



Inside this issue.....

- > **Businessman with a difference**
- > **Business Crossword**
- > **Early Bird Prize**
- > **News u can use**
- > **Top stories.....**
- > **Top ranking business schools**

We welcome you all to the first edition of ECO-BIZ the economics-commerce-accounts-essential info zone.

Through this publication our aim is to make you all experience the power of knowledge, the power of economy and finance, the power of media and advertising, the power of brands and logos, the power of industrialists.....

We are proud and happy to present the first issue and hope you will enjoy reading it. We have come up with some innovative ideas of presenting information which we hope will make reading enjoyable.

You will love the thrill it gives, cheer it creates, storm that will surround you, beat in the heart, the victory, the defeat of men....machine etc.

The last decade or so has seen a proliferation of brands like never before, paralleled by a furious upsurge in advertising activity. A million messages inundate the consumer urging him to buy bigger, better and more products.

In this stimulating issue the readers will be faced with new challenges in the form of questions, made aware of economic news that will rack their brains and encourage them to keep themselves abreast of all the latest in the field of branding, advertising and marketing.

Update your business knowledge and see how you score in the quiz given in the newsletter and allow us the opportunity of introducing you to a world which hitherto might have seemed not so interesting.....

Many people try to focus on the current time as a new, ever changing business environment where innovation and technology are advancing so quickly that companies are constantly struggling to catch up. The truth is that throughout history, business has always been changing. This is not a new phenomenon.

Yes, the internet and all the digital technology that is being developed and accepted by consumers is highly advanced but so was the development of currency, electricity, the telegraph, the automobile... Imagine when business first installed electricity in its store, the comparison to a company adapting to use the internet isn't even close to how companies had to adapt to use electricity.

The same is the case with currency. The old form of business was based on trading; three chickens for 12 wool blankets, what was the day like when someone walked in with 3 silver pieces for a pair of shoes? Who would take a few pieces of silver for material goods? How could you pass the silver off on to get the goods you required? The ancient world wasn't a world economy.

You may have a pile of coins from the Roman Empire but it couldn't buy you one ounce of spices from India. That was a volatile and difficult environment to adapt to and consumers had to be willing to make the change.

Why is there fear now that it is such a difficult time to adapt? It's for the same reasons that each generation thinks the other generation to be strange. The trouble many people get in is trying to catch up to the now..... while the future is moving farther and farther away.

But will there be a leveling off point for all of this technological advancement? No. Not as long as there are still people who have an imagination and need to create. Necessity is the mother of all invention and there is never an end to the needs of the world. Human, animal, plant or mineral; there is always something needed to get, preserve, maintain, enhance, collect, find, analyze, simplify, complicate, alter, dissect, combine, eliminate, develop, produce, fix, tear down....

So keep developing you thinkers, innovators and tinkers. We don't even know what we are missing but we're sure you'll come up with it and we'll all realize we absolutely must have it.....

.....TEAM ECO-BIZ



Mallya might sell stake in UB to Heineken

Indian billionaire businessman, Vijay Mallya might be planning to sell part of his stake in United Breweries, the flagship business unit of the UB group, to Dutch brewery giant Heineken in order to raise money to help the troubled Kingfisher Airlines.



Petroleum ministry signs contracts for 16 oil and gas blocks

The Union Petroleum and Natural Gas Ministry has signed Production Sharing Contracts (PSC) with 16 oil and gas blocks that were awarded under the IX round of New Exploration Licensing Policy (NELP).

State-run Oil and Natural Gas Corporation (ONGC) has emerged as the biggest winner with six blocks. The government rejected a total of eight bids from the company due to various reasons, including five for deep-sea blocks



BRICS summit discuss setting up of development bank

Indian Prime Minister Manmohan Singh has said while addressing the fourth BRICS Summit that the leaders have agreed to examine the proposal on the setting up of a South-South development bank in detail.

The emerging nations of Brazil, Russia, India, China and South Africa, or the BRICS are planning to set up a joint development bank



Vodafone, Tata have until April 19 to bid for C&W Worldwide

Telecom sector firms, Tata Communications and Vodafone now have until April 19 to submit their bids to acquire British telecoms group Cable & Wireless Worldwide.

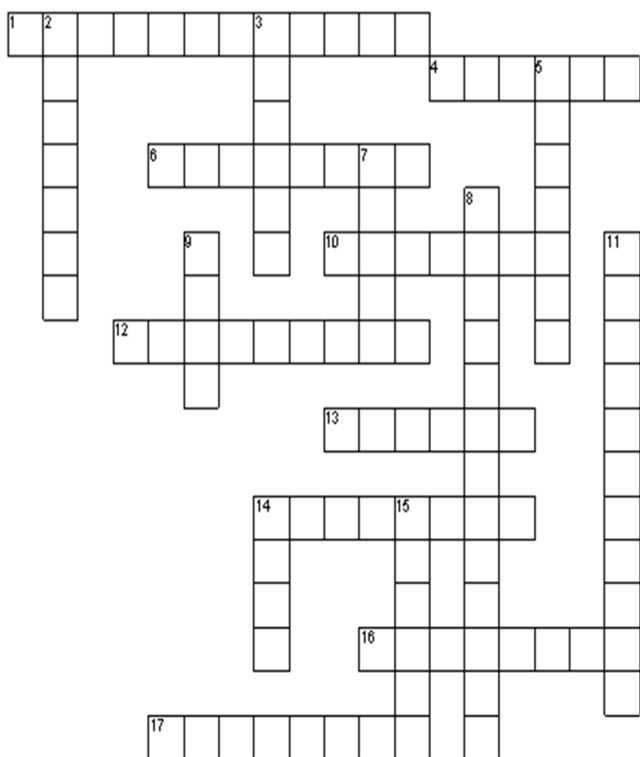
Tata Communications has reportedly appointed Standard Chartered as an adviser for the acquisition. Vodafone has said that it is too early in the process to comment on the merits of acquiring Cable & Wireless.



Work to resume at Ford India's Chennai plant Friday

Around 700 workers of Ford India Pvt. Ltd who had boycotted work will resume duties after a truce was arrived at a conciliation meeting held between the Ford India Employees Union (FIEU) and the management.

A CROSSWORD TO RACK YOUR BUSINESS SKILLS.....



ACROSS		DOWN	
1.	rate and efficiency of work	2.	proof of payment
4.	ask the bank to advance money	3.	put money into a company or business
6.	money paid for a loan	5.	money paid to the owner of a copyright or patent
10.	wealth of person or business	7.	part of the capital of a company
12.	promise to repair or replace	8.	where shares are bought and sold
13.	amalgamation of two companies	9.	money lent
14.	legal agreement	11.	amount of money spent
16.	total sales of a company	14.	neither cheque nor credit card
17.	share of profits paid to shareholders	15.	money returned

Top B-Schools in India for MBA, PGDM

List of the best business schools in India offering PGP and Doctoral programs

Jamnalal Bajaj Institute of Management Studies, Mumbai (JBIMS)

S. P. Jain Institute of Management Studies, Mumbai (SPJIMR)

Schools of Management, IIT (Mumbai, Delhi, Chennai)

Management Development Institute, Gurgaon (MDI)

Narsee Monjee Institute of Management Studies, Mumbai (NMIMS)

Xavier Institute of Management, Bhubaneswar (XIM B)

Symbiosis Institute of Business Management, Pune (SIBM)

Symbiosis Center for Management & Human Resources Development, Pune (SCMHRD)

Institute of Management & Technology, Ghaziabad (IMT)

International Management Institute, Delhi (IMI)

Businessman with a difference.....

What **Ratan Tata** did for the **Mumbai victims of 26/11**.....every Indian should know, We leave it to you to figure it out for yourselves....

Ratan Tata is the **Chairman of Indian Hotels**, he owns the Taj Mahal Hotel Mumbai, which was the target of a terrorist attack couple of years back . Hotel President a 5 star property also belongs to Indian Hotels.

The following article is very inspiring.....

All category of employees including those who had completed even a day as temporary help were treated on duty during the time the hotel was closed.

Relief and assistance was offered to all those who were injured and killed

The relief and assistance was extended to all those who died at the railway station, surroundings including the “Pav- Bhaji” vendor and the pan shop owners.

During the time the hotel was closed, the salaries were sent by money order.

A psychiatric cell was established in collaboration with Tata Institute of Social Sciences to counsel those who needed such help. Employee outreach centers were opened where all help, food, water, sanitation, first aid and counseling was provided, 1600 employees were covered under this facility.

Every employee was assigned to one mentor and it was that person’s responsibility to act as a “single window” clearance for any help that the person required.

Ratan Tata personally visited the families of all the 80 employees who in some manner – either through injury or getting killed – were affected.

The dependents of the employees were flown from outside Mumbai to Mumbai and taken care of in terms of ensuring mental assurance and peace. They were all accommodated in Hotel President for 3 weeks.

Ratan Tata himself asked the families and dependents – as to what they wanted him to do.

In a record time of 20 days, a new trust was created by the Tatas for the purpose of relief to employees.

What is unique is that even the other people, the railway employees, the police staff, the pedestrians who had nothing to do with Tatas were covered by compensation. Each one of them was provided a subsistence allowance of Rs.10K per month for a period of 6 months.

A 4-year-old granddaughter of a vendor got 4 bullets in her and only one was removed in the Government hospital. She was taken to Bombay hospital and several lacs were spent by the Tatas for her full recovery.

Ratan Tata has taken the responsibility of financing the complete education of 46 children who are related to the terror attack victims.

Tata will take responsibility of life education of 46 children of the victims of the terror.

This was the most trying period in the life of the organisation.

The settlement for every deceased member ranged from Rs. 36 to 85 lacs in addition to the following benefits:

- a. Full last salary for life for the family and dependents.
- b. Complete responsibility of education of children and dependents – anywhere in the world.
- c. Full Medical facility for the whole family and dependents for rest of their lives.
- d. All loans and advances were waived off – irrespective of the amount.
- e. Counselor for life for each person

The important question is that how such loyalty was aroused among the employees and why they behaved the way they did. The organisation made it clear that it is not something that someone can take credit for. It is not some training and development that created such behaviour.

It has to do with the DNA of the organisation, with the way Tata culture exists and above all with the situation that prevailed that time. The organisation has always been saying that customers and guests are its #1 priority

The hotel business was started by Jamshedji Tata when he was insulted in one of the British hotels and not allowed to stay there.

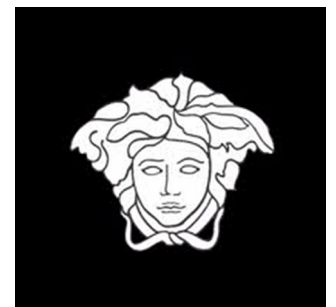
He created several institutions which later became icons of progress, culture and modernity. IISc is one such institute. He was told by the rulers that time that he could acquire as much land for IISc as he could fence the same. He could afford to fence only 400 acres.

The whole approach was that when the organisation would spend several hundred crores in re-building the property – why not spend equally on the employees who gave their life?

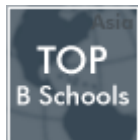
B BUSINESS NEWS YOU CAN USE.....

1. Marks and Spencer added a free WiFi service for its customer in its stores.
2. After Reebok took over Adidas, the company announced a record profit in 2011.
3. Real Madrid have topped at the league table as the World's richest football club for the 7th straight year.
4. Companies woo Gen Y (Young people) to spot future leaders. They are putting in place practices to nurture talent by involving younger employees in ideation.
5. Russia and India to trade in local currencies in 3 years. (All BRICS nation agree to do so in future).
6. Richest country in the world is USA with a GDP of \$14,660,000,000,000. (India Is 4th richest with a GDP of \$4,060,000,000,000)
7. The Rs. 21,500 crore Guru Govind Singh refinery near Bathinda was commissioned as a fully operational unit on 28.03.2012.
8. The richest sportsman in the world is Tiger Woods with an annual income of \$100 Million
9. Carlos Slim Helu (born January 28, 1940) is a Mexican business magnate and philanthropist who as of 2011 is the richest man in the world, for the second year in a row. He is the chairman and chief executive of telecommunications companies Telmex and America Movil and has extensive holdings in other Mexican companies through his conglomerate, Grupo Carso SAB, he also has business interests elsewhere in the world.
10. The world's costliest laptop is Luvaglio priced at \$1,000,000.

A part of some famous Logos is shown below.....the first one to guess all of them correctly wins a chocolate.



TOP RANKING BUSINESS SCHOOLS IN THE WORLD



A list of the best B Schools in the United States of America, Europe, Asia, Australia and Canada is given below. The top B schools include world renowned Ivy League B schools such as the Harvard, Kellogg, Wharton, Stanford, MIT. In addition to these schools, the list includes other top B Schools and colleges for MBA and PhD such as the INSEAD, LBS from Europe and MBS, IIMs from Asia and Australia. The rankings mentioned below are indicative only and could vary from that of other ranking services.

Best of Top Ranking B Schools in USA



This list of top Business Schools in the US features some of the names that are synonymous with the word Business School such as Graduate School of Business at Stanford, GSB - University of Chicago, Harvard Business School, Wharton, Sloan MIT, Columbia Business School, Kellogg and Haas School of Business - UC Berkley. Links to the MBA, PhD and UG programs of the respective schools are provided to take you to your area of interest.

Top Business Schools in Canada



The list includes the IVY League schools of Canada such as the Richard Ivey School of Business at the University of Western Ontario, McGill Faculty of Management, Schulich School of Business - York University - Toronto, Sauder School of Business - University of British Columbia - Vancouver, and Queen's School of Business - Queen's University - Kingston - Ontario.

Top MBA Programs in UK and Europe



The list includes world renowned MBA programs from INSEAD, IMD, London Business School, IESE Business School - University of Navarra - Spain, and Rotterdam School of Management - The Netherlands. Many of the MBA courses offered in Europe are One Year MBA courses, a sharp contrast to the two year programs offered in North America.

Best Management Programs in Asia



Asia, the fastest growing continent has its share of world class business schools. The list includes renowned B Schools such as Hongkong University of Science and Technology Full Time MBA Program, The National University of Singapore, Asian Institute of Management, Manila at Philippines, School of Business - University of Hong Kong MBA, IUJ Business School - International University of Japan, Nanyang Business School - Singapore, and INSEAD - Singapore.

Top Ranking MBA Schools in Australia



Includes renowned B Schools in Australia such as the Melbourne Business School - University of Melbourne, Australian Graduate School of Management, Macquarie Graduate School of Management, Faculty of Business - Bond University, Faculty of Business - Queensland University of Technology, Curtin Business School, and University of Tech Sydney - Business Faculty.

Top Management Institutes in India



India is home to many very good business schools. Indian MBA graduates are recruited by leading global corporations such as McKinsey & co, Goldman Sachs, ABN Amro Bank, HSBC etc. The list includes the top of the heap business schools in India such as Indian Institute of Management - Ahmedabad (IIM A), Indian Institute of Management - Calcutta (IIM C), Indian Institute of Management - Bangalore (IIM B), Indian Institute of Management - Lucknow (IIM L), XLRI - Xavier Labour Research Institute - Jamshedpur, ISB - Indian School of Business - Hyderabad, FMS - Faculty of Management Studies - University of Delhi.