



andee hyderabadi

SR VP-PLANNING & INNOVATION,  
MUDRA MAX







## from the editor's desk

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### Dear Readers,

Buycycling is the initiative at ACT which is being launched with the help of some bicycling outlets, schools and colleges to spread the message of using cycles and reducing the carbon footprint on this planet. ABS also plans to Award the shops in the neighbourhood which use minimum plastics, with a certificate of appreciation that would have a logo "The Green warrior". Apart from this ABS would promote cycling among its students and the neighborhood. Cycling is a fun activity that can become a part of our lives. A fantastic workout, it not only enables you to derive pleasure, but also goes a long way in ensuring your overall fitness. The best part about this sporting activity is that, you would find cycling a delightful experience, without even realizing that it has done good to your body. Cycling proves to be one of the most effective exercises, to shed off those extra calories and flab. Even a small amount of cycling can prove to be good enough to boost your metabolism level, thereby fastening your weight loss program. It helps to improve the overall balance and coordination. The benefits of cycling go beyond health issues. It is this reason that ABS is promoting the usage of cycling among its students and the neighborhood. Come join the cycling group at ABS and let's go 'Buycycling'.

Thanks and regards,

Jyotsna Sreenath





## A visit to AWARE Foundation

- Rohit Tiwari, PGDM-I, ABS

It was an overwhelming and over energetic morning of Sunday 10th Oct '2010, when all the students of ABS had to gather near degree college of Aurora's Consortium from where we were transported to the eco-friendly world of "AWARE Foundation". We were welcomed with a great and huge amount of happiness and hospitality.

The students were divided into different groups and were guided by members of AWARE about all the contents of the estate. We were shown classrooms, Awards received, Meditation room, Library, Meeting Place, HRD Centre, Hostel rooms, Statues of delegates and so on.

### CLASSROOM

The classrooms were huge, clean and systematic. These classrooms were divided into blocks like Nalanda Vihar, Nagarjuna Vihar, Varanasi Vihar etc.

### AWARDS & COLLECTIONS

In one of the rooms all the awards received by Mr. Madhavan were arranged. We were surprised to know that Mr. Madhavan has received more than 30 prestigious awards to name a few:

- G.D. Birla International Award
- National Citizens Award
- President Medal
- Naitik Samman Award
- Pimaliben Mohanlal Mehta Award
- Shiromani Award
- JCMC Award
- Shiromani Award
- Hindu Gaurav Award
- National Unity Award
- Indira Priyadarshini Award
- FICCI Award

### LIBRARY (KAIVALYAM)

The Library is named as "KAIVALYAM". As we enter the library we saw a meditation hall where there were idols of Saptarishis, Goddess Saraswati, etc. On the first floor of "KAIVALYAM" there is a huge library. Madhavanji plans to provide about 1 million books in this library.



### STATUES ON THE WAY

There are many statues of great leaders and delegates placed here and there at AWARE. For instance the statues of Gautam Buddha, Mahatma Gandhi, and Dr P.N. Bhagvati. There is also a small amphitheatre near Gautam Buddha's Statue.

### JEEVAN SRAVANTHI BOAT: A Hospital with a difference

AWARE also runs of a boat which provides medical aid to the people near coastal areas called Jeevan Sravanthi on Godavari River.

After having a pleasant experience at AWARE, we were inspired and greatly motivated by the words of "Mr. Madhavan".

Mr. Madhavan spoke to us about his life experiences and how AWARE was started, To give you a small gist of his life I would like to say what Madhavanji told us in short . "Mr Madhavan was born in a very wealthy family and he was a collector (IAS) at Kohima. As he was not excited by his work, he became a monk and practised 'Bramacharya' for 8 months. When his mother was sick he had to return to his normal life. He then started AWARE for helping the needy and tribal as he was working on them for a long time."

While talking to us Mr. Madhavan opined few of his quotes:

- "Alcohol and Development cannot go together"
- "Unless there is a Qualitative development in Human , Quantitative development is not possible"
- "One shouldn't fear Politics"
- "There is no development without Government"

Mr. Madhavan takes "Stress Release Management" class for the students of AWARE. AWARE is planning to start a B-School soon by next year.

It was a great experience meeting and interacting with such a great personality and observing the Eco-Friendly environment from so close.

**We are Thankful to ABS and AWARE for providing such a great opportunity.**



## Corporate Walk@ABS

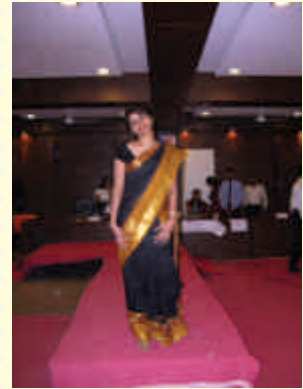
On the 8th of Oct 2010, Students had to walk the ramp in stride to demonstrate their readiness to face the corporate world. The title of the event was 'Corporate walk'.

The judges were Wing Commander Krishna Murthy and Mrs. Krishna Murthy who are few of the page three people who dress exceptionally well.

Fashion, an area that everyone can relate to, has now been identified as a real driver for social integration and cohesion. Importance was laid on for the way one 'looks' and 'presents' himself in the corporate world. It is that right grooming sense along with attitude, which makes one complete in the real world. So, it was a hunt for the Mr. Complete and Miss. Complete, hidden in ABS. In this event participants had to walk on the ramp and present themselves as corporate professionals. Their knowledge and exposure to the corporate was tested. The dress code was official or formal either Indian or western (only official and not any fashion theme). The participants could opt for either Indian or western dress code depending on their choice.

The winner of the event was C.Tejaswini and K.Anirudh Reddy from the second year PGDM. Niharika and Soma Giri of first year were adjudged the best dressed among the first years.

The students were judged for the walk, dressing sense, innovation, theme, confidence, coordination, use of materials available and so on.



## Moods Movies

- Tanmayi Vepakomma

*Movies can and do have tremendous influence in shaping young lives in the realm of entertainment towards the ideals and objectives of normal adulthood.*

- Walt Disney

*"Movies are like an expensive form of therapy for me"* - Tim Burton

For generations our ancestors have used the art of storytelling to convey important lessons and principles to be adopted. The most famous of these being epics like the Ramayana, Mahabharata, Panchatantra, Grimm's Fairy tales, Arabian Nights etc. Each of these stories had morals, lessons and principles imbibed in them. The medium of Storytelling was widely popular and had great impact on people.

As technology evolved so did the method of storytelling. It started with theatre, musical dance forms and then to cinema. Cinema, the art of visual storytelling can today be easily considered the most powerful mediums of communication in terms of impact and influence.

Simple evidences of the strength of its impact can be seen in the fact that the government had to bring in a national censor board to stream the kind of cinema that is released. Cinema has caused numerous examples of public outcry's and violence either in opposition to what it shows or as a result. The film industry is one of the richest among all which only shows the number of people watching films. So it is clear that cinema not only has the power to strongly influence people but also has a huge majority as its audience.

For all its impact, cinema is still considered mainly as a source of entertainment above all. Some fields like education do use films to an extent to influence and instill good qualities in students. But this hasn't been used on a very large scale. Also films are primarily made with the intent of creativity and entertainment. In other words fields like education select certain existing cinema to serve certain objective or purpose that they have. But if cinema really has so much power why can't it be made with a purpose? For example, during my preparation for CAT (Common Admission test), we were asked to watch motivational films like beautiful mind and Chak de India. The idea was to bring in a sense of enthusiasm, positivity and confidence. But what if Coaching centers started getting films made with the exclusive intention of bringing in positivity. Take another example, one of the problems we face in education today is lack of innovative thought and creativity in most students due to the teaching methods. What if the education board of India commissioned for a movie to be made with the objective of driving inspiration and innovativeness in students? It would be more like creating cinema for a purpose rather than just for entertainment or creativity. Of course documentaries are often made but they hold less appeal with the majority. The art of storytelling should be used with the visual effects of cinema to achieve the purpose of impacting students and people on various issues.

Cinema as a medium of communication has tremendous potential to affect lives and mindsets. It must be used more effectively.





I have done my SUMMER INTERNSHIP PROJECT at Sony center, Begumpet for a period of 45 days.

It was a good learning experience. Practically I got an awareness of the general prerequisites for any job namely PUNCTUALITY, REGULARITY, RESPONSIBILITY and COMMITMENT. By the time I finished doing my SIP I felt that these are the most important and only then comes performance.

The nature of my work was varied. I served as the sales executive, took care of the stock in order to check under

stock and over stock, interviewed the existing as well as the 'to be recruited' sales executives. Since I was exposed to various jobs I got to know the description of all the jobs associated with the field of Marketing.

Although it was very tiresome and hectic I still enjoyed working for Sony and in fact for my project. I learnt that sales is not that easy task and requires energy, skills, thorough knowledge of the product and some marketing tactics too. I feel much elated to say that I was able to make sales worth of Rs.7 lakhs. It was very thrilling and fulfilling when I realized that I made that good sales and this is another reason why I enjoyed doing my project.

- Sandeep A, PGDM-II, ABS

## The Rs.4500-crore House

Today, Mukesh Ambani, 53, India's richest man and the world's fourth-richest with a net worth of \$ 27 billion (Rs 1,21,500 crore), is scheduled to move into his new family home, Antillia. At an estimated cost of over \$1 billion (Rs 4,500 crore), it's billed as the world's most expensive home. Ambani, who heads Reliance Industries, will live in this house with his wife Nita and children Akash, Anant and Isha, and possibly mother Kokilaben. Of the children, two study in US universities.

The house, named after a mythical island, is located in South Mumbai's Altamount Road, and is 27 storeys tall. However, being Mukesh Ambani's house, some of its storeys are about twice the height of a normal floor in a normal building. The building stands 570 feet tall. Hanging gardens grown in liquid nutrients instead of soil dot the exterior.

Antillia's first six floors are reportedly dedicated to parking for the family, their guests and employees. There are nine elevators on the lobby floor. Two are for parking areas, two for the family's residences, and two for service. The building will have a staff of 600. The lobby opens to numerous lounges, reception areas and powder rooms. Dual stairways lead from the lobby floor to the ballroom. The most striking feature of the ballroom are the crystal chandeliers that will take up approximately 80 per cent of the ceiling. Sliver stairways lead to a central landing. There is also a stage for entertainment or speeches. The bathrooms have a ginkgo leaf theme. The décor is described as a mix of 'Asian contemporary' and traditional. No two successive floors have the same theme.

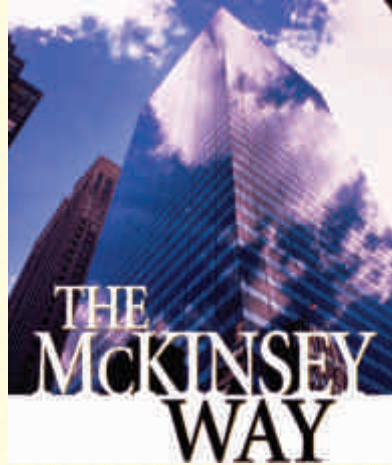
The building has an entertainment level with a full-fledged theatre that can seat 48 people, and accompanying wine room and snack bar. An indoor-outdoor health level has a lap pool and Jacuzzi, yoga and dance studios, and gyms. Plans originally included a solarium; it's unclear whether this was finally built. The top floor is an entertaining space, with a panoramic view of the Mumbai skyline and the Arabian Sea. The building has three helipads and its own air traffic control.

The elder Ambani sibling has always been known as less flamboyant than his marathon-running brother Anil. The pomp of the new house is therefore being viewed with some surprise. However people who have worked with him say Mukesh Ambani has always been known for the grand scale of his projects. "Perhaps he has been stung by his portrayal in the media as an introvert. Maybe he is making the point that he is a tycoon in his own right," Hamish McDonald, author of *Ambani and Sons*, was quoted in London's *The Guardian* newspaper as saying.

Ambani is likely to leave that, and the details of his home, to speculation. A veil of secrecy surrounds the building. Calls to people about his house ended with the phone being slammed down.

- Seema Jain, PGDM-I, ABS





- Avinash Madas, PGDM-II, ABS

McKinsey is world's top strategic consultants which solves complex business problems. This report tells what McKinsey has done to reach the position they are. It follows a 3-step analysis of collecting the hard proof facts, structure them and create hypothesis which can be the solution or a step towards the solution to the client. Techniques that are followed are value added analysis, business process re-design, product market and so on. These processes give the consultant a framework on the raw data. Here new information changes or influences the existing hypothesis. In hypothesis they tailor the solution to the client's capability of implementation by undergoing SWOT analysis on them. There will be instances where they won't find any solution to a problem as every business is immune to fact-based analysis for which they put these facts with creative thinking to get the solution.

Politics in some organisations make consultant work tough where none are supporting enough to eradicate the problem for which incentives are the best medicine. In general 80/20 is the crux of many businesses but if expanded it generates profits. There might be a lot of drivers for a problem, but concentrate on the "key drivers" which are affecting the business which save a lot of time. According to the business situation select the team which are good in number crunching, or people good at implementing changes in the company. Even after selecting the people have a one-to-one session so that the selected person is really of our expectation.

As a team leader maintain cordial relationship with the team members and answer if they have any doubts or problems in the project but be focused on the project. Tell them how their contribution is adding value to the analysis in order to improve their performance. Know their priorities in life and connect with them for better bonding. Flow of information is important to have good relations with the boss which are like 'what is status of process' of a project. Be assertive in situations otherwise someone is there to stomp on you.

Don't reinvent the wheel which means to say if you know someone who has done a similar kind of project take help from them which saves a lot of time rather than doing the same work. Learn from their mistakes. Know who is performing best than you in the same industry and imitate him for which information can be retrieved from his suppliers, etc. McKinsey gets their first-hand data by interviewing and some of the tips they suggest us while interviewing are 'why we want to ask those questions, and

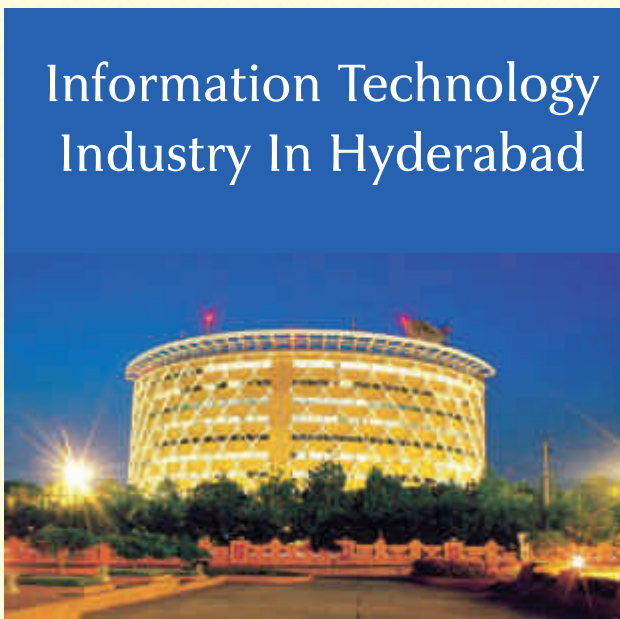
what you get benefit from them'. In any interview first go with regular to specific questions so that to have a rapport, finish the interview by asking is there anything they want to say to us other than this project as if we are listening by uttering words like "ok" in between so that client feels comfortable in expressing. Ask open-ended questions and not multiple-choice questions for more information.

There might be instances where clients' staff don't support for which give an impression of calling his boss which itself opens information flood gates from them. Thank you mails are must after interviews.

After the collection of information there is brainstorming on the data from the survey done and the secondary data from resources, discuss and put a fair picture rather than our own perception for best results.

Selling the researched solution to client is done through presentations projecting facts where charts like water fall model is mainly used to project profits and losses. Have a good internal communication in the company and confidentiality in your work and reports. Keep clients' staff as a support even though he is hostile or useless. Present yourself as if you respect them so as to get support from them in future. Suggest what is the problem and how to rectify it and on what dates to the clients. Have a positive attitude and adapt yourself to the environment rather feeling lonely at clients' place which could be any corner of the world. Every consultant needs to have a good assistance and in return he should also be taken care of.

## Information Technology Industry In Hyderabad



Hyderabad has established itself as the leading destination for IT and IT-enabled services, pharmaceuticals call centres and entertainment industries. Many computer software companies, software consulting firms, business process outsourcing (BPO) firms, dealing with IT and other technological services firms have established their offices and facilities in the city.

The development of a township with related technological infrastructure called HITEC City prompted several IT and ITES companies to set up operations in the city. An aggressive promotion of growth in this area has led civic boosters to call the city *Cyberabad*. There have been extensive investments in digital infrastructure within the city promoting the setting up of several campuses by a vast array of companies within the city. This list includes several multinational corporations having established their development centres in the city. Major areas where such campuses have been set up are Madhapur, Kondapur, Gachibowli and Uppal. Several Fortune 500 corporations, mostly related to IT or BPO services industry. Microsoft, Oracle Corporation etc. have set up operations in Hyderabad.

- Pranay, PGDM-I, ABS



# The power of colour

*Colour affects our reactions to people, influences our emotions and sways our perceptions, our judgment and our behaviour. It is also the first thing people notice from a distance.*

## **Colour psychology is a simple but effective way to enhance your image**

Think about it ... we react more formally to someone wearing a dark navy outfit than a beige one – right? Have you ever seen a president of a powerful nation wearing an earth toned suit, or for that matter, a guidance teacher dressed in a black suit?

The body's nervous system and hormonal system react to the magnetic energies of colour – the temperature of colour. Our body physically senses and visually interprets the colour (temperature) and that results in an emotional response.

There is a psychological and physical reaction to each colour and because of this everyone has the same subconscious reaction to the colour despite our individual likes and dislikes.

## **Use colour to your physical and psychological advantage**

In my Colour Analysis consultations I advise the correct use of colour so that you can use it to your physical and psychological advantage.

## **On a physical level we identify you as 1 of 12 potential colour spectrums groups**

This allows us to more closely identify the tones best suited to your specific complexion. Once we have established your specific skin's undertone and undertone you will always and forever make perfect colour choices for clothing, makeup, nail polish and hair.

## **Colour can create a persona – a desired image**

One of the easiest ways to use colour psychology is of course through the clothing that we wear. Wearing particular colours does influence the way others relate to you and the way you relate to them. Become aware that various colours have the capacity to vitalise, animate, heal, enlighten, energise, inspire, and fulfil the mind depending on their characteristic vibration.

For example if you would like to ...

### **Appear friendly and approachable:**

- ☞ Wear clear earth tones, light yellow and clear colours in warmer hues
- ☞ Clear earth tones (mid-brown, camel, tan) are warm and friendly and approachable
- ☞ Light yellow – highly visible therefore sociable but not as demanding as bright yellow
- ☞ Clear warm colours (coral, sunflower, peach) are non-threatening and open

### **Look successful:**

Wear rich but subtle sophisticated colours (not strong or neon colours) – camel, butternut, burgundy, salmon and blue-gray:

- ☞ Create impression of having social influence and power
- ☞ Impression of prosperity and economic success

### **Appear professional:**

Wear medium to dark colours – like men's traditional suits. Navy, charcoal, gray, dark blue, gray-beige.

- ☞ Appear serious and more business like
- ☞ Colours suggest efficiency, strength and assertiveness
- ☞ Impression of commitment and capability

### **Attract attention:**

Wear bright colours – orange-red, orange, and yellow and lime – visually and psychologically compelling but not necessarily that classic/classy.

### **Appear calm and reassuring:**

Wear pastels and green

- ☞ Pastels are unassuming, quite, diplomatic, calming and they deflect criticism
- ☞ Green is a balanced colour – gives impression of peacefulness and orderliness
- ☞ Muted warm colours – earth tones are centred and down to earth

## **The right colours can improve your looks, making you appear younger, healthier and more energetic**

Your wardrobe should consist of approximately 60% colour and 40% basic. You can't leave out the basics – navy, black, white, stone, brown, grey, because colours – blues, pinks, greens, will not coordinate without them.

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C. Tejaswini, PGDM-II, ABS



# The meaning of Navaratri

- Kishore, PGDM-I, ABS



What is the meaning of Navaratri? Ratri, "ra" means giving solace. Solace from three types of problems, that is "tri" - physical, ethereal and causal. Ratri relieves you and puts you to sleep. No animal needs to worry at night. Whether happy or unhappy everybody goes to sleep. In Sanskrit, words are connected to the meaning. This leaf (tied on the stage) is "parna". It absorbs sun rays and photosynthesis happens. Similarly there is "aparna". That which doesn't absorb but radiates - like a mirror. This white cloth (pointing to his white robes) is "aparna". White color doesn't absorb, it reflects. Similarly green is "parna" as it absorbs.

Navaratri has two meanings - "New Night" and "Nine Nights". It takes nine months for a child to be born. The child rests in the womb during this period. Similarly in Navaratri you get back to the Self - self referral. Dip into yourself and then you come out with more creativity and be victorious. Negative forces - craving and aversion - get relief from all these. Go to the source of energy.

Craving and aversion are two asuras (demons) like "Madhu" and "Kaitabha". Then there is also "Raktabijasura", that which is in your genes. "Rakta" means blood, "bija" means seed. Raktabijasura is like gene in the blood. Sometimes your behaviour is not in your control - it's in your genes, Raktabijasura. Medication and meditation are required to tackle Raktabijasura. When such energy comes to you, transformation happens, the genes change.

Then there is "Mahishasura" - dullness. Dullness like a buffalo. You need "Shakti" (energy) to deal with this. When Shakti comes, inertia is lifted out. "Shumbha" and "Nishumbha" - doubting on everything. "Shumbha" means doubting oneself and "Nishumbha" means doubting others. Doubting at every step. These days people are so busy. Mind is so clogged, so occupied, no time to think of oneself. If someone insults you, don't think it as intentional.

"Chanda" and "Munda". Chanda means opposite head. Chanda will oppose anything you say. One who cannot agree with anything. "Munda" does not have a head at all. Whatever you tell them, it will all go in air. Then there is "Dhumralochana", "Dhumra" means smoke and "lochana" means eyes - smokey eyes. They see everything hazy.

All this is due to lack of Shakti. When you are full of energy and enthusiasm none of these rakshasas (demons) can come in you.

## Staying HEART healthy in Seven easy steps



### QUIT SMOKING

Regular smoking places great strain on your heart, kicking habit reduces your risk of coronary disease by half, in just a year.



### CONTROL YOUR BLOOD PRESSURE

Aim to keep your BP under control at all times. High BP puts added force against the artery walls. Over time, this damages the arteries, and make them more prone to risk.



### EAT SMART HEALTHY

Avoid junk food, oil and fatty food lead to more bad cholesterol. Eat smart, with diet rich in fibers and greens.



### GET CHOLESTEROL CONSCIOUS

There is both good cholesterol and bad, it is bad that clogs the arteries of your heart. A sensible diet, exercise helps boost the good cholesterol and keep the bad one under check.



### GET ACTIVE EXERCISE

There is a substitute for exercise. 30-40 min of brisk walking helps control your weight, cholesterol, bp etc..



### STRESS LESS SMILE MORE

Stress is the number one cause of hypertension, and consequently cardiac disorders, mediate, take up yoga.



### GET A HEART CHECK ANNUALLY

A regular heart check is critical for good cardiac health, get done immediately it will help you plan smart for a healthy heart.

- Balaji VC, PGDM-I, ABS

## Eco Friendly Ganesh

This time Hyderabad had celebrated eco friendly Ganesha Chathurti for some extent. This is a good sign of change in people's thinking towards the protection of environment. Plaster of Paris (POP) had become more favored material to mould Ganesh idols. But POP contains harmful chemicals such as gypsum, sulphur, magnesium etc. Besides this, the idols are colored with synthetic dyes. These dyes contain cadmium, mercury, arsenic, lead, and carbon which [pollute](#) water when the idols are immersed in water bodies like ponds, lakes and rivers.



participation in distributing and spreading a word about the eco friendly Ganesh idols. The idols are being sold to citizens at 50 per cent subsidized rates. For instance, an eight-inch idol would be sold at Rs 10 and big idol (4.5 feet) at about Rs 1,000.

The HMDA ([Hyderabad](#) Metropolitan Development Authority) set up around 50 stalls to distribute clay idols. The HMDA tied up with many non-government organizations (NGOs) and government organizations which volunteer the awareness about eco friendly Ganesha idols with natural colors. The SAVE (Society for Awareness and Vision on Environment) is one of these organizations. The SAVE have made about 50,000 idols of eight inches each and 500 big idols of 4.5 feet size with eco-friendly materials with the support of HMDA. Aurora's Business School (ABS) worked along with SAVE and took active

With knowledge of these awareness camps and the communication media, our friends including me decided to use eco friendly Ganesh idols for the festival. Apart from this satisfaction, I felt very pity for these poor idols which were unable to compete with the idols with artificial dyes. There were few stalls in twin cities which made the people to travel all the way. The government should setup more stalls for the next festival and try to improve the quality and design of the Ganesh idols. The HMDA should encourage the [ecofriendly](#) idols makers and control other makers who are using Plaster of Paris (POP) and artificial dyes. There should be brought awareness about environment protection at all levels of the society. Let us pledge to celebrate Ganesh Chathurti in Eco-friendly way. Let us protect Environment.

- Vedprakash Bele, PGDM-I, ABS



**Go Green Ganesh**

**Eco Friendly Ganesh Festival 2010**



### Festival results

ACT, SAVE and TV9 are happy to announce the results of the best Ganesha festival celebrations done in the city in an eco- friendly theme. The first prize of Rs.75,000/- was bagged by Om Sai Ganesh Mandali, Zaheerabad, the second Rs.50,000/- by Hope for the Needy, Ramanthpur, Helping hands youth Association and the third prize of Rs.25,000/- by Shyamlal Building, Begumpet .Congratulations to the winners! We hope to continue to work for the cause of the environment and spread awareness amongst people to start leading greener lives for protecting the environment.








**SAVE**  
Society for Awareness and Vision on Environment

Media Partner





**ACT**  
Aurora Cares for Them  
TALK • THINK • ACT



# Our experiences at IIM-B

Memorable Moments at Memorable Place with Memorable Friends

(Rinto Rajan, Sai Suman, Soma Giri, Santhosh, Sudheer)

## About the campus: IIM-B

The concept of GO GREEN which IIM-B promoted as a tag line theme for Vista was proved to be apt looking at the campus. Greenery was everywhere throughout the campus. The bold cement brick construction without any paints/colours added a unique style for the campus with respect to the construction. The recent box office hit bollywood movie "3- Idiots" was shot in this particular campus. Our visit to this campus reminded us different scenes and situations in that movie which was really interesting for us. The moment we stepped into the campus we were excited to learn the life of students studying at IIM's. Normally not everyone can step into IIM unless they have a special cause or representation. But since it was the management fest, we had a chance to step into IIM and grab knowledge from the people and from the campus.

## First Day

Our Train was scheduled to reach at 7am instead it reached at 12.30pm. In spite of us reaching IIM Bangalore at 2pm we registered for all the events. Spot events for the day were over and that disappointed us. Since we had nothing to do on that day we wandered around the campus capturing images. We saw the library, hotels, ground, volley ball courts, canteen, IIM-B store, Auditorium, NSR GIV centre etc. All tired at the end of the day we came back to our dormitory and then found that the pictures which we clicked since morning were automatically deleted because of some technical reasons. We then slept in the hostel for that night with frustration.

## Second Day

The day began with much enthusiasm as it was our first day to participate in the events. We then had participated in three spot events Pratibimb – a Marketing event, Finese – a Finance event, Retailor – a Retail event. All these events had an elimination round which focused only on quizzing in the respective fields. We also participated in biz trotter which is an online quiz where we earned 16500 pts at the end of the whole event. In all the events elimination round had tough quizzing and they consisted of 30 questions in each of the functional area. On the very same day we went on all over the campus interacting to different students in that campus.

We spoke to students who came from different parts of India and to few international students from USA, Germany, UK. Each and every participant who came down to IIM B to be a part of Vista were not there with an intention to win but to acquire knowledge and the understanding of unknown concepts. The whole campus was just inspiring and motivating us to learn to our fullest.

At 11pm in the night students of IIM-B who were the event co-ordinators started playing volley ball under lights. They not only managed the events but also managed to get their stress out of the mind by involving themselves in a game. This made us identify what is multi tasking and optimum utilization of 24hrs in a day. Initially their daily schedule sounded to be typical for us but later on we understood that they were doing the right thing. The facilities and resources. The library is open from morning 9am to 11pm in the night. They have an open theater where



certain interesting movies and videos are displayed. We walked into the library and got surprised to see the number of thesis, books & journals collection they have in the library.

## Third Day

Since it was the last day of the event we thought of making the best utilization of the day. We participated in 'Third Side' an Advertising event for which the elimination round was a brand identification. We went on to participate in Business Quiz which was conducted by Gautam Bhimani (a cricket commentator). A video on 3 idiots was displayed in that quiz where the whole cast's & crew's experiences at IIM-B were shared. These learnings and experience at IIM-B are surely going to help us to take up new challenges with stride.

## Our observations were as follows:

- We Identified that the Registration and help desk of Vista worked for 24 hours taking turns as we could observe that there were participants who were coming in the campus even during the nights.
- We also observed that in the entire fest we couldn't find a single professor in any of the venues or the areas of interest. By this we could clearly make out that Vista is a sole initiative by the students.
- The entire fest was conducted by the student body know as "FI" viz Forum for Industrial Interaction.

## Our learnings:

- Knowledge is what we need to improve; hence we need to focus more on those terms to which will develop ourselves.
- The pace at which we think is too slow; we have to start thinking analytically in order to perform well with a greater accuracy. At the same time we should not restrict our thoughts.
- Also working hard is really important for one's growth.

We returned back with great ambitions and the hope to develop ourselves into responsible business leaders of tomorrow. At the same time the passion still remain in us that the next time 'we wouldn't return back without Success.'

# GREEN INDIA



**When we talk of a greener world many of us wonder if this could be reality one day. Perhaps environmental friendly ideas and people have started working towards this dream. Many cities in India have started working aggressively towards making tomorrow's India greener than ever before.**

## Chandigarh

This is one city that can be a leading example when it comes to being environmental friendly (and a lot of other things as well, actually) and it very appropriately is known as the Green City of India. Under the Greening Chandigarh Action Plan 2009-10 of the forest department, Chandigarh has decided to plant at least 69,581 trees and 48,406 shrubs by March next year. The credit for the increase of trees and forest cover in the city easily goes to eco clubs started in educational institutions.

## Thiruvananthapuram

This captial city of Kerala, was called the "Evergreen city" by Mahatma Gandhi. The wooded highlands on the Western Ghats in the eastern and northeastern borders give Thiruvananthapuram an emerald look. Thiruvananthapuram is famous worldwide for its beaches, historic monuments and backwater stretches. It is also a major tourist desination for its natural beauty and serene greenery.

## Jamshedpur

The steel city is a model of harmonius co-existence of industry and environment, with acres of verdant parks and gardens dotting the city and has been labeled a "green city" quite rightly so. Jamshedpur is surrounded by the beautiful Dalma Hills. Nestled at the foot of the hills is the vast Dimna Lake, about 11 km from the city. The scenic beauty is enchanting. The hills in the distance, the clear blue rippling waters and the greenery make Dimna Lake an ideal retreat.

## Gandhinagar

The capital of Gujarat is clearly one of the greenest cities in the country. With 32 lakh trees for a 1.5 lakh population, Gujarat's capital has an enviable 22 trees per person and 425 trees per hectare. According to the forest department Gandhinagar has 32 lakh trees, made up with 35 species including neem, gulmohar, banyan, pipal, mahua and rhine, in its 56 square kilometres.



## Delhi

Despite pressures on existing service infrastructure and a significant increase in all types of environmental pollution, the Delhi government has taken many initiatives, and today the national capital flaunts of being one of the greenest places. The Green Delhi Action Plan of the Delhi Government undertaken in 2004-05, called for planting saplings that could specifically combat air pollution besides emphasising the need to check noise pollution and suspended particulate matters in the atmosphere.

## Bhopal

The capital city of Madhya Pradesh is exquisitely laid out with parks and gardens, broad avenues and streamlined modern edifices and is easily one of the greenest cities in India. Bhopal is also known as the City of Lakes as its landscape is dotted with a number of natural lakes. Bhopal also boasts of a Van Vihar, which was declared a National Park in 1983. It covers an areas of 445.21 ha.

## Nagpur

This largest city of central India, famous for its oranges, is considered to be the second greenest city in the country. Blessed with rich forest resources, Nagpur is noted for its rich forest resources, lush vegetation and greenery. The forests around Nagpur are full of best quality teak plantations.

## Bangalore

A silent "green revolution" is in the making in India's tech hub as citizens come together to sponsor trees to save the city's "green heritage". The unique programme christened "I Own a Tree", started by Bangalore-based environment group Eco Club, allows a person to sponsor and own a tree for two years. So far 300 Bangaloreans and a few corporate houses have come together to plant around 4,000 trees in various parts of the entire city.

Source: msn



## NEN's E-leaders Summit@ABS

- Kalyani Barma,  
PGDM-II, ABS

"NEN conducted a 2-day E-leaders workshop on 8th and 9th of October 2010 in Aurora's Business School wherein all the e-leaders of top colleges of the twin city participated. ABS e-leaders-Aditya, Ravi, Jameel, Kalyani and Nischala took active participation in terms of making presentations and coordinating the event. Ms Meghna Bandi was the guest speaker on the 9th October who gave a presentation on the campus activities, Kalyani and Nischala contributed their share in the presentation which was appreciated by all the e-leaders. We personally thank the NEN team for having conducted the event in our campus. Special thanks to Mr. Vikram and Dr. Vasanthi."



### Forth coming events at



Hurray! It's the exciting time of the year. Since our calendars are blocked with various events across the month. More than conducting events, there are a lot of efforts that go into planning, designing, campaigning and getting sponsors. But never matter the enthusiasm and learning with passion that every student carries just cannot be described,



**Abhivakthi** : A HR paper presentation competition especially for B- Schools would be held on 12th November 2010. Its prime objective is to enhance the presentation skills of the individuals.



**Udbhav** : In collaboration with NEN (National Entrepreneur Network ) and TIE, ABS is conducting a national level business plan competition to bring out with the best ideas among students. The motto of this event is to promote and nurture the entrepreneurial spirit among the students. Unlike the other events, the participants are given an opportunity to interact and seek the guidance of Advisory board.



**Arambh** : It is an exclusive undergraduate event that would portray the many facets of the individual, be at the theatre, dance, face painting, ad making, documentary and many more. To describe in simple words it is a fest for the undergraduates.

India's Tata Group has given a whopping USD 50 million to the prestigious Harvard Business School here to fund a new academic and residential building on its campus, the largest gift received by the institute from an international donor in its 102-year-old history. The gift comes from Tata Companies, the Sir Dorabji Tata Trust and the Tata Education and Development Trust, the philanthropic entities of the Group. It comes days after Anand Mahindra, Vice Chairman and Managing Director of Mahindra and Mahindra Group, gave USD 10 million to the Humanities Centre at Harvard. A Harvard alumnus, Mahindra gave the gift, the "largest" in the Centre's history, in honour of his mother Indira Mahindra.


Ratan Tata, Chairman of Tata Sons, attended Harvard's Advanced Management Programme - one of three comprehensive leadership programmes offered by the Harvard Business School's (HBS) Executive Education - in 1975.



- JALSV,  
PGDM-II, ABS



### BUZ-QUIZ (3)

1. "Beyond the Last Blue Mountain" is the autobiography of whom?
2. "Net Safe Credit Card" is introduced by which bank?
3. "NASDAQ" is an acronym for?
4. "Experience yourself is the tagline of whom?"
5. The term "Transformational Leadership" was coined by whom?
6. "Sanand" in Gujarat is in news because of?
7. Identify the company? 
8. In 1980, Sir Ernest Harrison chairman of Racal Electronics plc' the UK's largest maker of military radio technology, agreed a deal with Lord Weinstock of General Electric Company plc to allow Racal to access some of GEC's tactical battleship radio technology. Inception of which company was his?
9. Which term first coined in the book by Jay Conrad Levinson, revolutionized the idea of marketing to the eternity?

10. Identify this CEO  
"who never sleeps"



- Narender M, ABS

## Annadaata Sukhi Bhava!

Annadata Sukhi Bhava is what comes as a blessing on hearing the benevolence of Narayanan Krishnan, one of the most incredible stories of personal commitment. Narayanan Krishnan, all of 29 years old now, does what he was professionally trained to do as a chef. Feed people. Only Krishnan does not do this in the swanky confines of a 5-star hotel. Every day, he wakes up at 4 am, cooks a simple hot meal and then, along with his team, loads it in a van and travels about 200 km feeding the homeless in Madurai, Tamil Nadu.

Krishnan feeds, often with his hands, almost 400 destitute people every day. And for those who need it, he provides a free haircut too.

According to CNN, eight years ago, this award-winning chef with a five-star hotel chain was all set to go to Switzerland for a high-profile posting. On a visit to a Madurai temple, he came across a homeless, old man eating his own human waste. That stark sight changed Krishnan's life.

Much to the dismay of his parents, CNN says, Krishnan abandoned his career plans and decided to spend his life and his professional training in looking after those who could not care for themselves. He has provided more than 1.2 million hot meals through his nonprofit organisation Akshaya Trust, and now hopes to extend this to shelter for the homeless too.

Krishnan is the only Indian in a list of 10 heroes that CNN has picked worldwide to honour. One of them will be chosen CNN Hero of the Year, selected by the public through an online poll. If many Indians get together to vote for this inspiring man, he can win by a long mile.

If Krishnan wins he will get \$100,000 in addition to the \$25,000 that he gets for being shortlisted for the Top 10. Akshaya Trust needs all the monetary support it can get to build on Krishnan's dream. Let's help him get there.

[Vote for Krishnan.](#) The poll continues through November 18 at 6 a.m. ET.



### THE NEW FITNESS MANTRA



- Pratyusha, PGDM-I, ABS

- Cycling minimizes the risk of coronary heart disease. Essentially an aerobic exercise, it gives your heart, blood vessels and lungs a workout, thereby reducing the risk of heart problems.
- A few miles of cycling per day assure trimmer and toned muscles. This is because your upper thigh muscles, backside and calf muscles all get to work out.
- Pursuing cycling helps a great deal in building your stamina. It enables you to carry out your day-to-day activities more effectively.
- For people, who are on the heavier side, cycling can prove to be beneficial. It manages weight and helps in getting rid of increased waistline and bulging fat.
- The pleasure and satisfaction attained while riding a bicycle alleviates all the stress, anxiety and depression of a person.
- This might come to you as a surprise, but cycling ensures a control in the level of blood pressure.
- Cycling enhances the overall fitness level of a person. It makes you breathe deeper and perspire more, thereby leading to a feeling of enhanced body temperature.
- Cycling has found to be effective for treating people diagnosed with diabetes and cancer.

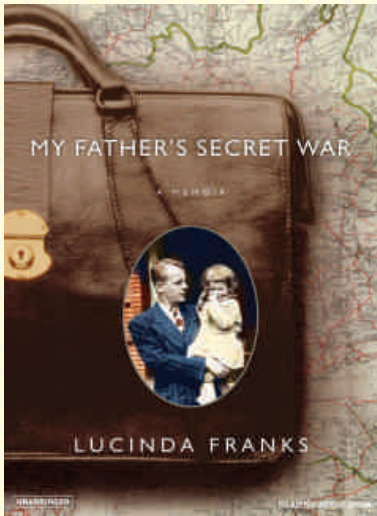


BOOK REVIEW ON

**My Father's Secret War**

**Author: Lucinda Franks**

**Publisher: Hyperion**



Careening down the hill, bike gaining speed, eight-year-old Lucinda Franks lifts her hands from the handlebars and soars, going too fast, into the waiting arms of her father, Tom Franks. Thus begins a fascinating and well-written biography of Lucinda's father, Thomas Edward Franks.

Psychologically wounded during World War II, Tom Franks drew within himself, withdrawing even from his wife and two daughters. Finding solace in the arms of another woman, Tom has no idea the psychological damage he is doing to his family.

Late in Tom's life, his daughter, Lucinda, courageously tries to penetrate her father's wounds and recapture the tender man she knew as a child. She knows something happened during the war, but her father won't talk about it. Lucinda discovered that her father was sent to investigate the first-discovered Nazi extermination camp. A friend remembers that Tom, already shocked, looked down into an extermination pit and saw the naked corpse of a very young girl, eyes fixedly open, staring up at him, a sight that would un-nerve any of us.

Through great patience, interrogative sleuthing, and consulting many friends and public records, Lucinda gradually pieces together her father's story. Her skill at characterization brings Tom to life: Tom, his wife Lorraine, their younger daughter Barbara, and the other woman Pat. Lucinda brings them alive in vivid detail.

So well written is this book you won't want to skim, don't want to set it down. In his last years, Tom mind gives way to dementia, and his memory begins to fail. He forgets that he does not want to talk about the war until Lucinda already brings him back into it.

World War II has affected all of us; it changed the course of history. There's a relevancy in Tom's story that touches all of us. He might as well be a dearly loved friend of ours. The reader will identify with this father-daughter drama. Just when you begin to wonder: "How's this story going to end?" (You know Tom is going to die; his daughters somehow carry on). Lucinda puts meaning to her father's life. He didn't just disappear into the nothingness from which he came. He's more than a mere memory: he's a person. There was a purpose to his life just as there is a purpose for all of our lives.

- Yellesh Kumar B N, PGDM-II, ABS

CLASSIC REVIEW

**SOUND OF MUSIC**



In Austria a young lady named Maria failing in her attempts to be a "Nun", because of her jovial nature and at the same time a retired navy captain is staying with his seven children's writes a letter to the convent for the governess for his children's. Captain's wife is dead and he needs a governess for his mischievous children's because he is often away from house and he runs the house very strictly as he is a navy captain. Maria gets the job and when she arrives the captain's house as a governess she finds that the children's are being treated very strictly and she shows her love, kindness and understanding towards them. One day father has to go out to get a new mother for his children's that day Maria takes all of them for outing & teaches them how to sing and when they come back home their father is already arrived home and ask Maria to leave the job and go back to convent but when he heard his children's singing he starts loving them & even ask Maria to stay back. Both Maria and Captain fall in love with each other but the captain is already engaged to lady & Maria doesn't know that she is in love with captain. Then that lady tells Maria about captain love towards her. After hearing that Maria leaves home & leaves a letter for captain. After that captain looks for Maria & finds her in the convent and proposes Maria & then they both marry. But the obstacles starts when there German invasion starts during the World War II.

- Mukesh Kumar Jangid, PGDM-I, ABS

An Interview with Mr. Aneil Deepak, One among the valued Media players in India, rated by Brand Equity, a supplement of The Economic Times.

**Q1. Your role in Mudra?**

A. I am the senior Vice president for Planning & Innovation in Mudra Max. I head all the 16 different Units of Mudramax (which is an Integrated Marketing Communications group) in the areas of planning & innovation.

**Q2. What motivated you to join the Advertising Industry?**

A. It's my dream which motivated me to join the advertising industry, though I joined in a little late after carrying a job as a salesman and a Teacher. Every experience what I had in the other professions made me tougher and tougher and paved way to the present position.

**Q3. Did you plan your career towards the advertising industry?**

A. No, I didn't plan off anything and today I realize that it was one of my biggest mistakes as I had no sense of direction, but I had the thirst for creativity. Hence I took a long way to step into advertising.

**Q4. Ten years down the lane, where would you see yourself?**

A. By then I would quit advertising and be on my own in making films and also keep achieving my other creative interests.

**Q5. Your message for the advertising fresher's?**

A. Just aim at you Dream, and live with it. Enter and advertising agency, spend more time in the initial yeas and work hard. Don't just look at the kind of salaries offered in the other jobs when compared to the advertising job. Just go ahead with your dream.

**Q6. Your message to the students of ABS?**

A. Keep your eyes open to the world outside and see the biggest picture in there. Today there are traces of Dr. Ravi Paturi's mentorship in my success too. So students realize his mentorship is worth a lot and see in the long run would realize the worth of it.