



AURORA GAZETTE



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STUDENT BOARD

MBA II YEAR

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MBA I YEAR

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Activities on and off the Campus

- ❖ National Youth Day
- ❖ Sankranti Samabaralu
- ❖ Swachh Survekshan
- ❖ Entrepreneurship Development Program
- ❖ Industrial Visit
- ❖ Republic Day
- ❖ Faculty Achievements
- ❖ Student Achievements

Director's Message

Dear Students,

I hope that this New Year brings happiness, peace, prosperity and unabated learning.

At Aurora, We strive hard to give students a learning environment which is not only enriching but also life-changing enabling them to reach new heights in their professional life. We foster sharpening of skills and enhancement of knowledge base in our students through various extra-curricular, co-curricular and curricular activities through faculty who not only keep themselves at par with the current developments but also contribute to the expansion of the body of knowledge in their field of expertise.

Every year on January 12, we celebrate National Youth Day in commemoration of Swami Vivekananda Birthday. This year we celebrated with the theme of "Redesign the Youth" where in our students have participated and won several competitions conducted in the area of Literature, Cultural and Sports.

As part of our NSS program, we have participated in the Swachh Surveksham program initiated by Government of Telangana under the aegis of GHMC.

We have laid a corner stone for Modern India infusing the entrepreneurial mindset among the students with Entrepreneurial Development Program as a part of "Make in India" a dream project of our beloved Prime Minister Mr. N. Modi. We as an educational institution always believed in a philosophy of promoting entrepreneurship as a career option to leverage and face the challenging environment.

I wish you all the best for achieving greater success and scaling newer heights in your education and career ahead.



B. Mohan Kumar
Director,

Aurora's PG College,
Moosarambagh

Dear All

Aurora P.G. College, Moosarambagh has started 2017 as the youthful era beginning with National Youth Day where in the students participate with a great zeal in essay writing and painting competition on the theme “Redesign the youth” followed by the Sankranthi Sambarlu feasting on colour and kites. We look up the social responsibility of Swachh Survekshan to make clean city, Aurora is always a head in promoting the innate talent by workshop to equipment them to be creatively the top with EDP program as a part of make in India dream project of Indian Prime Minister Mr Narendra Modi. To enhance with hands of experience the student went on an Industrial Visit. We tool pride in celebrated Republic Day. Our faculty members presented papers at Narsee Monjee Institute of Management Studies, Hyderabad.

We hope you will find Aurora Gazette Informative.

Please send your articles and other contributions to auroragazatte17@gmail.com

NATIONAL YOUTH DAY : 12th JANUARY 2017



National Youth Day is celebrated on 12th Jan on the Birthday of **Swami Vivekananda**. It was felt that his philosophies of the Swami Ji and the ideas for which he lived and work could be a great source of inspiration for Indian youth.

Aurora celebrated the Youth Day to rekindle the external message of this patriot for the restless quest, to quest for the truth and establish essence of Hinduism to have eternal path of success. Staff and students participated in giving many ideologies of Swami Vivekananda in an anecdote and glimpse of his life. We also conducted essay writing and painting competition on the theme “**Redesign the Youth**”

“If the mind is intensely eager, everything can be accomplished”

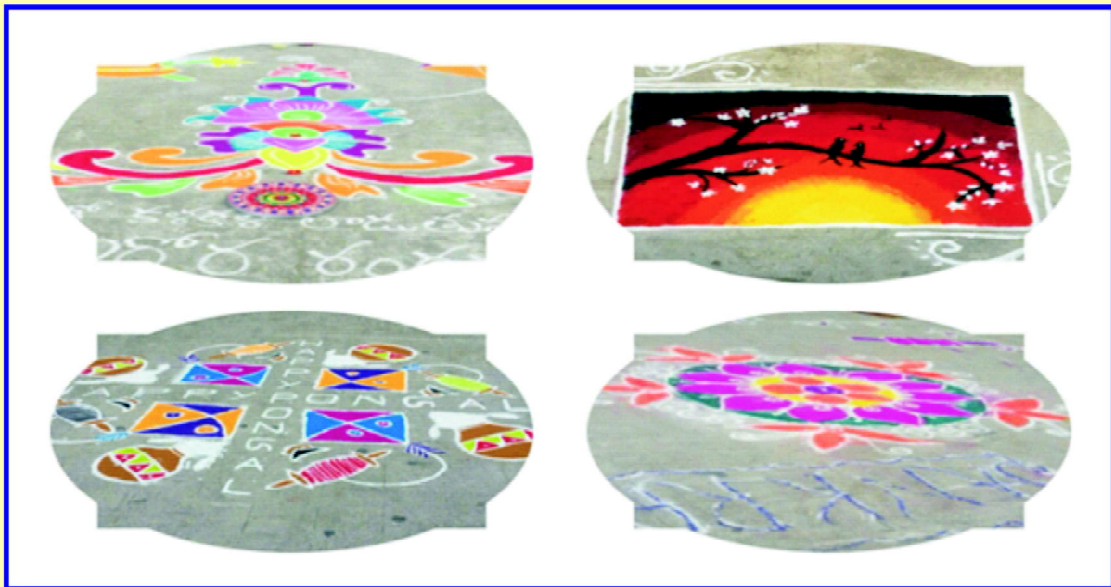
SANKRANTHI SAMBARLU : 12TH JANUARY, 2017



Makar Sankranti is a solar event where in the sun transits into Zodiac sign of Capricorn, it is celebrated on the 14th Jan which marks the end of harvesting season, as it is the day of feasting and celebrations beginning with Bhogi, Sankranti and Kanuma.

“Sun radiates the peace, prosperity and happiness”

RANGOLI COMPETITION : 12TH JANUARY, 2017



angoli is a decoration that brings in Good Luck which depicts traditions folklore and practice that are nique to each area which passes from generation to generation which makes auspicious observance, hich is rich in Indian traditions. The student presented their unique out style in the form of rangoli hich was a virtual treat.

“Rangoli is one of the finest arts by Indian women”

ESSAY WRITING : 12th JANUARY 2017



Essay writing competition was conducted to ignite and explore the talent of Aurorians. The winners are-

1. Komal Section-G (MBA I Semester)
2. C Mounika Section-E (MBA I Semester)

“Our thoughts hold the power to build, bend or break our circumstances”

PAINTING COMPETITION : 12th JANUARY 2017



Painting competition to color the imagination of the students to **“Redesign the Youth manifestation”**

1. Sai Subha Sri Section-J (MBA I Semester)
2. Nilam Srilekha Section-I (MBA I Semester)

“Painting is the silent-poetry and poetry is the painting that speaks”

KITE FEST : 12TH JANUARY 2017

Kite is taken as a symbol of having high aspirations and elevated vision. Man always had an inherent wish to fly high in the sky and reach the horizon. The festival spirit is showcased by flying the kites as high as possible. Aurorians took the zeal of excitement in flying them sky high.

“Imagination is the highest kite one can fly to great heights”

SWACHH SURVEKSHAN : 18TH JANUARY 2017



In order to foster healthy competition between cities for improving cleanliness standards, the ministry of Urban Development (MOUD) started the ministry of a survey “**Swachh Survekshan**”, ranking cities on basis of cleanliness and the other aspects of urban sanitations.

As a part of it **S. Srinivas Reddy, Zonal Commissioner of GHMC**, has conducted the awareness program in Aurora PG College Moosarambagh, where students and the staff contributed unique ideas, where in the hygiene would be ahead in providing a healthy environment. We also participated in ranking in the cities by dialing 1969, we promoted the idea of Swachh Survekshan and sharing feedback.

“Cleanliness is next to Godliness”

Ek kadam Swachatha ki oor

INDUSTRIAL VISIT : 21ST JANUARY 2017



MBA 1ST semester students have been to **Times of India** for Industrial visit which enhance the career perusing of a Professional degree. As it gives hands on enterprise and provide the students as insight regarding the internal working of the Company.

ENTREPRENEURSHIP DEVELOPMENT PROGRAM : 21ST JANUARY 2017



Entrepreneurship is a process of designing, launching and running a new business which typically begins with a small business. We Indians believe in hard work put up the smart idea into workable projects.

“**Make in India**” is a dream project of World acknowledged Indian Prime Minister **Mr. Narendra Modi**. As a part of it Aurora took up an igniting program on entrepreneurship, which was staged by a team of EeFactory headed by David Liu (CEO), A. Gopal Krishna (COO) and Leen Huang (OSM) highlighted upon the opportunities in the Manufacturing sector, as part from IT where we can enhance the abilities off the youth to groom into an Entrepreneur.

“There is nothing wrong with staying small; you can do big things with a small team”

REPUBLIC DAY CELEBRATION : 26TH JANUARY 2017



26th Jan 1950 was the day when we got our own **Constitution** for the highest **Democratic Nation** in the world, since then it is been celebrated as Republic Day which is marked by parades that showcases India’s Defense capability, culture and social heritage.

We in Aurora took pride in celebrating Republic Day. In unfurling the Tri coloured Indian flag which symbolizes sacrifice, peace and harmony.

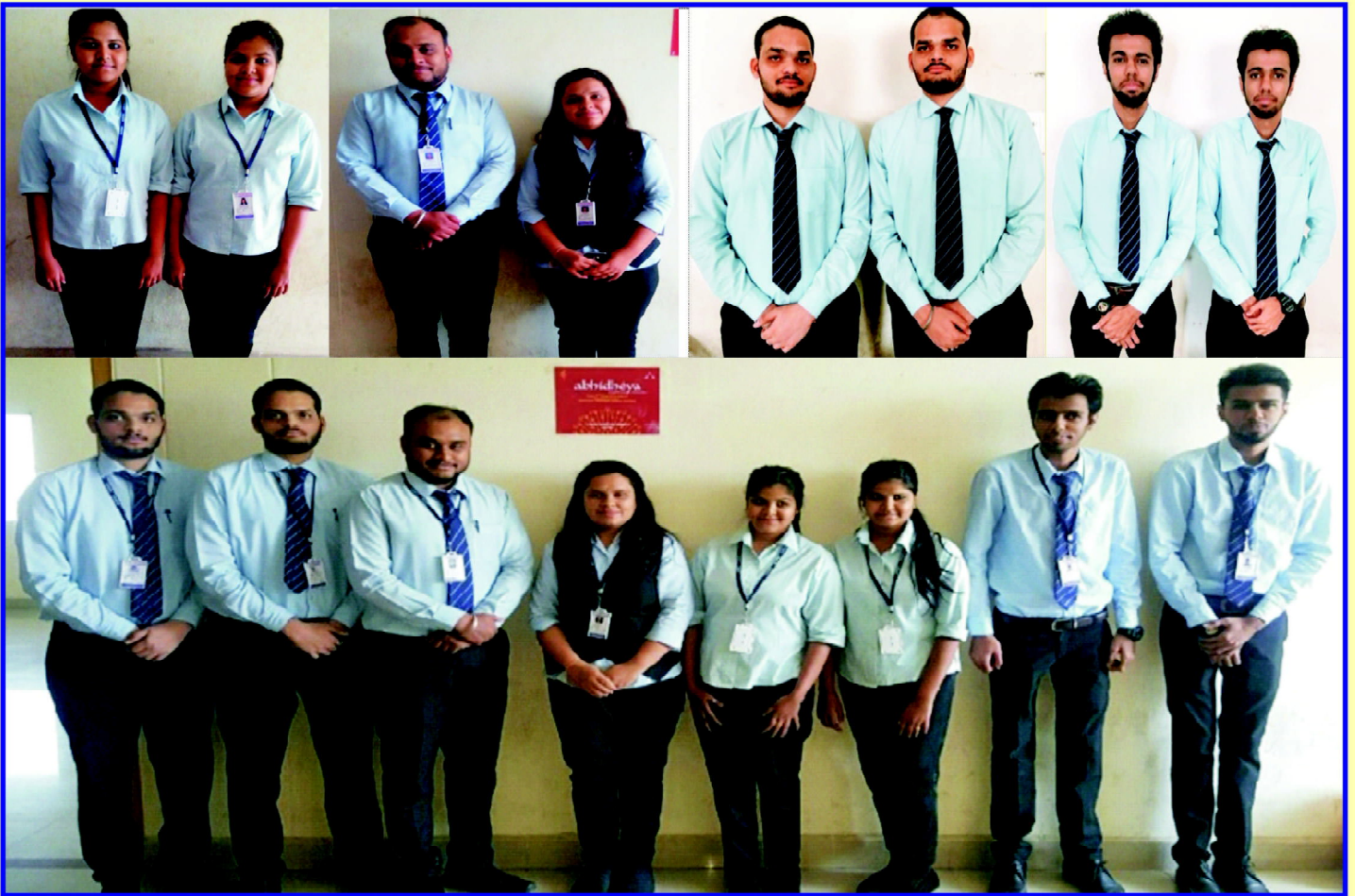
*“Ask not what your country can do for you....
Ask what you did for your country”*

FACULTY ACHIEVEMENTS

Our faculty presented paper at Narsee Monjee Institute of Management

1. A Literature Survey on Association Rule Mining Knowledge Discovery using Market Basket Analysis and Examples –Ms P Arpitha (MCA HOD)
2. An Overviews at Pradhan Mantri Jan Dhan Yojana – Dr VijayaSree and Ms Neetu Sachdeva
3. Factors determining issuances of Commercial Paper in the Manufacturing Sector- Ms Renu Bala
4. “Green Marketing – A Study of Consumer Behaviour Towards Green Products- Ms V Sravani Chary

AURORIANS TWINS



Twins have a special bond. The special relationship between twins is that they feel safer with each other than with their peers. If there is anyone else in the world that's going to get or be the confident that you need, it's an identical twins.

Name : Ram, Laxman, **Section** - E, **Uniqueness** - Brotherhood

Name : Akhilesh and Aneesa, **Section**- A, **Uniqueness**- Identical in action being un-identical

Name : Nikhila and Akhila, **Section**- B, **Uniqueness**- Mind reading between us. Twin Tower

Name : Bharath and Sarath, **Section**- E, **Uniqueness**- Identical and our thinking do match in each and every point

“Two unique roles united by Birth”

STUDENT'S ACHIEVEMENTS



❖ MCA 1ST semester students **Nikhil and Pradyna** won the cash award of 2000/- for the PPT “**Avishkar 2K17**” @ **Avanathi College**.

❖ **Ajay Kumar** of **Section A** won the Laurels in-

1. TRINETRA (Photography)
2. TRANG (Marketing Event)
3. Treasure Hunt
4. Poster Making

Organized by **Institute of Public Enterprise**.

IMAGE CAPTURES



NEWS CAPTURES

స్వచ్ఛ సర్వకళలో నగరాన్ని సంబర్హవగా నిలవాలి

నగరాన్ని అభివృద్ధి చేసేటందుకు అందరినీ ఒకటే చేతులు కలిపాలి. పరిశుభ్రతను ప్రోత్సహించేటందుకు అందరినీ ఒకటే చేతులు కలిపాలి. పరిశుభ్రతను ప్రోత్సహించేటందుకు అందరినీ ఒకటే చేతులు కలిపాలి. పరిశుభ్రతను ప్రోత్సహించేటందుకు అందరినీ ఒకటే చేతులు కలిపాలి.

పరిశుభ్రతను ప్రోత్సహించేటందుకు అందరినీ ఒకటే చేతులు కలిపాలి

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