

WE ARE PROUD OF YOU



PV Sindhu creates history, becomes first Indian woman to win Olympic silver medal

P V Sindhu had to settle with a silver medal as she went down fighting against Spain's Carolina Marin in the women's singles badminton competition. Sindhu was simply unstoppable in the tournament so far, crumbled under the tremendous pressure created by the two-time World Champion from Spain to lose 21-19, 12-21, 15-21 in a high-intensity final that lasted for an hour and 23 minutes.



Sakshi Malik becomes fourth Indian woman to win medal at Olympics

With the momentum firmly behind her, Sakshi Malik continued to pile on the pressure before drawing level with another two-pointer. With just seconds remaining in the bout, the Indian pulled off another takedown to take the lead and make sure of the win.

FROM THE DEAN'S DESK

Twelfth Batch of PGDM Formed

Batch XII of PGDM for the years 2016-2018 is formed as admissions season is coming to close. It is gratifying to note that there has been a steady growth in the number of students admitted to PGDM Program at the Aurora's Business School over years. As against 44 students admitted for the tenth batch (2014-2016) as many as 57 students were admitted for the eleventh batch (2015-2017) clocking a hefty 30% increase in admissions. This year the admitted number for the twelfth batch (2016-2018) rose even higher to 77 registering a 33% increase in admissions. Thus, in the last two years admissions increased by 75%. This growth in numbers, seen against the falling trend in admissions elsewhere, speaks volumes about the quality of management education as well as the confidence of the student's community in Aurora's Business School. We feel delighted about this and would like to thank our faculty, staff, the placement department and the admission team for this splendid achievement. Dr Raghu Naga Prabhakar, Director of placement Admissions has been a great source of help in this.

Taking a close look at the profiles of the newly admitted student it is heartening to find that newly admitted students come from far and wide. They hail from different states of the country such as Telengana, Andhra Pradesh, Orissa, West Bengal, Goa, Tripura, Karnataka and Tamil Nadu. They are from a variety of educational streams such as Commerce, Science, Engineering, Business Management, Agriculture, Hotel management, Pharmacy, Arts, and Fashion Technology. It is equally



heartening to note that this year we could attract students who did their undergraduate studies in very well known colleges such as Aurora Degree College, BITS pilani, VJIT, St Francis Degree College, St Mary's Degree College, Indian Institute of Management, Bhavan's College, Bangalore University, Villa Marrie Degree College, Geetanjali Degree College, ICFAI, Pulla Reddy College, CVR College of Engineering etc.

There are also students who have outstanding achievements to their credit in sports, music, dance etc. With this I am sure, we all can look for exciting moments in our academic journey during the course of these two years.

I warmly welcome the newly admitted students to our campus and assure them that we leave no stone unturned in facilitating their journey of value addition so that they would land upon their dream careers at the end of their studies.

Hearty Welcome to our Freshers!

Prof G Sreenivas Reddy

Independence Day Celebrations on the Campus



*Dr Raghu N Prabhakar, Director I/C
hoisted the national tricolor and later
addressed the students & staff*



HAPPY INDEPENDENCE DAY

MEMOIRS OF THE MONTH

Quit India Movement day- 9th August

The Quit India Movement or the August Movement (August Kranti) was a civil disobedience movement launched in India in August 1942 in response to Mahatma Gandhi's call for immediate independence. The All-India Congress Committee proclaimed a mass protest demanding what Gandhi called "an orderly British withdrawal" from India. The call for determined, but passive resistance appears in his call to Do or Die, issued on 9th August at the Gowalia Tank Maidan in Bombay. Function is held in schools where skits, speeches are staged. The significance of the day is highlighted. The entire nation fills with a sense of patriotism and pay tributes to martyrs of the freedom struggle and the political leaders lay wreaths on the memorial.



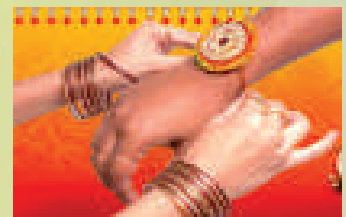
India's Independence Day- 15th August

The Independence Day of India, celebrated on 15 August, is a holiday commemorating India's independence from the British rule and its birth as a sovereign nation on 15 August 1947. The independence coincided with the partition of India wherein the British Indian Empire was divided along religious lines into two new states—Dominion of India (later Republic of India) and Dominion of Pakistan (later Islamic Republic of Pakistan). The Independence Day is a national holiday in India. The flagship event takes place in Delhi where the Prime Minister hoists the national flag at the Red Fort, followed by a nationally broadcast speech. The day is observed all over India with flag-hoisting ceremonies, parades and cultural events. Indian citizens celebrate the day by displaying the national flag on their attire, accessories, homes and vehicles, flying kites, listening to patriotic songs, watching patriotic movies, and bonding with family and friends.



Raksha Bandhan- 18th August

Raksha Bandhan, (the bond of protection) or Rakhi is a Vedic festival primarily observed in India, Mauritius and Nepal, which celebrates the relationship between brothers, cousins and sisters. The central ceremony involves the tying of a rakhi (sacred thread) by a sister on her brother's wrist. This symbolizes the sister's love and prayers for her brother's wellbeing, and the brother's lifelong vow to protect her. The festival falls on the full moon day (Shravan Poornima) of the Shravan month of the Hindu lunisolar calendar. One Islamic Scholar believes that Raksha Bandhan grew in popularity after Rani Karnavati, the widowed queen of Chittor, sent a rakhi to the Mughal emperor Humayun when she required his help.



Janmashtami- 25th August

commemoration of the birth of Krishna, the eighth avatar of Vishnu. The festival is celebrated on the eighth day (Ashtami) of the dark fortnight of the month of Bhadra (August-September) in the Hindu calendar. Rasa lila, dramatic enactments of the life of Krishna, are a special feature in regions of Mathura and Vrindavan, and regions following Vaishnavism in Manipur. While the Rasa lila recreates the flirtatious aspects of Krishna's youthful days, the Dahi Handi celebrate God's playful and mischievous side, where teams of young men form human pyramids to reach a high-hanging pot of butter and break it. This tradition, also known as uriadi, is a major event in Tamil Nadu on Gokulashtami.



Life skills and their importance



Blink and you miss. That is how things are today. Everything happens in a matter of seconds. It clearly implies that the world around us is evolving and getting smarter, quicker and sharper day by day. And when the world evolves, the most superior species on Earth too have to evolve. We live in a social environment where it requires us to interact with people and be able to cope with life's challenges. Under such circumstances it is important that apart from the formal education that we acquire, we also need certain life skills to bring out the best within. What are these life skills? Read on.

Life skills are the abilities that one derives through practise that helps to develop positive behavior and deal effectively with the problems and challenges in life. They help individuals to balance their knowledge, attitude and skill to help them develop their behavior. Therefore Life Skills.

Life Skill is not a definition or a book which can be read and considered as a 'been there done that'. It comprises of certain essential skills which helps one understand his strengths and weaknesses which consequently help to explore the opportunities available, weigh the pros and cons and make rational decisions in solving problems as they arise. The more important of these skills are as follows :

1. Critical Thinking/Decision Making/ Problem Solving:
The most common mistake that most of us do is that we don't think twice before taking any decision. What happens ultimately is that we have to repent for it in the future (under worst circumstances). Looking at the good side and also the bad side of things before making any decision is equally important. Looking at a problem from different perspectives not only helps us asses the problem in a better way and its influence, but also to improve upon our decision making skills.

2. Communication: Considered to be the most important skill. Communication can be verbal or non-verbal. How would you feel when you cannot express something to the audience? The main objective of communication is to pass on the message effectively. Communication skills require some practice and cannot be learnt or improved within a short span. It also includes active listening, and the ability to express feelings and give feedback.
3. Creative Thinking: In simple words thinking out of the box. The ability to think of new ideas in different ways.
4. Developing Interpersonal Relationships: There has to be a shift from 'me' to 'us' and to do that, we need to develop our interpersonal relationships. An interpersonal relation is an association between two or more people. The relationship can be within the family, in the society, workplace or any other sort of commitment. Interpersonal Relationships can be built through trust and honesty, loyalty and faith, confidence and confidentiality.

Life skills should not only address knowledge and attitude change, but, more importantly, behavior change. Traditional "information-based" approaches are generally not sufficient to yield changes in attitudes and behaviors. For example, a lecture on "safe behavior" will not necessarily lead to the practice of safe behavior. Individuals learn best which they can associate with their experience and practice.

Jagirdar Veeraja, PGDM - II Year

BEST INTERN AWARD



**NISHA AGARWAL (DM-11-008) of PGDM
IV Trimester received the Best Intern Award given by
the Birla Sunlife Insurance Co. from the hands of
Mr. Yousuf Khan on 27th August, 2016**

FESTIVITIES & ACTIVITIES

Entrepreneurship Orientation Programme

**GUEST SPEAKER: Mr. Vikram,
Manager, NEN Wadhvani Foundation**



In order to inculcate a desire to become entrepreneurs among the students, Aurora's Business School, in collaboration with NEN Wadhvani Foundation, organized this "Entrepreneurship Orientation Programme"(EOP).The programme is specially designed for the students who do not have any idea about entrepreneurship. The purpose of this programme was to create awareness among the students for setting up of new enterprise after completion of their studies instead of searching for jobs only.

4th August 2016
Venue : Aurora's Business School

Aurora's Business School students visit shopping malls in Hyderabad

**Industry-Institute
Interaction**



I year I trimester 2016-18 batch students of Aurora's Business School visited shopping malls and interacted with their CEOs, Managing Directors, Managers, Sales Executives, Sales Persons and customers. Prior to this survey, students were teamed up in to seven groups consisting of six members in each group. Every group was made to cover three to six kilometers to reach specified shopping malls. At the end of the survey all the seven groups presented their survey findings in the designated session.

5th August 2016
Venue : Shopping Malls in Hyderabad

FESTIVITIES & ACTIVITIES

70th Independence Day Celebrations



Aurora's Business School began the 70th Independence Day Celebration a week in advance. The student council organized a series of activities such as dancing, singing, poster making and essay writing competitions. A highlight of the event was the grand Indian flag formation. On this occasion, Dr. K. Raghu, N. Prabhakar, IC-Director, addressing the students, Staff faculty and said that after independence we got our fundamental rights. We should always be ready to safeguard them at all costs. It is our responsibility to lead our country ahead and make it a front ranking country of the world.

15th August 2016

Venue : Aurora's Business School



FESTIVITIES & ACTIVITIES

Business Day Programme



Seven learning groups of PGDM I year I trimester presented their survey findings on various aspects of managing businesses, human relations, promotional techniques, consumer awareness, customer attraction, profit maximization, layout maximization.

16th August 2016

Venue : Aurora's Business School

Interaction Day

Newly admitted batch (2016-18) of PGDM students interacted with their seniors on various aspects of life on the campus.

5th August 2016

AUGUST BORN, MANY HAPPY RETURNS OF YOUR BIRTHDAY



Sunitha Tiwari
Varun Gaur
Abhishek Singh
T Naga Sai Teja
Kanduru Harini
A.P. V. Sai Kumar
Radhe Sonthalia



Sai Vishnu K
Vodela Anudeep
Ganesh Neela
Aditya Mishra

FESTIVITIES & ACTIVITIES

Krishna Janmashthami Celebrations 24th August, 2016



On the occasion of Sri Krishna Janmashthami, students took the initiative for organising Janmastami celebrations. On this occasion In-charge Director Dr Raghu Naga Prabhakar spoke on Management guidelines from the Bhagavad Gita. He made an important distinction between effectiveness and efficiency. Effectiveness is doing the right things. Efficiency is doing things right. The general principles of effective management he said can be applied in every field, the differences being more in application than in principle. The Manager's functions, as per Geetha, can be summed up as follows:

Forming a vision

Planning the strategy to realize the vision.

Cultivating the art of leadership.

Establishing institutional excellence.

Building an innovative organization.

Developing human resources.

Building teams and teamwork.

Delegation, motivation and communication.

Review performance and taking corrective steps when called for



FESTIVITIES & ACTIVITIES

SIP Certificate Distribution Ceremony at Aurora's Business School



Md. Yusuf Khan Managing Partner, Birla Sunlife Birla Sunlife offered internship opportunities to twenty five students of Aurora's Groups of Institution (2015-17 batch). Birla Sunlife identified students with outstanding performance and categorized them into three categories of Gold, Silver and Bronze Clubs Certificate Holders. The five week programme enhanced the business and research skills of students during field work. PDGM II year students Ms. Nisha Agarwal, Ms. Sunita Tiwari and Mr. Sai Teja received meritorious awards and prizes from Birla Sunlife, Managing Partner Mr. Yusuf Khan.

27th August, 2016

Seminar on “Business School Practices and Corporate Expectations”

27th August, 2016



Md. Yusuf Khan, congratulated newly admitted PGDM graduate students who should aspire to be the catalysts in the conversion of challenges into opportunities in the corporate industry. He motivated students by saying that the Aurora's Business School is committed to bringing in professionalism to management students by creating entrepreneurial, ethical and socially sensitively, and humaneness. He added that in the present era of management education, the focus of producing future management should go beyond finding them jobs but in making

them true professionals. PGDM course is only a beginning. Mastering behavior and attitude and ability to strategize and to meet the complex situations in the corporate world is the mantra for success. Corporates expect from the fresh PGDM graduates basic knowledge along with the attitude for learning, enthusiasm, initiative, commitment, and leadership qualities to face the complex situations and challenges of the corporate world.

FESTIVITIES & ACTIVITIES

Marathon Race



Aurora's Business School was represented in the sixth edition of the Airtel Hyderabad Marathon which saw over 16,000 runners participate in three events held here on Sunday at People's Plaza, the Necklace Road. Nearly 1,000 runners participated in the 42 km full marathon flagged off by Additional Commissioner for Traffic Hyderabad Police. Mesfin B. won the men's event after completing in 2.32 hours. Mr. Sekhara and his team of II year I trimester PGDM took the initiative to serve the race participants. Their services were appreciated by the participants.

28th August, 2016



FESTIVITIES & ACTIVITIES

IRD Autumn Project

The purpose of the project is to give students opportunity to carry out in-depth study of an applied nature. To a large extent, II year I trimester student's ideas will be influenced by their supervisors' suggestion and their area of interest. If students have past experience of employment they can research into a real life problem and if not, they may choose a more general business issue. In either case, initial ideas are likely to originate in a vague form and may lack a clear focus. These then need to be developed into something manageable and practical by consideration of available literature texts and discussion with project supervisors once allocated. Guidelines of IRD of this two week programme were sent to the mail ID's of the students.

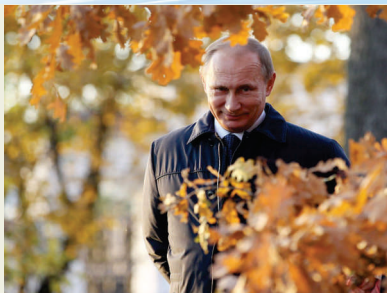
30th August, 2016

Group Discussions on Inventory of Psychometrics and Personality Indicators 30th August, 2016

Students of HR specialization participated enthusiastically in Group Discussion on topics related to projecting an image of real lady and gentle man personalities, Fruits of win-win attitudes, Indicators of positive image, Maximizing people tolerance, Positive thinking, Manners in conversations, Poise and postures and desired social image.

VIEWS AND REVIEWS

The world's 10 most powerful people
This list includes politicians, leaders
and entrepreneurs who have the greatest impact on the world today.



1. Vladimir Putin,
Russian President



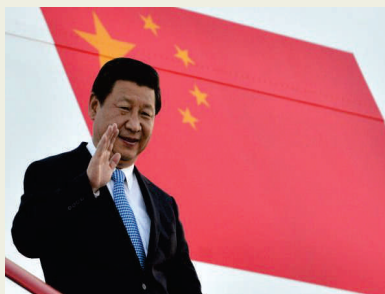
2. Angela Merkel,
German Chancellor



3. Barack Obama,
US President



4. Pope Francis



5. Xi Jinping,
Chinese President



6. Bill Gates,
Microsoft Co-founder



7. Janet Yellen, Chairperson,
US Federal Reserve



8. David Cameron,
former British Prime Minister



9. Narendra Modi,
Indian Prime Minister



10. Larry Page,
Google CEO

LITERARY CORNER

MY HAPPY PLACE

My happy place is in the woods
Where a long creek stretches across the land
It is place where I make me myself
Place where I don't dance to others tunes

Covered with trees, flowers and grass
A place where birds fly everywhere
A place that whenever I pass
I can do nothing but stare

Among the trees are rocks and moss
And leaves that fly up high
It is place where I can toss bad memories
A place where my hopes and dreams soar high

It is a place that when I look at
I no longer feel sad
My happy place and retreat
That always makes me glad

STARRY NIGHT

I watched as they twinkled
And danced a little
As they shone so bright
What a wonderful sight

I lay flat, staring for hours
To see their amazing ambience
They shine and twinkle
Like the embers of fire stoked by a rapacious
wind

When at last, they fade away
With the break of the day
But I will always remember their looks
That nothing will ever compare

MY FAVORITE HOBBY

Do you have a favorite hobby?
Well, I do

It is art
And it is a hobby for many others too

Art is beautiful
It expresses happiness and pain
Anyone can do it
Many things you can draw

You can draw a bird perched on a tree
You can draw a city
You can draw flowers
Or an orphaned baby with pity

You can draw daffodils
Fluttering in the breeze
And may be a peacock beside
That is dancing with ease

Art hones your talents and skills
It makes you patient
Art is my favorite hobby
Rather my emotional quotient

THE RIVER

As I walk I see the night sky
Studded with stars and the moon
And then this magic fills my eye
Hoping that I won't leave soon

I hear the owls hooting
And then crickets chirping'
The water doing nothing but flowing

And then I know
My journey is over
But soon I will go back to the same river

NAVYA K

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

akshara

NEWSLETTER

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