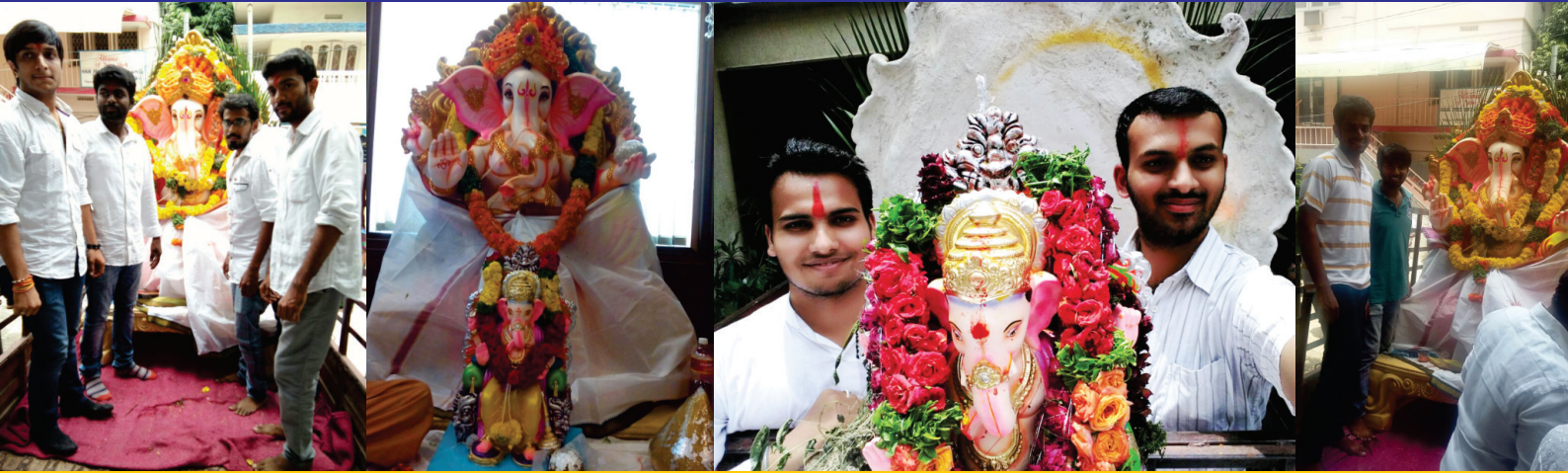
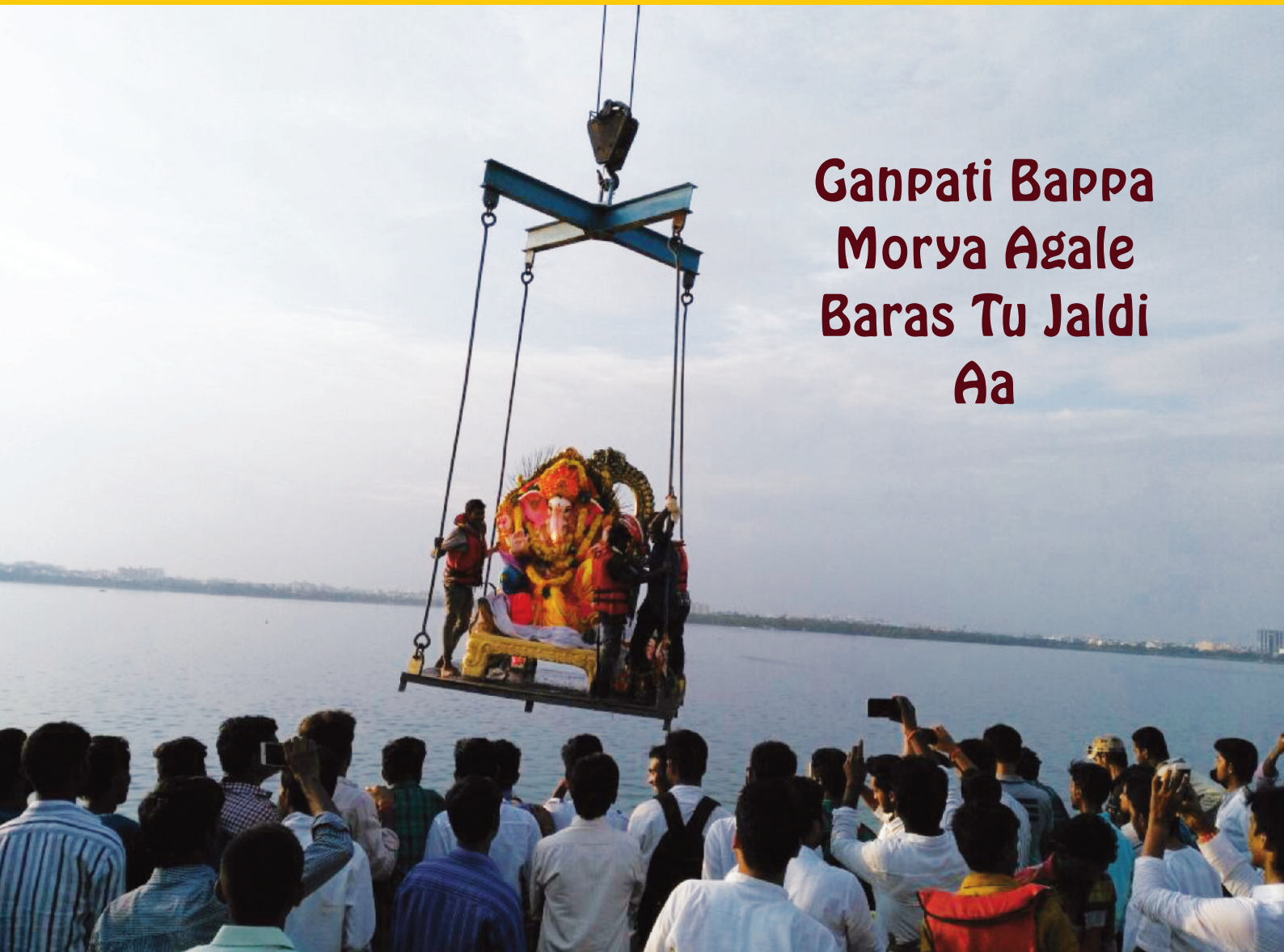


AURORA'S BUSINESS SCHOOL CELEBRATES GANESH FESTIVAL



**Ganpati Bappa
Morya Agale
Baras Tu Jaldi
Aa**



FROM THE DEAN'S DESK

Twelfth Batch of PGDM Formed

Batch XII of PGDM for the years 2016-2018 is formed as admissions season is coming to close. It is gratifying to note that there has been a steady growth in the number of students admitted to PGDM Program at the Aurora's Business School over years. As against 44 students admitted for the tenth batch (2014-2016) as many as 57 students were admitted for the eleventh batch (2015-2017) clocking a hefty 30% increase in admissions. This year the admitted number for the twelfth batch (2016-2018) rose even higher to 77 registering a 33% increase in admissions. Thus, in the last two years admissions increased by 75%. This growth in numbers, seen against the falling trend in admissions elsewhere, speaks volumes about the quality of management education as well as the confidence of the student's community in Aurora's Business School. We feel delighted about this and would like to thank our faculty, staff, the placement department and the admission team for this splendid achievement. Dr Raghu Naga Prabhakar, Director of placement Admissions has been a great source of help in this.

Taking a close look at the profiles of the newly admitted student it is heartening to find that newly admitted students come from far and wide. They hail from different states of the country such as Telengana, Andhra Pradesh, Orissa, West Bengal, Goa, Tripura, Karnataka and Tamil Nadu. They are from a variety of educational streams such as Commerce, Science, Engineering, Business Management, Agriculture, Hotel management, Pharmacy,



Prof. G. Sreenivas Reddy

Arts, and Fashion Technology. It is equally heartening to note that this year we could attract students who did their undergraduate studies in very well known colleges such as Aurora Degree College, BITS pilani, VJIT, St Francis Degree College, St Mary's Degree College, Indian Institute of Management, Bhavan's College, Bangalore University, Villa Marie Degree College, Geetanjali Degree College, ICFAI, Pulla Reddy College, CVR College of Engineering etc.

There are also students who have outstanding achievements to their credit in sports, music, dance etc. With this I am sure, we all can look for exciting moments in our academic journey during the course of these two years.

I warmly welcome the newly admitted students to our campus and assure them that we leave no stone unturned in facilitating their journey of value addition so that they would land upon their dream careers at the end of their studies.

Hearty Welcome to our Freshers !

Prof. G. Sreenivas Reddy

MEMOIRS OF THE MONTH

Teacher's Day - 5th September

In India the birthday of the second President of India, academic philosopher **Dr. Sarvepalli Radhakrishnan** is celebrated as Teacher's Day. On this day students pay homage and respect to their teachers and show gratitude towards all the things that they learnt from their teachers. In many schools on this day senior students take up the task of teaching for a day as a token of respect towards their teachers.



Ganesh Chathurti - 5th September

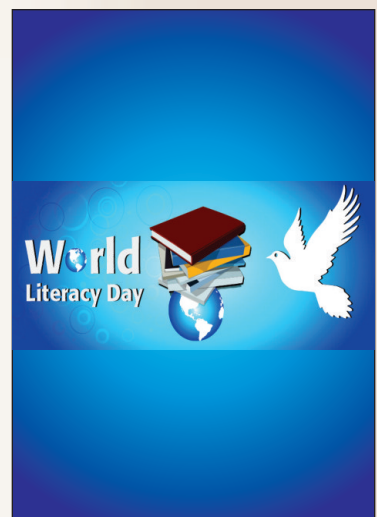
Ganesh Chathurti is the Hindu festival celebrated on the occasion of birthday of Lord Ganesha, the son of Shiva and Parvati, who is believed to bestow his presence on earth for all his devotees in the duration of this festival. It is the day Shiva declared his son Ganesha as superior to all the gods. Ganesha is widely worshipped as the god of wisdom, prosperity and good fortune and traditionally invoked at the beginning of any new venture or at the start of travel.



World Literacy Day - 8th September

September 8 was proclaimed International Literacy Day by UNESCO on November 17, 1965. It was first celebrated in 1966. Its aim is to highlight the importance of literacy to individuals, communities and societies. On International Literacy Day each year, UNESCO reminds the international community of the status of literacy and adult learning globally. Celebrations take place around the world.

Some 775 million adults lack minimum literacy skills; one in five adults is still not literate and two-thirds of them are women; 60.7 million children are out-of-school and many more attend irregularly or drop out. Thus this day was commemorated in order to remind everyone of the importance of literacy and the impact it can have on the society. The theme of International Literacy Day 2012 is Literacy and Peace. This theme was adopted by the United Nations Literacy Decade (UNLD) to demonstrate the multiple uses and value that literacy brings to people.



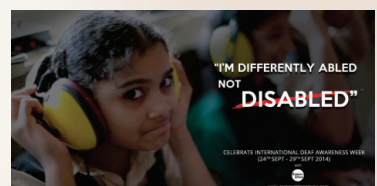
World Ozone Day- 16th September

Since 1980, the United Nations World Tourism Organization has celebrated World Tourism Day on September 27. The United Nations' World Tourism Organization (UNWTO) invites people worldwide to participate in World Tourism Day on September 27 every year. The UNWTO Secretary-General annually sends out a message to the general public to mark the occasion. Many tourism enterprises and organizations, as well as govt. Agencies with a special interest in tourism, celebrate the event with various special events and festivities.



International day of the deaf- 24th September

The international day of the deaf is celebrated on 24th September. On this deaf individuals carry out marches and events in order to spread awareness of the plight of the deaf. This is a day when people are reminded that irrespective of their disability deaf people can do all the things what a normal individual can do. Events are organised all over the country by different organisations to spread awareness about the plight of deaf individuals and to give out a helping hand to those deaf individuals who are in need of help.



NEWS @ AURORA'S BUSINESS SCHOOL

- 05-09-2016** Students, Staff and Faculty organize Vinayaka Chaviti Celebrations on a grand scale marked by daily pooja, haarathi & Singing of bhajans for five days.
- 07-09-2016** Elections for Class Representatives were held for I year PGDM and Mr. G. Ramesh and Ms T. P. Goda Devi were elected as CRs
- 08-09-2016** Released the monthly finance bulletin Finscape August 2016 issue.
- 09-09-2016** Aurora's Business School becomes member of the Association of Management Development Institutions in South Asia and gets listed in the Membership Directory -2016 at P.16
- 09-09-2016** Vinayaka Nimarjanam performed with pooja, rituals and procession in the Afternoon
- 12-09-2016** Released the July, 2016 issue of the Auroras Business School's News letter Akshara
- 14-09-2016** Entrepreneurship Development Cell inaugurated at the Auroras Business School by Mr. Sri Charan Lakkaraju, CEO of a startup company
- 19-09-2016** Released the Newsletter Akshara's August, 2016 issue
- 19-09-2016** Dr. Adhiti Benerji, Post - Doctoral Fellow of KIIM delivers guest lecture on "Motivation and Employee Behaviour"
- 19-09-2016** Students of I year PGDM subscribe to Economic Times with 50 % subsidy from the A u r o r a s Business School
- 20-09-2016** Initiated the practice of news reading from business dailies @ one student every day to get business news updates for students
- 20-9-2016** September, 2016 issue of the monthly news bulletin Finscape released
- 21-9-2016** Conducted analysis of the newly admitted 12th batch PGDM students and found that they are highly diverse hailing from different disciplinary backgrounds (Commerce, Arts, Science, Psychology, Hotel management, Pharmacy, Computer Science Engineering etc), different regions (more than 50 % non local – hailing from AP, Karnataka, Maharashtra, UP, TN, West Bengal and Tripura), diverse religions (Hindus, Muslims, Christians, Jains) and have nine different languages as their mother tongues (Hindi, Telugu, Bengali, Khatri, Konkani, Marathi,, Marwadi,Tamil, Urdu)
- 22-09-2016** Mr. Jayant Nasa and Ms. Jaya Shree of ISB visit the Business School and interact with students
- 26-09-2016** Two-day Karvy Workshop on Financial Markets was held on the campus with & resource faculty from Karvy viz.
- 27-09-2016** 1) Mr.Karunakar, Senior Manager Training and Development 2) Mr. Osho Krishna, Assistant Manager Technical & 3) Mr. Deep Kumar, Assistant Manager Technical & Research handled the sessions. The themes covered included Financial Markets, Depositories, Equity Markets, Corporate Actions, Derivatives, Mutual Funds and Ratio Analysis
- 28-09-2016** Senior Faculty Member Dr V. Sree Jyothi and seven students of PGDM I year attended the Symposium on Employee Relations at the Engineering Staff College of India, Hyderabad.
- 29-09-2016** Faculty meeting was held for forming up arrangements for II year II Trimester work distribution and to identify contents beyond the syllabus for the Trimester
- 30-9-2016** Bathukamma Celebrations were held on the campus.

PROFESSIONAL EDGE



Interactive Session on Virtual Trading Platform

On the 15th of September-2016, an interactive session was conducted by the world's first virtual social trading platform, called TrakInvest at Aurora's Business School. The session was dealt with by the Vice President of Sales and Marketing of the venture - Ms. Urvi Babla. During the course of this short interaction the students pursuing their first year in PGDM obtained an understanding about the different stock exchanges across the globe as well as the basic functioning of this online portal.

TrakInvest is the first and only one of its kind in the field of social trading, engaging both novices to the world of stock trading and experienced players in markets. The portal is user friendly, and seems to be quite simple as demonstrated in the session by Babla. One can follow friends on a social media kind of newsfeed which shows the stocks bought and sold by them. This enables peer to peer learning and more importantly, deeper understanding of markets that one is trading in, thanks to chat rooms that can be used to reach out to other investors.

The portal also offers individuals an opportunity to avail certifications based on their trading history of at least three consecutive months. Thus, with the payment of a fixed fee per month and fairly good

understanding of stock markets, students can attain these certifications, along with a report of their trading performance that will certainly be useful when they are looking out for internships and /or placements.

This portal is a great step forward for those who wish to learn and understand the real life complexities of markets, without having to learn from their mistakes of losing actual money. TrakInvest is also used by institutions such as business schools and other colleges that need a simulation platform to conduct events at management or finance fests.

We applaud this innovative idea by the TrakInvest team and hope our students will be much benefitted by both the introductory session as well as the continuous usage of this easy yet, educative software.

Roshni Sequeira
PGDM 1st year
DM-12-003
Aurora's Business School.



PROFESSIONAL EDGE

Oskar Schindler- An industrialist who simply refused to abdicate his ethics



There are two names which are synonymous with The Great Holocaust. One of these Adolf Hitler has the reputation of being the world's most formidable tyrant while there was also another person revered by masses -Oskar Schindler, a Nazi to whom generations of a Jewish race are indebted. I was profoundly intrigued about how Oskar Schindler, a person whose motive was solely dictated by money, a person known for his inducements and vices could sacrifice all his lifetimes' fortune to save his shareholders and employees from extermination at the German concentration camps.



In the initial stage of the Second World War Jews in Germany were being stripped off all their legal rights. Their wealth, property and possessions were being confiscated by the Nazi state and were being made to resettle as forced labor in ghettos. Able bodied ones were used as slave laborers in several German corporations for indefinite period. While the rest-old, feeble and diseased- were moved to extermination camps. Schindler soon realized that the optimum exploitation of this Jewish predicament would conjure him a good amount of capital and slave labor and that it was indeed a favorable environment to establish an Industry and make loads of money.

Being a person of panache and charisma it took him a little effort to apprise the Jewish investors about their situation and about what mandates

them to invest in his firm. They had to choose whether to surrender their possessions to the state and wait for their emaciating death in the gas chambers or to invest with Schindler. They learnt that by associating with Schindler they might at least stand a slim chance of surviving the holocaust. Soon Schindler's coffers were filled with Jewish investments and thus an Enamelware factory was launched. A list of a thousand Jewish associates was made including the Jewish investors and an additional nine hundreds of Jewish workers. This list was popularly known as the Schindler's list and these Jews were referred to by German SS army as Schindler's Jews. It costed huge payouts in millions for Schindler to the SS army to accommodate all of the Schindler's Jews in one ghetto and in his own factory.



As the war neared completion and since Germany was losing the war conditions of the Jews deteriorated further. Living in squalor, with all kinds of contagious diseases and conceiving the macabre tortures and atrocities of the Nazi army the anguish of the Jews was beyond any human being's imagination. As the allied forces started occupying Germany Hitler ordered liquidation of the ghettos and the concentration camps. All Jews were being headed into extermination in order to mask

PROFESSIONAL EDGE



Hitler's war crimes. Soon two million Jews were gassed in the concentration camps. The pyres of the deceased Jews across Germany and Poland resembled infernos. The air was black filled with the ashes of the dead. It indeed resembled human volcanic ash.



While almost the entire Jewish population perished in the Holocaust, Schindler's Jews survived. Surviving a holocaust of such an overwhelming scale, orchestrated by the state seemed to be supernatural. Schindler's Jews while expressing their gratitude to Schindler quoted the following "One who saves a single live saves the world entire". The sheer criticality, the magnitude of the menace could be construed from these words.

Oskar Schindler has sacrificed his life's fortune paying bribes in millions to save Schindler's Jews. Schindler could have always chosen to forsake his Jews and flee Germany with all his hoarded wealth. But he instead chose to stand for his word. He chose to answer the call of his consciousness. He chose to remain true to his Jewish investors and workers. By the end of the war Schindler was penniless, but his assets were those one thousand Jewish lives that he literally bought with his lives fortunes which cost millions. Schindler belongs to

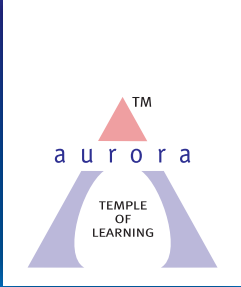
the most uncommon breed of the leaders which the world has conceived. The inferno like pyres of Jewish carcasses couldn't scorch his confidence. Corrupt German Officials couldn't tarnish his ethics but have only reinforced his core values. He walked through the streets of slaughter and blood and came out with a pristine white character. With this deed he rose to the highest level of humanity. Though he couldn't make fortunes, he earned a reputation that stands through the annals of history. The cornerstones of a business are ethics and core values. A true business leader is the one who never abdicates his ethics and core values no matter what the situation is. Oskar Schindler was indeed a legendary businessman in every sense of the word businessman.

M. Shreyas
PGDM 1st Year
DM-12-063
Aurora's Business School

Oskar Schindler

- Born- April 28, 1908 in Hungry
- Catholic German industrialist
- Wife's name- Emilie





AURORA'S BUSINESS SCHOOL

PERSONALITY DEVELOPMENT SCORECARD FOR PGDM STUDENTS
(Dear students please get to know what is personality development from the following four quadrants and develop your personality)

ACADEMIC FITNESS QUADRANT (AFQ)

1. Regular attendance to classes
2. Reading quality text books
3. Reading journals & business newspapers.
4. Having personal library with a minimum of 50 books (Text books, general and subject books, Questions Banks, Classics etc)
5. Writing class notes and book notes regularly
6. Reading latest and important contents beyond syllabus
7. Watching quality TV channels
8. Communication Skills (Reading, writing, speaking and listening)
9. Use of internet for academic and professional growth
10. Thorough knowledge of Specialization

PROFESSIONAL FITNESS QUADRANT (PFFQ)

1. Positive attitude & Open-mindedness
2. Pro-activeness
3. Active participation in professional activities
4. Emotional intelligence
5. Self-control
6. Self-criticism
7. Team working ability
8. Professional ethics
9. Reading Business Dailies
10. Membership of professional organizations (HMA, NHRD, NIPM etc)

PHYSICAL FITNESS QUADRANT (PFQ)

1. Height-weight proportion
2. Balanced diet (Calories + Proteins + Mineral Balance)
3. Regular exercise (Walking, Swimming, Yoga, Pranayam, Aerobics, Sit-ups etc)
4. Sense of routine (Eating, Sleeping, waking up on time)
5. Frugal eating (one third food + one third water + one third air in the belly)
6. Avoiding junk foods
7. Physical work and participation in household chores
8. Drinking plenty of water
9. Proper sitting habits (sitting with straight back)
10. Periodical medical check ups (Know your blood group and display it on ID Card)

MORAL FITNESS QUADRANT (MFQ)

1. Devotion to duty & respect for work
2. Self-respect
3. Concern for others
4. Social awareness
5. Respect for learned people
6. Cultural sensitivity
7. Good friends
8. Honesty
9. Charity
10. Simplicity

By : Prof. G. Sreenivas Reddy

PROFESSIONAL EDGE

How to supercharge your employees

Employee productivity is a very important factor contributing to the growth of an organisation. When you invest in the working hours of your employee, it is quite natural to expect a steady ROI (read 'undivided attention and impeccable productivity'.)

However, it would be extremely unrealistic to expect that, many other factors govern their lives, and hoping that your employees are simply going to give it their 100 percent without an additional incentive is in vain. So, what exactly can you, as a leader, do to supercharge your employees and improve their productivity? Here are a few pointers:

Know your goals and your team

Set precise goals and break them down into clear action points. Thereafter, you need to understand how your team will contribute to the achievement of those goals. Take a hard look at who is doing what and judge if you have assigned the right team for the right role.

Often, we fail to do this in an organisation and, thus, end up losing not just valuable resources, but also potential positive outcomes.

Know the job roles of every individual in your team

Speak to them personally and make them feel like they are a part of your journey.

Motivate your team visually

Incorporate motivational quotes by successful people in your office décor.

It could be in the form of posters, coffee mugs, notebooks -- just about anything!

Ensure that the working area is well-lit and has a pleasant ambience.

Use bright feel-good colours and adopt innovative interior designs.

Connect with your team

Don't spend all your working hours at your work desk. Take some time and make an effort to connect with your team.

Listen to what your employees have to say. Ask them to contribute ideas and suggestions for the organisation.

Do not shy away from their suggestions about how they can contribute better to the organisation.

Facilitate team bonding

In addition to conventional methods like regular meet-ups and team outings, include other fun activities for your team.

Divide them into different groups and let them compete against each other to improve creativity and enhance problem-solving and team-building skills.

These activities can also be done outside office in case you are up for a quick break from the workspace!

Be prepared

Do not procrastinate the training of your new employees.

Ensure that they are prepared with the knowledge base as well as the tools and resources required. These training sessions can be supervised by older employees, which, in turn, will help boost their morale as well.

Be human!

Debunk leadership myths and be a true leader. Accept that it is okay to let your guard down and show your employees your humane side.

Be open to their ideas, suggestions, opinions and even problems. Make them feel valued.

Praise publicly, but reprimand privately.

Don't punish employees when they try something and fail. Help them learn lessons that will enable them to succeed the next time.

Treat your employees with dignity and respect.

As author and consultant David Allen said, "If you don't pay appropriate attention to what has your attention, it will take more of your attention than it deserves." And so it is with your employees.

Sweta Dash

VIEWS AND REVIEWS

12 Habits of Genuine People ?

Emotional intelligence (EQ) is critical to your performance at work. TalentSmart has tested the EQ of more than a million people and found that it explains 58% of success in all types of jobs. Suffice it to say, emotional intelligence is a powerful way to focus your energy in one direction with tremendous results.

But there's a catch. Emotional intelligence won't do a thing for you if you aren't genuine.

A recent study from the Foster School of Business at the University of Washington found that people don't accept demonstrations of emotional intelligence at face value. They're too skeptical for that. They don't just want to see signs of emotional intelligence. They want to know that it's genuine—that your emotions are authentic.

According to lead researcher Christina Fong, when it comes to your coworkers,

“They are not just mindless automatons. They think about the emotions they see and care whether they are sincere or manipulative.”

The same study found that sincere leaders are far more effective at motivating people because they inspire trust and admiration through their actions, not just their words. Many leaders say that authenticity is important to them, but genuine leaders walk their talk every day.

It's not enough to just go through the motions, trying to demonstrate qualities that are associated with emotional intelligence. You have to be genuine.

You can do a gut check to find out how genuine you are by comparing your own behavior to that of people who are highly genuine. Consider the hallmarks of genuine people and see how you stack up.

“Authenticity requires a certain measure of vulnerability, transparency, and integrity,” —Janet Louise Stephenson

1. Genuine people don't try to make people like them. Genuine people are who they are. They know that some people will like them, and some won't. And they're okay with that. It's not that they don't care whether or not other people will like them but simply that they're not going to let that get in the way of doing the right thing. They're willing to make unpopular decisions and to take unpopular positions if that's what needs to be done.

Since genuine people aren't desperate for attention, they don't try to show off. They know that when they speak in a friendly, confident, and concise manner, people are much more attentive to and interested in what they have to say than if they try to show that they're important. People catch on to your attitude quickly and are more attracted to the right attitude than what or how many people you know.

2. They don't pass judgment. Genuine people are open-minded, which makes them approachable and interesting to others. No one wants to have a conversation with someone who has already formed an opinion and is not willing to listen.

Having an open mind is crucial in the workplace, as approachability means access to new ideas and help. To eliminate preconceived notions and judgment, you need to see the world through other people's eyes. This doesn't require you to believe what they believe or condone their behavior; it simply means you quit passing judgment long enough to truly understand what makes them tick. Only then can you let them be who they are.

3. They forge their own paths. Genuine people don't derive their sense of pleasure and satisfaction from the opinions of others. This frees them up to follow their own internal compasses. They know who they are and don't pretend to be anything else. Their direction comes from within, from their own principles and values. They do what they believe to be the right thing, and they're not swayed by the fact that somebody might not like it.

4. They are generous. We've all worked with people who constantly hold something back, whether it's knowledge or resources. They act as if they're afraid you'll outshine them if they give you access to everything you need to do your job. Genuine people are unfailingly generous with whom they know, what they know, and the resources they have access to. They want you to do well more than anything else because they're team players and they're confident enough to never worry that your success might make them look bad. In fact, they believe that your success is their success.

VIEWS AND REVIEWS

5. They treat EVERYONE with respect. Whether interacting with their biggest clients or servers taking their drink orders, genuine people are unfailingly polite and respectful. They understand that no matter how nice they are to the people they have lunch with, it's all for naught if those people witnesses them behaving badly toward others. Genuine people treat everyone with respect because they believe they're no better than anyone else.

6. They aren't motivated by material things. Genuine people don't need shiny, fancy stuff in order to feel good. It's not that they think it's wrong to go out and buy the latest and greatest items to show off their status; they just don't need to do this to be happy. Their happiness comes from within, as well as from the simpler pleasures—such as friends, family, and a sense of purpose—that make life rich.

7. They are trustworthy. People gravitate toward those who are genuine because they know they can trust them. It is difficult to like someone when you don't know who they really are and how they really feel. Genuine people mean what they say, and if they make a commitment, they keep it. You'll never hear a truly genuine person say, "Oh, I just said that to make the meeting end faster." You know that if they say something, it's because they believe it to be true.

8. They are thick-skinned. Genuine people have a strong enough sense of self that they don't go around seeing offense that isn't there. If somebody criticizes one of their ideas, they don't treat this as a personal attack. There's no need for them to jump to conclusions, feel insulted, and start plotting their revenge. They're able to objectively evaluate negative and constructive feedback, accept what works, put it into practice, and leave the rest of it behind without developing hard feelings.

9. They put away their phones. Nothing turns someone off to you like a mid-conversation text message or even a quick glance at your phone. When genuine people commit to a conversation, they focus all of their energy on the conversation. You will find that conversations are more enjoyable and effective when you immerse yourself in them. When you robotically approach people with small talk and are tethered to your phone, this puts

their brains on autopilot and prevents them from having any real affinity for you. Genuine people create connection and find depth even in short, everyday conversations. Their genuine interest in other people makes it easy for them to ask good questions and relate what they're told to other important facets of the speaker's life.

10. They aren't driven by ego. Genuine people don't make decisions based on their egos because they don't need the admiration of others in order to feel good about themselves. Likewise, they don't seek the limelight or try to take credit for other people's accomplishments. They simply do what needs to be done without saying, "Hey, look at me!"

11. They aren't hypocrites. Genuine people practice what they preach. They don't tell you to do one thing and then do the opposite themselves. That's largely due to their self-awareness. Many hypocrites don't even recognize their mistakes. They're blind to their own weaknesses. Genuine people, on the other hand, fix their own problems first.

12. They don't brag. We've all worked with people who can't stop talking about themselves and their accomplishments. Have you ever wondered why? They boast and brag because they're insecure and worried that if they don't point out their accomplishments, no one will notice. Genuine people don't need to brag. They're confident in their accomplishments, but they also realize that when you truly do something that matters, it stands on its own merits, regardless of how many people notice or appreciate it.

Bringing It All Together

Genuine people know who they are. They are confident enough to be comfortable in their own skin. They are firmly grounded in reality, and they're truly present in each moment because they're not trying to figure out someone else's agenda or worrying about their own.

Dr. Travis Bradberry

Author of #1 bestselling book, Emotional Intelligence 2.0, and president of TalentSmart, world's leading provider of emotional intelligence.

VIEWS AND REVIEWS

Dear Young Entrepreneur !

If you are planning to set up your own company, this advice is crucial for you.

Here's what you think you'll be doing in your twenties: working in a big company, holding a fun job, going out with friends, holidaying all over the world, and basically living the 'Golden Years' of your lives.

You can forget all of that the minute you think of starting out on your own in your twenties.

I started my own ad agency after quitting at the age of 25.

Learn as much as you can

While you're employed, you let a lot of things pass you by, because it's not your domain/area/problem. Someone else is dealing with it, and you don't need to get involved.

If you're a future entrepreneur, you better take an interest in your bosses, your juniors, and the janitor's job because in a start-up, you're going to be doing everyone's job for a while.

And while you might not be directly involved, you'll need to know how everything works so that you can guide your team and catch problems before they become catastrophes.

Learn as much as you can while you're working for someone else. The learning never stops, so you should get started as soon as possible.

Age is not just a number

You have the time to actually experiment and take risks.

You're going to know in 3 to 5 years whether you want to remain an entrepreneur or not.

By the time you figure, either way, you're still young enough for your entrepreneurial experience to help you find yourself a job.

If you plan to stick to your guns, you have time to build as big an arsenal as you like. Like someone said, you're old enough to know better, but you're young enough to do it anyway!

Fluidity

It's easy to be fluid when you are in your twenties. It's a great habit to have, so that you continue remaining flexible and learn how to take advantage with time.

The more fluid you are, the better the outcome of your decision-making and problem-solving because each and every problem in a start-up is unique. One size does not fit all.

Be frugal

If you started out to get rich, you might as well stop right now because the money that you're making is for the growth of your company, and you are its custodian.

When you want to expand and grow, the Audi in your parking won't help.

Two international vacations a year won't pay for staff salaries and those gadgets you're collecting could have paid the deposit for your new office space in a new city.

It's best you learn this at the onset. It's very easy to get carried away and if you don't learn how to budget, your investors/you won't be too happy looking at your bottom line.

Managing perceptions

You learn how to make people overlook your age. After failing a few times on account of how young you are, you will modify your approach to make age a non-issue.

Essentially, you can now make people look beyond the obvious and into your product.

A very valuable skill to have regardless of where you're coming from. It's age today, could be a competitor tomorrow.

Partner up

It's the age of collaborations. Find the right fit for you. Take your time and share the experience with someone who shares your vision.

Develop relationships that can help you deliver your

VIEWS AND REVIEWS

vision. It's easy to get excited and lose sight of the summit, but the wrong partnerships can cost you a lot of time, money and heartache. Choose wisely.

Work, work, work, work, work

When your peers are settling down, you're working. When they're getting married, you're working.

When their companies are sending them on an all-expenses paid trips abroad, guess what, you're still working. Because you are not here for the short term.

You're building something bigger than all of that. And you'll be happy doing it because you feel rewarded when something goes right; when you deliver a project on time and by the right specs.

Your gratification comes from very different things now. You're in for quite a ride.

Plan? What plan?

You can throw all your plans out the window. Every day will be a whole new fight and struggle and the only plan that works is hustling.

You're hustling? You're fighting? Then your plan is working.

The day you feel that you should have a plan, something will come along to knock that notion down.

Plans are for the ones playing with a parachute.

You've jumped off the plane and you're building your parachute on your way down. Adrenaline is your friend now.

Cash flow is king

The success of any business depends on its ability to turn cash around.

Are you billing billions and collecting millions? Failed.

Are you billing millions with billions sitting in the bank? You're a champ.

What good is your patented idea when no one is paying you to supply it? We have an ad agency, that means once the work is done, the client gets billed. But

what if we are unable to make the client pay up on time?

Well then there goes my salary, because there's no way the team isn't getting paid.

Who's paying them? The company. Out of the cash reserves we created for expansion, or infrastructure or hiring.

What investor won't ask you for your balance sheet and turnover?

This is love

Pure... unconditional... irrational.

Being a true entrepreneur is an all-consuming job. It will take over your life and your relationships.

It's not unlike your first love. If you give it Tender Lovin' Care (TLC), your start-up will give back ten-fold.

There will be ups and downs, but you'll have the time of your life. It's a high like no drug and guess what, it's good for you!

Have a good time, enjoy what you do, and don't look back.

All said and done, I'm glad I took the plunge when I did. I now realise that there are no mistakes, these are lessons that you need to learn to get ahead.

If everything was smooth sailing, this wouldn't be fun.

You are not here to follow the pack; you are here to chart your own path. You're bound to struggle and make mistakes, but in the end, it's so worth it.

Lead image used for representational purposes only. The author Sanya Kapoor leads Magikbox with client management and strategy, and has worked previously in sales with Zomato and Tech Mahindra.

Sanya Kapoor

You did it!
Congratulations
Class Representatives



G. Ramesh
DM-12-002



T P Goda Devi
DM-12-009

**SEPTEMBER BORN,
MANY HAPPY RETURNS
OF YOUR BIRTHDAY**

PGDM 1st Years
T. P. Goda Devi
Ram Mohan Akula
B Anurag Singh

PGDM 2nd Years
Busi Shirisha
Vineet Rathi

MARKETING AT ITS BEST

Marketing is everywhere and marketing is what helps a company reach its target group. Over the years, organizations have come up with unique ideas which leave a WOW on the faces of their prospects. In this column of the newsletter we present you some of these ideas.



Send in your suggestions, feedback, articles and comments to
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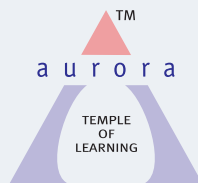
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Editorial Team

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Roshni Sequeria
B. S. Sushmitha
G. Ramesh Reddy



AURORA'S BUSINESS SCHOOL

Near NIMS, Punjagutta, Hyderabad - 500 082.

+91 40 2335 1892, 2335 0062

www.absi.edu.in