



The Aura- Newsletter 50

July-2010

What went behind....

The Car Rally happened rightly in the month of July, a month that signifies lightness and levity. The 49 cars had enthusiastic participants who lost their way, handled flat tyres, encountered muddy village roads and argued with each other voraciously.

A few even complained that the entire exercise was a big bore and promised that they would never participate in the rally next year till they heard that they had won prizes! The 'Funwagon' category was a great hit among the men. There were dramatic results- new set of winners and new set of the adversely affected!

The star ralliest Ms Lita the special invitee made sense to both the winners and losers through her practical and time tested tips which she had derived out of her previous rally experience. Icing on the cake was Dhivya's declaration that this rally held by aura was another milestone in women empowerment. The Guest of honour Mr Gopinath , in his address was full of admiration and appreciation for the entire show

MMSC was excited as ever and they have already started preparing for a Kodai-Trichy rally for next year.

Birthdays in August

Lakshmi Shankar	01 - Aug	Varsha Ashok Gandhi	23 - Aug
Radha Murali	05 - Aug	Vijayalakshmi Sasidharan	23 - Aug
M. Thenmozhi	09 - Aug	Latha Anand	23 - Aug
E. Jayanthi Rani	13 - Aug	G. Padma	25 - Aug
Vasanthi Srinivasan	15 - Aug	Chitra Ramesh	28 - Aug
V. R. Malini	15 - Aug		

Date : Monday, 16th August, 2010

Topic : Facinating world of Advertising,

Time : 11 Am

--Now and then

Venue : Hotel Sangam, Trichy

By : R.V.Rajan

What lies ahead.....



How many times have you heard the 'aam jantha' declare "The advertisements on TV are better than the serials." Advertisements seem to be so carefully designed and deliberated to influence the common man into buying a product even if it may seem unnecessary. It seems to be an integral part of our free economy.

The positive side of advertising is now being recognized by even conservative and so called the ethically inclined. Besides providing information about a certain article they also create more jobs, and seem to have become indispensable in our economies.

It has come to be believed that everything sells only if it is media centred- it has to be talked about on the radio, seen in the newspaper and enjoyed on the screen.

The world of advertising has become an important part of human activity and the people involved in it have to be creative, intelligent and comprehensible.

This month we will be introduced to this interesting world by a person who has spent a considerable part of his life helping others to be known in a big way. We hope to have all of you present at this meeting. We have important announcements for you!

Attention

- Renewal forms for the year 2010-11 has been enclosed. Pl reach it to any of the committee members before September 15th, 2010. A counter for renewal will be open from 10:30 to 11:00 on 16th August at the venue.

"If you really want to judge the character of a man look not at his great performances. Every fool may become a hero at one time or another. Watch a man do his most common actions; those are indeed the things which will tell you the real character of a man."

-Swami Vivekananda.