



FDI in Retail

FDI stands for Foreign Direct Investment which is a component of nation's financial accounts. Foreign direct investment is investment of foreign assets into domestic structures, equipment, and organizations. Foreign direct investment is thought to be more useful to a country than investments in the equity of its companies because equity investments are potentially "hot money" which can leave at the first sign of trouble, whereas FDI is durable and generally useful whether things go well or badly.

FDI in Retail

Government has decided to allow 51% FDI in multi-brand retail. The main aim of the Government is

- To help farmers in getting the right value for their product.
- To develop the infrastructure in villages like building cold storages.
- To control the value of Dollar prices which is directly related to inflation, this can be done by increasing the flow of dollar in the country and it is said that through FDI few lakh crores would be coming in.
- To increase competition so that the consumers are benefited
- To create job opportunities in retail sector. It is said that it would bring at least 10 million jobs in 3 years.
- To organize the retail sector.

But people are opposing it saying that

- It would not increase the competition but kill all the small and medium size retail business and develop a monopoly in the segment which is going to harm not just the consumers but also to the government in the long run.
- It is said that it would create 10 million jobs in next 3 years but it will make nearly 3 crores of people losing their jobs / have to close their business. It would also affect nearly 8 crores of people for their livelihood. It can also lead to recession which Europe and USA are facing as there people don't have job.
- It is said that it would develop the rural infrastructure, but if we see the balance sheet of the companies, that are expected to come through FDI, we will find that these companies spend nearly 20% of the total expenditures in the rural segment which also include buying of agro-products. Then how will they develop the rural infrastructure with such a low investment. Even if they grow then it would be used only for their benefit not for other.

Some people are also suggesting that

- Government is spending crores of rupees in rural development, then where is it going? There has to be proper utilization of funds. It can build rural infrastructure by allocating more funds.
- Developing small and medium size retail firms to grow and then slowly introduce FDI in retailing
- There has to be a proper channel of supply i.e. supply and value chain.
- Reducing number of middle men between farmers and consumers
- Because of these reasons, government has suspended its decision on FDI in retail sector and is rethinking on it.

- Abhinandan Golchha, PGDM-I, ABS

FROM THE DIRECTOR'S DESK

If there is anything that we wish to change in the student, we should first examine it and see whether it is not something that could better be changed in ourselves. This is the reason why Aurora's Business School is implementing the DIVE concept in order to change and rethink Management Education - which is the theme of the workshop to be held at ABS soon. DIVE is a learning program that aims to integrate all the key management subjects attended by our Management graduates and create a synthesizing learning experience for them during the 2 year Management program.

The month of December has been an eventful one with students from I and II year participating in the Confluence 2011 held at IIM-A and gaining lots of insights from the workshops and speaker sessions held. Also, the college is gearing up to organize a youth festival next year with a series of events which would provide a platform for the cultural and literary gusto of the students in an endeavour to preserve, promote and disseminate Indian art and culture in its entire spectrum and to make the cultural and literary events accessible to as many students as possible.

The placements have already started at Aurora's Business School and I am happy to say that some of our students have already been placed with handsome pay packages. This is just the beginning of a wonderful journey ahead.

As the month of December marks an end to the year 2011, all I can say is that year's end is neither an end nor a beginning but a going on, with all the wisdom that experience can instill in us and with this I wish all our readers a very happy new year 2012.

- Dr Ravi Paturi

FROM THE EDITOR'S DESK

We welcome our readers to the December edition of Akshara. We at Aurora's Business School always love to reinvent ourselves so that we become less and less monotonous in our thoughts and deeds and more and more resourceful and productive in our acts. The adaptation of the DIVE concept into our curriculum is a process of learning through which we aim to be the best. DIVE, an acronym for Discover and Incubate Value based Enterprise, which will help us to walk the talk and to become enterprising individuals who dare to accept challenges and become instrumental in 'driving' rather than 'being driven'.

The various events that are lined up in the coming months will be organized by the students which are related to the different fields of their studies and would help them to learn while they do things. The students will not only learn by doing things but will also learn to avoid the mistakes that they committed. The concept of DIVE will help us accelerate in our efforts to produce world class yet socially sensitive business leaders, who will dare to think beyond the ordinary not just to make their own livelihood; To also think of the earth that provides them life, to save it from dying and to keep it green for the new generations to come..

- Asha Singh

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MEMOIRS OF THE MONTH

WORLD AIDS DAY - 1st December

Globally an estimated 33.3 million people have HIV. More than 25 million people between 1981 and 2007 have died from the virus, making it one of the most destructive pandemics in history.



Today, many scientific advances have been made in HIV treatment, there are laws to protect people living with HIV and we understand so much more about the condition. But despite this, people do not know the facts about how to protect themselves and others from HIV, and stigma and discrimination remain a reality for many people living with HIV. World AIDS Day is important as it reminds the public and Government that HIV has not gone away – there is still a vital need to raise money, increase awareness, fight prejudice and improve education.

What should I do on World AIDS Day?

World AIDS Day is an opportunity for you to learn the facts about HIV and put your knowledge into action. If you understand how HIV is transmitted, how it can be prevented, and the reality of living with HIV today - you can use this knowledge to take care of your own health and the health of others, and ensure you treat everyone living with HIV fairly, and with respect and understanding.

You can also show your support for people living with HIV on World AIDS Day by wearing a red ribbon, the international symbol of HIV awareness.

International Anti-Corruption Day - 9th December

International Anti-Corruption Day has been observed annually, on the 9th December, since the passage of the United Nations Convention Against Corruption on 31 October 2003.



The Convention states, in part, that the UN is:

"Concerned about the seriousness of problems and threats posed by corruption to the stability and security of societies, undermining the institutions and values of democracy, ethical values and justice and jeopardizing sustainable development and the rule of law" and delegates to the Convention the power to:

"Promote and strengthen measures to prevent and combat corruption more efficiently and effectively... promote, facilitate and support international cooperation and technical assistance in the prevention of and fight against corruption... [and] promote integrity, accountability and proper management of public affairs and public property..."

Thus this day is observed internationally as an anti-corruption day.

Human Right Day - 10th December

Human Rights Day is celebrated annually across the world on 10 December.

The date was chosen to honor the United Nations General Assembly's adoption and proclamation, on 10 December 1948, of the Universal Declaration of Human Rights (UDHR), the first global enunciation of human rights and one of the first major achievements of the new United Nations. The formal establishment of Human Rights Day occurred at the 317th Plenary Meeting of the General Assembly on 4 December 1950, when the General Assembly declared resolution 423(V), inviting all member states and any other interested organizations to celebrate the day as they saw fit.

The day is normally marked by both high-level political conferences and meetings and by cultural events and exhibitions dealing with human rights issues. In addition, it is traditionally on 10 December that the five-yearly United Nations Prize in the Field of Human Rights and Nobel Peace Prize are awarded. Many governmental and nongovernmental organizations active in the human rights field also schedule special events to commemorate the day, as do many civil and social-cause organisations.



Happy Returns ABSians

Neha Agarwal - 4th December

Madiha Naazneen - 6th December

Seema Jain - 7th December

Deepika Chilukuri - 7th December

M Pushpak Mohan - 9th December

Paduri Amala - 17th December

V Preethi - 21 st December

Balachandar Ravula - 24th December

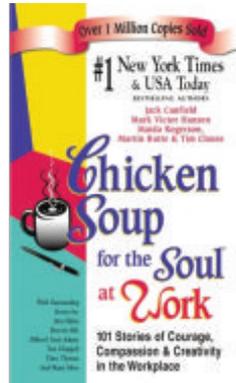
Ankita Gupta - 27th December

VIEWS AND REVIEWS

- Murtaza Abbas, PGDM-I Year, ABS

CHICKEN SOUP FOR THE SOUL AT WORK - Jack Canfield

The book carries the traditional look of the chicken soup series. The Chicken soup for the working soul is a collection of 101 inspiring short stories which depict work as an important part of living. Whether you wait on customers, build a business or cook for your family. Everyone has some or the other experience from their work which they'd love to share with. From this rich treasure chest of experiences, the authors of the book, Canfield, Hansen and company have gathered a special collection of inspiring tales that share the daily courage, compassion and creativity that take place in workplaces everywhere.



Chicken Soup for the Soul at Work will nourish your spirit with stories of courageous leaders and will foster your creativity with examples of inspiring breakthroughs. It will also teach you how to enrich yourself and your coworkers through heartfelt acknowledgment.

It includes special stories by Dilbert's Scott Adams, Beverly Sills, Dave Thomas and many more real people who make this collection complete and a complete joy to read through. This powerful book gives you new options, new ways to succeed and, above all, a new love and appreciation for yourself, your job and those around you.

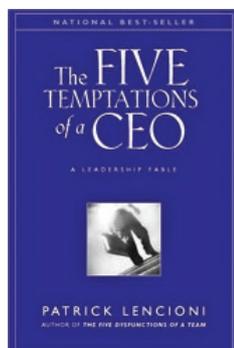
The Chapter titles include:

- Love at Work
- On Caring
- The Power of Acknowledgment
- Service—Setting New Standards
- Follow Your Heart
- Creativity at Work
- Overcoming Obstacles
- On Courage
- Lessons & Insights

The stories in Chicken Soup for the Soul at Work can be used in many ways - as a good read, as fuel for reflection, as a respite when you're down or when you're up - but above all, please share them with your friends and co-workers.

THE FIVE TEMPTATIONS OF A CEO - Patrick Lencioni

The book begins with a declaration that many leaders fail to identify the core reasons for failure. , the author delivers a powerful wake-up call to all of us who dare to lead. This book provides extraordinary insight into the pitfalls that leaders face when they lose sight of the true measure of success—results. Told in the form of a wise and enthralling leadership fable, Patrick Lencioni delivers a provocative message: CEOs mainly have themselves to blame when things go wrong. If you're a CEO (or a leader at any level for that matter), do you have the courage to face the blame? Doing so could change your future—for the better. This book gives you the tools that you need to apply leadership in your organization. This model should be required reading for your entire leadership team.



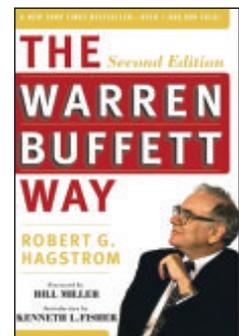
It is a very short read, an interesting story and a great teaching through believable characters and situations. The book tells the tale of a young CEO who, facing his first annual board review, knows he is failing, but doesn't know why. It covers 5 major areas or temptations that cripple many CEOs and executives and are outlined as:

1. Status over Results
2. Popularity over Accountability
3. Certainty over Clarity
4. Harmony over Conflict
5. Vulnerability over Trust

The summary portion of the book brings the concepts together. This is helpful as it reminds us that any story needs to have its essential points restated.

THE WARREN BUFFET WAY - Robert G Hagstrom

Written by Robert G Hagstrom, the book "The Warren Buffet Way", outlines the principles of investment followed by Warren Buffet. The author presents a fascinating account of the man and his methods. In the initial part of the book the author takes us through Buffett's roots and development and the efforts that he put in to become the man that he is today "The world's most successful investor".



Hagstrom carefully explains how Buffett synthesized the two approaches, i.e that of Graham and Fisher, who were his gurus with great success. Much of the book goes into explaining Buffett's style, through both analysis and by following the history of Berkshire Hathaway and its acquisitions and the principles that Buffet followed. After explaining these principles in detail, Hagstrom then shows how the tenets were applied to Berkshire Hathaway's acquisitions.

In the concluding chapter, Hagstrom quotes George Bernard Shaw who said, "The reasonable man adapts himself to the world. The unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man." Buffett, concludes Hagstrom, is the "unreasonable man" because he represents tremendous progress in the world of investing. "When Buffett invests," says Hagstrom, "he sees a business. Most investors see only a stock price." Buffett cares not whether the market is high or low, bearish or bullish. He looks at the fundamentals of a business and bases his decisions accordingly. It is deceptively simple, and yet so right.

In today's hectic market, when bearish analysts warn of an impending recession or even a depression and an imminent collapse of all stock values, Buffett's approach, as summarized by Hagstrom, can only bring the investor following it great peace of mind. And what is the Warren Buffett Way?

- Step 1: Turn off the stock market.
- Step 2: Don't worry about the economy.
- Step 3: Buy a business, not a stock
- Step 4: Manage a portfolio of businesses.

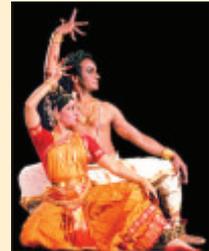
Hagstrom presents us with a man of great personal charm and warmth, and a man who is without question a genius at what he does. The Warren Buffet Way is a great book that will walk you through the process of how to pick great companies whose shares happen to be selling at a discount. The book is a superb read and highly recommended given that you have some basic investment knowledge.

UPCOMING EVENTS

UDAAN
aim to fly high

Udaan is a series of events that will be held at ABS in the month of January and February. The various events that are being organized under UDAAN are:

UDBHAV 2012: This event is focused to bring-in students from various colleges and enable them to exhibit their Business plans, ideas, concepts and their capabilities by way of paper presentation. Students from different colleges across the country are invited for this business plan contest.



Kuchipudi Performance By The Devoted Duo Raja & Radha Reddy

11 am, 17th January, 2012 (Tuesday) | Aurora's Business School Premises, Punjagutta

With an aim to conserve and promote the rich cultural heritage of our country and to

With an endeavour to preserve, promote and disseminate Indian art and culture in its entire spectrum and to make the cultural and literary events accessible to as many students as possible, ABS will be organizing a Kuchipudi Dance festival in coordination with SPIC MACAY by the Dancing Duo Raja Reddy and Radha Reddy at Aurora's Business School at the college premises on the 17th of January 2012 at 11 am and is free to all.

SPIC MACAY is an affirmation of

- a priceless cultural heritage rooted in what is essentially Indian. With the onslaught of rapid change and global homogenization, this multifaceted Indian heritage is being increasingly marginalized and diluted. SPIC MACAY seeks to conserve and promote an awareness of this rich and heterogeneous cultural tapestry amongst the youth of this country through focus on the classical arts, with their attendant legends, rituals, mythology and

philosophy and to facilitate an awareness of their deeper and subtler values.

- the pulsating and dynamic vitality of the young person. The movement incorporates this vitality to cajole them into being custodian of what is actually their birthright, namely their heritage, roots and identity. It seeks to provoke thought and a genuine spirit of enquiry in the young.
- a solid value-based education, which involves the absorption of aesthetics and spirituality in an increasingly technical, mundane and competitive world. Thus its work is educational in spirit and character and locates itself in educational institutions only.
- all that is beautiful, lofty and wholesome, of the sensitive, kind and gentle human being who is inspired and in turn inspires.

And ABS will leave no stones unturned to make such events possible which will continue to inspire the generations to come.

Murtaza Abbas, PGDM-I, ABS

“Naye Vichhar - Nayi Dhaarna” Workshop on Rethinking Management Education

“NayeVichhaar-Nai Dhaarna” A workshop on the theme Rethinking Management Education will be organized at the college premises on on January 3rd 2012 at 10 am The guests of Guests of Honour would be Dr Jai Prakash Narayan (President Lok Satta Party) and Dr. Parakala Prabhakar Managing Director, RightFOLIO . The key note speaker would be Mr V Raghunathan, (CEO GMR Varalaxmi Foundation, India) The Workshop Facilitator will be Dr Prasad T (Prof. Mandi) Assoc. Professor, NITIE Mumbai. The workshop on "Rethinking Management Education" is a step to promote the innovation in management education. The kind of education that is offered is not meeting the three national objectives of education – Affordable, Inclusive and Excellence. The future seems gloomy because continuation of system of education in present form does not augur any better results in

future. There is a need to initiate a national debate on how to innovate management education”. The Present workshop on the theme “Rethinking Management Education” by Aurora's Business School is an attempt in this direction. The participants are encouraged to share and present their views during the interactive session of the workshop and also present their action plan and specify how they plan to integrate the workshop learning using the virtual platform into their regular work in the subsequent follow ups by the organizers of the workshop.

The workshop is open to all principals, directors and deans of undergraduate and post graduate Colleges, academicians researchers, entrepreneurs and professionals.

- Abhinandan Golchha, PGDM-I, ABS

ABS IN THE NEWS

What is DIVE program ?

DIVE is a learning program that aims to integrate all the key management subjects attended by our Management graduates and create a synthesising learning experience for them during the 2 year Management program. The DIVE program also aims to provide to the students a learning process that is steeped in Exploration, Experience and Empathy and a program which provides an exciting and adventurous learning experience. As the title alludes, it not only offers the student an opportunity to test waters in the world of Business or Social enterprise by dipping their feet, but actually gain an absorbing experience by diving deep into world of enterprise through application.

DIVE is also an acronym outlined as Discover and Incubate Value based Enterprise, which encapsulates the three core components of this learning program. The first component Discover (Exploration) is aimed at developing an understanding of domains and problems being addressed, through rigorous research methods and analytical tools. The second component Incubate (Experience) is aimed at undertaking on ground action and learning all the management subjects through an experiential process by incubating a Business or Social Enterprise. The third component Value based (Empathy) is aimed at making the students focus on driving and measuring social outcomes in



their enterprise and ensuring ethical conduct of activities in their enterprise.

The underlying philosophy of the DIVE program is based on the principle of learning by doing, which is well

captured through the saying "You Hear and You Forget, You See and You Remember, You Do and You Understand". The importance of this learning approach is ensured by having DIVE program integrated into all the core and elective courses of the program, wherein about 30% of the evaluation of each of the subjects is based on the student's application of the subject knowledge in the DIVE program. The DIVE program ensures that the students dive deep into the management of an enterprise that they choose to start at the beginning of the course and grow as a manager by applying all the subjects to their chosen enterprise. Most importantly, the DIVE program aims to nurture the entrepreneurial spirit and skills of the student.

The DIVE mascot is represented by the pair of Penguins, one elder and one younger, denoting the mentoring professionals and their students. The penguins take to diving into waters at a very early age under the watchful eye of the older ones. The DIVE program encourages the students to learn through an action oriented process, by diving into the world of Entrepreneurship, with mentoring support.

BOOK SHELF

- Murtaza Abbas, PGDM-I, ABS



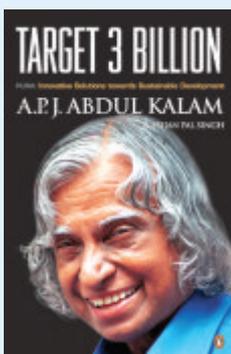
On November 22, 1963, three shots rang out in Dallas, President Kennedy died, and the world changed. What if you could change it back? Stephen King's heart-stoppingly dramatic new novel is about a man who travels back in time to prevent the JFK assassination—a thousand page tour de force.

Following his massively successful novel *Under the Dome*, King sweeps readers back in time to another moment—a real life moment—when everything went wrong: the JFK assassination. And he introduces readers to a character who has the power to change the course of history.

Jake Epping is a thirty-five-year-old high school English teacher in Lisbon Falls, Maine, who makes extra money teaching adults in the GED program. He receives an essay from one of the students—a gruesome, harrowing first person story about the night 50 years ago when Harry Dunning's father came home and killed his mother, his sister, and his brother with a hammer. Harry escaped with a smashed leg, as evidenced by his crooked walk.

Not much later, Jake's friend Al, who runs the local diner, divulges a secret: his storeroom is a portal to 1958. He enlists Jake on an insane—and insanelly possible—mission to try to prevent the Kennedy assassination. So begins Jake's new life as George Amberson and his new world of Elvis and JFK, of big American cars and sock hops, of a troubled loner named Lee Harvey Oswald and a beautiful high school librarian named Sadie Dunhill, who becomes the love of Jake's life—a life that transgresses all the normal rules of time.

A tribute to a simpler era and a devastating exercise in escalating suspense, *11/22/63* is Stephen King at his epic best.



With 750 million people living in villages, India has the largest rural population in the world. Based on his Indian experience, Dr Kalam recommends a sustainable and inclusive development system called PURA—Providing Urban Amenities in Rural Areas—to uplift the rural masses not by subsidies but through entrepreneurship with community participation. To make his case, Dr Kalam cites the examples of individuals and institutions, in India and from across the world, who, with an entrepreneurial spirit and a burning desire to make a difference, have successfully generated and tapped into the potential of the rural masses.

EVENTS AND MORE



Visit
to
Hosur



Our journey started on 13-12-11 at 7.25pm from Secunderabad railway station for Bangalore by Garibh Rath train. In the same coach we met 3 different people who were from 3 different fields. Mr. Ahshok was the first among the 3 who started interacting with Sai Kiran and was enquiring about us. As we started answering all his questions he was very happy to hear that we are management students who came out with a dream to meet and interact with HR managers from various MNC Industries at Hosur Town. As the interaction was going on we had two more guests with us. As it was an A/c Coach and also by their way of talking I could predict that these 3 gentlemen were not ordinary people. We were amazed when we came to know that Mr. Ashok Kumar was the first to interact with us is an Asst. Manager at TATA Aerospace which is located near Hyderabad. The other two gentlemen were also masters in their fields i.e. Mr. Sareen Dadu who is a Fashion Designer and the other was Mr. Surander who is from I.T field. Evening at around 9pm we shared and completed dinner together. After that till 11:30pm we had discussion on common topics like comparing one city's style of living with another, the traffic there etc and the discussion went to social topics like selfishness and corruption.

I can just say that it was the best start, which an official trip can have.

Day One: On 14th December at around 7:15 am we were at Yashwantpur junction and Mr. Ashok who was guiding us helped us to take a bus for Hosur. At around 12:30pm, we reached Hosur Bus Stand and were looking for a Hotel for accommodation. We took a room at Sri Vasavi Hotel and at 2pm started for **TVS Industries Ltd.**

Reaching TVS industries we realized we can't meet the HR without prior appointment and this disappointed Sai Kiran. After requesting the receptionist we got the HR's contact no. and when we called him he asked us to meet at 4pm. Meanwhile we decided to go to **TVS Sundram Fasteners Ltd** and at Sundaram Ltd Mr. Sudhakar; Asst. HR Manager gave us time to meet him. We entered the Industry with a smile and explained about ABS to Mr. Sudhakar. He was happy with our presentation and agreed to take few students for which we asked us to write a mail. After that we met Mr. Shaireek from TVS Co. Ltd and after our presentation he asked us few questions like who are the other recruiters? What is the average pay package etc. After meeting him we went back to the security to take our belongings. This was the end of the first day as the working hours for industries at Hosur were from 8:30am-4:30pm only. We could just visit two industries on the first day.

Day Two: On 15th December, we had an appointment with Mr. Ganesh Dave, HR executive from **Titan Industries Ltd.** at 10am after reaching Titan Town we were happy to see the beautiful Titan showrooms where varieties of watches and Jewelry was displayed. At 11am we were with Mr. Ganesh and Mr. Manoj Kiyeen at HR Dept. After greeting them, I initiated the discussion with the event that Titan is organizing in the coming months. Later we continued giving our presentation about AURORA Group, ABS, Its Governing council, Faculty, Teaching pedagogy, Students Clubs, Activities, Events, Recruiters. Both the HR's were so impressed to hear so much about ABS and they said "Usually we take from top 17 institutions only but this time we will take students from ABS also". This was the happiest moment of the trip for us.

Later the journey continued, at 12:50pm we entered **Carborundum Universal Ltd.** where we met Ms. Shibina and Mr. Haymanth Kumar. We gave the same presentation here also and Ms. Shibina promised us that she will revert back to us in two days after speaking to her Head office at Chennai, meanwhile she requested us to write her a mail.

We were on our way for lunch and were surprised on seeing the **Hindustan Unilever Ltd** board on our right. Out of excitement we entered HUL and while walking through the campus, we saw Rain Water Harvesting Ponds, Employers Assembly area and then entered Mr. Manigandan, HR Executive's Cabin. There were many photo frames in his cabin with lot of Inspirational Quotes, Vision, Mission statement etc. After our presentation he said he can give few SIP's to our students who are opting for HR and can speak Telugu / Tamil. We gave him ABS Pamphlet and left from there by promising him that will send him a mail regarding the same soon.

After our lunch, we visited the other industries like ASHOK LEYLAND, SANDVIK ASIA PVT. LTD., TTK PRESTIGE LTD, AREVA, AVTECH etc., After visiting all these Industries, at 7:30pm we took an APSRTC Bus for Hyderabad.

Conclusion: Our trip to Hosur gave us Real Time experience, As we got to learn many things like approaching the security at gate, meeting the HR's, interacting the local public in Bus, the food, climate etc. We are sure to get SIP's from **TITAN, HUL, ASHOK LEYLAND, CARBORANDUM and SUNDARAM Ltd.** Just we have to approach them in a proper way.

Acknowledgment: Our Sincere thanks to all the HR Managers from various Industries at Hosur for giving us their valuable time. We would also like to thank Director and Management of AURORA'S BUSINESS SCHOOL for giving this practical exposure.

- Vardhaman Jain, PGDM-I, ABS



FOSTERING CHANGE AND CHAMPIONING EXCELLENCE – CONFLUENCE 2011

The students of Aurora's business school attended and successfully completed the Management Students Program known as MSP, designed specifically for management students at the IIM-A Confluence 2011.

As rightly said by one of the speakers during the confluence, there are management students and there are management students. One who realize in the initial stages in their journey to success that there is a need to know and thus work upon it to achieve their goals and the others who keep on thinking and later on wonder what happened, alas, they have been left far behind. This is where there is a need to foster change and champion excellence, which was the theme for the Confluence 2011.

Attending the Confluence too was a wonderful learning experience as the participants got a chance to interact with the students and elite personalities from India via various workshops and speaker series conducted as a part of the Confluence. The most important learning that we attained out of the MSP workshops and the Confluence altogether is that one needs to analyze, update and manage oneself consequently to face the rigorous competition out there. It helped the participants to attune themselves to the latest concepts in not only the world of management theory but also in their application to real world problems that companies and industries face today.

- Murtaza Abbas, PGDM-I, ABS

QUIZ

1. A place called Murano near Venice is known for its glass blowers. If these glass blowers get it wrong they always end up doing a flask. Which word originated because this?
2. Who attempted in vain to get into airlines business twice, by starting Crown Express and Magic Air?
3. What began as an Ohio partnership formed by the well-known industrialist John x, his brother William X, Henry Flagler, chemist Samuel Andrews, silent partner Stephen V. Harkness, and Oliver Burr Jennings, who had married the sister of William X wife?
4. Who coined the term "Positioning"?
5. What is the tern used to describe a system in which a worker is paid relatively high wages in order to buy in large quantity the products turned out in mass production?
6. Founded by a Scotsman, Thomas Leishman, in 1857, the group made its initial impact by manufacturing bulk beer for the British troops, which was transported in huge barrels or "Hogsheads". Which company are we talking about?
7. Founded by John Stith Pemberton, it was an alcoholic beverage, mixed with coca, kola nut and damiana nad was marketed mostly to upper class intellectuals, afflicted with diseases believed to have been brought on by urbanization and Atlanta's increasingly competitive business environment. What is the product that we are talking about?
8. Which Indian Businessman has a nick name "The Magnus"?
9. In the context of Mutual Funds, what does ELSS stand for?
10. Bangalore Tiger is a book about which Indian Company?



A young businessman had just started his own firm. He rented a beautiful office and had it furnished with antiques. Sitting there, he saw a man come into the outer office. Wishing to appear the hot shot, the businessman picked up the phone and started to pretend he had a big deal working.

He threw huge figures around and made giant commitments. Finally he hung up and asked the visitor, "Can I help you?"

The man said, "Yeah, I've come to activate your phone lines."

- Arun Aloysius

QUIZ Answers

1. Fiasco
2. Nira Radia
3. Standard Oil Corporation
4. Al Ries and Jack Trout
5. Fordism as a tribute to the ideology of Henry Ford
6. United Breweries Group
7. Pemberton's French Wine Coca
8. Shiv Nadar
9. Equity Linked Savings Scheme
10. Wipro

LITERARY CORNER (STUDENT ARTICLES)

Interview tips from “Why this Kolaveri Di ?”

If you haven't heard this song, then you can't be one amongst the millions of viewers on YouTube who've seen or heard it. Apart from the lyrics and the tune this song has something else to offer, lets say some important skills that can help us prepare for an interview .

1. Highlight your Strengths : If you've counted then you would know that the word 'kolaveri' has been repeated 34 times in the 4 minute song. Whether you like the song or hate the song, that one particular word is not going to let go of you. This should be the case in case of an interview too. After a 30 minute long interview it is critical and important that the interviewer leaves the room with one or two words in his/her mind to describe you and helps to differentiate you from the other competitors. So a healthy practice is to write down a set of words that describe your strengths and link them to your achievements and other positives.

2. Structure your answers: In the song, the singer (Dhanush) spends some time explaining the girl's state of mind followed by her looks and then his own state of mind. Similarly it is important in an interview to present your answers in a structured manner. Don't confuse the interviewer by jumping from one topic to another. The interviewer always appreciates the effort put in to structure the answer and this also conveys that you are systematic and organized.

3. Add an appeal/ Tell a story: The song tells you a story of the soup boys. If you are applying for a highly competitive job how is it that you are going to stand out from the crowd. Make sure that the interviewer remembers you from the 'n' number of odd faces seen in an interview. This can be done by explaining him/her how your experiences have crafted you and tell them why are you fit for that job and what is it that you have got to offer .

4. Keep it simple: The Kolaveri song is a typical Boy and girl meet followed by a break up which leaves the boy heartbroken. A simple, common yet powerful storyline which always captures the attention of the crowd. So the lesson here is , don't complicate your answers. Especially in industries such as finance and consulting where presentation is as important as content. It is important that people understand what you are saying, anything that sounds super smart may not work all the time and may go against you as the interviewer may not comprehend the same. A great way to implement this is to start your answer with a couple of simple statements and then gradually build in the complexity as you proceed with the answer. Your interviewer will stop you, if he/she has heard enough.

In the time that has taken you to read this article, the song “Why this Kolaveri Di?” has been viewed for another 10,000 times on youtube. Good luck with your interviews.

- *Murtaza Abbas, PGDM-I, ABS*

Dev Anand passes away

This one requires a special mention because the death of Dev Anand brought an end to the golden era of Indian cinema. Known for his youthful exuberance and his vivacious style Dev Anand was an epitome of vigour and enthusiasm, a feat seldom matched by modern actors. A career that spanned six decades his films were often a juxtaposition of the current social scenario and brought out the issues in their own unique fashion. Dev Anand started his career in 1946 with the film called 'Hum Ek Hain' which was a movie on communal unity. His major success came with 'Ziddi' in 1948. This was followed by a trend of commercial success which led to the establishment of his own in house production house called Navketan which gave many hits in its five decades of existence.

Some of the many honors bestowed on Dev Anand-

- 2001 – Padma Bhushan (India's third highest civilian award from the Government of India)
- 2002 – Dadasaheb Phalke Award, India's highest award for cinematic excellence.

International honors and recognitions-

- In July 2000, in New York City, he was honoured by an Award at the hands of the then First Lady of the United States of America, Hillary Rodham Clinton, for his 'Outstanding Contribution to Indian Cinema'.
- In 2000, he was awarded the Indo-American Association "Star of the Millennium" Award in the Silicon Valley, California.

- Donna Ferrar, Member New York State Assembly, honoured him with a "New York State Assembly Citation" for his 'Outstanding Contribution to the Cinematic Arts Worthy of the Esteem and Gratitude of the Great State of New York' on 1 May 2001.
- In 2005, he was honoured with a "Special National Film Award" by the Government of Nepal at Nepal's first National Indian film festival in Stockholm.
- In 2008 he was guest of honour at a dinner hosted by the Provost of Highland Council in Inverness, Scotland to celebrate 10 years since he first worked in the Scottish Highlands. He spent several days in the area, en route to Cannes, as a guest of the Highlands and Islands Film Commission. He had a starring role on coronation street.

- *Rohit Garoo, PGDM-I, ABS*



E-Retail in India

During the dotcom boom – Ecommerce was the sunrise industry, the one that would change the face of the world. While Ebay and Amazon – the twin pillars of Ecommerce in US did bring about paradigm shift in USA, the tech pundits in India are still a bit iffy about Ecommerce in India.



The top E-tailers in India are indiatimes.com, fabmart.com, rediffshopping.com. They have managed to retain their lead due to innovative business strategies, supply chain model and changing urban lifestyles

E-commerce and E-Tailing, from a business perspective offer an opportunity to cater to consumers across geographies, no operational timings, unlimited shelf space – and all this with miniscule quantity of infrastructure. For a country like India, this business model is a good way of growing the consumption driven economy.

Growth Drivers

The growth in the E-tailing market is driven by the need to save time by urban India. Besides with over 2.5 billion internet users, access to internet has also played an important role in growing the markets. Changing demographics (youthful India), changing lifestyles and exposure to the developed markets sure give a fillip to this fledgling industry. The soaring real estate costs in India have certainly inspired many an online venture.

Barriers to Growth

But then all is not well in the E-tailer's paradise. The cost of customer acquisition is pretty high in India – about 1100 INR/customer which eats into the margins, as most goods retailed are low value items such as books, CD's and electronic gadgets. High margin goods such as apparel are not very popular because of the touch and feel factor. Most Indian's are not comfortable using their credit cards for shopping and there is always a fear of “what you see may not be what you get”. There may be a problem with complaint resolution, especially after receipt of wrong goods or delayed delivery.

The Real Issues

Trying to personalize each customers experience – might be one way to grow.

The Indian consumer is still very need oriented, not very impulse or deal oriented like the American counterparts. Hence it might make sense to create real consumer centric promotions constantly that provide real value to the Indian consumer. Slowly but surely this is happening in India.

There have been horror stories about receipt of bad or wrong goods, delayed deliveries, no response from the company – which adds up to not trusting the online retailers. Through this changing – albeit slowly, thanks to automation and technical integration.

Though much is yet to be achieved, remember E-tailing is a new industry in India. With broadband internet access still accessible to entire population, this industry may see an explosive growth. Most growth drivers are in India's favor – demographics, economy, changing lifestyle, exposure to new ideas. It is just a question of creating a sustainable eco system for E-tailing, which is at an inflection point. Time to fasten the seat belts!

- Rahul K, PGDM- I, ABS

Cash-strapped Indian students in UK

Hundreds of Indian students who go to the UK to pursue courses in colleges are unable to find part-time work to fund their stay and studies here and have been forced to eat in Gurdwaras in Southall.

There has been a three-fold rise in the number of Indian students going to the UK since the points-based immigration system was introduced in April this year. A BBC Radio 5 documentary reveals that the situation turns desperate for such students when they cannot find work, and are reluctant to return to Indian for the shame that will follow.

In a recent documentary, a student who has sought refuge at the Gurdwara, as he could't afford to rent a room, and had to borrow money from relatives at home just to buy bus fare to college. One can only be able to rent a room if they find a job. President of Sri Guru Singh Sabha in Southall, said a combination of recession and a surge in the number of students is changing the local landscape, hundreds of students hanging out in the streets, but there could be thousands. Most students come to Gurudwara every day for food.

Students also ask for accommodation. But the Gurudwara can keep them for one or two days but no longer. Agents in India say students that they will definitely find a part—time job to fund their studies in the UK. But it's totally different, there are no jobs.

A student reportedly paid an agent nearly 600 pounds to arrange his student visa and spent a further 2480 pounds on college fees and a flight. It took his parents' entire life savings and money borrowed from relatives to meet the cost.

The students feel they have been tricked, shortly after being registered at the college in central London they are told there was not enough space and shifted to another one. On the internet the college shows it's a big campus, but on reaching uk, it's just one small building with box rooms.

Why cant we approach better colleges in India with good facilities ?

- Abhiram, PGDM-I, ABS

A child is born with cerebral palsy and the parents are shattered to see their child suffering. A stroke strips a middle-aged man of his high flying career and even the ability to walk and talk.

A road accident leaves a college student with a devastating brain injury. Unfortunate events and mishaps bring many to us, but it's not a place where it triumphs. That same student earned his degree. The man is back on his feet and back on the job. The child joins the school and gives his parents a new ray of hope.

Several decades of scientific research now show that stroke rehabilitation is critical for optimal stroke recovery. The benefits come from helping the brain to reorganize itself with physical therapy, which in turn helps the stroke survivor to recover functions lost after brain injury.

A stroke happens when blood flow to a part of the brain stops. A stroke is sometimes called a "brain attack."

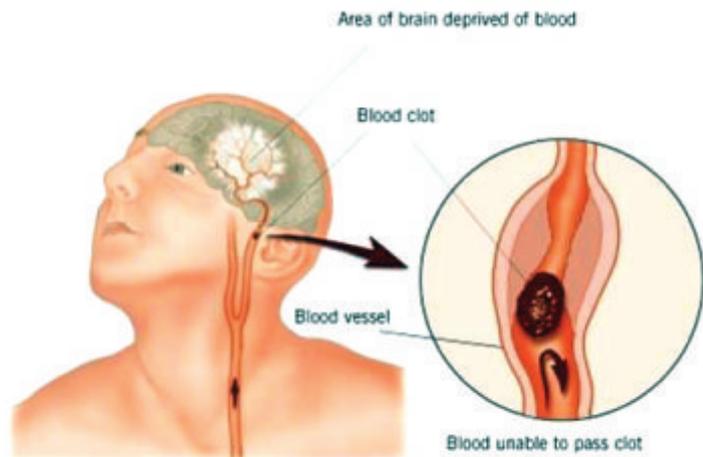
STROKE RISK FACTORS

- High blood pressure is the number one risk factor for strokes.
- Diabetes
- Family history of stroke
- High cholesterol
- Increasing age, especially after age 55
- People who have heart disease or poor blood flow in their legs caused by narrowed arteries are also more likely to have a stroke.
- The chance of stroke is higher in people who live an unhealthy lifestyle by:
 - Being overweight or obese
 - Drinking heavily
 - Eating too much fat or salt
 - Smoking
 - Taking cocaine and other illegal drugs

STROKE: Remember The 1st Three Letters... S.T.R...

If everyone can remember something this simple, we could save some folks.

STROKE IDENTIFICATION: A neurologist says that if he can get to a stroke victim within 3 hours he can totally reverse the effects of a stroke...totally. He said the trick was getting a stroke recognized, diagnosed, and then getting the patient medically cared for within 3 hours, which is tough.



RECOGNIZING A STROKE

Remember the '3' steps, STR. Read and Learn!

Sometimes symptoms of a stroke are difficult to identify. Unfortunately, the lack of awareness spells disaster.

The stroke victim may suffer severe brain damage when people nearby fail to recognize the symptoms of a stroke.

Now doctors say a bystander can recognize a stroke by asking three simple questions:

S* Ask the individual to **SMILE**.

T* Ask the individual to **TALK**. Ask the person to **SPEAK A SIMPLE SENTENCE** (e.g. 'It is sunny out today').

R* Ask him or her to **RAISE BOTH ARMS**.

If he or she has trouble with ANY ONE of these tasks, call the ambulance and describe the symptoms to the dispatcher.

NOTE: Another 'sign' of a stroke is

1. Ask the person to 'stick' out their tongue.
2. If the tongue is 'crooked', if it goes to one side or the other that is also an indication of a stroke.

Preventing Another Stroke

People who have had a stroke are at an increased risk of having another one, especially during the first year following the original stroke.

The following factors increase the risk of having another stroke:

- High blood pressure (hypertension)
- Cigarette smoking
- Diabetes
- Heart disease
- Older age
- High cholesterol
- Obesity
- Sedentary lifestyle

- Dr. Deepika , PT, PGDM - I, ABS

Leaders Are Born and Not Made



Introduction

Indu Jain, the multi-faceted lady used to be the Chairman of the Times Group-The most powerful and largest Media house India has known. Indu Jain is known by many different identities such as that of spiritualist, humanist, entrepreneur, an educationalist but most prominently she played the role of the Chairman of Times Group. Indu Jain is the perfect picture of the successful Indian Woman entrepreneur.

Indu Jain, Chairperson of India's largest media group, Bennett, Coleman & Co. Ltd. is one of the ladies representing in the 40 richest person of India. Her company runs famous newspapers like Times of India, Economic Times and many more.

Company Profile

Bennett Coleman & Co. Ltd is the nation's largest media group. It was founded in the year 1838, and is based in

Mumbai, India. In 1948, Ram Krishna Dalmia sold out the company to the present group, his son-in law, Sahu Shanti Prasad. It provides media publishing services such as Magazines, Internet and newspapers. Huge brand names such as The Economic Times, Times of India, Femina, Sandhya Times, Times FM and Filmfare are under its ownership. Along with this, various television channels such as Times Now, Zoom and ET Now; and FM radio network like Radio Mirchi also constitute its holdings.

The Symbol of Matriarchy

A spiritualist at heart, Indu handles the philanthropic genre of the Times foundation. She also writes spiritual columns for it. She is an active supporter of women's rights, and her passionate fight for various causes is well-known.

Under her guidance, the Times Foundation runs community services, research groups and relief funds for various disaster reliefs such as floods, cyclones, earthquakes and epidemics. She encourages budding entrepreneurs and believes in their abilities to shine, and make way for themselves in the world.

She stressed the need for oneness among faiths, in her speech at the United Nations in 2000, at the Millennium World Peace Summit of religious and spiritual leaders. The Oneness Forum, formally launched by the President of India in 2003, also works under the leadership of Indu Jain.

Recently, Indian Congress of Women awarded Indu Jain, an International Lifetime Achievement Award, with women empowerment being the event's backdrop theme. She is the founder President of the Ladies wing of FICCI (FLO).

Today, The Times Group is India's most profitable media company, and enjoys 50 percent urban market share of the English dailies. Indu Jain acts as the guiding force of the group, and continues to infuse new energy into it, leading ways and heading all, like a true matriarch.

- Anchal Bagga, PGDM-I, ABS



The Three Envelopes:

A large high tech corporation had just hired a new CEO. The CEO who was stepping down met with him privately and presented him with three numbered envelopes.... #1, #2, and #3.

"Open these if you run up against a problem you don't think you can solve," the departing CEO said.

Well, things went along pretty smoothly, but six months later, sales took a downturn and the new CEO was really catching a lot of heat. About at his wit's end, he remembered the envelopes. He went to his drawer and took out the first envelope. The message read, "Blame your predecessor."

The new CEO then called a press conference and tactfully laid the blame at the feet of the previous

CEO. Satisfied with his comments, the press -- and Wall Street -- responded positively, sales began to pick up and the problem was soon behind him.

About a year later, the company was again experiencing a slight dip in sales, combined with serious product problems. Having learned from his previous experience, the CEO quickly opened the second envelope. The message read, "Reorganize." This he did, and the company quickly rebounded.

After several consecutive profitable quarters, the company once again fell on difficult times. The CEO then went to his office, closed the door and opened the third envelope.

The message said, "Prepare three envelopes..."

- Arun Aloysius, PGDM - I, ABS

STRENGTH IN SPIRITUALITY

Spiritual Humanism

Science and technology bombard us from all sides with gadgets that entertain us and improve our quality of life. Science has definitely made astonishing progress. However, by letting technology dominate our lives, we might be short-changing another very important aspect — that of our humanism and spirituality.

The ultimate fulfillment of human aspirations can only take place when we realize that scientific learning and humanism are complementary. Hence, an attempt to integrate them into our lives is an urgent need that mankind faces today. So, what is humanism? Humanism is where man occupies a central place. It is a total commitment to the fulfillment of all things that go to make up a human being. Humanism tries to bridge the gulf between faith and reason, between spirit and matter.

Traditional Indian thought equates humanity with divinity, as Swami Vivekananda said, "Each soul is potentially divine and the aim of life is to realize this divinity." Universalism, secularism and spiritualism are the three most important characteristics of contemporary Indian humanistic thought. As man is assumed to be pure, it is believed that evil is found as a result of the conditions that he surrounds himself with and if these are removed then his goodness will emerge and progress will be achieved.

At the dawn of the 21st century we can see four major trends in the human situation all over the world. One of these is the tremendous influence of science and technology on human life. Another is the globalization of the economy. A third trend is enlightened humanism, in the form of awareness of the rights of deprived people and protest against all forms of exploitation, injustice, tyranny and suppression. The fourth one is the gradual awakening of the spiritual consciousness of humanity. Signs of a gradual spiritual awakening in people can be seen all over the world. There is a rise in the number of spiritual centers, the popularity of spiritual teachers and also a growing belief that fulfillment can only be found through spirituality.

The practical outcome of spiritual humanism may be summed up in the ideals of social service, divinity in man, universal religion and the gospel of love and peace. Hence, it can be held as a panacea for all the evils in society, as it spreads the message of international friendship as well as the essential brotherhood of mankind.

- Anchal Bagga, PGDM-I, ABS



DIVE - WE DO AND WE LEARN

(ABS students at IIM-A, Confluence)



Send in your suggestions, feedback, articles and comments to
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NEWSLETTER

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