Newsletter
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AURORA CONNECT

From the Director's Desk...

Dear All

Greetings,

Welcome to another interesting issue of our Newsletter. The month of July is named by the Roman Senate in honour of Roman General Julius Caesar, it being the month of his birth. Prior to that, it was called Quintilis, being the fifth month of the 10-Month calendar. In the traditional Indian culture is the month of Ashada where there will be ample rainfall and is the season for beginning a fresh cultivating season. At Aurora too this beginning for afresh batch of students of MBA and MCA in the institution. As like every year, this year also the student's interests are given the utmost priority and their development is the ultimate motto of the institution. The teaching learning process is always innovative and interactive at Aurora. Along with that a number of interactive sessions are arranged in consultation with industry experts and entrepreneurs. This month, to inspire students and give them a practical exposure, an opportunity was provided for them to interact with the entrepreneurs and employees through CII Young Indians Session on "Entrepreneurship and Opportunities in India". To promote the entrepreneurial awareness and inculcate the entrepreneurial skills among the students a Letter of Co-operation was signed with Bharatiya Yuva Shakti Trust (BYST), CII wing where the students will be allotted with a Mentor to guide the startup.

GuruPurnima was celebrated as a tribute to all the teachers who teaches every thing and every aspect of a fruitful life. In an attempt to respect the contribution of Doctors for the well being of the mankind, Doctor's Day was organized by the students. World Population day was observed to spread the awareness on 'Effects of raising population' in the world. Our faculty have presented research notes on various contemporary management developments. The way the students think about themselves will have a large impact on the way they behave. If expectations are pitched at the right level, to be both challenging and realistic, they can help students to improve their performance and aids in achieving success. The institution always believes in developing a culture of trust and positivity which enhances students' participation in various events with confidence. We look forward to interact and groom the upcoming batch of young graduates into competent professionals with great human values...
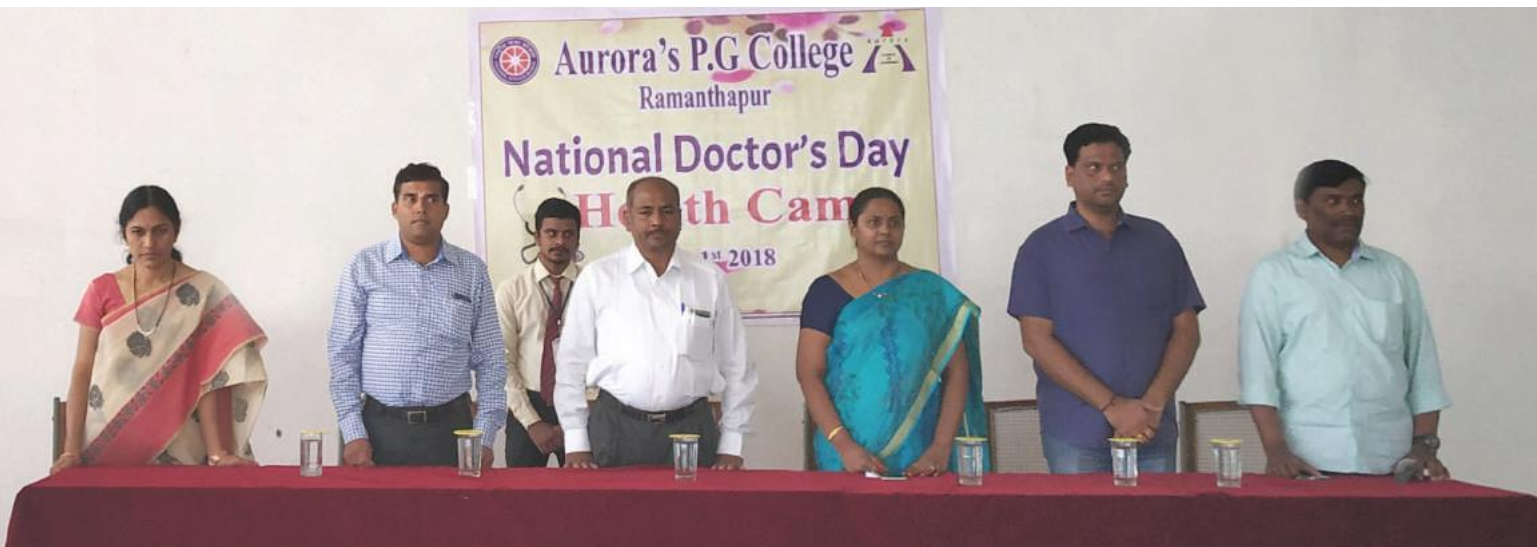
Best Wishes,

Dr. M. Madhavi

Inside this Issue

Green India - Working towards a better tomorrow

The need of the hour is conserving and preserving the environmental beauty and purity of the surroundings. The only solution to the critical environmental issues is people's mass participation in saving the environment. Mass forestation drive, and stopping the use of fossil fuels altogether can solve this problem. Forests play an indispensable role in the preservation of ecological balance and maintenance of bio-diversity. They are also effective 'carbon sinks'. A carbon sink is a natural or manmade reservoir that accumulates and stores some carbon-containing chemical compound for an indefinite period. Natural carbon sinks include absorption of carbon dioxide by oceans and photosynthesis by plants and algae. This essentially means that afforestation is a very important move towards the well-being of Mother Earth. Green India Mission hinges upon convergence with related Missions of the National Action Plan on Climate Change, other complementary National Mission programmes and schemes for better coordination in developing forests and their fringe areas in a holistic and sustainable manner. The coherent approach involving contribution from converging partners intends to saturate the landscapes with essential need-based interventions at a faster pace. Also the convergence aims at optimizing efficient use of resources and avoidance of contrast activities which can disturb the balance in the ecosystem due to lack of coordination between different schemes. To visualize a Green India the government must intend create forest belt near every city or town. Toxic emissions of industries must be strictly regularized. Installation of toxic smoke and effluents treatment plants must be mandatory at every industrial unit. With these measures strictly and immediately implemented the environmental health will improve considerably. Unless the people come forward, this mission cannot be accomplished. They must minimize their carbon footprint. They must adopt eco-friendly ways of life. Government alone cannot do anything. People will have to act proactively. We must not forget that if we have to stand in the categories of advanced nations, we will have to make our country as clean and green as them.Let's turn over a new leaf; let's not make India stink and reek;Let's take up the Green challenge!!!   Let's make India the heaven it used to be!

Dr. S. Pushpalatha

Guest Corner

Satya Yamini
Singer (Telugu, Tamil)

College is all about learning and exploring yourself. And I feel Aurora is a great place to be in. Even I have a plan to do my Masters and hopefully through Aurora hoping my dreams may come true. Anyway Thanks for having me here.

Department of Management
AURORA'S POST GRADUATE COLLEGE
Ramanthapur, Hyderabad - 500

Guru Purnima Celebrations

Guru Purnima marks the appearance day of Srila Vyasadeva. It falls every year on the day of Ashadha Shukla Purnima.. It is believed that a person is blind without a teacher to guide him. A mother is the first teacher of a child, but after that, the guru becomes his or her second mother. The shastras proclaim that a human being is born twice or dvija, first by the union of the father and mother, and second when he is accepted by a bonafide guru, whereby he acts as a father and delivers him with the help of mother Gayatri, which is a personification of Vedic knowledge. It is the teacher who teaches us how to live this life and become a human being. There is nobody in this material world who can save us from the dangers of material miseries unless we have received proper guidance from our teachers, preceptors and well-wishers.

According to Kathopanishad (1.2.12), "Tad-Vigyananartham Sa Gurum Evabhigachchhet, Samit-Panih Shrotriyam Brahma-Nishtham". This Vedic injunction means, "In order to learn the transcendental science, one must approach the bona fide spiritual master in disciplined succession, who is fixed in the Absolute Truth. Thus, it has been enjoined herewith that in order to receive that transcendental knowledge, one must approach the guru".

The festival of Guru Purnima is celebrated in countries like India, Nepal and other countries of Buddhist and Jain influence. On this day, people belonging to spiritual culture and tradition worship their spiritual preceptors or gurus and give them gifts. They visit their temples and offer them respect and seek their blessings.

To mark this auspicious festival on 27th July, 2018, Guru Purnima Celebrations were organized by Cultural Club-Aaroop. Students of MBA, MCA and I-MBA wished the teachers as a gesture of gratitude and expressed their affection and respect towards teachers. Speeches and shlokas were read out from the Gita and the puranas which highlighted the importance of the Guru in our lives. Director Dr. M. Madhavi has addressed the faculty and appreciated all the teaching fraternity and non teaching staff for their dedication, support, teaching, and positive actions. In her message she highlighted it is a day to be grateful. When we see how wisdom has transformed life, we feel grateful for all that has come our way. Celebrating this feeling of gratitude is Guru Purnima. She made the students aware of the fact that everyday could be Guru Purnima in their lives when they honour what life has taught them. Wisdom is there in each and every one of us, but we must throw light on our life, because when we throw light on our life, wisdom dawns. At the end of the program gifts were presented as a token of appreciation to acknowledge the hard work and guidance that has been given by them over the years.

National Doctor's Day

The National Doctor's Day is observed every year on 1st July across India to express gratitude and acknowledge the dedication and commitment of the doctors towards our society.

The National Doctor's Day is a day celebrated to recognize the contributions of physicians to individual lives and communities. The date may vary from nation to nation depending on the event of commemoration used to mark the day. In some nations the day is marked as a holiday. Although supposed to be celebrated by patients in and benefactors of the healthcare industry it is usually celebrated by health care organizations. Staff may organize a lunch for doctors to present the physicians with tokens of recognition. Historically, a card or red carnation may be sent to physicians and their spouses, along with a flower being placed on the graves of deceased physicians.

In India the National Doctor's Day is celebrated on July 1st all across India to honor the legendary physician and the second Chief Minister of West Bengal, Dr Bidhan Chandra Roy. He was born on 1st July, 1882 and died on the same date in 1962, aged 80 years. Dr Roy was honored with the country's highest civilian award, Bharat Ratna on February 4th, 1961. The celebration of the Doctors' Day is an attempt to emphasize on the value of doctors in our lives and to offer them our respects by commemorating one of their greatest representatives. India has shown remarkable improvements in the medical field and July 1st pays a perfect tribute to all the doctors who have made relentless efforts towards achieving this goal irrespective of the odds.

On this occasion National Doctor's Day was celebrated by NSS Club on 4th July, 2018. The program was inaugurated by the Director Dr. M. Madhavi, The Guests of the day were Dr. Srilatha Sravan, MD, Sai Megha Homeo Clinic, Dr. A. Damoder Reddy, BHMS Physician Care and Cure Specialty Homeo Clinic, Mr. Dodla Satya Reddy, Director-Yoga Kendra, Headmaster – Dharmavant High School, Ramanthapur.

Dr. Srilatha Sravan, in her address to the gathering shared various aspects about Homeo Medicines and its usage. She said that many people have the thought that Homeo Medicines take a long to cure and that it was not so. She mentioned clearly that Homeo Medicines are very effective and do not have side effects. She suggested students to be stress free, avoid eating junk food and increase intake of vegetables and fruits. Dr. A. Damoder Reddy addressing the gathering said that "Health is Wealth". He gave a contrast in the living styles of our generation and previous generations who led healthier lives than us. This was due to following a timely routine. He reiterated that this generation should follow the clock in eating, sleeping and conducting activities of life. Mr. Dodla Satya Reddy reinforced the above fact about the healthy living habits of our ancestors. He spoke about their longevity, non usage of spectacles as a sign of good health. He spoke about the importance of exercise, vitaminised food, yoga which gives a balanced support to the body to overcome anxiety and stress. The celebration was concluded with cake cutting followed by Health Camp. The Faculty and students actively participated in the Health Camp. The program was organized with the help of Sai Meghana Homeo Clinic, Care and Cure Specialty Homeo Clinic and Ramanthapur Yoga Kendra to bring a holistic approach to health and well being among the staff and students. NSS Club Coordinators and volunteers , faculty and students of MBA, MCA have participated in this event.

World Population Day

World Population Day is a great event being celebrated all through the world annually on 11th of July. It is celebrated to increase the awareness of the people towards the worldwide population issues. It was first started in the year 1989 by the Governing Council of the United Nations Development Programme (UNDP). It was exalted by the interest of the public when the global population became near about five billion at 11th of July in the year 1987. The aim of the Governing Council of the United Nations Development Programme is paying great attention towards the reproductive health problems of the community people as it is the leading cause of the ill health as well as the death of the pregnant women worldwide. The campaign of the World Population Day every year increases the knowledge and skills of the people worldwide towards their reproductive health and family planning. The aim of this day is to focus the world's attention on the importance of population issues. 2018 theme: "Family Planning is a Human Right".

Through this great awareness celebration, people are encouraged to take part in the event to know about population issues like importance of family planning towards the increasing population, gender equality, maternal and baby health, poverty, human rights, right to health and so many.

To spread the awareness on ill effects of raising population in world ,World Population day was observed on 11th July,2018. In this regard an "Essay Writing Competition" was organized by Management Club- Anushasan.

The following themes were given to the students for the Competition:

1.   Protect and empower youth of both gender like girls and boys.
2.   Educate people to remove the gender stereotypes from society.
3.   Awareness of laws and policies to protect girl child rights.
4.   Measures taken for access of equal primary education to both girls and boys.

 Students of MCA and I-MBA actively participated in the competition, expressed their views and shared their valuable thoughts about World Population Day. The essays were evaluated and prizes were given to the top three papers.

The winners are as follows:

SL NO	NAME OF THE STUDENT	CLASS	PLACE SECURED
1	Nusrath Fathima	MCA IA	First
2	G. Swathi	MCA IA	Second
3	Nusrath Fathima	MCA IA	Third

Industry Interface

CII Young Indians Session on "Entrepreneurship and Opportunities in India"

Young Indians (Yi) is an integral part of CII, formed in 2002 as a PAN India platform for young Indians to realize the dream of a developed nation. Through its programs and initiatives, it reaches out to millions of youth across the country with the clarion call to action of 'We Can, We Wil'. As a part of its initiatives Yi organized a panel session with CEO's on 9th July,2018, with esteemed CEO's Suresh Chitturi, Vice Chairman, Srinivasa Farms and Rajiv Chilaka, Founder of Green Gold Animation. Mr. Suresh in his speech highlighted that a large number of Successful Entrepreneurs/Operating Executives are keen and dedicated to the virtuous cycle of wealth creation and giving back to the community. Mr. Rajiv Chilaka beautifully presented his success story and the Journey of creation of Chota Bheem. The session was followed by Master Class with Professor Jagdish Sheth on Entrepreneurship and Opportunities in India. Speaking about the generation gap that existed even between the elder and the younger siblings of the same family, Prof Sheth shared "Young people don't want to buy non-branded clothes". According to Prof Sheth 'Great need and opportunity in branding the products such as rice, lentils, vegetables exist in India and entrepreneurs have been trying for a long time to do the same". He said "The biggest outsourcing is not IT services, it is at home and this value addition is never computed". Taking the interactive discussion to the great potential and opportunities lying in Rural India, he said, "The buying power has shifted from the metro to the non-metro." Highlighting the fragmented condition of the Indian market, Prof Sheth emphasized the need of organized market in India.

Director, Dr. M. Madhavi, Dr. S. Pushpalatha, Professor, Department of Management, Ms .R. Sushma, Associate Professor, Department of Management and Ms. S. Sandhya, Sr. Asst. Professor, Department of Management attended CII Young Indians Session on Entrepreneurship & Opportunities in India by Prof Jagdish Sheth - Yi Hyderabad . MBA I year Yi registered students have attended the session. Students got inspired with the success stories of entrepreneurs and experienced a practical exposure by interacting with the entrepreneurs and employees from other organizations.

MOU with Bharatiya Yuva Shakti Trust

Letter of Co-operation   with Bharatiya Yuva Shakti Trust

The word "entrepreneur" is derived from the French verb enterprendre, which means 'to undertake'. This refers to those who "undertake" the risk of new enterprises. An enterprise is created by an entrepreneur. The process of creation is called "entrepreneurship". Entrepreneurship is a process of actions of an entrepreneur who is a person always in search of something new and exploits such ideas into gainful opportunities by accepting the risk and uncertainty with the enterprise. Entrepreneurs are, thus, the seeds of industrial development and the fruits of industrial development are greater employment opportunities to unemployed youth, increase in per capita income, higher standard of living and increased individual saving, revenue to the government in the form of income tax, sales tax, export duties, import duties, and balanced regional development. Entrepreneurial development today has become very significant; in view of its being a key to economic development. The objectives of industrial development, regional growth, and employment generation depend upon entrepreneurial development. Entrepreneurship involves creation and use of innovative ideas, maximization of output from given resources, development of managerial skills, etc., and all these factors are so essential for the economic development of a country.

To promote   the entrepreneurial awareness and inculcate the entrepreneurial skills among the students a Letter of Co-operation with Bharatiya Yuva Shakti Trust, CII wing on 20th July, 2018. The Letter of Co-operation (LoC) was signed for the period June 2018 to June 2019 (1 year). The outcome of this cooperation will promote the Entrepreneurship Development in Hyderabad district Telangana State. BYST was officially launched in 1992 by HRH Prince Charles and expanded its operations to six major regions of India. Out of these six regions four of them (Delhi, Chennai, Pune and Hyderabad) run the urban programme while two regions run the rural programme. The trust is keen on working with young people in the age group of 18 - 35, who are either unemployed or underemployed. BYST invites individuals with sound imaginative business ideas, along with the will and determination to succeed. The MOU included the several initiatives to be implemented to encourage the students and foster the skills of entrepreneurship among the students. They will provide an exposure to students by making them participate in various exhibitions, conferences, meetings and visit to successful entrepreneurs. The sessions will be taken by BYST to motivate the students   to take up entrepreneurship as carrier option. Director Dr. M. Madhavi, Ms.Balaji, CEO,BYST and Shri.Ramesh Laxman ,Chairman, North East Chapter, BYST exchanged the Letter of Co-operation.

Activity on Stress Management

Personality development of students is the need of the hour as it is essential for the holistic development of students and their survival in this competitive world. Personality development is the relatively enduring pattern of thoughts, feelings, and behaviors that distinguish individuals from one another. Soft skills include the ability to adapt to changing circumstances and the willingness to learn through experience, and are applicable across multiple disciplines and careers. It is important for students to develop soft skills as they prepare for college and as they graduate and enter the workforce. Stress is one of the most prevalent and common problem that is faced by majority of population. Stress management is a wide spectrum of techniques and psychotherapies aimed at controlling a person's level of stress, especially chronic stress, usually for the purpose of improving everyday functioning. Many practical stress management techniques are available which may help an individual reduce their levels of stress, provide positive feelings of control over one's life and promote general well-being. Stress management has physiological and immune benefits.

To train the students on stress relieving exercises as a part of module in the subject Personality Development and Soft Skills Ms. M. Subhashini, Associate Professor, Department of Management, has conducted stress management activity on 2nd July, 2018. The students of I-MBA II Year II Semester have actively participated and performed several exercises like Breathing concentration improvement Exercises and relaxation techniques. The activity focused on helping the students a better awareness on understanding the stress and coping strategies for avoiding stress.

Ph.d's Guided

Prof. N. Thirupalu guided Ms. Devi Bhavani on thesis titled "occupational" stress among medical practioners in Hyderabad and thesis submitted to JNTU, Hyderabad.

UGC Net Awardee

Ms. P. Saritha, Associate Professor, Department of Computer Applications got qualified CBSE-NET Exam-Computer Science Applications conducted in July, 2018.

Paper Publications

Ms. S. Pratibha, Sr. Asst. Professor, Department of Management has selected as IJRAR Review Management System member for the International Journal of Research and Analytical Reviews, an International Open access Journal approved by ISSN and UGC.

Ms.S.Pratibha,Sr.Asst.Professor,Department of Management published a article on Impact of HRM Practices on Employee Absenteeism with reference to Small Scale Industries in International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P-ISSN 2349-5138, Impact Factor 5.75.

Ms. S. Sandhya, Sr. Asst. Professor, Department of Management participated at a National Seminar on "Business Transformation through Strategy and Innovation" conducted by Biju Patnaik Institute of IT & Management Studies, Orissa on 11th July, 2018.

"The Greatest Threat to Our Planet Is the Belief That Someone Else Will Save It"

~Robert Swan

Adi Sankaracharya and Thotakacharya
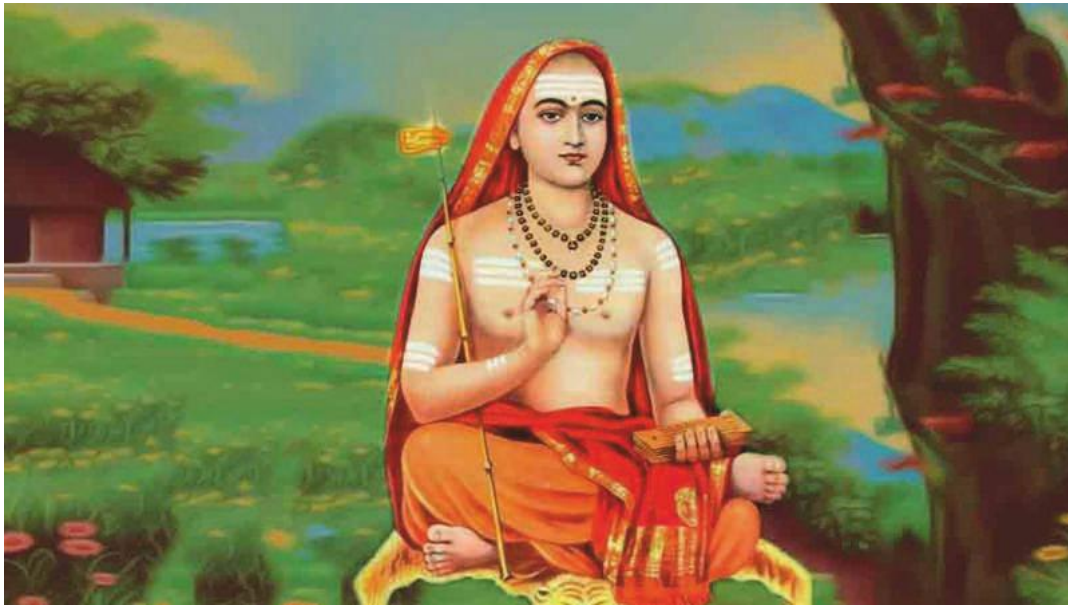
The Indian Philosophy considers Education as the pinnacle of life. The sages of Ancient India have recognized various attributes, processes and paths of life and conveyed the essence of these in the form of Vedas, Upanishads and various sashtras. All these preach the significance of education and the path of wisdom to be followed at various stages of life.

This month I would like to discuss about the student teacher relationship as envisaged by the Great Indian teachers. Adi Sankaracharya is the popular person in the Indian Philosophy who propounded and popularized the 'Advaitha' siddhanta. The Indian Gurus are so much oriented towards the development and welfare of their disciples that they used to travel across the country to find their students. I would like to tell you one story of a popular disciple of Sankaracharya called 'Thotakacharya'.

'Thotakacharya' is one of the main disciples of Sankaracharya, who used to travel to many parts of the country to propagate "Advitha". His original name was GIRI. He is very much devoted towards his Master and used to serve Sankaracharya with his daily chores like washing his clothes, arranging everything for his Master etc. Other disciples who used to accompany are Padmapada, Sureswara and Hastamalaka who are very intelligent. One day Sankaracharya is ready to deliver his preaching and all the disciples are ready to listen to their Master except Giri who is washing the clothes of Sankaracharya. While Sankaracharya is waiting for Giri to start preaching, the disciples started insisting Sankaracharya to deliver his teaching saying that Giri is a fool and he cannot understand the preaching of Sankaracharya ;so waiting for his is a waste. On listening this Sankaracharya felt very upset and transmitted abundant knowledge to Giri. On reaching his Master that day, Giri pronounced an 'Ashtaka'; a praise on the Guru in a very difficult 'Thotaka Meter' . On listening to this the other disciples felt ashamed and realized that serving the teacher with dedication and commitment entails all the knowledge and wisdom. Giri after this incident became 'Thotakacharya' and the praise on his teacher became 'Thotakashtaka'. This story tells us that the students who serve their teachers with commitment and dedication will get the treasure of knowledge abundantly.

Understanding the significant contribution of teachers to the progress of students, 'Thotakashtaka' is sung as a practice in the Induction programmes of Aurora Group of colleges as a tribute to the teachers without whose dedication and commitment, educating and developing the students is not possible. Today's students need to understand these things and shall have the bonding and association with the teachers.

Will meet you with another inspiring story in the next issue….

Dr. M. Madhavi
Director

The Importance of Social Work in today's Society

In a world filled with injustices and incredibly complex, pressing challenges, we need people who are committed to making a difference in the lives of people within their communities more than ever before, and that's precisely where social workers come in. Social work in today's world has established itself as a significant full fledged profession at par with any other profession. As the world is fast becoming increasingly materialistic, devoid of human sentiments and emotions, with people growing more and more self-centred, yet another global trend is becoming distinctly evident-the urge of the young lot who want to do something for the welfare of the society. Social workers are critical members of society who work diligently to relieve suffering and better the lives of any and all people in need. Behind every person or family going through a difficult challenge in life – whether it's poverty, addiction, abuse, unemployment, disability, mental illness, discrimination or anything else – is a social worker waiting to help.

Through their commitment to bringing about positive social change, helping individuals of all ages thrive in their local environment and being an advocate for those who have lost their voice, social workers play a prominent role in improving the lives of those who need it most. Though they work with both children and adults in vulnerable or disadvantaged populations, the benefits of a social worker's service is especially evident in children. Without the help of a passionate social worker, countless children would have gone without the support and guidance they needed in order to lead the healthy, fulfilling life they deserve.

But just because they're standing by and ready to help doesn't mean they're going to do all the legwork themselves. Instead, social workers work closely with their clients to help them discover new and innovative ways to resolve or cope with the challenges they face in life, thereby giving them the knowledge, skills and empowerment they need in order to improve their circumstances and overall life. In order to serve as a professional social worker, one must first obtain a bachelor's, master's or doctoral degree in social work or social service and undergo the required number of supervised fieldwork hours. Social workers have the ability to work with all types of people in virtually all realms of society, including: Schools ,Mental Health Clinics ,Hospitals ,Private Practices ,Prisons ,Military ,Corporations ,Public Agencies ,Private Agencies and Virtually anywhere else there are people in need.

There is a great satisfaction in doing something for others, which cannot be equaled or compensated by any remunerative job. Even those working in full-time jobs want to do some social work in their spare time. It may be said that it is indeed a noble gesture to indulge in working for others or lend a helping hand to those who may not be as privileged as we are. The scope of social work is very wide. There is a dire need for people who can provide help to the disadvantaged members of the society. There are centers for rehabilitation for drug addicts, orphaned children and people with disabilities. Counseling, both educational and psychological, are required these days by a large section of the population. There are opportunities in health care, community policing, adoption, environmental protection, culture, and so on. The social sector consists of Non-Government Organizations (NGOs) and institutions providing services to different sections of society. Many are engaged in research and publishing while others are active in solving problems at the grass root level.

There are many people, who believe that "service to man is service to god". They do not let a single day pass without doing some act of charity, however small it may be. The sense of social service comes out of kindness of the heart and depends largely upon character. Many wealthy people live selfless lives. They spend anything for the good of their neighbors. People of means must come forward to render services to their less fortunate members of the society – wealthy men with their riches, young men with their energy, students with their intelligence and vigor, and men of talents with their ideas and plans. The Red Cross Society serving the whole world, the World Health Organization, and many other similar organizations are remarkable instances of big social service institutions. They are serving the people of the whole world.

Though the first and foremost duty of a student is learning, he cannot neglect his society. He should try to make it healthy, happy, and progressive. They can easily form social service organizations in their areas to protect people from social injustice, and help in sudden calamities, such as outbreak of fire, flood, famine, and pestilence. Social work education and profession have greater responsibility in the process of community development. Hand by hand support of education and field practice can contribute for the welfare of the various sections of the society. Therefore there is need of well qualified, practice oriented and committed social workers who can work for the improvement of the socio- economic status, and quality of life of the community members.

Ms. M. Subhashini
Associate Professor, Department of Management

The Importance of Workplace Whistle blowing

Whistle blowing is the disclosure of misconduct within the workplace, which can take in the form of mismanagement, corruption, illegal, unethical or other wrongdoing. Whistle blowing is an essential tool that is necessary within businesses to protect their employees, customers, and their organization as a whole from these activities.

A wide range of industries are now routinely implementing whistle blowing policies and codes of conduct within their workplaces, providing their employees with a clear structure and direction on the procedures as required. Unfortunately there are barriers to whistle blowing, most commonly because people don't want to been seen as "snitching", as they have a fear of retribution by fellow employees. It is essential for businesses to provide a safe and trustworthy environment, so that their employees feel comfortable and protected when they have information to share.   That is why it is so important for top management to promote, demonstrate and commit to the inclusion of whistle blowing within their business culture.

By being open and honest, following through on procedures, treating their employees with respect, confidentiality, and investigating the issue thoroughly, a successful whistle blowing culture can be implemented. This provides businesses with the opportunity to minimize fraud and misconduct, enabling employees to focus on the core business needs and the success of the organization.

Whistle blowing has to do with ethics because it represents a person's understanding, at a deep level, that an action his or her organization is taking is harmful—that it interferes with people's rights or is unfair or detracts from the common good. Whistle blowing also calls upon the virtues, especially courage, as standing up for principles can be a punishing experience. Even though laws are supposed to protect whistle blowers from retaliation, people who feel threatened by the revelations can ostracize the whistle blower, marginalizing or even forcing him or her out of public office. On the other hand, there have been occasions when the role of whistle blower has actually catapulted people into higher office and has earned the respect of constituents. Whistle blowing can also have financial impacts in terms of costly court cases, fines imposed by regulators, or compensation payouts, depending on the nature of the activity exposed. In some cases, it could even open up staff or managers to criminal proceedings. All of this is likely to seriously damage the company's reputation and employee morale.

Whistle blowing policies should have the following components as a minimum:

1. A clear statement that employees who are aware of possible wrongdoing within the organization have a responsibility to disclose that information to appropriate parties inside the organization;
2. The designation of specific individuals or groups outside the chain of command as complaint recipients;
3. A guarantee that employees who in good faith disclose perceived wrongdoing to the designated parties inside the organization will be protected from adverse employment consequences; and
4. The establishment of a fair and impartial investigative process.
    To succeed, policies must have the commitment of top management and must be adequately communicated to employees.

Ms. R. Radhika
Assistant Professor

Top Nine Technology Trends for 2018 and beyond

Technological advancements have solved so many pressing issues and continues to do so. We are all surrounded by technology, and it certainly has changed our daily lives drastically making it easier, better, and hassle-free. Technology has shouldered not only the responsibility to make things better but tackle some of major challenges faced globally. Today, we are surrounded by smart devices. These technological wonders continue to get better with every passing day. Devices are getting smarter and we are in need of better platforms and architectures to efficiently support the digital transformation. To optimally take advantage of the technology and to contribute, it is always good to be updated with the latest trends and predictions in this field. It is always good that companies are updated with the latest trends in the industry and take business decisions based on these. The following are some of the latest technology trends which will prevail in 2018 and beyond -

1) The Device Mesh to Be Used on Different Devices

The device mesh goes beyond the desktop computer and mobile devices to cover a wide range of devices, appliances, and interfaces with which humans interact with. As the device mesh increases in size, there will be more number of interactions among them. There will be a significant development in wearable technology and augmented reality, all of which will be connected with IoT devices in a seamless, interconnected mesh.

2) Information of Everything to Be Available

Every technology around us is making, using, and communicating with virtually immeasurable amounts of data. Therefore, it is important that companies understand which information can be used strategically, how different types of data can be accessed from sources, and understand how various algorithms use information of everything.

3) Autonomous Machines to Rise

Robots, autonomous vehicles, smart advisors, virtual personal assistants, etc. are the results of some smart machine implementations which are on the rise due to advanced machine learning. Such autonomous agents will soon become the main user interface with which humans interact and feed into the ambient user experience.

4) IoT Architecture and Platforms to Flourish

The standards and technologies used in an IoT platform form the basis for communicating, managing, controlling, and securing endpoints in IoT. IoT platforms exist behind the service architecture and the mesh app, thereby allowing third-party apps to connect and communicate efficiently.

5) Advanced Machine Learning to Boom

Advanced machine learning is what makes smart devices appear to be intelligent in the real world. It makes the devices understand the concepts and also learn them. The behavior of a smart device can change in future with machine learning and this field is evolving very quickly and businesses need to take this into consideration to gain competitive advantage. Google Assistant launched just this year, aims to achieve this and much more.

6) Adaptive Security Architecture to be Used

With increasing developments in the hacking industry and the complexities of digital business, the threat of a security breach for any organization is also increasing at a rapid pace. The leaders in IT therefore must also pay attention to such threats and find new ways to block such attacks.

7) 3D Printing Materials to Increase

We will continue to see a rapid advancement in the field of 3D printing materials including carbon fiber, electronics, glass, nickel alloys, pharmaceuticals, and biological materials. The fields it will serve are also diverse which include aerospace, automotive, medical, military, energy, etc.

8) Cloud Migration to Increase

Cloud adoption will be moving towards cloud-first strategies. Investing in cloud-first technologies will prove to be beneficial for businesses by reducing the equipment and hosting costs, streamlining operations, increasing the capacity and productivity. Cloud-first solutions will help in keeping the company agile and flexible.

9) Augmented and Virtual Reality to Grow Exponentially

Augmented reality and virtual reality has already gained tremendous popularity in the past year and this trend will continue in 2018 as well. We will get to see some mainstream uses of AR and VR in the coming year. The AR and VR devices are in the final stage of development and will be soon up for mass production and use.

Mr. Syed Noorulla
Computer Lab Incharge

7 Main Reasons for Startup Failures In India

Startups are coming up everywhere throughout the nation. Bangalore, New Delhi and Mumbai remain the key startup centres yet different regions like Hyderabad, Chennai, Pune, and so on are not very a long ways behind. There are a great deal of positives however the reality remains that 80% of new businesses bomb in the initial three years. It's unforgiving yet a reality. There are various reasons why a startups fall flat and in the wake of experiencing a significant part of the web.

Here are 7 reasons why majority of startups fail

1. Building a wrong product
Building a product without really validating the thought through potential clients is an awful move. As is building a product that takes care of a trivial issue in a client's life instead of one which is the significant agony hotspot for them.

2. Not having the capacity to assemble the correct group
Frequently in a rush to dispatch their product early, new businesses tend to assemble groups with individuals who have almost no enthusiasm for the product. This prompts to disappointing results as the people working never give their best for the product.

3. Absence of special incentivised offers
In the event that your product neglects to convey at least one USP when contrasted with comparative products accessible in market as of now, your product will undoubtedly fizzle. Before you begin fabricating your product, make sense of no less than four unique feature which will help you emerge and give an upper hand expanding your benefits.

4. Absence of tirelessness
On the off chance that the startup originator does not have a solid energy for their product, they won't have the capacity to hold on through the terrible circumstances, which is a given in a startup run, more regularly than great circumstances. Awful circumstances address the confidence of founders in their product. Absence of confidence frequently prompts to intermittence of the item, which prompts to startup disappointment.

5. Neglecting to pivot/alter course
Frequently because of the affection for their underlying/first idea, new businesses, regardless of realising that they are building a wrong product, don't pivot. This prompts to wastage of time, assets and cash as well, in the end prompting to failure.

6. No guides or consultants
It is constantly great to have a mentor for your startup. Going alone there are more odds of you committing errors that may lead you to failure. Experienced coaches can control you in your everyday choices to abstain from tumbling off the bluff.

7. Gradualness to dispatch
Firstly, every thought bites the dust in the event that it is not executed on time. This is a result of the straightforward certainty that we begin losing interest and begin under organizing over the long haul. Furthermore, in today's quick moving business world, ordinary a huge number of items are tackling a similar issue. In such a situation, deferring the dispatch of your product may really desert you the opposition, which will inevitably prompt to item disappointment.
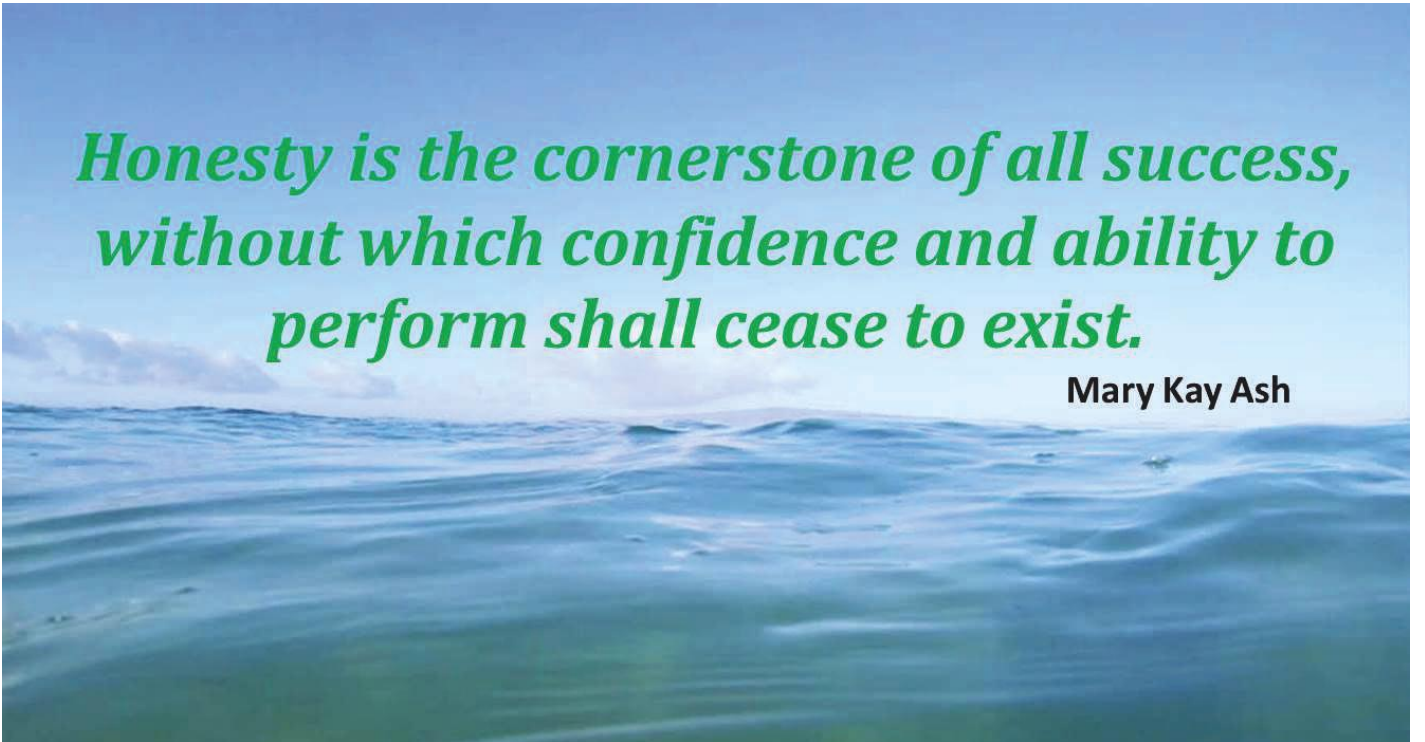
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'ఆరోగ్యంతో ఉంటే అన్ని సాధించవచ్చు'

రామంతాపూర్: రామంతాపూర్ అరోరా పీజీ కళాశాలలో బుధవారం స్థానిక వైద్య నిపుణులు ఆరోగ్య శిబిరాని నిర్వహించి విద్యార్థులను పరీక్షించి అవసరమైన విటమిన్ ఔషధాలను అందజేశారు. ఈ సందర్భంగా వైద్యులు మాట్లాడుతూ.. మనిషి ఆరోగ్యంగా ఉంటే జీవితంలో అన్ని సాధించవచ్చునన్నారు. అనంతరం కళాశాల డైరెక్టర్ డాక్టర్ ఎం.మాధవి మాట్లాడుతూ..డాక్టర్లు ప్రాణాపాయంలో ఉన్న వారిని రక్షించడానికి కృషి చేసే ప్రత్యక్ష దైవాలన్నారు. ఈ కార్యక్రమంలో డాక్టర్ ఏ.దామోదర్రెడ్డి, డాక్టర్ శ్రీలత, యోగా కేంద్రం డైరెక్టర్ డాక్టర్ సత్యారెడ్డితో పాటు కళా

మాట్లాడుతున్న కళాశాల డైరెక్టర్ డాక్టర్ మాధవి

శాల ఎంబీఏ, ఎంసీఏ విభాగాధిపతులు దేవేంద్ర ర్రావు, సతీష్కుమార్ పాల్గొన్నారు.

When everything seems to be going against you, remember that the airplane takes off against the wind, not with it.
-Henry Ford

PEOPLE WITH PASSION
CAN CHANGE THE WORLD FOR THE BETTER
Steve Jobs

Honesty is the cornerstone of all success, without which confidence and ability to perform shall cease to exist.

Mary Kay Ash