

TOP GUN

A Social Entrepreneur

Who is Dr Vikram Akula?

Dr Vikram Akula is the Founder and CEO of SKS Microfinance, one of the leading microfinance institutions in the world. His organisation offers microloans and insurance to poor women in poverty-stricken areas of India.

The Journey

Dr Akula is a post-graduate from Yale University, US and has a Ph.D. on 'Impact of Microfinance' from the University of Chicago. He worked as a management consultant with McKinsey & Company and has a decade of work and research experience in microfinance.

SKS in the Making

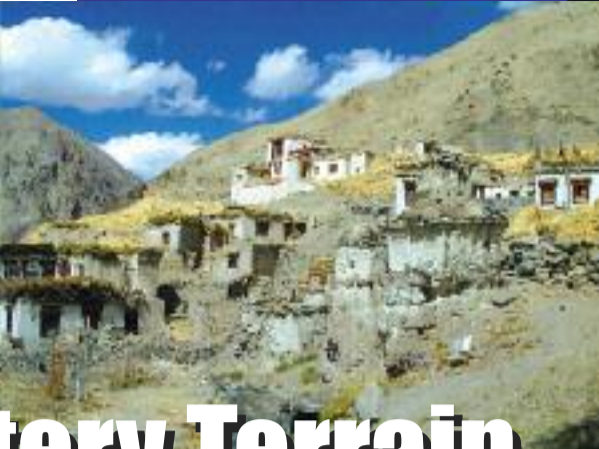
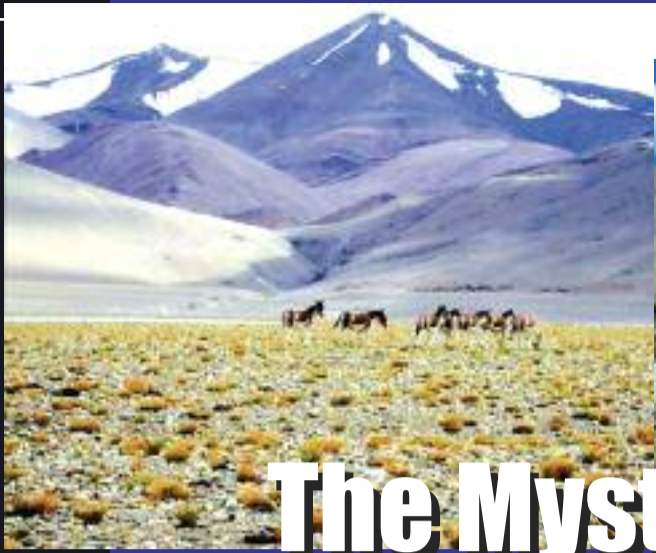
With a mission to eradicate poverty and empower the poor, Dr Akula set up SKS Microfinance in 1997. The company provides the poor a full range of financial services, and even goods and services that the poor need at low cost - from solar lamps to mobile phones.

Beyond SKS

Dr Akula also founded the SKS Foundation which is a US based non profit organisation that supports the Ultra Poor Program that tackles the challenge of extreme poverty on three levels: economic, social and health.

Awards and Accolades

He has received several awards, including the Schwab Social Entrepreneur of the Year (India) and the Ernst & Young Start-up Entrepreneur of the Year (India). He also received the Echoing Green Public Service Entrepreneur Fellowship. In 2006, Dr Akula was named by TIME Magazine as one of the world's 100 most influential people. In 2007, he was conferred the Karmaveer Puraskar Nobel Laureate.



The Mystery Terrain

The picturesque sites of the mountainous belt on the northern frontier of India exhibits a serene and mysterious landscape exploring beyond a commoner's vision. Ladakh - the area better known as the Trans-Himalaya lands lies at an altitude ranging from approximately 9,000 ft at Kargil to 25,170 ft at Saser Kangri in the Karakoram.

Cultural combo

With a combo of Buddhism and Muslim cultures co-existing, Ladakh stood as an independent kingdom for nearly nine centuries. With a strong influence by Tibet, a majority of the Ladakhi population is closely related to the Tibetan culture. More so, most of the architectural structures, residential buildings and monasteries are a sharp inheritance of the Buddhist culture.

Exploring the Tibetan hub

Being a mountainous stretch,

Ladakh doesn't offer much to sightsee. But the capital city Leh, Choglamsar, Kargil, Zaskar, Turtuk, etc. are definitely worth a visit. With a wide range of outdoor adventures to opt for, visitors are thrilled to go for an experience of their lifetime. Leh makes an excellent base for exploring Ladakh while the small village of Choglamsar offers an insight into the Ladakhi Tibetan community.

Beyond the Usual

Kargil offers a bunch of interesting things to explore like Buddha statues at Mulbekh, Sankoo and trekking and mountaineering activities at the nun kun massif. Zaskar is known for its rich apricot orchards besides being a major transit hub. Turtuk village on the LOC between Pakistan and Tibet is a part of Kargil with majority of ethnic Muslims. Besides, Monasteries form an important part of the Ladakh culture with its Tibetan influence.

INCREDIBLE INDIA



Branding Auto India

Branching from automotive parts networking to major automotive alliances around the globe, Tata Motors illustrates the brand building mantra of industry spectrum.

The pick up mode

Tata Motors Ltd. is a multinational corporation headquartered in Mumbai, India. Part of the Tata group was formerly known as TELCO (TATA Engineering and Locomotive Company). Established in 1945 by Jamsheji Tata, the company primarily began manufacturing locomotives and launched its first commercial vehicle in 1954 in collaboration with Daimler-Benz AG that ended in 1969.

Company ventures

Tata Motors is the first company from India's engineering sector to be listed on the New York Stock Exchange in September 2004. In the same year it ac-

quired Daewoo Commercial Vehicles Company, South Korea's second largest truck maker. 2006 saw Tata Motors joining hands with Brazil-based Marco Polo and Thonburi Automotive Assembly Plant Company, Thailand. In 2008, the company gained business with two iconic British brands including Jaguar and Land Rover.

Automotive branding

Being India's largest company in the automobile and commercial vehicle sector, Tata Motors was ranked as the 19th largest automaker in 2007 and the second largest manufacturer of commercial vehicles in the world. It is the largest truck manufacturer, and the world's second largest bus manufacturer. As the most reliable, futuristic and dynamic automobile manufacturer, Tata Motors spans a wide range of over 130 models of Commercial Vehicles, Multi-Utility Vehicles, Cars, etc. wheeling in the nation's growth and prosperity.

BULL'S EYE