



From the Director's Desk...

Dear All,

October month was delightful at Aurora, glowing with achievements and success. Over the years, Aurora has prospered into a Premier Group of educational institutions, nurturing global leaders by imparting high quality education to the graduating students. In the journey towards success, Aurora's Post Graduate College (MBA & MCA) Ramanthapur, is recognized as one of the India's 10 Best Business Schools 2019, by 'The Knowledge Review Magazine'. Aurora preaches and follows the traditions of education manifested by the glorious Indian culture in words and deeds. The convocation ceremony 'Samaroh' is organized resembling traditional 'Samavarthan' to honour the students who excelled in their academics with Gold Medals and Merit certificates, as well to award degrees to all the graduating students. We are proud to announce that our students have bagged a number of University top ranks in the semester end results of Osmania University in both MBA and MCA disciplines. Aurora believes in empowerment of women and organizes many activities to portray the concepts of gender equality and gender sensitization. International Girl Child Day celebrations were organized by Women Empowerment Cell of the institution with enduring vigor. Our NSS Coordinators have been proactive in participating Cancer Awareness Run conducted by GRACE Cancer Foundation. Rastriya Ekta Diwas was observed by the students to spread the message of Unity and Solidarity. This year's celebrations added glory as it highlighted on the fact that Jammu and Kashmir and Ladakh became an integral part of India by revoking Article 370. Various festivals and celebrations are a part of student's life at Aurora. Bathukamma, a floral festival of Telangana State was celebrated by the students with much pomp and gaiety. The Cultural Club organized Diya decoration competition as a part of 'Diwali' celebrations. Students have also participated in various days of International importance like World Food Day, World Post Day and organized diverse activities relevant to the occasion. Aurora encourages the talents of students in various fields of activity and the students have participated in various Inter-College Competitions to showcase their talents and enhance their knowledge base. It is a privilege to announce that our student Mr. B. Venkata Ramana participated in 'EON' competition organized by Bajaj Consumer Finance Ltd and achieved All India 9th Rank in the event. We are proud that our students are continuing the legacy of 'Brand Aurora' with their achievements and accolades. We also promise that we continue to keep up the tradition of imparting value based education with the enormous support from the students and parent communities.

Best Wishes....

Dr. M. Madhavi 



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Reduce, Reuse and Recycle

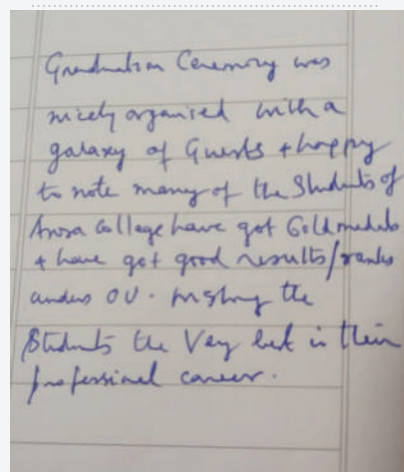
Everyone is familiar with the three 'R's - Reduce, Reuse and Recycle. There is a direct relationship between environmentally aware citizens and a balanced ecosystem. With the rising concern about global warming and climate change, recycling has gained a lot of importance. Rising waste volumes and increasing complexity of waste streams have become major and growing public health and environmental problems. Due to the growth of population and the changing lifestyles and consumption patterns of people; not only the quantity of waste generation is increasing, the quality and composition of waste is also changing particularly more and more hazardous and toxic waste are adding into the waste stream. To address the problem, waste has to be collected separately and more specific treatment is needed. This needs the mobilization of resources such as human, equipment and finance. It has to be viewed not only as a problem but also as an opportunity. There should be a paradigm shift in thinking about waste 'not merely as a nuisance but as a resource' and the shift of waste management from contain and disposal to resource management. 3Rs is an approach that can promote the efficient use of resources, harmonizing both environmental and economic concerns through making efforts on waste reduction, reuse and recycling. Besides, recycling also creates job opportunities for many people, which is all for a good cause. The benefits are many more to name, but to actually use these concepts in our everyday life would require awareness and also the urge to spread this message. Therefore, whenever you can, just spread the word! Recycling will benefit everybody around the globe, including you. An ideal situation would be when every individual realizes his/her own responsibility, and practices the concept of recycling, then one can certainly have good hope for the future of this planet.

Dr. S. Pratibha

GUEST CORNER



H. R. Ravindra,
General Manager (HR) & Head,
BARC Training School,
Nuclear Fuel Complex



SAMAROH

A convocation ceremony is a special day in the academic life of students as after years of hard work and dedication, they get their hard earned education degrees. To honor the graduating students with award of degrees in the presence of their parents and applaud their academic achievements by awarding them with Gold Medals 26th Convocation of Aurora - "Samaroh 2019" was held on 26th October, 2019 at Shilpakala Vedika, Madhapur, Hyderabad. The Convocation Ceremony 'Samaroh' is drawn from the spirit of traditional 'Samavarthan'. Samaroh is comprised of two sessions:

1)ADHIJ~NAANUVAKAM'

2)ABHIJ~NAANUVAKAM'

SAMAROH- 'ADHIJ~NAANUVAKAM', was presided by President - Prof. R. Nageshwar Rao, Director IQAC, Osmania University, Hyderabad, Chief Guest - Prof. Sourav Mukherji, ChairPerson, Center for Excellence and Teaching Learning Centre, IIM, Banglore, Distinguished Guest - Prof. G.B. Reddy, Director, University Foreign Relations Office, Eminent Guest Sri. H.R Ravindra, General Manager (HR) & Head, BARC Training School, Nuclear Fuel Complex, Hyderabad, Special Guest- Sri. Thakur Srinivas Singh, Regional Head – South Panasonic India Limited, Chairman of Aurora Group – Sri Raja Babu Nimmatoori, Vice- Chairman of Aurora Group- Sri Anudeep Aurora, Convener- Dr. M. Madhavi, Director, Aurora's P. G. College - Ramanthapur, Co-Convener- Dr. B. Mohan Kumar, Director, Aurora's P. G. College- Nampally. Members of the Academic Council proceeded towards the stage in the Academic Procession escorted by the Guard of Honor with Military Band. The programme started with the lighting of the traditional lamp by guests followed by invocation song. President Samaroh 2019 - Prof. R. Nageshwar Rao, administered an oath to all the students. The University Rank holders Ms. Bhanvi Malhotra, Ms. Daram Nanditha, Ms. Narala Setty Vaishnavi, Ms. Pakalapati Gayatri, Ms. Vaidya Aradhana, Ms.Mallarapu Sandhya, Ms.Danthoju Navya Jyothi, Ms.Dand Jinesha were felicitated for their Academic Excellence along with their parents by the Chief Guest.

SAMAROH-ABHIJ~NAANUVAKAM was presided by Spiritual Guest - Sri Sri Sri Tridandi Srimannarayana Ramanuja Chinna Jeeyar Swamiji, Vice- Chairman of Aurora Group- Sri Anudeep Aurora, Convener - Dr. M. Madhavi, Director, Aurora's P. G. College -Ramanthapur, Co-Convener- Dr. B. Mohan Kumar, Director, Aurora's P. G. College- Nampally. Sri Sri Sri Tridandi Srimannarayana Ramanuja Chinna Jeeyar Swamiji started the program with an auspicious lamp lightening ceremony accompanied by Vice - Chairman of Aurora Group, Convener & Co-Convener of Samaroh 2019. Swamiji offered special mangalasanams to Students awarded with Gold Medals for their Academic Excellence. Later Sri Sri Sri Tridandi Srimannarayana Ramanuja Chinna Jeeyar Swamiji had showered his grace on the graduates through his Spoorthi Bhashanam. After the spiritual session the students were awarded with Degrees followed by a group photo session, college wise and course wise. Around thousand students of three Post Graduate Colleges and Aurora's Legal Sciences Academy along with their parents have participated in the Mini Convocation – Samaroh 2019.



Campus Recruitment Training

Campus placements practice at college is to infuse the mental substratum of students with intelligible, comprehensible and coherent work ethics. It plays a major role in shaping up the career goals of students. It is the dream of every management student to get placed in a top organization visiting the campus for recruitment. The Campus Recruitment Training (CRT) program was a powerful initiative to impart soft skills which will help them clear recruitment entrance exams. The major objective of campus placement is to identify the talented and qualified professionals before they complete their education. This process reduces the time for an industry to pick the candidates according to their need. The Campus Recruitment training (CRT) program is organized to create awareness among final year MBA students about needs of Industry, expectations from them and various qualities needed for good placement. It aims at bridging the gap between the company expectations and academic learning, total personality development and develop competency segments.

The Training and Placements Cell of the institution have scheduled Campus Recruitment training program in association with FACE (Focus Academy for Carrier Enhancement) organization, Hyderabad for the final year MBA students from 23rd September to 5th November, 2019. The Ten day training programme was scheduled in 4 batches for 60 hours by resource persons Mr. Vineeth, Aptitude Trainer, Ms. Megha and Mr. Jagan, Verbal skills trainer. The training program helped the students recognize their skills and shortcomings through a series of classes for a week. The objective of the training program was to impart soft skills, aptitude skills, verbal skills, quantitative skills, presentation skills and overall grooming etiquettes.

Mr. Vineeth has organized the sessions on quantitative techniques which included number theory, problems on ages and averages, number series, ratio and proportion, allegation and mixture percentages, SI & CI, algebra, profit and loss, Time and distance, time and work, boats and streams, races, train problems, pipes and cisterns permutation and combination, probability. Ms. Megha has focused on inculcating the communication skills which stressed the usage of Basic Grammar, Parts Of Speech, Spotting and Correcting Errors, Synonyms and Antonyms, Reading Comprehension, Sentence Rearrangement, Usage of Idioms and Phrases, Analogies, Articles, Conjunctions. Several topics were given for exhibiting the student's communication skills.

Mr. Jagan has trained the students in enhancing their Soft skills. He emphasized on Resume building and guided the students in preparing and presenting their Resume. The students were also taught with the basics of how to make an effective presentation and practically several presentations were prepared and presented by the students. For making the students more interactive group discussions were conducted on a continuous basis on current issues to increase their public awareness in every session. Mock interviews helped the students a lot in understanding the flaws they make at the time of interviews. Finally the overall CRT program helped students by providing guidelines in making them ready to Industry requirements. The students have gained hands on experience by participating actively in the CRT sessions. The training was well conducted and made students to interact with them effectively. The training received huge appreciation from the students because they gave much knowledge about communication skills which everyone need to develop to live happily in the society as well as in the company.



International Girl Child Day

The International Day of the Girl Child focuses its attention on the need to address the challenges girls' face, while promoting girls' empowerment and the fulfillment of their human rights. United Nations General Assembly on 19th December, 2011 adopted a resolution 66/170 to declare 11th October as the International Day of the Girl Child. It is aimed to highlight and recognize girl's rights and the challenges that girls face around the world. Thus, the first International Day of the Girl Child was observed on 11th October, 2012 and its theme at that time was "Ending Child Marriage". Many girls today are completing their schooling, fewer are getting married while still children are gaining the skills they need to excel in the future world of work. Girls are proving that they are unscripted and unstoppable. Today, these movements are being organized for adolescent girls, and tackling issues like child marriage, education inequality, gender-based violence, climate change, self-esteem, and girls' rights to enter places of worship. The theme for International Day of the Girl Child for 2019 is, 'Girl Force: Unscripted and unstoppable', to celebrate the achievements by, with and for girls.

To promote gender sensitivity and motivate girl students, International Girl child day was celebrated by Women Empowerment Cell on 22nd October, 2019. In relation to this Collage competition was organised for the girl students by Women's Club. The topics given for the competition included Child Marriage, Education Inequality, Gender-Based Violence, Climate Change and Self-Esteem of Girls. All the girl students have actively participated and shared their views on the problems being faced by the girls globally and the reinforcement on achievements of humanity. Around One hundred students of MBA, MCA and I-MBA have participated in the competition.

The winners of the Competition are

S.No	Name of the Student	Course	Prize
1	Ms. P. Honey Prathyusha	MBA	First
	Ms. Sheela Ratna Kumari		
	Ms. Pavani		
	Ms. K.GeethaMs. Niharika		
2	Ms. G. Swetha	MBA	Second
	Ms. Hafsa Rehman		
	Ms. Srilatha		
	Mr. Vishnu		
	Mr.Rahul		



Cancer Awareness- 2k, 5k, 10k Run

Cancer is causing more panic than all the diseases that has been tormenting the mankind today. It is estimated that around 10 lakh people are diagnosed with cancer every year and this number could rise significantly if preventive measures are not taken. A major issue with the disease is that people do not realize the symptoms of cancer until it is too late and most cancer victims do not seek help until the disease has reached a more advanced stage which makes treatment and recovery harder. Cancer is no more a deadly disease. It's curable. Early detection is the key factor in fighting and survival of cancer. Youth and Students are pivotal in spreading the awareness among the public very effectively. Early detection and lifestyle modification are the keys to conquering cancer!

The World's largest Cancer Awareness Run, with over twenty thousand runners participating across four continents and eight cities was flagged off at HMDA Grounds on 13th October, 2019. The run with the theme "Let us outrun Cancer" organised by GRACE Cancer Foundation. Around 10,000 fitness enthusiasts, cancer conquerors, health policy advocates and amateur runners turned-up to participate in the 'Cancer Run' organised at Necklace Road by Grace Cancer Foundation. Cyberabad Police Commissioner, VC Sajjanar, who flagged off the run, said the cancer run last year had attracted 7,000 participants while it grew to 10,000 this year. "Not just awareness, there is also a need to provide succour to cancer patients. Rajeswar Rao, MLC, D. Prabhakar Rao, CMD, Transco and GENCO, Sujata Rao, Chairman, Grace Cancer Foundation, Dr Chinnababu Sunkavalli, Founder and CEO, Grace Cancer Foundation and surgical Oncologist, Dr Hemanth Vudayaraju were present. NSS Volunteers of the college from MBA, MCA and I-MBA courses have participated in the run. Around one hundred and fifty students from the college have taken participation.



Rastriya Ekta Diwas

Rashtriya Ekta Diwas also called National Unity Day, commemorates the Birth Anniversary of Sardar Vallabhbhai Patel also famous as Iron Man of India and one of the founding leaders of the Republic of India. In 2014, the Government of India introduced Rashtriya Ekta Diwas or National Unity Day with an aim to pay tribute to Sardar Vallabhbhai Patel on his birth anniversary. He is always remembered for his extraordinary works for the Country. This year, National Unity Day has a special significance, as it marks the completion of the task of making Jammu and Kashmir, and Ladakh an integral part of India by abrogating Article 370. This truly represents the dream of Sardar Vallabhbhai Patel of an integrated India.

To promote unity and integrity among the students, the National Unity Day was observed on 31st October, 2019 by the NSS Club. Director, Dr. M. Madhavi along with the faculty and students and has taken a collaborative pledge on peace and solidarity to preserve and strengthen the security of the Nation. A run for unity was taken out to ignite the spirit of unification. Director flagged off the 'Run for Unity' and the students started a two kilometer run from the college, covering the neighbouring areas of Ramanthapur. Students presented several placards displaying slogans on unity with several quotes of Sardar Patel. Around five hundred students of MBA, MCA and I-MBA have participated.



Bathukamma Celebrations

Culture is a strong binding force in societies and every individual is rooted in a culture that influences his/her life style and attitude towards life. To experience various cultures the religious festivals are celebrated and develop tolerance, understanding and respect for communities-that paves the way for a harmonious social living. Bathukamma Festival is celebrated in Telangana by Womenfolk with full of fun and fervour. It is also known as a festival of flowers. Large mounds of flowers are decorated which resembles a cone. Bathukamma is celebrated for nine days during Durga Navratri. It starts on the day of Mahalaya Amavasya and the 9-day festivities will culminate on "Saddula Bathukamma" or "Pedda Bathukamma" festival on Ashwayuja Ashtami, popularly known as Durgashtami which is two days before Dussehra. Bathukamma is followed by Boddemma, which is a 7-day festival. Boddemma festival that marks the ending of Varsha Ruthu whereas Bathukamma festival indicates the beginning of Sarad or Sharath Ruthu. It was a fun-filled event especially for the woman who does some rituals and prepares Bathukamma.

To keep the students connected with strong roots of culture and values, Bathukamma festival was celebrated on 4th October, 2019, by Cultural club-Aroop. Director, Dr. M. Madhavi started the celebrations by offering special Pooja to Bathukamma and addressed the students regarding the importance of celebration of festivals and heritage to reflect regional culture and traditions. Exquisite Bathukammas were prepared by students from each section with beautiful flowers and the most bounteous of these are the 'gunugu poolu' and 'tangedu poolu', 'chemanti', 'banti', 'Nandi-varadhanam', and so forth. The Students, Teaching and Non-Teaching staff encircled the Bathukammas and danced in unison, clapping and singing to the music of lilting folk songs. At the end prizes were awarded to the students for making wonderful bathukammas. The celebrations flourished joyfulness and competitiveness among students. The girls danced to glory on the occasion of Bathukamma making the symphony of the campus more vibrant and mesmerizing.



Diya Decoration

Diwali is the 'Festival of Lights' and one of the most festive and beautiful times of the year. It is a time when Indians all over the world rejoice. Diwali is one of the most popular festivals of Hinduism, its spirituality signifies "The victory of the light over the darkness", "Good over the evil", "Knowledge over the ignorance" and "Hope over Despair". The celebration of this festival mainly includes millions of lights which will be shining on the house tops, near doors, windows, and in countries where ever it is observed. Diwali is also marked with fireworks and the decoration of floors with rangoli designs. The name and celebrations of this festival vary significantly among Hindus mainly. In various parts of India, the Diwali festival starts with Dhan teras on the very first day, Naraka Chaturdashi on the second day, Deepavali on the third day, Diwali Padva on the fourth day which is specially dedicated to wife-husband relationship and the last day is Bhai-Dooj which is dedicated to sister-brother bond. This festival is also celebrated by Jains to attain Moksha, Sikhs celebrate it as Bandi Chhor Divas.

To explore the student's imagination, creativity and celebrate the Festival of Lights in its true spirit, the Cultural Club - Aroop has organized Diwali celebrations on 23rd October 2019. As a part of the celebrations, Diya decoration competition was conducted for the students. All the students have participated in the competition with great pomp. They displayed their creativity by decorating the earthen lamps beautifully. Around hundred students of MBA, MCA and I-MBA actively participated in the event.

The winners of the competition are:

Name of the Student	Department	Prize	Section
Komal and Nikhila	MBA	1 st	E
Arun and Venu	MBA	2 nd	A1
Suma and Jyoti	MBA	3 rd	C1
Indu and Shalini	I-MBA	Consolation	-



World Food Day

World Food Day is celebrated every year across the world on 16th October. It's an annual celebration in the honor of the founding date of the Food and Agriculture Organization launched by the United Nations in the year 1945. World Food Day is celebrated widely with great enthusiasm by several other organizations which are concerned with food security such as the International Fund for Agricultural Development, the World Food Program, and others. World Food Day aims at providing healthy diets for a zero hunger world. It is celebrated to create awareness among masses about food security. United Nations Food and Agriculture Organisation released data that says approximately one in nine people around the world are hungry. United Nations believe that if every country cooperates with each other in the field of agriculture and hunger reduction, then the problem of food grains from all over the world will be eradicated. In India, about 23% of the world's hungry people live.

World Food Day was observed by Cultural Club - Aroop on 16th October 2019. The theme of World Food Day 2019 was – “Our Actions Are Our Future”. The theme is designed to urge people from all the walks of society to take action for the prevention of hunger, saving food and understanding nutritional values. Focussing on getting to zero hunger a food donation camp was organized at Abhi Sai Datta orphanage at Uppal. Majority of the students have come forward voluntarily for donating food to the children in the Orphanage. Mr. Ch. Satish Kumar, HOD, Department of Management, Mr. E. Devender Rao, HOD, Department of Computer Applications, NSS coordinators and students of MBA, MCA and I-MBA have actively participated in the camp.



World Nature Day

World Nature Day is celebrated on the 3rd October every year to raise awareness towards preserving the balance of nature. Moving forward at a fast pace with an all-out technological advancements and modernization, it is often neglected fact that in such great strides done, the environment is harmed. It is observed that there is too much pollution of every kind on the planet – noise pollution, water pollution, air pollution, etc. Because of such an alarming problem, World Nature Day is celebrated. It was first celebrated by World Nature Organization (WNO) which is an Intergovernmental Organization (IGO) focused on protecting the environment on 3rd October, 2010. Since then it's being celebrated every year on the same date. Pollution and climate change have become universal problems for almost every country in the world. It is critical to have such events to continuously remind people about saving the earth from deteriorating environmental conditions.

To promote awareness on ill-effects of pollution, the Nature Club - Aadhira has celebrated World Nature day on 28th October, 2019. In relation to this an elocution was organised on theme "Beat Air Pollution". Students have actively participated by giving their various opinions on deforestation, Green house effects, storing of rainwater. Around fifty five students of MBA, MCA and I-MBA students participated in the session.



World Post Day

World Post Day is celebrated every year on 9th October to raise awareness about the role of Post's in everyday lives of people and businesses. Also, it is important to know about the contribution to global social and economic development. Let us read more about World Post Day, its history and significance. World Post Day is celebrated in remembrance of the establishment of Universal Postal Union (UPU) in 1874 in Bern, Switzerland. It was declared as the World Post Day by the UPU Congress held in Tokyo, Japan, in 1969. World Post Day aims to create awareness of the role of the postal section in day to day lives of people and also its contribution to the social and economic development of the nation. The Posts in many countries use the event to introduce or promote new postal products and services. In 2015 countries all over the world committed themselves to working together towards achieving the Sustainable Development Goals, which aim to end extreme poverty and hunger, fight inequality and injustice, and take action to reverse climate change to name just some of these 17 agreed new Goals. Playing its part in this global effort, the Post today has a more relevant role than ever by providing infrastructure for development. The Indian history began with the introduction of paper postage in Sindh, India (now in Pakistan) in 1852. Sir Bartel Frere, the commissioner of the Sindh, introduced the stamps, then known as 'Scinde Dawk' in 1852 but the stamps were withdrawn in October 1854, after the introduction of regular Indian postage stamps.

To bring awareness on the role of Post in everyday lives of people and businesses, as well as its contribution to global social and economic development, Management Club- Anusashan conducted an Essay writing Competition on 9th October 2019 on topic "Posting Letters through postal department - A Golden Era for Communication". Students have participated enthusiastically in the competition and they beautifully presented their knowledge and information in essays. The students expressed various innovations in the postal services like Floating postal services, International Services, Indian Postal Flights, promotional activities of the Postal Departments and Postal Museums of not only in India but also of those all around the world. Students of MBA, MCA and I-MBA participated in the event.



Group Discussion (Managerial Economics)

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 part of Interactive Teaching Learning Methodology, Ms. P. Usha Rani, Assistant Professor, Department of Management has conducted Group Discussion for students of MBA I Year I Semester on 24th October, 2019 in the subject of Managerial Economics. Twenty Learning groups participated in Group Discussion.

The Following Topics are given for Group Discussion:

Learning Group No	Group Discussion Topics
1,2	Demonetization is a successful and an effective move
3,4	Are digital payments secure enough for the Indian economy
5,6	We need more entrepreneurs than managers
7,8	Globalization and its impact in Indian culture
9,10	Modi 'Make in India, Campaign is better than the old 'Made in India
11,12	Factors contributing to the growth of MNCs
13,14	Disaster Management in India
15,16	Future of Crypto currencies
17,18	RBI versus Government
19,20	Open Economy and its role in India



Student Seminar (E-Business)

Student Seminars are a form of expression for the students on the topics pre-determined for the purpose. Students have to prepare well in order to give an effective presentation. Student Seminars are designed to sharpen the student's research and presentation skills. Students are therefore expected to develop strategies for researching, structuring their ideas and to regularly upgrade their work in response to comments from their professors and classmates.

As part of Interactive Teaching Methodology, Mr. Shahnazuddin, Assistant Professor, Department of Management has conducted Seminar in the subject E-Business for the students of MBA II Year III Semester on 31st October 2019. Twenty Learning groups participated in student seminars.

The following topics are given for the Seminars:

Learning Group No	Seminar Topics
1,2	Web Technologies
3,4	Electronic Commerce
5,6	Enterprise communication and collaboration
7,8	Integration Technologies
9,10	Internal business systems
11,12	Security Technologies
13,14	E-Business as a key operations
15,16	Creating competitive advantage through E-Business
17,18	Database Technologies
19,20	E-Business: Fundamental changes in business processes



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Pooja M. Bansal
Editor-in-Chief



Ms. N. Radhika, Associate Professor, Department of Management, is honored with Life Membership of Research Development Association, in recognition of commitment to professional management and the objectives of the association.

Ms. D. Naga Shravya, Associate Professor, Department of Management, published a paper entitled "A Comparative Analysis on the causes of stress among the employees in the IT Sector and its effect on the employee performance", in The India Agricultural Research Institute, ISSN: 2394-2770, Volume 6, Issue 1(I).



PROFESSIONAL FRONTIERS

Socio-economic Practical Approach



Democratic countries in all continents irrespective of political and economic ideologies allocating and spending their budgetary resources for developmental activities in general and socio-economic developmental activities in particular in the name of welfare activities either to uplift poorer section of the population into middle or higher income group section and elimination of poverty in their economies

Developing economies on the globe, in spite of their huge efforts to eradicate poverty, still have been facing the problem of poverty, turn into challenging to the government since from the past so many years, why is this?

Growth in infrastructure, core sectors of the economy like manufacturing, steel, coal, power, oil, energy, technology etc. along with stable administration contribute more to the country's economic development. Apart from these, welfare measures like education, health, sanitation etc. along with creation of job opportunities, monetary and fiscal stabilization, contribute equally. Maintenance of harmonious relations between them is highly admirable

When we examine the socio-economic development of global economies, by and large, irrespective of their economic status, socio-economic and political ideologies, having with stable government administration, still they are facing the problem in ups and downs in growth rate and socio-economic development progress, perhaps this is somewhat serious in upcoming economies. The governments are spending enormous amounts and allocating more resources in their budgets for welfare promotion activities. In return these amounts are not giving the dividends to the expectations. The reasons may be because of mal-distribution of funds into the society, not reaching the target people in total, not utilizing the amounts by the receivers for the designed activities and purpose they meant, no strict review methods, no stringent action against the end users and agencies who are involved in these activities etc. Accumulation and allocation of the resources is not at all an issue and problem, as many international and domestic agencies are coming forward to meet the requirements of the governments even in federal structure, thus spending the resources become easier and can be made without making severe efforts. But getting the economic benefits out of it becomes more concern to the planners and to the governments. Further, there should be a strict review between spending and the benefits what we are getting out of it not just on notional and preconceived notion approach but on practical approach and should be examined in the social laboratory, facilitate us to get an idea and analyze to learn where we have strength and weaknesses. Thus a new thinking in remedial measures shall be on the "Scientific Socio-economic Practical Approach", means the concept of development shall be not only on experimental approach but it should be on practical approach, which smooth the progress of the planners to identify the gaps between distribution and spending the funds with the benefits. Further, it also helps in better allocation of resources in alternative opportunities and to take precautionary measure to overcome the intimidation

The scientific socio-economic practical approach creates a new idea to originate, re-design and re-engineering the process of economic development. If there are huge gaps between the allocation of funds with that of end user beneficiaries, strict vigilant and stringent action should be initiated in not only removal of middle men and agencies but stoppage of further benefits to the end beneficiaries and direct linkage between the government and end beneficiaries to be established. Further, it is also to be administered, whether end beneficiaries are using the funds to the purpose intended, if anyone found that these funds are not being utilized for the purpose of sanction, supplementary financial funding in any form to them is to be stopped and keep the person and agencies in the block list otherwise things are there as they were in

Misuse of Technology by Youth



The technology plays a vital role in the up-gradation of the economy. It is the lynchpin of high growth and development. The western countries have been a major contributor in the technological transformation around the World. The third world countries or underdeveloped/developing economies have been the main importer of technology. But the important concern arises when people lack the sense in which way technology should be handled. Unfortunately, children and youth of today's generation are much attracted towards technology without positive applications of it. For instance, youth are dangerously attracted and addicted to video games, pornography and other counter-productive websites, which doesn't have any progressive impact on them. The negative application or usage of technology has become a major impediment to our society. There is a need for public awareness and proper counselling to our children and youths, as they are the future of the society and the resources of the nation.

Misuse of technology by adolescents can be done in the following ways:

(1) Materialistic outlook:

Today the simplicity of life is diminishing and it is being replaced with craving for materialism and consumerism. The children of the middle and affluent classes today have more money to spend than those of the past. Unmonitored spending by children could make them purchase things harmful to them.

(2) Impact of Globalization:

One of the consequences of globalization is that there is homogenization of cultures. Influence of certain more permissive cultures so far traditional societies is changing them. For instance, the view that dating from an early age is an innocuous practice is influencing the adolescents and incidence in co-ed schools with young boys and girls getting emotionally and physically close are now common in India, fortunately in most cases, in a normal friendly manner.

(3) Increasing loneliness of children:

This is another factor that is worth mentioning. With the breaking up of joint families and parents getting busier, children are left to themselves. With waning warmth and support of elders, children seek the company of peers and also find technology as surrogate friends to overcome loneliness.

(4) General erosion of values:

In society, today there is a general erosion of values and adults themselves often cease to be role models for the children. There are studies indicating that habits like smoking and drinking are more due to the influence of the adult members of the families than of peers. Licentious behaviours by adults influence children and they could emulate it at schools. Reliance on traditional norms that help us in differentiating between the good and evil is diminishing today in the technology driven world.

(5) Role of technology:

Today technology is accessible to a wide section of the population and most of the young learners of even developing countries have access to it. The youth have an edge over the other age groups in adapting to new technologies and extracting their full benefit for various purposes. While technological devices have several utilities, including that for learning, yet they are also liable to be misused and in such cases can have an adverse impact on individuals.

Today there are many children who are getting addicted to video games and there have been several incidences when excessive playing of video games led to serious consequences. The teacher has to ensure that the potential of technology is utilized by learners for constructive purposes. Monitoring of websites watched by the children and the programmes they watch is necessary and for this the parents also have to be alert, careful and guide them winning their confidence.

Supriya Kulkarni
Assistant Professor,
Department of Management

University Toppers

The College is happy to announce that MBA final semester (2017-19) and MCA final semester (2016-2019) results were announced and achieved remarkable performance with seven university top ranks.



Bhanvi Malhotra, University 5th Rank (MBA)



D. Nandhith, University 15th Rank (MBA)



P. Gayathri university 5th rank (MCA)



Vaidya Aradhana, University 8th Rank (MCA)



Mallarapu Sandhya Rani, University 10th Rank (MCA)



D. Navya Jyothi University 11th Rank (MCA)














Dand Jinesh University 13th Rank (MCA)



Top-ten list of students for MBA Course of Aurora's PG College (MBA), Ramanthapur

S.NO	Hall Ticket No	Name of the Student	Percentage	Photo
1	1302-17-672-029	Bhanvi Malhotra	78.70	
2	1302-17-672-281	Daram Nandhitha	77.12	
3	1302-17-672-014	Rajoli Sudharshan	74.74	
4	1302-17-672-054	Patlolla Sravya	74.70	
5	1302-17-672-189	Nannapuraju Sriya	74.09	
6	1302-17-672-238	Anne Pavani	73.26	
7	1302-17-672-219	Purihella Srinija	73.07	
8	1302-17-672-067	J. Naga Keerthana	72.60	
9	1302-17-672-107	Sangam Anjali	72.3	
10	1302-17-672-007	Chinta Kindi Madhavi	372.28	

Top-ten list of students for MBA Course of Aurora's PG College (MCA), Ramanthapur

S.NO	Hall Ticket No	Name of the Student	Percentage	Photo
1	1325-16-672-003	Naralla Setty Vaishnavi	75.40	
2	1325-16-672-132	Orimetla Sneha	75.34	
3	1325-16-672-008	Vandana Sharma	74.97	
4	1325-16-672-106	Mididodla Sreeja	74.65	
5	1325-16-672-196	Bandari Srikari	73.44	
6	1325-16-672-148	Shazia Begum	73.39	
7	1325-16-672-032	Sheetal Malani	73.11	
8	1325-16-672-189	Batti Mounika	72.93	
8	1325-16-672-253	Bellapu Lavanya	72.83	
10	1325-16-672-010	Meenakshi Jhawar	72.69	
11	1325-16-672-040	P. Radhika	72.69	

Eon competition



Mr. B. Venkata Ramana student of MBA II year I semester have bagged All India 9th rank in 'EON' competition organized by Bajaj Consumer Finance Ltd and exhibited financial analytical skills.

ఓయూ గ్రంథాలయ ఆవరణలో బతుకమ్మ ఆడుతున్న సిబ్బంది, విద్యార్థినులు



బతుకమ్మ వేడుకల్లో రామంతాపూర్ అరోరా కళాశాల విద్యార్థులు

అరోరా కళాశాలలో ..

రామంతాపూర్ : రామంతాపూర్ గణేశ్వనగర్లో శుక్ర వారం పీజీ విద్యార్థులు ఆనందంగా బతుకమ్మ సంబురాలు నిర్వహించారు. సంప్రదాయ దుస్తులు ధరించి బతుకమ్మ ఆటలుఆడుతూ, పాటలు పాడి అహుతులను ఆకట్టుకున్నారు. కళాశాల డైరెక్టర్ డాక్టర్ ఎం మాధవి బతుకమ్మ వేడుకలను ప్రారంభించారు.

విద్యాలయాల్లో దీపావళి సంబురాలు

హబ్బిగూడ, న్యూస్టుడె: హబ్బిగూడ డివిజన్ గణేశ్వనగర్ లోని అరోరా పీజీ కళాశాలలో శుక్రవారం దీపావళి సంబురాలను విద్యార్థులు ఘనంగా జరుపుకొన్నారు. దీపాలంకరణ పోటీలను నిర్వహించి విజేతలకు బహుమతులను అందజేశారు. ఈ సందర్భంగా కళాశాల డైరెక్టర్ డా.మాధవి మాట్లాడుతూ దీపావళి పండగను కుటుంబసభ్యులతో సంతోషంగా జరుపుకోవాలని సూచించారు.



ప్రత్యేక దీపాలంకరణ చేసిన విద్యార్థులు

కార్యక్రమంలో హెచ్ఎఫ్డీలు సతీష్ కుమార్, దేవేందర్ తదితరులు పాల్గొన్నారు.



రోరా కళాశాలలో బతుకమ్మ ఆడుతున్న దృశ్యం

అరోరా పీజీ కళాశాలలో దీపావళి సంబురాలు



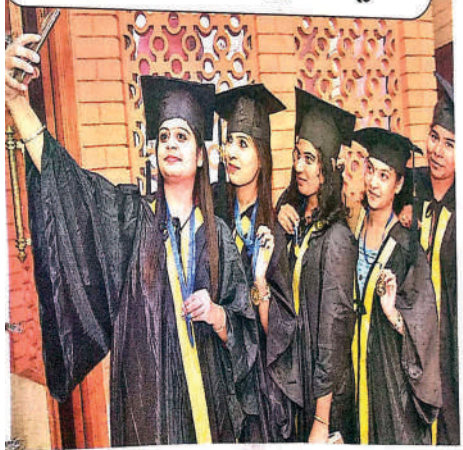
అరోరా కళాశాలలో దీపావళి సంబురాలు నిర్వహిస్తున్న పీజీ విద్యార్థులు

రామంతాపూర్, అక్టోబర్ 25 : రామంతాపూర్ అరోరా పీజీ కళాశాలలో శుక్రవారం పీజీ విద్యార్థులు దీపావళి సంబురాలు నిర్వహించారు. దీపాలు, వివిధ రకాల అలంకరణలతో సందడిచేశారు. అనంతరం పలు పోటీలు నిర్వహించారు. కళాశాల డైరెక్టర్ ఎం. మాధవి మాట్లాడుతూ.. సనాతన సంప్రదాయాలను కాపాడే విధంగా విద్యార్థులు దీపావళి సంబురాలు నిర్వహించడం అభినందనీయమన్నారు. కార్యక్రమంలో ఎంబీఏ, ఎంసీఏ విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ రావుతో పాటు విద్యార్థులు పాల్గొన్నారు.

నేడు అరోరా కళాశాల సమారోహ-2019

రామంతాపూర్: రామంతాపూర్, ముసారాంబాగ్, ఉప్పల్లోని అరోరా పీజీ కళాశాలలు, చంద్రాయణగుట్టలోని అరోరా లీగల్ సైన్సెస్ అకాడమీలు సంయుక్తంగా నిర్వహిస్తున్న స్నాతకోత్సవం సమారోహ-2019 శనివారం మాదాపూర్లోని శిల్పకళావేదికలో నిర్వహిస్తున్నారని కళాశాల ప్రతినిధులు తెలిపారు. ఈ కార్యక్రమానికి త్రిదండి శ్రీమన్నారయణ రామానుజ చిన్నజేయర్ స్వామి విద్యార్థులకు స్ఫూర్తిభాషణం గావించి మంగళాశీస్సులు అందజేస్తారని తెలిపారు.

ఘనంగా 'అరొరా' స్నాతకోత్సవం



పదాలు పొందిన ఉపాధ్యక్షుల విద్యార్థుల సమితి



కొండాపూర్, అక్టోబర్ 28 :
 మాదాపూర్లోని కృష్ణా వేదికలో ఘనంగా అరొరా వి
 స్వత్సవం సాతకోత్సవం జరిగింది. ఈ కార్యక్రమానికి
 సెంటర్ ఛీఫ్ ఎక్సలెన్స్ అండ్ టీచింగ్ లెక్చర్స్ సెంటర్,
 ఐఐఐఐఐ బెంగళూరు ఛైర్మన్ ప్రొఫెసర్ సాయి ముఖ్య
 ముఖ్య అతిథిగా పాల్గొని ప్రజాసంఘం పాత పూరిలో
 నిర్వహించిన ఉపాధ్యక్షుల సమావేశం - 2019
 వేదిక నిర్వహించిన స్నాతకోత్సవ కార్యక్రమంలో రామ
 లాక్షణ, మూసారాజుగారి, ఉప్పలూరిలోని పీఠ కళాశాలలో
 పాటు చేసినవిద్యార్థులకు ఆలోచనాత్మకంగా బీజేపీ సైన్స్ అకాడమీ
 విద్యార్థులకు విద్యార్థుల ప్రధానం చేశారు. ఉన్నతవిద
 యానివర్సిటీ ఇంటర్నల్ విద్యార్థులకు ప్రైవేట్ ప్రొఫెసర్
 ఆర్. నాగేశ్వరరావు, బాబా ఆటామిక్ రీసెర్చ్ సెంటర్
 (బార్న్) డైరెక్ట్ జనరల్ మేనేజర్ హెచ్.ఆర్. రవింద్ర,
 ఆర్. రవింద్ర, పానాసోన్ ఇండియా రిసెర్చ్ సెన్
 ఠావర్ శ్రీనివాసరావు, ఆలోచనాత్మక శాస్త్ర విద్యార్థులకు
 వైస్ చైర్మన్ నిమ్మలూరి రాజబాబు, సెక్రటరీ రమేష్
 బాబు, అనుమతి, ప్రైవేట్ మనవి, మెట్రోనా, రాజ
 వేన్సెట్, డాక్టర్ సుజాన, అర్జున్, విద్యార్థులకు శ్రీధర్
 ప్రజాసంఘం పాటు పాల్గొన్నారు.

కేరిలింగంపల్లి జోన్ ఆదివారం 27 అక్టోబర్ 2019



CS Scanned with CamScanner

కార్యక్రమంలో పాల్గొన్న చినజీయర్ స్వామి

సేవా కార్యక్రమాలలో పాల్గొనాలి



మాదాపూర్ : విద్యార్థులు విద్యాభ్యాసం పూర్తయిన తరువాత కేవలం తమకోసమే కాకుండా సమాజానికి ఉపయోగపడే విధంగా వలు సేవా కార్యక్రమాలు చేయాలని ఉస్మానియా యూనివర్సిటీ ఐఐఐఐఐ బెంగళూరు సెంటర్ ఛైర్మన్ ఎక్సలెన్స్ అండ్ టీచింగ్ లెక్చర్స్ సెంటర్ ఛైర్మన్ ప్రొఫెసర్ సౌరవ్ ముఖర్జీ పేర్కొన్నారు. మాదాపూర్లోని శిల్పకళా వేదికలో ఆరొరా పీఠ కళాశాల, లీగల్ సైన్సెస్ అకాడమీ సంయుక్తంగా స్నాతకోత్సవ కార్యక్రమాన్ని శనివారం నిర్వహించారు. ముఖ్య అతిథిగా హాజరైన సౌరవ్ ముఖర్జీ మాట్లాడుతూ.. చదువుకునే వదువు సమాజానికి కూడా ఉపయోగపడే విధంగా ఉండాలని సూచించారు. అనంతరం స్నాతకోత్సవంలో భాగంగా 25 బంగారు పతకాలు, 84 ప్రతిభ పట్టాలను, 1100 మందికి డిగ్రీ పట్టాలను విద్యార్థులకు అందజేశారు. కార్యక్రమంలో శ్రీమన్నారాయణ రామానుజ చినజీయర్ స్వామి, ఉస్మానియా యూనివర్సిటీ ఫాకల్టీ రిసెర్చ్ డైరెక్టర్ ప్రొఫెసర్ జి.బి. రెడ్డి, బాబా రీసెర్చ్ అథామిక్ సెంటర్ డైరెక్టర్ సుమిత్ర జనరల్ మేనేజర్ హెచ్.ఆర్. రవింద్ర, ఆలోచనాత్మక శాస్త్ర విద్యార్థులకు వైస్ చైర్మన్ నిమ్మలూరి రాజబాబు, కార్యదర్శి రమేష్ బాబు, వైస్ చైర్మన్ అనుమతి తదితరులున్నారు.

సమారోహం.. అదరహాసీ..



విద్యార్థులకు పట్టా అందజేస్తున్న అధ్యాపకులు

మాదాపూర్ న్యూస్టుడే: ఆరొరా పీఠ కళాశాలలు, ఆరొరా లీగల్ సైన్సెస్ అకాడమీ స్నాతకోత్సవాన్ని శనివారం మాదాపూర్లోని శిల్పకళావేదికలో నిర్వహించారు. సమావేశం 2019 వేదిక నిర్వహించిన ఈ కార్యక్రమంలో రామలక్ష్మణం, మూసారాజుగారి, ఉప్పలూర్, బాంద్రాపూర్ లలోని ఆరొరా కళాశాలల్లో డిగ్రీలు పూర్తిచేసిన 1,100 మంది విద్యార్థులకు పట్టాలు అందజేశారు. వివిధ కోర్సుల్లో ఉత్తమ ప్రతిభ కనబరిచిన 25 మంది బంగారు పతకాలు, 84 మందికి ప్రతిభ పట్టాలను అందజేశారు. ఈ కార్యక్రమానికి ముఖ్య అతిథిగా బెంగళూరు ఐఐఐఐఐ సెంటర్ ఛైర్మన్ ఎక్సలెన్స్ అండ్ టీచింగ్ లెక్చర్స్ సెంటర్ ఛైర్మన్ ప్రొఫెసర్ సౌరవ్ ముఖర్జీ హాజరయ్యారు. ఈ సందర్భంగా ఆయన విద్యార్థులను ధైరియం మాట్లాడారు. విలువలు పాటిస్తూ నిజాయితీగా ప్రయత్నం చేస్తూ ఎంచుకున్న రంగంలో విద్యార్థులకు విజయం సాధించవచ్చన్నారు. ఈ కార్యక్రమంలో ఉస్మానియా విశ్వవిద్యాలయం పాఠశాల రిసెర్చ్ అండ్ డైరెక్టర్ ప్రొఫెసర్ జి.బి. రెడ్డి, బాబా ఆటామిక్ రీసెర్చ్ సెంటర్ డైరెక్టర్ సుమిత్ర జనరల్ మేనేజర్ హెచ్.ఆర్. రవింద్ర, ఆలోచనాత్మక శాస్త్ర విద్యార్థులకు వైస్ చైర్మన్ నిమ్మలూరి రాజబాబు, కార్యదర్శి రమేష్ బాబు, వైస్ చైర్మన్ అనుమతి తదితరులున్నారు.



CS Scanned with CamScanner అనుమతి పొందిన విద్యార్థులు

ఘనంగా అరొరా ఇనిస్టిట్యూషన్ స్నాతకోత్సవం

మాదాపూర్, అక్టోబర్ 26 (ఆంధ్రజ్యోతి): విద్యార్థులు లక్ష్యాలను ఎంచుకుని వాటిని సహకారం చేసుకునేందుకు చిన్ననాటి నుంచే సంకల్ప దీక్ష అవసరమని సెంటర్ ఛైర్మన్ ఎక్సలెన్స్ అండ్ టీచింగ్ లెక్చర్స్ సెంటర్, ఐఐఐఐఐ బెంగళూరు ఛైర్మన్ ప్రొఫెసర్ సౌరవ్ ముఖర్జీ అన్నారు. శనివారం మాదాపూర్లోని శిల్పకళావేదికలో ఆరొరా ఇనిస్టిట్యూషన్ స్నాతకోత్సవ కార్యక్రమానికి చినజీయర్ స్వామితో కలిసి ఆయన ముఖ్య అతిథిగా హాజరయ్యారు. ఈ సందర్భంగా సౌరవ్ ముఖర్జీ మాట్లాడుతూ పట్టభద్రులైన విద్యార్థులు మరిన్ని రంగాల్లో విజయాలు సాధించాలని పేర్కొన్నారు. ఇప్పటి వరకు చదువుకున్న పరీక్షలు రాశారని, ఇకమీదట పరీక్షలు ఎదురవుతుంటాయన్నారు. చినజీయర్ స్వామి మాట్లాడుతూ కష్టపడే తత్వాన్ని అలవర్చుకున్నప్పుడే జీవితంలో ఉన్నత శిఖరాలు అధిరోపించవచ్చన్నారు. అనంతరం ఉత్తమ ప్రతిభ కనబరిచిన 25 మందికి బంగారు పతకాలు, 84 మందికి ప్రతిభ పట్టాలు, 1,100 మందికి డిగ్రీ పట్టాలు అందజేశారు. కార్యక్రమంలో ఉస్మానియా యూనివర్సిటీ ఇంటర్నల్ ఎగ్జిక్యూటివ్ సెల్ ఛైర్మన్ ప్రొఫెసర్ నాగేశ్వరరావు, ఆరొరా గ్రూపు ఆఫ్ ఇనిస్టిట్యూషన్ ఛైర్మన్ రాజబాబుతో పాటు వలువురు పాల్గొన్నారు.

















