



**anubhooti**  
*Induction-2012*

16<sup>th</sup> August, 2012, Aurora's Business School Premises





# anubhooti

*Induction-2012*

Induction program is always an awaited program for all the fresh aspirants for any course. Freshers as well were very curious to get to know about the college, its management, faculty and courses and their seniors too. Anubhooti our induction program was scheduled on 16th of August, 2012. Our chief guest was Mr. Vijay Mahajan, the founder and CEO of BASIX. The program started with a prayer song, a welcome address by the Prof. N.V.Ramana, Dean, followed by speech by our chief guest to the PGDM aspirants. Mr. Mahajan shared with us his life's experiences. The hurdles he faced, all that he had to witness in order to make a difference through his idea of rural development and providing livelihoods through Basix. He addressed us regarding the three most important things one needs to possess in life. One, Purpose, every individual needs to have a purpose in life without which there is no meaning in doing anything. Once you have the purpose, you need to converge everything you take up, that comes your way and align it with your purpose. He then said, one needs to be persistent and passionate about what he/she is doing. As criticisms come every person's way who tries to take a path which is less travelled upon, a person who tries to do something different unlike the rest of the world. Once you are strong on your stand to do something, nothing on earth should shake you from that decision of yours. Then alone can you leave a mark in this world, for which you will be remembered eternally. The speech left everyone with a thought, it sparked the desire amongst all the students, as to what their life's purpose is, what difference they wish to bring about as an individual, that will make the world remember them forever.

*- Regina Sanku, PGDM II Year*



## FROM THE DIRECTOR'S DESK

On behalf of Aurora's Business School, I am pleased to welcome you to the 2012-14 academic year. We are happy to have you with us in the campus and we appreciate all the intellectual and creative energy you bring with you.

As students you are an important part of the community of scholars, and we value your contribution and participation. We are happy to see you setting high goals for yourself. Take advantage of all that our campus has to offer.

Now is also the time for our new students to embrace a wider, richer, more international and multicultural world view—because regardless of where you are from, you all share a common destiny of an internationalized future. Embrace differences and be open to them, stay true to what is right, and prepare yourself to be a global citizen.

- **Dr Ravi Paturi**

## FROM THE EDITOR'S DESK

I welcome all our readers to the July edition of Akshara. This month has, along with fresh aspirants, got many other interesting things happening in the campus. Auroras business school welcomes PGDM batch 2012-14, into the Aurora family through Anubhooti- our induction program. A start to their journey towards a new learning experience. A PGDM program is all about grooming and aligning an individual with and into the corporate world. To get in the experience of becoming a corporate being, we have arranged a corporate walk, wherein these aspirants exhibit their professional side, with their compliance to the corporate culture conduct.

Being rock solid in your knowledge about basic business concepts is a mandate in today's competitive and dynamic job market. PGDM batch 2012-14 are undergoing their foundation course which will help them get oriented with the a b c's of business management. The second years have started marching towards a focused stream of their PGDM course. Each one concentrating on a particular specialization in order to reach their desired career roles and vertices.

As always we wish our students a great learning experience, and will get back to our readers with many more activities which ABS undertakes, in an attempt to make its students Globally sensitive professionals.

- **Sudipta Chakraborty**



### Happy Returns ABSians

Indu - 2 Aug  
 Pradeep - 5 Aug  
 Roshan - 12 Aug  
 Charan - 14 Aug  
 Muralidhar - 16 Aug  
 Swati Reddy - 19 Aug  
 Anusha - 20 Aug  
 Shyam - 24 Aug  
 Subhash - 24 Aug  
 Chitla Siddhartha - 25 Aug  
 Harish - 27 Aug  
 Devendar - 28 Aug  
 Savitha - 28 Aug  
 Rohit Garoo - 29 Aug  
 Siva Krishna - 31 Aug

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## MEMOIRS OF THE MONTH

### Raksha Bandhan- 2nd August

Raksha Bandhan, (the bond of protection) or Rakhi is a Vedic festival primarily observed in India, Mauritius and Nepal, which celebrates the relationship between brothers, cousins and sisters.



The central ceremony involves the tying of a rakhi (sacred thread) by a sister on her brother's wrist. This symbolizes the sister's love and prayers for her brother's well-being, and the brother's lifelong vow to protect her. The festival falls on the full moon day (Shravan Poornima) of the Shravan month of the Hindu lunisolar calendar. One Islamic Scholar believes that Raksha Bandhan grew in popularity after Rani Karnavati, the widowed queen of Chittor, sent a rakhi to the Mughal emperor Humayun when she required his help.

### Friendship Day- 5th August

International Friendship Day is a day for celebrating friendship. The day has been celebrated in several southern South American countries for many years, particularly in Paraguay, where the first World Friendship Day was proposed in 1958.



On 27 April 2011 the General Assembly of the United Nations declared 30 July as official International Friendship Day. However, some countries, including India, celebrate Friendship Day on the first Sunday of August.

### Quit India Movement day- 9th August

The Quit India Movement or the August Movement (August Kranti) was a civil disobedience movement launched in India in August 1942 in response to Mahatma Gandhi's call for immediate independence. The All-India Congress Committee proclaimed a mass protest demanding what Gandhi called "an orderly British withdrawal" from India. The call for determined, but passive resistance appears in his call to Do or Die, issued on 9th August at the Gowalia Tank Maidan in Bombay.



Function is held in schools where skits, speeches are staged. The significance of the day is highlighted. The entire nation fills with a sense of patriotism and pay tributes to martyrs of the freedom struggle and the political leaders lay wreaths on the memorial.

### Janmashtami- 10th August

Krishna Janmashtami is an annual commemoration of the birth of Krishna, the eighth avatar of Vishnu. The festival is celebrated on the eighth day (Ashtami) of the dark fortnight of the month of Bhadra (August-September) in the Hindu calendar. Rasa lila, dramatic enactments of the life of Krishna, are



a special feature in regions of Mathura and Vrindavan, and regions following Vaishnavism in Manipur. While the Rasa lila re-creates the flirtatious aspects of Krishna's youthful days, the Dahi Handi celebrate God's playful and mischievous side, where teams of young men form human pyramids to reach a high-hanging pot of butter and break it. This tradition, also known as uriadi, is a major event in Tamil Nadu on Gokulashtami.

### International Youth Day- 12th August

The theme of International Youth Day 2012 is "Building a Better World: Partnering with Youth" a global call to action to develop and engage in partnerships with and for youth.



Young people today face pressing global challenges. Partnerships with the United Nations, governments, the private sector, civil society, academia and philanthropists can help increase opportunities for success by leveraging comparative advantages, resources and shared interests.

### India's Independence Day- 15th August

The Independence Day of India, celebrated on 15 August, is a holiday commemorating India's independence from the British rule and its birth as a sovereign nation on 15 August 1947. The independence coincided with the partition of India wherein the British Indian Empire was divided along religious lines into two new states—Dominion of India (later Republic of India) and Dominion of Pakistan (later Islamic Republic of Pakistan).



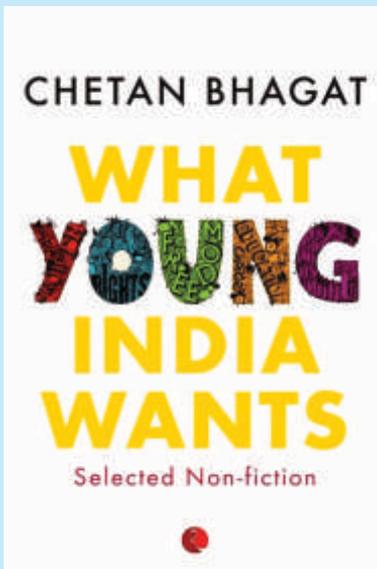
The Independence Day is a national holiday in India. The flagship event takes place in Delhi where the Prime Minister hoists the national flag at the Red Fort, followed by a nationally broadcast speech. The day is observed all over India with flag-hoisting ceremonies, parades and cultural events. Indian citizens celebrate the day by displaying the national flag on their attire, accessories, homes and vehicles, flying kites, listening to patriotic songs, watching patriotic movies, and bonding with family and friends.

### Eid-ul-Fitr- 20th August

Eid-ul-Fitr, often abbreviated to Eid, is a Muslim holiday that marks the end of Ramadan, the Islamic holy month of fasting. The religious Eid is a single day and Muslims don't fast that day. Eid is an Arabic word meaning "festivity", while Fiṭr means "breaking the fast". The holiday celebrates the conclusion of the 29 or 30 days of dawn-to-sunset fasting during the entire month of Ramadan. The day of Eid, therefore, falls on the first day of the month Shawwal. This is a day where Muslims around the world try to show a common goal of unity.

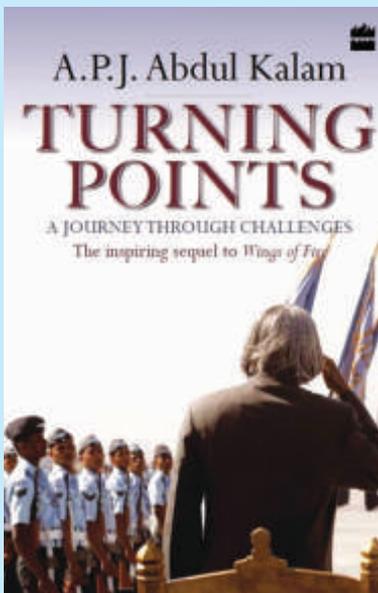


## VIEWS AND REVIEWS



“What Young India Wants” is the collection of Chetan Bhagat's essays, speeches, columns and articles. Some are fresh pieces too. The book tries to ask us many questions. It asks us about what exactly do we want from our country. It asks what exactly are we doing for our nation being a citizen of it. It asks us what we really know about our country and how much effort we put in for knowing. How attached are we and how concerned are we as Indians. How capable are we and why still are we helpless. While answering and clarifying the jumbled situations of some of these questions, Chetan Bhagat gives some value and moral oriented solutions in his own unique style without targeting anyone. He has made it sure that he will not blame politicians every time in the book as this is what everyone does. He tries to give solutions by keeping politicians away from it.

Chetan Bhagat starts the book by talking about THE SOCIETY. He talks about Bhopal Gas Tragedy, German bakery blast, Airline crisis, various scams like CWG, 2G, IPL etc, terrorism and other national issues. He has tried to give solutions. Some are sensible while some are just mere articles which should be read and forgotten. Then as the novel progresses, Chetan Bhagat starts talking about we, THE YOUTHS. How we can change the scenario around us if we take a resolution. This part is the best part of the book as I related with every sentence being the youth of the nation. “Spark” is an awesome chapter. Too motivating and life-changing. The chapter in which Chetan Bhagat tells why we should have good command over English language is too sensible. The letter to Babu is exactly what every Indian talks in regard of Mahatma Gandhi's approach towards India and how we have let his idealistic down. “Where's my Nobel prize?” is one another masterpiece of the book. Lerd and Nerds description in a chapter made me laugh out loud. The initial paragraph of the chapter in which Engineers are being joked off by terming them as Touchy Feely makes you excited for Chetan Bhagat's next as you find him back in form as Revolution 2020 was a disappointment. In the end, “The Cut-offs” chapter is a very good eye-opener for the children as well as parents.



“Turning Points” is sequel to APJ Kalam Azad's autobiography- “Wings of Fire”. Wings of Fire was about his journey as a scientist while Turning Points is his journey from the day he swore in as President till May 2012. This book has a tagline “A Journey Through Challenges- The inspiring sequel to Wings of Fire”. But the way Mr. Kalam has described each and every scenario that came in his path never let me believe that any of those things were challenges for him. He has stated very appropriately that he never feared while announcing or claiming any thing as he wasn't a politician. He never was concerned about which party is in Parliament. His motive was development, improvement, Vision 2020. And hence reading Kalam's journey as a President is interesting and one of its experience as there's no talk of politics in it. Just the welfare of nation, state and Parliament.

Every page makes you feel that you are yourself A President and it's you who is ordering and suggesting others in place of Mr. Kalam. In the first half of the book, how Kalam as President tried to make use of Internet in Parliament and Governance is the best part. How he started getting all his files in Digital format to get the access even when he would be traveling was interesting to read. How he tried to execute E-Governance is another exciting thing to read. The chapter where 7 Turning Points in Kalam's life are stated is another interesting read. “Learning from Others” chapter is the most fruitful chapter in terms of human values and learning. The PURA mission for villages and villagers is the best execution by Kalam during his Presidency. Video-conferencing initiation is another big revolution that took place because of Kalam's lead and power. Love for his Presidential residency- Rashtrapati Bhavan can be clearly seen in his writing. The way he tried to proliferate the essence and serenity of the Bhavan is too nostalgic. The schedule of his life in May 2012, that is mentioned in one of the End Chapters says so much. He is no more a President but still his involvement in inspiring the nation is no less, even at the dithering age. The controversial decisions that he used to take as a President is something that I got most excited while reading the book. Even I am still thinking of why no Governmental party came forward to take the Parliament for those 3 days. The interview in the end of the book is another masterpiece from the book which shows how visioned Mr. Kalam was/is.



## From theory to practice

I have in the first few weeks of my journey at ABS experienced a part of that maddening transition which is a result of moving away from one universe and into another. From theory into practice, from teenage to adulthood. I have been surprised (pleasantly and unpleasantly), humbled, lost sleep, overslept, felt the excitement and sometimes devastating boredom when I am away from my college. ABS is what has brought the change in me and I can't wait to be a part of the wonderful events that this college has to offer.

- Akshaya Utla, PGDM I Year

## With ABS I know I can

When I attended the first class I was very nervous and tensed because I was not confident about my communication skills. I was not sure whether I could interact with my classmates, forget outsiders.

Later, I felt that I have come to the right place to develop myself and improve my skills and become a true professional. As I am interested in Social Service this was the right place for me to be where I can learn something.

The faculty is very encouraging, motivating and friendly and also focus on practical exposure which I have realized during my stay at ABS is the most essential aspect of a PGDM course.

- Anusha Chowdary, PGDM I Year

## No confusion, Great combination

After my graduation, it was very difficult for me to choose my course. After lots of confusion whether to join an MBA course or not, I finally came to know about Aurora's Business School through my friends. I am glad that I took the decision to join ABS as it gives me practical exposure with the projects given and I also get to know more about the corporate world.

The first thing that ABS taught me was 'Time Management' which helped me to be punctual. The atmosphere in this college is really good and the faculty too. The great mix of events that the college organizes keeps you wondering 'wow what's next'.

In the future I would like to go abroad or work in a good multinational company and I am sure that ABS will help me realize my dreams.

- Kiran Jhaliwar, PGDM I Year

## The Journey has just begun

Long way from my hometown, I landed in ABS, one of the top B-Schools in Hyderabad. I did not find it difficult to mingle up with the environment at ABS because I have already grown up in such an environment and everyone is a friend. Every college has its own way of welcoming the fresher's and so does ABS. A formal fresher's party was conducted and I was crowned as Miss Fresher's. The lecturers are excellent and give their best and during this one month I have managed to build a bond with them. I has only been a month and I can feel the change in me day after day and I hope that this is just the beginning of a wonderful journey ahead.

- Indu Aparna, Captain, PGDM I Year

## The Right Turn

I used to be very calm and had a problem interacting with people and making friends. When I was yet to join ABS, I felt that I would face the same problem again. After joining ABS, what I had initially thought to be a problem was taken care of. I received a warm welcome from the ABS team and the belongingness they showed changed my mind.

I came with an unorganized chain of thoughts for which I got clarity at ABS. I believe that ABS is capable of changing "Introverts & Pessimists" into "Extroverts & Optimists". I am fortunate to be a part of this college. It is not just the learnings but beyond that and wish that I could stay here forever.

- Kavya, PGDM I Year

## Experience at ABS

The experience in the first month at ABS gave me a feeling that I will become a very good manager in the future. The entrance of the campus has a positive vibration with a pool of flowers in the middle. The mirror towards the left says 'how you are dressed'. The basic skill of any management student is to attract the people and dress sense plays a major role in that aspect. Mr. Ravikanth, associate dean and Mr. N. V. Ramana, dean are very helpful. They believe that every individual is the same and a management student should always be socially sensitive. As my field of interest is cricket Mr. Ramana and Mr. Ravikanth have promised that my projects would be in the field of sports. The college encourages every talent and hobby of every student in the class. The teaching in the classroom is completely different. It's not the usual one-way communication but it's a multi-way communication where every topic is related to a real-time examples. The college increases your confidence and gives you the hope that you will be the best manager in future.

Krishna, PGDM I

### Good, better, best

There are two types of experience, one being good and the other being bad. The experience I had till now has been far better than just being good. It has been only three weeks at ABS but the exposure which I have received here would have taken months if I were in any other college and the confidence you get from various activities conducted is commendable.

- Ankit Mor, PGDM I Year

### Bringing out the best in me

When I joined ABS, my mind was blank. I had no clue as to what I would do after the 11 yr PGDM program that the college has to offer. I was confused and wondered whether I could give my best.

But I am happy to say that the management and faculty have motivated me and given me enough inspiration to bring back the positivity in me over a short period which will now help me to face any challenge. One thing that I love the most about my college is the encouragement given by the management to take up an initiative and organize events. Now, can I give my best? Yes, with ABS, I definitely can.

- S. Bharat Reddy, PGDM I Year

### Happy to be a part of ABS

I am very happy because now I am a part of the ABS family. I like the environment of ABS. On the first day I was scared and nervous, but now I am feeling comfortable. The faculty is really good. The college and administration have helped me a lot. Even the seniors are very good and have helped us whenever needed. ABS gives importance to practical exposure rather than solely focusing on theory and this will definitely help me become a wonderful manager.

- Ashritha Reddy, PGDM I Year

### One word that defines my college –Awesome

My experience with ABS till date was awesome. I was very afraid of getting on to the stage and speak, but now I can talk with confidence. I was afraid of mingling with friends and interacting with people but now I can. I could only wonder the extent to which I can improve myself. If one month at ABS has bought such a wonderful transition. Well for a two year PGDM program, sky is the limit for me.

- Supraja Raam, PGDM I Year

### My experience with juniors

Meeting the juniors was a delight. It felt like meeting our own selves, what we were one year before. There is a new energy that is all around. Fresh minds with full of ambitions, dreams in their eyes, in a quest to achieve their goals. This first one year of their PDGM journey would come with everyday opportunities to polish their skills, make themselves clear as to what career would best fit them as professionals. I hope they never let go of this synergy among them and always be optimistic and passionate about their lives and aims. It feels great to share our one year of experience at ABS to them, which could probably help them comprehend things in a much better way. I wish all the freshers all the best for their two years of learning journey and would be more than glad to assist them to the best of our knowledge and learnings.

- Regina Sanku, PGDM II Year

### A New Journey Begins

After a year filled with learnings, experience, events and more, we have marched ahead into the next academic year, where the college eagerly waits for a fresh batch of students who would be filled with excitement, ideas and a rage to step out and make a name for themselves. It is that time of the year when the students of II year too are anxious and excited to lead a path for their juniors to follow. Seldom would you find a write up that shares the experience of one with the 'Enthucutlets' of Aurora's Business School i.e. the PGDM batch of 2012-2014.

The primary objective of a senior student would be to break the ice between both the batches. The occasion was perfect as the new batch had just stepped in and we decided to take the initiative to conduct a Life Skills training workshop for our new friends. Not only did that workshop help us build a bond but it also helped us realize the potential of every student. Not only are they immensely talented in their own way, but also very spontaneous and proactive.

Though it has been only a month, the fresher's are not here to wait and watch as they have actively participated and co-ordinated for all the in-house events conducted in the college. Well, my dear friends this is just the beginning of another wonderful and exciting journey and I hope that together we can make a difference and break all the barriers and records that had been set in the previous years.

- Murtaza Abbas, PGDM II Year

### My experience with the freshers

One year passed and could see new faces in the campus. It is time to welcome our juniors. They surely reminded me of my first day in the college. I could connect with them, as we all went through the same nervousness and curiosity filled with a lot of excitement.

Like a good senior I wanted to make them comfortable and initiated small talks with them. I found juniors really sweet and friendly. Soon we, a group of 5 students conducted a life skill session for them. During the session they were very cooperative and were keen to learn, enthusiastically participated in all the activities. It was also encouraging for us when they all shared their views with us.

On Independence Day event it was a delight to see immense talent in the 1st years which will surely enrich our college culture. It was surely a great experience to teach them the college etiquettes and rules which were taught us by our senior. It's like passing the legacy from seniors to the juniors in a family, family ABS. Looking forward having long relation and also learn from them.

- Aanchal Bagga, PGDM II Year

## FITNESS & HEALTH

### HEALTH BENEFITS OF CHEESE

Since ages, Cheese has been a part and parcel of daily life in the Europe, the Americas, Australia and nearly all the countries of the world those have a cold climate, except certain countries in the Indian Subcontinent and Middle Eastern region. Although India and some of its neighboring countries has been using a slightly different form of cheese which is commonly known as "Cottage Cheese" or "Paneer".



**Dental Care:** Cheese is very-very high in calcium content, the first and foremost thing you need for strong teeth. Moreover, it is very low in lactose content. The older the cheese, the lower is the lactose content. This also is beneficial for the teeth as any form of sugar (glucose, maltose or lactose) in food stuff harms teeth.

**Bone Health:** Apart from having very high calcium content, cheese is also rich in vitamin-B, which is very good for children, women (particularly pregnant and lactating) and elderly people (well, for adults too), for formation and strengthening of bones and cartilages. The vitamin-B here aids proper absorption and distribution of calcium.

**Osteoporosis:** Osteoporosis is mainly a deficiency disease which is caused due to deficiency of calcium (non-absorption) of calcium, resulting in fall in the bone density. This is particularly seen in women who undergo menopause, elderly people and

children who suffer from malnutrition. And these three are found in abundance in cheese. So, cheese can be ideal part of the diet of those suffering from osteoporosis.

**Hypertension:** Sodium and cholesterol are the two elements mainly considered harmful in hypertension and hypertensive people are advised to avoid them. Here, cheese should be viewed critically. The fat content of the cheese depends very much on the quality of the milk viz. full fat or full cream, low fat or fat free. Although, a low sodium and low fat cheese is helpful in reducing Homocysteine, an agent which is often related with heart diseases, still, it does not make it recommendable for hypertensive people. Another thing in cheese that can help hypertensive people is the vitamin-B content.

**Weight Gain:** Cheese is an excellent food for gaining weight. They are full of proteins, fats, calcium, vitamins and minerals. You have proteins for muscles, fats for fats, calcium for heavier and stronger bones and vitamins and minerals for better metabolism. You just need to eat a lot of them, do your exercises and sleep tight.

**Other Benefits:** Cheese contains Conjugated Linoleic Acid and Sphingolipids which help prevent cancer. It contains a lot of vitamin-B which develops in it during fermentation. This vitamin-B is very good for maintaining many functions in the body and also for protection against diseases like Beriberi. It also enhances blood formation, strengthens liver, facilitates absorption of nutrients in the body etc.

## LITERARY CORNER

### Time Drifts Away & Everything Else With It

After a talk with one of my best friends in school days. I realized there is hardly anything that is same between us, in terms of our chemistry, our sharing of thoughts. We have become formal. There was time when we just couldn't be without ringing up each other every day, Days when we splashed each other with mud, called each other with weirdest of names, all have become vapours which are just frozen memories now. But it goes without saying; we still love each other and obviously care for. What could I infer from this is.. As time passes by, Life changes, its contents, priorities and thus most importantly PEOPLE in it.



Be it best of relationships, they need a frequent nurturing (time) if not it just withers like a crop which hasn't been watered. Distance can change a lot. So now my thought drifted to asking my heart "So who is going to be with me throughout?" I do not know. In fact no one does! We keep meeting people at different points in life, School, High school, college, Office... You make some great bonds. How I wish I could just freeze time, hold all the people I so very love close to me and never let go. But that isn't possible. It

scares me now. When I meet people, become good friends with them, a thought flashes my mind "Till when are they going to be with me?". It happens we hardly realize what's happening in life. Especially when we are marching towards our careers, eyes full of dreams, ambitions.

We hardly have the time to halt and think of how your life is moving and the bonds in it are shaping. I decided, no matter how busy I am, I will make every effort to connect to these beautiful people who have imprinted such pleasant memories in my life. After all a friend is someone who knows the song in your heart and can sing it back to you when you have forgotten the words. Now after all these resolutions, thoughts, I understood at some instance in your life, you will perfectly understand who really matters, who never did and who always will, as Friendship isn't about whom you have known the longest... It's about who came, and never left your side...!



- Regina, PGDM II Year

## Internship Abroad

It was a great opportunity for us (Ramesh, Bharath and Siddhartha) to work for an esteemed organization for the duration of 30 days, IIRR (International Institute of Rural Reconstruction) is an International NGO, which is focused on Capacity Building and Livelihood Training Programs. IIRR in Philippines focuses on Training and Development programs, participants come from different part of the world to attend Training Programs, IIRR offers various Programs on Environment, Capacity Building, Livelihood, Value Chain etc.

One of the best program which we liked was Writeshop. Writeshop is an intensive, participatory workshop that aims to produce a written output documenting innovative development practice, method or project. The output may be in the form of a book, a set of leaflets or a training manual. Participants in the process include scientists, researchers, government personnel, teachers, NGO staff, extension agents, farmers and other local people, anyone who has, in one way or another, been involved in the experience, to be documented. A team of facilitators, editors, artists and designers co-author and produce the publication during an intensive one- to two-week Writeshop, and we were fortunate enough to meet the Father of Writeshop Dr. Julian Gonsalves. The value of the Writeshop is the way it brings together a wide range of people, each with their own experience and specific knowledge, to work in groups documenting their part of the story.

We had four field visit which was part of our program, Field Trips like (IRRI) International Rice Research Institute, CELL (Center for Ecozonic Living and Learning), CRTD (Center for Rural Technology and Development), BIG (Bio Intensive Gardening) in IIRR, we visited the Rice Museum, we learned about the different types of rice, different types of tools used in the rice field, the evolution of tools and equipment used in the Rice fields and the most amazing part was the Gene Bank, which stores different types of Rice seeds stored in cold storage for doomsday.

BIG(Bio Intensive Garden) - BIG is an initiative from IIRR, it is a technology whereby a small area of land is intensively cultivated

using nature's own ingredients to rebuild and then maintain the soil's productivity, IIRR is also helping Five schools in Silang, Cavite to implement BIG and other gardening technology which is part of their curriculum. IIRR monitors, facilitates, and supply them gardening materials, which is helping the school to cultivate fresh vegetables, which is later cooked and served to malnutrition students, every month an employee of IIRR comes and evaluates the work of the school, how well they are maintaining it. In Philippines most of the people consume fast food (Jollibee, McDonalds, KFC), which is very harmful for the health of people, to bring back the tradition of the food, IIRR is working on recipes, to make the vegetables more tasty.

CELL (Center Ecozonic Living and Learning)- CELL is located in a one hectare land that the Noel Mondejar foundation provided for rent free for 15 years. The dynamism and hard word of the founders of CELL continue to create a largely self-sufficient Ecozonic farm comprising a home farm, working woodlands, productive gardens, and restful grounds. CELL does a lot of experiment on how natural resources can be used from Nature.

CRTD(Center for Rural Technology Development) Is an non for profit organization It is a 0.32- hectare integrated farming system, which was developed to showcase one of the composting technologies, CRTD promotes to its clients- vermicomposting. The project is being implemented to ensure availability of organic fertilizers for vegetables, ornamentals and fruits and fruit crops projects of the center. Aside from compost as organic fertilizer, vermis are also produced, which are potential source of protein feeds for fish and poultry. It also integrates other projects, e which includes fruit crops and landscaping species and vegetables.

Though the internship was only for a month, the learnings and experience were priceless and something to cherish for the rest of our lives.

- Ramesh Krishnamurthy, PGDM II Year



## Life Skills and their importance



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

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

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

- I. **Critical Thinking/Decision Making/ Problem Solving:** The most common mistake that most of us do is that we don't think twice before taking any decision. What happens ultimately is that we have to repent for it in the future (under worst circumstances). Looking at the good side and also the bad side of things before making any decision is equally important. Looking at a problem from different perspectives not only helps us asses the problem in a better way and its influence, it helps to improve upon our decision making skills.
- II. **Communication:** Considered to be the most important skill. Communication can be verbal or non-verbal. How would you feel when you cannot express something to the audience? The main objective of communication is to pass on the message effectively. Communication skills require some practice and cannot be learnt or improved within a short span. It also includes active listening, and the ability to express feelings and give feedback.
- III. **Creative Thinking:** In simple words thinking out of the box. The ability to think of new ideas in different ways.
- IV. **Developing Interpersonal Relationships:** There has to be a shift from 'me' to 'us' and to do that, we need to develop our interpersonal relationships. An interpersonal relation is an

association between two or more people. The relationship can be within the family, in the society, workplace or any other sort of commitment. Interpersonal Relationships can be built through trust and honesty, loyalty and faith, confidence and confidentiality.

- V. **Empathy:** Empathy, which is the ability to listen and understand others' needs, is also a key interpersonal skill. In other words, the ability to identify and understand what another person is thinking and feeling and to accurately communicate what you have understood through a response that makes the other person feel that you have understood them. It is important that we understand what the other person is feeling and act accordingly.
- VI. **Self Awareness:** Having a clear perception of your personality, including strengths, weaknesses, thoughts, beliefs, motivation, and emotions. Self Awareness allows you to understand other people, how they perceive you, your attitude and your responses to them in the moment. If you are wondering why this is important, Self Awareness helps in mastering your focus, your attention, your emotions, reactions, personality and behavior, to determine where you go in life. Close your eyes and imagine yourself in any situation. Now, what is it that you sense, think, feel, want and wish to do next. As you begin to explore more about yourself, you tend to make changes in the interpretations and thoughts in your mind.
- VII. **Coping with stress and feelings:** Stress is an individual's perception and assessment of the environment. Stress occurs when there is a lot of pressure and we are not able to cope with it. Basically there are three types of stress i.e. Eustress (positive stress), Distress (negative) and Understress (negative). And the only way to cope with it is to calm down, organize yourself and seek support. Feelings on the other hand deal with your emotions and how you respond to various situations in life. For example, you may be angry but you do not wish to express it. It is always advisable to not overact or under act to any situation.

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

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

## How Pearls Form In Oysters

The birth of a pearl is truly a miraculous event. Unlike gemstones or precious metals that must be mined from the earth, pearls are grown by live oysters far below the surface of the sea. Gemstones must be cut and polished to bring out their beauty. But pearls need no such treatment to reveal their loveliness. They are born from oysters complete -- with a shimmering iridescence, lustre and soft inner glow unlike any other gem on earth.



A natural pearl begins its life as a foreign object, such as a parasite or piece of shell that accidentally lodges itself in an oyster's soft inner body where it cannot be expelled. To ease this irritant, the oyster's body takes defensive action. The oyster begins to secrete a smooth, hard crystalline substance around the irritant in order to protect itself. This substance is called "nacre." As long as the irritant remains within its body, the oyster will continue to secrete nacre around it, layer upon layer. Over time, the irritant will be completely encased by the silky crystalline coatings. And the result, ultimately, is the lovely and lustrous gem called a pearl.

How something so wondrous emerges from an oyster's way of protecting itself is one of nature's loveliest surprises. For the nacre is not just a soothing substance. It is composed of microscopic crystals of calcium carbonate, aligned perfectly with one another, so that light passing along the axis of one crystal is reflected and refracted by another to produce a rainbow of light and color. But all this came to an abrupt end starting early 20-th century because of one Japanese entrepreneur. It wasn't until 1916, when Kokichi Mikimoto (1858-1954) patented the art of producing cultured pearls and perfect round pearls. Using a technique developed originally by an inventor called William Sawville-Kent and brought to Japan, Mikimoto successfully cultured whole "Akoya" pearls and founded the modern cultured pearl industry.

He was also the first to market these cultured pearls and triggered the huge "cultured" or "man induced" pearl industry. Today millions of people can afford and have access to a pearl jewellery of very varying qualities because of these new revolutionary production techniques. Consequently, the natural pearl diving, gathering and trade all but died as a non efficient as it was priced out of the market by the consumers at large.

Virtually all the pearls we see and purchase today are cultured or man-induced pearls. Therefore these pearls are can still be considered "natural" because they are created by mother nature alone, but the process is induced by humans. Naturally the radiography of a natural pearl and a cultured pearl will show the structural differences to varying degrees depending on the foreign implant used to trigger the process. Science and innovation have a "habit" of rendering things obsolete. Today we only smile when we think of ancient things such as the telegraph, the typewriter, the horse cart, the oil lantern, the Walkman or the cassette player just to name a few.

In the case of the natural pearl, technology did not render it obsolete as such. A natural pearl is still a gem of high value, but its "harvesting" ceased to be a viable economic activity. The pearl somehow lost its lustre with Mikimoto's revolution, but it became a "democratized" gem, as millions of people could afford to buy a cultured necklace or pair of earrings! But the sad thing is they cut the oyster because it is easier to remove the pearls.

- Deepika, PGDM II Year

**Not been there,  
never done that,  
but its fun**



We come across various situations in our lives where we look at with awe the remarkable work done by some great people. The very next question that might pop up is that how did they do it. How was that business empire built, how did a couple of college dropouts change the world, how did an idea change the entire landscape, the complexion of social media. It happened because they wanted to do it and we can too if we have the potential to convert that tiny spark of 'willingness to do' into a wildfire of learnings.

This tale is about me and my friends from Aurora's Business School who decided to start a cafeteria in our college campus. Initially, none of us had, in our wildest dreams ever thought of setting up something like a cafeteria. Everybody shared a similar agenda – complete your MBA, get a job and live happily ever after. But there was a twist in the tale. After our summer internship programme we had a gap of a couple of weeks before regular classes commenced and we were getting bored because this 'Dil always wanted more'. Then came the idea from our Dean, to set up a student run cafeteria in the campus instead of a regular canteen walla running the show. This is where we come into the picture. We were still in two minds and were not sure whether to go with it. We made a list of all the items required, the menu and a business plan was made. Slowly as things began to unfold and the café took a proper shape we realized that we were taken over by a force that motivated us to keep marching.

It has been only a week now that we have managed to convert an empty room into a room full of gossip, refreshments, entertainment and fun which we call 'Go Nutz'. A café where the students can relax, sip some coffee or grab a cup of hot lemon tea or some lip smacking soups. After all only a student realizes how another student feels after a long long session and what is needed to beat the stress. To cut it short and not speak much of planning, organizing, budgeting and marketing. We have learnt how to make money and if there is any other venture that we wish to setup, it is going to be a cakewalk for us now because we know how it has to be done.



The journey has been incredible so far only because of the DIVE Philosophy of our college which encourages students to learn how to earn with a practical approach towards education. Though this is a very small venture that has been started but this has laid the foundation for other activities to build up. Like I said in the beginning, those who have the willingness only require a spark to ignite. And if you look at some of the most popular hangout places in the city and wonder how did it start. It started with a " Chal kuch karte hain yaar !!". We are generation next, let's make things happen.

- Murtaza Abbas , PGDM II Year

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