



From the Director's Desk...

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Dear All,

Welcome to another informative issue of our Newsletter 'Aurora Connect'. The month September in the Northern hemisphere signals the beginning of 'Autumn' another season in the nature. At 'Aurora' too we have freshly began with a new batch of students joining the organization with new hopes and goals. The students of the institution celebrated 'Teachers Day' on 5th September and felicitated their teachers with respect and reverence. The institution is well known among the student and parent community for their compassion towards not only academics but for the students as individuals also and thus there is a strong bonding between the students and teachers of the institution which is shown in every activity celebrated in the institution. The students worshipped Lord Ganesh on the occasion of 'Ganesh Chaturdhi' and showcased their environmental consciousness by worshipping Clay idol of Ganesh. Guest Lectures have been organized on 'Entrepreneurship' by Dr. Ramesh, Lead Mentor of Bharatiya Yuva Sakthi Trust and the officials of GHMC on 'Voter awareness on electronic voting'. As a regular practice, the student clubs of the colleges organized a number of activities with enthusiasm. NSS Club organized activities related to Swatch Bharath, World Peace Day, International Literacy Day, World Tourism Day with students participating in activities like plantation, blood donation, organization of rallies and awareness camps. We have shared our progress with our well constituted body of Board of Governors on 22nd September. The institution has completed first phase of clearance for Accreditation by National Assessment and Accreditation (NAAC) and to complete the further process, a Peer Team consisting Prof Rajendra Prasad Das-Vice Chancellor, Berhampur University, Orissa, Prof Nasib Gill-Head, Department of Computer Science, Maharshi Dayanand University, Haryana and Dr. C. Thiruchelvam, Principal, Government Arts College, Tamilnadu have visited the institution and organized the Peer Team Visit. The team has visited the infrastructure facilities, interacted with the students, parents, faculty and other stake holders of the institution and submitted their report to NAAC for Accreditation of the institution. We hope that with the support of all our stakeholders, we would continue to strive to improve the quality of the institution in all the fronts and will continue to serve the community better and better in the times ahead.

Best Wishes....

Dr. M. Madhavi 



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Quality Education

Today, the focus in the education industry around the world is on quality education enhancement. A good quality education is one that provides all learners with capabilities they require to become economically productive, develop sustainable livelihoods, contribute to peaceful and democratic societies and enhance individual well-being. Quality education enables people to develop all of their attributes and skills to achieve their potential as human beings and members of society. Education is at the heart of both personal and community development; its mission is to enable each of us, without exception, to develop all our talents to the full and to realize our creative potential, including responsibility for our own lives and achievement of our personal aims. Quality education is a human right and a public good. Governments and other public authorities should ensure that a quality education service is available freely to all citizens from early childhood into adulthood. Quality education provides the foundation for equity in society. Quality education is one of the most basic public services. It not only enlightens but also empowers citizens and enables them to contribute to the maximum extent possible to the social and economic development of their communities. Outcome Based Education is a changing trend of 21st century in schools, colleges and universities in many countries and institutions. It is a shift towards "Students-Centered" classrooms with focus on learning outcomes. Teachers and administrators of education institutions will have to learn new methods and approaches to prepare themselves for world-class quality. Since Quality Education Plans are derived from the perceived needs of society, those entrusted with their enhancements should continuously monitor all the changes that are occurring in society to ensure that the education that is being delivered to learners prepare them to cope with these changes. The Focus should be on enhancing the critical thinking skills of the leadership, teachers and learners of all ages. Ensure that leadership at all levels of the education system that is committed and buys into the vision of what this quality education is intended to achieve and is capable of converting the vision to measurable goals to guide the process. Ensure that the teachers who are entrusted with the task of delivering this quality education and those persons entrusted with the task of guiding the process possess the necessary tools to carry out their jobs.

Dr. P. Hima Jagathi

Guest Corner



Mrs. Balaji Veeramani,
Chairperson - Strategic Planning
Committee, BYST & Promotor
Association of Lady Entrepreneurs
of India.

Aurora College
Conducted a good
programme 'ARAAP'
it is very useful
to students joining
in MCA/MBA.



NAAC Peer Team Visit

India has one of the largest and diverse education systems in the world. Privatization, widespread expansion, increased autonomy and introduction of Programmes in new and emerging areas have improved access to higher education. At the same time, it has also led to widespread concern on the quality and relevance of the higher education. To address these concerns the National Assessment and Accreditation Council (NAAC) was established in 1994 as an autonomous institution of the University Grants Commission (UGC) with its Head Quarter in Bengaluru.

The institution being accredited signifies that it has met certain standards of excellence across its operations. The NAAC has been set up to facilitate the volunteering institutions to assess their performance vis-a-vis set parameters through introspection and a process that provides space for participation of the institution. In this regard a three member National Assessment and Accreditation Council (NAAC) Peer team visited the college for assessing Aurora PG College (MCA) on 28th & 29th September, 2018. The Peer Team comprised of Prof Rajendra Prasad Das, Vice Chancellor, Berhampur University as the Chairman; Prof. Nasib Singh Gill, Head Department of Computer Science, Maharshi Dayand University as Member Coordinator; and Prof. C. Thiruchelvam, Former Registrar, Bharathidasan University as member.

NAAC has identified a set of seven criteria to serve as the basis of its assessment procedures. To assess the criteria NAAC scheduled the visit in two days. The team on the first day interacted with Director, Dr. M. Madhavi who gave a detailed presentation on admission process, performance of students in academics, research facilities, activities in departments, student and faculty achievements, research publications. The team later visited the institution and interacted with the Principal, IQAC Steering Committee members, staff, alumni and parents. Later during the day a scintillating cultural programme was presented in their honor by the students.

On the second day, the visiting team prepared a detailed report ensuring all the requisites of the NAAC were covered. The exit meeting was held with all management and staff present. The peer team handed over the assessment report to Dr. Ramesh Babu Nimmatoori- Secretary, Aurora Educational Society, Sri. N. RajaBabu Chairman, Aurora Educational Society and Dr. M. Madhavi Director. Dr. S. Prathiba, Associate Professor, Department of Management presented the vote of thanks.



Board of Governors Meeting

Aurora's PG College (MBA & MCA), Ramanthapur, Hyderabad has organized Governing Body meeting for the Academic Year 2018-2019 on 22nd September, 2018. Director, Dr. M. Madhavi in her presentation briefed the Board Members about the progress achieved in the areas which include the resolutions made in the previous Board of Governors meeting and measures initiated as per the decisions taken in that meeting. She informed that the institution is prequalified for NAAC and NAAC peer visit will take place in the month of September and October. Director also stated that a proposal for getting 2(f) and 12(B) application was submitted to Osmania University and the application is in process. She also informed that institute has entered into academic partnership with IIM Bangalore. The institution has also signed a letter of Cooperation with Bharathi Yuva Shakthi Trust (BYST). She also presented about the college establishment details, courses offered by college, student intake, Affiliations and Approvals and further the Director explained about the college Supporting and Enabling Systems, various cells functioning in the college such as Training and Placements, EDP, Women Empowerment, Student Scholarships, Alumni etc and various committees functioning in the college like Project Review, College Academic Planning, Monitoring and Evaluation, Discipline, Staff Welfare, Finance, Purchases etc.

Later she highlighted about the events conducted during the year named by Alaap – an induction program of the college to indicate a new beginning of the freshly joined students, Anveshana – Management Meet and Aurora Market where the last two events were exclusively organized by the students. She also narrated about the ITL activities conducted by the Institution. Director also explained about the faculty and stated that the institution is having highly qualified faculty members and good faculty retention ratio. Director mentioned about enrolment of faculty memberships with various professional bodies. Further the Director informed about the Student Activities & Achievements. The institution is having various types of student clubs formed to encourage the talents of students namely Technical Clubs, Talent Clubs and General Clubs which help to gain practical knowledge and helps in personality development. Director highlighted various activities conducted by NSS Unit such as International National Youth Day, National Sports Day, Swachchata Programme, Cancer Awareness Programme, and Charity Programme at Orphanage etc.,

The Chairman, Prof S. Jeelani and other Board Members have appreciated the activities organized and overall performance of the institution. The Board members have advised, to take measures for quality improvement arrangements for the forthcoming NAAC peer team visit. Director, Dr. M. Madhavi thanked all the board members for giving their valuable suggestions to enhance the overall performance of the Institution.



Teachers Day

Teachers are an extremely important facet of any society for a number of reasons and their role in society is both significant and valuable. Teachers play an extraordinary part in the lives of children for the formative years of their development and the importance of teachers is something that cannot be understated. They involve themselves in molding their students into responsible citizens of their country. Within a school, if teachers are well educated and if they are intellectually alive and take keen interest in their job, then only success is ensured. When we speak of good teachers, it means that a teacher must be a model of faith and piety and should have a fairly good knowledge. A teacher should consider it his duty to educate and train his students and should feel responsible for it. He should feel that his students have been entrusted to him and he should avoid any breach of the trust the society has reposed in him, he should be able to be a sociable person with his roots in the society, people should take him as their well-wisher and a sincere friend who cares for their children. It should be ascertained at all cost that a candidate for this profession has a natural acumen and aptitude for teaching.

Teachers have an influencing role in the life of every student. Teachers do need encouragement and support from the community to feel that their efforts are being recognized. To serve the purpose, Teacher's Day is celebrated throughout the world, year by year. In India, Teacher's Day (also called Teachers' Appreciation Day or National Teacher's Day) is celebrated on 5th of September, every year. The date was selected, because it is the birthday of a timeless teacher and the former President of India - Dr. Sarvepalli Radhakrishnan. When some of his students and friends approached him and requested him to allow them to celebrate his birthday, he said, "Instead of celebrating my birthday separately, it would be my proud privilege, if September 5th is observed as Teacher's day". From then onwards, the 5th of September has been observed as Teachers Day in India.

Teacher's Day was celebrated with great joy and splendor on 5th September, 2018. The day began with the students greeting their teachers with roses, cards and chocolates. Director Dr. M. Madhavi, Mr. CH. Satish Kumar, HOD, Department of Management and Mr. E. Devender Rao, HOD, Department of Computer Applications, MBA, MCA faculty members and all the MBA and MCA students have participated in the celebrations. The students of MBA, MCA and I-MBA entertained the teachers with skits depicting the importance of teachers and beautiful dance performances. Students have organized games for the faculty members. It was a day of delight for the teachers to see the talents of their students exhibiting various performances. The students presented plants as gifts to all the teachers. The teachers enjoyed the day thoroughly and finally the day ended with a cake cutting ceremony. It was a thanksgiving event for the teachers from their students and the day ended on a happy note.



Guest lecture on “Empowering youth with Universal Values”

Ayudh or Amrita Yuva Dharma Dhara is the youth wing of Mata Amritanandamayi Math aiming to use the powerful force of young people to perpetuate natural harmony, social justice, and personal empowerment. It seeks to empower young people to integrate universal values into their daily lives. It aims to establish a future of hope, peace and social engagement while maintaining an awareness of spiritual principles.

To facilitate the development of a holistic perspective among students towards life, profession and happiness, based on a correct understanding of the nature of the self and the rest of existence a guest lecture on “Empowering youth with Universal Values” on 9th September, 2018 by Amrita Yuva Dharma Dhara, Hyderabad . Mr. Chandra Shekar, Faculty Member, MCA Department, Amrita University and Preethi Srinivasan were the speakers for the session. The lecture started with recitation of slokas. Mr. Chandra Shekhar briefly detailed about the meaning, purpose of vision, mission and functioning of Ayudh. He also spoke about the various activities performed by the four wings. He highlighted how the wing is working at the village level by women empowerment. Ms. Preethi Srinivasan shared the life experiences and failures, how she has overcome to become a Champion and became as captain of the under-19 Tamil Nadu women’s cricket team. The speakers also emphasized that everybody must respect parents, teachers, and all elders. We must work hard in all the spheres and should have positive thinking. We must try to use mobiles , laptops and T.V at minimum as and when needed. In this way we can develop good human values in our life. Finally, the students were requested to register for an event “Ayudh India Leaders Training Summit 2018” in Amritapuri, Kerala from December 22-25, 2018. The students of MBA 1st year have attended the Guest Lecture and were benefitted by the awareness created by the team regarding the responsibility towards society.



Ganesh Chaturthi

Ganesh Chaturthi also known as Vinayaka Chaturthi, Vinayaka Chavithi or Vinayagar Chaturthi is observed in the Hindu calendar month of Bhaadrapada, starting on the shukla chaturthi (fourth day of the waxing moon period). The festival marks a day on which Lord Ganesha makes his presence on earth for all his devotees. The festival lasts for up to ten days depending on the place where it is celebrated, ending on Ananta Chaturdashi.

This spectacular festival honors the birth of the beloved Hindu elephant-headed god, Lord Ganesha, popularly worshiped for his ability to remove obstacles and bring good fortune. The festival is widely celebrated in the state of Maharashtra, where it originated as a public festival in the city of Pune more than 125 years ago. Although there is debate over who started it there (Sardar Krishnaji Khasgiwale, freedom fighter Bhausahab Rangari or freedom fighter Lokmanya Tilak), its main purpose was to bring people of different classes and castes together to unite them against the British rule. The idol at Dagdusheth temple on Laxmi Road in Pune is very popular and historical. Celebrations have spread to other states including Goa, Tamil Nadu, Karnataka, Telangana and Andhra Pradesh. One of the best places to experience the festival is in Mumbai. The festival begins with the installation of huge elaborately crafted statues of Ganesha in homes and podiums, which have been especially constructed and beautifully decorated. Artisans put months of effort into making the statues. It's forbidden to look at the moon on this first night as legend had it the moon laughed at Lord Ganesha when he fell from his vehicle, the rat. On Ananta Chaturdasi (the last day), the statues are paraded through the streets, accompanied by much singing and dancing, and then immersed in the ocean or other bodies of water. Once a statue of Lord Ganesha is installed, a ceremony is undertaken to invoke his holy presence into the statue. This ritual is called the Pranapratishttha Puja, during which a number of mantras are recited. Following this a special worship is performed. Offerings of sweets, flowers, rice, coconut, jaggery and coins are made to the God. The statue is also anointed with red chandan powder. Prayers are offered to Lord Ganesha every day during the festival. Temples devoted to Lord Ganesha also organize special events and prayers. Those who have a Ganesha statue in their house treat and care for him as a much loved guest. The festival is celebrated in a very public manner. Local communities compete with each other to put up the biggest and best Ganesha statue and display. Expect very crowded streets, filled with boisterous devotees, and lots of music.

To inculcate the importance of spirituality and social relation, the cultural club-Aarop celebrated Ganesh Chaturthi with great pomp and gaiety 13th September, 2018. For five days, the students and faculty members celebrated the festival with gaiety and grandeur. The entire student community devoted lot of time and sweat in the decoration and management. As a concern to save environment the students bought Eco Friendly Ganesha and Pooja was done with rituals. The students also led door-to-door campaigning for an Eco-Friendly Ganeshotsav and made the public aware of the impact of plaster of Paris idols and non biodegradable products on the environment. They urged the households to promote the usage of clay idols. On 15th September, 2018 Kumkum Puja was performed by female teaching and Non-teaching staff, students with utmost sincerity and devotion. Cultural Club coordinators organized Dandiya Dance performance. It was a great celebration and it brought the students together to celebrate the festival together. On 18th September, 2018 Ganesh Immersion was performed and the procession started out grandly with Ganesh Mantra Chantings. The students of MBA, MCA & I-MBA, faculty and Non teaching staff participated in the celebrations with lots of cheer and had a wonderful time.



Nss Day Celebrations



Popularly known as NSS, the scheme was launched in Gandhiji's Centenary year, 1969. Aimed at developing student's personality through community service, NSS, is a voluntary association of young people in Colleges, Universities and at +2 level working for a campus-community linkage. NSS is an extension dimension to the higher education system to orient the student youth to community service while they are studying in educational institutions. It is being implemented by the Ministry of Youth Affairs and Sports, Government of India. The cardinal principle of the NSS programme is that it is organized by the students themselves, and both students and teachers through their combined participation in community service, get a sense of involvement in the tasks of nation building. The motto or watchword of the National Service Scheme

is 'NOT ME BUT YOU'. This reflects the essence of democratic living and upholds the need for selfless service and appreciation of the other person's point of view and also to show consideration for fellow human beings. It underlines that the welfare of an individual is ultimately dependent on the welfare of society on the whole. Therefore, it should be the aim of the NSS to demonstrate this motto in its day-to-day programme. The NSS symbol is based on the "Rath" wheel of the Konark Sun Temple situated in Odisha. The navy blue colour indicates the cosmos of which the NSS is a tiny part, ready to contribute its share for the welfare of the mankind. The Red colour in the badge indicates that the NSS volunteers are full of blood i.e. lively, active, energetic and full of high spirit. The giant wheels of the Sun Temple portray the cycle of creation, preservation and release, and signify the movement in life across time and space.

To promote the social belongingness towards society the NSS volunteers celebrated NSS day on 23rd September by NSS club. On this occasion the students visited Friends Foundation an Orphanage and distributed rice bags. The NSS volunteers interacted with the children and conducted some games for them. In the interaction they also identified some problems faced by them. Finally the day ended with so much of happiness and cheers in the faces of children.

National Service Scheme, popularly known as NSS, was formally launched on 24th September, 1969, the birth centenary of the Father of the Nation. Aimed at developing student's personality through community service, NSS is a voluntary association of young people in Colleges for a campus-community linkage. The cardinal principle of the NSS programme is that it is organised by the students themselves, and both students and teachers through their combined participation in community service, get a sense of involvement in the tasks of nation building. The N.S.S day is celebrated to remember and recognize the services of N.S.S student volunteers.

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International Day of Peace



Peace is the state of being free from any kind of human conflict and violence. All the activities of the country run smoothly in the situation of peace. Peace is the sign of development and prosperity. Human rights are not violated. People can walk freely from one place to another without having any fear in their mind. They can do their business without any obstruction. People respect each other's rights. They are also committed to fulfill their duty toward their society. Rule and order is respect by all. People can raise their living standard by working hard. Peace brings happiness among people. They are involved in development activities. Peace helps to promote human rights, democratic norms and value. Peace helps to create the feeling of love, trust, tolerance, and brotherhood among people. Development process can't go ahead without peace and harmony. Peace is the mother of civilization and war is the demon of destruction. Civilization and development cannot progress if there is no peace in the country. Literature flourishes only in the time of peace.

The International Day of Peace is known as World Peace Day and is observed annually on 21st September. It is dedicated to world peace, and specifically the absence of war and violence, in conditions like temporary ceasefire in a battle zone for humanitarian aid access. The day was first celebrated in 1982, and is continued by many nations, political groups, military groups, and people. The theme for 2018 is "The Right to Peace - The Universal Declaration of Human Rights at 70". The theme celebrates the 70th anniversary of the Universal Declaration of Human Rights. According to United Nations, a peaceful society is one where there is justice and equality for everyone. Peace will enable a sustainable environment to take shape and a sustainable environment will help promote peace. The United Nations calls for promoting peaceful and inclusive societies for sustainable development, providing access to justice for all and building effective, accountable and inclusive institutions at all levels.

To promote harmony and peace among the students International Day of Peace was celebrated on 21st September, 2018. On this occasion elocution competition was organized by Adhyayan - Literary Club on topic "Importance of peace in today's world" for MBA I Year I semester students. Students expressed their views that peace can lead to better trade relations between countries. If there was no II world war, the world would have progressed much more rapidly than today. Some students opined that only with peace, a country's economy will prosper and the world's economy will prosper. Some students said that politicians and celebrities should not pay lip service to international day of peace but should initiate measures to restore peace in the world. All the students actively participated in the competition.



International Literacy Day

“Literacy is...the road to human progress and the means through which every man, woman and child can realize his or her full potential.”

- Kofi Annan

International Literacy Day, celebrated annually on 8 September, is an opportunity for Governments, civil society and stakeholders to highlight improvements in world literacy rates, and reflect on the world's remaining literacy challenges. The issue of literacy is a key component of the UN's Sustainable Development Goals and the UN's 2030 Agenda for Sustainable Development. This year's theme is 'Literacy and skills development.' Despite progress made, literacy challenges persist, and at the same time the demands for skills required for work, evolve rapidly. This year's theme explores integrated approaches that simultaneously support the development of literacy and skills, to ultimately improve people's lives and work and contribute to

equitable and sustainable societies. The day focuses on skills and competencies required for employment, careers, and livelihoods, particularly technical and vocational skills, along with transferable skills and digital skills

To mark literacy day and to focus attention on literacy issues the Adhyayan-Literary club organized a seminar presentations on 21st September, 2018. The seminar topic is “Importance of International Literacy Day”. The students opined that education is important for every human being to distinguish between right and wrong and fight for his/her rights. Some students said that literacy plays a key role in the development of economy of a country. Some students expressed their views that politicians should not only deliver speeches on importance of education but should take measures to give quality education to all. Students of MBA, MCA and IMBA students have participated in the seminar.



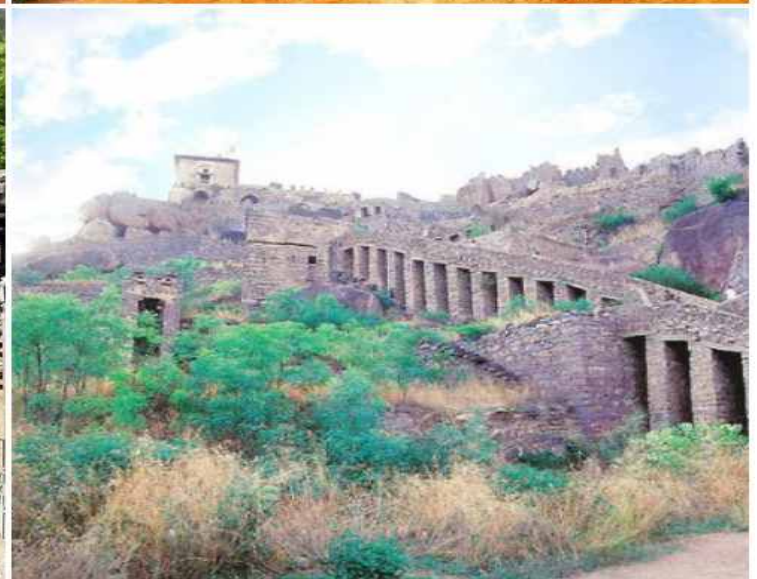
World Tourism Day

WORLD TOURISM DAY



Over the past six decades, tourism has experienced continued expansion and diversification, and it has become one of the fastest growing and most important economic sectors in the world, benefiting destinations and communities worldwide. The World Tourism Day is celebrated by the world on 27th September each year to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic values. This day aims at raising awareness among masses regarding the potential that tourism holds in order to contribute to sustainable development, thus impacting a country's economy. Tourism impacts economies, communities, society and its people every minute of every day. A surge in tourism, both local and international is important for the development of its people socially, culturally and economically.

To promote the awareness on importance of tourism, World tourism day was observed on 27th September, 2018 by Aakruthi, Photography Club. On this occasion collage making competition was organized on the theme "Tourism and the Digital Transformation". The students of MBA and MCA have participated in the competition. Students beautifully presented several tourist destinations and how tourists can avail the services to reach several destinations in the digital era. They have also collected the pictures of different tourist locations in Hyderabad which included Golkonda Fort, Charminar, Warangal Fort, Lotus Temple, Golden Temple, Ramoji Film City, Dharam Puri, Mecca Masjid and Qutub Shahi Tombs. The students exhibited the photos of tourist places and shared the history and significance of the places.



Group Discussion (Innovation 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 sorting to arguments on the views expressed by other members of the team.

As a part of Interactive Teaching Learning Methodology Dr. B. MadhuBala, Department of Management has conducted Group Discussion on 7th September, 2018 and 19th September, 2018 for MBA II Year I Semester, Section C students, in the subject, Innovation Management. All the Learning groups have actively participated in this Group Discussion Session.

The Following Topics are given for Group Discussion:

Learning Group No	GD Topics
1, 2	Successful and unsuccessful innovations
3, 4	Innovations and inventions
5, 6	Importance of Basic research for organizations
7, 8	Encouraging innovation among employees
9, 10	Disadvantages of technical advancements in modern world
11, 12	Advantages of technological innovations
13, 14	Patents in pharmaceutical industry
15, 16	Significance of space research projects
17, 18	Importance of skunk works
19, 20	Retaining scientists in organizations



Group Discussion (Management & Organizational Behaviour)

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 Ms. M. Subhashini, Associate Professor Department of Management has conducted Group Discussion on 29th September, 2018 for MBA I Year I Semester, section A students in the subject, Management & Organizational Behaviour. All the Learning groups have actively participated in this Group Discussion Session.

Learning Group No	GD Topics
1, 2	Change Management
3, 4	Global Leadership
5, 6	Digital Revolution
7, 8	Will Artificial Intelligence take away Jobs
9, 10	Is Indian culture decaying?
11, 12	Role of Youth in Politics
13, 14	Women Empowerment Issues And Challenges
15, 16	Impact of Social Networking Sites on today's Generation
17, 18	Education System in India
19, 20	Corruption In India



Interactive Session with Dr. Arokiaswami Velumani, Founder and MD of Thyrocare

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 with the clarion call to action of 'We Can, We Will'. YUVA is the student wing of Yi, where the students are involved to develop leadership, personal development and nation building activities.

To inspire the students Yi-Yuva organized a interactive session with with Dr. A. Velumani, Founder and MD of Thyrocare

on 22nd September, 2018. In the session Dr. Velumani shared his success story and suggested the do's and don'ts to the upcoming entrepreneurs. In his speech he said that "If you do what you study you will survive and if you do what you haven't studied, you'll be the leader,". He also said that he is the first man to build a brand around a gland and explained how innovation is key to driving business. "Business has a lot of opportunities. Everything sounds like a business but innovation means no convention," he said. He opened up on how it is important to stand out from the crowd. He also spoke about how there is nothing like a good job or a good decision highlighting that you have to work towards it and make it good. Recounting his own humble beginnings and how he built the business through innovations, he said it's important to move out of your comfort zone which can bring out the best in a person. "Comfort zones are like danger zones. Another interesting aspect he highlighted was the need for disruption to stand out from the crowd, citing Jio's success as they used this strategy to their advantage. "Take less to get more because if you take more, you get less". Students of MBA 1st year have attended and interacted in the session.

Interactive session with Sadguru Jaggi Vasudev, Isha Foundation

Isha Foundation is a volunteer-based, non-profit organization founded by Sadhguru to create an inclusive culture towards global harmony and progress. Its powerful yoga programs for inner transformation and inspiring projects for society and the environment are appreciated worldwide, reflected in Isha's consultative status with the United Nations Economic and Social Council. Isha Foundation is an essential resource for those who wish to explore the ancient science of yoga in all its depth and dimensions. Offering a variety of programs that provide methods for anyone to attain physical, mental, and spiritual wellbeing, it aims to enable people to deepen their experience of life, and reach their ultimate potential.

Isha foundation has organized an interactive session with Sadguru Jaggi vasudev on 18th September, 2018. The session included the insights of inner engineering and human values. Sadhguru opened his session with students discussing several issues like Ban on Plastic, National Anthem in Movie theaters, Environment safety, Corruption and social evils that are ruining the society. The students debated with rich thoughts to eradicate the social evils. The session was informative. The students of MBA first year attended the session.

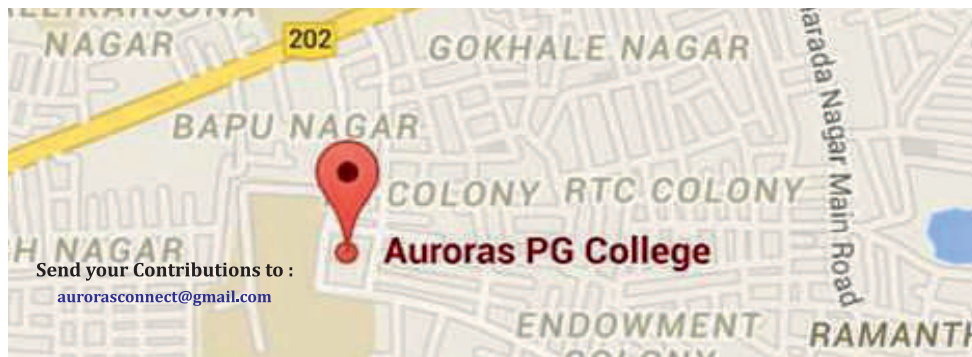
FACULTY ACHIEVEMENTS**PH. D Thesis**

Ms. Ch. Swathi, Associate Professor, Department of Management submitted Ph. D thesis titled "A Comparative Study of Fund Management in Insurance Sector" at Osmania University, Hyderabad on 20th September, 2018.

Paper Presentations

Mr. N. Radhika, Associate Professor, Department of Management published and presented a research paper entitled "Understanding the Problems and Prevention of Plagiarism" at International Conference on "Multidisciplinary Research and Practice in the Era of Digital Innovation and Academic Intelligence" on September 8th & 9th, 2018 organised by Research Development Association & Research Development Research Foundation, Pune.





Send your Contributions to :
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