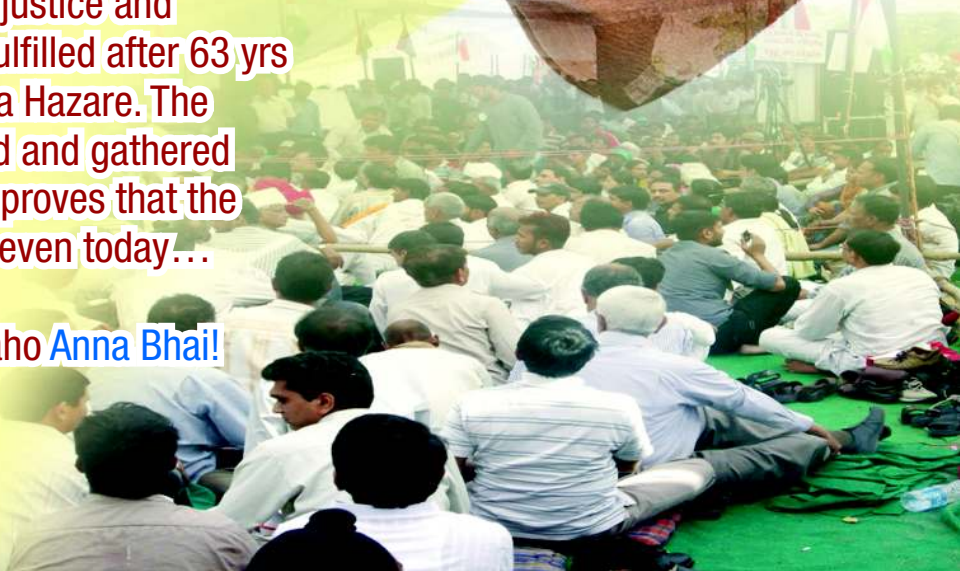


Mahatm Gandhi would indeed be a proud Indian today to see his dream of a non violent and powerful movement to curb injustice and corruption, was finally being fulfilled after 63 yrs of his death, through Shri Anna Hazare. The candle light march that started and gathered momentum all over the world proves that the power of satyagraha endures even today...

All we can say now is lagey raho [Anna Bhai!](#)





Anna Hazzare.... **Guts, Grit** and **Gumption**

India suddenly woke up to a phenomenon which created such a storm and turbulence that left the nation not only totally stirred but shaken. The phenomena in question is the 71 year old self professed Gandhian Anna Hazare. Anna's grit and silent determination reminds one of Mahatma Gandhi, whose larger moral appeal outweighed the shortcomings of his political strategy.

The extent of corruption, betrayal by the politician's and government's helplessness inflated peoples fury, and their patience had long since crossed the tolerance levels. Then there was a threat of India's economic gains achieved during the past decade, being overshadowed by these ugly factors. The Swiss banks revealed the hidden money and shouted loud and clear " India is not a poor country."

Rooting out corruption was the call of the day and for this India needed a Revolution. And the Revolution did indeed begin in the form of Anna Hazare. A revolution so profound and with such intensity, and its effects so far and wide spread, that even days later, its aftermath is still seen in people's eyes and minds which is filled with astonishment and admiration for the man of such great strength and such unyielding determination.

The admiration and accolades more so, because of what Anna Hazare is - the total antithesis of what modern India stands for. He is not young, not tech-savvy, doesn't talk the developmental jargon of the NGO's, and his politico-cultural symbolism – Chatrapat Shivaji, Swamy Vivekanand, Mahatma Gandhi, Bharat Mata and Vande Mataram which is seemingly at odds with modernist impulses of India's aspirational classes.

His organization - the Bhrashtachar Virodhi Jan Andolan (People's movement against Corruption). His tool of protest - hunger strikes. And his prime target - politicians. When accused of blackmailing the government through his fast and when questioned "Yes, so?" he shot back. "As long as I'm alive and as long as it benefits the people, I'll keep blackmailing the government. What's the problem?" he chortled gleefully. "I still don't understand it...if my fast had continued for three more days, the government would have fallen," he declared matter-of-factly. From someone else, that might have seemed like boasting. In his case, it's simple: he truly believes it.

FROM THE DIRECTOR'S DESK

The academic year 2010 -2012 has truly been an eventful year for us ABSians.

Many a dreams have been realized, many a milestones have been crossed and many more yet to conquer.

To start with, our efforts have been fruitfully rewarded when eminent personalities like Dr. Indira Parekh, Dean, FLAME, and former Dean IIM-A, and Dr TV Rao, Chairman and Founder of TVRLS, considered as Father of Indian HRD, visited our college for the Visionary Lecture series.

Being a part of ABS, I should say that our students and faculty are indeed the 'chosen ones' to get an opportunity to listen to, and imbibe values from great leaders such as these, which otherwise for them, could have just remained a distant dream.

The institution can also proudly boast of having personalities like Mr. Venkat Chengavalli, former CEO, EMRI, Mr AG Krishnamurthy, CEO, Mudra Communications and Mr Deena Nath, Founder, Atlanta Foundation and Country Head, INVESCO, who obliged us for the Guest Lectures.

We are now at the close of the academic year when most of our fourth semester students have been successfully placed and are in the process of being placed, and the second semester students are absorbed in their SIPs.

As we prepare to welcome the new academic year, our hearts are filled with excitement, and our minds with a new zeal to add to our learning, to take on more challenges and to create yet another milestone of for ABS.

The woods are lovely dark and deep,
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep.

Dr. Ravi Paturi
Director, ABS

FROM THE EDITOR'S DESK

The past month has been a mixture of sorts with the good, the Bad and the Ugly.

The Good..The world rejoiced, when India won the world cup, and once again proved to the world "Yes We can"... "If we want to"

The world witnessed the biggest party on the Planet, as India won the world cup.

The pain and agony of 28 long years, the loss in 2003, the shock and embarrassment of the first round exit in 2007 India, all forgotten as India finally becomes World champion.

Team India showed us guts and will, surpassing every challenge thrown at them. And after the victory, one voice that echoed the common emotion..."We did it for Sachin" Cricket though in India is not just about cricket This victory is seen not as a simple achievement on the sports field. It's also about the resurgent spirit of a young nation, whose fortunes are tied to a resurgent economy.

Our winning the World Cup also had something to do with the timing of Anna Hazare's hunger strike against corruption. And its worth finding out why millions of Indians responded to this call for a campaign against corruption, merely a day after we won the Cup?

The world was was rapt with disbelief, amazement and admiration and stood up and took notice of a man all of 71 years young, strong and simple. This movement against corruption was more about the World Cup ending, and it's after effects and the action simply moving from hysterical Wankhede to even more hysterical Jantar Mantar.

The entire nation was still basking in the glory of these two sensation when suddenly gloom took over and Sathya Sai baba passes away and the world mourns Hardly had the cheers and the celebrations begun and were on, than gloom took over when Sathya Sai Baba passed away. Sri Satya Sai Baba whose message of love, peace and and humility resonated with millions of people around the world, breathed his last leaving behind an enormous spiritual legacy, assets worth about 40,000 crore and voids in the hearts of many people.

And the World mourns his death. We at ABS also mourn the death of our dear student Ved Prakash Bele, who after fighting a courageous battle with cancer finally succumbed to the deadly disease.

Ved has gone, but his sweet presence and his fond memories will forever remain in our hearts .

Editor

Asha Singh
Assistant Professor
ABS

Student Editors

Kinjal Shah
P Soma Giri
Chanakya K
Rohit Tiwari

MEMOIRS OF THE MONTH

World Press Freedom Day - May 3

- Press freedom is considered to be a cornerstone of human rights and a guarantee of other freedoms.
- It encourages transparency and good governance and it ensures that society enjoys the rule of true justice.
- Established by the General Assembly of the United Nations in December, 1993.
- Started in Windhoek Namibia, in 1991 as a Seminar on Promoting an Independent and Pluralistic African Press, led to the adoption of the Windhoek Declaration for the importance of a free press.
- World Press Freedom Day is celebrated annually on May 3rd.
- UNESCO coordinates activities each year on May 3rd, to emphasise World Press Freedom Day.



International Day of the Family - May 15

- The happiest moments of my life have been the few which I have passed at home in the bosom of my family. Thomas Jefferson
- The International Day of the Family highlights the importance of families and aims at fostering equality, bringing about sharing of domestic responsibilities and employment opportunities.
- The programmes undertaken to commemorate the day, promote the inherent strengths of families



World Red Cross and Red Crescent Day - May 8

"There is no higher religion than human service. To work for the common good is the greatest creed -- Woodrow T. Wilson

- World Red Cross and Red Crescent Day is celebrated on May 8th every year, the birthday of Henry Dunant, the founder of the International Red Cross and Red Crescent Movement.
- The theme 'Together for Humanity'.
- Alleviates human suffering of any kind, during natural disasters, diseases, war, re-establishes hope and dignity in human lives.
- An organization where 'discrimination' is considered a dirty word, the Red Cross weaves 'sensitivity to human suffering'
- Kick starts its network even before the truth of an earth-shattering disaster sinks in, to uplift people in the throes of the disaster.
- One of the biggest networks in the world, the Red Cross Umbrella of societies consists of 97 million volunteers, many of who are women and youth and around 300,000 people are employed by the national societies.



World Telecommunication Day - May 17

- Epitome of technology, the necessity of every individual.
- Telecommunication - a word which defines the complete connectivity of the World.
- On March 10th 1876, Scotland, Alexander Graham Bell invented it called it the 'Harmonic Telegraph'.
- He wanted the greeting to be 'Ahoy', which later was changed by Abram Lincon as 'Hello'.
- Raises awareness of the advantages of Internet and other information and communication technologies (ICT) and bridges the digital divide.



Commonwealth Day - May 24

- This day was as observed in some countries of the Commonwealth of Nations.
- Originally celebrated on May 24, the anniversary of Queen Victoria's birth, but now on varying dates.



National Technology Day in India - May 11

- National Technology Day is a very special day for Indian science since 1999, because India achieved a huge technological advancement on the day.
- The first, indigenous aircraft "Hansa-3" was test flown at Bangalore on this day.
- Performed successful test firing of the Trishul missile on this day.
- Executed three successful nuclear tests, carried out at Pokhran, in Rajasthan May 11.



World No Tobacco Day - May 31

- This is observed around the world every year on May 31.
- It is meant to encourage a 24-hour period of abstinence from all forms of tobacco consumption across the globe.
- To draw global attention to the widespread prevalence of tobacco use and to negative health effects, which lead to deaths worldwide annually.
- The member states of the World Health Organization (WHO) created World No Tobacco Day (WNTD).



- Compiled By Deepthi Srikanth, Assistant Professor, ABS



Kishore Kumar (May 2)

Chanakya K (May 13)

Niharika Singh (May 13)

CORPORATE TALK (Interview with Business Leader)



*Interview with Anuradha Acharya –
CEO Ocimum Bio solutions “2011 Young Global
Leader by the World Economic Forum” “Need
to always have the “Risk Appetite” to become
a successful entrepreneur”*

“Ocimum Bio-solutions” - How did it all start?

I think it’s been about ten years since we have started the company and it seems like such a long time. It was the execution of the idea more than the idea itself which led us towards the path of success. So we have decided about that and looked at many different ideas but ultimately Ocimum was the one which gave us a plunge to move ahead.

How did you arrive to the building of an organization? By functionalities or the opportunities you looked at?

We looked at it as a market opportunity as it was an area that was relatively new at that time. In fact it was not only new in India but also new in the industry itself which had a bit of risk but it seemed challenging enough for us to be able to build something unique in the phase. The whole idea was to be able to create an organization that had a stable foundation with right kind of management, HR practices and basic business principles.

On an overview, India is considered as the destiny of fortune at the bottom of the pyramid. How do you perceive it?

For us India is not great in terms of revenue but it is definitely the market which we are looking forward. It has mainly been US and Europe from where our revenue is generated. The amount of dollars spent is relatively small.

What are the critical strengths or key contributors for the success of your organization?

There has been a core team. There are people who are with us right from the starting and also few people who joined a bit late in the core team but that was the right force which helped us to move ahead. We are fortunate to have such a very strong core team that is dedicated.

You have received the “Best innovation award” which is certainly inspiring. How do you feel about it?

I think it was because of the team was always been creative & innovative. It was pretty interesting for me but basically we found a great product that was generated from a great idea to create a brand new product that saved our customers millions of dollars in human mistake. We never had to do marketing for it but was always been through the word of mouth

Any strategies that you follow in retaining the employees?

- Compensation
- Culture
- Employees need to feel Responsible

Tips for the young management aspirants?

If you are good at doing something you should stick to it and need to leverage that factor. There is some sort of business grounding but if you are really good at something you have to take the fact that you are born with that. Certain things should define you and distinguish as who you are because we should not try to find somebody else and try as somebody else. Make sure you maintain your network even after you pass out from the college or university. Time & Money are very important factors that drive you ahead and Opportunity is something which comes in between both of them

Any Success Mantra?

Work long hours and enjoy the work you do.

- P Soma Giri, PGDM (2010-2012), ABS

FESTIVITIES IN ACTIVITIES

TRY INITIATIVE: *Thinking. Reasoning. You*

"TRY"- Thinking, Reasoning and You; is an organization started by a group of students of Aurora's Business School. The objective of this organization is to empower today's youth by conducting workshops, sessions and social activities at schools, colleges and corporate houses. We shall soon be starting our workshops titled "Schoolonomics" for school students which aim at promoting creativity, quizzing, com skills and fitness among young students. It's been 5 months since TRY started and many events have been conducted where in TRY has shown its worth.



As a part of "BUY-Cycle" we coordinated for many events like "Republic day Ride", "Green Rally Ride" etc.

TRY also believes in Being Human. As a part of philanthropic activity of "TRY", we have been donating bicycles to the needy from the donations which we raise.

"TRY" will be launching many such events like these in the near future. Please help us grow by joining:

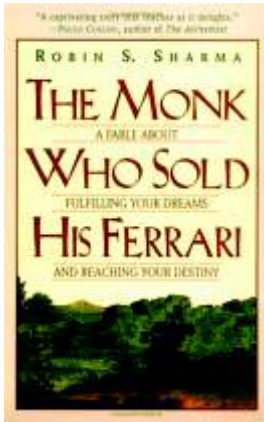
www.tryinitiative.blogspot.com & also develop your skills by using our online virtual platform called :

www.tryschoolonomics.blogspot.com

- Rohit Tiwari, PGDM (2010-2012), ABS

Founder Member "TRY"

VIEWS AND REVIEWS



It is a story written by famous motivational writer Mr. Robin S. Sharma. This book through the medium of a fable gives some unique lessons for living a healthy and fulfilling life in present stressful world.

This book is written with this basic purpose in mind to educate people about giving full importance to all

important elements of life like health and peace. It is a tale, which provides an approach to living a simple life with greater balance, strength, courage and abundance of joy.

Julian Mantle, a successful lawyer whose very purpose of life was success, achieves everything which most people could ever want: professional success, a grand mansion in a posh neighborhood, a private jet, a summer home on a tropical island and his prized possession a shiny red Ferrari.

His unbalanced lifestyle, and the stress takes a toll on his health and mental state and Julian Mantle, the great lawyer collapses in the courtroom. His obsession with work causes him a heart attack.. The very rich and successful lawyer lands up in the hospital.

Julian Mantle sells all his property (Yes, his Ferrari too) and leaves for India.

Three years later Julian returns and pays a visit to his friend and former colleague John, who is now a cynical older lawyer. He is a miraculously transformed person. He turns into a healthy man with physical vitality and spiritual strength and shares the secrets of his happiness.

He meets the sages of Sivana who know all secrets of how to live life happily, to fulfill one's dreams and reach one's destiny. From them Julian learns the secrets of a happy and fulfilling life, the seven virtues for a life abundant with inner peace, joy and a wealth of spiritual gifts, the techniques to master minds and to cultivate the mind. He learns that willpower is the essential virtue of a fully actualized life. The lessons have a life changing effect on him.

Julian learns to embrace the present, and never to sacrifice happiness for achievements and and live each day as his last one. He teaches John all the techniques and asks him to spread these secrets for the benefit of other people and leaves.

The millionaire lawyer turns into an enlightened monk.
- Seema Jain, PGDM (2010-2012), ABS



Barry Thomsen has started, owned, and operated many small businesses, usually several at the same time and has personally experienced most of the situations, problems, and solutions found in the book. He wrote in simple language and explained about why businesses fail in worst situations.

The book "23 Reasons Why Businesses Fail And What You Can Do About It" will help the reader survive when it bullets come from every directions at once. It shows us ways to deal with everything, from poor cash flow, bad publicity, unanticipated changes to problem employees, irate customers, and weather disasters. It also tells us methods to come out of bad situations in case businesses fail. The book tells us to change our thinking and succeed at the things that will make our businesses survive and prosper. It gives ideas for serving and caring for our customers.

In this book he said about were the businesses loss he give 23 reasons but I would like to discuss the three

1. Poor customers care
2. Poor employee training and supervision
3. Paying suppliers slowly

Keeping the following in mind can prevent them from happening.

- Never forget to say thank you after every sale or order
- Never tell customers that you will call them back at a certain time, and not do it.
- Never let customers see employees standing around talking when they are waiting in line to make a purchase.
- Never promise anything that you can't.
- Never ignore people who enter your store and places of business.
- Never make delay in refund.
- Never ignore customer suggestions.

Bringing them back: The reclaiming lost customer is to find out why they left in the first place. Some of the more common reasons are:

- A problem was not resolved
- They moved out of your selling area
- They no longer use what you sell
- Delivery was late too often
- They can't afford to purchase

Poor employee training and supervision: Initial training and the consistent reinforcement of that training is the key to top employee performance. The training is necessary for employees:

- As long as it takes to learn how to work with a customer professionally.
- Long enough for an employee to answer most of the questions a customer might bring up, and feel comfortable doing it.
- Long enough to know all about the company's product and services.

The customer looks to your people as experts in your industry, and wants to rely on their advice. Telling customer," try us at your own risk".

Paying suppliers slowly: Should be in the top three of your payment priority list, right behind employee and taxes, and before rent in most cases. No suppliers=no product=no customers.

- Gowri K, PGDM (2010-2012), ABS

SUMMER SPECIAL (SIP)

My Experiences @ SIP

Mukesh Kumar, PGDM (2010-2012), ABS

Being a PGDM student I am now working on my SIP in an organization called Ksema Fincon Ltd. as an intern to gain knowledge in corporate environment.

I am given my SIP in Mumbai the most happening city in India which is also known as "Maaya Nagari", in which everyone comes with a dream and tries to fulfill it. I got the chance to visit few places like BSE, Asian Society of Bombay (Public Library), it's been a life time experience for me to visit such a city which is dream for every businessman, every finance student who wants to built his career in share market and other financial institutions.

I got an opportunity to work in Ksema Fincon Ltd, a share broking firm. It was launched in India in response to the dynamics presented by the country's rapidly-growing economy. The company is headquartered at Mumbai and has established regional offices in New Delhi and Hyderabad. KSEMA Fincon Ltd ventures into the area of financial services, providing client-focused investment advisory services to the Wealth, HNI, NRI clients.

I am given a project on recent IPO's in India and I am working out to find how they fix the band price and issue price, their merchant bankers, saying about a particular company's IPO by big advisors like KR Choksey Shares and Securities Pvt Ltd. and Motilal Oswal Securities Limited etc., It's a good experience working here watching the stocks on terminal.. Here I met Mr. Trinadh Kiran (Director), and Mr. Jatin Gupta (Director) and Mr. Shashank Sawant (Vice President). My experience has been really good working with them and I am looking forward to learn many new things by their support.

I heartily thank Dr. Ravi Paturi Director, ABS for giving me opportunity to work in Ksema and learn new things and to explore and expand my knowledge.

My Experience @ SIP

Sudheer Reddy, PGDM (2010-2012), ABS

As a, I was allotted the ITC company for my Summer internship project. ITC Limited, is a multi-business conglomerate company and has diversified presence in FMCG, Hotels, Paperboards and Packaging, Agri Business and Information Technology. It is Headquartered at kolkata. The company is currently headed by Yogesh chander Deweshwar.

My Project work required me to study the market of Superia product and its competitors and give a plan in order to improve the sales of the product.

On my first day, it took me some time to co ordinate with the people at WED and locate the place. We were asked to carry samples of Tarang, Vivals Satin Soft, and Superia and to ensure that they are supplied into as many outlets as possible. We went to 35 outlets roughly. The first observation I made at many outlets was that Superia is the least preferred and at many outlets it is not even seen. I found some difference in the offers on Superia in different locations.

During this project my key learning are that I am able to identify the difference in the distribution systems and practices by distributors and salesman from place to place and that some distribution place is more advanced and more systematic in their working compared to the other. I have also learnt the art of convincing the retail owners and how pump in the stock to retail outlets, how the sale and retail chains works My project also helped me to learn about the prevailing culture.

Our Experiences @ SIP

K Omprakash & K Pavan

*P Lalith Kumar Reddy & Venkata Subharaju
PGDM (2010-2012), ABS*

We were given our project at the company GRAM which is an NGO, focusing on lacc: - Nizamabad & Adilabad districts. The Board of Director is Mr. SAMSON.

GRAM was founded in 1980 and works for the self empowerment of the marginalized men, women and persons with disabilities in the drought prone Telangana districts of Nizamabad and Adilabad in A.P.

In our project the concept which was given to us is about to find out the value chain process in different stages in an agricultural based product of Maize and cotton in Nizamabad & Adilabad districts in A.P. We met and interacted with Mr. Ramana, Mr. Samson, Srinivas and Mr. Rajashaker to know about various stages of value chain like pre production, pre harvesting, harvesting, processing, branding and packing for maize and cotton. We visited Palamitra Kendram of Suddulam to know about the value addition of producers of milk.

Our key learnings at the project are certain new words related to the production of the grains like carcinogenic, defoliate, heap, ginning and sugar bricks. We had studied the components of value chain of diary system for acquiring knowledge about producer. We also learnt the basic calculations for the identification of fat percentage in total volume of milk. role of feed, environment, health, hygiene and season for the production of milk for a buffalo from a producer point of view.

My SIP at Jones Lang LaSalle (JLL)

Soma Giri, PGDM (2010-2012), ABS

A career at Jones Lang LaSalle puts an individual in the centre of one of the largest, most sophisticated commercial real estate and investment management firms in the world. JLL work with all types of real estate clients in more than 700 markets; and truly drive real value in a changing world. The ideas they create and the strategies they employ have a deep and lasting effect on the global landscape which is driving them towards success.

We invest in training and development programs that cultivate professionals who serve as trusted advisors as they deliver value to our clients. Throughout the day one can always ensure that he/she will continually learn & develop new skills. One can always expect formal and informal coaching and support from your manager on a regular basis. Of course, one also can expect to learn from your colleagues, who have knowledge and experience in every imaginable facet of real estate. As a global company committed to growth, JLL offer the chance to grow with the org.

They will certainly shape one's career and future such that the interest towards the work is automatically driven. My work is to do a research on the opportunities that the org can avail in the city taking the global clients under consideration. The major significant task is to widen the network and bridge communication with the land lords & the clients as well. Many rules & regulations are to be taken under consideration before setting up a deal.

I would like to thank Aurora's Business School & JLL for providing me the opportunity to work with such a global multinational company which gives me a good scope for learning & exploring my capabilities.

YOU ARE HIRED! (PLACEMENTS)



Sunil Kumar
DM-05-072
Axis Bank



Gopi Krishna
DM-05-045
Café Coffee Day



Dheera Swaroop
DM-05-016
Café Coffee Day



Anirudh Reddy
DM-05-025
Café Coffee Day



Sai Suman
DM-05-040
CRISIL Ltd.



Mahathi A
DM-05-003
Axis Bank



Jahanavi B
DM-05-008
Axis Bank



Hari Krishna J
DM-05-023
Axis Bank



Ramesh M
DM-05-034
Axis Bank



Sudheera T
DM-05-059
Axis Bank



Tushar Rathod
DM-05-012
CCS Corp.



Amar G
DM-05-020
CCS Corp.



Vamsi Krishna
DM-05-071
CCS Corp.



Jameel Pasha
DM-05-024
Franklin Templeton



Kiran Kumar
DM-05-041
Franklin Templeton



Sainag Rao V
DM-05-068
Franklin Templeton



Srinath Reddy
DM-05-070
Franklin Templeton



Aruna Reddy
DM-05-025
HDFC Bank



Kalyani B
DM-05-009
TVRLS



SD Sameer
DM-05-052
HDFC Bank

YOU ARE HIRED! (PLACEMENTS)



Tanmayee V
DM-05-074
TVRLS



Hima Bindu
DM-05-022
VIP



Yellesh Kumar
DM-05-011
Kotak Mahindra Bank



Aditya Myana
DM-05-030
DVE&CRC



Patan Imran Khan
DM-05-044
ICICI Bank



Sairam
DM-05-027
ICICI Bank



Satyanarayana B V
DM-05-014
ICICI Bank



Srividya V
DM-05-066
ICICI Bank



Sandeep Reddy V
DM-05-065
ICICI Bank



Phani Krishna K
DM-05-026
ICICI Bank



Sunny Srivastava
DM-05-058
ICICI Bank



Dharmesh Kumar Misra
DM-05-019
CRISIL Ltd.



Ajay Kumar Reddy
DM-05-006
CRISIL Ltd.



Naresh P
DM-05-042
CRISIL Ltd.



Rinto Rajan
DM-05-049
India Today

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...

THEY MAKE US PROUD



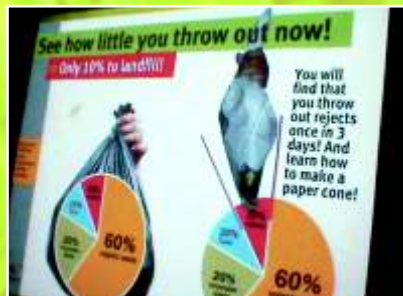
K KRISHNA CHAITANYA, aged 21, is the student of Aurora's Business School of PGDMI Year. He is the disciple of Sri Samyuktha and Sri Mani Prakash in carnatic music and is presently learning from Sangeetacharya Dr. Vyzarsu Balasubrahmanyam, and learns Light Music from Sri K. Ramachary in Little Musicians Academy. He is a B.Tech graduate from Jawaharlal Nehru Technology University. He has been giving performances from a very young age, also participated and won prizes in many events and competitions such as Navya Nataka Samiti ,BAMA (Balasubrahmanyam academy of music and arts), TTD Competitions, Annamacharya Bhavana Vahini, Government of Andhra Pradesh-Cultural programmes etc.

Achievements: He is a central government scholarship holder for light-carnatic music vocal. he has won the programme conducted by etv channel named "sye-singer's challenge". he was also a finalist in "star of a.p" programme conducted by gemini tv and stood at top 33rd position in the "amul star voice of india" program conducted by star plus channel. he has given many concerts and shows all over India.

Films, Cassettes and Albums: He sang in many famous movies, cassettes and albums such as Mounamela Manasa, Happy Days (Jill Jill Jinga) Kotta Bangaru Lokam (Kalasalalo Confusion confusion) Gunde jhallu mandi (Idi ade, Telusa manasa) Ganesh (Lalla lai) Leader (Srilu pongina) Gamyam (Challegani) and many others movies.

He won blessings and appreciations from divine and eminent people like Parama Pujya Sivananda Murthy, Shri Mangalampalli Balamurali Krishna, Shri S.P. Balasubrahmanyam, Shri G.V. Subrahmanyam, Dr K. Vishwanath, Sri M.M. Keeravani, Sri Raghavendra Rao garu and so on.

ABS IN NEWS



Aurora's Business School hosted 'Inti Panta' a Workshop on Creating Awareness about Public Health and Hygiene, on 16th April 2011. The main idea behind this was to make people aware of the concept Go Green and also Waste Management.

The programme was also organized to give awareness about harmful chemicals which are being used by farmers for cultivating food and to encourage people to grow fruits and vegetables in their homes and balconies, without the use of chemicals. This is known as Organic Kitchen Gardening.

Mr. Chandrasekar, resource person of the workshop, from the department of Agriculture, said that public health and land is being damaged drastically and we have to come out with measures to prevent this.

The organizers were from CSA – Hyderabad Goes Green and The Dhyanaahita Society. A power point presentation was made on organic kitchen gardening, and topics like natural way of cultivating

vegetables on Terraces, balconies, pots etc were made which enlightened the people with techniques of making their surroundings Go Green.

Methods Waste management and segregating dry and wet waste was also demonstrated to the people where in they were shown how waste could be turned into manure and how it could be used for their gardens and also save money.

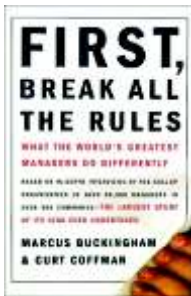
It was also informed to all present that with minimum cost the society is ready to support and providing the technical know- how and also supply by seeds and manure at very affordable costs to all those who were interested in cultivating vegetables in their homes.

Stalls were also put up for a variety of organic foods, seeds and manure, and were sold out like hot cakes.

Dr Ravi Paturi, Director ABS was the Chief Guest of the function, which was covered by television media and news papers.

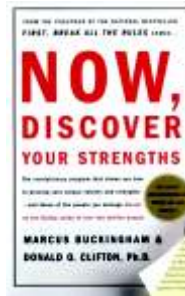
BOOK SHELF

- Ankita Gupta, PGDM (2010-2012), ABS



Gallup's Marcus Buckingham and Curt Coffman summarize in this book the results of their in-depth study of great managers. The managers who ultimately became the focus of the research excelled at developing each employee's specific talents and growing them into top performers. These managers, as the title says, do not hesitate to break any rule that conventional wisdom says must be followed

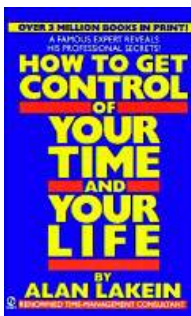
Price:-\$17.99 Available:-Amazon.com



Many people incorrectly believe the key to leadership and management success is through developing their weaknesses. This book aligns with our philosophy – work from your strengths and mitigate your weaknesses. Knowing your weaknesses is important, but work on developing your strengths. This book presents an interesting description of 34 personality traits and types of strengths. It then provides a great approach and accompanying on-line survey to help you identify yours.

Price:-\$18.99

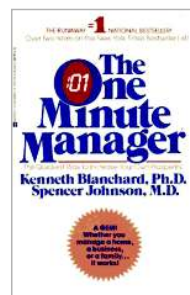
Available:-Amazon.com, Himalaya



How to Get Control of Your Time and Your Life is, perhaps, the best book on time management ever written. It does not waste your time but gets right to the point. You must establish SMART (specific, measurable, achievable, related/relevant, and time framed) goals for yourself and then prioritize them using Lakein's A/C system. "A" goals are the most important to you and you must plan on spending 80% of your time to achieve them. "C" goals (TV, lawn care, shopping, etc.) are the place where most

people "waste" their lives and spend 80% of their time. This ratio must be reversed, according to Lakein.

Price:-\$6.99 | Available:-Amazon.com, Landmark



The One Minute Manager is a book for finding a balance between being an autocratic manager, who cares only about the results, and a democratic manager, who cares only about the people. The lessons are imparted in the form of an interesting parable about a young man who has set out looking for world-class management skills. In his search, he meets the One Minute Manager, a willing mentor who seems to have things well in control and plenty of time on his hands.

Price:-\$14.35

Available:-Amazon.com, Himalaya

LITERARY CORNER (STUDENT ARTICLES)

Mother's Day special

There are angels god put on this Earth
Who cares for us and guide us.
You can feel their love and gentleness
As they walk through life beside us.

They do great things for us every day
They whisper in our ears,
They even hold us in their hearts
When we are filled with all our fears.

They are always there to give a hug
And try to make us smile.
They treat us with respect and love,
They treat us like their child.

God blessed me with an ANGEL,
I'm proud to call my own.
She's been with me throughout my
Life, been with me as I've grown.

She's guided me the best she can,
She's taught me like no other
And I'm thankful I'm the lucky one
who get's to call her.. MOTHER.

- Saleema Jasani,
PGDM(2010-2012), ABS

Mother's day special - May 8

My Mom

There can be no words to elaborate
mother and her love for her children.
The only person in the world who
gives unconditional love to her child is
his mother. God exists on earth in the
form of mother and displays His love
through mother's love.

I truly believe that we can get
anything in the world twice, but we
get our parents only once and we
should consider ourselves lucky that
God has shown us His benevolence by
giving us the most beautiful Gift of
the World..Mother!

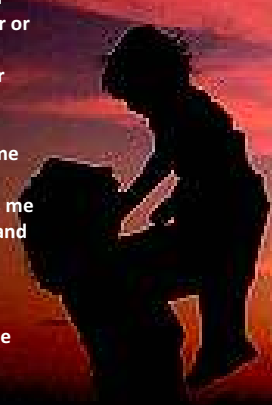
- Srinivas Pruthvi,
PGDM(2010-2012), ABS

Happy
Mother's
Day

My Mother definitely means a lot to me. She is very special because she is not just a great Mother but a wonderful person as well. She was the one who took so much pain to bring me into this world. She has been showering love and care on me since then and also sacrificing everything in order to see me happy. There had been times where I would yell at her or not listen to her when all she wanted was to take care of her daughter but even then she would not show her disappointment and yet love me as always. She has been my strongest supporter who loves me unconditionally and I respect and love her more than ever. I just want to wish her all the Happiness, Good health and a peaceful life. I am blessed to be her daughter.

I Love You Mom!

- Neha A, PGDM(2010-2012), ABS



Management Stories

The shoes story *(positive thinking, negative thinking, attitude, perspective and mindset)*

Many years ago two salesmen were sent by a British shoe manufacturer to Africa to investigate and report back on market potential.

The first salesman reported back, **"There is no potential here - nobody wears shoes."**

The second salesman reported back, **"There is massive potential here - nobody wears shoes."**

This simple short story provides one of the best examples of how a single situation may be viewed in two quite different ways - negatively or positively. We could explain this also in terms of seeing a situation's problems and disadvantages, instead of its opportunities and benefits. When telling this story its impact is increased by using exactly the same form of words (e.g., "nobody wears shoes") in each salesman's report. This emphasizes that two quite different interpretations are made of a single situation.

- Bhavesh Bhanushali, PGDM(2010-2012), ABS

10 Reasons why you should be an Entrepreneur

A lot of folks ask this question:

Why should I become an entrepreneur?

Is it worth all the trouble of going through hardships and uncertainties of starting my own business? What if I fail? Here are the 10 reasons according to why you should be an entrepreneur:



1. The number one reason is also the reason why most of us are afraid to be an entrepreneur. To experience the uncertain journey on Entrepreneurship. You have one short life, and if you do not give a shot at it, you are missing out on a great experience. The journey of becoming an entrepreneur will itself teach you so much it is worth it only for that one reason. The zing, the high, the thrill – experience it and you will know what I am talking about.
2. To bring out the inner strength within yourself, that is rooted deep inside somewhere. That reserve of strength will bring out a new and confident you.
3. To make yourself proud by walking on a path that is less travelled. To stand out of majority of people and creating an unforgettable identity for yourself based on what you have done.
4. To show people around you that you are a man of strength and confidence. People will look upon you as a source of strength. They will seek your advice during their hardships.
5. To value your own skills and strengths, instead of giving off cheaply by working for someone else.
6. To be an inspiration and example for others.
7. To be creative. Yes, when you walk on the entrepreneurship path, the creative side of yours will surface in most unexpected ways.
8. To make a difference in lives of others. When you are an entrepreneur you will have the power of making a difference in the life of your employees, friends and customers.
9. To be happy. To love life and to love self.
10. And finally, to create wealth. Yes, this is important, but it is the last reason. All the above 9 reasons will give you much more satisfaction than this 10th reason.

Go ahead, start moving and walk on this wonderful path called entrepreneurship!

- Krishan Chanakya, PGDM(2010-2012), ABS

Window-shopping with China's central bank

BY THE end of last year, China's foreign-exchange reserves amounted to \$2.85 trillion. Although China ran a rare trade deficit in the first quarter of this year on April 14th the country's central bank released new figures showing that its reserves at the end of March had soared above \$3 trillion.

China's central bank has a lot of money but not a lot of imagination. It keeps a big chunk of its reserves in boring American government securities. That means it can count on getting its dollars back. But it frets about how much those dollars will be worth should America succumb to inflation or depreciation.

So what else could China do with the money? Instead of the dollar, China might fancy the euro. China could buy all of the outstanding sovereign debt of Spain, Ireland, Portugal and Greece, solving the euro area's debt crisis in a trice. And it would still have almost half of its reserves left over.

It might, alternatively, choose to abandon debt altogether and buy equity. China could gobble up Apple, Microsoft, IBM and Google for less than \$1 trillion. It could also follow the lead of those sheikhs and oligarchs who like to buy English football clubs. According to Forbes magazine, the 50 most valuable sports franchises around the world were worth only \$50.4 billion last year, less than 2% of China's reserves.

Another favoured sink for the world's riches is property. Perhaps China should buy some exclusive Manhattan addresses. Hell, why not buy all of Manhattan? The island's taxable real estate is worth only \$287 billion, according to the New York City government. The properties of Washington, DC, are valued at a piffling \$232 billion. China is accustomed to being Washington's banker. Why not become its landlord instead?

China could also allay its fears about energy, food and military security. Three trillion dollars would buy about 88% of this year's global oil supply. It would take only \$1.87 trillion (at 2009 prices) to buy all of the farmland (and farm buildings) in the continental United States. And China could theoretically buy America's entire Department of Defence, which has assets worth only \$1.9 trillion, according to its 2010 balance-sheet. Much of that figure is land, buildings and investments; the guns, tanks and other military gear are valued at only \$413.7 billion.

These frivolous calculations illustrate the vast scale of China's reserves but also the great difficulty it faces in diversifying them. Any purchase big enough to warrant China's attention will also move the market against it. China can buy almost anything for a price—but almost nothing for today's price.

Fantasy shopping

| | |
|----------------------------------|------------|
| This year's projected oil output | \$3.41 trn |
| US farms | \$1.87 trn |
| PIGS* sovereign debt | \$1.51 trn |
| "Monetary" gold | \$1.43 trn |
| Apple, Microsoft, IBM and Google | \$916 bn |
| US military equipment | \$414 bn |
| Manhattan real estate | \$287 bn |
| Washington, DC real estate | \$232 bn |
| 50 most valuable sports teams | \$50 bn |

Sources: Various *Portugal, Ireland, Greece & Spain

- Prakash Reddy, PGDM(2010-2012), ABS

Leaders Are Born and Not Made

Captain G. R. Gopinath is a pioneer of low cost air travel in India. He is the founder of Air Deccan. Captain G. R. Gopinath is a graduate of the National Defense Academy and has served the Indian Army. Captain Gorur Ramaswamy Iyengar Gopinath (or 'Gopi' to his friends) was born in a Hassan Iyengar family in the remote village of Gorur, Karnataka. He was educated in a village school and at Sainik School, Bijapur. After school he took a commission in the Indian Army with which he served for eight years. Thereafter he became a farmer who converted barren land in to proper plantation. Next, he started the Malnad Motor bikes (Enfield dealership) and opened a hotel in Hasan.



Beginning with a modest four flights a day, AIR DECCAN in 2007 flew more than 350 flights daily connecting 65 destinations including hitherto unconnected sectors, across the country. Air Deccan has flown over 11.5 million people since inception. The airline had emerged as the largest people's carrier in a span of 4 years, overtaking the national carrier operating for 55 years. In 2008 he handed over the running of the Airline to Dr. Vijay Mallya, the airline has now been merged with Kingfisher and operates under the brand name – Kingfisher Red.

Aviation career

A former army officer and an award winning Seri culturist, Capt G.R. Gopinath, made his foray in the aviation sector way back in 1995; at a time when domestic aviation was largely monopolized and strict government regulations were the norm. He identified the potential which the helicopter charter business had in India.

At the cusp of the new millennium; the idea of a low cost airline came to Capt. Gopi one day while flying from Bangalore to Goa.

With his entrepreneurial skills coupled with the technical skills of his ex-army friends, he launched 'Deccan Aviation' – a dedicated, customer focused heli-charter Company. Today, The Company is now India's largest and most reputed private air charter company including Sri Lanka. His only aim in Deccan was to make the air fares as cheap as he could to make it possible for a common man to fly.

The result was Air Deccan, India's first low cost, no frill airline, which was launched on the strength of a simple dream. *A dream inspired by just one statement. "I want every Indian to fly at least once in his/her lifetime."*

Today Captain Gopinath is focusing on Deccan Charters and has forayed into the Cargo and Express Logistics business. Captain Gopinath aims to be India's leading express transportation and logistics company with a focus on delivering superior customer experience. He wants to ensure that Express logistics is available deep in the smaller cities of India and is not the domain of the Metros alone.

Awards & Honors

- > 1996 - Rolex awards for Enterprise
- > 2005 - Rajyotsava Award (Karnataka)
- > 2007 - Chevalier de la legion d'Honneur (France)
- > Personality of the Decade Award (K.G. Foundation)
- > Sir M Visvesvaraya Memorial Award (Federation of Karnataka Chambers of Commerce & Industry)

Books by Gopinath

- > *Simply Fly: A Deccan Odyssey*, Collins Business, 2010, ISBN 978-81-7223-842-1

- Soma Giri, PGDM(2010-2012), ABS

LITERARY CORNER (FACULTY ARTICLES)

Please Don't Insult the Father of Our Nation

Till date numerous books have been published on Mahatma Gandhi, the Father of our Nation. Every new book claims to have found out an unknown feature of his eventful life. Recently Pulitzer prize winner Joseph Lelyveld published one on Mahatma with title, "Great Soul: Mahatma Gandhi and His Struggle with India". The author claims that Gandhiji was a bisexual and had a German, bodybuilder, lover in Hermann Kallenbach. The book created immediate sensation. It is unfortunate that there are some authors who have won awards for their works, have no hesitation to enter into celebrities' personal life and write about them. Further, in this case the person targeted was the one who has contributed to 1.21 billion Indians currently enjoying freedom and democracy. He is not alive to refute such remarks and file a defamation case against the author, if the information were false or commend the author's efforts to bring out something that he himself would have forgotten. Only the tall trees in a forest would be uprooted when the gale crosses the area. The same is true of towering personalities who would be criticized for certain mistakes they might committed inadvertently, if any. Joseph Lelyveld is not an Indian and therefore we could ignore his publication, if they are permitted to be sold in other countries. The Government of India ought to have taken some serious steps to see that in every Indian State the book is banned. We haven't heard so far about any such measure taken by the Union Government. Those who adore and respect him is hurt, but helplessly witness what is happening.

Let us look at the remarks made on the Father of our Nation by our own countrymen. The son of a former Prime Minister, who himself was a Chief Minister of a State and unceremoniously removed from the office recently made a reference to Gandhiji. While talking about the war on corruption by Anna Hazare, he made a remark that in the present situation even Gandhiji would have a corrupt leader. Let us not forget that the person who made this remark is a tainted politician facing some corruption charges. In India the citizens have the freedom to talk, but it doesn't give anyone the right to make such remarks in public. Even if he had felt so and totally convinced, it is not right on his part to make such remarks, having occupied responsible positions.

We have the right to information law only in the recent past enacted by the Union Government. Under this law can't someone seek information on the current status of the corruption charges leveled against the former Prime Minister's son, former Chief Minister? After knowing this one can see what qualifications he has to make such remarks involving the Father of our Nation. President Barak Obama in his election campaign, while running for the American Presidency in 2008, made a remark that Martin Luther King is his role model and in turn Mahatma Gandhi was King's role model. When non-resident Indians heard Obama's election speeches were quite exited. When the Father of our Nation receives such compliments from outsiders, our fellow country speak about him, devoid of decency. Such remarks made by people in the public life should be questioned and the Press also must avoid publishing such news items that hurt the feelings of Indians.

- Dr. K S Ramesh, Advisor, ABS

EVENTS AND MORE!



Guest Lecture By Mr Ganeshan, Vice President, NCDEX, Mumbai

Mr.Ganeshan has done his LLB and CAIIB and has 30 years experience in banking. He has also held the position of Asst.Gen.Manager in Bank of India prior to joining NCDEX.in 2006.

Mr.Ganeshan has visited Aurora's Business School on 20th April to deliver a lecture on Commodity trading, as part of spreading awareness of commodity trading amongst the employees of financial services sector and the students of Business schools. He has already delivered this lecture at over 30 Institutions so far.

In his lecture Mr.Ganeshan started off with basics of commodity trading. He explained the concepts of forwards and futures trading transactions in general and in commodities. He has explained how these derivative transactions help in price discovery and price risk management. He has explained this with the help of an illustration. He has also explained the future trading process through a registered commodity broker, different types of intermediaries involved and the regulatory role of Forward Markets Commission(FMC) and NCDEX.

Mr.Ganeshan concluded his lecture by mentioning that commodity trading is an emerging market in India. The growing volumes of business have been given as example to substantiate this. The volume of trade for the current year expected to be around 1.20 lac crores as compared to about 80,000 crores in the previous year. He has also remarked that for the students of the B-schools commodity markets offer good employment and research opportunities.

- Venu Gopal R, Professor, ABS



Strength in Spirituality

Yesterday, Today & Tomorrow

Today I will delete two days from my diary: yesterday and tomorrow.

Yesterday was to learn and tomorrow will be the consequence of what I can do today.

Today I will face life with the conviction that this day will not ever return.

Today is the last opportunity I have to live intensely; as no one can assure me that I will see tomorrow's sunrise.

Today I will be brave enough not to let any opportunity pass me by, my only alternative is to succeed.

Today I will invest my most valuable resource: my time, in the most transcendental work: my life.

I will spend each minute passionately to make of today a different and unique day in my life.

Today I will defy every obstacle that appears in my way, trusting I will succeed.

Today I will resist pessimism and will conquer the world with a smile, with the positive attitude of always expecting the best.

Today I will make of every ordinary task a sublime expression.

Today I will have my feet on the ground understanding reality, and the stars' gaze to invent my future.

Today I will take the time to be happy and will leave my footprints and my presence in the hearts of others.

Today, I invite you to begin a new season where we can dream that everything we undertake is possible and that we will fulfill it, with joy and dignity.

- Kinjal Shah, PGDM(2010-2012), ABS

EDUCATIONAL LOAN

Aurora's Business School (ABS) has tied up with HDFC Credila for providing educational loan facility to its students. HDFC Credila is a wholly owned subsidiary of HDFC Ltd. This is a NBFC exclusively engaged in providing educational loans.

The AVP of HDFC Credila, Mr. HariKiran along with his team members Ms.Rachel Ramani and Mr. Kiran Kumar visited ABS on 3rd May,2011 and held detailed discussions with the Director, Dr. Ravi Paturi, and the senior faculty Mr.NV Ramana and Mr Venugopal.

HDFC Credila have agreed to provide educational loan upto Rs.5 lacs for ABS students without any security and with a repayment period of 8 years which includes moratorium period.

The MOU has been signed on 6th May 2011. The students can download the loan application form on ABS website and apply. The website has a provision to enable the students to chat with HDFC Credila officials for any information/clarification. A link to this effect has been created on ABS website.



In Fond Memory Of Our Dear Friend **Ved Prakash Bele**

“Hug someone you love and tell how much you care. Because when they are gone,
No matter how loud you shout and cry they won't hear you any more”

My memorable moments with VED

On the first day when I met my friend Ved, we both found our names unique and started talking and soon became good friends. Both of us were from the same background and shared most of the things in common with each other. While at ABS, whenever I faced any problem related to my studies or needed technical help, Ved was always there to help me out. With him around I did not have to worry about anything.

If there was any message which had to be communicated to my friends, I was the one who used to do it by texting them, and even now, as a force of habit I keep adding Ved's number to the list. I am not able to bring myself to delete Ved's number from my list of friends or his thoughts from my mind. He is present everywhere **around** me.

I MISS YOU FOREVER VED.

- Krishana Chanakya, PGDM (2010-2012), ABS

My friend-Vedprakash Bele

It was starting days of our college, the first time I met him was in Seminar hall where we all were watching business movie, he was sitting in third row, I was sitting three rows back, no one was there beside him so I went there and sat beside him. That was the day when first time I spoke to him, we introduced our selves and after some he suggested we eat something. We went out to a nearby canteen and he said he likes dosas, hence we ordered that for ourselves. From then on we became the best of friends and were always together. I spent most of the time with Ved, he was my best friend. I had spent some wonderful moments with him. After college hours he used to teach me function of Ms-Excel, and he always motivated me and helped me in completing my assignments. We were very happy with each other; he knew everything about me and I about him. There were no secrets between us.

We used to talk for hours on the phone. He was very special person for me; he helped me with all my work and we shared everything. I was un-well one day I and couldn't go to college, and that day we had been given an assignment which was to be completed within two days. Ved helped me he worked till midnight for me and I completed my assignment in time.

Ved has spread the aura of happiness around and has left. He has left a vacuum in my life and an emptiness which will take a long time to fill.

Though he is no more between us but he will always remain in our hearts. Ved Prakash Bele I miss you and you will always remain in my thoughts till my last breath.

- Parmeet Singh, PGDM (2010-2012), ABS

Ved Prakash Bele was my best friend and my group mate in all the activities that we have done. In the project Experience India we worked together, while working with him I came to know his style of working. He is a very cool person, had no tension for anything. I am proud to say that I was one of his good friends and shared lovely moments together. Both of us were active members and accomplished each task and because of this our bonding relation became much stronger. I miss you VED forever and ever and ever.

- Srinivas Prudhvi, PGDM (2010-2012), ABS

VED WE MISS YOU

Remember the last time you have failed to achieve your goal very badly in your life. How did you feel? You are left depressed, shattered and felt you were thrown out to corner of the world. Your thirst for success becomes big; you wanted to live for redemption. Now remember the last time you were cherished about a moment in your future. You were delighted and the desire to live is boosted. How does it would be for you if you come to know that you are not going to live anymore??? Now here's a guy lying on bed for two months having known that he is not going to be in this world for much longer, to redeem his success, not going to be there to make his parents happy with his achievements, not going to be there to achieve his 22 years of dreams, in fact not going to be in this world anymore to fulfill his desires. Remember the last time you have failed to achieve your goal very badly in your life. How did you feel? You are left depressed, shattered and felt you were thrown out to corner of the world. Your thirst for success becomes big; you wanted to live for redemption.

Now remember the last time you were cherished about a moment in your future. You were delighted and the desire to live is boosted. How does it would be for you if you come to know that you are not going to live anymore??? Now here's a guy lying on bed for two months having known that he is not going to be in this world for much longer, to redeem his success, not going to be there to make his parents happy with his achievements, not going to be there to achieve his 22 years of dreams, in fact not going to be in this world anymore to fulfill his desires.

It takes a lot from us to accept all these and keep our heart running. But he didn't just accept all these with courage, he showed us that it's possible for such a person to smile and look happy though he is undergoing enormous pain. We struggle in keeping our simple lives straight, bother and get depressed for every tiny and insignificant thing.

Imagine what would be the inner sting for him, both physical and mental, multiple pains all over body, eyes that doesn't sleep easily, hoping to open his eyes every morning. Exactly eight months back I met the same person at the first day of the college. I still remember the first talk we had at induction day. At that first conversation, I noticed the seriousness he had regarding his career, the desire in him to do achieve something great and make his people proud. I haven't seen him a single time when he turned up to college without performing his tasks. He is the most hardworking and dedicated person I have ever seen. He always used to stand first to complete the given task on time. He was a talented young guy, a good friend, very hardworking with a very positive attitude. We spent lot of good times together, very funny guy to be with, laughs out of his heart at times, always used to be on feet to help others. A invaluable friend to lose. Lots of goals, lots of dreams, wishes, and all the hard work he had done to come up to this stage had gone in vain with one just heart breaking circumstance.

How many of us could have taken that boldly. He taught us how to live this life in the most courageous way. The pain in losing such a person cannot be expressed in words. He is our friend Ved Prakash who suffered with blood cancer for two months and passed away on 18th April 2011. His death triggered an outpouring grief around every one of us. He left a space among us which cannot be filled by anyone. You inspired us in many ways "VED". You live forever in our hearts...words fail here.

- Sudheer Reddy, PGDM (2010-2012), ABS



K Omprakash, K Pavan, P Lalith Kumar Reddy & Venkata Subharaju
PGDM (2010-2012), ABS on their SIP to study operations and
supply management of maize, cotton and at dairy farm in Nizamabad &
Adilabad districts in AP



Students interacting with farmers to know about cultivation of maize



Soil testing before cultivation



A student interviewing one official of the company



Student with one of the Board of Directors



Students at intivelugu mahila milk dairy and palamitra kendram at suddulam for their sip on the value addition of milk, and learning the procedure of "processing of milk"



Soma Giri at Jones Lang Lasalle
one of the largest, most sophisticated commercial real estate and investment management firms in the world.

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