

HOW
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TO AFFECT
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“Our economy is recovering. A decade of war is ending. A long campaign is now over. And whether I earned your vote or not, I have listened to you, I have learned from you, and you've made me a better President. And with your stories and your struggles, I return to the White House more determined and more inspired than ever about the work there is to do and the future that lies ahead.” said Barack Obama who won the United States Presidential Election for 2012 and now, he will be in power for next four years.

The next question that is to be answered is that how this is important for Indians and what impact will it have on India? Neither of the two candidates spelled out their views in detail during their campaign. So will there be an approach similar to the one followed by the President in his first term or will the second term bring about a change.

Barack Obama's return as US President is sparking optimism and confidence among Americans but his second innings at the White House has made Indian IT-BPO players edgy and cautious over a possible backlash on outsourcing as a business model, which provides opportunities for Indian firms. First, outsourcing regime is keenly followed by India and Obama's policies have been conservative on this. He wants to stop outsourcing so that more job opportunities are created for Americans. To do this visa policies have been tightened and even taxes have been increased on giant firms who are involved in outsourcing. According to a study carried out by US Bureau of Economic Analysis, American companies have hired fewer people domestically as compared to people hired abroad through outsourcing. This creates a lot of job opportunities for Indians in IPR sector, and if they work proficiently and with will they can even find a place in US for themselves. Apart from drafting, patent agents in India are also helping patent prosecutors in America to prove patents invalid or valid by carrying out the work allotted to them.

Barack Obama had said that he will be spending around \$15 billion every year to create jobs for Americans, and if that happens than outsourcing will stop and that will mean lesser jobs for patent agents of India in US patent system. On one hand Barack Obama is trying to take America onto new heights and on the other side he is pulling back America back to start. Outsourcing and AIA are the two feathers in President Obama's cap but in spite of telling Americans that more jobs will be created in America, a lot of funding has been done to other nations by American government that have only created jobs in other nations and not in America. Stopping outsourcing will have a bad impact on IPR sector in India and will lead to unemployment and will also increase the cost company spend on employs if only Americans are allowed to work on IP, Indian companies offer the same service at a very low price as compared to their counterparts all around the world. That is why it would be too hard for Barack Obama to implement ban on outsourcing in IPR, not only in IPR but in other sectors as well.

FROM THE DIRECTOR'S DESK

We are on the verge of entering the New Year and are just a month away. I am sure all the students must be busy making new resolutions to fulfil their aspirations and ambitions. The centre for placements started on a positive note with two pre-placements offers and one student getting placed as early as November.

Every year, Diwali is celebrated as festival of lights and is presumed to bring light and positivity into the lives of people. This Diwali was celebrated by ABS students in all its grandeur. Rangoli competitions, fun filled events bursting; crackers were part of their celebration from dawn to dusk.

I pray to God almighty that this togetherness, unity and happiness prevail among all my students as they prepare for a better tomorrow. May their dreams unfold and they get placed in the best companies for placements and internships. Let us all introspect deep within as 2012 comes to a close of what we did and what we didn't. This deeper introspection will enable us to develop a deeper insight and positive energy.

- Prof. N V Ramana

FROM THE EDITOR'S DESK

Once again we welcome our readers to a yet another edition of Akshara newsletter. Conceptualized by visionaries like Mr.T V Rao, Ms. Indira Parekh, and Lt.Dr.Ravi Paturi and nurtured by its various Directors, faculty members, staff members, Boards of Governors, Aurora's Business School is today regarded as an institution of excellence. This reputation for excellence has been built up over five decades. The support and faith of innumerable people is the basis and foundation of this reputation. This institution stands out for its mission-driven approach.

This month the students celebrated Diwali with utmost vigor and enthusiasm. They took part in several competitions and won accolades. Later a small cultural program was organized where all the students along with the faculty members participated.

I wish all our readers Merry Christmas and a very Happy New Year.

- Sudipta Chakraborty



MEMOIRS OF THE MONTH

World Aids Day - 1st December

The United Nations' World AIDS Day, celebrated on 1st December every year is an opportunity for people worldwide to unite in the fight against HIV, show their support for people living with HIV and to commemorate people who have died. World AIDS Day was the first ever global health day and the first one was held in 1988. 30 years after the first cases of HIV – the red ribbon is the universal symbol of awareness and support for those living with HIV. The red ribbon was the first ever ribbon symbol, inspiring the several other later versions.



An estimated 34 million people globally are currently living with HIV. More than 25 million people between 1981 and 2007 have died from the virus, making it one of the most destructive pandemics in history. Today, many scientific advances have been made in HIV treatment, there are laws to protect people living with HIV and we understand so much more about the condition. But despite this, people do not know the facts about how to protect themselves and others from HIV, and stigma and discrimination remain a reality for many people living with HIV. World AIDS Day is important as it reminds the public and Government that HIV has not gone away – there is still a vital need to raise money, increase awareness, fight prejudice and improve education.

Indian Navy Day - 4th December

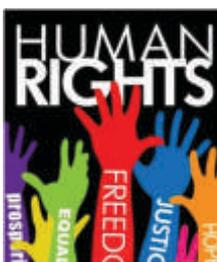
4th December, 1971 was the day when the Indian Navy played a significant role in the bombing of Karachi harbor in the 1971 war. The name given to the attack was Operation Trident which was launched on December 4. Owing to its success, the day of the attack has been celebrated as Navy Day ever since. The theme of Navy day celebrations this year will be 'Safe Seas and Secure Coasts for a strong Nation'.



Human Rights Day - 10th December

Human Rights Day presents an opportunity, every year, to celebrate human rights, highlight a specific issue, and advocate for the full enjoyment of all human rights by everyone everywhere.

This year, the spotlight is on the rights of all people - women, youth, minorities, persons with disabilities, indigenous



people, the poor and marginalized - to make their voices heard in public life and be included in political decision-making. The human rights to be concentrated on include - the rights to freedom of opinion and expression, to peaceful assembly and association, Electoral Democracy, Restricted Press Freedom, Official Corruption, Politically Motivated Detentions, Gender Inequality and Restrictions on, or Persecutions for, Religious Practices.

Christmas - 25th December

In many parts of the world, Christmas is the day when people celebrate the birth of Jesus Christ in Bethlehem two thousand years ago. People who remember Christmas as a religious holiday celebrate the birth of Jesus and his coming into this world. To them, he is recognized as the Son of God and the Savior of the world.



According to the Bible, Jesus was born in a manger because there was no room for him and his parents, Mary and Joseph, in an inn. Though the traditional way of celebrations differ from place to place, people often attend church, organize family gatherings, and decorate their homes and businesses. People feel the giving spirit and donate their time and money to worthy causes, or provide voluntary service to the needy. Christmas is also celebrated as a secular holiday when parents and children talk about Santa Claus and Rudolf the Red Nose Reindeer.

New Year's Eve - 31st December

According to the Gregorian calendar, the last day of the year is celebrated as the New Year's Eve. This day is traditionally a religious feast, but since the –1900s has also become an occasion to celebrate the night of December 31, and welcome the New Year. All



around the world people celebrate the coming of a New Year and the season with traditions from their country. Although the celebrations are not always held on the same day, they often include traditions of religious celebrations, special prayers and blessings, costume parties and parades. There are fireworks at midnight at the moment the New Year arrives; watchnight services are also still observed by many. The celebrations generally go on past midnight into January 1.

ABS IN NEWS

Jamba Cloud Hyderabad 10K Run Unique platform to raise money for charity

The 10th edition of Jamba Cloud Hyderabad 10K Run, was held in Hyderabad on November 25, 2012 at People's Plaza, Necklace Road. The 10K run is accompanied by 7K Mazza Run where in the students of Aurora Business School helped the charity partner United Way of Hyderabad and Procram International in organizing the event.

Sharmiza Zindani, Subhas Chandra, Harish Trivedi, Ankit Mor, S. Bharat Reddy, Dwarak Badrinath and Vardhaman Jain were some of the active volunteers for the event who were helping and engaging the corporate participants before they line up for prize distribution.

More than 8,500 participants took the starter's flag at the People's Plaza, with 2,500 running in the 10km run and 6000 taking part in the Mazza Run. Cheering for the participants were Megastar and MP Chiranjeevi, Speaker of the AP Assembly Narendla Manohar, Police Commissioner Anurag Sharma, tennis sensation Sania Mirza, All-England badminton champion Pullela Gopichand, besides many dignitaries from the State Government.

This year the 10k Run responsibility has been bestowed upon Procram International, the pioneers of the "International Running Movement" in India, who are now committed to convert the Hyderabad 10K into a much bigger and grander international race in the years to come. Procram will also provide a unique platform

to raise money for charity, an effort that will be spearheaded by charity partner United Way of Hyderabad. As the Charity Partner, United Way Hyderabad assumes the role of a Philanthropy Exchange for various charities and non-profit organizations registering with the event. Distance running events around the world are some of the biggest platforms to raise money for charity and the Jamba Cloud Hyderabad 10K.

Those desirous of raising money for charity through the event for causes of their choice can do so through the various charity raising models, namely We Care, Youth Challengers, Corporate Challenge and iCon Runners.

By seeing the active volunteering support of ABS students Mr. Ramesh Kaza, V.P, BOI & Board member for UWH and Mr. Kevin Potter, Strategy Director – U.S. India Office, Deloitte, Hyderabad, India appreciated the students.

"It was great to see the people of Hyderabad coming together in such large numbers to run. This run is not just about health and fitness, but also about supporting various causes Hyderabad believes in. This run was proof that the city is united, regardless of caste, creed, religion and gender. I was also very impressed by the professional manner in which the entire proceedings were conducted," said Vardhaman Jain, Student coordinator from Hyderabad.

- Vardhaman Jain, PGDM-II Year, ABS



LITERARY CORNER

INDIAN IT COMPANIES SHOULD FOCUS ON INDIAN MARKET

The Sandy Hurricane that hit the United States of America in October 2012 will have its negative impact on the Indian IT sector as 60 percent of the business of the Indian IT companies is generated in the USA. With the business houses in the USA becoming more cost-conscious, they may reduce the budgets spent on Information Technology and look for more competitive rates while outsourcing their work. In such a scenario, the Indian IT companies may suffer as they will be facing stiff competition from the IT companies in countries like Philippines and Brazil. Though the Indian IT companies are claiming that the Sandy that hit the US may not hit their business that much, the NASSCOM that monitors the growth of the IT sector in India has already warned that the prospectus for the IT business in India may not be

all that bright. Because of the emerging challenges that the Indian IT companies are bound to face in the ensuing years, these companies should device ways to reduce their dependence on the USA for their business and look at other companies like Japan and some European countries where the IT business is on the rise. Besides, the Indian IT companies should also explore and focus more on the Indian market that is growing year after year instead of focusing on foreign companies. Unfortunately, some of the American companies are going all out to get the Indian business while the Indian companies are focusing on American companies for their business. The Indian IT companies should change their strategies if they are to sustain their current growth rates.

- Swathi Reddy , PGDM - I Year, ABS

Zig Ziglar is a motivational teacher and trainer who has travelled the world over, recognized by his peers as the quintessential motivational genius of our times. Ten of his twenty-eight books have been on bestseller lists. Drawing on his more than 40 years of sales experience, he discusses: where, when, and how to find prospects; how to deal with rude, angry, and disgruntled people, why 70% of sales are made between 7:00 A.M. and 1:00 P.M., and so much more. In "Ziglar on Selling", he outlines a four-step sales formula: needs analysis, needs awareness, needs solution, and needs satisfaction. Zig Ziglar has a unique delivery style and powerful messages that have earned him many honours. This book is a must read for aspiring managers.

- Akshaya Chandra Utlra , PGDM - I Year, ABS



Leaders Are Born and Not Made



Inder Kumar Gujral

December 1919 - November 2012

Inder Kumar Gujral, who served as the Prime Minister in United Front government in 1990s, died at the age of 92 on 30 November 2012. He became the 13th Prime Minister of India on 21 April 1997 and held that post till 19 March 1998 in United Front government, after the resignation of HD Deve Gowda. He belonged to Janta Dal party. Gujral was a Rajya Sabha Member twice from 1964 to 1976 and a member of the Lok Sabha from 1989 to 1991. He was re-elected to Lok Sabha from Jalandhar in Punjab as an independent with help from Akali Dal in 1998. It is important to note that he was the Rajya Sabha member during his tenure as the Indian Prime Minister. He had written **Matters of Discretion: An Autobiography** which was released in February 2011. It was during his tenure as the Prime Minister that the Golden Jubilee (50 years) Of Indian Independence was celebrated.

HIS LIFE:

- He was born on 4 December 1919 in Jhelum (Pakistan's Punjab Province). He belonged to a family of freedom fighters.
- He began his political career with the Quit India movement in 1942.
- He left Congress and joined Janata Dal in late 1980s.
- He retired from active politics in 1999.
- His wife, Sheila was a poet and author. She died in 2011. His brother Satish Gujral is a prominent painter. Ik Gujral's son Naresh Gujral is a Rajya Sabha MP and an Akali Dal leader.

MARKETING AT ITS BEST

Imagine yourself walking into a sports stadium and see a giant slice of bread lying on the field or looking at a building being blown away by a fan or walls being whitewashed. Ambient advertisements are going places - quite literally.

Volvo has always positioned itself as the safest vehicle to travel in and in this ad they mean to say that they design cars in such a way that you'd like to spend more time in it.

Meanwhile, Volkswagen had different intentions. Using the auto correct/text options available in mobiles they have communicated the danger of using mobiles when mobile.



- Murtaza Abbas, PGDM - II Year, ABS

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

When we are in dark we seek for brightness. To enlighten our lives we celebrate Deepawali . It's the festival of lights (deep=light, avail=row; i.e., row of lights). This occasion is celebrated for four days but the important day is the fourth day. Each day has its own importance of celebrating and a myth behind the celebration.

It's really wonderful to celebrate this bright festival with our faculty and friends. It was a great experience. There were few events conducted like (rangoli, dance) which was fun and we enjoyed being part of those events. All the faculty and students became one while burning crackers; it was like all were of the same age enjoying the festival to the core...

- Supraja Raam, PGDM - I Year, ABS



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NEWSLETTER

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