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From the Director's Desk...

Dear All,

The month of December is the tail-ending of activities for the calendar year. The fall of snow and the winter breezes create a wonderful atmosphere for the Northern Hemisphere. December not only concludes the current session of activities but also offers a horizon of new avenues for the year ahead. It really has been very much memorable for Aurora Ramanthapur, as the institution is listed among the "The 10 Best Business Schools in 2017" by The Knowledge Review Magazine. It has been a jewel in the crown of our institution which has already bagged University Top Ranks in the Academic Year 2017-18. This recognition made all the faculty and students proud for their efforts and virtues and gave an impetus for the forthcoming academic year. We feel that this recognition enhances our credibility and motivates us to achieve more standards of excellence in the journey beyond. Our students have participated in a couple of competitions and won prizes. Our NSS Unit has been very active and donated books to poor children, donated blankets to orphans and participated in many awareness programs. The co-curricular activities and extension activities are at their place as usual, in addition to the regular academic sessions. Learning Management System is introduced as a part of E learning activities in the institution and a workshop on E Learning is conducted for the students as well as faculty. December is also popular for "Christmas" that connotes the Birth of Jesus Christ. Our students have gracefully organized Christmas Celebrations and portrayed the message of Universal Brotherhood. Everyone bid a farewell to the year 2017 and warmly welcomed the NEW YEAR 2018 with all hopes and aspirations for a better future. I thank all the faculty, staff and students who made the year 2017 fulfilling and wish you all "A HAPPY and PROSPEROUS NEW YEAR 2018". Best wishes.....

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Dr. M. Madhavi



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Pooja M. Bansal
Pooja M. Bansal
Editor-in-Chief

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Follow the Laws of Nature

We all are the products of the nature and thus nature is the mother to all of us. Nature is not only a mother, but also a teacher to all of us. Going against the laws of nature is fraught with troubles which we cannot cope with. There is equal and opposite reaction to every action, is a very important law of nature, which Newton divulged and propounded. Hence, we should always strive to be in harmony with nature and follow the laws of the nature strictly. We should conserve all life including animals, plants, the insects and the rivers as well as mountains. It is needed to maintain ecological balance of nature. We cannot escape the results of our own actions and creep into unearned happiness of favorable results by some door of vicarious atonement where we have not labored, and where we have not wrought. The law of nature is that each man must walk on his feet and must grow by his own effort. Those who try to live by proxy or depend on the efforts of others must suffer for disobeying the law. Nature is the store house of unlimited knowledge. The keys are in the obedience of her laws. The present human suffering from droughts and floods is due to the destruction of plant life. The American philosopher Poet Emerson has rightly said, "Nature is conquered by obedience, and the divine is found in a unity of justice and love". History is replete with incidents of nature which changed the lives of man. Sages and thinkers of our ancient India used to meditate in the midst of nature and used to have revelations and inspirations, which they gave to the world in the form of teachings, full of knowledge and wisdom. As in the words of Plato and Aristotle, "Art is imitation of nature". All creativities are inspired by nature. This is why, both philosophers and scientists ask us to work with nature. So, try to be accurate, exact and perfect in whatever you do. For this you have to develop a deep and natural interest in reading and writing, as reading will make you perfect and writing will go a long way in making you exact. That is the way to perfect your studies, which must bring you success.

Prof. N. Thirupalu

"A women is the full circle. Within her is the power to create, nurture and transform."

- Diane Mariechild

Guest Corner

Shri L. Ravichander
Senior Advocate,
High Court of Andhra Pradesh

There is tremendous energy there is hope in the eyes. It is obviously a challenge to convert this store here into a power plant. I wish you the very best in the challenge. Take ahead.
D. Sanyal
30.10.2017

Christmas Celebrations



Christmas is an annual festival commemorating the Birth of Jesus Christ, observed on 25th December as a religious and cultural celebration among billions of people around the world. Christmas Day is celebrated religiously in many of the world's nations, by the vast majority of Christians, as well as culturally by a number of non-Christian people, and is an integral part of the holiday season. Popular modern customs of the holiday include gift giving, completing an Advent calendar or Advent wreath, Christmas music and caroling, viewing a Nativity play, an exchange of Christmas cards, church services, a special meal, and the display of various Christmas decorations, including Christmas trees, Christmas lights, nativity scenes, garlands, wreaths, mistletoe, and holly. In addition, several closely related and often interchangeable figures, known as Santa Claus, Father Christmas, Saint Nicholas, and Christ king, are associated with bringing gifts to children during the Christmas season and have their own body of traditions and lore.

All festivals are celebrated to promote a congenial atmosphere among all communities of students. The Cultural Club-Aroop grandly celebrated Christmas Eve on 22nd December, 2017 with festive spirit and lots of Joy. The celebrations were initiated with opening prayer by Ms. K. Sumitha, Sr. Asst. Professor, Department of Management. MBA II Year student Mr. Joel delivered message about the advent of Lord Jesus Christ into this world and the significance of Christmas. Choirs consisting of fifty singers have rendered carols with great melody. Students of MBA and MCA have beautifully enacted a play depicting the Birth of Lord Jesus Christ. Students have also presented a Gospel skit in which the essence was to know and follow the way of God and receive salvation through which people can stay away from sinful life by overcoming bad habits and evil thoughts.

Director Dr. M. Madhavi addressed the gathering and conveyed the wishes to all. Adding to the joyful celebration Mr. Ch. Satish Kumar, HOD, Department of Management and Mr. E. Devender Rao, HOD, Department of Computer Applications, hosted the Christmas cake cutting ceremony. A student dressed as Santa Claus has created an atmosphere of fun by giving away surprise gifts and chocolates to the gathering. The presence of Santa in the event filled everyone's hearts with joy. Ms. Mercy, DEO (MCA) has joyfully presented a Gospel Song. Christmas cake and snacks were distributed to all. The gathering was completely spell bound with the Christmas gratification and totally mesmerized with the candle light service and the day was called off with closing prayer by Ms. M. Subhashini Associate Professor, Department of Management. Teaching, Non-teaching staff and large number of students have participated in this blessed event and made it a memorable Christmas.

Radio Mirchi-Fresher's 2K17

Radio Mirchi, nationwide network of private FM radio stations in India owned by the Entertainment Network India Ltd (ENIL) is one of the subsidiaries of The Times Group. Radio Mirchi maintains weekly music charts for India. The most followed charts are Mirchi Top 20 (Bollywood Songs) and Angrezi Top 20 (English Songs). Mirchi Freshers is an annual property created by Mirchi Activation for students who are about to embark on their college life. Every year Radio Mirchi organise the hunt for Mr and Ms Fresher of the college, giving the winners fair amounts of publicity.

To encourage students artistic skills among the students the Cultural Club – Aroop in association with Radio Mirchi has organized the third edition of Mirchi Fresher's on 16th December, 2017. The Radio Mirchi unit has conducted various programmes like Talent hunt, Ramp walk, RJ hunt, Singing, Dancing, Mimicry etc. for the students of MBA, MCA & I-MBA. Students have participated in the events with lots of excitement. There was a huge response from the students.

The winners of the event are:

S. No	Prize	Name of the student	Course	Section
1	Mr. FRESHER	Mr. Srikanth	MBA I Year	B
2	Ms. FRESHER	Ms. Aishwarya	MBA I Year	A1



Guest Lecture on “Personality Development”



Everyone is born unique but they possess certain traits that set them apart from the rest. These traits define who we are and how we respond to situations. Often, we end up clinging onto the ones that do more harm than good and end up undervaluing ourselves. The fact however remains that we are all unique in our own ways and only need to ignite that dormant passion and give a boost to our persona.

To build confidence, boost enthusiasm and imbibe positive thoughts among students, Mr. Anwar Khan, Senior Lecturer of Anwar-Ul-Uloom College delivered a guest lecture on “Personality Development” organized on 14th December, 2017.

Mr. Anwar Khan addressed the gathering and spoke about Personality development skills, emphasized about the impact of Ideologies of Muslim Prophet and stressed on how students can improve their Personality and lead a successful life in the society by those ideologies. He also mentioned the services that help students and jobseekers in acquiring the right competencies for success and provides commitment towards improving the quality of education, enhancing employability and enabling identities. He further said Confidence is certainly the most important factor which adds to the personality of any individual. A person's confidence might go down due to mistakes, failure, guilty or any other thing which is undesirable. Some people often develop inferiority complex due to their physical appearance, caste, financial status etc. Such people perceive confidence as their weakness, while the truth is that confidence is an individual's biggest strength. He further advised students to always follow their passion and do what interests them. This will not only help them to grow as a person but will also add to their confidence. He also advised to be passionate about work and make sure that we give our best in whatever we do which will add to one's growth and strengthens their confidence. He concluded by saying good learning skills in an individual are highly desirable and should always have the zeal to learn new things. Mr. Ch. Satish Kumar, HOD, Department of Management, faculty and the students of MBA I year participated in the guest lecture.



Guest Lecture on “Career Opportunities in Financial Sector”

Indian financial market is one among the oldest ones in the world and with a faster rate of growth it has also entered among the best markets emerging economies. The financial market in India is growing at a much faster pace than any other sectors. At present it includes the primary market, FDIs, alternative investment options, banking and insurance and the pension sectors, asset management segment and many more. Rapid growth in the industry definitely calls for a huge workforce throughout the nation. It mainly looks for graduates having commerce, economics, finance, mathematics and a management background. Skill, knowledge and latest information about the current finance market certainly assists candidates to increase their chances of getting hired at the top most financial companies.

To develop awareness on specialization avenues a guest lecture on “Career Opportunities in Financial Sector” was organized on 8th December, 2017 by Mr. E. V. Dilip Kumar, Senior Manager, Smart Steps .He addressed the gathering about education and employability solutions to students. He also mentioned the services that help students and jobseekers in acquiring the right competencies for success and provides commitment towards improving the quality of education, enhancing employability, enabling identities and the career options in HR, Finance, and Marketing. He said that, Finance is one of the most coveted specializations. The students can opt for exciting careers in banks, financial consultancies, and financial institutions.

He also suggested the students that if they are interested in the entertainment, media, promotions, advertisement, sales and general management field, then the marketing is appropriate for students. The trend of marketing has changed and augmented with the technological evolution in the world. The students of MBA I year participated in the guest lecture enthusiastically.

“Careers in Company Secretary Course”

Career is an occupation undertaken for a significant period of a person's life and with opportunities for progress. There is dilemma among the students which course is better according to job profile, stability in career and career growth. To Bring Awareness on career opportunities in company secretary and to provide knowledge in various areas of Corporate Secretary ship and laws relating to companies, a guest lecture has been organized on “Careers in Company Secretary Course” on 29th December, 2017.

The Institute of Company Secretaries of India (ICSI) is a premier national professional body established under an Act of Parliament (Company Secretaries Act, 1980) to develop and regulate the profession of Company Secretaries. The vision of ICSI is “to be a global leader in promoting good corporate governance” and the mission is “to develop high caliber professionals facilitating good corporate governance”.

The guest speaker was Ms. Namitha, Practicing Company Secretary, Consultant of various startups. The lecture started on a peculiar note describing the best career path is to join for Company Secretary Course (CS). Ms. Namitha in her talk emphasized the students about importance of Company Secretary Course (CS) and told it is a professional course administered by the Institute of Company Secretaries of India (ICSI) under the Company Secretaries Act, 1980. The career opportunities are ample which begins with job positions like Junior Secretarial Officer, Company Secretary to Financial Advisor, keeping in consideration the internal hierarchical order of the organization. However, with more experience, one can always go higher up the growth ladder leading to heading the Legal department of a firm and even becoming a Director or Managing Director. With the proper set of knowledge and skills, one can easily advance in his/her career in a particular field and it also provides opportunities across various sectors at all locations. She also suggested students about ICSI which imparts training in Company Secretaryship by Distance Learning (by correspondence) enabling students to qualify as Company Secretaries. The Institute provides “Course Material” to all subjects at the time of Registration and there is also provision for Optional Oral Coaching classes.

Finally, Ms. Namitha concluded that Career as a Company Secretary is not only prestigious and financially rewarding but also carries a high level of job satisfaction. The students of MBA I year have participated in the lecture. The lecture was received with admiration by the students and they also found the slides appropriate. The event ended with honorarium to the guests and vote of thanks.

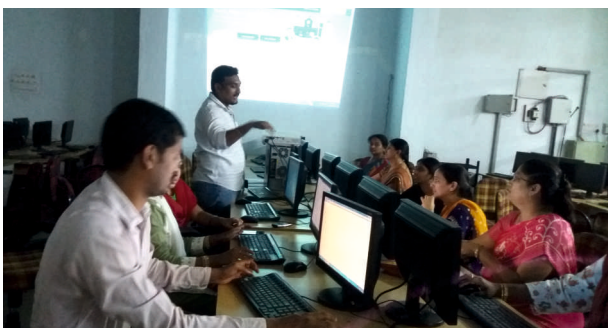
Workshop on "Entrepreneurship Orientation Program"



The problem of unemployment is becoming a colossal in all of the developing nations. There is enormous increase in the population. More than this every year about five million people become eligible for securing jobs. The remedial measures for reducing unemployment are to lay greater emphasis on creation of opportunities for self-employment, augmentation of productivity and income levels of the working poor, shift in emphasis from creation of relief type of employment to the building up of durable productive assets in the country. On 21st December, 2017, Entrepreneurship Development Cell in association with NSIC, Hyderabad, organized one day workshop on "Entrepreneurship Orientation Program" in order to inculcate a desire to become entrepreneur among the students. It aimed to create awareness among the students for setting up of new Enterprise after completion of their studies instead of searching for jobs only. It was inaugurated by Director Dr. M. Madhavi. In her address to students, Director emphasized that entrepreneurship programs improve the entrepreneurial skills of management students and contribute to their success in future. The program was also attended by Mr.Ch. Satish Kumar, HOD, Department of Management, Mr. E. Devender Rao, HOD, Department of Computer Applications.

Mr. Mushraf Ahmed, Trainer, NSIC, Hyderabad, organized the workshop in two sessions. In the morning session the trainer delivered a lecture on importance of entrepreneurship and highlighted the role of NSIC in nurturing new entrepreneurs. Later the students are divided into ten teams, each team consisting of ten members in each team. The teams were assigned the task product development. In the afternoon session the students were assigned to make Business Feasibility report and he guided the do's and don'ts of making a business proposals. He also guided them the procedure to approach the financial institutions that can support for funding. Around one hundred students of MBA II Year got registered for workshop. Students gained insights on role and importance of MSMEs in Indian Economy, process of setting up of Enterprise, preparing Project Reports, identifying marketing possibilities as well as with the issues regarding various statutory requirements such as Income Tax, VAT etc. . The workshop received an overwhelming response. Certificates were distributed to the students.

Workshop on EDMODO



E Learning's staggering growth has started to replace many traditional teaching methods over the years. It is being used in both standard education environments as well as in the corporate sector. Edmodo is a global education network that helps connect all learners with the people and resources needed to reach their full potential. It is a social learning community where teachers, students and parents can connect safely and securely. As a part of Implementation of E-Learning based Edmodo to improve the quality of learning a workshop was conducted on 8th December, 2017 by Mr. D. Pavan Kumar, Senior Assistant Professor, Department of Management. The workshop highlighted on how to use Edmodo to connect, engage, personalize, and measure on Edmodo. It also provided an overview of how to join, create and manage groups, create and assign Snapshot, use online assignments, quizzes and polls, share content and access Global communities. All the faculty have attended and left the workshop with the tools and best practices needed to create strategies around improving classroom instruction and student engagement.

5K Run for "Drug Free Hyderabad"

"Run for a cause, Run For A Drug Free Hyderabad"

To create awareness among youngsters to say no to drugs and yes to healthy living the US-based non-profit American Telangana Association (ATA) organized a 5K run at Necklace Road on 3rd December, 2017 to spread awareness against the ills of drug abuse. NSS Volunteers have made active participation in run. Around 3,000 youngsters were participated in the run, which is flagged off from People's Plaza at 6 am by DGP M. Mahender Reddy and Home Minister N. Narasimha Reddy, Association Convenor for India events, Venkat Manteno-Convenor-India events, Ramachandra Reddy Banapuram-Overseas Advisor, Dr. Padmaja Reddy, Cultural Advisor, Amreeth mullapudi, India Coordinator, D. Vasudha Rani-Principal, Panineeya Mahavidalaya, Executive committee, Board of Trustees, Regional & National committee members, World Telanagana Convention Committee. Members of the ATA said that there is a need to talk more about drug abuse and encourage youth to understand the futility of getting addicted to substance abuse. The president of ATA, Satya Kandimalla said that there was a dire need to spread awareness about the ill-effects of substance abuse among young children in India. Speaking on the occasion, Telangana State DGP, Mahender Reddy said that individuals, organisations and NGOs should talk more against drug abuse in Hyderabad. The top cop also advised private organisations and NGOs to launch large-scale campaigns to motivate people from giving-up drugs.



AIDS Awareness Rally

World AIDS Day was first conceived in August 1987 by James W. Bunn and Thomas Netter, two public information officers for the Global Programme on AIDS at the World Health Organization in Geneva, Switzerland. World Aids Day, designated on 1st December every year since 1988. It is an International Day dedicated to raising awareness of the AIDS pandemic caused by the spread of HIV infection and mourning those who have died of the disease. Government and health officials, non-governmental organizations, and individuals around the world observe the day, often with education on AIDS prevention and control. It's an opportunity for people worldwide to unite in the fight against HIV, to show support for people living with HIV, and to commemorate those who have died from an AIDS-related illness. Founded in 1988, World AIDS Day was the first ever global health day. As of 2017, AIDS has killed between 28.9 million and 41.5 million people worldwide, and an estimated 36.7 million people are living with HIV, making it one of the most important global public health issues in recorded history.



To promote the awareness and educate the community on HIV/AIDS, sexually transmitted infections and sexual health a run the NSS club had organized an "AIDS awareness rally" on 1st December, 2017. The rally was inaugurated by Director Dr. M. Madhavi, Mr. Ch. Satish Kumar, HOD, Department of Management & Mr. E. Devender Rao, HOD, Department of Computer Applications, Mr. A. Srinivas Rao, Asst. Professor, Mr. T. Shyam Sunder, Asst. Professor and NSS Student-coordinator's have participated in the program. Around three hundred students have come forward voluntarily for participating in the AIDS Awareness program.

5 K Run On "Anti Corruption"



Corruption is a burning national issue. The people in the society must all come together for 'Fight against Corruption'. Corruption is found in both public and private organizations and everyone starting from the clerk to the Managing Director of a company is corrupt in a way or the other. Unfortunately, in our country, corruption has become a part of life. It has entered the very roots of the Indian society. Corruption, nepotism and dishonesty have tarnished every fabric of the social life. The best remedy to eradicate corruption is when people can understand and start to believe the values of ethics and morality in their life. People will start to believe that their life is accountable if they really start to believe in GOD, in oneness of GOD and if they really start to live life on the way which GOD has chosen for mankind.

To support anti corruption and make the society aware on evils of corruption "Youth for Anti-Corruption" has organized an awareness rally on 9th December, 2017. IAS - Special Chief Secretary - Energy Department - Govt. of Telangana flagged off the rally from the Necklace Road to Jalavihar Park. The participants displayed banners and placards emphasising on the need for a collective endeavour to eradicate the scourge of corruption. The rally also highlighted about the Anti-Corruption Bureau's toll-free phone number 1064.

Students of MBA, MCA & I-MBA took out an awareness rally here on 9th December to garner public support for rooting out corruption, the major obstacle in the economic growth and development of the nation.

Blanket Distribution



Every winter, the poor people who are homeless suffer a lot. The rise in air pollution levels and the early onset of winter this year have made the homeless especially vulnerable. A blanket donated by a person can save a person's life and can help the homeless keep warm. Giving blankets is a great way of helping out the community. Donations of blankets can make a great difference to an individual or organization, especially homeless. In the raining & freezing nights here are millions of underprivileged who cannot afford even a blanket and die – without a roof or cloth on their bare bodies.

To help the homeless poor the NSS Club coordinators made an initiative of “Blanket Distribution”. As a part of it the students came up with the idea and turned it into a charity by “Blankets Distribution Camp” on 15th December, 2017 in the nearby areas Ramanthapur, Secunderabad and Uppal. The Camp was inaugurated by Director Dr. M. Madhavi, Head, Department of Management Mr. Ch. Satish Kumar and Head, Department of Computer Applications Mr. E. Devender Rao, NSS Faculty coordinators Mr. A. Srinivas Rao, Mr. T. Shyam Sunder, and NSS Student-coordinator's have participated in the camp. Around two hundred blankets were donated.

Students of MBA, MCA and I-MBA participated in the camp and wrapped themselves up to help the less fortunate. Students have turned up in large numbers to get awareness of weather climate conditions in them and others. The destitute sleeping on pavements, inmates of orphanages, benefitted from the gesture.

Disability Awareness Walk



The estimated one billion people living with disabilities worldwide face many barriers to inclusion in many key aspects of society. As a result, people with disabilities do not enjoy access to society on an equal basis with others, which includes areas of transportation, employment, and education as well as social and political participation. The right to participate in public life is essential to create stable democracies, active citizenship and reduce inequalities in society. International Day of Persons with Disabilities falls on the 3rd of December each year, with the aim of promoting empowerment, and helping to create real opportunities for people with disabilities. This enhances their own capacities and supports them in setting their own priorities.

In this regard the NSS Club in association with non government organizations NPRD INDIA, CDS INDIA and YOUTH FOR SEVA have participated in a Disability walk 1st December 2017. The Disability walk conducted created awareness about the disabled and the measures the government have to take to support, encourage and give them equal importance in the society. The Disability Awareness Walk was inaugurated by Chief Guest Director Ms. P. Janaki (CDS) and Rashtra Adhyaksha Mr. P. Anjaya (NPRD). Around one thousand challenged people have participated in the event. Youth for Seva organization members and majority of the students have participated voluntarily to bring awareness in the society about the disabled people and their problems. They need our helping hands and warm hearts to encourage them. “Neglect disability in the person and encourage talent, skills in them and provide the job opportunities”. The NSS volunteers along with MBA I Year students participated in the walk.

Energy Conservation Day

Energy Conservation Day is celebrated on 14th December, 2017 globally to highlight the importance of energy consumption in day-to-day life, scarcity, and impact on sustainability of global eco systems. It focuses on significant issues to mankind by creating energy demand. This day serves to spell a sense of urgency on the issues involved. Celebration of this day reflects on awareness about the importance of energy efficiency and energy conservation. It is celebrated to communicate the significance of protecting energy in each pace of life.

To promote the importance of energy efficiency and energy conservation among students the Nature Club –Adhira has celebrated “Energy Conservation Day”, on 14th December, 2017. On this occasion PowerPoint presentation competitions were conducted for MBA I year students. Ten teams consisting of three members in a team participated in the presentations and exhibited their performances on the following themes:

1. Need for Energy Conservation.
2. Sources of Energy.
3. Need for Energy Management.

The winners of the PowerPoint presentation Competitions are:

S. No	Name of the Student	Course	Section	Prize
1	Mr. Sateesh chary Mr. Sai Krishna Mr. Dayakar	MBA 1 Year I Semester	D	1 st
2	Mr. Shruthi Mr. Shoeb khan	MBA 1 Year I Semester	C1	2 nd



National Farmers Day

National Farmers Day / Kisan Diwas is being celebrated in the honor of Chaudhary Charan Singh who was the fifth Prime Minister of India. He served the country as Prime Minister for a very short tenure starting from 28th of July 1979 to 14th January 1980. National Farmer's Day is celebrated every year in all states especially in those states and union territories in general which are actively engaged in farming and cultivation such as Uttar Pradesh, Punjab, Haryana, Madhya Pradesh and others. Members of the farmers and rural community organize various agricultural shows in order to pay tribute to their adored leader. Farmer's Day Celebrated every year not only to promote awareness but also recognize their contribution in country's socio-economic development.

To educate the students about the farmers role in the society and to motivate the students enter into the agriculture sector to compete with formal sectors the students of Nature Club-Adhira has celebrated the "National Farmer's day" on 30th December, 2017. As a part of National farmer's day celebrations MBA I Year students visited a village namely "Nemila" to study the lifestyle of farmers in rural areas. To educate the farming and non-farming people documentary film on rural folk engaged in farming and artisan work was shown to the gathering. In addition to this students played a skit, audio and video sent message through folk song and dialect conversation. Further, a power point was depicted by narrating the experiences of successful farmers in their art of farming and its subsidiary activities to ignite the minds of rural people to make India operate. The students of MBA I Year participated enthusiastically in the celebrations.



Ad-Making Competition

In today's highly competitive world, marketing sits across every function of a business, and it's not just down to "The Marketing Department". Marketing can be a very complex subject, but anyone can develop a few of the core skills and see the results of their efforts. People may feel it's something best left to the experts, but there are some essential marketing skills that can make a huge difference to their success in business.

To enhance the marketing skills among students, the Marketing Club – Aparaajith has conducted the Ad-Making Competition on 13th December, 2017 for MBA I year students. The students have exhibited the Ad's in an innovative way where they came out with different products like Organic Honey, Gravity Pen, Digital Watch, Organic Retail shop etc. Thirty students have participated in the Ad-making competition.

The winners of the Ad-Making Competition are:

S. No.	Name of the Student	Hall Ticket No	Position
1	M. Ashish Kumar	1325-17-672-129	WINNER Section- D1 AURI
2	D. Sanjay Kumar	1302-17-672-141	
3	P. Madhu Charan Reddy	1302-17-672-252	
4	L. Manasa Veena	1302-17-672-146	
5	V. Ramya	1302-17-672-254	
1	K. Nageetha	1302-17-672-123	RUNNER Section-C AURR
2	M. Nithin Kapil	1302-17-672-100	
3	K. Deepika	1302-17-672-094	
4	A. Bhavani	1302-17-672-113	
5	B. S. S. V. Subramaniam	1302-17-672-254	



International Anti-Corruption Day



The International Anti-Corruption Day (IACD) is observed annually across the world on 9th December to raise public awareness of corruption and what people can do to fight it. Observance of the day aims to promote and strengthen measures to prevent and combat corruption more efficiently and effectively. It also highlights the role of the United Nations Convention against Corruption in combating and preventing it. The theme for year 2017 is “United against corruption for development, peace and security”. The purpose of The International Anti-Corruption Day is to raise awareness of corruption and the role of the Convention in combating and preventing Governments, the private sector, non-governmental organizations, the media and citizens around the world are joining forces to fight this crime. Corruption is a serious crime that can undermine social and economic development in all societies.

On this occasion Management Club - Anushasan conducted Essay Writing Competition on 29th December, 2017. The competition was conducted on the topics “Steps taken by Government to fight Corruption”, “Government’s stand towards Anti –Corruption”. The students have reflected their views in the essays and the prizes were distributed to the winners. Thirty students of MBA and MCA I year have participated in the competition.

The winners of the Essay Writing are:

S. No	Name of the student	Hall Ticket No	Class	Section
1	Nusrath Fathima	1325-17-862-004	MCA	A
2	G.KrishnaKanth	1302-17-672-008	MBA	A

**“Power doesn’t corrupt people
People corrupt power”**

Human Rights Day

Human Rights Day is observed every year on 10th December – the day the United Nations General Assembly adopted, in 1948, the Universal Declaration of Human Rights. The Universal Declaration of Human Rights empowers us all. The principles enshrined in the Declaration are as relevant today as they were in 1948. We need to stand up for our own rights and those of others. We can take action in our own daily lives, to uphold the rights that protect us all and thereby promote the kinship of all human beings.

The purpose of Human Rights Day is to show that Human rights are our basic rights or freedoms. They include our right to live, our right to health, education, freedom of speech and thoughts, and equal rights. Some groups organize protests on Human Rights Day to alert people of circumstances in parts of the world where human rights are not recognized or respected, or where these rights are not considered to be important.

On this occasion the Management Club - Anushasan conducted Elocution Competition on 29th December, 2017. The Elocution competition was conducted on the topic: "The effectiveness of Human Rights in today's Society." Around hundred students participated in the competition and expressed their views on Human Rights.

The winner of Elocution Competition is:

S. No	Name of the student	Hall Ticket No	Class	Section
1	Ankitha	1325-17-672-173	MBA	E1



Elocution Competition

On 12th December, 2017 the BFMC literary club has conducted elocution competition on the topic “My Favourite Book”. Mr. P. Venkat, Member, BFMC, Mr. Nara Hari, Vice President, BFMC, Mrs. Krishnaveni, Mr. V. Srikanth Organizers of BFMC conducted the competitions. The students expressed their thoughts about their favorite book read in the last two weeks. The students beautifully expressed their views on books like “I have a Dream” by Rashmi Bansal, “The Alchemist” by Paul Coelho, “Manjhi-The Mountain Man” by Manish Chakraborty, “The power of Positive thinking” by Norman Vincent, “If Tomorrow comes” by Sidney Shelton, “The Young India Wants” by Chetan Bhagat, “Deep Work” by Cal Newport etc. The students of MBA I year have participated in the competitions.

The winners of the Elocution competition are:

S. No	Name of the Student	Hall Ticket No	Course	Section
1	MD.Arshad Ali	1325-17-672-222	MBA I Year	A1
2	Sushmitha	1302-17-672-061	MBA I Year	B
3	P.Sireesha	1325-17-672-038	MBA I Year	A1



Group Discussion (Management And Organizational Behavior)

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. D. Naga Shrivya, Assistant Professor, Department of Management has conducted Group Discussion for Section B1 students of MBA I Year I Semester on 7th December, 2017 in the subject Management and Organizational Behavior. All the Learning groups have actively participated in this Group Discussion Session.

The Following Topics are given for Group Discussion:

Learning Groups	Group Discussion Topics
1,2	Business and Ethics do not go together.
3,4	Should we change the present system of education in our Country
5,6	How people influence others at work ?
7,8	Managerial psychology as a reason for poor incentives
9,10	How the social class shapes organizational thought, actions, and culture
11,12	Morality and leadership
13,14	Accountability in Social Entrepreneurship
15,16	Preference for status quo: How it affects an organization
17,18	Organizational Violence: What is it?
19,20	How does the physical environment affect organizational behavior?



Debate (Accounting for Management)

Debating is structured way of exploring the range of views on an issue. It consists of a structured contest of argumentation, in which two opposing individual or teams defend and attack a given proposition. Debate engages learners in a combination of activities that cause them to interact with the curriculum and encourages constructive argumentative a convincing skill among the participants.

As a part of Interactive Teaching Learning Methodology Ms. A. K. Ashwini, Assistant Professor, Department of Management has conducted Debate for Section D students of MBA I Year I Semester on 14th December, 2017 in the subject Accounting for Management. All the Learning groups have actively participated in this Debate Session.

The Following Topics are given for Debate:

Learning Group	Debate Topics
1,2	Is demonetization successful or failure
3,4	Is GST beneficial or not
5,6	FDI in retail sector is good for India or not
7,8	Should businessman run the finance ministry
9,10	Indian villages are our strengths or weakness
11,12	Globalization vs. nationalism
13,14	Developing countries need trade not aid
15,16	Should public sector be privatized
17,18	Are MNC's superior to Indian companies



Student Seminar (Accounting For Management)

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. N. Radhika, Sr. Assistant Professor, Department of Management has conducted Seminar for Section C students of MBA I Year I Semester on 12th and 21st December, 2017 in the subject Accounting for Management. All the Learning groups have actively participated in these Seminar Sessions.

The Following Topics are given for Seminar is:

Learning Group	Student Seminar Topics
1,2	Accounting Standards
3,4	Importance of Accounting Standards in Global Environment.
5,6	International Financial Accounting Standards
7,8	Capital Expenditure and Revenue Expenditure
9,10	Methods of Depreciation
11,12	Impact of Depreciation on Business Income
13,14	Techniques to analyze Financial Statements
15,16	Ratio Analysis
17,18	Liquidity and Activity Ratios
19,20	Leverage and structural ratios



Role Play (Marketing Management)

Interactive Teaching Learning Methodology makes learning truly interactive and creative. A role play places the learner into a learning situation closely resembling the real life environment in which the desired behavior will be exhibited. Situating the learner in as realistic a situation as possible, increases on-the-job recall, knowledge transfer and reinforcement of appropriate behaviors. Role playing often forces users to engage in analysis, in which they must interpret elements in the game according to the role they are playing; synthesis, in which they must apply concepts to a new setting and evaluation, in which they must constantly evaluate whether actions taken within the role they are playing assists them in meeting the goals of the game”.

As a part of Interactive Teaching Learning Methodology Ms. N. Bhavani, Assistant Professor, Department of Management has conducted Role Play for Section D students of MBA I Year I Semester on 11th December, 2017 in the subject Marketing Management. All the Learning groups have actively participated in these Role Play Sessions.

The Following Topics are given for Role Play Topics:

Learning Group	Role Play Topics
1,2	New Product Development
3,4	Booking a Hotel
5,6	Brand Ambassador
7,8	Sales Persons Vs Customer
9,10	Marketing Manager Vs Sales Team
11,12	CEO Vs Marketing Head
13,14	Personal Selling
15,16	Developing Ad
17,18	Product Training
19,20	Target Positioning



Faculty Development Program on “Using Blended MOOCs in Management Education”



At Aurora, each faculty member is encouraged to attend training programmes which would lead to skill building and enhancement in their chosen area of specialization. The college is committed to the professional development of the faculty, by providing knowledge and skill-building opportunities to foster an outcome of excellence in teaching.

To improve in-class room teaching, learning and to create positive social impact using education technology the faculty attended a Faculty Development Program (FDP) on “Using Blended MOOCs in Management Education” organized at Indian Institute of Management, Bengaluru on 9th December, 2017. Massive Open Online Courses (MOOCs) provides an instructional platform to teach students with the help of 'Active Learning' philosophy. MOOCs are the blended mode of teaching which involves combining the online courses with in-class facilitation and teaching. This facilitates learning to grow exponentially in the classroom when faculty goes for in-depth study into each of the concepts learnt online. The Faculty Development Programme on 'Using Blended MOOCs in Management Education' provides an overview of Massive open online course on how it can be effectively used to enhance learning and teaching in classrooms. This programme provided insights about integration of MOOCs into classroom teaching in a 'blended' format.

Director Dr. M. Madhavi, Mr. CH. Sathish Kumar, HOD, Department of Management, Ms. R. Sushma, Associate Professor, Ms. P. Hima Jagathi, Associate Professor, Ms. S. Pratibha, Sr. Asst. Professor, Mr. D.Pavan Kumar, Sr. Asst. Professor Department of Management have attended the Faculty Development Programme.

Paper Publications



Mrs. N. Radhika, Associate Professor, received Best Paper Award for the paper titled “The Rise of Data as Capital Asset” at 21st International Conference on Advancements and Challenges in Social Sciences and Business Management –Interdisciplinary Research and Practice organised by Research Development Association in collaboration with Rajasthan Chamber of Commerce & Industry in association with Jaipur Management Association.

Mrs. S. Sandhya, Sr. Asst. Professor, Department of Management, published a paper titled “Literature Review on Corporate Governance Structure and Firms performance with special reference to Banking Sector” in e-journal of GIANJYOTI, Institute of Management and Technology, Volume 7, Issue 3.



Dr. D. Arokiaraj, Senior Assistant Professor, Department of Management have presented a research paper titled as “Towards mobile opportunistic in Cloud Computing” in 2nd International Conference on Recent Innovations in Engineering and Technology organized by Aurora's Scientific, Technological and Research Academy, Hyderabad.

Student Achievements

The students of MBA I year have participated in various competitions organised by “BFMC Intra Club Competitions” at Malkajiri, Hyderabad on 25th December, 2017.

The winners of the competitions are

S. No	Event	Name of the student	Prize	Course	Section
1	Badminton	B.Rakhshit	1 st Prize	MBA I Year	B
2	Badminton	K.Akhil	1 st Prize	MBA I Year	B
3	Chess	MD.Arshad Ali	2 nd Prize	MBA I Year	A1

Placements



Genpact is a professional services firm with key offices in New York City, Palo Alto, London and Delhi. Genpact was founded in 1997 as a business unit within General Electric. In January 2005, Genpact became an independent company, and by August 2007 was publicly traded. Bain Capital became its largest shareholder in October 2012. In 2016, the company reported net revenues of US\$2.57 billion with more than 77,000 employees in more than 20 countries. Genpact began in 1997 as a unit within General Electric. Its charter was to provide business process services to GE's businesses. During the eight years that followed, Genpact began to manage a wide range of processes across GE's financial services and manufacturing businesses. In January 2005, Genpact became an independent company and began to serve clients outside of GE. The company name, Genpact, is designed to convey the business impact it generates for its clients. In August 2007, Genpact was listed on the NYSE under the symbol 'G'.

The following Student is selected as Customer Support Executive:

S. No	Name of the Student	H. T. No	Package
1	Sushmitha Saxena	1302-672-16-224	1.3 L

వైభవంగా క్రిస్మస్ వేడుకలు

మేడిపల్లి: బుద్ధానగర్ లోని రవీంద్రవారి పాఠశాలలో క్రిస్మస్ సందేబులను మనంగా నిర్వహించారు. పాఠశాల విద్యార్థులు క్రైస్తవ మత సాంప్రదాయం ప్రకారం మేరీమాతలుగా, దేవ దేవతలుగా, కాంతాక్షయిణులుగా వ్యవేషణలతో విభిన్న పాఠశాలలో సందడి చేశారు. కార్యక్రమంలో పాఠశాల ప్రధానోపాధ్యాయులు నాగవల్లి, పాఠశాల డీన్ శ్రీకృష్ణమోహన్, ఉపాధ్యాయులు, విద్యార్థులు పాల్గొన్నారు.

అరోరాలో క్రిస్మస్ సందడి
రామంతాపూర్: రామంతాపూర్ అరోరా పీఠ కళాశాలలో శుభ్రవారం క్రిస్మస్ జ్ఞాండ్ కార్యక్రమాన్ని నిర్వహించారు. విద్యార్థులు క్రిస్మస్ కార్యక్రమం ప్రారంభం చేశారు. అందరినీ కలిపి క్రిస్మస్ వేడుకలు నిర్వహించారు. ఆ కార్యక్రమంలో పాఠశాల ప్రధానోపాధ్యాయులు నాగవల్లి, పాఠశాల డీన్ శ్రీకృష్ణమోహన్, ఉపాధ్యాయులు, విద్యార్థులు పాల్గొన్నారు.

ఎయిడ్స్ నియంత్రణపై ప్రదర్శన

పాల్వనూరు, న్యూనీటూ: హార్మిగూడ డివిజన్ గణపీఠం కలెజ్ ఆఫ్ అరోరా పీఠ కళాశాలలో ఎన్ఎస్ఐస్ అధ్యక్షులతో పాటుగా వ్యాధి నియంత్రణపై అవగాహన కార్యక్రమం నిర్వహించారు. ఈ సందర్భంగా అందరినీ కలిపి క్రిస్మస్ వేడుకలు నిర్వహించారు. ఆ కార్యక్రమంలో పాఠశాల ప్రధానోపాధ్యాయులు నాగవల్లి, పాఠశాల డీన్ శ్రీకృష్ణమోహన్, ఉపాధ్యాయులు, విద్యార్థులు పాల్గొన్నారు.

స్టూడెంట్స్ టెన్సోగావగాతాలు

విద్యార్థులకు ప్రేరణనిచ్చే అందరినీ కలిపి క్రిస్మస్ వేడుకలు నిర్వహించారు. ఆ కార్యక్రమంలో పాఠశాల ప్రధానోపాధ్యాయులు నాగవల్లి, పాఠశాల డీన్ శ్రీకృష్ణమోహన్, ఉపాధ్యాయులు, విద్యార్థులు పాల్గొన్నారు.

24 నవంబర్ తెలంగాణ ఆదివారం 10, డిసెంబర్

అవినీతి అంతమే యువత పంతం కావాలి

అవినీతి అంతమే యువత పంతం కావాలి
-యూపీ కలెక్షన్ల వాటిలో ప్రభుత్వ ముఖ్య కార్యదర్శి అజయ్ మిశ్రా

ప్రధానమంత్రి అవినీతి అంతమే యువత పంతం కావాలి అంటూ యువత వేగంగా అందరినీ కలిపి క్రిస్మస్ వేడుకలు నిర్వహించారు. ఆ కార్యక్రమంలో పాఠశాల ప్రధానోపాధ్యాయులు నాగవల్లి, పాఠశాల డీన్ శ్రీకృష్ణమోహన్, ఉపాధ్యాయులు, విద్యార్థులు పాల్గొన్నారు.

కదం తొక్కిన యువత

అవినీతి అంతమే యువత పంతం కావాలి: అజయ్ మిశ్రా

అవినీతి అంతమే యువత పంతం కావాలి అంటూ యువత వేగంగా అందరినీ కలిపి క్రిస్మస్ వేడుకలు నిర్వహించారు. ఆ కార్యక్రమంలో పాఠశాల ప్రధానోపాధ్యాయులు నాగవల్లి, పాఠశాల డీన్ శ్రీకృష్ణమోహన్, ఉపాధ్యాయులు, విద్యార్థులు పాల్గొన్నారు.

ప్రతిఒక్కరు స్వశక్తితో ఎదగాలి

పాల్వనూరు, న్యూనీటూ: హార్మిగూడ డివిజన్ గణపీఠం కలెజ్ ఆఫ్ అరోరా పీఠ కళాశాలలో ఎన్ఎస్ఐస్ అధ్యక్షులతో పాటుగా వ్యాధి నియంత్రణపై అవగాహన కార్యక్రమం నిర్వహించారు. ఈ సందర్భంగా అందరినీ కలిపి క్రిస్మస్ వేడుకలు నిర్వహించారు. ఆ కార్యక్రమంలో పాఠశాల ప్రధానోపాధ్యాయులు నాగవల్లి, పాఠశాల డీన్ శ్రీకృష్ణమోహన్, ఉపాధ్యాయులు, విద్యార్థులు పాల్గొన్నారు.

అవినీతి వ్యతిరేక దినోత్సవం సందర్భంగా శనివారం నెక్లెస్కోడులో నిర్వహించిన సదకలో విద్యార్థులు పెద్ద సంఖ్యలో పాల్గొన్నారు. లంకాగొండీతనాన్ని సహించబోమని నివదించారు. కార్యక్రమంలో సీనియర్లతో సందడి చేశారు.

జీవనశైలి మార్పుతో ఎయిడ్స్ నియంత్రణ

రామంతాపూర్: రామంతాపూర్ అరోరా పీఠ కళాశాలలో శుభ్రవారం విద్యార్థులతో నిర్వహించిన ఎయిడ్స్ అవగాహన కార్యక్రమం ప్రారంభం చేశారు. అందరినీ కలిపి క్రిస్మస్ వేడుకలు నిర్వహించారు. ఆ కార్యక్రమంలో పాఠశాల ప్రధానోపాధ్యాయులు నాగవల్లి, పాఠశాల డీన్ శ్రీకృష్ణమోహన్, ఉపాధ్యాయులు, విద్యార్థులు పాల్గొన్నారు.

ఘనంగా సెమీ క్రిస్మస్

పాల్వనూరు, న్యూనీటూ: హార్మిగూడ డివిజన్ గణపీఠం కలెజ్ ఆఫ్ అరోరా పీఠ కళాశాలలో ఎన్ఎస్ఐస్ అధ్యక్షులతో పాటుగా వ్యాధి నియంత్రణపై అవగాహన కార్యక్రమం నిర్వహించారు. ఈ సందర్భంగా అందరినీ కలిపి క్రిస్మస్ వేడుకలు నిర్వహించారు. ఆ కార్యక్రమంలో పాఠశాల ప్రధానోపాధ్యాయులు నాగవల్లి, పాఠశాల డీన్ శ్రీకృష్ణమోహన్, ఉపాధ్యాయులు, విద్యార్థులు పాల్గొన్నారు.

