



ECO-BIZ

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Business Crossword!

An Early Bird Prize!

Jago Grahak Jago

Rack Your Brains

At the very outset we would like to extend a warm welcome to all of you. Since this is the second issue of the ECO-BIZ we are assailed by worries of how you will receive it.

Nevertheless, as life has delivered a situation that we cannot handle we will put it in the 'SFGTD' (SOMETHING FOR GOD TO DO) box. Dear readers, we are confident that our problem will be taken care of, in God's time, not ours. So, we urge you to do the same- put all your insurmountable, intractable quandaries in the 'SFGTD' box and be patient. Once problems are placed in this box you must not worry needlessly, you must focus on all the wonderful things that are present in your life.

If you find yourself struck in traffic, don't despair. There are people in this world for whom driving is an unachievable dream.

Should you have a bad day at work or school, think of the man who has been out of work for years or for whom attending a school is an unaffordable luxury.

When you grieve the passing of another weekend, think of the woman in dire straits working twelve hours a day, seven days a week to feed her children.

When your car breaks down leaving you miles away from assistance, think of the paraplegic who would love the opportunity to take that walk.

If you notice a new grey hair in the mirror, think of the cancer patient in chemo who wishes she had hair to examine.

Should you find yourself at a loss, asking what is life all about, asking what you've been sent here to do – be thankful - think of those who didn't live long enough to get that opportunity.

We wanted to share this so that it might make a difference in your lives...

This new year that is filled with promises let us resolve to venture into new horizons so that we can increase our periphery of learning, improve on our own unpolished and rudimentary skills, and communicate with others so that a healthy understanding can be achieved to reach the zenith of success. Don't be a bystander, get into the thick of it!

Ride the tide of time, excel on the frontier of life and be a WINNER.

Grey Matter Of Business ??????

A meeting is an event where minutes are taken and hours wasted.

Experience is something you don't get until just after you need it.

Teamwork is essential; it allows you to blame someone else. Progress is made by lazy men looking for an easier way to do things.

Early to bed and early to rise probably indicates unskilled labour. **John Ciardi**

Analysis leads to paralysis.

The light at the end of the tunnel has been turned off due to budget cuts.

Success is going from failure to failure without loss of enthusiasm. **Winston Churchill**

Artificial intelligence is no match for natural stupidity.

One of the greatest victories you can gain over someone is to beat him at politeness.

Josh Billings

Victory goes to the player who makes the next-to-last mistake. **Savielly Grigorievitch**



The Consumer Protection Act of 1986 is an Indian federation law enacted in 1986 to protect the interests of consumers in India. It makes provision for the establishment of consumer councils and other authorities for the settlement of consumer disputes and for matters connected therewith.

The National Seminar on "25 Years of the Consumer Protection Act" Challenges and paves the way forward-

The increase of globalization and the resulting integration between the domestic and international markets have changed the landscape of consumer interaction in terms of products, services, tastes and preferences. The consumer needs both awareness and protection and this can only be ensured by the effective implementation of existing policies and acts.

To commemorate the Silver Jubilee of the Consumer Protection Act a National Seminar on “**Consumer Protection in India: The Way Forward**” was organized on February 1 and 2, 2012 in the auditorium of the Indian Institute of Public Administration, New Delhi. The seminar was sponsored by the Department of Consumer Affairs, Government of India.

The features of the **Consumer Protection Act** are enumerated below :

(i) **To Sue Manufacturers and (or) Sellers** - Normally when a consumer finds the goods to be defective, he sues the seller of such goods. But if the defect of goods relates to manufacturing, the consumer may sue the manufacturer also along with the seller. The option lies with the consumer to sue both of them or only the seller.

(ii) **Cause List on Web** - The cause list providing details relevant to a case is posted on the stipulated website also. It is very convenient for litigants to see their dates of hearing on the website.

(iii) **Summons** - In civil and criminal cases, the service of summon to other parties is quite complicated. A person can delay the case by using many tactics. The case can not proceed further until the required summon is received by all the parties.

The Consumer Protection Act, 1986 provides for serving of summons through Speed Post, Courier or even by Fax. In case, the party refuses to accept the notice, the Consumer Court can declare that the notice has been served on the party and can proceed further.

(iv) **Adjournment** - It is normally no picnic seeking dates from courts (Adjournment) for one reason or another. In order to deter stalling of any kind the Consumer Protection Law has decided on a Rs. 500/ as fine for any adjournment which can go to more than Rs. 500/- depending on the basis of value and nature of the case.

(v) **Cost to Complainant** - A consumer court, as a routine allows cost to complainant for expenses incurred by him for filing a complaint – court proceedings etc. while in other Courts this is done in very rare cases.

(vi) **Frivolous or Vexatious Complaints** - The Consumer Protection Act is a liberal welfare law and there are possibilities of people misusing its liberal provisions, a fine of Rs. 10,000 awaits those who might play fast and loose with the law.

(vii) **Court Atmosphere** - This court has a different atmosphere than other courts – its Judges do not wear the usual black coats and advocates are also not required to wear black gowns. The chairs of the Judges are simple, persons coming to Consumer Courts are treated well. They have an atmosphere of openness which is simple but impressive.

(viii) **Illiterate Person** - Where a party appears in person and is illiterate, the Court Master or Bench Clerk shall give to that party the next date of hearing in writing.

(ix) **Priority Cases** - The cases filed by or against senior citizens, physically challenged, widows and persons suffering from serious ailments are listed and dis-

RACK YOUR BRAINS...

- Who introduced the world's first pocket-tissue brand?
- In the world of trade and commerce what is special about the commissioning of Monte dei Paschi si Siena in Italy in 1742?
- Who the first Indian woman CEO of a Foreign Bank?
- In the entertainment industry, Ratikant Basu started a new television channel called TARA, what does TARA stand for?
- Alisha Chinai made her debut as a singer for an advertisement jingle. Name the brand for which she first lent her voice.
- Which was the first Indian Software company listed on NYSE?
- In management jargon what is known as "Semiotics"?
- Who coined the term "Generation X"?
- What are 'Cafeteria Benefit Programs'?
- What is a 'Career Plateau'?

How to invest in the share market?

Share Market

Share market is a place where people trade to earn money. It totally depends on the fundamental, luck, global cues, currency rates, forex rates, currency trading, etc. Trading is done in terms of shares. The share price varies, from time to time, even second to second, if the variation graph is critical.

Types of Sectors

The various sectors in trade market are oil, real estate, construction, finance, telecommunication, steel, refineries, broking firms, food, metal, jewellery, etc. The investor has to decide in which sector to invest by understanding the fundamentals of the company, balance turnover, balance sheet and so on.

Identify the best sector

It is tough to identify a financial sector if the world is facing a financial crisis. This affects all the sectors. One should choose a sector that will give good return in short term and long term investments. It is better to pick up top stocks because large caps plunge and surge drastically.

How to Invest

Do not act blindly to third party suggestions. You should have a clear vision of the benefits, i.e., returns. The critical moving sectors are the best to pull out the short term invested money.

You could go for a long term investment if you want your investment to be taken up by your generation. In long term investment one has to understand and analyze the fundamentals, capital and percentage of share of ratio between the company and the public.

Terms of Investment

Usually, investors take up two types of investments, short term and long term investment. Short term investments are kept for 3-6 months in the portfolio investor. Selection of stocks plays a vital role and gain must be kept in mind. Equity advisor consultancy is recommended.

Long term investments are kept for more than 6 months and for years in the portfolio of the investor. Portfolio management is essential to keep track of your returns.

Nagavara Ramarao Narayana Murthy is an Indian industrialist and software engineer. He and six other engineers co-founded Infosys in 1981. Murthy served as CEO from 1981 to 2002. From 2002 to 2011, he served as the Chairman. In 2011, he stepped down from the Board and became Chairman Emeritus.

Born in Mysore, Karnataka on 20 August 1946, Murthy graduated with a degree in Electrical Engineering from the National Institute of Engineering, University of Mysore in 1967. He received his Master's degree from IIT Kanpur in 1969.

Career

Murthy's first job position was at IIM Ahmedabad, where he worked as the Chief Systems Programmer. After IIM Ahmedabad, he started a company named Softronics in 1976. When that company failed, he joined Patni Computer Systems in Pune.

After settling down in Pune, Murthy founded Infosys in 1981 with an initial capital injection of Rs 10,000, which was invested by his wife Sudha Murthy. Murthy served as the CEO of Infosys for 21 years and was succeeded by co-founder Nandan Nilekani in 2002. At Infosys he articulated, designed and implemented the Global Delivery Model which has become the foundation for the company's huge success in IT services outsourcing from India. He held the executive position of Chairman of the Board from 2002 to 2006, when he became the "non-executive" Chairman of the Board and Chief Mentor. In August 2011, he retired completely from the company and taking the title Chairman Emeritus.

Murthy serves as an independent director on the corporate boards of HSBC and has served as a director on the boards of DBS Bank, Unilever, ICICI and NDTV.

He also serves as a member of the advisory boards and councils of several educational and philanthropic institutions, including Cornell University, INSEAD, Ford Foundation, the UN Foundation, the Indo-British Partnership, a trustee of the Infosys Prize, and as a trustee of the Rhodes Trust that manages the Rhodes Scholarship. He is also the Chairman of the Governing board of Public Health Foundation of India. He also serves on the Asia Pacific Advisory Board of British Telecommunications. In 2005 he co-chaired the World Economic Forum in Davos.

The Economist ranked Narayana Murthy among the ten most-admired global business leaders in 2005.

Awards and Honours

Year	Name	Awarding organization
2012	Fortune's 12 Greatest Entrepreneurs of our Time	Fortune Magazine
2011	CNBC Lifetime Achievement Award	CNBC
2011	Forbes Lifetime Achievement Award	Forbes
2011	NDTV Indian of the Year's Icon of India	NDTV
2010	IEEE Honorary Membership	Institute of Electrical and Electronics Engineers.
2010	Man of the Year	GQ Magazine
2010	Foreign Associate Member	United States National Academy of Engineering
2009	Woodrow Wilson Award for Corporate Citizenship	Woodrow Wilson International Center for Scholars
2008	Padma Vibhushan	President of India
2008	Officer of the Legion of Honor	Government of France
2007	Commander of the Order of the British Empire (CBE)	Government of United Kingdom
2007	IEEE Ernst Weber Engineering Leadership Recognition	Institute of Electrical and Electronics Engineers
2003	Indo-French Forum Medal	Indo-French Forum
2003	World Entrepreneur of the Year	Ernst and Young
2002	Asia's Businessman of the Year	Fortune Magazine
2001	Wharton Business School Dean's Medal	University of Pennsylvania
2001	Nikkei Asia Prize	Nikkei Inc.
2001	Max Schmidheiny Freedom Prize	Switzerland
2000	Padma Shri	President of India

2006: In November 2006, TIME magazine voted him as one of the Asian heroes who have brought about revolutionary changes in Asia in the last 60 years. The list featured people who have had a significant impact on Asian history over the past 60 years and it included others such as Mahatma Gandhi, Dalai Lama, Mother Teresa, and Muhammad Ali Jinnah

1999: BusinessWeek named him one of the nine entrepreneurs of the year.

Answers of **RACK YOUR BRAINS...**

Kimberly - Klark under the name Kleenex

First Trading Bank in the world.

Tarini Vaidya of KBC Bank India & South Asia

Television Aimed at Regional Audiences

Farex

Silverline Technologies Ltd (SLT)

Study of symbols and signs and their impact on consumer behavior

David Copeland

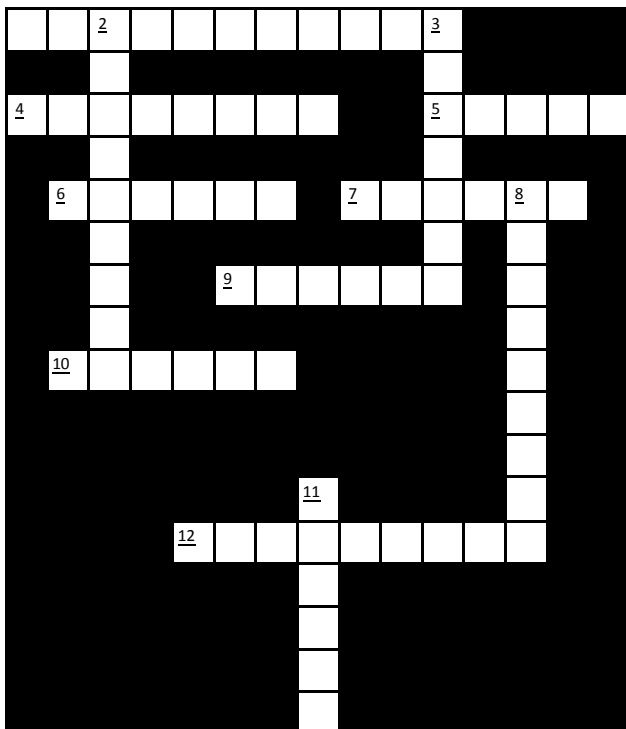
Flexible benefits that allow employees to select the fringe benefits and services that satisfy their needs.

A chance of obtaining a promotion or a position with more job responsibility is very small

IDENTIFY THESE CHANGED LOGOS.....THE FIRST CORRECT ENTRY GETS A CHOCOLATE.....



FOR ONE WHO COGITATES- ACROSS AND DOWN.....



ACROSS

DOWN

- | | | | |
|----|---------------------------------|----|--|
| 1 | Owner of part of the capital | 2 | Contract or arrangement |
| 5 | Result or profit produced | 3 | Money paid to owner of a copyright or patent |
| 4 | Policy for a particular purpose | 8 | Make to suit the buyer's wishes |
| 6 | Fault or imperfection | 11 | Break a promise or contract |
| 7 | Company's plan of action | | |
| 9 | Examination or investigation | | |
| 10 | Refusal of employee to work | | |
| 12 | Promise to fulfill conditions | | |