




ACT

Aurora Cares for Them

THINK ↑ FEEL ↑ ACT



Aurora Cares for Them (ACT) has been set up in Aurora's Business School to undertake social initiatives and to sensitize and nurture among the future managers the Values, Knowledge and Skills and Actions, which would make them more humane and globally responsible citizens. ACT attempts to encompass the virtuous integration of Heart, Head and Hand through these social initiatives. The social initiatives at ABS are implemented through a program, which we believe would help evolve students to manage and run modern businesses, as a true global citizen with a sense of responsibility and commitment towards the environment and the society at large.

The focus of the ACT strategy is to make a positive contribution to the suitability of the environment and its elements, which are critical for the health of the planet and people. It recognizes the interconnect between the well being and welfare of the planet and the people and that every individual can ACT to make a difference to this cause.

Based on the challenges being faced in the environment, ACT focuses on the following action areas:

1. Improving the Green Cover of the Planet,
2. Reducing usage of Hydrocarbon fuel sources of energy,
3. Promoting potable Drinking Water Solutions,
4. Promoting Organic and Health Foods and Diet and
5. Adopting Zero Waste Management Solutions and Promotion of Ecofriendly packaging and carry bag solutions.

These are all environmental issues to which every individual can contribute in their personal capacity. ABS would also like to concentrate in a few areas to ensure focus in application and have a better chance of showing results and impact in the chosen area.

FROM THE DIRECTOR'S DESK

How many times has it happened that we have resolved to not waste any resources that the Earth has given us, but, the very next day we forget everything and continue to misuse our natural resources. Doesn't it strike our mind that what would happen if these resources suddenly get exhausted someday, what are we going to do about it? Absolutely nothing.

Our natural resources are depleting quickly and the only alternative we have is to adopt non-renewable sources of energy. There is a huge gap between the demand and the supply of the renewable energy sources. The entrepreneurs in this area find it difficult to survive because of the lack of proper financial aids from private and public sector both. The National Conference organized by Aurora's Business School on the 'Role of Financial Services in Green and Renewable Areas at Grass Root Levels' provided a platform to both the financiers as well as the entrepreneurs to find ways and means to bridge the gap.

An ounce of practice is worth more than tons of preaching. Those that know, do. Those that understand, teach. And this has been the role of ACT initiatives, to teach than to preach the values, knowledge, skills and actions, which would make the students more humane and globally responsible citizens.

The college as a part of its DIVE philosophy organized educational tours so that the students can put their knowledge and skills to practice and understand classroom learning in a better way. Also, the students of PGDM I are gearing up for their internships to get a feel of the working environment and the corporates which marks the beginning of a route which will lead them to their dreams. A dream doesn't become reality through magic; it takes sweat, determination and hard work.

- Dr Ravi Paturi

FROM THE EDITOR'S DESK

Be aware of the man who works hard to learn something, learns it, and finds himself no wiser than before. Learning is a never ending process and so is it at Aurora's Business School. We are elated to let our readers know the about the activities that Aurorians have taken up and been a part of in this month's edition of Akshara. Our students have visited Home Science College and have seen the natural colour production process and to Hyderabad Goes Green to discover the green options and alternatives available for almost every product we use in day to day life. Substituting which, could make a lot of difference in our polluted environment.

The visit to the Coca Cola plant at Miyapur was organized with an objective to study the process lines and components of each production line. Aurora Cares for them is a concept which is aimed at creating awareness about the five essential areas that all of us survive on. These areas are Food, Air, Water, Forest and Waste management. Its every individuals responsibility to protect these elements of life. So we have organized competitions on water conservation with an aim to create awareness.

Few of our students had the opportunity to attend the India Development Coalition of America (IDCA) and met eminent people from across the Globe which was an exceptional learning and networking platform for all.

ABS also cares for the entrepreneurs who are struggling in their projects towards social issues with no proper financial aid. So we have organized a conference to bridge the gap between the financial institutions and these enterprises so that they can bloom and benefit the country. We have started our journey towards "learning by doing" and hope to come up with many such activities which would put our thoughts and ideas to the best use for individuals and society at large.

- Asha Singh

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MEMOIRS OF THE MONTH

World Cancer Day- 4th February

World Cancer Day is a global observance that helps raise people's awareness of cancer and how to prevent, detect or treat it. This event is held on February 4 each year.



This day is selected by the World Health Organisation. The main objectives for picking selecting a World Cancer Day is mainly to spread awareness among people not only about the disease but also about the things people can do in order to prevent this disease. On this day many people are encouraged to donate money towards different organisations involved in Cancer research and to donate money for the treatment of many cancer patients worldwide.

Valentine's Day- 14th February

Saint Valentine's Day, often simply Valentine's Day, is observed on February 14 each year. Today Valentine's Day is celebrated in many countries around the world, mostly in the West, although it remains a working day in all of them.



The original "St. Valentine" was just a liturgical celebration of one or more early Christian saint named Valentinus. All the modern romantic connotations were added several centuries later by poets. Several martyrdom stories were invented for the various Valentines that belonged to 14th February, and added to later martyrologies. This celebration was deleted from the General Roman Calendar of saints in 1969 by Pope Paul VI.

The day first became associated with romantic love in the circle of Geoffrey Chaucer in the High Middle Ages, when the tradition of courtly love flourished. By the 15th century, it had evolved into an occasion in which lovers expressed their love for each other by presenting flowers, offering confectionery, and sending greeting cards (known as "valentines").

Modern Valentine's Day symbols include the heart-shaped outline, doves, and the figure of the winged Cupid. Since the 19th century, handwritten valentines have given way to mass-produced greeting cards.

Steve Jobs' birthday - 24th February

Perhaps one of the greatest inventors of all times, he is not just known for the inventions he made but also the style and flare he brought into the most mundane things of our life like MP3 players and mobile phones. Steve Jobs is perhaps best known for his creation of the legendary mobile phone called the iPhone.



Steve literally demonstrated the sentence, 'Winners don't do different things, they do things differently.'

Till today and perhaps forever he will continue to inspire people that to succeed one just needs to have a simple dream and a belief that it will be successful. The hard work and efforts will follow automatically.

National Science Day- 28th February

National Science Day is celebrated in India on February 28 each year to mark the discovery of the Raman effect by Indian physicist Sir Chandrasekhara Venkata Raman on 28 February 1928. For his discovery, Raman was awarded the Nobel Prize in Physics in 1930.



In 1986, the National Council for Science and Technology Communication (NCSTC) asked the Government of India to designate February 28 as National Science Day. The event is now celebrated all over the country in schools, colleges, universities and other academic, scientific, technical, medical and research institutions. The first National Science Day was observed on 28 February 1987. Sir C. V. Raman worked at Indian Association for the Cultivation of Science, Kolkata, West Bengal, India during 1907 to 1933 on various topics of Physics making discovery of the celebrated effect on scattering of light in 1928, which bears his name and that brought many accolades including the Nobel Prize in 1930. The American Chemical Society designated the Raman Effect as an International Historic Chemical Landmark in 1998.



Happy Returns ABSians

Kishore - 3rd February
Ramesh Krishnamurthy - 5th February
Dileep - 7th February
Kinjal Shah - 10th February
Nikita - 11th February

Pruthvi - 12th February
Kripa - 20th February
Lalith - 22nd February
Balaji - 24th February
Vamshi Dhanpal - 27th February



VIEWS AND REVIEWS

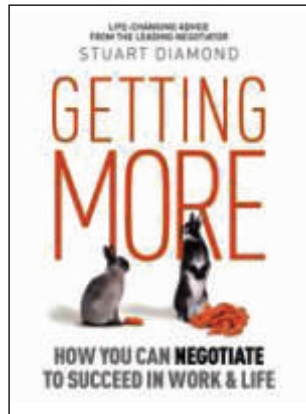
- Murtaza Abbas, PGDM-I Year, ABS

GETTING MORE: HOW YOU CAN NEGOTIATE TO SUCCEED IN WORK & LIFE

Stuart Diamond has taught and advised on negotiation and cultural diversity to corporate and government leaders in more than 40 countries, including in Eastern Europe, former Soviet Republics, China, Latin America, the Middle East, Canada, South Africa and the United States. He holds an M.B.A. with honors from Wharton Business School, ranked #1 globally by The Financial Times where he is currently a practice professor (professor from practice) with courses on negotiation and entrepreneurship.

This book speaks a lot about the negotiation skills one should have in order to be not just successful at work place but also in life. Negotiation is the basic process of human interaction. Whether in a business deal, driving a car, or talking to friends, negotiation is always going on. You can't get away from it; you can just do it well or badly. What people need is a road map to prepare for and execute negotiations: one they can adapt to the many different situations they face. Getting More is that road map.

In other words this is a groundbreaking book with a radically simple message: ignore the tactics and cliches of "win-win" negotiation manuals; just be credible, flexible, make it personal, and try to understand what's in the other person's head. Getting More is about how to define and meet your goals. It will change your life. One can say this book is practical, immediately applicable and highly effective and helps with negotiation not only in a business deals but also day to day negotiations.



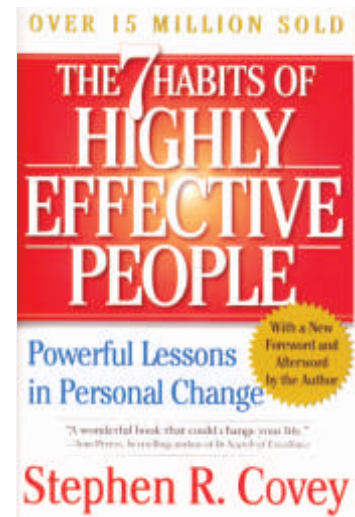
businesses, government agencies, hospitals and schools. Drucker discusses the tools and techniques of successful management practice that have been proven effective, and he makes them meaningful and easily accessible.

A book that encourages you, a long read however, extremely straight forward and to the point. Great from a job and organizational design standpoint. Great insight into "non-domain-specific know-how for management." Learn how to ask the right questions about your company. A must read for business.

Although many examples in the book seem outdated, this is the book which explains many concepts of management or rather effective management in a simple manner.

THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

Stephen Covey, is a renowned writer, speaker, academic and humanist, has also built a huge training and consultancy products and services business - Franklin Covey which has a global reach, and has at one time or another consulted with and provided training services to most of the world's leading corporations. His books not only provide guidance for many things in life but also tell us the right way of doing simple things.



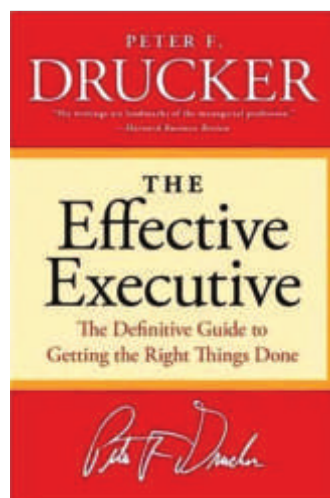
This book was published in 1994, after Covey's big hit, 'The Seven Habits of Highly Effective People'. This is a book that includes significant information about communicating with others. Dealing with people is not a new art; the basics have been around for a long time. One idea in particular, his three-step communication process, deserves another look as we remember what we need to do to get along better with others. Covey explains a simple, effective three-step communication process. First, one seeks mutual benefits for all involved. Second, one seeks to understand the other person before trying to get them to understand you. This is the key to the process and perhaps the most difficult since we have so little training for it. In this process of seeking to understand, it becomes less important who is right and more important what is right. But we must value the other person in order to do this. Listening is the first step. Until we change our attitude about having to be right, there is no real listening going on. Once we open to the other person's viewpoint, we can attempt to explain our position. There is room for synergy to take place. Two people can create a third alternative representing a shared vision, not just the viewpoint of one participant.

Thus as written this book provides us with useful instructions and advices on how one can make workplace an effective place. But along with that many concepts of the book are applicable in day to day life as well thus making this a wonderful book.

THE EFFECTIVE EXECUTIVE

Peter Drucker has been one of the most influential economist, writer and management consultant. He formed a variety of concepts pertaining to economics and management which are still used and taught today. His concepts and skills have transformed the way we understand business management.

Management is an organized body of knowledge. "This book," in Peter Drucker's words, "tries to equip the manager with the understanding, the thinking, the knowledge and the skills for today's and also tomorrow's jobs." This management classic has been developed and tested during more than thirty years of teaching management in universities, in executive programs and seminars and through the author's close work with managers as a consultant for large and small



UPCOMING EVENTS

Green and Clean Holi



The festival of colors is right round the corner. Holi has always been a nightmare for people because of the harm caused by synthetic colors. The desire to purchase longer lasting colors is what drives us to purchase these synthetic colors. But, the damage caused by these synthetic colours can go as far as causing blindness, skin allergy and even liver damage if ingested. Eco-friendly colors are the best way to celebrate Holi.

Aurora's Business School in association with Hyderabad Goes Green and ANGRAU is pleased to announce the "Green Holi" campaign for this year's Holi festival on March 7th. ANGRAU (Agricultural University) is responsible for making the colors under their research project of NAIP.

The colors are manufactured locally and packaged by some BPL (Below Poverty Line) women of the Borabanda slum area. The colors are packed in small pouches made from newspaper, and these in turn are placed in a Jute bag. The retail price of colors is Rs. 200 for a set of 5 colors, i.e. Red, Green, Blue, Yellow and Magenta of 100g each.

Chemical based colours can not only harm your skin, eyes, hair but can also be carcinogenic and cause permanent disorder to your precious organs. Stop abusing chemicals and become one with nature by using natural colours made from leaves, fruits, roots, barks and flowers of plants and also avoiding wastage of water as lesser water is required to clean natural colours. So let us spread the word and join hands for a green and clean Holi.

- Murtaza Abbas, PGDM -I, ABS

THEY MADE US PROUD

Proximity defends its title at Elan- IIT Hyderabad



We were the champions of the B-boying event held last year at IIT-Hyderabad last year so this year we had the tag of champions and had to defend our title at Elan, the Fest at IIT Hyderabad on 20th February, 2012. As soon as we went on the stage the crowd started to scream our names and expected a lot from us. It was an amazing experience. We faced stiff competition from colleges like Bhavans, NIFT, Wesley to name a few. But, at the end, we held our head high as we defended our title and were the first crew to win the title two years in a row. The judge was a choreographer from the industry and offered us to perform in his yet to launch music video.

- Arun Aloysius, PGDM-I, ABS

Do you need
a raise?



Dear Staff,

It is advised that you come to work dressed according to your salary. If we see you wearing Prada sneakers and carrying a Gucci bag we assume that you are doing well financially and therefore you do not need a raise.

If you dress poorly, you need to learn to manage your money better, so that you may buy nicer clothes and therefore you do not need a raise.

If you dress in-between, you are right where you need to be and therefore you do not need a raise.

- Ramesh Krishnamurthy, PGDM - I, ABS

EVENTS AND MORE

It's time to make a splash

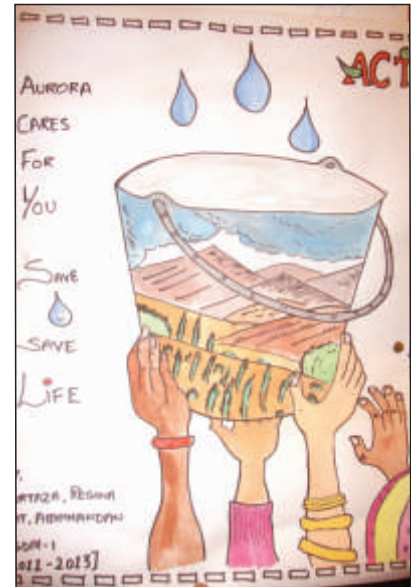
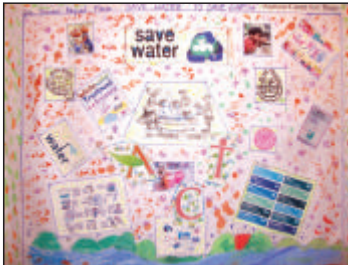
Aurora's Business School conducted various events as a part of ACT Activity. The theme for the events conducted was water conservation. The students of PGDM I enthusiastically participated in the events by giving presentations, preparing collages, paintings and posters on the importance of water and the need to conserve it. The students were then awarded on the basis of their creativity and presentation.

Regina, Murtaza, Ajit and Abhinandan bagged the I prize

Vardhaman, Manoj, Sai Kiran, Avinash, Sunil and Nain won the II prize

Rinku, Santosh, Prateek, Abhishek, Sandeep were awarded the III prize

- Murtaza Abbas, PGDM-I, ABS



IDCA Conference

India Development Coalition of America (IDCA) is a not-for-profit membership organisation of NPOs, individuals and institutions promoting learning, giving, volunteering, networking, collaboration and cooperation to eradicate poverty in India. IDCA is associated with Engineers Without Borders-India, Karmayog, CSIM, PSPI, FAPCCI, and Efficient Carbon and organized the first regional conference on "Working together to eradicate poverty and mitigating climate change". The conference was held at FAPCCI, Federation house on 3rd and 4th February, 2012. The conference had panels comprising of eminent personalities and subject matter experts on topics of basic human needs like healthcare, education, poverty alleviation, mitigating climate change and promoting excellence in NGO Governance. The event provided opportunities for people who attended the conference to learn from the experts and also from one another. It also turned out to be a platform to finding support for projects and supporting other projects, strengthening network and assistance in accelerating ones project through support from professional bodies for sustainable development of India with one agenda of "One project at a time, One village at a time!". We had an opportunity to attend this conference, which filled people with hope that India can be made a much better place for poorer sections of society and also with energy amongst lot to bring about a change in the society by diverting our efforts in serving the society and needful.

- Regina, PGDM-I, ABS



National Conference

ROLE OF FINANCIAL SERVICES IN GREEN AND RENEWABLE AREAS AT GRASS ROOT LEVELS

Aurora's Business School conducted a conference on the Role of Financial Services in Green and Renewable Areas at Grass root levels at FAPCCI on 25th February, 2012.

The conference started with a prayer song by Mr.Kadali Satya Prasad from PGDM I followed by the lighting of the lamp ceremony by the delegates for the session, namely, Mr.A.V.Sateesh Kumar, Mr.K.Srinivas, Mr. N.V. Ramana and Mr.V.Rao.

The theme of the conference was inaugurated by the convenor Mr. Venugopal, who welcomed the audience and spoke about the Centre for Financial Services at Aurora's Business School (ABS) and its role in disseminating knowledge and research methodology.

Mr.N.V.Ramana who was the Chairman of the session then took over the proceedings and mentioned that food security is the primary issue followed by the problems faced due to light and energy. The current system of food production is inefficient due to which there is a lot of load on the production of power. In his Keynote address, Mr. Sateesh Kumar who is the Vice President of SKS emphasized on the key words in the theme of the conference i.e. Financial Services, Renewable Resources and Grass root level. He also spoke on the practices of Micro Finance Institutions (MFIs) and their impact on the environment. "MFIs are helping the poor to earn a living and this also benefits the environment with the eco-friendly products produced", said Mr.Sateesh.

Moving towards the next level, Mr.Rao then addressed the gathering. He threw some light on how technology can help in reducing the inefficiency. "Land, water and air are our primary resources and our inefficient acts create a problem. If the coming generations are to survive, they need clean resources which would lead to clean food and clean water", said Mr.Rao.

After the tea break, Mr.K.Srinivas from NREDCAP spoke about the projects sponsored by the Government of India and the respective State Governments and how these projects can be implemented. Mr. CHV Prasad, Senior Manager, Priority Sector, Andhra Bank spoke about the importance of renewable energy resources and the various schemes and practices Andhra Bank is implementing and practicing to support such activities.

The final speaker for the day was Mr.Harsha Yadav who is the founder of Efficient Carbon. He said not only about renewable resources but also showed the partnership between finance and sustainable renewable resources. Students and professors from institutes across the city participated in the conference and presented papers on the theme. Following are the participants who presented papers:

Mr.Akinchand and V.Jaya Lakshmi – Siva Sivani Insitute of Management

Safia Omer – Vanita Mahavidyalaya- Who bagged the second prize also

P.Prashant – St.Anthony's College

Radhika and Santosh – Ethames – Consolation prize

Vardhaman Jain and Bhargav – On behalf of Dr. Raghunadha Acharya (Decision Tree)- who bagged the 2nd prize

Mr.N.V.Ramana then concluded the conference by saying that this was the first step taken by Aurora's Business School to sensitize the need of renewable energy into the minds of people and how financial institutions can help and also added that more of such conferences were in the offering in the future. He added that such seminars could bring out the industry's uncolored views on matters from academic and professional perspectives and would be of value to the industry, the regulator and the government in framing policies for the future.

Ms.Asha Singh, Co-Convenor of the conference then gave the vote of thanks and thanked the audience for their presence and all the students for their support to make the event a success.



Article on visit to NAIP



We the first year students visited the Home Science College at Saifabad to understand and know how natural colours are produced. The colours are being produced by ANGRAU under their research project NAIP. We were amazed to see how much change natural colours can bring as these are also used as dyes for clothes. These natural colours are obtained from various sources. For example, yellow is extracted from Kesula and Marigold flowers, green from Mehendi and dried leaves, Red shades from Red sandal wood powder, Brown is extracted from the barks of some trees and Magenta from Beet root. These are the 5 colours that they are producing in bulk and other colours can be made by combining the colours.

It was a good experience and we were glad that we had this experience days before we celebrated Holi-the festival of colours, the advantages of using these natural colours over the regular chemical colours available in the market.

-Arun Aloysius, PGDM-I, ABS

Visit to the Coca Cola Plant



Everybody loves to gulp down a bottle of Coca Cola. But, have we ever wondered what all had to be done to deliver it to that refrigerator from where we took the bottle? To experience the same, the PGDM I students of Aurora's Business School got a chance to visit the Coca Cola Ltd. at Ameenpur in Miyapur. After reaching the plant, we were introduced to our guide Mr. Rama Rao, GM who was our guide for the day. Mr. Rama Rao briefed us about the daily operations of the plant and the beverages produced. The beverages begin their journey in the bottles after washing/ cleaning of the bottles, then to the filling and sealing, quality checks, packaging and then stored after which the beverages are again tested before transporting them to the retailers and distributors in the city.

They also have a waste treatment plant in the vicinity where the waste is treated and later on collected by the municipal body. It was a wonderful experience indeed, we got to see the efforts and quality standards that Coca Cola maintains to deliver a product to its customers.

- Murtaza Abbas, PGDM-I, ABS

QUIZ



1. When was the Reserve Bank of India Nationalised?
2. What is the currency of Norway?
3. Which is the oldest stock exchange in Asia?
4. Who are the Bretton Woods Sisters?
5. What is the title of the Auto biography of Krishna Kumar Birla?
6. "Express Yourself" is the tagline of Airtel, then "Experience Yourself" is the tagline of what?
7. Citibank co-brands cards for which oil company?
8. Enigma is a line of optical frame solutions from which company?
9. Which Financial Giant has Rocks of Gibraltar as its logo?
10. What does CNN stand for on the TV or the Internet?

QUIZ Answers:

1. 1949
2. Krone
3. Bombay Stock Exchange. Established in 1875
4. World Bank and IMF
5. Brushes with history
6. Tamilnadu Tourism
7. Indian Oil
8. Tata Eye Plus
9. Prudential
10. Cable News network

Educational Tour to Araku

We got a opportunity to visit Araku. We first visited the tribal museum which showcased the tribal artefacts reflecting their culture and customs. It was indeed very interesting to see how the tribal people, so disconnected from technology, could come up with innovative and useful daily-use devices.

Our next stop was the scenic waterfalls, Dumbrigunda Chaparai. Situated 15km from Araku, you can easily reach the place by the city buses or private vehicles like autos and cabs. We went in winter season when the water flow wasn't too low or too high. The beauty of the water gushing through the natural rocks is lovely, this one shouldn't be missed.

Then we came back to our hotel, took rest and we enquired about Nandi foundation and we got appointment to meet Mr.Prakash Rao and Mr.Vinod Hedge. They picked us from the hotel in their vehicle to their coffee plantation which is 16km away from Araku. We interacted with tribals and Mr.Prakash Rao explained about the how the coffee is grown and how they train tribals, and how the tribals are saved from middle men. We went to central ware house and Mr. Vinod Hedge explained how the coffee beans are collected from 7 different villages and how they are graded and processed and how they are exported to Karnataka. We saw how the waste water is treated and how the organic manure is made. We boarded the train at 4pm to Vizag.

We reached Vizag late night on 13th February and on 14th February we visited the harbour. We then went to Kailash Giri, which is a park atop a hill which gives a breathtaking view of Vizag city. One can reach it both by the road and by a ropeway. It has a pristine white statue of Lord Shiva and Parvati. Rama Krishan Beach: Popularly known as RK beach is



one of the top-spots in Vizag. It is one place which is never devoid of activity. From morning walks to bathing to picnics to romance – This beach has seen it all. That was our last stop, we finally boarded a bus at 7:45pm to Hyderabad.

We learned about supply chain management, operations, training, Just in time and different projects taken by Nandi foundation. It was a wonderful experience with good places to explore and delectable local cuisine and learning's too.

I would like to thank Dr.Paturi and my college for giving us an opportunity to go for a tour.

I would also like to thank Mr.Mallikarjun for guiding us throughout the tour.

- Deepika, PGDM-I, ABS

Guest lecture by Mr. Anil Kumar on Value Management, Strategies and Business Communication

The first year students had a guest lecture by Mr. Anil Kumar a market researcher from Senegal with more than 20 years of experience in the field of market research. He shared with the students the different experiences he has had in his career.

He spoke about the importance of making the right business strategies and how communication plays a crucial role in business. Many interesting topics under value management were also discussed. He also shared the experiences he had while he was working at AT&T in the US.

He showed the students interesting presentation which displayed the various issues one can face due to improper communication and inefficient strategy making in real world business. It was overall an enriching and learning session.

- Rohit Garoo, PGDM-I, ABS

Guest lecture by Prof. Ram Kakani

The students of Aurora's Business School got a chance to interact with Mr.Ram Kakani.

Mr.Ram Kakani has worked in the corporate sector for four years; was a visiting scholar at Copenhagen Business School, Denmark; did doctoral work on the relationship between diversification strategy and financial performance of Indian business groups. Prof. Kakani's interests skate the intersection between corporate strategy, corporate finance, and financial analysis, brought forth by his large empirical work of the Indian business groups. His interests include capital market issues, corporate governance and developmental issues. Professor Kakani is the co-author of over ten books.

Prof. Kakani received his B.Tech in Chemical Engineering from the Andhra University College of Engineering and his Ph.D. in finance and control from the Indian Institute of Management in Calcutta.

Prof. Kakani discussed with the students of ABS a case- Barings Private Equity Partners Limited: Banking Services for the Poor in Bangladesh. It was a very interactive session wherein the students actively participated in the analysis of the case study. After the session a token of appreciation to Prof. Kakani on behalf of Aurora's Business School and we thanked him for giving us his valuable time.

- Murtaza Abbas, PGDM-I, ABS

LITERARY CORNER (STUDENT ARTICLES)

MBA – More about Business Administration

Master of Business Administration is a post graduate degree in business communication. It is one of the most respected professional courses in the world because of its value to people in business and administration. The reputation of the institution is an important factor in getting good placements through campus selection. The placement records of IIMs, XLRI, ISB, and Symbiosis etc. are classic example for this. An MBA degree can benefit those in positions in business and management, especially those in executive and managerial positions.

An MBA program offers the following range of benefits for the successful applicant:

- A) Business knowledge
- B) Leadership abilities
- C) Networking



MBA – Is it a Course..?

Actually the outlook of people about MBA has to be changed. Most of the people consider MBA as a two year professional course. That it is wrong, MBA is not at all a course. It is a program for transformation. There are several post graduate professional courses like MCA, ME, M.Tech, MBBS etc. All those courses has its own framework and boundaries. But MBA is not having that kind of rigid restrictions and boundaries.

Like management, MBA is a universal phenomenon. An MBA holder can work in almost all spheres of human life. It includes science, technology, engineering, production, hospitality, Banking, finance, insurance, marketing and retailing, Human resource and hospital administration, Airline and airport management, Logistics and marine engineering.

Whether the MBA degree alone will add value to profile..?

This is another wrong perception about MBA. Adding the mere qualification will not give any benefit to the candidate. Most of the people consider MBA as a boarding pass to fly. They believe that by adding the mere qualification the opportunities will come to them. But MBA is only a clearance certificate; if we want to fly we should have the caliber.

-Subhash, PGDM-I, ABS

Succession Planning, is it important?

Over time, all enterprises evolve and grow around the vision, skill and enthusiasm of the people who lead and manage them. The business gradually becomes an embodiment of their judgement, values and decisions. If they retire or exit for other reasons, the ethos and dynamics of the business will inevitably change. If the value of the business is to be maintained or enhanced, it is imperative these changes are carefully controlled.



The first step is to formally decide precisely what difference their departure will make. If the retiring directors/managers were responsible for sales dynamism, strict financial control, key account customer loyalty or engineering innovation, for example, these are the critical skill gaps which will need to be seamlessly filled. For instance, Ratan Tata is all set to retire at the age of 75 this December 2012. The strength which he has given to the Tata group is one which no one ever imagined. The company kept extending retirement age when it came to Mr.Tata retiring at the age of 65 and then 70. But till when can they extend it? At some point or the other, another person has to be appointed for this post. A post which becomes crucially important for any company as the point of stress and strength both lies here.

The assumption is companies will need to recruit externally to fill operational gaps arising as they undergo change. This is

not necessarily the case. External HR professionals can be brought in to work as change managers. They can identify current or anticipated gaps in managers' range of skills and employees' competencies and then develop the most cost efficient ways to fill these gaps. But there is more to

succession planning. Rather than just being a way of averting the dangers of a foreseeable motivational and management vacuum, it can be an opportunity to refresh, revitalise or reposition a staid enterprise in a rapidly changing world.

I strongly believe businesses can move forward by optimising the contribution of their existing management, staff and workforce. It is highly likely existing personnel will have undiscovered capabilities and talents. But the fact these attributes have not become apparent in their existing roles is probably more to do with habit and complacency than a failure to invest in employee development. It might be the case they have simply not been invited to extend themselves in an unfamiliar direction or take on wider responsibilities. It is definitely the case that uncovering unsung talent in existing staff is less costly than recruiting and introducing new personnel. Job rotations can also sometimes reveal these hidden reservoirs of ability.

- Regina, PGDM-I, ABS

THE HEALTH PAGE



You read all the books; buy all the right vitamins; you know the buzzwords to look for on food labels. By all standards, you're certain your nutrition report card should be filled with straight A's.

But before you start pasting gold stars onto your refrigerator door, take heed: Nutrition experts say most of us think we are eating a lot better than we actually are.

Mistake No. 1: Assuming your choices are better than they actually are.

If a label says 'Seven-Grain Bread,' it sounds pretty healthy, right? But unless that label also says 'whole grains' it's not necessarily going to be the healthiest bread choice you could make,

Are fruit juices healthier than soda? Yes. But they are also concentrated sources of sugar that don't give you anywhere near the same level of nutrients you get from whole fruits. If you're trying to lose weight, you won't get the same sense of fullness from a glass of juice that you will from a piece of fruit. Instead, you'll just take in a whole lot of calories -- and still feel hungry.

Mistake No. 2: Being confused about carbs.

There are carbs that are very, very good, and some that are less good, but your brain and body must have some carbohydrates every day.

Moreover, because complex carbohydrates (those rich in whole grains and fiber) keep you feeling full longer, they also help you to eat less -- and lose more!

Mistake No. 3: Eating too much.

Whether you're filling your plate with low-fat, low-carb, or even healthy, nutritionally balanced foods, overestimating how much food your body needs is among the most common mistakes.

People tend to believe that they can eat larger portions if all the food on their plate meets the guidelines of their current diet -- such as low-carb or low-fat -- and that, of course, is also not true.

Mistake No. 4: Not eating enough -- or often enough.

While overeating and undereating may seem like contradictory nutrition mistakes, they are related.

If you don't eat at regular intervals throughout the day, you risk disrupting your blood sugar and insulin levels, which in the end can promote fat storage and lower your metabolism -- both of which lead to weight gain.

Mistake No. 5: Taking too many supplements

People tend to forget that a vitamin pill is a supplement -- it's meant to complement your diet, not act as a stand-in for the foods you don't eat. Taking too many vitamins can end up sabotaging your good health.

Mistake No. 6: Excluding exercise.

While most folks believe nutrition is all about food, But it's also about how your body uses food -- and that's where regular exercise comes in. Without adequate exercise, you cannot maintain a high enough metabolic rate to burn your food efficiently.

- Anchal Bagga, PGDM-I, ABS

Want a day off work?

So you want a day off. Let's take a look at what you are asking for. There are 365 days per year available for work. There are 52 weeks per year in which you already have 2 days off per week, leaving 261 days available for work. Since you spend 16 hours each day away from work, you have used up 170 days, leaving only 91 days available. You spend 30 minutes each day on coffee break which counts for 23 days each year, leaving only 68 days available. With a 1 hour lunch each day, you used up another 46 days, leaving only 22 days available for work. You normally spend 2 days per year on sick leave. This leaves you only 20 days per year available for work. We are off 5 holidays per year, so your available working time is down to 15 days. We generously give 14 days vacation per year which leaves only 1 day available for work and I'll be darned if you are going to take that day off!

- Sharmiza Zindani, PGDM - I, ABS



The secret to success

A very successful partner in a big firm had a peculiar habit. He would go to his desk everyday, open a locked drawer, look inside, lock the drawer again, and start his work. This continued for many days.

His subordinates knew that he hid the **secret of his success** in the drawer, they waited for the opportunity.

Then, one day when the partner had gone out of the city, the juniors decided to make a break.

They broke into the drawer, breathlessly, and looked inside. There was one small piece of paper inside - it said - "**Left is debit and right is credit.**"

- Madiha Nazneen, PGDM - I, ABS

Leaders Are Born and Not Made

Grandhi Mallikarjuna Rao – CEO GMR Group



Grandhi Mallikarjuna Rao also known as G.M. Rao is the Indian Business Tycoon and India's fifteenth richest person and a Forbes Billionaire having net worth of US \$ 3.2 Billion (2010).

G.M. Rao is the Founder and the Chairman of GMR Group, one of the leading developer in India.

G M Rao was born into a family of gold merchants. Every tola counts! GMR is a Komati - coastal Andhra's traditional merchant - moneylender caste. When he failed his 10th class examination, his father suggested that he should forget about further studies, sit next to him and run the family's traditional gold business.

Well, Yes. Rao is 10th Class fail and still he is a Billionaire. This shows that higher educational degrees have nothing to do with your financial well-being and your success in life.

After two years of doing that, GMR implored his mother to get his father to send him back to school. He was missing the fun. Returning to school, he gets a first class in the pre-university exam and another first at Waltair's Engineering College.

After the death of his father, Rao moved from the family's gold and jute businesses in Srikakulam and worked briefly for A P Paper Mills in Rajahmundry, where he recalls observing closely how an "experienced marwari" businessman ran a company. Handling the jute business gave him insights into managing diverse stakeholders. Seeking job security, like so many of his friends at the time, he joined the state's public works department as an executive engineer, gaining experience in infrastructure-building on the Vamsadhara project.

From gold and jute and through two salaried jobs, one in the private sector and another in government, GMR arrived at his first foray in manufacturing producing cotton ear buds! A brewery he started in partnership with Shaw Wallace, was sold off to Vijay Mallya. There was a small-time insurance business on the side that was later sold to the Rahejas. The big time came with 1991.

When he won the bid for the Hyderabad airport, beating L&T, GMR was not quite sure how to go about it. So he did what he now regards as the most important part of an entrepreneur's home-work — he consulted experts, and the best ones in the business. He invested time, energy and money in learning, and having his team learn, from experts in airport construction and management from Germany, Singapore and Malaysia.

He then discovered that an airport is about people, not buildings. An airport is a very complex system. That is why before throwing open the Delhi airport to the public he is testing it with "dummy passengers"- 3,000 men and women, each paid Rs 175 to come and play act, testing everything from baggage handling to security.

Thus, G M Rao is really a great Entrepreneur and a Business Tycoon.

- Anchal Bagga, PGDM-I, ABS

PHOTO FEATURE - ACT (WATER)



STRENGTH IN SPIRITUALITY

Spirituality for stress relief

Stress not only affects our body and corrupts its natural functioning; it also affects our mind and spirit as well. Everyday, each of us goes through stress a number of times—mild or severe. We follow our own ways to fight or flee them. But, human endeavor to find the



most effective deterrent against stress is still going on. It is so, because stress still remains the major affliction of modern life. Since its complete eradication is neither possible nor desirable, we can equip ourselves to manage stress positively.

Through trial and error modern man has found a unique stress buster—knocking at the door of soul. When all outward sources of solace dry up it is but natural to look within, and to know, to understand the nature of the `self` and its requirements. This kind of mental orientation helps realize one`s inner potential and achieve personal growth. Spirituality, or knowing one`s `self`; the real purpose of life, and one`s relationship with the concept of God, is rapidly catching the imaginations of modern men.

The mind is a great tourist. It strays. A spiritual Guru gives birth to your inner self. We rediscover our being. In the vicinity of a guru one feels `unburdened`.

It encourages you to reflect on your experiences and may convince you about the insignificance of these from the point of permanency. You may learn to accept the fact that even this will pass away and hence, there is nothing to be worried about. Pursuance of spirituality encourages one to empty all negative thoughts and distractions from one`s mind and helps one cultivate a passive attitude towards nagging life situations.

Passive attitude is the most essential factor in eliciting the Relaxation Response. Spirituality doesn't fall off when you are at work or business. Rather, it enhances your total outlook. One is positive, cheerful, absolutely spontaneous, flowing....like the stream

of a river.

Our mental strength and attitudes are the deciding factors in identifying a stressor and the nature of our response to it. As you come to realize more about your `being` you develop tolerance towards others. Being able to understand your inherent needs as well as of others helps improve inter-personal relationships. It may improve your relationship with your whole environs.

Thinking about God and not necessarily following elaborate rituals to worship Him can be the answer to tackle stress and its effects. Even rituals associated with the path of spirituality have often proved to be effective stress reducers.

For example, the use of aromatic substances (incense, flowers, sandal-paste et al), spending some time in an undisturbed, orderly and quiet atmosphere may soothe the nerves, make the body calm and composed, and uplift the spirit. Simply meditating in private provides relaxation and gives one peace of mind.

Spirituality facilitates intra-personal relationships in practitioners. You come to know and assess yourself more, and try to grow as a person. Thereby you become more adept and more skillful in facing life`s various situations.

- Anchal Bagga, PGDM-I, ABS

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ISSUE 25 • FEBRUARY 2012

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NEWSLETTER

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