



From the Director's Desk...

Dear All,

Welcome to another informative issue of our monthly newsletter. The beginning of Monsoon showers makes the environment blossom with greenery and makes everything pleasant. Our students observed 'World Environment Day' and planed saplings in the campus. 'Father' is the guiding soul for us as the Head of the family and often a Hero for many of us. 'International Fathers' Day' is celebrated in the institution and students have shared their association with their fathers during the occasion. The month of June indicates the commencement of a Fresh Academic year in most parts of the Northern Hemisphere. At Aurora also, we have been making all necessary preparations to commence the academic year with all vigor and vitality. Yoga is considered to be one of the best method across the countries to the physical and psychological fitness of the people. Hence, 21st June is celebrated round the Globe as 'International Yoga Day'. To rejuvenate the energies of the faculty and students we have observed "International Yoga Day" and also organized training programs for students and faculty by the Ambassadors of "Datta Kriya Yoga". Interaction with outside world enables the students to learn many things practically and is considered to be one of the Best inputs provided to them. The students have actively participated in an interactive session with 'Dabbawala' of Mumbai who showcase excellent managerial skills in delivering the "Dabbas" on time to their customers. At Aurora, we provide all inputs needed to the students through organization of various activities through curricular, co-curricular activities and supplementary teaching learning activities. We wish that through all this training rendered, our students excel in whatever field they enter into and lead their lives successfully.

Best Wishes.....

Dr. M. Madhavi



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“Beat Plastic Pollution” - A framework of Waste Management

As India walks into a new world order with its eyes firmly as a trillion dollar economy, it is beginning to witness high shifts in terms of how it progresses. Though evolving on its own way, it is suffering from one common problem today-the problem of waste management. While waste management pertains to both urban and rural areas, yet rural areas often have a more sustainable way of waste management which is why the problem of waste management itself is primarily an urban India challenge. Waste management in India in the past few years has diversified into normal waste and E- waste management. Each of these sub categories is challenging in its own way and requires imaginative ways to tackle the same. India generates about 1,50,000 tonnes of municipal solid waste every day. This figure is expected to rise to almost 3,77,000 tonnes of waste per day in a few years, according to a latest World Bank report. Yet the solid waste management system disposal is lagging in India. Of the total daily waste generated in the country India is able to collect only about 83% which is a dismal 30%. One of the flagship programs in the country at the present moment – the Swachh Bharat Abhiyan has given much needed boost to the concept of waste management system in the country. Out of 82,607 total wards in the country more than 50,000 wards have a home to home waste management collection system. This means more than 60% of municipal India has a home door to door collection today. This number has risen considerably in the last two years. To tackle the problem of E waste, companies can be given benefits of CSR if they are able to take back and recycle electronic products. This would especially boost those IT and ITES companies for whom electronic products are their sole bread and butter. Further, like normal waste collection points E Waste collections points could also be designated in municipal wards and cities. Today cities are much cleaner thanks to flagship initiatives like Swachh Bharat Abhiyan which have created a sense of cleanliness amongst Indians. Such initiatives need to be boosted further. Also today urban bodies are looking at waste segregation in the first stage itself so that waste management becomes better. If at the doorstep itself people are able to segregate the waste then the problems of authorities would decrease remarkably. Further newer ways of utilizing waste generated including recycling have to be thought of and acted upon. To conclude, the need of hour is sustainable, scientific and environment friendly management of wastes to see our country as clean India.

Dr. P. Hima Jagathi

Guest Corner



K. Srinivas
 Manager (HR)
 Hindustan Cables Ltd.

Best to all
 Students of Mgt.
 and Administration
 K. Srinivas



International Yoga Day

To live in harmony with oneself and the environment is the wish of every human. However, in modern times greater physical and emotional demands are constantly placed upon many areas of life. The word “Yoga” originates from Sanskrit and means “to join, to unite”. Yoga exercises have a holistic effect and bring body, mind, consciousness and soul into balance. Yoga in daily life is a system of practice consisting of eight levels of development in the areas of physical, mental, social and spiritual health. When the body is physically healthy, the mind is clear, focused and stress is under control.

International Yoga Day was declared on 21st January, 2015. It is celebrated to make the people to get them every kind of knowledge and information about the facts and effects of Yoga on the health of the people. Yoga gives the people much more calmness and peace with lots of Confidence and Courage to the people by which they can do many of the activities in a better way. The declaration of International Day of Yoga is the great moment for India in the history.

International Yoga Day was observed on 21st June, 2018. The College NSS Club Coordinator Mr. A. Srinivas Rao, MCA along with Student volunteers have organized a session on Yoga and its benefits. Asanas which were taught to bring about holistic approach to health and well being among the students. The experts advised the students to make Yoga a daily routine activity in their life to lead a happy and peaceful life. They also have suggested a right diet for active and healthy living. It was a fun and healthy session and everybody enjoyed it.

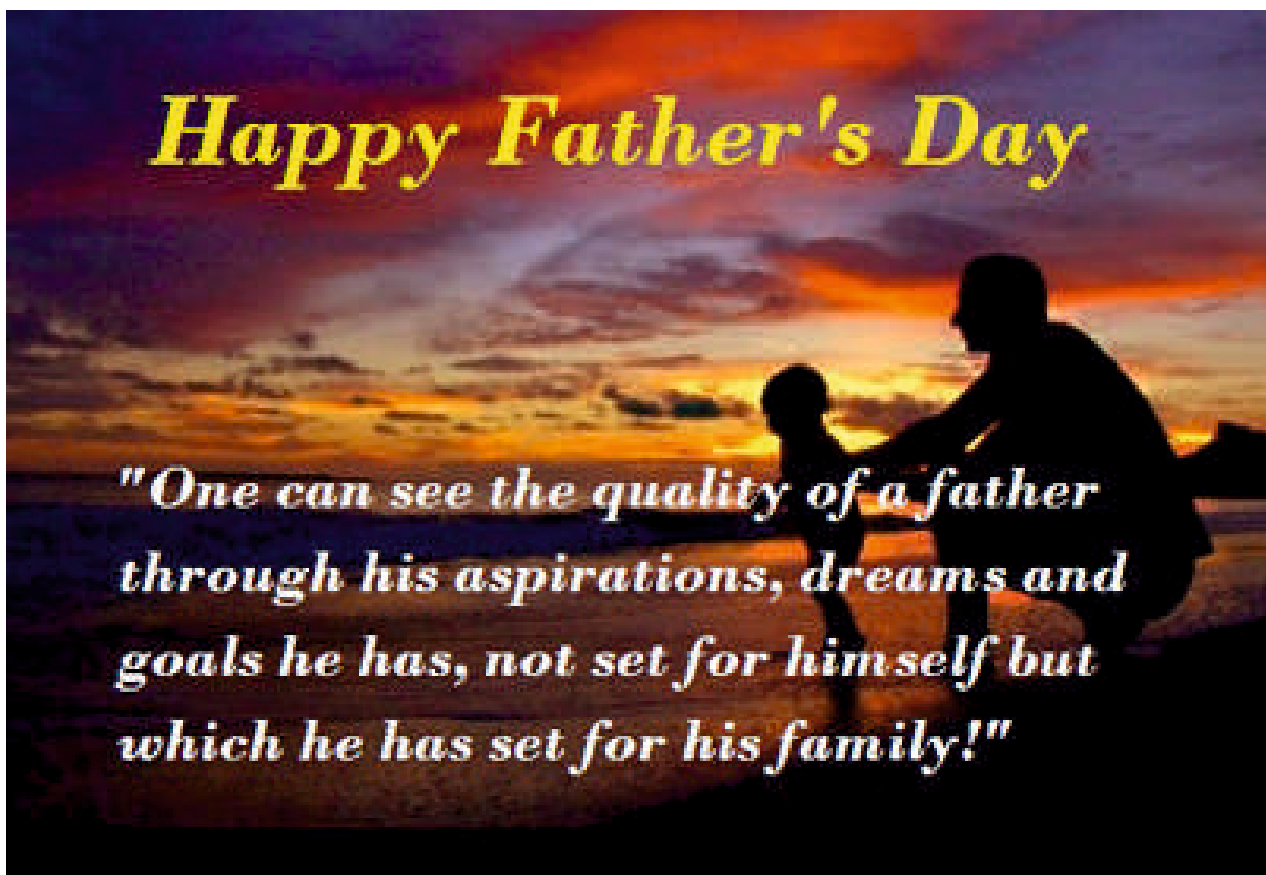


International Father's Day

International Father's Day is a day of commemoration and celebration of Dad. It is a day to not only honour your father, but all men who have acted as a father figure in your life - whether as Stepfathers, Uncles, Grandfathers, or "Big Brothers." The concept of celebrating International Father's Day is very new in India. The idea of celebrating International Fathers Day has been imported from western countries mainly US, perhaps less than a decade ago. However, it is remarkable to note that the idea of observing a day in honour of fathers has been appreciated by Indians to a large extent. Today, millions of people in India observe International Father's Day on the third Sunday of June by expressing gratitude for their father or men who are like father. International Father's Day celebration in India takes place in the same way as in UK or US though in a limited way. Awareness about International International Fathers Day festival is much greater in metropolitan cities and bigger towns due to the greater exposure of people to the western cultures in such places. But thanks to the rigorous advertising campaign launched by card companies and gift sellers the idea of celebrating International Father's Day is fast catching on with people in smaller towns and cities of India. Just as in UK and US people in India too, celebrate International Father's Day by expressing gratitude and love for Papa. Children gift cards, flowers and other gifts of love to their dad to show their affection. Dining in restaurants or going out for picnic or movie is another common way of celebrating International Fathers Day in India.

Several schools and cultural societies in India organize cultural programs on International Father's Day. The idea behind such programmes is to inspire children to pay due respect to their dad and take care of them. Fathers are also encouraged to spend quality time with their children and instill in them noble values and manners.

International Father's Day was celebrated on 18th June, 2018. An elocution competition was conducted for the students of I-MBA on topics My Father, My Superhero, My Life with My Father. Students have actively participated in the competition and spoke on topics given. Director, Dr. M. Madhavi, appreciated the students who performed well and inspired them by explaining the role of Father in every person's life. Mr. Ch. Satish Kumar, HOD, Department of Management, Mr. E. Devendar Rao, HOD, Department of Computer Applications, faculty members and students of MCA and I-MBA participated in the program.



Guest Lecture on “Value and Spiritual Education”



Brahma Kumaris is a worldwide spiritual movement dedicated to personal transformation and world renewal. Founded in India in 1937, Brahma Kumaris has spread to over 110 countries on all continents and has had an extensive impact in many sectors as an international NGO. For over 80 years their leadership has been characterized by steady courage, a capacity for forgiveness and a deep commitment to unity and stands as an exemplar of accomplished and harmonious jurisdiction.

To impart and to propagate the principles of Rajyoga education so that human beings can develop a link with the Supreme Father and can enjoy inner peace, to spread and encourage the study and practice of the principles of truth, non-violence, spiritual love and divine virtues Rajyoga Education and Research Foundation was formed.

As a part of “Mrata Bharat Swarnim Bharat” campaign and to promote the message of peace Ms. BK. Manuja presented a lecture on “Value and Spiritual Education”. In her lecture Ms. BK Manuja emphasized that there is an eternal connection between mind, body, and spirit. People feel the need to create a healthy environment where they feel nurtured, supported, and safe as an individual discovers new truths about himself or herself and the surrounding world. Everyone wants to lead a healthy, satisfying, and meaningful life. Meditation, yoga, and spirituality are three complementary and alternative medicine (CAM) practices that help to improve a person's mind, body and spiritual well-being. Director, Dr. M. Madhavi, Mr. Ch. Satish Kumar, HOD, Department of Management, Mr. E. Devendar Rao, HOD, Department of Computer Applications, faculty members and students of MCA and I-MBA participated in the session.



Guest Lecture on "Datta Kriya Yoga"

Datta Kriya Yoga is a yogic system that originated from the culture and philosophies of ancient India, adaptable to our present generation. This particular style of Kriya Yoga is a gift of the great yogic master and international teacher, Parama Pujya Sri Sri Sri Ganapathy Sachchidananda Swamiji, of Mysore India. It was designed to offer the quickest and most effective results for the student. Sri Swamiji has precisely chosen this specific combination of mental and pranic techniques to correct the imbalances of our modern lifestyles and promote the concept of Unity in Diversity. He has been teaching Kriya Yoga for many decades to seekers around the world.

"Kriya" means "action" (physical and/or mental) and "yoga" is union of the individual self with the Universal Self. Thus, Kriya Yoga is the mental process of channelling the Praana (life force) energy to attain this union. The entire course of actions—beginning at the point of material action and ending with spiritual absorption—is Kriya Yoga. Thus, it can be understood that there is a direct correlation between thought, breath and action. With proper control of one's breath, one can control vital energy (Praana), thought energy (the mind) and physical energy (the body). The purpose of Kriya Yoga is to minimize bodily and mental afflictions and to improve single-pointed concentration.

To inculcate positive thinking, self-control, good concentration and self motivation a Guest lecture was organized on 23rd June, 2018. Ms. Kameswari, Yoga Guru of Datta Kriya International has conducted a session on "Datta Kriya Yoga". She has explained the importance of positive energy in reaching goals and self satisfaction. She has demonstrated and taught various Breathing exercises and Mudra's were taught which are effective in increasing concentration, digestion and to overcome respiratory diseases. All faculty members, students of I-MBA and MCA have participated in this session.



World Environment Day

Every year, June 5th is celebrated as World Environment Day with a new theme. This year the theme is "Beat Plastic Pollution". This theme implores us to go outdoors and appreciate nature's beauty and importance, and take forward the call to protect the planet Earth. Last year's theme, "Zero Tolerance for the Illegal Wildlife trade" encouraged a fight against wildlife crime. The day is celebrated to raise global awareness about the significance of a healthy environment and to solve various environmental issues by implementing some actions to protect nature and Earth, leading to a positive and healthy environment for all. World Environment Day is run by the United Nations Environment Programme (UNEP). World Environment Day is an occasion to think how we are a part of nature and how intimately and unequivocally we depend on it for survival.

"Beat Plastic Pollution", the theme for World Environment 2018, urges governments, industry, communities, and individuals to come together and explore sustainable alternatives and urgently reduce the production and excessive use of single-use plastic polluting our oceans, damaging marine life and threatening human health. "India is excited to host the World Environment Day this year on 5th June. Indian philosophy and lifestyle has long been rooted in the concept of co-existence with nature. We are committed to making Planet Earth a cleaner and greener place". The Government of India has committed in organizing and promoting the World Environment Day celebrations through a series of engaging activities and events generating strong public interest and participation. From pan-Indian plastic clean-up drives in public areas, national reserves and forests to simultaneous beach clean-up activities – India will lead the initiative by setting an example.

To promote the awareness on environment protection World Environment Day, 2018 was observed on 5th June, 2018 and events were organized by Nature Club- Adhira. To create awareness about the various environmental issues and the measures to be taken to protect our planet an essay writing competition was conducted on topic "Beat Plastic Pollution". The students actively participated in the competition and presented the views on usage of Plastic and its disadvantages. They also mentioned the alternatives to be used instead of Plastic in daily life. A program on plantation of saplings was also organized. Director, Dr. M. Madhavi, addressed the students and inspired them to work collectively for the protection of Earth and emphasized on the need to build a greener world. Mr. CH. Satish Kumar, HOD, Department of Management, Mr. E. Devendar Rao, HOD, Department of Computer Applications, faculty members and students of MCA and I-MBA participated enthusiastically by planting saplings in college campus.



Yi Workshop on Dabbawala



Yi Hyderabad organized an interactive session with Mr. Pavan Kumar, Management Guru from the Mumbai Dabbawalas. Dressed in white outfit and traditional Gandhi Cap, Mumbai Army of 5,000 Dabbawalas are fulfilling the hunger of almost 200,000 Mumbaikar with home-cooked food that is lug between home and office daily. For more than a century the teams have been part of this grime-ridden metropolis-of-dreams.

Mr. Pavan Kumar shared the six sigma practices followed by Dabbawala in the organization to ensure quality and success. He highlighted the policies of Dabbawala regarding employment, Induction Training, Retention, Compensation and Motivation. He demonstrated the success stories of employees who were strongly committed towards the organization. He entertained the young managers by including the leadership lessons and enhanced decision making skills. He shared their processes & experiences which constitute a lunchbox delivery and return system that delivers hot lunches from homes and restaurants to people at work in India, especially in Mumbai.

The session was attended by Dr. S. Pushpalatha, Professor, Department of Management along with Mr. Bharat, Mr. Sai Kishore and Mr. Arshad Ali the students of MBA I year. The students got enriched with the different Human resource practices and experienced a practical exposure by interacting with the entrepreneurs and employees from other organizations.



Papers and Publications



Dr. B. Madhubala , published a research paper entitled “Study of Psychological Well-being of Nurses in Delhi Hospitals With Respect to Leadership and Professional Commitment” in Journal of Advanced Research in Dynamical and Control Systems, ISSN: 1943-023x.

Dr. D. Arokiaraj Sr, Asst. Professor, Department of Management, published a research paper entitled “The Eco-driving Behaviour: A Strategic Way to Control Tailpipe Emission” in International Journal of Engineering & Technology (UAE), Science Publishing Corporation Publisher of International Academic Journals, Vol.07, Issue.3.3, PP.21-25, DOI: 10.14419/ijet.v7i3.3.14474.



PROFESSIONAL FRONTIERS

THE SIGNIFICANCE OF TEACHERS-1



Teaching is considered as a Noble Profession all over the world. A Teacher guides, inspires and shows the path of Good Behaviour, Values and Ethics along with imparting the skills required for leading a successful to the students. The Great Indian Vedas, Upanishads and Epics indicated many instances for the nobility of the teachers and how the students respected their teachers during their period of education with their teachers.



A Teacher is believed to be the parent after the parents as he is the person who believes in developing the students without anticipating anything in return. Today's student generation needs some inspiring preaches from our great heritage and culture. Through this series of writings, I would like to bring to you certain aspects which we should learn from our teachers to make our lives fruitful.

All of you know that Arjuna and Ekalavya are the disciples of Dronacharya. Arjuna is able to learn all the vidyas through Dronacharya. Even Ekalavya is able to learn all the vidyas through worshipping Dronacharya remotely. But when it comes to using the vidyas with commitment and wisdom we need the guidance of the teachers. This wisdom is acquired by the teachers not only through knowledge but due to observation of the fellow beings, application of the knowledge at the right time and in the right way through experience. All this experience and wisdom is shared with the students and this makes the difference between learning by self and learning through teachers. Thus Arjuna is able to utilize his knowledge and wisdom properly and Ekalavya is not able to utilize the knowledge gained through self. Here, the students and readers may have a misconception that Dronacharya is partial towards Arjuna and to help him only, he has taken the thumb of Ekalavya. By thoroughly reading the stories of Mahabharatha it is to be understood that the student should not only possess the knowledge on anything, but should also have the ability to use that knowledge wisely as well to the benefit of the society at large. Thus, Dronacharya took the decision of taking the thumb of Ekalavya as there is a possibility of mis-utilizing his knowledge on astra vidya for lesser important things; infact he used 'Shabdabhedhi' an astra(weapon) which is operated through identification of sound, just to kill a pig in the forest. This indicates that even though he can learn 'Shabda Bhedi' thoroughly by remotely worshipping Dronacharya, he is not having the wisdom on how powerful is the weapon, how to use it at times of need and its significance; so misused it to kill a pig in the forest. Here, through this story, our elders clearly told us that what we learn through teachers is most precious as it is coupled with the wisdom and expertise of the teachers who is imparting that knowledge to us and hence, can guide us in the correct direction. This story tells us the need for right direction and appropriate use of knowledge for the betterment of self and society at large, which can be acquired through teachers.

Dr. M. Madhavi

Yoga for Health and Wellness

Health is not a mere absence of disease. It is a dynamic expression of life—in terms of how joyful, loving and enthusiastic you are

-Sri Sri Ravi Shankar



One who is stable and established in the self is healthy. That is to say that identifying a healthy person doesn't only entail physical fitness, but what's even more crucial is one's mental fitness. One cannot say that 'I'm healthy, but not interested in life'. The enthusiasm in life shows how healthy you are. Causes of sickness or ill health are generally noted as impurities on the level of mind, body and speech. Your own speech can create distress in you as well as other people around you. Even distress or discomfort should be treated as an illness. Body, mind and spirit are like a tripod – even if one aspect isn't functioning properly, our life will not be balanced and that will lead to ill health.

Yoga (a component of ayurveda) is that link which creates a harmony by aligning all the three components (body, mind and spirit) into one. This harmony, in turn exists to support life. Yoga is an integral part of our lifestyle. It removes the impurities from the level of mind and unites everything with the spirit. For instance, insomnia could be connected to stress, anxiety or depression. You have to address that issue instead of merely taking medication. This way, you have a wider perception of your own mind, body, thoughts and emotions and there's more clarity and you are able to guide your prana (life force) in a positive way to progress in life.

One can start practicing Yoga at any given moment of time and you may start with meditation or directly with pranayama without even doing the asanas (postures). Make sure that when you practice yoga asanas, you don't just stretch the body because the mind has to be with the body. You can't be watching television or reading the newspaper because if your awareness isn't there, the asanas won't have much effect on you. But if each stretch is synchronized with the breath and awareness, your practice will become a yogic practice.

Physical benefits

"The relaxation techniques incorporated in yoga can lessen chronic pain, such as lower back pain, arthritis, headaches and carpal tunnel syndrome". "Yoga can also lower blood pressure and reduce insomnia." Other physical benefits of yoga include:

- Increased flexibility
- Increased muscle strength and tone
- Improved respiration, energy and vitality
- Maintaining a balanced metabolism
- Weight reduction
- Cardio and circulatory health
- Improved athletic performance
- Protection from injury

Mental benefits

Aside from the physical benefits, one of the best benefits of yoga is how it helps a person manage stress, which is known to have devastating effects on the body and mind. "Stress can reveal itself in many ways, including back or neck pain, sleeping problems, headaches, drug abuse, and an inability to concentrate". "Yoga can be very effective in developing coping skills and reaching a more positive outlook on life."

Yoga's incorporation of meditation and breathing can help improve a person's mental well-being. "Regular yoga practice creates mental clarity and calmness; increases body awareness; relieves chronic stress patterns; relaxes the mind; centers attention; and sharpens concentration", and self-awareness are particularly beneficial.

- Maintaining a balanced metabolism
- Weight reduction
- Cardio and circulatory health
- Improved athletic performance
- Protection from injury

"Rising Fuel Prices & Sliding Indian Economy"



It has been a tough time for common man India as the fuel prices are showing unprecedented upward trend since months together and there is no relief measures either from Central Government or from respective State Governments. Oil prices have been rising steadily, reaching their highest level since 2015. Observations revealed that demonstrations in Iran, OPEC's third-biggest oil producer and tensions between the US and North Korea are also responsible for the bullish trend in prices. India being the third largest oil importer is severely hit on various phases of economy. Fuel prices are not regulated in India and oil marketing companies set fuel prices on a daily basis. Higher fuel prices could result in higher consumer price inflation (CPI). Raising oil prices could lead to a deteriorating current account deficit (CAD) for India, which had hit multi-year low in Fy17.

Now, once again seriously debate on various dais is fiercely taking place that what factors led to the increasing fuel prices. The global oil price are believed to continue to follow the current trend of an upwards trajectory during 2018 and the fiscal situation in our country is not conducive enough to provide the common man with any relief.

Some of the major forces which will affect the global prices are Demand and Supply, Political and Economic Instability in the Oil Producing Countries, Increased Production of US Shale Oil and Increased Interest Rate of US Bonds.

Implications of Rising Oil Prices for India Adversely Affect India's Economic Growth, Wholesale Price Index (WPI) Inflation will Increase, Current Account Deficit will Rise and Lose the Advantage of Reducing Fiscal Deficit.

The calculation of cost that the end user or the consumer has to pay is explained as follows:

- Cost of crude oil assuming @ \$72.5/barrel = Rs 31.5/litre.
- Cost of fuel after refining (landing, processing, freight charges, etc) = Rs 36.93/litre.
- Cost charged to dealer before VAT including Excise Duty @ Rs 19.48/litre and Road Cess @ Rs 08/litre = Rs 56.41/litre.
- Cost after commission of Rs 3.62/litre is given to the petrol pump owner = Rs 60.03/litre.
- Final retail cost after paying VAT which varies from state to state (about 27% on petrol and 16.75% on diesel) =Rs 76.24/litre.

Conclusion

- The important variables that determine the final cost of fuel include international oil price, currency exchange rate, central taxation, state taxation and the dealer's commission.
- The only variable, which is within the control of the government, is the taxation. The central government levies Rs 19.48 a litre of excise duty on petrol and Rs 15.33 per litre on diesel. VAT is imposed state wise, let's say, Delhi levies VAT on petrol @ Rs 15.84 and Rs 9.68 a litre on diesel. Taxation accounts for one quarter of the total cost of the petrol/diesel that the consumer has to pay.

Dr. P. Pinakapani

Demand for Financial Modeling Skills Reaches New Heights



Financial Modeling (in the context of a company) refers to calibrating the assumptions about a company's financial performance to forecast financial statements based on expectations about the future environment. Financial modeling is an integral part of Corporate Finance practices of an organization, in which financial decisions are carried out through implementation of suitable financial strategies with a single goal of maximizing shareholder value. Financial modeling enables companies, investors, lenders and creditors to access the expected returns from a particular investment or to budget any critical contingency in the future.

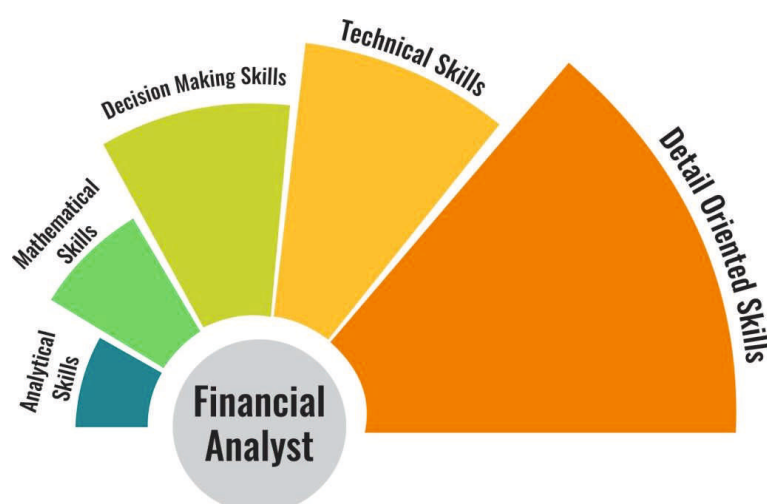
Financial modeling is used to forecast Financial Statements (Balance Sheet, Income Statement, Cash flow Statement and so on). Financial statements are used for decision making purposes, such as whether to invest in the company's securities or recommend them to investors and whether to extend trade or bank credit to the company or not. Analysts use financial statement data to evaluate past performance and current financial position of a company in order to form opinions about the company's ability to earn profits and generate cash flow in the future.

Financial models can be developed using Microsoft Excel interface with its inbuilt financial formulas. The depth of modeling requirement depends upon the requirement of the model and the user. Basic models are sometimes more useful than the complex ones to run sensitivity cases without any requirement of vetting the same.

Modeling is an essential skill set for students and practitioners in the financial domain. The most important financial modeling skills are:

1. A solid understanding of accounting
2. Strong Excel skills
3. Knowing how to link the 3 financial statements
4. Understanding how to build a forecast
5. A logical framework for problem-solving
6. Attention to detail
7. Ability to distill large amounts of data into a simple format
8. An eye for design and esthetics
9. Clear presentation skills
10. The ability to easily zoom in on details, and zoom out to high-level strategy

Financial models are the most valuable tools for executing business choices to get perfect solutions. A model can advise you regarding the grade of risk associated with implementing certain decisions. They can also be utilized to devise an effective financial statement that reflects the finances and operations of company. These models help online internet businesses take quick decisions more confidently.



Dr. S. Pushpalatha

The Rise of People Analytics and the HR Role



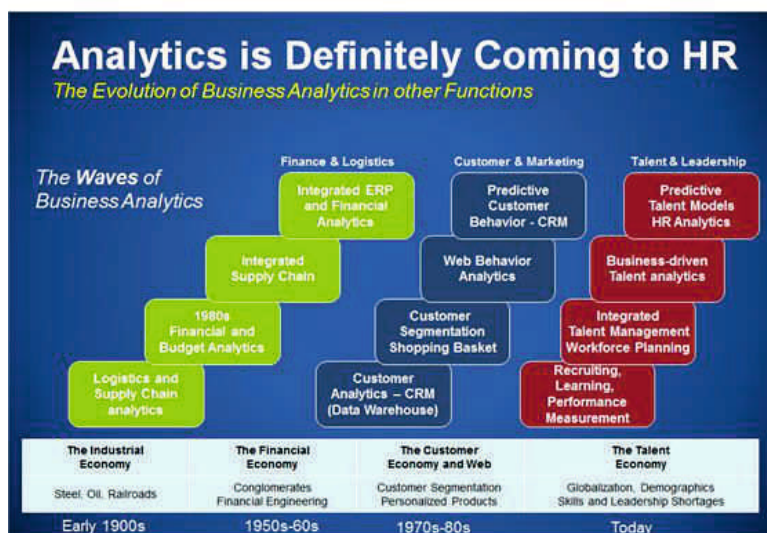
HR Analytics is the process of analyzing the available people-related data to measure the effectiveness of the HR programs and identify patterns in order to make meaningful business decisions. The advent in analytics has helped HR grow from being transactional and reactive to strategic and proactive, by Helping to grow from basic reporting to BI tools with dashboards, and data warehouses to the advanced analytics. HR Analytics gained prominence as software providers like SAP, Workday, Oracle; UltiPro offered the HR Analytical tools with their HRIS offerings. The terms talent analytics, workforce analytics, talent analytics were often used synonymously. HR Analytics uses mostly people-related data i.e., payroll, HR etc., and encompasses people-related data and the business operational data.

How HR Can Contribute to People Analytics Success?

Focus on Right Problems: It's absolutely important in understanding the business priorities, pain points and identifying the right problems. Work with the business leaders to identify the right problems.

- **Build a Strong Coalition:** People Analytics success depends and involves cross-functional teams and data across the operations, so, build a strong, cohesive cross-functional team that are skilled with the data function, institutional knowledge, data visualization and consulting skills, so that team becomes Organization's Analytics Team
- **Leadership Buy-In:** People Analytics involves investment in terms of money, time and most importantly to execute the actionable insights that are drawn from analytics, the action matters most after the findings.
- **Develop an Analytics Roadmap:** Develop an analytics investment roadmap for wide spectrum of analytics
- **Enhance Analytics Fluency:** Understanding the complex data points, insights are critical for the right follow-up actions, so train, prepare group of important leaders and managers
- **Avoid GITO:** Ensure right process. ensure clean people-related data, because the analysis is as good as what goes inside, "Garbage In Toxic Out" leads to the wrong outcome and creates data havoc.
- **Establish Data Strategy:** People analytics rely on the intersection of data across the organization and external sources, so it's important to have a data strategy to align/integrate the structured and unstructured data.

Dr. B. Madhu Bala



Placements

Congratulations

Wells Fargo & Company (NYSE: WFC) is a diversified, community-based financial services company with \$1.9 trillion in assets. Wells Fargo's vision is to satisfy our customers' financial needs and help them succeed financially. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, investments, mortgage, and consumer and commercial finance through 8,200 locations, 13,000 ATMs, the internet (wellsfargo.com), and mobile banking, and has offices in 42 countries and territories to support customers who conduct business in the global economy. With approximately 265,000 team members, Wells Fargo serves one in three households in the United States. Wells Fargo & Company was ranked No. 25 on Fortune's 2017 rankings of America's largest corporations.

The following students are selected as Mortgage Analyst.

S. No.	H. No	Name of the Student	Sec	Package
1	1302-16-672-070	Shaik Sajeed	B	2L
2	1325-16-672-025	Adithyanath Singh	A1	2L



Genpact is a global professional services firm that makes business transformation real. They drive digital-led innovation and digitally-enabled intelligent operations for our clients, guided by our experience running thousands of processes for hundreds of Global Fortune 500 companies. In January 2005, Genpact became an independent company to bring our process expertise and unique DNA in Lean management to clients beyond GE, and then in August 2007, they became a publicly-traded company.

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 2006, Genpact launched a joint venture with Indian company NDTV to offer outsourcing services for the media industry. In June 2017, Genpact unveiled Genpact Cora, an artificial intelligence (AI)-based platform for enterprises. It has created an application program interface (API) design and open architecture that includes Genpact's own intellectual property as well as other providers, integrating three areas. Genpact completed the acquisition of Endeavour Software Technologies, an enterprise mobility software company, based out of Austin TX, in April 2016. The acquisition intended to create in-house expertise in the area of mobile software development and was a step towards the stated goal of digital transformation. In August 2017, Genpact acquired a Tandem Seven, a Boston-headquartered company. The acquisition expands Genpact's Boston-area AI and digital innovation hub.

The following student was selected as Process Associate:

S. No.	H. No	Name of the Student	Sec	Package
1	1325-16-672-201	Shaik Karishma	E1	1.8 L



యోగా చేస్తున్న విద్యార్థులు

హబ్బిగూడ, న్యూస్టుడే: అంతర్జాతీయ యోగా దినోత్సవాన్ని పురస్కరించుకుని హబ్బిగూడ డివిజన్ గణేష్ నగర్ లోని అరోరా పీజీ కళాశాలలో యోగా కార్యక్రమాన్ని ఏర్పాటు చేశారు. కళాశాల డైరెక్టర్ డా.మాధవి ప్రారంభించి మాట్లాడారు. నిత్యం యోగా సాధనతో మానసిక ప్రశాంతత కలుగుతుందన్నారు. దక్షిణత్రయ యోగా శిక్షకురాలు కామేశ్వరి, విద్యార్థులతో ఆసనాలు చేయించారు. హెచ్ వో డీలు దేవేందర్, సతీష్ కుమార్ తదితరులు పాల్గొన్నారు.

ధ్యానం దేహానికి దివ్య ఔషధం

రామంతాపూర్: రామంతాపూర్ అరోరా పీజీ కళాశాలలో మంగళవారం బ్రహ్మకుమారీస్ ఈశ్వరీయ విశ్వవిద్యాలయం ఆధ్వర్యంలో విద్యార్థులకు ధ్యాన సాధన తరగతులను నిర్వహించారు. ముఖ్య అతిథిగా హాజరైన బ్రహ్మకుమారీస్ యూత్ వింగ్ అధ్యక్షురాలు మనూజు మాట్లాడుతూ.. ధ్యానం అనేది ఈశ్వరుడు మానవులకు ఇచ్చిన ఒక దివ్య ఔషధమన్నారు. కళాశాల డైరెక్టర్ డాక్టర్ ఎం.మాధవి మాట్లాడుతూ.. ఉరుకుల, పరుగుల దైనందిన జీవితంలో ధ్యానం సాధన చేయడం ద్వారా మనసుకు శాంతి లభిస్తుందని తద్వారా ఒత్తిడి తగ్గి ఆరోగ్యంగా ఉండవచ్చునన్నారు. కార్యక్రమంలో ఎంబీసీ, ఎంసీపీ విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ రావు తదితరులు పాల్గొన్నారు.



ధ్యానసాధనలో పాల్గొన్న విద్యార్థులు

మంట్లో ఎంబీసీ, ఎంసీపీ విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ రావు తదితరులు పాల్గొన్నారు.

యోగాతో మెరుగైన జీవితం

హబ్బిగూడ: అంతర్జాతీయ యోగా దినోత్సవాన్ని పురస్కరించుకుని హబ్బిగూడ డివిజన్ గణేష్ నగర్ లోని అరోరా పీజీ కళాశాలలో బ్రహ్మకుమారీ యూత్ వింగ్ ఆధ్వర్యంలో యోగాపై ప్రత్యేక కార్యక్రమాన్ని మంగళవారం ఏర్పాటు చేశారు. కళాశాల డైరెక్టర్ డా. మాధవి, బ్రహ్మకుమారీ యోగా గురువు మాట్లాడారు. యోగాతో మెరుగైన జీవితాన్ని గడపవచ్చున్నారు. యోగా సాధనతో విద్యార్థుల మనసు అదుపులో ఉంటుందన్నారు. విద్యార్థులతో ఆసనాలు వేయించారు. హెచ్ వో డీలు దేవేందర్, సతీష్ కుమార్ పాల్గొన్నారు.

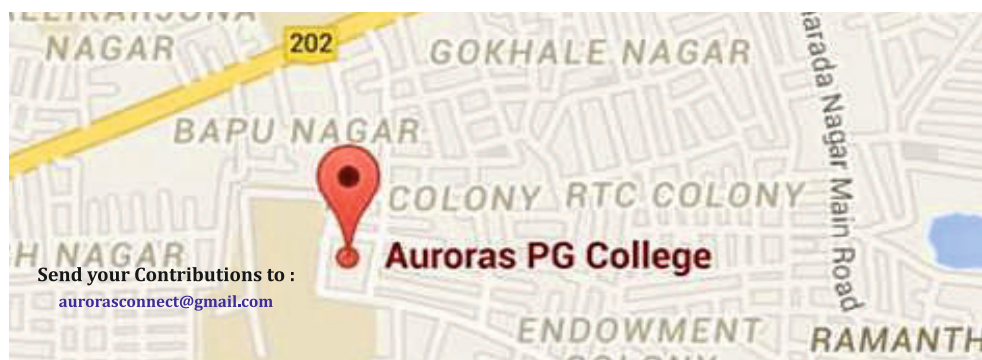
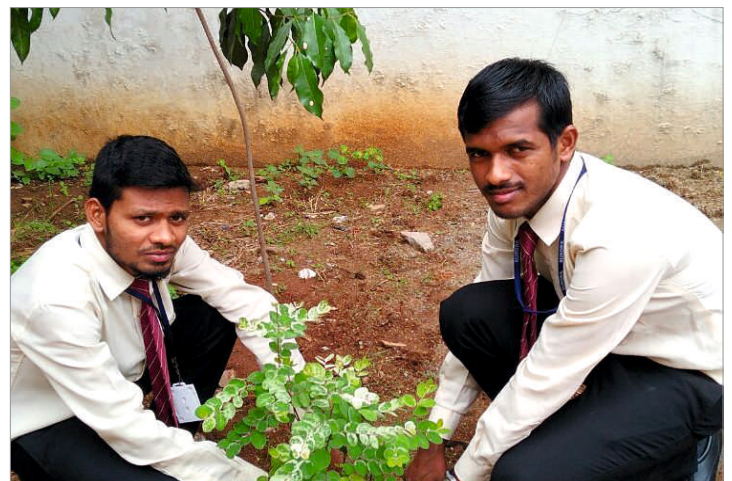
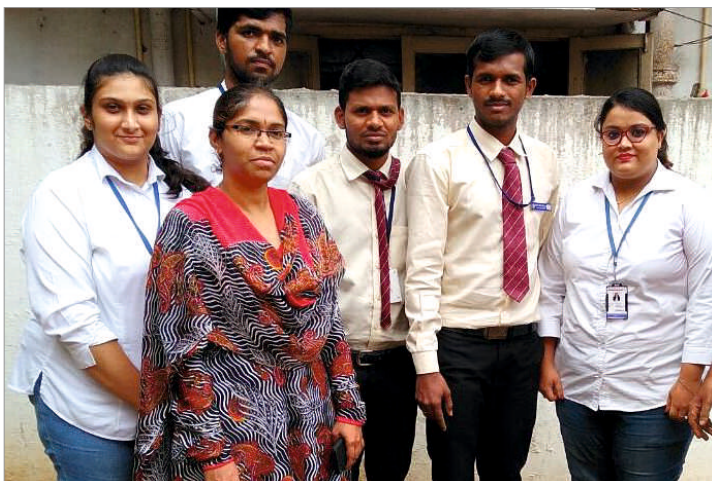
యోగాతో సంపూర్ణ ఆరోగ్యం



యోగాసనాలు

అభ్యసిస్తున్న విద్యార్థులు, అధ్యాపకులు

రామంతాపూర్: రామంతాపూర్ గణేష్ నగర్ అరోరా పీజీ కళాశాల ఆడిటోరియంలో దత్త క్రియ యోగా ఇంటర్నేషన్ సంస్థ ఆధ్వర్యంలో కళాశాల అధ్యాపకులకు, సిబ్బందికి, విద్యార్థులకు నిర్వహించిన యోగాసనాల శిక్షణ కార్యక్రమాన్ని సోమవారం కళాశాల డైరెక్టర్ డాక్టర్ ఎం.మాధవి ప్రారంభించారు. ఈ సందర్భంగా ఆమె మాట్లాడుతూ.. యోగా సనాల వల్ల శారీరక, మానసిక అనారోగ్యాలు దూరమవ్వడం కాకుండా దైనందిన బిజీ జీవితంలో ఒత్తిడికి గురికాకుండా సంపూర్ణ ఆరోగ్యం ఇస్తుందన్నారు. యోగా ఉపాధ్యాయురాలు కామేశ్వరి, కళాశాల ఎంబీసీ, ఎంసీపీ విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ రావు పాల్గొన్నారు.



Send your Contributions to :
aurorasconnect@gmail.com