

15th June 2010

## Director's message

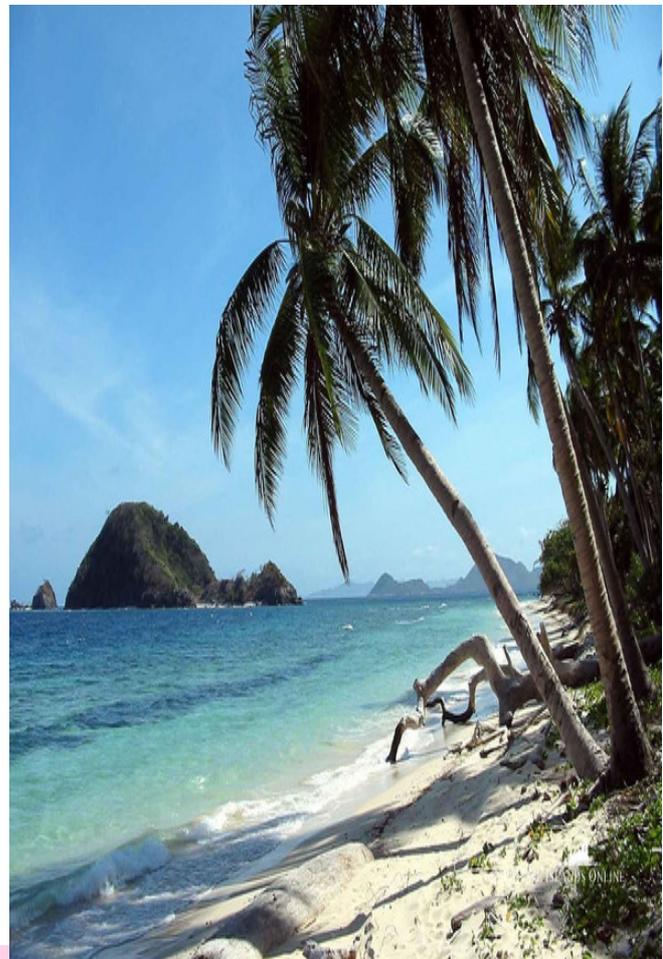


Join Hands with ABS to save  
our planet 'Earth'

## Business Lesson

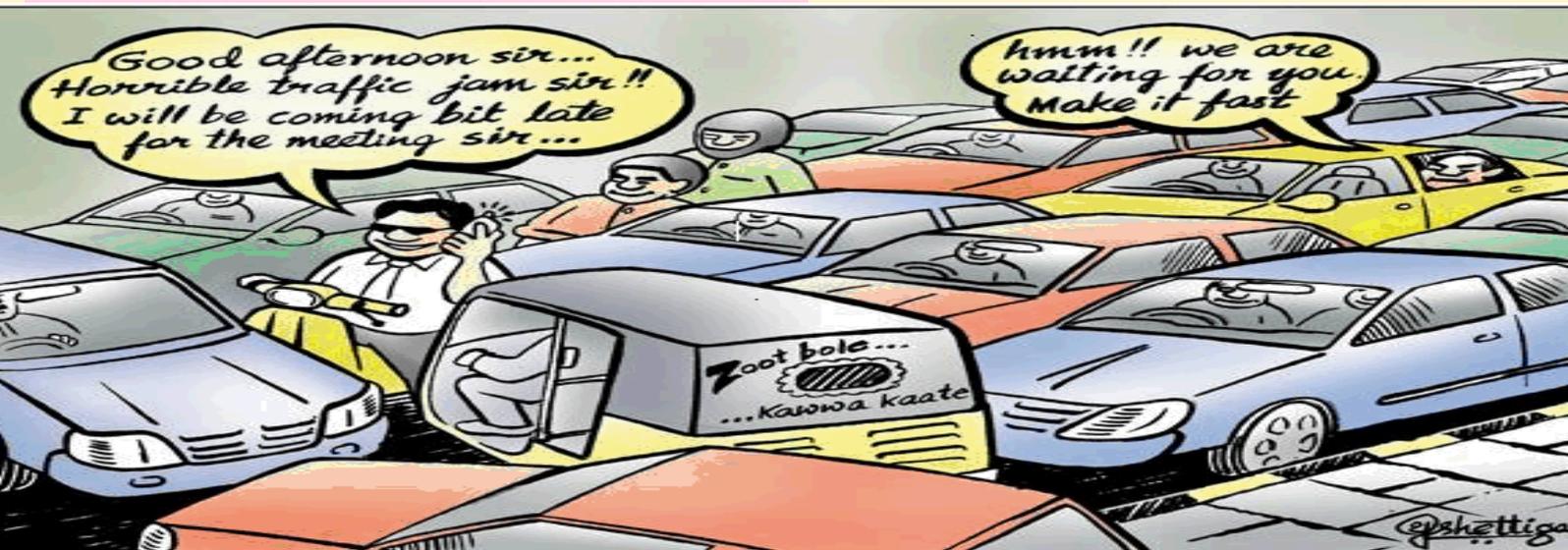
-To win big, you sometimes  
have to take big risks.

-Teams should be able to act  
with the same unity of pur-  
pose and focus as a well moti-  
vated individual.



## SIP Interns Speak

Vinay says, “The first day at Mudra where, Mr. Nagendra Prahaladh started briefing us on the project that we would do. We met our guide Mr. Nasrath Pasha who is working on the Aircel Client for the marketing, branding and the places which are affordable. He briefed us on proceed for the project, which included outdoor activities, branding for Aircel and to find the possible competitors. We have to search the possible markets and the places available in Hyderabad where the bill boards and the posters can be placed.” Rinto shares that “Our present work is to do research and find out more on the outdoor advertising .”





## Women Entrepreneurs

“Knowledge – based sectors, like biotech, gives fair chance to women to leverage their advanced education. Being a relatively new sector, it’s also gender agnostic. There is no sector – specific gender barriers for aspiring women entrepreneurs here.” Kiran Mazudkar Shaw, CMD, Biocon. She is today, India’s wealthiest business women. -FE

## People in News

Dr.K G Karmakar Managing Director, Nabard holds a doctorate from Jamnalal Bajaj Institute of Management Studies, Mumbai and a post graduate degree in financial management. Dr.Karmakar has penned over 60 articles on rural credit and development banking .He has also authored six pioneering books including agricultural projects management for banks rural credit , micro finance and SHGs and The Silenced Drums in Tribal development .For over 34 years , he has served with various of handloom weaving industry , working group on outreach of institutional finance and co-operative reforms, “XI Five Year Plan (2007-12)- December 2006 and Task Force on Empowering Board of Directors of RRBs -2007. Source-

## **Bags and packages**

Australian designer Jessica Dunn working in the Xs workshop in Jakarta displaying assorted products made from recycled plastic packages. Project Xs foundation was launched by American recycling article Ann Wizer in 2000 whose goal is to integral the environment, social and design. Through the foundation conservancy workers sought in garbage dumps flexible plastic packaging of detergent or toothpaste that are impossible to sell because it's not recyclable and turn them into fashionable bags, wallets , school kits and guitar covers that are sold in boutiques in Europe , US and Singapore. Xs Project devotes part of its income to provide schooling for children of conservancy

## **Save Energy !**

Availability of power is a huge concern across the country today and heavy load shedding a reality . Small measures taken by every citizen can go a long way towards power conservation Here are some tips to reduce wastage of energy resources at workplace: Use printers that can print on both sides of the paper ; try to look into this option when replacing old printers. Use the back of a draft or unwanted printout instead of notebooks. Even with a double-sided printer there is likely to be plenty of spare paper to use! Always buy recycled paper - for your business stationery and to use in your printers. Switch off computer monitors, printers and other equipment at the end of each day. Though in standby mode they're still using power - and that adds to global warming. Always turn off your office light and computer monitor when you go out for lunch or to a meeting.

## **My Experiments with Truth- Mahatma Gandhi's Autobiography**

The book basically describes the journey of Mahatma Gandhi through different phases of his life. His journey comprises of an eternal search for the ultimate truth and He says that this search can not be complete without wearing the armor of non-violence. Well, this is topic of big discussion and I have no plans to get philosophical. I would like everyone to go through this book, if they believe that a successful life consists of some ideals and devotion and of course samaj-seva(social-setvice), sushrusa(help). Right from his childhood he tried not to insult his elders not to lie and not to do things that might offend his parents. He, like other children tried to do some mischief by trying to smoke and eat meat but soon realized he would not do anything which was against the principles of his family.-Meghna

**Aurora's Business School** is participating in the Go Green Competition in an endeavor to make the earth a green and clean place to live in. The competition is being conducted by Ybrant Solutions in an effort to spread awareness among the youth on the immediate steps we need to take in order to conserve our natural resources.