

Campus Placements



One of the most important parts of completing the Masters with a management degree, for a student is to land a summer internship between the first and second years of your program. It will not only provide him/her with much needed work experience to back up his/her education, but it will move him/her one step closer to landing a great full-time position after graduation with an employer of his/her choosing.

Internships can be extremely beneficial to students, graduates, or anyone looking for hands-on expertise. As an intern, a student can develop knowledge, competencies, and experience related directly to a student's career goal.

Finding a good company and getting a job there should be the main goal of any student but it isn't always that simple. It takes a lot of planning and hard work to define the right summer internship opportunity and then to set the wheels in motion to land it. And that's why it is important that a student start early. Summer internships are frequently posted at the beginning of the year, so the students should keep an eye out. It's also a good idea that students define their career goals, reach out to school's alumni networks and start building relationships before they get to campus for the first year.

- Do their research. Identify companies they want to work for then make sure the organization and internship opportunity are the right fit for them.
- Assess their career goals. Know where their passion lies and find an internship that compliments it.
- Conduct a real and thorough self-assessment. Understand their skills and capabilities, and how they match with what a company needs. Be able to talk about them in the interview process.

The summer internship allows students to build relationships with prospective employers, hone their skill set and explore new industries.

When Warner Bros. Entertainment Group was looking to hire MBAs this summer they posted a notice asking for well-rounded individuals with proven academic excellence and

involvement in extracurricular and philanthropic activities, superior communication and analytical skills and prior experience in an entertainment company, CPG company, investment bank, consulting firm or digital media company. And that was just part of their list of qualities they sought in summer interns. Anjie Blindauer, MBA Staffing Consultant with Microsoft says that their MBA summer interns should be "passionate for technology" as well as "committed to their work and excellence."

Passion and commitment aren't the only traits that employers want in their Master program interns. The top five traits employers seek in management hires are

- Initiative (77%)
- Professionalism (77%)
- Motivation (76%)
- Integrity (76%)
- The ability to deal effectively with pressure and unexpected obstacles (75%)

And the top five skills employers seek are:

- Communication skills (86%)
- Strategic skills (67%)
- The proven ability to perform (66%)
- Core business knowledge (63%)
- The ability to manage change (61%)

It is important to begin developing these skill sets and, if a student wants to ace the interview, he should be sure to know the company and the brand. The students should not think of an internship as merely some experience to round out their résumé. They have to be just as focused and dedicated as regular employees if they expect to land a summer internship as well as a full-time position after graduation.

The Summer Internship Project forms an important component of education at ABS. It is an attempt to bridge the gap in the Student's perception between the academic institution and corporate world. It enables students to learn from real work environment, and to undergo the rigor of professional environment both in form and in substance and emerge finally as efficient learned and successful managers.



Students

Dileep Reddy (July 2)
Rajesh D (July 7)
Seema Jain (July 12)

Jasmine (July 18)
Soma Giri P (July 22)
Pratyusha (July 25)
Neeraj (July 30)



FROM THE DIRECTOR'S DESK

The month of July has come and so have all the students after completing their SIPs. Once again the school is alive with a hustle and bustle of activities and the students all geared up to take up the new assignments and tasks with all vigour and enthusiasm and face the challenges that may come up their way.

I have to admit that the never say die attitude and the untiring spirit of the students is indeed commendable and is highly laudable.

This issue of our Newsletter Akshara throws light on the experiences of our students during the 8 week summer internship project and the learnings acquired, which helped them to acquire an altogether different perspective to understand and analyze their areas of study and to focus on their short term goals with a greater intensity, aggressiveness and focus.

With the combination of the electives in the third semester and a new outlook, focus and added confidence, and with the guidance of the faculty, I am sure that our students are all set to surge forward and realize their dreams and reach the pinnacle of success.

Dr. Ravi Paturi
Director, ABS

FROM THE EDITOR'S DESK

We present to all our readers yet another issue of our news letter Akshara, but this time not with the stories of people who have 'been there and done that' but with stories of our very own young students who, not very far from now, are going to be managers or entrepreneurs and who will carve for themselves a prominent and significant place in the business world.

The summer internship project which have just been completed by the students at various organizations have provided them the opportunity to observe from close quarters and instill in themselves, the different aspects of management. It has also created in them a spirit of questioning, of analyzing and of putting into practice their managerial skills in various situations and evolve with solutions to the problems at hand. This is the very quality which will set them apart from the ordinary and will help them to write their own success stories.

The month of July at ABS welcomes the new academic session, welcomes the old students, welcomes the new faculty, and most importantly welcomes the new students into one big happy family. This team of ABSians, filled with an exuberance, enthusiasm and excitement are hopeful of writing their own destinies and placing ABS at an enviable position.

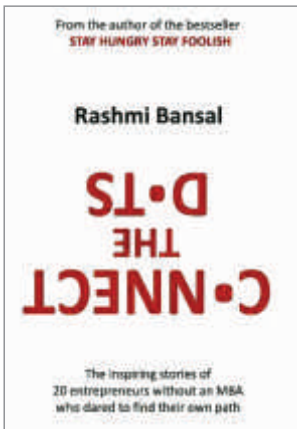
Editor

Asha Singh
Assistant Professor
ABS

Student Editors

P Soma Giri
Krishna Chanakya
Kinjal Shah
Kishore Kumar

VIEWS AND REVIEWS



In this Book author talks about people who made it big, but those who actually did not pursue the path of MBA education and still managed to make their mark. People featured in this book are the not-so-well-known big people of the industry but their stories and their attempts are worth reading as to how they managed to fight their own way and reached out their own destiny in things that they believed and proved that they did not need any formal educative knowledge or the accolades of being a MBA degree holder but survived only on one simple fact - Passion, hunger and the desire to succeed.

The book has been categorized in 3 major categories: Jugaad, Junoon and Zubaan!

The 20 stories have been divided into 3 sets they are a: Jugaad, Junoon, Zubaan. In Jugaad, the author has covered entrepreneurs who created business the Indian way, finding alternative ways to do things that is completely against what industry has been doing. With stories like Su-Kam Inverters and Tantra t-shirts, this section will tell you why not to give up. Most people start with a failure early in the venture but persistence does pay.

Junoon is a collection of 7 entrepreneurs who were crazy about a particular idea, whether it was Reva electric cars or Haathi Chaap paper.

The last section Zubaan carries 4 stories of creative people who just followed their dreams until they reached to a height where the whole world knows them. The section features Prince Dance Group, techie turned wildlife photographer Kalyan Verma, Paresh Mokashi of 'Harishchandrachhi Factory' fame and designer Abhijit Bansod.

Prominent names and their ventures covered under this title are:

Prem Ganapathy: Dosa Plaza

Kunwer Sachdev: Su-Kam

Ganesh Ram: Veta

Sunita Ramnathkar: Fem

M Mahadevan: Oriental Cuisine

Hanmant Gaikwad: BVG India

Ranjiv Ramchandani: Tantra

Suresh Kamath: Laser Soft

Raghu Khanna: Cashurdrive

R Sriram: Crossword

Saurabh Vyas and Gaurav Rathore: PoliticalEDGE

Satyajit Singh: Shakti Sudha

Sunil Bhu: Flanders Dairy

Chetan Maini: Reva

Mahima Mehta: Haathi Chaap

Samar Gupta: Trikaya Agriculture

Abhijit Bansod: Studio ABD

Paresh Mokashi: Harishchandrachhi Factory

Krishna Reddy: Prince Dance Group

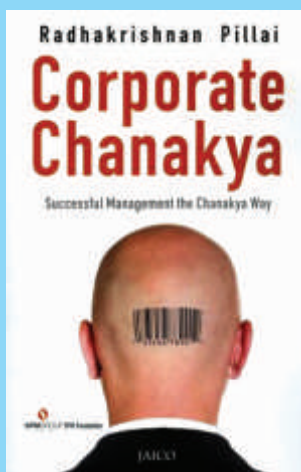
Kalyan Varma: Wildlife Photographer

These are real life stories of people ranging from such a different industrial background, people from Agriculture and Food, Politics, Photography and Theatre, Software and Hardware, Re-cycling and Creative mediums, Cosmetics, Books and Education and even Housekeeping and Cleaning.

All stories have a few adventurous moments where the entrepreneurs share some little known facts about the industry.

It's truly an inspiring book for all young Entrepreneurs.

- Vamshi Krishna B, II year PGDM, ABS



The book Corporate Chanakya is written by a well known author Mr. Radhakrishnan Pillai. In this book He brought the learning's of Chanakya and relating it to the modern corporate culture and business. It contain with plenty of Chanakya's Sutras thrown in along with references to the Arthashashtra.

This book is about everyone who wants to practice Indian Management in their work life and want to be successful. This book is a documentation of all ideas that author have shared with millions of people across the globe in the corporate world on how to apply Chanakya's theories in practical day to day situation.

In this book the author simplified the age-old formula of success for leaders of the corporate world. This book covers everything i.e., tips of how to organize and conduct effective meetings, how to deal in tricky situations when you are having two bosses, to decision making for leaders, time management, responsibilities and powers that follow a leader.

Author included tips on various topics like – organizing and conducting effective meetings, dealing with tricky situations, managing time, decision making and responsibilities and powers of a leader. The author's prescription on leadership is to work on heart and mind of people.

In the book the verse or sutra from Kautilya's Arthashastra has been referred. For example, "He (leader) should constantly hold an inspection of their works, men being inconstant in their minds" (2.9.3). The numbers given in bracket are book numbers, chapter numbers and verse or sutra numbers respectively.

It is one of such books which make us think and excite while reading. It's a must read one.

- Kishore Kumar N, II year PGDM, ABS

SUMMER SPECIAL (SIP)

My SIP at Astute Corporative Services Pvt Ltd ←

I was happy to step into the corporate world as an Intern; my college allotted me a good company under finance sector. Astute Corporative Services Private Limited is a financial adviser to the companies like DHFL, Sundaram finance, karvy finance, national trust, SBI, IDBI, HDFC, Barclays, Bajaj. I have gained knowledge and learnt how to check the documents for verification while providing loans. The documents I used to check included passports, pan cards, ITRS, ration cards, bank statements etc.

Amala Paduri, PGDM II YEAR ←

My Experience at Polaris ←

I did my summer internship project at Polaris and was happy to enter into the corporate world. On my first day I had a nice interactive session with other interns who came from different colleges to do their SIP with Polaris. All the people were so friendly in nature and exchanged views and thoughts with other colleagues. I learnt time management and coordinated events like induction session for new recruits. I like to thank our director Dr. Ravi Paturi for giving me such a wonderful opportunity to work in Polaris especially in Resource management Group.

Navyasri K, PGDM II YEAR ←

My SIP @ YOUSEE ←

As part of my PGDM course curriculum, I worked for United Care Development Services, a not-for-profit Social organization, which works for the Health, Education, Energy and Environmental Services Sector. Working for such a start-up organization was an overwhelming experience with learning opportunities at every instant. I was working for the marketing and the operations vertical for the organization, but at the same time I got an overall exposure to the operations of the organization and a deeper understanding of the social development sector. It was an eye-opener to see the real time livelihood problems of the ultra-poor section of the society.

Niharika Singh, PGDM II YEAR ←

My Experience @ IVRCL ←

It was first time when I was going to explore myself to the corporate world. I was very nervous that how I will adjust myself at work place. When I entered the company I was very tense but I got a positive response and they helped me in every possible way. I was working on statutory department where I got to learn about the policy and provident funds acts.

It helped me in understanding the labor laws. My project work was about employee satisfaction. They gave me overview on how to go ahead with project work and also help me in designing questionnaire. The overall experience was good.

Nikitha Agarwal, PGDM II YEAR ←

My experience at HDFC Pvt Ltd ←

I worked with HDFC PVT LTD at Hyderabad, I have been given an marketing research project on various construction companies. I have prepared the list of various builders which are at Hyderabad, in order to find what the customer usually prefers for loan from various banking intuitions for buying flats from builders. I have done a research on various builders, what the customer actually prefers and which banks they prefer to approach for loans. I have completed my research and I have come to a conclusion that many of the builders are providing loans to their customers in accordance to the rules of Banking intuitions.

I have also prepared various lists of licensed builders and have gathered names of nearly 793 authorised builders.

I had a great experience throughout the two months of my SIP and met with various builders who are involved in various construction projects.

Pandya Pavan Kumar, PGDM II YEAR ←

My Experience at FLAME ←

When I was asked to go to FLAME for SIP, I was very happy when I came to know that my guide was Dr.Indira Parekh. Hoping that I would learn a lot, I reached Pune. To my surprise when I reached there I was excited to see the campus in a valley. It was a beautiful view and I was overwhelmed on reaching there the ambience was too good and I had comfortable place to live.

When I met people, there was a lot I gathered. It was definitely a cultural change but then the people whom I spoke to were wonderful. My best experience were my talks with Dr. Parekh, it was amazing to see her with her energy levels and her motivating talks. I was totally impressed with her personality and perhaps she is the most dynamic lady that I have met.

Renuka, PGDM II YEAR ←

My SIP @ Mumbai - Devang Visaria ←

I did my Summer Internship project in Marketing & Equity and Commodity research using technical analysis at Devang Visalia Equity & Commodity Research Centre (Mumbai). This company is in technical analysis since 15 years and they have experts in giving advice or tips to the clients. Company's growth is increasing tremendously and I had a great experience while doing my Summer Internship Project in this firm. I got a good support from the staff and I gained knowledge more on stock market and improved my communication skill. My confidence level is increased in analyzing the stocks and commodity. I also learnt about derivatives market and organization behavior. In future, I would like to work with this firm and would like to contribute to the firm's revenue. I am thankful to my Director Ravi Paturi sir for giving me opportunity to do SIP with this organization. I am also thankful to Devang Visalia sir for giving a good support and to gain knowledge during SIP.

Haji Malang, PGDM II YEAR ←

SUMMER SPECIAL (SIP)

MY Experience @ SIP ←

I did my Summer Internship Project in Indu Projects Limited. It's an infrastructure company and I was a technological freak. I first doubted myself whether, I can fit and adopt the culture of this sector, as this sector was very different and new to me. But the people around me and my external guide in the company made me so comfortable; that I did not had any problem during my project. I learnt a lot of things during this project the work culture, functions etc. As I was doing a HR projects I got a chance to interact with each and every department of the company I was appreciated for my work as I use to complete before the scheduled time for this I use to get appreciation. I am very thankful to Dr. Ravi Sir for giving me this opportunity.

Kishore Kumar N, PGDM II YEAR ←

SIP @ POLARIS ←

It was a great opportunity to work with Polaris software lab Ltd, The HR head & the HR team was very helpful and cooperative to work with, I was not just provided with a single task or single assignment rather I was in to all the segments of HR, I don't say I am perfect in everything but as I was into all the fields of HR at least I got to know the basics of HR. And my external guide Mr.Sharat Ram, really guided me very well, I learned a lot in this two months of SIP, I can't quantify it but my learning's are worth enough to present myself in future.

Pratyusha, PGDM II YEAR ←

My SIP Experience at TCS ←

SIP, though three letters I have understood the real depth and the full meaning only when I have experienced it. I understood the real goings-on in the work life only when I have experienced it. The very thought I am a part of a Learning & Development team of one of the leading MNC will give me the edge. I have had very healthy interactions with many of the team members at TCS. The takeaways are very valuable. I have understood the why and what of deploying a learning program in the corporate world which is I think is the biggest advantage I have. I thank my director, Dr. Ravi Paturi for this brilliant opportunity.

Vidya P, PGDM II YEAR ←

My Experiences at IDBI ←

IDBI is the one of leading public sector bank, and I was assigned a project at IDBI bank at Himayatnagar in Hyderabad . I learned about portfolio management and its maintenance and how to invest. It gave me a good experience with people , and helped me to understand the mindset of the customers, how to maintain money and make them invest on shares. I even observed the company's position on portfolio analysis. Finally I would thank all the people who have cooperated and made my SIP successful.

Surya Rao, PGDM II YEAR ←

SIP in Geosansar ←

(Strategy Management with reference to Geosansar)

I was looking for an internship that was unique, challenging, and flexible. The project was up to my expectation. It helped me in understanding and gaining in depth knowledge of all the finance and marketing functions of the organization. This internship definitely gave me an opportunity to expose myself to various corners in the organization

I learned that with persistence, anything is possible. Selling is definitely a challenge that will change our life forever. The internship allowed me to use my personality and experience real world sales scenarios such as interacting with business owners, maintaining persistence, catering to existing customer, needs of the customers. Different business strategies can be applied to improve the sale of various financial products. We must have grip on our presentation before we present, to know how to prepare a effective questionnaire to do survey on customers and how to apply effective strategy to increase the sale of products. We should also know how the insurance premium is calculated and last but not the least how to behave in office.

Parmeet Singh, PGDM II YEAR ←

Experience in SIP ←

I did my project in Manamai Technologies which is start up company and my topic is Social Media Marketing & Customer Engagement. My work was to search how social media especially Face book is helpful for the Online Business and how E-commerce businesses need to work to attract the customers. After completing my graduation I entered directly to business education without any job or professional experience, so this project helped me to know how one should behave professionally. In First one month of my work I learnt what is social media and its use in business, in second month I learned that how much important is that one should interact with other employees in the organization in professional manner and in my last 2 days I learnt that, one need to have focus and clear idea to the work. Apart from the theory learning I got more learnings in the form of building my career.

Sandhya, PGDM II YEAR ←

My Experiences at Harley Davidson ←

I worked with Harley Davidson as a part of my internship for 2 months. It was a great opportunity for me to expose myself in the corporate world especially in automobile sector. My job in the company was to go and meet top level managers, owners in all the top class hotels, restaurants, coffee shops, clubs, pubs, gymnasiums spas etc. It was an awesome experience working in such places meeting CEO'S and top level managers. I met them as the company's representative and invited them to the showroom , and explained them the new models available in HD and I also worked as the sales consultant for the bikes.

Surjit Soma, PGDM II YEAR ←

SUMMER SPECIAL (SIP)

My Experience during SIP ←

My experience during the two months SIP was full of responsibilities, challenges and learnings. Before starting my SIP I did not have any exposure to the corporate culture, after doing my SIP I have learnt many new things such as corporate communication, other technical tools that can mould my career and enlighten my life. I have learnt how communication is done through mails and how to write follow up mails to various corporate companies. It was like making a real career study and working in the company where I haven't been, it was like moving into company as a new employee. Daily inputs given by my internal guide made me to know my mistakes a make improvement which helped me in improving myself. Interacted and coordinated various donation camps at different companies like Google, Synopsis, INVESCO, Basix, etc.

Sagar, PGDM II YEAR ←

MY SIP @ FLAME ←

After the strenuous week of examinations, with lots of hopes, I started my journey towards SIP. On Sunday 3rd March I reached 'Flame' Institute. My eyes were wide open to see the glimpse of such esteemed Institution. As we went on, I was left speechless by looking at the first glance of 'FLAME'. It is located in the valley surrounded by hills around, with lot of greenery. The campus is very huge, with all facilities well provided for the students. It has very spacious classrooms, good library, golf court, pools, etc. Food provided is of very high quality and very healthy. Over all, a wonderful place to visit.

We got lot of time to explore the college very keenly. Finally I met The Diva of HR field - Dr. Indira Parekh. She is a wonderful woman filled with passion towards work. She gave us a chance to attend her classes wherein I got a chance to know about the dynamics in Organizational Behavior in detail, which were highly productive and effective. This trip has become very successful with the blend of lot of learnings. I have also attended the workshop of Dr. Indira Parekh wherein I got a chance to learn about few psychological tests like Thematic Apperception Test (TAT) & California Psychological Test (CPI) which can be used as HR tool to enhance the performance of the employees in an organization.

The main learning of my SIP was "Passion towards work is very essential for the success". Dr. Indira Parekh is the best live example for it. At this age, she is very energetic & lively, spreading positive energy around her. Last but not the least I thank Dr. Ravi Paturi and Flame Institution who helped me to complete my internship successfully.

Meher Yamini, PGDM II YEAR ←

Quiz

1. Gala, Jonagold and Pink Lady are varieties of which fruit?
2. Who wrote the poem 'The Owl and the Pussycat'?
3. Which country had a secret police force known as the Tonton Macoute?
4. Which organ of the body is affected by Bright's Disease?
5. In which city is the European Parliament based?
6. What is the boiling point of water using the scientific kelvin scale of temperature measurement?
7. What was the 1st human invention that broke the sound barrier?
8. What name was given to the Samuri code of honour?
9. What colour is the bullseye on a standard dartboard?
10. Which South American country was named after the Italian city of Venice?
11. What is the largest fresh water lake in North America?
12. How many rounds are there in an Olympic boxing match?
13. In which country is the highest mountain in South America?
14. How many emirates make up the United Arab Emirates?
15. How many inner wire rings are there on a dartboard?

Puzzle

If you were putting numbers on new changing room lockers to be numbered from 1 to 100, how many times would you use the number 9?

FESTIVITIES IN ACTIVITIES

Faculty Retreat At Leonia Resorts

A retreat for the faculty and staff was organised on the 29th of June to Leonia Resorts, Shamirpet. The families of the faculty and staff were also invited and it was a totally fun filled day.

The sprawling swimming pool captured everybody's fancy and the sultry weather made it all the more inviting and tempting. Having entred it, no one was in a mood to come out of it, the rain dance accompanied with catchy numbers was an added attraction and especially the men had a whale of a time.

Some of the people also enjoyed the Bungee jumping which was an thrilling experience altogether. The Kids park provided total amusement to the small kids who just refused to come out from there.

The faculty and staff also enjoyed playing billiards and TT, squash and Cricket.

The day was a totally exhaustive yet enthralling one and the memories are surely going to linger in our minds for a long time.

- Asha Singh

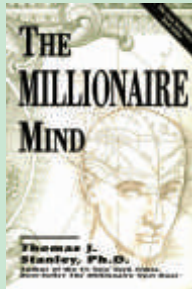


Students' Retreat at Suchir India Resorts

The Second year students of Aurora's Business School started their semester by going to Retreat to a resort called Suchir India Papyrus port- Egyptian style resort which in the outskirts of the Hyderabad i.e., Kottur near Shamshabad. The resort has one big swimming pool, Cricket ground, Indoor games, artificial trekking and artificial rain dance floor with beautiful ambiance which are in Egyptian style. Every student played one or another game, enjoyed at most and everyone got rejuvenated. Students mostly enjoyed playing in swimming pool and enjoyed till the core. This retreat is completely organised by the students. The day was totally exhaustive and everyone had one more memorable day in there life.

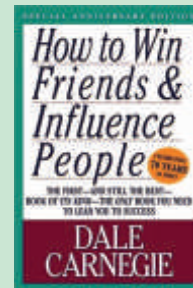


BOOK SHELF



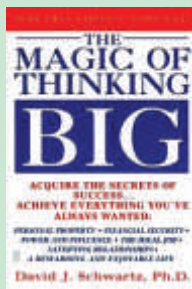
The Millionaire Mind
by Thomas Stanley

Since being financially independent is something that many people want, this book will open your mind up to what it really takes to be a millionaire. You'll be surprised to find out that the general public's image of a millionaire is way off.



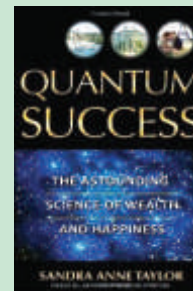
How To Win Friends and Influence People
by Dale Carnegie

This is one of the best selling motivational books of all-time. Actually, this probably falls into the personal development field. This book is all about relating to people. If you're in sales, this is a must read book.



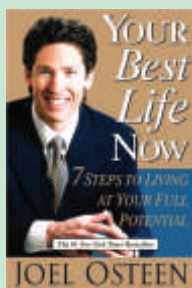
The Magic of Thinking Big
by David Schwartz, PhD

If thoughts become things, then it's to your advantage that you think big thoughts. If you think big, you will achieve big dreams. How you think of yourself, your goals, and your life in general will have a great impact on the results that you actual experience in life. This book will help you have more belief in yourself in order to think big and have the confidence to see those thoughts through.



Quantum Success
by Sandra Taylor

Part of this books in part talks about the law of attraction but it also talks a lot about some of the other laws. I like this book because it helped answer a lot of questions I had after seeing The Secret. The law of attraction, although an interesting concept, isn't enough for you to achieve what you want in life. I see people who see this law as the only thing to focus on as sort of lazy. This book goes beyond just visualizing success.



Your Best Life Now
by Joel Osteen

I first heard about Joel Osteen from one of his televised speeches. Although he's a pastor, he speaks like a motivational speaker. His words about life and success are pretty inspiring. This book talks about expanding your vision, increasing your confidence, and finding strength through adversity among other things.



THEY MAKE US PROUD

Dance performance by Pratyusha at Polaris

I was on my summer internship project at Polaris and it was celebrating the "1000 Heads- a Celebration of Excellence". Actually Polaris won't allow any outsiders to participate in any of their programs but me, being an Intern they allowed me for performing for their programme, because I happen to be a classical dancer and they consider interns as their employees. I really am very thankful for that. I have performed a typical Bharathanatyam as an opening dance, and as a TRY team of

ABS we also performed a jazz dance, I also was a part of the group that sang the valedictory song. I got a huge appreciation from the employees and HR team. I contributed in the organization of the programme by working hard for one full week for which I was appreciated by all. I had a good experience and am much thankful to HR team especially to Swapna mam for recognizing my talent and giving me an opportunity to perform.



UPCOMING EVENTS...

Introducing the new students in ABS and familiarizing them to the program and the challenges ahead is a very important activity in the calendar of the institution. The process would be a happening activity at the start of new academic calendar, somewhere in the first week of August, for the newly admitted students of PGDM.

We will have a mix of students coming from myriad background. Having done their graduation like B Sc, BE, BA etc. Our responsibility as faculty is to introduce them to the system and slowly permeate with all. So as to get to know all about ABS without actually imposing the norms on them. Having a look around how the things are happening and the existing students, they themselves should get to know the rules and regulation of the college and the culture.

The students will be coming to the college with lots of expectation as they will be post graduate after two years, some will already be in the frame of mind that they are the future managers. With all expectations and hope for a better future and a good job post PGDM are the things which will keep their spirits high. Not letting their spirit go down we will try to let them know about the rigours of the entire curriculum. The idea is to introduce them to the entire two year PGDM in the induction week but very informally in an open and flexible environment.



LITERARY CORNER (STUDENT ARTICLES)



WORLDS RICHEST TEMPLE IN INDIA

A curious treasure hunt at a temple that houses a sleeping idol of Lord Vishnu has aroused the curiosity of the nation, sparking speculations that the ancient Shri Padmnabhaswamy temple in Thiruvananthapuram is the richest in the world.

A review of the temple's underground vaults was undertaken by a seven-member panel appointed by the Supreme Court to generate an inventory, leading to the discovery of a vast hidden collection of riches.

The committee members including two former Kerala High Court Judges are preparing an inventory list of all the valuables inside six different chambers. Representatives of the government and the royal family trust which runs the temple are also present.

Speculation is rife about the actual worth of these precious materials. Only after the report is submitted to Supreme Court will it become a public document. The Court can then decide to put a value to these precious materials. But so far media reports said the riches found at the temple premises are fabulous.

What lies in six vaults of Shri Padmnabhaswamy temple?

- Treasure worth Rs 100,000 crore was recently found in secret chambers on temple land.
- Crowns of erstwhile kings
- 17 kg of gold coins
- 18 feet long Sharapoli mala (necklace) weighing 2.5 kg
- Gold ropes
- Sack full of diamonds
- Thousands of pieces of antique jewellery
- Golden vessels
- Donations made by traders, pilgrims and various royal families
- Executive Officer at Sri Padmnabhaswamy Temple VK Harikumar said precious materials including rare and valuable gems have been found in these chambers especially in chamber A which is centuries old.
- The treasure is now worth Rs 1 lakh crore and counting
- Antique gold ornaments
- Belgian gems including diamonds, navaratnas
- Antique coins from Rome
- Gold coins of the East India Company
- Idol of Lord Vishnu made of gold and precious stones
- Grains of gold
- Gold medallions
- Gold scepters

- Prathyusha, PGDM II Year, ABS

SEVEN STEPS TO SUCCESS

The secret of your success is found in your daily routine.

Who doesn't desire success? It may seem peculiar to ask that question, yet most of the people you know will never achieve success. They'll dream about it. They'll talk about it. But most of them won't possess it.

Most people don't understand success. It isn't the lottery. You don't wait for success to strike. Nor is it a place you find when you reach some magical time of your life.

Success is not a destination thing - it's a daily thing.

The only way to achieve real success is to do it one day at a time. Seven steps to success:

- 1 → **Make a commitment to grow daily:** Success doesn't come from acquiring, achieving, or advancing. It comes only as the result of growing. If you make it your goal to grow a little each day, it won't be long before you begin to see positive results in your life. As the poet Robert Browning said, Why Stay on earth except to grow?
- 2 → **Value the process more than events:** Specific life events are good for making decisions, but it's the process of change and growth that has lasting value. If you want to go to the next level, strive for continual improvement.
- 3 → **Don't wait for inspiration:** Basketball great Jerry West said, You can't get much done in life if you only work on the days when you feel good. People who go far do so because they motivate themselves and give life their best, regardless of how they feel. To be successful, persevere.
- 4 → **Be willing to sacrifice pleasure for opportunity:** One of the greatest lessons is: Pay now; play later. For everything in life, you pay a price. You choose whether you will pay it on the front end or the back end. If you pay first, then you will enjoy greater rewards in the end—and those rewards taste sweeter.
- 5 → **Dream big:** It doesn't pay to dream small. Robert J. Kriegel and Louis Patler said, We don't have a clue as to what people's limits are. All the tests, stopwatches, and finish lines in the world can't measure human potential. When someone is pursuing their dream, they'll go far beyond what seems to be their limitations. The potential that exists within us is limitless and largely untapped. When you think of limits, you create them.
- 6 → **Plan your priorities:** One thing that all successful people have in common is that they have mastered the ability to manage their time. First and foremost, they have organized themselves. Henry Kaiser, founder of Kaiser Aluminum and Kaiser Permanente Health Care, says, Every minute spent in planning will save you two in execution. You never regain lost time, so make the most of every moment.
- 7 → **Give up to go up:** Nothing of value comes without sacrifice. Life is filled with critical moments when you will have the opportunity to trade one thing you value for another. Keep your eyes open for such moments - and always be sure to trade up, not down.

- Kinjal Shah, PGDM II Year, ABS

Shared by Mr. Joy Dupati (Sierra Atlantic)

Leaders Are Born and Not Made

Kishore Biyani (Rajasthan: कशोर बयानी; born 9 August 1961) is an entrepreneur who has been credited with changing the face of modern retailing in India, with the introduction of innovation designed discount hyper markets and forming the concept of destination malls.

His company, Future Group operates 3 million square feet of retail space spread across 25 cities in India. The most notable formats being Big Bazaar, Pantaloons and Central chain of shops. He has been called India's own Sam Walton. Kishore Biyani is the Chairman of the Company. He is a commerce graduate with a post-graduate diploma in marketing management. He has over 25 years of experience in the field of manufacturing and retailing of ready-made garments. He is the Managing Director of PRIL. Over the years, he has led the emergence of Pantaloons Retail as the leading retailer in the country. He has received several awards including the 'CEO of the Year - 2001', 'the most Admired Retailer of the Year 2004', the 'Retail Face of the Year - Images Retail Awards 2005' and the 'E&Y Entrepreneur of the Year Services 2006'.



- Born** : August 9, 1961 (Age 49), Rajasthan
- Residence** : Mumbai, Maharashtra, India
- Nationality** : Indian
- Occupation** : MD & Chairman of Future Group
- Net worth** : \$0.912 billion (2010)[1]
- Spouse** : Sangita
- Education** : Bachelor's Degree
HR College of Commerce, Mumbai
- Books by Kishore Biyani** : It Happened In India: The Big Story of Pantaloons, Big Bazaar, Central - The Great Indian Consumer, Rupa & Co., 2007.

Bloomberg Business week listed him among India's 50 Most Powerful People in 2009.

Quiz Answers

1. Apple
2. Edward Lear
3. Haiti
4. Kidney
5. Strasbourg
6. 373k – kelvins
7. The whip
8. Bushido
9. Red
10. Venezuela
11. Lake Superior
12. 4
13. Argentina
14. 7
15. 7

Puzzle Answer

20



LITERARY CORNER (FACULTY ARTICLES)

ENGLISH LANGUAGE IS BLEEDING IN INDIA

Dr. K S Ramesh

Anyone after reading merely the title of this piece could ask how English language could bleed. The answer is, when you stab someone to death that victim would only bleed. Most Indians are fond of murdering English language and therefore it is bleeding. The British colonial rule brought this language to our pious and our ancestors learnt English language with considerable interest and gained fluency. Many Indians like Rt. Honourable Srinivasa Sastry, R K Narayanan, Naipaul and several others were known as celebrities in English language speaking and writing and acknowledged by the Englishmen themselves. But today English language is getting neglected and one can notice many of our fellow Indians murdering the language.

One of my colleagues recently mentioned in a meeting that the highly talked about schools preparing the Students to appear for Joint Entrance Examination to seek admission to the Indian Institutes of Technology, make their Students concentrate on Mathematics, Physics and Chemistry in addition to improving their general knowledge. But the coaching classes and schools do not teach them to speak and write correct English. Even the last component, general knowledge, is not handled properly. For instance, recently we read in the newspapers that the topper in IIT JEE when asked questions in English he could answer only in mono syllables, "Yes or No". The general knowledge also was quite shallow. When a reporter asked one of the toppers, "Who is the President of India?" the answer was "Dr. Manmohan Singh". Please mention this to our President, if you happen to meet her!

In today's business environment, multinational companies are operating in Indian market, hence neglecting English language is an extremely serious mistake we commit. Chinese Government had started, nearly a decade ago, inviting English teachers from India, Australia and other English speaking countries to teach Chinese children English language and make them fluent. As we all know the Chinese are known for their hard work, be it in sports and games or any other realm out shine people from all other countries in the World. If they succeed in acquiring proficiency in English our children will have a major setback in securing jobs in the USA and other countries, thanks to the competitive advantage derived by speaking English.

It is now the high time we take stock of what is happening to teaching English language in our schools and colleges. Those who belong to teaching fraternity themselves do not speak and write flawless English. They neither create any enthusiasm among their Students to master this language. Another major blunder the Students commit is to think in their mother tongue and speak in English. Recently one of my old Students met me and introduced himself. I could recognise his face but not remember his name. Still I asked him how and what he was doing. He replied to my question with a sense of pride on his face, "I am doing a job Sir and am very happy now as I am well settled". I was confused initially, however, understood his response after a logical thinking. He composed his answer in Telugu first. "Nenu panni cheshunnanu Sir. Chhala santhoshanka unnanu".

I had an opportunity to visit the London School of Economics on my way back to India from Oxford University where I had gone to present a paper in a Seminar. I was introduced to a Professor in LSE, who is very fond of Students from India, since he considers them very intelligent and hardworking. He had selected an Indian Student for whom he was the guide. The Student reached London ahead of commencement of his course and visited the School with overwhelming enthusiasm and excitement to see the building where he was expected to spend the

next two or three years. To his surprise he saw the office of his Professor kept open and his Guru was inside. The Student entered the Professor's office and when the Professor saw a stranger asked, "I am afraid we have not met before, who are you young man?" The Student politely replied, "Sir from coming Monday I am going to be your Student. You need not be afraid of me". The Student was not aware of the mannerism of the Englishmen and literally took it as 'My professor is afraid of me'.

We keep hearing many of our friends using the term pre-pone. For instance you have decided to meet a friend at 6 p.m. but your friend wants to have that meeting scheduled at 5 p.m. Your friend would ask you if the meeting could be pre-poned. The work post-pone is not in use but pre-pone is commonly used. The correct term is advance. "Could we advance our meeting by n hour?" We also hear some people saying, "If you could able to do that I could able to help you". This is also an incorrect usage. It should be, "If you could do that I would be able to help you".

An young hardware engineer with academic qualifications B.Tech (Electrical) and MBA was working with me in a software company where I was a Director. I had asked him to look at my laptop that was creating some problems while booting. He took my laptop and brought it back after an hour to my office and suggested that I should try to boot the machine. While trying to boot the laptop I gave him my wife's office telephone number and asked him to dial that. He went on trying the number for nearly 15 minutes in vain. When I asked him what was the problem he said, "Sir, I am getting engaged". He meant that the line was engaged or busy. I was shocked more, so because I knew he was married with two children. Therefore I asked him whether his wife knew about his getting engaged. But my hardware Engineer didn't understand my question.

You might have observed some of your friends coming out with new words and terms which do not appear in the English Dictionary. Let me share my recent experience. One of my old students wanted to take up an assignment from me and work on it as he had plenty of spare time, keen to learn more by carrying out such assignments. I gave him the work and for nearly ten days there was no communication from him, whereas the work assigned would not take more than a day or two. I received an e-mail in which he had explained the reasons for the delay in completing the work he had taken up. He informed me that his "Cousin Grandfather" was not well and admitted to a hospital. I tried to logically analyse the relationship "Cousin Grandfather". But I didn't succeed until I got a call from another Student who was requested by his classmate to inform that his Grandfather's brother was not well and admitted to a Hospital.

We all know that British always say a prayer, "May God save the Queen/ King". We need to pray, "May God save the language the British Queen / King speaks". Let us not allow the scenario painted above to continue and tolerate our children neglecting English language course in their Schools and Colleges. Our neighbouring country China would one day overtake us and render our future generation loose opportunities to work outside our country.

Anyone who reads this essay should not be under the impression that this Author is capable of speaking and writing errorless, flawless or impeccable English. If you come across errors in this essay, please remember the proverbial saying, "To err is human" and I am a human being. But please bring the errors to the Author's notice and that would enable his learning English.

STRENGTH IN SPIRITUALITY

7 ways to be more spiritual without being religious

By Steven Aitchison

1

Make a conscious effort to love the people around you, or at least tolerate them more – Sometimes we forget to love the people around us such as family and friends. We can get so caught up in our own thing that we have not given time to someone else. When we spend less time inside our own heads we are raising our consciousness that little bit more and connecting with the energy that surrounds us and also raising the consciousness of others we love.

2

Make small connections with your higher consciousness every day. Your higher consciousness is the person you ultimately want to be and be living the life you want to live. Living the life you want to live requires you to be thinking about yourself a lot, lowering your consciousness. However you can marry the two things together and raise your consciousness at the same time by thinking about your goals in short bursts and doing it often. For example, when you're sitting in traffic or on a bus, think about the person you want to be. When you do this you are connecting with your higher consciousness and dropping out all the noise of life. When you do this 10 times a day for 5 minutes, it allows you to still concentrate on other people and daily life but give you the thinking time to reach your higher consciousness.

3

Do something you love to do. By doing things you love to do you are freeing your mind of clutter, work, and worry and you become more excited about life therefore reaching your inner spirit. It will lift you from the burden of just existing. I love to write, although other things are getting in the way of that just now I try and write a little each day and the fog around me just lifts while I am writing, I am in another place altogether and I feel much more positive and my spirits are lifted.

4

Do something for others without expecting anything in return. There is no better way to reach a spiritual high than helping others without expecting them to do anything for you. It's like the feeling you get at Christmas when you give your kids what they have wanted all year, just to see their faces on Christmas day is amazing. You can do this in your normal day to day life with simple little things like opening a door to someone, letting someone out at a junction in rush hour traffic, give someone a hand in the workplace, buying your wife some flowers (got to watch this one as your wife might become suspicious that something you are up to something). There are lots of little things you can do every day to bring you into a spiritual place.

5

Turn the TV off. I understand that TV can be a way to unwind from a hard day at work but watching soap operas etc puts you right back into a mindset of drama, crisis, death, backstabbing, and can sink you lower than you felt before. There is no doubt that you can get caught up in the stories involved in soaps and your mind, whether you realize it or not, is saying 'This is just a soap but it happens in real life', so now your mind has the belief that this is what life is really like and it can compound your belief that people are nasty, life can be shit and it doesn't do anything at all to lift your spirits it has the opposite effect. However watching educational programs can be a great way to lift your spirits, learning something new is a great way to lift your mind into a higher place.

6

Read books that will lift your spirits and leave you feeling excited about life and human nature. I have read hundreds of books in my lifetime and the ones that got me really excited are the ones that have lifted my spirits and made me think about what life really is and how I can make it better for myself. Good books lift your spirits; great books force you into action to change your life for the better. I remember when I first read some of Stuart Wilde's books it forced me into a new way of thinking, although I think he's a bit of a fruitcake his writing style and the way he engages with the readers is fantastic.

7

Take 15 minutes per day to connect with yourself. Many people do this by simply meditating. There is some mystery surrounding meditation and there shouldn't be. All you do is sit quietly for 15 minutes per day, preferably at the same time every day, and quiet your thoughts. Doing this will change your brainwaves and put you into a different state of mind and has lasting effects throughout the day. I hear a lot of people saying they don't have time to sit quietly for 15 minutes, you know this is not true, everybody can make 15 minutes for themselves. If you do this every day I can guarantee you, you will feel like a different person after a few weeks. It is literally a fast track to your higher consciousness and spiritual self.

- Mukesh, PGDM II year, ABS

ABS Family at Leonia Resorts



16/2011

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NEWSLETTER

AURORA'S BUSINESS SCHOOL
Dwarakapuri Colony, Punjagutta, Hyderabad - 500 082.
+91 40 2335 1892, 2335 0062
info@absi.edu.in www.absi.edu.in