



**GREEN &  
CLEAN HOLI**  
holi hai!

## A Clean And Green Holi

Holi is a festival loved and celebrated by all, irrespective of their religion, caste and creed. It is the festival of colors and brings people closer to each other.

Safety is first and the most important aspect for celebrating Holi. When we speak about safety while playing Holi, there are number of precautions that need to be taken. The first and foremost option for a safe and happy Holi is playing with natural colors, playing with artificial colours cause irritation to skin and hair. These colours are toxic in nature and not eco friendly and are made out of many chemicals and synthetic colours. The toxic nature of these colours causes a lot of damage to the environment as well as damages our sensitive skin.

The chemicals which are found in the synthetic colours are as follows:

- RED- contains mercury sulphite- which can cause skin cancer and vision problem.
- PURPLE- contains chromium Iodine- which causes irritation to skin and creates allergy.
- SILVER- contains Aluminium Bromide which affects eyes and causes allergy.
- BLACK- contains leoxide.
- Other colours may also cause health problems like renal problems, skin problems, cancer and also affects the liver.

So don't let the colours of Holi remove the colour of life.... This season **Go Green**.

*- Sharmiza Zindani , PGDM-I, ABS*

## FROM THE DIRECTOR'S DESK

Traditional education can be extremely isolating. The curriculum is often abstract and not relevant to real life, teachers and students don't connect with resources and experts outside of the classroom, and schools operate as if they were separate from their communities. Students connecting with passionate experts and broader forms of assessment can dramatically improve student learning. Now the question comes what is education if it's not mere classroom learning? Education is far beyond it. Especially in Management education practical exposure is what educates a student. Selling things in real could make them acquire negotiation skills, interviewing people would help them polish upon their public relation skills. So how do we do it? Go ahead selling great stuff? No. you can start off with simple things. For instance, we at Aurora's Business School are all geared up in setting up stalls at various corporate houses and other places to sell eco-friendly colours for Holi. This could be an experience where you can learn one of the essential management skills which cannot be taught within four walls of a classroom. At the same time you are doing something good for the society. We believe in grooming our students into socially sensitive managers as their actions would affect others in one way or the other. We believe in the policy of DIVE.. We Discover and Incubate Value based Enterprise.

- *Dr Ravi Paturi*

## FROM THE EDITOR'S DESK

Holi - the festival of colors - is undoubtedly the most fun-filled and boisterous of all Hindu festivals. It's an occasion that brings in unadulterated joy and mirth, fun and play, music and dance, and, of course, lots of bright colors! With winter neatly tucked up in the attic, it's time to come out of our cocoons and enjoy this spring festival. Every year it is celebrated on the day after the full moon in early March and glorifies good harvest and fertility of the land. It is also time for spring harvest. The new crop refills the stores in every household and perhaps such abundance accounts for the riotous merriment during Holi.

This also explains the other names of this celebration - 'Vasant Mahotsava' and 'Kama Mahotsava'. But like every good thing is accompanied with some things bad, even this festival comes with a bitter side to it which people don't take notice of. The chemicals in the colours can damage our skin, eyes and liver as well if it enters your body. We at ABS are leaving no stone unturned to make people aware of the organic green colours that are available in the market, with an aim to make this festival of colours as safe and as pleasant as possible. In keeping with the principles of DIVE that we so meticulously follow at ABS, our students are campaigning all across the city and selling these colours across different sites spread over the city. I wish our readers a safe and green Holi bringing them joy and prosperity all through the year. Green, Play and enjoy a safe and Happy Holi!

- *Asha Singh*

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# MEMOIRS OF THE MONTH

## International Women's Day - 8<sup>th</sup> March

International Women's Day (IWD), originally called International Working Women's Day, is marked on March 8 every year. In different regions the focus of the celebrations ranges from general celebration of respect, appreciation and love towards women to a celebration for women's economic, political and social achievements. Started as a Socialist political event, the holiday blended in the culture of many countries, primarily Eastern Europe, Russia, and the former Soviet bloc.



The first national Women's Day was observed on 28 February 1909 in the United States following a declaration by the Socialist Party of America.

## World Consumer Rights Day - 15th March

World Consumer Rights Day (WCRD) first took place on 15 March 1983 and has since become an important occasion for mobilizing citizen action, celebrating its 25th anniversary in 2008 with the launch of the Junk Food Generation campaign.



It is an annual occasion for celebration and solidarity within the international consumer movement:

- Promoting the basic rights of all consumers
- Demanding that those rights are respected and protected
- Protesting about the market abuses and social injustices which undermine them.
- Market abuses and social injustices which undermine them.

## World Forest Day - 21st March

World Forestry Day has been celebrated around the world to ring a bell among the society about the importance of forests and the scores of benefits which are gained from them. The concept of celebrating a day every year as World Forestry Day originated at the 23rd General Assembly of the European Confederation of Agriculture in 1971.



The event also venerates the contribution of the forests. Every year March 21 is distinguished as World Forestry Day.

## World Water Day - 22nd March

'World Water Day' has been observed on 22 March since 1993 when the United Nations General Assembly declared 22 March as World Day for Water.



This day was first formally proposed in Agenda 21 of the 1992 United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro, Brazil. Observance began in 1993 and has grown significantly ever since; for the general public to show support, it is encouraged for the public to not use their taps throughout the whole day, the day has become a popular Facebook trend.

The UN and its member nations devote this day to implementing UN recommendations and promoting concrete activities within their countries regarding the world's water resources. Each year, one of various UN agencies involved in water issues takes the lead in promoting and coordinating international activities for World Water Day. Since its inception in 2003, UN-Water has been responsible for selecting the theme, messages and lead UN agency for the World Day for Water.

## World Meteorological Day - 23rd March

The United Nations' (UN) World Meteorological Day is annually held on or around March 23 to remember the World Meteorological Organization's establishment on that date in 1950. Many different activities and events are organized for this occasion.



World Meteorological Day often features various events such as conferences, symposia and exhibitions for meteorological professionals, community leaders and the general public. Some events aim to attract media attention to raise meteorology's profile.

Many prizes for meteorological research are presented or announced on or close to World Meteorological Day. These prizes include:

- The International Meteorological Organization Prize.
- Professor Dr. Vilho Väisälä Award.
- The Norbert Gerbier-Mumm International Award.

Many countries issue postage stamps or special postage stamp cancellation marks to celebrate World Meteorological Day. These stamps often reflect the event's theme or mark a country's meteorology achievements.

## World Tuberculosis Day - 24th March

World Tuberculosis Day, falling on March 24 each year, is designed to build public awareness about the global epidemic of tuberculosis and efforts to eliminate the disease. Today tuberculosis causes the deaths of about 1.7 million people each year, mostly in the Third World.



March 24 commemorates the day in 1882 when Dr Robert Koch astounded the scientific community by announcing that he had discovered the cause of tuberculosis, the TB bacillus. At the time of Koch's announcement in Berlin, TB was raging through Europe and the Americas, causing the death of one out of every seven people. Koch's discovery opened the way toward diagnosing and curing tuberculosis.

Happy Returns  
ABSTIANS

Neha Ambekar - 1st March  
Sirisha - 1st March  
Chowan Sagar - 3rd March  
Vidya - 10th March  
Dinesh Masimukku - 22nd March  
Vamshi Krishna Bejankee - 23rd March  
Katta Rahul - 30th March

## YOU ARE HIRED! (PLACEMENTS)



**Parmmeet Singh**  
ICICI Securities



**Hajimalang**  
ICICI Securities



**Balaji Valmiki**  
ICICI Securities



**Jasmine Qurani**  
Oxfam



**Kripa Nidhan**  
Oxfam



**Lalith Kumar**  
Oxfam



**Kishore Kumar**  
TATA Consultancy Services



**Vidya P**



**Vamshi Krishna**



**Niharika Singh**  
ISE



**Somagiri**  
ISE



**Prakash Reddy**  
Franklin Templeton



**Neeraj Kumar**  
ITC



**Sudheer Reddy**  
ITC



**Vishnuvardhan**  
ITC



**Sana Anjum**  
Nagarjuna Group



**Krishna Chanakya**  
Cafe Coffee Day



**Kripa Nidhani**  
Cafe Coffee Day



**Meher Yamini**  
ALTURA SAP



**M.Pratyusha**  
ALTURA SAP



**Balaji Valmiki**  
ALTURA SAP



**S. Praveen**  
Fortune Ford



**Dileep Reddy**  
Fortune Ford



**Dinesh Gampa**  
Fortune Ford

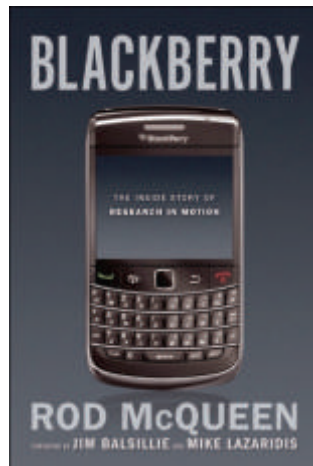
Most of the second year students have been placed successfully and the placement cell is aggressively working towards placing the remaining students, which shall be completed shortly...  
*...all the best in your future undertakings...*

## VIEWS AND REVIEWS

- Ramesh Krishnamurthy, PGDM-I Year, ABS

### Blackberry: The Inside Story Of Research In Motion

From its relatively modest debut in 1999, Blackberry has become one of the most popular technology products in the world. Research In Motion – the phenomenally successful company behind Blackberry which began as a student start-up – has already sold over 75 million smartphones, nearly half of which were sold in the last year alone. BlackBerry Planet tells the behind-the-scenes story of how this little device has become the machine that connects the planet.



This book is a never-before-seen, behind-the-scenes portrait of RIM and its amazing co-CEOs who are two of today's most respected businessmen: Jim Balsillie and Mike Lazaridis.

It explores in detail not only the company's early struggles against much larger and much better known firms, but also how RIM has been able to maintain and exceed even its own lofty expectations.

With thousands of hours of interviews with people close to the company, including unprecedented access to company founders Jim Balsillie & Mike Lazaridis (they have written the foreword), award-winning business writer Rod McQueen has crafted an arresting narrative telling this incredible story.

### Ogilvy on Advertising

David Ogilvy is able to share his years of advertising experience in 20 short chapters. Being principal of a design firm this was a very enjoyable read. I think anyone interested in advertising will find this a great book. I was able to find good helpful information in the first reading and I am surprised the new things I pick up when I either re-read or just flip through this book. This book left me wanting to read more on Ogilvy and his success in the advertising industry. This is a great resource on advertising.



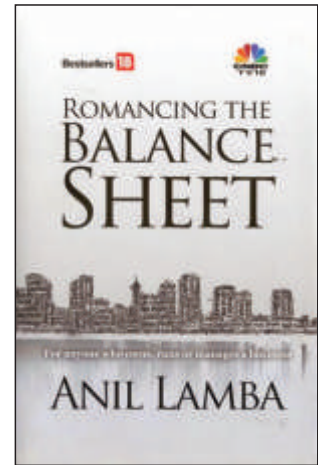
I found it hard to believe it was first published in 1983. Why? Most of Ogilvy's advice and views still hold true today in 2011.

His views on Headlines/Titles, the use of images and what type of copy works eerily mirror that of current guides on blogging. Was he a true visionary? Have modern day "Social Media Guru's" just repackaged his advice from print advertising and applied it to blogging? I couldn't say, but I do advise anyone in Advertising, Marketing, PR or Social Media to read "Ogilvy on Advertising".

### ROMANCING THE BALANCE SHEET

A finance book for Non-Finance people, Author Dr. Anil Lamba explained finance in layman way, an easy so that a person who is not from a finance background can understand the use of finance. An amazing book on balance sheets and P&L statements.

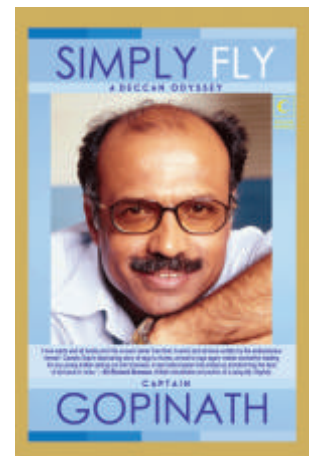
Finance is used for both professional and personal way. It's a misconception that Finance Management happens in the Finance Department. In fact, it is happening right through the organization. Understand here what Profit really means. If Balance Sheets mystify you, these lucid truths will give you clarity. Learn the rules of Good Financial Management which will keep you secure. Make the most efficient use of your Working Capital, and understand how an increase in Sales actually impacts your Profit. Learn also the simple secrets of Marginal Costing, Leverage and Funds Flow. Written in a simple and easy-to-read style, you will find yourself relaxing and enjoying this book as you become smarter at managing Finance.



### Simply Fly

Son of a village school master, he attended Sainik school before joining the army and seeing action in the Bangladesh war. He farmed, ran an Udupi restaurant, an automobile sales and service agency and an agricultural consultancy and stood for elections twice. Of course, he is best known for showing that low cost airlines could work in India, He is captain Gopinath.

An Autobiography by Captain Gopinath, where he narrates his journey of life, born in a remote village, who went from riding a bullock cart to owning an airline, a journey of an entrepreneur who built India's first and largest low-cost airline. Filled with rich anecdotes of everyday struggles and joys, this is the awe-inspiring story of Captain G.R. Gopinath. This autobiography narrates in gritty detail Captain Gopinath's incredible journey: quitting the Indian Army in the late 1970s with a princely gratuity of Rs 6500, going back to his farm land inundated by the river, converting a piece of barren land to set up a farm for ecologically sustainable silkworm rearing, winning the Rolex award for it, his loves and passions, his extraordinary determination to launch an airline (which touched a crazy market cap of US\$ 1.1 billion in less than four years), in the process rewriting aviation history.



## EVENTS AND MORE

### Women on their flight to success

"Cut not the wings of your dreams, for they are the heartbeat and the freedom of your soul.", A message to every woman today. Women have come to a stage where they are on their journey of achieving their dreams on par with men. Society has changed drastically from the time where women were looked upon as mere domestic servants and nothing else. Now we can find them excelling in every field and walk of life be it personally or professionally. They are considered to be the most efficient managers in the world.

Aurora's Business School celebrated International Women's Day by conducting various events like documentary presentation, collage, gallery walk and rangoli. But there was a difference as the judges for the day were girls.



Women are multi tasking and can handle stress to an extent, which men can never. Indira Gandhi who once ruled India, Chanda kochar the chairman of ICICI, Kiran Mazumdar founder of Biocon, Prathiba patel in politics, Saina Nehwal and Jwala Gutta in sports are looked upon as idols for excellence in the field they work in. This marks the progress of women that they can achieve every dream of theirs and contribute in a significant way to the country and world at large. Women empowerment has to continue which will pave the way for a better, indiscriminate society with every individual given the equal right of opportunity and growth.

- Regina, PGDM-I, ABS

### My experience promoting Natural Colors

- Murtaza Abbas, PGDM-I, ABS

The students of Aurora's Business School celebrated Holi, the eco friendly way by promoting Natural Colors and creating awareness about the same in the twin cities. Aurora's Business School along with Hyderabad Goes Green, NAIP and ANGRAU were a part of the Green and Clean Holi campaign. We got the opportunity to meet celebrities, commissioners and politicians across the twin cities and distributed bags containing natural colors. Kiosks were setup at 12 places in the city where the students enthusiastically sold the colors.

When students wish to make an excuse or give a reason for not completing an assigned task, the sentence that immediately follows is, "I'll do it by tomorrow". After selling Natural colors for two consecutive days my experience from a sellers point of view is that a customer gives a similar reply, only the words are different i.e. "Do you accept SODEXO passes ? I don't have money." or "I'll come back later". The word later is quite similar to the tomorrow that students often use.



This was the first instance where I got the opportunity to sell something and I loved it. We, that is my class mate Manisha and I, were assigned to set a kiosk at Deloitte, in the Cafeteria. Though we were in one corner of the Cafeteria, we made it a point that our kiosk should be visible to one and all. So we put up banners and posters all around the kiosk (we were not allowed to use the pillars or walls, so we used the table that was given) to ensure better visibility and it helped. There were three other kiosks next to us, selling imitation jewellery and mobile plans. They had a boring day, thanks to us.

At the end of the day we sold the entire stock. It was indeed a wonderful experience, learnt a lot just by selling which involved - **Visibility, Convincing, Customer behavior, Negotiation, Customer feedback, Value addition (chocolates), Inventory management, Earning super profits, Tallying amount with sales, Strategies.**

I would like to thank my college for giving us an opportunity to be a part of this campaign which helped us learn so much.



# ACT

Aurora Cares for Them

THINK ↑ FEEL ↑ ACT

## Food

Healthy eating is not about strict nutrition philosophies, staying unrealistically thin, or depriving yourself of the foods you love. Rather, it's about feeling great, having more energy, and keeping yourself as healthy as possible— all of which can be achieved by learning some nutrition basics and using them in a way that works for you. Healthy eating begins with learning how to “eat smart”—it's not just what you eat, but how you eat. Your food choices can reduce your risk of illnesses such as heart disease, cancer, and diabetes, as well as defend against depression.

### Healthy eating tips:

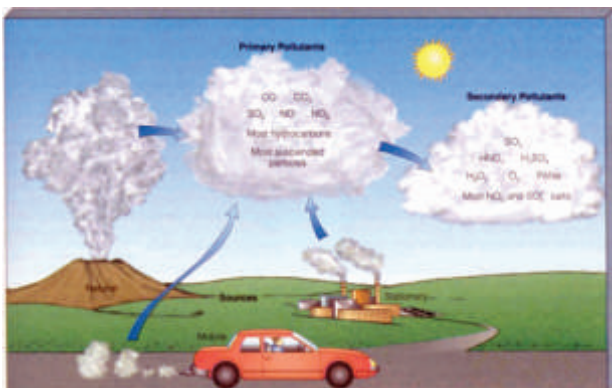
- Simplify, start slowly and make changes to your eating habits over time. Every change matters.
- Eat smaller portions, drink lots of water.
- It's not what you eat, it's how you eat. Fill up on colourful fruits and vegetables.
- Eat more healthy carbs and whole grains.



## Air

Air pollution in Hyderabad is on the rise due to urbanisation. Hyderabad is in imminent danger of losing out on the gains of its first generation air pollution reforms,' warned the report.

Maximum air pollution in Hyderabad is caused by its rapidly growing number of vehicles. The city has 2.6 million vehicles and every year 0.2 million new vehicles are registered - which means 500-600 new vehicles roll out on to Hyderabad's roads every day.



Estimates indicate the traffic is growing four times faster than the population. This is causing the air pollution to go beyond acceptable levels. The total suspended particulate matter (TSPM) in the air should be 200 milligram per cubic meter but the average value being recorded in the twin cities is 280 milligram per cubic meter.

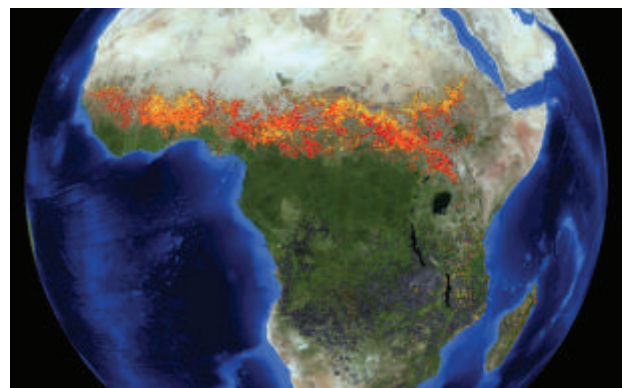
A study conducted by the AP Pollution Control Board states that TSPM rates have been steadily rising in all major towns such as Vijayawada, Kurnool, Anantapur, Nalgonda, Guntur, Kadapa, Vizianagaram, Visakhapatnam and Warangal. The traffic-intensive areas like Panjagutta, Charminar, Paradise Circle and Abids have recorded a staggering TSPM rate of 300-400 on any given day.

## Forest

### How to prevent forest fire

Every year, countless acres of forests are burned because of human carelessness. To help prevent fires in or near forest land during the forest fire season, the following steps should be followed:

- Check local regulations regarding permit requirements and "burn ban" restrictions. These are available from your municipality, fire department or department of natural resources. They may include:
  - ☞ Obtaining a burning permit for burning grass, brush, slash or other debris in or within a prescribed distance of forest land;
  - ☞ A campfire permit and the landowner's permission for an open campfire, cooking fire or bonfire in or near forest land;
  - ☞ A work permit for any work in forest land involving two or more people.
- Burn only natural vegetation or untreated wood products.
- Burn piles are at least 50 feet from structures and 500 feet from any forest slash.
- Clear the area around the burn pile of any flammable debris.
- Keep fires fighting equipment handy - a connected water hose or at least five gallons of water and a shovel should be nearby.
- Don't burn if it's too windy to burn - if trees are swaying, flags are extended, or waves appear on open water.





- Be prepared to extinguish the fire if it becomes a nuisance.
- Attend the fire until it is completely out.
- Smoking should not be done while moving from one place to another in forest land. Make sure your butt is out - "dead out!"
- Power saws must have a proper muffler and be accompanied by a round point shovel or fire extinguisher.
- Cars, trucks and machinery must have proper exhaust systems when operated in or near forest land. Exhaust spark arresters are a requirement on certain machines.
- Know your local emergency telephone number if a fire becomes uncontrollable.

## Waste Management

Compost is dead plants and animals that have been broken down by various bugs, bacteria and fungi. Compost is used to improve the soil for agriculture and gardening. You make compost faster by piling up all the dead stuff so that it can rot. It's a natural process. There are different methods of making compost. You can spread it out, bury it, pile it up or put it into a container made for the purpose (a compost bin). If the material is likely to attract vermin it's best to bury it in a compost pit, covered with soil. This is a disposal method used for animal carcasses. Our role in making compost is simple. We find a place where we are willing to allow Nature to rot our leftovers and biodegradable garbage, and we then toss those things into that bin, barrel, pit or trench instead of putting them into the garbage.

If we just keep adding our biodegradable stuff to our compost, over time nature will convert it into rich humus. It is almost impossible to completely blow it. Nature willingly corrects almost all our mistakes.

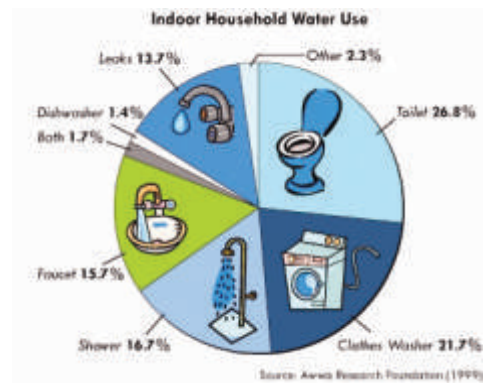


## Water

### Some Useful Tips To Conserve Water

You can make a big change with a little savings of water each day. Here are some tips that help you to save water.

- While washing a dish fill one sink with wash water and take another with rinse water. This will help you to save water than washing a dish under running water. Try to wash dishes together than cleaning one or two dishes.
- It is estimated to save 1000 gallon of water per month by running cloth washer and dish washer when they are full.
- Wash your vehicle with bucket of water and sponge than using a hose
- Water your plants and garden in the evening to avoid evaporating of water and use watering can instead of using a hose.
- Check both indoor and outdoor for leakage. Check your outdoor faucets, hose and sprinkler for leakage.
- Toilet is one of the source wastes water unnecessarily. Upgrade your toilet with new water efficient models.
- One bottle or glass should be selected for one day to drink water. This helps to reduce washing glass for a day.
- Turn off water when not in use and while brushing teeth, shaving. At the end rinse with mug of water and save water.
- Reuse the waste water generated from RO (Reverse Osmosis) type water purifiers in cleaning floors etc.



Johnny Johnny ..	Yes papa !!
Corporate Job ..	Yes Papa!!
Lot of tension ..	Yes papa!!
Too much work ..	Yes papa!!
Family life ..	No Papa !!
BP.. Sugar ..	High Papa!!
Yearly Bonus ..	Joke Papa !!
Annual Pay Hike ..	Low papa !!
Personal Life ..	Lost papa !!
Promotion ..	Ha Ha Ha !!

## LITERARY CORNER (STUDENT ARTICLES)

## Speaking Good English

For most of us, English is still a challenge. With all its irregularities, exceptions and rules, English is a very difficult language to master.

For most Hindi speaking people, problems arise when we speak English words with a Hindi accent.

Look at the the word 'genuine'. The tendency to pronounce this word as 'genine' is incorrect. The twist of the tongue at the right moment is necessary to pronounce 'u' in the word 'genuine'.

Most of us pronounce 'cost' as 'cast' while speaking. Both 'cost' and 'cast' are English words but have entirely different meanings.

**Wrong:** He is calling to you

The 'to' is not needed in this statment. Remove the 'to' or replace it with 'for'.

**Correct:** He is calling you.

**Wrong:** Say me the truth!

**Correct:** Tell me the truth

**Wrong:** The real fact is that you are not married.

This is redundant, because a fact is true or provable. Therefore, all facts are real.

**Correct:** The fact is that you are not married.

**Wrong:** Govnerment

**Wrong:** Agnaist

**Wrong:** Envornament

These are common mistakes that can be heard in call centres in Hyderabad. The employees have trouble pronouncing words such as, 'Government', 'Against' and 'Environment'.

**Correct:** Government

**Correct:** Against

**Correct:** Environment

**Wrong:** Fathers name

**Wrong:** Martial status

'Fathers name' implies more than one father while 'Martial status' implies military rule.

**Correct:** Father's name

**Correct:** Marital status

**Wrong:** I am having a lovely family.

This type of error is easy to hear in India. We use the present continuous tense in place of the present simple tense.

**Correct:** I have a lovely family.

**Wrong:** This vehicle is dead cheap.

When a product is very cheap, a lot of us say it is 'dead cheap'. Actually, the phrase is 'dirt cheap'.

**Correct:** This vehicle is dirt cheap.

**Wrong:** It will be a very cut and right report.

The proper phrase is 'cut and dry' or 'cut and dried'. It means that something is settled or routine.

**Correct:** It will be a very cut and dried report.

-Dinesh Kumar, PGDM-I, ABS

## MBA is ALL about PASSION, SACRIFICE and COMMITMENT

"The value of an MBA program is the difference between what you are while joining the course and what will be you when complete the course."

I strongly believe that MBA is all about PSC, where

\* P – Passion

\* S – Sacrifice

\* C – Commitment

## PASSION

Passion is a kind of craze or addiction. To be a successful MBA we have to be passionate. When we become passionate of everything, our duties and responsibilities will not be a burden any more. We will begin to love our job and also enjoy each every second of it.

## SACRIFICE

In management, there is a concept called 'subordination of individual interest to group interests.' It is one among the fourteen principles of Fayol's school of management thought. Being ordinary people, everyone will have their own interests and preferences. But when we become a part of any organization, that institution is important. So we should always be ready to sacrifice our personal interests and comforts for the accomplishment of common goals.

## COMMITMENT

Last but not the least, we should be responsible for what we are supposed to perform. As there is a proverb 'time and tide wait for none', deadline is always a deadline. Once we are asked to perform or complete something as an assignment or project we should finish it on or before the due date.

These three attributes are mutually complementary to each other. If we are passionate about something, we will be ready to sacrifice anything for that. It will make the person committed to do that.

There are several examples about people who have established and managed a corporate empire with these three qualities without having an MBA qualification.

Melanie Holmes is an executive for a Fortune 500 employment services firm and two years ago, at age 55, she decided to go back to school and get her MBA.

"It was a personal thing. I just wanted to achieve it," says Holmes, a vice president for Manpower Inc. "I didn't expect anything differently in my job nor did I expect to go higher up the ladder."

Holmes is one of those executives who doesn't believe that you need a master's degree in business administration to be successful in business and she is a living example, having moved up the corporate hierarchy after starting out as a secretary.

Believe it or not, majority of CEOs running major companies in the United States do not have MBA degrees. A list of the most admirable business men like Bill Gates of Microsoft Corporation, Warren Buffet of Berkshire Hathaway, Jack Welch of General Electric, Oprah Winfrey – a media proprietor, Herb Kelleher of South west airlines and Late Dhirubhai Ambani of Reliance were not MBAs. But all of them are industrialists par excellence. They had approached their business and life with Passion, Sacrifice and Commitment. So qualification alone with our profile will not bring any fruitful results.

- Subhash, PGDM-I, ABS

## THE HEALTH PAGE

### Why you should not smoke?

As the sayings goes –“speed thrills but kills” same is the case with smoking, the difference is only that it kills you slowly without your notice and probably without pain.

Statistics tell us that tobacco steals approximately seven precious lives every minute of every day of the year, world-wide. From heart disease and many forms of cancer to lung diseases that steal our ability to breathe, the toxins in tobacco are vicious killers. An important step in the recovery process from nicotine addiction is to look closely at the damage smoking causes. As hard as that can be, it will help fuel your resolve to quit smoking, once and for all.

#### REASONS WHY YOU SHOULD NOT SMOKE

Every smoker knows they face an increased risk for serious health problems from cigarettes and cigars. We know smoking causes heart disease, lung cancer and emphysema. None of this is earth-shattering news.

As smokers, though, we learn to effectively ignore the particulars about smoking-related disease. We gloss over, tune out and otherwise distract ourselves whenever possible. Looking too closely can cause a head-on collision with realities of the damage we're inflicting on our bodies and turns smoking 'enjoyment' into a guilty, fearful experience.

#### 5 REASONS TO QUIT SMOKING

##### 1. HEART DISEASE

Coronary heart disease is the leading cause of death in the U.S., and the leading cause of death caused by smoking. The toxins in cigarette smoke cause plaques to form in the arteries, which leads to atherosclerosis, otherwise known as hardening of the arteries. Smoking is hard on the heart.

##### 2. STROKE

According to the Indian Dept of Health and Human Services, stroke is the third leading cause of death in the India, killing upwards of 150,000 people each year. For smokers, the risk of stroke is nearly 2-1/2 times that of nonsmokers.

##### 3. LUNG CANCER

According to the Indian Cancer Society, an estimated 213,380 new cases of lung cancer will be diagnosed - and 160,390 deaths will occur - in 2007 from lung cancer in India alone.

Lung cancer is the leading cause of cancer death for both men and women, and with 87 percent of all lung cancer cases involving tobacco, it is one form of cancer that is preventable.

##### 4. COPD

Tobacco use is the number one cause of COPD (which includes chronic bronchitis and emphysema), and quitting smoking is the best way to halt further damage. It's estimated that as many as 10 million Indian suffer from COPD, with upwards of 14 million others who may have it but are undiagnosed.

##### 5. ORAL CANCER

Oral cancer (mouth cancer) is included in a specific group of cancers called oral and head and neck cancer. It's estimated that 70 to 80 percent of all cases of OHNC are due to tobacco use and heavy alcohol consumption.

#### CIGARETTE INGREDIENTS

The ingredients and additives in cigarettes were largely unknown until 1994, when five major tobacco manufacturers in the United States submitted a long list of ingredients that were used in the production of American cigarettes. A cigarette consists of :

#### Ammonia

Ambergris Tincture (Whale Vomit)

#### CHEMICALS IN CIGARETTE SMOKE

When burned, the ingredients in tobacco create toxic chemical compounds. Those chemicals, which number in the thousands, contain poisons and carcinogens that damage human health when inhaled directly or indirectly through secondhand smoke.

- Arsenic
- Benzene
- Cadmium
- Carbon Monoxide
- Formaldehyde
- Hydrogen Cyanide
- Pesticides
- Radioactive Metals

#### There's No Time Like The Present...

If you're thinking about quitting, a good place to start is exactly where you avoided going in the past. Delve into the facts and figures about how destructive tobacco is. Learn exactly what you risk when you light up, day after day, year after year.

Don't be afraid to look at nicotine addiction head-on! It will help you shift your attitude away from thinking of smoking as a friend and allow you to see it for death trap it truly is.

- Nain Singh, PGDM-I, ABS



## Time to get rid of the fat

**Indian foods that cut fat :** You don't have to acquire a taste for olive oil, seaweed or soya to maintain a low-fat, healthy diet. Indian cuisine can be healthy too, if it's cooked with oil and ingredients that take care of your heart and health. Ayurveda suggests you include all tastes — sweet, sour, salty, pungent, bitter and astringent — in at least one meal each day, to help balance unnatural cravings.

**Fat-burning foods:** Fat-burning foods are rich in fiber and protein and are poor in fat. Protein foods do require more energy to digest than carbohydrates or fats. The protein content of these foods boosts your metabolism and increases the rate at which your body burns stored fat. Fiber also provides high satiety value, so you feel fuller, longer.

### The top fat-burning foods

**Whole grain:** Whole grain breads and cereals are a great source of fibre. They generally take a longer time and more energy to digest. Try having a bowl of whole grain cereal with skim milk for breakfast, and combining two fat-burning foods that will give your morning a fat-burning boost .

**Low-fat dairy products :** Low fat yogurt or milk can boost weight loss efforts due to calcium content, according to a study in the April issue of Obesity Research. They also contain a hunger suppressant protein called casein that helps reduce hunger

pangs. Another study published in 2008 in the Journal of Nutrition & Metabolism showed that consuming a lot of dairy foods may help people who are trying to control their weight, by burning more fat and consuming more calories without putting on excessive kilos.

**Eggs:**Eggs are also a good source of high protein. So start having eggs for breakfast, as research shows that the morning meal fires up your metabolism and increases your energy levels to tackle the day ahead or your morning workout. If you are worried about your cholesterol levels, then you may avoid the egg yolk.

**Beans:**Beans are low in fat and high in quality protein. They also have the added bonus of soluble fiber disease-preventing qualities. The soluble fibre traps bile and lowers LDL (bad) cholesterol without affecting HDL (good) cholesterol.

**Hot chillies:** Chillies are full of vitamins. The compound capsaicin present in chillies temporarily stimulates your body to release some stress hormones, which boost your metabolism and cause you to burn more calories. But limit your intake to one or two in a day, as they may cause heartburn.

**Lean meat:** The leanest meat pieces are excellent sources of protein with low fat content. The protein helps boost your metabolism, lose fat and build lean muscle tissue so you burn more calories.

- P.Uday Kiran, PGDM-I, ABS

## Leaders Are Born and Not Made

### Naina Lal Kidwai

Vice Chairman, Managing Director and  
Head of Investment Banking, HSBC Group



**Nationality :** Indian

**Born :** 1957, in India

**Education :** Delhi University, BS, 1977; Harvard University, MBA, 1982

**Family :** Daughter of an insurance company CEO; married Rashid K. Kidwai (Managing Director); Children: Two

**Awards :** World's Top 50 Corporate Women, Fortune, 2000–2003; Global Influentials, Time, 2002; International Power 50, Fortune, 2003; 25 Most Powerful Women in Business, Business Today (India), 2003.

A prominent personality of the corporate world, she is the first woman to guide the functioning of a foreign bank in India. At present, she is working as the Group General Manager and Country Head of HSBC India. Well known as the corporate diva Naina Lal Kidwai.

She was born in the year 1957. Raised in Mumbai and Delhi, she did her schooling from Simla. Alumna of Delhi University, she is the first Indian woman to have graduated from Harvard Business School. She is among the top business women of India, who have made it to the top with their constant hard work and sincerity.

She began her career in the year 1982, when she joined the ANZ Grindlays Bank, which is now known as the Standard Chartered Bank. She took up a variety of banking assignments before moving to Morgan Stanley's India operation. She kept climbing the ladders of success. She played an important role in NYSE listing of Wipro. She was instrumental in facilitating the cellular phone services nationwide through a deal involving the Tatas and Birlas. Last November, she became the Managing Director of the HSBC bank.

In the year 2000, the Fortune magazine declared her as the third most powerful businesswoman in Asia. She is the mother of two children, who is maintaining a great balance between work and home. She is very fond of Indian classical as well as western music. She loves to go on trekking tours to the Himalayas. She is a nature lover, who has a keen interest in observing the wildlife. For her praiseworthy work, Naina Lal Kidwai has received many accolades. Her commendable work has been given due recognition by honoring her with the Padmashri award.

- Anchal Bagga, PGDM-I, ABS

# STRENGTH IN SPIRITUALITY

## ARTICLE ON SPIRITUALITY

Spirituality seems to be some agreement among the world's great thinkers that we are all on a journey, whose objective is described in many ways: to become whole, mature, centred, grounded, integrated, aware, conscious, fully human, God-like. Words like soul, spirit, heart, and mind describe those deepest parts of our being which most excite and disturb us.



from deep within. They felt an innate yearning to recapture their birthright - the original essence with which they, and all of us, were born, that of full aliveness and wholeness.

Christian theologians say we are created in the image of God but fell into sin by rejecting His invitation to remain in communion with Him. God "forgave us our sins" and invites us to rejoin Him and regain our original God-like image. The Christian path is a call to original wholeness through "loving God . . . and loving your neighbour as yourself." Although some religious leaders have fallen sorrowfully short of demonstrating unconditional love for all people, Christian scholars agree that a community of believers - the church - is the place where all are acceptable in the eyes of God and of each other. And so we perceive God in our own ways and this is the spiritual journey into maturity.

When embarking on a spiritual path, we often start by creating a mental image of our intended destination. Slaves in the old south sang about heaven because they believed they would never find bliss on this earth, never, it seemed, become "real human beings" in their lifetime. Heaven, the sweet bye and bye, was where some day their spirits would be free, whole and alive. But while they believed that their hearts sang of a distant future, I am guessing that their inspiration came from a long-forgotten past, a faint memory

## Sri Sri Ravi Shankar's Profile

### Biography

His Holiness Sri Sri Ravi Shankar is a universally revered spiritual and humanitarian leader. His vision of violence-free and stress-free society through the awakening of human values has inspired millions to broaden their spheres of responsibility and work towards the betterment of the world.



### Sri Sri Ravi Shankar's Profile

**Date of Birth** : 13th May, 1956  
**Twitter ID** : SriSriSpeaks  
**Place of Birth** : Papanasam, Tamil Nadu  
**Nationality** : Indian  
**Region active** : 151 Countries  
**Occupation** : Spiritual & humanitarian leader

Born on 13th May, 1956 in Tamil Nadu, Sri Sri was often found deep in meditation even in his childhood. At the age of four, he astonished his teachers by reciting the Bhagavad-Gita, the ancient Sanskrit scripture. He became a scholar of Vedic literature and received an advanced degree in modern science by the age of 17 from St. Joseph's College, University of Bangalore. He established the Art of Living foundation in 1981. One of Sri Sri's most unique offerings to the world is Sudarshan Kriya, a powerful breathing technique that facilitates physical, social and emotional well-being.

A multi-faceted social activist, Sri Sri's initiatives include conflict resolution, disaster and trauma relief, poverty alleviation, empowerment of women and spiritual rehabilitation, education for all and campaigns against female foeticide and child labour. He is engaged in peace negotiations and counselling in conflict zones around the world. His expertise in bringing opposing parties to the negotiating table in areas such as Sri Lanka, Iraq, Ivory Coast, Cameroon, Kashmir and Bihar is widely acknowledged. In 1981, Sri Sri established the Art of Living, an educational and humanitarian, nongovernmental organisation that works in special consultative status with Economic and Social Council of the United Nations. Present in 140 countries, it formulates and implements lasting solutions to conflicts and issues faced by individuals, communities and nations. In 1997,

the Sri Sri founded International Association of Human Values (IAHV) to foster human values and lead sustainable development projects.

Sri Sri has reached out to 300 million worldwide through personal interactions, public events and teachings, Art of Living workshops and humanitarian initiatives. He has brought to the masses ancient practices which were traditionally kept elusive and has designed self development techniques which can be easily integrated into daily life to calm the mind and instill confidence and enthusiasm. These techniques have helped thousands overcome depression and violent suicidal tendencies.

Numerous honours have been bestowed on Sri Sri, including the order of the Pole Star (The highest state honour in Mongolia), the Peter the Great award from the Russian Federation, the Sant Shree Dhaneshwara World Peace Prize (India) and the Global Humanitarian Award (USA).

Sri Sri has also been conferred with six honorary doctorates from Universities in India and abroad. Sri Sri has addressed several international forums including the United Nations Millennium World Peace Summit (2000), the World Economic Forum (2001, 2003) and several parliaments across the globe. His universal and simple message is that love and wisdom can prevail over hatred and distress.

## PICTURE PERFECT

The students of ABS meeting eminent personalities of Hyderabad distributing eco-friendly colours to promote green Holi and spread awareness about the dangers of synthetic colours.





## ABS IN THE NEWS

# Celebrate a 'green' Holi

Go natural with authentic organic colours easily available in the city now

**BABLI YADAV**

**DECCAN CHRONICLE**  
It's that time of the year again when colourful faces bring a smile to one's face. With the city more conscious than ever before about being "eco-friendly" and "organic", here's a guide to playing it right from choosing your colours to washing them off. Since green consciousness is on the rise, most people prefer organic or herbal colours,

made from natural ingredients. Abhimay Gangunalla of Hyderabad, Goes Green, who has initiated Green Holi campaign this year in collaboration with ANGRAU (Agricultural University) and the Aarava Business School, says that it is important to get authentic organic colours and not get duped by ones that may just look like but are harmful. "There are two types of colours in the market, one is



**ORGANIC INGREDIENTS**  
 ■ BEETROOT FOR PINK  
 ■ ANNATO SEEDS FOR ORANGE  
 ■ MARIGOLD FOR YELLOW  
 ■ INDIGO FOR BLUE  
 ■ INDIGO PLUS MARIGOLD FOR GREEN

non-toxic with a certified level of chemicals and the other is natural. There is a lot of green washing done in the name of

natural products and one needs to be careful about what actually goes into the product," says Abhimay. So, how does one find out if the organic colour is authentic or not? "Organic colours will always be dull compared to the non-toxic bright colours in the market. They are very soft to touch and although you can't smell the ingredients, you can still feel the aroma.

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COLORFUL MEMORIES ON PG 10

## Celebrate a...

CONTINUED FROM PAGE 17

We have sourced 1.5 tonnes of organic colours from the Agriculture University as the natural colours have been made for a research programme conducted by Dr. A. Sharada and funded by the World Bank," he says, adding that to make the initiative more green, they have used recycled newspapers and jute bags. Treasure House, a children's library has also joined the campaign to spread awareness about the benefits of organic colours, even if it comes at a price. Padma Rathi Raju, one of the founders of Treasure House says, "Organic colours are expensive so the demand for them is less. However, we have bought our colours from HGG so that we can promote organic colours." The other places where organic colours are available include Emerald Sweet Shop near Indira Park, Thiruvani, Bangalore and at the Aarava Business School outlets. A pack of five colours, 100gm each, may cost anything between ₹200 to 250.

### COSMETOLOGIST DR. CASHMI SHETTY'S GUIDE TO HOLI SKIN CARE:

- Start using moisturiser or Vaseline at least 3-4 days ahead of Holi.
- If you have had laser treatment or a skin peel treatment, stay away from colours as it may be harmful.
- Avoid scrubbing your face or skin at least 15 days prior to Holi.
- While removing the colours, first use oil or cream to take them off and then use face wash and water.

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)

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