

CK Prahalad

Our tribute to Strategy Guru, Coimbatore Krishna Rao Prahalad, one of the best management thinkers of our times. In a developing country like ours, he was instrumental in providing a new approach to poverty alleviation and business models.

from the editor-in-chief

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Dear Readers,

History has the key to unlock the future. Let's explore whether it applies to business world too. Prior to 1700s, business has been about conquering other countries' resources and creating wealth for the subjects. Colonizing was the usual mode of business. After that the world saw the rise of democracy that projected variety of revolutions including political, industrial, green, white, red, information revolutions that ultimately got dovetailed in to a capitalistic economy. Unleashed Entrepreneurial spirit spawned variety of industries and business models that human race has never witnessed. Science & technology as a catalyst accelerated wealth and Information creation.

So the progression from military might to industrial foresight to information flood, the cutting edge of the business world transformed and today the cutting edge of an organization is a function of Talent it harbors.

Creating a talent pool that aligns with the Industry needs, is an ever renewing puzzle.

Where is the business education in the country heading? The road ahead for this fast commoditizing service- Business Education creates a huge opportunity for programs and games that make a difference to people aspiring for careers in business world and make an impact to the business at large.

Aurora's Business School (ABS) has a suite of new age programs that are aligned with the industry and productivity of its budding managers in the school and MDPs for corporate executives.

Akshara , the news letter of ABS publishes content that reflects trends in Business Education & Research.

Sridhar Iriventi

Chief Editor

Feather added to our cap!

We are happy to inform all that ABS is now the member of AMDISA which leads the management development institutions in the South Asian Association for Regional Cooperation (SAARC). AMDISA is an international not-for-profit association, and is a "SAARC Recognized Body". It has 230 members, of which 198 are Institutional Members from the SAARC region, 4 Affiliate Members, 14 Corporate Members and 14 Reciprocal Members. The mission of AMDISA is to "Promote management excellence in South Asia by networking management development institutions and facilitating their partnership with corporate enterprises and public agencies in the region."



ABS ON THE CHARTS

This is for everyone reading to sit up and take note that ABS has been given excellent reviews by **Business India**, one of the top selling and widely read business magazines of the country. Aurora's Business School has been named one among the top 100 Bschoools in the country. The magazine has given us a high status at a state level as well, by ranking us second in placements and **number 1** in return on investment in AP. This is a moment to pause, assimilate, feel proud and finally build an even better zeal because the ABS family has achieved its first major step in its path to being the best and with the sense of this achievement we must move forward to greater heights. Kudos to the ABS family!



New initiatives at ABS

Aurora's Business School is among the colleges that would participate in the Go-Green campaign that is being carried out by Ybrant Digital, a multimedia marketing Company which is dedicated to protecting the environment by helping to conserve the natural resources reducing carbon emissions and building a focus on sustainability in everyday operations.

ABS now a member of NEN!

We are happy to join NEN, India's largest Entrepreneurial community for driving changes and enabling Entrepreneurial growth NEN and its members forge a dynamic eco-system that inspires, educates and promotes India's high potential entrepreneurs. On establishing an E-Cell at ABS we would have entrepreneurial workshops, seminars, events and activities that would promote entrepreneurship amongst students of various colleges.



CAMPUS NEWS

TCS Visit ABS
- Vinay Nair



The visit from TCS to Aurora turned out to be a fantastic experience for all the students of the batch '05', and was impressionable for, Mr. Surya Narayana, who was here at ABS from TCS to begin the process of accreditation. He was very happy as well to see the students who were so energetic and gave a good response to his presentation.

It all started at around 9 am when Mr. Surya Narayana started with a nice presentation which was completely dedicated to encourage a person to be positive in life the importance of 'Excellence'. Although it was a long presentation and every slide had its own importance, some of the lines that have really inspired me were, "God never creates problem without creating a solution for it." Another one was "Never

compare you with others" which will give you reasons that you always have an ability to do things in a different way.

Well this visit made an impact on the students who got an idea about TCS and how it works so efficiently catering to the needs of its customers. Not only that they were able to clarify many doubts regarding various fields and the majors that one should opt. Students were extremely satisfied after clarifying the doubts the foremost being Dheeraj, Vamshi Krishna, Jameel, and others.

Hoping to see many more faces like Mr. Surya Narayana in our college so that the enthusiasm of the students can be raised and they can be open to the field of knowledge and to corporate life.



Mr.Surya Narayana interacting with the students at ABS



Activities time! /
Health is Wealth

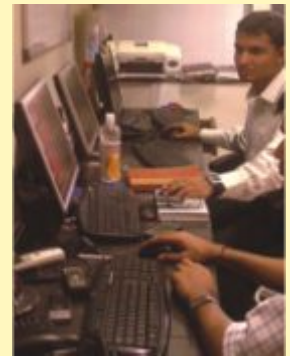
Aurora's Business School thanks Deloitte team of employees for having chosen our campus for celebrating Impact day, an annual one-day celebration of their year-round commitment to driving meaningful change in local communities. The team conducted competitions like Quiz , slogan writing and group discussion generate awareness among youth on 'Anti Smoking' on 11th June, 2010.The event was youthful, at the same time informative too!



Students at their
SIP workplaces



Mahindra at Dadu's Mithai Vatika



Aditya Mayna at his workplace in Mumbai



SV Jai at Cadbury's Depot, Hyderabad



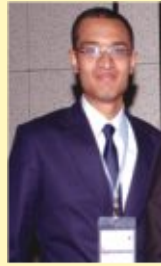
Dharmesh Mishra at Cadbury's

Celebrations and Wishes

On behalf of the entire family of ABS we'd like to wish our esteemed Director Dr. Ravi Paturi a very happy birthday (28th June). We wish you a long and prosperous life sir and hope that we may strive to greater heights under your capable guidance.



Industry Overview



Aditya Mayna

“Corporate India doesn't require dummies at work. Companies have learnt the lesson for slowdown and realized the need for people who can handle shocks and manage teams in a crisis on the board”, reports Writankar Mukherjee from The Economic Times.

Faculty-Pool

BHOPAL GAS TRAGEDY VICTIMS STILL WAITING FOR JUSTICE

- Dr. K S Ramesh

On the mid-night of 2nd/ 3rd December 1984, a poisonous gas that leaked from a plant manufacturing pesticides in Bhopal, managed by Union Carbide resulted in the worst industrial disaster in history of mankind. It could be termed as the Hiroshima of the chemical industry. According to the report released by Union Carbide, nearly forty tons of methyl isocyanate gas, used in the manufacture of the pesticide leaked and spread into the surrounding areas. The effect on the people living in the residential areas surrounding the factory was instantaneous and devastating. Many died in their beds, others staggered from their homes, blinded and choking, to die on the street. Many more died later after reaching hospitals and emergency aid centers. The best, accepted estimates say that approximately 10,000 people died within the first 72 hours. Since that day at least 15,000 people have died as a result of their exposure to the toxic gas. It is also officially reported that 120,000 were subject to chronic health problems that require constant medical care. The death toll figure reported from Bhopal is far more than the one estimated after a disaster that took place in a nuclear plant happened in Chernobyl, Russia. The number of people who died immediately after the nuclear disaster was only 57, besides 4,000 deaths due to cancer caused by the nuclear radiation.



The case against Union Carbide has been on for the last 25 years and today the blame game is in full swing. The recent judgment delivered by the Supreme Court finally ascertained that the Union

Carbide, the perpetrators of the disaster, is accountable for the rehabilitation of the victims. However, current owners of the enterprise Dow have consistently refused to accept any responsibility for the disaster or its aftermath. It is yet to become clear as to who would be responsible for helping those victims who still survive.

In Bhopal, some of the poorest Indians are being taken for a ride, even after waiting for justice for the last twenty-five years by one the world's richest corporations. As Union Carbide's successor company, Dow Chemical is now responsible for the disaster. Instead of initiating help and economic rehabilitation for those victims who are alive, there is serious debate on a set of issues: how to extradite the then Chief Executive of Union Carbide who has happily settled near New York and file a case against him in an Indian Court? Who let him leave India when was under arrest in connection with the accident? Any convincing answers to these questions would not bring justice to the Bhopal Gas Tragedy victims. They would continue to wait for justice and survive in distress till each one breath the last.

Book Review

Who Moved My Cheese?

by Spencer Johnson, M.D By: Kalyani Barma



A book which teaches an Amazing Way to Deal with Change in Your Work and Your Life

Cheese is found, moved, and then found again. But did someone cut the Cheese? Change is it good or bad? Spencer Johnson elaborates in his "book" Who Moved My Cheese? presented as a "fable" about dealing with change in business and personal life. The "book" begins with A Gathering, wherein former classmates have lunch and chat in an incredibly realistic manner about how much their lives have changed since high school. They agree that things have certainly turned out differently than they thought, and notice that they often "don't want to change when things change." The story revolves around two mice, "Sniff" and "Scurry", and two "little people", "Hem" and "Haw". They live in a "maze" and spend their time running around, looking for, finding, and eating "Cheese". Cheese, as is stated in the foreword by Kenneth Blanchard, is "a metaphor for what we want to have in life", such as a job, a relationship, money, a big house, or an insulting yet best-selling business book. Of course, there are different attitudes taken by those hoping to acquire Cheese. Johnson spends at least a page trying to get this message across: the two mice don't really think about things, they just react to them.

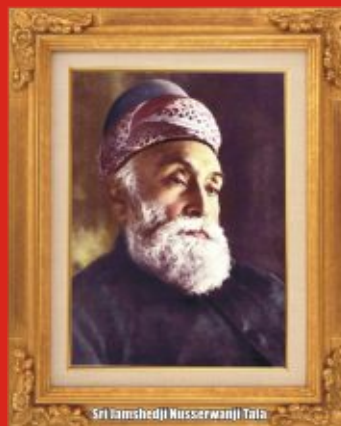
I like my B-School!

Indoor games, gymnasium, activities, meditation hall, Green - concept canteen and many other innovations are a part of ABS. This is done to support the students in the exploration of innovative ideas, better decisions making skills, leisure time activities. Students are encouraged to explore newer horizons through various club activities. The Social Initiatives at ABS this year is encouraging students to come up with measures than could be taken to reduce carbon footprint. These measures would later be implemented and the students with the best ideas would be awarded.



Our tribute to pioneers in the industry

Our Salute to a great path finder of modern industrial Builders, Sri Jamshedji Nusserwanji Tata! Jamshetji founded the Tata Group of companies during the turbulent time when the Indian Rebellion of 1857 had brought in pain and anguish in the Indians. We salute Jamsetji Tata who is regarded



as the "Father of Indian Industry" for trying out innovations during those days. World Business leaders, thinkers and entrepreneurs like him are required in India to create a better world for tomorrow as we witness the erosion of morals and money making policies that are on the high in the Business World.

Nike creates jerseys from recycled plastic water bottles.



This month at the FIFA World Cup, football's top stars will show their green spirit by wearing jerseys that have been made from recycled plastic water bottles. Nike, which manufactured the jerseys, has announced that many of the world's leading players including Cristiano Ronaldo, Robinho and Ji-Sung Park will take to the pitch in South Africa, wearing environmentally friendly jerseys.



In addition to five-time world champions Brazil, the Netherlands, Portugal, United States, South Korea, Australia, New Zealand, Serbia and Slovenia are wearing plastic. The company states that the jerseys are made entirely from recycled polyester and each one is produced from up to eight recycled plastic bottles.

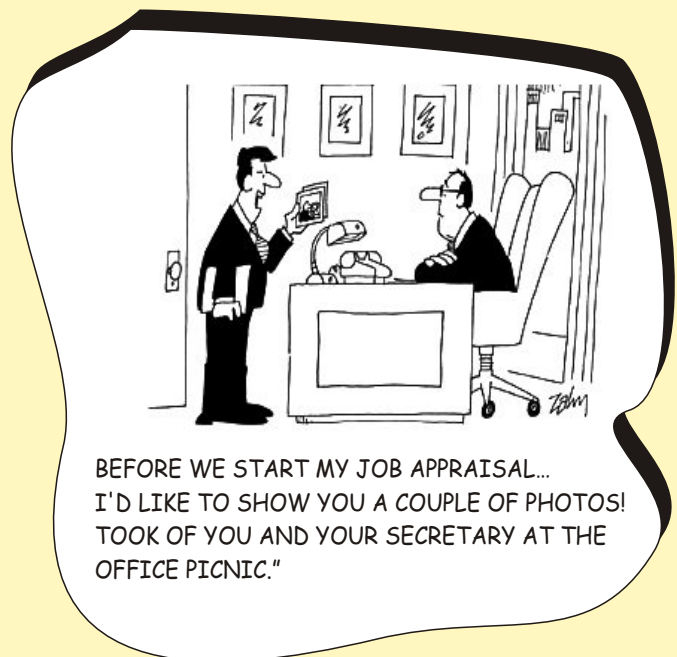
Manufacturing these "eco-jerseys" has helped Nike divert 13 million plastic bottles from landfills. Moreover, if all the jerseys were laid end-to-end, they would cover more than 3000km, which is more than the entire coastline of South Africa.

The kits are created from bottles sourced from Japanese and Taiwanese landfill sites, which were then melted down to produce new yarn. The process saves raw materials and reduces energy consumption by up to 30 percent compared to manufacturing virgin polyester. Nike also claims that there will be no adverse body reaction to the plastic, as the product has been carefully tested.

Image Courtesy: Football Addicted Via: Times of India

Endangered Fauna call for help!

Estimates of remaining numbers of Gangetic dolphins vary from 2,000 to 4,000. The biodiversity, ecosystem processes and human life – dependence on the Ganga have been severely degraded and all dependants have been reduced to ecological refugees. The collapse of commercial fish species in the Gangetic floodplain system has affected fishermen. The dolphins and the Gharials are critically endangered species.



BEFORE WE START MY JOB APPRAISAL... I'D LIKE TO SHOW YOU A COUPLE OF PHOTOS! TOOK OF YOU AND YOUR SECRETARY AT THE OFFICE PICNIC."

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