



ANNUAL REPORT ACADEMIC YEAR 2023-2024

The College offers MBA and MCA courses. The academic year 2023-2024 witnessed significant achievements and milestones at the College. This report highlights the key accomplishments and initiatives undertaken by the college during this period.

Academic Excellence: College continued its commitment to academic excellence, with a focus on enhancing teaching methodologies, curriculum development, and student learning outcomes.

Notable achievements include maintaining a high pass percentage in university examinations.

Student Engagement and Development: The College actively engaged students through a wide range of curricular and co-curricular activities aimed at fostering holistic development. Various student clubs, societies, and cultural events provided platforms for students to showcase their talents and develop leadership skills.

Research and Innovation: The College continued to promote a culture of research and innovation among faculty and students. Several research publications in reputed journals and presentations at national and international conferences were done by faculty members.

Community Outreach and Social Responsibility: The College remained committed to its social responsibility by actively engaging with the local community and undertaking various outreach programs. Initiatives such as community service projects, health camps, and environmental awareness drives reflected the college's commitment to making a positive impact beyond its campus.

Collaborations and Partnerships: The college strengthened its international collaborations and partnerships to enhance academic exchange and research collaboration. Memorandums of Understanding (MoUs) were signed with prestigious institutions, providing students with opportunities for industry exposure and collaboration.

Faculty Development and Recognition: The college prioritized faculty development through workshops, seminars, and training programs aimed at enhancing teaching effectiveness and research capabilities. Outstanding faculty members were recognized for their contributions to teaching, research, and service.

SEMINAR ON CURRENT ISSUES IN IPR CONDUCTED ON JUNE 6, 2023 MBA DEPARTMENT

On June 6, 2023, the MBA Department organized a seminar on Current Issues in Intellectual Property Rights (IPR). The event aimed to enhance the effectiveness of IPR management and enforcement, fostering a stronger intellectual property ecosystem. Students were provided with an overview of the latest trends and challenges in IPR, both globally and nationally. Recent changes in IPR laws and policies were discussed in detail, offering insights into how these developments impact various sectors.

The seminar also explored new strategies to tackle pressing issues such as digital piracy, patents, and counterfeit goods. Additionally, participants gained knowledge about emerging trends and potential future developments in the field of IPR, equipping them with a deeper understanding of the evolving intellectual property landscape.

INDUSTRIAL VISIT ON JUNE 15, 2023 - MBA DEPARTMENT

On June 15, 2023, an industrial visit to Infosys was conducted, offering students a first-hand experience of how a leading organization upholds high standards in work ethics, communication, and employee engagement. During the visit, students explored the diverse range of IT services and solutions provided by Infosys, including consulting, digital transformation, and software development. They also observed the use of cutting-edge technologies and tools applied in real-world projects.

The visit provided an invaluable opportunity for students to interact with Infosys professionals, gaining insights into the skills and qualifications essential for a successful career in IT. Additionally, they learned about Infosys's Corporate Social Responsibility (CSR) initiatives and the company's contributions to societal development and sustainability.

The experience bridged the gap between theoretical concepts taught in the classroom and their practical applications in the industry. Students gained exposure to the latest industry trends and innovations. Furthermore, interaction with professionals, entrepreneurs, and experts at T-Hub provided valuable networking opportunities. Beyond success stories, students also learned from the challenges and failures faced by startups, enriching their understanding of the entrepreneurial ecosystem.



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CERTIFICATE PROGRAM ON PEOPLE MANAGEMENT LAUNCHED ON JUNE 16, 2023 - MBA DEPARTMENT

A Certificate Program on People Management was launched on June 16, 2023, aimed at equipping students with essential skills for managing and developing teams in the workplace. The program's key objectives included fostering the ability to mediate team conflicts, enhancing employee engagement, acquiring talent, and building effective teams. It also focused on teaching modern-day tools necessary for successful people management.

By the end of the program, participants were expected to gain valuable insights into team-building strategies and leadership skills, enabling them to handle real-world management challenges, boost workplace success, and create a positive organizational environment.

INTERNATIONAL YOGA DAY ON JUNE 21, 2023 - MBA DEPARTMENT

International Yoga Day, celebrated on June 21, 2023, holds great significance in our college as we embrace the holistic benefits of yoga. This day is dedicated to promoting physical, mental, and spiritual well-being through the practice of yoga. To mark the occasion, our college organizes a variety of yoga sessions, workshops, and demonstrations, all led by experienced instructors. These activities introduce students, faculty, and staff to the core principles and techniques of yoga, including asanas (postures), pranayama (breathing exercises), and meditation.

The aim is to enhance flexibility, relieve stress, improve concentration, and cultivate a sense of inner peace and harmony. International Yoga Day also serves as a reminder of India's ancient tradition and the universal appeal of yoga in promoting overall health and happiness. By celebrating this day, we rejuvenate our body, mind, and soul through yoga, inspiring everyone to embrace a healthier, more balanced lifestyle.



BAKRID ON JUNE 29, 2023 - MBA DEPARTMENT

The college celebrated the Bakrid festival on June 29, 2023, honoring the spirit of sacrifice and obedience to God. The event aimed to deepen participants' faith and devotion through prayers, rituals, and reflections on the story of Ibrahim. It also provided an opportunity for students to gain a deeper understanding and appreciation of the traditions and practices observed in diverse communities.

The celebration encouraged charitable contributions, with many engaging in acts of kindness,



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such as distributing food to the needy, thereby promoting social equity. Overall, the event fostered cultural awareness, helping students appreciate the significance of traditions while promoting respect for diversity within the college community.

CERTIFICATE PROGRAM ON SOCIAL MEDIA MARKETING LAUNCHED ON JULY 10, 2023 - MBA DEPARTMENT

On July 10, 2023, the MBA Department launched a Certificate Program on Social Media Marketing, aimed at equipping students with the skills and knowledge required to navigate the ever-evolving digital landscape. The program's primary objectives were to provide insights into effective social media strategies, content creation, brand building, and the use of various platforms like Facebook, Instagram, LinkedIn, and Twitter for business growth.

Participants were also introduced to analytics tools and techniques for measuring campaign success and optimizing digital engagement. By the end of the program, students were expected to develop proficiency in crafting impactful social media campaigns, enhancing brand visibility, and driving customer engagement, preparing them for dynamic roles in digital marketing.

BONALU CELEBRATIONS ON JULY 17, 2023 - MBA DEPARTMENT

Bonalu was celebrated on July 17, 2023, with great enthusiasm in the college. This traditional Hindu festival, primarily observed in Telangana, especially in Hyderabad, is dedicated to the worship of Goddess Mahakali. As part of the celebrations, students prepared rice cooked with milk and jaggery in brass pots, which were adorned with neem leaves, turmeric, and vermilion. These pots, symbolizing the offering of Bonam, were carried on their heads as an offering to the Mother Goddess, along with bangles and sarees. The event saw active participation from both students and faculty, creating a vibrant and spiritually enriching atmosphere.

WORKSHOP ON BUSINESS PLAN PRESENTATION ON JULY 22, 2023

EDC AND MBA DEPARTMENT

On July 22, 2023, the EDC and MBA Department organized a Workshop on Business Plan Presentation aimed at equipping students with the knowledge, skills, and confidence to create and present impactful business plans. The primary objectives were to help students understand the fundamentals of business planning, encourage critical thinking about market opportunities, competitive advantage, and business sustainability. The workshop provided a platform for participants to present their business plans and receive constructive feedback from peers and industry experts. By the end, students developed well-structured and comprehensive business

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plans, addressing all critical aspects of their business ideas.



MOHARRUM ON JULY 28, 2023 - MBA DEPARTMENT

The celebration of Moharrum was conducted on July 28th, 2023 in the college. Muharram is the first month of the Islamic lunar calendar and holds significant importance for Muslims, especially during the first ten days, culminating in the observance of Ashura. It provided students with meaningful opportunities to engage with the cultural and spiritual aspects of the month. Through educational activities, community service, and creative expression, students deepened their understanding of Muharram's significance and promoted values of compassion, justice, and unity. This program not only enhanced their knowledge but also encouraged active participation in community and cultural awareness initiatives.

CERTIFICATE PROGRAM ON STRATEGIC MANAGEMENT ON AUG 8, 2023 - MBA DEPARTMENT

On August 8, 2023, the MBA Department launched a Certificate Program on Strategic Management, designed to expose students to various perspectives and key concepts in the field of strategic management. The program's main objectives were to help students understand the principles of strategy formulation, implementation, and control within organizations. It aimed to develop students' ability to apply these concepts to solve real-world business problems and master the analytical tools of strategic management.

By the end of the program, students were expected to gain a thorough understanding of strategic management principles, analyze both internal and external business environments, and prepare effective organizational strategies. Additionally, participants learned to devise strategic approaches for managing businesses in a global context, equipping them with essential skills for navigating today's dynamic business environment.

LIBRARY DAY ON AUG 12, 2023 - LIBRARY COMMITTEE AND MBA DEPARTMENT

Library Day was celebrated in our college on August 12, 2023, by the Library Committee and the MBA Department as a tribute to knowledge, exploration, and the joy of learning. This



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special day highlighted the invaluable role libraries play in our academic journey. Various activities were organized to emphasize the importance of libraries as centers of information, research, and intellectual growth.

Students participated in book exhibitions, discovering new titles, genres, and authors. Library tours and orientations were conducted to familiarize them with the vast resources available and encourage regular library use. The celebration included guest lectures, panel discussions, and book readings aimed at promoting literacy and fostering a reading culture within the college community.

Library Day also provided an opportunity to express our gratitude to librarians for their dedication and support in facilitating our academic pursuits. Together, we embraced the joy of reading, explored new ideas, and expanded our horizons through the wealth of knowledge offered by our library.

INDEPENDENCE DAY CELEBRATIONS ON AUG 15, 2023

Independence Day in our college is a solemn yet celebratory occasion, marked by patriotic fervor and a sense of unity among students, faculty, and staff. The campus is adorned with the tricolor flag and patriotic decorations, creating an atmosphere of national pride and reverence. The day begins with the hoisting of the national flag, followed by the singing of the national anthem and speeches that commemorate the sacrifices of freedom fighters and the significance of independence.

Cultural performances, including patriotic songs, dances, and skits, showcase the rich cultural heritage of our nation. Additionally, students participate in various activities such as essay competitions, debates, and quizzes centered around the themes of freedom, democracy, and nation-building. Independence Day in our college serves as a reminder of the values of liberty, equality, and fraternity, inspiring us to contribute positively to the progress and prosperity of our nation.

WORKSHOP ON ENTREPRENEURSHIP AWARENESS ON AUG 23, 2023 - EDC AND MBA DEPARTMENT

The Entrepreneurship Development Cell organized a Workshop on Entrepreneurship Awareness on August 23, 2023, targeting students from the MBA and MCA programs. The primary objective of the workshop was to raise awareness about various facets of entrepreneurship as a viable career option. The initiative aimed to instill fundamental concepts and key principles of entrepreneurship among students.

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Key highlights of the workshop included discussions on successful entrepreneurs' stories, common challenges faced by entrepreneurs, and insights into securing grants, funding, and loans from banks and agencies. Additionally, the workshop focused on improving communication skills to enhance interactions and achieve better results in entrepreneurial endeavors.

The program concluded with a Q&A session, allowing participants to seek clarifications and share their thoughts, followed by a feedback session to gather insights for future improvements. Overall, the workshop provided valuable knowledge and inspiration, encouraging students to consider entrepreneurship as a viable and rewarding career path.

GANESH CHATURATHI CELEBRATIONS ON AUG 31, 2023

In our college, we embrace eco-friendly celebrations, especially during the Ganesh Chaturthi festival. Our approach focuses on sustainability and environmental consciousness. Instead of traditional idols made from non-biodegradable materials, we choose eco-friendly alternatives like clay or natural fibers, crafted by local artisans to minimize environmental impact.

We also promote the use of organic materials for decorations, avoiding harmful chemicals and plastics. Following the festivities, we conduct immersion ceremonies in designated water bodies to ensure minimal pollution. Additionally, our celebrations include awareness campaigns and workshops on sustainable practices, highlighting the importance of environmental preservation.

By adopting eco-friendly Ganesh celebrations, we honor tradition while demonstrating our commitment to protecting the planet for future generations. Let's celebrate Ganesh Chaturthi responsibly, with reverence for nature and a dedication to sustainability.



SRI KRISHNASTMI CELEBRATIONS ON SEPTEMBER 7, 2023

The program began with a traditional lighting of the lamp and a brief introduction to the significance of Janmashtami. Devotional songs were sung by students, creating a spiritually uplifting atmosphere. Students performed traditional dances, skits, and narrations depicting stories from Krishna's life. The program was organized to celebrate the birth of Lord Krishna,



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an important festival in Hindu culture. It aimed to bring the community together to celebrate, learn, and partake in various cultural activities associated with this auspicious occasion. The birth of Lord Krishna was celebrated through traditional rituals, songs, and dance. The make students know about the significance of Janmashtami and the teachings of Lord Krishna. It encouraged artistic expression through decorations, performances, and competitions. The event concluded with the distribution of prasad (blessed food) to all.

INTERNATIONAL DAY OF PEACE ON SEP 29, 2023 - MBA DEPARTMENT

International Day of Peace was organized on Sep 29, 2023 by MBA Department in the college .It is devoted to promoting global peace, particularly the absence of conflict and violence in situations such as a brief ceasefire in a conflict zone to allow for the delivery of humanitarian aid. Students created and displayed posters and banners around the campus that highlighted the importance of peace, tolerance, and conflict resolution. Students participated in workshops focused on conflict resolution techniques, discussing ways to address disagreements peacefully.

Students organized cultural performances, such as music, dance, and poetry recitals, that celebrated diversity and the universal theme of peace. They gained insights into global conflicts and the importance of peace, fostering a more informed perspective on international relations and social justice.

Students learned to critically analyze issues related to peace and conflict, developing their ability to assess problems and propose solutions.

MILAD- UL-NABI ON SEP 28, 2023

The college celebrated Milad un-Nabi on September 28, 2023, honoring the birth anniversary of the Prophet Muhammad. This special event aimed to educate students about the life and teachings of the Prophet, fostering a deeper understanding of his values.

Students gathered to reflect on the key principles of compassion, justice, and community that the Prophet exemplified. The program emphasized the importance of these values, promoting unity and community service among participants. By encouraging students to embody these principles in their daily lives, the event aimed to inspire a sense of responsibility and compassion towards others.

The celebration of Milad un-Nabi served as a meaningful opportunity for students to connect with the teachings of the Prophet and to cultivate a spirit of empathy and community within the college.

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CERTIFICATE PROGRAM LEADERSHIP AND EMOTIONAL INTELLIGENCE LAUNCHED ON OCT 10, 2023 - MBA DEPARTMENT

The MBA Department launched a Certificate Program on Leadership and Emotional Intelligence on October 10, 2023, aimed at equipping students with essential leadership skills and enhancing their emotional intelligence. The program focuses on developing effective leadership techniques, fostering self-awareness, and improving team dynamics. Participants will learn to manage their emotions and those of others, facilitating better collaboration in diverse work settings. Expected outcomes include demonstrating effective leadership, fostering a positive workplace culture, and leveraging emotional intelligence for personal and professional growth. Ultimately, this program empowers students to navigate modern organizational challenges and make a meaningful impact in their careers.



INTERNATIONAL GIRL CHILD DAY ON OCTOBER 11, 2023-MBA DEPARTMENT

The United Nations established the International Day of the Girl Child, which is also known as the Day of the Girl. The day calls for greater opportunities for girls and raises awareness to gender inequity that affects girls all across the world. This inequality extends to areas like nutrition, legal rights, medical treatment, and the freedom from discrimination, violence against women, and forced child marriage, among other things.

The main objective of celebrating national girl child day in our college was • To focus on the need to address the challenges of gender bias in our society and the whole purpose of the day is to change society's attitude towards females.

- To increase awareness among students on the importance and role of girl child in society
 - To remove all inequalities faced by girl children.
 - To ensure equal rights for them. Human and Social and also to promote creativity among the students of our college.
- . With respect to this celebration many different events like
- Poster making – saving and encouraging girl child
 - Essay Writing – Female feticide/save girl child/Women empowerment education/Women in

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politics/ women trafficking/POSCO act- Child sexual abuse

- Poetry writing - Female feticide/save girl child/Women empowerment education/Women in politics/ women trafficking/POSCO act-

The program helped to create the awareness of gender based discrimination, inequality of girl child and to save girl child

AN ENTREPRENEURSHIP LEAN START UP CANVAS ON OCTOBER 19-20, 2023 BY EDC AND MBA DEPARTMENT

A Program on Entrepreneurship Lean Start-up Canvas was conducted on April 19-20, 2023 by MBA Department. The main objective of the event aimed

- To educate, engage, and empower students with practical knowledge and skills.
- To facilitate interactive sessions where participants create their own Lean Startup Canvas for their business ideas.
- To equip participants with tools and techniques to identify and solve potential problems using the Lean Startup Canvas.

Students gained knowledge on well-developed Lean Startup Canvas for their own business idea and had a visual representation of their business model that they can use for further development and communication.



CERTIFICATE PROGRAM ON STOCK MARKET LAUNCHED ON OCT 26, 2023 - MBA DEPARTMENT.

The MBA Department launched a Certificate Program on Stock Market on October 26, 2023, designed to provide students with a comprehensive understanding of stock market dynamics and investment strategies. This program aims to equip participants with essential knowledge about equity markets, trading mechanisms, and portfolio management. Through a blend of theoretical concepts and practical applications, students will learn about market analysis, stock valuation, and risk assessment. The program also emphasizes the importance of staying updated with market trends and economic indicators. By the end of the course, participants will be better prepared to make informed investment decisions and navigate the complexities of the stock market effectively.

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4 DAY PROGRAM ON SOFT SKILL DURING OCT 28- NOV.1, 2023 – RUBICON and MBA DEPARTMENT

A 4 Days program on Soft skills was organized during Oct 28-Nov.1, 2023 by RUBICON and MBA Department .The objective of the program was

- To develop the ability to build and maintain positive relationships with colleagues clients, and peers through empathy, active listening, and cooperation,
- To help students gain confidence in their abilities, improve self-presentation, and develop a positive professional image.
- To teach strategies for prioritizing tasks, managing time effectively, and staying organized in a professional environment.

Students developed more effective verbal, non-verbal, and written, communication skills, leading to clearer and more impactful interactions. It improved better at building and maintaining positive relationships, resulting in stronger teamwork and collaboration.

Students became more adaptable to change, able to handle new challenges with a positive and solution-focused mindset.



RASHTRIYA EKTA DIWAS ON OCT 31, 2023

Rashtriya Ekta Diwas was celebrated on October 31, 2023 by the college. It is celebrated to honor the birth anniversary of Sardar Vallabhbhai Patel. Students attended seminars focused on the significance of national unity and the contributions of Sardar Vallabhbhai Patel in unifying India.

Students participated in cultural programs that included singing patriotic songs and performing traditional dances, celebrating the rich diversity of Indian culture. They learned about the importance of unity in a diverse nation like India, fostering respect and appreciation for different cultures, languages, and traditions. Students reflected on their responsibilities as citizens to contribute to a united and harmonious society.

ORIENTATION PROGRAM FOR FRESHERS ON NOVEMBER 1, 2023

An Orientation Program for Freshers was held on November 1, 2023, specifically designed for

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MBA and MCA students to help them assimilate into the college's practices and culture. The program aimed to familiarize students with the institution's code of conduct, moral values, and expected behaviors that uphold these principles. Through various sessions, participants learned about academic integrity, campus resources, and the importance of community engagement. The orientation provided an opportunity for students to connect with faculty, staff, and fellow students, fostering a sense of belonging and encouraging a positive start to their academic journey.



SEMINAR ON ENTREPRENEURSHIP GROWTH AND COMPETITIVENESS ON NOVEMBER 18, 2023 – EDC and MBA DEPARTMENT

A Seminar on Entrepreneurship growth and competitiveness was conducted on Nov. 18, 2023. The program objective was to make students understand strategies, and inspiration to foster entrepreneurial growth and competitiveness in dynamic market landscapes, Enhancing students' knowledge by understanding the factors influencing entrepreneurial growth and competitiveness and facilitating networking opportunities with industry experts, and stakeholders to foster collaboration and knowledge exchange. Students benefited with enhanced entrepreneurial strategies, actionable insights, and expanded networks, poised to drive growth and competitiveness in their ventures.

CERTIFICATE PROGRAM FOR FINANCIAL RISK MANAGEMENT LAUNCHED ON DEC 4, 2023 - MBA DEPARTMENT

The MBA Department launched a Certificate Program in Financial Risk Management on December 4, 2023, aimed at equipping students with the essential skills and knowledge to navigate the complexities of financial risk in today's dynamic business environment. This program covers key topics such as risk assessment, risk measurement techniques, and strategies for mitigating financial risks. Participants will engage in hands-on learning through case studies, simulations, and discussions on real-world applications. By the end of the course, students will be adept at identifying potential financial risks and implementing effective management strategies, preparing them for successful careers in finance and risk management.

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INDUSTRIAL VISIT ON DEC 18, 2023 - MBA DEPARTMENT

An Industrial Visit to Wipro Company was conducted on December 18, 2023, with the objective of providing students with a comprehensive understanding of Wipro's various IT services, including consulting, cloud computing, application development, and IT infrastructure management. The visit allowed participants to explore emerging technologies such as artificial intelligence (AI), machine learning (ML), and the cybersecurity practices implemented by Wipro to safeguard client data, including encryption, identity management, and threat detection. Students gained practical insights into the complete Software Development Life Cycle (SDLC) as applied in a leading IT company, covering planning, design, coding, testing, and deployment. This experience not only broadened their knowledge beyond the classroom but also equipped them with a deeper understanding of how Wipro leverages cloud platforms to provide scalable IT solutions, preparing them for future careers in cloud computing and related fields.



SEMINAR ON ENTREPRENEURSHIP - THE WAY FORWARD ON DEC 12, 2023 - - -- EDC and MBA DEPARTMENT

A Seminar on Entrepreneurship - The Way Forward was conducted by the EDC and MBA Department on December 12, 2023. The seminar aimed to inspire and equip students with the essential knowledge and skills needed to navigate the evolving landscape of entrepreneurship. Key topics discussed included innovative business models, funding strategies, and the importance of resilience and adaptability in today's competitive market. Industry experts and successful entrepreneurs shared their insights and experiences, highlighting the challenges and opportunities in the entrepreneurial journey. The event fostered interactive discussions, allowing students to engage with professionals and explore practical approaches to starting and managing successful ventures. Overall, the seminar provided valuable perspectives and encouragement for aspiring entrepreneurs, reinforcing the significance of entrepreneurship in driving economic growth and innovation.

2 DAYS WORKSHOP ON HOW TO CHOOSE SPECIALIZATION DURING DEC 19-20, 2023-MBA DEPT.



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The MBA Department conducted a two-day workshop on December 19-20, 2023, focused on specialization selection within the MBA program. While millions of students pursue an MBA program, there's one question that seems to trouble every beginner – “Which MBA stream should I choose?”

Aimed at guiding students through the process of choosing the right MBA stream, the workshop featured insights from industry experts who discussed the significance of various specializations in today's job market. With numerous options available, students often find it challenging to narrow down their choices. The workshop provided a comprehensive overview of different specializations, including Marketing, Finance, Human Resources, and Systems, highlighting career prospects and skill requirements for each. Through interactive discussions and Q&A sessions, students were encouraged to reflect on their interests and career goals, enabling them to make informed decisions about their future paths. This initiative aimed to empower students with the knowledge and confidence needed to choose a specialization that aligns with their aspirations and the demands of the industry.

CERTIFICATE PROGRAM ON AI & ML ON DEC 28, 2023 - MCA DEPARTMENT

The MCA Department launched a Certificate Program on Artificial Intelligence (AI) and Machine Learning (ML) on December 28, 2023, aimed at equipping students with essential knowledge and skills in these rapidly evolving fields. This program introduces participants to the fundamental concepts, tools, and techniques used in AI and ML, emphasizing practical applications in various industries. The objectives of the program include enhancing students' understanding of algorithms, data analysis, and predictive modeling, as well as developing their ability to implement AI-driven solutions. By the end of the course, students are expected to gain hands-on experience in building AI models, fostering critical thinking, and preparing for career opportunities in technology-driven sectors. The program's structure includes lectures, workshops, and project-based learning, ensuring that participants leave with a comprehensive understanding of how AI and ML can transform business processes and drive innovation.

SEMINAR ON INTELLECTUAL PROPERTY RIGHTS ON JAN. 10-11, 2024 – IPR CELL and MCA DEPT.

A seminar on "Intellectual Property Rights" was held on January 10-11, 2024, organized by the IPR Cell and MCA Department. The program aimed to educate participants on the fundamentals of intellectual property rights (IPR), including their legal implications, management strategies, and their role in fostering innovation and business development. The

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seminar raised awareness about various types of IP, such as patents, trademarks, copyrights, and trade secrets, and discussed the legal frameworks and international conventions related to IP protection. Participants gained valuable insights into strategies for IP management and commercialization, equipping them with a comprehensive understanding of how to effectively protect, manage, and leverage IP assets for innovation and business growth.

SANKRANTHI CELEBRATION ON JAN. 13, 2024

Sankranti, the harvest festival celebrated in our college, embodies the spirit of joy, abundance, and gratitude. Our campus is adorned with colourful rangoli designs, sugarcane, and traditional decorations, creating a festive atmosphere that resonates with the essence of the occasion. Students, faculty, and staff come together to participate in a myriad of traditional activities, including kite flying, bull-taming events, and cultural performances. Delicious traditional delicacies such as Pongal, Polihara, and various sweets are prepared and shared among the college community, fostering a sense of unity and camaraderie. Additionally, Sankranti celebrations feature storytelling sessions, folk dances, and music performances that showcase the rich cultural heritage of our region. Through these festivities, we honour the agricultural heritage of our land, celebrate the abundance of nature, and strengthen the bonds of friendship and community in our college.



WORKSHOP ON SOFT SKILL DURING JAN. 23-25, 2024 – RUBICON AND MCA DEPT.

A workshop on Soft Skills was conducted by RUBICON and MCA Department from January 23-25, 2024. This program aimed to enhance both personal and professional attributes essential for effective communication, collaboration, and leadership in the workplace. The workshop focused on core skill areas, including communication skills, emotional intelligence, empathy, self-awareness, and self-regulation. Participants also explored conflict resolution and stress management techniques, teamwork and collaboration strategies, and effective leadership in team settings. Additionally, time management and productivity skills were emphasized. By the end of the workshop, students gained valuable personal development tools necessary for their career growth.

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REPUBLIC DAY ON JAN. 26, 2024

Republic Day celebrations in our college are a grand display of patriotism, unity, and the spirit of democracy. The campus is adorned with the national flag and tricolor decorations, evoking a sense of pride and reverence for our nation. The day begins with the hoisting of the flag followed by the singing of the national anthem, symbolizing our allegiance to the ideals of the Indian Republic. Various cultural events, including patriotic songs, dances, and dramas, showcase the rich diversity and cultural heritage of our country. Students also participate in activities such as debates, quizzes, and exhibitions highlighting the importance of democracy, social justice, and equality. Guest lectures and discussions by eminent personalities further enrich the celebrations, inspiring us to uphold the values enshrined in the Constitution and contribute to the progress and development of our nation. Republic Day in our college is a reminder of our collective responsibility to build a stronger, inclusive, and vibrant India.



CERTIFICATE PROGRAM ON DevOps LAUNCHED ON FEB. 2, 2024

On February 2, 2024, the MCA Department launched a Certificate Program on DevOps, featuring a guest lecture by Mr. Mohd Khaja Zahed, Senior System Engineer at DemandBase Inc., a USA-based B2B company specializing in Account-Based Marketing (ABM), Account-Based Experience (ABX), and Sales Cloud Intelligence. The program aimed to equip students with a thorough understanding of the DevOps methodology, focusing on accelerating time to market, implementing incremental improvements in response to dynamic environments, and streamlining the development process. Mr. Zahed's insights provided valuable guidance on effectively applying DevOps principles, empowering students to enhance their skills for modern software development challenges.



VASANTH PANCHAMI CELEBRATIONS ON FEB. 14, 2024

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Vasanth Panchami, the festival celebrating the arrival of spring, is a joyous occasion in our college filled with vibrant colors, music, and cultural fervor. The campus is adorned with beautiful floral decorations, symbolizing the rejuvenation of nature and the beginning of a new season. Students and faculty gather to pay homage to Goddess Saraswati, the patron of knowledge, arts, and wisdom, with prayers and offerings. Traditional rituals are performed, including the worship of books and musical instruments, signifying the importance of education and creativity in our lives. Cultural performances such as classical music recitals, dance performances, and poetry readings add to the festive ambiance, showcasing the talent and cultural heritage of our college community. Vasantha Panchami celebrations also include educational seminars and workshops focusing on literature, arts, and academic pursuits, inspiring us to embrace knowledge and creativity as we welcome the auspicious season of spring.



SEMINAR ON INTELLECTUAL PROPERTY RIGHTS & RESEARCH ETHICS ON FEB. 22, 2024 - IPR CELL AND R&D CELL

A seminar on Intellectual property rights(IPR) was conducted on Feb 22nd, 2024. The program aimed to give insights on Intellectual Property Rights (IPR) from an ethical perspective involves examining how IPR interacts with various ethical principles in research, innovation, and creativity.

The program started with Understanding Intellectual Property and Role of IPR in different sectors (e.g., technology, pharmaceuticals, and arts). The second session was on Ethical Implications of IPR which gives insights on the ethical dilemma between protecting creators' rights and ensuring public access to knowledge and innovation, Ethical considerations surrounding fair use in education and research and Impact on Research and Development.

The session ended with discussions on Case Studies which included Analysis of notable cases involving IPR and ethics (e.g., patent controversies in pharmaceuticals, copyright disputes in academia) and examination of the outcomes and ethical considerations. Students got knowledgeable insights on Importance of establishing ethical standards in IPR to balance the interests of creators and IPR ethics.



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SEMINAR ON INTELLECTUAL PROPERTY RIGHTS & INDIAN ECOSYSTEMS ON FEB. 29, 2024 – IPR CELL

A Seminar on Intellectual Property Rights & Indian Ecosystems was conducted on 29th Feb .2024. The program was conducted to educate our students about the understanding, protection, and utilization of Intellectual Property Rights within the Indian ecosystem; encourage developing to healthy environment for innovation and economic development.

The program provided insights on recent advancements in IPR laws and regulations within the Indian context, Challenges related to compliance, litigation, and dispute resolution in the Indian IPR ecosystem and the impact of IPR on encouraging innovation and economic growth in India. The Students acquired practical insights and strategies for managing and protecting intellectual property in India.

LAUNCH OF CERTIFICATE PROGRAM DATA VISUALIZATION ON MARCH 4, 2024 – MCA DEPARTMENT

On March 4, 2024, the MCA Department launched a Certificate Program on Data Visualization aimed at equipping students with essential skills in visual data representation. This program focused on familiarizing participants with the various stages of the data visualization pipeline, including data modeling, mapping data attributes to graphical attributes, and understanding perceptual issues. Students explored existing visualization paradigms, techniques, and tools, and learned how to evaluate the effectiveness of data visualizations for specific tasks and user types. This program is designed to enhance students' analytical abilities, enabling them to effectively communicate insights through impactful visualizations in their future careers..

WOMENS DAY CELEBRATIONS ON MARCH 8, 2024 – WEC and MBA DEPARTMENT

Women's Day celebrations in our college are a vibrant tribute to the achievements, resilience, and contributions of women in our community and beyond. Through a series of events and activities, we honor the diversity, strength, and leadership of women in various fields. Inspirational talks, panel discussions, and workshops are organized to address important issues such as gender equality, women's empowerment, and breaking stereotypes. Cultural performances, art exhibitions, and film screenings showcase the talents and creativity of women, providing a platform for expression and recognition. Additionally, Women's Day celebrations often include community outreach initiatives, such as awareness campaigns, fundraising drives, and support programs for women in need. It's a day of reflection,



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celebration, and solidarity, where we reaffirm our commitment to promoting gender equality and creating a more inclusive and equitable society for all. Let's celebrate the remarkable achievements and contributions of women, today and every day

PROGRAM ON ETHICS IN RESEARCH PALAGARISIM DURING MARCH 13-14, 2024

A Program on Ethics in Research Plagiarism was conducted during March 13-14, 2024. The program was conducted to educate our students about the ethical considerations in research and provide practical strategies for avoiding plagiarism and maintaining academic integrity, Understanding Research Ethics, Learn to identify various forms of plagiarism and to know about best practices for conducting ethical research, including proper citation and referencing, obtaining informed consent from research participants and maintaining data integrity. Students got awareness on the ethical considerations in research and the consequences of plagiarism, empowering them to make informed decisions and uphold integrity.

WORKSHOP ON INTELLECTUAL PROPERTY INFRINGEMENT ON MARCH 25, 2024 - IPR CELL

A Workshop on Intellectual Property Infringement was conducted on 25th March 2024. The workshop provided awareness about

1. Intellectual property (IP) rights infringement and provided students with strategies to protect their creative works, inventions, and innovations from unauthorized use or reproduction.
2. Understanding Intellectual Property Rights, Identify common types of intellectual property infringement, such as plagiarism, counterfeiting, piracy, and patent infringement.
3. Legal Protections and Enforcement Mechanisms and emphasizing the proactive measures for preventing intellectual property infringement.

Students gained Knowledge of the risks associated with infringement, empowering them to take proactive measures to protect their creative works and innovations. Understanding of intellectual property laws, enforcement mechanisms, and best practices for safeguarding their rights in various contexts, the importance of respecting the rights of creators and innovators in fostering innovation and economic growth.

SEMINAR ON EFFECTIVE RESEARCH WRITING ON 28TH FEB 2024

The seminar on Effective Research Writing was conducted on 28th Feb 2024. It enhanced research writing skills, familiarize with academic standards, promote clarity in communication, and inspire publication in scholarly journals. The program improved student skills in



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conducting research and writing scholarly papers effectively and familiarized students with academic writing standards, formats (APA, MLA, etc.), and citation practices. Students gain improved research writing skills and increased confidence in publishing scholarly articles.

WORKSHOP ON ENTREPRENEURSHIP SKILLS FOR ASPIRING ENTREPRENEUR ON APRIL 2, 2024.

The Entrepreneurial Skills Workshop was conducted on April 2, 2024. The Program is designed to equip students with the essential skills, knowledge, and mindset necessary to start and run a successful business. It provided on practical, hands-on training and insights into the various aspects of entrepreneurship, from idea generation to business management. Students were introduced to the tools, strategies, and concepts that will help them navigate the entrepreneurial journey, whether they plan to start their own venture or pursue careers in innovative, entrepreneurial environments. Various concepts on Entrepreneurship like Business Idea Generation & Validation, Business Planning & Strategy, Developing a business plan that outlines vision, mission, and objectives, Identifying key resources, partnerships, and financial strategies. Creating a go-to-market strategy and defining business goals. Funding & Financial Management, Exploring funding options for startups (angel investors, venture capital, crowdfunding, etc.), Marketing & Sales, Building a brand identity and crafting a marketing plan. Students got a thorough understanding on how to start, manage, and grow a business. Knowledge of key aspects such as business planning, funding, marketing, financial management, and legal considerations from the program.

CERTIFICATE PROGRAM ON ETHICAL HACKING LAUNCHED ON APRIL 5, 2024 BY MCA DEPARTMENT

On April 5, 2024, the MCA Department launched a Certificate Program on Ethical Hacking, designed to equip students with essential skills in cybersecurity. This program focuses on methodologies and techniques used by ethical hackers to identify vulnerabilities in systems and networks. Participants will learn about various hacking tools, penetration testing processes, and strategies to safeguard information from malicious attacks. Emphasizing ethical practices and the legal implications of hacking, the program prepares students for careers in cybersecurity and IT security management. By the end of the course, students will gain practical knowledge and hands-on experience to contribute to secure digital environments.

UGADI CELEBRATION ON APRIL 9, 2024

Ugadi, the Telugu New Year festival, is a joyous occasion celebrated with enthusiasm and



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cultural richness in our college. As the campus buzzes with excitement, students, faculty, and Staff come together to welcome the New Year with traditional rituals and festivities. Colorful Rangoli designs adorn the entrances, and mango leaves and flowers decorate the surroundings, Symbolizing prosperity and auspiciousness. The day begins with special prayers and offerings, followed by cultural performances showcasing traditional music, dance, and drama.

Delicious traditional dishes like Ugadi Pachadi, Bobbatlu, and Pulihora are prepared and shared among the college community, fostering a sense of togetherness and unity. Additionally, Ugadi celebrations often include educational sessions on the significance of the festival and its cultural importance, enriching the understanding and appreciation of our heritage. Through Ugadi festivities, we usher in the New Year with renewed hope, happiness, and camaraderie, strengthening the bonds of friendship and community in our college.

WORLD HERITAGE DAY CELEBRATION ON APRIL 18, 2024

World Heritage Day celebrations conducted on April 18, 2024 at our college were a vibrant tribute to the rich cultural heritage and historical significance of our world's treasures. On April 18th, our campus transformed into a hub of cultural exploration and appreciation. The festivities commenced with a grand inauguration ceremony, featuring speeches by eminent scholars and cultural enthusiasts highlighting the importance of preserving our heritage sites. This was followed by a series of engaging activities and exhibitions showcasing various aspects of world heritage. Students took part in guided tours and virtual reality experiences, allowing them to explore iconic heritage sites from around the globe without leaving the campus. Artisans demonstrated traditional crafts and techniques, providing insight into the craftsmanship behind these historical marvels. A photography exhibition captured the beauty and diversity of heritage sites, while a heritage quiz challenged participants' knowledge and awareness of world heritage. Cultural performances, including music and dance recitals, brought the spirit of different cultures to life, fostering an atmosphere of unity and appreciation for our shared heritage. The celebrations culminated in a solemn pledge to continue our efforts in preserving and promoting world heritage for future generations to cherish and enjoy. Overall, World Heritage Day at our college was a resounding success, inspiring a deeper appreciation for the cultural legacies that shape our world.

MANAGEMENT FEST ANUKRITI 2024 APRIL 19-20, 2024

ANUKRITI 2024, held at Aurora's P.G. College (MBA), Punjagutta, showcased student talent,

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creativity, and leadership over two vibrant days. The event featured insightful talks from industry experts, including Mr. S. Vinod Kumar and Dr. Y. Shiva Rama Prashad, who inspired students with their knowledge and experiences. Special performances by renowned artists, such as dance choreographer Mr. Aata Sandeep and Super Singer winners Ms. A. Pravasthi and Mr. Pavan Kalyan, captivated the audience. ANUKRITI 2024 fostered a sense of community, allowing students to develop professionally and personally while celebrating their diverse talents, making it a resounding success for the college.



WORKSHOP ON FRAMING RESEARCH HYPOTHESIS ON APRIL 24, 2024- R& D CELL

A workshop on Framing Research Hypothesis was conducted on April 24, 2024. The objectives of the Workshop on Framing Research Hypotheses are to make understand students with essential skills in formulating clear, testable research hypotheses. Students learned the principles of hypothesis construction, understand the significance of hypotheses in guiding research inquiries, and practice applying these skills to develop hypotheses that are relevant, precise, and aligned with their research objectives.

The workshop enhanced students 'ability to design robust research studies and contribute to the advancement of knowledge in their respective fields through well-defined hypotheses. Students enhanced proficiency in formulating precise and testable research hypotheses, bolstering the quality and clarity of their research endeavors.

WORKSHOP ON SPECIALISATION TOOLS ON APRIL 30, 2024

A Workshop on Specialisation Tools was organized on 30th April 2024. The event focused on



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leveraging VR technology to enhance the design and implementation of specialization tools used in various industries. Students learned how VR can streamline project visualization, improve collaboration, and ensure precision in requirements gathering. Through interactive sessions, students gain hands-on experience with VR-based specification tools, exploring their potential to improve workflow efficiency and project outcomes. This workshop is ideal for professionals looking to integrate advanced technology into their specification processes for more effective result.

CERTIFICATE PROGRAM ON VIRTUAL REALITY LAUNCHED ON MAY 6, 2024- MCA DEPARTMENT

On May 6, 2024, the MCA Department launched a certificate program on Virtual Reality (VR), aimed at equipping students with essential knowledge and skills in this cutting-edge technology. The program provided a comprehensive introduction to the fundamentals of VR, its applications across various industries, and its potential impact on future innovations. Participants engaged in both theoretical concepts and hands-on practical exercises, covering essential components such as the history and evolution of VR, understanding VR, Augmented Reality (AR), and Mixed Reality (MR), as well as exploring various VR hardware and software tools. The curriculum included VR development tools and platforms, techniques for creating interactive and user-centered VR applications, and insights into future trends in VR technology, including advancements in hardware and artificial intelligence. By the end of the program, students gained valuable technical skills and enhanced problem-solving abilities, empowering them to leverage VR technology in diverse fields such as gaming, healthcare, education, architecture, and training.

WORLD NO TOBACCO DAY MAY 31, 2024

World No Tobacco Day was observed with earnestness and dedication at our college on May 31st. The day served as a platform to raise awareness about the harmful effects of tobacco use on health and the environment. Various activities were organized to educate students about the risks associated with tobacco consumption and to encourage them to adopt a tobacco-free lifestyle. Interactive workshops provided information on the detrimental impact of tobacco on physical and mental well-being, as well as strategies for quitting smoking. Awareness campaigns were conducted throughout the campus, emphasizing the importance of tobacco control and the benefits of living a smoke-free life. Students participated in poster making competitions and slogan contests, creatively conveying messages against tobacco use. Health



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professionals delivered informative talks on the dangers of tobacco addiction and provided guidance on smoking cessation methods. Additionally, students pledged to refrain from using tobacco and to spread awareness about the hazards of smoking within their communities. World No Tobacco Day at our college was a resounding success, empowering students to make informed choices for a healthier and tobacco-free future.

CERTIFICATE PROGRAM ON AI IN BUSINESS LAUNCHED ON JUNE 3, 2024 – MBA DEPARTMENT

On June 3, 2024, the MBA Department launched a Certificate Program on AI for Business, designed to equip professionals with essential knowledge and practical skills in applying artificial intelligence (AI) tools and techniques to address business challenges. The program introduced participants to key AI concepts, including machine learning algorithms, data analysis, and the fundamentals of AI technology. Training focused on AI tools and platforms, such as TensorFlow and Python, commonly used in business contexts. Through real-world case studies and hands-on projects, students explored the practical applications of AI across various sectors, including marketing, finance, operations, and human resources. This program empowered participants to enhance decision-making and improve operational efficiency by leveraging AI in their organizations.

List of Faculty members attending Faculty Development Programmes (FDPs)

Name of the participant	Designation	Title of the FDP /MDP/ professional development / administrative training program	Dates
Ms. N. Anjali	Associate Professor	Visual Data Intelligence, Aurora's College Uppal	May 20-24,2024
Dr.Nuzhath Khatun	Professor	Visual Data Intelligence, Aurora's College Uppal	May 20-24,2024
Dr. Sandip S. Gudelliwar	Professor	Visual Data Intelligence, Aurora's College Uppal	May 20-24,2024
Dr. B. Madhuravani	Associate Professor	Visual Data Intelligence, Aurora's College Uppal	May 20-24,2024
Mr.G.N.Satish Kumar	Associate Professor	Visual Data Intelligence, Aurora's College Uppal	May 20-24,2024
Ms. Lakshmi Rachana	Assistant Professor	Visual Data Intelligence, Aurora's College Uppal	May 20-24,2024
Mr.D Praveen Reddy	Assistant Professor	Visual Data Intelligence, Aurora's College Uppal	May 20-24,2024
Ms.Ashwin Tiwari	Assistant Professor	Visual Data Intelligence, Aurora's College Uppal	May 20-24,2024
Dr. Jyothi	Associate Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, OU	May 15-23, 2024
Ms. Varshika	Assistant Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, OU	May 15-23, 2024
Ms. SSK Sravani	Assistant Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, OU	March 19-23,2024
Ms. Subhashini Vijay	Assistant Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, OU	February 21-29, 2024
Dr. Gampala Prabhakar	Associate Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, OU	February 21-29, 2024

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Mr. Mohd. Mahmood Hussain	Assistant Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, OU	January 4-12, 2024
Mr. Sanjay Rajj	Assistant Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, OU	January 4-12, 2024
Ms.Taruna Shah	Associate Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, OU	December 5-14, 2023
Ms. K.Sushma	Associate Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, OU	December 5-14, 2023
Mrs.Shilpa Subedar	Assistant Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, OU	November 6-15, 2023
Ms.N.Anjali	Associate Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, OU	November 6-15, 2023
Mrs.Habeeb Jahan	Assistant Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, OU	October 12-21, 2023
Dr. Anupa Yadav	Associate Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, OU	October 12-21, 2023
Ms.Taruna Shah	Associate Professor	International FDP on applications of Business Analytics, Ramaaiah Institute of technology and ExcelR Edtech	October 9-15, 2023
Mr. Mohd Arqam	Assistant Professor	International FDP on applications of Business Analytics, Ramaaiah Institute of technology and ExcelR Edtech	October 9-15, 2023
Ms.B Mounika	Assistant Professor	International FDP on applications of Business Analytics, Ramaaiah Institute of technology and ExcelR Edtech	October 9-15, 2023
Mr. B Praveen Kumar	Assistant Professor	International FDP on applications of Business Analytics, Ramaaiah Institute of technology and ExcelR Edtech	October 9-15, 2023
Ms.K Deepthi	Assistant Professor	International FDP on applications of Business Analytics, Ramaaiah Institute of technology and ExcelR Edtech	October 9-15, 2023
Ms. S Krishnaveni	Assistant Professor	International FDP on applications of Business Analytics, Ramaaiah Institute of technology and ExcelR Edtech	October 9-15, 2023
Mr.K.Sai Charan	Assistant Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, Osmania University	October 3-11, 2023
Mrs.M.Annapurna	Assistant Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, Osmania University	October 3-11, 2023
Ms.T.P.Sreedevi	Assistant Professor	Online NEP Orientation and sensitization Programme conducted by UGC-MM –TTC, Osmania University	October 3-11, 2023
Ms.T.P.Sreedevi	Assistant Professor	5 day Tech Insights series- Everchanging IT Landscape, Presidency University	August 12,16,23,25,28, 2023
Ms. Savitha Ramesh	Assistant Professor	5 day Tech Insights series- Everchanging IT Landscape, Presidency University	August 12,16,23,25,28, 2023
Ms. Bidyuthlata Sahoo	Assistant Professor	5 day Tech Insights series- Everchanging IT Landscape, Presidency University	August 12,16,23,25,28, 2023
Mr.Vikas Sagar	Assistant Professor	5 day Tech Insights series- Everchanging IT Landscape, Presidency University	August 12,16,23,25,28, 2023
Mr. V.Madhu Kiran	Assistant Professor	5 day Tech Insights series- Everchanging IT Landscape, Presidency University	August 12,16,23,25,28, 2023
Mr.Y Nasir Ahmed	Assistant Professor	5 day Tech Insights series- Everchanging IT Landscape, Presidency University	August 12,16,23,25,28, 2023

The academic year 2023-2024 was marked by notable achievements and progress at Aurora's P.G.College (MBA), Punjagutta. The college remains committed to its mission of providing quality education, fostering innovation, and nurturing future leaders.



Principal
Aurora's PG College (MBA)
Punjagutta, Hyderabad