



# AURORA GAZETTE



Volume - II

Issue - 2

February, 2017

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## STUDENT BOARD

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### Activities on and off the Campus

- ❖ Faculty Achievements
- ❖ Students' Achievement
- ❖ National Conference
- ❖ Yashod Cancer Awareness  
5 K run
- ❖ NSS Program
- ❖ "She" Team Awareness
- ❖ Center for MAT and TSCSE  
Examination

## Director's Message

### Dear Students,

Our mission as an educational institution is to make Aurora, a centre of excellence for higher education and research in Management. There is a strong emphasis on project work as a part of the regular courses at the Institute. While working on projects, students are required to interact with managers from the Industry. Besides this, our students are involved into multifaceted activities. We encourage all students to participate in all the co-curricular and extracurricular activities which help them to build their confidence, improve their leadership qualities, communications skills and improve their ability to work in team constructively thereby improving their overall personality.

As part of the NSS Activity our students have participated in good number of social welfare activities and also contributed to the Cleanliness drive conducted by GHMC.

The Cancer Awareness Week was organized by Yashoda group of Hospitals; our students have participated and built awareness amongst people to help eradicate Cancer from our society.

The College has organized a national conference on "**Competitive Strategies in Digital Economy**" to encourage scholarly excellence among Faculty Members and to provide a platform for constructive dialogue on contemporary issues in Management.

I wish a very flourishing career ahead to all the students and feel confident that they will be well acknowledged by the industry.



**B. Mohan Kumar**  
Director,  
Aurora's PG College,  
Moosarambagh

### Dear All

Aurora Degree College, Moosarambagh has started 2017 as a youthful era.

The month February energized the awareness of authority and responsibility among the students upon various societal activities like, Cancer awareness week, NSS, “She” team awareness to promote the society towards cleanliness and safety.

Reputed organizations like IndusInd Bank and SBI Life Insurance Pvt Ltd picked up students in campus placement drive

Aurora have also hosted National Level Conference on Digital Economy to innovate and initiate the prospective of Globalization and bring in cashless economy and to prove we are digital and our faculty where proactive in presenting research papers in many national and international conference.

We hope you will find Aurora Gazette Informative.

Please send your articles and other contributions to [auroragazatte17@gmail.com](mailto:auroragazatte17@gmail.com)

### FACULTY MEMBERS PUBLISHED IN NATIONAL SEMINAR ON CASHLESS ECONOMY : 4<sup>th</sup> FEBRUARY 2017



Nine faculty members from the college attended a National Seminar and presented papers that were published in the Conference Proceedings of “Cashless Economy, Problems and Prospects” organized by Aurora’s PG College, Ramanthapur.

**“It does not matter how slowly you go as long as you do not stop”**

## YASHODHA CANCER AWARENESS 5K RUN : 5<sup>TH</sup> FEBRUARY, 2017



Aurora is always in the fore front 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 5 K run to join the fight against the cancer at Saroornagar Nagar Stadium, L B Nagar.

**“You have to fight through, some bad days to earn the best days of your life”**

## NSS-4 DAY PROGRAM : 9<sup>TH</sup> - 12<sup>TH</sup> FEBRUARY, 2017



NSS is an Indian Government sponsored public service program conducted by the youth and sports department of The Government of India. The schemes were launched in Gandhiji's centenary year '1969'

Aurora initiates the program of Swachh Sarvekshan in collaboration with ITC and GHMC to educate the people in keeping the Hyderabad City clean and safe in which 100 NSS volunteer of Aurora took part visiting every day from 9<sup>th</sup> to 12<sup>th</sup> of February in educating 50 houses a day, inculcating the spirit of cleanliness in Secunderabad division.

**“NSS; the humanity of youth, the responsibility of the Youth...”**

**“Helping hands are better than Praying lips, we Aurorians believe that NSS does this”**

## NATIONAL CONFERENCE ON COMPETITIVE STRATEGIES IN DIGITAL ECONOMY, OPPORTUNITIES AND CHALLENGES : 18<sup>th</sup> JANUARY 2017



Aurora platformed the National Conference for academicians, Researchers, students, entrepreneurs and other stakeholders to discuss and evolve concepts and ideas to drive the change that has emerged due to digital innovations in today's competitive business era. The conference is meant to enhance and highlight practices of world class service and to create a digital environment to ladder economic echelon.

The vision and the scope of this conference is one stop shop that elaborates the impact of digital India to surge in E-commerce and challenges in the form of security and safety of the data with the advent technology.

The resultant of digital India would sharpen the factor to swing back into action to form the silo-approach of E- Governance and to bring in the initiation of Prime Minister Narendra Modi in visualizing the digital India. It is designed to transform India into a global digitalized hub.

Prof. R. Nageswar Rao, Dean, Faculty of Management was the Chief Guest of the event; Prof. A. Vidyadhar Reddy, Director, CMS, NALSAR University; Mr. Hemanth Goparaj, Vice-President (HR), Berkadia Commercial Mortgage LLC; and Mr. Ravi Devulapally, Director, Zintec Software Pvt. Ltd were among the distinguished and eminent guests. As many as 125 papers from the twin Telugu States, Bangalore, Chennai, Delhi, including a paper from Ethiopia, South Africa have been received. Several delegates came to give presentations that were informative, exhaustive and innovative.

**It is right to quote of Mr. Modi's speech in St. Jose-**

**“I see technology as a mean to empower and as a tool that bridge the distance between hope and opportunity”**

## SHE TEAM AWARENESS : 22<sup>ND</sup> FEBRUAR, 2017



‘She’ team has been introduced in Telangana state with a motto of providing safety and security to women in Telangana and to make Hyderabad a safe and smart city.

Hundred “She” teams are working under the direct supervision of Smt. Swati Lakra, IPS, Addl. Commissioner of police, crime and SIT.

Women are now-a-days aiming higher and striving hard but, it is always a man who is pulling her down, killing her emotionally, teasing her, harassing her, behaving in a vulgar way and many more. For those educated illiterates and ill-mannered men the weapon named is “She Team”

Aurora is proud to say that it is a part of ‘She Team’ and bringing the awareness in the society.

**“She Team is specially formed to kill the negativity of the men and secure the SHE”**

## CENTER FOR MAT & TSCSE EXAMINATION

The college was chosen as Center to conduct two prestigious examinations. On 19<sup>th</sup> February 2017, MAT exam was held and 26<sup>th</sup> February 2017, TSCSE examination was organized in the campus which served as learning experience to the members of the college.

**“Risk more than others think is safe; dream more than what others think is practical”**

## STUDENT'S ACHIEVEMENTS



Students of our college took interest in writing and presenting papers on digitalization. Following are the details of these students and the topics chosen by them.

**T. Sailaxmi**– Section: C, IV Semester

“An impact of Digitalization on attrition rate.”

**G. Harshita**– Section: G, IV Semester

“E- Payments”

**G. Nandeshwar**– Section: C, IV Semester

“Digital India for better future”

**“Ideas are easy; implementation is hard”**

# IMAGE CAPTURES





**డిజిటల్ ఎకనమీ**  
**దేశ ఆర్థికాభివృద్ధి**  
 ప్రాఫెసర్ నాగేశ్వరరావు

అనేలైన్ లావాదేవీలతో దేశ ఆర్థికాభివృద్ధి

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సంప్రకారం: పాఠకులకు: 95055 04787  
 అంకం: 9491941153, రికలెంట్: 95021 26738, లావాదేవీ: 97019 22136  
 పాఠకులకు: 95021 26738, లావాదేవీ: 97019 22136  
 ఉపాధ్యక్షులు: 7893475635, అధ్యక్షులు: 90594 03922

**స్వచ్ఛ హైదరాబాద్‌ను ఎన్ఎస్ఐసీ వలంటీర్ల ప్రచారం**

లావాదేవీల వ్యాపారంలో ఇంటింటి ప్రచారం చేస్తున్న డ్యూటీ

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## అన్లైన్ లావాదేవీలతో దేశ ఆర్థికాభివృద్ధి

**డిజిటల్ ఎకనమీ సదస్సులో మాట్లాడుతున్న ప్రాఫెసర్ నాగేశ్వరరావు**

మలక్ పేట: దేశం ఆర్థికంగా ఆభివృద్ధి చెందాలంటే అన్లైన్ లావాదేవీలు కొనసాగించాలని ఉస్మానియా యూనివర్సిటీ ప్యాకల్టీ ఆఫ్ మేనేజ్మెంట్ డీన్ ప్రాఫెసర్ నాగేశ్వరరావు అన్నారు. శనివారం మూసారంబాగ్లోని ఆలోరా పీజీ కళాశాలలో నిర్వహించిన కాంచీటివ్ స్ట్రీట్ కల్చురల్ ఫెస్టివల్ లో ఆయన మాట్లాడుతూ, డిజిటల్ ఎకనమీ దేశ ఆర్థికాభివృద్ధి సాధ్యమన్నారు. అన్లైన్ లావాదేవీలో విస్తృతంగా అమలుపాటు చేసిన జాతీయ సదస్సుకు సర్వార్థం యూనివర్సిటీ లెగ్జిస్లేటివ్ విద్యార్థి రెడ్డి, జింటిక్ సాఫ్ట్వేర్ ప్రెవెంటివ్ లిమిటెడ్ డైరెక్టర్ రవి దేవులపల్లి, టెక్నోడియా కమ్యూనికేషన్ మోడ్యులర్ ఎడ్యుకేషన్ హెచ్.ఆర్. వైస్ ప్రెసిడెంట్ హేమంత్ గోపాలాచార్య కలిసి ఆయన హాజరయ్యారు. ఆయన మాట్లాడుతూ, డిజిటల్ ఎకనమీ దేశ ఆర్థికాభివృద్ధి సాధ్యమన్నారు. అన్లైన్ లావాదేవీలో విస్తృతంగా అమలుపాటు చేసిన జాతీయ సదస్సుకు సర్వార్థం యూనివర్సిటీ లెగ్జిస్లేటివ్ విద్యార్థి రెడ్డి, జింటిక్ సాఫ్ట్వేర్ ప్రెవెంటివ్ లిమిటెడ్ డైరెక్టర్ రవి దేవులపల్లి, టెక్నోడియా కమ్యూనికేషన్ మోడ్యులర్ ఎడ్యుకేషన్ హెచ్.ఆర్. వైస్ ప్రెసిడెంట్ హేమంత్ గోపాలాచార్య కలిసి ఆయన హాజరయ్యారు.

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