



# FDI REFORMS



## FDI Reforms

The government of India announced more measures to liberalize the economy than in the past eight years. India's beleaguered government roared back to life in dramatic fashion, announcing big bang reforms as part of package of measures aimed at reviving growth and staving off a ratings downgrade. 51% FDI in multi-brand supermarkets, up to 49% in aviation, up to 71 % in broadcasting and up to 49% in parts of the power industry are now allowed.

On the Bombay Stock Exchange, the optimism was immediate. The Sensex jumped 443 points the day of the FDI announcements to a 14-month high. Shares of companies such as Kingfisher (aviation) and Pantaloon (retail) were up nearly 20%. (Shares are not allowed to go above that level in one day because of a circuit breaker.) Foreign brokerage houses have increased their targets for the Sensex. The rupee was also up 1.13% against the dollar.

Optimism by foreign investors to invest in India, an immediate reaction to FDI reforms, but will it continue? If yes, till when? Lays the question ahead.

*- Regina Sanku, PGDM - II Year, ABS*

## FROM THE DIRECTOR'S DESK

I have known ABS and its staff and students in my capacity as adjunct faculty since about two years. I never thought that I would be writing the Dean's message for the college newsletter. It gives me pleasure addressing the students in my capacity as Dean of this business school that still adopts age old traditional practices like prayer before classes, green events, and imparting a global outlook with humane values.

On the other hand, it is extremely painful to think about the untimely demise of this institution's Director, Dr. Ravi Paturi. I have known Ravi as a dynamic individual whose mesmerizing talks on varied subjects ranging from Indian Education to philosophy to Indian culture captured my attention. Though, the time spent with him was short, I will always remember him as a passionate individual who liked to bring reforms in higher education in his own inimitable style. As a tribute to him, ABS will continue to start its day with the prayer initiated by him. It seems like a void filling the vacuum left by him, but, I am sure he will remain in the hearts of thousands of students whom he mentored during his work as an academician and administrator. We should move on as an institution to become a global leader in management education with human values as a tribute befitting Dr. Ravi's ideals and philosophy.

- Prof. N V Ramana

## FROM THE EDITOR'S DESK

It is truly said that life has ups and downs in each and every turn of your life. You don't know what will happen exactly the very next moment.

This month we silently witnessed the passing away of an icon. He was a wonderful teacher, leader, an idol, a great source of inspiration for thousands of students. Though I did not have too many interactions with him, but I had the privilege to work with him.

JF Kennedy said "Some people see things as they are and ask why? Other men dream of things that never were and ask why not?" No truer words represent such a person as Dr. Ravi Paturi. If we look around, pieces of his spirit live inside each of us, the struggles of the ordinary person to become the rebel, the extraordinary leader lives on. Sir, the world has lost you in a physical form, but you live on through all of your amazing advancements. You will be dearly missed.

- Sudipta Chakraborty

### Happy Returns ABSians

#### I Year

Bharat Reddy - 8th October  
Manoj Bhupati - 13th October  
Saqib Rana - 20th October  
Supraja - 25th October  
Abdul Khader - 26th October

#### II Year

Sandeep Teli - 7th October  
Nellore Srikanth - 11th October  
Nainsingh Rajpurohit - 21st October

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## MEMOIRS OF THE MONTH

### World Habitat Day- 1st October

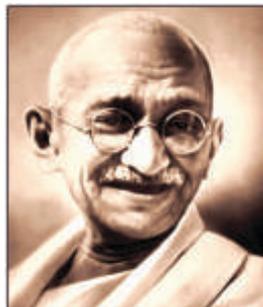
The United Nations has designated the first Monday of October every year as World Habitat Day. This year, World Habitat Day will be celebrated on 1 October 2012. The idea is to reflect on the state of our towns and cities and the basic right of all, to adequate shelter. It is also intended to remind the world of its collective responsibility for the future of the human habitat.



The United Nations chose the theme Changing Cities, Building Opportunities because cities are the engines of growth. It is in the cities that many realise their dreams of a better life. Even if this is not achieved, still many more leave the rural areas and flock to the cities for no other reason than the promise of a better future and prosperity. This they achieve by either getting jobs or by starting businesses which at one point not only provide for the owners but even other employees thus creating jobs.

### Gandhi Jayanti- 2nd October

Mahatma Gandhi's birthday is celebrated in India on October 2 each year. It marks the anniversary of Mahatma Gandhi's birth on October 2, 1869. Gandhi is remembered for his contributions towards the Indian freedom struggle.



Mahatma Gandhi, also known as Mohandas Karamchand Gandhi, developed the novel technique of non-violent agitation, which he called "Satyagraha", loosely translated as "moral domination".

He is known for his non-violent civil disobedience in India and South Africa. These included the start of the non-cooperation movement in 1922 and the Salt Satyagraha or Salt (Dandi) March starting on March 12, 1930.

**The United Nations' (UN) International Day of Non-Violence is also held on October 2 each year to coincide with Mahatma Gandhi's birthday.**

Three locations in India play important roles in the celebrations of Mahatma Gandhi's birthday. These are:

- The Martyr's Column at the Gandhi Smriti in New Delhi where Mahatma Gandhi was shot on January 30, 1948.
- The *Raj Ghat* on the banks of the river Yamuna in New Delhi where Mahatma Gandhi's body was cremated on January 31, 1948.
- The *Triveni Sangam* where the rivers Ganga, Yamuna and Saraswati come together near Allahabad.

### Indian Air Force Day- 8th October

October 8th every year is celebrated as the Indian Air Force Day. The day is celebrated in air force bases all across the nation with air shows and parades conducted by air force cadets. 8th October 2009



was the 77th Anniversary of the Indian Air Force. The rehearsals start many days in advance. It is in honour when the Indian Air force was formally constituted on the 8th October 1932.

### World post office day- 9th October

World Post Day is celebrated each year on 9 October, the anniversary of the establishment of the Universal Postal Union in 1874 in the Swiss Capital, Bern. It was declared World



Post Day by the UPU Congress held in Tokyo, Japan in 1969. Since then, countries across the world participate annually in the celebrations. The Posts in many countries use the event to introduce or promote new postal products and services.

### World standards day- 14th October

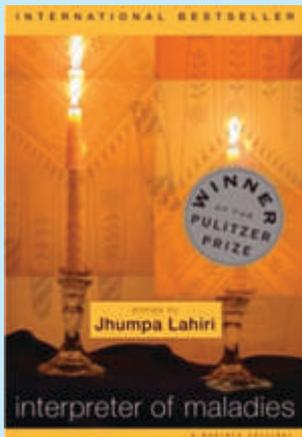
World Standards Day is celebrated internationally each year on 14 October.[1] The day honours the efforts of the thousands of experts who develop voluntary standards within standards development organizations such as the International Electrotechnical Commission (IEC), International Organization for Standardization (ISO), and the International



Telecommunication Union (ITU). The aim of World Standards Day is to raise awareness among regulators, industry and consumers as to the importance of standardization to the global economy.

14 October was specifically chosen to mark the date, in 1946, when delegates from 25 countries first gathered in London and decided to create an international organization focused on facilitating standardization.[2] Even though ISO was formed one year later, it wasn't until 1970 that the first World Standards Day was celebrated. Each year, ISO determines a theme based on a current aspect of standardization.

## VIEWS AND REVIEWS



### Interpreter of Maladies

Lahiri's writing is beautiful and conveys this tangible sadness that few writers seem to understand or have the skill to express without making the work depressing. Her characters are real and flawed, with complex, delicate relationships, and the tension between their lives and identities as Bengalis in a changing world—or living in a foreign culture—is palpable and wonderfully executed.

Though all of Lahiri's writing explores the complexities and complications of cultural identity, particularly for Bengalis in America, her exploration of them in *Interpreter of Maladies* was noticeably more political than in either *The Namesake* or *Unaccustomed Earth*. Her portrayal of the consequences of American life on Bengali identity and relationships and her indictment of American culture is strong and unavoidable. She gives us several Bengali characters who live in America—including a couple who are American born but are visiting India—and points out not-so-subtly the problems with our sense of entitlement and our tendency to become consumers of other cultures.

Of course, this gets really complicated with the Americans are also Bengali and have become consumers of and voyeurs into a culture that is supposed to be their own, and I thought Lahiri raised some very interesting and well-illustrated points without writing a polemic about the dangers of acculturation and assimilation. These issues are present in all of her works but are loudset in *Interpreter of Maladies*, and though they are presented with great skill, it's clear that her talent has continued to grow and develop since the publication of this first collection, though she has always had a great ability to convey just as much in what she does not say as in what she does.

When they receive notice that their power will go out for one hour each evening for the next five nights to allow workers time for important repairs, both Shoba and Shukumar are anxious about how to handle the quiet time together. On the first night, they share dinner by candlelight—something they have not done for quite a while—and Shoba suggests that they each reveal something they've never told the other.

Over the next four nights, they meet for dinner, and in the dark, they reveal first small secrets and then larger ones, as they slowly find their way back to something that feels like intimacy.

Something happened when the house was dark. They were able to talk to each other again.



### Following Fish: Travels Around The Indian Coast

The book starts with an essay on West Bengal and then moves along the coastline all the way to Gujarat. The first essay deals with the typical Bengali's obsession with the perfect ilish mach (or hilsa fish as lesser mortals call it). Is the hilsa found in the waters of the Ganga better? Or does the Padma offer better hilsa? In fact, Subramanian explains the difference between the hilsa found in the two rivers. Apparently, the fish from the Padma is fatter and oilier.

Along the way, he keeps sampling shorshe ilish (hilsa cooked in mustard) wherever he goes.

The second essay deals with the Bathini Goud family of Hyderabad who offer a medicine stuffed in a murrel fish once every year to asthma patients. It's a well researched essay that addresses the issue of whether the medicine actually has any benefit or is just a matter of belief.

Subramanian's essay on the drinking habits of Kerala is the best of the lot. Even here, the focus is on the highly spiced karimeen fish offered along with toddy. The extra spice apparently gets people to order more toddy and makes perfect business sense.

The search for the perfect fish leads Subramanian to Mangalore, Goa and then Mumbai, where a lady running a small gomantak restaurant explains to him the difference between the gomantak and the malwani cuisines. A recurring theme in the book is Subramanian's concern about over-fishing by trawlers, which are driving the smaller fishermen out of business across India.

The last piece, about Gujarat, talks about the huge boat-building trade in the state. Ironically enough, Gujarat being a primarily vegetarian state, the author does not get to sample any fish delicacies.

Ultimately, Subramanian concludes, "fishing is still elemental in the most elemental sense of the word — an activity composed of water and air and light and space, all arranged in precarious balance around the central idea of a man in a boat, waiting for a bite." Surely a book worth biting into.

Lahiri portrays Shukumar's hopefulness that things are getting back on track with sensitivity and kindness, and when things don't quite work out the way he hopes they will, she gives him a very human, if not perfectly kind, response. As always, I am amazed by Lahiri's understanding of the complexity of human emotions and relationships and her ability to express them delicately and with great power.

- Anchal Bagga, PGDM - II Year, ABS

# THEY MADE US PROUD

## Celebrating the Joy of Giving



Vardhaman Jain an ABS student is a proud core volunteer of India's Biggest Festival of Giving "JOY OF GIVING WEEK". He has been serving as a core volunteer for 4 years now. As the festival of giving is a 100% volunteer driven festival, being a core volunteer Vardhaman was involved in planning and promoting the overall ideas and creating awareness/excitement among the various groups of people in Andhra Pradesh.

During his volunteering he has not only experienced working with other co-volunteers of different age groups and backgrounds but also approached/visited/met various eminent personalities including Ms. Katherine Dhanani, General Counsel US Embassy, Hyderabad, India – Ambassador for JGW, Mr. Shakti Sagar,

Managing Director, ADP Pvt. Ltd., Vice-Chairman CII. Mr. PR Ramesh, Chairman, Deloitte India, Suchitra Ella, Joint Managing Director, Bharat Biotech and Secretary United Way Hyderabad, Dr. T.R.K. Rao, IRTS. Vice Chairman and Managing Director, SAAP, Mr. Madhu Poomalil, Chairman AMCHAM, Chief Administrative Officer, D. E. Shaw India Software Private Limited, Mr. Laxmikanth Venkatraman, Managing Director, Broadridge Financial Solutions (I) Pvt. Ltd. Mr. Ramesh Jackson, G.M, Marriott Hyd, Mr. Deena Nath, CEO, Invesco, Mr. Harsha, CEO, Pragati Offset Pvt. Ltd., and many others.

Showcasing his organizing skills Vardhaman has not only conducted Joy of Giving Week activities at ABS but also helped various individuals and groups to create their own "giving events". A few large events make it possible for everyone else to "participate" and when we join hands to participate the giving is more. Some of the events in which Vardhaman Jain was a lead coordinator are:

- NGO Meet
- Press Meet
- Seva Mela
- Sitaare zameen par
- Project 365 Nirman
- Seven Days-Seven Givings
- JGW National Conference-12 etc.

Vardhaman Jain says there is more Joy in 'Giving' than 'Receiving'.



## LITERARY CORNER

### From Distress to De-Stress

When opportunity knocks, grab it. And to ensure stress is a disease of the twenty-first century. Everyone seems to be in stress – from a child to a retiree. The only time you are free from stress is when you are inactive. So you look for long weekends and holidays to escape from stress. The moment activity begins mental agitation returns. Vedanta speaks of your birthright as a human being to combine dynamic activity with perfect serenity of mind. Then perfect action emerges. You are successful and happy. Billie Jean King, the Wimbledon champion, says dynamic activity performed in an environment of tranquillity brings excellence, effortlessness in the midst of intense exertion.

What disturbs the mind? You believe a bad boss, nagging spouse or the weather causes you grief. The truth is that nothing in the world can disturb you except yourself. Stress is defined as mental turbulence caused by unfulfilled desire. As long as a desire remains unactualised you will be in stress. Yet desire is being recklessly fuelled and people are in stress.

Unbridled desire makes you unhappy. When desire is fulfilled you want more and greed leads to delusion. Fulfilled still further, you are envious of those who have more than you and arrogant towards those who have less. If desire is obstructed the thought flow going from you to the object of desire gets deflected towards the obstruction. This is called anger. All this creates a lot of misery and tension.

Unrestrained desire prevents enjoyment. A person obsessed with money can never enjoy his money. He has the best that money can buy but he is so stressed that he doesn't enjoy any of it. Desire puts you on a collision course with others which prevents you from having meaningful relationships. And desire forces you to



compromise your values. When you cross the line set by your own conscience you become a slave of your own weaknesses.

Rampant desire unsettles the mind. The mind rambles to the past and future, unable to concentrate on the present. This leads to failure. The nervous nineties in cricket or

unbelievable lapses in a tie breaker are striking examples. When the intellect holds the mind on the present action without allowing it to meander to past worries or future anxieties you are concentrating. The moment a desire is fulfilled your attention shifts to something else you do not have. Thus you no longer enjoy what you have. Lastly, the mind gets attached to what you have. The law is – attach you lose, detach you gain. Possess and enjoy the world but never get bound to it. Wherever there is attachment the interaction becomes painful and in the end you lose the object. Hence desire is your greatest enemy. Yet this very enemy you pamper, nourish and encourage.

Vedanta says desire obstructs your gaining object of desire. A person obsessed with marriage finds it difficult to find a partner. A man lusting after money does not gain it. When you rise above desire and work for something beyond, the object of desire comes to you. Then you can enjoy it thoroughly with a calm mind.

So what is the way out? The first step is to manage desire with intellect. If the intellect approves, go ahead and fulfil the desire without fear or guilt. But if the intellect vetoes it, keep away. This gives relief. The next step is desire reduction by upgrading desires. Pick up a higher desire. The lower one drops.. Finally when the lure of the Infinite grips you all desires vanish. You are in Bliss.

- Anchal Bagga, PGDM - II Year, ABS

Getting a job isn't that tough. Anyone can get a job since opportunities are splendid. But the question to be posed is, even if hired, for how long will the candidate stay? Here comes the term 'sustainability'. A person may be hired as a fresher based on his subject knowledge and academic performance. Lately it has been found that many of the fresh MBA applicants have been fired within 6 months of employment, due to attitudinal differences. Organizations believe that if a candidate lacks subject knowledge, technical skills, they can still hire them and train them on that front. But behavioral/attitudinal aspects of a person cannot be changed through training as it grows with an



individual since his childhood. It's not just a loss to the candidate who is fired but also to the organization since they have lost the investment they put in hiring and training that individual. That is how the recruitment and selection processes have been constantly modified, in order to focus on and assess an individual's personality and emotional intelligence. It's well said that the reason for hiring an individual and the reason for firing an

individual are way too different, this could be better interpreted by saying, cracking an interview and getting an offer letter doesn't confirm a person's future in the organization.

- Regina Sanku, PGDM - II Year, ABS

## TIPS FOR AN EFFECTIVE PRESENTATION

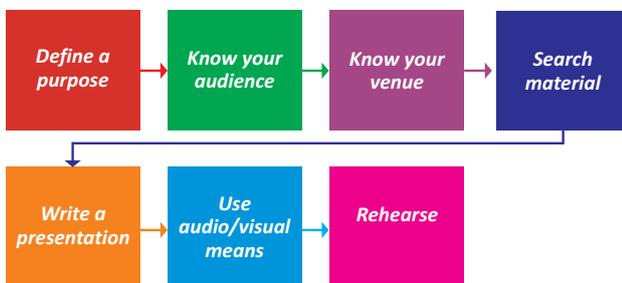


How would you feel if you missed a golden opportunity only because your presentation lacked that punch and you could not effectively deliver that critical and important message that you wanted to. Yes, presentations have become an important part of our professional life and people (but not all) prefer the use of visual aids as it helps them connect with the audience.

Though there are various ways of presenting something (can be a report, project work, research) I would be focusing on the use of Microsoft PowerPoint. Projecting your precise and well constructed ideas had never been so easy, thanks to PowerPoint. In this post I would like to focus on some important points that might help you with your presentations.

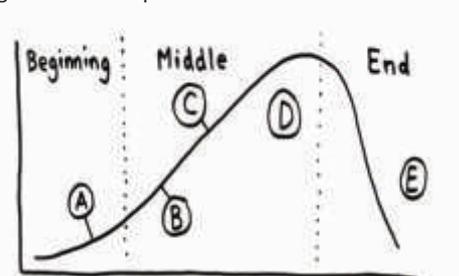
### THE PROCESS

The primary objective of any presentation is to ensure that your message or any other information that you would like to share during the course of your presentation is understood by the audience or the people whom you are presenting to. Therefore it is important that you define the purpose and the objective of your presentation first so that you can work on it. The next step is to know your audience and know the venue. Find out or try to understand what type of audience you will be presenting to, what is their level of understanding and what their intellect is. Also, take a look at the venue and make sure that the venue is technically prepared for the presentation (it also helps to set the font). Once the purpose/objective is finalized, gather relevant information and start drafting your presentation.



### THE STRUCTURE

An abrupt beginning and end will only complicate things. A proper structure or flow is required to ensure that your audience follows you. Every presentation must have a proper introduction, main content and a crisp conclusion. Such segregation will help simplify things and will help you during your presentation. The best way is to explain as if it were a story by effectively connecting the dots. One of the best examples being the legendary Steve Jobs who was one of the best presenters. His keynote addresses are being used to teach presentation skills to students.



### DESIGNING AN EFFECTIVE PRESENTATION

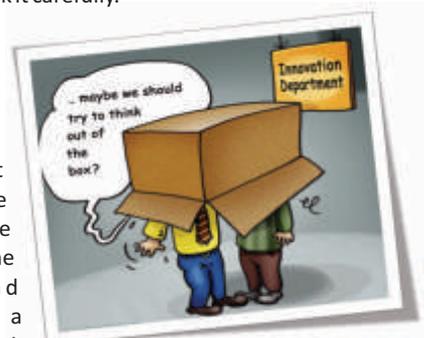
**Less is always more :** A slide cluttered with lots of information is never appealing. Remember that it is you who the audience should be looking at and listening to most of the time. If you clutter your slides with tons of information, the audience would be busy reading the slide and majority would have missed what you were explaining. So use bullet points and prune your information.

**The 8 second rule:** Adding a bullet point doesn't mean that you can add as many lines as you wish to. The audience must not take more than 8 seconds to read any bullet point. It means that for every new point displayed on the slide, the audience should shift their focus at the presentation for only 8 seconds.

**Fonts and colors:** As I had mentioned earlier, knowing your venue helps you set the font size and you will be saved from the embarrassment from people who were seated in the last row and could not see your presentation. Use a font which is simple and attractive. Similarly, do not use awkward colors. Use colors which match the theme/template that you are using.

**Use of images, videos, flash, smart art:** A presentation with text, text and only text can be boring most of the times. So pep up your presentation with some images and videos. When inserting a video, please hyperlink it carefully.

These tips may be simple but they are effective. As a presenter you need to understand that your presentations i.e the theme/template you use can become monotonous and predictable over a period of time. So it is important that you come up with new templates, if possible design your templates. Think out of the box.



### MOST COMMON MISTAKES

- 50% of the mistakes happen before the presentation
  - 50% of the mistakes happen during the presentation
- Some of the most common mistakes that we tend to commit are :
- No rehearsal – Don't expect wonders when you are not prepared
  - Lack of structure & clarity- A clear purpose, objective and structure helps simplify things.
  - Being 'Me' focused – It is the audience whom you are presenting to, not the mirror.
  - Too much information- Lack of concentration, audience lose interest.
  - Not creative - Makes the presentation boring.
  - Reading from the slide – It is only a visual aid, not supposed to read everything from the slide
  - Fillers- Using Ehh..err..Umm. Rehearsals help overcome them.
  - Weak opening/closing – Ensure that you begin and end confidently,

It is quite common to get those butterflies when you are inexperienced or sometimes when you address a huge gathering. The key is to be relaxed all the time, meditate for a couple of minutes if required before the presentation as it helps.

- Murtaza Abbas, PGDM - II Year, ABS

## BUSINESS DAY – DIVE

Mahatma Gandhi once said, "Be the change that you wish to see in the world". The slogan – 'Go Green' has now become synonymous with every day activities. Therefore, as a part of their business day activity, the students of PGDM I visited Muralidhar Art Gallery to learn some eco-friendly ways of making ganesh idols and celebrating a safe and eco-friendly Ganesh Chaturthi this year. The idols were also promoted and sold by the students at Emerald Sweet Shop located at lower tank bund.



PGDM II have also used their business day by joining some organisations and working with them on a part time basis. The projects taken depend on the interest of the students. While some have joined a market research organisation, some have become consultants to an organisation.



The students of both PGDM I and II also participated in a market research organized by the Indian School Of Business. This gave them the opportunity to visit the ISB campus and understand their learning culture.

Making the most out of the opportunity available, the students of

- Saquib Rana, PGDM - I Year, ABS

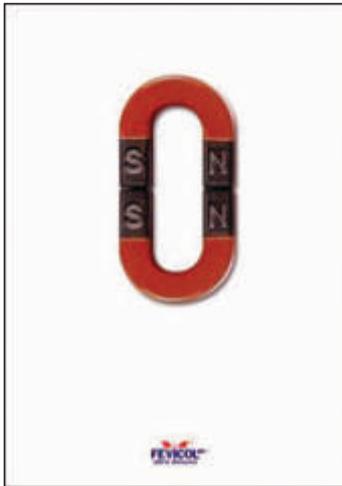
## MARKETING AT ITS BEST

Opposite poles attract and similar poles repel, but Pidilite thinks different.

Kodak was on the verge of extinction and this ad was made by them marking their comeback, but in vain. This ad by one of the largest online job agencies defines it all. Make sure that you are not caught in the wrong job.

Rejoice has its own way of explaining tangled hair.

Scotch brite uses the iconic Laurel and Hardy to indicate the use of their product.



- Murtaza Abbas, PGDM - II Year, ABS

## Leaders Are Born and Not Made

Jeff Bezos is one of the founding fathers of e-commerce, and part of a select group of entrepreneurs in that field who managed to survive the dot-com bubble without losing control of their companies. Today, his business, Amazon.com, is an Internet goliath that sells everything from books to laptops to gift baskets. Most recently, the company has acquired Zappos, the online shoe retailer, and unveiled the Kindle, the first e-reader to become a breakout hit. This risky move into consumer electronics shows that Jeff Bezos, having pioneered online retail, is not yet ready to give up the pursuit of innovation.

Bezos' mother gave birth to him while she was still in her teens and his stepfather left Cuba for the U.S. at age 15. Growing up in Albuquerque, New Mexico, and later Houston, Texas, Bezos was technically precocious; by one account he disassembled his crib with a screwdriver as a toddler. He graduated from science experiments in his parents' garage, to a computer science degree at Princeton, to a successful Wall Street career. But Bezos wouldn't be a household name if, in 1994, he hadn't noticed the Internet's potential for commerce and abandoned a well-paying job at the investment firm D. E. Shaw, to return to the garage and launch Amazon.

After inviting 300 friends and acquaintances to test his creation, Bezos took the site live and, within a month, the company had sold books in all 50 states and in 45 countries. Within two months, sales topped \$20,000 a week. As Amazon's growth accelerated, however, skeptics expected that brick-and-mortar retailers like Barnes & Noble or Borders would soon shoulder the young start-up out of the online book market. Others said the company was burning through its cash too quickly. But Bezos did not back down. 'We're going to be unprofitable for a long time. And that's our strategy,' Bezos told Inc. in 1997.

The doom-and-gloom predictions turned out to be wrong. Amazon earned its first full-year profit in 2003 and, by 2008, the company's revenue had reached \$4 billion. The company succeeded in large part because it quickly embraced e-commerce



innovations that improved its customer experience. Such standard operating procedures one-click shopping, e-mail verification of orders, and customer product reviews were not on the radar until Amazon adopted them.

As if that wasn't enough, Bezos has made venture capital a side project for Amazon, investing millions of dollars with varying success in start-ups such as Talk Market, a video shopping site; Foodista, which is a user-edited cooking encyclopedia; and the infamous dot-com casualty Pets.com. On the side, he also created an entirely separate company called Blue Origin, which aims to devise the technology for commercial space flight.

Bezos has joked modestly that the success of Amazon was due half to luck, half to timing, and the rest was attributable to brains. In truth, the passion he brings to his business is what sets him apart.

- Anchal Bagga, PGDM - II Year, ABS

1. What is an unrhymed Japanese poem of 3 lines, containing 17 syllables called? It is also the name of an Indian saree range.
2. Honda advertised in the 1960s with the line "You meet the nicest people on a Honda". Which Indian automobiles advertised two decades later with the same line?
3. Which brand created a sensation by sticking a Ford Cortina to a billboard at a busy junction in London?
4. During Wimbledon 1995 Pete Sampras and Andre Agassi played a mock tennis match at Trafalgar Square in London. Why?
5. Which Indian brand combined the Coke and Pepsi ad slogans to come up with the line "The real thing is the choice of the new generations"?
6. What was launched in 1959 in Kansas by the Carney Brothers?
7. The highest ever wicket partnership in England was between Herbert Sutcliffe and Percy Holmes in 1923 against Essex in Leyton. How is this significant to the present day corporate world?
8. Complete this line "There is but one cup to win, eleven proud people, twelve proud nations, lean to win the cup \_\_\_\_\_".
9. What food item was patented in 1830 and called 'Dr. Miles compound Tomato extract'?
10. Which Indian clothing brand gets its name from Greek for 'Circle of Animals'?



#### ANSWERS:

1. Haiku
2. Kinetic Honda and Contessa
3. Araldite
4. To shoot a commercial for Nike
5. London Pilsner Beer
6. Pizza Hut
7. They scored 555 runs giving 555 cigarettes their name
8. Share the Magic
9. Tomato Ketchup
10. Zodiac

- Subhash, PGDM - II Year, ABS

I still remember quite vividly the summer of 2002. I applied for the post of faculty in Aurora's Degree College, Chikkadpally and got selected by panel of senior professors of Osmania University. I was given the offer letter and was asked to meet the 'New Principal' of Degree college, Dr. Ravi Paturi. I requested him for ten days to report to work and he said "I can give you only four days". Had he given me ten days time, probably I would have joined elsewhere.

I joined on the day he wanted me to join and a new relationship was all set to blossom. My first impression about Dr. Ravi was that of a tough boss. He liked people who are proactive and used to spend hours interacting with students, and young teachers. For someone like me for whom teaching was never a career option, I did not realize when four years passed by. We did countless events, developed content, designed brochures, started curricular and co-curricular club activities and counseled students. Dr. Ravi introduced me to the term 'Corporate Social Responsibility' and we started the first Center for Social Responsibility together at ADC. Students started working as volunteers with many NGOs and corporate foundations. I decided to gain experience in the development sector and to move on in life.

In my six years after leaving Aurora, Dr. Ravi never allowed me to forget the college. He would call me frequently, invite to college functions and would speak for hours about the role of teachers in the Indian society. It was Dr. Ravi who introduced me to one of the greatest Indian teachers and his guru Prof. E.G. Parameswaran. He used to bring his guru to college every day and would drop him back. It was a treat to watch both of them - an affectionate relationship of a teacher and taught that we seldom see now.

It took a long time for the feeling to sink in that Dr. Ravi is no more with us. There will always be this vacuum in his absence because we seldom see the passion that he had for education. But, he will continue to reside in the hearts of thousands of students he mentored. The only tribute we can offer to this great teacher is to continue our work for the benefit of students and to do our bit in improving the Indian education system.

**Ravikant Ganti, Asso. Dean, ABS**

*"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."* Hellen Keller

Truly said, Dr. Ravi Paturi was a pillar of strength, experience, hard work and sincerity. I met him on October 2011. I just visited the campus to meet him; but never knew that this meeting will change my life forever. I had that opportunity of sitting and discussing so many things with him for long hours. His mind was always filled with innovative ideas. As far as I knew him, students and the institution were the first priority for him. Though I am from a completely different social background, I always felt at ease with him. He had that special fondness for the Bengali community. I remember, he was always in praise of the Bengali culture, literature and especially food.

I will remember him as a selfless man who stood as a strong pillar of support for everyone who came in contact with him. I pray to God that his soul may rest in peace and that may God give his family the strength to overcome this phase of life.

**Sudipta Chakraborty, Asst. Prof, ABS**

I know Dr. Ravi Paturi from 2002 when he was the principal of Aurora's PG College. I learnt many things from him, like discipline,



punctuality, hardworking. He was a strong believer in God. He never made any partiality between any religions. I will respect his commitment and will never forget what he taught me throughout his life. I salute you sir. He showed me the true path of success in life.

**Shaik Majeed, Manager-Web Portal, ABS**

My first interaction with Ravi sir was during an event organized by Aurora Degree College in the year 2008. I had never imagined that one day the same person would be my guide, my mentor and our Director at Aurora's Business School. I remember that at the time of my admission in this college Ravi sir counseled me and those valuable 30-40 minutes spent with him helped me make the right choice. I had the opportunity to sit down and discuss about my career with Ravi Sir many times and he would help me realize my strengths and weaknesses and guide me accordingly.

His strict nature, ideas, values and thoughts helped bring out the best in us. Whenever he addressed our class, he spoke about three important aspects in every individual i.e. ASK – Attitude, Skills and Knowledge and how these three combined together can make you a better person. I will always remember him as a great teacher and a great mentor. Thank you for everything sir.

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

The first thing which inspired me from Ravi sir is, he always understands students' mentality and mentors them in the right direct, we students, for a moment, get distracted but the guide lines from Ravi sir's mentoring and motivational talk always gave the students the ability to achieve their goals. A great teacher who teaches in a simple way. I was always inspired by Ravi sir's speeches. I can keep talking, but it is making me more emotional as they were many things. I have learned a lot only by observing the great teacher, the way he used to talk with the students and mentored them have shown sir's dedication towards his profession.

He always encouraged students to participate in events and told us the importance of continuous learnings. I shall never forget whatever he has taught me.

**Uday Kiran, PGDM II Year, ABS**

Form past 6 years, Ravi sir was the source of direction and growth in my career. With an immense knowledge and an equally vast experience in various fields, he was certainly one of the best mentors to work under. It is not an exaggeration to say that he was a person who is more concerned about his students than their own parents. Being a brilliant academician, he gave his students the opportunity and support to excel in what they are best in, be it cracking into elite institutions, corporates, sports, arts, music etc. If there is anything which God agrees to give me, I will wish my guru Dr. Ravi Paturi for next birth also. With such a sword's edge to face all time situations for making students to understand what they are capable of.

His blessing helped me to reach my goal. I strongly believe that I hadn't had this position, if there is no encouragement from him. He supported and encouraged me in each and every step of my life. Sir, I should never forget such a great help which you did in my life.

Today whatever I am, it is only because of your guidance sir and no one can take your place.

**Vardhaman Jain, PGDM II Year, ABS**

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