



From the Director's Desk...

Dear All,

'Aurora' wishes you all a 'Happy and Prosperous New Year -2019'. The Month of January is the beginning of a fresh year across many countries and continents of the Globe. It is a season marked with joy, hope and aspirations for the year ahead. To welcome the 'New Year', the faculty, students and staff have organized New Year Celebrations in the campus with fun and fervor. At Aurora, the students' life is always buzzing with activities round the year. This month also, our students clubs have been very active in organizing a series of celebrations, social service activities, observation of Days of National and International importance with zeal. The activities began with New Year celebrations and the students have been active in organizing essay writing competitions during the 'National Youth Day', they organized 'Sankranti Celebrations' with Rangoli, Kite Flying, Camp fire etc. The students and faculty have actively participated in the 'Pariksha Pe Charcha' program of the Government of India and discussed about various options possible to modify and strengthen the examinations pattern of the current education system of the country. The celebrations of Republic Day been organized with a note of patriotism and continued with the observance of Martyr's Day and everyone commemorated the Death Anniversary of 'Mahatma Gandhi' by observing silence. The NSS Unit of the institutions conducted an Eye and Dental camp for the students and staff in association with 'Vasan Eye and Dental Care'. There is active registration of eligible voters on the occasion of National Voter's Day. The young graduates have donated blood to save the children suffering with 'Thalasemia' and 'Sickle cell Anemia', which is an indication of the values they get from our institutions. The NSS Unit also has been active in meeting the street children and providing them with the day to day supplies. To provide interaction with industry experts Guest Lectures were organized on contemporary topics. We are sure that with the training and opportunity for development the students get at our institutions, they will be nurtured to be all rounder's with excellent human values. Meet you all with another informative issue.....

Best Wishes....

Dr. M. Madhavi



Editorial Board

Faculty Board

Dr. M. Madhavi
 Dr. G. V. K. Reddy
 Mr. CH. Satish Kumar
 Mr. E. Devendar Rao

Ms. M. Subhashini
 Dr. S. Pushpalatha
 Ms. P. Malathi Devi
 Ms. M. Subhashini
 Mr. T. Shyam Sunder

Student Board

K. Soujanya
 K. Abhignya
 B. Manogna

G. Swathi
 Nusrath Fatima
 K. Mythriya

Design & Layout :
 MD. Ali Khan

Inside this Issue

Editorial.....1
 Campus Buzz2
 Guest Lectures.....4
 Aarop - Cultural Club.....5

Anvitha - Women's Club.....6
 Aakruthi Photography Club.....7
 NSS Activities8
 Industry Interface12

ITL Activities13
 Faculty Achievements.....15
 Student Achievements16
 Media.....17

Gallery.....

Ease of Doing Business – EoDB

The Indian Economy has finally arrived on the world stage. Global conversations surrounding India have notably increased in the last few years, mostly as a result of over 109 new initiatives taken by the Government, many of which are directed towards the vision of a new well-connected digital India. As per the World Bank 'Ease of Doing Business 2018 Rankings', India has jumped 30 points and has successfully reached the top 100 club. This is proof that the reform agenda constituted by the Government and the subsequent policy initiatives have borne fruit. Now, India aims to be in the top 50. India has the potential to achieve its rightful place as an influential global leader. With lower production costs, easy ways to procure raw materials, a young workforce and progressive yet flexible atmosphere, we're on the right path and ease of doing business that is well within our reach. In the post 2014 elections Central Government has brought new performance index into practice in assessing the performance of each state government. Several parameters were set against which the performance of each State Government will be measured. The very objective of this step is to ensure that every state government will create and compete for getting or doing business competing with other State Governments and during the process exhibit the best performance at business. This competition helps in creating a platform of ease of doing business setting new bench marks. The Index is jointly prepared by World Bank and Department of Industrial Policy and Promotion (DIPP). All state governments participated in the competition and for the business year 2018 Andhra Pradesh performance is considered as number 1 in ranking and closely followed by Telangana and ranked as number 2 and rest are Haryana, Gujarat and Jharkhand in the order respectively. However, the Northeastern states, except Assam, continue to remain at the bottom of the rankings. The basis considered by the Ministry of Commerce, India is "Reform Evidence Score" and "Feedback" scores. In the words of Ministry of Commerce the objective of this exercise is to improve of delivery of various Central Government regulatory functions and services in an efficient, effective and transparent manner. Jharkhand and Telangana scored 100% score in their reform evidence score. The reform evidence score is awarded on the basis of 372 recommendations for reforms on regulatory Processes, Policies, Practices and Procedures spread across 12 reform areas. This exercise created a good and healthy competitive environment among the states of India and ultimate beneficiary is the common man. The team has surveyed on defined, set standard parameters across the Country from more than 5000 private sector users in 23 states and union territories, including 4,300 businesses and 800 architects, lawyers and electrical contractors.

Dr. Pinakapani

GUEST CORNER



Dr. Pingali venugopal,
Former Dean, XLRI (Jamshedpur)

A great function.
Enjoyed every bit
of it.



Republic Day Celebrations



India became Independent from British rule on 15th August, 1947. India did not have a permanent constitution at this time. The drafting committee presented the constitution's first draft to the national assembly on 4th November, 1947. The national assembly signed the final English and Hindi language versions of the constitution on 24th January, 1950. India's constitution came into effect on Republic Day, 26th January, 1950. This date was chosen as it was the anniversary of Purna Swaraj Day, which was held on 26th January, 1930. The Constitution gave India's citizens the power to govern themselves by choosing their own Government. Dr. Rajendra Prasad took oath as India's first President at the Durbar Hall in the Government House, followed by a residential drive along a route to the Irwin Stadium, where he unfurled India's national flag. Ever since the historic day, 26th January is celebrated with festivities and patriotic fervor across India. Republic Day represents the true spirit of the independent India. Military parades, displays of military equipment and the national flag are important symbols on this date. India's national flag is a horizontal tricolor of deep saffron at the top, white in the middle and dark green at the bottom in equal proportion. The ratio of the flag's width to its length is two to three. A navy-blue wheel in the center of the white band represents the chakra. Its design is that of the wheel which appears on the abacus of the Sarnath Lion Capital of Ashoka. Its diameter approximates to the white band's width and it has 24 spokes.

A grand parade is held in New Delhi and the event starts with India's Prime Minister laying a wreath at the Amar Jawan Jyoti at India Gate, to remember soldiers who sacrificed their lives for their country. The President of India takes the military salute during the parade in New Delhi while state governors take the military salutes in state capitals. Every year a foreign head of state will be the president's chief guest on Republic Day. Large military parades are held in New Delhi and the state capitals on Republic Day. Representatives of the Indian Army, Navy and Air Force and traditional dance troupes take part in the parades. Awards and medals of bravery are given to the people from the armed forces and also to civilians. Helicopters from the armed forces then fly past the parade area showering rose petals on the audience. School children also participate in the parade by dancing and singing patriotic songs. Armed Forces personnel also showcase motorcycle rides. The parade concludes with a "fly past" by the Indian Air Force, which involves fighter planes of flying past the dais, symbolically saluting the President. These leave trails of smoke in the colors of the Indian flag.

The 70th Republic Day has been celebrated in all its solemnity and grandeur on 26th January 2019. Director Dr. M. Madhavi unfurled the flag and the gathering saluted the National Flag and pledged to uphold the honor, integrity, diversity and uniqueness of India. Addressing the gathering, Director advised everyone to take up the responsibilities and complete the task till the end and quoted that where there is a will there is a way. Prof. G. V. K Reddy, Department of Management has also addressed the gathering and emphasized on the uniqueness and supremacy of Indian Constitution. Students have presented patriotic songs and speeches. Director has awarded Participation Certificates to NSS volunteers appreciating their contribution in various social service activities. Mr. Ch. Satish Kumar, Head, Department of Management, Mr. E. Devender Rao, Head, Department of Computer Applications, Mr. Rama Rao, Assistant Registrar, teaching and non-teaching staff participated in the celebrations. The celebrations came to an end with the distribution of sweets and snacks to everyone.



New Year Celebrations

New Year in India has become a national festival of celebration in recent years. It is celebrated with a lot of energy and enthusiasm in all parts of India. New Year day on 1st January marks the beginning of another year with new resolutions and happiness. There are many activities taking place on this day starting the traditional households who offer prayers and exchange gifts. New Year festivities, ritual, and customs form an important part on the first day of the year. New Year bells ring at the stroke of midnight on 31st December. People indulge in remembrance of the previous year and all that they intend to do in the upcoming year. New Year's Day is a worldwide celebration day that the whole world rejoices with great enthusiasm. It's a day on which people convey their wishes, share their happiness with each other and come up with resolutions to be adopted in the year. New Year Celebrations were organized on 2nd January, 2019 welcoming New Year-2019, appreciating the achievements of the institution in the year-2018, focusing on our future plans for the upcoming year with new hopes and aspirations. Director Dr. M. Madhavi bid a befitting farewell to the year 2018 wishing all a successful and Happy New Year and encouraged everyone to continue in the path of striving for excellence. Mr. Ch. Satish Kumar, Head, Department of Management and Mr. E. Devender Rao, Head, Department of Computer Applications, hosted New Year cake cutting ceremony. All the faculty members and staff have taken part in these cheerful celebrations.



Pariksha Pe Charcha 2.0



Pariksha Pe Charcha is a unique interaction with students, parents and teachers where Prime Minister Shri. Narendra Modi discusses issues relating to exam life and stress. In the second edition of Pariksha Pe Charcha held on 29th January, 2019, Prime Minister interacted with students, teachers and parents at New Delhi's Tal Katora Stadium. Prime Minister emphasized on the proper use of technology and said that technology should be for the expansion of mind. Prime Minister Shri. Narendra Modi interacted with more than 2000 people including students, teachers and parents. The program was live telecasted at Facebook page and YouTube Channel of HRD Ministry, Government of India. Students pointed out a few points on the need to further improve education system and also ensure that exams are not only reduced to rote

learning but also showcase what students have learnt. Students from across the Country and outside the Country participated in the session. Students of MBA I Year have participated in the event through live telecast.

Awareness Program on Thalassemia



There are few inimitable diseases which shatter people entirely but there are few who still find courage and fight with such diseases. Thalassemia is also such a disease which is inherited from parents and on which the patient has no choice but only suffering. Thalassemia is a blood disorder passed down through families (inherited) in which the body makes an abnormal form or inadequate amount of haemoglobin. The disorder results in large numbers of red blood cells being destroyed, which leads to anemia. For addressing the same issue, Ms. Rathnavalli, Co-Founder and Vice President, TSCS, United Andhra visited the institution on 25th January, 2019, to educate the students. Thalassemia and Sickle Cell Society (TSCS) is a registered NGO

established in the year 1998 with the pledge to help the Thalassemia patients.

Ms. Rathnavalli has contributed towards helping the patients of Thalassemia. She educated the students on how they can actually put full stop on this deadly disease which is like a life-long curse. There were other members of the society also who were somehow directly and indirectly the victims of the same disease. Their stories left deep down effect on everyone's mind. Ms. Rathnavalli explained that how unawareness regarding the same disease made enormous people see their loved ones suffering throughout their life. This disease not only shaken them emotionally but is also a huge financial burden on them. She also mentioned about the challenges that Thalassemia patients actually face not only in their day to day life but also in their work life and explained about the life toss one has to play if he wants to get rid from this disease. Thalassemia and Sickle Cell Society, requested students to contribute in helping the patients of Thalassemia and take appropriate measures not to fall prey of this disease. After attending this informative session, all the students have made up their mind to support Thalassemia and Sickle Cell Society and help the society towards saving lives of the affected people.

Guest Lecture on Digital Marketing

Digital Marketing is the promotion of brands or products using one or more forms of electronic media. Digital Marketing is different from traditional marketing as it involves the usage of channels and methods that helps an organization to study marketing campaigns and comprehend what is effective and what isn't, usually in real time.

Mr. Milan Chivilkar, HR Executive, Right folio Knowledge Services Pvt. Ltd., delivered a lecture on Digital Marketing for students of MBA I Year on 23rd January, 2019. Mr. Milan Chivilkar briefed about the various pros of digital marketing like cost effectiveness, overcoming the place barrier, the increasing job prospects in the field of Digital Marketing, several other aspects like freelancing and monetizing blogs. The growing importance of internet and mobile technology, evolution of marketing and changes in the various approaches to marketing and paradigms of Web Analytics were elucidated. An interactive session regarding the role of social media in marketing was held. Mr. Milan Chivilkar, clarified the role of multi-channel E-Commerce in Digital Marketing, and also the importance and relevance of "push" and "pull" marketing, search engine in Digital Marketing. Around two hundred students have participated in this Interactive Session.



Sankranti Celebrations

Makara Sankranti is a festival considered to be an auspicious day to forget sourness and bitter relationships with neighbors and to promote harmonious relations. During the festive celebrations, the participants forget the pre-conceived intentions, enjoy with sweet communication, exchange the gifts with everybody irrespective of age and gender. Makara Sankranti is one of the famous festivals in our Indian system cherishes with great entertainment. Makara Sankranti is also known as the Harvest Festival, as farmers got new agricultural produce during this season. It is celebrated for three days. Day one is known as 'Bhogi', people sell or throw away old household items and replace with new, marking the course of change. At dawn, they lit a bonfire, wherein all old materials are put under fire, emphasizing the knowledge of Rudra, a form of Lord Shiva. Children are showered with plum fruits to protect them from evil threats. Second day of the festive is the main occasion, Makar Sankranti signifies that the God Sun entered into Makara Rasi, start move from Uttarayanam to Dakshinayanam, perform holy dip in nearby river waters. Family members wear new clothes and enjoy by exchanging homemade delicacies sweets and other foods. Each house is being decorated with rangoli and prays the deity Goddess Saraswati and honour the elders and remember their ancestors. Makara Sankranti traditionally believed to mark the arrival of spring in India. As it is the festival of God Sun, regarded as the symbol of divinity and wisdom. Day three is known as Kanuma, celebrated by feeding cattle and day four is known as Mukkanuma an enjoyable activity acknowledge by spending time with family members and arranging fun activities such as bullock cart or ox races, kite flying, and cock fights.

Makara Sankranti is celebrated in different ways across India according to their traditions, culture and customs. The entire nation irrespective of region welcome the new season of harvest in different styles, with a single notion of joy. It is a harvest festival celebrated in South India. Sankranti is perhaps the only Indian festival being celebrated in all states. Sankranti is celebrated with lots of joy in the campus by Cultural Club-Aroop on 11th January, 2019. As a part of the celebrations, Director Dr. M. Madhavi, performed the pooja near bonfire. Students ignited a bonfire with wooden logs. Colourful Rangoli contest was organized in which women faculty members have participated with zeal and enthusiasm by designing rangoli with good messages and different colourful art with Gobbimalu, Basavanna, Haridasu which highlighted the culture of rural folk, adorned with flowers and idols of goddesses. Speaking on the occasion, Director Dr. M. Madhavi, referred Sankranti as one of the great festivals amongst all Hindu festivals. Director presented the prizes to winners of the Rangoli competition. Kite flying by students was the main attraction in these celebrations. All the faculty members, staff and students took part in these celebrations enthusiastically.



National Girl Child Day

National Girl Child Day is celebrated each year on 24th January as a national recognition day for the Girl Child. The Theme of the National Girl Child Day for 2019 is "Empowering Girls for a Brighter Tomorrow". This celebration was begun to offer more backings and new chances to the girl child in the nation. It is praised to build the mindfulness among individuals about the disparities towards girl child. Disparity about girl child is an immense issue which incorporates numerous territories like imbalance in instruction, nourishment, lawful rights, restorative care, security, respect, girl child marriage thus many. National girl child day has begun as a national young ladies improvement mission by the Government of India. This mission raises the mindfulness among individuals everywhere throughout the nation about the significance of girl child promotion. It improves the significant commitment of the girl child in basic leadership forms through the dynamic help of the guardians and other group individuals. To promote awareness on Girl Child safety and welfare, Women's Club-Anvitha has celebrated National Girl Child Day on 30th January, 2019. On this occasion Essay writing competition was conducted.

The themes given for the Essay writing competition are:

1. Inequalities faced by girl child in the Society.
2. Creating healthy & safe environment for a girl child.
3. Beti Bachao and Beti Padhao.

Students of MBA, MCA and I-MBA have participated in the Essay Writing competition and expressed their thoughts on gender equality and safety.

The winners of the competition are as follows:

S. No.	Name of the Student	Section	Course	Prize
1	P. Shravya	A	MBA I Year	First
2	Haindavi Kotlapati	A1	MBA I Year	Second
3	M. Soumya Komali	A1	MBA I Year	Third



National Tourism Day

Tourism plays a huge role in boosting India's economy. 25th January is celebrated as National Tourism Day in India. It is a day that has been marked by the Indian Government in order to promote tourism within the country. It's a day dedicated to educating people about the importance of tourism and the role it plays in the Indian economy. India has captured the fascination of many foreign travellers. People from Israel, USA, England, Australia and New Zealand flock India for its historical, cultural and spiritual heritage. National Tourism Day is celebrated to create awareness among the students, highlight tourism's potential.

To create awareness about the importance of Tourism and its social, cultural, political and economic values among students, Tourism day was observed by Photography Club-Aakruthi on 25th January, 2019. In relation to National Tourism Day, Elocution was conducted to create awareness about the Indian tourist destinations. Students of MBA I Year have participated actively and explained about the details of famous Indian Tourist places.



Dental and Eye Checkup Camp

Eyes are the windows of the soul. Eyes play a vital role in our day to day lives and are perhaps the most precious gift we have. Most people rely on their eyes to see and make sense of the world around them. But some eye diseases can lead to vision loss, so it is important to identify and treat eye diseases as early as possible. Oral hygiene is the practice of keeping one's mouth clean and free of disease and other problems by regular brushing of the teeth and cleaning between the teeth. It is important that oral hygiene be carried out on a regular basis to enable prevention of dental disease and bad breath.

To provide better health care facilities to the students, the NSS club has organized free eye and dental check up camp on 4th January, 2019 in association with Vasan Eye and Dental Association, Secunderabad. Director, Dr. M. Madhavi had inaugurated the camp. Dr. Prasanth, Ophthalmologist and Dr. Snehitha have conducted various tests and prescribed the needed medication to the faculty, staff and students. Mr. Prasanna Kumar, Marketing Head-Vasan Eye and Dental care coordinated the camp. An orientation was given by the doctors on 'How to protect teeth and eyes'. The camp was initiated with dental awareness talk, educating students about common dental ailments, especially stressing on tooth decay and gum diseases and measures to prevent them. The students were educated about the food choices and food intake which cause tooth decay. The Dentists highlighted about the possible formation of harmful acid which develops when bacteria (plaque) get in contact with sugar in the mouth which ultimately results in tooth decay. The students were given the report summary of the diagnosed problem and the recommended dental treatment plan. The faculty, staff and students have interacted with the Dental Surgeons and clarified their doubts concerning oral diseases. Mr. Ch. Satish Kumar, Head, Department of Management and Mr. E. Devender Rao, Head, Department of Computer Applications, NSS co-ordinators, faculty, staff and students of MBA, MCA and I-MBA have participated in the camp.



National Youth Day

National Youth Day is being celebrated to memorialize the Birth Anniversary of Swamy Vivekananda, a Philosopher and a Social Reformer. The Indian Government declared 12th January, birthday of Swamy Vivekananda, as National Youth Day in 1984 to motivate, encourage and inspire the young generation of India, since then the day is celebrated with great zeal and enthusiasm not only by youth but also other groups in many countries in general and India in particular, with a significant theme, 'Channelizing Youth Power for Nation Building'. National Youth Day celebrations promote the people come closer to each other to understand and analyze the problems and issues to perform a task better. It is essential for people to create an idea; design plans execute and focus on the actions necessary to discharge all the tasks applying proper knowledge to attain the target. National Youth Day is celebrated with enjoyment, facilitated the Youth to grow and come up with better ideas and plans in developing the Nation. National Youth Day was observed on 12th January, 2019. Director Dr. M. Madhavi, graced the occasion. Mr. Ch. Satish Kumar, Head, Department of Management, Mr. E. Devender Rao, Head, Department of Computer Applications participated in these celebrations. NSS Club co-ordinators have conducted Essay writing competitions on the following themes:

- All the powers in the Universe are already ours
- Everything can be accomplished
- If the mind is intensely eager

Around fifty students participated in the competition and presented their thoughtful views on role of youth in building the nation.



Birth Anniversary Celebrations of Netaji Subhash Chandra Bose

Netaji Subhash Chandra Bose an Indian nationalist whose defiant patriotism made him a hero in India. He was a charismatic influence of the youth and earned the epithet 'Netaji' by establishing and leading the Indian National Army (INA) during India's struggle for Independence. Netaji Subhash Chandra Bose was born on 23rd January, 1897 in Cuttack, Orissa. To develop patriotic spirit among the students and remember Netaji Subhash Chandra Bose on his birthday on 23rd January, 2019, NSS Club has conducted Essay Writing competition for all the students about the life of Netaji Subhash Chandra Bose. Students have participated enthusiastically and have written interesting facts and spiritual information about India's Great Leader Netaji Subhash Chandra Bose. Around fifty students have participated in these celebrations.



Blood Donation Campaign

Thalassemia is a genetic blood disorder. Thalassemia is a blood disorder passed down through families (inherited) in which the body makes an abnormal form or inadequate amount of haemoglobin. Haemoglobin is the protein in red blood cells that carries oxygen. The disorder results in large numbers of red blood cells being destroyed, which leads to anemia. Birth of Thalassemia child can only be stopped by spreading awareness about this blood disorder and its prevention. "Thalassemia" makes life hopeless but the process of sending a hope is the need to change their blood i.e., through blood transfusion for every fifteen to twenty days. Thalassemia can only be prevented by making youth aware about the same.

To promote social responsibility and humanity among students, a Blood Donation Camp was organized by NSS club in collaboration with "DHYUTI" foundation. This camp of Humanity was organized by "Thalassemia & Sickle Cell Society Vappala Venkaiah Memorial Blood Bank" in the campus. Director Dr. M. Madhavi had inaugurated the camp. Dr. Ramesh and other medical staff from the Blood Bank rendered their services. Students of MBA, MCA and I-MBA have come forward voluntarily and donated blood for this noble cause.



Martyr's Day

Martyrs Day in India is celebrated to pay homage to the victims who fought for the freedom, welfare and progress of the India and sacrificed their lives. It is celebrated every year all over the country on 30th January. India is the country among other 15 Countries of the World where Martyrs Day is celebrated every year to pay homage to the freedom fighters. After the Independence of India, Mahatma Gandhi had started working on the mission for setting up the harmony, peace and brotherhood among the people of India but, he was killed while working on this mission. The day is chosen to honor our brave martyrs who laid their lives for the country. Gandhi- Martyrdom at the hands of bigotry is widely acknowledged and marked all over the World. Prayer meetings were held to pay tribute to the 'Father of the Nation' and his works.

To commemorate the death anniversary of Mahatma Gandhi and to pay tribute to martyrs who sacrificed their lives, Martyr's day was observed on 30th January, 2019. Director Dr. M. Madhavi, addressed the gathering about the importance of the day and emphasized that we can never forget the contribution of our brave leaders who braced the storm of the British Raj and ushered in the dawn of freedom. The Martyr's Day observation started with the prayer and a moment of silent mourning for two minutes in respecting their great contributions made in freedom struggle. Students of MBA, I-MBA and all the faculty members have participated in the prayer meetings.



National Voter's Day

The National Voter's Day is celebrated on 25th January every year. The significance of National Voters' Day is to encourage more young voters to take part in the political process. Before every election, the committee members encourage the voters to vote and explain the power of vote to every voter. It is a day to celebrate the right to vote and vibrant democracy of India. Voter's Day motivates the young voters to enroll in the process of election activities. National Voters' Day theme for 2019 is 'Accessible Elections'.

On the occasion of National Voter's Day, the NSS club conducted seminar presentations on 25th January, 2019. The topics of the presentation were "How to become responsible voter" and "Indian Democracy-Role of Youth to create awareness about the importance of exercising vote and safeguarding the democratic system of India". Students of MBA, MCA & I-MBA have participated with lot of zeal and expressed their opinion and suggestions about the Indian voting system. Students of MBA and MCA have registered and applied for voter ID. As a part of this program the students of I-MBA I year have also participated in Essay Writing competition conducted at GHMC, Uppal and were awarded with 1st, 2nd & 3rd prizes.

The winners of the competition are as follows:

S.No.	Student Name	Course	Prize
1	Narendra	I-MBA I Year	First
2	P. Druva Kethan	I-MBA I Year	Second
3	Saicharan	I-MBA I Year	Third

BFMC -Fest



Creating a drive for excellence has always been the primary goal of BFMC and for the most part, they succeeded. YUVTAL main event was conducted by BFMC members to bring together the brightest quizzers, the eloquent speakers, the thinkers, the dreamers, the crooners, the foot loose at one stage to showcase their talents to the literary, sports, cultural and creative circles of Hyderabad. This event gave the Bens an opportunity to demonstrate and improve upon their organizational and managerial skills, where the participant had a chance to take part in exciting events, meet likeminded people and socialize and to showcase their talent. To

reenergize the talents among school children BFMC club organized Ben Fest, a literary, cultural and creative festival for school children at Little Flower High School, Abids, Hyderabad from 18th January, 2019 to 20th January, 2019. About two hundred students from over ten schools participated in the event. The students of BFMC club co-ordinated the event. Several competitions like Declamation Competition, General Quiz, Creative Writing and Poem Recitations were organized by BEN Aurorians.

Interactive session with Mr. Senthil Kumar, Cinematographer

Young Indians (Yi) is an integral part of CII, formed in 2002 as a PAN India platform for young Indians to realize the dream of a developed nation. Through its programs and initiatives, it reaches out to millions of youth across the country through a network of 43 Chapters with the clarion call to action of 'We Can, We Will'. Yi holds more than 2500 activities each year under the pillars of Youth Leadership, Nation Building and Thought Leadership, and connects with 18000+ students through its institutional network, 'Yuva'.

To encourage the student's artistic skills Yi chapter, Hyderabad has organized a interactive session with Mr. Senthil Kumar, Cinematographer (Bahubali movie fame) on 11th January, 2019. He shared his experiences and the lessons he learnt from failures in his career. Mr. Senthil Kumar enriched the students with memorable moments of Bahubali movie and advised the students to enter the fields they like and prosper in their career. He also insisted the students to learn and develop their skills and knowledge to achieve their goals and for better living. He discussed about the relationship between the Director and Cinematographer in the making of the film, the latest technology that is used in film making, lighting techniques, aesthetic of composition, conveying the mood of the scene through camera, artistic skill and dynamic role of cinematography in production. The students gained a lot of insights which will be very much helpful for them to get into the field in future.



Debate (Total Quality Management)

The art of debate involves mastering essential skills: the confidence to speak in public and make sense; the construction of a logical argument and the ability to read an audience's reactions. Perhaps most importantly the willingness to hear others' arguments and to respond to them.

As a part of Interactive Teaching Learning Methodology, Mrs. R. Radhika, Assistant Professor, Department of Management conducted Debate for students of MBA I Year II Semester on 31st January, 2019 in Total Quality Management. All learning groups have actively participated in this Debate session. Twenty learning groups participated in Debate.

The Following Topics are given for Debate:

Learning Group No	Debate Topics
1, 2	IPL Boon or Bane
3, 4	Statue of Unity-Asset or Liability to India.
5, 6	Surgical strikes-Right or Wrong Decision.
7, 8	Skill India -Success or failure
9, 10	Mr. Narendra Modi- Successful Prime Minister
11, 12	Smart Work Vs Hardwork
13, 14	Quality vs Productivity
15, 16	Is Indian Consumer Quality Conscious?
17, 18	Product Life Cycle is getting shorter and shorter
19, 20	Six Sigma vs TQM



GROUP DISCUSSION (Human Resource Management)

Group Discussion is a modern method of assessing student personality. It is a technique and an art of comprehensive tool to judge the worthiness of the student and his appropriateness for the job. In a group discussion the participants are encouraged to express their views without resorting to arguments on the views expressed by other members of the team.

As a part of Interactive Teaching Learning Methodology Mr. V. L. Venkatesh, Assistant Professor, Department of Management has conducted Group Discussion for students of MBA I Year II Semester on 30th January, 2018 in the subject of Human Resource Management. Twenty Learning groups have actively participated in this Group Discussion Session.

The Following Topics are given for Group Discussion:

Learning Group No	Group Discussion Topics
1, 2	New Paradigms of Performance Appraisal
3, 4	The Causes and Cost of Absenteeism at workplace
5, 6	Recruitment scenario in Government and Private sectors
7, 8	Quality Work-life Balance
9, 10	Women at Workplace
11, 12	Modern trends in Human Resource Management
13, 14	Strategic Human Resource Management
15, 16	Job Analysis
17, 18	Role of HRD Systems
19, 20	Employee Engagement



Publication of Books



Dr. P. Hima Jagathi, Professor, Department of Management has published a book titled “Strategic Management Practices in Select Multi Branded Retail Stores” with ISBN No 978-39-87396-14-5.

Dr. S. Pushpalatha, Professor, Department of Management has published a book titled “Perception on Micro-Insurance Products of LIC in India” with ISBN No 978-39-87396-14-2.



UGC NET Awardee



Mr. D. Pavan Kumar, Asst. Professor, Department of Management has qualified in UGC NET Exam in the field of Management.

Mr. T. Shyam Sunder, Asst. Professor, Department of Management has qualified in UGC NET Exam in the field of Management.



Paper Presentations



Mrs. N. Radhika, Associate Professor, Department of Management, presented a paper titled “Future of Virtual Organizations” at 24th International Conference on Rediscovering Education: Transformation of Knowledge, Innovation and Challenges on Modern Research organized by R&D Association and Research Development Research Foundation in Collaboration with Rajasthan Chamber of Commerce and Industry and Jaipur Management Association (Affiliated to AIMA)

A dream becomes a goal when action is
taken toward its achievement

- Bo Bennett

Placements

Congratulations



ICICI Prudential Life Insurance Company Ltd is promoted by ICICI Bank Limited and Prudential Corporation Holdings Limited. ICICI Prudential Life began its operations in fiscal year 2001 and has consistently been amongst the top players in the Indian life insurance sector. The Assets under management (AUM) as on 31st March 2018 were 1,395.3 billion.

The following students were selected as Management Trainees - Sales and Distribution:

S.No.	Roll No	Name of the Student	Package
1	1302-17-672-219	Purihella Srinija	2.2L
2	1302-17-672-031	Kurapati Sumith Kumar	2.2L
3	1325-17-672-126	Samu Kumar	2.2L
4	1302-17-672-026	Danthenapally Yaswanth Kumar	2.2L
5	1302-17-672-010	Tippireddy Vishnu Priya	2.2L
6	1302-17-672-048	Maruri Siva Sankar Reddy	2.2L
7	1325-17-672-098	Kotha Ramesh	2.2L



As an authorized dealership of Ford since 2004 and having sold more than 15,000 Ford cars, Vibrant Ford has had the opportunity to observe, learn and appreciate the changing customer trends and preferences.

The following students were selected as Sales Consultant:

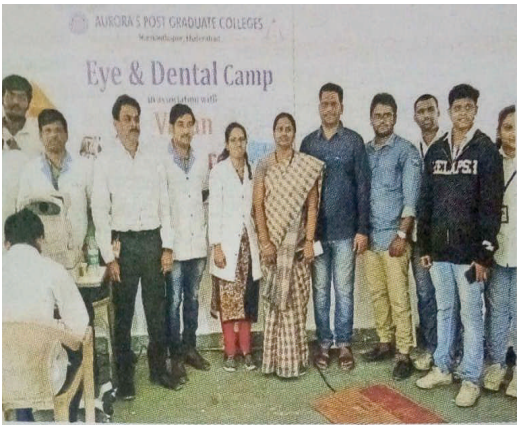
S.No.	Roll No	Name of the Student	Package
1	1325-17-672-252	Peesari Madhucharan Reddy	1.2L
2	1325-17-672-080	Adepu Srikanth	1.2L



Thirumala Milk Products Private Limited is a leading dairy company in South India established in the year 1996. Since then, Thirumala has been maintaining its position as a fastest growing brand with presence in major states of India such as Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Kerala, Madhya Pradesh, Uttar Pradesh, and West Bengal. Today, Thirumala produces dairy products across nine state-of-the-art manufacturing plants spread across southern states of India.

The following students were selected as Sales Executives:

S.No.	Roll No	Name of the Student	Package
1	1302-17-672-048	Maruri Siva Sankar Reddy	1.5L
2	1302-17-672-130	N. Dayakar	1.5L
3	1302-17-672-178	M Rahul	1.5L



వైద్యశిబిరాన్ని ప్రారంభిస్తున్న డైరెక్టర్ డా.మాధవి

ఉచిత వైద్యశిబిరం

హబ్బిగూడ, న్యూస్టుడే: హబ్బిగూడ డివిజన్ గణేష్ నగర్ లోని అరోరా పీజీ కళాశాలలో వాసన్ ఐ ఆండ్ డెంటల్ కేర్ ఆద్యర్స్ లో ఉచిత దంత, నేత్ర శిబిరాన్ని శుక్రవారం ఏర్పాటు చేశారు. కళాశాల డైరెక్టర్ డా.మాధవి శిబిరాన్ని ప్రారంభించారు. డా. స్నేహిత, డా.ప్రశాంత్ వైద్యపరీక్షలను నిర్వహించి అవసరమైన సూచనలను చేశారు. హెవోడీలు సతీష్ కుమార్, దేవేందర్ తదితరులు పాల్గొన్నారు.

అరోరా కళాశాలలో సంక్రాంతి వేడుకలు



సాయిరాం స్కూల్లో జరిగిన సంక్రాంతి సంబురాల్లో విద్యార్థులు

రామంతాపూర్, జనవరి 11 : రామంతాపూర్ అరోరా పీజీ కళాశాలలో సంక్రాంతి పండుగను పురస్కరించుకొని శుక్రవారం విద్యార్థులు సంక్రాంతి ముగ్గులను వేశారు. అందమైన ముగ్గులు అందరినీ ఆకర్షించాయి. కళాశాల డైరెక్టర్ డాక్టర్ ఎం.మాధవి ముగ్గుల పోటీలను ప్రారంభించారు. ఈ సందర్భంగా ఆమె మాట్లాడుతూ మన సంస్కృతిని మనందరం కాపాడుకోవాల్సిన అవసరముందన్నారు. ఈ కార్యక్రమంలో పలువురు విద్యార్థులు పాల్గొన్నారు.

సాయిరాం కాన్వెంట్ స్కూల్ లో..

రామంతాపూర్ వెంకటరెడ్డి నగర్ లో సాయిరాం కాన్వెంట్ స్కూల్ లో సంక్రాంతి ముగ్గుల పోటీలు నిర్వహించారు. చిన్నారుల వేషధారణలు ఆహుతలను ఆకర్షించాయి. ఈ సందర్భంగా పాఠశాల చైర్మన్ బుచ్చిరెడ్డి మాట్లాడుతూ.. ప్రతి సంవత్సరం పాఠశాలలో ముగ్గుల పోటీలను నిర్వహిస్తామన్నారు. ఈ కార్యక్రమంలో పలువురు విద్యార్థులు పాల్గొన్నారు.

రక్తదానం ఓ పుణ్యకార్యం



రక్తదాన శిబిరాన్ని ప్రారంభిస్తున్న కళాశాల డైరెక్టర్ డాక్టర్ మాధవి

రామంతాపూర్: రామంతాపూర్ అరోరా పీజీ కళాశాలలో సోమవారం ఎన్ఎస్ఎస్ నేతృత్వంలో తలసేమియా, సికిల్ సెల్ సొసైటీ, వెంకయ్య మెమోరియల్ బ్లడ్ బ్యాంకుల ఆధ్వర్యంలో నిర్వహించిన రక్తదాన శిబిరాన్ని కళాశాల డైరెక్టర్ డాక్టర్ ఎం.మాధవి ప్రారంభించారు. ఈ సందర్భంగా ఆమె మాట్లాడుతూ.. రక్తదానం ఓ పుణ్యకార్యం వంటిదని ఈ దానం మహత్తర ఆయంతో కూడుకుందన్నారు. రక్తదానంతో ఎంతో మంది జీవితాలను కాపాడటమే కాకుండా వారి కుటుంబాల్లో వెలుగులు నింపుతుందన్నారు. మన తర్వాత తరం వారిని కాపాడటానికి యువత విరివిగా రక్తదానం చేయాలని ఆమె సూచించారు. ఆనంతరం రక్తదానం చేసిన విద్యార్థులను ఆమె అభినందించారు. కార్యక్రమంలో కళాశాల ఎంబీఏ, ఎంసీఏ విభాగాధిపతులు సీపీసె.నతీష్ కుమార్, దేవేందర్ రావులు, విద్యార్థులు పాల్గొన్నారు.

నేత్ర, దంత వైద్య శిబిరం

రామంతాపూర్, జనవరి 4 (ఆంధ్ర జ్యోతి): రామంతాపూర్ అరోరా పీజీ కళాశాలలో శుక్రవారం ఉచిత దంత, నేత్ర చికిత్స శిబిరాన్ని వాసన్ ఐ కేర్ సౌజన్యంతో నిర్వహించారు. వైద్య శిబిరాన్ని ప్రారంభించిన కళాశాల డైరెక్టర్ డాక్టర్ ఎం.మాధవి మాట్లాడుతూ దంత, నేత్రాల సంరక్షణపై ప్రతి ఒక్కరూ శ్రద్ధ వహించాలన్నారు. వైద్య పరీక్షల ద్వారా ముందుగానే లోపాలను గుర్తించి తగు చికిత్సను పొందవచ్చునని ఆమె తెలిపారు. కార్యక్రమంలో ఎంబీఏ, ఎంసీఏ విభాగాల అధి



వైద్య శిబిరంలో పాల్గొన్న ప్రిన్సిపాల్ మాధవి తదితరులు

పతులు సతీష్ కుమార్, దేవేందర్ రావు, వైద్య సిబ్బంది, అధ్యాపకులు, విద్యార్థులు పాల్గొన్నారు.

అరోరాలో రక్తదాన శిబిరం

హబ్బిగూడ, న్యూస్టుడే: హబ్బిగూడ డివిజన్ గణేష్ నగర్ లోని అరోరా పీజీ కళాశాలలో ఎన్ఎస్ఎస్ ఆధ్వర్యంలో రక్తదాన శిబిరాన్ని సోమవారం నిర్వహించారు. కళాశాల డైరెక్టర్ డా.మాధవి శిబిరాన్ని ప్రారంభించారు. హెవోడీలు సతీష్ కుమార్, దేవేందర్ తదితరులు పాల్గొన్నారు.

సంక్రాంతి సంబరాలు

ఉప్పల్: రామంతాపూర్ అరోరా పీజీ కళాశాలలో సంక్రాంతి సంబరాలు వైభవంగా జరిగాయి. విద్యార్థులు రంగురంగుల రంగవల్లులతో కళా కాల ప్రాంగణాన్ని అలంకరించి పతంగులు ఎగురవేసి బోగి మంటలు వేశారు. ముఖ్యఅతిథిగా హాజరైన కళాశాల డైరెక్టర్ ఎం.మాధవి మాట్లాడుతూ.. సంక్రాంతి సంబరాలు, ముగ్గులు మన సంప్రదాయానికి ప్రతీకగా నిలుస్తాయన్నారు. కార్యక్రమంలో విభాగాధిపతులు దేవేందర్ రావు, సీహెచ్.సతీష్ కుమార్ తదితరులు పాల్గొన్నారు. రామరెడ్డినగర్ లో.. హబ్బిగూడ డివిజన్ రామరెడ్డినగర్ లో మహిళా సంఘం ఆధ్వర్యంలో శనివారం నిర్వహించిన ముగ్గుల పోటీల్లో విజేతలకు మహిళ సంఘం నేతలు సుబాషిణి, స్వప్న, వెంకన్న, అనిల్ బహుమతులు పంపిణీ చేశారు.



అరోరా పీజీ కళాశాలలో..

ఎన్ఎస్ఆర్ నగర్: కమలానగర్ లోని హైందవీ డిగ్రీ కళాశాలలో శనివారం సంక్రాంతి సంబరాలు ఘనంగా నిర్వహించారు. ఈ సందర్భాల్లో విద్యార్థులకు ముగ్గుల పోటీలు, మెహందీ పోటీలు నిర్వహించారు. ఈ కార్యక్రమంలో కళాశాల చైర్మన్ గడ్డం శ్రీనివాసయ్యాదమ్, ప్రెసిడెంట్ ఎం.డి.ఇప్రూన్ ఫాతిమా, అధ్యాపకులు ఇందిరా, రత్న తులసిదాస్, హరిగోవిందరావు, విద్యార్థులు పాల్గొన్నారు. బోడుమల్: బోడుమల్లోని లోటస్ ల్యాబ్ స్కూల్లో శనివారం సంక్రాంతి సంబరాలను ఘనంగా నిర్వహించారు. విద్యార్థులకు ముగ్గుల పోటీలు, పతంగుల ఆటలు నిర్వహించారు. గెలుపొందిన వారికి బహుమతులు ప్రధానం చేశారు. కార్యక్రమంలో పాఠశాల డైరెక్టర్ కోమటిరెడ్డి గోపాల్రెడ్డి, ప్రెసిడెంట్ షహనాజ్ అలీ, విద్యార్థులు, ఉపాధ్యాయులు పాల్గొన్నారు.



రామరెడ్డినగర్ లో..



ముగ్గుల పోటీల్లో హైందవీ డిగ్రీ కళాశాల విద్యార్థులు



వేడుకల్లో పాల్గొన్న లోటస్ ల్యాబ్ స్కూల్ విద్యార్థులు

అరోరా కళాశాలలో ఉచిత రక్తదాన శిబిరం

రామంతాపూర్ : రామంతాపూర్ గణేశ్ నగర్ లో సోమవారం ఎన్ఎస్ఎస్ ఆధ్వర్యంలో ఉచిత రక్తదాన శిబిరం ఏర్పాటు చేశారు. ఈ కార్యక్రమాన్ని కళాశాల డైరెక్టర్ డాక్టర్ ఎం.మాధవి ప్రారంభించారు. ఈ శిబిరంలో కళాశాలకు చెందిన పీజీ విద్యార్థులు రక్తదానం చేశారు. ఈ సందర్భంగా ఆమె మాట్లాడుతూ రక్తదానం చేయడం ద్వారా ప్రాణాపాయ స్థితిలో ఉన్న ఎంతో మందికి ఉపయోగపడుతుందన్నారు. తలసీమీయా బాధితులకు ఈ రక్తం ఎంతో ఉపయోగపడుతుందన్నారు. యువకులు ముందుకు వచ్చి ఇలాంటి రక్తదాన శిబిరాల్లో రక్తదానం అందించాలన్నారు. తమ కళాశాల లో సేవకార్యక్రమాలు కొనసాగిస్తున్నామన్నారు. విద్యార్థులు ఎంతో ఉత్సాహంగా రక్తదానం అందించారు. ఈ సందర్భంగా ఉచితంగా రక్తదానం అందించిన పీజీ విద్యార్థులను కళాశాల డైరెక్టర్ మాధవి అభినందించారు. ఈ కార్యక్రమంలో ఎంసీపి, ఎంబీఏ విభాగాధిపతులు సీహెచ్ సతీష్ కుమార్, దేవేందర్ రావు విద్యార్థులు, ఉప్పల వెంకయ్య మెమోరియల్ ట్రస్ట్ ప్రతినిధులు తదితరులు ఉన్నారు.

అరోరా పీజీ కళాశాలలో వైద్యశిబిరం

రామంతాపూర్ : రామంతాపూర్ గణేశ్ నగర్ లోని అరోరా పీజీ కళాశాలలో శుక్రవారం నిర్వహించిన ఉచిత నేత్ర, దంత వైద్య శిబిరానికి మంచి స్పందన లభించింది. ఎన్ఎస్ఎస్ ఆధ్వర్యంలో ఏర్పాటు చేసిన శిబిరానికి కళాశాలలోని విద్యార్థులు దంత, నేత్ర పరీక్షలు చేయించుకొన్నారు. కళాశాల డైరెక్టర్ డాక్టర్ మాధవి శిబిరం ప్రారంభించారు. ఆమె మాట్లాడుతూ.. వైద్యశిబిరాలను విద్యార్థులు సద్వినియోగం చేసుకోవాలన్నారు. పరీక్షలు చేయించుకోవడం వల్ల లోపాలను తెలుసుకొని ముందు జాగ్రత్తగా వైద్యం చేయించుకోవచ్చునన్నారు. ఐకేఆర్ నుండి వచ్చిన డాక్టర్లు విద్యార్థులకు సలహాలు ఇచ్చారు. విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ రావు, పలువురు డాక్టర్లు పాల్గొన్నారు.

ఆరోగ్యంతోనే ఆనందం

రామంతాపూర్: రామంతాపూర్ అరోరా పీజీ కళాశాలలో శుక్రవారం ఎన్ఎస్ఎస్ ఆధ్వర్యంలో వాసవీ ఐ కేర్ నేతృత్వంలో నిర్వహించిన ఉచిత నేత్ర దంత వైద్య శిబిరాన్ని కళాశాల డైరెక్టర్ డాక్టర్ ఎం.మాధవి ప్రారంభించారు. ఈ సందర్భంగా ఆమె మాట్లాడుతూ.. ఆరోగ్యంగా ఉంటేనే ఆనందంగా జీవించి అన్నీ సాధించవచ్చునన్నారు. మనిషికి నేత్రాలు, దంతాలు విలువైనవని వాటిని తరచూ వైద్యులతో పరీక్షించుకొని లోపాలను ముందుగా గుర్తించి వైద్యం చేయించుకోవడం మంచిదని సూచించారు. కార్యక్రమంలో ఎంబీఏ, ఎంసీఏ విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ పాల్గొన్నారు.



అను ముందుగా గుర్తించి వైద్యం చేయించుకోవడం మంచిదని సూచించారు. కార్యక్రమంలో ఎంబీఏ, ఎంసీఏ విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ పాల్గొన్నారు.

GALLERY

