



AURORA'S BUSINESS SCHOOL

**akshara**  
NEWSLETTER  
Vol. 5 • May 2015



# Running Bulls

INDIAN  
STOCK  
MARKET

## Director's Desk

Prime Minister Modi underlined his determination to further improve the business environment in India through tax, administrative and financial regulations. He has been interacting with business leaders in India and abroad to with a promise of non-discriminatory and speedy clearances. The Modi government in the first Budget announced many investor friendly measures. The government started relaxing Foreign Direct Investment in key sectors. The business environment seems to be positive and conducive for accommodating many more start-ups brings vibrant business ideas to life.

ABS is providing an enabling environment to its students through weekly field visits (Business day) and training by corporate leaders (Placement day).

Class of 2015 has been selected after a series of filters including CAT/ MAT/ GMAT scores, educational backgrounds, social initiatives, Group Discussion and Personal Interview. During their two year presence in the school, these students undergo rigorous professional development programs. The emphasis is more on direct experience using the experiential learning platform. Students are required to complete five projects that include social, corporate, and entrepreneurial projects under faculty supervision. I invite you to consider the class of 2015 of ABS for your campus recruiting program. Previous batches have been placed well in the industry with highest salary of 6 lakhs per annum and median salaries at 4 lakhs per annum. I am looking forward to hosting your campus recruiting program in our institution.

**N V Ramana**  
Director  
IIMA - Batch of 1981

## Editor's Desk

Dear Readers

Warm greetings and best wishes for the academic year 2015-2016 !

Akshara, the house newsletter of the Aurora's Business School, is back after a gap. The newsletter has a two-fold purpose: one to convey the news relating to business, geography, media, etc. and the other to share the developments at the School with the wider audience. It has been the practice of the Aurora's Business School to bring it out as a student edition. Since this issue is seeing the light late in the day exception is made to get it edited by the faculty. I take this opportunity to request all students to take interest in going through its contents and to make contributions to the subsequent issues of the newsletter. The next issue will come as a student edition as was the practice earlier.

Professor Sreenivas R Gangidi  
Dean Administration

## Panchtantra and Management



Yes, you read it right - Panchatantra and Management. Your look of wonder and confusion is completely apt. Who would have thought that the stories we used to hear when we were small actually teach important management lessons? Not me, for once! But such is the depth and greatness of our culture, which we often tend to overlook or forget. Panch means five and Tantra means strategies. The Panchtantra stories teach you the following five strategies to solve the problems of life:

1. Loss of friends
2. Gaining friends
3. Of crows and owl
4. Loss of Gains
5. Imprudence

It may sound peculiar, or even anomalous, how these children's bedtime chronicles are actually a management Guru's citations. But the fact is, Panchtantra tales are renowned for their efficiency and effectiveness of practicing Management. Each story gives you a practical guide to face the world as it is. For example, sample this story:



It was a fine sunny day in the forest, and a lion was sitting outside his cave, lying lazily in the sun. Along comes a fox, out on a walk.

**Fox:** "Do you know my watch is broken?"

**Lion:** "Oh, I can easily fix the watch for you."

**Fox:** "Hmm. But it's a very complicated mechanism, and your great claws will only destroy it even more."

**Lion:** "Oh no problem at all, give it to me, and it will be fixed."

**Fox:** "That's ridiculous! Any fool knows that lazy lions with great claws cannot fix complicated watches."

**Lion:** "Sure, they can do! Give it to me and it will be fixed."

The fox gave him his watch hesitatingly and waited outside the lion's cave. The lion disappears into his cave, and after a while he comes back with the watch working perfectly. The fox is very much impressed, and the lion continues to lie lazily in the Sun, looking very pleased with himself. Soon a wolf comes along and stops to watch the lazy lion in the Sun.

**Wolf:** "Can I come and watch your TV tonight with you, because mine is broken."

**Lion:** "Oh, I can easily fix your TV for you."

**Wolf:** "You don't expect me to believe such rubbish, do you? There is no way that a lazy lion with big claws can fix a complicated TV."

**Lion:** "No problem. Do you want to try it?"

The wolf went back to his house, brought his TV and gave it to the lion hesitatingly and waited outside the lion's cave. The lion again goes in his cave, and after a while comes back with a perfectly fixed TV. The wolf goes away happily and amazed.

Now come to inside lion's cave - scene inside the lion's cave:

In one corner there are half a dozen small and intelligent looking rabbits busily doing very complicated works with very sophisticated instruments. In the other corner lies a huge lion looking very pleased with himself.

The important management lessons we learnt from this story are:

1. If you want to know why a supervisor is famous, look at the work of subordinates.
2. If you want to know why someone undeserved is promoted look at the work of his subordinates.

Surprised? Precisely! This is exactly what means by Panchtantra teaching important lessons of management. Reading all of the above, it is indeed amazing to know the extent of Ancient Indian wisdom. The creators of Panchtantra surely thought far ahead of their time. And not to forget, it is just one of the many pearls of Ancient Indian wisdom. The progressiveness, practicality, power, profundity of the Panchtantra would surely make one say - Incredible India-aah!



## Leaders are Born

### MANAGERIAL SCENARIO {WAL-MART}

Samuel Moore "Sam" Walton was an American businessman and entrepreneur born in Kingfisher, Oklahoma. Sam was best known for founding the retailers Wal-Mart and Sam's Club. He was a man who took chances, and never said never, and kept on fighting the odds. In 1954 he opened a store with his brother in Ruskin Heights, since then his idea was to keep management on their toes and on best of the game. He offered management with an opportunity to become limited partners if they would invest a maximum of \$1000.00 in new outlets as they opened. This kept the managers always trying to keep profits at a maximum and kept them improving their manager skills. With all these ideas and new management techniques that is how Wal-Mart got it start and that is why they are different from any other store today. Wal-Mart first opened in 1962 and became the world's premium retailer. Wal-Mart's success has also given many people today an opportunity for a bigger job market. More than 600,000 Americans work at Wal-Mart. The reason for its popular success is it still follows Sam Walton's values: Each person is welcomed personally by People Greeters, each store honors a graduating high school senior with a college scholarship, bake sales to benefit a local charity, associates determine where charitable funds are to be donated, and the prices are low and customers do not have to pause for a sale to perceive savings. This is only to name a few of the things that Wal-Mart does for the community. Wal-Mart goes according to what Sam Walton believed, "Each Wal-Mart store should replicate the values of its customers and support the vision they hold for their community". With this saying always in mind the Wal-Mart community outreach programs are driven by local associates who nurtured up in the area and understand its requirements.

- Saquib Rana, PGDM-II Year, ABS



*"We're all working together; that's the secret. And we'll lower the cost of living for everyone, not just in America, but we'll give the world an opportunity to see what it's like to save and have a better lifestyle, a better life for all. We're proud of what we've accomplished; we've just begun."  
(The Wal-Mart Story)*



- 1) A: How many apples can you eat if your stomach is empty?  
B: 4 or 5
- 2) What has thirteen hearts but no body and no soul?
- 3) How many seconds are there in one year?
- 4) Why do people call their own language their mother tongue?
- 5) Ten copycats were sitting in a boat, and one jumped out. How many were left?
- 6) What is the difference between a jeweler and a jailor?
- 7) How many sheep does it take to make one wool sweater?
- 8) What's a teacher's favorite nation?
- 9) In what state does it cost the most to live in?
- 10) Is there a word in the English language that uses all the vowels including "y" ?
- 11) What is the longest word in the English language?
- 12) What did the fish say when he hit the wall?
- 13) A man was locked in a room with only a bed, a calendar, and a piano. How did he drink, how did he eat, and how did he get out? Another man was locked in a room with only a mirror and a table. How did he get out? A third man was locked in an empty room. How did he escape?

### ANSWERS:

1. No, that's wrong, because after eating one bite of apple your stomach isn't empty.
2. A pack of playing cards.
3. Twelve. January second, February second, March second...
4. Because their fathers seldom get a chance to use it.
5. None. They were all copycats.
6. A jeweler sells watches. A jailer watches cells.
7. I didn't even know sheep could knit!
8. Expla-nation.
9. Expennsylvania.
10. Unquestionably!
11. Smiles. (There is a mile between the first letter and the last letter.)
12. Dam!
13. The first man drank from the springs of the bed, ate the dates off the calendar and played the piano until he found the right key, which he used to unlock the door. The second man looked in the mirror to see what he saw. Then he took the saw and cut the table in half. Next, he put the two halves together to make a whole. Finally, he crawled out through the hole. The third man broke out with the measles.

## Summer Internship Placements 2015

### Pepsico



Kalyan Kishore P



Rafiqa Budhwani



Krishna A



Vijay Reddy J



Nishaz Fatima

### IDBI Federal



Prathiba V



Laxmi Priya G



Bhavani L



Karthik K



V V N Ravi Teja



Kishan Kumar



Tejaswini Y



Ribu Abraham



Sindhuja T



Tejaswini R



Dhiran Bhandari



Vaishnavi V



Karthik D



Devashish B

### Nagarjuna Fertilisers



Sailesh M



Uma Sarada K



Gopinath D



Dhanasri Yasam

### Sunday Foods



Sailaja B

## Summer Internship Placements 2015

### COCACOLA



Srinath A



Sadiq Hussain

### JV Group



Uday Laxman



Sameeruddin

### Honda



Raviraja

### GAS Pvt. Ltd.



Naveen A

### Harley Davidson



YSS Chandrika

### Kapston Facilities Mgt. Pvt. Ltd.



Hareesh D

### KPMG



Sravana Lakshmi

### Reddy Labs



Aditya

### Shivashakthi Group



Yaswanth V

### Puransons Jewellers



Akash Sugandhi

### Radio City



Sai Deepak

### Royal Enfield



Priyanka K

## Placements - 2015

S.No	Roll No.	Name	Company
1	DM-09-009	Vyshnavi Kandala	Franklin Templeton
2	DM-09-010	Dasari Sai Charan	Verity Knowledge Solutions
3	DM-09-011	Vaddi Sandeep	Kurl-on
4	DM-09-012	Cherukula Satish Babu	Tempest
5	DM-09-016	Joe Mathew Abraham	Act Group
6	DM-09-019	Sai Krishna Avinash	RBC World wide
7	DM-09-020	Rishab Gupta	Verity Knowledge Solutions
8	DM-09-024	Kalepally Om Tejasri	Lakme (Hindustan Uni Lever Ltd)
9	DM-09-025	Rama Krishnan	CADeploy Engineering Private Limited
10	DM-09-027	G V N M Swamy	Ancient Living
11	DM-09-028	N Sinduja	Berkadia Services India Pvt Ltd
12	DM-09-030	Shruthi Khandelwal	Amazon
13	DM-09-033	H Sandesh Kumawath	Shore infotech
14	DM-09-034	Rahul Pandey	ICICI Securities
15	DM-09-036	M Samatha	Karvy
16	DM-09-038	Pratap Singh	Hidesign
17	DM-09-040	Teli Devesh	Berkadia Services India Pvt Ltd
18	DM-09-041	Amarnath	Lakme (Hindustan Uni Lever Ltd)
19	DM-09-048	Venkatesh Vidya	Lakme (Hindustan Uni Lever Ltd)
20	DM-09-051	Swetha K	Karvy
21	DM-09-055	Jeethu Joseph Mathew	Business - JV Group
22	DM-09-061	SNS Arun	Peoples Link
23	DM-09-062	Krishna Bajaj	ICICI Securities
24	DM-09-063	Vartika Sahu	Business - JV Group
25	DM-09-005	Mohammed Hafeez Ali	Zovi.Com
26	DM-09-007	Kunal Kumar Puneriya	Zovi.Com
27	DM-09-039	Shaik Ghouse Basha	Zovi.Com
28	DM-09-002	Nitisha	Accenture
29	DM-09-029	Malvika	Accenture

Send in your suggestions, feedback, articles and comments to  
upgrade forth-coming issues of 'AKSHARA' to [newsletter@absi.edu.in](mailto:newsletter@absi.edu.in)

# akshara

## NEWSLETTER

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