



AURORA'S BUSINESS SCHOOL

akshara
NEWSLETTER
Volume V • September 2015



IX CONVOCATION OF AURORA'S BUSINESS SCHOOL BATCH 2013-2015

Sunday 6th September, 2015 at 10.00 am
Centre for Economic & Social Studies, Nizamia Observatory
Premises, Begumpet, Hyderabad

FROM THE DIRECTOR'S DESK

Aurora Business School, Hyderabad fosters and nurtures future thought leaders capable of delivering value in dynamic global business landscape. Our institute lays great emphasis on ensuring a world class curriculum delivered in the most effective manner. Over the years the emphasis laid on academic rigor and faculty excellence has put the institute in the list of top B schools in the state and the country.

Students at Aurora's Business School recognize and understand the social relevance of business decisions and their impact on the underserved sections of the society. In addition, patience, motivation, stamina, persistence, practice, and optimism are the virtues to be cultivated by them.

Moreover, the boom in investments and expanding operations in e-commerce gave added scope to managerial aspects. Also, it will bring further growth in product range and services in rural areas that will have a positive impact on economy. The issue of new bank licenses to payment banks by RBI will lead to financial inclusion and growth of financial sectors, particularly in insurance and pension products. Our Prime Minister's visit to a record number of investor nations will continue to impact positively on "Make in India" and on bringing in fresh investments. Overall, there is going to be improvement in GDP growth and employment in the country.



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 Business School, these students undergo rigorous professional development programs. The emphasis is more on direct experience using the experiential learning platforms. Students are required to complete five projects that include social, corporate, and entrepreneurial projects under the faculty supervision. I solicit the corporates and our esteemed recruiters to consider the class of 2016 of Aurora's Business School for your campus recruiting program. Previous batches have been placed well in the industry with highest salary of 6.5 lakhs per annum. I am glad to inform you that our placement season commences in September 2015. I am looking forward to hosting your campus recruiting program at our Business School.

NV Ramana

Director
IIMA - Batch of 1981

**PRESIDENTIAL ADDRESS OF THE IX CONVOCATION OF THE AURORA'S BUSINESS SCHOOL DELIVERED BY
PROF. GRC REDDY, DIRECTOR NIT, GOA, ON 6-09-2015**

Respected Prof. Ramana, Dean of Aurora Business School, Prof Srinivasa Reddy and other dignitaries on the stage and off the stage, faculty members, non-teaching staff, parents and my dear graduands !

I am extremely happy to be with you on the occasion of the convocation ceremony of IX batch of PGDM students of the prestigious Aurora's Business School. I am told that this school has started in 2005 and in a decade's time it has acquired a national reputation with its alumni occupying very coveted positions in the corporate sector in India and abroad. Let me take the opportunity to congratulate the faculty, staff and management for this achievement.

We all know that corporate sector and the management jobs enjoy a glamour in the modern world especially among youngsters. Many social observers say that management is tough and many times one has to take decisions neglecting the human side for the profit maximization which is definitely a great corporate motive. Man's irrational taste for material comforts and blind ambition after money many times make man inhuman. Ongoing case of Indrani Mukerjea is the current example in front of us. With the known details through the press, we know that there is an element of greed involved in this heinous crime. Many corporates publish excellent business policies with firm footings on ethics and morals! In reality does it work perfectly well in practice? Christine Bader of the Kenan Institute for Ethics, Duke University asks this big question " Can big business do good in the world? Can corporations contribute to a healthier planet while still turning a profit? With each new headline about bad corporate behavior, it would be easy to assume that the answer to both questions is decidedly 'no'.

The corporate interests and the social interests many times don't go in harmony because of the conflicting interests in terms of human values, environmental sensitivities and ethical values. We cannot serve both the God and money at the same time. Here serving money does not mean that we don't use money or save money but it means our attachment in the philosophical sense.

In our ordinary life when it comes to the question of money, then only we start understanding the relationship, the sentiments & friendship. This trend has become more crucial in our era of Kaliyuga.

The so called corruption is nothing but an extension of what I have told you. Attachment to money and power are the biggest issues that the modern world is facing. We should remember that we had a highly evolved ethical system which we used to call as DHARMA in our ARYAVARTHAM ! What has happened to that? It is your duty to ponder upon this very seriously as budding managers who are going to take up key positions in corporate sectors tomorrow. None of you should have a dichotomy in taking decisions when you are in an ethical dilemma.

You have the sense of value and ethics with you in your inner conscience and you don't need to refer any books or journal papers for that. Its only the question of your moral courage asking your own conscience "shall I cling to DHARMA or not"

It's a question of eternal importance while choosing the path of DHARMA and ADHARMA. There is no fuzzy variables between these two as we do in fuzzy logic.

Dear graduands, you have finished an excellent course which has taught you optimization, marketing, strategy, commerce and economics with many more other important subjects. I request you to adhere to the principles of righteousness, ethical values and moral principles when it comes to the question of taking important decisions. Your expertise, knowledge, academic brilliance and personality should definitely contribute to the growth and development of your company and you should keep the moral principles also close to your heart, with both going side by side in a harmonious manner, so that you are useful to the company, yourself, your family, your society, your country and the humanity at large. Wish you all a very happy, meaningful and challenging career ahead.

Jai Hind

Dt. 6th Sept. 2015

GRC Reddy

NEWS @ AURORA'S BUSINESS SCHOOL

- 03/09/2015: Campus placement for Wipro
- 03/09/2015: Teachers Day celebrations held with speeches, presentation of mementos to teachers by students and distribution of refreshments.
- 06/09/2015: Sankalp 2015 IX Annual Convocation of the Aurora's Business School for 2013-15 pass outs held at CESS, Nizamia Observatory campus, Hyderabad.
- 08/09/2015: Organized debate on the topic "Money reward is superior to any other form of motivation.
- 08/09/2015: Organized debate on the topic "There should be a cap on executive salaries".
- 10/09/2015: Finscape the monthly financial news letter of the Aurora's Business School September, 2015 issue released.
- 10/09/2015: Organized debate on the topic "Capitalism is a better economic system than the socialism".
- 10/09/2015: Director Sri NV Ramana gave a seminar on case study method.
- 15/09/2015: Conducted debate on "Recruitment from within is superior to hiring from outside for superior positions".
- 17/09/2015: Performed Ganesh pooja at the campus.
- 18/09/2015: Released the poster & banner on part-time PGDM Admissions.
- 18/09/2015: Deloitte placement Talk arranged.
- 18/09/2015: Video screening on the process of Group Discussion arranged.
- 19/09/2015: July-September issue of the Aurora's Journal of Management with six articles & a book review released.
- 21/09/2015: Ganesh Nimarjanam performed.
- 22/09/2015: Pre-placement talk delivered by Executives of Deloitte.
- 23/09/2015: Prepared comprehensive profiles of PGDM final year students.
- 24/09/2015: July, 2015 issue of Akshara, the official newsletter of the Aurora's Business School released.
- 26/09/2015: Declared results of PGDM II semester
- 28/09/2015: Dean Prof G Sreenivas Reddy was the Chief Guest at the Induction Day of the Aurora's PG College, Moosarambagh.
- 28/09/2015: Guest lecture delivered by Mr.Nikil Shinde of National Institute of Securities Markets of SEBI on the topic "Changing Capital Market Environment & the need for professional services with special references to SEBI/NISM Initiatives".
- 28/09/2015: Dr.Sree Jyothi M.Com, Ph.D (University of Hyderabad) joins as Associate Professor.
- 30/9/2015: Director Shri NV Ramana & Dean Administration Prof G Sreenivas Reddy attended Alaap, the Induction Day celebrations of Aurora PG College at RTC Kala Bhavan, chikkadpally.

VIEWS AND REVIEWS:

Flipkart CEO Sachin Bansal Turns Delivery Boy For A Day

On Friday, Flipkart CEO Sachin Bansal decided to get out of his comfortable air-conditioned office and went out to learn about the challenges of delivery boys and to gain insights into the online buyer's psyche.

In a first, the corporate honcho went out in the sun and delivered goods to various customers.

His first delivery went very well. And Bansal said, the customer was happy too.

However, not everything was easy. Bansal had to wait for a while for his second customer to finish bathing before he could deliver the good.

But, Bansal sure had a good time. He also posted selfies with his fellow delivery mates. Bansal will in fact continue to deliver goods for the next couple of days.

"Over the next 15-20 days, everyone will go out and deliver to customers, starting with some of the leaders," Binny Bansal, cofounder of Flipkart, [told Economic Times](#).

While the India's largest online marketplace



has grown to become an eCommerce juggernaut valued at more than \$15 billion, the gesture is also a reminder of Flipkart's early days in 2007, when the two Bansals scurried across Bengaluru on their scooters to deliver books.

World Commemorative days

*Listen to your Elder's advice.
Not because they are always right but because they have more experiences of being wrong*

1st October World Elder Day



World Vegetarian Day – October 1

REASONS TO EAT YOUR VEGGIES



An eggplant's peel can fight against cancer and aging.



Carrots help the body maintain connective tissue, teeth, and gums.



Cucumbers can help reduce constipation.



Broccoli protects you from cancer.



Tomatoes can help lower the risk of cancer.



Cauliflower is an excellent source of Vitamin C.



Lettuce can help increase bone mass.



Yams help maintain your night vision!



Onions can reduce high blood pressure.



Artichokes are a great source of fiber.



Marketing at its best -September



Marketing at its best -September

While the world was eagerly waiting for the 'D' day i.e. 21-12-12 in anticipation of what would happen, there were some who had other plans. Fevicol came up with a winner- "The Mayans had predictions, the Earth had Fevicol".

Eno's intentions were clear as to how one should respond to a food attack and DHL does not want you to be fed up this year (targeted against Fed Ex and UPS).

Pringles- Hot and spicy says that it can melt ice and Philips wants you to be careful when you bring home their flat screen TVs as they can slip into any gap.

Ricola is the only throat drop that reveals its power of soothing your throat while being unwrapped.

Shaik Majeed
Manager Web-portal



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

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Editor

Prof. Srinivas R Gangidi

Assistant Editor's

P Harika

C Kameshwari

Editorial Team

Uma Sarada K

Kishan Sharma

Akash Sugandhi

Nisha Agarwal

AURORA'S BUSINESS SCHOOL
Near NIMS, Punjagutta, Hyderabad - 500 082
+91 40 2335 1892, 2335 0062
www.absi.edu.in