



Entrepreneur **Dr. Kiran Mazumdar Shaw**, Chairman & Managing Director of Biocon Ltd has entered the elite ranks of the Indian business world as India's richest woman. She founded Biocon India with a capital of Rs.10,000 in her garage in 1978 - the initial operation was to extract an enzyme from papaya. Today, her company is the biggest biopharmaceutical firm in the country.



# PHOTO FEATURE



Krishna Chaitanya, ace singer and a student of ABS performing during Sankalp-2011



ABS students with Mr Shekar Kammula at TV9 Green Earth awards function



Students and Faculty of ABS with the rag picker-proud owner of the cycle donated by Yousee



ABS Students with NEN educator and an E-Leader Dr. Vasanthi Venu Gopal



ABS Students with Agriculture Minister Mr Raghuvver Reddy at the Kisan Swaraj Yatra, Jangaon



Students with Mr. Deenanath Harapanahalli, Country Head- Invesco at his office at Gachibowli



ABS students with JAC leader Prof. Kodandaram at Kisan Swaraj Yatra



Students in their self designed T-shirts promoting Cloth & Jute bags



ASB students participate in the Republic day 2011 cycle ride



Students and faculty at the "Hara Kumbh Mela" to promote the green ideas of ABS



Team 'Kachara Daan' at Royal Sundaram office



Students sticking the labels of dry waste on the bins at Royal Sundaram



Team 'Buy-Cycle' at HICC for the Republic day ride



Sacks designed by students for the 'Kachara Daan' program in the bamboo frame



## FROM THE EDITOR'S DESK

Dear Readers,

At the outset, I would like to thank our readers for sending their feedback and suggestions on the various social initiatives. Our students at ABS have come up with unique ways of promoting eco friendly products and their usage. Recently they designed a T-shirt with a message to promote the use

of cloth and jute bags instead of plastic bags. The T-shirt is made with an eco friendly cotton fabric, with a cloth bag stitched on the right hand side giving the impression of a bag slung on the shoulder. The T-shirts were appreciated at the Green Awards ceremony hosted by TV9 and many wanted to design new dresses on these lines.

We at ABS, have established dry paper bins in many corporate offices and promoted cycling with the help of other organizations like Atlanta Foundation, INVESCO, Hyderabad bicycling club, buycycle.org.in and many shops selling Cycles. Our students managed to raise funds to buy cycles for some needy in our neighborhood too.

A rich environment is the most valuable legacies we can leave behind, for future generation. We need to protect the forests and the natural resources. To encourage global action towards this end, the UN had declared the year 2011 as the International year of Forests. ABS is committed to this cause and has come up with different ways of promoting greener and cleaner lifestyle. We welcome all concerned about our planet to join the community!

Indian Government's current policies for protecting our eco system is placing considerable emphasis on environmental management as an integral part of every development project. The Union Minister of State for Environment and Forests Mr. Ramesh Jayaram is seen as the custodian of our natural environment, flora and fauna. He is determined to ensure that there would be no development at the cost of environmental degradation. All the policy measures and safeguards taken by the Government, various NGOs, Corporate entities will go a long way in protecting the environment. We in ABS are also determined to make our modest contribution to this noble cause.

Thanks and regards,

Jyotsna Sreenath

**Editor**

**Jyotsna Sreenath**  
**Members**

**Tanmayi Vepakomma**  
**Kalyani Barma**  
**Rohit Tiwari**  
**Krishna Chanakya**  
**Vidya P**  
**Kinjal Shah**  
**SomaGiri**  
**Bahvesh Bhanushali**

On the occasion of 100th International Women's Day we at ABS salute her grit, determination and achievement. A very active social activist, a role model to millions of Indian women, she has been involved in various projects like the Bangalore Agenda Task Force (BATF). She was awarded the MV Memorial Award, given in honour of the great engineer and visionary Sir M Vishwesharaiah. Apart from this, she was awarded the Wharton Infosys Business Transformation Award in 2006, the Padma Bhushan in 2005, the Lifetime Achievement Award from the Indian Chamber of Commerce in 2005, the Ernst & Young Entrepreneur of the Year Award in Healthcare & Life Sciences Category in 2002 besides the Padma Shri in 1989. It was an extremely delightful experience for the students of ABS to have met this role model of millions of Indian women at the NEN E-award ceremony in Bangalore. They also met Mr Romesh Wadhvani, founder of Wadhvani foundation. The students spoke to them and gathered their valuable insights & suggestions about Entrepreneurship. A memorable experience to cherish for years to come. During the NEN week, team 'Buycycle' planned for a workshop called 'SCHOOLONOMICS'. Through the workshop for the school children, they promoted the benefits of cycling. As a part of the workshop the students conducted cycling competition and a few dance sessions to encourage them. Others from the class made cloth and jute bags, designed T-shirts, displayed eco friendly products, had food stalls and the E-week celebrations came to a close with a fun filled mela in the campus. We learnt a lot through this exercise during the NEN week. It was surprising to know that most of the students are aware of the ill effects of pollution and were ready to continue cycling. This was the same case with the corporate offices where people readily participated and were positive about the usage of cycle. People are aware of the carbon foot print each day they leave behind. For those people, we gave a platform for cycling through our Social Enterprise called BUY-CYCLE.

Among other CEOs the students met and interviewed as a part of their assignments beyond the classrooms were, the CEO of CGS - Pradeep Tandon, Ms Anuradha Acharya of Ocimum, and Mr Debasis Chatterjee of Netxcell. We extend our heartfelt thanks to them to have spared their precious time to enable our students learn more about them and their organisations.



## RECOGNIZING THE GREEN PEOPLE AND THE ORGANIZATIONS

ABS students attended the TV9 hosted Green Earth Awards ceremony that campaigns to ban polythene usage and subtly protested against Plastic usage. The students displayed and exhibited a number of eco friendly products that they promoted throughout the year at the function. The products displayed were Jute and cloth bags, Recycled files and folders, Cotton T-shirts and stationery material. TV9 ensured that people pledged to ban polythene and plastic usage by giving away awards to people and organizations who have worked tirelessly against the plastic usage coinciding with the 'International Year of Forests'. Such awards are to call for the national and statewide communities to focus necessary attention to reduction on the usage of plastic and forest protection and conservation. In this year's awards, with plastic as the highlighted theme, TV9 went beyond recognizing 'communication' focused initiatives towards 'best-in-categories' examples of sustainability outcomes, with institutions and individuals curtailing and promoting the reduction in the usage of plastics. We were extremely delighted to witness Mr Vijay Kumar of SAVE receiving the

award. He has mentored the students of ABS during their Experience India Program and the My India Project.

Students interacted with the State Director at WWF Ms Farida Tampal, Founder President of Blue Cross Hyderabad Ms. Amala Akkineni and popular film director Mr Shekhar Kammula who were among the guests for the occasion.

- Seema Jain & Ankita Jain, PGDM-I year



## WOMEN'S DAY CELEBRATIONS AT ABS REACHED SKIES

Aurora's business school, celebrated 100th International Women's day on March 8th 2011. Various kinds of indoor games were conducted for girls and women faculty. It was a tribute to women in one's life from the stage of giving birth to various stages in life where women plays important role. A very good number of boys came forward to co-ordinate and conduct the event and make it a special one for every woman present at the event.

The program started with an address by the Director Dr Ravi Paturi, followed by guest's speech, presentation, cultural programs which included competitions, award ceremony and vote of thanks. Very exciting competitions were conducted like Mind Magix where the audience was shown a sequence of 20 objects on the screen and the people who remembered the objects in sequence were adjudged the winners. And other interesting competition was Lady Gama, in which the audience were given books a line or a phrase was announced and they were asked to find it from the book in a limited time. Hunt for the hint, as the name suggests the participants were supposed to search for a thing based on the hints they found. It was followed by tape your thoughts where participants could present their video collections. The best video was selected and awarded the prize. All the winners were cheered and awarded. There was a poster exhibition of the powerful Women entrepreneurs of India and later a documentary screened on the same topic.

All these competitions and events made the campus look bright and energetic on the eve of Women's day. At the end of the day all the women left with a cheerful smiles and a feeling of

pride to be a woman. The credit goes to the coordinators like Chanakya, Soma giri, Santosh and others who took the initiative to make every woman at ABS feel special.

- Sudheer, PGDM-I year





## WOMEN ENTREPRENEUR

"A woman entrepreneur can be defined as confident, innovative and creative women capable of achieving economic independence, individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life."

Traditionally a woman became an entrepreneur for the following reasons:

- **Need for a bread winner in the family:** This may be brought on by the death of the male earning member or absence of one in the family
- **Additional family income:** The family may be unable to manage with just the income of the male earning member and the woman may have been required to start a business to supplement the family earnings
- **As pastime:** She started a business just to keep herself busy, without a well-thought out revenue model
- **Unpaid support in family-owned business:** She just lent a hand in the family business for which she was not compensated

- Kinjal Shah, PGDM I year



## TOP 4 : AFFORDABLE HOUSING IN INDIA

These four affordable housing projects are giving low-income households the chance to live in 200-700 ft<sup>2</sup> apartments at an average monthly payment of US\$90.

### Tanaji Malusare City, Matheran Realty

Tanaji Malusare City (TMC), located in the suburb of Karjat in Mumbai, provides 15,000 affordable apartments over a 100 acre plot. The units range from 156 ft<sup>2</sup> to 397 ft<sup>2</sup>, and are approximately priced between US\$4,500 to US\$16,500. TMC has earmarked space for amenities like schools and hospitals, and has social infrastructure like a fire brigade and police station. It is one of the largest affordable housing developments in India today.

### Shubh Griha, Tata Housing

Shubh Griha is Tata Housing's flagship plan to bring affordable housing to the bottom of the pyramid (BoP). With two developments in the Mumbai suburbs, it is a great example of well-planned affordable housing. It offers 70% open spaces, eco-friendly design, playground, gym and jogging track. The units range from 283 ft<sup>2</sup> to 489 ft<sup>2</sup>, and are priced between US\$8,500 to US\$15,000.

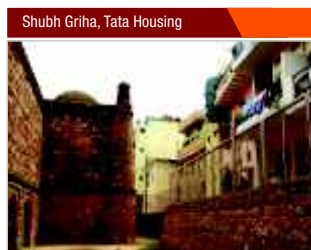
### Janadhaar Shubha, Janadhaar Constructions

Janaadhar Shubhais being developed on an 11.5 acre plot in the outskirts of Bengaluru city. The township consist of 1140 apartments that range from 400 ft<sup>2</sup> to 615 ft<sup>2</sup>, with one-bedroom houses priced under US\$11,500. The facilities provided include a primary school and play area. Janaadhar discourages affluent buyers according to promoter Ramesh Ramanathan.

### Navjivan, Atmiya Developers Pvt Ltd

Navjivan consists of 400 affordable homes being built in Vatva, Ahmedabad, which range from studio to two-bedroom apartments, starting at US\$6, 200. The project is located in an existing residential area with access to schools, markets, basic healthcare facilities and bus transport. It is also one of the few affordable housing projects to incorporate sustainability elements in its design.

- Bhavesh Bhanushali, PGDM-I year



## MOST IMPORTANT INVESTMENT

Do you keep hearing to invest, invest and invest? People of all ages are slowly learning the secrets to investing. Do you know the most important investment of all? The most important investment is to invest in yourself. I don't know why more and more people are afraid to invest in themselves because they think they will just lose the money.

### Are you investing in yourself?

The reason investing in yourself is the most important investment of all is because if you don't invest in yourself why would you invest in something else? Don't you have more confidence in yourself and in your abilities than in some stock or real estate? Buying a car or buying the next cool gadget is not an investment unless you are using that to make more money. Money is something that many people have dreamed of having too much of but what do they do about it, nothing! Investing in yourself means you will take your own hard earned money and use it to better yourself and your livelihood.

Do you understand why investing in yourself is so important now? If it wasn't for you there would be no money to support your life. People aren't going to pay for you and your needs when you are more than capable of doing it yourself. Take the time and energy you put into hanging out with friends and watching T.V. to do something more productive. Have you ever



- Soma Giri, PGDM-1year

thought of going to college or learning a new trade? Did you know that the people that invest in themselves first are 38% more likely to become a millionaire sometime in their life? That is a huge number to just invest in yourself. I know you were probably looking for a different type of investment such as tips on money, but YOU are the most important investment.

## Mrs. Manonmani's Story

- Amala Paduri, PGDM-1year



Mrs. Manonmani is 30 years old, and is a wife and mother of two children, a son, Ugannath, and a daughter, Sivagani. Before WaterCredit, the water situation for the Manonmani family in Tiruchirpalli City, India, was a difficult one.

Mrs. Manonmani collected water from public water standpost where the water was only provided on alternate days. In an attempt to avoid quarrels between communities, access to water on the days when water was provided was divided between communities.

On the first day water was available, access to water was limited to people from the community opposite from Mrs. Manonmani's community. Only on the next day water was available would her community have access. Under that arrangement, her family only had access to water once every four days. For a family of four, this was woefully inadequate.

In an attempt to obtain the minimum amount of life-essential water that they needed, Mrs. Manonmani would have to ask her neighbors for water. She would wait for them to use all that they needed and then pay one rupee to collect four pots of water. Because of the amount of time and energy that was spent on fulfilling her family's basic water needs, Mrs. Manonmani did not have enough time to care sufficiently for her children, or to hold a job to bring in needed income.

Mrs. Manonmani was very excited when Water.org's partner organization, Gramalaya, came to her slum to talk to the residents

about loans. Mrs. Manonmani heard Gramalaya explain WaterCredit at a women's self-help group meeting, of which she was a member. The group members discussed the WaterCredit option and thought it was an excellent opportunity to obtain household drinking water connections.

Mrs. Manonmani explained the option to her husband—that she could receive a WaterCredit loan from Gramalaya for a drinking water connection—and he agreed that this was a wonderful opportunity for their family. Soon after the discussion, Mrs. Manonmani applied for—and received—the loan.

Mrs. Manonmani explained that the drinking water connection has created huge advantages for her and her family. She can now spend more time with her children. She has more time to take care of her home. And she can now work as a tailor, which has allowed her to earn an income and better support her family financially. In addition to this added income, she is also able to spare surplus water to her neighbors who need it for a rupee per four pots collected. This money contributes to her repayment of the WaterCredit loan.

Mrs. Manonmani concluded her conversation with Gramalaya by letting them know that she will continue to pay the WaterCredit loan on time and in total. She also stated that she would like to utilize another loan in the future.

In her gratitude for her water connection, Mrs. Manonmani used the first collection of drinking water to send to the nearby Samayalpuram temple for performing poojas (prayers) for her children. She was grateful for the timely intervention that afforded her family the drinking water they need to thrive.

Nearly one billion lack access to safe water



## MOST DANGEROUS BRIDGES

- Krishna Chanakya, PGDM-1year

Which is the most dangerous bridge in the world? The one at the highest crossing in the world, or one with weak structure! Well, maybe both of these. Bridges are used for crossing over a hurdle such as gorge or river. Here are some of the most dangerous and precarious bridges in the world.

### Inca Rope Bridge

The bridge is situated in the southern province of Kanas, and made of special herbs through manual labor. The structure made of ropes spans 366 meters and is renovated every year by the local inhabitants. They are a simple suspension type bridge used for crossing deep rivers, gorges to facilitate travel within the Inca Empire and were an integral part of its road network. Supported by plaited branches and cables made of grass these bridges could sustain pressures of speeding horses and carts.



### Hussaini – Borit Lake, Pakistan

The Hussaini-Borit Lake Bridge in Northern Pakistan is a major tourist spot for sheer thrills. Built on Hussaini Borit Lake, no authentic record is available of its creator. This picturesque piece of engineering is considered among the most dangerous



bridges in the world because of the difficulty it poses while crossing. This is because of the instability in balance and wide spacing of the wooden planks to step on. The bridge swings viciously due to winds and travelers risk the chance of being thrown off in the water to possible death. It is located close to the village Passu surrounded by small hamlets.

### Glen Nevis Wire Rope Bridge

It is a fine-looking bridge and popular in Lochaber, Scotland, having Fort William located at its base. It is surrounded by the Mamore range in the south, while Ben Lewsi which is the highest mountains located in the British Isles, cover the north., It has one of the three highest waterfalls in Scotland named Steall Falls, where the Allt Coire a Mhail meets Nevis in the glen. Glen Nevis is a picturesque and well-liked glen in Lochaber, Highland, Scotland.



### Carrick-a-Rede Rope Bridge

The famous Carrick-a-Rede rope bridge spans a chasm 80 feet deep. Earlier its structure had only one cable hand bar and broadly placed planks which enabled the people to go across. The single hand bar was later substituted with two hand bar bridge. The existing one was set up as an additional security measure. Though there is no major accident on record, on many occasions visitors had to be evacuated as they were unable to walk back over the bridge.



## ABS SOCIAL INITIATIVES

- Teams 1,2,3,6,7&10

### MY INDIA PROJECT | 2011

The My India Project is undertaken by the student groups during the gap period between the 1st and 2nd Semester. The project is undertaken for a period of 2 weeks, during which the students get an opportunity to work intensely in the field on their own ideas relating to social enterprise or with social enterprises engaged in areas that ABS focuses on.

The objectives of this component are:

1. Give students an opportunity to test marketing and operational ideas through on field work in social enterprises.
2. Gain a firsthand experience of challenges faced in real-time social enterprise work
3. Reflect , Analyze and Document the experiences gained through the My India project.

The field visits took place for a week in January. The Social Enterprise activity and project are chosen by the student groups during the 1st semester itself. Preliminary work too on these projects was done as a part of the Social Activity component in the first semester. The My India Project then gave an opportunity for students to directly enter into action based work on the field during the short oneweek period of this project. The output from the My India Project was presented in the form of a report and presentation by the student groups at the end of this project period. These two outputs were evaluated based on the assessment criteria of MIP. The eleven teams that worked on various issues were Green Packing (Paper bags etc),Promotion of cycle, Green Packing (Paper bags etc),Waste Management, Providing affordable drinking Water solutions. Few of the teams are working with the rag-pickers to learn more about the waste segregation process Their main aim is to provide a helping hand for the rag pickers and let people know about their contribution towards the environment. They worked with the organisation called "You See" and promoted the initiative of " Kachra daan" Program in



the city and worked towards bringing awareness about the importance of this initiative. They concentrated on the households, offices & educational institutes. As a part of their MIP they also promoted the 'Kachara daan' program at Royal Sundaram office, Somajiguda where the employees have started segregating the dry and the wet waste. The students under the guidance and mentorship of Mr Gunaranjan established waste bins.

"Do Not Waste, Donate Your Waste" / "Kachra Daan, Karo Kalyan" is a new citizen driven waste management initiative. This initiative was conceived in September 2010 during the review of work being done for Rag Pickers at Indore by UC ([www.yousee.in](http://www.yousee.in)) and Indian Grameen Services. Its implementation commenced during the "Joy of Giving Week" celebrations at Hyderabad in Sep-Oct, 2010, marked with an event at the Karmayog Seva Mela on 1st and 2nd October, 2010. Since then, on every month's last Saturday and Sunday, the 'Kachra Daan' event is taking place at 3 designated locations in Hyderabad. SEVA (Padma rao Nagar), Aurora's Business School and Aurora Degree College are some of the organizations which are actively participating in this initiative at Hyderabad.





Ink Cartridge Refilling is one of the fastest-growing service businesses today. Ink and toner cartridges used in most photocopiers, fax machines, and laser and inkjet printers can be recycled by simply replenishing the ink or toner supply, thereby keeping them out of landfills and putting profits in pockets. This creates a wonderful business opportunity for energetic entrepreneurs to start a toner cartridge recycling service operating from home, on a mobile basis, or from a retail location such as a mall kiosk or storefront. The requirements for operating the business are basic, and we will only need simple tools, which are very inexpensive, and the ability to refill cartridges with new ink, which is easily learned. Offer clients fast and free delivery of recycled cartridges right to their offices, stores or homes, which can save them as much as 50 percent of the cost of new cartridges. This fact alone can become our most convincing marketing tool for landing new business. The Students of a team worked with some of the cartridge refilling companies and visited many companies and corporate promoting the concept of refilling the office cartridge.

The team gathered at college to head for the prescheduled meeting with various organizations they were working for their MIP. Two of the groups worked with some of the organizations like the bag company situated at Kukatpally that manufactures the eco-friendly bags and other packing materials commercially. After some discussions, the student teams went to visit the place at Gandhi Nagar where paper bags are made by SAVE an NGO that promotes eco friendly products. We talked to the women working there making those paper bags and got more detailed information about the paper bags from them.

The teams also visited the Jute items retailer and manufacturer SACCO DI CARTA situated at Sainikpuri, Secunderabad. The team met Mr and Mrs Vazeer who own and run the jute retail business. They talked to them about their work and saw many varieties of trendy products made of Jute and Cotton. It was a pleasant surprise to see so many beautiful and trendy products made entirely of jute. All the jute was dyed using vegetable colours which are eco-friendly. They not only make bags but also carpets, wallets, pouches, show pieces, photo frames,



paper weight etc. They are also making Jute Calendar. We bought a few samples of their products. This team also worked with an organization called GRASS that came into light with their bamboo cycles. Two of our students also were selected for their Summer Internship Projects. These students are a part of a national level event to be hosted by Grass and its team at Hyderabad. Grass is a company that exports and manufactures a full range of eco-friendly products. Finally, they also visited Gandhi paper Products and got the data from them about paper products.

One of the teams called RE3 worked for the waste hierarchy which worked to promote the concept of reducing, reusing and recycling of resources, which classify waste management strategies according to their desirability. The need for the protection of environment is increasing the world over day by day. Various steps have been taken both at national and international level. But these steps and measures adopted are not sufficient to meet the menace of pollution. So here the students took a small step forward to save the environment. It is just a drop in the ocean without which an ocean would be incomplete. Their project worked by conducting a consumer survey at shopping malls and residential areas. The feedback was taken through a survey and questionnaire.

A project done on 'Water & Sanitation' had a great amount of detailed survey done on Consumer Preference & Product Preference. For Product Preference, they interacted with various dealers and enquired about the most popular brand of filters & purifiers sold in the market. In the survey on consumers, they made a survey in a number of houses and information about the popular brands among the customers.



## INTERNATIONAL YEAR OF FORESTS - A CELEBRATION

The United Nations designated the year 2011 as the International Year of Forests not only to highlight the importance of forests, but also to remind us that we are at the precipice for change. This year's theme is a continuation of the 2010 International Year of Biodiversity, seeking the protection of the habitat of some of the most important and diverse ecosystems. Launched under the banner 'Celebrating Forests for People,' the UN is giving us the opportunity to reflect on the intrinsic relationship between healthy forests and our own prosperity.



During the launch ceremony at the UN Forum on Forests (UNFF), Secretary-General Ban Ki-Moon stated that "By declaring 2011 as the International Year of Forests, the United Nations General Assembly has created an important platform to educate the global community about the great value of forests – and the extreme social, economic and environmental costs of losing them." The UNFF, which is made up of all 192 members of the UN, has the mandate to promote the sustainable development of all types of forests.

One of the objectives of this UN initiative is to unite everyone to recognise the vital roles that forests play in every aspect of our lives and emphasise how dependent we are on them for our well-being and survival. As Jan McAlpine, the Director of the UNFF said in a statement, "every one of us, all seven billion people on earth, has our physical, economic and spiritual health tied to the health of our forest ecosystems."

Some statistics are shocking! For instance, according to the WWF, 5,000 trees are destroyed every hour in the Amazon. Moreover, forests are home to over 80 percent of the world's

terrestrial biodiversity and deforestation is responsible for 15 percent of global CO2 emissions – more than the entire transport industry. Forests provide shelter to people, food, medicine, clean water and they are vital in maintaining a stable climate and environment. Unfortunately, they are being destroyed at an unprecedented rate for commonly known reasons such as logging,

conversion to agricultural and cattle-grazing land, and urbanisation. According to the Global Forest Resources Assessment, 13,000 hectares of forests are lost each year globally.

This UN-sponsored celebration therefore calls on governments, civil society and the private sector to use this global platform to commemorate actions that have been taken to sustainably manage and conserve the world's forests. It is a unique opportunity to celebrate forests through a year-long series of events that showcase success stories, highlight innovative solutions and stirs up public awareness and participation at all levels.

To celebrate the International year of Forests, various activities will be organised. Member states, international organisations and civil society are expected to create national committees and choose focal points for the purpose of facilitating organising activities supporting forests. The UN created a website serving as a forum for discussion and interaction as well as to promote events organised throughout the year. In addition, the UNFF Secretariat is collaborating with the Jackson Hole Wildlife Film Festival to organise the International Forest Film Festival (IFFF).

- Sana Anjum, PGDM-1year



### Joy of Giving Week - 2011

- Kishore Kumuar, PGDM-1year

The Joy of Giving Week (JGW) is a "festival of philanthropy that aims to become a part of the Indian ethos with the Week being celebrated every year covering Gandhi Jayanti by engaging people through "acts of giving" - money, time, resources and skills - spanning the corporate, NGO and government sectors, schools, colleges and the general public.



JGW is a public festival, not owned by any 1 NGO, corporate or media house. Participation is free, open to all,

and you can give anything from 1 piece of clothing to lacs of rupees, a few hours of your skills to a day or two of your time.

Since its inception in 2009, the students of Aurora's have been a part of this festival bringing smiles in the lives of the needy. This year too the students of Aurora's Business School are coming up with ideas to raise

money through various events and programs. Come join the community of spreading Joy.



## SCIENTISTS TRY TO DETERMINE WHETHER LIFE ON EARTH IS QUICKLY HEADING TOWARD EXTINCTION

Life on Earth is hurtling toward extinction levels comparable to those following the dinosaur-erasing asteroid impact of 65 million years ago, propelled forward by human activities, according to scientists from UC Berkeley.

This week, scientists announced that if current extinction rates continue unabated and vulnerable species disappear, Earth could lose three-quarters of its species as soon as three centuries from now.

"That's a geological eyeblink," said Nicholas Matzke, a graduate student at UC Berkeley and author of a paper describing the doom-and-gloom scenario. "Once you lose species, you don't get them back. It takes millions of years to rebound from a mass extinction event."

This means that not too far in the future, back yards might not be buzzing with bees, bombarded by seagulls or shaded by redwood trees. And while that might seem far off, species already are disappearing on a global scale. In recent history, we've lost the dodo bird and the passenger pigeon, the Javan tiger and the Japanese sea lion, and now, maybe the eastern cougar -- declared extinct by the U.S. Fish and Wildlife Service on Wednesday. Amphibians, mammals, plants, fish -- none are immune to going the way of the dinosaurs, courtesy of the human impact on fragile ecosystems.

Such enormous losses have only occurred five times in the past half-billion years, during events known as "mass extinctions." The best-known of these events occurred 65 million years ago -- a "really bad day," according to palaeontologists -- when an asteroid collided with Earth, sending fiery dust into the atmosphere and rapidly cooling the planet. These "Big Five" events set the extinction bar high: to reach mass-wipe-out status, 75 percent of all species need to disappear within a geologically short time frame, meaning that Earth is currently on the brink of the sixth mass extinction.

five times in the past half-billion years, during events known as "mass extinctions." The best-known of these events occurred 65 million years ago -- a "really bad day," according to palaeontologists -- when an asteroid collided with Earth, sending fiery dust into the atmosphere and rapidly cooling the planet. These "Big Five" events set the

extinction bar high: to reach mass-wipe-out status, 75 percent of all species need to disappear within a geologically short time frame, meaning that Earth is currently on the brink of the sixth mass extinction.

To determine whether current losses could equal these mass extinction rates, scientists compared recent rates with species die-offs during the Big Five, taking into account presently endangered species. They also looked at the number of species lost in recent history, and found that while rates are dramatically higher than expected, the percentage of vanishing species is not elevated -- yet. We already are engaged in a seemingly inexorable march toward barren landscapes and empty seas, a procession fuelled by human population growth, resource consumption and climate change, according to scientists.

"The good news is, we still have most of what we want to save," said Berkeley paleobiologist and lead study author Anthony Barnosky. "But things are clearly going extinct too fast today."

"Anywhere you go around the world," Ehrlich said, "If you're a field biologist, your sites and organisms are disappearing."

One particularly vulnerable group is marine mammals, according to study author and paleobiologist Charles Marshall, who said that while predictions are dire for our swimming relatives, they haven't yet reached the point of no return. "There really is time to reverse habitat destruction or massive overexploitation of resources," Marshall said. "I love sushi, but I just don't eat tuna anymore. I don't want to be part of the decline of that group."

Scientists say habitat destruction, global climate change, introducing invasive species, and population growth are contributing to losses. "Those four things working in concert are kind of a perfect storm that's setting up a recipe for disaster," Barnosky said. "But people are the ones who are driving this extinction, so we can fix it."

In addition to prioritizing species preservation, Ehrlich suggested starting with caps on human population growth and limiting resource consumption. "We could do something about it, but I don't see that we have the slightest inclination to," he said.

Source: [www.mercurynews.com](http://www.mercurynews.com)

- Vamshi Krishna Bejanke  
PGDM-1year



# BIDDING ADIEU TO THE GRADUATES - SANKALP 2011 THE CONVOCATION CEREMONY@ABS

- Meher Yamini, PGDM-1year

The second graduation ceremony Sankalp 2011' of ABS was held Aurora's Business School, Punjagutta. There were 3 guests from various fields Dr. Saji Gopinath, Director, TAPMI, Mr. NV Ramana ,Senior consultant advisor, Development & Agribusiness space, Mr Kiran Kalluri, Director-Partner Management, Dell. It was a proud moment for each of the students as their hardwork and efforts were being recognized. Many students came with their families who cheered them.



Over the two year program the ABS trains students and provides classroom instruction, mentoring, networking, case study discussions, outward bound training ,experiential teaching, social activities and many other unique programs that cater to the overall grooming of a student etc. "The graduates must remember to show commitment through working for the company they are placed for minimum of two years so that they have a good work profile." said Mr Kiran Kalluri addressing the students. Prof Sajji Gopinath too asserted the importance of leadership skills that needed to be developed in the students before they graduate. While Mr NV Ramana became nostalgic of his graduating ceremony at IIM Ahmadabad and showed how important education at B-Schools today .The gold medalist Ms Payal thanked her faculty and the institution for having provided the necessary support that they required .



The Graduation Day program comprised of award ceremonies, an inspirational recount of experiences shared by the topper, administering of oath and handing out of certificates etc. Krishna Chaitanya, star singer sang a few melodious numbers from popular films and entertained the audience.

The students of 2008-2010 registered online and in person for the convocation ceremony Sankalp 2010-11 and received their certificates from the chief guest Prof Sajji Gopinath .Sankalp 2011 came to a close with the national anthem. The guests and the graduates were ushered to the dining hall after the ceremony.



The folders and the stationary products were bought from 'Grass' for the guest which were completely eco friendly and made out of recycled materials. Special mention of Krishna Chaitanya for having filled the atmosphere with mellifluous music and joy.

**Sankalp**  
convocation  
Class of 2008-10





## BILL GATES 11 RULES



- Neha Ambekar  
PGDM-1 year

I am sure everyone knows who is Bill Gates. From a drop out student from Harvard he made it with great enthusiasm, common senses etc. Bill Gates recently gave a speech at a High School about 11 things they did not and will not learn in school. He talks about how feel-good, politically correct teachings created a generation of kids with no concept of reality and how this concept set them up for failure in the real world.

- Rule 1** Life is not fair – get used to it!
- Rule 2** The world won't care about your self-esteem. The world will expect you to accomplish something BEFORE you feel good about yourself.
- Rule 3** You will NOT make \$60,000 a year right out of high school. You won't be a vice-president with a car phone until you earn both.
- Rule 4** If you think your teacher is tough, wait till you get a boss.
- Rule 5** Flipping burgers is not beneath your dignity. Your Grandparents had a different word for burger flipping: they called it opportunity.
- Rule 6** If you mess up, it's not your parents' fault, so don't whine about your mistakes, learn from them.
- Rule 7** Before you were born, your parents weren't as boring as they are now. They got that way from paying your bills, cleaning your clothes and listening to you talk about how cool you thought you were. So before you save the rain forest from the parasites of your parent's generation, try delousing the closet in your own room.
- Rule 8** Your school may have done away with winners and losers, but life HAS NOT. In some schools, they have abolished failing grades and they'll give you as MANY TIMES as you want to get the right answer. This doesn't bear the slightest resemblance to ANYTHING in real life.
- Rule 9** Life is not divided into semesters. You don't get summers off and very few employers are interested in helping you FIND YOURSELF. Do that on your own time.
- Rule 10** Television is NOT real life. In real life people actually have to leave the coffee shop and go to jobs.
- Rule 11** Be nice to nerds. Chances are you'll end up working for one

## THE AMERICAN DREAM

An American businessman was standing at the pier of a small coastal Mexican village when a small boat with just one fisherman docked. Inside the small boat were several large yellowfin tuna. The American complimented the Mexican on the quality of his fish.

**"How long did it take you to catch them?" the American asked.**

"Only a little while" the Mexican replied.

**"Why don't you stay out longer and catch more fish?" the American then asked.**

"I have enough to support my family's immediate needs" the Mexican said.

**"But" the American then asked, "What do you do with the rest of your time?"**

**The Mexican fisherman said:** "I sleep late, fish a little, play with my children, take a siesta with my wife, Maria, stroll into the village each evening where I sip wine and play guitar with my amigos. I have a full and busy life, señor."

**The American scoffed:** "I am a Harvard MBA and could help you. You should spend more time fishing and with the proceeds you could señor, buy a bigger boat and, with the proceeds from the bigger boat, you could buy several boats. Eventually you would have a fleet of fishing boats. Instead of selling your catch to a middleman, you would sell directly to the consumers, eventually opening your own can factory. You would control the product, processing and distribution. You would need to leave this small coastal fishing village and move to Mexico City, then LA and eventually NYC where you will run your expanding enterprise."

**The Mexican fisherman asked: "But how long will this all take?"**

To which the American replied: "15-20 years."

**"But what then, señor?"**

The American laughed and said: "That's the best part. When the time is right, you would announce an IPO - an Initial Public Offering - and sell your company stock to the public and become very rich. You would make millions."

**"Millions, señor? Then what?"**

The American said slowly: "Then you would retire. Move to a small coastal fishing village where you would sleep late, fish a little, play with your kids, take a siesta with your wife, stroll to the village in the evenings where you could sip wine and play your guitar with your amigos..."

- Shailina Virani, PGDM-1 year



## कचरा दान, करो कल्याण

*Save the Planet, Serve the Poor*

We would also like to share with you updates from the “Do not Waste, Donate your Waste”/ “Kachra Daan, Karo Kalyan” program and would request you to share it with friends. This program has been going on at Hyderabad since October 2010 and one of UC's partners Indian Grameen Services has launched the program at Indore during January 2011. This program has made a modest beginning so far and we have been able to consistently organize the Kachra Daan camps at the designated locations. This has been made possible due to the participation and support of donors, volunteers and students & faculty from Aurora's Business School and Aurora Degree College in this program. I would like present some data on this effort so far:

City	Donation Point	Used Cloth Pieces Donated	Recyclables Waste Donated (Kg)	Value Generated from Recyclable Waste (Rs)
Hyderabad	Chikkadpally	128	37	148
	Padmarao Nagar	3,273	503	3,529
	Panjagutta	274	95	673
	Somajiguda-Royal Sundaram	137	95	569
<b>Hyderabad Total (Started in Oct-2010)</b>		<b>3,812</b>	<b>730</b>	<b>4,919</b>
Indore	Suncity, Nipaniya	150	29	251
<b>Indore Total (Started in Jan-2011)</b>		<b>150</b>	<b>29</b>	<b>251</b>
<b>Grand Total</b>		<b>3,962</b>	<b>758</b>	<b>5,170</b>

Some interesting graphical analysis of this data is presented at: <http://yousee.in/donateyourwaste/donationsreceived.html>

As usual we shall be having the monthly Kachra Daan camps on

1. Last Saturday of the month on 26th March from 10.00AM to 12:00 PM at
  - > Padmarao Nagar (SEVA Office, Kowtha Swaraja Vihar, 10 Padmarao Nagar, Secunderabad (Opposite Fresh Supermarket)
  - > Chikkadpally (Aurora's Degree College Premises)
2. Last Sunday of the month on 27th March from 10.00AM to 12:00 PM at
  - > Panjagutta (Aurora's Business School 6-3-456/18 & 19, Dwarakapuri Colony, Panjagutta (Near NIMS Hospital)

We would like to invite people staying in these areas to come and donate their dry recyclable waste and old clothes at these donation points. We are also looking forward to suggestions and support to start similar camps in other parts of the city, including large offices and would welcome inputs in this regard. I welcome all to visit the following links to know more about this initiative:

<http://yousee.in/donateyourwaste.html>  
<http://www.facebook.com/pages/YouSee/334183208934>

Gunaranjan  
 Website: [www.yousee.in](http://www.yousee.in)  
 Twitter: <http://twitter.com/youseeupdates>

YouTube Channel: <http://www.youtube.com/user/youseemovies>



## Some Food for Your Thought: Eat Them during the Break

- One hundred per cent of people who approach the Court for divorce are married. A brilliant Statistician drew the inference that Marriage is the only cause of divorce.
- When you notice the light at the end of the tunnel, don't be too happy. It could be a train entering the tunnel in the opposite direction.
- Every invigilator in the examination hall will hand over the question paper that contains questions. But you will never find anyone who would hand over the answer papers that contain answers.
- The guy who invented the first wheel was an idiot, but the one who invented the other three, was a genius.
- They say that India is a democratic country and we have the freedom to speak. Then why do the telephone companies charge you for speaking????
- If you want to avoid the 5 O'clock traffic jam, leave your office immediately after the clock strikes twelve times.
- You may find it difficult to convince your parents. But it is very easy to confuse them.
- A car mechanic informed his customer, "Sir, I couldn't repair your brakes, So, I have made your horn sound louder".
- Never decide to postpone writing your dissertation to some day. Someday is not a day of the week.
- A drunkard would always say no to alcohol, but unfortunately it just doesn't listen to him.
- They say that all of us are born free. But everyone is 'Taxed' to death by our Finance Minister.
- A friend in need is a pest indeed.
- Doing assignments is fine as long as it doesn't take too much of my time.
- When everything comes in your way please know that you are in the wrong path.
- Everyone has a photographic memory, but some just don't have film or battery.
- Always keep smiling; it makes people wonder what you have in your mind.
- Don't always keep your feet firmly on the ground. You will not be able to wear your pant.
- You don't have any difficulty in meeting your expenses. They are everywhere.
- When an employee justified his mistake and concluded his explanation saying that to 'Err is Human', his Boss informed him, "But to forgive is not the policy of our company".
- If you cannot change your mind, check up if you have one.
- In life you find that all the desirable things in life are illegal, expensive, fattening or married to someone else.
- Do you want to get Home Loan from a Bank? You first need to prove on paper that you don't need it.
- The trouble with being punctual is that no one would be there to appreciate you.
- You will never be able to find the key to success. God keeps changing the lock.
- You will never find a road to success.... It is always under repair or construction.

- Dr. K S Ramesh

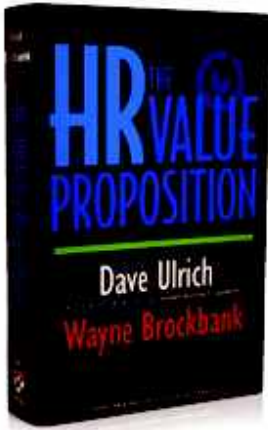


## NEN E\_WEEK CELEBRATIONS AT ABS



## BOOK REVIEW

- Tanmayi V, PGDM-II year



In their new book, *The HR Value Proposition*, Dave Ulrich and Wayne Brockbank once again remind us why they are widely considered the deans of HR strategy. This book is a conceptually and practically rich operating manual for creating the strategic HR function. In it, they describe what it takes for any business to create a clear line of sight, and powerful alignment, between the strategy of the business and its human resource management foundation. And, they do so in a style that will appeal to as much

to line managers as to HR professionals and consultants.

The authors' formulations in *The HR Value Proposition* draw on their 18-year study, which involved more than 29,000 HR professionals and line managers worldwide. On the basis of this study, they have come out with value-focused criteria for HR department, which suggests actions that HR must take to achieve them. The criteria range from monitoring external business realities to creating a clear connection between HR actions and stakeholders' value.

The book's prescriptions are meant for HR professionals as well as line managers, even as it highlights the path that HR must take to earn its position in the organization. It also seeks to provide a justification as to why a company should invest in HR--a question that CFOs (Chief Finance Officers) frequently ask about the HR function.

The book has argued that for creating value for the business, it has to know what value is." This in turn necessitates understanding the external business environment. The external context impacts business realities, including realities of technology, regulatory issues, and workforce demographics.

The book is organized around an "integrated HR blueprint" consisting of five elements:

- External realities;
- Stakeholders;
- HR practices;
- HR resources; and
- HR professionals

From these the authors have set forth 14 criteria that profile an effective HR function. To bring these criteria to life the authors present a four-phase process for transforming the HR function--this process integrates and applies the book's central themes. The book is broad-ranging and compelling. We very highly recommended this work. Every HR practitioner should consider this book must-reading.'

The book no doubt gives important insights into the changing roles of HR in the 21st century, and differentiates them from those performed by HR managers a decade ago. It has succeeded in building a useful framework for aligning human resource strategy with organizational strategy so that it enables the organization to efficaciously march towards its vision. It should be read not just by HR managers but by all line managers, who are key HR managers in today's context, so that they can help in organizational capacity-building and performance excellence. The book has outlined a strategic HR agenda in a comprehensive yet lucid way. The roadmap outlined is clear and helpful for different types of readers. It contains many intriguing ideas worth experimenting by practitioners of people management, and well succeeds in outlining the practices and competencies that make a difference in leveraging people potential for realizing organizational goals. The immense experience of the two eminent authors who have built tremendous credibility for themselves for academics as well as practitioners is amply reflected in the structuring of the book. So far as HR literature for managers is concerned, it is going to be a classic and will become a dominant HR book in the next five to ten years.

After the transactional work of HR has been automated, centralized, eliminated, or outsourced, what is left, and of greatest value, forms the core of this book. In brief, the book is about creating a business-oriented HR function. The book's springboard is a range of future-focused questions such as:

- Why does HR matter so much today?
- How can HR get line managers to be concerned about HR issues?
- What can HR do to connect with the interests of all stakeholders?
- How to create a strong line-of-sight between business strategy and HR?
- How does HR contribute to intangible value creation?
- What are the evolving roles of HR? How can HR be organized to be strategically focused?

The authors confront these challenges with clarity and insightfulness. The central message is that HR must deliver value in the eyes of line management, investors, customers, and employees.

Send in your suggestions, feedback, articles and comments to  
upgrade forth-coming issues of 'AKSHARA' to [newsletter@absi.edu.in](mailto:newsletter@absi.edu.in)