



ECO-BIZ

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As it's the second issue of the year, our team is really excited to share engrossing facts and articles which will surely get you intrigued and involved.

The previous issue was meant to be an introduction of what ECO-BIZ is all about and what we, as a team, would like to share with all of you.

In this issue, it's our prime motive to get you interested in the field of commerce. Today Indian executives are not only in demand for local positions but also global ones and that is why we have included a special section on the top 10 business schools in India. Indians are making inroads into inconceivable territories that most people don't even dream of. Indian executives too have proven their mettle in more ways than one and have created a niche for themselves.

Also, Indians who have reached the upper echelons of power have done phenomenally well. We personally feel that in the coming years the number of Indians in top corporate positions will multiply. So in this issue we will try our best to explain why you should opt for the Commerce stream and what are the career opportunities you could go in for after finishing your class 12 studies.

Get ready to get overloaded with facts which will make your eyes pop out and articles that will hopefully make you go into overdrive!!!

Do not take hasty decisions, be confident, always give your best and seize every opportunity!



PIRAMAL ARM BUYS UK FIRM

The Ajay Piramal led Piramal Enterprises today said its subsidiary Decision Resources Group had acquired UK-based Abacus International for an undisclosed sum. Decision Resources is a research and advisory firm focusing on healthcare insights and analysis. Abacus provides global market access solutions to healthcare companies. According to Piramal enterprises, the acquisition of Abacus by the Burlington, Massachusetts-based subsidiary will help in the global expansion of the firms' market access capabilities.



Government of India

GOVERNMENT TRIES TO BREATHE LIFE INTO SEZS

The government on Thursday announced measures to revive interest in special economic zones (SEZs) and boost investment, but the much vaunted Foreign Trade Policy (FTP) fell short of concrete steps to revive the export sector, reeling under the burden of the global economic slowdown and rising input costs.



EXPORTS MISS \$350BN FY13 TARGET BY \$50BN

India missed the annual exports target of \$350 billion set for 2012-13 as the slow-down in key markets hurt shipments but a small recovery in the past three months held out hopes of a better show in the months ahead.



AIR INDIA TELLS OVERWEIGHT CABIN CREW TO SHAPE UP OR STAY GROUNDED

It is now official that Air India cabin crew are unfit as medical examinations, pending for five years, reveal that one in every four flight attendants is overweight. Though opposed by unions fiercely for obvious reasons, a lot of life-threatening ailments, including cases of cancerous growth, heart diseases, in addition to cholesterol and diabetes, were also detected in many that most employees got to know for the first time.



POOREST STATES HAVE HIGHEST SMALL SAVINGS

Poorest states — with highest BPL population — have been contributing the most in nation-building. That is what the data on small savings through post office deposits, which form part of the scheme of financing annual plans of states, reveals. Collections from post deposits are annually to the tune of Rs 2.5 lakh crore. Among 30 states and UTs, collection from West Bengal at around Rs 30,000 crore a year has been the highest.



ONGC SURPASSES TCS TO BECOME MOST VALUED COMPANY

MUMBAI: State-owned energy major ONGC today became the country's most-valued company with market capitalisation of over Rs 2,86,000 crore, surpassing

Born	24th July 1945
	Bombay Presidency, British India
Residence	Bangalore, India
Nationality	Indian
Ethnicity	Gujarati
Alma mater	Stanford University
Occupation	Chairman of Wipro
Net worth	US\$ 12.2 billion (2012)
Religion	Islam
Spouse	Yasmeen
Children	Rishad, Tariq

Azim Hashim Premji (born 24th July, 1945) is an Indian business tycoon and philanthropist who is the chairman of Wipro Limited, guiding the company through four decades of diversification and growth to emerge as one of the Indian leaders in the software industry. According to *Forbes*, he is currently the third wealthiest Indian, and the 41st richest in the world, with a personal wealth of \$12.2 billion in 2012. In 2000, he was voted among the 20 most powerful men in the world by Asiaweek. He has twice been listed among the 100 most influential people by *TIME Magazine*, once in 2004 and more recently in 2011. Premji owns 79 percent of Wipro and also owns a private equity fund, PremjiInvest, which manages his \$1 billion personal portfolio.

When Azim Premji took over as its chairman, Wipro dealt in hydrogenated cooking fats and later diversified to bakery fats, ethnic ingredient based toiletries, hair care soaps, baby toiletries, lighting products, and hydraulic cylinders. Thereafter, Premji made a focused shift from soaps to software. In the 80s Wipro diversified into IT.

He has a BSEE degree (eq.to BE degree in Electrical Engg) from Stanford University, USA. He is married to Yasmeen. The couple have two children, Rishad and Tariq. Rishad is currently the Chief Strategy Officer of IT Business, Wipro.

Premji has been recognised by Business Week as one of the *Greatest Entrepreneurs* for being responsible for Wipro emerging as one of the world's fastest growing companies.

In 2000, he was conferred an honorary doctorate by the Manipal Academy of Higher Education.

In 2005 the government of India honoured him the Padma Bhushan for his outstanding work in trade and commerce.

In 2006, Azim Premji was awarded Lakshya Business Visionary by National Institute of Industrial Engineering, Mumbai.

He was awarded Hon. (D.Litt.), an honorary degree, from the Aligarh Muslim University on 18 June 2008 on the occasion of 58th Convocation Ceremony of the University.

In 2009, he was awarded an honorary doctorate from Wesleyan University in Middletown, Connecticut for his outstanding philanthropic work.

In 2011, he was awarded Padma Vibhushan, the second highest civilian award by the Government of India.

In 2001, he founded Azim Premji Foundation, a non-profit organisation, with a vision to significantly contribute to achieving quality universal education that facilitates a just, equitable, humane and sustainable society. The Foundation works in the area of elementary education to pilot and develop 'proofs of concept' that have a potential for systemic change in India's 1.3 million government-run schools. A specific focus is on working in rural areas where the majority of these schools exist. This choice to work in elementary education (Class I to VIII) in rural government-run is a response to evidence of educational attainment in India.

In December 2010, he pledged to donate \$2 billion for improving school education in India. This has been done by transferring 213 million equity shares of Wipro Ltd, held by a few entities controlled by him, to the Azim Premji Trust. This donation is the largest of its kind in India.

The Azim Premji University was established under an act of the Karnataka Legislative Assembly to run programmes to develop education and development professionals, offer alternative models for educational change and also invest in educational research to continuously stretch the boundaries of educational thinking.

Azim Premji has become the first Indian to sign up for 'the Giving Pledge', a campaign led by Warren Buffett and Bill Gates, to encourage the wealthiest people to make a commitment to give most of their wealth to philanthropic causes. He is the third non-American after Richard Branson and David Sainsbury to join this philanthropy club.

P R H N O I T A R G E T N I C	MONOPOLY
I N C S C A C J N H C P M O M	STAKEHOLDER
H O A B T A K E O V E R E R R	INFLATION
S I J B V A X I V V S L R K T	INTEGRATION
R T Z W T M K J L R C Z G R V	PARTNERSHIP
E A Z F S O R E P M X V E Q B	MERGER
N S M X O N X E H J S H R T W	TAKEOVER
T I I H A O O N P O V F Q V G	PRIVATISATION
R L M N S P Y R F I L K N S G	SPECIALISATION
A A W A K O J F L W H D C X U	FRANCHISE
P I N W R L Y E S Q O Z E V M	
G C W Q U Y I X W F I G A R D	
J E E N O I T A L F N I G X Z	
R P N O I T A S I T A V I R P	
D S K M L F R A N C H I S E I	

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No advertisement should be permitted:-

- (i) which decries any race, caste, colour, creed, nationality except for the specific purpose of effective dramatization, such as combating prejudice.
- (ii) which is against any of the objectives principles, or provisions in the constitution of India
- (iii) which tends to incite people to commit crime or to promote disorder, violence, or breach of law
- (iv) which exploits the national desires, details of crime or limitation thereof
- (v) which would adversely affect friendly relations with foreign states
- (vi) advertises cigarettes and tobacco products

Notwithstanding anything contained herein this Code is subject to such modifications as may

TOP 10 RANKED BUSINESS SCHOOLS IN INDIA

With the Indian economy back on track and the global business environment looking positive, the competition for seats in top B-schools gets tough. According to Central Statistical Organisation, India's gross domestic product grew at 8 per cent during the financial year 2009-10. However, the new enthusiasm in the economic environment is fuelling young minds to enter the B-schools and foray into the corporate world.

B-schools are fast adopting themselves to the changing work environment in terms of curriculum and pedagogy. As the second-rung business schools struggle to make their students employable, the top management schools of India equip students with skills that help them take on any challenge with supreme confidence.

IIM-Ahmedabad: This Indian Institute of Management Ahmedabad is considered the best amongst all the IIMs. It is ranked as the toughest management school to get through. It is a dream business school for students from all across the world aspiring to get an MBA degree. The institute was created in 1961 with the help of the Government of Gujarat and the Government of India. It is known for its rigorous two-year full-time MBA programme that focuses on creating leadership and managerial skills in students.

IIM-Bangalore: Situated in the country's high technology capital, the Indian Institute of Management Bangalore is a hub for innovative activities. With its collaboration with the corporate world and top academic institutes, IIM Bangalore strives to create highly qualified managers. The extent of industry exposure provided to the students here adds to their confidence level.

IIM-Calcutta: The first Indian Institute of Management to be set up in India in the year 1961 was IIM-C. It is an entirely autonomous institute that provides a number of Doctoral and Post Graduate programs. Along with the management programs, you can also avail yourselves of the Executive training programmes too.

FMS Delhi: The Faculty of Management remains the only business school of the University of Delhi since its inception. It made its modest start in 1954 with a three-year part-time post graduate management programme. The past years have seen a momentous growth, and the institute has moulded itself as one of the leading management institutes in the country. FMS has various collaborative arrangements and exchange programmes with leading business houses. It has a track record of 100% placement for its students in a company of their choice.

IIM-Lucknow: Founded in 1984 by the Indian Government, the Indian Institute of Management Lucknow is amongst the top five MBA colleges of India. IIM Lucknow aims to be a socially conscious, global and integrated management school – both at the national and international level.

XLRI-Jamshedpur: Established in 1949, the XLR Institute is situated in Jamshedpur. It offers a full-time programme in Business Management, Personnel Management and Industrial Relations, as well as doctoral programs and many other executive education programmes. To be a part of this prestigious college, aspirants have to clear its entrance test known as XAT.

ISB-Hyderabad: The concept of the Indian School of Business came into existence in 1995. Situated in the capital of Andhra Pradesh, it offers a variety of MBA programmes. These include post graduate program, post-doctoral programmes and executive education programmes. It is one of the top 15 business schools in India, owing to its high-class infrastructure, excellent faculty and intensive use of technology for imparting education.

IIM-Indore: Established in 1998, the IIM Indore is situated in Madhya Pradesh and is the sixth institute in the IIM family. The idea of this institute was conceived by Arjun Singh, who was then Human Resource Development minister. The admission to the institute takes place through the Common Admission Test (CAT).

LIBA-Chennai: The Loyola Institute of Business Administration was established in 1979 in Chennai and is among the top MBA colleges in India. The institute offers full-time as well as part-time programmes. The part time programmes have been approved by the All India Council for Technical Education (AICTE).

ICFAI-Hyderabad: The Indian Business School, Hyderabad was founded in 1995 as an addition to the IBS family.

RACK YOUR BRAINS.....

1. IN PRINT MEDIA WHAT IS A BULLDOG EDITION?
2. NAME THE FAMOUS INDIAN ADVERTISING AGENCY CREATED BY GOUTAM RAKSHIT AND ASHOK ROY?
3. IN WHICH COUNTRY'S COINS CAN YOU FIND THE FOLLOWING LINES IMPRINTED, "THIS IS THE ROOT OF ALL EVILS"?
4. WHAT IS KNOWN AS DEMAND SPILLOVER?
5. IN BARGAINING TERMS WHAT IS KNOWN AS "CHERRY PICKING"?
6. WHICH INTERNATIONAL SOAP BRAND WAS MARKETED AS HAVING A PURITY OF 99.44 %
7. HINDUSTAN MOTORS "AMBASSADOR" ADOPTED ITS MODEL FROM WHICH BRITISH CAR MODEL?
8. N.THANU GOT A DOUBLE FIRST CLASS IN B.A. FROM LOYOLA COLLEGE, MADRAS. HE WORKED AS AN ILLUSTRATOR IN ANAND VIKATAN AND LATER WITH THE INDIAN EXPRESS AND SWARAJYA. WHICH FAMOUS ORGANISATION WAS FOUNDED BY HIM?
9. NAME THE TERM USED FOR DEPRECIATING A COMPANY'S INTANGIBLE ASSETS?
10. WHAT IS KNOWN AS A "BRIDGE" IN TELEVISION COMMERCIALS?
11. IN THE ENTERTAINMENT INDUSTRY, RATIKANT BASU STARTED A NEW TELEVISION CHANNEL CALLED TARA. WHAT DOES TARA STAND FOR?
12. ALISHA CHINAI MADE HER DEBUT AS A SINGER FOR AN ADVERTISEMENT JINGLE. NAME THE BRAND FOR WHICH SHE FIRST LENT HER VOICE?

ANSWERS

12. *FAREX*
11. *TELEVISION AIMED AT REGIONAL AUDIENCES*
10. *TRANSITION FROM ONE SCENE TO ANOTHER*
9. *AMORTIZATION*
8. *BRILLIANT TUTORIALS*
7. *MORRIS OXFORD*
6. *DOVE*
5. *BARGAINING BY GOING FROM STORE TO STORE TO GET THE BEST DEAL*
4. *SALE OF A PRODUCT OR BRAND IN ONE COUNTRY'S MARKET GENERATES DEMAND IN ANOTHER COUNTRY*
3. *VATICAN CITY*
2. *ADVERTISING AVENUES*
1. *A PARTICULAR EDITION THAT IS AVAILABLE EARLIER THAN OTHER EDITIONS OF*