



### From the Director's Desk...

Dear All,

The month of April signifies the closing of the Academic Year for the educational institutions in the northern hemisphere. It also encompasses planning for the forthcoming year with necessary roadmaps for achieving various targets and benchmarks to achieve excellence. Aurora has a well constituted Board of Governors, who are instrumental in the development of the institution by providing necessary academic, industry and research guidance. Our Board Meeting is held on 27<sup>th</sup> April, where the progress of the institution is presented to the members. Prof Jeelani, Chairman of the Board has extended suggestions for improving the industry interaction, arranging for more entrepreneurship development activities, concentrating on offering more valued based education in addition to the current good practices. As usual, there have been a couple of guest lectures arranged on various contemporary themes like Leadership, Internship opportunities, Analysis of 'C' language etc to enhance the knowledge levels of the students. The faculty of the institution have been active in research through publications and research programs. Two of our faculty have submitted their PhD theses to RTM Nagpur University successfully. Memorandum of Association with Young Indians (Yi), a constituent of Confederation of Indian Industries (CII) is signed to extend training and interface with industries and startups for the graduating students of the institution. Observance of World Earth Day and other important days was done with appropriate activities by the NSS Units with active student participation. We assure you that the institution is committed to its endeavour of imparting quality education in the forthcoming years also with support extended from all the stakeholders and aspires to reach great heights in the years ahead.

Best Wishes....

**Dr. M. Madhavi**



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## Challenges for Free and Fair Elections

A democratic government means the rule of the people, by the people. Since in a big country with a huge population of billions, it is not possible for everybody to gather and rule each other. Hence, a system eventually came to be formed where a group of people would select one person to represent their interests. Through this person, the people's interests would rule. The basic challenges for organizing free and fair elections can be summed up by three initiatives like one person, one vote, a vote cast is a vote counted and voters must be protected from unlawful influences upon their decisions. The set of rules that governs the conduction of elections and referendums and how their results are determined is called an electoral system. The first goal is to ensure that every person with the right to vote (observing the legal requirements about citizenship, age, criminal convictions etc.) will be allowed to vote, and at the same time will cast only one vote. There are many ways to accomplish this, such as voter registration and some form of control of voter turnout, like collecting one's signature when casting a ballot. The process of prior registration usually results in some form of voter's database, which must be constantly updated with new citizens reaching the voting age, their currently assigned polling station, cancellation of entries for the deceased and so on. The database should be checked periodically to prevent duplication of records, and could be used to print a list of eligible voters for each polling station. The second initiative listed refers to the goal of properly counting all valid ballots cast during the election. Fall within this category all measures that must be taken to prevent frauds in the voting process, such as ballot stuffing, interfering with voting machines, destruction of valid ballots, frauds in the tabulation of results and others. Concerns about transparency and oversight must also be considered. The third goal is by far the most difficult to accomplish, involving a great deal of subjectivity. In theory, the political campaigns must be guided by rules defining its duration, types of ads allowed, limits of expenditure, origin of the resources and so on. The system adopted must include some way to resolve disputes arising from those issues.

**Dr. S. Pushpalatha**

### GUEST CORNER



**N. Sritha Chandana**  
Actor

A very energetic experience! Both faculty & students are incredibly enthusiastic. I've had best time. A Lifetime Memory Thank You!

## Board of Governor's Meeting

Aurora's PG Colleges (MBA&MCA) Ramanthapur, Board of Governor's Meeting was conducted on 27<sup>th</sup> April, 2019. Director, Dr. M. Madhavi, began her presentation with the resolutions made during the previous Board of Governor's meeting and measures initiated. The Director informed the Board Members, that Aurora's PG College (MCA) was accredited with A<sup>+</sup> Grade and Aurora's PG College (MBA) was accredited with A Grade by NAAC. Further she has given the details of NAAC Peer Team visits. She also presented peer team reports, Accreditation Certificates and quality profile of the institutions. The Board members have appreciated for the achievement of the institutions for getting good grades in first cycle and setting a benchmark for other institutions. They also appreciated the leadership of Director, Dr. M. Madhavi in achieving institutional excellence.

Director has presented the details of total intake, admissions and informed the board members that the Induction Program for the Academic Year was conducted for seven days as per the new guidelines of AICTE during 23<sup>rd</sup> August, 2018 to 30<sup>th</sup> August, 2018. She explained about results, placements, internships, club activities, supporting and enabling system, awards and rewards of the students. She also informed the board about the details of student placements and internships and presented a placement report specifying that 412 students of MBA and 32 students of MCA were placed in reputed organizations. 538 students of MBA and 41 students of MCA were selected for internships for the year 2019. Chairman, Prof. Jeelani, advised to collaborate with foreign institutions for more placements and paid internships. Chairman also, suggested establishing Lecture Capturing system with facility to record the videos of the teaching faculty of the college and share them with other universities and institutions. All the members suggested posting the relevant data in the website periodically to keep the visitors informed about the latest happenings of the institutions. The Board members have appreciated for implementing the suggestions given during the last meeting.

### Members present:

- Prof. S. Jeelani, Director, CDVL, Hyderabad Central University – Chairman
- Dr. M. Madhavi, Director, Aurora's PG College – Member Secretary (MBA)
- Dr. Geeta Varadan, Professor, ISRO - Management Nominee
- Sri N. Raja Babu, Chairman, Aurora Educational Society - Management Nominee
- Dr. N. Ramesh Babu, Secretary, Aurora Educational Society - Management Nominee
- Sri N. Anudeep, Vice Chairman, Aurora Educational Society - Management Nominee
- Prof. G. Sreenivas Reddy, Professor, Aurora's Business School –Management Nominee (MBA)
- Prof. R. Nageswar Rao, Professor, Dept of Business Management, Director, IQAC, Osmania University - University Nominee (MBA)
- Sri GM. Joshi, Vice President, US Tech Solutions - Industry Nominee (MBA)
- Sri K. K.Swamy, Principal, Government Institute of Leather Technology, Raidurg - State Government Nominee (MBA)
- Sri Ch. Satish Kumar, HOD, Dept of Management – Faculty Nominee (MBA)
- Dr. P. Hima Jagathi, Professor, Department of Management, Coordinator IQAC - Faculty Nominee (MBA)
- Ms. M. Subhashini, Associate Professor, Dept of Management - Faculty Nominee (MBA)
- Dr. B. Madhubala, Principal, Aurora's PG College - Member Secretary (MCA)
- Prof. K. Raghu Naga Prabhakar, Director, Training and Placements –Management Nominee (MCA)
- Dr. A. Balakishan, Professor, Department of Geography Studies, Osmania University - University Nominee (MCA)
- Sri Sridhar N. Chunduri, Vice-President, Wellsfargo -Industry Nominee (MCA)
- Sri Anoj Swain, Director- Finance, Sunehra Technologies Limited - Industry Nominee (MCA)
- Sri S. Shiva Kumar, Principal, Government Polytechnic, Siddhipet - State Government Nominee (MCA)
- Sri E. Devender Rao, HOD and Associate Professor Dept of Computer Applications – Faculty Nominee (MCA)
- Dr. S. Pratibha, Professor, Dept of Management, Coordinator- IQAC - Faculty Nominee (MCA)
- Mr. Md. Ismail, Associate Professor, Dept of Computer Applications - Faculty Nominee (MCA)

### Awareness program on “Internship Opportunities”



Internships offer a great way to teach and share information with a person ready to start their career. They provide employment training and experiential learning opportunities that often have the ability to enhance a person's professional qualities like strengthening 'soft skills' such as teamwork, communication, problem solving and professionalism. Internships are key to providing job seekers the chance to break into the workforce and gain meaningful experience to launch their career, an often difficult position for people with little to no experience. Employers that offer internships find it a low-risk, cost-effective workforce solution often leading to a permanent hires.

To educate the students about how internships provide insight into real-world employment settings which can help to define career goals an awareness program was organized on 2<sup>nd</sup> April, 2019. The resource person, Mr. Dominic Godfred from Times of India a subsidiary of Bennett Coleman & Co. Limited have explained about the role of internship in career building of students. Mr. Godfred also educated the students about the internship opportunities and employment opportunities to students at Times of India.

### “Importance of Decision Making in Student Life”

Decision Making is a process of selecting a formal choice among the given options. For an effective decision-making process, one must be in a stable mind to weigh both positive and negative options and should determine which option will suit that particular situation.

A guest lecture on “Importance of Decision Making in Student Life” was organized at the campus by the Department of Management on 4<sup>th</sup> April, 2019 for the students of MBA and IMBA students. The resource person Mr. Vikas, Co-Chair in Young India, explained the students about different steps to be considered while taking a decision, the importance of right decision and how to make right decision at the right time. He also elaborated on how right decision making will help the students in their career and included the fact that people with a high range of emotions tend to make good decisions quickly. The session also focused on the importance of managerial decision making, keeping in view of industry requirements in the current scenario. The session gave students insights into the shortcomings of big data for decision making. He stressed on key cognitive biases citing easy to understand and relatable examples. He explained the steps of decision making process emphasizing on Urgency Vs Importance and how better decisions are required for better forecasting techniques. The speaker answered key questions in Q&A session. It was a very informative session broadening up the understanding of decision-making process and its importance. Around 300 students attended the guest lecture.



### World Health Day



World Health Day is celebrated each year on the 7<sup>th</sup> of April to emphasize the need to lead a healthy and fulfilling life. It is the World Health Organization (WHO) that came up with the idea of celebrating World Health Day. This day is celebrated on the 7<sup>th</sup> of April each year since 1950. The World Health Organization felt the need to involve prominent medical practitioners from around the world to take key decisions related to various health matters. For this purpose it held a World Health Assembly in 1948. This was the first World Health Assembly and it consisted of as many as 194 member states. The main purpose of celebrating World Health Day is to ensure global health by sensitizing its need among the masses. Different innovative World Health Day activities are held for this purpose on this day. This is indeed a great initiative by the World Health

Organization. A new theme is set each year to highlight a specific health issue. The theme of World Health Day -2019 is 'Universal Health Coverage: Everyone, Everywhere.'

Healthy life makes the people live with high confidence and peace to work accurately and quickly. One has to keep all the activities to be accurate for making every work possible with many types of possible ideas and plans. To impart the knowledge about health services needed throughout life from health promotion to prevention, treatment, rehabilitation, and palliative care among students, Nature Club-Adhira has celebrated World Health day on 17<sup>th</sup> April, 2019. On this occasion, Nature Club-Adhira conducted Elocution Competition for the students of MBA, MCA and I-MBA. Students have expressed their views and provided detailed knowledge of prevention of various diseases and various steps to lead a healthy and happy life. Around fifty students have participated in this event.

### World Earth Day

World Earth Day is celebrated annually on 22<sup>nd</sup> April worldwide in support of the environment and to raise awareness for the environmental protection and care of our planet. The United Nations General Assembly adopted a resolution declaring 22<sup>nd</sup> April as the "World Earth Day". The resolution was adopted to reaffirm the agenda of sustainable development and also to acknowledge the role of earth as a mother, who sustains and nurtures all the species, including humans, animals and plants. World Earth Day is aimed at sharing responsibilities and setting agendas for a peaceful coexistence with nature. It is celebrated by encouraging people to save the Earth by providing them with every knowledge about the security of the Environment as well as provide them ideas and plans to protect the Environment.



To spread awareness among students related to the safety of the earth, World Earth Day was celebrated by Nature Club - Adhira on 22<sup>nd</sup> April, 2019. On this occasion Collage Competition was organized. Students have beautifully presented the collages representing issues like protection of trees, recycling of wastes, energy conservation, reducing the usage of plastic bags, measures to avoid the soil and water pollution. Students have also expressed their thoughts about promoting harmony between the planet and living beings and to acknowledge the role of earth in sustaining and supporting life. Around twenty five students of MBA, MCA and I-MBA have actively participated in these celebrations.

## Dr. B. R. Ambedkar Jayanthi



Dr. B. R. Ambedkar Jayanti or Bhim Jayanti is celebrated every year on April 14<sup>th</sup> on the birth anniversary of Bharatratna Dr. Bhimrao Ramji Ambedkar. The celebrated Indian Jurist, Economist, Politician and Social Reformer is not only regarded as the Architect of India's Constitution and one of the founding fathers of the Republic but also for his immense contribution in shaping India's future as a Democracy and ensuring rights for all its citizens.

To commemorate his contribution to Indian Constitution and downtrodden sections of the society, Ambedkar Jayanthi was celebrated on 13<sup>th</sup> April, 2019. On this occasion Literary Club-Adhyayan club has conducted elocution competitions on the topics "Dr. B. R. Ambedkar's contribution to society" and "Our constitution" for the students of MBA, MCA and I-MBA.

Students commemorated the contributions of Dr. B. R. Ambedkar towards social freedom of underprivileged sections of society and emphasized his achievements as the Independent India's first Law Minister, the Principal Architect of the Constitution of India and a founding Father of the Republic of India. Students opined that today's education system emphasizes more on Languages, Maths, Science but not constitutional rights and duties. They highlighted the need for academic institutions to make efforts to bring awareness among students about Indian Constitution. Around fifty students have actively participated in elocution.

## AKRUTHI - PHOTOGRAPHY CLUB

## World Heritage Day

World Heritage is the shared wealth of humankind. Protecting and preserving this valuable asset demands the collective efforts of the international community. This special day offers an opportunity to raise the public's awareness about the diversity of cultural heritage and the efforts that are required to protect and conserve it, as well as draw attention to its vulnerability. World Heritage Day is celebrated on 18<sup>th</sup> April every year to raise awareness about preserving the history, diversity, and vulnerability of world heritage sites and monuments. It aims to preserve the human heritage and recognize the efforts of all the relevant organizations in the field, emphasizing on safeguarding various sites around the world that have achieved world heritage status and the challenges involved in protecting these sites. It also aims to recognize the efforts of all relevant organizations in this field including architects, engineers, geographers, civil engineers, artists and archaeologists. The theme for World Heritage Day - 2019 is 'Rural Landscapes'.

To raise awareness among students about the diversity of cultural heritage across the world and to sensitize them to protect historical monuments, the Akruthi-Photography Club has celebrated the World Heritage Day on 18<sup>th</sup> April, 2019. On this occasion essay writing competition on the topic "Heritage of Telengana" was organized to MBA students. Students participated in it with utmost enthusiasm and zeal. Students were familiarized with the rich cultural heritage we have, along with the existing diversification worldwide, and how we need to work towards protecting and conserving it.



## Logical Analysis on C language

Logic plays a fundamental role in Computer Science and is concerned with forms of reasoning. Since reasoning is involved in most intellectual activities, logic is relevant to a broad range of pursuits. The study of logic is essential for students of Computer Science. But having a good logical idea is not enough; students should be capable of converting the logic into good written programs. C Language is the main programming language supported by Apple for the macOS and iOS operating systems, and their respective application programming interfaces. Although numerous computer languages are used for writing computer applications, the computer programming language, C is the most popular language worldwide. Everything from microcontrollers to operating systems is written in C language and understanding the logic in C programming is uncomplicated, since it's very flexible and versatile, allowing maximum control with minimal commands.

To improve the logical thinking in programming, technical and Analytical skills in C Language, an assessment test was conducted on the theme 'Logical Analysis on C language' for MCA I, II & III year students. The assessment included Multiple choice questions and the students have to attempt 20 questions in 10 minutes. This enables the students to acquire a good insight on basic building blocks of C programming. Around one hundred and fifty students actively participated in the event.



### Memorandum of Understanding



Young Indians (Yi) is an integral part of the Confederation of Indian Industry (CII), a non-government, not-for-profit, industry led and industry managed organization playing a proactive role in India's development process. Yi was formed in the year 2002 with an objective of creating a platform for young Indians to realize the dream of a developed nation. Yi has around 2600 direct members in 40 chapters, and engages around 8500 students under the brand 'Yuva'. "To become the Voice of Young Indians Globally" being the vision of Yi, it provides a platform for young Indians to participate in and contribute by becoming an integral part of the Indian growth story. Yi's work is divided primarily into three groups; "Youth Leadership", "Nation Building" and "Thought Leadership". Under youth leadership, Yi works

effectively for promoting leadership skills for its members through the learning programs and missions to companies of global excellence in India and abroad; the development and engagement of students through its 86 Yuva platforms that has 8500 students.

Aurora's Post Graduate College, Ramanthapur, has entered into a Memorandum of Understanding (MOU) on 4<sup>th</sup> April, 2019 with Young Indians (Yi)-Yuva, for the year 2019-2020 to engage the students in various initiatives that the students conceptualise, plan and execute. In the process the students work in leadership roles while implementing projects that are based on self development, skill building, community service and national Building. Mr. Sumit Kabra, Yi-YUVA Chair, Hyderabad Chapter and Dr. M. Madhavi, Director have signed the agreement and exchanged the memorandum of understanding. Mr. Sumit Kabra, Chair, Yuva, Hyderabad, Mr. Vikas Dundoo, Co-Chair, Hyderabad, Mr. Chandra Sekhar, Co-chair, Hyderabad were present on the occasion. Mr. Sumit addressed the students and guided the students to take part in all the forthcoming activities. Mr. Chandra Sekhar in his address suggested the students about the voting rights and cast their valuable votes without fail. Mr. Ch. Satish Kumar, Head, Department of Management, Prof. P. Pinakapani, Department of Management, Dr. S. Pushpalatha, Department of Management, Faculty members and students of MBA I Year participated in the session. At the end of the session certificates were distributed to the Yi registered members who have actively participated in all the events organized by Yi-Chapter, Hyderabad.

## BYST

### Entrepreneurship Awareness Program

The capacity and willingness to develop organize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses. In economics, entrepreneurship combined with land, labor, natural resources and capital can produce profit. Entrepreneurial spirit is characterized by innovation and risk-taking, and is an essential part of a nation's ability to succeed in an ever changing and increasingly competitive global marketplace.

To create awareness among students about various facets of entrepreneurship, The Entrepreneurship development Cell has organized a program on "Awareness on entrepreneurship" in association with its MOU partner BYST, Bharati Yuva Shakti trust, Hyderabad. The speaker for the session was Mr. Sudhir Chaudary, Senior mentor, BYST, Hyderabad. The program aimed at creating awareness about entrepreneurship among the management students and also to kindle the entrepreneurial spirit in their minds. In the speech he taught the students the fundamental principles of business. He motivated the participants by quoting the examples from his personal experience and also described the success stories of young entrepreneurs. He encouraged the students to establish their own enterprises and provide employment to several other unemployed people. He explained the procedure for starting the business establishment and the regulations and the government formalities involved in the process. He impressed the participants through his inspiring and articulated speech. It was highly motivating to the students.



### Debate (Total Quality Management)

Debates foster presentation skills, research, teamwork, and public speaking and lets students to use their critical thinking skills. In a Debate, students engage voluntarily in a social activity that reaps significant intellectual benefits, and rewards academic skills: quick thinking, sound argument, and confident speaking.

As a part of Interactive Teaching Learning Methodology Ms. Megha Chinglepet Kumar, Assistant Professor, Department of Management has conducted Group Discussion for MBA I Year II Semester Section D1 students on 8<sup>th</sup> April, 2019 in the subject Total Quality Management. Twenty Learning groups have actively participated in this Debate Session.

The Following Topics are given for Debate:

Learning Group No	Debate Topics
1	Value chain Vs Supply Chain Management
2	Quality Vs Total Quality Management
3	Six Sigma Vs TQM
4	Total Quality Management implemented at Hospitals
5	Six Sigma is applied in Starbucks but is still a failure
6	Is Smart Phone upgradation or indication of quality improvement
7	Does Social Media Makes us Smarter in understanding Quality of Services
8	Are Women more brilliant than men in field of entrepreneurship
9	Total Quality Management in Banking Sector
10	Quality Vs Quantity



**Case Study (International Business)**

Case Studies comprise a significant content of Interactive Teaching Learning process. The cases given relate to the situation faced by an organization, a decision or action taken by an individual manager/group in the various functional areas such as finance, operations, human resources etc. A case study analysis requires investigating a business problem, examining the alternative solutions and proposing the most effective solution using supporting evidence.

As a part of Interactive Teaching Learning Methodology, Dr. B. MadhuBala, Professor, Department of Management has conducted Case Study for MBA I Year I Semester Section A1 students on 18<sup>th</sup> April, 2019 in the subject International Business. Twenty Learning groups have actively participated in this Case study.

**The case studies Discussed During the Session are:**

1. John Higgins and cultural Issues
2. Inter-unit conflicts in MNCs
3. Walt Disney and its entry strategies



## Paper Publications

Dr. Arokiaraj David, Associate Professor Department of Management, published a paper entitled "Recover, Recycle & Reuse: An Efficient Way to Reduce the Waste" in International Journal of Mechanical and Production Engineering Research and Development, ISSN (Print) 2249-6890, ISSN(Online): 2249-8001, Impact Factor (JCC): 7.6167, NAAS Rating:3.11, IBI Factor:3.2, Volume No-9, Issue-3, Page 31-42 (Scopus Index Journal).



Ms. N. Radhika, Associate Professor Department of Management participated and presented a paper on "Necessity of Financial Technology" in RDA's 25<sup>th</sup> International Conference on "Advancements in Business Management, Digital Economy, Research & Technology at Jaipur (INDIA) during 13<sup>th</sup> & 14<sup>th</sup> April, 2019.

## Ph. D Thesis Submission

Ms. S. Sandhya, Senior Assistant Professor, Department of Management, submitted Ph. D thesis titled "A Study on Corporate Governance Practices of Selected Banks in India", on 4<sup>th</sup> April, 2019 to R. K. University, Rajkot, Gujarat.



Mr. Ch. Satish Kumar, Associate Professor and HOD, Department of Management submitted Ph. D thesis titled "Consumer Switching Behavior Management in Cellular Service Provider- A Case Study with reference to Nagpur City", on 24<sup>th</sup> April, 2019 to Sardar Patel Mahavidyalaya, Chandrapur, Maharashtra.

Mr. Sanjay Kumar Padhy, Associate Professor, Department of Management submitted Ph. D thesis titled "Animation in Advertising Management and its impact on Brand Awareness - A Study on Youth in Nagpur, India, on 24<sup>th</sup> April, 2019 to Sardar Patel Mahavidyalaya, Chandrapur, Maharashtra.



**FOCUS IS MORE  
IMPORTANT THAN  
INTELLIGENCE.**

## Venezuela Economy



Have you heard about a country called Venezuela? It is a big country. Bigger than the Indian states of UP, Bihar, Punjab, Haryana, Bengal and Orissa combined. It consists 35 million, less than the population of Delhi NCR. God has given everything to Venezuela. In spite of having such fertile land and so much water, there is so much hunger in this country today that men have virtually turned into cannibals. There is nothing like farming of crops, fruits & vegetables, dairy, poultry, fishing, etc. in this country. Even if they can't grow wheat, rice, and vegetables for such a big country, there are grazing areas millions of hectares. Does Venezuela not even have a few cows, buffaloes, sheep and goats to graze and provide meat to its starving population? There is so much abundance of fish in the rivers and ocean. Yet Venezuela is still starving. The situation of inflation has reached such levels that if you take a bag of Bolivar to a store, you will not get even a pocketful of bread. Inflation rate is 16,98, 488% compared to last year. Today you will get 3607 Venezuelan Bolivars in exchange for an Indian rupee. You may be surprised to know that Venezuela also has the largest crude oil reserves in the world, larger than Saudi Arabia. You would also be surprised to know that Venezuela was a developed and prosperous nation just 20 years ago, but the wrong policies of its leaders turned a prosperous nation into a beggar in just 20 years. Today the situation is so bad that many Venezuelan women have had to resort to prostitution for just a piece of bread. A good leader can turn his country into Singapore in 20 years and an incompetent leader can turn his country into a Venezuela.

After World War II, when there was tremendous demand for oil in the world and the prices were skyrocketing, Venezuela was having a gala time. In 1945, the country was making 1 million barrels of oil per day. The government started distributing free stuff to its citizens. Every service in the country was government provided and every service was free. In exchange for oil, goods came from all over the world; ration, cereals, fruits, vegetables, medicines, machinery and textiles, everything was imported in exchange for the oil, and the government gave its citizens everything free. In the 50's and 60's, when the whole world was working hard to increase manufacturing productivity, in Venezuela, not even a needle was produced. They even imported commodities like cabbage and tomatoes from Europe. Venezuela is a very beautiful country. Yet they don't have a tourism industry. Venezuelans were so hostile to tourists that if a tourist ever went there by mistake, it is said that nobody would offer him even a glass of water. Usually in such countries foreigners come from abroad looking of employment, but since there was free service in this country, all the parties and even the people of Venezuela were against the entry of foreigners into the country. Their thought was why foreigners should take advantage of our free service. The result was that the citizens did not do anything for a living, neither farming, nor any other industry, and the government did not let even labor to be imported from abroad to let industries develop. Therefore, there is no development in the country, even tourism. One day the price of crude oil started falling. The government owned Oil Company was PDVSA, and the government, typical of a communist government, told the company to give jobs to everyone. The company told that it does not need more employees. But the government insisted on it and gave at least one man of every family a job in the government oil company PDVSA where he did not do any work and took home a free, fat salary. Then the price of oil fell further and the oil company started incurring huge losses. As a result, providing free stuff to the population became impossible. Slowly every commodity became scarce. 35 million free loaders, who had not done any work in life, started looting. Girls got into prostitution. The socialist government still did not learn. It started taking loans to continue providing free stuff to its population.

Today Caracas, the capital of Venezuela, is the world's most unsafe city, where people slaughter; and girls sell their body for just a piece of bread. One plate food costs 1.5 million Bolivar. How can such a large country not even produce wheat rice for just 3.5 crore (35 million) people? Today if the Venezuelan government invites only 1000 farmers from India's Punjab and gives them the necessary machinery, then in just 6 months our farmers will produce more than enough grains, vegetables, fruits and milk to feed the entire country of Venezuela

**Ms. P. Malathi Devi**  
Asst. Professor

## Placements



Ryan India Tax Survives Company has its global headquarters in Dallas, Texas, Ryan provides an integrated suite of federal, state, local, and international tax services on a multi-jurisdictional basis. Our multi-disciplinary team of more than 2,500 professionals and associates serves over 14,000 clients in more than 50 countries, including many of the world's most prominent Global 5000 companies. Ryan is an award-winning global tax services firm achieving international recognition and market leadership through client service excellence, workplace innovation, and employee development.

The following students are selected as Tax Associates

S.No.	Roll No	Name of the Student	Package
1	1302-17-672-026	Danthenapally Yaswanth Kumar	2.2 Lakhs
2	1302-17-672-008	Krishnakanth G	2.2 Lakhs

## Internships

To encourage and give a corporate exposure to the students every year Internships opportunities are provided for the Students .In this regard in the month of April, 2018, Karvy, IDBI, Shriram Life Insurance, Gap Miners, Life of a Girl and PGO has conducted interviews in which 146 students were selected from MBA I Year II Semester.

The details are as follows:

S.No.	COMPANY	Number of Students Selected
1	Gap Miners	11
2	Shriram Life Insurance	53
3	KARVY	18
4	IDBI	15
5	Life of a Girl	2
6	PGO	27



**Business Standard**  
**CAMPUS TALK**  
**BS PROMOTIONS**

## Entrepreneurship awareness programme at Aurora's PG College, Ramanthapur

The Entrepreneurship Development Cell of Aurora's PG College, Ramanthapur organized "Entrepreneurship Awareness Programme" with support from its MOU partner Bharatiya Yuva Shakti Trust (BYST). The Chief Guest was Sri. Sudhir Chowdhary, Senior Mentor from BYST. He taught the students, the fundamental principles of business and described the success stories of young entrepreneurs. He encouraged the students to establish their own Enterprises and provide employment to several other unemployed people. Director of the college, Dr. M. Madhavi in her speech said that, "Start-Up companies are pillars of a country's future". The program was attended by MBA and MCA HODs Mr. Ch. Satish Kumar, Mr. E. Devender Rao, faculty and students.



**Business Standard**  
**CAMPUS TALK**  
**BS PROMOTIONS**

## Aurora's PG Colleges organized Management Meet 'ANVESHANA'

ANVESHANA, the Management Meet was organized by Aurora's PG Colleges, Ramanthapur. It provided a platform for management students from various colleges across the State of Telangana to exhibit their skills and talents. The college has been organizing this prestigious event since 2008. Many Formal events like Young Manager, HR Hitch, Ad Recall, Business Quiz, Mock Trade, Paper Presentation, Collage and Informal Events like Face Painting, Dubsplash, Treasure Hunt, Click-o-Pic, Brand Rangoli, etc. were conducted.

### Dr. K. V. Subba Reddy MBA Institutions: "AVANTGARDE-2K19"- Mega Product Mela

The two-day Mega Product Mela was inaugurated by Smt. S. Vijyalakshmi, Correspondent, Dr. K. V. Subba Reddy Institute of Technology & Pharmacy, in the august presence of Er. K. Viswa Mohan Reddy, Chief Director of MBA Institutions, and Sri K. Ashok Vardhan Reddy, Chairman, Dr. K. V. Subba Reddy Women's Engineering College. Nearly 40 stalls were present in the Mela with different types of marketing Executions and a turn-over of Rs. 3 Lakh was achieved in the Mela. The valedictory was presided by Dr. K. V. Subba Reddy, Chairman, Dr. K. V. Subba Reddy Educational Institutions. Dr. O. Ravi Shankar and Dr. Smd. K. Ramanjaneyulu, Convenors V. S. S. Prasad, Dr. T. Seshadri Kiran, C. Sriikitha were present.



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## Aurora's PG Colleges: 'Anveshana 2019' Management Meet

The mega Management Meet of Aurora's PG Colleges, Ramanthapur "ANVESHANA-2019" was attended by more than 2000 students from all over 100 Management colleges. It was an amalgam of formal and informal programmes comprising events on Finance, HR, Marketing, Quiz shows on business, Paper Presentation, Young Manager, Mock Trading, Treasure Hunt, Brand Rangoli. The programme started with Inaugural Ceremony by Chief Guest Ms. Shikha Goel, IPS, Addl. Commissioner of Police (Crimes & SIT), In-Charge of SHE Teams and Bharosa Centres, Hyderabad City. Director Dr. M. Madhavi said that the program provided an opportunity for students to show case their talents. Sri. Ranjit R, Vice-President, Karvy Analytics was the Distinguished Guest. Dr. Anand Reddy, GM-HR, Sakshi Media Group was the Eminent Guest, Ms. Sriitha Chandana, Actress, and Ms. Sunitha, RJ were the Special invitees. Sri. Ram Prasad, Actor, Jabardasth Comedy Show, Sri Abhinav Gomatam, Actor, Sri. Sumanth Prabhas, Cine Director, Sri. Manohar, Sri. Kiran and Sri. Aditya from Fun Pataka - Team and Sri. Srinath Maganti, Actor, were the Special Invitees for Valedictory held on 30th March. The Programme was also attended by Head of the Department MBA - Ch. Satish Kumar, Head of the Department MCA- Mr. E. Devender Rao, Staff and students.



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### AURORA'S PG COLLEGE - MOU with Young Indians

Aurora's Post Graduate College, Ramanthapur, has renewed Memorandum of Understanding (MOU) on 4th April, with Young Indians (YI) -YUVA, Hyderabad Chapter - an integral part of the Confederation of Indian Industry (CII) for the year 2018-19 to engage the students in various initiatives that the students conceptualize, plan and execute. Sri. Sumith Kabra, CA, YI -YUVA Chair, Hyderabad Chapter and Dr. M. Madhavi, Director, signed the Agreement and exchanged the MOU. Mr. Sumit Kabra, Chair, YUVA briefed about YUVA activities. Sri. Chandrasekhar, CEO, Jain International Schools, Sri. Vikas Dundoo, Co-Chair, YUVA spoke on the occasion. Sri. Sumit awarded certificates to students who actively participated in YI activities throughout the year.

### St. Martin's Institute of Business Management hosts Shukan 2019

Shukan 2019 - A State level management fest was conducted by St. Martin's Institute of Business Management. Inaugural function had the gracious presence of Shri Marri Laxman Reddy, Chairman, St. Martin's group; Shri G. Chandrasekhar Yadav, Executive Director; Shri P.V. Ravindra Varma, Chief Guest - HR Consultatnt, NCC Ltd.; Dr. P. Santosh Kumar Patra, Principal, SMEC; Dr. P. D. Diana David, Principal, SMIBM and Dr. Y. Venkata Rangaiah, HOD, MBA. Chief Guest Shri P. V. S. Ravindra Varma, insisted on inspiring oneself with self-confidence to get success in life. Students from different colleges and St. Martin's MBA students participated enthusiastically in all the events. Colonel P Hani SM, HOD, Computer Science Department, MCEME; Shri Chandra Shekhar Yadav, Executive Director, St. Martin's group; Dr. P. Santosh Kumar Patra, Principal, SMEC; Dr. P. D. Diana David, Principal, SMIBM and Dr. Y. Venkata Rangaiah, HOD, MBA, graced the valediction and distributed prizes to the winners and runners of the various events by the dignitaries. Students presented a Pulwama theme song, paying tributes to our brave soldiers.



**CAMPUS TALK**  
**BS PROMOTIONS**

## Aurora's PG Colleges organized Management Meet 'ANVESHANA'

ANVESHANA, the Management Meet was organized by Aurora's PG Colleges, Ramanthapur. It provided a platform for management students from various colleges across the State of Telangana to exhibit their skills and talents. The college has been organizing this prestigious event since 2008. Many Formal events like Young Manager, HR Hitch, Ad Recall, Business Quiz, Mock Trade, Paper Presentation, Collage and Informal Events like Face Painting, Dubsplash, Treasure Hunt, Click-o-Pic, Brand Rangoli, etc. were conducted.

# సరైన నిరయాలతోనే ఉన్నత స్థానానికి ఎదగొచ్చు

రామంతాపూర్: రామంతాపూర్ అరోరా పీజీ కళాశాల, యంగ్ ఇండియన్స్ హైదరాబాద్ చాప్టర్ తో ఉన్న పరస్పర అవగాహన ఒప్పందాన్ని గురువారం జరిగిన సమావేశంలో పునరుద్ధరించారు. ఈ సందర్భంగా కళాశాల డైరెక్టర్ డాక్టర్ ఎం.మాధవి మాట్లాడుతూ.. యంగ్ ఇండియాతో తమ కళాశాల చేసుకున్న ఒప్పందంతో తమ విద్యార్థులు సామాజిక సేవతో పాటు వివిధ కార్యక్రమాల్లో చురుగ్గా పాల్గొంటున్నారన్నారు. విద్యార్థి దశలోనే సరైన లక్ష్యాలతో నిర్ణయాలు తీసుకుంటే ఉన్నత స్థానాలకు ఎదగొచ్చని ఆమె అన్నారు. యంగ్ ఇండియన్ చైర్మన్ సుమిత్రాకాప్రా మాట్లాడుతూ.. తమ సంస్థ చేపట్టిన వివిధ సామాజిక, సంస్కృతిక కార్యక్రమాల వివరాలను వెల్లడించారు. అనంతరం యంగ్ ఇండియన్ కార్యక్రమంలో పాల్గొన్న విద్యార్థులకు సర్టిఫికేట్లు అందజేశారు. ఈ కార్యక్రమంలో జైన్ ఇంటర్నేషనల్ స్కూల్స్ సీకాఓ చంద్రశేఖర్, యంగ్ ఇండియన్స్ కో చైర్మన్ వికాస్, ఎంటీసీ, ఎంసీపీ విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ రావు పాల్గొన్నారు.



ఖర్, యంగ్ ఇండియన్స్ కో చైర్మన్ వికాస్, ఎంటీసీ, ఎంసీపీ విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ రావు పాల్గొన్నారు.

## నిరుద్యోగులకు ఉపాధి కల్పించాలి

హబ్బిగూడ, న్యూస్ టుడే: హబ్బిగూడ డివిజన్ గణేష్ నగర్ లోని అరోరా పీజీ కళాశాలలో ఎంటర్ ప్రెన్యూర్ షిప్ డెవలప్ మెంట్ సెల్ ఆధ్వర్యంలో మంగళవారం ప్రత్యేక అవగాహన సదస్సు జరిగింది. బీవైఎస్సీ సీనియర్ మెంటర్ సుధీర్ చౌదరి, కళాశాల డైరెక్టర్ డా. మాధవి విచ్చేసి మాట్లాడారు. నేటి యువతరం స్వయం సహాయకార్యకర్తలను ప్రోత్సహించాలి అని ఆమె అన్నారు. మౌలిక వ్యాపార సూత్రాలను బోధించారు. విద్యార్థులందరూ స్వయంగా సంస్థలను స్థాపించి నిరుద్యోగులకు ఉపాధి అవకాశాలను కల్పించాలని కళాశాల డైరెక్టర్ డా. మాధవి అన్నారు. హెచ్ఎంఓడీలు సతీష్ కుమార్, దేవేందర్ తదితరులు పాల్గొన్నారు.



సదస్సులో పాల్గొన్న అతిథులు

## విద్యార్థుల సామాజిక సేవ అభినందనీయం



బహుమతులతో విద్యార్థులు

హబ్బిగూడ, న్యూస్ టుడే: హబ్బిగూడ డివిజన్ గణేష్ నగర్ లోని అరోరా పీజీ కళాశాలలో యండ్ ఇండియన్స్ హైదరాబాద్ చాప్టర్ ఆధ్వర్యంలో గురువారం ప్రత్యేక కార్యక్రమాన్ని నిర్వహించారు. హాజరయిన కళాశాల డైరెక్టర్ డా.మాధవి, యంగ్ ఇండియన్స్ చైర్మన్ సుమిత్రాకాప్రా మాట్లాడారు. సామాజిక సేవ కార్యక్రమాల్లో అరోరా కళాశాల విద్యార్థులు పాల్గొనడం అభినందనీయమన్నారు. ఈ సందర్భంగా వారికి జ్ఞాపికలు అందజేశారు. జైన్ ఇంటర్నేషనల్ స్కూల్ సీకాఓ చంద్రశేఖర్ ఓటుహక్కు ప్రాధాన్యతను వివరించారు. అనంతరం ఓటు వేస్తామని విద్యార్థులు సంతకాలు చేశారు. సంస్థ చైర్మన్ వికాస్, హెచ్ఎంఓడీలు సతీష్ కుమార్, దేవేందర్ తదితరులు పాల్గొన్నారు.



ఓటు వేస్తానని సంతకం చేస్తున్న విద్యార్థులు

## పెన్యూర్ షిప్ డెవలప్ మెంట్ పై పీజీ విద్యార్థులకు అవగాహన

రామంతాపూర్ : పెన్యూర్ షిప్ డెవలప్ మెంట్ పై రామంతాపూర్ అరోరా కళాశాల పీజీ విద్యార్థులకు మంగళవారం సదస్సు నిర్వహించారు. కళాశాలలో జరిగిన సదస్సుకు బీవైఎస్సీ సీనియర్ మెంటర్ సుధీర్ చౌదరి విద్యార్థులకు మౌలిక వ్యాపార సూత్రాలను బోధించారు. విద్యార్థులు మంచి వ్యాపార వేత్తలుగా తయారైన విషయాలను వివరించారు. కళాశాల డైరెక్టర్ డాక్టర్ ఎం. మాధవి మాట్లాడుతూ.. సదస్సుల వల్ల విద్యార్థులకు అనేక విషయాల్లో అవగాహన కలుగుతుందన్నారు. ఈ కార్యక్రమంలో ఎంసీపీ, ఎంటీసీ విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ రావు, విద్యార్థులు, అధ్యాపకులు పాల్గొన్నారు.

## అంకుర సంస్థలు దేశాభివృద్ధికి పునాదిరాళ్లు

రామంతాపూర్: అంకుర సంస్థలే దేశ భవిష్యత్తుకు పునాది రాళ్లు ఆ సంస్థలతో అనేక ఉద్యోగ ఉపాధి అవకాశాలు లభిస్తాయని భారతీయ యువశక్తి ట్రస్ట్ సీనియర్ మెంటర్ సుధీర్ చౌదరి అన్నారు. రామంతాపూర్ అరోరా పీజీ కళాశాలలో మంగళవారం భారతీయ యువశక్తి ట్రస్ట్ సహకారంతో నిర్వహించిన అవగాహన సదస్సుకు ఆయన ముఖ్యఅతిథిగా హాజరయ్యారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ.. బీవైఎస్సీ సేవలను ప్రతి యువత నడిపినియోగపరుచుకోవాలన్నారు. అనంతరం కళాశాల డైరెక్టర్ డాక్టర్ ఎం.మాధవి మాట్లాడుతూ.. విద్యావంతులైన యువత ఉద్యోగాల కోసం ఎదురుచూడకుండా



అవగాహన సదస్సులో పాల్గొన్న బీవైఎస్సీ మెంటర్ సుధీర్ చౌదరి తదితరులు వివిధ సంస్థలు స్థాపించి యువతకు ఉపాధి ఉద్యోగావకాశాలు కల్పించాలని పేర్కొన్నారు. ఈ కార్యక్రమంలో కళాశాల ఎంటీసీ, ఎంసీపీ విభాగాధిపతులు సీకాఓ, సతీష్ కుమార్, దేవేందర్ రావు తదితరులు పాల్గొన్నారు.

## విద్యార్థులు జీవితంలో సరైన నిర్ణయం తీసుకోవాలి

రామంతాపూర్ : విద్యార్థులు జీవితంలో సరైన నిర్ణయం తీసుకోని ముందుకు సాగాలని యంగ్ ఇండియన్ చైర్మన్ సుమిత్రాకాప్రా పేర్కొన్నారు. గురువారం రామంతాపూర్ గణేష్ నగర్ లో అరోరా పీజీ కళాశాలలో కాలేజీ యంగ్ ఇండియన్ చాప్టర్ పరస్పర అవగాహన ఒప్పందాన్ని పునరుద్ధరించుకున్న సందర్భంగా ఏర్పాటు చేసిన కార్యక్రమంలో సుమిత్రాకాప్రా మాట్లాడారు. కళాశాల డైరెక్టర్ డాక్టర్ ఎం. మాధవి మాట్లాడుతూ.. కళాశాలలో జరుగుతున్న పలు కార్యక్రమాలలో విద్యార్థులు ఎంతో ఉత్సాహంగా పాల్గొంటున్నారన్నారు. జైన్ ఇంటర్నేషనల్ స్కూల్స్ సీకాఓ చంద్రశేఖర్ మాట్లాడుతూ.. ఓటు హక్కు ప్రాముఖ్యతను వివరించారు. ఈ సందర్భంగా యంగ్ ఇండియన్ కార్యక్రమంలో పాల్గొన్న పలు పురు విద్యార్థులకు సర్టిఫికేట్స్ అందజేశారు. ఈ కార్యక్రమంలో ఎంటీసీ, ఎంసీపీ విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ రావు, తదితరులు పాల్గొన్నారు.

