



EABS POST

A warm welcome from the EABS Family!

Although EABS is a growing organization, it has everything in it for its students. Unique content, world class faculty, along with guest lecturers from various fields who visit the college and share their experiences so that the students might get ready to face challenges of the corporate world. Though only in its third year, it has treaded a long path with the help of its CEO, Dr. Uma Ganesh, and Director, Dr. Nikhil Agarwal.

Preparing the first edition of our newsletter was a great experience and we are really excited and enthusiastic. It was not easy to produce a mirror image on paper of what must reflect everything about

our college.

This newsletter was created with collective efforts from the college staff and students. Their enthusiasm towards the cause is undying. As we go into the future, it is our pledge to make the EABS post even more better. There is no doubt that the caliber of students will come to the fore in the coming editions. So do wish us good luck and keep reading "EABS POST".



Many Regards,
Pinaki Lokre,
Editor

Message from the Director



Dr. Nikhil Agarwal

It gives me great pleasure in introducing EABS post. Its inception will herald a new chapter in the path that Europe Asia Business School is treading. Our students and staff have worked hard and I am very happy with the outcome. They have poured their hearts out, revealing their way of thinking and caliber.

EABS alumni have started creating their mark in their respective domain. Every day I receive some fantastic news about our alumni scaling new heights, which makes us feel proud.

Also, as you will read in this edition of EABS Post, we have won awards for 'Excellent Industry Interface' and 'Innovative

Marketing'. Add to this the fact that two of our students have won 'Best Student in Management Awards' and we know that things are shaping up well.

Recently, EABS successfully hosted the prestigious Junior World Entrepreneurship Forum (JWEF). Other JWEF's were hosted at Lyon, Singapore and Shanghai. The successful hosting of JWEF is credited to our students, faculty, staff and industry partners.

I welcome you to visit us at our campus and explore our world class learning center.

Best wishes

Dr. Nikhil Agarwal
Director,
Europe Asia Business School, Pune

Aditya and Sidharth make a mark at WEF

A rare opportunity alighted upon two students of Europe Asia Business School (EABS) when they were invited to attend the prestigious World Entrepreneurship Forum (WEF) at Lyon, France. This came their way as the duo had worked very hard to make the Indian edition of the Junior World Entrepreneurship Forum (JWEF) at EABS, Pune a raging success.

Both Sidharth Dash and Aditya Shankar had unforgettable experience's in Lyon and were fortunate enough to rub shoulders with the who's-who from the world of entrepreneurs. "Being treated as delegates was an absolute honor which was made complete with a red carpet welcome and complementary Caviar, Champagne and Pâte de Fois Gras," said Aditya and Sidharth.

During their stay, the two got to see how beautiful Lyon is. "The city is full of beautifully

sculpted churches, chapels, cathedrals, villas, manors and palaces. Narrow streets of cobble-stone are banked by delightfully decorated restaurants, bars, shops, museums, and theatrical workshops," said Aditya.

WEF was declared open by its President Patrick Molle and WEF's founding partner and KPMG France's Chairman Jean-Luc Decornoy, who focused on prevalent global issues and how these could be solved using entrepreneurial techniques. Moreover, a panel of entrepreneurs shared their experiences on being successful and also discussed how they were going the whole hog to incubate and encourage entrepreneurship in their respective ventures.

Other members who shared their views were S.M.J Mwambenja, MD & CEO of Exim Bank of Tanzania, Dr. Barak Ben-Avinoam, CEO of Iris Ventures of Israel, Lisa Fecteau of

Groupment of Canada, brothers Fernando and Carlos Moncayo Castillo, founders of Startups Ventures of Ecuador, Jose Mulero, owner of the Olympique Lyon Football Club, and Syed Babar Ali, ex-Finance Minister of Pakistan and founder of Lahore University of Management Sciences.

Later in the days, cocktail parties were held, which gave the two a perfect platform for networking and both made complete use of this while exchanging business ideas. This was a great

learning experience as they interacted with some very sharp brains.

Aditya got his 15 minutes of fame as he was given the honor of presenting in front of more than 1,500 people who hailed from more than 60 countries; with many extremely successful entrepreneurs amongst the crowd.

He talked about how he wanted to create a company that would

deal in off-setting harmful effects of nuclear waste and make nuclear energy a clean energy. This was approved by the audience with a rousing applause. Dr. Nikhil Agarwal, Director of EABS and founding member of WEF, who was also present there, was delighted by this appreciation.

Though Sidharth did not address the crowd, his dream of starting a tourism company in his home state Orissa, in-order to help in its development, received kudos.

What followed later was an unforgettable experience when people actually came to them and gave their visiting cards, asking both where they hailed from and what EABS was all about. EABS was omnipresent and everyone had Pune on their minds.

The two were present in Lyon from November 1 to 6.

By Aditya Shankar and Pinaki lokre



Aditya and Sidharth (fifth and sixth from left) with other delegates

Santosh unveils self and portrait



Santosh with the portrait

unveiled at EABS on December 6, 2010.

This was the first time that I had drawn two personalities on

I have started ruminating on various businesses and their aspects while studying at Europe Asia Business School. I am an artist, but had not known that being one could lead to big money. The EABS family has appreciated my work as an artist and motivated me to climb higher. As a token of my appreciation, I have sketched a portrait of Dr. Ganesh Natarajan and Dr. Uma Ganesh. It was

paper. To me it was a challenging task, but I remained confident and rested only after making the finishing touches.

In the past, I have stood second in the "All India Painting Competition", and when the portrait got unveiled in the presence of Dr. Ganesh Natarajan and Dr. Uma Ganesh, I felt like I had received another award. They shook my hands and appreciated my artwork. This has definitely elevated me and will encourage me in making more artwork in the future.

I don't know whether I will become an 'art entrepreneur' or not. But, I will surely try to work in that direction. As I grow, I want to be creative and innovative in whatever I do. While concluding, I wish to thank Dr. Nikhil Agarwal, and the EABS family for helping me hold the unveiling ceremony.

By Santosh Kelkar

Now, four more national level awards

When it rains, it pours. Europe Asia Business School has won the STAR NEWS National B-School Award for 'B-School with Excellent Industry Interface' and DNA & Stars of the Industry Group Award for 'Best B-School with Innovative Marketing to the Target Segment'. This has marked the beginning of a new chapter for EABS.

What makes things even sweeter is that two students of EABS have won the 'Best Student in Management awards'. While STAR NEWS National B-School Award's conferred the coveted trophy to Sridhar Seethiraju, Santosh Kulkarni bagged the same from DNA & Stars of the Industry Group Award's. The awards are in recognition of leadership, development, marketing, innovation and industry interface of EABS. The four were given on February 12, 2011, at Taj Lands End, Bandra, Mumbai.

"The awards are well researched and chosen by an independent jury and a panel of professionals who believe in nurturing talent and in recognizing the best of the best," says Dr. R. L. Bhatia, Project Director of The STAR NEWS National B-School Awards, adding, "Institutions who are innovative, modern and industry related in their curriculum in marketing, advertising, marketing communications are recognized here."

As for the award conferred by Stars of the Industry Group, Rayka Rogers, its founder, says, "Innovation is a crucial element in the development and leadership building process of every B-

School. We believe B-Schools who continuously innovate will differentiate from others who do not. With this perspective we confer EABS the award."

Both Sridhar and Santosh are delighted and feel encouraged with their achievement. "I feel truly inspired with this recognition. Nothing is impossible," says Sridhar.

Students at EABS are in good cheers and feel very proud of being a part of EABS. Says student Fahad, "EABS has achieved the awards because of the consistent efforts of Dr. Nikhil Agarwal, Director of EABS, and the hard work of the EABS staff and faculty. I am feeling proud of being a part of EABS."

Student Manish Gupta is ecstatic. He says, "Day by day we are being recognized by the industry, which shows how serious EABS's efforts are to rank among the top five B-Schools in India."

The joy of the staff too knows no bounds. Prasad Shetty, Product Manager of Post-graduate Program in Management course says, "EABS

is a great place to study, and now the world knows it."

Other significant awards that EABS has received are the Innovative Teaching Methodology Award (2010), B-School With Excellent Industry Interface Award (2010), Innovation Leadership Award (2009), and Best Emerging B-School Award (2009 and 2008).

By Pinaki Lokre



Santosh Kulkarni with Dr. Nikhil Agarwal

Mumbai comes calling for EABS



Prof. Manish Panchal

Europe Asia Business School has tied up with GURUInc for setting up a campus in Mumbai which is exclusively meant for the Executive-MBA batch. The classes will begin from February 27, 2011. The program has been designed for working professionals who are aspiring to climb the career ladder through knowledge enhancement. Professor Manish Panchal, Founder - Director GURUInc, is heading the initiative.

Trinity Academy, which is the Logistics and Infrastructure Partner, offers state of the art class rooms, world class ambience, a fully furnished library, video-conferencing facility, internet connectivity and excellent cafeteria. It is situated in central Mumbai and easily accessible from Priyadarshani Circle Chembur Eastern Express Highway and the Kurla Railway Station.

When questioned as to what GURUInc is, Manish explains that GURUInc stands for 'Grooming you to RULE Your Inner consciousness'. "The idea was coined in 2003 to establish a social venture to make a difference in society by touching as many lives as possible. Since then GURUInc's initiatives began and have evolved over a period of time. Today GURUInc is a

recognized name for grooming youth and encouraging entrepreneurship through various training and education programs," he says.

GURUInc's initiatives are path breaking and has attracted many professionals to join the movement and contribute towards its success. It has developed several programs that support the bridging of the corporate and academia gap. With constant focus on youth grooming and entrepreneurship, GURUInc has also addressed the challenges of medium, small and micro enterprises in scaling up from promoter driven organizations to process driven and performance driven organizations.

Manish is a graduate from the University of Mumbai and is an alumnus of Jamnalal Bajaj Institute of Management Studies and the prestigious Asian Institute of Management, Manila, Philippines. He has over 18 years of experience of which seven years have seen him in senior management and leadership roles with some top global corporations. He was the Director Business Development, and Mergers and Acquisition with a leading Asian pharmaceutical corporation in his last assignment.

By EABS team

Junior World Entrepreneurship Forum a success



Dr. Ganesh Natarajan speaking at the forum in EABS

EABS hosted the Junior World Entrepreneurship Forum on September 3 and 4, 2010. The forum, founded by KPMG and EMLYON Business School (France), gives burgeoning entrepreneurs a platform to showcase their potential and at the same time help get an opportunity to hear success stories of successful entrepreneurs. The forum has the patronage of Nicolas Sarkozy, President of France. More than 20 successful entrepreneurs gathered at EABS for the event and gave Pune the opportunity to be the first city in India to host the event.

Sanjay Jha, the founder of CricketNext.com and Dr. Ganesh Natarajan, CEO of Zensar Technologies, started the event with a touch of grandeur. Both gave allude to their respective career paths and shared episodes of failures and achievements; something which made them what they are today. Dr. Natarajan got the audience on the edge of their seats with some remarkable insights about the fortitude of an entrepreneur.

Later, other successful dignitaries too shared their experiences. They were Sanjeev Rao, Xavier Bertrand, Anil Dhankar, Janardhan Prasad, Mukesh Jha, Shashank Paranjpe, Dimakh Sahashtrabudhe, Nimesh Marfatia, Dr. Rahul Pandey, Dr. T

Prasad, Pradeep Tagare, Atul Goel, Amit Grover, Abhijit Golap and Praneet Mungali.

The forum ended with a session called 'Madhyanti'. This was aimed at women entrepreneurs in India and how their success is unparalleled in a male dominated society. Dr. Uma Ganesh, CEO Global Talent Track, flagged off the session as the panel moderator and was teamed up by Kruti Jain, Sarika Deshmukh, Gunjan Agarwal and Harini Calamur. The panel started with Dr. Uma narrating occurrences from her career and how she managed to achieve success. She spoke on the balance that a businesswoman needs to maintain between her family and her profession. Kruti Jain recalled how she had to take over the business at a very tender age and how she managed to overcome all the impediments.

A bustling round of questions from the audience ended the session and also marked the end of the illustrious two day event. It successfully imbibed the spirit of entrepreneurship in the minds of the attendees.

By Gairik Das Choudhuri



Pradeep Tagare, Director of Intel Capital, in attendance with other dignitaries

Business education beyond books

Like most cubicle dwellers, I have also hated the office canteen. There was not much available in our office canteen. Everyone in my office visited a friendly ubiquitous 'Chai ki dukan'. This shop/stall was run by a middle aged couple, who got to know us very well after a couple of months. They cater to a strong office going crowd, found in a half kilometre radius. Their menu included tea, samosas, bread pakodas, and various chips and snacks like kurkures, lays etc (not forgetting gold flakes and milds).

We loved going there in the winters. Hot tea, warm sunshine, a small lawn in the front, with lush grass and flowers all around, gave us a refreshing break from staring at the monitors.

Now coming to the point, the tea served was too sweet. We kept pointing this to the guy who made it and he came up with lame excuses that it's not easy to keep tab of the exact ingredients while making 50 cups of tea together. I used to think

that sugar, being the most costly ingredient, should have been used sparingly. I think we annoyed him a lot by our relentless prodding and he finally told us why the tea had more sugar than sugarcane juice.

He said that since the tea is too sweet, more often than not people end up buying namkeen, chips and various snacks to compensate for the extra sweetness. Moreover, he keeps those chips packets at arm's length so that customers don't have to ask for them and may simply pick one on their own.

Also, he added that he has done his calculations for the past months and the rise in earnings, due to this strategy, is far more than the drop of customers who prefer doing away with the extra sweet tea.

I took a moment to recall our buying habits over the last month. And yes, we did buy those kurkure packets a lot with tea.

By Karan Bhatia

Corporate and MBA students fight it out at NBO

Europe Asia Business School played host to the Pune leg of National Business Olympiad (NBO), a flagship event of IIM-Ahmedabad Confluence, 2010. The NBO is a management simulation game played online where participating teams function as CXOs of a virtual company and compete against other teams in a virtual marketplace.

The Pune leg, which was held on November 20 and 21, 2010 in the EABS campus, had 29 teams (comprising three members each) with over 60% corporate participation. The rest were from top Pune B-schools.

Competing in an ever evolving virtual marketplace, the teams were required to take tactical and strategic decisions across sales, marketing, finance and operations. The winners were decided on the basis of stock price of their virtual company after five rounds. The SIBM Pune team emerged as the winners after moving up sharply from a lowly rank (21) in round one.



Chief guests giving the award to the winning team

The first amongst the Corporate Teams and second overall were Tech Mahindra who had an equally dramatic rise from the bottom of the table in round one. The third position went to Reflexis Systems. These teams moved to the Grand Finale at IIM-A and took home scholarships worth Rs 4.5 Lakhs from EABS. However, none could bag the prize money of Rs 1,00,000 by standing first at the finale.

The event was privileged to have three prominent industry personalities as Chief Guests, who quite aptly hold world-class business degrees as well. They were Pradeep Bhargava, CEO of Cummins Generators and alumni of IIM Ahmedabad; Dr. Ganesh Natarajan, CEO Zensar Technologies and alumnus of Harvard Business School and Satish Duryodhan, former CTO of Global Talent Track & alumnus of IIM Ahmedabad.

By Varun Narayan

Students make a difference with Mandi



A child with the toy

Experience is widely acknowledged to be the best teacher, and an initiative by Europe Asia Business School has done precisely that. We at EABS believe that the strength of an academic program is best judged by the fine balance between academic rigor and the participation of students in extra-curricular activities. 'Mandi' is a brilliant example which demonstrates this fine balance in a unique way.

"This is an excellent approach to learning and the pedagogical approach of combining self learning with first-hand experience is a unique one. This helps budding managers learn and practice theories of management," says Dr. Nikhil Agarwal, Director of EABS, adding, "This is not just education, but fun for the students who will understand the customer's mindset, behavior and expectations while getting to directly evaluate his or her marketing skills on the ground level."

This three day experience event saw students selling products manufactured by NGO Navnirmiti, with the proceeds being used for the education of underprivileged children and those who are from special schools. The articles sold were high-quality science and math's learning tools called Jodo and Number Balance, and 'The Story of My Experiments with Truth' - the autobiography of Mahatma Gandhi.

A pre-Mandi session was held on December 3 to discuss the event in-depth. Asked to make groups of two, forty-two

students then headed to various places on December 4 like FC Road, JM Road, Koregoan Park. The activity was quite an experience, and all students had unique ordeals which would be etched in their memory forever. "We were hesitating before going on the field and were not quite sure that the goods could be sold. However, we sold 10 toys and many copies of the Mahatma's autobiography in just 45 minutes flat," said student Prasad Ombase.

On December 5, many such experiences were shared during a debriefing session. Here, they were analyzed by Jitendra Ghosh, Dr. Mandi and Dr. Sudheer Dhume: the three wise men behind Mandi.

It was found here that Sandeep Vishwakarma and Santosh Kelkar had registered maximum sales. Such was their dedication



A student demonstrating the use of the toy

that the two were on the job for 13 hours. "We were very motivated and the reason was not just about winning, but to make a change in the life of the underprivileged children," said Sandeep.

By Pinaki Lokre and Rashmi Gour

FACULTY SPEAK



Dr. Cedwyn Fernandes
Macro-economics at EABS

Considering the developments in economies around the world, there is a heightened interest in all things related to economic policy. This coupled with the fact that MBA students at EABS are bright, enthusiastic and ambitious, made teaching the macro-economics course a very fulfilling experience.

EABS students have a very good understanding of the economic environment and its impact on business. Given that many students have strong academic backgrounds (from engineering to commerce), they have the skill set to quickly grasp concepts and conceptualize at the theoretical level. Their work experience background gives them the ability to see how policy level decisions could have an impact on the success of business.

At the end of the session, as one of the assessments, students had to make presentations on a given current economic topic of the day. These ranged from India and the world recession, global imbalances, exchange rate policies, price of gold, and GDP measurement issues. The presentations, put together in a short period, were of the highest quality and showcased the critical thinking skills of EABS students.

I have no doubt that given the quality of the students, components of the MBA program, the outstanding faculty and wide networking opportunities provided by EABS, these MBA students will go on to have successful careers.

By Dr. Cedwyn Fernandes,
Professor, Middlesex University

The joy of giving week



Special children having a great time

Giving doesn't always mean money. Giving does not need to be big, fat or glamorous. It needn't be a costly affair. All it takes to give is an intention, a will to spread happiness, a belief that happiness is what we ought to spread in order to be happy.

Joy of giving could be caring for a patient on deathbed, medical aid to an injured stray dog, or just offering your seat in the bus to a lady. This is the idea behind the joy of giving week.

Joy of giving is an idea conceptualized by 'Give India'; an NGO which has been relentlessly fighting for the underprivileged for quite a long time.

The movement has marked a nationwide presence and is acknowledged worldwide. It has found staunch supporters in the highest echelons of society, including personalities such as Sachin Tendulkar, Narayana Murthy and Deepika Padukone. No feeling can equal

the joy of giving, because while you might be able to give a little, you may get manifold ecstasy.

Europe Asia Business School has taken up the task of bringing smiles on the faces of 50 children at the NGO Swadhar. It took them for an outing at a resort in Loni on October 2, 2010, the birth anniversary of the father of our nation. These children have the HIV and are doomed to live a life of seclusion and oblivion. This is our own little way to say that we care and make attempts to get the special children move closer to the mainstream.

Apart from this, we are also trying to carve a permanent impression in their lives by undertaking another initiative called *Vidyadhan*. Here, we have undertaken to collect books and stationary from households and corporate bodies for these children.

By Rohit Keserwani



Kids at their day out

Udaan - GTT Annual Day



GTT and EABS staff exhibiting their skills and entertaining others at the Annual Day on January 8, 2011.

Team Riders outshine Spartans at Cricket match

EABS students participated in a cricket match organized by the events team of EABS on December 12, 2010. It was great to see the students, who were divided into two teams called Spartans and Riders, bring out the annihilator in them on the field.

Heat started mounting early on as the Spartan team opening pair began wrecking havoc. Amit Singh was particularly destructive than his other teammates as he set the tone of the game with a hit to the fence and never stopped the ball's ply to the boundary.

Nothing seemed to work before Amit completed his half century. But as we say, once again uncertainty played its part in the glorious game as a beautiful delivery by Skipper



Amit Singh bowling to Satyacharan

Amit Dixit uprooted the middle stump.

Other Spartan teammates, who were Akash, Devang and Srinivas, rode the momentum and didn't let the glorious innings fade. They set a target of 125 runs in 15 overs.

Bowlers Amit, Jubin and Rishi performed well here, while Satyacharan's catch was judged as the catch of the day.

Riders started with an aggressive display as was necessary to chase such a formidable total. They began by scoring sixteen runs in the first over, heralding the kind of fight-back they were

going to put.

Soon openers Satyacharan and Captain Akash Kalra broke loose. The acceleration provided by Satyacharan did not fade away, as all batsmen following him kept blazing on the pitch.

However, the match did not die without high drama. An unexpected bounce hit Ankit on the face and his eyes were bleeding profusely. However, the injury was not permanent and Ankit retired hurt only to return at a crucial stage.

Satyacharan too drew worry. He had dived towards the stumps while attempting to steal a difficult run. He wounded one of his legs but still rose

and gave the Spartans a pasting of their life. Satyacharan contributed an indispensable forty runs, which along with useful contributions from Aditya, Siddharth and Rishi totaled up enough to get the better of the Spartans with an over to spare.

But the intense competition could not deter the gentlemanly spirit of either team as they posed for photographs in an electrifying atmosphere after the match. The camaraderie was worth more than anything that such an event could generate.

By Rohit Kesarwani

Camaraderie energizes students again



Ankit (guitarist) and other students jamming at the party

As the week of worldwide celebration of Christmas and the New Year approached, EABS students kicked off the euphoria with a thunderbolt at the party on the EABS terrace.

All PGPM students gathered to showcase their talent and also enjoy the feeling of pure ecstatic delight derived of other students' thrilling performances.

The party started on a high note with students sharing certain extempore performances of *Shayari* and poems. As more participation began, DJ Kushal, began to generate a higher level of momentum. All hit the dance floor pronto and did not rest till he kept on playing.

The party would be remembered, inter alia, for the rollicking

dance performance by Prasad Ombhase, who might as well give Shahid Kapoor a run for his money.

The fun did not end even after having dinner and Ankit picked up the guitar. And as what is common knowledge, it is not possible to say goodbye while Ankit is performing. His knack of sensing the mood of the audience came to the fore when he started singing a few numbers which triggered a nostalgic feeling among us.

He started with "*doston me baitha*" and carried on with "*khola khola darwaze*". The crowd participated immediately by singing along.

No one wanted to depart, but were forced to do so after the lights went off. It was now time to end the party. Nevertheless, it was great to see that the bash ended on a high note, with exuberance prevailing all over.



Sandeep and Aditya in high spirit

By Rohit Kesarwani



Prof. Michael Tushman

Innovation workshop by Prof. Tushman

Europe Asia Business School was the proud host of the first of its kind workshop on innovation which was conducted by Professor Michael Tushman, the esteemed Chair of Advanced Management Program at Harvard Business School. Titled 'Institutionalizing Innovation in Organizations: The What, The Why, The How', the workshop was held on February 10, 2011 at Hyatt Regency, Pune.

CEOs and CXOs, Directors/Presidents of organizations, top management authorities responsible for strategy and goal setting for their organizations / divisions were in attendance at the workshop.

The workshop helped participants develop frameworks to understand and institutionalize innovation.

Using learning's from cutting edge research on innovation in world class companies, Prof. Tushman showcased methods in which innovation can create significant competitive advantages. The participants received original literature and content from Harvard Business School Publishing.

At Harvard Business School, Prof. Tushman is involved in comprehensive and focused executive education programs like the MBA program and the doctoral program. He has supervised many doctoral students, several who have won national awards for their dissertation research. He is currently co-chair of the Management track of the DBA program, besides being the faculty chair of the Advanced Management Program.

Prof. Tushman holds degrees from Northeastern University (B.S.E.E), Cornell University (M.S.) and the Sloan School of Management at M.I.T. (Ph.D.). In 2008, he was awarded an honorary doctorate from the University of Geneva.

By Pinaki Lokre

Enlightenment in the woods



Learning by doing: PG lab at Lonavala

We must go beyond textbooks, go out into the bypaths and un-trodden depths of the wilderness, travel and explore and tell the world the glories of our journeys. One such excursion was planned by our EABS family to the Karla caves of Lonavala.

After settling our luggage and feeding hungry tummies, we got ready to be drenched in the heavy shower of knowledge that Dada and Dr. Mandi were about to pour and they promised us a flood. True it was!

'*Khud ki marzi, yani ki sar utha kar jiyu*', was the slogan that the coordinators wanted to inject into our DNA. 'I am Brahma. I have the power. I am the center of the universe. I will live life on my own terms and not surrender to unethical considerations. I will dare to travel the path un-treaded unto. I am unique. My shoulders will never droop. My head would always remain high, aiming for the seventh heaven.' These were some of the highly motivational values fed to the yearning tiger cubs waiting for their time to pounce upon and 'conquer the world'. Everything taught was a must have, be it an able manager or a successful entrepreneur.

The next day, the spellbinding beauty around froze us. The Karla cave hill imagery reflected the 'shepherd' raring its cattle. The white clouds hovering aimlessly gave hallucinating effect of sheep which had lost its way in bewilderment. But the same followed a definite pattern around the blessed hill. The surroundings were vibrating with positive energy.

The ascent was steep but the passion was hard to suppress. Minutes later we reached the caves. The monolithic *Viharasand Chaityas* awaited us, solemnly meditating through the vast stretches of mankind.

We were filled with an immense sense of well being and excitement. The place seemed to possess forever the same fervor.

It was now evening and time for descent. We were physically drained but still bubbling with the new found enlightening energy. Piled outside were our battered baggages. We had to cover a long way, but it mattered to none as the road was life.

By Atul Prakash

MBA FUNDA

