



A TABLET 'MADE IN INDIA'
THE DESI 'TOUCH'



I can see India becoming one of the greatest powers in the world in future. The implementation of manufacturing products with cost control is diffusing across the country, India emerging as a low cost development hub. Tata Nano launched in January 2008 is one of the examples for the cost effective manufacture of a car which no one could imagine to be available at such low price. Then we have Micromax mobiles which come with a punch line 'nothing like anything' is an instance for low cost mobile with competitive features. The product is available for comparatively lower prices but there has been no compromise with the technology, design and features available in other company mobiles.

The new tablet pc 'Aakash' in news now for its cost, manufactured in India is an indicator that India has realized its strengths of effective labor and cost management. A Canadian of Indian descent, Suneet Singh Tuli, the chief executive of the company making the device said the tablet will cost as much as "a vegetarian meal for two at a five-star hotel in Delhi". While other tablets Hp touch and amazon kindle fire were considered to be the most reasonable ones in market by far... Here comes a tablet to hit the stores in December this year at a price of rs.1750 only which none have been expecting. The tablet will run on Google's Android platform, with Wi-Fi connectivity for internet access and cloud storage. It will have 256 MB of RAM, a 2GB SD memory card, a 32 GB expandable memory slot and two USB ports.

People now would be looking forward for more such advancements and developments from India. Since the nations are aware that china and India have the lowest labor and material cost when compared to other nations. The foreign markets have tapped this and started coming to India for instance the BPO and IT sectors. These low cost innovations which India is making now, would also allow India to make its strength of low cost personnel into a competitive advantage compared to the entire world.

THE DESI 'TOUCH'

FROM THE DIRECTOR'S DESK

I can proudly say that the month of October marked the addition of another feather to the cap with the Hyderabad Management Association Student Chapter being inaugurated by Mr. Ramesh Vemuganti, President of HMA at Aurora's Business School.

The institution was a part of the Joy of Giving week 2011, with the students actively participating and coordinating for various activities for a noble cause. Also, the students got a chance to attend the Karmyog Sevamela and interact with the founders and members of various NGOs.

The students of PGDM-I went out on a tour to Kerala, this being the first national tour from Aurora's Business School. Apart from the various events and lectures conducted in the campus, the festival of lights was also celebrated in the college campus.

The next month would mark the beginning of the Placement Season at ABS with companies hunting for talent in the campus interviews, no doubt in the fact that we have talent in abundance, yet this would help the students accomplish their short term goals of getting into their dream company. The interviews and selection criteria being stepping stones toward success.

- Dr Ravi Paturi

FROM THE EDITOR'S DESK

Neither the rays of sun, the moon the stars nor lightening can reach the abyss of the Self, but the Inner Ray of light, which comes from Self itself. All the lights of the world put together cannot be compared to this Ray. As Deepavali is the festival of lights, let us on this occasion merge ourselves with this Inner Ray Of Light of the Self, and celebrate the festival of lights together. Through our October issue of Akshara, we wish all our readers a very Happy Deepavali. Aurora's Business school has had a blissful month of lights and prosperity. Both the festivals were celebrated at our campus with colourful rangolis and flowers adorning the spaces, and all ABSians, irrespective of their religion and belief came together to celebrate our rich culture and tradition.

In this competitive world it is but natural that the students tend to get monotonous and stressful. As a de-stressing activity, an Educational tour was planned to the 'God's own Country' Kerala. One couldn't help but gasp in amazement and admiration at the beauty of nature that unfurls itself amidst the green valleys, the peaks and the breathtaking waterfalls that takes one far away, and leaves one in a mystic stance, from where one never wants to return.

God is an artist indeed, and an artist of what calibre!

But alas, all good things have to come to an end, and so did the trip.

It was another moment of pride to all of us when the Hyderabad management association (HMA) was inaugurated in our college. This aims at providing a platform to the students who thrive to attain and explore the right management skills, entrepreneur skills and leadership skills.

The costliest commodity available on earth is Compassion, but our students did everything to make it abundant. The Joy Of Giving Week, was one occasion where our students displayed their humanitarian side, the essence of humanity and the passion to serve the needy by actively participating in the karmyog Seva Mela. The students left no stone unturned in their effort to add meaning to their lives and to many others'. Let the spirit of spreading joy around us prevail, and we continue to make a difference to many a people.

I wish you all a happy reading experience, hoping that this issue of Akshara takes you on a short but interesting journey of ABS. Our November edition will soon be out with much more interesting activities and experiences.

- Asha Singh

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MEMOIRS OF THE MONTH

Gandhi Jayanti - 2nd October

Mahatma Gandhi's birthday is celebrated in India on October 2 each year. It marks the anniversary of Mahatma Gandhi's birth on October 2, 1869. Gandhi is remembered for his contributions towards the Indian freedom struggle.



Mahatma Gandhi, also known as Mohandas Karamchand Gandhi, developed the novel technique of non-violent agitation, which he called "Satyagraha", loosely translated as "moral domination".

He is known for his non-violent civil disobedience in India and South Africa. These included the start of the non-cooperation movement in 1922 and the Salt Satyagraha or Salt (Dandi) March starting on March 12, 1930.

The United Nations' (UN) International Day of Non-Violence is also held on October 2 each year to coincide with Mahatma Gandhi's birthday.

Three locations in India play important roles in the celebrations of Mahatma Gandhi's birthday. These are:

- The Martyr's Column at the Gandhi Smriti in New Dehli where Mahatma Gandhi was shot on January 30, 1948.
- The *Raj Ghat* on the banks of the river Yamuna in New Dehli where Mahatma Gandhi's body was cremated on January 31, 1948.
- The *Triveni Sangam* where the rivers Ganga, Yamuna and Saraswati come together near Allahabad.

Dussehra - 6th October

In the months of Ashwin and kartik, Hindus observe a 10 day ceremony of fast, rituals, and celebrations, to honor the mother Goddess and triumph of Lord Rama over Demon Ravana.



Dussehra also symbolizes the triumph of warrior Goddess Durga over the buffalo demon, Mahishasura. Thus, it is a celebration of victory of good over evil.

This celebration starts from Navratri and ends with the tenth day festival of "Dussehra". Navratri and Dussehra is celebrated throughout the country at the same time, with varying rituals, but with great enthusiasm and energy.

The tenth day after Navratri is called Dussehra, on which number of fairs is organized throughout the northern India, burning effigies of Ravana. It is also called "Vijaydashmi" as this day marks the victory of Lord Rama over Ravana.

In burning the effigies the people are asked to burn the evil within them, and thus follow the path of truth and goodness, bearing in mind the instance of Ravana, who despite all his might and majesty was destroyed for his evil ways.

Some people also celebrate Dussehra by performing the Dandiya Raas and the Garbha. Dandiya Raas is the traditional folk dance form of Vrindavan, India, where it is performed depicting scenes of Holi, and Lila of Krishna and Radha. Along with Garba, it is the featured dance of Navratri evenings in Western India.

International day for National Disaster Reduction - 13th October

World Disaster Reduction Campaign

The General Assembly designated 13 October as the International Day for Disaster Reduction. The objective of the observance is to raise awareness how people are taking action to reduce their risk to disasters. In 2011, the observance takes place within the framework of the "**Step Up for Disaster Risk Reduction!**" campaign, and its theme is "**Making Children and Young People Partners for Disaster Risk Reduction**".



66.5 million children are affected annually by disasters. Because it is difficult for them to cope with unexpected and painful interruptions to their lives, they are often more affected than adults. Victims of disaster and climate change, children and young people can and should be encouraged to participate in disaster reduction and decision making.

Why Step Up for Disaster Risk Reduction?

- **To let the world know that children and young people are partners in reducing disaster risk**
 - Children and young people can and should be involved in reducing risk to disasters. This includes getting organized to lobby for more investment in disaster risk reduction at the local and community level by govts. and companies.
 - Their actions to reduce disaster risk need to be recognized, including how these actions link into national and community development such as achieving the Millennium Development Goals.
- **To promote more partnerships with children and young people in disaster risk reduction**
 - Governments, companies and communities need to systematically include children and young people's participation in their decision-making processes for building disaster resilient societies.
 - Policy makers should recognize that children and young people-led organizations and initiatives are a valuable resource and involve them in DRR efforts.
- **To connect and build bridges and understanding among children and young people**
 - Children and young people's networks and partnerships need to be encouraged across cultures.
 - Children and young people need to be empowered and supported as agents of social inclusion and safety.

Deepavali - 26th October

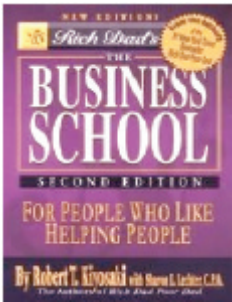
Deepavali marks the beginning of the Hindu New Year according to the Lunar Calendar. It literally translated means 'Row of Lights'. It celebrates the victory of Goodness over Evil and Light over Darkness - it ushers in the New Year.



Diwali is a 5 day festival as Dhanteras, Choti Diwali, Badi (Main) Diwali, Padwa and Bhaiduj. There are many different names for the days of Diwali in different regions of India.

During Deepavali people pray to Lakshmi, Goddess of wealth, light, prosperity and wisdom, but also to Ganesha, the 'Remover of Obstacles' and the 'Lord of Beginnings'.

VIEWS AND REVIEWS



Robert Kiyosaki doesn't say he's never been involved with networking, he has. What he says is he didn't make his fortune from network marketing. There's a big difference.

Robert explains to the reader how his opinion of networking changed. When, in the early 1990's, a well-respected and financially successful friend told Robert he was involved in network marketing. With Roberts past disinterest in networking, Robert didn't understand why a man who just completed over a billion dollars in commercial real estate transaction would be involved in network marketing.

This friend, Bill, went on to explain to Robert exactly what value he found in networking. This was the beginning of the turn-around. Now a financial success, Robert was able to investigate network marketing and clearly see all the true value it has to the motivated individuals. This is why he claims to be "unbiased".

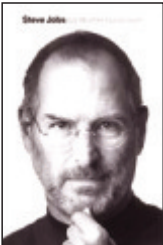
Is this book the only thing you should study if you're considering network marketing? No way! Robert does point out that not all companies are good and among the good ones, not all organizations are good. Take your time and investigate all you can. If someone says you NEED to get started right away, walk away! If it's critical for you to get in today, how will you succeed tomorrow? Take your time.

Another thing Robert mentions in this book is the need to investigate the educational system. Many people claim to have a great training program, but, in actuality it's nothing more than a recommended reading list. If they have conference calls, dial in. If they have seminars, attend one. If they have one on one training, test the waters.

As Robert points out in this book, networking isn't for everyone, but it is a great way to create a passive walk away income that will give you freedoms and options in other investments. That's probably the number one point he makes. You don't need to become a networking guru, but, you can create a secondary income of \$1000, \$3000, or even \$10,000 a month and use that to move into the B and I quadrants.

Open your mind, think of the education, the support from fellow achievers, and the options you'll create. That's the meat of this book.

BOOK SHELF



Steve Jobs: The Exclusive Biography - By Walter Isaacson

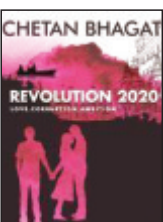
This is a book about the rollercoaster life and searingly intense personality of a creative entrepreneur Steve Jobs whose passion for perfection and ferocious drive revolutionized six industries: personal computers, animated movies, music, phones, tablet computing, and digital publishing. You might even add a seventh: retail stores, which Jobs did not quite revolutionize, but he did reimagine. Plus, he opened the way for a new market for digital content based on apps. This is also, I hope, a book about innovation. Jobs stands as the ultimate icon of inventiveness, imagination, and sustained innovation. He knew that the best way to create value in the 21st century was to connect creativity with technology, so he built a company where leaps of the imagination were combined with remarkable feats of engineering - Walter Isaacson, from the Introduction of Steve Jobs.



Julian Assange: The Unauthorised Autobiography - By Julian Assange

In this highly personal work, Assange explain our global struggle to force a new relationship between the people and their governments.' In the end, the work was to prove too personal. Despite sitting for more than fifty hours of taped interviews and spending many late nights at Ellingham Hall (where he was living under house arrest) discussing his life and the work of WikiLeaks with the writer he had enlisted to help him, Julian became increasingly troubled by the thought of publishing an autobiography. After reading the first draft of the book at the end of March, Julian declared: 'All memoir is prostitution.' In June 2011, with thirty-eight publishing houses around the world committed to releasing the book, Julian told us he wanted to cancel his contract. We disagree with Julian's assessment of the book.

We believe it explains both the man and his work, underlining his commitment to the truth. Julian always claimed the book was well written; we agree, and this also encouraged us to make the book available to readers. And the contract? By the time Julian wanted to cancel the deal he had already used the advance money to settle his legal bills. So the contract still stands. We have decided to honour it - and to publish. This book is the unauthorised first draft. It is passionate, provocative and opinionated - like its author. It fulfils the promise of the original proposal and we are proud to publish it.



Revolution 2020 - By Chetan Bhagat

Must awaited book by Chetan Bhagat, after his last successful book "Two States". Revolution 2020 is about A story about childhood friends Gopal, Raghav and Aarti who struggle to find success and love in Varanasi. However, it isn't easy to achieve this in an unfair society that rewards the corrupt. As Gopal gives in to the system, and Raghav fights it, who will win?

FESTIVITIES IN ACTIVITIES

A trip to God's own country

The instructions were given (both from our parents and the management), the tickets were ready and the bags were packed too. The anxiety and eagerness to board the train was clearly seen on everyone's faces as we were about to visit Kerala – God's own country as a part of our tour, the first national tour from ABS and the expectations were high. We were a group of 34 students from PGDM-I accompanied by a professor. All the students reached the Secunderabad station at the given time, the train was on time and we got in. It was long journey, but we enjoyed it in our own way.

When we reached Kerala, the first thing we observed, was the environment, greenery all around us as we were passing through the beautiful valleys. Our first destination was the Athirapally waterfalls where we had a splash in the water. We then left for Munnar late in the afternoon and reached our hotel, Gateway Munnar late in the night, only to retire for the day as we were tired and exhausted. The next morning had something wonderful in store for us as we were amazed to see the beautiful sunrise from an altitude of 1600-1800 mts. We then visited the Mattupatty Dam, and the Eravikulam National Park, another memorable place. People often say that they are on 'cloud 9', but we were indeed among the clouds, with clouds all around us.

The next day we had to travel from the east to the west of Kerala i.e. to Cochin. The journey was amazing, it was like you wanted to capture anything and everything that you come across and see and store it with you forever. The beautiful valleys, the tea plantations, the waterfalls, the flowers, the mountains, the birds, the people around, everything. Next on the schedule list was boat ride in the backwaters after which we had a good night sleep. The last day and the final destination, Alapuzha beach, where we enjoyed the roar of the sea and the waves, lucky that it was a low tide. We then left for the station, then boarded the train, happy that we were all safe and healthy and the tour had progressed as scheduled. It was lot more than a tour as we got to know each other in a better way and of course we were happy to be back home in Hyderabad.



- Rohit Garoo, PGDM-I, ABS

Deepavali celebrations at ABS

The faculty, management and students of Aurora's Business School celebrated the festival of lights at their campus. The lobby was decorated with a traditional rangoli design and was also lit up with diyas by the students of PGDM- I. The cultural programme was short and sweet with a speech marking the importance of Deepavali by the Director of the institute, Dr.Ravi Paturi followed by a song by Kadali Satya Prasad from PGDM- I. The cultural programme was followed by the regular celebrations by lighting firecrackers outside the campus.

"The sun does not shine here, nor does the moon and the stars, nor does lightning shine. All the lights of the world cannot be compared even to a ray of the inner light of the Self. Merge yourself in this light of lights and enjoy the supreme Deepavali"

- Ajit Golchha, PGDM-I, ABS



THEY MADE US PROUD

Vardhaman Jain, Core volunteer Joy Of Giving Week



Showing his organizing skills Vardhaman not only conducted JGW activities at ABS but also helped various individuals and groups to create their own "giving events". A few large events make it possible for everyone else to "participate". Some of the events in which Vardhaman Jain was a lead coordinator are:

- NGO Meet
- Press Meet
- Karmayog Seva Mela
- Peace Ride
- Seven Days-Seven Givings etc.

Vardhaman Jain says there is more Joy in 'Giving' than 'Receiving'.

Vardhaman Jain an ABS student is a proud core volunteer of **India's Biggest Festival of Giving "JOY OF GIVING WEEK"**. As JGW is 100% volunteer driven festival, being a core volunteer Vardhaman was involved in planning and promoting the overall ideas and creating awareness/excitement among the various groups of people in Hyderabad.

During his volunteering he not only experienced working with other co-volunteers of different age groups and backgrounds but also approached/visited/met various eminent personalities like the Governor of A.P, Mr. ESL Narasimhan. U.S Consul General, Ms.Katherine Dhanani, Mr. Jayesh Ranjan, IAS (*Secretary, AP Tourism*), Dr P. Raghu Ram, *CEO & Director-Ushalakshmi Breast Cancer Foundation*, Mr. Ramesh Jackson, *GM-Marriott Hyd*, Mr. Deena Nath, *CEO-Invesco*, Mr. Nagaraju, *President - A.P's Hotels Association*, Mr. Harsha, *CEO-Pragati Offset Pvt. Ltd.*, and many others.



Happy Returns ABSians

OCTOBER

2nd - Kinjal Shah

3rd - Vidya

7th - Sandeep

11th - Nellore Srikanth

16th - Shelina

21st - Nain Singh

30th - Parmeet Singh

EVENTS AND MORE

NEN WORKSHOP AT ABS

NEN is the acronym for National Entrepreneur Network and is a non-profit organization, established in the year 2003 with a mission to create and support high growth entrepreneurs, driving job creation and economic growth in India. It is started and supported by the Wadhvani foundation, a philanthropic initiative of Dr. Romesh and other co-founders like IIT Bombay, IIM Ahmedabad etc.

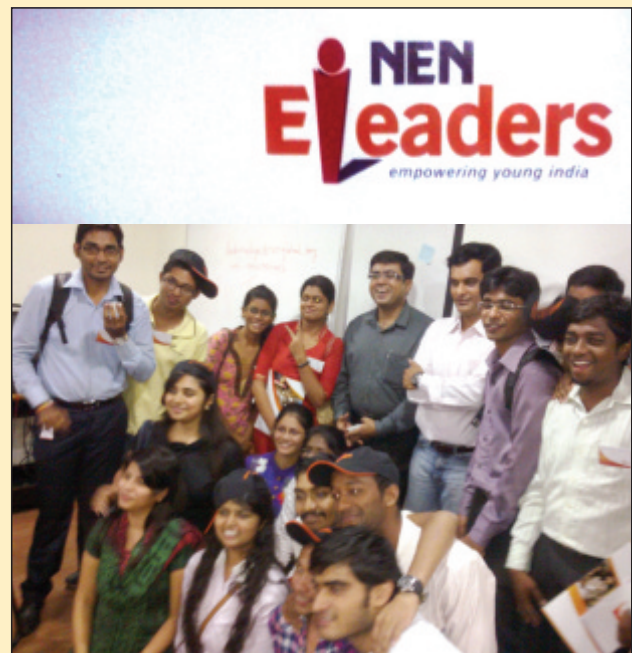
NEN represents India's largest and most dynamic community of new and future high-growth entrepreneurs, with over 70,000 members in 30 cities. It provides critical support to start-ups and early-stage entrepreneurs through high-impact entrepreneurship education; access to mentors and experts; fast-track access to incubation and funding; and learning tools and materials. It partners with over 470 top-tier academic institutes in India to help them develop vibrant entrepreneurship ecosystems on campus, which develop and support new and future entrepreneurs.

Aurora's business school is one of the E-cells institutions and Member College among 600 plus institutes of NEN. NEN has over 3 lakhs members and students of ABS are also a part of it. Nainsingh Rajpurohit, Vardhaman Jain, Rohit Tiwari, Srikanth are active members of the NEN from ABS and were a part of the workshop.

NEN has conducted over 3500 workshops and events at various places and one of the workshops was conducted at ABS on 24th Sept 2011. The workshop was fabulous and a grand success. Students from various institutes of Hyderabad like St.Francis, St.Mary's, BITS Pilani, Shiv-Shivani, from Hyderabad took part in it. There were many new students who registered themselves as the members of NEN. Dev Malia, a great mentor and an industrialist from Kolkata was the chief guest with the local head of NEN Mr.Vikram.

The workshop started at 9 am and tasks were assigned by splitting the audience into groups. Soon after the activity we were told how to start, manage and take care of the preliminaries involved to setup an organisation, how to adjust or get the capital for the start-ups with the help of a wonderful case study .

Before concluding the workshop, Mr.Dev Malia briefed about the internship programme and how NEN helps in getting internship and starting our own ventures. The workshop ended at 6pm and the certificates were issued to the volunteers by Mr.Dev Malia.



HYDERABAD MANAGEMENT ASSOCIATION CHAPTER AT ABS

The HMA student chapter was inaugurated at ABS on 20th October, 2011. The event was presided by Mr. Ramesh Vemuganti, President of HMA, Mr.Gampa Nageshwer Rao, Secretary and Mr.T.T.Reddy who is the Convener for the student and faculty development program at HMA . The main motive of the event was to emphasize the need to learn and the role HMA played to integrate a practice of learning in groups amongst the future managers of the country. The mantra is to be highly motivated always by forming interest groups which would bring about a positive change in the society and encourage new ideas.

Also, as a part of the student development programme, Mr.Bindu Madhavan, a motivational speaker and trainer, spoke to the gathering as to how a management student needs to nurture innovation- the art and the need, which was the topic for the day. With the help of a presentation, he explained the various focus areas that one needs to concentrate upon to get going, to drive out fear, to explore

the unexplored and to break barriers between individuals. The event concluded with Mr.Ramesh Vemuganti declaring the HMA student chapter open at ABS and an ending keynote to focus on "how" instead of "what".



LITERARY CORNER (STUDENT ARTICLES)

Recession is a chance for betterment

Every bad situation has something good in it.



Recently, the phenomenon called Recession has shocked the whole world.

A Recession as we know, is a contraction phase of the business cycle. A recession normally takes place when consumers lose confidence

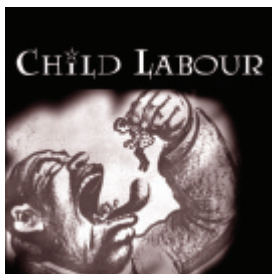
in the growth of the economy and spend less. This leads to a decreased demand for goods and services, which in turn leads to a decrease in production, lay-offs and a sharp rise in unemployment. With globalization, the economic crisis of one country passes to another country in a jiffy and it becomes the problem of the whole world. One fine example would be the impact of the fall of the European market on the whole world.

Betterment from Recession

A recession is a 'reset' button for the economy. When an economy grows various parts of it will be out of balance and proportions which would probably lead to the value of various things get distorted. In fact a recession is the adjustment of the value of various things (such as housing) from their 'market value' down to their actual value. Now is a good time for new competitors to enter the market as the big guns and other ventures too are on the back foot. Also, it would enable their businesses to run on low costs with minimal wastage, thereby maximizing the utility of the resources available by innovating new methods to match demand and supply. Recession is only a re-session for the economy. It acts as a reset button for the economy.

- *Abhinandan Golchha, PGDM-I, ABS*

Is there an end to child labour?



Can we eliminate child labour? Though it is a desirable goal the fact remains that in the given socio-economic scenario that is prevalent in our country, it is virtually impossible to do away with child labour. One cannot dispute the fact that employers exploit children by paying them much less than what they would pay in adult and the future of the working children is ruined as they will not be able to attend schools and get educated for a better future.

But when one considers the economic compulsions of the families which force the children to work, one will be compelled to admit that elimination of child labour will be a distant dream as long as the socio-economic status of these families is not improved.

Realizing the harm caused by child labour, the Indian Government made laws to protect children from exploitation at work and to improve their working condition. Besides, a comprehensive law called Child Labour (Prohibition and Regulation) Act, 1986, was promulgated to prohibit employment of children in certain hazardous occupations and processes.

In 1987, the Indian government formulated National Policy on Child Labour to protect the interests of children and focus on general development programs for the benefit of children. As a part of this policy National Child Labour Projects have been set up in different parts of the country to rehabilitate child labour. Under these projects, special schools are established to provide non-formal education, vocational training, supplementary nutrition etc. to children who are withdrawn from employment.

Though elimination of child labour is an impossible task in the current socio-economic scenario, the Indian government is committed to the task of ensuring that no child remains illiterate, hungry and without medical care. When this ideal will be achieved is a million dollar question.

The developed countries are exerting pressure on developing countries like India to eliminate child labour. According to the current thinking the developed countries may stop imports of those goods that involve child labour in their production. In some of our cottage industries like making of carpets, children are employed in larger numbers. These carpets, which are being exported, may soon lose their market abroad if the producers of these carpets persist with child labour.

Child labour is, no doubt, an evil that should be done away with at the earliest. The prevalence of child labour reflects very badly on society that is not able to stop this evil. But in a society where many households may have to suffer the pangs of hunger if the children are withdrawn from work, beggars can't be choosers. These families have to send their children to work, even if the future of these innocents is ruined, as that is the only choice open for them to survive in this world. Therefore, unless the socio-economic status of the poor families is improved, India has to live with child labour.

A REMEDY FOR THE COMMON SPRAIN

One of the most common injuries that can happen to one, be it at home or our workplace or at any other instance is a sprain. A sprain is an injury in a joint, caused by the ligament being stretched beyond its capacity. The possible symptoms for a sprain are pain, swelling, bruising, decreased ability to move the limb. Also, if the ligament is ruptured, one may hear a popping sound.



What is the treatment?

The first modality for a sprain can be remembered using the acronym RICE. The treatment of sprains depends on the extent of injury and the joint involved. Medications like non-steroidal anti-inflammatory drugs can relieve pain. Weight bearing should be gradual and advanced as tolerated.

Rest: The sprain should be rested. No additional force should be applied on site of the sprain. In case of, for example, a sprained ankle, walking should be kept to a minimum.

Ice: Ice should be applied immediately to the sprain to reduce swelling and pain. It can be applied for 10-15 minutes at a time (longer application of ice may cause damage instead of healing), 3-4 times a day. Ice can be combined with a

wrapping to minimize swelling and provide support.

Compression: Dressings, bandages, should be used to immobilize the sprain and provide support. When wrapping the injury, more pressure should be applied at the far end of the injury and decrease in the direction of the heart, the reason for this is that it causes unnecessary fluid to be flushed back up the blood stream easier in

order to be recycled. Compression should not cut off the circulation of the limb.

Elevate: Keeping the sprained joint elevated (in relation to the rest of the body) will also help to minimize swelling. Ice and compression (cold compression therapy) will not completely stop swelling and pain, but will help to minimize them as the sprain begins to heal itself.

One can minimize the risk of a sprain with the help of exercises that strengthen and improve ankle mobility. Balance and stability training are especially important to retrain the ankle muscles to work together to support the joint.

- Dr. Deepika Chilukuri, PGDM-I, ABS

Stress and work-life balance

The number of stress-related disability claims by American employees has doubled according to the Employee Assistance Professionals Association in Arlington, Virginia. Seventy-five to ninety percent of physician visits are related to stress and, according to the American Institute of Stress, the cost to industry has been estimated at \$200 billion-\$300 billion a year.

It is clear that problems caused by stress have become a major concern to both employers and employees. Symptoms of stress are manifested both physiologically and psychologically. Persistent stress can result in cardiovascular disease, sexual health problems, a weaker immune system and frequent headaches, stiff muscles, or backache. It can also result in poor coping skills, irritability, jumpiness, insecurity, exhaustion, and difficulty concentrating. Stress may also perpetuate or lead to binge eating, smoking, and alcohol consumption.

The feeling that simply working hard is not enough anymore is acknowledged by many other American workers. "To get ahead, a seventy-hour work week is the new standard. What little time is left is often divvied up among relationships, kids, and sleep. This increase in work hours over the past two decades means that less time will be spent with family, friends, and community as well as pursuing activities that one enjoys and taking the time to grow personally and spiritually.

According to Esther M. Oriole, president of Essay Systems, a stress management consulting firm, "Traditional stress-

management programs placed the responsibility of reducing stress on the individual rather than on the organization-where it belongs. No matter how healthy individual employees are when they start out, if they work in a dysfunctional system, they'll burn out."

Work-life balance concerns of men and women alike

Similar discrimination is experienced by men who take time off or reduce working hours for taking care of the family. For many employees today—both male and female—their lives are becoming more consumed with a host of family and other personal responsibilities and interests. Therefore, in an effort to retain employees, it is increasingly important for organizations to recognize this balance.

- Manoj



Give Customers What They Are Starving For And Stand Miles Ahead Of The Competition

Do you know what five steps you can take immediately to give your clients peace of mind?

Here are five questions to consider:

1. Are your clients or prospects certain that you're going to deliver on every commitment, every time, on time without fail?
2. Can they be sure you'll deliver within budget?
3. How predictable and accountable are you in meeting your promises?
4. How well do you follow through on issues and fulfilling obligations to clients?
5. How consistent are you in your prospecting, selling and servicing efforts?

Of course, you'd like to believe that your customers' responses to these types of questions would be very positive. However, the reality is that there is often a gap between the salesperson who says, "My customers think the world of me," and the customer whose experience tells a different story.

Woody Allen was right many years ago when he said 80% of success is showing up. If you show up and you consistently deliver high quality, you're really going to be able to be successful.

Five basic ways to build predictability and consistency for your clients:

1. Be on time
2. Meet all your commitments
3. Fulfill all promises
4. Deliver on time
5. Deliver within budget

**The
Customer
is King**

On the surface this looks disarmingly simple. But it's not! If you can master a few strategies in this area, you will put yourself head and shoulders above the crowd.

Here are five specific steps that you can implement immediately:

1. Be careful not to over commit your time, support or organizational capabilities. Promise a lot, and deliver more.
2. Manage your time and activities carefully. The only inventory a salesperson has is time, so learn how to manage your priorities, manage yourself, and manage your time.
3. Monitor all production and delivery schedules daily. In your client's mind, you are the organization – they only know your name and your face. If there's a problem, it's going to reflect badly on you, regardless of whose "fault" it really is.
4. Allow time for prospecting, selling, servicing and supporting customer commitments on a regular basis.
5. Maintain emotional equilibrium in the face of demands, difficulties and changing priorities. Like buying, selling is emotional.

The benefits of consistency are obvious: you get a long-term relationship with your client and opportunities to sell more. You also build an outstanding reputation. Ultimately, you remove the distrust that leads to resistance. Consistency is quality and quality sells.

To be highly successful in sales, you only have to be 2-5% better than your competition. There's not much competition if you're predictable and consistent. Simply deliver what you promise — every time.

- Sai Kiran, PGDM- I, ABS

NGOs weighed on Popularity



**Does humane work need advertising?
Do NGOs need to be advertised to get funds?**

The point on which one should think is are we helping the society through donations and if we are helping NGOs, are we doing it fairly?

India is estimated to have around 3.3 million NGOs in year 2009, but are the corporate houses and individual trying to explore all the organizations and aiding the needful ones?

There are more than 50% of the NGOs which have not been aided properly and are tending to shut down immediately after inception.

When huge corporate houses are starting their own foundations, why don't they recognize and lift up the NGOs which are in dire need of funds, why aren't individuals also trying to search for NGOs which do not have even 5 donors than going to a famous NGOs, which they can easily trace in the papers and where there are more than a 100 donors?

Corporate houses have an immense potential to donate funds which they are doing under CSR. So even if each corporate house traces and donates an NGO which has just started and is doing a good work and idea for service, it would make a difference for the NGO and their work for society.

NGOs are established for a good purpose, why is it that even helping the society also is recognized by media and not by the need.

The only solution for this problem would be, micro NGOs can join their hands with recognized NGOs and work. This would reduce the number of NGOs thereby increasing the qualitative work for the social issues.

How Social Media is Benefit for SME (Small and Medium Enterprise)

The most important use of Social media is Communication.

Marketing is all about building relationships, relationships start with communication. New tools like blogging, micro-blogging (Twitter), Social networking (Facebook, LinkedIn), Video distribution (YouTube), Photo sharing (Flicker), and many more allows small business to communicate and share information to their customers. Contents are in the form of Post, Video, Audio, Images.

Small and medium enterprise are taking advantage of social network sites like Facebook, Twitter as users are always connected through portable devices like mobile, tablets, IPod etc. through sharing they are also able to attract new customers. It's an easy way to make a direct communication with to the customers.

There are few companies like Westfeild Valley fair, Electronic Arts UK, Onitsuka Tiger by Asics, University of Kentucky, and VisitBritain, these company give discount coupon to customers through their Facebook page, they promote their product, use the feature like Facebook Place, who can design campaigns around the checkin service to build awareness, grow their fan base and engage and reward customers.

There are some common mistakes that have to be avoided while using Social Media:

Broadcasting -Providing fans with relevant content and engaging on a continual basis, the job is to interact not just broadcast.

Not Investing Adequate time-Taking example of Facebook some small business owners are under the impression that if they set up a Page on Facebook, that's all they have to do. They think people will just naturally come and want to be a fan of their product or service.

Failing to learn about the tools of Social Media- Many small businesses do not take advantage of the tools to introduce themselves to the Facebook.

Violating Terms- it's important to follow the Terms and Conditions of Social media like Facebook, Twitter, Foursquare etc. what are the most Common Violations? Some build a community on a personal page instead of a proper Facebook Page. Others fail to abide by Facebook's rules around running contests. And don't even think about "tagging" people who are in an image without their permission.



-Ramesh Krishnamurthy, PGDM-I, ABS

If the World were 100 People:

There would be:

50 would be female
50 would be male

There would be:

20 children
80 adults
14 olders

There would be:

61 Asians
12 Europeans
13 Africans
14 people from the Western Hemisphere

There would be:

31 Christians
21 Muslims
14 Hindus
6 Buddhists
12 people who practice other religions
16 people who would not be aligned with a religion

There would be:

17 would speak a Chinese dialect
8 would speak Hindustani
8 would speak English
7 would speak Spanish
4 would speak Arabic
4 would speak Russian
52 would speak other languages

There would be:

82 would be able to read and write
18 would not

There would be:

75 people would have some supply of food and a place to shelter them from the wind and the rain
25 would not

1 would be dying of starvation
17 would be undernourished
15 would be overweight

There would be:

83 would have access to safe drinking water
17 people would have no clean, safe water to drink

Source: <http://www.100people.org>



- Chanakya Kandukuri

Leaders Are Born and Not Made



SANJAY JHA

PhD in Electrical Engineering

Motorola Mobility

CEO and Chairman

Career path

Sanjay Jha started his career as an engineer in Brooktree Corporation, San Diego and then at GEC Herst Research Centre, London. He joined Qualcomm in 1994 as a senior engineer. In 1997 he was promoted to Vice President of engineering group. In 1998 he was promoted to Senior Vice President. In 2003 he became the Executive Vice President of Qualcomm and in 2006 became the Chief Operating Officer of Qualcomm CDMA Technologies. On 4th August 2008 it was announced that he would be the next Chairman and CEO of Motorola mobile devices division called the Motorola Mobility.

Success and Key Achievements

In 2002 he formed a subsidiary of Qualcomm called Qualcomm Technologies and Ventures and led to the development of five generations of Qualcomm's modem and chipsets. In June 2005 he was elected to the Board of Directors of the Semiconductor Industry Association. He also serves as the Vice Chairman of the Fabless Semiconductor Association.

Failures and Changes

Motorola's mobile division was incurring huge losses since 2007 much before Sanjay Jha became the CEO. The losses continued to his tenure as well and there was a little he could do. There was little improvement even after he became the CEO. Thus he along with some executives of Motorola played a major role in the separation of Motorola's mobile division into a separate entity called the Motorola Mobility. This decision helped improve Motorola's financial position and thus averting the sale of its mobile division all together.

Key Leadership Traits :-

Sanjay Jha has shown immense versatility and strong leadership skills in all the companies he has worked. He led the formation of Qualcomm's new subsidiary and also managed two portfolios. He managed the technology investment division as well the technology group as executive Vice President. In 2003, along with the aforementioned portfolios, he also held the portfolio of the Executive Vice President of Qualcomm and President of Qualcomm CDMA technologies.

- Rohit Garoo, PGDM-I, ABS



A man joined a big Multi National Company as a trainee....

On his first day; he dialled the kitchen and shouted into the phone: "Get me a cup of coffee, quickly!"

The voice from the other side responded: "You fool; you've dialled the wrong extension! Do you know who you're talking to?"

"No" replied the trainee.

"It's the Managing Director of the company, you idiot!"

The trainee shouted back: "And do you know who YOU are talking to, you IDIOT?"

"No!" replied the Managing Director angrily.

"Thank God!" replied the trainee and put down the phone...

Several weeks after a young man had been hired, he was called into the personnel director's office. 'What is the meaning of this?' the director asked.

'When you applied for this job, you told us you had five years experience. Now we discovered this is the first job you've ever held.'

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

STRENGTH IN SPIRITUALITY

Spirituality & Aging in Modern Society

Increasing longevity in modern society puts the spiritual needs of older adults at the forefront of societal priorities in providing care for the elderly. Nonetheless, Western society continues to struggle with anti-aging attitudes, which tend to ignore the talents and creative contributions of older adults, expressed in the lack of opportunities for either vocational retraining and employment, or community service. Additionally, retirement communities catering to older adults tend to place an emphasis on activities rather than the spirituality of creativity. Historically, the elders of society functioned as transmitters of sacred knowledge and rituals. They established an awareness of the culture and roots that are necessary for the health and growth of the community. With the growing population of older adults, the role of an elder in the society should be expanded, to enrich and give meaning to lives of its aging citizens.

In the US general population, religious participation has always been prominent, with over 90% of Americans believing in God or a higher power, 90% praying, 67–75% praying daily, 69% being members of a church or synagogue, 60% considering religion to be very important in their lives and 82% acknowledging the need for spiritual growth. There is also evidence from research that patients want to be seen and treated as whole people, not as disease states. Being a whole person implies having physical, emotional, social and spiritual dimensions. Ignoring any of these aspects can interfere with healing. In healthcare systems, many patients want their physicians to integrate religion; over 75% want their physicians to include spiritual issues in their care. Yet, frequently, families and healthcare providers of older adults are poorly prepared for integrating spirituality into the consideration of life and healthcare decisions. According to surveyed physicians, lack of time, inadequate training and discomfort in addressing the topics are responsible for the discrepancy. Overcoming these barriers toward proper assessment, and understanding and respecting an individual's spirituality can help shape personalized medical care for older adults, and improve health outcomes.

However, research on spirituality struggles to maintain a nonsectarian approach to studying spirituality, owing to the highly heated religious preferences of various authors, which polarize gerontological literature on spirituality, religiosity and aging. Although the concept of spirituality is multifaceted and does not lend itself to an easy definition, further research will depend on the use of stronger and non-ambiguous definitions and measures that will unify research efforts and determine success.

It seems that finding common grounds in pursuing knowledge about benefits of spirituality is more important for the benefit of the field and the population at large, rather than emphasizing relatively minor differences among religious practices. Spiritual interventions can help relieve psychological distress and fear of death, as well as the stresses of care giving for loved ones with chronic illnesses in later years. As in all other domains of clinical research, spiritual interventions have limits, and must be applied with caution for both technical and ethical reasons. As scientific knowledge of spirituality expands, so does awareness of the need for further research, including the refinement of methodological procedures, expansion to new topics and extension to international cultures and diverse religions.



Deepavali celebrations at ABS



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NEWSLETTER

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