



Stan
Thekaekara

Sunil
Abraham

Anand
Shah

Milind
Ranade

Rahul
Barkatky

Vishal
Talreja

Shalabh
Sahai

Social Entrepreneurs

Changing The Face Of India

Stan Thekaekara

Anand Shah

Rahul Barkata

Social Entrepreneurs

Changing The Face Of India

They proudly call themselves social entrepreneurs, and their 'business' is to make the world a better place. Assuming various roles, and through various successful businesses, these men and women across India are definitely reaching places, and gaining praise for their innovativeness.

The latest World Bank report states that approximately 350 million people in India currently live below the poverty line. With an estimated population of 1.2 billion people, this means that every third Indian is bereft of even basic necessities like nutrition, education and health care and many are still blighted by unemployment and illiteracy.

But what do we care, we have enough problems of our own. While a majority of us are busy in the rat race establishing enterprises or struggling to maintain our empires lest they crumble, there do exist some rare kind amongst our own species, who spend many a sleepless nights struggling to find solutions to the problems that poverty brings along, and to bring a smile on the faces of those people who lack the minimal basic necessities for living a life in dignity.

The ones who have taken the responsibility to make it their business to make the world a comfortable place to live in are the ones who I call 'Entrepreneurs with a Difference' and who the world recognizes as Social Entrepreneurs.

The less privileged ones and the deprived, for whom the social entrepreneurs dedicate their lives are neither their friends nor families; the only common binding factor between them being "Humanity" and their pursuit, to spread happiness. The social entrepreneurs are strongly motivated by the opportunity they identify, pursuing that vision relentlessly, and deriving considerable psychic reward from the process of realizing their ideas.

They help the less fortunate towards a worthwhile life rather than leaving societal needs to the government or business sectors. They solve the problem by changing the system, recognize a social problem and use entrepreneurial principles to organise, create, and manage a venture to make social change. Unlike business entrepreneurs, they don't measure performance in profit and returns, but assess success by the impact they have on society and often work through nonprofits and citizen groups.

The social entrepreneur's value proposition targets a population that is underserved, neglected, or highly disadvantaged and therefore lacks the financial means or political clout to achieve the benefit on its own.

This does not mean that social entrepreneurs as a hard-and-fast rule shun profit-making value propositions. Ventures created by social entrepreneurs can certainly generate income, and they can be organized as either not-for-profits or for-profits.

What distinguishes social entrepreneurship is the primacy of social benefit, what Duke University professor Greg Dees in his seminal work on the field characterizes as the pursuit of "mission-related impact."

Vishal Talreja of Dream a Dream gave up his career as a successful investment banker in Mumbai to transform the dream of his 12 young friends, all hailing from diverse backgrounds and united towards a common cause. Dream a Dream today builds life skills of over 500 children in Bangalore.

Shalabh Sahai and Rahul Barkatky, of Mitra Technology Foundation, have given up a lot of high-paying jobs to pursue their dream of bringing about social change by leveraging on the very skills that help businesses succeed.

MITRA Technology Foundation owns and manages India's largest volunteer placement initiative, iVolunteer.

Milind Ranade of KVSS, the Waste Collectors and Transporters Union, began his journey while travelling in a bus, happened to notice a garbage truck that was smelling awfully, with workers eating their food sitting on the same garbage dump.

Sunil Abraham, of MAHITI in Bangalore, aims to help voluntary organisations with IT solutions. He feels though that social entrepreneurship is a western concept, a concept that is market-friendly and places too much spotlight on the social entrepreneurs.

Thus, India is a key country in developing social entrepreneurs. Several institutions help people to become involved with Social Entrepreneurship, such as UnLtd India and the National Social Entrepreneurship Forum.

Furthermore, the Schwab Foundation and its Indian counterpart, the Jubilant Bhartia Foundation, give the Social Entrepreneurship Award to prominent visionary Indian social entrepreneurs.

Another important organisation that is linked to India is Ashoka, which is the global association of the world's leading social entrepreneurs.

Tata Institute of Social Sciences director Dr S Parasuraman says that India is in a paradoxical state, with a few individuals accumulating wealth whereas a vast majority are losing livelihoods, are landless and are continuously marginalised. Thus arises the need for entrepreneurial approaches towards social change.

SEWA, Just Change, Chidline, Fair Trade Forum, Barefoot College, and Aravind Eye Care are some examples from India which are already successful models of social entrepreneurship.

Scholars like Prof Anil Gupta, of the HoneyBee network says that besides the 'natural capital' of natural resources, what is also important is social capital, intellectual capital, and ethical capital or "the guiding forces from within..."

FROM THE DIRECTOR'S DESK

The successful placement of our final year students in various organisations of repute is one important achievement that we have accomplished this year, and the completion of the SIPs of the first year students with a positive and encouraging feedback from the organisations that they were sent to, the other. And this certainly calls for a celebration.

Very soon the students will gear up for the third semester with the new entrants who will join them subsequently, fully excited and enthusiastic about their initiation into a new journey.

We hope to make their journey a fruitful one and help them in the pursuit of their goals of becoming good managers, better entrepreneurs and successful human beings.

In this issue of our newsletter we have highlighted people who have taken the road less travelled and still made a significant difference to many a lives by their consistent pursuit in finding solutions to resolve social problems. Their main objective... to create social benefit that is not limited by personal gain.

Our main intention to focus on social entrepreneurs is purely a specific one, to lure more and more students to change the face of India by considering social entrepreneurship as their goal. Sending some of our students on their SIP to You See, a social organisation is one such step in the same direction.

We surely hope that our activities, curricular as well as co-curricular, firmly based on the platform of social entrepreneurship, will lead us to our vision of making our society and our nation a better and happier place to live in without discrepancies and differences of any kinds whatsoever.

Dr. Ravi Paturi
Director, ABS

Editor
Asha Singh
Assistant Professor
ABS

Student Editors
P Soma Giri
Krishna Chanakya
Kinjal Shah
Kishore Kumar

FROM THE EDITOR'S DESK

Welcome to this edition of our Akshara. We are happy about our reach and wish to reach even wider. Right from the start we have ensured optimism as the minimum goal.

Luck made a date with us this month when Dr. Y S P Thorat, former chairman NABARD gave us the honour of having him in our college to direct us and guide us to go about our future Vision of establishing a Centre for Financial Services (CFS) with the platform at ABS.

The meeting was truly an awe inspiring one leaving each one of us immensely touched by the exuberance and humility displayed by a man of such gigantic stature.

One thing which struck all of us was his sincere modesty and down to earth humility. Every word we spoke was keenly absorbed by him punctuated by some clarifying questions here and there. The meeting was totally a gratifying and we definitely enjoyed the privileged company who not only advised us on our future plan of actions but also suggested some exceptional and rational ways to achieve them.

We now realize that we carry far more responsibility than we had before, nevertheless with a clear focus.

If the underlying motto of one is "A mission one can accomplish" with no preset rules and boundaries, with new ideas to work on, in one's own way towards one's development, with sincere and untiring commitment then the result can be nothing else but success.

One has all the freedom in the world to exercise any option one feels comfortable with, if one has the core competence. But at the same time a coordinating platform becomes imminent. This very spirit of doing the undone, of coming out of the comfort zone, of treading the unknown paths has made the young people who are now on our cover page.

These young entrepreneurs have done things differently and have reached their destinations, thereby setting examples for the nexgen. They take a lot of pride in carrying forward our India into a new development path.

The gen-next needs to learn from them and emulate their dedication and discipline which has been the chief factor in placing them as Icons to the world at large.

The message we would like to carry forward is everyone has a role to play however different it may be. But every action counts!! Come join us! Time has come to start a committed effort!

We invite all our readers to dream big and succeed in their missions!

MEMOIRS OF THE MONTH

International Day of Innocent Children Victims of Aggression- June 4

The United Nations' (UN) International Day of Innocent Children Victims of Aggression is observed on June 4 each year. The purpose of the day is to acknowledge the pain suffered by children throughout the world who are the victims of physical, mental and emotional abuse. This day affirms the UN's commitment to protect the rights of children.



Background

On 19 August 1982, at its emergency special session on the question of Palestine, the General Assembly, appalled at the great number of innocent Palestinian and Lebanese children victims of Israel's acts of aggression, decided to commemorate June 4 of each year as the International Day of Innocent Children Victims of Aggression.

According to the United Nations in China, the statistics of child abuse include:

- More than two million children killed in conflict in the last two decades.
- About 10 million child refugees cared for by the UN Refugee Agency (UNHCR).
- In the Latin America and in the Caribbean region about 80 thousand children die annually from violence that breaks out within the family.

This day is a time for individuals and organizations all over the world to become aware of the impact of monstrosity of abuse, in all its forms, against children. It is also a time when organizations and individuals learn from or take part in awareness campaigns centered on protecting children's rights.

World Environment Day - June 5

World Environment Day (WED) is a day that stimulates awareness of the environment and enhances political attention and public action. It is on 5 June. It was the day that United Nations Conference on the Human Environment began. The United Nations Conference on the Human Environment was from 5-16 June 1972. It was established by the United Nations General Assembly in 1972. The first World Environment Day was on 1973. World Environment Day is hosted every year by a different city with a different theme and is commemorated with an international exposition in the week of 5 June. World Environment Day is in spring in the Northern Hemisphere and fall in the Southern Hemisphere.



Theme 2011

Forests-Nature At Your Service-cover one third of the earth's land mass, performing vital functions and services around the world which make our planet alive with possibilities. In fact, 1.6 billion people depend on forests for their livelihoods. They play a key role in our battle against climate change, releasing oxygen into the atmosphere while storing carbon dioxide. Thousands of activities were organized worldwide, with beach clean-ups, concerts, exhibits, film festivals, community events and much more. This year's global host, India - a country of wide biodiversity

Father's Day....(June 19)

Anyone can be a father, but it takes someone special to be a DADDY! Happy Father's Day to all the Daddy's in the World!!

Father's Day is considered to be the day of commemoration and celebration for that one person in your life who is there for you at different walks of verve, to help you out when you need him, to make you feel secure, to make available to you all pleasures of life. This day is an occasion to recall, recognize and remember those endless pains; he had taken for your growth and upbringing, that very special icon, your father or what do you call your Dad. This day not just calls for an honour to your father, but to all men who have acted as a fatherly figure in your life-whether as Stepfathers, Grandfathers, or even your 'Big Brothers'.



He was there for your first step, your first fall, and you can count on him to be there when you need him next. Your biggest hero deserves your biggest thanks.

International Day Against Drug Abuse - June 26

June 26 is celebrated as International Day against Drug Abuse and Illicit Trafficking every year. It is an exercise undertaken by the world community to sensitize the people in general and the youth in particular, to the menace of drugs.



The UN's 2007 World Drug Report puts the value of the illegal drug trade at US\$322 billion a year.

The picture is grim if the world statistics on the drugs scenario is taken into account. With a turnover of around \$500 billions, it is the third largest business in the world, next to petroleum and arms trade.

About 190 million people all over the world consume one drug or the other. Drug addiction causes immense human distress and the illegal production and distribution of drugs have spawned crime and violence worldwide. Millions of drug addicts, all over the world, are leading miserable lives, between life and death.

India too is caught in this vicious circle of drug abuse, and the numbers of drug addicts are increasing day by day. According to a UN report, One million heroin addicts are registered in India, and unofficially there are as many as five million. What started off as casual use among a minuscule population of high-income group youth in the metro has permeated to all sections of society.

Cannabis, heroin, and Indian-produced pharmaceutical drugs are the most frequently abused drugs in India. The International Narcotics Control Board in its 2002 report released in Vienna pointed out that in India persons addicted to opiates are shifting their drug of choice from opium to heroin. The pharmaceutical products containing narcotic drugs are also increasingly being abused.

The intravenous injections of analgesics like dextropropoxphene etc are also reported from many states, as it is easily available at 1/10th the cost of heroin. The codeine-based cough syrups continue to be diverted from the domestic market for abuse.



Students

- Harisha GM (June 11)
- Pavan Pandya (June 11)
- Venkata Subba Raju PV (June 14)
- Sricharan G (June 19)

Faculty

- A Mallikarjun (June 5)
- Shaik Majeed (June 6)
- Dr. Venugopal Rao (June 7)
- Asha Singh (June 13)



CORPORATE TALK (Interview with Debasis Chatterji – CEO, NETXCELL)



“How did NETXCELL” start? How did you arrive at building an organization? Did you look at the functionalities or the opportunities? What was the ideology behind your approach?”

I considered both functionality as well as opportunities. I have joined this organization 6 years back and there was only one way for us and that was going up. As the mobile market was just evolving at that time, the GPRS connectivity was also not available.

Initially the price of the pack was Rs 500 per month. But 96% of the total customers used prepaid services as paying huge amounts for GPRS services was unaffordable to them. Shelling out Rs 500 for sending e-mails and browsing on the net was definitely a big deal for them. This is where we came out with a plan so that customers could obtain the services in much more economical way and with ease.

Framed in a system where there was a compulsion of manual intervention for providing connectivity and time delay of 24 hours to customers, we could make it an automated system through USST menu. We divided this plan into different packs like monthly, weekly, daily and so on. Today for many operators all over the country we provide the services without any problem. So, basically it's a holistic approach where we had to understand the customers and understand the systems too.

How do you manage the capital funds?

We do it by balancing the cash inflow and outflow. Obviously we wouldn't cut the salaries of the employees, so we cut the unwanted costs.

What are critical strengths that helped in raising your capital?

In every business there will be a break even. Hence we have already planned certain strategies through which we could generate the revenue.

Your educational background is M.Sc in Bio-chemistry and then you forayed into Management education from IIM and you also hold a Ph.D degree. You are presently into telecom industry? How do you look at it as an overview?

When I started my career I got involved into marketing, sales and so on. This made me aware about the market. If you set your eyes on your goals then nothing can stop you from achieving the impossible. I have completed my Ph.D from Delhi completely through scholarship



and then joined IIM for an advanced management program, which is available for people with more than 15 years of experience. At IIM, the experience I gained is totally different from what we learn at

other institutes. The students at IIM are taught only through case studies and other references but not by definitions and theory. We were exposed to practical difficulties and had to solve problems. This helped us learn that one should always analyze situations, define solutions and achieve success.

How do you balance your professional and personal life?

I ensure that I spend my time with my family and I love to spend quality time with my son. I interact with him a lot on any natural phenomenon that I come across, and share my thoughts and views with him and also encourage him to do so. This actually proves to be an indirect learning approach and provides good knowledge.

Now I shall ask you a basic question. What is the difference between sales and marketing in terms of money supply?

Sir, basically Sales is the inflow to the company and marketing is the outflow for the company.

Very Good! This is something which is not written in the books but need to be understood. Sales in an exchange of ownership with some consideration and is a legal process.

Any strategies that you follow in retaining the employees?

I've have only one strategy and it is "Execution". I drive and chase people and I see that they accomplish their task.

Tips for the young management aspirants? Qualities you expect from Management graduates?

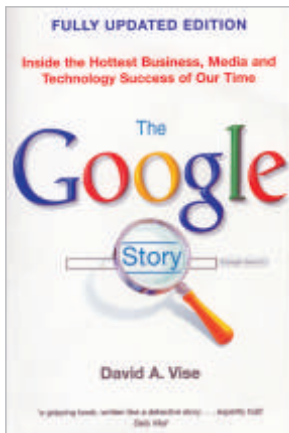
As I mentioned, always try to think beyond books and be analytical. Keep your eyes and ears open. However good you might be in a subject, ultimately you are supposed to apply your knowledge and skills. This is where even good B-schools fail, as a big brand can only give you a start, but it's the individual's responsibility to execute and apply the knowledge gained and sustain himself in the competitive world.

Any Success Mantra?

Discipline, Dedication and Commitment

- P. Soma Giri, PGDM II Year, ABS

VIEWS AND REVIEWS



During the present revolution, Google became most essential search engine almost overnight. If there is anybody on the face of this planet who hasn't heard of Google, I think he must be from the Stone Age.

The book, The Google Story, is about the birth and the coming of age of this marvel of a company. Its founders, Sergey Brin and Larry Page, met in Stanford in 1995. Despite the earlier differences between them, they connected well because they shared a vision and a bright but goofy character. Sergey, the math man and a first-generation Russian- American, is the son of Michael Brin, a math teacher in the University of Maryland, and Eugenia Brin, a scientist at NASA's Goddard Space Flight Center.

Larry's father, Carl Victor Page, was a computer engineer and he introduced his children to the world of computers early on. Although Larry's mother was Jewish, Larry knew more about computers than Judaism.

During 1996, Larry and Sergey teamed up to analyze Web links as research toward a PH. D. thesis. Since this work took longer than anticipated, Larry came up with the theory of counting the number of links to a website that could be a way of ranking that website's popularity. Later on, they applied the Page Rank to the Internet. By early 1997, a primitive search engine called BackRub was developed. During the autumn of 1997, BackRub earned a new name, Google, derived from the googol a mathematical term, which means a number equal to 1 followed by 100 zeros and is expressed as 10 to the 100th power.

After its initial beginnings, the development of Google as a company reminds me of any small cottage industry that can abruptly grow in leaps and bounds to take over its industry sector. If Thomas Edison is called the genius of Menlo Park, Sergey and Larry, too, may be called genius-wizards of Menlo Park, because like Edison, they rented a large house in Menlo Park from where to continue the expansion of their company. Menlo Park became the nest from which Google the research project became Google.com.

One bright idea that led Google to its present day success was the idealism of its founders. During the heyday of the dot com companies, Sergey and Larry preferred to keep the company private as long as they possibly could because they wanted to build the best search engine; the money they could gain by making the company public was not so important.

Still, the company needed cash to expand, especially after moving to the new company headquarters in Palo Alto, and on June 1999, Sergey Brin and Larry Page announced that two venture capital companies, Kleiner Perkins and Sequoia Capital, had agreed to invest \$25 million dollars in Google with their managers Doerr and Moritz joining Google's board of directors. With this announcement, the Google revolution started taking roots.

ABS IN NEWS

“Hyderabad Traffic Police Roxx”

An initiative of T.R.Y.

THE TRAFFIC police in our country is always hounded out by both the people and the media whenever it is seen to be neglecting its duties. Hardly anyone bothers to go into the details and discover the problems faced by them day in and day out both at work and in their families. Do we really care for them?

Hyderabad traffic Police Roxx is a campaign carried on by TRY INITIATIVE which is an organization started by the students of the Aurora's Business School. The Hyderabad Additional Traffic Commissioner, Sir C.V. Anand supported the cause by not only giving us the permission for the campaign on 29th may 2011, but also supported the campaign and



appreciated the initiative taken up by the students.

Students from other colleges also participated in this campaign and made it a huge success.

The event was highly publicized and was telecast in televisions and published in the newspapers. It also helped us to

reach the aim of bringing the denizens together and creating social sensitivity levels in them, thereby empathising with the efforts of those people who unmindful of the dust, the heat, the storm, the rains or the pollution, work continuously and strive towards providing us a traffic free and hassle free roads.



Education fair Organized by Sakshi on July 24th -25th

Sakshi News Paper has conducted a "Sakshi Bhavitha Engineering and Management Education Fair", where several undergraduate students and their parents visited the stalls to have a glance at various courses offered by the educational institutes in A.P.

These colleges put up their stalls and counselled the students about various programs and courses. Aurora's Business School has also was a part of this fair and saw a huge turnout of students who were looking for bright scope in the field of management studies.

This stall enabled the students/ parents to understand the evolving trends in today's scenario.. Guest lecturers were also organised on career counselling by highly qualified people who guided the students/ participants the two days.

SUMMER SPECIAL (SIP)

My Experience in Sierra Atlantic *Vamshi Krishna B, PGDM II YEAR*

I had never been to any corporate office, but I always dreamed about being in it. It was through my SIP that I got an opportunity for the first time to enter a corporate company which is Sierra Atlantic, Hyderabad.

On day one, I was excited and at the same time was also tensed because I didn't know how people will receive me and what work they will assign and how I could make an impression with my work.

I met my project guide Mr. Joy Dupati, Director of Global Talent Acquisition; I had a discussion with him regarding my project. I'm very fortunate to have him as my project guide as he always motivated me and encouraged me patiently.

As a part of my project my job was comparing offer letters of different IT companies with Sierra Atlantic offer letter. I compared employee compensation and different allowances which companies provide to employees and I received compliments from my project guide and was motivated.

This was my first task in my project and I impressed my guide with my work which made me very happy. Doing this I gained much knowledge about how companies will provide compensation to employees and what type of allowances they are providing. A part from my project we also celebrated many birthday parties, played a cricket match representing recruitment team, where I was the top scorer and our team won the match. This helped me to become friends with each person in the team.

I can proudly say that this has been a truly wonderful and a rich learning experience as in my Summer Internship Project.

My experience in Jones Lang LaSalle Bangalore *Gowthami P, PGDM II YEAR*

I was given an assignment to work with Jones Lang LaSalle, Bangalore as my Summer Internship Project. Being a part of the India's top most team in JLL was indeed a god given opportunity for me as I have learnt quite a few management lessons during my S.I.P.

I was very excited about the world which I was entering into.

I worked with the team which was into strategic consulting. I was a part of a very creative and proactive team for over two months and I have shared some of the most important moments of my life with them. I got to know not only the various aspects of the work culture but also made some good friends. I understood that one should always be very sincere and smart to evolve as a leader in this competent world.

I've done my internship on "Alternative Work Place Strategy". This particular project came into existence because of the various outsourcing companies who are looking for minimizing their cost & wastage of space. Therefore I'm into a project that is into space management.

I also came to know with my experience that if we like the work we do, we would surely enjoy it without feeling disinterested. The passion for our work will develop a zeal to learn something new each day.

I would like to thank the college management for giving me this opportunity to work in such a vibrant environment which gave me enormous amount of learning for the rest of my life.

My experience at INDUS IND BANK *Pruthvi, PGDM II YEAR*

My summer internship Project at INDUS IND BANK, gave me a great opportunity to learn about the fundamental considerations for starting a branch for the bank, also for any other organizations, as title of my project is "Consideration for starting a new bank branch". This also enabled me to understand the work life of a bank and the various issues dealt with the same. My learning includes data collection through online survey and field survey, and understood RBI rules and norms for starting the new branch for a bank.

My experiences at India Today *Rohit Tiwari, PGDM II YEAR*

Everyone who wants to work in a Print Media Industry will have a dream of working in a company which is the biggest company in the country and also which has the maximum number of readership with a huge brand name. I find myself lucky enough to be a part of such a company called and known as "THE INDIA TODAY GROUP". To tell you about India Today, it was founded by Mr. Arun Poorie who is presently the chief editor and the chairman of the group. This flagship Brand have 36 different publication under its group like Business Today, India Today English, India Today regional, Home, India Today International, Readers Digest, Spice, Simply Regional etc. This group also has two TV channels, namely AAJ TAK and HEADLINES TODAY.

Who will not be happy and positive enough to be associated with such a big brand? I find myself fortunate enough to work with the best team/department of the group called as the IMPACT Department which takes care of advertisements in the different magazines of the group. As the saying goes 'The fortune brings it all', I have got a great fortune of working on the new baby on the board of the India Today Group which is named as "SIMPLY HYDERABAD". This magazine deals with featuring the distant lifestyles of the city, the best dining outs, the culture, the youth, the stores etc. And I am working on getting the potential advertisers for the same.

The experience and learning under this for me is huge though the work is tough to execute. I am required to meet the Public relations manager, Director of marketing, owners of different big brands like TAJ, WESTIN, OHRI, Seating world, MAPLE, GOLCONDA etc. There is lot more to learn here in the coming days.

It would be wrong on my part if I don't mention that "THE INDIA TODAY" is the place I had always wanted to be in and thanks to the college management for providing me a SIP in the field where my interest was and is.

FESTIVITIES IN ACTIVITIES

Dr. Y S P Thorat visit to ABS



Dr. Y S P Thorat, who is presently the CEO of Rajiv Gandhi Trust, visited ABS to give his valuable advice for the proposed Centre for financial Services (CFS) on 14th May, 2011. Dr. Thorat held a detailed discussion with the Director of Aurora's Business School, Dr. Ravi Paturi, and other senior professors, and gave his valuable suggestions for taking forward all the activities of the centre.

Dr. Thorat has also interacted with the invitees and the students during lunch time. Dr. Thorat also met the promoter of Aurora Consortium, Mr. Ramesh & Mr. Gunaranjan, CEO of YouSee during his visit.

It has turned out to be a cherishing and memorable moment for all the students. Dr. Thorat also agreed to lead the proposed governing board of the Centre.

The activities of the Centre include action research in the areas related to green financing, financial inclusion and literacy, responsible banking and dissemination of the knowledge through various means like conferences, seminars, round tables etc.

Aurora's Business School has proposed to establish a Centre for Excellence at its campus by Sept. 2011. The proposed centre has come out with its first issue of its Newsletter "FINSCAPE".



The focus of the bulletin is on the latest developments in the field of banking, insurance & financial services with special attention to the areas of Green finance, Micro finance and financial inclusion related information. This bulletin brings out the important announcements and developments in insurance field like profitability of health insurance policies, issue of e-insurance policies and in micro finance bank for lending the poor.

Dr. Y. S. P. Thorat served as the Chairman and Director of National Bank for Agriculture and Rural Development until November 30, 2007. Dr. Thorat has been an Independent Director of Menon Pistons Ltd. since January 29, 2011. He has been a Independent Non-Executive Director of Tata Chemicals Ltd. since January 8, 2010. Dr. Thorat has been Director of Agricultural Finance Corporation Ltd. ne 19, 2006. He served as a Director at IDBI Bank Ltd until January 14, 2010. Dr. Thorat served as a Director of National Commodity And Derivatives Exchange Limited. He holds Ph. D from Shivaji University.

Seminar on "Career Counselling And Avenues For MBA"

at ABS on 6-6-2011

Today's world is evolving at the speed of light with advances in technology and global competition. Every student is facing the dilemma of 'what next', 'what is my goal after my course is over', 'what degree should I choose to be a success' and more. This is where the management of Aurora's Business School looked into and organized a career counselling session which was open to all the undergraduates. This turned out to be a very primary step that was intended to help the students in recognising and identifying their latent potential helping them on the road to success.

Aurora's Business School is a premier Business school in Andhra Pradesh and has a record of nurturing globally responsible citizens who will venture into the world with confidence and a world class degree. Taking the global perspective of management education under consideration, Aurora's Business School has organized the career counseling session for the young undergraduates to enrich and enlighten the scope for managers in the near future.

The Director of ABS, Dr. Ravi Paturi familiarized certain facts about the recent updates in the management education system prevalent throughout the world. He also highlighted the learning activities incorporated within ABS which are largely and naturally collaborative and participative, thus generating an active spirit of teamwork aiming to achieve a student-centered ambience. This really helped the attendees to understand the importance and difference between MBA and PGDM program.

A few students of ABS who have completed their internship in prestigious organizations also spoke on the occasion and mentioned that "at Aurora's, a student is groomed to recognize critical concepts, identify risk situations and is encouraged to solve them. He is also taught to be responsible and competent and aspire to reach the top by inculcating the core values which will help him to face the changing world with confidence and determination and ultimately become a successful Human Being".

The session was well attended by parents and students both and helped him in identifying the available opportunities in the field of management studies.



FESTIVITIES IN ACTIVITIES



Anti Tobacco Day

Organized By Aurora's Business School

A wise man once said "Every charity, business and religion develops if the educational institutions support the cause". So we at Aurora's Business School also thought of launching a small campaign on the occasion of Anti Tobacco day and ventured out in the nearby areas with a view to educate people on the hazards and ill-effects of smoking.



The faculty and the students came together to spread the awareness especially amongst the uneducated. The energy of all the participants was in the air as they went to almost all the pan shop owners in the nearby areas and also stopped few smokers passing by and explained them why they should QUIT SMOKING and how they can utilize the same money in spending for their children's education and other welfare activities.

ABS appeals to all the readers of this article to "Please Quit Smoking; Only Cancer can cure smoking"

Deloitte Impact Day at ABS



How many of us really understand the significance and existence of ethics in corporate? Do we really believe in ethics when it comes to our work life? What is the value given by the organizations to the ethics in today's world? Are we really aware about the basic ethical values one should follow before stepping in to the corporate world?

A team of 14 members from Deloitte, which was lead by their co-employees Mr.Rajgopal Agarwal and Shruthi Suresh conducted this session at ABS on 10-6-2011 as a part of Deloitte's Impact Day. Their main objective was to create awareness among the students about the "Ethics" that are to be practiced in corporate by the employees. The team really put their maximum efforts in enlightening the facts that are to understood by an individual to

sustain successfully in corporate culture. Many challenges and situations make people to put forth unethical practices in their work place, so to minimize the happening of all such acts all the do's and don'ts are expressed through various types of communication and also in the form of short skits by the Deloitte's team, which really made a difference among the audience at the end of the day. They could involve the students in form to discussions on case studies, open forums & also by asking few questions related to the content.

This initiative really contributed as a right direction focussing on the vision of Aurora's business School which believes in nurturing the students to make them global citizens by achieving ethical excellence.

NHRD meet in the process of achieving Excellence

As a part of the NHRD meet on 9-6-2011, I had a chance to attend the presentation on "Leadership in HR" given by the Vice President-HR of ProAce Inc, Mr.Russell. It was an amazing experience if I can recollect. Within the allotted 30mins time span, a précised presentation with elaborated explanation about the topic was communicated in the best way possible. Moreover he had also shared his own personal experiences with various professionals in the industry since past decade. He mentioned 13 different attributes which are certainly necessary for the HR to become a Leader. In addition to it he also briefed about the major difference between a Leader & a Manager in an organization. The 13 attributes which he mentioned are:-

1. Vision & Goal
2. Sense of purpose & Direction
3. Passionate
4. Ability to influence
5. Connect to people

6. Credibility
7. Empower Employees
8. Create Leaders
9. Motivated to help people
10. Transformational
11. Contribute
12. Decision maker
13. Data Oriented

And in addition to all these the concept of Elevator Pitch was highlighted in the presentation. Fortunately I could also meet the current President of NHRD - Mr.S.V. Nathan which really made my day a memorable one.

I would like to thank Aurora's Business School for guiding me through such a significant community which is giving me a scope to develop & increase my own network of professionals.

- P. Soma Giri, PGDM II Year, ABS



YOU ARE HIRED! (PLACEMENTS)



Sandeep A
DM-05-004
CRISIL Ltd



Yellesh Kumar B N
DM-05-011
Kotak Mahindra Bank



Tejaswini C
DM-05-015
Novotel



Varalakshmi D
DM-05-018
Edelwise



Ravi Kumar L
DM-05-029
Edelwise



Syam Kumar M
DM-05-036
Radio City



Priya Darshini N
DM-05-039
CRISIL Ltd



Venkatappaih P
DM-05-043
Edelwise



Jai S V
DM-05-055
99 Acres



Nagapratap S S
DM-05-057
Radio City



Rajesh U
DM-05-061
Ybrant

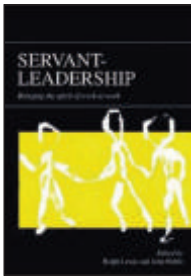


Srinath Reddy
DM-05-070
Franklin Templeton

Most of the second year students have been placed successfully and the placement cell is aggressively working towards placing the remaining students, which shall be completed shortly...

...all the best in your future undertakings...

BOOK SHELF



Servant-Leadership

Bringing the spirit of work to work
Editors: Ralph Lewis and John Noble

A guide to the growing philosophy of servant-leadership, with articles by a number of recognised consultants and practitioners in the field. It explains how true leaders are driven by a motivation to help and serve others, and shows how these principles can be profitably employed in business institutions and organisations.

Price: £14.99



How to Succeed in Management

If You're Really Really Stupid
Author: B A Gaynor

You don't need to be that smart to be a success in business - just look around you! You need to focus on the difference between your success and the success of your organisation. You must come first.

Here is a collection of 50 essential cunning plays to ensure that you are seen to be a success without actually doing much at all.

You have got to understand this basic point - your success does not depend on the quality of your work!

Price: £5.99



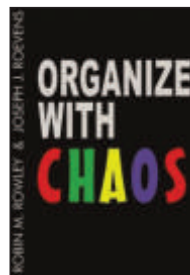
Management by Football

How business managers can learn from the football industry

Authors: Peter Krielgaard, Daniel Soren & Henrik Sorensen

An inspirational but highly practical guide for business managers, showing how the principles of football management can and should be applied throughout the business world.

Price: £12.99



Organize with Chaos

Authors: Joseph Roevens & Robin Rowley

CHAOS! A formula for disaster or an essential energising companion to any modern business organisation? In this groundbreaking new work Robin Rowley and Joseph Roevens expose the foundations of current management theory and practice to be over 300 years old, and show how Chaos Theory can actually be employed to enhance company performance. The book creates a new standard of "change efficiency" and replaces the complexity of conventional wisdom with a more simple, natural way to transform any business organisation..

Price: £16.99

LITERARY CORNER (STUDENT ARTICLES)

A Relationship to cherish...

My father has been my pillar of strength, my "go to" guy whenever I'm happy, sad, excited or confused..

I consider myself so blessed, because my Dad is the best gift God has given me.

He instilled a love of family ethics, discipline and learning in me from a very young age. He encouraged my creativity in every way he could, and best of all, he always, always had time for me and my siblings. He could be jovial, serious, fun....and he is honestly the smartest. He's been my inspiration, someone I can turn to whenever things get out of hand. I always go to him for advice because I that is where I'm sure where I will get a straight, honest answer.

I have always been very close with my dad but sometimes feel guilty of not spending much time with him I really need to think of ways of doing that which will further strengthen the bond that we share.

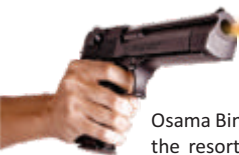
He is absolutely the most important person in my life, my Ideal, my inspiration and my Hero.

This article is just to tell him "I LOVE YOU DAD".

- Kishore Kumar, PGDM II YEAR, ABS



WORLD AFTER OSAMA... ARE WE SAFE???



Osama Bin Laden, the brain behind Al-Qaida was killed on May 1, 2011 in the resort town of Abbottabad near Islamabad, the Pakistani capital. Al-Qaida has lost a leader who was fighting against the western politico-cultural influence through terrorist means in the name of religious ethos and history. The reaction of international community on the killing of one person shows how Osama-Bin Laden influenced global politics. His killing has ended the decade- long manhunt for the 9/11 mastermind which involved billions of dollars. It was a long struggle of ten years which finally culminated in the killing of Osama.

Analysts all over the world are busy analyzing the impact it will have at global level. Broadly it may have implications at four levels.

For the US it may have long term implications at the domestic as well as international level. At the domestic level it will strengthen the position of US President Barack Obama whose popularity graph has been going down since last few months due to the Health Bill. At the international level Osama's killing will increase the burden of over-burdened US, as Al-Qaeda operatives will certainly try to regroup under new leadership. There are possibilities of Al-Qaida launching fresh terror attacks on soft targets like countries in South Asia, South East-Asia or African countries. Since the US has initiated this whole affair, its implications will certainly affect its own global image.

Secondly, at the international level the killing of Osama has a great significance for the global War on Terror. In the last one decade, Al-Qaeda has consolidated itself as an ideological camp. This was the result of strong leadership abilities of Osama Bin Laden. His death may be a symbolic victory for Obama but crushing Al-Qaida as an ideology is a daunting task ahead. As the CIA Chief Leon Panetta has pointed out "though we have killed Osama however Al-Qaeda is still alive."

Thirdly, at the regional level, Osama Bin Laden's killing in the backyard of Pakistani army has exposed it before the international community that now the Pakistani state and army has become a safe heaven for terrorists. The harsh reaction of this was clearly visible in the US when the senators, academicians, policy makers have clamored for a review of the nearly \$3 billion annual US aid to Pakistan.

John Brennan, Counter- terrorism advisor to US President Barack Obama has said that it is "inconceivable that bin laden was without a support system inside Pakistan".

On the other hand the Pakistani government has issued statements which contradicted its own position. In some statements, the Pakistani establishment tried to take credit for the operation. But when it was denied by the US they retracted from their stand and different statements came from Pakistani Prime Minister Yusuf Raza Gilani. He said that "This is an intelligence failure of the whole world, not Pakistan alone". These statements seem to be lame excuses and it is further weakening their position.

Pakistan stands exposed as it is difficult to digest that they had no information regarding the presence of most wanted criminal of 21st century in their own backyard. Even if it is true then it shows their complete intelligence failure. Further, it has also exposed the dual character of Pakistan. On the one hand it pretends to extend support to US on War on Terror and on the other hand it is fast becoming a sanctuary for terrorists. This may have serious repercussions at the interstate relations in the South Asian region.

Finally, it will give a positive mark to India who has been consistently providing evidence to international community including US that terrorist activities directed against India has its roots in Pakistan. So far hardly any western power paid any heed to the attention being drawn by the Indians. Now, it is high time that they should realize that terrorist activities directed against a particular country should not be seen in isolation as it may affect them as well in future. Had America used its influence, Pakistan could have been checked much earlier. The US has never made any serious effort to extend support to Pakistan for developing democratic institution or effective civil society groups. Rather it only used Pakistan as a tool in War against Communism earlier and now War on Terror.

- K.Chanakya, PGDM II YEAR, ABS



15 laws of life by Swami Vivekananda

- 1 **Love Is The Law Of Life:** All love is expansion, all selfishness is contraction. Love is therefore the only law of life. He who loves lives, he who is selfish is dying. Therefore, love for love's sake, because it is law of life, just as you breathe to live.
- 2 **It's Your Outlook That Matters:** It is our own mental attitude, which makes the world what it is for us. Our thoughts make things beautiful, our thoughts make things ugly. The whole world is in our own minds. Learn to see things in the proper light.
- 3 **Life is Beautiful:** First, believe in this world - that there is meaning behind everything. Everything in the world is good, is holy and beautiful. If you see something evil, think that you do not understand it in the right light. Throw the burden on yourselves!
- 4 **It's The Way You Feel:** Feel like Christ and you will be a Christ; feel like Buddha and you will be a Buddha. It is feeling that is the life, the strength, the vitality, without which no amount of intellectual activity can reach God.
- 5 **Set Yourself Free:** The moment I have realised God sitting in the temple of every human body, the moment I stand in reverence before every human being and see God in him - that moment I am free from bondage, everything that binds vanishes, and I am free.
- 6 **Don't Play The Blame Game:** Condemn none: if you can stretch out a helping hand, do so. If you cannot, fold your hands, bless your brothers, and let them go their own way.
- 7 **Help Others:** If money helps a man to do good to others, it is of some value; but if not, it is simply a mass of evil, and the sooner it is got rid of, the better.
- 8 **Uphold Your Ideals:** Our duty is to encourage every one in his struggle to live up to his own highest idea, and strive at the same time to make the ideal as near as possible to the Truth.
- 9 **Listen To Your Soul:** You have to grow from the inside out. None can teach you, none can make you spiritual. There is no other teacher but your own soul.
- 10 **Be Yourself:** The greatest religion is to be true to your own nature. Have faith in yourselves!
- 11 **Nothing Is Impossible:** Never think there is anything impossible for the soul. It is the greatest heresy to think so. If there is sin, this is the only sin - to say that you are weak, or others are weak.
- 12 **You Have The Power:** All the powers in the universe are already ours. It is we who have put our hands before our eyes and cry that it is dark.
- 13 **Learn Everyday:** The goal of mankind is knowledge... now this knowledge is inherent in man. No knowledge comes from outside: it is all inside. What we say a man 'knows', should, in strict psychological language, be what he 'discovers' or 'unveils'; what man 'learns' is really what he discovers by taking the cover off his own soul, which is a mine of infinite knowledge.
- 14 **Be Truthful:** Everything can be sacrificed for truth, but truth cannot be sacrificed for anything.
- 15 **Think Different:** All differences in this world are of degree, and not of kind, because oneness is the secret of everything.

Source:-hinduism.about.com

- Santosh P, PGDM II YEAR, ABS

Leaders Are Born and Not Made

Personal life

Siddhartha Gowda obtained a Masters in Economics degree from Mangalore University, Karnataka. He married the daughter of S. M. Krishna, former Chief Minister of Karnataka and present Indian Minister for External Affairs.

Early career

Siddhartha's business interests spreads across Coffee retailing, Plantations, Real estate, Venture Capital and Financial Services. He is the visionary behind Way2Wealth and the founder of Sivan Securities. He has been involved in the Indian Capital Markets since 1984. During his early years of his work-life he has spent valuable years with J.M. Morgan Stanley, this experience stood him in good stead when he became a successful investor. Having a Masters in Economics from Mangalore University, he is an avid reader and traveler with a yen for creating companies and brands. He took over Sivan Securities Ltd, in 1984.

After doing his Masters he decided to join J M Financial Services (now J M Morgan Stanley) in Bombay as a management trainee/intern in trading on the Indian Stock Market under Mr. Mahendra Kampani. After a two-year stint with J M Financial Services, when Siddhartha returned to Bangalore, his father gave him a good amount of money to start any business of his choice. Siddhartha promptly bought a stock market card for Rs 30,000 with it, along with a company called Sivan, as well as a site in the city, in 1984 and turned it into a highly successful investment banking and stock broking company.

Coffee business

Almost 15 years later, Siddhartha established a successful coffee business in Karnataka. He grows coffee in Chikmagalur and exports about 28,000 tonne of coffee annually, sells another 2,000 tonne locally for about Rs 350 million each year, and his coffee growing and trading company Amalgamated Bean Coffee Company(ABC) has an annual turnover of Rs 25 billion. Siddhartha now has 200 exclusive retail outlets selling his brand of Coffee Day powder all over South India. ABC is India's largest exporter of green coffee.

He started his coffee trading company ABC in 1993, with a Rs 60 million turnover. His company grew gradually. He bought an ailing coffee curing unit in Hassan for Rs 40 million and turned it around. Now, his company has a curing capacity of 75,000 tonne, which is the largest in the country.



V. G. Siddhartha is an Indian businessman from Karnataka. He is best known as the founder-owner of the chain of Cafe Coffee Day outlets.

He was the first entrepreneur in Karnataka to set up a cyber café in 1996 (Café Coffee Day, a chain of youth hangout coffee parlors). Now, he has 11 Coffee Day Cafes all over Bangalore, and another four in Hyderabad. V.G Siddhartha also hopes to bag the contract to take his chain to all the airports of Karnataka and then the rest of the country. His cyber cafes attract at least 40,000 to 50,000 visitors a week.

V.G. Siddhartha was awarded the 'Entrepreneur of the year' – 2003 by The Economic Times for 'crafting a successful pan Indian brand for a commodity business and giving Indian consumers a new lifestyle experience that is within reach of the common man.'

Amalgamated Bean Coffee Trading Company Ltd. today is the largest exporter of green coffee from India and perhaps one of the two fully integrated coffee companies of Asia, involved in all sectors of Coffee from plantations to retailing to exports. 'Coffee Day Group' today is the only fully integrated and largest coffee conglomerate in India and is attributed with creating the 'coffee revolution' in India - acknowledged by the Coffee Board of India Amalgamated Bean Coffee Trading Company Ltd. – (ABCTCL) is India's largest coffee conglomerate and coffee exporter, pioneering India's first concept café's 'Café Coffee Day', a chain of youth hangout coffee parlors. From a handful of cafés in six cities in the first 5 years, 'Café Coffee Day' has today become India's largest and premier retail chain of cafes with 483 cafes in 84 cities around the country.

Other businesses

Siddhartha also founded Global Technology Ventures Ltd. in 2000, a company that identifies, invests and mentors Indian companies engaged in cutting edge technologies. Currently he also holds Board Seats in GTV, Mindtree, Liqwid Krystal, Way2Wealth and Ittiam. GTV has now set up a global technology village on a 59-acre (240,000 m2) technology incubator park in Bangalore, which will provide its companies office space, communication links, recreational facilities and even a commercial centre. GTV has been valued by BankAm at \$100 million last year, and is expected to have doubled its valuation this year. It is poised to grow on the lines of Softbank of Japan.

- M Shyam Bahardwaj, PGDM II Year, ABS

ABS Announcements

SCHOLARSHIP

- Aurora's Business School announces scholarship to the deserving students who are desirous of seeking admission into the 2 year PGDM course.
- Based on the performance in MAT (May 2011), the following scholarship is allowed to the students.
- For students who scored 95 percentile and above: Scholarship of ₹ 1 Lakh (Rupees One Lakh only)
- For students who scored 90 percentile and above: Scholarship of ₹ 50,000 (Rupees Fifty Thousand Only.)

OFFERINGS (FOR THE BATCH OF 2011-2013)

All students who are admitted in Aurora's Business School into PGDM (General), PGDM (Marketing) and PGDM (Health Care Management) are offered the following as complimentary (which includes part of the tuition fee):

- Professional Memberships in organisations like Hyderabad Management Association(HMA), NHRD etc.
- Newspaper subscriptions such as Economic Times, Business Standard, Business Line etc. for 2 year period
- Free Outbound Management Training Programme with Internationally recognized Institutions like PEGASUS
- Hygienic lunch and beverages during all working days during the 2 year programme
- Student kits consisting of 2 T-shirts, a bag, blazer, identity card, scribbling pad, note books, visiting cards and course material for each semester in the form of specially designed spiral bound notes
- Meditational programme run by The Art of Living (AOL) or Vipasana
- Behavioral workshops
- Free certification programmes

LITERARY CORNER (FACULTY ARTICLES)

TOP 10 BUSINESS QUOTES

- 1 To open a shop is easy; to keep it open is an art.
- *A Chinese Proverb*

- 2 Whenever you see a successful business, someone once made a courageous decision.
- *Peter F. Drucker*

- 3 In business, I've discovered that my purpose is to do my best to my utmost ability every day. That's my standard. I learned early in my life that I had high standards.
- *Donald Trump*

- 4 When I started the business, I hardly went home. I became very driven about work and about my career.
- *Calvin Klein*

- 5 No person will make a great business who wants to do it all himself or get all the credit.
- *Andrew Carnegie*

- 6 A business has to be involving, it has to be fun, and it has to exercise your creative instincts.
- *Richard Branson*

- 7 No matter what business you're in, you can't run in place or someone will pass you by. It doesn't matter how many games you've won.
- *Jim Valvano*

- 8 The essence of a successful business is really quite simple. It is your ability to offer a product or service that people will pay for at a price sufficiently above your costs, ideally three or four or five times your cost, thereby giving you a profit that enables you to buy and to offer more products and services.
- *Brian Tracy*

- 9 In business, you don't get what you deserve, you get what you negotiate.
- *Chester L Karrass*

- 10 If people like you they'll listen to you, but if they trust you they'll do business with you.
- *Zig Ziglar*

- *Dr Brinda Satish, Associate Professor, ABS*

BEING HUMANE

Donations from 'TRY'

The TRY team had donated a bicycle to 'Somesh' one of the oldest security guard of AURORA'S BUSINESS SCHOOL on May 28th, 2011. As a part of their donations and with an intention to promote cycling, they are continuing this donations for the needy and this is the 3rd cycle which TRY has donated. In past they donated one cycle to a class IV employee of ABS and another to a rag picker.



EVENTS AND MORE!

- On the occasion of "International Day Against Drug Abuse" on June 26, 2011 Aurora's Business School will be screening a movie on the ill-effects of drugs at the college premises for the Faculty and Students.
- On the occasion of "World Population Day" on July 11, 2011 there will be a paper presentation on "Population and Problems of Illiteracy".

Several weeks after a young man had been hired, he was called into the personnel director's office. 'What is the meaning of this?' the director asked. 'When you applied for this job, you told us you had five years experience. Now we discovered this is the first job you've ever held.'



'Well,' the young man replied, 'in your advertisement you said you wanted somebody with imagination.'

I'm the Boss



The boss was complaining in our staff meeting the other day that he wasn't getting any respect.

Later that morning he went to a local sign shop and bought a small sign that read: 'I'm the Boss!'

He then taped it to his office door.

Later that day when he returned from lunch, he found that someone had taped a note to the sign that said:

'Your wife called, she wants her sign back!'

STRENGTH IN SPIRITUALITY

Religion Vs. Spirituality

RELIGION	SPIRITUALITY
The essence of religion: Fear God and obey God.	The quintessence of spirituality: Love God and become another God.
Religion usually entails adhering to a certain dogma or belief system.	Spirituality places little importance on intellectual beliefs, but is concerned with growing into and experiencing the Divine consciousness.
Quite often religion takes the approach of fearing God. Religion is often concerned with sin, guilt and a concept of a God who punishes.	The spiritual approach to God is through the path of love. This is a love where there is no judgment - only acceptance. Spirituality feels so called sins are really just ignorance based on a false belief of who we are.
Often religion talks of God as being high in the heavens. At times God can seem far from the reach of aspiring humanity.	Spirituality shows us that God is omniscient and omnipresent and can be felt as a living presence in our own heart. The highest spirituality says there is no separation between the Creator and His Creation.
Religion places more emphasis on outer forms and outer rituals.	Spirituality is less concerned with outer rituals. Spirituality says that what is important is a seeker's inner attitude. Through practicing spirituality we seek to develop an inner shrine in our own heart.

"All fanaticism is false, because it is a contradiction of the very nature of God and of Truth. Truth cannot be shut up in a single book, Bible or Veda or Koran, or in a single religion".
- Sri Aurobindo

"We believe not only in universal toleration, but we accept all religions as true. As different streams having different sources all mingle their waters in the sea, so different tendencies, various though they appear, crooked or straight, all lead to God".
- Swami Vivekananda - from Speech at World Parliament of Religions (1893)

Spirituality vs. religion is an ancient debate. For some, religion is a set of dogmas and for a few it's a way of life. Some believe spirituality to be a bogus conundrum, while some affirm it to be the purpose of life. Irrespective of who has to say what or whether it is, spirituality vs religion, they both lead the followers on a path to choose the right and do the right thing. The distinction between the two is a fine line of perspective. One needs to have a keen eye for exploration to see what the difference between psychology of religion and spirituality is.

What is Religion?

Religion is a framework to a way of living life. It is a set of rules that guides its follower and owns its followers. Christianity, Hinduism, Islam, Sikhism, Judaism, Buddhism and Jainism are some of the well-known religions of the world. Each of these religions indulges in certain practices of worship, to reach God. They are governed by beliefs designed by sages and saints who practiced the same. These religious faith and beliefs have been formed, to some extent, by cultural conditioning. World religions have been passed on to us over generations together. They take the form of traditions and customs, which decide the way we live our lives. In totality, religion is what sets our lives in a direction, and in a large way grows us.

What is Spirituality?

Spirituality is not bound by any rules. It does not follow any religion and neither does it adhere to any set of principles. Spirituality is the art and science of self-realization. It's a practice of knowing each part of your body. Being spiritual means awakening the very spirit of being who you are. It's means to recognize what you are made of. It can seem complex in the beginning. However, all of us are spiritual beings; it is just a matter of realizing it. Spirituality is a walk towards the ultimate goal of your life. In essence, it's your journey to find yourself. There are many schools of thought that believe in uniting with the pure mental and physical being by meditating. Meditation is focusing on breathing, which is the very reason for existence.

Spirituality Vs. Religion

Both spirituality and religion aim to take an individual towards the ultimate goal of life. A religion does so by spoon feeding the individual. Religion gives the person set guidelines and asks him/her to follow. Often, religious beliefs instill fear of God in you and make you do things without questioning them. Spirituality is worship of self as it believes God resides in you and no where outside. The reasons to do so often remain unexplained. On the other hand, spirituality is an individual experience of the encompassing effect. A spiritual person finds his own way, travels it alone and reaches there in a state of euphoria.

Following a religion is doing a duty, whereas being spiritual is being who you are.

- Kinjal, PGDM II Year, ABS

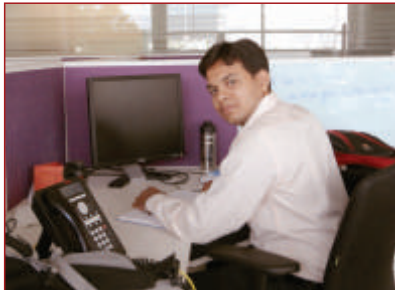




Dr YSP Thorat's visit to ABS



Renuka Devi & Mehhar Yamini, PGDM II Year with
Dr Indira Parikh, Director, FLAME Campus for their SIP



Vamshi Krishna B, PGDM II Year
at Sierra Atlantic for his SIP



Chowan Sagar, PGDM II Year
at YouSee for his SIP



K. Chanakya and Niharika Singh,
PGDM II Year at Google



Kinjal Shah, PGDM II Year
at Sierra Atlantic for her SIP



Seema Jain PGDM II Year
at Geosansar for her SIP



Dinesh Gampa, PGDM II Year
for his SIP at ITC

Send in your suggestions, feedback, articles and comments to
upgrade forth-coming issues of 'AKSHARA' to newsletter@absi.edu.in