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From the Director's Desk...

Dear All,

Happy May! The month May was named for the Greek Goddess Maia, who was identified with the Roman era goddess of fertility, Bona Dea, whose festival was held in May. At this time of year, days are filled with many exciting learning opportunities in our classrooms and learning spaces and special events. It is exciting to see the way our students and Institution has grown. The Institution feels proud receiving the Certificate of Appreciation from GHMC for Best Student Volunteer Support in recognition of valuable contributions in Swacch Survekshan 2018. A Memorandum of Understanding (MOU) was signed with Young Indians (Yi) is an integral part of the Confederation of Indian Industry (CII). To assess and reward the students for their accomplishments in both the academic, games, sports, literary and cultural events Annual Day Anubhuti-2018 was celebrated in midst of cheerfulness. Various competitions were held in the campus for the students and the winners were awarded with prizes on the day of Anubhuti. Eminent Personalities from different fields have graced the occasion and shared their valuable experiences with the students. The Annual Report which reflects the progress of the Institution in academics and all the activities was presented during Annual Day. To groom students in all aspects Guest Lecture on Indianism and an orientation program on specializations were conducted. Mother's day was observed to pay honor to all mothers. NSS Club has organized various events related to social responsibility. We congratulate our students for grabbing good number of placements and Internships in top corporate companies. I thank the Management for their continuous support in enhancing and enriching the learning atmosphere. I thank the faculty, staff for their commitment and sincere efforts for the completion of another successful academic year. Best Wishes to our students who are entering into a new phase of Life with lots of confidence and hope by completing their Graduation.

Best Wishes.....

Dr. M. Madhavi



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Please Hear the Whispers of the Nature-Lead useful Life

Nature is a great teacher and it teaches us one lesson or the other. Wordsworth says “one impulse from a vernal wood may teach you more of man, of moral evil and of good than running brooks, sermons in stones and good in everything”. Nature is the art of God and it was she who gave birth to art. In the words of Aristotle and Plato 'art is nothing but nature's imitation'.

Nature speaks to us silently, much more than we can imagine when we could hear to its whispers. The trees, plants, flowers and grass; vales, dales, lakes, rivers and oceans, mountains and rocks; all living creatures and above all, the earth, the sun, the moon and the sky teach us lessons more valuable and of greater importance than all the Universities teach us.

Nature also gives us hope, solace and empathy that humans are often in great need of. Every event in Nature takes place under a law and all movements are rhythmic. The branch of scientific knowledge-Physics- is but a human effort of bringing to light the laws of Nature. Nature is a lesson in discipline. The sun, the moon, the earth and all celestial bodies move on their wanted course imparting us the great lessons of discipline in life so that human life be made a school of development, progress and evolution.

Then, there is the silent music of sphere which imparts spiritual influence on our psyche. If only we could follow Nature, we could be relieved of all dross and negative things in life. We deviate from the path prescribed by immutable laws of Nature and thereby invite troubles.

If we wish to lead a useful, successful and fruitful life, we have to live in harmony with Nature and learn silent lessons that Nature teaches.

Dr. N. Thirupalu

Guest Corner



Smt Gottipati Satyavani
Convenor-Bharateeyam

నాలా ప్రవచనం
కల్పించి / శ్రీనాథుని
వంశం.
శ్రీకృష్ణ భారతీయం.



Anubhuti- 2K18



Aurora has a tradition of developing and nurturing various skills of the students beyond the regular academics and theoretical knowledge in respect of management concepts. Annual Day “Anubhuti - 2K18” is one such event held every year to assess and reward the students for their achievements in both the academic, games/ sports, literary and cultural events.

“Anubhuti -2k18” was organized on 5th May, 2018. Chief guest, Sri Kota Srivatsa, IAS, Joint Collector and Additional District Magistrate, Hyderabad , Guest of Honour, Sri K. Hari Krishna, CEO, Think Wide solutions, Eminent guest, Sri Satish Sharma, Regional Head HR, Aditya Birla Retail Ltd , Guest of the day, Smt. Gottipati Satyavani, Convenor- Bharateeyam, Special guest Sri. Y. Hemanth Kumar, Renowned artist Telugu film industry graced the occasion. The Inaugural session began with a tradition of lighting the lamp by eminent personalities on the dais. Later Director, Dr. M. Madhavi, presented annual report on different activities and achievements related to academics, Co-curricular and extra – curricular activities for the year 2017-18. Sri. K. Harikrishna suggested the students to develop entrepreneurial skills apart from the theoretical knowledge. Smt. G. Satya Vani expressed that there is an urgent need to change the attitude of parents rather than students and then only the young minds would not be corrupted. She also emphasized on education with ethical values, adding that without this crimes against women would increase. Sri. Y. Hemanth Kumar advised that students should opt what they like and choose the career and not by force. Sri. Satish Sharma guided the students by emphasizing the ways to realize their potential and enhance their creativity in shaping their career.

On the occasion of Annual day several competitions were conducted for a week in the month of April. The students participated in events with great zeal and enthusiasm. The events conducted in the college campus were Vegetable Carving, Singing, Flower Decoration, Skit, Best out of waste, T- Shirt Painting, Anthakshari, Short Film, Rangoli and Dancing. The winners of the events were awarded with prizes on the day of Anubhuti. Students also performed cultural activities on the day of Anubhuti and enthralled the audience with their mesmerizing performance.

Appreciation from GHMC for Best Student Volunteer Support



Swachh Survekshan is the program initiated by Government of India which aims to estimate levels of cleanliness across cities in the country. It was organized by the Ministry of Housing and Urban Affairs (MoHUA), under the aegis of the Swachh Bharat Mission (Urban). Swachh Survekshan is the first pan Indian exercise to assess cleanliness in urban India as it covered 4203 cities. Under Swachh Survekshan 2018, assessment was carried out from 4th January to 10th March, 2018. Based on the performance in Swachh Survekshan 2018, Hyderabad was declared as “Best Capital City”.

In this regard a program “Civil Societies Appreciation to Swachh Workers” was organized by UFERWAS (United Federation of Residential Welfare Association) at Harihara Kala Bhavan, Secunderabad on 24th May, 2018. The GHMC Commissioner felicitated the sanitary staff and all the officials, who were actively involved with in the sanitation activities and praised everyone for their active participation in getting the prestigious award. The institution received a Certificate of Appreciation from GHMC for Best Student Volunteer Support in recognition of valuable contributions to achieve Hyderabad as Best State Capital City in Swachh Survekshan 2018, Solid Waste Management. Director, Dr. M. Madhavi received the token of appreciation from Shri. B. Janardhan Reddy, Commissioner, GHMC, Hyderabad. Mr. Ch. Satish Kumar, Head, Department of Management, Mr. E. Devendar Rao, Head, Department of Computer Applications, Dr. P. Hima Jagathi, Associate Professor, Ms. S. Pratibha, Associate Professor, Mr. A. Srinivas, Asst. Professor participated in the program.



Guest Lecture on "INDIANISM"

Effective communication is a basic per-requisite in everyday life. It is used in personal and official roles. It is required to achieve personal as well as organizational goals, especially in the case of management professionals. Since English is the most widely spoken language in the world and since most high-end and professional organizations have adopted English as their official language, it will do anyone a world of good to speak good English and avoid grammatical errors while speaking or writing. Indianism refers to a word or phrase which is a characteristic of Indian English. Indianism may also refer to the way a sentence has been structured as if it was literally translated from an Indian language to English. Indian English reveals its Indianism at several levels.

To make the students understood the importance of effective communication, and educate them about Indianism a guest lecture was organized on 3rd May, 2018. Ms. M. Mamtha, Faculty, Dept. of English, Osmania University was the guest speaker. Mrs. M. Mamtha educated the students about "INDIANISM" in spoken English and stressed on the importance of Indianism. She also expressed that Indianism is a significant factor when hiring for ITES companies, especially when they are dealing with international calls. She told that in an actual work scenario, while most of this Indianism would sound as bad grammar and poor sentence structuring to the caller (client), some can actually cause miscommunication resulting in serious issues. She also stressed about the biggest problem with many candidates, who otherwise have good Spoken English, still use Indianism unknowingly. The lecture ended with Question & Answer session wherein inquisitive students asked questions regarding "INDIANISM". Around one hundred and fifty students of MBA, MCA and I-MBA have attended this event.



Orientation on "MBA Specializations"



With increase in business trends there is a need to choose a right specialization in MBA. The courses offering specializations will help the students to learn job specific practical skills. The type of jobs for which the student is eligible for in the future, will be determined on the specialization chosen by him or her. Each area of specialization requires a set of skills to pursue desired career and each of them offers a wide range of career opportunities. An orientation program on MBA specializations was conducted to educate the MBA I year students on the importance of each specialization offered by the institution to aid the students in making an informed selection of specialization and helps them to build a bright career.

To educate the students on choosing a specialization, an orientation program was conducted on 2nd May, 2018. The guest speaker for the program was Mr. Sharat Sharma, Co-founder, and Human Capital Consulting. In his speech he emphasized on HR as one of the most opting specializations of management courses. It is a challenging and stimulating program of management. He also said that HR will become even more crucial as the strategic decisions and focus of organizational leaders are directed elsewhere. He said that finance is one of the most coveted specializations. An ample number of students are looking to make their career in the finance field especially in banks & financial consultancies and financial institutions. He also advised the students to get involved in Consumer and Investment Banking, Institutional Finance, Merchant Banking, Corporate finance and International Finance. In the area of Marketing he conveyed the importance of Marketing that allows one to be creative and come up with new strategies that could win prospective customers. It is perfect for everyone described as people's person because it involves a lot of networking and customer skills have to be in line as well. If anyone is interested in the Entertainment, Media, Promotions, Advertisement, Sales and General Management field, then the marketing is appropriate for students. The trend of marketing has changed and augmented with the technological evolution in the world.

The speaker addressed about golden principles for having a successful career in any of the streams. The students were given to do a small exercise on what position they see themselves after few years, their dream companies, skills required. This helped the students to match their core competencies with the desired roles they wish to take up in future and as a result the students got clarity as to what specialization to opt for. The speaker cleared the doubts of the students in the question and answer round at the end. Finally, he concluded on comprehensive and winning training program that empowers MBA graduates with required knowledge, skills & work attitude which is expected by MNC's acquire the required skills and get placed in global companies. More than one hundred fifty students of MBA I year attended the event. The whole session was an enlightening one.

Mother's day



Mother's Day is celebrated in different countries remembering their mothers and mother figures. Mother's Day falls on different days depending on the countries where it is celebrated. It is held on the second Sunday of May every year in many countries, such as Australia, Canada and the United States. It is held exactly three weeks before Easter Sunday in the United Kingdom. Early Mother's Day celebrations can be dated back to the spring celebrations to honor Rhea, the Mother of the Gods, in ancient Greek civilization, according to some sources. Later, Mothering Sunday in the United Kingdom was traditionally a day for people to visit the church where they were baptized, although it now also celebrates motherhood in modern times.

The modern-day origins of Mother's Day can be attributed to two women – Julia Ward Howe and Anna Jarvis, who were important in establishing the tradition in the United States. Around 1870, Julia Ward Howe called for Mother's Day to be celebrated each year. It continued to be held in Boston for about 10 years under her sponsorship, but died out after that. Other sources say that Juliet Calhoun Blakely initiated Mother's Day in Albion, Michigan, in the late 1800s. Her sons paid tribute to her each year and urged others to honor their mothers. To pay honor to mother "Mother's day" was observed on 11th May, 2018. On this occasion Anvitha-Women's club has organized collage competition for students. Nearly thirty students participated and presented the collages with collection of beautiful images reflecting mother's Love and shared their happiest moments with mother.

IT-CLUB

National Technology Day



National Technology Day is observed every year on 11th of May in India, acting as a reminder of the anniversary of Shakti. Shakti is the Pokhran nuclear test which was held on 11th of May, 1998. The day highlights the important role of Science in our daily lives and encourages students to embrace Science as a career option. Various events are organized in different technical institutes and engineering colleges to mark the day. Competitions, quizzes, lectures, interactive sessions and presentations of various aspects of Science are managed globally.

To promote the importance of nuclear energy and advancements of Science the IT-club has celebrated National technology day on 11th May, 2018. On this occasion the students presented PowerPoint presentations on topic "Innovations in Science and economic development". The students participated enthusiastically and

presented their views and highlighted the advancements of Science in 21st Century. Mr. E. Devendar Rao, Head of the Department, Department of Computer Applications, faculty members and around fifty students participated in the session.

World Red Cross Day

World Red Cross Day is celebrated in the World on 8th May for playing an important role in saving many of the life of the people and also to help the people who come in the vulnerable areas. It is used to celebrate the Birthday of the Dunant Henri who made the Red Cross Committee of the International which is called as the (ICRI) IN 1863 in the Country of Switzerland of Geneva. World Red Cross Day is used to provide the people who suffer from any Food Shortage, Natural Calamities, War as well as Diseases of the Epidemic.

It is used to provide the people with many types of helpful activities by which every people get every type of necessary things for their proper living. It is used to attract many types of people to which are Governmental as well as Private Organizations to become an Active Members to help the required people from many types of disasters. There are almost 97 Lakhs Members and also many Volunteers which are of the Red Crescent as well as Red Cross. They are honored to do every task for the humans for providing them relief to the Worldwide which consists of the 170 Nations. There are about 240 Lakhs people are profited by the help of the Workers of the Red Cross activities. As a part of social responsibility the World Red Cross Day was observed on 8th May, 2018. On this occasion NSS club have distributed water and food packets to the poor street children in and around Ramanthapur and Amberpet areas.

World Anti Terrorism Day

The Anti Terrorism Day is observed on 21st May every year in our country to make the people aware of the anti-social act of terrorism and its impact on human suffering and lives. The official announcement of National Anti Terrorism Day was made after the assassination of India's seventh Prime Minister Rajiv Gandhi on 21 May 1991. He was killed in Tamil Nadu in a campaign by the terrorist. Under V.P. Singh government the center has decided to observe 21st May as Anti Terrorism Day.

To spread the message of peace and humanity "World Anti terrorism day" was observed on 21st May, 2018. In lieu of this day the NSS club volunteers and the students of I-MBA have taken the pledge on Anti -Terrorism as "We the people of India, having abiding faith in our tradition of non-violence and tolerance, here by solemnly affirm to oppose with our strength, all forms of terrorism and violence. We pledge to hold and promote peace, social harmony and understanding among all fellow human beings and fight the forces of disruption threatening human lives and values."

World No Tobacco Day

World No Tobacco Day is observed around the world every year on 31st May. It is intended to encourage a 24-hour period of abstinence from all forms of tobacco consumption around the globe. The day is further intended to draw attention to the widespread prevalence of tobacco use and to negative health effects, which currently lead to nearly 6 million deaths each year worldwide, including 600,000 of which is the result of non-smokers being exposed to second-hand smoke. The member states of the World Health Organization (WHO) created World No Tobacco Day in 1987. In the past twenty one years, the day has been met with both enthusiasm and resistance around the globe from governments, public health organizations, smokers, growers, and the tobacco industry. The theme for the year 2018 was ""Tobacco breaks hearts".

With the goal of raising awareness of the dangers of this habit the NSS club has organized a awareness campaign on "Choose Health: No Tobacco" on 31st May, 2018. They have displayed placards with messages like "Stop Smoking, Start Living", "Make everyday no Tobacco Day", Tobacco Companies Kill their Best customers" etc. They also guided the antismoking measures to the public. Around sixty NSS volunteers participated in the campaign and made it a success.

Elections for Convener



Benjamin Franklin Memorial Club seventh official meeting was held on 7th May, 2018. It was conducted by the Chairperson, Ben Aishwariya and Co-chair, Ben Hrishikesh. Ben Kishore invoked the house, followed by noble thought which was given by Ben Sulekha. Ben Bharath delivered a speech.

The Aurora chapter of BFMC had its first ever elections after the inaugural back in December 2017. The evaluator of the day and the returning officer was Ben Harshavardan. There were a total of five nominations from three members received by the returning officer the previous day itself. The posts being contested for were Convener and Co-Convener for the Aurora Chapter. The nominations filed were Ben Arshad for Convener, and Bens Kishore and Richa for both Convener and Co-convener.

There was a campaign before the voting began. A question and answer round followed, where the nominees were questioned to no end by EVP, GS and Ben Sai Kumar. The contestants answered with confidence and with poise. And then began the voting. The returning officer counted the votes and finally the results were out.

Ben Richa won with a majority of eight votes and has become the co-convener. And then, for the convener post, was a tie between Bens Arshad and Kishore. Returning officer vote was revealed, and Ben Arshad won. Ben Richa proposed the vote of thanks and the meeting was adjourned at 4:30 pm.



MOU with Young India (Yi)



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 15000 students under the brand 'Yuva'. The Yi membership includes young progressive Indians between the age group of 21 & 40 and comprises entrepreneurs, professionals and achievers from different walks of life. "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. With fourteen years of glorious past and decades ahead that promise nothing short, Yi intends to become a larger movement of young people and promote the attitude of "We Can, We Will".

An Memorandum of Understanding (MOU) was signed with Young Indians (Yi) is an integral part of the Confederation of Indian Industry (CII) on 2nd May, 2018. Director Dr. M. Madhavi, Mr. Pradeep, Yuva Chair, Hyderabad and Mr. Kalyan, Yi Chair, Hyderabad has signed the MOU for the year 2018-19.



Role Play (International Business)

Interactive Teaching Learning Methodology makes learning innovative and progressive. Role play is an interactive program used to impart practical learning, improve and facilitate lateral thinking, problem solving, teamwork and decision making under diverse situations. Role play is defined as an experience around a specific situation which contains two or more different viewpoints or perspectives. The situations will be realistic and relevant to the role players and the most successful ones will be focused on developing a particular skill or skill set. Role playing games, exercises and activities help build teams, develop employee motivation, improve communications for corporate organizations, groups of all sorts, and even management students' development. Role playing games, exercises and activities improve training, learning development, and liven up conferences and workshops.

As part of Interactive Teaching Learning Methodology, Dr. B. Madhubala, Professor, Dept. of Management, conducted activity on Role play in subject "International Business" for students of MBA I Year II Semester, Section A on 14th May, 2018. Students were allocated different roles and Twenty Learning Groups participated.

The Following Topics are given:

Learning Group No	Role Play - Roles
1,2	International Marketing Manager Vs Distributors
3,4	HR Manager Vs Expatriate
5,6	GM Home Country Vs GM Host Country
7,8	CEO Vs Strategic Alliance Partner
9,10	Cross Border Acquisition Negotiations
11,12	International Grievance Redressal
13,14	HR Manager Vs Repatriate
15,16	Global Head sales Vs Global Head HR
17,18	Management of Cultural Shock
19, 20	Strategist Vs Employees



Quiz (International Business)

Interactive Teaching Learning Methodology makes learning truly interactive and creative. Quiz is an interactive programme to facilitate learning and improves lateral thinking, teamwork and decision making under pressure and reviews awareness level on core management issues and latest developments in management concepts and practices.

As part of Interactive Teaching Learning Methodology, Ms. N. Radhika, Associate Professor, Dept. of Management, conducted activity on Quiz in subject "International Business" for students of MBA I Year II Semester, Section E on 15th May, 2018. All the Learning groups have actively participated in this Quiz Session. Total three rounds were conducted during the quiz:

➤ 1st Round: Five questions were asked to each group $6 \times 5 = 30$. 40 seconds time with 5 marks for straight answer and 20 seconds time with 3 marks for pass on answer. Total time is 30 minutes.

➤ 2nd Round: Five questions were asked to each group after eliminating two groups in first round $4 \times 5 = 20$. 40 Seconds time with 5 marks for straight answer and 20 seconds time with 3 marks for pass on answer. Total time is 40 minutes.

➤ 3rd Round: Ten questions were asked to each group after eliminating two groups in Second round $2 \times 5 = 10$. Five minutes for each group. Total time is 10 minutes.

The Winners of the Quiz are as follows:

Learning Group	Name of the Students	Winners / Runners
6	Ramya	Winners
	Nagasree	
	Tarun	
2	Shravya	Runners
	Namrata	
	Sneha	



Case Study(International Business)

Case Studies comprise a significant content of Interactive Teaching Learning process. Theoretical inputs, coupled with cases constitute the cornerstone of imparting management education. 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. It helps the students in understanding the functional aspects of a given situation/problem and encourages them to develop problem solving abilities.

As a part of Interactive Teaching Learning Methodology Dr. S. Pushpalatha, Sr. Associate Professor, Department of Management has conducted Case Study for Section C1 students of MBA I Year II Semester on 15th May,2018 in the subject International Business. Twenty Learning groups have participated in Case Study sessions.

The Following Topics are given:

Learning Group	Case Study Topics
1	Coco-cola –Introduction stage
2	Walmart –Swot Analysis
3	Amazon-Corporate Culture
4	Alibaba.com-E-Launching strategies.
5	Reddy Laboratories- A MNC Approach
6	Maruthi Suzuki- Ethnicity
7	Tata Steel
8	PepsiCo – Employee Satisfaction
9	KFC- Marketing Approach
10	Mc. Donalds- Cultural Management.



Publications



Dr. P. Pinakapani, Professor, Department of Management, published a research paper entitled “Modelling of Credit Risk Management in Commercial Banks – A Study With Reference to Bengaluru” in Asia Pasic Journal of Research with ISSN No : 2320-5504.

Dr. P. Pinakapani, Professor, Department of Management, published a research paper entitled “E Commerce and Customer Satisfaction” in Asia Pasic Journal of Research, with ISSN No :2320-5504.



Dr Arokia Raj, Sr. Asst. Professor, Department of Management, published a research paper entitled “Controlling & Calibrating Vehicle – related Issues using RFID Technology” in International Journal of Mechanical & Production Engineering Research & Development (IJMPERD), with ISSN No: 2249-6890, (Scopus – Elsevier).

Dr. Arokia Raj, Sr. Asst. Professor, Department of Management, presented and published a research paper entitled “The Eco-Driving Behaviour: A Strategic Way to Control Tailpipe Emission” at International Conference on Trends in Engineering, Management, Pharmacy & Sciences (ICTEMPS – 18), with ISBN 978-93-87739-04-8.

Professional Frontier

Financial Failing to Fortune



A few years ago, Kimra Luna, 29, was as far from having it all. She was surviving on food stamps and government assistance while trying to provide for her young family. While her financial situation seemed dire, Kimra never stopped working for her dreams of owning a successful business. She tried a few businesses that while successful, weren't enough to sustain her family and give her financial freedom. However, these ventures led her to study digital marketing. In no time she was an expert in things like Facebook ads, social media branding, and live blogging.

Soon, Luna began hosting online trainings that offered marketing advice to entrepreneurs. Immediately, she started coaching business owners who wanted her help with marketing coaching. Online marketing webinars became her sole focus, and her sole source of income. According to a Yahoo! “When she began selling her an online marketing webinar in mid-2014, she reached \$10,000 in sales the first week. By year's end, she earned over \$160,000.” Today, Luna has a team, and \$750,000 in sales annually.

Motivational Sales Story Lesson: Sometimes what's standing between you and success is the picture of what you think it should look like. Kimra Luna had pictured herself at the helm of a food service business, but found success in online marketing. Stay open to new possibilities and you never know what could happen.



Dr. S. Pushpalatha
Sr. Asst. Professor
Department of Management

Placements

Congratulations

HDFC Bank Limited is an Indian banking and financial services company headquartered in Mumbai, Maharashtra. It has 84,325 employees and has a presence in Bahrain, Hong Kong and Dubai. HDFC Bank is India's largest private sector lender by assets. It is the largest bank in India by market capitalization as of February 2016. It was ranked 69th in 2016 Brand Z Top 100 Most Valuable Global Brands. In 1994 HDFC Bank was incorporated, with its registered office in Mumbai, India. Its first corporate office and a full service branch at Sandoz House, Worli. HDFC Bank provides a number of products and services including wholesale banking, retail banking, treasury, auto loans, two wheeler loans, personal loans, loans against property and credit cards.

The following students were selected as Financial Adviser.

S. No.	H. No	Name of the Student	Sec	Package
1	1302-16-672-014	Gandham Ravishanker	A	1.5L
2	1302-16-672-059	Pilli Pranay Bhaskar Yadav	B	1.5L
3	1325-16-672-060	Mohammad Azam	B1	1.5L
4	1325-16-672-078	Dasari Srikanth	B1	1.5L
5	1302-16-672-113	Mohd Abbas Hyder	C	1.5L
6	1302-16-672-166	Manisha Sarda	D	1.5L
7	1325-16-672-103	Theddu Mahendhar	D	1.5L
8	1302-16-672-147	Gaddameedi Srikanth	D	1.5L
9	1302-16-672-139	Pentani Srikanth	D	1.5L
10	1302-16-672-290	Pabboju Sandeep Kumar	E	1.5L
11	1325-16-672-288	Gangam Satish Reddy	E1	1.5L



Wildcraft is an Indian outdoor and adventure product company headquartered in Bengaluru. The company's products are sold in over 175 exclusive stores and 4,000 multi-branded stores in India & abroad. The co-founders of the company are Dinesh Kaigonahalli, Siddharth Sood & Gaurav Dublish. Wildcraft's first product in the '90s was a dome tent. The company shifted into manufacturing packs & associate outdoor gear, and expanded into multi-terrain footwear and outdoor clothing. In 2014 it rolled out the expanded head-to-toe range of gear, clothing and footwear, hiring an additional 1,000 employees across its two factories located in Solan & Bangalore. Wildcraft, which makes backpacks, rucksacks, camping and hiking equipment, among others, entered the performance footwear and clothing two-and-a-half years back & the new segments today contribute significantly to its revenues.

The following student was selected as Marketing Manager.

S. No.	H. No	Name of the Student	Sec	Package
1	1302-16-672-062	Pala Yuva Teja	B	4.5 L



Thinkwide Hospitality Private Limited is a Private incorporated on 25th May, 2016. It is classified as Non-Government Company and is registered at Registrar of Companies, Hyderabad. Its authorized share capital is Rs. 1,000,000 and its paid up capital is Rs. 387,100. It is involved in Restaurants, bars and canteens. Sales through vending machines is classified in Sub-class 52599 think wide Hospitality Private Limited's Annual General Meeting AGM was last held on NA and as per records from Ministry of Corporate Affairs

The following students are selected as Business Associate

S. No.	H. No	Name of the Student	Sec	Package
1	1325-16-672-060	Mohammad Azam	B1	2.4L
2	1325-16-672-078	Dasari Srikanth	B1	2.4L
3	1302-16-672-191	Ellendula Manish	E	3.0 L



Strateology It Solutions Private Limited is a Private incorporated on 25th June, 2008. It is classified as Non-Government Company and is registered at Registrar of Companies, Hyderabad. Its authorized share capital is Rs. 100,000 and its paid up capital is Rs. 100,000. It is involved in other computer related activities [for example maintenance of websites of other firms/ creation of multimedia presentations for other firms etc.

The following student was selected as Business Analyst

S. No.	H. No	Name of the Student	Sec	Package
1	1325-16-672-163	A. M. Sainath	D1	1.8L

InternShips

Internship consists of an exchange of services for experience between the student and an organization. Students can also use an internship to determine if they have an interest in a particular career, to create a network of contacts, to acquire a recommendation letter to add to their curriculum vitae, or to gain school credit. Some interns find permanent, paid employment with the organizations for which they worked upon completion of the internship. This can be a significant benefit to the employer as experienced interns often need little or no training when they begin regular employment. With this kind of internships a student does research for a particular company. The company can have something that they feel they need to improve, or the student can choose a topic within the company themselves. The results of the research study will be put in a report and often will be presented.

At Aurora every year the placement cell invites companies to the campus and students are selected for internship in well reputed companies which helps them in learning professional skills. The students can choose internships based on their branch of study. It is a way to develop their capabilities by practically applying their theoretical knowledge while learning in a professional work environment. The interns help the students in gaining practical experience and make them ready to the job.

The following is the list of students selected for Internships:

S. No.	Company Name	No of students selected
1	H&R Block	4
2	More	8
3	Sharekhan	25
4	Shubham Artifacts	1
5	Aditya Birla Group	15

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EAST ZONE

04

News from your neighbourhood
HYDERABAD | MONDAY 7 MAY 2018

'Don't stick to classroom learning'

Aurora College celebrates annual day with fanfare

OUR BUREAU

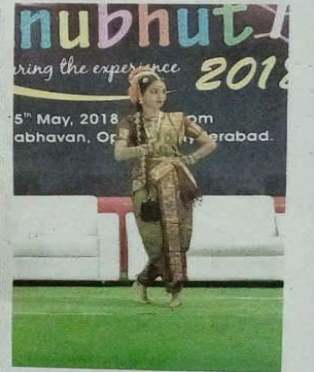
Ramanthapur: Aurora PG College, Ramanthapur conducted its annual day Anubhuti 2018 with much fanfare on Saturday. The students who performed well in academics, sports and various other competitions held in college were awarded prizes and certificates. It was followed by skits, dance and songs by students.

K Hari Krishna, CEO - Thinkwide Solutions, who was one of the guests, said "Leadership is important. Sales and solutions put together is business. Leadership is quality with which we need to go in search of opportunity. Ideas make investors, investors make ideas. More innovative products are preferred by

customers. He advised the students not to stick only to classroom learning but to acquire knowledge and continuously get updated."

The event was attended by Nimmatoori Raja Babu, chairman, Dr. Nimmatoori Ramesh Babu, secretary, Anudeep, vice-chairman, Aurora Group of Institutions, Dr. M Madhavi, director, Ch. Satish Kumar, Head of the Department - MBA, E Devender Rao, head of the Department MCA.

Satish Sharma, regional Head-HR, Aditya Birla Retail Limited, Gottipati Satyavani, convener - Bharateeyam was the Guest of the Day and Hemanth Kumar, renowned artist, Telugu film industry was the special guest.



అరోరా కళాశాలకు బెస్ట్ వలంటీర్ అవార్డు



అవార్డు లిండుకుంటున్న కళాశాల డైరెక్టర్ మాధవి

రామంతాపూర్: రామంతాపూర్లోని అరోరా పీజీ కళాశాలకు చెందిన విద్యార్థులకు జీహెచ్ఎంసీ బెస్ట్ స్వచ్ఛ సర్వేక్షన్ స్టూడెంట్ వలంటీర్ సపోర్ట్ అవార్డును ప్రకటించింది. ఈ మేరకు గురువారం జీహెచ్ఎంసీ ప్రధాన కార్యాలయంలో కమిషనర్ డాక్టర్ జనార్దన్ రెడ్డి కళాశాల డైరెక్టర్ డాక్టర్ ఎం.మాధవికి ఈ అవార్డు ట్రోఫీని అందజేశారు. ఈ సందర్భంగా కళాశాల డైరెక్టర్ మాట్లాడుతూ.. ఈ సంధర్భంగా కళాశాల యాజమాన్యం విద్యార్థులను స్వచ్ఛ

భారత్ కార్యక్రమంలో పాల్గొనే విధంగా ప్రోత్సహించి వివిధ ప్రాంతాల్లో నిర్వహించిన స్వచ్ఛ సర్వేక్షన్ కార్యక్రమాలలో పాల్గొనే విధంగా చర్యలు తీసుకోవడం వల్ల అదేవిధంగా ఘన పదార్థాల నిర్వహణకు అత్యున్నతమైన రీతిలో చేపట్టి నందుకు జీహెచ్ఎంసీ ఈ అవార్డును అందజేశారున్నారు. కార్యక్రమంలో కళాశాల ఎంబీఏ, ఎంసీఏ విభాగాధిపతులు సతీష్ కుమార్, దేవేందర్ కుమార్, ఉపాధ్యాయులు పాల్గొన్నారు.

అరోరా కళాశాలకు బెస్ట్ స్టూడెంట్ వలంటీర్ సపోర్టు అవార్డు



అవార్డును అందజేస్తున్న గ్రేటర్ కమిషనర్ జనార్దన్ రెడ్డి

హబ్బిగూడ, న్యూస్ టుడే: స్వచ్ఛ హైదరాబాద్, స్వచ్ఛ భారత్ తదితర కార్యక్రమాలలో విద్యార్థులు పాల్గొనేలా ప్రోత్సహించినందుకు 'బెస్ట్ స్టూడెంట్ వలంటీర్ సపోర్టు అవార్డు'ను హబ్బిగూడ డివిజన్ గణేష్ నగర్ లోని అరోరా పీజీ కళాశాలకు జీహెచ్ఎంసీ ప్రకటించింది. ఈమేరకు గురువారం కళాశాల డైరెక్టర్ డా. మాధవికి గ్రేటర్ కమిషనర్ జనార్దన్ రెడ్డి ఆ అవార్డును అందజేశారు. హెచ్ఎంసీ సతీష్, దేవేందర్ తదితరులు పాల్గొన్నారు.

భారతీయ సంస్కృతికి ప్రమాదంగా మారిన ప్రపంచీకరణ

చిక్కడపల్లి, మే 5 (ఆంధ్ర జ్యోతి): ప్రపంచీకరణవల్ల భారతీయ సంస్కృతి ప్రమాదంలో పడుతోందని భారతీయం కన్వెన్షన్ గొల్లిపాటి సత్యవాణి అన్నారు. అరోరా పీజీ కాలేజీ ముసారాంబాగ్ శాఖ వార్షికోత్సవం శనివారం రాత్రి ఆర్డీసీ కళ్యాణ మండపంలో ఆనంతాది పేరిట మనంగా జరిగింది. ఈ సందర్భంగా సత్యవాణి ముఖ్య అతిథిగా పాల్గొని వార్షికోత్సవ ప్రత్యేక సంచికను ఆవిష్కరించి మాట్లాడుతూ పాశ్చాత్య సంస్కృతిలో మునిగి మన యువత పెదదేవ పట్టి ప్రమాదం ఏర్పడిందని దీని నుంచి మన యువతను కాపాడుకోవాలంటే వారిలో ఆధ్యాత్మిక విలువలు, పెద్దల పట్ల గౌరవభావం పెంచాలన్నారు.



వార్షికోత్సవ సంచికను ఆవిష్కరిస్తున్న సత్యవాణి, హరికృష్ణ, సతీష్ కర్క

యువత బంగారు బవిష్యత్తు కోల్పోకుండా ఉండాలంటే వారిలో నైతిక విలువలు పాదుకో లాల్సిన అవసరం ఉందన్నారు. యువత ఇప్పటికైనా మేల్కొని తమ జీవితాలను చక్కదిద్దుకోవాలన్నారు. దేశానికే గర్వ కారణంగా ఎదగాలన్నారు. ఉదర పోషణ కోసం జీవించే జీవితాలు కాలగర్భంలో కలిసిపోయాయిన్నారు. పాత్రపోషణ కోసం జీవించే జీవితాలు చరిత్రలో నిలుస్తాయన్నారు. ఈ కార్యక్రమంలో డింకపైడే సోల్యాషన్స్ సీఈవో కె వారిహరక, సతీష్ కర్క, హేమంత్ కుమార్, నిమ్మటూరి రాజాబాబు, నిమ్మటూరి రమేష్ బాబు, నిమ్మటూరి అనుదీప్, మాధవి, సతీష్ కుమార్, దేవేందర్ రావు, తదితరులు పాల్గొన్నారు.

ఘనంగా అరోరా పీజీ కళాశాల అనుభూతి వేడుకలు



మన తెలంగాణ/ముషీరాబాద్: రామంతాపూర్ అరోరా పీజీ కళాశాల వార్షికోత్సవ రోజును పురస్కరించుకుని అనుభూతి2018 వేడుకలు శనివారం రాత్రి ఆర్డీసీ

కళాభవన్లో ఘనంగా జరిగాయి. ఈ వేడుకలకు థింక్వైడ్ సొల్యూషన్ సీఈవో కె.హరికృష్ణ, ఆదిత్య బిర్లా రీటైల్ లిమిటెడ్ రీజినల్ హెడ్ సతీష్ శర్మ, భారతీయం కన్వీనర్ గొట్టిపాటి సత్యవాణి, తెలుగు ఫిల్మ్ ఇండస్ట్రీ రిసెర్చ్ ఆర్డీసీ హేమంత్కుమార్ అతిథులుగా హాజరయ్యారు. ఈ సందర్భంగా విద్యార్థులు పలు సాంస్కృతిక కళారూపాలను, ద్యాస్సులను ప్రదర్శించారు. ఈ కార్యక్రమంలో అరోరా పీజీ కళాశాల డైరెక్టర్ డాక్టర్.ఎం.మాధవి, చైర్మన్ నిమ్మటూరి రాజుబాబు, సెక్రటరీ నిమ్మటూరి డాక్టర్.రమేష్ బాబు, వైస్ చైర్మన్ అనుదీప్, ఎంబిఎ సతీష్, తదితరులు పాల్గొన్నారు. ఈ సందర్భంగా చదువులో, క్రీడల్లో, ఇతర విభాగాల్లో ఉత్తమ ప్రతిభ కనబర్చిన విద్యార్థులకు బహుమతులను, ప్రతిభ పట్టాలను బహుకరించారు.

విద్యార్థులు సమాజం పట్ల బాధ్యతగా మెలగాలి

సవతెలంగాణ - రాంనగర్

విద్యార్థులు సమాజం పట్ల బాధ్యతతో మెలగాలని భారతీయం కన్వీనర్ గొట్టిపాటి సత్యవాణి అన్నారు. శనివారం ఆర్డీసీ కళాభవన్లో అరోరా పీజీ కళాశాల (రామంతాపూర్) ఆధ్వర్యంలో అనుభూతి పేరిట వార్షికోత్సవం నిర్వహించారు. ఈ కార్యక్రమానికి ముఖ్య అతిథిగా హాజరైన సత్యవాణి మాట్లాడుతూ విద్యార్థులు పోటీ ప్రపంచంలో ఉన్నత స్థాయికి చేరుకోవాలని ఆకాంక్షించారు. వైవిధ్యమైన ఆలోచనలతో కొత్తకొత్త ఆవిష్కరణలు చేసి దేశం గర్వించేస్తాయికి ఎదగాలన్నారు. అనంతరం వివిధ విభాగాల్లో ప్రతిభ కనబర్చిన విద్యార్థులకు ప్రశంసా పత్రాలను అందజేశారు. ఈ కార్యక్రమంలో అరోరా గ్రూప్ చైర్మన్ నిమ్మటూరి రాజుబాబు, కార్యదర్శి రమేష్, డైరెక్టర్ మా.మాధవి ఎం.బి.ఎ. విభాగాధిపతి సతీష్కుమార్, ఎంసీఎ విభాగాధిపతి దేవేందర్ రావు, అధ్యాపకులు, విద్యార్థులు పాల్గొన్నారు.

ఉన్నత లక్ష్య సాధన కోసం విద్యార్థులు ముందుకు సాగాలి: సిసీనటుడు హేమంత్



ప్రత్యేక సంవత్సరం ఆవిష్కరిస్తున్న సిసీనటుడు హేమంత్కుమార్ తదితరులు

బళ్ళడపల్లి, మే 5 ప్రభాకర్ వార్షికోత్సవం ముందుకు పోయే విద్యార్థులు దాన్ని సాధించడానికి ముందుకు సాగాలి ప్రముఖసిసీనటుడు వై.హేమంత్కుమార్ అన్నారు. రామంతాపూర్ అరోరా పీజీ కళాశాల వార్షికోత్సవ వేడుకలు శనివారం రాత్రి బాగలింగంపల్లి ఆర్డీసీ కళ్యాణమంటంలో 'అనుభూతి-2018' పేరుతో ఘనంగా జరిగాయి. ఈ కార్యక్రమంలో ప్రత్యేక అతిథిగా పాల్గొన్న సిసీనటుడు హేమంత్కుమార్ ప్రసంగంపై ఊరేగింపు కేంద్రంలో సైకి రావడానికి అనువైన అందరికీ ఆమోదయోగ్యమైన దారులను ఎంచుకోవాలని సూచించారు. అప్రదారులు తొక్కితే అది భవిష్యత్తుకు మంచిది కాదని పేర్కొన్నారు. సోఫల్మీడియా ఉచితరీతిలో తప్ప అనుచిత రీతిలో వాడవద్దని విద్యార్థులకు హితవు పలికారు. అతిథులుగా థింక్వైడ్ సొల్యూషన్స్ సీఈవో కె.హరికృష్ణ మాట్లాడుతూ ఆదిత్య బిర్లా రీటైల్ సంస్థ ప్రాంతీయ హెడ్ సతీష్ శర్మ మాట్లాడుతూ ప్రతి ఒక్కరిలో ఏదో ఒక అంశంపై నైపుణ్యం ఉంటుందని, దానిని గుర్తించి వెలికితీసి సానుకూల ప్రజ్వలకల్లో విధంగా కృషి చేయాలని అన్నారు. మన దేశం మనకేమీ ఇచ్చింది అని కాకుండా దేశానికి మనం ఏం చేశాం అనే విషయం పట్ల విద్యార్థులు అవగాహన కలిగి ఉండాలని సూచించారు. ఈ సందర్భంగా నిర్వహించిన సాంస్కృతిక కార్యక్రమాలు అందరినీ అలరించాయి.

ఎంచుకున్న రంగంలో నైపుణ్యం సాధించాలి

బాగలింగంపల్లి: ఎంచుకున్న రంగంలో నైపుణ్యం సాధించాలని పలువురు వక్తలు సూచించారు. బాగలింగంపల్లిలోని ఆర్డీసీ కళాభవన్లో శనివారం రాత్రి అరోరా పీజీ కళాశాల (రామంతాపూర్) వార్షికోత్సవం సందర్భంగా అనుభూతి 2018 పేరిట కార్యక్రమాన్ని నిర్వహించారు. దీనికి ముఖ్య అతిథిగా పాల్గొన్న థింక్ వైడ్ సొల్యూషన్స్ సంస్థ సీఈవో కె.హరికృష్ణ మాట్లాడుతూ.. ఎంబీఏ, ఎంసీఎ చేసిన వారికి ఉజ్వల భవిత ఉండన్నారు. దేశ, విదేశాల్లోనూ ఎంబీఏ చేసిన విద్యార్థులకు మంచి ఉద్యోగ, ఉపాధి అవకాశాలు లభిస్తాయని చెప్పారు. కష్టపడి చదివి ఉన్నత శిబిరాలకు చేరుకోవాలన్నారు. లక్ష్యాన్ని నిర్దేశించు కుని దాన్ని సాధించే వరకు నిరంతర శ్రమ, పట్టుదలతో ముందుకు సాగాలన్నారు. విద్యార్థులు వ్యక్తిత్వ వికాసాన్ని, నైతిక విలువలను పెంపొందించుకోవాలన్నారు. సామాజిక స్పృహను కలిగి ఉండాలన్నారు. సాంకేతిక పరిజ్ఞానాన్ని ఎప్పటికప్పుడు అందిపుచ్చుకుంటే మంచి పలికాలను సాధించవచ్చన్నారు. అనంతరం వివిధ రంగాల్లో



కళాశాల స్టూడెంట్ లెటర్స్ పుస్తకాన్ని ఆవిష్కరిస్తున్న వక్తలు

ఉత్తమ ప్రతిభ చాటిన విద్యార్థులకు జ్ఞాపికలను అందజేశారు. సాంస్కృతిక కార్యక్రమాలు ఆకట్టుకున్నాయి. నిర్వాహకులు వక్తలను సత్కరించారు. కళాశాల స్టూడెంట్ లెటర్స్ పుస్తకాన్ని ఆవిష్కరిస్తున్న వక్తలుకార్యక్రమంలో గొట్టిపాటి సత్యవాణి, వై. హేమంత్కుమార్, అధ్యాపక బృందం, సిబ్బంది పాల్గొన్నారు.











