



From the Director's Desk...

Dear All,

Welcome to another interesting edition of our Newsletter. July was originally known as Quintilis, the fifth month of the year in the Roman calendar and consisted 31 days. Its name was changed during the Julian calendar reform in 450 BC to honor Julius Caesar, when January became the first month of the year. July is an exciting month of the year. People also tend to name their babies after Julius Caesar there is also a female adaptation of July as Julia, which is still popular in England and Scotland. For us it's a month in which a fresh academic year starts and our campus buzzes with students. This month started on a good note with Gurupurnima celebrations. 'Guru' is the one who expels darkness and fills us with the light of wisdom. We have paid tributes to all 'gurus' the teachers who enlightened us in different phases of our lives. As a part of social responsibility the institution identified ten villages. Under Unnat Bharat Abhiyan program, NSS Club has visited these villages and conducted a survey to know the problems and suggest measures for their development. We always encourage students to be responsible towards environmental protection. Students and the staff have planted saplings in the campus, observing 'Haritha Haaram' the flagship program of Government of Telangana. The world is facing lot of crisis due to the growing population and the ratio of males to females is alarmingly decreasing. 'World Population Day' is observed to bring awareness among the students on various issues related to population explosion, with a special reference to the need to create a gender equal society. As a part of innovative teaching methods, Interactive teaching learning activities are conducted for the students on a regular basis. Our faculties have attended various conferences in prestigious Institutions and presented papers and upgraded their knowledge by participating in 'Faculty Development Programs'. An orientation program with 'Doctors Online' is conducted for the faculty and staff to make them aware of online doctor consultation facilities available. We look forward for the arrival of a new batch of students and promise that we will continue to serve the student community with utmost dedication.

Best Wishes....

Dr. M. Madhavi



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Gender in conservation and climate policy

Environmental degradation, instead of being tackled, appears to be worsening, as evident in the scorching heat in many cities, prolonged droughts during dry seasons and widespread floods and landslides during rainy seasons. Environmental protection is perhaps the most difficult of all the campaign issues. On one hand, we have clear requirements for environmental protection in specific circumstances. Men and women differ in their perceptions of environmental risk, vulnerability to climate change impacts and adaptation behaviour. Effective policies must address the diversity of gender roles and identities, and the underlying drivers of inequality. Properly functioning ecosystems provide important services, such as pollination, food production, disease control and recreational experiences. Because culturally defined gender roles and responsibilities lead to differences in resource use, ecosystem services have a gendered component: men and women differ in their perception of ecosystems and in the ecosystems they value. Consequently, women may be adversely impacted by decision-making around natural resources and ecosystems that does not account for the services provided to them, which is a real concern given that women tend to have a limited voice in environmental decision-making. Although some governmental and non-governmental organizations have begun to address this inequity by implementing gender quotas in conservation interventions, these efforts fall short of realizing gender equality in decision-making, as they only require minimal representation of women. Greater inclusion of women in decision-making processes only promotes gender equality if complementary efforts are aimed at relieving women of their other gender-defined responsibilities, such as care taking. Otherwise, despite the best intentions, these policies actually hurt women by creating an additional work burden, and they fail to address the inequalities that limited women's involvement in the first place. This requires appreciation of the fact that changes in gender roles do not just impact women — if women's roles change, men's roles must change too.

Dr. S. Pushpalatha

GUEST CORNER

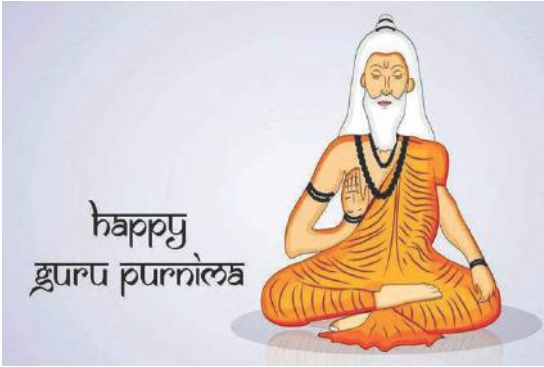


J. Krishna Mohan,
Senior Product Development
Manager at Oracle.

great institutions
giving lot of opportunities
to the students.
Keep it up.



Guru Purnima



Gurus enjoy a special status in Hindu, Buddhist and Jain cultures. These religions and cultures have many spiritual and academic gurus who are revered as equivalent to God. Some of the important Hindu Gurus were SwamiAbhedananda (1866-1939), Adi Shankara (788-820), Chaitanya Mahaprabhu (1486 - 5134). These are only a few names among thousand Gurus who served the people as spiritual and academic gurus providing enlightenment and knowledge. The festival of "Guru Purnima" is celebrated to express gratitude towards the gurus.

Guru Purnima is a festival celebrated by Hindus, Jains and Buddhists every year in the month of June-July as per the Gregorian calendar. Guru Purnima is celebrated with reverence to the spiritual and academic gurus or teachers who dedicate their lives for the benefit of others. The festival is observed in Nepal and also in some Buddhist dominant countries. This year, the festival of Guru Purnima was celebrated on 16th July, 2019. It is more of a spiritual festival celebrated in India, to commemorate academic and spiritual teachers. The festival also marks respect to one of the ancient time's most revered spiritual and academic guru – Maharishi Ved Vyas.

Guru Purnima Celebrations were organized by Cultural Club-Aarop on 16th July, 2019. Director, Dr. M. Madhavi in her speech enlightened all the students about the significant role of a teacher or guru in the life of a person. She said that only with the true guidance of gurus, we can be successful in the respective fields. She highlighted that our holy scriptures have placed the importance of Guru near to the almighty and advised the students to excel in academics and reach to greater heights in life. Mr. Ch. Satish Kumar, HOD, Department of Management, Mr. E. Devender Rao, HOD, Department of Computer Applications, teaching staff and students of MBA, MCA and I-MBA participated in the celebrations.



Orientation Programme on "DocOnline"



DocOnline is an Online Doctor consultation platform. Online Doctor consultation is both convenient and easy to use especially for those who live in remote areas and have busy schedules. By using a video conferencing platform smart phone apps, and online management systems, doctors can connect with patients and diagnose them. An orientation Programme on "DocOnline" App was conducted by Mr. K. Mukherjee, Senior Sales Executive, DocOnline Health India Pvt. Ltd on 25th July, 2019. He explained about the app which is helpful in finding Doctors online and enables to take better health care. Whether it's booking Doctor

Appointments, ordering medicines, scheduling diagnostic tests or having an online consultation with various specialists. It helps to find online medical services, solutions and ensuring the path to quickest possible recovery. Mr. CH. Satish Kumar, HOD, Department of MBA and faculty members have participated, interacted by asking queries and registered in the app at the end of the session.

ANUSHASAN - MANAGEMENT CLUB

World Population Day

World Population Day is celebrated on 11th July every year. It has been adopted by the international community to focus attention on the urgency and importance of population issues, after it was first observed in the UN in 1989 on the suggestion of Dr KC Zachariah. Growing population has become a major concern for many countries, and the world altogether, as more population leads to increased use of resources. It aims to increase people's awareness on various population issues such as the importance of family planning, gender equality, poverty, maternal health and human rights. The world population is increasing annually by 100 million approximately and have reached 7,700,000,000 in the year 2019. With the growing pace, the world population is expected to reach 8.6 billion by 2030, and 9.8 billion in the year 2050. On this day, the United Nations, along with the governments, NGOs and other organizations, encourages people to check world population.

To raise awareness on the issues of growing population, World Population Day was celebrated by Management Club-Anushasan on 11th July, 2019. In this regard to enhance student's analytical and creative skills, Essay writing and Slogan writing competitions were organized on the theme "Gender Equality as one of the pillars for development of Indian society". The students of MBA and I-MBA have actively participated and suggested few solutions to create gender equality based society.



Unnat Bharat Abhiyan-Village Survey



Unnat Bharat Abhiyan (UBA) is a flagship programme of the ministry of Human Resource Development inspired by the vision of transformational change in a rural area. Grasping knowledge from the villages about their socio-economic issues and implementing an ecofriendly output to the people for the better tomorrow. Unnat Bharat Abhiyan Cell has been established at Aurora as per the guidelines received from Ministry of Human Resource and Development (MHRD). The main purpose of establishing the Cell is to bring reform in the social and economic conditions of the people residing in villages and remote areas. With the frequent visits to designated villages and counselling of the villagers we are trying to connect the people with the mainstream of technical development in the country.

Under this scheme of Unnat Bharat Abhiyan (UBA), Aurora's PG Colleges (MBA & MCA) have identified ten villages namely Edulabad, Narapalle, Changicherla, Rampalle, Medipally, Boduppall of Medchal district and Bogaram, Cheeryal, Nagaram, Peerzadiguda, Turkapally of Rangareddy district for the counselling and related activities. For developing these villages it is necessary to promote development of rural areas based on local resources and decentralized, eco friendly technologies so that the village can fulfill its needs locally. The Unnat Bharat Abhiyan (UBA) Cell of the institution paid a visit to Peerzadiguda and Changicherla villages on 27th July, 2019. All villagers and panchayat officials have participated and provided their valuable inputs. After this reconnaissance survey, village level and the household survey was conducted for the collection of basic information and problems of the village.



Haritha Haaram

Haritha Haaram is a flagship programme of the Telangana Government aimed at increasing the state's green cover to 33% as envisaged in the National Forest Policy, 1988. Introduced in 2015, the goal of the project is to plant 230 crore saplings by the end of 2019. The thrust areas to achieve the goal are: initiatives in notified forest areas, and the initiatives in areas outside the notified forest areas. The initiatives in notified forest areas is sought to be achieved by a multi-pronged approach of rejuvenating degraded forests, ensuring more effective protection of forests against encroachment, fire, grazing and intensive soil and moisture conservation measures following the watershed approach. Major fillip is given to Social Forestry for massive planting activities in areas such as road-side avenues, tank bund, institutional premises, religious places, housing colonies, community lands, municipalities, industrial parks and foreshore areas.

To create an awareness on "Going Green" and to give a better, healthy environment to our future generations, the NSS Club organized plantation program on 24th July, 2019. Director, Dr. M. Madhavi, Mr. Ch. Satish Kumar, HOD, Department of Management, Mr. E. Devender Rao, HOD, Department of Computer Applications, teaching, non-teaching staff and students have participated in the program by planting more than hundred saplings in and around the college premises. The students have taken an oath of adhering to the responsibility of saving the environment to improve green cover and maintain ecological balance for sustainable livelihoods. Around three hundred students of MBA and I-MBA took part in this program.



Group Discussion (Organizational Development)

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. Keerthi, Assistant Professor, Department of Management has conducted Group Discussion for MBA II Year I Semester, HR Minor students of all sections on 31st July, 2019 in the subject Organizational Development.

The Following Topics are given for Group Discussion:

S. No	Group Discussion Topics
1	Literacy
2	Outsourcing
3	Research and Development
4	Impact of Motivation
5	Change Management
6	Jet Air Ways Crisis
7	Social Media- Curse or Boon
8	New India 2022
9	Digital India
10	Impact of westernization in India



Case Studies (E-Business)

Case Studies facilitate exchange of views among students and relate theory to practice. It also facilitates a vehicle for reconsidering the lessons learnt, sharing them with others and gaining valuable knowledge. Case-based approach is useful method to develop transferable skills like Group working, Individual study skills, Information gathering and analysis, Time management, Presentation skills. .

As a part of Interactive Teaching Learning Methodology Mr. MD. Shahnazuddin, Assistant Professor, Department of Management has conducted Case Study for MBA II Year I Semester, Section A1 students on 31st July, 2019 in the subject E-Business.

The Case Study is given as follows:

Marcy is an administrative assistant to the purchasing manager of an electronics firm. Marcy had worked happily for her supervisor, Mr. Delisi for three years. Two weeks ago, Mr. Delisi transferred to a new position and Marcy was assigned to work with his replacement, Ms. Minzer. Marcy's new supervisor is quite capable and efficient but very short on patience. She speaks crisply and concisely to everyone. In her eagerness to please, Marcy is very self-conscious and, as a result, makes many errors. When Ms. Minzer criticise her work rather sharply, Marcy bursts into tears. Ms. Minzer takes Marcy's tears in stride but becomes extremely irritated with Marcy's continued apologies for her previous errors. Finally, she arranges for Marcy to be transferred to another office.

- 1) Does Marcy have a problem with her self-esteem? what evidence do you see to support this conclusion?
- 2) Is Marcy expecting too much of herself? Should she see herself as a perfectionist and embark on a self-improvement program, or should she accept herself as a person who occasionally makes mistakes but learns from them?
- 3) Assume that Marcy goes to Mr. Delisi for friendly advice. After listening to Marcy's story, what guidance and advice might he offer?



Paper Publications and Presentations



Dr. S. Pushpalatha, Professor, Department of Management participated and presented a paper on “Factors Influencing Customer's Choice for Micro Insurance Products of LIC – With Reference to Visakhapatnam District” in International Conference on “Business and Entrepreneurship Development in a Globalized and Digitalized Era” organized by Academy for Global Business Advancement's 16th World Congress at IIT, New Delhi on 2nd July - 4th July, 2019. She has also published a paper on “Factors Influencing Customer's Choice for Micro Insurance Products of LIC – With Reference to Visakhapatnam District” in edited book “Advances in Global Business Research”, Vol. 16, No. 1, ISSN: 1549-9332.

Ms. N. Radhika, Associate Professor, Department of Management presented a paper on “The Pros and Cons of Open work environment” in International Conference on “Advances in Business Management, Digital Economy and Research & Technology” organized by Research Development Association in association with Rajasthan Chamber of Commerce & Industry and Jaipur Management Association on 27th and 28th July, 2019.



PROFESSIONAL FRONTIERS

Handling Failures in Business



A fundamental part of overcoming business failure is rooted in the mindset you have. It begins with a flexible and positive attitude and a willingness to change. Winston Churchill stressed this vital factor by saying, “To improve is to change; to be perfect is to change often.” Failure, including when running a business, is part of life. How we deal with it determines whether or not it ultimately leads to success. It is a well-known statistic that a decent percentage of start-up ventures end up failing. This failure rate is not due to one deciding factor or a founder's lack of passion, but is standard to the natural ebb and flow of businesses throughout time. The failure rate of startups is relatively high, especially for first-time entrepreneurs. Roughly 50 percent of all small businesses fail within the first four years, and many of those are started by first-timers who have limited entrepreneurial, business, or management experience. Even if you start with a fantastic idea, have a dedicated team to make that idea a reality, and plan for most contingencies, external factors beyond your control and a lack of overall experience can cause your business to collapse. Failure is a real possibility for the vast majority of business owners. As a start-up founder, you do not want to fail—especially after pouring your heart, soul, time, and money into your passion. However, business failure can actually be a good thing—an opportunity to look at the bigger picture and evaluate where you may have ‘gone wrong’. Rather than giving up, it can actually be valuable experienced that can help you pursue a future business endeavor. Failure can be emotionally difficult to process. Explaining to friends, family and supporters that the business didn't work out can be nerve-wracking.

An entrepreneur can experience feelings of sadness, anger, disappointment and many other emotions. Rather than lamenting about failure, you can start planning your next great idea. Take those emotions and anxious energy and turn it into motivation to do better the next time around. If you're an entrepreneur, chances are you never stop working or thinking about your business. If you're having fun with your venture, even if you fail you will realize that it was a success. You're creating something that is all yours, and regardless of whether or not you have to fold, at least you had fun trying. Most successful people in business have experienced some sort of failure—whether folding a start-up venture after a few months or being let go from a corporate job unexpectedly. Entrepreneurs have to be ready to pick themselves up and to continue forging ahead.

Mr. T. Shyam Sundar
Asst. Professor

Education Sector and Learning Apps in India

In India, it is estimated that 29% of the population is in the age group of 0-14 years. Our country has more than 250 million students going to school – the largest number in the world. More than 36 million students are studying in higher educational institutions. The Government of India is also supporting education sector by planning to disburse US\$ 1 billion to states for skill development programs. Since 2002, when the government decided to allow 100% FDI in the education sector cumulative FDI worth US \$2.21 billion is received by the sector till December 2018. However, education experts in India believe that the education system needs to be reformed to make the students readily employable. Technology is being integrated with education to make learning more interesting and enthusiastic for children. Many companies are creating education apps targeting class I to XII students. Parents are finding it difficult to decide what is best for their children. In this context, some firms like Indianwire.com and Appannie have conducted a market survey and came up with the list of leading education apps in India. They include Toprankers, Byju's, Meritnation, Duolingo, Teno, Prozo, Math Tricks, Fliplearn, Khan Academy, NCERT solution, Vocabulary, etc.

Top Rankers is a digital education portal founded by Gaurav Goel, Malay Sarkar, Mehbub Hussian, Harish Goswami and Himanshu Joshi in 2014. It offers study materials and practice tests so that students can use them to crack state and national level competitive exams with confidence. It offers services in B2B as well as B2C segments. In B2B model, it allows partner education institutions to upload their study material for their students' reference. In B2C segment it serves students directly with its learning modules.

Byju's App is an online tutoring company that gives special focus on subjects like mathematics and science. Concepts are explained visually using digital animation technology. The App thus focuses on helping students thoroughly understand the concept and aid in their preparation for competitive exams like CAT, GMAT, GRE, etc as well as board exams. It also provides coaching for IIT JEE and AIPMT. It is one of the most popular apps and best funded start-up firms in India. Meritnation serves class 6-12 students. It offers study material, solutions for tests in leading text books and reference books, helps students with homework, prepare for internal and external exams by providing sample papers, revision notes, conducts mock tests, etc. It is compatible with Android phones, iPhone, iPad and iPod touch.

DuoLingo mobile app helps people learn various languages like Spanish, French, German, Italian, Russian, Portuguese, Turkish, Dutch, Irish, Danish, Swedish, Ukrainian, Esperanto, Polish, Greek, Hungarian, Norwegian, Hebrew, Welsh, Swahili, Romanian and English. It allows learners to practice their speaking, reading, listening and writing skills. Learners can improve their vocabulary and grammar skills by answering questions and completing lessons. Students can start with basic verbs, phrases, and sentences, learn new words daily and assess their progress.

Simplilearn is one of the world's leading certification training providers. It partners with companies and individuals to address their unique needs. Based in San Francisco, California and Bangalore, it helps professionals get trained and acquire certifications. It offers training in Cyber Security, Cloud Computing, Project Management, Digital Marketing, and Data Science among others, where technologies and best practices are changing rapidly and demand for qualified candidates significantly exceeds supply. Prozo App is helping users discover, select and consume the best of content. The App allows students to buy books, e-learning content, coaching material and digital notes. It offers a holistic library consisting of vast resources which helps students succeed in their exams.

Math Tricks is a program that is designed to help one learn mathematics in an interesting manner. Right from assisting students in honing mathematics skills to helping one speed up the calculations, the App is a true assistive tool. It is a preparatory App on mathematics for aspirants who wish to clear competitive exams like SSC, UPSC, CPO, LIC, GIC and UTI. Flip learn is a comprehensive learning & sharing platform with all the necessary resources to flip the traditional method of teaching & learning. NCERT Solution is an app that provides solutions to all the questions in NCERT books and popular reference books. It allows students to save all their valuable resources even at offline mode.

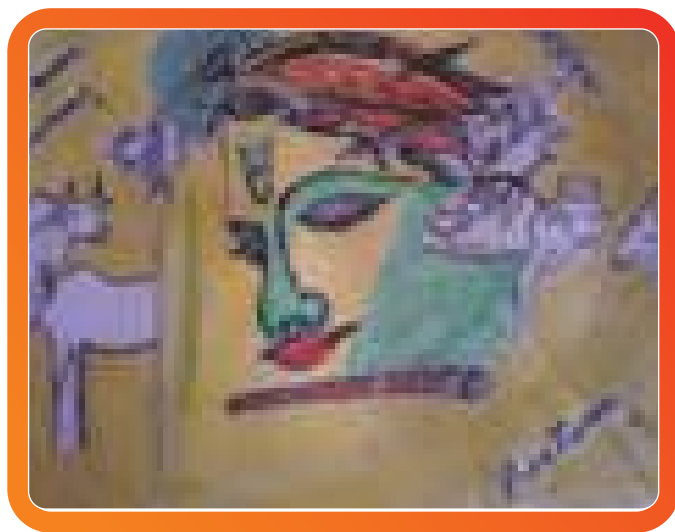
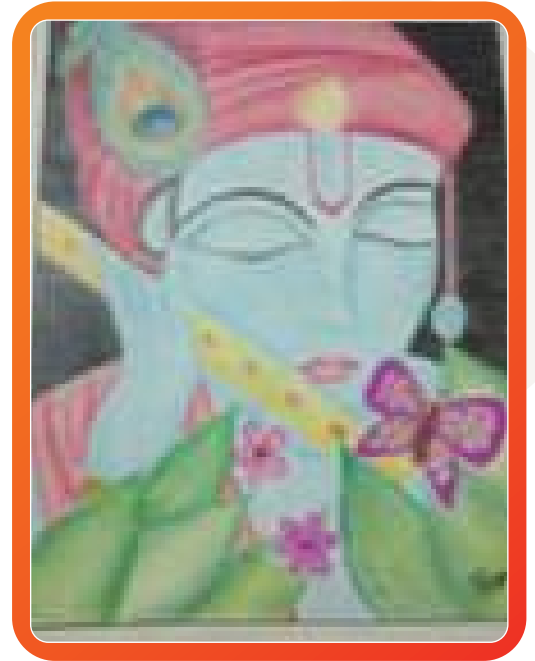
Vocabulary is an education vocabulary app is developed to enable students to succeed in exams like GRE, TOFL, GMAT, CAT, ESL, SAT and many other highly demanded competitive exams. The students can choose any of the learning apps based on their needs and after carefully evaluating the pros and cons in each app and pave their way for success in studies and career.



Dr. B. Madhu Bala
Department of Management

Artworks

At Aurora we encourage students to bring out their best in academics and also in extracurricular activities. We provide them a good platform to exhibit their inner talents by conducting various activities through our college clubs in which many students participate enthusiastically.



Pooja Rangdhal,
MBA II Year I Semester
Section B1

