



DIVE TO DISCOVER

DIVE TO WORK AND WIN

DIVE TO HELP



Discover and Incubate Value based Enterprise

DIVE PHILOSOPHY

The industry is in the requirement of enterprising individuals who can accept challenges and can drive things. But, the present day education system fails to deliver such skills to the students. The approach of our education system will have to be more practical and should look forward to transform the minds of student.

We at Aurora's have always questioned the existing paradigms of education and tried to innovate. In the past, we have come up with many indigenous ideas that helped us to mould our students into socially sensitive individuals.

It is in one such endeavour of ours that we found that a more practical way of teaching the students will be to expose them to the practical experience of entrepreneurship. That was when the idea of DIVE took birth. The underlying idea behind the DIVE Philosophy is to seamlessly blend the academic and the industry viewpoint of business management to provide practical learning to the students.

Views of the Beneficiaries

Experience
1

The DIVE experience has truly been transformational. It helped us to unleash the businessmen within us.

One striking feature about DIVE is its ability to induce energy into any one that it comes in contact with. It has not only made us street smart but has also induced in the sense of social responsibility. We look forward to promote the enterprises of our juniors in the future.

**Ajit and Abhinandan Golchha,
Promoters AnsMyQuest**

Experience
2

The experience with DIVE has been life-changing. I have learnt more about communication and leadership abilities thanks to DIVE. Today, I head a social service group that has over 2 lakh volunteers thanks the inputs I had at the college.

My experience of running an organization while studying in the college has helped in understanding the intricacies of the business and has helped me in building contacts.

Venkat, Founder V4U

Experience
3

Being a student of Aurora, I have always been exposed to the philosophy of DIVE. It helped me to overcome my inhibitions and helped me in achieving my dream job.

**Soma Giri, BDO Indian School of
Engineering**

Experience
4

When I was in a state of utter confusion about career, DIVE inspired me to choose the path of entrepreneurship. Today I am fulltime entrepreneur happier and prosperous thanks to that decision which I would completely attribute to the idea of DIVE.

Nikhil Kuruganti, CIO Inno Garage

FROM THE DIRECTOR'S DESK

Evolution is not a force but a process, not a cause but a law and to survive in today's world, evolution is not a need but a necessity. Change is at the very core of evolution and without it, all would look alike and behave the same way. Similarly, there is a need to increase innovative content in the management education and this is what the workshop on 'Rethinking Management Education' focused on.

Aurora's Business School began the year 2012 with a blast of various events which inculcates the spirit of learning by doing in the students. The students at ABS are the planners, co-ordinators and executioners of all the events which make them perfectionists in whatever they do and thereby these events are aimed at celebrating the spirit of entrepreneurship.

The year also marks the beginning of the 2nd Semester for the students of PGDM I as they progress towards their Summer Internships. Also, the placements at Aurora Business School for the PGDM-II batch are in full swing with the corporates recruiting our students.

A year has passed but it still feels like yesterday. Time has flown but that passion and vigor still remains in us that drives us ahead to achieve those goals that we aspire to reach. I wish all our readers a very happy new year 2012 and wish them good luck.

- **Dr Ravi Paturi**

FROM THE EDITOR'S DESK

"A good manager is a man who isn't worried about his own career but of those who work for him"... Where do we find such managers today? Where have the leaders gone? Why isn't our country able to provide efficient managers in spite of having thousands of management educational institutions across the country? Does our management educational system needs to be refined, if yes then how?

We at Aurora decided to find a solution to this problem and the workshop- Rethinking Management Education was a result in this direction. Managerial skills and entrepreneurship is what we aim to develop in our students. The business plan contest 'Udbhav' provided a platform to students with zeal and enthusiasm from all over the country to exhibit their entrepreneurial capabilities and future ventures.

We are the thinkers who believe in the philosophy of DIVE i.e. Discover and Incubate Value Based Enterprise. We are set on our goals and very soon aim to transform management education.

- **Asha Singh**

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MEMOIRS OF THE MONTH

Vivekananda Jayanti - 12th January

January 12th is the birthday of the great Indian philosopher Swami Vivekananda.

He is considered a key figure in the introduction of Indian philosophies of Vedanta and Yoga to the "Western" World, mainly in America and Europe and is also credited with raising interfaith awareness, bringing Hinduism to the status of a major world religion during the end of the 19th century. Vivekananda is considered to be a major force in the revival of Hinduism in modern India. He is perhaps best known for his inspiring speech which began: "Sisters and Brothers of America," through which he introduced Hinduism at the Parliament of the World's Religions in Chicago in 1893.



Makar Sankranti - 15th January

Makar Sankranti is one of the most auspicious occasions for the Hindus, and is celebrated in almost all parts of the country in myriad cultural forms, with great devotion, fervour & gaiety. It is a harvest festival. Makar Sankranti is when people discard old and derelict things and concentrate on new things causing change or transformation. This festival is celebrated in almost every village with adventurous games in South India.



All over the country, Makar Sankranti is observed with great fanfare. However, it is celebrated with distinct names and rituals in different parts of the country. In the states of northern and western India, the festival is celebrated as the Sankranti day with special zeal and fervor. So, apart from socio-geographical importance, this day also holds a historical and religious significance. As, it is the festival of Sun God and he is regarded as the symbol divinity and wisdom, the festival also holds an eternal meaning to it.

Desh Prem Divas - 23rd January

23rd January is the birthday of the freedom fighter Netaji Subhash Chandra Bose and this day is referred as Desh Prem Divas.

Subhash Chandra Bose was an Indian revolutionary who led an Indian national political and military force against Britain and the Western powers during World War II. Bose was one of the most prominent leaders in the Indian independence movement and is a legendary figure. He revived the Indian National Army which is credited to be the founding stone for the present Indian Army.



National Voter's Day - 25th January

A practice that was initiated in 2011 to commemorate the foundation day of the Election Commission of India and also to enhance the participation of the voters , especially the youth, in the democratic process .



The Election Commission's objective behind National Voters' Day is to increase enrolment of voters, especially of the newly eligible ones, by using this occasion to make universal adult suffrage a complete reality, and thereby enhance the quality of Indian democracy.

India's Republic Day - 26th January

Although India obtained its independence on 15 August 1947, it did not yet have a permanent constitution; instead its laws were based on the modified colonial Government of India Act 1935, and the country was a Dominion, with George VI as head of state and Earl Mountbatten as Governor General. On 28 August 1947, the Drafting Committee was appointed to draft a permanent constitution, with Dr. B R Ambedkar as chairman. While India's Independence Day celebrates its freedom from British Rule, the Republic Day Republic Day commemorates the date on which the Constitution of India came into force replacing the Government of India Act 1935 as the governing document of India on 26 January 1950.



The 26th of January was chosen to honour the declaration of independence of 1930. It is one of the three national holidays in India. While the main parade takes place in the national capital, New Delhi, at the Rajpath before the president, the anniversary is also celebrated with varying degrees of formality in state capitals and other centres.

Happy Returns ABSians

- Sirisha - 3rd Jan
- Neha - 3rd Jan
- Nischala - 14th Jan
- Arun Aloysius - 15th Jan
- Mukesh - 18th Jan
- Krishna Chaitanya - 18th Jan
- Saroj Kumar - 20th Jan
- Malluru Karthik - 21st Jan
- Abhishek - 23rd Jan
- Anchal Bagga - 24th Jan
- Dhananjay - 26th Jan
- Omprakash - 28th Jan



VIEWS AND REVIEWS

- Murtaza Abbas, PGDM-I Year, ABS

The 22 Immutable Laws of Marketing

This book was written in 1993 by two marketing strategists – Al Ries and Jack Trout. Ries was selected as one of the most influential people in the field of public relations in the 20th century by PR Week magazine in 1999.

So, can a book that is almost 20 years old have anything to say about marketing in the 21st century? And, more specifically, can it give us any insights or tips that can help us improve our online marketing activities? Without hesitation, I say the answer is a resounding “Yes”.

Although it's an easy and fun read (I read it on a beach whilst my son was busy recreating a scene from “The Lord of the Rings” using only a bucket and spade, and my wife was indulging her favourite pastime – looking at shiny things in expensive shops), it contains some timeless nuggets of business wisdom. I found it thought provoking and very applicable to most of my business ventures, both online and offline.

The Law of Leadership (It's better to be first than it is to be better)
This is the first law.

The basic issue in marketing is creating a category you can be first in. It's the law of leadership: It's better to be first than it is to be better. It's much easier to get into the mind first than to try to convince someone you have a better product than the one that did get there first. Ries and Trout go on to illustrate this with the following questions:

What's the name of the first person to fly the Atlantic solo? What's the name of the second person to fly the Atlantic solo? The first person was, of course, Charles Lindbergh, but can you name the second? You get the idea.

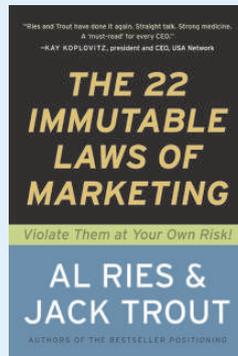
Even though the second person to fly the Atlantic was supposedly a better pilot than Lindbergh, not many people have heard of Bert Hinkler.

The point being made is that most companies go the Bert Hinkler route – they wait until a market develops, jump in with a better product, but by then it's a “me-too” product. The leading brand in any category is almost always the first into the prospect's mind. So what can you do if you are not the first in your niche? The solution lies in the answer to this question: Who was the third person to fly the Atlantic solo? You might think that, as you didn't know the name of the second person to do it, you certainly won't know the name of the third. Well, chances are you do.

It was Amelia Earhart. Amelia is known as the first woman to fly the Atlantic solo – you've got it: if you can't be first in a category, set up a new category that you can be first in. I remember Dan Kennedy saying that he does this for every one of his clients, and it is the most important strategy that he uses to ensure success.

This forms the basis of the book's second law: The Law of the Category (If you can't be first in a category, set up a category you can be first in).

So you're not the first online marketer to offer SEO advice to small businesses? How about small businesses in London? Or in South London? Or how about the first to offer CRO services to solicitors?



...You get the idea.

When setting up a new product, the first question you should ask is “What category is this new product first in?” rather than “How is this new product better than the competition?”

Moving on, I particularly liked The Law of Focus (The most powerful concept in marketing is owning a word in the prospect's mind). Can you think of the words owned by these companies? Crest, BMW, Volvo. How about: Google, Flippa. Experienced People?

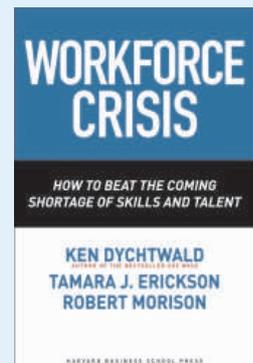
What word would you like to own in your niche?

The Law of Focus, The Law of Hype, The Law of Sacrifice (used to great effect by Federal Express) and The Law of Success (I like this one as it offers hope to the person who is lagging behind the leader)!

To sum up: I found this book enjoyable and stimulating. It's an excellent resource if you are evaluating or brainstorming new business ideas, whilst also serving as a great checklist for those of you who are more experienced, but are perhaps in need of revitalising your offerings in the niches you inhabit.

Workforce Crisis

Unprecedented shifts in the age distribution and diversity of the global labour pool are underway. Within the decade, as the massive boomer generation begins to retire and fewer skilled workers are available to replace them, companies in industrialized markets will face a labour shortage and brain drain of dramatic proportions. Ken Dychtwald, Tamara Erickson, and Robert Morison argue that companies ignore these shifts at great peril.



Survival will depend on redefining retirement and transforming management and human resources practices to attract, accommodate, and retain workers of all ages and backgrounds. Based on decades of ground-breaking research and study, the authors present innovative and actionable management techniques for leveraging the knowledge of mature workers, re-engaging disillusioned mid-career workers, and attracting and retaining talented younger workers. This timely book helps organizations sustain their competitive edge in tomorrow's inevitably tighter labour markets.

Few businesses are aware or prepared for what is going to happen with the changing generations and their different attitudes and approaches toward work and personal life. Ken Dychtwald includes new thoughts that help to become informed on the coming Workforce Crisis.

Beginning in 2008, we will see an increase in the number of unfilled jobs while the number of available workers to fill those positions does not increase proportionately. This is due, in part, to the baby bust of the early Gen X'ers. Ken Dychtwald covers not only who what and why. He also provides his opinion to what the solution could/should be. A must read for anyone associated with business, people, or anyone who is responsible for people i.e. HRD people.

Nine Secrets of Advertising

'9 secrets of advertising' is written by the 'Ram Sehgal', With an illustrious career of nearly four decades, Ram Sehgal is one of the icons of the communication industry. Ram began his career at Air India, where he spent five years after obtaining his degree in Journalism from Regent Institute, London.



This book centres upon the essentials required when one enters into an advertising industry and for successfully sustaining in it, by illustrating real life experiences of Ram Sehgal in his Advertising career.

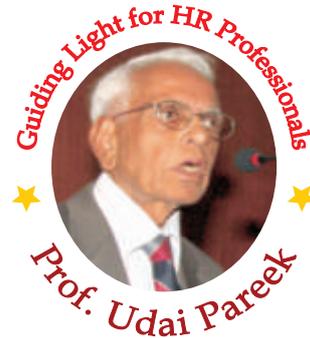
The author discloses the 9 secrets each one comprising one secret. Managing Yourself, Managing Creativity, Managing Clients, Managing People, Managing Planning, Managing Media, Managing New Business, Managing Change and Managing Finance.

The author also emphasises on 'Time Management', how it could break or make the advertising agency, how it could bring great contracts to the agency and how it would make the agency lose upon contracts of eminent companies. He says that managing people, clients, media, finance, creativity, etc., is what the director/head of the advertising agency needs to do for good outcomes. He also puts forth his experience of how people who seem to be quiet and sober turn out to be great source of creativity in unexpected situations.

The book discusses best practices that need to be imbibed and the not-so-best practices which can be safely discarded.

9 Secrets of Advertising is best suggested for young entrants into the world of advertising who would aspire to take on the mantle of leadership and Zeal and also for the advertising veterans who can still instigate these 9 secrets for success.

FESTIVITIES IN ACTIVITIES



BirthDay : 21st January

Dr. Udai Pareek was fondly known as the 'Father of HRD in India' and was the chairman of the governing Board of the Institute of Development Research and Statistics in Jaipur. He had authored and edited around 60 books and more than 350 papers in his lifetime and received many national and international awards in his lifetime in the field of Human Resource Development. Arguably the best and one of the luminaries in India. Aurora's Business School celebrated Dr. Udai Pareek's birthday in their campus along with Dr. T V Rao. The students of ABS gave a speech on his life and achievements and also played a documentary and videos based on his life. The event was graced with the presence of Dr. TVRao who had worked along with Dr. Udai Pareek for more than 40 years who spoke to us about his work and how he was an inspiration and a role model to many.

UPCOMING EVENTS

National Conference

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

25th February (Saturday), 2012 | Venue : FAPCCI, Red Hills, Lakdikapul, Hyderabad

Emphasis on innovation and environment form the crux of the curriculum at ABS. With focus on social entrepreneurship and community development, students are moulded to be socially and environmentally sensitive individuals. The conference titled "Role of Financial Services in Green and Renewable Areas at Grass Root levels" is an initiative that aims to bring out problems, generate ideas and provide innovative solutions for making the environment 'clean and green'.

Energy was never in such a demand as it is today, especially in the case of developing nations. The rising demand for energy and its diminishing supply has led to a sharp increase

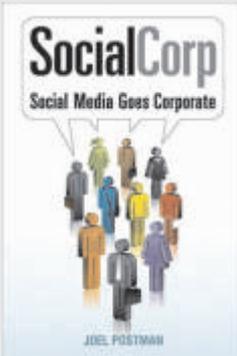
in its price and to the heavy dependence on hydrocarbon fuels. Thus the role of financial intermediaries like commercial banking sector, insurance, Microfinance investment sectors and Venture Capital funds in extending financial supports to grass root level projects that are working to find a solution is very critical in developing the green and renewable sources of energy.

This conference focuses on such services in the present scenario, especially at grass root levels, and aims to arrive at meaningful solutions for providing opportunities and for expanding the activities in green and renewable energy generation.

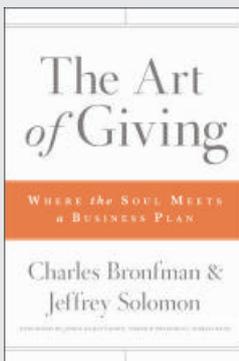


BOOK SHELF

- Murtaza Abbas, PGDM-I, ABS



This book will help companies of all sizes develop and implement a strategy to become a SocialCorp, a company that has adopted social media intelligently and effectively, in a way that does not compromise the company's primary obligations as a corporation. While the conversational and engagement values of social media are well understood, many social media theorists often overlook the realities faced by the large corporation, like accountability to shareholders and regulators, and how these factors cannot be overlooked in corporate social media adoption. Using case studies and analysis of available social media tools, and proven corporate social media strategies, the book will help corporate communicators understand the new communications landscape, the power of social media, and how to adopt it intelligently in a corporate environment.



An honest assessment for how to determine your individual relationship with charitable giving in today's world. From world-renowned philanthropists Charles Bronfman and Jeffrey Solomon of the Andrea and Charles Bronfman Philanthropies comes a comprehensive guide on how to be a canny, street-smart, effective philanthropist, regardless of your income level. It is also a perfect companion for nonprofit program and development executives who would like to introduce donors to their work and their organizations. Despite their critical importance to philanthropy, donors have few resources for solid information about making their gifts—deciding what type of gift to give, how to structure it, the tax implications, what level of follow-up and transparency they should ask for and expect, and countless other complexities. This book fills that vacuum and helps you gain a special understanding of philanthropy as a business undertaking as well as a deeply personal, reflective process. Drawing on decades of experience, the authors offer a fresh, enlivening approach to the nonprofit enterprise that, too often, is undervalued and thought of as the province of the burnt-out and the overwhelmed. Along with its many candid insights and memorable anecdotes, *The Art of Giving* also offers instruction on how to create a business plan for giving that works for you.

EVENTS AND MORE

A DUO PAR EXCELLENCE

SPIC MACAY and Aurora's Business School Presented the sensational Kuchipudi dance performance by The Devoted Duo Raja & Radha Reddy at its college premises on the 17th of January 2012.

Raja and Radha Reddy hail from the state of Andhra Pradesh, the birthplace of Kuchipudi style of Indian classical Dance. The Kuchipudi dance has been given a new dimension by the veteran artists and dancing couple Dr. Raja and Radha Reddy, keeping the traditional poetry and the dramatic sensibility of the dance form intact.

The credit for making Kuchipudi dance as one among the major dance forms of India can be attributed to the couple's devotion, excellence in performance and technique of perfection.

Be it the magical charm of Shiva Parvathy, Rama Sita or Krishna Radha, the concept of Purusha and Prakriti or the male-female principle of the pairs of the Hindu mythology is presented by both Raja and Radha Reddy in such perfect and wonderful unison and precise postures that the audience cannot help but find themselves lost in the mystical world of the magnificent sculptures of the ancient temples of India.

Raja and Radha Reddy created history by becoming first couple to receive individually and simultaneously the Padma Shree and PADMA BHUSHAN and the prestigious Sangeet Natak Award. They have also participated in the International Dance Festivals such as the Avignon in France, Salzburg in Austria, Edinburg in Scotland, Festival of India in USA, and South America, South Africa Europe amongst the important ones.



Naye Vichar - Nai Dharana

A one day work shop named "Naye Vichar Nai Dharana" was conducted at Aurora's Business School on the theme "Rethinking Management Education" for the senior educationalists. This work shop provided an opportunity for the stakeholders of the higher education to reinvent the idea of management education.

The Inaugural address was presented by Mr.V.Raghunathan CEO, GMR Varalaxmi Foundation Dr.Jayprakash Narayan, President, Lok Satta Party, and Mr KS Krishna, Business Analyst at Rachana Television who were the guests at the workshop also shared their thoughts on the theme Rethinking Management Education and said that the institutions providing management education should immediately implement action plans to make education affordable, inclusive and provide excellence. They also emphasized on improving the quality of management education and the requirement for disruptive innovation in the management education. Mr.V. Raghunathan gave an inspiring lecture to students and Dr. Jayprakash Narayan talked about improving quality of politics through quality managers entering politics. Prof. Mandi gave a presentation on the success stories of many student enterprises.

The workshop was facilitated by Dr.Prasad Teegalapelly from NITIE, Mumbai, popularly known as Prof. Mandi, the person innovated the idea of 'Mandi' a new concept in entrepreneurship which has now become the hallmark of NITIE's curriculum.

The conference marked the announcement of DIVE Program by ABS. DIVE stands for Discover and Incubate Value based Enterprise. The philosophy emphasizes on the importance of student enterprises in business schools and how the entrepreneurial nature will help the students in career growth.

Workshop on Management Education

Though there are more than 3,000 management schools in the country, students coming out of these schools fail to secure a job. What is the reason for this? To discuss this issue and to rethink the process of management education, Aurora's Business School is conducting a one-day workshop - 'Naye Vichar Nai Dharana' on January 03.

The workshop will focus on increasing innovative content in the management education, director of the school, Ravi Paturi, said at a press meet on Wednesday. "The present model of management education has failed to deliver the promised benefits to the economy. The present system has not only failed to understand the global crisis but also failed to contain it, prompting a serious rethinking among the management gurus across the globe. This workshop too aims to address this issue," Dr. Paturi explained.

The event, being organised for directors, deans and principals of various management schools in the city, will be facilitated by academic innovator Dr. Prasad T. of NITIE, popularly known as Prof. Mandi and keynote address will be delivered by CEO of GMR Varalaxmi Foundation, V. Raghunathan. Loksatta Party chief Jayprakash Narayana and MD of RightFOLIO Parakal Prabhakar will also participate in the function.

- Source : The Hindu



QUIZ

- Calvin Klein Inc. is a wholly owned subsidiary of which group?
(a) Louis Philippe (b) Raymond (c) Van Huesen (d) Reid & Taylor
- Which company has tied up with farmers to launch India's first natural vanilla Cream in order to help farmers?
(a) Havmour (b) Amul (c) Vadilal (d) Mothers Dairy
- What is the name of the Mahindra Renault's first car to be launched in India in January 2007?
(a) Regan (b) Logan (c) Showgun (d) None
- Aegis is the BPO firm of which famous business group?
(a) Cognizant (b) TCS (c) Essar Group (d) Infosys
- Which company made a deal with the famous Dabbawallahs in Mumbai to help them set up a supply chain system?
(a) Mico Bosch India (b) Petronet (c) Tesco India Pvt. Ltd (d) Reliance India
- Whose punch line is "Your Potential, Our Passion"?
- Can u name the company who has launched the cool 'Appy Fiz' drinks in the market?
(a) Pepsi (b) Coca-cola India (c) Dabur Real (d) Parle
- Taglines of famous companies:
(a) Putting News First- (b) What makes you Special? - (c) Spoil Yourself-
(d) Spread The Smile- (e) Can't live without-

QUIZ Answers:

- Van Heusen
- Amul
- Logan
- Essar Group
- Mico Bosch India
- Microsoft
- Pepsi
-
- BBC
- IBN
- TATA Indigo
- Sunfeast
- Live-in-Jeans



Udbhav – A business plan competition was organized by Aurora's Business School, Hyderabad on 27-January-2012. Udbhav was organized in association with National Entrepreneurship Network (NEN), The Indus Entrepreneurs (TIE), and Next Big Idea (Intel-DST-NSRCEL initiative). It was a one day event with an objective of celebrating entrepreneurship. The event began with the three judges representing NEN – Mr. Phani Pattamatta, Mr. Hemanth and Mr. Niranjan spoke briefly. ABS students came up with a concept of "Gallery Walk" having many thoughts on entrepreneurship designed in the form of posters and participants walked through the room. Later, they posed questions to the judges who are entrepreneurs themselves.

Each participant was give a kit along with one of the two books – When fish fry by John Yokoyama and Squawk by Travis Bradberry. A CD having movies, articles and gallery walk posters was given to every participant. Five teams whose summaries were selected initially competed along with one team from Jabalpur and another from Kancheepuram. The first prize went to Mr. Ashfaq Hudda of Mufakkam Jah College of Engineering. Mr. Balram and team from United World Business School were adjusted as runners by the judges. Prizes and participation certificates were handed over by the judges in the valedictory function. At the end of the day, Mr. Sagar of CARE international spoke on volunteerism regarding their iCARE initiative.



Songs of Earth - Retreat

To give a break to the students from their regular routine , Aurora's Business School organized a retreat to the Songs of Earth resort on 24th December,2011 for the students of both PGDM I and II. This was a wonderful experience for both the I and II years to interact and enjoy apart from the regular college meetings. We enjoyed a lot and indulged in various activities like swimming, cricket matches and volleyball and made the most out of the adventure zone there. We had our lunch at around 2 pm which was served by the management of the resort which we enjoyed a lot and then both, the students and the faculty participated in the Rain Dance. All the students left the resort at around 6 pm in the evening after a spending a wonderful day and lots of enjoyment. It was Indeed a day that we cannot forget .



LITERARY CORNER (STUDENT ARTICLES)

Article on Health Management in our life

Living a life Full of health and fitness is difficult, but it is not impossible. In fact, with the discipline and commitment, you can change your habits and, finally, get rid of those habits that affect health.

Here are some things that we believe are important elements on the way to a healthier you. Read and see if you have any of them, or do most of them.

- A serious commitment if you really want to change their lives and get rid of the habits that you're doing, you want really badly. You have to really commit to it to ensure that you will see the plan until the end. There are many people who start a healthy diet and healthy lifestyle, which will fall back to their old way after a while. Do not be like those people. Starting and stopping will only serve to deflate your spirits and you feel that you can never really done. Start where you feel that you really want it bad and you really can do. Will power can be really surprising. He can do wonders.
- Support to the replacement of old habits up there with a bad diet or alternate exit, it is difficult, but if done with people who live and support you, the task can be easier and more manageable. This is the reason why the diet and the program for the withdrawal of alcohol and smoking have a system to support programs within their organizations. People who share your experiences if they are subjected to the same thing as you will help encourage you to continue with the goals that you set.
- Avoid the temptation of force without the will to avoid temptations, your plan changes will be permanently derailed. It is important that you stay in control when it comes to changes that you want done to yourself. But it is, but it is not that easy to do. There will be many instances where you will be really tested, and most people can not be tested. They will return to their old habits once and then twice, then three times, until they completely abandon its plans for a healthy lifestyle. To avoid this, you should stay away from temptations. If you have any friends, for example, who have an impact on you, do not eat and did not live a healthy, do not go with them for so especially if you know that you will only be a temptation, when you are with them. You should also avoid places happens when you know, will tempt you to go back to the old way.
- Reminders People who are constantly reminded of how they should act to have more chances to do so based on the program than those who only do it alone. It works the same way as a support system, but even better, because in this case, you have someone who really shows that you have to do. Sometimes we go back to our old ways, not because we want to, but because it is something that your bodies are already well accustomed to. So if you really want to change their way and to live lives of health and fitness, to have someone you trust and respect with you all the time.

- Sai Kiran, PGDM-I, ABS

Effects of Smoking

The effects of smoking on human health are serious and in many cases, deadly. There are approximately 4000 chemicals in cigarettes, hundreds of which are toxic. The ingredients in cigarettes affect everything from the internal functioning of organs to the efficiency of the body's immune system. The effects of cigarette smoking are destructive and widespread.

Smoking Effects on the Human Body

- Toxic ingredients in cigarette smoke travel throughout the body, causing damage in several different ways.
- Nicotine reaches the brain within 10 seconds after smoke is inhaled. It has been found in every part of the body and in breast milk.
- Carbon monoxide binds to hemoglobin in red blood cells, preventing affected cells from carrying a full load of oxygen.
- Cancer-causing agents (carcinogens) in tobacco smoke damage important genes that control the growth of cells, causing them to grow abnormally or to reproduce too rapidly.
- The carcinogen benzo(a)pyrene binds to cells in the airways and major organs of smokers.
- Smoking affects the function of the immune system and may increase the risk for respiratory and other infections.
- There are several likely ways that cigarette smoke does its damage. One is oxidative stress that mutates DNA, promotes atherosclerosis, and leads to chronic lung injury. Oxidative stress is thought to be the general mechanism behind the aging process, contributing to the development of cancer, cardiovascular disease, and COPD.
- The body produces antioxidants to help repair damaged cells. Smokers have lower levels of antioxidants in their blood than do nonsmokers.
- Smoking is associated with higher levels of chronic inflammation, another damaging process that may result in oxidative stress.

- Anchal Bagga, PGDM-I, ABS



A healthy lifestyle

One in three people will develop some form of disease during their lifetime. There are simple things which you can do to reduce your risk:

Maintain a healthy weight: Being overweight can significantly increase your risk of developing cancer, heart disease and strokes. If you are concerned about your weight, your GP should be able to provide you with information and support in finding a healthy weight for you.

Keep active: Taking regular exercise is key to keeping your weight down. Walking, swimming and even vigorous housework and gardening are all excellent forms of moderate activity. Try to aim for 30 minutes a day of exercise that leaves you slightly out of breath but still able to hold a conversation. As your fitness increases, you will find that you have to work harder to become out of breath and this in turn will increase your fitness level.

Eat a balanced diet: Making sure you eat a wide range of foods is another way of helping to keep your weight down, as well as making sure you get the nutrients you need. You should aim to eat at least five portions of fruit and vegetables each day and try to eat fresh produce rather than processed food.

Limit your alcohol intake: There is strong evidence which indicates that too much alcohol increases your risk of several cancers. It can also make it difficult to maintain a healthy weight. Department of Health guidelines advise that men should limit their intake to between three and four units of alcohol per day. Women should limit their intake to between two and three units.

Quit smoking: Quitting smoking is one of the most effective ways to cut the risk of developing cancer. Quitting isn't easy but the NHS can provide you with help and support. You can find out more about the risks associated with smoking and how you can get support from the NHS at Smokefree.

Stay safe in the sun: Most cases of skin cancer are caused by damage from UV (ultraviolet) rays in sunlight. Sun beds also emit UV rays that damage your skin. Taking care to cover up in the sun and not using sun beds can help you to cut your risk of developing cancer.

- Anchal Bagga, PGDM-I, ABS



Why do we feel sleepy after a meal?

It is a very common syndrome to feel sleepy after eating, especially if we eat some really considerable amount of foods. Many people experience this, and for many it becomes a subject of curiosity. Why do we feel so sleepy after eating? Many would suppose that this condition is actually not normal. If we look at it, we can see



that we should actually feel more alive, energetic and awake after having a meal as our body receives a new portion of energy and nutrients. Some funny people believe that after eating our body needs great amount of energy to digest the foods consumed, and that is why we tend to sleep after eating. Sounds excellent! Let's examine the problem at a closer and more scientific look.

Did you notice that you feel more sleepy or less sleepy after eating certain foods? For example, most people report feeling especially sleepy after they eat sweet foods, bakery or heavy meals like red meat or poultry. However, if we eat fruit, veggies, salads, stews, seeds, fish, nuts and so on, we usually feel less sleepy or even do not feel sleepy at all.

It is quite easy to explain this phenomenon. When we eat sweet foods, our body starts very actively producing serotonin, a neurotransmitter which helps us fall asleep in a natural way, for example, every night. In addition, when we consume sweet foods or the ones rich in flour, our pancreas start producing more insulin, which is linked to increased amounts tryptophan in our blood. This element is easily converted to serotonin and causes sleepiness. The same effects (rise in tryptophan in our blood) takes place when we eat large amounts of meat.

There is another scientific theory which attempts to explain the phenomena why we usually feel so sleepy after eating meals. It is based on the idea that sleepy condition can be caused by incorrect food combining practice which we use. In particular, it is known that for digesting carbs and proteins we need different digestive enzymes: protease for proteins and lipase for carbs. Therefore, eating the foods rich in proteins and carbs in a combination causes certain conflict in digestive enzymes required for digestion, and as a result we start feeling drowsy. If you want to avoid feeling sleepy after eating and feel more energetic, learn more about correct ways to combine foods. For example, proteins should be combined with non-starch veggies, and carbs should be combined with fruits, grains, and so on.

- Murtaza Abbas, PGDM-I, ABS

Important Health tips

Drink eight glasses of water a day.

Eat only freshly cooked meals, not refrigerated leftovers.

Include two vegetables and one fruit in every meal.

Begin each meal with a raw vegetable salad.

Go on a juice fast for a day. Start with vegetable juice, and sip fruit for lunch and dinner.

Include one green vegetable and one yellow vegetable in every meal.

Make a light snack of assorted sprouts.

Use only fresh vegetables.

Once a week have only fresh fruits until noon, make lunch the first meal of the day.

Healthy Living

- Induri Naresh Goud, Yoga Instructor, ABS

Leaders Are Born and Not Made



Corporate Profile

Gautam Adani

Adani Group : The Adani Group is a Gujrat based Indian conglomerate with the industrialist Gautam Adani as its CMD and promoter. The core business of the group is Commodities Trading, edible oil Manufacturing, Mundra port operations and distribution of Natural Gas. Adani group has more than 50 companies under it.

Career: Today, the flagship of his Rs 27,000-crore empire, Adani Enterprises Ltd., has been rated among the 50 top performing Asian companies by Forbes magazine. His three listed companies — Adani Enterprises, Adani Power and Mundra Port and Special Economic Zone have a combined market capitalisation that places the group among India's top 10 business houses. Adani himself was ranked India's 10th richest Indian in November 2009.

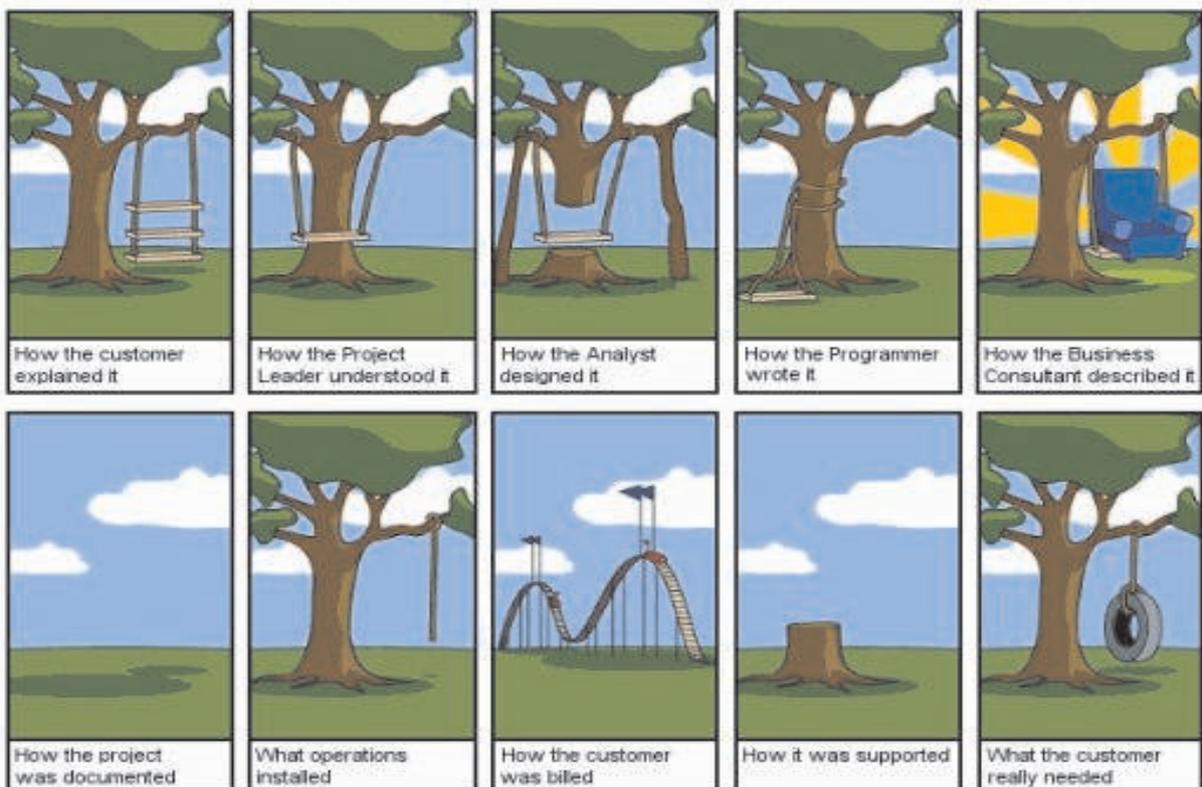
Gautam Adani is the Indian Entrepreneur and a Business Tycoon. He is the Chairman of Adani Group, a leading Trading and Export Company in India.

Gautam Adani was born on 24th June, 1962 in Ahmadabad, Gujarat, India. He is right now living in the Ahmadabad city, one of the metro city of India.

Despite a fair amount of opposition from entrenched west-coast business rivals, Adani Enterprises managed to build enough critical mass to get listed on the stock exchange in 1992. Economic liberalisation gave him the space to think big. Mundra Port, one of the country's first, and now among its most efficient, private ports, and its 100 sq km SEZ, one of India's largest multi-product free-trade zones, are examples of his ability to convert opportunities into big business. The port currently handles 40 million tonnes of cargo, a figure that will go up to 100 million tonnes once a coal import terminal — the world's largest — is commissioned in October 2010.

Gautam Adani is India's one of the most richest person and a Forbes Billionaire. Forbes has estimated his net worth of US \$ 4.8 Billion in 2010. He is the first billionaire from the Ahmadabad city.

- Anchal Bagga, PGDM-I, ABS



STRENGTH IN SPIRITUALITY

Myths of Spirituality

In today's modern-day world the study of spiritual science has been confused with certain religions or sects that are prevalent. A major myth about spirituality is that people tend to think it as a part of a religion. Religion is a code of conduct prescribed by certain highly evolved souls who have taken birth in the world at a time when they were needed for the benefit of mankind. A particular group of people following a specific religion is actually following a way of life or a code of conduct and certain practices for its upliftment. No religion can be judged or commented upon by a human being. This domain belongs to the Almighty. Spirituality and religion cannot be equated or compared.

Another major myth about spirituality is that listening to discourses of evolved people and spending time with them would lead to salvation. In the world of the spirit, it means to take us to the subtlest layer of our "ether". Newspapers are full of stories of supposedly evolved people indulging in acts, which are considered not so pure and pious by the country's law! (Are we not law-abiding citizens?) Depending on the law of probability, it is little risky here. To walk on this path, you need a Guru who can guide you. It is a long process. Just listening to a few discourses will not take you towards salvation. Remember how shishyas spent years in gurukuls to learn this science.

Often people equate spirituality with being a sanyasi or use it as a way to escape everyday responsibilities. But spirituality is not the proprietorship of the recluse. When the knowledge was given, you were never supposed to give up everything and go and sit in the mountains. As a human being you are expected to evolve stage by stage. There are levels of dhyana for all the four ashrams prescribed. You start from step one and slowly master each level and then progress, from brahmacharya to grihastha to vanprastha to sanyas.

When Gautam Buddha came back to his palace to visit his wife and child after attaining nirvana, he had commented that for what he had achieved, there was no need to abandon his family. He said it would have been possible to achieve nirvana by staying with his family.

It is unfortunate that in today's world, misguided people think that to enter into the spiritual realm, you have to leave your family and responsibilities. I remember here a song from the Bollywood film of the early 1970s Chitrlekha, which is appropriate to describe the fallacy of such claims: "Sansar se bhage phirte ho bhagwaan ko tum kya paooge, is lok ko tum apna na sake us lok ko kya apnaoge..." (You try to escape the world, how do you expect to find the Divine; you could not embrace this world, how do you hope to embrace that one).

- Anchal Bagga, PGDM-I, ABS



Do you know where I am?



A man is flying in a hot air balloon and realizes he is lost. He reduces height and spots a man down below. He lowers the balloon further and shouts: "Excuse me, can you tell me where I am?"

The man below says: "Yes you're in a hot air balloon, hovering 30 feet above this field."

"You must be a software developer," says the balloonist.

"I am," replies the man. "How did you know?"

"Well," says the balloonist, "everything you have told me is technically correct, but it's of no use to anyone."

The man below says, "You must work in business as a manager." "I do," replies the balloonist, "but how did you know?"

"Well," says the man, "you don't know where you are or where you are going, but you expect me to be able to help. You're in the same position you were before we met but now it's my fault."

- Murtaza Abbas, PGDM - I, ABS

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Republic Day Celebration at ABS



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