



Aurora's Business School

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Editorial Board

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In this issue:

Editor's Desk
Editorial Board
Student Articles
Professionalism with elegance
Outstation students
Me and myself
Activities: Pegasus
My India project
Women's day

Welcome to the world of creativity and talent! The techno world takes most of our time in mundane and stereotyped jobs pertaining to the practical work place. At ABS we give ample opportunity to pursue hobbies and leisure time activities like gardening, painting, music, designing, public speaking, art and crafts etc. We invite students to give more suggestions and create a pool of innovative ideas to expand the club. We look forward to your participation so that we could hold exhibitions and display all the works of art. Do mail us at newsletter@absi.edu.in. you also may mail us any interesting articles for the columns so that your name and article appear in the forthcoming edition of our newsletter. Have a wonderful reading !

- - Jyotsna Sreenath

Business Lessons

A Company's ability to respond to unplanned events, good or bad, is a prime indicator of its ability to compete.

Customer service is the primary value-added function in every business

Professionalism with Elegance



People always say that beauty of a woman is at its best and appreciated when fully and elegantly covered. Therefore, today I am sharing my views and thoughts to you all and this goes exclusively to ABS gals!!!

There are a lot of grooming tips I can think about but I just want to let you all know about the basic yet the best tips to look attractive and professionally

presentable in a classy way.

Let me start with the hair, as it is one major element that differentiates the look and beauty of a woman,,, and this is all about a nice haircut. The way I think, a trendy haircut that's pinned in a nice way will make it look very good and professional. Shampoo your hair regularly and finish it with using a good conditioner for sure. Now a day's pollution and humidity makes the hair very messy soon. So just wash it time to time to keep it clean and condition it for a lovely look and fragrance. You can also try clips and holding pins, but make sure they do not have stones or danglings stuck to them.

Phewwww...!!!! the hair alone had so much to talk about. Well, now let's talk about the rest of the things....

Coming to the nails, make sure that they are properly manicured and pedicured as nails are something that are very visible to people

especially in the corporate life. Work on them at least once a week yourself. Polish them with sober colors or just do not polish them at all.

Talking about accessorizing, here goes few of the basic:-

Avoid wearing big gold earrings, they need to be small and any other is a strict NO-NO. Simple cute studs would look lovely on the girl.

Do not wear big bindhis. They need to be just simple small dots.

Wear a watch. Do not to wear bangles.

Do not accessorize your hair with flowers.

The footwear has to be very professional and simple. Heals are not preferred.

Do not use funky bags.

Now coming to the God of grooming, the most important one, the one which makes you look the way you want --- 'CLOTHES'...

Wear simple COTTON dress or kurthis, as it carries out a person elegantly. Any other is straight away not preferred. Neck lines that are round or collared or so, give glam to the dress. Too much of patterned neck is not good as it would not give a professional look. Three-fourth or full sleeves are 'in' with the trends. Make sure the suit or the kurthi is just knee lengthed and the bottom is either a chudi or a legging. A cotton dhupatta would complete the look as it adds to the beauty with a pinch of salt.

All these would make you look VERY SIMPLE,,, YET SO BEAUTIFUL.

- Tejaswini

Outstation Students

Completing school, college and going for further studies after college, is all a part of the life of a person and for that people have to move from one place to another. Some are lucky enough to stay in their own state and get the advantage of getting everything the way they have planned. Let it be staying with parents, getting home food or getting along with usual friends that they have nearby. Having friends who always stick through for you and be there like a wall, getting pocket money when they need it, not having to worry about it going to finish if I would have one more plate of fried rice are all part of the perks of staying and studying in your hometown. Some people have that advantage and luck works out in their favor.

Well some of them or may be many of them are not that lucky. When I say that "they are not lucky", seems to be wrong to many people who are away from the place they have lived or away from their parents. But let me justify it all as I go further.

Different set of people, different places, language barriers, change of taste of food and specially the lap of mom when you just want to lean on the hand of dad when he holds you tight in his arms or gives you money for your expenses. People might walk in to different places with different mindsets, which they do not even realize at first until the time when one is not accepted in a group of crowd because he is too broadminded or too introvert to get along with them. The initial stages of moving out of home is missing your parents and sitting alone thinking about what all you would have been doing if you would be at your home town. But once studies start then some of the things like missing people and feeling lonely

back at your room go away. But where one thing goes, 10 things come up. Finding new friends, adjusting to the new mindset, feeling left out of a crowd because you are a new comer or from another city, saving money for dinner as you were too hungry in the lunch and you're left with only Rs.5 and thinking that should you buy tea or something else since you can only afford one thing at



the time. Adjusting with people around you where you stay and the elder people or faculty in college. It seems so nice when seen from others eyes when someone lives with their parents they think that they are not having enough fun the way people living away from home have, but you know the grass is always greener on the other side. It's never so easy to live alone, washing clothes and roaming here and there alone or feeling like every rupee spent is worth so much.

This article is dedicated to everyone out there away from their parents who are realizing the value of money and family lately as they have begun staying alone. Guys whenever you get time, call your parents, tell them how much you miss them and with that love ask your dad to send some extra pocket money!

-- Vinay Nair



Me and Myself



Some of the greatest theories evolved out of common sense they say, that and observation. It's ironical to think that human's can learn so much just by looking at themselves and others around them. I was motivated to write this article when I came across one such observation. Something very No matter how many friends we have or how common to all of us is the feeling of loneliness. in a family or how important we

may be, we do at some point in our lives experience this emotion. Ever felt like no one in the world could understand you or understand what you are going through and feeling? Well if you have felt it, believe me about 80% of the world would have felt it too. So you are definitely not the first. Well I know one person who really does understand you. That person knows how to take care of you, knows what to say when you are low, knows every obstacle you have faced and the troubles in your lives and most importantly knows your best qualities and why you are so special. Do you want to know who that is? Take a good look in the mirror. Now I'm sure what I'm saying is something of a clichéd concept. But what prompted me to write about this is that even though we all know, we still are not able to impart it in our lives. We are not able to depend just on ourselves and treat ourselves as our best friends.

One of the possible reasons maybe that we don't give ourselves enough credit. It is said that a good quality about a person never gets as much attention as a bad one

They say it is human nature to flock towards the negative of a person and easily forget the good. Well we don't just do it to others; we seem to do it to ourselves too. Think about it. You may have been praised about a lot of things, but the few things you were criticized about would stick in your head overpowering everything else. Those criticisms have the power to make you feel depressed and at times under confident too. At that time we tend to look to others to help us feel better about ourselves. That is the exact point where one needs to change. Think and reflect about the criticism. Let yourself be a judge of how seriously to take it. If the criticism has merit, make the necessary changes. If it doesn't then don't let it get to you. But throughout the process don't forget all the times you have been praised, or all those times you were happy with yourself and your work.

Another very important thing I thought everyone should incorporate is forgiveness. It is easier somehow to forgive another person but we don't forgive ourselves or accept ourselves that easily. Everyone makes mistakes and it is important to learn from them. This line is applicable not only for us towards others but for ourselves towards ourselves as well

If you think you have not done as well as you should have or don't think you are capable of something, think again. If you don't begin believing in yourself then who will? You know yourself better than anyone else and you are the best person to have faith in yourself. Faith is a powerful emotion, make use of it and let it help you never think low of yourself.

No one can say where we end up in future. The only constant in our lives is us. I wish everyone reading this article a great future ahead and positive life to look forward to.

- *Tanmayi Vepakomma*

Events of 2009-2010

The year 2009-10 was extremely eventful at Aurora's Business School. A mixture of different varieties of events made this year extremely colorful and productive for us students. We started our year with a 15 day induction program. This included a three day stay at Pegasus

PEGASUS: Pegasus is an institute that offers outbound training to corporates as well as business school students on various aspects of personality development at a group and personal level. Our students had an amazing experience at this institute where learning was imparted in innovative methods. We were given imaginary situations and asked to do physical tasks which not made the learning a lot of fun but gave us a lot to reflect upon as well.



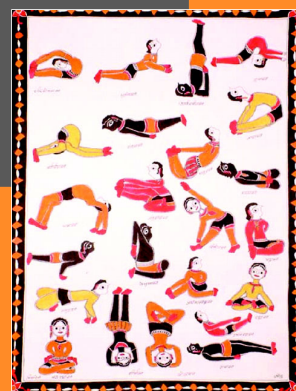
MY INDIA PROJECT: This year a new subject and concept was introduced under the name- My India Project where students were required to attach themselves to an NGO of their choice and develop a useful project of interest to the NGO they were working with. The launch of this innovative project was a memorable event, especially because of the distinguished chief guest Mr. Jai Prakash Narayan. His message on the occasion for each of us to rise and work for the development of the nation was both inspiring and heart rendering. Students Kalyani, Jai and Tanmayi were the hosts for the day. The success of the event wouldn't have been possible without the pool of students volunteers who had worked hard for the event.

WOMENS DAY: Aurora's Business School celebrated its girls and women by having a special program dedicated to them. Students presented documentaries and presentations for women's day. The girls came dressed in Sarees and half sarees making the events extremely colourful. Swetha and Tejaswini were judged the best dressed.



CRICKET MATCH: This year saw some sports events taking place as well. A Cricket match was arranged to be played between four teams within the college (2 from the seniors and 2 from the juniors). The senior team from section B won the match for the day.

YOGA CLASSES: ABS believes in education and health going side by side. They arranged for yoga classes to be held after college for students. The response was enthusiastic from the students.



Events of 2009-2010

SPICMACAY EVENTS:

After a smashing start with the induction program, we had various artists coming to perform at the college through Spic macay. The initial couple of months offered us beautiful performances in kudiyattam, carnatic music and changes. Cities such as Delhi, Mumbai, Pune, Ahmadabad, Hyderabad, Kolkata, Bangalore and Chennai will take part in this global event. Millions of people across the world are getting ready to eradicate the global warming to some extent which is one of the biggest problems of today through the Earth hour 2010.

CONVOCATION:

Another huge and successful event this year was the convocation which took place in the month of February, 2010. The event was marked by the presence of dignitaries like Mr.V.Laxmikanth , the Managing Director of Broadridge, Fr.E.Abraham, the director of XLRI, Mr. Ramesh Babu, the chairman of Aurora's Board, Dr. Ramesh, honorary member of board and visiting faculty and Dr.Ravi Paturi, director of Aurora's Business School. Hosts Kalyani, Pavani and Rakesh did up proud and students from Aurora's Degree College sang some melodies for the audience to enjoy.

EARTH'S DAY:

27th March is being observed as WORLD EARTH HOUR. The goal of the Earth hour is to maintain a low carbon economy in addressing the problem of global warming and also prove that we have every possible chance to take the action against climate changes. Cities such as Delhi, Mumbai, Pune, "Ahmedabad, Hyderabad, Kolkata, Bangalore and Chennai will take part in this global event. Millions of people across the world are getting ready to eradicate the global warming to some extent which is one of the biggest problems of today through the Earth hour 2010.



NEW FACULTY:

The beginning of 2010 saw the entrance of a number of new faculty members. We extend a warm welcome to Dr.Prasanna (faculty for HR), Mrs. Jyotsna (faculty for communication skills), Ms Sruti (Research associate), Mrs. Meghna (faculty for economics and guest lecture coordinator) , Mrs.Ramya (faculty for finance & SIP coordinator), Mr. Harimanohar (program coordinator), Mr.Narender (faculty for finance), Mr.Kiran Kumar (faculty & guide for SIP), Mr. Sriram Madhav (faculty IT).

5 Km RUN:

7:30 am at Indira Park was more colourful than usual as the ABS troupe of students and faculty gathered to run for the noble cause of letting people know that water is very precious to us and efforts should be taken towards saving it. It should not be wasted as their might be a time when we won't even be left with a glass to drink.
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Our students have done us proud by winning accolades in various competitions.

Inter college events winners:

Raghavendra from the first year won the caroms competition.

Intra College Events:

VJIM fest :

A team consisting of **Rangachari, Shravan, Sirisha, Chinkinta & Sagar** won the Business Plan competition for their plan on a substitute of a coin box.

SSIM fest :

- 1) **Shikha** and **Tanmayi** won the Business Plan competition for their plan on an Ayurvedic theme restaurant
- 2) **Tanmayi** won second prize for singing competition and Ananth was in the top 5
- 3) **Kedarinath** won the badminton and caroms competitions for which he will be felicitated by the chief minister