



Global Warming

Time to make a change



Global Warming on the rise

There are many proven facts that demonstrate how global warming has affected certain parts of our planet. It is also important to note the future predictions of global warming. Things do not look so good, but there are some things we can do to slow down the process.

A teacher I know recently asked a student what we could do to fight global warming. His response was it should be illegal for anyone on Earth to pollute. Children are much wiser than we sometimes give them credit for. As that is the correct answer, however humans are habitual in their nature. Giving up their automobiles, buses, trains, planes, gas lawnmowers, etc... It is not an easy thing to ask them to do. We have created the causes of global warming; it's up to us to find the solutions. The latest data confirm what a growing number of scientists have been saying for several years. The Earth's climate is rapidly changing. According to a report from the Smithsonian Institution and several other U.S. agencies, global temperatures increased by about one degree Fahrenheit over the course of the last century, and will likely rise even more during this one. Such drastic temperature changes will cause a broad range of impacts. To reduce all these awful situations the world will have to be much more careful about things. There may come a time in this world when there is not enough air to breathe or enough food to eat. Let us try to prevent that!

- Murtaza Abbas, PGDM-I, ABS

FROM THE DIRECTOR'S DESK

Human progress is neither automatic nor inevitable... Every step toward the goal of justice requires sacrifice, suffering, and struggle; the tireless exertions and passionate concern of dedicated individuals. Without continual growth and progress, such words as improvement, achievement, and success have no meaning.

The month of March marked the completion of another batch at Aurora's Business School and the positive transformation was clearly seen amongst the students who will now move on in different directions to build their careers and themselves. The baton has now been passed on to the first years who will now gain experience from the industry with their Summer Internship Programmes (SIP) commencing in April.

Our ambition should be to rule ourselves, the true kingdom for each one of us; and true progress is to know more, and be more, and to do more. There are no constraints on the human mind, no walls around the human spirit, and no barriers to our progress except those we ourselves erect.

- Dr Ravi Paturi

FROM THE EDITOR'S DESK

"The nation behaves well if it treats the natural resources as assets which it must turn over to the next generation increased, and not impaired, in value." With this agenda set at the heart of Aurora, I welcome our readers to the April edition of Akshara. World Water Day has been observed on 22 March since 1993 when the United Nations General Assembly declared 22 March as World Day for Water. As a part of our DIVE philosophy Aurora's couldn't stop itself from bringing a change from its side on making people aware of the importance of conserving water resources. Awareness starts from our students here. Our students have visited the Hyderabad municipal development authority at Khairtabad to observe the sewage water treatment carried on there to obtain clean and consumable water. It was an amazing experience to acknowledge various measures taken by the municipal authorities to replenish the natural water resources. World Forest Day was also celebrated in our campus with equal enthusiasm and vigour. April stands out to be a crucial month as students would be going ahead with their summer internship projects. Internships can teach them more about what they can do and what they don't want to do. No one's career path is a straight line. Everyone starts off with a vision of their ideal job, but this vision is really just a guess based purely on hypotheticals. A funny thing often happens when someone starts working at their ideal job, they realize it's not so ideal for them after all. We at ABS hope students have a good experience at the internships and realize onto what they actually want to do in life by tasting the actual corporate work life.

- Sudipta Chakraborty

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MEMOIRS OF THE MONTH

World Autism Awareness Day- April 2nd

Because Autism is a complex spectrum of disorders, raising awareness is critical. On December 18, 2007, the United Nations General Assembly adopted resolution 62/139, tabled by the State of Qatar, which declares April 2 as World Autism Awareness Day (WAAD) in perpetuity.



The State of Qatar, supported the campaign for a World Autism Awareness Day through the current 62nd UN General Assembly Session, garnering consensus support from all United Nations Member States. This UN resolution is one of only three official disease-specific United Nations Days and will bring the world's attention to autism, a pervasive disorder that affects tens of millions.

The World Autism Awareness Day resolution encourages all Member States to take measures to raise awareness about autism throughout society and to encourage early diagnosis and early intervention. It further expresses deep concern at the prevalence and high rate of autism in children in all regions of the world and the consequent developmental challenges. It was first observed in 2008.

World Health Day- April 7th

Every year, World Health Day is celebrated on 7 April to mark the anniversary of the founding of WHO in 1948. Each year a theme is selected for World Health Day that highlights a priority area of concern for WHO.



World Health Day is a global campaign, inviting everyone – from global leaders to the public in all countries – to focus on a single health challenge with global impact. Focusing on new and emerging health issues, World Health Day provides an opportunity to start collective action to protect people's health and well-being.

World Haemophilia Day- April 17th

World Hemophilia Day is celebrated on 17 April. This day is celebrated by haemophilia organisations around the world, and gives them an opportunity to increase awareness of haemophilia.



World Haemophilia Day was started in 1989. The World Federation of Haemophilia (WFH) chose 17 April in honour of WFH founder Frank Schnabel, who was born on that day. This day many inspire others with their story of living with or treating this bleeding disorder and show their commitment to achieving treatment for all.

World Heritage Day- April 18th

World Heritage is the shared wealth of humankind. Protecting and preserving this valuable asset demands the collective efforts of the international community. This special day offers an opportunity to raise the public's awareness about the diversity of cultural heritage and the efforts that are required to protect and conserve it, as well as draw attention to its vulnerability.



On 18 April 1982 on the occasion of a symposium organised by ICOMOS in Tunisia, the holding of the "International Day for Monuments and Sites" to be celebrated simultaneously throughout the world was suggested. This project was approved by the Executive Committee who provided practical suggestions to the National Committees on how to organise this day.

The idea was also approved by the UNESCO General Conference who passed a resolution at its 22nd session in November 1983 recommending that Member States examine the possibility of declaring 18 April each year "International Monuments and Sites Day". This has been traditionally called the World Heritage Day.

World Earth Day- April 22nd

The first Earth Day on April 22, 1970, activated 20 million Americans from all walks of life and is widely credited with launching the modern environmental movement. The passage of the landmark Clean Air Act, Clean Water Act, Endangered Species Act and many other groundbreaking environmental laws soon followed. Growing out of the first Earth Day, Earth Day Network (EDN) works with over 22,000 partners in 192 countries to broaden, diversify and mobilize the environmental movement. More than 1 billion people now participate in Earth Day activities each year, making it the largest civic observance in the world.



World Book and Copyright Day- April 23rd

World Book and Copyright Day (also known as International Day of the Book or World Book Days) is a yearly event on 23 April, organized by UNESCO to promote reading, publishing and copyright. The Day was first celebrated in 1995 and in 2012 the UK World Book day was celebrated on March 1, 2012.



World Book Day was celebrated for the first time on April 23. The connection between 23 April and books was first made in 1923 by booksellers in Spain as a way to honour the author Miguel de Cervantes who died on that day.

In 1995, UNESCO decided that the World Book and Copyright Day would be celebrated on this date because of the Catalonian festival and because the date is also the anniversary of the birth and death of William Shakespeare, the death of Miguel de Cervantes, Inca Garcilaso de la Vega and Josep Pla, and the birth of Maurice Druon, Vladimir Nabokov, Manuel Mejía Vallejo and Halldór Laxness.



Happy Returns
ABStians

Pavan Kumar - 1st April
Navya - 3rd April
Yuvi Rani - 7th April
Vamshi Krishna - 8th April
Neha Agarwal - 12th April
Sharadha - 18th April
Sana Anjum - 23rd April
Sudheer - 26th April

VIEWS AND REVIEWS

KANE & ABEL

The book tells the stories of two men born worlds apart. They have nothing in common except the same date of birth and a determination to succeed in life. William Lowell Kane is a wealthy and powerful man from an old American family while Abel Rosnovski is a Polish emigrate in America. Both brought together by fate only to destroy each other's lives.

While William Kane follows the footsteps of his father & becomes a successful banker, Abel, born in poverty & raised in poverty immigrates into America & raises to a high level, running a chain of hotels all over the world.

William Kane rose in a wealthy family shows utmost brilliance & discipline in schooling & college, proving himself to be eligible running a bank at a very young age. While Abel Rosnovski, born in a forest, raised by a trapper, is adopted by a Baron only to be enslaved by the Russians during the war. After a well planned escape from them, he sails to America to start a new life.

As Abel works here & there making a living, while completing his education, William excels in Harvard.

A series of events lead William to lose the position of the chairman of the bank while Abel wins the trust of Davis Leroy who owns the Richmond group of hotels.

During the Great Depression, Davis Leroy succumbs to losses & commits suicide; leaving everything he has, to Abel stating in his letter that Kane & Cabots is the Bank that refused to support him. Abel, swears revenge on those who have lead Leroy to his demise. Upon series of planning & support from well wishers, Abel starts the chain of hotels naming them The Baron. In the process he befriends George & marries Zaphia, both Polish emigrates & has a daughter Florentyna, named after his sister.

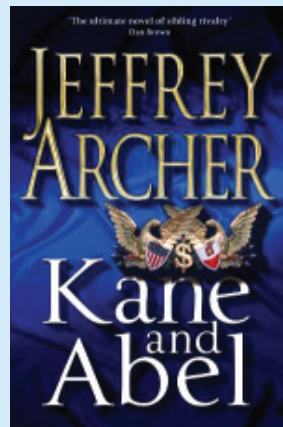
William becomes the Chairman of the bank owned by his friend, as he passes away. Later merging the bank with Kane & Cabot. He has a son named after his father, Richard & 2 daughters.

As the years pass by, Kane & Abel work on destroying each other's lives & reputation. Meanwhile their children fall in love unbeknownst of the rivalry. Kane & Abel meet several times in life, each not knowing who the other is but still hold a strong grudge against each other. The last line is drawn when Abel, gets William voted out as the chairman, thwarted by his own men.

Richard & Florentyna marry against the wishes of their family. The story ends with William & Abel realising that several events in their lives have come to be due to the favour received from the other & understand the mistakes they have been doing against each other.

The story ends with William, accepting his son back into the family but dies before he could invite them home & Abel resenting the bad things he caused to William.

The book depicts the highest levels of determination one could possess & to the great level a person could go to achieve his dreams.



It shows that though you are born with a silver spoon, unless you work hard to achieve what you want to be, you would never be considered for anything.

The book is a must read, it gives us inspiration to achieve something in life.

“HOW I MADE IT”

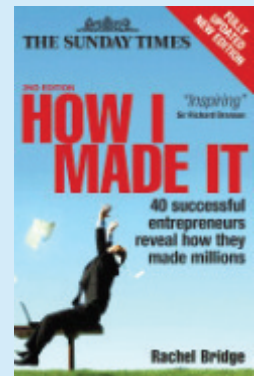
“How I Made It” is a book which reveals the story of forty successful entrepreneurs. They explain how they managed to defy the odds and turn their dreams into reality. They tell how they decided what to do, how they got started, how they found the money they needed and they went about it. But they also reveal how they had doubts, made stupid mistakes and encountered overwhelming frustrations along the way.

Each entrepreneur has his/her own definition of being successful but above all that there are few things that the author tries to tell from the stories of the entrepreneurs. The author tells that many find the idea of becoming entrepreneur exciting but they are not aware of real life which is not always. Every year thousands of hopeful entrepreneurs in this country decide to take pledge and start a business on their own. And every year thousands fail. Many of the entrepreneurs started off early but got success very late. One of the entrepreneurs says getting the timing right is far more important than at what age you start at.

One of the things that often deters would be entrepreneurs from taking the plunge is the lack of a good idea. A successful entrepreneur can look at something and see an opportunity where you or I would just see an everyday thing. One area where many entrepreneurs in the book have had particularly inventive is in finding the funds to get their ideas off the ground. The popular image of the successful entrepreneur is someone who is willing to risk everything to take the plunge and follow dream.

Attitude also plays an important role in becoming a successful entrepreneur the first requirement is to have passion and total belief in what we are trying to achieve. The second is to see every failure as an opportunity not as a disaster. Indeed many of the entrepreneurs could not find success until they tried several business ventures. The next requirement is persistence and a refusal to give up. And also along with persistence, successful entrepreneurs also need endless amounts of optimism. A successful entrepreneur also needs to have the ability to spot a potential opportunity, however unlikely, and then make most of it.

The conclusion is that to be a good entrepreneur one should be good at problem solving. What I have understood is that having a constant belief that there will always be a way forward that separates successful entrepreneurs from everyone else. There are no shortcuts or blueprint to become a successful entrepreneur what matters is a right attitude, a little risk, finance, motivation and inspiration. This book tells us that as an entrepreneur all we need to have is determination to make things work, persistence to keep at it when things go wrong, and absolute conviction that anything is possible if we really believe in it.



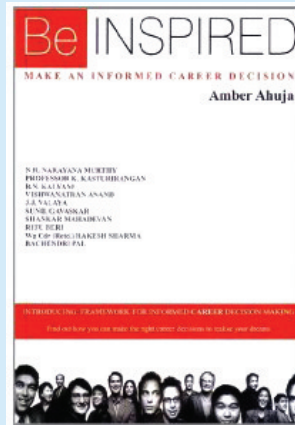
'BE INSPIRED'

India is changing fast, and in many ways than one can imagine. There are many ordinary individuals who have made it big in their respective careers. This book talks about the successful individuals like

N.R.Narayana Murthy, Professor K.Kasturirangan, B.N Kalyani, Vishwanathan Anand, J.J Valaya, Sunil Gavaskar, Shankar Mahadevan , Ritu Beri, Rakesh Sharma, Bachendri Pal.

This book aims to inspire and guide individuals in their career decision making process by showcasing and analysing how India's most successful individuals took their career decisions, established goals, and achieved them. This book introduces and applies the breakthrough career decision making techniques based on robust scientific and logical principles that are essential in today's volatile and complex economy to successfully negotiate one's career path. Equipped with a specifically designed framework to meet individual needs under the sub continental conditions, and plenty of charts, graphs, self-assessment and analytical tools from across the world, this is an extremely useful, intelligent, and inspiring compilation.

The learnings from this book are to improve career decision making based on the individuals performance, Individual skills must meet the fast-changing Indian market requirements. Mr. Ahuja has also highlighted the how children in the country need to receive education. He has also told that India 's progress is not creating jobs for people and children remain poorly informed .This shows that information along with interest plays a very important role to make an effective career decisions thus, this book guides us to make a good career decisions . ' Be Inspired' is truly a book that teaches to make a good career with successful individual examples.

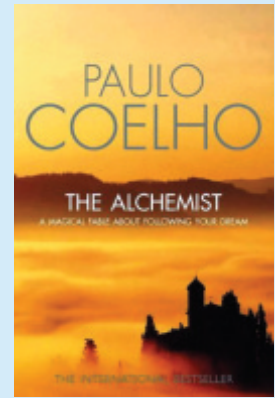


THE ALCHEMIST

When you want something in life. The whole universe comes together to help you achieve it.

The entire book runs on the same concept.

One would definitely agree that most of the situations mentioned in the book have happened in their life at one moment or the other. As many times we read the book, each time we would learn/realise/grasp something from the story.




This is the simple story of a boy who gets a recurring dream of finding treasure at an exact place & sets on a journey to really find it. If it would have been the same old story of boy going behind treasure, facing obstacles but being the hero, overcoming them all, finally finding the treasure & the girl he likes – then people would never have had a second glance at the book.

The book shows, however intelligent one may be, they fall to the trap set by fate. How much ever good you may be, bad things do happen to you. Bad situations are what makes you better & the experience you gain with them is what lets you proceed in life.

To achieve something, hard work is also one of the ways, but smart work is a must. That is how, a mere shepherd boy from a small town moves across the desert, becomes one of the head of an oasis, visits the pyramids & finally gets to his treasure. Each situation has been aptly designed, none too exaggerated. The situations are the common ones that happen in everyday life but the perspective in which you accept it & go ahead is shown excellently.

Young, adult or old, this book is suggested to everyone who wants a change in life. Who want to make better of the life they got in their hands. Though all his money was lost, going back was never in the boy's mind, he only fixed his mind on getting what he thought was his & finally achieved it. It doesn't go without the saying Water & dreams possess only one characteristic – to move forward. The do not have an option to go back.

QUIZ

- Which Financial Giant has Rocks of Gibraltar as its logo?
- It was founded in 1976 as a joint-stock company between International Aeradio Limited, a British Company, and local partners. In 1983 the ownership structure changed - United Arab Emirates government held a 60% share in the company and the remaining 40% were publicly traded. Which company's origins are we referring to?
- Enigma is a line of optical frame solutions from which company?
- The Hollerith Corporation changed its name to something iconic in the future. What is it?
- 'Discover the Best of the Web' is the baseline of which Internet site?
- Which range of grooming product are called Lynx in the UK and Australia?
- The word for a clothing brand also stands for the legendary sword of King Arthur. Which word?
- Identify the logo 
- 'Sheer driving pleasure' is the tagline of which company?
- Where is WTO headquartered?

Quiz Answers

- | | |
|------------------|--|
| 1. Prudential | 7. Excalibur |
| 2. Etisalat | 8. Wella (One of the World's leading cosmetic suppliers) |
| 3. Tata Eye Plus | 9. BMW |
| 4. IBM | 10. Geneva |
| 5. StumbleUpon | |
| 6. Axe | |



World Forest day and World Water day Celebrations

World Forest Day and World Water Day were celebrated at Aurora Business School on 21st and 22nd march 2012 respectively under the activity 'ACT, which stands for 'Aurora Cares for them'.

Ms. Asha Singh and Ms Sudipta Chakraborty who were the co-coordinators for World Water day and World Forest Day respectively explained how it is important for the youth to understand the importance of these precious commodities and work towards preserving them.



On the occasion of World Forest day, Dr Rajkumari Singh, member, International Ikebana Society of India, was invited to the College to give a presentation on the "Art of Bonsai" to the students and faculty. It was a wonderful learning experience where the students learned to make Bonsai which would help them in bringing nature inside their homes.

On the occasion of World Water Day a field trip was organized to the **HMDA Water Sewerage Treatment Plant**, to make the students learn and understand the process.

In addition to this the student and staff also organized and participated in various activities related to forest and water and the winners were given away the prizes.

With an aim to nurture managers with Values, Knowledge and Skills and Actions, which would make them more humane and globally responsible citizens, ABS undertakes social initiatives in the five focus areas which are Air, Water, Food Forest and Waste.

The students also enjoyed participating in all these activities and extend their thanks to the various supporting organizations and the Director, Dr Ravi Paturi for sensitizing them about **Nature and its Resources and their importance to the sustenance of Humans** and for providing various opportunities to learn to conserve and protect it from various hazards.

- Regina S, PGDM- I, ABS



Visit to the Sewage Treatment Plant



On the World Water Day, as a part of our ACT activity, we visited the Sewage treatment plant in Khairatabad. It is an important part of civic facilities and is necessary to keep our surroundings and to some extent nature clean.

Lying next to the Khairatabad Bridge close to the Hussainsagar Lake, it's one of the least noticed sites by the thousands of commuters that travel everyday by Tank Bund road. But then it has been maintained in such a way that it doesn't catch one's eye easily. The first thing we realised when we entered the plant was that it was quite vast. There were huge tanks everywhere that processed gallons of sewage water. Most of the water would be treated so as to eliminate organic waste from it and would be released into the Hussainsagar Lake without the knowledge of most of us. This plant was a secondary level plant and thus wasn't capable of eliminating chemical waste. This was something they intended to introduce soon.

As we explored the plant and understood more things about it via our guide (the plant's engineer) we realised how crucial it was to maintain proper sanitation taking into account the level of sewer water the city generates. At the same time as citizens of this city, we came across the question, "what are we doing to ensure that our precious water doesn't get polluted and end up in a gutter? How much water are we saving?" These gripping questions helped us realise how delicate the situation is and how precarious it can become if we don't give a thought for all the water that we waste in a day.

So, not only have we started using water sensibly but have also started recommending and encouraging people to use water carefully and not pollute the water bodies. Avoid the disposal of garbage in lakes and rivers. Recycle water by saving rain water. Avoid draining of the nutrient rich water left after cleaning rice into the drain instead use it for watering plants. If we adhere to some of these simple steps, we can surely save gallons of water from being drained away into the sewage.

- Rohit Garoo, PGDM- I, ABS

Guest Lecture

The students of Aurora's Business School got an opportunity to interact with Mr.Srinivas Sangyam, Ex-Vice President of Polaris on 19th March, 2012 (Monday).

Mr.Sangyam spoke to the students about :

- I. Preparing your resume – Dos and Don'ts
- II. Interview Skills – What to say and what not
- III. Loyalty – Do not switch companies frequently at the initial stages of your career
- IV. Conflicts and politics in an organisation – Stay away from conflicts especially with your supervisor/boss as he/she may make or break your career.
- V. How to handle critical situations at work

Mr.Sangyam also shared his personal experience and spoke about some situations he had faced at Polaris. The session lasted for an hour which was followed by a question and answer session where in the students actively participated and took tips which would be valuable for their Summer Internship Project.

- Murtaza Abbas, PGDM- I, ABS



Adios Amigos

- Murtaza Abbas, PGDM- I, ABS

For the seniors who will soon be saying goodbye to their Alma matter, a farewell party was organized on 20th March, 2012. And here I mean it literally, what started to mark the farewell for the 2010 batch ended into a fully fledged natural dance party.

The party was organized at Barbeque Nation – 36 Bagara. The seniors and juniors were full of enthusiasm as the party started with a pulsating ambience, flashing lights and foot tapping music; we began the farewell party with a difference.

Seniors looked on with pride and a hint of reminiscence, remembering similar moments not too far ago. But nothing left them far behind here. They jumped in with equal excitement and vigor, diluting any line of difference between the level of energy and enthusiasm of the juniors and them.



What we would call as the grand finale of the maha celebrations that started with the Ramp walk & ended with a questionnaire round. We also had the 'Best outgoing student' award for students who we've seen perform exceptionally in the 'Talent Round'.

Who could've said it was the farewell party? For us, it was the Aurorians coming together to dance, to eat, to sit and talk together, and above all to be together. Here on, the baton has been passed to the juniors to live up to the role that is expected from a batch who are going to guide their juniors in a similar fashion.

This party scripts the end of those joyful moments spent & hard work that they had undergone. Our seniors would now be concentrating at their careers, waiting to build it both professionally, and personally.



LITERARY CORNER

Is it right to ditch a new job for one that pays more?

If you can think of your current new job as a paid holiday, your trainer as an incorrigible idiot to have wasted time on you, your HR manager as a myopic buffoon and the company as a trampoline to jump higher, go ahead.

You've got what you wanted: a bigger hike on the basis of your latest salary or the security of a job while waiting for a dream offer to come through. Of course the current employers will feel bad, but that's mere collateral damage. Problem is that the damage is just one of the many reasons that make your super career move unethical.

A job offer is based on expectation. An organisation hires you not only because it thinks you will do a good job, but will do it over a reasonably long period. That period, even in these job-hopping times, is not less than a year. Cut loose before and you are jilting the company. It's called cheating.

"Where is it written that I must stay for a fixed period with any company I join? We are not slaves. We are employees," says an indignant 23-year-old, on his third job in one-and-a-half years. Do the math: he's ditched a company at least once.

Keep the Faith

The young BPO executive is not wrong. Offer letters rarely include a must-stay clause. Some IT companies ask employees to sign a bond for three or five years. Break it, and you have to literally pay your way out. But this debate is not about what's written. It's about what's not, about the thing called faith.

Everyone likes to believe they've snagged job on merit. And they are right: those glorious degrees and successful projects on the resume do add up. But your past can't guarantee you will fit into a new job profile: demands, deadlines, colleagues, et al.

To that extent, employers act in good faith. They believe you will stick around long enough to settle in, master the job and deliver a stellar performance. If you say good bye during or right after the training your employer offered, it's all take and no give.

A 29-year-old business consultant dismisses the idea: "It is a dog-eat-dog world out there. You give company A the short shrift now and company B will do the same to you later. In the end, everything evens out." Last year, she switched from one consultancy to another within two months. "Both offices are in the same building in Gurgaon. I am ready to duck every time the lift stops at the floor of my previous office," she says.

The HR Side

It is hardly a professional's argument: that company was bad to me so I will avenge it with this one. They don't form one big bad corporate family. Moreover, the logic doesn't make your move any less unethical.

What if the new organisation the consultant joined threw her out because it found an equally qualified but cheaper replacement? In addition to being scammed she would feel insulted. The principles are not different simply because you are the perpetrator, not the victim of deception.



"Yes they are. On one hand the victim is a person. On the other, it is a monolithic organisation. The same rules don't apply," insists a 35-year-old ex-banker. He narrates the story of his latest career move: "I was waiting for a private equity firm to accept my application. Meanwhile, I landed an offer from an investment bank. I signed up. It took the private equity guys two months to say yes. When they did, I served my notice immediately. How could I let go such a golden opportunity? No offense to the seniors at my bank."

It is the classic excuse: what does a colossus of steel, glass and granite care? Truth is, when you dump a company, it is not the brand you offend. It is the people you insult. There is nothing impersonal about calling the HR manager whom you avidly wooed a few weeks ago to say: I'm moving on buddy. Sorry about the trouble.

What's more, the HR or reporting manager's job may also be on the line. Imagine their fate if a bunch of selfish, ethically challenged employees leave the company one after another, or God forbid, en masse. Accused of bad character assessment, they also have to account for the expenses incurred through the recruitment process: from the coffee bills at the time of negotiation to the resources used during training.

Filling the Gap

Not to forget the work that suffers. For instance, you may have been marked out to a client as manpower for a project roster. After you run, there will be a gap in the list of people. A gap, which can't be filled in a jiffy. Clearly, when you ditch a new job you leave a lot in the limbo. And a trail of shattered egos, broken promises and wounded pride. The fatter pay cheque you are gunning for, it better have enough zeroes to kill the niggling guilt you can't deny.

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-Murtaza Abbas, PGDM-I, ABS

Interesting facts about dream

1. People forget 90% of their dreams- Within 5 mins of waking, half of the dream is forgotten, and within 10 mins 90% is gone.
2. Blind people also dream- People who become blind after their birth can see images in their dreams. People who are born blind do not see any images, but have dreams equally vivid.
3. Everybody dreams- Every human being dreams (except in cases of extreme psychological disorder).
4. In our dreams we only see faces that we already know- We dream of real faces of real people that we have seen during our life but may not know or remember. Since we have seen hundreds of faces during our lifetime, we have endless supply of characters for our brain to utilize during our dreams.
5. Everybody does not dream in color- 12% of full sighted people dream in black and white. The remaining number dreams in full color. According to a research, this may be linked to the switch from black-and-white film and TV to colored media.
6. Dreams are symbolic- Dreams always speak in deep symbolic language. Whatever symbol your dream picks on it is most unlikely to be a symbol for itself.



7. If you are snoring, then you cannot be dreaming- Whether this is a fact or a myth, is not yet solved, but till now we do not have any scientific evidence to it.
8. Men and women dream differently- Men tend to dream more about other men. On the other hand, a woman's dream contains almost an equal number of men and women.
9. You can have four to seven dreams in one night
10. Lastly, animals dream too- Research has shown that animals have shown the same brain waves during dream as humans.

- Ms.Sudipta Chakraborty, Asst. Professor, ABS



Leaders Are Born and Not Made

Rai Bahadur M.S. Oberoi

Founder Chairman of Oberoi Hotels & Resorts

Rai Bahadur Mohan Singh Oberoi (15 August 1898—3 May 2002) was a renowned Indian hotelier, widely regarded as the father of 20th century India's hotel business, was the founder Chairman of Oberoi Hotels & Resorts, India's second-largest hotel company, with 35 luxury hotels in India, Sri Lanka, Nepal, Egypt, Australia and Hungary.

A centenarian, he is acknowledged for putting the Indian hoteliering on the global map by successfully establishing noted hotel brands like Oberoi and Trident worldwide. He was revered in his later years as a far-ranging visionary who provided a modern structural model for South Asia's tourism and hospitality services industry.

He was awarded the one of India's highest civilian awards the Padma Bhushan in 2001.

Role as politician and business statesman

As India became independent, M. S. Oberoi built additional hotels, while expanding his base holdings. In 1948, he established 1948; East India Hotels now known as EIH Ltd., whose first acquisition was the Oberoi Grand Hotel in Calcutta. In April 1955, he was elected President of the Federation of Hotel and Restaurant Associations of India and in 1960 was endowed as the President of Honor of the



Federation for life. He also participated in legislative politics by winning elections to the Rajya Sabha for two terms, first from April 1962 to March 1968 and thereafter again from April 1972 to April 1978, he was also elected to the Fourth Lok Sabha in April 1968 and remained a Member of that House till December 1970.

One very notable hotel industry milestone came in 1965 when, in partnership with international hotel chains, he opened the Oberoi Intercontinental in Delhi, India's first modern five-star, world-class hotel.

Oberoi Group

The Oberoi Group, founded in 1934, now employs about 12,000 people worldwide and owns and manages about thirty hotels and five luxury cruisers. Oberoi Amarvilas, Agra, ranks amongst the Top 10 Hotel Spas Asia-Pacific, Africa, and the Middle East of the Travel + Leisure magazine, and also Rank 3rd in Best Hotels in Asia in 2007. Other activities include airline catering, management of restaurants and airport bars, travel and tour services, car rental, project management and corporate air charters. The Group has a number of hotels worldwide, latest hotel additions being in Singapore, Saudi Arabia, Sri Lanka, Nepal, Egypt and Africa.

- Anchal Bagga, PGDM-I, ABS

STRENGTH IN SPIRITUALITY

BELIEVE IN YOURSELF

Love yourself enough to know that YOU deserve all the goodness in the world. People around you who are negative or relationships that have made you feel as if you're undeserving have no place in your heart. Even your own ego can get to you; you just have to recognize that- that isn't the voice of God nor the voice of your truest self. Stand up for yourself, tell others and tell your ego... "Thank you for your comments but I know who I am and I know what I deserve. I deserve love, I deserve to be happy and I deserve to be successful. I am love, I am happiness, I am success and I believe in myself." No one has to believe in you, you just



have to believe in yourself first. Be confident! Forget the fear and keep moving forward. Your best life is standing right in front of you, you just have to step into it. Know it, feel it, see it!

There are no limits in this world, this is your world. You make up whatever you want to experience, you just have to reach out and grab it. Tell the world.... "World, this is me, take it or leave it, but I am here, I am awake, I am alive and I am here to leave my mark! I am here to share my love, share my happiness, share my success and receive my blessings that God has given each and every one of us from day one... Love. Life."

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PICTURE PERFECT

Forest Day Celebrations at ABS



ABS students visited Water Plant with their Faculty on Water Day

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