



AURORA'S BUSINESS SCHOOL

akshara NEWSLETTER
Volume 6 • June 2015



YOGA FOR HARMONY & PEACE



Meditation here may bring down hours to moments. Here the heart may give a useful lesson to the head and learning wiser grows without his book.

William Cowper

There are 47 Islamic nations among the 177 countries of the United Nations General Assembly that officially co-sponsored with India - a resolution to establish June 21st as "International Day of Yoga".

Islamic organization supports Yoga Day, saying that namaz includes yogic postures.

Afghanistan, Bangladesh, Turkey, Iran, Indonesia, UAE, Qatar and Oman were among the Islamic nations that co-sponsored the UN resolution.



Director's Desk

Prime Minister Modi underlined his determination to further improve the business environment in India through tax, administrative and financial regulations. He has been interacting with business leaders in India and abroad with a promise of non-discriminatory and speedy clearances. The Modi government, in its first Budget, announced many investor friendly measures. The government started relaxing Foreign Direct Investment in key sectors. The business environment seems to be positive and conducive for accommodating many more start-ups and to bring vibrant business ideas to life.

Aurora's Business School is providing an enabling environment to its students through weekly field visits and training by corporate leaders.

Class of 2015 has been selected after a series of filters including CAT/ MAT/ GMAT scores, educational backgrounds, social initiatives, Group Discussion and Personal Interview. During their two year presence in the School, these students undergo rigorous professional development programs. The emphasis is more on direct experience using the experiential learning platform. Students are required to complete five projects that include social, corporate, and entrepreneurial projects under faculty supervision. I invite our esteemed recruiters to consider the class of 2015 of ABS for their campus recruiting program. Previous batches have been placed well in the industry with highest salary of 6 lakhs per annum and median salaries at 4 lakhs per annum. I am looking forward to hosting many more campus recruiting program in our Business School.

NVRamana
Director
IIMA - Batch of 1981

Editor's Desk

Dear Readers,

Warm greetings and best wishes for the academic year 2015-2016 !

Akshara, the house newsletter of the Aurora's Business School, is back after a gap. The newsletter has a two-fold purpose: one to convey the news relating to business, geography, media, etc. and the other to share the developments at the School with the wider audience. It has been the practice of the Aurora's Business School to bring it out as a student edition. I take this opportunity to request all students to take interest in going through its contents and to make contributions to the subsequent issues of the newsletter. As promised in the last issue of the newsletter the current issue of Akshara is coming out as a student edition. I take this opportunity also to congratulate the newly admitted batch (2015-2017) and wish them good luck and good speed.

Professor Sreenivas R Gangidi
Dean Administration

Aurora's Business School News

Summer Internship Placements in Foreign Countries

The Aurora's Business School is well aware of the fact that the business is increasingly getting globalised and that to-days managers mostly work for multinational companies (MNCS). In line with this the Aurora's Business School encourages its students to take up summer placements in as many localities as possible both in India and abroad. The proof of this can be had from the following list of locations wherein our students did their summer internship in the summer vacation after their first year is over.

Locations

Canada, Australia, Nepal, Oman, Dubai, South Africa, Swedan, Philippines, Singapore, Shillong, UNDP, Manipur, Shillong, Kolkatta, Mumbai, Bangalore, Pune, Hyderabad, Badrachalam, Ramagundam, Vijaywada, Thirpathi etc.

Our Diversity Profile

Aurora's Business School celebrates diversity which is the hallmark of India that is known for unity in diversity. The students as well as faculty at this B' School hail from all parts of country (North, South, East & West), from different linguistic backgrounds and religious persuasions. Another indication of our diversity is that our students come from a variety of educational streams like Commerce, Management, Engineering, Science, Arts, Technology, Pharmacy, Medicine, Law, Biotechnology, Mass Communication and Hospitality Management.

Our Director Meets Australian Trade Mission

Our Director Prof. NV Ramana interacted with the Australian Trade Mission members at Hotel Park Hayat, Hyderabad on 24th June, 2015. He also attended the "National Conference on Soyabean Oil for Health and Industrial Uses" at CSIR Indian Institute of Chemical Technology, Hyderabad on 6th June 2015. Further, he was invited guest at the 239th Independence Day Celebrations of the US Consulate in Hyderabad on 20th June 2015.

Aurora's Journal of Management Released

The April-June issue of the Aurora's Journal of the Management was release on 11th July 2015.

Dean Delivers Lectures at the Hyderabad Central University

Dean Administration Prof. Srinivas R Gangidi delivered two lectures at the Academic Staff College, Hyderabad Central University on 22-06-2015 on the topics: 1) The Problematic of Social Sciences, and 2) Revisiting Reservations Policy. His lectures on Public Administration Theory were video recorded on the same day as a part of e-PG Paatashala Program of the Ministry of HRD, Government of India.

Aurora's Business School News

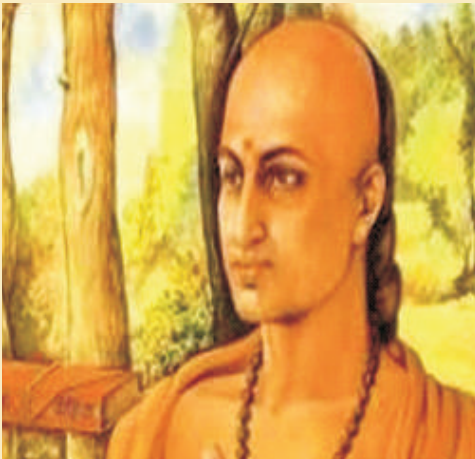
DISTINGUISHED VISITORS TO AURORA'S BUSINESS SCHOOL

1. Dr TV Rao , Chairman ,T.V. Rao Learning Systems & Founder President of the National HRD Network
2. Sri Siva Rama Krishna, Former Executive Director, Marri Chenna Reddy Institute for Good Governance
3. Dr Y S P Thorat, Former Managing Director of NABARD
4. Sri Srinivas Sista, Director Corporate Banking, City Bank, May 2010
5. Sri P D Rai ,IIM(Ahmedabad) Member of parliament
6. Sri Ramana Murthy IPS, IIM (Ahmedabad) Director General Intelligence,AP
7. Sri R V S Rama Krishna, Managing Director,ITW India
8. Sri B Seetharamaiah, Former Managing Director, Fenner India
9. Savitha Mahajan, Vice-Dean, ISB
10. Dr Prakash N.Singhi, Dean ,IIM (Ahmedabad)
11. Sri Rama Rao , Former Chairman , NABARD
12. Dr Prathap Reddy ,Former Director,IRMA
13. Sri V R Kaundinya Former MD ,Vedanta
14. Sri Malcom Harper,Professor Emeritus,UK
15. Dr Gayathri, Rotary Club, Hyd
16. Sri Bala Subramanyam ,IIM(Ahmedabad),Indian Immunologicals Ltd
17. Dr Gaurav Uppal,IAS,Add Commissioner ,GHMC
18. Dr Naganand Kumar ,FPM,IIM(Ahmedabad) ,USA
19. Jeemol Unni ,Director Institute for Rural Management,Anand
20. Dr Somnath Ghosh , IIM(Ahmedabad) – IIM Kashipur
21. Dr Shankar Dutta , Professor ,Azim Premji University
22. Sri SV Nathan, Director, Talent Acquisition, Deloitte Consulting Pvt Ltd.
23. Sri Bhanu Prakash Varla ,IIM (B),CEO & Founder of Saga Vision
24. Dr Sai Gopinath , Director, TAPMI
25. Sri Kiran Kalluri ,Director, Partner Management, DELL
26. Sri Venkat Chagavalli, Former CEO,EMRI
27. Sri A G Krishna Murthy, Mudra Communications
28. Sri Deena Nath, Founder Atlanta Foundation & Country Head ,INVESCO
29. Sri Gautham ,Vice-President , NCDEX
30. Sri S N Srinivas ,AVP-HR, Polaris Software Labs
31. Sri K.Satyanarayana, Director Emeritus,NHRD Network
32. Sri K Panduranga Rao,Group Head, HR & Admin, IVRCL Infra & Projects Ltd.
33. Sri Vijay Mahajan,IIM(Ahmedabad),Founder of BASIX
34. Sri Siddharth Sanyal, Founder of Dakshinayan
35. Sri Amarnath S Former Director ,BASIX Krishi Samriddhi Ltd
36. Sri Kapil Mehan, Managing Director, Coromandel Investment
37. Sri Anil Deepak, Sr Vice-President, Mudra MAX
38. Sri Amir Sultan ,Faculty ,Tata Institute of Social Sciences (TISS)
39. Dr Sudarshan Kuntlur, IIM ,Kozhikode
40. Sri John,Sr Manager , Hackett Group
41. Sri Elvin John ,Vice-Counsel, US Embassy, Hyderabad
42. Sri Pandit Bhajan Sapori,Musical Maestro (Santoor)
43. Prof. M S Pillai , Director, SCMLD
44. Sri Thiagarajan Arunachalam , Ex Director of ADP India
45. Sri V Raghunathan, CEO,GSRI Varalaxmi Foundation
46. Dr Jaya Prakash Narayan ,IAS ,President of Lok Sattha
47. Sri KS Krishna ,Business Analyst, Rachana Television
48. Dr Prasad Teegalapally, NITIE, Mumbai
49. Sri Parakal Prabhakar , Managing Director ,Right folio
50. Sri Arun Kumar, Researcher of Senegal (Africa)
51. Sri Ram Kakani ,Copenhagen Business School ,Denmark
52. Dr Indira Parekh IIM(Ahmedabad) Founder of FLAME
53. Dr Raja Reddy & Radha Reddy ,Padmashree & Padma Bhushan,Legendary Kuchipudi Dance Duo
54. Sri Ashok Reddy , Head HR-Neuland Laboratory
55. Sri Naresh Chandra Gelli ,President –Hyderabad Management Association
56. Sri Sakaar Anand, Sr.Director-Business Strategy at CA India Technology Centre

DISTINGUISHED VISITORS TO AURORA'S BUSINESS SCHOOL

57. Sri Vamshi Bhargav , Project Manager, Johnson & Johnson Ltd.
58. Sri Shashidhar Komaravolu ,Head HR-Eira
59. Sri Jayashanker , Executive Trustee-Vedanta Institute, Hyderabad
60. Sri Suresh Perugu , Manager-Microsoft India
61. Sri S Bhattacharya , IAS Officer
62. Sri C Srinivasan , Head HR-Ramky & Consultant for various B-Schools
63. Sri Giridharan , Founder-Karishma Software
64. Sri Manish Agarwal , Consultant ,Govt of AP
65. Sri Aniel Deepak ,Associate Vice-President Mudra Communications
66. Sri Deenanath , Country Head Invesco,Hyd/Founder Atlanta Cycles Foundation
67. Sri Ravi Parthasarathy , Consultant/Balance Scorecard
68. Sri Phani Pattamatta , CEO,Credosys Technologies Pvt Ltd
69. Sri Gautam Kandala , Deputy General Manager , Cognizant
70. Dr Shankar Narayanan, Renowned Carnatic Vocalist
71. Ustad Abdul Rasheed Khan , Sangeet Sartoz & Renowned Hindustani Vocalist
72. Dr.Kamala Shankar, Renowned Carnatic Singer & Shankar Guitarist
73. Sri Madhavan , Founder Chairman,AWARE Foundation
74. Mrs Nandini , Executive Director ,TV Rao Learning Systems
75. Sri Nanda Kumar,VP, ITC Bhadrachalam
76. Prof Hanmanth Rao (IIT Madras & IIM Calcutta), BITS PILANI Hyderabad campus
77. Sri Shiv Kumar Rungta , President FAPTCCI
78. Sri Kunal Haldankar ,Head Process Training, Berkadia Services India Pvt Ltd.
79. Sri Sandip Poddar ,Associate Vice-President ,Deloitte
80. Dr Ravi Dasari ,Vice-President & Group Head HR ,Jasper Industries Pvt Ltd.
81. Sri C V Gopinath, CEO, Simho HR Services Pvt Ltd.
82. Sri P Kranthi Kiran, Head –Learning & Development, Jasper Industries Pvt Ltd.
83. Sri K S Krishna, Business Analyst ,Vanitha TV
84. Ravi Chandra ,Formerly MD, Fennes India IIM (Ahmedabad),(IIT Chennai)
85. Dr Aravind Gupta, FPM,IIM Ahmadabad NDDB & IRMA
86. DNV Kumara Guru, Director ,External Relations, Indian School of Business
87. Dr kViswanath , Chairman (Medical) ,Pushpagiri Eye Institute
88. Dr John R Wood, professor Emeritus ,The university of BRITISH Columbia, Canada
89. Surjit Soma, Social Entrepreneur, Soma Enterprises
90. Jonna Bickel,Advisor , GIZ (German Development Corporation)

CHANAKYA NEETI



Chanakya , also known as Kautilya or Vishnugupta, was born in Pataliputra, Magadha (modern Bihar, India), and later moved to Taxila, in Gandhara province (now in Pakistan). He was a professor (acharya) of political science at the Takshashila University and later the Prime Minister of the Emperor Chandragupta Maurya. He is regarded as one of the earliest known political thinkers, economists and king-makers.

He was the man to envision the first Indian empire by unification of the then numerous kingdoms in the Indian sub-continent and provide the impetus for fights against the Greek conqueror Alexander. Chanakya is perhaps less well known outside India compared to other social and political philosophers of the world like Confucius and Machiavelli. His foresight and wide knowledge coupled with politics of expediency helped found the mighty Mauryan Empire in India. He compiled his political ideas into the Arthashastra, one of the world's earliest treatises on political thought and social order. His ideas remain popular to this day in India. In Jawaharlal Nehru's Discovery of India, Chanakya has been called the Indian Machiavelli, although he lived and died long before Machiavelli's time. There are many practical advices and moral precepts given by Chanakya which are together popularly known as Chanakya Neeti. Given below are a few of them that should interest the students of management

CHANAKYA NEETI

1. The student, the servant, the traveler, the hungry person, the frightened man, the treasury guard, and the steward: these seven ought to be awakened if they fall asleep.
2. The serpent, the king, the tiger, the stinging wasp, the small child, the dog owned by other people, and the fool: these seven ought not to be awakened from sleep.
3. A man attains greatness by his merits, not simply by occupying an exalted seat. Can we call a crow an eagle (garuda) simply because he sits on the top of a tall building?
4. Although sandalwood is cut, it does not forsake its natural quality of fragrance; so also the elephant does not give up sportiveness though he should grow old. The sugarcane does not cease to be sweet though squeezed in a mill; so the man of noble extraction does not lose his lofty qualities, no matter how pinched he is by poverty.
5. One may know the four Vedas and the Dharma-sastras, yet if he has no realization of his own spiritual self, he can be said to be like the ladle (spoon) which stirs all kinds of foods but knows not the taste of any.
6. Oil on water, a secret communicated to a base man, a gift given to a worthy receiver, and scriptural instruction given to an intelligent man spread out by virtue of their nature.
7. There are three gems upon this earth; food, water, and pleasing words.
8. A wicked man may develop saintly qualities in the company of a devotee, but a devotee does not become impious in the company of a wicked person. The earth is scented by a flower that falls upon it, but the flower does not contact the odour of the earth.
9. He is a blessed grhasta (householder) in whose house there is a blissful atmosphere, whose sons are talented, whose wife speaks sweetly, whose wealth is enough to satisfy his desires, who finds pleasure in the company of his wife, whose servants are obedient, in whose house hospitality is shown, the auspicious Supreme Lord is worshiped daily, delicious food and drink is partaken, and who finds joy in the company of devotees.
10. The student (brahmacari) should completely renounce the following eight things -- his lust, anger, greed, desire for sweets, sense of decorating the body, excessive curiosity, excessive sleep, and excessive endeavor for bodily maintenance.
11. Mental dirt cannot be washed away even by one-hundred baths in the sacred waters.

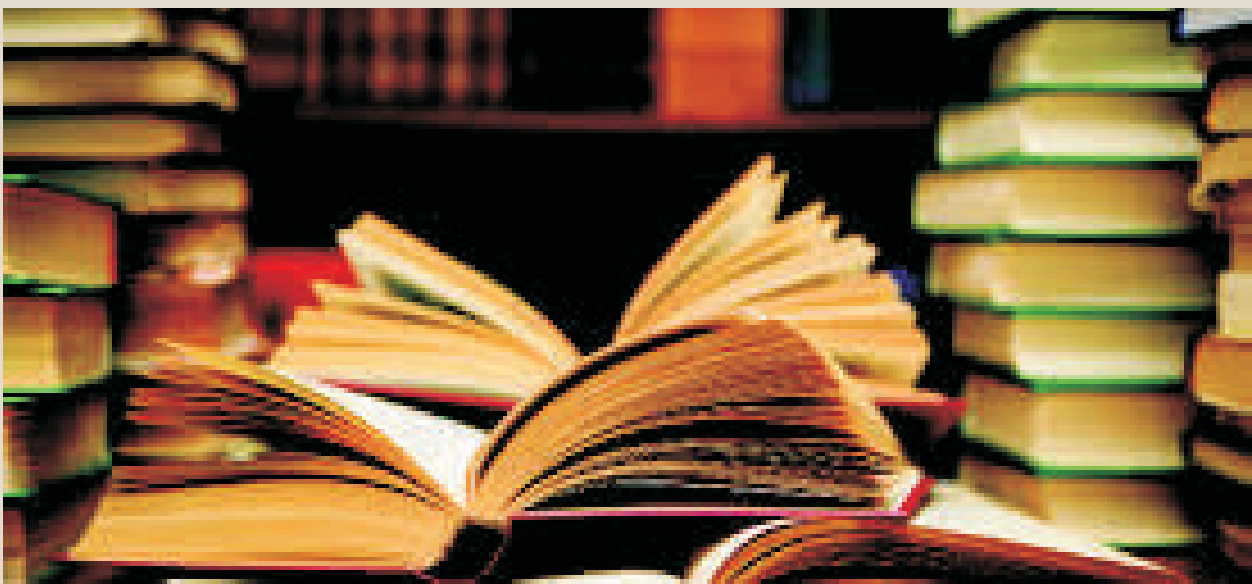
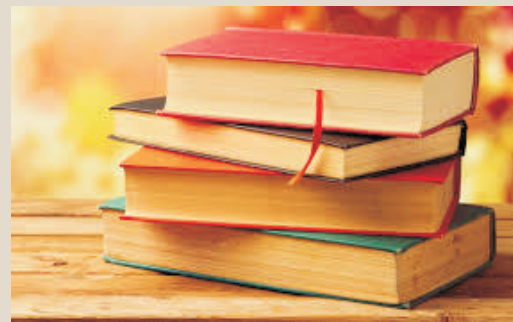
12. Those that are empty-minded cannot be benefited by instruction. Bamboo does not acquire the quality of sandalwood by being associated with the Malaya Mountain.
13. The beggar is a miser's enemy; the wise counselor is the fool's enemy; her husband is an adulterous wife's enemy; and the moon is the enemy of the thief.
14. A learned man is honored by the people. A learned man commands respect everywhere for his learning. Indeed, learning is honored everywhere.
15. Purity of speech, of the mind, of the senses, and a compassionate heart are needed by one who desires to rise to the divine platform
16. A wise man should not reveal his loss of wealth, the vexation of his mind, the misconduct of his own wife, base words spoken by others, and disgrace that has befallen him.
17. The one excellent thing that can be learned from a lion is that whatever a man intends doing should be done by him with a whole-hearted and strenuous effort.
18. There is no water like rainwater; no strength like one's own; no light like that of the eyes; and no wealth more dear than food grain
19. Test a servant while in the discharge of his duty, a relative in difficulty, a friend in adversity, and a wife in misfortune.
20. He is a true friend who does not forsake us in time of need, misfortune, famine, or war, in a king's court, or at the crematorium (smasana).

Kameswari C
Assistant Professor
Aurora's Business School

LIBRARY

New Arrivals

01. The Cultural Heritage of India
Volume-I (The Early Phases (Prehistoric, Vedic and Upanisadic, Jania, and Buddhist))
02. The Cultural Heritage of India
Volume-II (Itihasas, Puranas, Dharma and Other Sastras)
03. The Cultural Heritage of India
Volume-III (The Philosophies)
04. The Cultural Heritage of India
Volume-IV (The Religions)
05. The Cultural Heritage of India
Volume-V (Languages and Literatures)
06. The Cultural Heritage of India
Volume-VI (Science & Technology)
07. The Cultural Heritage of India
Volume-VII (The Arts)
08. The Cultural Heritage of India
Volume-VIII (The Making of Modern India (1765-1947)).





***HAPPY RETURNS TO OUR
JUNE BORN!***



Sailaja B 2nd Year
Gopinadh 2nd Year
Dhanasri 2nd Year
Devashish 2nd Year

Saikumar 1st Year
Sushant 1st Year
Shirisha 1st Year
Srikanth 1st Year



BUSINESS QUIZ



1. Antyodaya scheme is meant to help the
 - 1 Muslims
 - 2 Minorities
 - 3 Poorest of the poor section of the society
 - 4 Harijans
2. The upcoming Ultra Mega Power projects(UMPPs) at Cheyyur and Sarguja are located respectively in
 - 1 Kerala and Chhattisgarh
 - 2 Tamil Nadu and Odisha
 - 3 Tamil Nadu and Chhattisgarh
 - 4 Kerala and Odisha
3. Andheri's newly constructed headquarters of anti-terror force was inaugurated by N. Kumar Reddy on August 13, 2012 in Hyderabad. What is the name of this counter-terrorist commando force?
 - 1 Anti Terrorism Agency (ATA)
 - 2 Organization to Counter Terrorist Operations (Octopus)
 - 3 Anti Terrorism Squad (ATS)
 - 4 Anti Terrorism Operations (ATO)
4. Which two countries signed Agreement for the Modernisation of Indian Railways?
 - 1 India and Belgium
 - 2 Indian and China
 - 3 USA and India
 - 4 Russia and India
5. Name the Indian telecom service company which had acquired US firm WPCS International?
 - 1 Shyam Telecom
 - 2 MTNL
 - 3 Tata Teleservices
 - 4 Kavvery Telecom
6. Which company was directed by the Supreme Court to refund an amount of 17400 crore of rupees to their Investors?
 - 1 Sahara Group of Company
 - 2 Reliance Industries
 - 3 Air India
 - 4 Vodafone
7. Isle of Wight rock yielded three fossil foot prints of Dinosaurs. In which one of the following countries Isle of Wight located?
 - 1 Germany
 - 2 USA
 - 3 Africa
 - 4 UK
8. Which Indian Company signed a pact with French Energy company GDF Suez to import LNG (Liquefied Natural Gas)?
 - 1 Indian Oil Corporation (IOC)
 - 2 GAIL
 - 3 ONGC (Oil and Natural Gas Corporation)
 - 4 Reliance Petroleum Limited
9. What was the theme of the annual World Economic Forum (WEF) meeting organized in Davos, Switzerland?
 - 1 Shaping the Post-Crisis World
 - 2 Shared Norms for a New Reality
 - 3 The power of collaborative innovation
 - 4 Improve the state of the world: rethink, redesign, rebuild

Answers:

- | | |
|-----------|-----------|
| 1) Ans: 3 | 2) Ans: 3 |
| 3) Ans: 2 | 4) Ans: 1 |
| 5) Ans: 4 | 6) Ans: 1 |
| 7) Ans: 4 | 8) Ans: 2 |
| 9) Ans: 2 | |

Jaataka Stories

Introduction

Jaataka stories were written in the 3rd century BC and thus may be regarded the oldest folk tales of India when people used to tell tales around the fire or in bed to their children. These stories are found in Greek, Arabic, Latin, Persian and in most European languages. The Greek version of Jaataka tales was adapted from and are ascribed to Aesop who was a great story teller. Many stories are given by him in the West.

A "Guild of Jaataka Translators," under Professor EB Cowell, professor of Sanskrit in the University of Cambridge, brought out the complete edition of the Jaataka between 1895 and 1907. It is from this source that "Jaataka Tales" and "More Jaataka Tales" have been retold.

Ladyface

Once upon time, the King of Benares had a royal bull elephant who was kind, patient and harmless. Along with his sweet disposition, he had a lovely gentle face. So he was affectionately known as 'Ladyface'.

One night, a gang of robbers met together just outside the elephant shed. In the darkness they talked about their plans for robbing people. They spoke of beating and killing, and bragged that they had given up ordinary goodness so they would have no pity on their victims. They used rough he-man type gutter language, intended to scare people and show how tough they were.

Since the nights were quiet, Ladyface had nothing else to do but listen to all these terrible plans and violent rough talk. He listened carefully and, as elephants do, remembered it all. Having been brought up to obey and respect human beings, he thought these men were also to be obeyed and respected, even as teachers.

After this went on for several nights, Ladyface decided that the correct thing to do was to become rough and cruel. This usually happens to one who associates with those of a low-minded cruel nature. It happens especially to a gentle one who wishes to please others.

A 'mahout' is what the Indians call the special trainer and caretaker of a particular elephant. They are usually very close. Early one morning, Ladyface's mahout came to see him as usual. The elephant, his mind filled with the night's robber-talk, suddenly attacked his mahout. He picked him up in his trunk, squeezed the breath out of him, and smashed him to the ground, killing him instantly. Then he picked up two other attendants, one after another, and killed them just as ferociously.

Jaatak Stories (Cont...)

Word spread quickly through the city that the once adored Ladyface had suddenly gone mad and become a frightening man-killer. The people ran to the king for help.

It just so happened that the king had an intelligent minister who was known for his understanding of animals. So he called for him and asked him to go and determine what sickness or other condition had caused his favorite elephant to become so insanely violent.

This minister was the Bodhisatta, the Enlightenment Being. Arriving at the elephant shed, he spoke gentle soothing words to Ladyface, and calmed him down. He examined him and found him in perfect physical health. As he spoke kindly to Ladyface, he noticed that the elephant perked up his ears and paid very close attention. It was almost as if the poor animal were starved for the sound of gentle words. So the understanding minister figured out that the elephant must have been hearing the violent words or seeing the violent actions of those he mistook for teachers.

He asked the elephant guards, "Have you seen anyone hanging around this elephant shed, at night or any other time?" "Yes, minister," they replied, "for the last couple of weeks a gang of robbers has been meeting here. We were afraid to do anything, since they were such mean rough characters. Ladyface could hear their every word."

The minister returned immediately to the king. He said, "My lord king, your favourite elephant, Ladyface, is in perfect physical health. I have discovered that it was by hearing the rough and vulgar talk of thieves during many nights, that he has learned to be violent and cruel. Unwholesome associations often lead to unwholesome thoughts and actions."

The king asked, "What is to be done?" The minister said, "Well my lord, now we must reverse the process. We must send wise men and monks, who have a high-minded kind nature, to spend just as many nights outside the elephant shed. There they should talk of the value of ordinary goodness and patience, leading to compassion, loving-kindness and harmlessness."

So it was carried out. For several nights the kind wise ones spoke of those wonderful qualities. They used only gentle and refined language, intended to bring peacefulness and comfort to others.

Lo and behold, hearing this pleasant conversation for several nights, Ladyface the bull elephant became even more peaceful and pleasant than before!

Seeing this total change, the minister reported it to the king, saying, "My lord, Ladyface is now even more harmless and sweet than before. Now he is as gentle as a lamb!"

The king said, "It is wonderful indeed that such a madly violent elephant can be changed by associating with wise men and monks." He was amazed that his minister seemed to be able to read the mind of an elephant. So he rewarded him appropriately.

The moral is: As rough talk infects with violence, so do gentle words heal with harmlessness.

Kameswari C
Assistant Professor

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

akshara

NEWSLETTER

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