

Aurora's P.G College, Moosarambagh, which has made its debut into the professional education landscape of Hyderabad in 1995, has so far successfully turned out 21 batches of students enabling them to earn highly value added degrees of MBA and MCA and has scaled up to one of the prominent hubs of Management Education in Hyderabad. The alumni of this College are working in over a hundred different Corporates; including several top notch ones all over India and abroad. The College has now become the natural destination for bright and discerning students from all over India, because of its unique teaching-learning methodologies, focus on professional activities, internships, quality placements and all round grooming. Aurora has become a brand to be trusted among students for quality education.

## **NAAC ACCREDITATION**

It is a pleasure to inform the readers that the College is now NAAC accredited.

A three member Peer Team visited the campus on 26<sup>th</sup> and 27<sup>th</sup> October 2018 for quality assurance check and inspected the campus. The Director of the College Dr. B. Mohan Kumar and the NAAC Coordinator, Ms. T.V Ratnavali assisted them in visiting the Cells and Committees active in the college. At the end of the visit, the NAAC report was handed over to the Director by the Peer Team in the 'Exit Meeting'.



## LIFE AT AURORA

The College was established in the year 1995 in a sprawling 1.25 Acre Campus with a built up area of 1,10,000 sq.ft. It is one of the most successful colleges located in the heart of the city offering Postgraduate

Courses in Management (MBA) and Computer Application (MCA) with well qualified and experienced faculty members who are dedicated to academics and research.

One of the innovative features of Aurora is its novel teaching-learning process that

- ✓ Synthesizes conventional mechanisms of learning through lectures and laboratory sessions;
- ✓ Conducts bridge and adjunct courses to equip the students with right knowledge;
- ✓ Practices interactive processes like Seminars, Debates, group discussions etc to enhance confidence levels;
- ✓ Encourages industry-institute interaction with mini Projects, guest lectures, industrial visits and tours
- ✓ Develops problem - solving skills with case study sessions and assignments with topics convergent of theory and practice.

## **INFRASTRUCTURE DEVELOPMENT**

LCD Projectors in all the classrooms facilitate effective conduct of lecture sessions and ITL activities with well-equipped computer lab.

Seminar Hall is fully air conditioned and adequately resourced for organizing events, activities and festivals.

## **FACULTY ACCOLADES & RESEARCH**

“Of all the hard jobs around, one of the hardest is being a good teacher”.

Aurora is committed to the transmission of knowledge.

The institution's primary accountability is to its student clientele, and in this regard, effective classroom teaching is Aurora's most pervasive medium for knowledge dissemination of the results of its faculty's scholarly endeavors.

Our Faculty members actively participate in National and International Seminars and FDPs; and are enthusiastic in presenting papers.

The institution assigns substantial weightage to teaching in its process of faculty evaluation recognizing that excellence requires not only knowledge on the part of a teacher but continuing in quest for knowledge,

A constant review of curricula and modern teaching methods, flexibility and creativity in the classroom, and a perpetual effort to individualize instruction.

Towards this, Aurora seeks to measure the quality of instruction through both student and peer evaluation, and regularly subject its academic programs to external review by accreditation agencies.

The college is proud to announce that almost 70% of the faculty members are NET/SLET qualified; most of them are either pursuing PhD or have already secured their Doctoral degree.

- Under the able guidance of Director, Dr. B Mohan Kumar and NAAC Coordinator Ms T.V Ratnavali, HOD-MBA, Aurora's P.G College, Moosarambagh has now been NAAC accredited.
- Mr R. Bhadra Rao was honoured with 'Best Professor the Year' award by Tutor's Pride on 2<sup>nd</sup> October 2018 at Hotel Trident, Hitech City, Hyderabad. The Chief Guest of the Award Ceremony was Sri. K. Rosaiah, former Chief Minister of A.P and Governor of Tamil Nadu
- Ms. K. Padma Kiran secured Ph.D admission in K.L University, Vijayawada, A.P in January 2019.

- Mr. V Raghavendra, Placement Coordinator succeeded in placing more than 100 students in top-notch companies till date.
- Internship Coordinator, Mr. K. Gnaneshwar has succeeded in getting more than 100 internships for students of MBA 1<sup>st</sup> year in top Companies like Bajaj Finserv Ltd., IDBI, Karvy, Shriram Group, Intellica, Economic Times, Concent Solutions to name a few.
- Ms Gowri Deshpande has successfully completed her Pre-PhD from AIMA-AMU in Jan 2019

## **Seminars and Conferences**

- Ms. Renu Bala attended International Conference at Vignan Jyothi Institute of Management, Hyderabad on 4<sup>th</sup> and 5<sup>th</sup> January 2019 and presented a paper titled, 'Factors Determining YTM of Commercial Paper in the Indian money market'.
- Ms. A. Shirisha published paper titled 'Impact of E-Banking on Traditional Banking Services in Rural areas' in International Journal for Research in Engineering Application and Management in Feb 2019.[UGC approved]
- Ms A. Shirisha published paper titled, 'Do the Mobile Wallets are Effective-An Empirical Analysis among the Rural Users in the State of Telangana' in International Journal of Management, IT& Engineering' in April 2019. [Impact factor:7.119]
- Mr. K. Gnaneshwar published a paper titled, 'A Study on Employee Retention Strategies in Asia Pacific Journal of Research in November 2018 [UGC approved Impact factor: 6.58]
- Mr. K. Gnaneshwar published a paper titled, 'A Study on Factors affecting Employee Job Satisfaction' in International Journal of

Research and analytical Reviews in March 2019 [Impact factor 5.75]

- Ms. Gowri Deshpande attended workshop on PMMMNMTT module at MGNCRE in January 2019.
- Ms Sravani Chari published a paper titled, 'The Role of Eco-labels on Consumer's Purchase Decision-A study with respect to Electronic Home Appliances' in International Journal for Research in Engineering Applications and Management (IJREAM) in November 2018 [ UGC approved]
- Ms Sravani Chari attended two days FDP on 'Innovative Teaching Methodologies in Management' organized by Stanley College of Engineering and Technology for Women, Hyderabad in August 2018
- Mrs. S. Rajyalaxmi published a paper titled, 'Socio-Economic Empowerment of Women Entrepreneurs through Micro Finance - with special reference to Anthapuram District in IJRAR Journal in October 2018. [ UGC approved]
- Mrs. S. Rajyalaxmi attended one week FDP on how to write and publish a research paper at Narayana Engineering College, Vellore in January 2019
- MCA Department conducted one day workshop on 'Hadoop- Big Data Analytics' by Mr. Kiran, the Resource person from Infosys on 4<sup>th</sup> December 2018

## **STUDENT ACTIVITIES & ACHIEVEMENTS**

### **University Ranks**

- Ms Manisha Sharma topped Osmania University by securing 1<sup>st</sup> Rank in MBA





- Ms. Chigurlapalli Mounika secured 5<sup>th</sup> Rank in Osmania University in MBA



- Marati Aishwarya Reddy secured 10<sup>th</sup> Rank in Osmania University in MBA



- Nomula Prathyusha secured 19<sup>th</sup> Rank in Osmania University in MCA



**JUNE 2018**

### **FACULTY ACHIEVEMENTS**

Mr. G.N. Satish Kumar, MBA HOD, conducted a One Day Work Shop on Statistical Analytics on 7<sup>th</sup> June, 2018 at KBN College, Vijayawada.





## **CAMPUS ACTIVITIES :**

### **T-STATE FORMATION DAY**

The Management of the College celebrated the fourth anniversary of the Telangana State formation. Director, Dr. B. Mohan Kumar addressed the faculty members which was followed by cutting of the cake.



## **INTERNATIONAL YOGA DAY**

The College celebrated International Yoga Day on 21<sup>st</sup> June, 2018. Yoga Guru Mrs. Alivelu Reddy had been invited to discuss relevant issues like art of living, degenerating health conditions, need for yoga and to demonstrate few asanas that are necessary for everyone to maintain good health.

There was a practice session in which faculty members and students practised several asanas and Pranayams directed by the yoga guru.







## అరోరా పిజి కళాశాలలో యోగా దే ఉత్సవాలు

హైదరాబాద్, ఆదాల్ హైదరాబాద్: అంతర్జాతీయ యోగా దినోత్సవాన్ని పురస్కరించుకొని మూసారాం బాగ్ అరోరా పిజి కళాశాలలో యోగా దే ఉత్సవాలును ఘనంగా నిర్వహించారు. ఆనంతరం కళాశాల ప్రెస్విథిలో మోహన్ కుమార్ మాట్లాడుతూ మనిషి మానసికంగా, శారీరకంగా అన్ని

రకాలుగా ఉన్నతీని సాధించడానికి యోగా మంచి మార్గంగా పనిచేస్తుందన్నారు. మనసు మన ఆదీనంలో ఉంటే అన్ని రంగాల్లో విజయం సాధించవచ్చన్నారు. కళాశాలలో విద్యార్థులచే యోగాసనాలు చేపించారు. ఈ కార్యక్రమంలో అసోసియేట్ ప్రొఫెసర్ రామిశెట్టి భద్రారావు, అధ్యాపకులు, విద్యార్థిని, విద్యార్థులు పాల్గొన్నారు.

## SWACHHATA PAKWADA

Swachhata Pakhwada was started in April 2016 with the objective of bringing a fortnight of intense focus on the issues and practices of Swachhata. In regard to this, the college in association with NSIC, conducted Swachhata Pakwada. The faculty and students along with NSIC representative, Mrs. Vani participated in the event and contributed towards the well being of the nation.



**JULY 2018**

## **ED CELL ACTIVITIES**

### **MOU WITH BHARATIYA YUVA SHAKTHI TRUST( BYST):**

The College has signed a Memorandum of Understanding with Bharatiya Yuva Shakthi Trust (BYST), Hyderabad on 26<sup>th</sup> July, 2018.

BYST is an expansion path to foster a nation-wide mentoring movement through business volunteering, specifically to turning job seekers into job creators and to become a role model for Youth Entrepreneurship Development through Mentoring.



## **MENTOR ONLINE TRAINING PROGRAM**

Ms Renu Bala and Ms. K. Padma Kiran, Coordinators of the ED Cell, were formally inducted into BYST as Associate Mentors and attended the 'Mentor

Online Training Programme' at BYST on 20<sup>th</sup> July, 2018.



## FORMALLY INDUCTED INTO BYST AS ASSOCIATE MENTOR



## SOUTH EAST CHAPTER MEETING

**AUGUST 2018**

### **LIBRARY DAY**

Lt. S.R. Ranganathan, eminent mathematician and Father of Library. This year it was celebrated on 13<sup>th</sup> August 2018. The chief coordinator of the event and Chief Librarian, Mrs. T. Vijaya Sree spoke about the developments in the college library.



and informed about EBSCO and other software that can be utilized for all literary purposes.



## INDEPENDENCE DAY

The college celebrated the 72<sup>nd</sup> Independence Day on 15<sup>th</sup> August 2018. The staff and the students saluted the National Flag that was unfurled by the Director, Dr.. B. Mohan Kumar. . The Staff and Students sang patriotic songs to mark the occasion.



## **VARALAKSHMI PUJA**

This year lady faculty members performed Varalakshmi Puja on 17<sup>th</sup> August 2018 to seek the blessings of the Goddess and prayed for the well-being of College and self.



## **A WEEK ORIENTATION PROGRAM FOR MBA AND MCA 1<sup>ST</sup> YEAR STUDENTS**

The orientation for students this time turned out to be a lot more elaborate and comprehensive. A seven day orientation program was chalked out culminating in an integrated grand Finale – **Alaap** at RTC Kala Bhavan on 31/08/2018. A lot of effort was put up by the top management in planning the entire schedule to precision. This orientation definitely turned out to be a gala event.

### **Day – 1: 23/08/2018**

Inauguration of the event by formal rendition of Ganapati stotra and lighting of the lamp. The Director, HODs of both MBA and MCA Department gave a welcome address, introduced the faculty members and explained about the college rules and regulations.

### **Day – 2: 24/08/2018**

This day was packed with lectures from eminent guest, Dr.Anil Kumar Saxena, former trainer at the IPS academy, Mr.Krishna Prasad and Mr.Naved Aslam from Fitness club.

The session was followed by orientation on English proficiency by Ms.Shailaja, faculty of MBA Department.



### **Day – 3: 25/08/2018**

This day had individual sessions on Operation Research, Mathematics for commerce students and Accounting and Economics for non-commerce students.



The afternoon session emphasized the need for physical and mental fitness through Yoga, Gym visit and Zumba Dance for the freshers.



#### **Day – 4: 26/08/2018**

A Thanda( tribal village) visit was planned on this day along with students and few faculty members to Errachetuthanda near Bibinagar. A short survey about the people's lifestyles was conducted by the freshers. A nearby temple at Ghatkesar was also a stopover on this day.



### **Day- 5: 27/08/2018**

An orientation on human values was given on 5<sup>th</sup> day of orientation by Art of Living Foundation and Ramakrishna Mutt. Mr. Aditya Kabra and his team from Art of Living enlivened the session by meditation techniques and Mr. T. R. Ganesh from Ramkrishna Mutt gave a very thought provoking speech on human excellence.

Literary activity was also conducted at the library.



The afternoon session was the most awaited session as the freshers had a chance to showcase their creativity. Students were selected based on the creative test results and asked to showcase their talent.





## Day -6: 28/08/2018

Debate, role play and skit were the main theme of the morning session



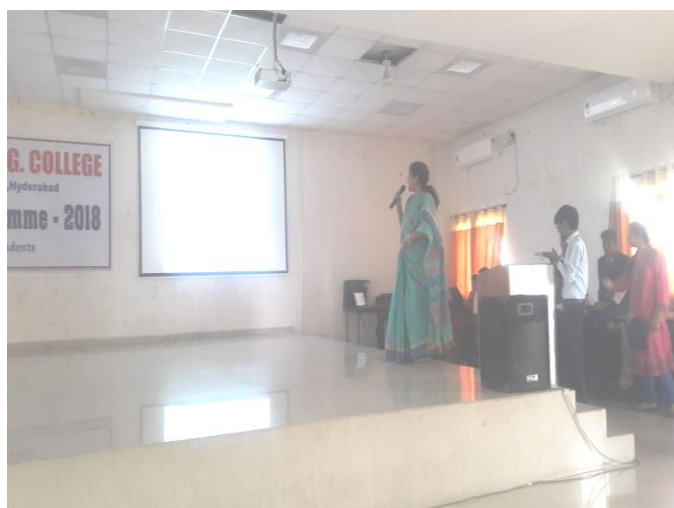
Sports was the main theme in the afternoon. Indoor and Outdoor games competition were conducted and many freshers enthusiastically took part.





## **Day -7: 29/08/2018**

A comprehensive introduction to what is in store for them in the classrooms was given by faculty members. Introduction to teaching learning methodologies, evaluation system, academic regulations, and code of conduct, project orientation, ED Cell activities, NSS activities, Cultural activities and Placement activities was scheduled and implemented successfully which was well received by the students. We also had Dr. Ashritha (Dietician) emphasizing on nutrition and diet for the students.



## **ALAAP2018**

ALAAP 2018 was conducted on 31st August, 2018 for the New Batch MBA & MCA students at RTC Kalabhavan, Baghlingampally. Dignitaries for the day were Chief Guest Dr. Janardhan Reddy, IAS, Commissioner, HMDA. Distinguished guest Mr. Sreenivasan, Executive Vice President (HR), KMV Group, Eminent Guest Mrs. Balaji Veeramaneni, Chairperson, BYST, Speaker of the Day Sri Parasuram, Movie Director, Tollywood, (Geeta Govindam Fame),



Guest of the day Sri Sushanth Anumolu, Film Actor, Tollywood, Special Guest Sri Priya Darshi, Film Actor, Tollywood along with Dr. Raja Babu Nimmatoori, Secretary, Aurora Group, Ramesh Babu Nimmatoori Chairman, Aurora Group, Mr. N. Raghunaga Prabhakar, Placement Director, Aurora Group, Directors of three post graduate colleges, HODs, Teaching and Non-teaching staff, students along with their parents.



**IN NEWS:**

## ఉద్యోగాలు ఇచ్చేస్థాయికి ఎదగాలి : శ్రీనివాసన్



కళాశాలకు చెందిన సావనీర్ను అవిమృదిస్తున్న శ్రీనివాసన్, నిమ్మటూరి రమేష్బాబు, వీరమనేని బాలాజీ తదితరులు

చిక్కడపల్లి, ఆగస్టు 31 ప్రభాతవార్త: ఉద్యోగుల కోసం వెతుక్కునే బడులు ఉద్యోగాలు ఇచ్చేస్థాయికి ఎదగాలని కెపిఎి గ్రూప్ సంస్థ ఎగ్జిక్యూటివ్ ఉపాధ్యక్షుడు(హెచ్ఆర్) శ్రీనివాసన్ అన్నారు. శుక్రవారం బాగేలింగపంపల్లి ఆర్ట్స్ కళ్యాణమంటపంలో ఆరోరా వీజీ కళాశాల(రామంతాపూర్, ఉప్పల్, మూసారాంబాగ్) ఆధ్వర్యంలో ఆలాప్ పేరుతో ఇండక్షన్ కార్యక్రమం జరిగింది. ఈ కార్యక్రమంలో ప్రత్యేక ఆహ్వానితులుగా పాల్గొన్న శ్రీనివాసన్ మాట్లాడుతూ ఉద్యోగాల కోసం వెతకడం మానేసి 100 మందికి ఉద్యోగాలిచ్చే స్థాయికి రావాలన్నారు. ఔత్సాహిక మహిళా పారిశ్రామికవేత్తల సంఘం ప్రమోటర్, స్ట్రాటజీక్ ప్లానింగ్ కమిటీ(బివైఎస్సీ) చైర్మన్ బాలాజీ వీరమనేని మాట్లాడుతూ విద్యార్థిని విద్యార్థులు తల్లిదండ్రులను, గురువులను గౌరవించాలని, అలోచనా విధానాన్ని మార్చుకోవాలన్నారు. ఎవరో రావాలనీ, ఏదో సహాయం చేయాలని ఆశించకుండా అందుబాటులో ఉన్న సాంకేతిక పరిజ్ఞానాన్ని ఉపయోగించుకునేందుకు ప్రయత్నించాలన్నారు. సీసీసీటుడు అనుమోలు సుశాంత్ మాట్లాడుతూ విద్యార్థులు సమయాన్ని వృథా చేయకుండా, వచ్చిన అవకాశాలను సద్వినియోగం చేసుకోవాలన్నారు. ఆరోరా విద్యాసంస్థల కార్యదర్శి డాక్టర్ నిమ్మటూరి రమేష్బాబు మాట్లాడుతూ భారతీయ పారిశ్రామికవేత్తలు తమ ఉత్పత్తులను అంతర్జాతీయస్థాయిలో సాంకేతిక పరిజ్ఞానాన్ని, నాణ్యతను తలదన్నేలా అభివృద్ధి చేశారన్నారు. ఆ విధంగా భారతీయ ఉత్పత్తులను కొని వాటిని ప్రోత్సహించి భారతీయ ఆర్థిక వ్యవస్థను మెరుగు పరచాలన్నారు. కార్యక్రమంలో ఆరోరా విద్యాసంస్థల వైస్ చైర్మన్ ఆనుదీప్ ఆరోరా, రామంతాపూర్, మూసారాంబాగ్, ఉప్పల్ ప్రీన్సిపాల్స్ డాక్టర్ ఎం.మధువి, డాక్టర్ బి.మోహన్కుమార్, డాక్టర్ రాజవర్ధన్రెడ్డి పాల్గొన్నారు.

## ఉద్యోగాలు ఇచ్చేస్థాయికి ఎదగాలి



మన తెలంగాణ/మహారాష్ట్ర : ఉద్యోగం కోసం వెతుక్కునే బడులు ఉద్యోగాలు ఇచ్చేస్థాయికి ఎదగాలి కెపిఎి గ్రూప్ సంస్థ ఎగ్జిక్యూటివ్ వైస్ ప్రెసిడెంట్ శ్రీనివాసన్ అన్నారు. శుక్రవారం బాగేలింగపంపల్లి ఆర్ట్స్ కళ్యాణమంటపంలో ఆరోరా వీజీ కళాశాల (రామంతాపూర్, ఉప్పల్, మూసారాంబాగ్) కాలం సందర్భంగా ఆలాప్ పేరుతో ఇండక్షన్ కార్యక్రమం జరిగింది. ఈ కార్యక్రమంలో ప్రత్యేక ఆహ్వానితులుగా పాల్గొన్న శ్రీనివాసన్ మాట్లాడుతూ ఉద్యోగాల కోసం వెతకడం మానేసి 100 మందికి ఉద్యోగాలిచ్చే స్థాయికి రావాలన్నారు. ఔత్సాహిక మహిళా పారిశ్రామిక

తల సంఘం ప్రమోటర్, స్ట్రాటజీక్ ప్లానింగ్ కమిటీ ( బివైఎస్సీ) చైర్మన్ బాలాజీ వీరమనేని మాట్లాడుతూ ఎవరో ఏదో సహాయం చేయాలని ఆశించకుండా అందుబాటులో ఉన్న సాంకేతిక పరిజ్ఞానాన్ని ఉపయోగించుకునేందుకు ప్రయత్నించాలన్నారు. విద్యార్థి, విద్యార్థులు తల్లిదండ్రులను, గురువులను గౌరవించాలన్నారు. అలోచనా విధానాన్ని మార్చుకోవాలన్నారు. సీసీసీటుడు అనుమోలు సుశాంత్ మాట్లాడుతూ విద్యార్థులు సమయాన్ని వృథా చేయకుండా, వచ్చిన అవకాశాలను సద్వినియోగం చేసుకోవాలన్నారు. కెరీర్ను ఎంచుకుని అందులో ఉన్న శిఖరాలను చేరుకోవాలని ప్రయత్నించాలన్నారు. ఆరోరా విద్యా సంస్థల కార్యదర్శి డాక్టర్ నిమ్మటూరి రమేష్బాబు మాట్లాడుతూ భారతీయ పారిశ్రామికవేత్తలు తమ ఉత్పత్తులను అంతర్జాతీయ స్థాయిలో సాంకేతిక పరిజ్ఞానాన్ని, నాణ్యతను తలదన్నేలా అభివృద్ధి చేశారన్నారు. ఈ కార్యక్రమంలో ఆరోరా విద్యా సంస్థల వైస్ చైర్మన్ ఆనుదీప్ ఆరోరా, రామంతాపూర్, మూసారాంబాగ్, ఉప్పల్ కళాశాల ప్రీన్సిపాల్స్ డాక్టర్.ఎం.మధువి, డా.అనుదీప్, డాక్టర్ రాజవర్ధన్రెడ్డి తదితరులు పాల్గొన్నారు. ఈ సందర్భంగా విద్యార్థి, విద్యార్థులు నిర్వహించిన సాంస్కృతిక కార్యక్రమాల అందరినీ ఆకట్టుకున్నాయి.

## ఉన్నత లక్ష్యాలతో విద్యనభ్యసించాలి

• ఆరోరా విద్యాసంస్థల చైర్మన్ రమేష్ బాబు

నవతెలంగాణ- రాంసగర్

ఉన్నత లక్ష్యాలతో విద్యనభ్యసించిస్తున్నారే అనుకున్న లక్ష్యాలను చేరుకోవాలని ఆరోరా విద్యాసంస్థల చైర్మన్ నిమ్మటూరి రమేష్ బాబు అన్నారు. బాగేలింగం పల్లిలోని ఆర్ట్స్ కళ్యాణమంటపంలో రామంతాపూర్, మూసారాంబాగ్, ఉప్పల్ ఆరోరా వీజీ కళాశాలల సంయుక్త ఆధ్వర్యంలో ఇండక్షన్ డే కార్యక్రమాన్ని శ్రీకృష్ణారం నిర్వహించారు. ఈ కార్యక్రమానికి ముఖ్యఅతిథిగా హాజరైన రమేష్ మాట్లాడుతూ భారతీయ పారిశ్రామికవేత్తలు తమ ఉత్పత్తులను అంతర్జాతీయ స్థాయి సాంకేతిక నైపుణ్యాన్ని, నాణ్యతను తలదన్నేలా అభివృద్ధి పరచాలన్నారు. మనమంతా దేశ ఉత్పత్తులను వాడి ఆర్థిక వ్యవస్థను మెరుగుపరచాలని సూచించారు. అనంతరం సీసీ సటుడు సుశాంత్ మాట్లాడుతూ మీకు నచ్చిన



అంకాన్ని ఎంచుకుని ఉన్నత శిఖరాలను అదిలోహించాలని విద్యార్థులకు సూచించారు. ఈ కార్యక్రమంలో కెపిఎిఎల్ హ్యూటీవ్ వైస్ ప్రెసిడెంట్ శ్రీనివాసన్, భారతీయ యువశక్తి డ్రస్ట్ స్ట్రాటజీక్ ప్లానింగ్ కమిటీ చైర్మన్ బాలాజీ వీరమనేని బాలాజీ, ప్రముఖ సీసీ దర్శకులు పరశురామ్, వివేక్ సాగర్, ఆరోరా విద్యా సంస్థల సిబ్బంది, విద్యార్థులు, తల్లిదండ్రులు పాల్గొన్నారు.



**SEPTEMBER 2018**

## **MSME NATIONAL CONVENTION**

Mr. Nagarjuna, Mr. Ganeshwar and Ms. Gowri Deshpande participated in the 8<sup>th</sup> MSME National Convention – Innovative Solutions to Disruptions for MSME conducted by AIMA on 6<sup>th</sup> September, 2018 at KLN auditorium, Red Hills.



## **ED CELL ACTIVITIES**

### **BYST MENTOR MENTEE GET TOGETHER**

Ms. Renu Bala and Ms. Padma Kiran participated in the Mentor-Mentee Get Together Organized by BYST at Mechanical Department, Osmania University on 28th September, 2018.



## **CAMPUS ACTIVITIES**



## **TEACHER'S DAY CELEBRATIONS**

Teacher's Day was celebrated on 5<sup>th</sup> September Dr. Sarvepalii Radhakrishna .

The Students celebrated Teacher's Day with a lot of fun, frolic and exuberance. The students felicitated all the faculty members for their contribution and arranged few interesting games during the event. The celebration had various performances from the students.



## **GANESH CHATURTHI CELEBRATIONS**

Ganesh Chaturthi was celebrated on 13<sup>th</sup> September 2018 with great devotion to invoke the blessings of Lord Ganesha who is the remover of obstacles and bestower of wisdom. The college celebrated Ganesh festival with a great fervour. The students and faculty worshipped Lord Ganesha to awaken the consciousness and seek positive vibrations.



## **CAMPUS RECRUITMENT TRAINING (CRT) PROGRAM**

College framed a model of CRT Program of 10 sessions beginning from 27 September, 2018 to 12th October, 2018 in which well experienced and specialized CRT Trainers explained the thoroughly researched and well prepared course with company specific paper pattern. They trained the students to write the aptitude tests, face interviews confidently and talk relevantly in GDs.



**OCTOBER 2018**

**FACULTY ACHIEVEMENTS**

Mr R. Bhadra Rao was honoured with ‘Best Professor the Year’ award by Tutor’s Pride on 2<sup>nd</sup> October 2018 at Hotel Trident, Hitech City, Hyderabad. The Chief Guest of the Award Ceremony was Sri. K. Rosaiah, former Chief Minister of A.P and Governor of Tamil Nadu.





## **CAMPUS ACTIVITIES**

### **Political Research Project in Collaboration with Vox Populi from 30<sup>th</sup> October 2018 to 5<sup>th</sup> November 2018**

Mr. Satya Bonala, Director of Vox Populi -Delhi was the Resource person who has over 22 years of market research experience, both on the supplier and buyer side & specialises in consumer quantitative research and B2B research. Over 100 students of MBA participated in the Live Political Research Project conducted by Vox Populi.

The students were led by 6 enthusiastic and efficient Team leaders- K. Lavan Kumar, G. Pradeep Reddy, Naresh Kumar, Vaishnavi, Ch. Ashwin and Syed Rehman. Around 1800 surveys were successfully carried out in 6 days for which all the Students were given due remuneration and Appreciation Certificates.

Faculty Coordinators of the pre-poll survey and Political Research Project were Dr. Abhilasha Srivastava and Ms. K. Padma Kiran.



### **ED CELL ACTIVITIES :**

Deeksha and Aishwarya of MBA III Semester attended one month programme on Entrepreneurship Development for Science and Technology Graduates at NI-MSME, Yousufguda, Hyderabad from 10<sup>th</sup> Sep'18 to 6<sup>th</sup> Oct'18.

### **NSS ACTIVITIES:**

#### **SWACHH BHARATH CAMPAIGN**

As part of Swachh Bharath Campaign, the NSS wing of the college conducted a Clean and Green activity on 2<sup>nd</sup> October, 2018. In this regard, the students of MBA I & II Year cleaned the MGBS Metro Station.





## **NSS - KANTI VELUGU**

The NSS wing of the College in collaboration with Telangana Government, conducted **KANTI VELUGU**- A free Eye check-up campaign in the college on 3<sup>rd</sup> & 4<sup>th</sup> October, 2018.

All the faculty, staff and students along with the local public participated in the campaign and made it a huge success.



## **2K RUN – 7<sup>TH</sup> OCTOBER, 2018**

Aurora is always in the forefront to promote healthy note of social responsibility to bring in awareness program and to educate the causes and remedies to the cancer.

We were a part of

2 K run to join the fight against the cancer at Necklace Road.

Students in good number participated in the run and stood for the cause.





## **BATHUKAMMA CELEBRATIONS:**

Bathukamma is a beautiful flower stack, arranged with different unique seasonal flowers, most of them having medicinal values, in seven concentric layers in the shape of a temple Gopuram. Goddess Maha Gauri is worshipped in the form of Bathukamma. It represents the cultural spirit of Telangana

Bathkamma Celebrations were conducted on 8<sup>th</sup> October, 2018 at Aurora's P.G College. All the Faculty, Non-teaching Staff, Students took part in the celebrations with lots of spirituality and enthusiasm. MCA I year students were awarded with the best Bathukamma award.





గంగమ్మ గౌరమ్మ కోల్..గువ్వాలాదంగా కోల్.

గంగమ్మ గౌరమ్మ కోల్..అంటూ విద్యార్థులు బతుకమ్మ ఆదారు. నగరంలోని ముసారాంబాగ్ లోని అలోరా పీజీ కాలేజ్ విద్యార్థులు తంగేడు, చామంతి, గుమగు, బంతి స్థూలను సేకరించి, బతుకమ్మలను సేర్పి పాటలు పాడుతూ బతుకమ్మ ఆదారు. దీంతో కాలేజ్ లో పెండుగ వాణాపరం నెలకొంది.



## NSS - FIGHT FOR CORRUPTION

An anti Corruption programme was conducted by Youth for Anti Corruption on 12<sup>th</sup> October, 2018 at AIMA on fight against corruption which was attended by MCA students.



### **BAJAJ FINANCE INTERNSHIP TALK**

An Internship introduction session was conducted by Bajaj Finance for MBA I Sem students on 13<sup>th</sup> October, 2018, with regard to summer internships.

### **GUEST LECTURE ON 24<sup>th</sup> OCTOBER, 2018.**

A guest lecture on 24<sup>th</sup> October, 2018 was given by Mr. Surya Prakash Mohapatra, Global Head – Talent Transformation, Wipro BPS. The topic of the lecture was – **How to become a future Manager.**



**NOVEMBER 2018**

**FACULTY ACHIEVEMENTS:**

- Ms. V.Sravani Chari, Associate Professor (MBA) published paper on ‘The Role of Eco labels on Consumers’ purchase Intention-A Study with respect to Electronic Home Appliances’ in International Journal For Research in Engineering Applications & Management(IJREAM)
- Mr. Gnaneshwar, Assistant Professor (MBA) published paper on ‘Study on Employee Retention Strategies’ in Asia Pacific Journal of Research.

**SAMAROH**

Samaroh,,a Mini Convocation was conducted on 2<sup>nd</sup> November, 2018 at Shilpa Kala Vedika, Madhapur, Hyderabad for all the passed out students and Gold medals were awarded to Toppers. All the College toppers from MBA and MCA were duly appreciated with medals and certificates.







## **FACULTY DEVELOPMENT PROGRAMME -INVESTOR AWARENESS PROGRAM**

FDP on ‘Investor Awareness’ was conducted by Stock Holding Corporation of India Ltd for the faculty members on 30<sup>th</sup> November, 2018. The Resource persons were Ms Sailaja- Area Manager, Mr. D Samson – Branch Manager, Ms Rehna and Ms Komal -Executives of SHCIL. The Resource persons created awareness of custodial and post trading services, depository services and various investment avenues. The FDP was coordinated by Ms. K. Padma Kiran and three student Coordinators- K.Lavan Kumar, Nilesh Jain and Chandrakanth.



## **GUEST LECTURE**

On 28<sup>th</sup> November, 2018, guest lecture on Stock Mind was conducted in the college for MBA I students by Mr. Ashish Anand, ICICI securities, Somajiguda. Stock Mind is a stock market related game where one can buy and sell shares on a virtual basis.



## **LIBRARY WEEK CELEBRATIONS:**

Our College Library celebrated the National Library Week from 14<sup>th</sup> to 20<sup>th</sup> November 2018 in the honour of Shri I.V Ramanayya who is recognised as the “Architect of Public Library Movement in India”.

In connection with this celebration, various competitions like Sudoku, Cross word Puzzle, Story writing and quiz were conducted for Students.





## **TRADITIONAL DAY:**

Fresher Day in any college is an event which every student eagerly awaits from the time of their admissions. Seniors of the college organized 'Fresher Day' on 23rd November 2018 with the theme of 'Traditional Wear'. The students came in traditional attire and participated in various events like Mr. & Miss. Fresher, Best Attire, and Best Personality etc.

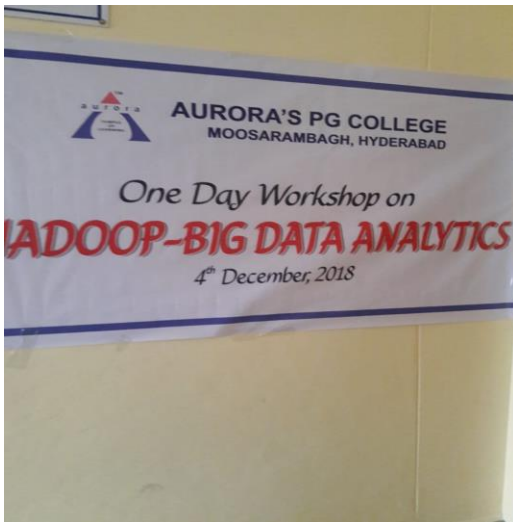


**DECEMBER 2018**

## **WORKSHOP ON BIG DATA FOR MCA STUDENTS**

A one day workshop for MCA students was organized on 4<sup>th</sup> December, 2018 on Hadoop- Big Data Analytics.

Mr. Kiran was the resource person . Students were provided with hands on practical exposure to the concept. The workshop was cordinated by MCA HOD, Mrs P. Arpitha and other faculty members of MCA. Students were provided with certificates for the workshop.



## **FACULTY DEVELOPMENT PROGRAME ON DATA ANALYSIS AND INTERPRETATION**



A One week FDP was conducted for the MBA faculty members of the college on Data Analysis and Interpretation. The Resource person, Mr. G.N. Satish Kumar- HOD MBA delivered lectures in the morning session followed by practical in the afternoon session.

The faculty members were taught the basics of SPSS software and its application in various statistical tests for analyzing and interpreting the data.





**JANUARY 2019**

## **FACULTY ACHIEVEMENTS**

- MBA faculty Ms. K. Padma Kiran secured admission into Ph.D programme in K.L University, Vijayawada, A.P
- Ms. Renu Bala attended International Conference at Vignan Jyothi Institute of Management, Hyderabad on 4<sup>th</sup> and 5<sup>th</sup> January 2019 and presented a paper titled, 'Factors Determining YTM of Commercial Paper in the Indian money market'.



## **PLACEMENT NEWS:**

The following students have been placed in various companies in the campus placement drives conducted in the month of January, 2019. The college wishes them good luck and success in their future endeavours.

S.NO	HALL TICKET NUMBER	NAME	COMPANY
1	2122-17-672-042	FARAZ BIN ABDUL KHADER	VIBRANT FORD
2	2122-17-672-	SHIVANI	IBM

	083	THAKUR	
3	2122-17-672-022	ANNET MARY SAM	IBM
4	2122-17-672-133	BALIJEPAI LAKSHMI MAANASA	IBM

- From MCA Department, G. Pradnya and Kiran got placed in Tech Mahindra and V. Mayur in IConcept Software Technology.

### **REPUBLIC DAY CELEBRATIONS:**

The 70<sup>th</sup> Republic Day was celebrated with gaiety and patriotic fervour. The Indian Flag was hoisted by the Director of the college followed by speeches and patriotic songs. The teaching fraternity of the college expressed their pride to be a part of nation building and the development of youth that represent the future of the country. They also said that they will relentlessly strive to mould future citizens of the country.





## **GUEST LECTURE ON ‘AWARENES PROGRAM ON COMMODITY DERIVATIVES’ by MCX**

An Awareness program on Commodity Derivatives was organized on 28th, January 2019, by MCX. Students were enlightened on the basics of Commodity market and its trends.







## **ED CELL ACTIVITIES**

### **Entrepreneurship Development Programme on Financial Products & Services at NI-MSME**

15 Students from ED Cell got selected to attend the 15 days programme on Financial Products and Services sponsored by Tata Capital in association with Udyog Wardini Shikshan Sanstha at Ni-MSME from 30<sup>th</sup> January 2019 to 15<sup>th</sup> February 2019. The EDP was a great source of enhancement of knowledge not only about financial products and services but also on entrepreneurship development and personality development. The Students presented their Business Plan and also visited the National Stock Exchange Hyderabad.



**FEBRUARY 2019**

### **NSS ACTIVITY**

#### **Cancer Awareness Walk on 3rd February 2019**

With an aim to increase understanding, early detection and survival of cancer among people in the city, a cancer awareness 5 km walk was organized on February 3<sup>rd</sup>, 2019 by Yashoda Hospital, Malakpet. All the student-participants under the the



able guidance and leadership of Mr. R. Bhadra Rao had actively participated in the walk.



## **BYST - ENTREPRENEUR ORIENTATION PROGRAMME**

ED Cell on 4<sup>th</sup> February 2019 in collaboration with Bharathiya Yuva Shakti Trust (BYST) conducted Entrepreneurship Development Programme to foster entrepreneurship, encourage and guide students towards self employment and turn them from job seekers to job creators.

The orientation session was conducted by Resource person- Mr Sudheer Chowdhary, South East Chapter Chairman of BYST who spoke at a great length on the platform for empowering youth to turn their business ideas into profitable enterprises which included from idea generation to business plan execution. He also explained about BYST model and its Mentoring program.





## **NSS CELL ACTIVITIES**

### **TRAFFIC AWARENESS PROGRAM**

As part of National Road Safety Week, an awareness program on road safety and traffic rules and regulations was organized on 8th February, 2019 by Malakpet Traffic Police and NSS Cell Faculty Coordinator, Mr. Bhadra Rao. Mr. Muthu, Traffic Inspector, Malakpet, addressed the students and briefed about the importance of wearing helmet and seat belt while driving. Road Safety week is a National event aimed at raising public awareness, traffic rules and ultimately to reduce casualties due to road accidents.



## **IBM WATSON ANALYTICS WORKSHOP**

The college conducted the IBM Watson Analytics Workshop for MBA Students on 12 & 13<sup>th</sup> February. The resource person highlighted the significant usage of Watson analytics which would enable the students to work on their Projects.



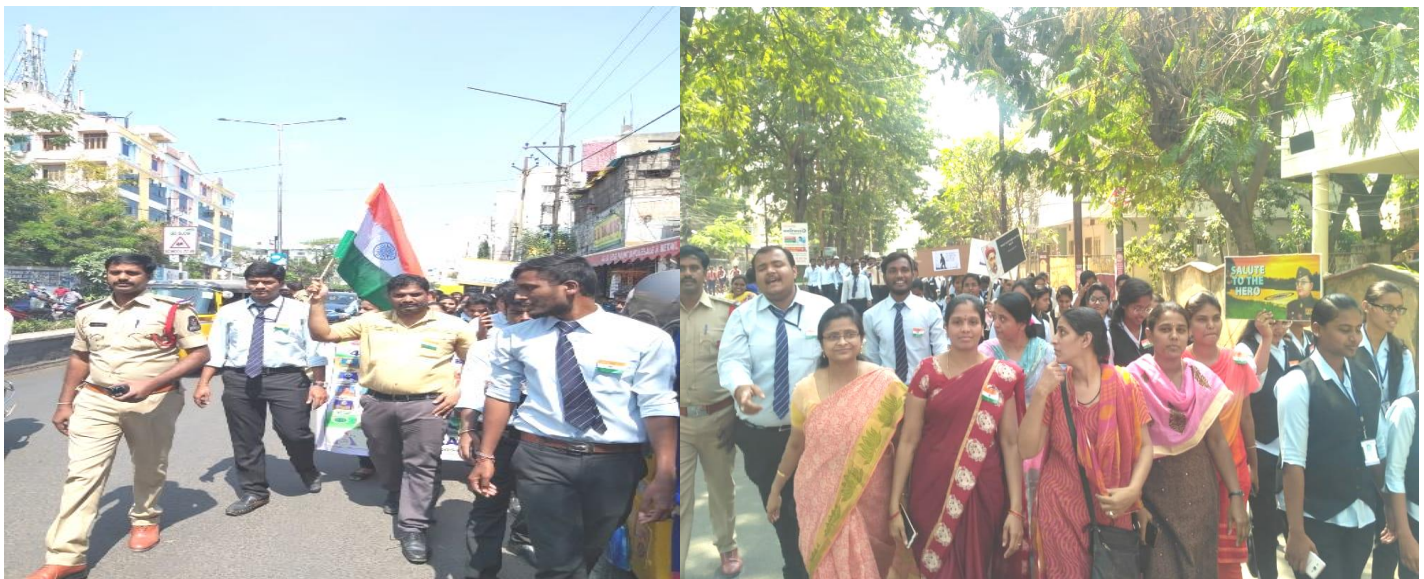
## **NSS ACTIVITIES**

### **RALLY PROTEST AGAINST THE PULWAMA TERRORIST ATTACK ON CRPF JAWANS**

The college organized a rally on 19<sup>th</sup> February to protest against the terrorist attack on CRPF Jawans on 14<sup>th</sup> Feb at Pulwama District, Jammu & Kashmir which resulted in Martyrdom of 44 Soldiers due to suicide bombing of the attacker Adil Ahmadpur.

Aurora family paid their homage to the Soldiers by lighting candles. The Staff and Students took part in the Peace Rally to mark their respect to the soldiers who sacrificed their lives.





## **INDUSTRIAL VISIT TO ALF ENGINEERING LIMITED**

The students of MBA II Semester visited ALF Engineering Limited, Zaheerabad, on 24<sup>th</sup> February 2019.

ALF Engineering limited is a leading OE manufacturer of Automotive Chassis and hydro formed components for automotive industry. It also manufactures and supplies assemblies and parts for suspensions –both front and rear. The visit was coordinated by faculty members Mr. Nagarjuna Rao and Dr. Mustafizul Haque.



**MARCH 2019**

## **CAMPUS ACTIVITIES**

### **CAREER GUIDANCE PROGRAM**

Aurora is a temple of learning which leaves no stone unturned to guide the students in their higher education pursuits. Aurora's P.G College, Moosarambagh collaborated with HSM group, a leading Global Immigration Consultants to impart prospects of higher education in Canada. HSM highlighted the free assessment, legalities of immigration, work permit, study programs and family sponsorships.



Students were introduced to 15 job profiles which are in demand in Canada that are waiting to be filled right now.



### **GUEST LECTURE ON FINANCIAL MARKETS**

The Resource Person - Praveen Kumar a qualified Chartered Accountant with 14 years of experience in training & practicing in the area of Financial Markets from Planet Finance gave an extensive lecture covering Equity Markets, Currency Markets, Derivatives Markets, Bond Markets and Mutual Funds. Mr. Praveen also focused on scope and areas of live projects especially for the finance students.





## ED CELL ACTIVITIES

### NI-MSME WORKSHOP ON GST

The students of MBA I year attended a 3 day workshop on GST Training conducted by NI-MSME from 27<sup>th</sup> Feb'19 to 1<sup>st</sup> Mar'19.

The workshop helped students to get acquainted with the fundamentals of GST, its application, scope and practicality.





## **SOLAR ENTREPRENEURSHIP DEVELOPMENT PROGRAMME**

S. Srinath, B. Anirudh and K. Sahithi from ED Cell participated actively in 15 days Solar Entrepreneurship Development Programme at Ni-MSME from 5th March 2019 to 21<sup>st</sup> March 2019. The main objective of the EDP was to share the best practices, latest technologies, Government schemes and various business opportunities available in Solar Energy sector to reduce the overall carbon emissions and create better environment.



## **BUSINESS PLAN COMPETITION**

Business Plan is very vital for the success of any business. The Business Plan competition for MBA & MCA I year Students which is one of the 'Iconic' events of Aurora was conducted on 27<sup>th</sup> March, 2019.

Mr. Shakir Ali, a Digital Entrepreneur and CEO of Cosmicvent Software Pvt. Ltd graced the occasion and acted as one of the judges for the competition along with MBA & MCA HODs. The teams which participated in the competition with their innovative business ideas were judged on various parameters







### **ANNUAL MENTOR-MENTEE MEET OF BHARATIYA YUVA SHAKTHI TRUST (BYST) AT NI-MSME, HYDERABAD**

The Annual Mentor-Mentee Meet of BYST was conducted at Ni-MSME on 22<sup>nd</sup> March 2019. Mentors play a crucial role in this institution. They form the backbone of the BYST model. Over 4,800 mentors, with diverse backgrounds such as finance, marketing, management, administration etc., voluntarily come together to ignite and promote the spirit of entrepreneurship amongst thousands of young job seekers in India. Ms. K. Padma Kiran, ED Cell Coordinator attended the AGM.



**APRIL 2019**

### **NSIC Workshop for MBA 1<sup>st</sup> year Students**

One day workshop was conducted to enhance students' ability to select viable MBA Projects related to Finance, H.R, Marketing. The Resource person suggested a few Project topics to work on. Around 60 students attended the workshop at Kapra, ECIL Hyderabad.





## **NOTE OF GRATITUDE AND APPRECIATION**

**As we express gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.**

**John F. Kennedy**

I am happy to state that the college has positioned itself as “The Most desirable campus to study professional courses.” I would like to personally thank Shri N. Raja Babu, Chairman-Aurora Consortium; Dr. Ramesh B. Nimmatoori, Secretary-Aurora Consortium; and the management of Aurora’s PG College, Moosarambagh for their continued support and for being instrumental in nurturing innovative thoughts and in successfully carrying out our day to day activities.

We owe a deep sense of gratitude to Dr. Raghu Prabhakar for his relentless pursuit in securing placements and internships for our college in this academic year. His dedication, sincerity and admirable work ethics are really worth following. Special thanks are also to Mr. V. Raghavendra, Placement Coordinator of the college for the excellent initiative he has taken during placements.

Thanks are also due to Mr. K.Gnaneshwar, Coordinator for Internships for his perseverance and dynamism in securing good number of internships for MBA students.

I would like to thank the HOD-MBA, Mrs. T.V Ratnavali and HOD-MCA, Mrs. P. Arpita for their unabated support.

I profusely thank the coordinators of NSS, Mr. R. Bhadra Rao and Mr. P. Ram Prasad for instilling the spirit of social responsibility among the students.

A special thanks to the coordinators of ED Cell Mrs. Renu Bala and Mrs. K. Padma Kiran for nurturing and encouraging the students to choose entrepreneurship as a career.

I also sincerely thank all the faculty members for their constant support in all activities of the college. The immense gamut of co-curricular and extra-curricular activities would never have been so successful if not for their tremendous positive attitude and unabated enthusiasm.

I would also like to place on record, my sincere thanks to the following Non-Teaching Staff for their outstanding support in allied activities:

- Mr. Sudhakar Reddy and his team for their excellent support in rendering administrative services
- Ms. T.P.VijayaSree, Librarian and her staff for their exceptional support in gathering and providing information services
- Mr. V. Madhu Kiran for his continuous help and support in computer lab administration and other administrative activities
- Mr. M. Srinivas Kumar for his colossal work-ethic in administrative activities.

Finally, I have to thank, complement and congratulate all our students for their splendid contribution to the sustenance of 'Brand-Aurora' through their hard work, dedication, discipline and professionalism.

Thanks to one and all.