

**“Success is nothing but
dreaming and doing it.
Go, dream big”**



BRAND AGK

from the editor-in-chief

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Dear Readers,

Institutions are the cornerstones of societal transformation. The values shared and applied there have a powerful ripple effect on aspects of the society including business, defense, infrastructure etc.

Colleges and universities are beginning to realize that e-communication gives real competitive advantage in many ways like monetary, reusability, speed, flexibility, reach, relationship management, Marketing, search, design etc. At the time of admitting students in to ABS, we check for the environmental sensitivity. This edition of the Akshara is dedicated to express our gratitude to mother earth. Our new initiative in these lines is phrased as ACT (Aurora Cares for Them). It is well received by students, faculty and others. ACT has four major activities that develop green temperament among ABSians in addressing Global warming, Potable water, Deforestation and Usage of Plastic.

We believe that in the years to come 'Resource Productivity,' (the productivity achieved from every unit of oil, power, water or other resource input) will become key for any organization's competitiveness. For individuals, green thinking will be regarded as progressive thinking. Already futuristic organizations like Google are setting up their server farms near to Hydro electric generators. I am sure many more will follow suit.

I wish you a happy reading as we welcome green thoughts from all directions!!

Happy reading!!

Sridhar Iriventi

Chief Editor

ABS students at "India Investor Week 2010" Seminar



It was an amazing experience to attend such a fabulous seminar wherein it was our privilege to meet so many dynamic personalities like Sri Salman Khurshid, Sri Shekhar Agarwal, Sri Vinayak S. Khanvalkar, Sri P.D.Sudhakar, Sri N.K. Jain, Sri Prithvi Haldea, T.S. Harihar, Dr V.V.L.N Sastry, D.G. Sukumar etc.

The seminar started with the inauguration by Salman Khurshid, Hon'ble Union Minister for Corporate affairs. Sri Khurshid started the seminar by lighting the lamp. At 10.00 am, Sri Shekhar Agarwal, President, FAPCCI gave the welcome Address.

Dignitaries like Sri Vinayak S. Khanvalkar, President, ICSI, New Delhi. Sri P.D.Sudhakar, I.A.S, Special Secretary, Ministry of Corporate Affairs addressed the gathering. Eventually, Sri Salman Khurshid released a book named "Beginners Guide to the Capital Market"(Telugu) and "Investors guide" (English) and also launched Telugu Website of IEPF. The Vote of thanks was rendered by Mr. N.K. Jain, CEO, ICSI, New Delhi.

At around 11.30, we all were invited for Hi-Tea. It was great to see and feel the hospitality of members of FAPCCI. It was very pleasant to see the delegates interacting with common people. Technical Session 1 had three prominent speakers and financial experts like Sri. Prithvi Haldea, Sri. Seshadri Bharatan and Sri.T.S. Harihar.

Sri. Prithvi Haldea, CMD, Praxis Consulting & Information Services Pvt. Ltd. delivered a speech on Investors Activism wherein he talked about how active an investor should be while investing and dealing with securities. He also spoke about how to invest and enlightened us about the frauds made by brokers in such cases.

Sri Seshadri Bharatan, CEO, Ksema Fincon Ltd, Mumbai spoke on "Indian Economy, Global Companies, Indian Growth Story". He talked about the present situation of Indian Markets and the way people think.

He informed that if we have out of the box thinking we can see that India is doing far better as far as its financial development and economic development is concerned. He also emphasized on the way India is going to win the Global Markets in the coming years.

Then Sri. T.S. Harihar, Senior Vice President, ICICI Securities Ltd, Mumbai spoke about the "Emerging opportunities in the Derivatives Segment". He explained us about the advantages and the uses of derivatives. On a question asked by a member on what a Derivative was, he said "If I have to sell a microphone directly, it is an investment and if I propose to sell you after three months, it is a derivative". He also spoke about the misguidance done by brokers and other alternatives regarding this issue.

The technical session 2 was addressed by Dr.VVLN Sastry, CEO, First Call Equity India Ltd, Mumbai. Dr. Sastry spoke on "India Investment Opportunities and India & China Growth stories". The technical session 3 was addressed by Sri D.G. Sukumar, Market Analyst, and Hyderabad. He spoke about "Trade Awareness and Trading Psychology" The vote of thanks was given by Sri V.S. Raju, Senior Vice President, FAPCCI.

It was a great opportunity, as we gained knowledge about the corporate world and the terms used in trading and investment. Interaction with Sri Salman Khurshid ji was absolutely memorable.



- Rohit Tiwari

MY FIRST DAY AT ABS

July 17th My first day at ABS.....

I got a call from my college to attend an event, in which I would have to face my seniors and my faculty for the first time.

When I entered the college it was calm and I could hear soothing music, which reduced my emotional strain. Then I saw my faculty who were busy arranging for the SPICMACAY event by Dr.Kamala Shankar. I wished them and they stopped and greeted me politely. One of the faculty introduced me to a senior and asked her to take my responsibility She asked the seniors to guide me and I just loved the way she could understand my feelings I was tensed because I was going to the first floor where all of my seniors were seated. One of my seniors introduced me to everyone. I had a very good time with my seniors as they were very friendly in nature. These days we rarely find such institutions which give importance to the co curricular activities. But our Director gives a lot of importance to co-curricular

activities and promotes Indian culture. Today our college was organizing a musical program by Dr. Kamala Shankar. Everyone became speechless when she played her instrument. It was like she created magic. Moreover I am a big music lover as I got trained in Carnatic music for 5 years. I felt completely out of the world when she was playing the instrument. On receiving a call from Aurora's Business School for the event, my first thought was to avoid the Invitation. I would have missed a great opportunity to meet a legendary person if I wouldn't have attended it. Special thanks to Meghna madam for giving me the opportunity to share my views with you all.



THANK YOU SO MUCH ABS....

M. Pratyusha
1 year - PGDM, ABS



My opinion about Business School

- Dr.Prasanna Kumari

We may have to look at the modern Business School as part of the new networked society as more of a network entity itself and less of a classic free-standing organizational entity with its own academic departments. More than ever before, the Business School is networked with business and with other key institutions in society, such as regulators, government agencies, etc.

Business School users are more like "participants" and less like "students" in the classic sense of the word. The key will be to develop a value creation proposition for these typically older participants with their own pedagogical challenges.

Research is critical, above all for the business school to be at the cutting edge of thought leadership. This

research must be quickly added to the teaching agenda to maintain relevance. Typically, research is more and more team-based, with less classic, narrow, discipline-specific focus. Faculty and staff may increasingly be part of a single team, with no separate worlds for the various academic departments, compartmentalized administrative departments, hierarchies and tenure.

The Business School itself may become a prime example of a networked organization. In short, the modern Business School should offer an alternative way of delivering quality and value to its participants, to corporations and to the modern networked society, different from that of the classic, discipline-based, supply-driven Business School.



A Musical Ride at ABS



Life of rhythm and joy is the goal of a perfect living-a state of God realization! To live and spread this state of joy, we at Aurora's work in collaboration with SPICMACAY, to promote Indian culture and tradition by hosting various workshops, seminars, concerts and baithaks with eminent Gurus, exponents in dance, music and art and craft forms. The first concert of this academic year began with Dr. Kamala a renowned exponent of Indian Classical Guitar & Vocal music, the first lady Guitar artist to have enthralled the world through her immaculate, and melodious rendition of music. The performance was so mesmerizing that the audience wanted more and Dr. Kamala obliged them by playing a very popular old number on her guitar. Dr. Kamala easily connected to the audience with her captivating smile and the simple manner in which she explained about the instrument and how it was different from a Hawaiian guitar.



It was as though Gods had descended down to bless us all when Dr. Kamala Shankar, the first exponent of Hindustani Classical Guitar, with a Doctorate in the subject began to play her unique Shankar Guitar at Aurora's Business School. The audience were awestruck while listening to the scores. Tejaswini, final year PGDM student stole some moments to interact with Dr. Kamala Shankar and this is what she had to say:

Tejaswini: Tell us about your journey into the world of music

Dr. Kamala: I started to learn music at the age of six. I was initiated into vocal music by my mother. Under the guidance of Sri. Pt. Channoolal Mishra, from Varanasi and Sitar Maestro Pt. Bhimalendu Mukherjee of Imadadkhani Gharana, I gained confidence in Hindustani music.

Tejaswini: Your Doctorate degree is something that we as women are proud.

Dr. Kamala: I received the Doctorate from Faculty of performing Arts, Banaras Hindu University which makes me the first and the only woman to receive one. I feel really great about this fact.

Tejaswini: Your mother tongue happens to be Tamil, but we see that you speak Hindi fluently.

Dr. Kamala: I was born in Tanjore district of Tamilnadu. Eventually, we shifted to Varanasi where I got trained in Hindustani vocal and instrumental. Right now I live in Delhi which is a wonderful place.

Tejaswini: Any message to the youngsters.

Dr. Kamala: Music is as good as meditation, as silence and focus is expected by the performer. This actually takes us closer to the Almighty. One thing that I would like to add is the fact that it was wonderful to have performed at your institution where I enjoyed my music because of the wonderful atmosphere you have created. It truly uplifted the soul. Thank you.

A Musical Chat with Dr. Kamala



HAPPY LEARNING

- Prof. L N Pappu

Every academic year brings in its wake the laughter and joyous chatter of the new entrants with high hopes, aspirations and dreams in their eyes. These Students come into the education system with a lot of expectation and many objectives, not least among them a lucrative and rewarding career. Each of them may define this term in their own manner and perspective but they would all be unanimous that it is a very strong reason for pursuing different educational programmes.

The basic idea of offering an educational programme to students is to provide them with skill sets which will equip them to face the challenges ahead. It is with this view that management education is designed within the frame work of societal and market demands and dynamics. Naïve as it may sound once the decision to join a particular course is taken it would yield best rewards if one puts heart and soul into it.

It is best remembered that the road to success is always arduous if not painful and there are no shortcuts. Success, fame, wealth and achievement are all very tough taskmasters and demand unstinting devotion to hard work and application. The people who choose management education by and large are endowed with an adequate level of intelligence having gone through a rigorous selection process and it is the attitude towards learning that differentiates those who reach heights from those who do not. Learning process whatever the discipline be is a marathon and it is not a hundred meter dash. Dedicated and consistent application towards the task at hand is the sine qua non for success. The course curriculum specially for business management students is so designed as to include not only text book learning but also learning by doing project work and field studies. Thus they are exposed to different methodologies of learning and a positive approach towards the learning process will be extremely helpful.

The best way to learn is to enjoy whatever you are learning. It helps to remember that you joined the course because you were hungry and thirsty for the learning experience of the programme. By all means develop a taste and appetite to enjoy the lavish spread. Luckily this is a feast where you can indulge yourself without any adverse effects.

From the tenor of what I say please do not take it that I am committing you to drudgery and the fate of a galley slave, certainly that is not the idea nor can that prove to be effective.

A campus without fun and frolic of students and their happy ringing laughter is no campus. It is the happiness radiating from students that brings sunshine to any institution of learning. Approach your studies with the same enthusiasm and interest as you would in doing something you like to do most and it seems to be a cake walk and you will not notice how time flies. At the end of it all you would have learnt well and the consequences of a sound education and learning will naturally follow as the night follows the day.

Wishing you all an enjoyable and lively learning experience let me conclude with a few lines from H.W.Longfellow's poem The ladder of St. Augustine,

*"The heights by great men reached and kept
Were not attained by sudden flight,
But they, while their companions slept,
Were toiling upward in the night.
Standing on what too long we bore
With shoulders bent and downcast eyes,
We may discern--unseen before--
A path to higher destinies."*

BIZ QUIZ

1. How are RIL, Indo Rama, and IBF Industries related?
2. Tata Group's Defence and Aerospace arm is?
3. Unique ID project is now known as?
4. Chairman of Sebi is?
5. Name the bank which literally means 'to give' in Hindi?
6. Dispute between IRDA and SEBI is about?
7. Special Purpose Vehicle (SPV) of ICICI Venture, India's largest Private Equity (PE) player in Pharma?
8. Beverly Hills Polo Club (BHPC), an iconic fashion label, is from which group?
9. The two Luxury trains- The Palace on wheels and Royals Rajasthan on Wheels are connected with Dish TV in what way?
10. --- is the new Apple advertising platform that runs on Apple products such as iPhone and iPad?



- Narender M

CORPORATE BONDING

Deloitte.

We are extremely honored to have, Mr. S.V. Nathan, the Regional Talent Director for Deloitte U.S. Firms in India as our Governing council member. Nathan's favorite quote, "water cuts rock", mirrors his commitment towards building a strong team that addresses all of Deloitte's needs. Besides implementing state-of-art HR processes, and focused on acquiring and growing Talent, he has enhanced the overall performance of the HR function and instilled a sense of pride and persistence amongst them. With over 25 years of professional experience in Human Resource management, and working across businesses such as Manufacturing, Services, Telecom and Information Technology, Nathan has led many teams of young professionals in both multinationals as well as Indian entrepreneurial organizations, while building small and large format "organizations", almost from scratch. He served at ICI, Sterling Holidays, Microland and Reliance Industries.



S.V. Nathan
RHRD-Talent
Deloitte Consulting Pvt. Ltd.

Apart from his responsibilities in Deloitte, Nathan serves as a Fellow at Sumedhas, a "not-for-profit" education and research body on organization development. He is a well-known speaker at national and international seminars on contemporary Talent matters, and is also acknowledged as a good teacher within the fraternity. In addition to this, Nathan is also a Behavioral Specialist trained in sensitivity training. Recently, Nathan has been honored with the prestigious "HR Person of the Year" award from the Asia Pacific Congress for HR. Earlier; Nathan also received the 2004 National Super Achiever Award for HR at a national level. A man of letters, Nathan has graduated in Mathematics with a Gold medal and was a topper at XLRI India's prestigious Business and Personnel Management Institute. Nathan is married to Chitra and has two sons, Vivek and Vignesh. He is fond of reading and writing, and enjoys cooking for family and friends.

PICTURE OF THE FORTNIGHT



HRD release low cost laptops

India to Attempt \$10 Laptop Per Child

In what seems to be a moment of hubris, the Indian Human Resource Development Ministry, the Indian Institute of Technology and the Indian Institute of Science met last week to devise a roadmap for a direct challenge to the One Laptop Per Child program - an Rs 450 (\$10) laptop.



Dr. Jhunjhunwala

This announcement from India has come, and even less information about the features of such a cheap computer than Negroponte's string power generators. Outside The Times of India editorial endorsement this seems mainly to be a bureaucratic follow-up on a promise made by Ashok Jhunjhunwala, Indian Institute of Technology, Chennai, to develop a cheaper but equally advanced computer for India's students.

Soaring High >>>>>>>



My experience @ SpiceJet M.Rakesh, ABS Alumnus

Though not a place for an MBA grad, I have learnt a lot of things at Spicejet. The main difference between me and other employees is that they lack professionalism and leadership skills. The nice thing about the place is that everyone is a hard worker. I realize that, it's time for Airline companies to recruit quality MBA's, for rapid growth in this industry.

Airport is such a lively place that time flies and we never realize it. I am truly enjoying my work at Spicejet. I also get opportunities to interact with CEOs and Managers of various companies. I thank the Director of our institution Dr.Ravi Paturi for his efforts in getting this job for me I am proud to say that I have a good position in my organization in a short span of time. Perhaps I still need to



learn a lot of things to climb up the ladder of success. I enjoy interacting with the passengers whose flight gets delayed. The only shortcoming is that there's very slow growth in this industry.

Forthcoming Attractions

- 9th August
Induction program
'Anubhooti'
for the freshers begins
- 16th August
Hindustani vocal performance
by
Ustad Abdul Rashid
- 14th August
Carnatic vocal performance
by
T.V. Shankar Narayanan
Padma Bhushan Awardee
- 20th August
An Interaction with
Prof. Indira J. Parikh

Honor Killings in Whose Honor?

- Dr. K S Ramesh

Falling in love has turned out to be fatal for young girls and boys in some parts of North India. As an intolerant and bigoted society the parents and relatives of these youngsters refuse to accept any violation of their rigid code of conduct and decorum, especially when it comes to women. The two teenage girls who were shot dead by a cousin in NOIDA for running away to meet their boyfriends are the recent victims of what is currently termed as "honor killings". Anyone found to be in love with someone of a different caste or religion is considered to be involved in an unacceptable act that would spoil the family's reputation. There have been several incidents reported in the newspapers and television news channels where the boys and girls were killed for violating their family norms and committing the sin of falling in love with someone of different caste. Many such killings are happening and reported from Punjab, Haryana and western part of Uttar Pradesh. These killings are upheld by caste panchayats and carried out by mobs with the connivance of family members. The remedy to such murders is to ensure that society must be prevailed upon to be more gender-sensitive and eradicate prejudices of caste and class. Efforts should be made to sensitize people on the need to do away with social biases. But equally, it should be made clear that there is no escape for those who take law into their own hands. So far, there is no specific law to deal with honor killings. These cases come under the general categories of homicide or murder. When a mob has carried out such attacks, it becomes difficult to brand any one person as the culprit. The collection of evidence becomes extremely formidable and eyewitnesses generally would not come forward to

share the facts seen by them, in any court of law. Like the case of Sati or dowry killings where there are no specific laws which stipulate maximum and minimum terms of punishment for honor killings. Since these kinds of barbaric acts are on the increase they merit a careful consideration under the law. In many cases, the victims who run away with partners of their choice are lured back home after FIRs are filed by their families. The police are also aware that in many cases they are coming back to them as murder cases and fresh FIRs are to be made involving the parents and relatives of the victims.. However, pro-active measures to protect them are never taken. The virus of caste and class that affects those carrying out such crimes affects the police in the area too. But that can be no excuse to sanction murder. Active policing and serious and severe penal sanctions are the only antidote to this most dishonorable practice. It is time that the law makers pay attention to this issue gripping some of the Northern states, but may soon spread to others.



Rupee finds a new symbol

The Indian rupee (Hindi: रुपया) (sign: ₹; code: INR) is the official currency of India. The issuance of the currency is controlled by the Reserve Bank of India.

The Indian rupee (Hindi: रुपया) (sign: ₹; code: INR) is the official currency of India. In July 2010, the Indian Cabinet selected a new symbol for the Indian rupee. It is derived from Devanagari "₹" (Ra) and looks like the Roman "R" without the stem. The new rupee is symbolic of rising strength, ambition and the spread of country's currency in a fast globalizing economy. The symbol is designed by D Uday Kumar, who has just joined as the faculty of the Department of design at IIT Guwahati, was selected from more than 3000 entries that were evaluated by a jury of experts, Government and RBI officials. "My design is based on the tricolor with two lines at the top and white space in between. I wanted the symbol for the rupee to represent the Indian flag." said Uday Kumar.



2095 by P.L.Dhar



Book review by The world in 2062 described through the lives of Govind and his elder brother Radhey is beyond our imagination. Unable to lessen the emission of green house gases, the world faces an iceless summer in the Arctic, extinction of numerous species of birds, animals and plants, depletion of oil reserves and death of some of the perennial rivers in the world. As a stop gap arrangement, world leaders gather in New Delhi and decide to stop air travel across boundaries. The result is complete shutdown of export houses across the world and job loss for millions, including Govind, who works with an export house.

Written by PL Dhar, a professor at IIT Delhi, 2095 raises an outcry over uninhabited exploitation of limited natural resources by the proponents of growth and development. Dhar intertwines the Gandhian and Buddha way of life with climate change to offer some ways of saving the planet. Priced at 225, this book offers a lot of food for thought on the positives of meditation and karma. This book is certainly teaches on how the Gandhian way can come to rescue the world again, this time for survival.

- Vinay Nair, PGDM - II yr, ABS



Laugh and the world laughs with you cry and you cry alone is a famous quote which goes without saying. What if we all laugh all the time and not cry... is it possible? Yes it is. You must be thinking this guy surely must be a moron asking us to laugh and people may think we are mad. No I am asking you to derive humour from every situation of your life. Research has shown that laughter is the best medicine. Even in the Hindu mythology it has been told that hasyarsa out of the navarasa's or the nine emotions is the best emotion given to us by God Almighty.

Humour can be seen classified into four categories and they are

1. Accom or action comedy
2. Sitcom or situational comedy
3. Concom or conversational comedy
4. Seriocomic or serious comedy.

The type of humour generated by buffoons in a circus is an example of action comedy. The television serials mint money with sitcoms or situational comedies. Conversational comedy or humour can be seen in our day to day life when your friend cracks a joke we all laugh, sometimes even a Managing Director of a company cracks a joke in a board meeting which relieves the tense moments of the meeting. Last but not the least seriocomic is a type of serious humour created by your grandfather who otherwise seems to be a serious person. Believe me the whole house would be in splits in such moments.

When a person feels happy or laughs a series of feel good hormones are released from his body called endorphins. I am pretty sure there is no supplement for these hormones except a good joke.

Life is to be cherished to the fullest so why cry and make others cry. Humour has to be smartly executed in one's personal and professional life because it may have negative consequences if people go overboard. However a light at the end of the tunnel will always be bright if you wear that million dollar smile.

- M Mohin Doulatana
Research Associate, ABS



Getting me prepared for another Panikhida, ever since I have read around 250 murders or rather cold blooded that happened in city. Surprised!!! I was also, but more than surprise I was devastated. Devastated, when I got to know the actual reasons behind it.

It's really tough to ink down anything with teary eyes, but let me unfold the reason of mournfulness to you all. Today evening, after enjoying the rain, I thought of reading newspaper (unfortunately these days I get time in the evenings). Suddenly I saw the previous day's newspaper (30th June), which I could not read the previous day. And what I read was unbelievable

“Axe ready to fall on 240 trees at ESI”. I couldn't stop myself, thus gathered courage to read further. It said, “As many as 240 old trees at Sanathnagar face the axe with the ESIC Hospital undertaking expansion plans from the next week.” And guess what..... the hospital has sought permissions from forest department to do first of its kind MURDER.

And since then, the question which is disturbing me more is “Aren't we compromising the much needed ecological balance on the name of growth?” Do providing better health facilities include setting up only hospitals? OR Is it so, that today Science has made so much progress that our forth coming generations can do without OXYGEN?

- Shweta Hitesh Joshi, Program Executive, ABS

Soothsaying and Paul, the psychic Octopus

Up to \$4.5 million for the endorsement of an octopus that ate a clam out of a box labeled with the flag of a match-winning team eight consecutive times? It's ridiculous, but when you consider the money paid to humans who have done far less than that to endorse a wide range of horrible products, it starts to make sense. International icon and unofficial king of Spain, Paul the Oracle Octopus has officially retired from the World Cup match-predicting racket and may now be used to cash in. According to CNN, the Sea Life aquarium where Paul resides is entertaining offers for Paul's promotional services and PR people are drooling over his potential to make millions.



Outrage as Botswana Bushmen denied water rights



A Botswana judge has ruled that Bushmen who returned to their lands in the Central Kalahari Game Reserve are not allowed to drill wells for water. The decision condemns them to having to walk up to 380 km to fetch water in one of the driest places on earth.

Teacher : What is H_2SO_4 ?

Student : Er.... umm..uuu...ohh...

Teacher : What happened?

Student : Sir it's there on my tounge, I am not able to get it.

Teacher : Oh my God! Drop it... It is Sulphuric Acid.



- M Mohin Doulatana
Research Associate, ABS

tea with AGK

A.G.Krishnamurthy, the founder Chairman and the Managing Director of Mudra Communications is a classic example of thinking big and reaching high with perseverance and focus. He spoke to our students Somagiri and Rohit about his latest book, his association with Sri. Dhirubhai Ambani, career options in advertising and the need of the hour in the corporate world.

Rohit : How did you develop interest in advertising?

AGK : I used to be a writer and when I got a chance to be a part of the advertising world I was happy to use my knowledge of Literature and creativity in this field.

Giri : How to make maximum out of an MBA course?

AGK : It is not necessary to be an MBA to achieve great heights .One needs to become a specialist or in one area to excel in any field. As the great American writer Emerson once said that if we build the finest mouse trap, the entire world would be at your door step.

Rohit : What according to you was the best thing about Late. DhiruBhai Ambani, which made him a dynamic and a unique entrepreneur?

AGK : What I found best in Sri Dhirubhai Ambani is the fact that he was a big dreamer and never believed in the word 'NO'.

Giri : Where do you think Management education is heading today?

AGK : Today quantity has taken over quality education. Management education should enable students to become the masters of one, on the contrary, they are working on making them "Jack of all traits".

Rohit : Does advertising field have a wider scope?

AGK : To me advertising is communication; 'qualitative work'..... Qualitative people gain fame whereas quantitative people gain money. Choose a field which is of great interest to you. You will love your work. If you work consistently in the field you are sure to reach great heights.

Giri : We would love to hear some message for MBA aspirants?

AGK : Nothing in the world can replace hard work. The one mantra for success any day is work hard work hard, work hard .Get into the field that gives you goose bumps .If you want a change, change the organization not your field .Team work and perseverance and will take you places.