



anubhuti

Induction Day

anubhuti

2016-2018



Anubhuti-2016, the Induction Day Celebrations for the newly admitted XII Batch of PGDM (2016-2018) held at the Auditorium of CESS, Nizamia Observatory premises

FROM THE DIRECTOR'S DESK

Two significant events have marked the functioning of Business School in the month of, October, 2016. One, colourful Induction Day Celebrations, entitled ANUBHUTI-2016, were held at the CESS Auditorium, Begumpet for the newly admitted students. The event was attended by senior and junior students and parents of the newly admitted students. The programme was organized to give them all 'Anubhuti', literally meaning a feeling and inkling of what management profession and management education was. Three distinguished guests from industry and academia addressed the students about the value, process, outcome and imperatives of management profession and education. They exhorted the students to think and act innovatively, to be proactive and to aim at becoming job givers rather than job takers.

The second noteworthy event of the month was the placement day celebrations held on 22nd October, 2016 at the Global Peace Auditorium of the Brahmakumaris, Gachibowli, Hyderabad. This function was organized in the distinguished presence of His Holiness Sri Sri Sri Tridandi Chinna Jeeyar Swamiji who showered his benedictions or 'mangalaa shaasanams' on all present. The event celebrated the success of our students who got excellent placements with hefty salaries in progressive companies. There were many CEOs and HR Executives from over forty companies who gave their valuable suggestions for the career growth and professional advance of the students placed as well as feedback about our students working with them. It is a matter of gratification



that our placement season for the 2015-2017 batch of PGDM students has started earlier than last year in this month only. It is hoped that this year will be equally rewarding for getting our students placed in top corporates as usual.

Hearty congratulations to the students placed and our best wishes for those waiting in their wings for placements!

Happy reading of the newsletter !!

Dr. Raghu Naga Prabhakar, Director

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MEMORIES OF THE MONTH

World Habitat Day - 1st October

The United Nations has designated the first Monday of October every year as World Habitat Day. This year, World Habitat Day will be celebrated on 1 October 2012. The idea is to reflect on the state of our towns and cities and the basic right of all to adequate shelter. It is also intended to remind the world of its collective responsibility for the future of the human habitat.

The United Nations chose the theme Changing Cities. Building Opportunities because cities are the engines of growth.



Gandhi Jayanti - 2nd October

Mahatma Gandhi's birthday is celebrated in India on October 2 each year. It marks the anniversary of Mahatma Gandhi's birth on October 2, 1869. Gandhi is remembered for his contributions towards the Indian freedom struggle. Mahatma Gandhi, also known as Mohandas Karamchand Gandhi, developed the novel technique of non-violent agitation, which he called "Satyagraha", loosely translated as "moral domination".

He is known for his non-violent civil disobedience in India and South Africa.

These included the start of the non-cooperation movement in 1922 and the Salt

Satyagraha or Salt (Dandi) March starting on March 12, 1930. The United Nations' (UN) International Day of Non-Violence is also held on October 2 each year to coincide with Mahatma Gandhi's birthday.

Three locations in India play important roles in the celebrations of Mahatma Gandhi's birthday. These are:

- The Martyr's Column at the Gandhi Smriti in New Dehli where Mahatma Gandhi was shot on January 30, 1948.
- The Raj Ghat on the banks of the river Yamuna in New Dehli where Mahatma Gandhi's body was cremated on January 31, 1948.
- The Triveni Sangam where the rivers Ganga, Yamuna and Saraswati come together near Allahabad..



Indian Air Force Day- 8th October

October 8th every year is celebrated as the Indian Air force Day. The day is celebrated in air force bases all across the nation with air shows and parades conducted by air force cadets. 8th October 2009 was the 77th Anniversary of the Indian Air Force. The rehearsals start many days in advance. It is in honour when the Indian Air force was formally constituted on the 8th October 1932.



NEWS @ AURORA'S BUSINESS SCHOOL

- 01-10-2016: Commencement of II Year I Trimester Exams of PGDM
- 01-10-2016: Prof Raghu Naga Prabhakar assumes charge as Director of Aurora's Business School.
- 02-10-2016: The Business School Celebrates Gandhi Jayanti with lectures on "Gandhiji: His Message & Contributions" by Faculty and Students.
- 04-10-2016: Two students of the college viz. 1) Ashish Agarwal 2) L Meghana Reddy attend NEN Wadhvani Workshop at Vasavi Engineering College
- 07-10-2016: Bathukamma celebrations organized on the Campus. Lady staff, Students and Faculty participated in singing Bathukamma songs along with floral display of Bhathukammas.
- 07-10-2016: PGDM II Year I Trimester Exams conclude
- 07-10-2016: Photo-shooting of students is done for displays on Induction day banners, backdrops, invitations and other insignia related to the Induction Day Celebrations entitled Anubhuti-2016.
- 07-10-2016: Prof. G. Sreenivas Reddy's paper "Foreign Direct Investment in Higher Education: Process, prospects & Constraints" published in M. Madhavi and N. Hemalatha (eds), Foreign Direct Investment: Issues and Challenges, "Archers and Elevators Publishing House, Bangalore, 2016
- 07-10-2016: C. Kameswari, Sr. Faculty's paper "FDI in News Media: Issues & Challenges" published in M. Madhavi and N. Hemalatha (eds), Foreign Direct Investment: Issues and Challenges", Archers and Elevators Publishing House, Bangalore, 2016
- 13-10-2016: Business School reopens after a short recess
- 13-10-2016: PGDM II year II Trimester classes commence
- 14-10-2016: Business School hosts a "Two-day Training Programme for Marketing Personnel of Jasper Industries"
- 15-10-2016: Ms. Urvi Babla, Vice-President Sales & Marketing of Track Invest gives a " Demo Session on Online Trading" at the Business School
- 15-10-2016: JAM Session conducted for PGDM I year I Trimester Students
- 17-10-2016: Anubhuti-2016, the Induction Day Celebrations for the newly admitted XII Batch of PGDM (2016-2018) held at the Auditorium of CESS, Nizamia Observatory premises, Begumpet. Students of I Year PGDM attend along with their parents. Dr Jibetesh Rath (General Manager HRD, NMDC) was the Chief Guest, Prof. Sita Vanka, (Senior Professor of Hyderabad Central University) was Distinguished Guest of Honor and Dr Ravi Dasari, (Vice President & Head HR, Jasper Industries) was the Guest of Honour
- 21-10-2016: Prof. G. Sreenivas Reddy delivers a "Special Lecture on Role of Faculty in Academic Development" at the Mahatma Gandhi University, Nalgonda, Telangana state
- 22-10-2016: Placement Day Celebrations entitled Abhideya held at Global Peace Auditorium of the Brahma kumaris, Gachibowli, Hyderabad. His Holiness Sri Sri Sri Tridandi Chinna Jeeyar Swamiji was the Chief Guest. The celebrations were attended by the CEOs, HR Executives of esteemed recruiters and the students who have secured campus placements during the last academic year. The event was spectacular as all those present came in ceremonial dresses.
- 25-10-2016: Organized Business Quiz for PGDM I Year I Trimester
- 26-10-2016: Campus placements by Karvy Stock Brokings Ltd for Product Marketing, Corporate Relations and End-to-End Recruitment executives for students of HR/Finance/Marketing specializations. CTC was from 2.4 to 5.0 lakhs.
- 27-10-2016: Conducted the second Business Quiz for PGDM I year I Trimester
- 28-10-2016: Conducted the Third Business Quiz for PGDM I year I Trimester

Quotes of Wit and Humor

1. If time doesn't wait for you, don't worry! just remove the damn battery from the clock and Enjoy Life!
2. Expecting the world to treat you fairly, because you are a good person is like expecting the lion not to attack you because you are a vegetarian! Think about this.
3. Beauty isn't measured by outer appeacances, and what clothes we wear, but what we are inside. But don't try going out naked tomorrow, to assess how others admire 'what you are inside'!
4. Don't walk as if you rule the world, walk as if you don't care who rules the world! That's called attitudes. Keep on rocking!
5. Every woman hopes that her daughter will marry a better man than she did, and is convinced that her son will never find a wife as good as his father did!
6. He was a truly good man. He never smoked, nor drank, and never had an affair. When he died, the insurance company refused the claim They said, "He who has never lived, cannot die"!
7. A man threw his wife in a pond of crocodiles. He's now being sued by Animal Rights Activists for being cruel to the Crocodiles!
8. There are so many options for suicide: Poison, sleeping pills, hanging, jumping from a building, lying on train tracks, etc. But many chose marriag: It's slow, but sure!
9. Only 20 percent boys have brains, the rest have girlfriends!
10. All desirable things in life are either illegal, banned, expensive or married to someone else!

Colleted by : Kezia Florence P
PGDM II Year

Most Influential Business Management Books

Dr. Raghu Naga Prabhakar

Books about how to be more effective in business are galore. Besides most of them are easily forgotten. There are however some books that etch themselves in our memory and change the way we think about management. They range from the iconic "How to Win Friends and Influence People" to groundbreaking ones like "Guerilla Marketing" and quick reads like the "The One Minute Manager". It is important for all those interested in better management to know, if not read cover to cover, the following twenty five books on business management. These books, between them, contain a rich welter of seminal ideas and concepts that sharpen our business thinking. Now we take a fleeting glimpse of these books so as to gain a nodding acquaintance of these classical works on management.

The Age of Unreason (1989) - Charles Handy:

Charles Handy's 1989 book made a powerful case for what might then have been called, without irony, outside-the-box business thinking. Handy, then a Visiting Professor at the London Business School, described dramatic social changes going on in everyday life and in the workplace. New technologies and the decrease of full-time positions, among other transformations, require abandoning the established rules and experimenting with new ways of working with one another. Handy's book only grew in stature in the decades after its publication as the rise of the Internet, ubiquitous communication, increased outsourcing, and the explosion of social media proved his vision to be amazingly prescient.

Built to Last: Successful Habits of Visionary Companies (1994)

Jim Collins and Jerry Porras: This book, containing a landmark survey of eighteen "visionary" companies, attempts to squeeze out what made successful business behemoths like the Disney, 3M, and Sony stand out from the rest. Stanford Business Professor Jerry Porras and 'Good to Great' author Jim Collins found that, contrary to popular belief, the companies that blow competitors out of the water are not so much driven by strong leaders or staunch focus. Instead, what they have in common is strong corporate culture. In other words, hire bright people and allow them to thrive. Seems like common sense, but in the late 90s when it was published the book raised many an eyebrow in business and professional management circles.

Competing for the Future (1996) - Gary Hamel and C.K. Prahalad:

Saying that their book "provides would-be revolutionaries with the tools and concepts they need to challenge the protectors of the past," Hamel and Prahalad argued for a

much broader conception of business strategy, a redefinition that has since solidified into a received truth. They show that strategic planning must happen all the time, not just during discreet breaks from a company's regular business; that it must be emotional, meaningful, and purpose-driven, not just analytical; and that this impulse must be nurtured throughout an organization, not just among strategists and consultants. Among the key teachings is that executives need to actively nurture their company's "core competencies" to anticipate and not merely adapt to changes in the industry.

Competitive Strategy: Techniques for Analyzing Industries and Competitors (1980) - Michael E. Porter:

Close to three decades, this book has been the starting point for managers wanting to maximize profitability within a competitive marketplace. The Harvard Business School professor's five basic competitive forces, which condense and simplify the complexity of industry competition, are as relevant today as they were in the 1980s. With step-by-step tools to help managers select new industries to enter, forecast how industries evolve, and recognize "market signals" from competitors, Porter breaks down the three generic competitive factors — cost, differentiation and focus — that are vital for helping managers conduct industry and competitor analysis.

Emotional Intelligence (1995) - Daniel Goleman:

What factors are at play, asks the author, "when people of high IQ flounder and those of modest IQ do surprisingly well?" Those qualities, such as self-control, persistence and motivation, are known as emotional intelligence popularly known as EQ. Without them, writes Goleman, careers are often unnecessarily dashed on the rocks. There is hope, though: "Temperament is not destiny," he writes. The author explains how a higher EQ can be developed through psychological education. The compelling ideas the author introduces have since become a means of assessing and nurturing an employee's behavior and management skills.

The E-Myth Revisited: Why Most Small Business Don't Work and What to Do about It (1985) -

Michael E. Gerber: Gerber's small business management guide is often called an underground success, but its passionate following has grown far beyond the usual definition of a cult. The "E-Myth," or entrepreneurial myth, of the title refers to the common, and usually disastrous, assumption that a person who excels at the technical or operational work of a business will naturally succeed at running such a business. Gerber dispels the myth by showing that, in addition to being a technician, a successful business owner must be an effective manager (who excels at systematizing the company's profitable work) and entrepreneur (who has a vision for the company's future).

The Essential Drucker (2001) - Peter Drucker:

Over a career that spanned nearly 60 years before he died in 2005 at age 95, Peter Drucker single-handedly invented the field of management theory. For most of the last half of the 20th century, he was the superstar CEO's go-to guru, counseling everyone from Alfred Sloan to Andy Grove. And not in the fuzzy-headed, inspirational, bromide-spouting guru sense you see today. Drucker had no time for discussing who moved your cheese, and his insights were distinctive for being simultaneously crystalline yet deeply contrarian — and, frequently, a generation ahead of their time. Just one example: He was talking about the rise and importance of "knowledge workers" in the 1970s, when the phrase was a good two decades from common parlance. With 30 books to choose from, it's probably best to start with *The Essential Drucker*, a potent 26-piece collection selected by Drucker himself in 2001 as a comprehensive representation of his life's work.

The Fifth Discipline: The Art and Practice of the Learning Organization (1990) - Peter Senge:

Most management manuals are built around case studies and data analysis. But the epiphany that grew into this book came to Peter Senge one morning while meditating. Senge, who founded the Center for Organizational Learning at MIT's Sloan School of Management, developed five essential disciplines of a true "learning organization," which is one that continually improves and stays competitive by helping its members learn. The first four disciplines focus on developing individual focus, building a shared vision, and communicating as a team. But the heart of the book is the Fifth Discipline, called "systems thinking," which involves analyzing the organization's complex system of relationships and removing obstacles to true learning.

First, Break All the Rules (1999) - Marcus Buckingham and Curt Coffman:

This book encourages managers to personalize and break away from traditional, one-size-fits-all leadership techniques. Gallup consultants Buckingham and Coffman pull responses from more than 80,000 interviews to determine that the best managers are "revolutionaries" who cast the right people for the right roles — and leave them to do their best work. Among the book's other takeaways are treat employees like individuals, set specific outcomes, but not the process, and focus on employee strengths instead of calling out weaknesses.

The Goal (1984) - Eliyahu Goldratt:

Eliyahu Goldratt's *The Goal* is unusual among business management books for at least two reasons. First,

Goldratt wasn't a titan of industry, a b-school professor, or even a consultant, but rather a physicist. Second, *The Goal* is a novel. Centered on a production manager named Alex Rogo who has three months to turn around a deficient, unprofitable manufacturing plant, *The Goal* explains the "Theory of Constraints," which among other points incorporates the idiom, "A chain is only as strong as its weakest link;" and focuses on bottlenecks, the great hindrances to productivity. Rogo uses the Socratic method to help fix his marriage, then applies it to his plant crew, coming up with steps to solve the plant's problems. *The Goal* has been in print since 1984, and a revised third edition was released on the book's 20th anniversary. So does Rogo achieve his goal? You will have to read it to find out.

Good to Great: Why Some Companies Make the Leap...and Others Don't (2001) - Jim Collins:

How does a company go from being merely successful to sustaining profits over long periods? This is the central question of Jim Collins' book, a deeply-researched analysis that starts with all 1,400 companies on the Fortune 500 since 1965 and narrows the list to 11 companies that sustained excellence over time, often by going against accepted industry wisdom. Companies like Fannie Mae, Gillette, Kroger and Wells Fargo have what Collins discovered to be seven characteristics that contributed to their success, including a culture of discipline, finding the right employees and harnessing technology in the most efficient ways possible.

Guerilla Marketing (1984) - Jay Conrad Levinson:

Much the same way the guerilla warfare changed how people thought about war and conflict, Jay Conrad Levinson's concept of guerrilla marketing reshaped how small companies think about promoting themselves. Before Levinson coined the term in the 1980s, companies often relied upon huge and expensive marketing endeavors. Smaller companies struggled to compete on those terms, so Levinson argued for using brains over brawn. Don't hang a banner to advertise a sale; give away products on the street. Don't place expensive ads; pull a PR stunt for free publicity. Twenty-five years later, business empires have been built using these ideas.

How to Win Friends and Influence People (1936) Dale Carnegie:

The author described himself as a "simple country boy" from Missouri, and to be sure, some of the

advice in his blockbuster bestseller is pure commonsense ("If you want to gather honey, don't kick over the beehive"). But Dale Carnegie was a wizard when it came to making the public like him. Besides buying more than 30 million copies worldwide of his Depression-era book, they broke down the doors of his educational programs, which also promised professional success and happiness. Carnegie's plain-spoken wisdom about how to advance career-wise still resonates with a sophisticated urban workforce. Perhaps that is because he was no hick when it came to understanding business behavior: "About 15 percent of one's financial success is due to one's technical knowledge and about 85 percent is due...to personality and the ability to lead people."

The Human Side of Enterprise (1960)-Douglas McGregor:

Prior to Douglas McGregor's seminal work on management, employees were often presumed to be lazy and unmotivated. As a result, conventional wisdom held, management must goad workers into becoming productive cogs in the machine. McGregor revolutionized human resources thinking by positing two ways managers could view employees: Theory X that assumes workers are inherently lazy; and Theory Y that assumes they are self-motivated. While not clearly on the side of Theory Y, McGregor seems to lean toward the idea that management should ultimately set the workplace conditions to allow people to not only do well at work, but to want to do well.

The Innovator's Dilemma (1997) - Clayton Christensen:

Unlike most business books, this book is about failure. Harvard Business School professor Clayton Christensen takes a look at why large and once successful companies with seemingly talented CEOs regularly falter or, worse, go bust. Christensen's take is that in business success does not breed success. In fact, it's the opposite. Large dominant companies often are blind to emerging technologies or changing market trends that will make their once-innovative products obsolete. The lesson: Adapt early and often, even if it costs you profits today.

Leading Change (1996) - John P. Kotter:

In business, change is perpetual and necessary. Companies that fail to adapt fail, period. So driving transformation is arguably the business leader's primary objective — and yet woefully few succeed. Kotter's 1996 book details an intuitive, eight-stage process, each illustrated with examples drawn from his extensive consulting experience, for implementing real and lasting organizational change. As important as the practical tips, however, is the powerful

distinction Kotter draws between managing change and leading change. As Kotter vividly demonstrates, only the latter can keep a company a step ahead.

On Becoming a Leader (1989) - Warren Bennis:

Leadership guru Warren Bennis's guide to honing your inner leader tends to read more like a self-help book than a business tutorial. Bennis's now classic take on the leadership conundrum calls the dearth of effective leaders a "societal disease" characterized by shortsighted thinking and a lack of self-awareness. The proposed solution? Pointers include honing your "inner voice," cultivating a passion for what you do, and building trust among followers.

Out of the Crisis (1982) - W. Edwards Deming:

This is the book that first articulated (without using the term) Total Quality Management, the now-ubiquitous idea that the quality of products and services, and their continuous improvement, is the responsibility of a broad range of corporate stakeholders, from managers and workers to suppliers and even customers. Deming is widely credited (along with Taiichi Ohno) with introducing systematic quality measurement and improvement techniques to Japanese manufacturing in the 1960s, and Out of the Crisis brought his revolutionary ideas to U.S. businesses. The 14 key management principles enumerated in the book directly contradicted many standard practices of the era — including production quotas, "zero defect" slogans, and management by inspection — and became a template for modern management techniques.

My Years with General Motors (1964) - Alfred P. Sloan Jr.:

The author, the CEO of GM from 1923-1946, was an industry titan who led the Detroit carmaker to become the largest corporation in the world. Publication of this forthright book was blocked for years by GM's lawyers, who feared its revelations about the inside-workings of the company would be used against it in litigation. Sloan's shrewd lessons about managing the automotive behemoth, from corporate structure to product development to finance, are still considered a business-school must-read. "A car for every purse and purpose," indeed.

The One Minute Manager (1982) - Kenneth Blanchard and Spencer Johnson:

This slim volume, with its simple (critics argued, simple-minded) business homilies, immediately became a worldwide publishing phenomenon, and spent more than two years on the New York Times bestsellers list. In it, would-be effective managers are advised to "catch an employee doing something right," and to reinforce that good behavior with a One Minute Praising. Bad deeds are similarly to be pointed out and punished

with a One Minute Reprimand. The authors themselves were accused of a bad deed by the Wall Street Journal — plagiarism, to be exact — which they denied. But by that time, the tiny tome was ubiquitous, having been distributed by FORTUNE 500 companies everywhere.

Reengineering the Corporation: A Manifesto for Business Revolution (1993) - James Champy and Michael Hammer:

Adam Smith's business dictums from the 1800s no longer apply. That's the thinking behind management consultants James Champy and Michael Hammer's 1994 bestseller. Rigid divisions of labor — which once sped up productivity in fledgling corporate America — was now driving the sluggishness and lack of creativity holding firms back, the authors contend. They advocate for a radical redesign of the way companies process and organize their business, including regrouping multiple jobs into one. No wonder the book is credited with inspiring corporate downsizing in the 1990s. In the digital age, its insights still ring true.

The 7 Habits Of Highly Effective People (1989) - Stephen R. Covey:

Covey's leadership training book is widely recognized as one of the best-selling business books of all time. That is funny, because there is very little in it about business or management. Instead, the book is a tour de force on confidence building packaged into seven easily digestible maxims. There is good advice throughout that could help you in your professional life, but that wasn't among Covey's obvious intentions. The fact that the seven "habits" overlap and aren't all that revelatory — No. 2 boils down to focusing on your goals — hasn't seemed to blunt the book's continuing popularity.

The Six Sigma Way: How GE, Motorola and other Top Companies are Honing Their Performance (2000) - Peter S. Pande, Robert P. Neuman and Roland R. Cavanag:

Before Six Sigma became a cultural punch line — 30 Rock's Jack Donaghy is a green belt master — it was the gold standard in management philosophy. Developed in the 1970s and 1980s at Motorola and GE, Six Sigma-ites believe that the path to success is paved by near constant measurement of the performance of your company and workers. Instant feedback is the key. The Six Sigma Way, published in 2000 and co-written by Six Sigma guru Peter Pande, brought the management technique to the masses. The book draws heavily on the experiences of GE and other companies that successfully implemented the technique.

Toyota Production System (1988) - Taiichi Ohno:

After World War II, Taiichi Ohno, an engineer at Toyota, began experimenting with the assembly lines at the Japanese firm's automobile factories. His goal was to improve efficiency and catch up with America's Big Three. The result of Ohno's tinkering changed the manufacturing industry forever. Ohno and his managers devised the Toyota Production System, more broadly known as "lean manufacturing," which gave Toyota a huge edge in productivity and quality control. The new system ensured Toyota's position as an industry leader, and its principles were adopted within factories across sectors and countries. This little gem of a book outlines Ohno's quest and provides insights into the crucial process of innovation that are valuable for managers of all types.

Who Moved My Cheese? (1998) - Spencer Johnson:

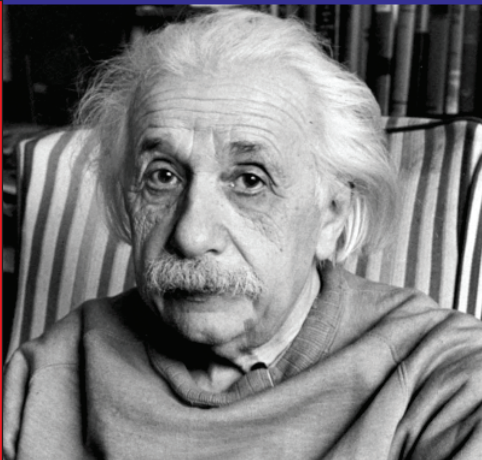
This slender work, a parable of mice and (little) men in a maze, can be read in 30 minutes, max. Its message is simple: Embrace change because it is inevitable. Nonetheless, there is a cult of Cheese, composed of readers (some of them CEOs) who extol the virtues of this book and say that it has changed their lives and workplaces. Truckloads of books have been handed out by top executives who hope to make their employees more flexible than Hem, the intransigent character who bellows the title line when faced with changed circumstances. The book also has its share of detractors, in the form of parodies with names like "Who Cut the Cheese?" But Johnson, also the co-author of The One Minute Manager, is undoubtedly laughing all the way to the bank; Cheese is the bestselling business book of all time, with more than 20 million copies sold.

Dr Raghu Naga Prabhakar

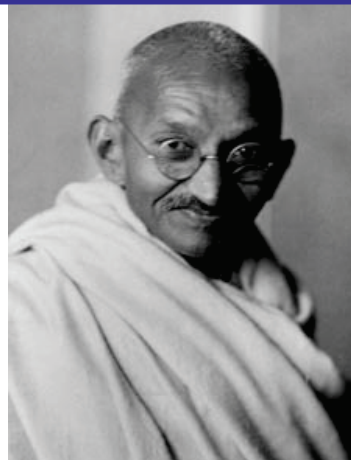
THE ART AND PLEASURE OF GIVING BACK TO SOCIETY

*K. Satyanarayana, President Emeritus, National HRD Network, Hyderabad Chapter
(he can be reached at ksnhrd@gmail.com)*

Let me start off this small article with a quote by Albert Einstein whom I admire from the core of my heart for his simplicity. He once said, "Only a life lived for others is a life worthwhile." Father of the Nation and my role model Mahatma Gandhi also echoed the same when he said, "The best way to find yourself, is to lose yourself in the service of others." Of course, when Prof. Srinivasa Reddy garu, Dean of Aurora's Business School requested me to write an article for their quarterly Journal, the idea of writing an article on this subject came to my mind from a famous quote of Swami Vivekananda which I quote in almost all my classes, "The world is transient, the times are changing, only they live who live for others; the rest are more dead than alive." This article puts together the inspiring role models of giving back to society. It is hoped that in India there is dire need for more people to tread the noble path of giving back. The business of giving back to society needs to grow and articles like this might ignite thinking towards this.



Albert Einstein



Mahatma Gandhi

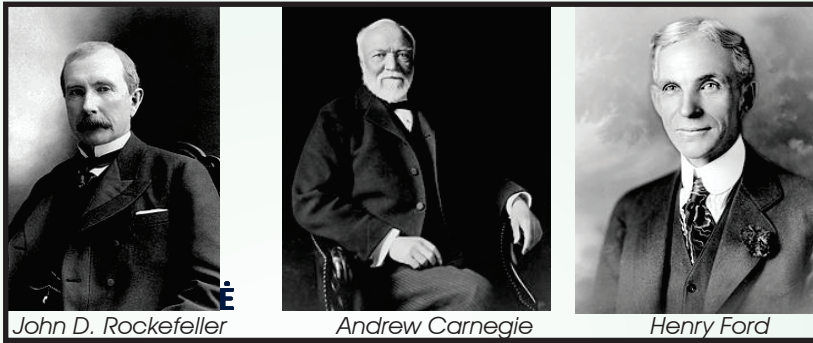


Swami Vivekananda

Introduction

Every time I address a youth development program either at Vivekananda Institute of Human Excellence at Ramakrishna Math, Hyderabad or at any college or an organization, I ask the participants as to why America has become so prosperous and rich even though it is one of the youngest nations on earth. The participants' responses vary from honesty to hard work, zero corruption to good education, availability of vast natural resources coupled with small population etcetera as reasons. But I would tell them what I believe to be the real reason which is rooted in the American culture of giving back to society on the philosophy that whatever one earns in one's lifetime has come from the society and therefore it has to go back to society but not to their kith and kin.

There are three great stalwarts who assiduously nurtured this culture and tradition of giving back to society are John D Rockefeller, Andrew Carnegie and not but not the least Henry Ford.



These are the first three great persons who made money in tons and gave back to society generously. They firmly and poignantly established this healthy precedent which is followed to this day by most Americans. John D. Rockefeller senior who made money in oil founded three universities viz., Chicago, Rockefeller, and Philippines. The Rockefeller Foundation founded by him and his son John D. Rockefeller Jr in 1913 with headquarters in New York has endowment of US \$ 3.4 billion (in 2009) and is engaged in the mission of promoting the well-being of humanity, throughout the world. It

has financially supported education in the US without distinction of race, sex or creed. It has helped establishment of London School of Hygiene and Tropical Medicine in UK, John Hopkins Public School and Health and Harvard School of Public Health in US, developed vaccine to prevent yellow fever.

Andrew Carnegie made money in steel and gave away ninety percent of his wealth to charity. The Carnegie Mellon University is the outcome of his contribution. The Carnegie Corporation of New York is the innovative philanthropic foundation funded from his wealth. He was one of the richest men in the world history. Carnegie in his famous article "Wealth" in North American Review wrote that a man who accumulates great wealth has a duty to use his surplus wealth for the improvement of mankind. A man who dies rich dies disgraced, he said. He called upon the rich to give away their money to improve the condition of society and promoted a wave of philanthropy.

Henry Ford had made a fortune through automobile manufacturing and left all his wealth to the Ford Foundation. The Ford Foundation is a social justice philanthropy working with visionaries on the front lines of social change worldwide. For about eight decades it has worked for reduction of poverty and illiteracy and spreading democratic values, promoting international cooperation and for advancing human achievement. It is the largest philanthropy in the world with a US \$12 billion endowment making US \$ 500 million grants around the world every year. It has its headquarters in New York.

To sum up, I must say they have donated all their wealth to society by establishing schools, colleges, universities, libraries, hospitals, community halls, parks, museums, zoos, memorials, charities, etc. and perhaps more than what all they got from the society.

Every child born on the American soil is made fully aware right from childhood that the responsibility of the parents ceases once the child attains 16th birthday irrespective whether the child is a boy or a girl. This awareness helps them to bring out all the hidden potential in each human being which ultimately results in their winning so many coveted Nobel Prizes and Olympic Medals. It is not that Americans are superior in intelligence compared to the people of other nations. Since they know that they cannot get any financial or other help from their parents, they learn to depend on their strengths and come up in life depending on the amount of their hard work and creativity.

**DEAR OCTOBER BORN,
MANY HAPPY RETURNS
OF YOUR BIRTHDAY!**

PGDM 1st Year

PGDM 2nd Year

**Abbas Ali
K Jayshree
Akhil Sai L**

**M Satish Kumar
Arihant Jain
Sushant Kumar**

Tatas Show the Way in India



J N Tata

J R D Tata

Ratan Tata

Jamsetji Nusserwanji Tata, the founder of Tata Group had established this principle on a solid footing when he declared that the business of Tata Group is "nation-building". Accordingly, he gave away all his wealth for establishing the prestigious Indian Institute of Science at Bangalore, which continues to be the pride of India even today almost more than 100 years after its inception. He considered every Indian as his own child. He

went to the schools, identified the best students and sent them abroad for higher studies. At one time, one third of Indian Civil Servants were Tata Scholars.

J R D Tata, who succeeded him continued the same trend. He lived in a rented house till his death after selling away a small flat that he owned and gave away the money to Tata Cancer Hospital. JRD Tata is the only industrialist who received the Highest Civilian Honor of Bharat Ratna and he richly deserved it.

The way Rattan Tata treated every diseased and injured person in the 2008 terror attack on Mumbai City is exemplary and ennobling. He treated them as if they are all Tata Employees.

These three jewels of the Tata business empire will always be remembered by Indians for their great gestures of giving back to society with a big heart. Hats off to Tatas and their generosity!

Palam Kalyana Sundaram - Embodiment of Compassion



I have no idea how many Indians are aware of this great man who lives in a small hut. He remained a bachelor and donated all his salary every month for educating the poor children. He is recognized as outstanding Librarian in the world and spent all the money he received on charity. To meet his personal needs, he worked in a hotel as a server. He donated even his total pension to the needy. United Nations adjudged him as one of the Outstanding People of the 20th Century. An American organization honored him with the 'Man of the Millennium' award and gave him a sum of Rs 30 cores as part of this award which he promptly distributed entirely for the needy as usual. It is most unfortunate that most of the Indians are not even aware of this great soul. It is our duty to salute him and spread such good news among the youth of today so that they cultivate this trend of giving back to society and can live happily.

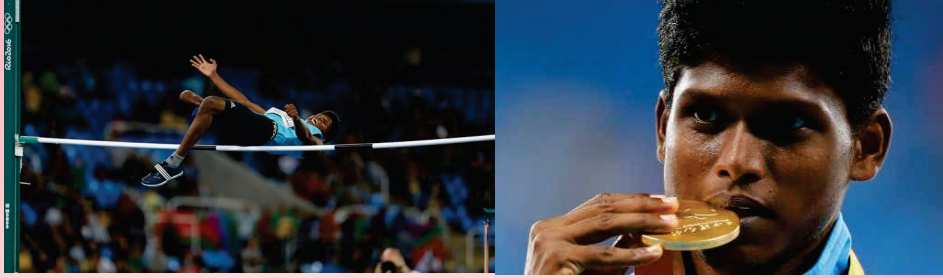
Shri Kailash Satyarthi – 2014 Nobel Peace Prize Winner from India



No Indian ever heard of Shri. Kailash Satyarthi till he won a Nobel Peace Prize in the year 2014 although he was working for 34 long years not only in India but across

144 countries in the world for elimination of child labor through his organization Bachpan Bachao Andolan, which he started in the year 1980. The whole world knew about him and the work he was doing following the Gandhian tradition of peaceful struggle and rescued nearly 80,000 children from slave like conditions. There are many such unsung heroes in this great country of ours who are silently sacrificing their wealth, time and energy for the benefit of those who are less fortunate but our print and electronic media does not highlight such stories of sacrifice.

Mariyappan Thangavelu Donates Rs.30 Lakh to his School in Tamilnadu



Mariyappan Thangavelu, who won a Gold Medal for India at 2016 Rio Paralympics has a big heart. While the Governments at the centre and states were so miserly in awarding very small amount as reward compared to the able bodied winners, he has a big and kind heart to donate a large sum of Rs30 Lakhs to the Government school where he studied. He has truly demonstrated the art and pleasure of giving back to the society. Look at his generosity and concern for society. 120 able bodied athletes brought home only two medals – 1 Silver and 1 Bronze, whereas 19 differently able athletes brought home 4 Medals – 2 Gold, 1 Silver and 1 Bronze. There was no jubilation against their winning and no Indian talked about them. I feel sad at our attitude. The Governments and private organizations and individuals were over enthusiastic to donate large sums to the two girls who brought only silver and bronze medals and no one ever cared for these gems and jewels of our Nation.

Surat Diamond Merchant Dholakia's Generosity



Savji Dholakia

Savji Dholakia

Savji Dholakia who is a school dropout came to Surat in search of a job and built Harikrishna Exports in 1992 after working for 10 years with his paternal uncle, from scratch and today it is a 400 crore business. His kindness and generosity towards his employees has no limit.

He distributed 491 cars and 200 flats as Diwali Gift to his employees during the year 2014 and this year again he announced 1260 cars and 400 flats valued at Rupees 51 Crores. He has been giving such generous gifts to his employees from the year 2011.

One needs a really big heart to be so kind and generous.

He was in the news recently for sending his U.S. Returned son to Kerala to live incognito as a commoner and earn his livelihood for a few months to appreciate the value of hard earned money



Alok Sagar
Alok Sagar who was Raghuram rajan's teacher at IIT, Delhi has been working for the tribal people in Betul and Hoshangabad districts of Madhya Pradesh for the past 32 years.



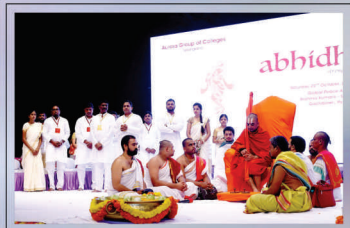
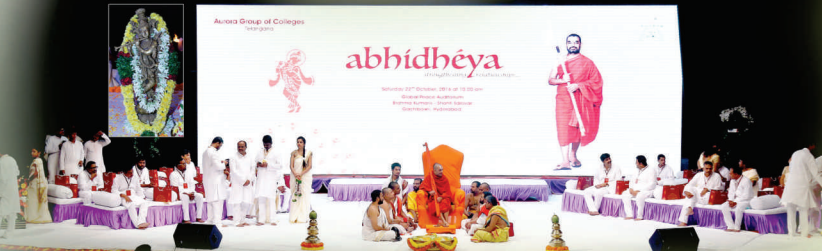
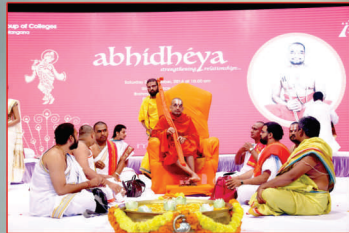
Harakchand Sawla

57 Year old Harak Chand Sawla has been distributing free food to cancer patients and their attendants for the last 20 years.

Conclusion:

I have just given a few examples of people who derive immense pleasure in giving back to society. There are thousands of such examples in our great country. They are silently doing what they love doing. Let their tribe increase.

PHOTOS OF PLACEMENT DAY CELEBRATIONS ENTITLED ABHIDEYA



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