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From the Director's Desk...

Dear All,

On behalf of 'Aurora' I wish 'A very happy and prosperous New Year-2018' to everyone. January being the first month of the year paves the road for a fruitful year ahead. Aurora's core values are centered around students and their all round development. At Aurora it is believed that 'Knowledge is Power'. To cannote this, the institution has began its journey on the day of Vasanth Panchami- the Birthday of 'Goddess Saraswathi' The Deity of Knowledge. Foundation Day is celebrated on Vasanth Panchami to reiterate the mission of 'Aurora'. Sankranthi the festival of crops is also celebrated with kite flying and campfire. As a regular activity Guest Lectures and workshops are organized for students. Our students have actively participated in the quiz Competitions organized by Benjamin Franklin Memorial Club. Aurora has a tradition of observing and celebrating important days of National and International Importance through its active student clubs. National Youth Day, National Girl Child Day, National Tourism Day, etc., are observed through various activities. All the faculty, students and staff paid tributes to Nation leaders on Republic Day and remembered the services of great soldiers on Martyr's Day. The NSS Unit has organized a charity Program on International Street Children Day. With the support of all our stakeholders we rededicate ourselves to the development of the student community and uphold our responsibility towards the society.

With Best Wishes.....

Dr. M. Madhavi



Inside this Issue

Editorial.....1	Workshop8	Photography Club-AAKRUTHI14	Faculty Achievements.....21
Campus Buzz.....2	Bridge Course.....9	BFMC Literary Club.....15	Student Achievements &
Cultural Club-AAROOOP.....4	NSS Club10	Industry Interface16	Media.....22
Guest Lecture.....6	Women's Club-ANVITA13	ITL Activities.....17	Gallery.....

World Economic Forum summit

World Economic Forum summit was held from 26th to 29th January, 2018 at Davos, Switzerland. India, invited global investors with a development agenda based on five pillars which is the topic of this month: The First pillar is Reform, Perform and Transform – which includes formalizing the informal economy through demonetization and digital transactions, direct tax reforms and expansion of the tax base, banking reforms, DBT through UID and Bank accounts, minimizing discretion, combating corruption and controlling inflation. Also, we have consistently reduced fiscal deficit and current account deficit. In the last three years resolved number of regulatory and policy issues in relation to the Indian Business environment and all states are also forthcoming whereby a healthy competitive environment is created in which they are competing for doing better and better and the process is called "competitive federalism." Another great reform is India undertaken is bold FDI reforms. More than 90 percent of the FDI approvals have been put on the automatic approval route. As a result of these changes, there has been a sharp rise in FDI in the past three years from \$36 billion in 2013-14 to \$60 billion in 2016-17. Second pillar is we are using technology to transform governance and deliver public entitlements and services i.e use of e-governance which is easy and effective governance. The Third pillar is significant upgrading of the physical infrastructure including roads, railways, air and sea ports like Sagarmala project seeks to connect long coastline and ports to the hinterland. Similar is focus on development of regional airports. Govt., objective is to reduce the logistics cost transaction time for various activities. Also, improvement in infrastructure have already enthused people as they are beginning to see a qualitative change in their lives. The Fourth pillar - Govt., is also aware about the changes to be made in the rules governing economic activity like, may it is the regime of entry and exit of businesses, for IPRs, or arbitration and commercial adjudication, Govt., has moved very decisively to brush up the framework to bring them in line with global best practices. The fifth pillar is inclusive economic development. The biggest reason for fracture within the countries is inequality and disparity leading to divide and dis-trust. To overcome, Govt. of India has initiated several public long range schemes – to name a few – Ease of Business, Make in India, Digital India, skill India and so on.

Prof. P. Pinakapani

Guest Corner



Chandrashekar DP
CEO, Jain International Schools,
Author & Global Speaker

It was an exceptional opportunity to interact with young minds at the college. Enjoyed thoroughly speaking to the children and being from the students. I appreciate the Hon. College & management for being proactive and partnering with AI-IT in shaping the future of these students.



Republic Day



Republic Day honours the date on which the Constitution of India came into effect on 26th January, 1950 replacing the Government of India Act, 1935 as the governing document of India. The Constitution was adopted by the Indian Constituent Assembly on 26th November, 1949 and came into effect on 26th January, 1950 with a democratic government system, completing the country's transition towards becoming an independent republic. 26th January was chosen as the Republic day because it was on this day in 1930 when Declaration of Indian Independence "Purna Swaraj" was proclaimed by the Indian National Congress as opposed to the Dominion status offered by British Regime. While India's Independence Day celebrates its freedom from British Rule, the Republic Day celebrates the coming into force of its constitution.

The 69th Republic Day has been celebrated in all its solemnity and grandeur on 26th January, 2018. Director Dr. M. Madhavi unfurled the flag and the gathering saluted the National Flag and pledged them to uphold the honor and integrity, diversity and uniqueness of India. She addressed the gathering and urged them to take up responsibilities and be determined to complete the tasks by giving their best and feel proud to be Indians. In her message, she emphasized that right things should be done at right time. Prof. G. V. K Reddy, Department of Management has also addressed the gathering and advised the young students to focus on the importance of our Constitution and coordinate the rights and responsibilities so as to become better citizens of the nation. Prof. N. Thirupalu, Department of Management addressed the gathering and suggested that with the changing pace of technology the students also should change their views and think innovatively. Mr. Vamsi Krishna, student of MBA II Year, also expressed his views on Republic Day. Later on faculty of Management, Mrs. S. Pratibha, Mrs. R. Sushma and Mrs. S. Pushpalatha presented patriotic songs followed by group patriotic song by students of MBA I Year. Mr. Ch. Satish Kumar, HOD of MBA, Mr. E. Devender Rao HOD of MCA, Mr. N. Simhadri, Asst. Registrar, teaching and non-teaching staff participated in the celebrations. With the distribution of sweets and snacks all the members dispersed with the image of the fluttering tricolor in their minds.



University Fair



One of the most daunting tasks for both students and parents is to choose a right place for higher studies. Students face a lot of difficulties to make a decision of which university to attend. Whereas, attending a University Fair makes a lot of difference. A university fair comes with lots of opportunities. The student would get the chances of meeting institutions in person and getting immediate personalized responses to every question. Attending a university fair is a great chance for the students to understand and discover various colleges that they know or might not know. It is a platform for them to compare universities according to their rankings, offerings, curriculum, approaches to learning, etc..

The main aim of a university fair is to give students the opportunity to start having conversations about their next steps and to leave with a clearer picture of what their next steps should be. Oakridge International School bought an incredible 'University Fair' to Hyderabad for the students of grade 9-12 which showcased India's top universities and higher education institutes. 'University Fair' was held on 19th January, 2018 at Oakridge International School, Gachibowli. Aurora's Group of Institutions put up a stall, which was one among the twenty five other university stalls who impart higher education. Mrs. R. Sushma, Associate Professor from Aurora's PG College, Ramanthapur took part in the University Fair and represented Aurora group of Institutions. Around two hundred and fifty students of Oakridge International School and their parents attended and discussed face to face about the programs, funding opportunities as well as application processes involved in getting into a specific Institution.



Sankranti Celebrations

Makar Sankranti, is a festival day in the Hindu calendar, in reference to deity Surya "Sun". It is observed each year in January. It marks the first day of sun's transit into the Makara i.e., Capricorn marking the end of the month with the winter solstice and the start of longer days. Makar Sankranti is one of the few ancient Indian festivals has been observed according to solar cycles, while most festivals are set by the lunar cycle of the lunisolar calendar. The Sankranti festival is a three-day festival. The first day is 'Bhogi', the second day 'Sankranti' and the third day, 'Kanumu' and it is a festival of joy and happiness for all.

Sankranti celebrations were organized on 6th January, 2018. As a part of the celebrations, Director Dr. M. Madhavi performed pooja near the bonfire. Students litted a bonfire with logs of wood and created colorful rangoli on ground with dot rangoli designs and beautiful flower rangoli designs. Gobbemma was placed among the Rangoli patterns along with fresh harvest of rice, turmeric and sugarcane. "Chakkara pongal" a special Sankranti dish was cooked with new rice, jaggery and milk. This dish was allowed to boil over which symbolised abundance and at the end of the celebrations, this was distributed as pongali prasadam. Sankranti programmes highlighted the traditional folk music, Rangoli Competition, Kite Making and Kite Flying Competitions. All the students, teaching and non-teaching staff participated very actively showing their love and respect towards our culture.

Winners of Kite making and Rangoli competition are:

S.No.	Name of the Competition	Prize	Name of the Student	Course /Section
1	Kite Making	First prize	Akhil	MBA /I Year -C1
2	Rangoli Competition	First prize	Students of Section-A	
		Second Prize	Students of Section-A	



Aurora Foundation Day



As per Hindi Lunar Almanac, Saraswati Puja or Basant Panchami is celebrated on the fifth day of Magh Shukla. It is celebrated to honor the Goddess Saraswati, the goddess of learning who bequeaths the greatest wealth to humanity, the wealth of knowledge. Hindu mythology describes Goddess Saraswati as a pristine lady bedecked with white attire, white flowers and white pearls, sitting on a white lotus, which blooms in a wide stretch of water. This day is also known by the name Vasant or Shree Panchami. Hindus celebrate Vasant Panchami with great fervor in temples, homes and educational institutions. The most significant aspect of this festival is that it is the most auspicious day to begin laying one's foundation of education. A day etched with tradition and history, "AURORA" was founded on 1st February, 1989. Since then we celebrate this day as our foundation day every year.

The AURORA Foundation Day was celebrated on 22nd January, 2018 in the seminar hall to mark many years of success. The program was presided over by the Director, Dr. M. Madhavi. The program started with garland offered to Goddess Saraswati followed by the lighting of lamp and a devotional song. Director, Dr. M. Madhavi addressed the gathering and explained them about the importance of the day. Prof. GVK. Reddy, Mr. Ch. Satish Kumar, HOD, Department of Management and Mr. E. Devendar Rao, HOD, Department of Computer Applications also addressed the gathering. Students presented a cultural program ornamented with recitation and skit to mark the significance of Aurora's foundation day. The skit narrated how AURORA is a temple of learning. All the faculty members and students of MBA, MCA and I-MBA participated in the program.

Potluck

A crowd of colleagues gather together for a celebration that is centered around cooking and sharing signature dishes, from classic dishes and salads is Known as a potluck, this type of impromptu, "no-rhyme-or-reason" get-together was historically a casual event not a well-planned menu. Potluck was organized with more attention to detail and less of that "just surprise us with something special" attitude. The purpose of these parties still rings true: gathering around the holiday table to enjoy delicious fare with people we love.

One popular "urban legend" about the word "potluck" is that it is drawn from the Native American (Chinook) word "potlatch". Potluck dinners are often organized by religious or community groups. The purpose of potluck is to create a space for people to connect with one another and to heal and to be fed physically, mentally and spiritually. A beloved annual tradition at Aurora "Potluck" lunch was organized on 12th January, 2018. All staff came together to enjoy an assortment of classic family recipes and homemade sweets, salads, starters, North and South Indian curries including vegetarian and non-vegetarian dishes. Everyone chipped in to bring their favorite dish and it was a great opportunity to be able to try such a variety of foods in one sitting. Staff brought various dishes from their ethnic background and shared their culture and heritage. Everyone relished the food and had a happy time bonding and sharing the food. No doubt it has strengthened the bonding among the staff members. Director Dr. M. Madhavi, Mr. Ch. Satish Kumar, HOD of MBA, Mr. E. Devender Rao HOD of MCA, teaching and Non-Teaching staff participated in this event.



Guest Lecture on "Human Rights"



Human Rights Day is observed every year on 10th December. It commemorates the day on which, in 1948, the United Nations General Assembly adopted the Universal Declaration of Human Rights. This year's Human Rights Day is devoted to the launch of a year-long campaign for the 50th anniversary of the two International Covenants on Human Rights: The International Covenant on Economic, Social and Cultural Rights and the International Covenant on Civil and Political Rights, which were adopted by the United Nations General Assembly on 16th December, 1966.

To create awareness on human rights Ms. Vasudha Rani, Principal, Panineeya Mahavidhyalaya, Hyderabad delivered a guest lecture on "Human Rights" on 5th January, 2018. Ms. Vasudha Rani expressed her views on fundamental rights and told that they are the rights of a person inherently entitled because they are human beings and which are "Inherent in all Human Beings" regardless of their nation, location, language, religion, ethnic origin or any other status. They are applicable everywhere and at every time in the sense of being universal, and they are egalitarian in the sense of being the same for everyone. She also said about the doctrine of human rights and their influence on international law, global and regional institutions. She suggested that human rights should be a minimum requirement to avoid the worst-case abuses. Mr. Ch. Satish Kumar, Head of the Department, Department of Management, faculty members and the students of MBA I Year I semester have participated in the lecture. Around ninety five students of MBA I Year I semester students participated in the session.



Guest Lecture on "Importance of Cost Accounting to Organizations"



Cost accounting is a branch of accounting that has evolved to overcome the limitations of financial accounting. It is the process of accounting for cost, which is concerned more with the ascertainment, allocation, distribution and accounting aspects of cost. It is that branch of accounting, which deals with the classification, recording, allocation, summation and reporting of current and prospective costs.

To make students aware about the importance of Cost Accounting a guest lecture was organized on "Importance of Cost Accounting to Organizations" on 23rd January, 2018. The speaker for the lecture was CMA D. Zitendra Rao, Member of ICAI Southern India Regional Council. The lecture started on a very peculiar note with sharing the real time experiences that he had undergone in due course of time. Moving ahead he explained about CMA (Certified Management Accountant) certification that has been the global benchmark for management accountants and financial professionals. CMAs explain "why" behind numbers, not just "what" that gives a greater credibility, higher earning potential, and ultimately a seat at the leadership table. He said "A CMA can do anything except the two i.e. signing tax audit report and financial audit report". A CMA is a person who performs services like costing, pricing of goods or services, prepares, verifies or certifies cost accounting; and prepares related statements. A CMA's job essentially involves an analysis of costs and to devise ways to reduce it. Apart from this, the CMA

is also expected to evaluate operating efficiency and effectiveness of production and service management in different departments of an organization. This analysis helps in comparing financial performances, making assessments and projections, providing figures for future costing and pricing policies and other related managerial decisions. Mr. Ch. Satish Kumar, HOD, Department of Management, faculty members and the students of I-MBA III semester have participated in the lecture.



Two Day Workshop on “Taxation Policies -Issues and Implications”

Workshop for MBA students will help in holding assistantship and fellowship. A workshop will also make them to learn timely information and where to look for implications. In collaboration with NICT “Taxation Policies -Issues and Implications” was organized on 4th and 5th January, 2018 for MBA I year I Semester students. The Sessions were headed by Mr. M. V. N Acharya, CEO, NICT, Hyderabad.

The workshop was conducted in four sessions as below:

Session I: Highlighted the design of GST, main features of GST law, Administration and IT network, benefits of GST and way forward.

Session II: An overview of Employees' State Insurance Contribution and the process of filing monthly contribution.

Session III: Emphasized on Provident Fund, where process flow of ECR and FAQs were discussed before going through ECR.

Session IV: Awareness about TDS which included the process of Filing TDS and sources of TDS. In this session screenshots of form 26Q1, 24Q1, 24Q4 and 27EQ Q1 were also discussed.

At the end of the workshop, all the participants were given the certificates and Taxation content CD's. Around Two hundred and fifty students have participated in the workshop.



Bridge Course for Accounting for Management and Managerial Economics

A Bridge program is a course that provides students with advanced standing in a PG program at the college campus. At the end of the MBA I Semester, before commencement of the first semester exams, non-accounting background students have undergone, Bridge Courses in Accounting and Managerial Economics. The Course on Accounting and Managerial Economics have served the purpose of securing a footing for students with a non-accounting background and introduces them to the basic building blocks of accounting and Managerial economics. The objective of the course was to analyze their level of understanding of the subject before the starting of exams and bridge the gap by enhancing their knowledge and bring them on par with students from commerce background. The bridge course on Accounting covered topics such as Book Keeping, Rules of Accounting, Journal entries, Ledger, Preparation of financial statements and analyzing them with the help of technical tools such as ratio analysis, common size statement analysis and cash flow statements. The bridge course on Managerial economics included Micro Economics Demand functions, Elasticity of demand, Cost functions, production functions and market structures. This course helped the students from non-accounting background and will brush up their academic knowledge.

The programme was conducted for three days on 8th, 9th and 10th of January, 2018 for non-accounting students for their preparation towards the end semester examination. Ms. Preeti Jaiswal, Associate Professor, Ms. P. Hima Jagathi, Associate Professor, Ms. N. Radhika, Associate Professor Ms. A. K. Ashwini, Sr. Assistant Professor, Ms. D. Radhika, Assistant Professor have conducted the classes. The programme was carried for the students from all the sections and approximately seventy three students attended the programme.



National Voters' Day



The National Voters' Day or Rashtriya Matdata Diwas 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 the every election the committees members are encourage the Voters to vote and explain the power of vote to every voter's. It is a day to celebrate the right to vote and vibrant democracy of India. This National Voters' Day was first celebrated in 2011; it was also mark on the Election Commission Foundation Day. This will be eighth National Voters' Day (NVD) and will be used to spread awareness among voters regarding effective participation in the electoral process.

The objective of National Voters' Day is to create awareness about general awareness and also to increase the Voters rate in any form of Election. Further it also motivates the young voters to enroll in election activities. This year, National Voters' Day theme is 'Accessible Elections'. The Prime Minister of India, his excellence of Narendra Modi, on the occasion, has urged all eligible voters to register themselves and use their vote power to strengthen the democracy.

On the occasion of National Voter's Day, the NSS club conducted seminar presentations on 25th January, 2018. 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 from MBA, MCA, I-MBA have participated with lots of zeal and expressed their opinion and suggestions about the Indian voting system. As a part of this program the students of I-MBA I year have also participated at Elocution competition conducted at GHMC, Uppal. Students were awarded with prizes for their performances.

S.No.	Name of the Student	Class
1	Akash Chaurisya	MCA II
2	P.Tarun	MBA
2	Varsha Thakur	I-MBA



National Youth Day

To commemorate the birthday of Swami Vivekananda, a social reformer, philosopher and great thinker National Youth Day is celebrated in India. It was way back in 1984 that the government of India declared 12th January as National Youth Day And since then, the day is celebrated with great enthusiasm. Every year, 12th January is celebrated as National Youth Day (Yuva Diwas) across the country with great pomp and fervor. This year unique theme is 'Sankalp Se Siddhi. It is celebrated to create a great awareness amongst the people of India to get them knowledge about the Importance of the Rite in India and to generate a positive attitude towards the people to provide them with knowledge about how to behave in a proper way in the country.

To make every young generation to come across many ideas and plans and to cultivate a proper plan to develop every sector in a right way the NSS coordinators celebrated National Youth Day on 12th January, 2018. As a part of the celebrations they organized a workshop on "Basics of Computers" on 9th January, 2018 to the school students. The workshop was inaugurated by Director, Dr. M. Madhavi who was the Chief Guest. The students from 6th to 8th class from various schools in and around Ramanthapur were invited for the workshop. The NSS student coordinators educated the school children the importance of computers and the up gradation of technology in the present environment. The workshop covered various topics like parts of computer, applications of computers, usage of computers, Operating systems and the basic operations in the computers. The programme was attended by Mr. Ch. Satish Kumar, HOD, Department of Management, Mr. E. Devender Rao, HOD, Department of Computer Applications & Mr. A.Srinivas Rao, Mr. Sanjay Kumar, NSS Faculty Coordinators and NSS Student-coordinator's.



International Street Children's Day



International Street Children's Day is observed on 31st January every year to spread the awareness among the general people to stand up jointly for the rights and welfare of street children. Street children are a term used for poor and homeless children under 18 years of age, living in the streets of a village, town or city. They spend their lives on the streets and start facing every sort of hardships in their very early stage of life. They even don't have the very basic necessities of life for livelihood. International Street Children's Day is a reminder for all of us to think about the basic rights of street children and do some effort to safeguard their rights individually, collectively, national and international level to make this world a better space to live for every human soul.

To support the street children and make the general people to stand for the welfare of the street children the NSS Club student coordinators of I-MBA, III semester have visited different areas in and around Ramanthapur and Uppal on 31st January, 2018. They have interacted with the street children and explained the importance of education, cleanliness and hygiene for healthy living. They also distributed stationary, chocolates and biscuits to them.

Martyr's Day

To commemorate the death anniversary of Mahatma Gandhi and to pay tribute to martyrs who sacrificed their lives for the nation 'Martyrs Day or Shaheed Diwas is observed every year on 30th January, 2018. In fact, India is one of the 15 nations that celebrate Martyr's Day every year. 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 honour 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. Principal Dr. M. Madhavi addressed the students about the importance of the day and said 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 gathering opened with the prayer and a moment of silent mourning for two minutes. Students of IMBA and all the faculty members have participated in the Prayer meetings.



National Girl Child Day

National Girl Child Day is celebrated every year on 24th January as a National Observance Day for the Girl Child. This celebration was started to offer more support and new opportunities to the girls in the country. It is celebrated to increase the awareness among people about all the inequalities faced by the girl child in the society. Inequality about girl child is a vast problem which includes many areas like inequality in education, nutrition, legal rights, medical care, protection, honour, child marriage and so many. It is celebrated as a national observance to increase the consciousness of the people and offer new opportunities to the girl child, to remove all the inequalities faced by the girl children, make certain that every girl child is getting proper respect and value and to address the girl children issues associated to their health, respect, education, nutrition etc.,

National girl child day has been started as a national girl's development mission by the Government of India. This mission raises the awareness among people all over the country about the importance of girl's promotion. It enhances the meaningful contribution of the girls in decision making processes through the active support of the parents and other community members.

Women's Club- Anvitha celebrated "National Girl Child Day" on 25th January, 2018 to make the girl students independent and to increase the awareness among people about all the inequalities faced by the girl child in the society. Essay Writing competition was conducted for the students of I-MBA I and II year students on the topic "Importance of girls education in career building". All the students including boys actively participated in essay writing competition.

The winners of the essay writing competition are:

S.No.	Name of the student	Course	Prize
1	Ms. Kriti Agarwal	I-MBA –II Year III Semester	Winner
2	Ms. Srijanvitha	I-MBA –I Year I Semester	Runner



*A baby girl...One of the most beautiful, miracle in life,
one of the greatest joys we can ever know, and one of the reasons
why there is a little extra sunshine, laughter and happiness
in your world today.*

National Tourism Day

Tourism plays a huge role in boosting India's economy. January 25th 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 travelers. People from Israel, USA, England, Australia, 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 contribute to reaching the Sustainable Development Goals, Integrity of Tourism subject in the minds of students, Inspiration for Travel & Tourism activity. On this day, awareness was raised on the importance of Tourism and its social, cultural, political and economic values.

Tourism day was organized by photography club "Aakruthi" on 25th January, 2018 for I-MBA students to create awareness about the Indian tourist destinations. Students have prepared power point presentations with lots of enthusiasm. They have explained the various forms of Tourism, Tourism Industry in India, Foreign Tourists in India and SWOT analysis of Indian Tourism. They have also explained the initiatives taken by the Government of India for development of Tourism in India.



Quiz Competition



The second official meeting of BFMC was held on 6th January 2017. The meeting was conducted by members of the new governing board members Ms. Krishnaveni and Ms. Praharsha. The meeting started with invocation made by Sudarshan, MBA I Year A section followed by a noble thought by Mr.Arshad Ali, MBA I year A1 Section and impromptu speech by Mr. Kishore, MBA I Year A section. The young Ben members Ms. Krishnaveni and Ms. Praharsha conducted quiz for the students with five rounds covering Business affairs, General affairs, history, Indian Mythology and Indian Economy. The students were divided into 10 groups each consisting of two members in a group.

S.No.	Name of the students	Section	Winners / Runners
1	Sudarshan	A	Winners
	Arshad Ali	A1	
2	Nageetha	C1	Runners
	Yahswanth	A	



Yi session on “Right Way Leadership”

“The key to successful leadership today is influence, not authority” --Ken Blanchard”



One of the most important skills any professional could possess is the ability effectively manage and lead others. The leadership and management of an organization have a deep impact on the culture, direction and public image of the organization. Organizational management is the ability to govern and manage the people that make up a group or team with the purpose of enforcing the organization's goals and standards. Various leadership practices and expectations are needed for leaders to make a positive and effective impact on the organization they are leading.

To inculcate the leadership skills among students a session was organized on Right Way Leadership on 3rd January, 2018 in association with Yi Chapter, Hyderabad. Mr. Sumit Kabra, Chair, Yi-Yuva Hyderabad Chapter, Mr. Pradeep, Co-Chair, Yi-Yuva Hyderabad chapter and Mr. Chandra Sekhar, CEO of Jain International Schools, Hyderabad attended the Session. The session started with the importance of a leader in achieving goals. Taking cues from the Indian culture and its values, Dr. Chandra Shekar asserted that with the growing trends in Global Leadership and Strategic Management, India happens to be the exporter of wisdom to the world. He then explained in detail the difference of leadership in theory and in actual practice.

Dr. Chandra Shekar educated the students about the types of modern leadership which consists of Transformational Leadership, Authentic Leadership, Servant Leadership and Transactional Leadership. He also put a light on the qualities a leader must possess which includes juggling multi-level acts on the macro and micro level and advised students to strive towards achieving high performance and high integrity in Leadership. He has delivered his own case study and made them understood the challenges he faced and how he had come up with alternatives in every critical situation he experienced. The session ended with question & answer session wherein inquisitive students asked questions regarding leadership, wisdom and values in corporate world. The students registered for Yi-Chapter, Hyderabad attended the session. Mr. Ch. Satish Kumar, HOD, Department of Management and faculty members participated in the session. Finally, the session provided students a great opportunity to learn more about Right Way of Leadership and to develop leadership skills in future.

Memorandum of Understanding with Resource Recycling Company.



Today society is more concerned about the environment and is much aware about its activities and the impact resulting from these activities on the environment. Society demands that waste management must be sustainable. The proper management of waste needs appropriate technology, which is economically affordable, socially accepted and environmentally friendly. In the context of proper management of waste the college has entered to Memorandum of Understanding on 8th January, 2018 with Resource Recycling Company, an authorized agency of ITC.

This is an agreement for a synergic alliance between college and Resource Recycling Company for social cause of recycling of dry waste and environment protection through recycling of dry waste and environment protection through recycling. Director, Dr. M. Madhavi said that the college

shall form “Swachh WOW”, Hyderabad Chapter, in the college with student volunteers and adopt nearby schools or colonies to promote source segregation through student volunteers.

Debate (Marketing Management)

Interactive Teaching Learning Methodology makes learning truly interactive and creative. Debate is a structured way of exploring the range of views on an issue in which two opposing teams will defend and attack a given proposition. It encourages critical and strategic thinking.

As a part of Interactive Teaching Learning Methodology Ms. N. Bhavani, Assistant Professor, Department of Management has conducted Debate for Section D1 students of MBA I Year I Semester on 3rd January, 2018 in the subject Marketing Management. All the Learning groups have actively participated in this Debate Session.

The following topics of debate were allotted to the Learning Groups:

Learning Group	Debate Topics
1,2	Business and Ethics don't go together.
3,4	Technology creates Income Disparties
5,6	Does Corporate World promote Entrepreneurship
7,8	Business ethics in today's market and future.
9,10	MBA: Is it for learning or only for placements?
11,12	Privatization will lead to Less Corruption
13,14	Should recruiters favor MBAs over non MBAs?
15,16	India needs more job creators than job seekers
17,18	Should MBA colleges stop placements all together and Encourage Entrepreneurship?
19, 20	Business and Ethics don't go together.



Quiz (Management and Organizational Behaviour)

Interactive Teaching Learning Methodology makes learning truly interactive and creative. Quiz is an interactive programme to facilitate learning and improves lateral thinking, teamwork and decision making under pressure and reviews awareness level on core management issues and latest developments in management concepts and practices.

As a part of Interactive Teaching Learning Methodology Ms. M. Subhashini, Associate Professor, Department of Management has conducted Quiz for Section E1 students of MBA I Year I Semester on 3rd January, 2018 in the subject Management and Organizational Behaviour. All the Learning groups have actively participated in this Quiz Session. Seventeen Learning groups have actively participated in the quiz. Total three rounds were conducted during the quiz:

1st Round: Five questions were asked to each group $6*5=30$. 40 seconds time with 5 marks for straight answer and 20 seconds time with 3 marks for pass on answer. Total time is 30 minutes.

2nd Round: Five questions were asked to each group after eliminating two groups in first round $4*5=20$. 40 Seconds time with 5 marks for straight answer and 20 seconds time with 3 marks for pass on answer. Total time is 40 minutes.

3rd Round: Ten questions were asked to each group after eliminating two groups in Second round $2*5=20$. Five minutes for each group. Total time is 10 minutes.

Seventeen Teams participated in the quiz. The quiz included 3 rounds. Out of 17 learning groups, the first ten groups were selected for next round. The winner and runner teams were announced out of the four teams in the final round.

The Winners of the Quiz are as follows:

S.No.	Name of the students	Winners / Runners
6	Mr. G. Vinod	Winners
	Ms. Samreen Naaz	
	Mr. D. Madhukar	
2	Mr. P. Anil Kumar	Runners
	Ms. S. Ankitha	
	Ms. P. Prasanna	



Student Seminar (Entrepreneurial Development)

Seminars are a form of presentations by the students on the topics predetermined for the purpose of making them prepare well in order to give an effective presentation. Student seminars are designed to sharpen students writing and research skills. Student should therefore expect to develop strategies for researching, developing and structuring their ideas and to regularly revise their work, frequently in response to comments from their professors and classmates.

As a part of Interactive Teaching Learning Methodology Ms. P. Malathi Devi, Assistant Professor, Department of Management has conducted Seminar for I-MBA V Semester students on 2nd January, 2018 in the subject Entrepreneurial Development. All the Learning groups have actively participated in these Seminar Sessions.

The Following Topics are given for Seminar is:

Learning Group	Student Seminar Topics
1	Role of Commercial Banks
2	Financial Institutions in Promoting entrepreneurship
3	Functions of IDBI
4	Industrial Finance Corporation of India,
5	Objectives of LIC
6	UTI
7	NABARD
8	Venture Capital Assistance
9	Functions of SIDBI
10	EXIM Bank Strategies



Case Study (Management and Organizational Behaviour)

Case Studies comprise a significant content of Interactive Teaching Learning process. Theoretical inputs, coupled with cases constitute the cornerstone of imparting management education. The cases given relate to the situation faced by an organization, a decision or action taken by an individual manager/group in the various functional areas such as finance, operations, human resources etc. A case study analysis requires investigating a business problem, examining the alternative solutions and proposing the most effective solution using supporting evidence. It helps the students in understanding the functional aspects of a given situation/problem and encourages them to develop problem solving abilities.

As a part of Interactive Teaching Learning Methodology Ms. D. Naga Shravya, Associate Professor, Department of Management has conducted Case Study for Section B1 students of MBA I Year I Semester on 5th January, 2018 in the subject Management and Organizational Behaviour. Twenty Learning groups have participated in Case Study sessions.

The following case study topics are given:

Learning Group	Case Study Topics
1	Designing and Managing Organizational Behavior
2	Integrative Model of Organizational Trust
3	Corporate Culture
4	Can Chasing Small Customers Lead to Larger Profits?
5	Retiring Employees, Lost Knowledge
6	Spending More on Ads To Overcome a Slump
7	Maintaining Employee Engagement
8	Corporate Governance
9	Business Ethics
10	Insurance



Paper Publications



Prof. P. Pinakapani, Department of Management published a article on “Household goods and Indian Customer Satisfaction” in International journal of Exclusive Management Research in January 2018, volume 8 Issue 01 with ISSN 2249-8672.

Faculty Development Programme on “Effective Research and Project Funding”



Mrs. K J Sumitha, Sr. Asst. Professor, Ms. Supriya Kulkarni, Ms. Sriramula Bhargavi, Ms. Asfiya Sulaiman, Assistant Professors from Department of Management have attended a Faculty Development Program on “Effective Research and Project Funding” organized by St. Martin's Institute of Business Management, Kompally, Hyderabad, Telangana on 20th January, 2018.

Faculty Development Programme on “Soft Skill Personality Development Programme”

Dr. B. Madhubala, Professor and Ms. N. Radhika, Associate Professor from Departemen of Management participated in Faculty Development Programme on “Soft Skill Personality Development Programme” conducted by Aurora's Technological Research Institute, Hyderabad on 23rd and 24th January, 2018 in sssociation with ICT Academy (Innovate...Collaborate...Educate) for Creating a New Generation of Talent Pool. The program is organized in order to bring about development of faculty with Teaching Methodologies and developing students holistically and nurturing them.




Mr. Gundu Surya Shiva participated in “Community Hands Only CPR(Cardio Pulmonary Resuscitation)” conducted at Gandhi Alumni AHA International Training Center, Alumni Education Center, Gandhi Medical College and Hospital complex, Secunderabad on 9th & 10th January, 2018.

Media

అరోరాలో సంక్రాంతి సంబరాలు

రామంతాపూర్ అరోరా పీజీ కళాశాలలో శనివారం సంక్రాంతి సంబరాలు నిర్వహించారు. విద్యార్థులు గాలిపటాలు, గొబ్బెమ్మలు తయారుచేసి సంబరాలు జరుపుకున్నారు. కళాశాల డైరెక్టర్ డాక్టర్ మాధవి, ఎంబీఏ, ఎంసీఏ విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ రావు, అధ్యాపకులు పాల్గొన్నారు. (రామంతాపూర్ డివిజన్ వాట్సప్ గ్రూప్)




రంగవల్లులు వేస్తున్న యువతులు

సంక్రాంతిని ప్రజలంతా ఘనంగా జరుపుకోవాలి: ఎమ్మెల్యే



ప్రతిభ కనబరిచిన మహిళలకు బహుమతులు అందచేస్తున్న ఎమ్మెల్యే ప్రభాకర్

అరోరా కళాశాలలో సంక్రాంతి సంబరాలు

హబ్బిగూడ: హబ్బిగూడ డివిజన్ గజేష్ నగల్లోని అరోరా పీజీ కళాశాలలో శనివారం సంక్రాంతి సంబరాలు ఘనంగా నిర్వహించారు. విద్యార్థినులందరూ అందమైన రంగవల్లులు తీర్చిదిద్దారు. గాలిపటాలతో సందడి చేశారు. అనంతరం భోగి పండుగ, సంక్రాంతి కలను వైభవంగా జరిపారు. కార్యక్రమంలో డైరెక్టర్ డా.మాధవి హెచ్ ఓ డివిజన్, దేవేందర్ తదితరులు పాల్గొన్నారు.

నాచారం, న్యూస్ టుడే: మల్లాపూర్ కె.యల్. రెడ్డి నగర్- హెచ్ సీఎల్ కాలనీలో సంక్రాంతి పర్వదినాన్ని పురస్కరించుకుని శనివారం భాజపా మహిళా మోర్చా ఆధ్వర్యంలో ముగ్గుల పోటీలు నిర్వహించారు. ముఖ్య అతిథిగా ఎమ్మెల్యే ఎస్వీఎస్ఎస్ ప్రభాకర్ పాల్గొన్నారు. పోటీల్లో ఉత్తమ ప్రతిభ కనబరిచి ప్రథమ, ద్వితీయ, తృతీయ స్థానాల్లో నిలిచిన అనుష్క, కల్యాణి, శిరీషలను అభినందించి బహుమతులు అందచేశారు. కార్యక్రమంలో భాజపా డివిజన్ అధ్యక్షుడు శ్రీకాంత్ రెడ్డి, ప్రధాన కార్యదర్శి రాంచందర్, మహిళా మోర్చా డివిజన్ అధ్యక్షురాలు పోకల నిర్మల, భారతీయ జనతా మజ్దూర్ మోర్చా నియోజకవర్గ కన్వీనర్ దొడ్డి యాదగిరి, కిట్టు పాల్గొన్నారు.

