship with an employer will try to help the employer achieve success. Thus employer expects employees to develop certain desirable traits that will help them to perform their jobs well so that the company can succeed. Some of these traits include the following:

- Loyalty
- Honesty
- Trustworthiness
- Dependability
- Reliability
- Initiative
- Self-discipline
- Self-responsibility

3. Teamwork - It is vital that employees work as a team. It is important not only to their personal success and advancement, but also to that of their co-workers and to the company. Sometimes working as a team takes place in a classroom setting. Teamwork doesn't necessarily mean helping your classmate. Teamwork involves the following aspects:

- Respecting the rights of others
- Being a team worker
- Being cooperative
- Being assertive
- Displaying a customer service attitude
- Seeking opportunities for continuous learning
- Demonstrating mannerly behavior
- Respecting confidentiality

4. Appearance - A person makes their first impression of someone in three seconds. If you appear unkempt and wrinkled, someone is going to think that you do sloppy work. If you dress as a professional, your first impression will be excellent.

5. Attitude - It is very important to demonstrate a positive attitude, appear self confident, and have realistic expectations for self. Developing and maintaining a positive attitude involves setting realistic expectations for ourselves at school and at work. These goals should be challenging, but obtainable.

6. Productivity - In order to be a productive student and employee, a person must follow safety procedures, conserve materials, keep the work area neat and clean and follow directions properly.

7. Organizational skills - Employers consider effective time management and organizational skills as good work habits. To begin managing wisely the time you spend at work, to prepare for assignments at home, and to manage your life at home and work simultaneously, you need to know and to put into practice some good time management techniques.

8. Communication - Is how we interact with each other. Communication whether it is verbal or nonverbal must be clear, to the point, empathetic, and one must keep in mind that we must always treat others as we would like others to treat us.

9. Cooperation - involves developing good working relationships, following the chain of command, good at conflict management, and being a good problem solver.


















10. Respect - it cannot be emphasized enough that every working relationship from the top to the bottom of the chain of command is based on respect. Respect your subordinates as you do your superiors.

- Murtaza Abbas, ABS



CHARLIE CHAPLIN ONCE CAME
THIRD IN A CHAPLIN LOOKALIKE CONTEST

AURORA'S BUSINESS SCHOOL SUMMER INTERNSHIP PROGRAM-2012

 <p>Ramesh Krishnamurthy Rohit Garoo Kranthi Kishore B</p>	 <p>D Arun Aloysius Deepika Chilukuri Naveen Kumar S Pushpak Kumar Vardhaman Jain</p>	 <p>Saikiran S Akshay B T Avinash</p>
 <p>Kadali Satya Prasad Pagadala Prateek A Subhash Chandra J Revanathappa Md. Iliyaz</p>	 <p>Sharmiza Zindani Abhinandan Golchha Ajit Golchha</p>	 <p>Sharadha V Preethi G Savitha</p>
 <p>Santhosh Kumar A Sunil Kumar Rinku Makhani P Uday Kiran</p>	 <p>P Manoj Reddy Saroj Kumar R Aditya Ashish Rodieya</p>	 <p>Katta Rahul Nellore Srikanth Sandeep Teli</p>
 <p>Murtaza Abbas T Muralidhar</p>	 <p>Vamshi Krishna D</p>	 <p>Regina Sanku</p>
 <p>Anchal Bagga Neha Agarwal Madiha Naazneen Nayan Singh</p>	 <p>Sukumar Karthik M Pavani</p>	 <p>Bharath P Chittla Siddartha</p>
	 <p>Dinesh Kumar M</p>	 <p>Rakesh K</p>

SIP Experiences

Internship at geosansar Anchal Bagga

Summer internship project or we should term it as live project, which is a part of the curriculum at ABS. Internship is more of an opportunity that all the students at ABS look forward in order to gain maximum knowledge and experience. And I was also one among the aspirants.

I always wanted to experience working in a banking institution, and was fortunate enough to get one. I commenced my internship at Geosansar Advisories Private Limited. The company is an extending arm to the State Bank of India. It basically operates small kiosks, which are referred as small banks providing the basic banking facilities to the people who are still aloof from the banking services or who do not hold a bank account. Geosansar head office is situated in Hyderabad and our induction for the internship program was held at the head office for a week.

My internship commenced from 2nd of May at Visakhapatnam, one of the branch of Geosansar. My project was on cash management at the kiosk level. It was a great experience to learn about the banking operation from the grass root level. Visiting kiosk and learning how to maintain daily control sheets was absolutely a delight. It gave me detailed information about how the kiosks were divided on the basis of the heading bank and how the transactions were recorded every day. I also experienced the innovative concept of banking on wheels (van) and banking on bikes (motorcycles). These services were basically developed for the far off villages and rural areas.

From the very beginning the geosansar family has been really helpful to me whether it was our project guide at Hyderabad or HR at the city office Visakhapatnam. The conduct of employees at geosansar city office was overwhelming. It never felt like an intern but more of their subordinate. The city head employees were very helping and friendly. I surely miss them.

My Internship Experience Vamshi Krishna Dhanpal

I am working in India Nivesh securities Pvt Ltd. It is into Financial Services. The company is mostly into Stock Broking, Commodities Broking, Currency Broking, Mutual Funds and Insurance.

These are my learnings:

1. Timing- I learnt how to maintain punctuality
2. I learnt the basic techniques of handling clients
3. Interacting with different people
4. Trading
5. Manage things
6. Tasks

My Internship at YouSee Uday

Internship at YouSee is a dream come true for me. I'd say that I am very lucky to get an opportunity to be an intern here as it has helped me in many ways. It has helped me to improve my creativity which makes me think on a subject/topic in different ways with a different perspective. I can undoubtedly say that I am a lot more focused now and have been more observant since I have been exposed to the world of social entrepreneurship, getting the feel of a social organisation and various learning related to my project on composting.

Get involved into this project has given me an experience on project operations, keeping a track on the record of funds, marketing a project, training the workers on building and maintaining a compost centre, a HR activity. In simple words YouSee has given me a platform to explore my strengths in many dimensions.

Being an Intern at India Today Murtaza Abbas

When opportunity knocks, grab it. And to ensure that you don't lose it grab it with both hands. Such was the case with me when I got an opportunity to be an Intern at India Today (India Today Group). Being an intern in an organisation is like a mini job, you need to go through all the formalities before joining an organisation as an intern (Interviews, tests, etc.) . But yes, though it is a mini job, it gives you all the essential learnings and a little experience that one would need before getting placed. The primary objective of an internship program at college is to expose you to professional life, to unlearn and relearn what has been already taught in the classrooms and how to go about with the project that has been assigned to you, utilizing your skills and knowledge.

My project at India Today was to analyse the positioning of a city centric magazine launched by India Today. In order to do that I had to meet various advertisers from different segments of the market and speak to them about their modes of advertising, their advertising options and eventually prepare a report on the findings and suggestions. There was a lot that I learnt about the magazine industry, about the operations of the India Today Group, learnings related to professional conduct and reporting. Apart from the project, the other aspects that I really appreciate and enjoyed were the working conditions as everyone in the office have been very friendly, jovial and really supportive.

I thank my college and The India Today Group for giving me such a wonderful opportunity.

My internship experience at Future Group P. Sharada

The college has given me a great opportunity to work with "Future Group" and I am working under Big Bazaar. It is located in the heart of the city at Ameerpet which is also known as USA (United States of Ameerpet). Working with Big Bazaar made me understand that there is no limit to learn if a person has the crave and zeal to gather knowledge. This week I gained experience to work in Big Bazaar at customer service department. The first day of my internship started with their annual sale that is "public holiday sale". I interacted with many customers and it was a great opportunity to learn customer perceptions especially for a marketing student. This department is the center point of the store. If any department has any customer related issues then those are transferred to this customer service department. This way I have learnt how to deal with customer problems and issues department wise.is se Sastha aur Accha Kahi Nahi.

An experience worth sharing G.Savitha

My Future group project started from 28-04-2012 onwards at Ameerpet big bazaar. Before the project was assigned to me I was at the Customer Service Desk and what I learned is to understand the customers' problems and how the Customer Care Executive members are solving the problems. The perceptions of the customers, and the type of offers they are looking for in the store. My job was to announce the offers that are available at the store. I learned how the pay back offers will be given to the customers by considering the points which are gained by the customers by shopping . I learned the method of entering and checking the points . I also learned how to give refund and also know how the exchange process is done. In food bazaar I scanned the staples items and understood the difference in actual price and system price and the margin. My project was on absenteeism of the employees and I had to meet each and every employee personally to know the reasons why they take leaves without informing to the related heads. Finally I have to submit the report to HR incharge along with my suggestions to reduce the absenteeism according to employee reasons.

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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