



AURORA'S BUSINESS SCHOOL

akshara  
NEWSLETTER  
Volume V • August 2015



*AURORA'S Business School Celebrated  
68<sup>th</sup> Independence Day*



## FROM THE DIRECTOR'S DESK

Prime Minister Modi underlined his determination to further improve the business environment in India through tax, administrative and financial regulations. He has been interacting with business leaders in India and abroad with a promise of non-discriminatory and speedy clearances. The Modi government, in its first Budget, announced many investor friendly measures. The government started relaxing Foreign Direct Investment in key sectors. The business environment seems to be positive and conducive for accommodating many more start-ups and to bring vibrant business ideas to life. Aurora's Business School is providing an enabling environment to its students through weekly field visits and training by corporate leaders.

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 School, these students undergo rigorous professional development programs. The emphasis is more on direct experience using the experiential learning platform. I am looking forward to hosting many more campus recruiting program in our Business School.

### **N V Ramana**

Director

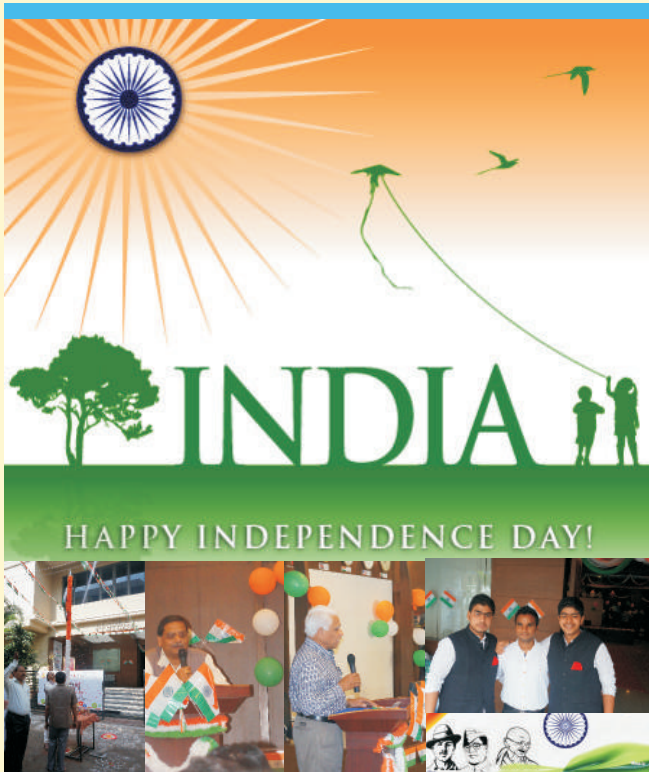
IIMA - Batch of 1981

## FROM THE EDITOR'S DESK

Inclusion policies are gaining centre stage of the policy thrusts of all modern states on account of growing assertions of the hitherto marginalized sections of societies .In India the reservations in government jobs, political institutions and educational institutions are a good example of these policies. The new generation inclusion policies are wider in sweep and address the issue of financial inclusion.

Financial inclusion implies accessibility of the poorer and marginalized people to banks and other financial institutions. This was the theme of the seminar organized by the Aurora's Business School on 29-07-2015.It was attended by a galaxy of bankers, experts on financial management, researchers, academics and managers from various parts of the country. The readers are advised to read the material on financial inclusion stocked in the Business School Library and form informed opinions on the theme.

Professor Sreenivas R Gangidi  
Dean Administration



### August 15th - Independence Day

On the eve of India's independence, Pandit Jawaharlal Nehru's famous speech "Tryst with Destiny" marked the beginning of a free India with words symbolizing hope and triumph. India got its independence from the clutches of British rule on 15th August 1947. It was this day when India's tricolor flag was unfolded by Pandit Nehru on the barricades of the Red Fort at Delhi. Each and every patriotic soul watched with excitement and paid tribute to thousands of martyrs who sacrificed their lives for India's freedom.

The Independence Day of India is a moment of delight and grandeur but to achieve it the nation had to put up a long battle for over two centuries against the British Empire. Flag-hoisting ceremonies are executed all over India by state governments. However, the chief event is conducted in the capital city of India, New Delhi where the Prime Minister of India unfurls the tricolor at the barricades of Red Fort which receives a Salutation of 21 guns, and addresses the nation. The Prime Minister's speech holds major importance as it pays tribute to the great souls who sacrificed their lives for nation's independence and reveals the achievements of the nation during the past year beside discussing significant issues and proposing steps for further growth. A vibrant parade exhibiting India's cultural multiplicity, emblematic portrayals of the nation's developments in science and technology, a collaborative parade of India's armed competencies by the three forces and patriotic skits and dramas by school children are an integral part of the Independence Day Festivities.

## NEWS @ AURORA'S BUSINESS SCHOOL

- Newly admitted students of PGDM completed their fieldwork and made presentations on 03/08/15.
- A Business quiz was conducted for I year students on 04/08/2015.
- A debate on the topic "Capital Punishment is a good deterrent for decriminalizing society" was held on 06/08/2015.
- The August, 2015 issue of the finance newsletter FINSCAPE was released on 09/08/2015.
- Group discussion on "Love marriage vs. Arranged marriage" was held on 07/08/2015.
- College starts getting Business News paper Mint from 01/08/2015
- Conducted debate on "College uniform" on 11/08/2015.
- International Youth Day Celebrations were held on 12/08/2015.
- Aurora's Business School signs up an MOU with Hyderabad Assembly/ Street Cause to be venue partner on 12/08/2015.
- Celebrated the National Library Day in the memory of Late S R Ranganathan on 12/08/2015.
- Released a CD on "A day at Aurora's Business School" for distribution at the Alumni Association meeting on 14/08/2015.
- Director NV Ramana hosts national flag on the occasion of Independence Day on 15/08/2015. The event was marked by cultural activities, speeches, prize distribution and distribution of snacks
- Yaadein (Alumni Meet 2015) of Aurora's Business School was held at the seminar hall with gathering of 130 including 56 alumni on 15/08/2015. Mr. Ravichandran, Former CEO of Fenner India was the Chief Guest. The event was marked by networking, speeches, question-answer session, photo shooting, cultural activities and serving of refreshments. Following were elected as office bearers of the Aurora's Business School Alumni Association (ABSAA) for the year 2015-16

### Office Bureau of Alumni Association

*President: Mukesh Kumar Jangid-6th batch - (M) 9014158468*

*Vice-President: Farooq Ahmed-3rd batch-(M) 9849485059*

*General Secretary: S S Nagapratap Murugula-5th batch-(M) 9642048889*

*Joint Secretary: Rohit Tiwari-3rd batch-(M) 9581380442*

*Overseas Representative: Vishal Goel -3rd batch ñ (M) 9290000008*

- Placement talk was delivered by Wipro Executives on 20/08/2015.
- Organized debate on the topic "Did India do the right thing by joining the bandwagon of Globalization in 1991"? on 20/08/2015
- Campus placement with Deloitte held on 24/08/2015 in the seminar hall.
- Berkedia Services India campus visit on 25/08/2015 to conduct a test for admission into mortgage finance course .Nine students of the Business School got selected
- V V Nagaraju, Founder and CEO of Synchronization delivered a lecture on Summer Internship Project abroad for those students who went to carry summer internship projects in foreign countries.
- Pre-placement talk was delivered by the Executives of GENPACT on 28/08/2015
- Berkedia Services India commences its joint certification course on Commercial mortgage at Aurora's Business School from 29/08/2015.
- Prof. Venu Gopal Rajamanuri has been inducted as Professional Director in ATLAS INSURANCE BROKERS (P) LTD. Hyderabad w.e.f. June 2015. He has been empanelled by Times Centre for Learning Ltd. (Times Group), Mumbai in July 2015 for their BFIS trainings. Prof. Venu Gopal has delivered his first programme at K L University in this connection in the first week of August, 2015.

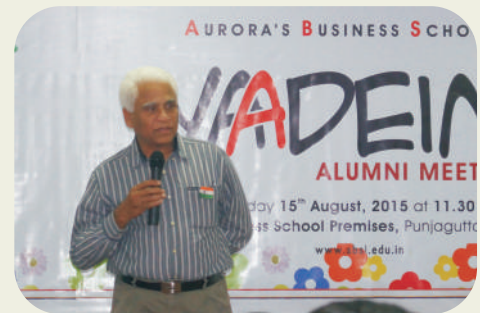
## FESTIVITIES IN ACTIVITIES

### ALUMNI MEET

The alumni meet Aurora's Business School was organized on 15th August, 2015. This meet was organized in order to provide a platform to gather at one place and to share experiences and build and continue relationship with every former student in order to have a healthy network. The alumni meet was very well planned and driven by the on-campus faculty with co-ordination of few student volunteer's. The 55 alumni who were present more than happy to share their experiences and also expressed their gratitude to the institute and its faculty for their contribution to their success.

The cultural events like dances and performances were the highlight of the program and the students thoroughly enjoyed themselves.

The faculty members also thanked the alumni for attending the program and making it a huge success. The event turned to be fruitful and energetic with all those old and new reminiscences to the train of memories.



## TOWARDS A BETTER YOU

Overcome Procrastination- Manage Your Time.  
Get It All Done.



If you've found yourself putting off important tasks over and over again, you're not alone. In fact, many people procrastinate to some degree - but some are so chronically affected by procrastination that it stops them fulfilling their potential and disrupts their careers. The key to controlling this destructive habit is to recognize when you start procrastinating, understand why it happens (even to the best of us), and take active steps to manage your time and outcomes better.

### What is Procrastination?

In a nutshell, you procrastinate when you put off things that you should be focusing on right now, usually in favor of doing something that is more enjoyable or that you're more comfortable doing. Procrastination occurs when there's "a time gap between intended behavior and enacted behavior." That is, procrastination is occurring when there's a significant time period between when people intend to do a job, and when they actually do it.

### How to Overcome Procrastination

**Step 1:** Recognize that you're procrastinating  
If you're honest with yourself, you probably know when you're procrastinating.

Here are some useful indicators that will help you know when you're procrastinating:

- Filling your day with low priority tasks from your To Do List.
- Reading e-mails several times without starting work on them or deciding what you're going to do with them.
- Sitting down to start a high-priority task, and almost immediately going off to make a cup of coffee.
- Leaving an item on your To Do list for a long time, even though you know it's important.
- Regularly saying "Yes" to unimportant tasks that others ask you to do, and filling your time with these instead of getting on with the important tasks already on your list.
- Waiting for the "right mood" or the "right time" to tackle the important task at hand.

**Step 2:**

**Work Out WHY You're Procrastinating**

One reason for procrastination is that people find a particular job unpleasant, and try to avoid it because of that. Most jobs have unpleasant or boring aspects to them,. The best way of dealing with these is to get them over and done with quickly, so that you can focus on the more enjoyable aspects of the job.

Another cause is that people are disorganized. Make prioritized to-do lists and schedules. Plan how long a task will take to do, and work back from that. Break the work down into manageable "next steps".

One final major cause of procrastination is having underdeveloped decision-making skills. If you simply can't decide what to do, you're likely to put off taking action in case you do the wrong thing.

- Keep a To-Do list so that you can't "conveniently" forget about unpleasant or overwhelming tasks.
- Use an Urgent/Important Matrix to help prioritize your to-do list so that you can't try to kid yourself that it would be acceptable to put off doing something on the grounds that it's unimportant, or that you have many urgent things which ought to be done first when, in reality, you're procrastinating.
- Become a master of scheduling and project planning, so that you know when to start those all-important projects.
- Set yourself time-bound goals: that way, you'll have no time for procrastination!
- Focus on one task at a time.

**Step 3:**

**Adopt Anti-Procrastination Strategies**

Procrastination is a habit - a deeply ingrained pattern of behavior. That means that you won't just break it overnight. These general tips will help motivate you to get moving:

- Make up your own rewards. For example, promise yourself a tasty treat if you've completed a certain task. And make sure you notice how good it feels to finish things!
- Ask someone else to check up on you. Peer pressure works! It is widely recognized as a highly effective approach.
- Identify the unpleasant consequences of NOT doing the task.
- If you're procrastinating because you're disorganized, here's how to get organized!

If you're putting off starting a project because you find it huge and burdensome, you need to take a different approach. Here are some tips:

- Break the project into a set of smaller, more manageable tasks. Create an action plan.
- Start with some quick, small tasks if you can, if you're procrastinating because you find the task unpleasant.
- Many procrastinators overestimate the unpleasantness of a task. So give it a try! You may find that it's not as bad as you thought!
- Hold the unpleasant consequences of not doing the work at the front of your mind.
- Reward yourself for doing the task.

Courtesy <http://www.mindtools.com>

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

# akshara

## NEWSLETTER

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