



From the Director's Desk...

Dear All,

The month of August is named in the honor of Augustus Caesar in the Gregorian Calendar in 8BC. It is a pleasant monsoon month of Northern Hemisphere with blossoming flora everywhere. The month of August has a great significance in Indian History as India celebrates Independence Day on 15th of August since it attained freedom from the British Rule in 1947. The 73rd Independence Day is celebrated at Aurora to commemorate the spirit of Independence along with paying tributes to the great freedom fighters who have contributed to the freedom fight of the country. Education at Aurora has always been holistic and multi faceted. The students of the institutions are always exposed to various happenings of the business environment through interaction with industry and society. Guest Lectures on Anti- Ragging, Traffic Rules were organized for the students to create awareness on the social issues. Programmes on Careers in Finance, E-Commerce in Health Care Industry, Practical strategies in FMCG'S, Stress Management and Yoga were organized to enhance the skills of students on the functional areas of management. A program on Clay Ganesh making is organised in the campus to emphasize on the use of Eco Friendly Ganesh Idols for the forthcoming 'Ganesh Chaturdhi'. The institution observes various days of national and international importance through various events and activities. The month of August witnessed the celebrations of National Photography Day, Sadbhawana Diwas, International Youth Day, National Sports Day and National Library Day. The students of the institutions are encouraged to learn experientially through internships and projects. A session on Project work orientation is conducted to familiarize the students with the modalities of the project works. Aurora always believes in participative learning and a number of Interactive Teaching Learning activities are organized every week to improve the communication and public speaking skills of the students. The faculty of the institution have published articles in national and international journals to portray their research endeavor. A fresh batch of students are going to join the institutions with new aspirations and hopes and we are eagerly waiting to welcome them into 'Aurora Family'

Best Wishes....

Dr. M. Madhavi



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Alarm Bell

In an economy when the purchasing power of the individual is gradually declining over a period of time, rings the alarm bell that there is a possibility of the economy is going to face the problem of depression. If the decline is of short period, can be controlled by taking the adjustment measures in the financial sector, but if it is of long run, a positive measures to be taken in the economy in two ways. One is to raise the real income of the individuals by not only creating job opportunities alone but also make them to participate in the jobs resulted to increase the country's GDP and individuals purchasing power. The other measure is to regulate monetary and fiscal policies in accordance with the country's GDP growth rate. When we examine the recent trends in our country's GDP growth rate from the year 2013 onwards, the trend found to be by and large negative and stood at 5.00 per cent in the second quarter of 2019, a slight increase of 0.02 percent when we compared to that of in the first quarter, which was lowest from 2013 and onwards. As a part of economic reforms the Government of India, took a decision to merge the banks to regulate monetary activities and to compete with that of foreign banks at international level and to strengthen the credit and investment policy in the banking sector, resulted to prune the number of banks in the economy. However, this reform may lead to concentration of institutionalize monetary power, may influence the credit policy in taking the decision to asset worthiness, which millions of agricultural marginal, small and medium farmers and also highly significant in number MSME entrepreneurs do not have, consequently lead to slow growth in job opportunities in the economy. Further, there is also a possibility of closer of MSMEs and migration of the people from agriculture sector, which is now witnessing to other sectors of the economy, especially the service sector, not having the potential to create jobs to the newly migrated people in general and unskilled and semiskilled in particular (occupied by the greater chunk of migrated people), magnify the problem of declining the country's GDP. For any type of economy, a balance should be maintained between increase in real and money income to maintain stability in the economy and also to promote country's GDP growth rate by means of encouraging the participatory and inclusive growth.

Prof. GVK Reddy

GUEST CORNER



Dr. M. Kameswari,
Yoga Guru
Datta Kriya Yoga

Dattakriya Yoga class was taken for 2nd year students of MBA (Finance) as about 70 students participated. Their interest and keenness in understanding & practicing Yoga is evident and is very appreciable.

Independence Day

Independence Day of India is a National Festival, celebrated every year on the 15th of August. It is a day of great significance for the people of India. On this day in 1947, India got freedom from the British rule after long years of slavery. It has been declared as the National and Gazetted Holiday throughout the country, to commemorate its independence from British Empire. It was not easy for India to get freedom from the Britishers; however, our freedom fighters, political leaders and the people of India were determined to gain independence. Finally they succeeded on 15th August, 1947, when the complete Legislative powers were granted to the Indian Constituent Assembly. Many have sacrificed their lives in attaining freedom for their future generations without worrying about their comfort, rest and freedom. They planned and acted upon various Independence Movements including violent and nonviolent resistance to gain absolute freedom.



On this day, India witnesses a huge celebration of independence (Swatantrata Diwas) with tricolor flag hoisting, parades and cultural functions across the country. Seventy Third Independence Day Celebrations was observed on 15th August, 2018. Director, Dr. M. Madhavi unfurled the National Flag, followed by National Anthem saluting great Nation. Director in her address advised all to have a sense of responsibility towards exercising their fundamental rights and duties. She also spoke about the abolition of 370 Article and suggested all the students to become ideal citizens of the country. Students delivered speeches on the importance of Independence Day. After flag hoisting celebrations, Plantation Programme was initiated by Director, Dr. M. Madhavi. All the teaching, nonteaching staff and students planted saplings in the campus. Mr. CH. Satish Kumar, HOD, Department of Management, Mr. E. Devender Rao, HOD, Department of Computer Applications, MBA, MCA, I-MBA Students, teaching and non-teaching staff have participated in the celebrations.



National Librarian's Day

National Librarian's Day is Celebrated in India on August 12th on the occasion of the Birthday of Padmashri Dr. S. R. Ranganathan who is known as "Father of Library Science in India". He spearheaded library development in India and identified the real need of libraries and library science education in our country. This Day reminds the librarians their mission to work towards meeting the information needs of the people by providing high quality information system.

National Librarian's Day Celebrations were organized by the Department of Library and Information Centre on 12th August, 2019. Director, Dr. M. Madhavi addressed the gathering. In her speech she emphasized the importance of E-Resources which play a key role in Libraries and advised everyone to utilize them. Prof. GVK Reddy in his speech highlighted the services rendered by Dr. S. R. Ranganathan towards the development of Library Science in India. Mr. P. Somaiah, Librarian explained about the resources available in the college Library. Mr. Ch. Satish Kumar, HOD, Department of Management, Mr. MD. Ismail, Associate Professor, Department of Computer Science, faculty members, Library staff and MBA, MCA, I-MBA students have participated in these celebrations. On this occasion Director, Dr. M. Madhavi presented prizes for the "Library Best Users" among faculty members and students.

The "Library Best Users" Prize Winners are as follows:

S. No.	Name of the Faculty	Department
1	Dr. D. Madhusudhan Naik	MBA
2	Ms. G. Vikranthi Reddy	MCA

S. No.	Name of the Student	Course	Section
1	Mr. D.Santhosh Kumar	MBA II Year	Section C1
2	Mr. K.Krishnakanth Chary	MCA II Year	Section C
3	Mr. G. Surya Shiva	IMBA III Year	—



Guest lecture on “Role of E-commerce in Healthcare Industry”

Indian healthcare is one of the largest sectors in terms of revenue and employment. Healthcare industry comprises hospitals, medical devices, medical applications, clinical trials, health insurance and telemedicine. The growth in healthcare industry is due to its extensive coverage and increasing expenditure by government and private players. However, Indian healthcare system currently has insufficient infrastructure to meet the healthcare demands, particularly in rural areas. The public healthcare system is underfunded with overcrowded hospitals and clinics and inadequate rural coverage. This has resulted in supply demand imbalance. Digital healthcare is one of the key drivers for reaching the unreachable.



To provide insights about new trends in E-Commerce, a guest lecture was organized on 1st August, 2019. Mr. Kiran, Manager, DocOnline Health India Private Limited, Hyderabad was the speaker of the session and briefed on topic “Role of E-Commerce in Health care industry”. He explained about issues and challenges the present generation is facing towards safeguarding health. He said that there is an increase in age-related and lifestyle related chronic diseases resulting from sedentary lifestyles and increase in carbohydrate rich diets. He spoke about how technology has revolutionized the delivery of healthcare models by increasing the quality of delivery, reducing the cost and also reducing the turnaround time of workflows. Less accessibility of physicians results in limited healthcare for which tele medicine is an effective solution. Mr. Kiran explained about DocOnline App found at Google Play and www.doonline.com. He explained the features of the app that allows individuals as well as organizations to become members and avail healthcare services 24/7. Around one hundred and seventy students of MBA II Year have attended the session.

Guest Lecture on “Careers in Finance”

All facets of the global economy depend upon an orderly process of finance. Capital markets provide the money to support business, and business provides the money to support individuals. Finance is the elixir that assists in the formation of new businesses, and allows businesses to take advantage of opportunities to grow, employ local workers and in turn support other businesses and local, state and federal government through the remittance of income taxes. To create awareness about various career opportunities in Finance a guest lecture was organized on topic “Career in Finance” on 14th August, 2019. The speaker was Mr. K. Krishna, Team Head, Skill Development of ISFS, Hyderabad. He gave an enriching, informative and detailed presentation on various dimensions of Finance where students can plan their career after the completion of their course of MBA. He also discussed the career opportunities available in the financial markets and explained the finer details of



Equity & Commodity Markets and its linkage with Cash Market, Future Market and Option Trading. Examples of live market were given which helped the students to compare the theoretical concepts with practical industry experience. He highlighted the importance of communication skills, filling subject gaps by equipping themselves with finance knowledge and various positions available in the field of finance and how the students should prepare themselves for it. He also gave insights on interview tips and advised the students that they should get acquainted with various job roles in the finance industry such as: corporate finance, corporate treasury, financial accounting, management accounting, and risk assessment. The lecture ended with question and answer session where students asked questions related to various courses they have to do to qualify themselves in the finance industry for specific job roles. Nearly one hundred and eighty seven students of MBA III semester attended this informative session.

Orientation Program on Practical Strategies in FMCG's

Ravi Foods Pvt. Ltd. (RFPL) has been a dominant player in the baked items and confectionary industry with products ranging from biscuits, cookies, wafers to chocolates, candies and confectionery. It owns 15 state of the art manufacturing facilities under three flagship brands - DUKES, TREFF and DYNAS. RFPL recently set up a new facility featuring imported machinery to manufacture chocolates and is poised to establish another unit, with an investment of USD 20 million that will boast of equipment imported from Europe.

An orientation program on “Practical Strategies in FMCG’s” was conducted by Dukes India Team on 17th August, 2019. Mr. Arvind Kumar, CEO of Dukes India, explained the practical strategies to be applied in FMCG’s future prospects of Dukes Company and the possible opportunities to be availed in the company. Mr. Azim Dutt, HR of Dukes India, briefed about food safety forms, essence of all standardization procedures, methodologies, operational patterns and underlying activities through PowerPoint presentation. Mr. Suraj Roy, Operations Manager explained about five opportunities for students like, Adopt a Beat, Regular/ Weekly projects, Social media warrior, be an Entrepreneur, Pre-Placement in Dukes.

Dukes India Team explained about the company prospects and various opportunities to the students to enter into the company. It was an interactive session where the students came to know about the strategies related to marketing the products. Around two hundred students of MBA II Year have actively participated in the program.



Awareness program on "Anti Ragging Measures"

Ragging is a crime which destroys the physical and emotional confidence and it led to a increase in suicide activities. It has been rightly said that the end may not always justify the means. Behind the façade of 'welcoming' new students to college, ragging, in actuality, is a notorious practice wherein the senior students get an excuse to harass their junior counterparts, and more often than not, make them easy targets to satiate their own perverse sadistic pleasures. Apart from sustaining grievous physical injuries, those unfortunate students who succumb to ragging either develop a fear psychosis that haunts them throughout their lives, or worse, quit their college education even before it begins. For any student who slogs day and night to secure admission into a prestigious college, ragging can be his or her worst nightmare come true. It would not be an exaggeration to say that, today, ragging has taken the shape of a serious human rights violation with even the most respected and disciplined educational institutes falling prey to it.

In 2009, the University Grants Commission of India imposed regulations upon Indian universities to help curb ragging, and launched a toll-free 'anti-ragging helpline'. To avoid the event of ragging, an Anti - Ragging Committee is constituted to take measures as per the guidelines on Anti-Ragging issued by the Supreme Court of India & UGC. An awareness program on Anti-Ragging was organized on 23rd August, 2019 for the MBA II Year and MCA III year students. Mr. Ravi Babu, Detective Inspector and Mr. N Jayaram, Sub-Inspector of Police addressed the gathering. Mr. Ravi Babu spoke about the Anti-Ragging Act and the various Penal Code Acts .He advised the students not to involve in any form of ragging and keep parents in view and maintain friendly relations with juniors. Mr. Jayaram, Sub-Inspector of Police in his speech stressed on how life gets spoiled as a result of any ragging report. He elaborated using a case handled in the past where he remanded fourteen students for ragging. He also told about how behavior of a student changes when he/she is ragging as a single person and in a group. He concluded by telling the students to be kind and polite to girl students. Around two hundred and fifty students of MBA, MCA and I-MBA have attended the program.



Demo session on "Projects in Finance Specialization"

Live projects are a good opportunity for MBA students to nurture conceptual, analytical, communication and interpersonal skills. It helps them experience leadership and application of classroom knowledge in real time environment. Live projects in MBA are generally carried on core subjects such as Marketing, HR, Finance. Live projects set the right stage where skills can be transformed to performance. It helps the students learn detailed operations of particular industry. Companies actively look for candidates who have the ability of committing to activities, people, groups, and causes. The real world problems of an organization or its competitors could be a world away from each other and could be all the more different from what is being taught in the classroom.

Live projects help students to understand the real world issues and use their skills to solve them. Keeping this in view, College Projects Committee organized a live video demo session on 'Live Projects in Finance Specialization' on 27th August, 2019. The speaker of the session was Mr. Badri Narayanan, Founder of Equitylevers.com. He took the live session from his Mumbai office to the selective students who opted finance as specialization and also for the faculty dealing with finance specialization subjects. The session was focused to demonstrate to the students on how they can take up a live project and work on the project in the Equitylevers.com. The students gained insights on how they can apply various formulas and techniques of accounting into excel spreadsheet and also financial modeling. Mr. CH Satish Kumar, HOD, Department of Management, faculty members and around hundred students of MBA II Year attended the demo session.



Guest Lecture on "Stress Management and Yoga"

Managing stress is all about taking charge: taking charge of thoughts, emotions, schedule, environment, and the way people deal with problems. The ultimate goal is a balanced life, with time for work, relationships, relaxation, and fun – plus the resilience to hold up under pressure and meet challenges head on. Stress management starts with identifying the sources of stress in life.

To bring an awareness about Stress Management a session on "Stress Management and Yoga Practice" was organized exclusively for girl students and women faculty members by Women Empowerment Cell on 28th August, 2019. Dr. M. Kameswari and Mr. A. S. Sharma, Members of Datta Yoga Centre of Avadhoota Datta Peetham, Mysore explained about "Stress disorders in people and relieving Stress through Yoga." Mr. A. S. Sharma said that Stress occurs when there is a mismatch between the expectations of our mind and body and the ground reality so, Yoga can help reduce stress because it promotes relaxation, which is the natural opposite of stress. Dr. M. Kameswari highlighted that Yoga can benefit three aspects of ourselves that are affected by stress: our body, mind, and breathing. Yoga poses are good exercise and can help loosen up the tense muscles in our body. The areas of the body that tend to carry the most stress are the neck, shoulders, and back. But other parts of the body like the face, jaw, fingers, or wrists also can benefit from simple yoga stretches. She said that simple neck and shoulder rolls can help us relieve our tensions before examinations, job interviews, project deadlines and others. At the end of the session, Dr. M. Kameswari made students practice a few Yoga exercises that are useful for relieving stress and reducing stress related diseases. Students of MBA, MCA, I-MBA and women faculty members have participated in the session.



Awareness program on "Amendment of Traffic Rules"

President Ram Nath Kovind gave assent to the Motor Vehicles (Amendment) Act, 2019, that aims to make Indian roads safer, reduce corruption and use technology to overhaul the country's transportation system. According to the road transport and highways ministry, half a million accidents are reported in India every year, in which 150,000 people lose their lives. The new law also allows the Centre to ask manufacturers to recall vehicles in case of defects that cause harm to the environment. Towards safety, the law has proposed stiffer penalties for traffic rule violations such as over-speeding, dangerous driving, driving under the influence of alcohol and other offences such as not wearing a helmet or driving without a license.

To create awareness on latest changes made in traffic rules, a session was organized on "Amendment of Traffic Rules" on 30th August, 2019 in which a team of traffic policemen addressed the students. Mr. Kasiviswanath, Inspector of Police spoke about the importance of the MVV ACT 2019, wearing a helmet and keeping all the documents in place. He said that collecting huge fines is only an attempt to reduce traffic accidents and not a source of revenue for the government and informed all that Challans need to be paid online through various apps only. Mr. Madhusudhan, Inspector of Police, emphasized upon how technology and CC cameras are employed for finding the defaulters of traffic rules. He said that the rules are evolved from natural justice system of India and not taken from any foreign country. He told about what changes have been made and the fine related to each of these rules with respect to ambulance clearance, usage of technology, barricades, zebra crossing lines, line lights, geo tracking system, face recognition, body features traced out, commandment control room, and cashless payment of challans. Mr. Vishwanth Reddy, Sub Inspector of Police highlighted that the goal of Traffic Police Department is to save lives and not penalize the public with heavy fines. He advised all not to drink and Drive and cooperate with the Department. The session ended with an interactive session between students and the Traffic Police Team. Mr. E. Devender Rao, HOD, Department of Computer Applications, faculty, around two hundred and fifty students of MBA, MCA and I-MBA attended the session.



Eco - Friendly Ganesha

One of the biggest festival of the year, Lord Ganesha's birthday Ganesh Chaturthi is just around the corner and like every other year, water and air pollution will go up in many parts of our country as thousands of people gather to immerse Ganpati idols into the water bodies. Since the idols are made from Plaster of Paris these are non-biodegradable naturally and so these continue to float on the water for a long time there by choking the water bodies and adversely impacting aquatic ecosystem. Adding to the problem, the idols are often decorated with paints heavy on lead and mercury which adds to the ongoing process of destroying the flora and fauna of the water body. To minimize the impact on environment, a series of events to promote Eco-Friendly Ganesh celebration campaign has been launched across the country by making Eco-Friendly idols of the Lord Ganesha made up of clay. As clay is an environment-friendly material. Idols that are made from clay naturally decompose within a day or two unlike the idols made from materials like PoP that take years to degrade thus causing severe pollution. No kind of paint is used on clay idols thereby eliminating the toxic chemical from being submerged with the water and endangering several aqua fauna. Once the clay dissolves in water it can be used for irrigating the plants. To be a part of Eco friendly campaign and to promote environmental awareness on 28th August, 2019 an event on "Eco-Friendly Ganesha" was organized by College NSS Club. Students of MBA, MCA and I-MBA have participated enthusiastically by preparing Eco-Friendly Ganesha Idols with clay.



International Youth Day



An initiative by the United Nations, the International Youth Day or IYD is celebrated on August 12 every year. First observed on 12th August, 2000, the day marks an awareness day and draws attention to a given set of cultural and legal issues surrounding youth. Along with recognizing efforts of the world's youth in enhancing global society, it also aims to promote ways to engage them in becoming more actively involved in making positive contributions to their communities. As mentioned by the UN, there are around 1.8

billion young people between the ages of 10 and 24 in the world currently and paying special attention to these youths is the need of the hour. The theme for International Youth Day 2019 is "Transforming education", highlighting efforts to make education more inclusive and accessible for all youth. In order to raise awareness of challenges and problems facing the world's youth, the International Youth Day was celebrated on 12th August, 2019.

To empower students to come up with fresh ideas and implement them for the betterment of society, International Youth day was celebrated on 12th August, 2019. On this occasion, an Elocution was organised by NSS coordinators on theme "Transforming Education - 2030 Agenda for Sustainable Development". Students beautifully expressed their views on inclusive and accessible education, comprehensive youth development benefits, role of youth led organizations in transforming education, challenges and problems facing the world's youth. Students of MBA II Year and I-MBA participated in the event.

Sadbhavana Diwas



Sadbhavana Diwas is celebrated every year in the memory of Shri Rajiv Gandhi who dreamed to make India a developed country. His vision of making India a developed country is clearly seen by the number of economic and social works for the country. His enthusiastic and inspiring words quoted for the country development during his speech are still remembered on his birth anniversary. According to him, India could progress only when her neighbors are stable. A philosophy reflected in the foreign policies of his Government. The theme of Sadbhavana is to

promote National Integration and Communal Harmony among people of all religions, languages and regions.

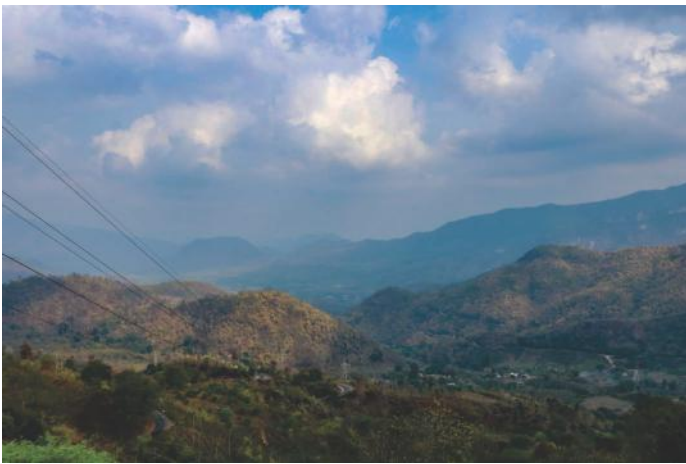
To commemorate the birth anniversary of Prime Minister Late Shri Rajiv Gandhi, "Sadbhavana Diwas" was observed on 20th August, 2019. On this occasion, NSS Club coordinators have exhibited a PowerPoint presentation remembering the contributions of Shri. Rajiv Gandhi. Students of MBA, MCA and I-MBA have shared their views about various aspects related to the country's peace and harmony. Later the following pledge was taken by all faculty, staff and students.

"Take This Solemn Pledge That I Will Work For The Emotional Oneness and Harmony of All The People of India Regardless of Caste, Region, Religion or Language. I Further Pledge That I Shall resolve All differences among us Through Dialogue And Constitutional Means without resorting to violence."

National Photography Day

World Photography Day is observed worldwide on 19th of August every year with a lot of zeal and enthusiasm. The day is not only celebrated by the staunch followers of photography, but all the people across the globe irrespective of their professions and interests come together and inspire the coming generations to understand the importance of photography. On this particular day, millions of people capture different ideas and share their world with others, try to dwell in the imaginations of other photographers and moreover try bringing more happiness through the means of photography.

To enrich the creative skills among the students, World Photography Day was celebrated by Photography club-Aakruthi on 19th August, 2019 . On this occasion, Photography Competition was conducted to motivate and hone creativity among the students on photography with the themes on "Glimpses of Nature". MBA, MCA and I-MBA students have participated with lots of enthusiasm and have presented beautiful photos with the given themes.



National Sports Day

To commemorate the Birth Anniversary of Hockey Legend Major Dhyan Chand, National Sports Day is celebrated across the country on 29th August. Stressing the need to stay fit and healthy, this day is observed to spread awareness on the importance of sports and daily activities in every individual's life. Other than spreading awareness on the importance of sports, the special day also highlights the achievements and contributions of Chand to India's rich sports history and culture. The President confers National Sports Awards to honour sportsmen who have achieved laurels in the sports realm and enhanced country's pride all over the world. After the death of Chand in 1979, the Indian Postal Department issued stamps in his honour. As a tribute to him, the National Stadium of Delhi was also renamed to Major Dhyan Chand stadium.

To spread the message to younger generation about physical fitness and leading a healthy life, National Sports Day was organised on 29th August, 2019. On this occasion, Sports Club-Aakhhet has conducted Indoor and outdoor games like Carroms, Chess, Table Tennis and Badminton for the students of MBA, MCA and I-MBA. Students have participated and celebrated the National Sports Day with lots of enthusiasm and had great fun.



Seminar (Innovation Management)

Interactive Teaching Learning Methodology makes learning truly interactive and creative. Seminar is a form of presentation which sharpens students writing and research skills. It encourages team building, practical application of concepts and develops analytical and problem solving abilities among students.

As a part of Interactive Teaching Learning Methodology, Dr. S. Pushpalatha, Professor, Department of Management has conducted Seminar for MBA II Year I Semester Section B students on 22nd August, 2019 in the subject Innovation Management. Twenty Learning groups have actively participated in the Seminar Session.

The Following Topics are given for Seminar:

Learning Group	Seminar Topics
1, 2	Types of Innovation
3, 4	Cadbury Innovations
5, 6	Dueling Neural Networks
7, 8	Innovations and R & D in Fashion Industry
9, 10	Artificial Intelligence
11,12	Innovations In Japan
13, 14	Innovation in food packaging by using wastage
15,16	Innovation in Hair and Beauty
17, 18	Osto - Odonto - Keratoprosthesis (Tooth in Eye)
19, 20	Core Technologies



Group Discussion (Innovation Management)

Interactive Teaching Learning Methodology makes learning truly interactive and creative. 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. B. Joel Nishanth, Assistant Professor, Department of Management has conducted Group Discussion for MBA II Year I Semester Section A1 students on 21st August, 2019 in the subject Innovation Management. Twenty Learning groups have actively participated in this Group Discussion Session.

The Following Topics are given for Group Discussion:

Learning Group	Name of the Topic
1,3	Impact of Technology on Jobs
2,6	Is technology making us less human
4,5	How can we utilize technology to tackle financial crimes
8,10	Can Artificial Intelligence replace Human Intelligence
7,9	Role of Ethics in Business
11,13	Is Internet Curbing Creativity
12,14	Innovation versus Invention - What is more important?
15,17	Poverty in India: Facts, Causes, Effects, Solution Social
16,18	Media- Curse or Boon
19, 20	Do brands rule our lives



Paperpublications



Ms. P. Swetha, Assistant Professor, Department of Management, published a paper entitled "A Study on Need for Awareness and Preference towards Digital Payment - A Future Perspective", in International Journal of Advance and Innovative Research, ISSN: 2394-7780, Impact Factor: 7.36, Volume 6, Issue 3(I), Page: 6-9.

PROFESSIONAL FRONTIERS

G7 Summit- 2019

G7 is a term that is used to describe the Group of Seven. This is a group of seven countries that have the largest and most advanced economies in the World. These are the most industrialized nations in the world. Their political leaders come together annually to discuss important global economic, political, social and security issues. The G7 was formed initially to discuss economic and political concerns prompted by the 1973 oil crisis - when members of OPEC, the Organization of Petroleum Export Countries, increased the price of oil and cut global supplies to countries seen as having backed Israel in the Yom Kippur War. Since then, the group has expanded its brief to cover a large number of international issues, including energy security, trade, climate change, global health issues, gender equality, poverty - and any other topic the country holding the G7 presidency chooses to put on the agenda. The location of the G7 summit is rotated among the member nations.



The Group of Seven or G7 originally came into being in 1975 when the heads of the world's six leading industrial nations- the US, UK, France, Germany (West), Japan and Italy decided to hold a meeting in the wake of the oil shock of 1973 and the following financial crisis. The six countries were joined by Canada in 1976. The G7 has conducted 44 summits from 1975-2018, discussing a wide range of global issues including foreign policy and security issues. The inaugural summit was the result of a joint initiative by the then French President Valery Giscard d'Estaing and West German Chancellor Helmut Schmidt. Russia was formally inducted as a member in the group in 1998, which led the G7 to become G8. However, Russian President Vladimir Putin's condemnable act of moving Russian troops into eastern Ukraine and conquering Crimea in 2014 drew heavy criticism from the other G8 nations.

The main theme of the G7 summit this year is "combating inequality" and its main focus will be on the climate and biodiversity in advance and include

- Fighting inequality of opportunity, promoting in particular gender equality, access to education and high-quality health services.
- Reducing environmental inequality by protecting our planet through climate finance and a fair ecological transition, preserving biodiversity and the oceans.
- Strengthening of the social dimension of globalization through more fair and equitable trade, tax and development policies.
- Taking action for peace, against security threats and terrorism which weaken the foundations of our societies.
- Tapping into the opportunities created by digital technology and artificial intelligence.

India has been invited to attend the G7 summit after a gap of almost 10 years. The last time India was invited to the summit was in 2005, when the then British Prime Minister Tony Blair had invited the then Indian PM Manmohan Singh to attend the G7 summit in Gleneagles, Scotland. PM Modi is a participant at the 45th G7 summit at the special invitation of French President Emmanuel Macron, as India is not a member of the group of seven. The Ministry of External Affairs (MEA) referred to the invitation as a "reflection of the personal chemistry" between the two leaders and also recognition of India as a major economic power. The G7 member countries include the UK, France, Germany, Italy, Japan, Canada and the United States. PM Modi reached Biarritz, France for the summit on August 25 after his three-nation tour of France, UAE and Bahrain. PM Modi is participated in two sessions at the G7 summit on climate, biodiversity, oceans and on digital transformation and hold separate bilateral interactions with the world leaders to make bilateral interaction on the sidelines of the G7 summit.

Ms. D. Naga Sravya
Assistant Professor
Department of Management

Benefits of Time Management

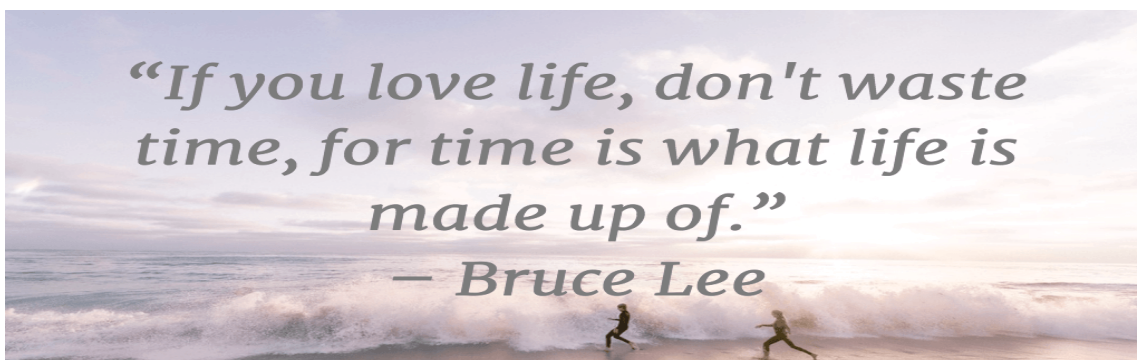


Time Management refers to making the best possible use of available time. Managing time well enables an individual to do the right thing at the right time. Time Management plays a pivotal role in one's personal as well as professional life. One of the most effective skills you can have in life is powerful and effective time management. If you're not managing your time well, there's no way you're going to reach your goals at work and the life outside of it.

Let us go through some benefits of Time Management:

1. Time Management makes an individual punctual and disciplined. One learns to work when it is actually required as a result of effective time management. To make judicious use of time, individuals should prepare a "TASK PLAN" or a "TO DO" List at the start of the day to jot down activities which need to be done in a particular day as per their importance and urgency against the specific time slots assigned to each activity. A Task Plan gives individuals a sense of direction at the workplace. An individual knows how his day looks like and eventually works accordingly leading to an increased output.
2. One becomes more organized as a result of effective Time Management. Keeping the things at their proper places minimizes the time which goes on unnecessary searching of documents, important files, folders, and stationery items and so on. For better time management, individuals keep their workstations, study zones, cubicles, meeting areas clean and organized. People learn to manage things well as a result of Time Management.
3. Effective Time Management boosts an individual's morale and makes him confident. As a result of Time Management, individuals accomplish tasks within the stipulated time frame, making them popular in their organization as well as amongst their peers. People who understand the value of time are the ones who manage to stand apart from the crowd. Individuals who finish off work on time are looked up to by others and are always the centre of attention everywhere.
4. Individuals who stick to a time plan are the ones who realize their goals and objectives within the shortest possible time span. Managing time effectively helps employees to meet targets way ahead of deadlines and finish off task just when it is required.
5. Effective Time Management helps an employee to reach the pinnacle of success quickly and stay firm at the top for a longer duration. Effective time management plays a pivotal role in increasing an individual's productivity. Output increases substantially when people manage their time well.
6. Better Time Management helps in better planning and eventually better forecasting. Individuals learn to plan things well and know where exactly they stand five years from now.

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అరోరాలో మట్టి వినాయకుల తయారీ పోటీలు

రామంతాపూర్: రామంతాపూర్ అరోరా పీజీ కళాశాలలో బుధవారం విద్యార్థులకు మట్టి వినాయకులు తయారుచేసే పోటీలను నిర్వహించారు. ఈ సందర్భంగా విద్యార్థులు వివిధ ఆకారాలలో మట్టి వినాయక ప్రతిమలను తయారుచేశారు. ఈ కార్యక్రమానికి ముఖ్య అతిథిగా హాజరైన కళాశాల డైరెక్టర్ డాక్టర్ ఎం.మాధవి మాట్లాడుతూ వివిధ రకాల రసాయనాలు, ప్లాస్టర్ ఆఫ్ ప్యారిస్ తో తయారుచేసే విగ్రహాల వల్ల ఏర్పడే కాలుష్యంతో పర్యావరణానికి ముప్పు వాటిల్లుతుందన్నారు. పర్యావరణాన్ని పరిరక్షించి భవిష్యత్ తరాలకు



మట్టి వినాయకుల తయారు చేసిన విద్యార్థులు

ఆరోగ్యకరమైన వాతావరణాన్ని ఇవ్వాలన్న బాధ్యత మనపై ఉందన్నారు. ఈ కార్యక్రమంలో కళాశాల ఎంసీ, ఎంబీఏ విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ రావు తదితరులు పాల్గొన్నారు.

ర్యాగింగ్ భూతాన్ని తరిమికొడదాం

రామంతాపూర్: రామంతాపూర్ అరోరా పీజీ కళాశాలలో ర్యాగింగ్ చేస్తే విధించే శిక్షలు అనే అంశంపై విద్యార్థులకు సోమవారం అవగాహన శిబిరాన్ని నిర్వహించారు. ఈ శిబిరానికి ఉప్పల్ ఎస్సై జయరాజ్, రవిబాబు హాజరయ్యారు. ర్యాగింగ్ భూతాన్ని కళాశాల నుంచి తరిమికొట్టడానికి ప్రతి ఒక్క విద్యార్థి తనవంతుగా కృషి చేయాలన్నారు. ఈ సందర్భంగా వారు మాట్లాడుతూ.. కొత్తగా కళాశాలలో చేరే విద్యార్థులపై సీనియర్ విద్యార్థులు ర్యాగింగ్ చేస్తే చట్ట ప్రకారం ఎటువంటి చర్యలు తీసుకోబడుతాయోనని, అదేవిధంగా ఎటువంటి శిక్షలు న్యాయస్థానాలు విధిస్తాయని వారు విద్యార్థులకు వివరించారు. కళాశాల డైరెక్టర్ డాక్టర్ ఎం.మాధవి మాట్లాడుతూ.. కొన్ని దేశాల్లో కళాశాలలో



అవగాహన శిబిరం నిర్వహిస్తున్న దృశ్యం

ర్యాగింగ్ అనేది ఒక వినూత్న పద్ధతిలో నిర్వహిస్తున్నారని కొత్తగా కళాశాలలో చేరే విద్యార్థులకు సీనియర్లు సవ్యతూ స్వాగతం పలికి వారికి అన్ని విధాలుగా సహాయపడుతూ వారి తరగతి గదులు, లైబ్రరీ, క్యాంటీన్ తదితర వివరాలు వారికి పూర్తిగా అందిస్తూ స్నేహపూర్వకంగా ఉంటున్నారన్నారు. కార్యక్రమంలో ఎంబీఏ, ఎంసీఏ విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ రెడ్డి ఇతర అధ్యాపకులు పాల్గొన్నారు.

ర్యాగింగ్ చేస్తే చర్యలు తప్పవు: డీఐ



సదస్సులో డీఐ రవి, కళాశాల ప్రతినిధులు

హబ్బిగూడ, న్యూస్ టుడే: హబ్బిగూడ డివిజన్ గజేష్ నగర్ లోని అరోరా పీజీ కళాశాలలో సోమవారం 'యాంటీ ర్యాగింగ్ పై విద్యార్థులకు అవగాహన సదస్సును ఏర్పాటుచేశారు. ముఖ్య అతిథిగా ఉప్పల్ డీఐ రవి మాట్లాడుతూ.. ర్యాగింగ్ చేయడంతో కలిగే అసర్థాలను వివరించారు. విద్యార్థులందరూ స్నేహితులుగా ఉండాలని సూచించారు. ర్యాగింగ్ చేసిన విద్యార్థులకు చట్టంలో ఎలాంటి శిక్షలు ఉన్నాయో వివరించారు. ర్యాగింగ్ చేయవద్దని, ఎవరూ ప్రోత్సహించవద్దని విద్యార్థులకు సూచించారు. ఎస్ఐ జయరాం, డైరెక్టర్ డా. మాధవి, హెచ్ఐడీలు సతీష్ కుమార్, దేవేందర్ పాల్గొన్నారు.

