

CONNECT

DEC 2023-FEB 2024

ISSUE-2

NEWSLETTER



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TEACHERS
CAN OPEN
THE DOOR,
BUT YOU MUST
ENTER IT
YOURSELF



From the Desk of the Director of Evaluation

Dear Students, Faculty, and Esteemed Members of the College Community,

As we come to the close of another academic term, it gives me great pleasure to share some key highlights and reflections from the Evaluation Department. Firstly, I would like to congratulate the editorial team for putting together this insightful newsletter, which beautifully encapsulates the vibrant activities and achievements of our college community.

I am delighted to announce that the results for the Undergraduate Term 1 examinations have been declared. The meticulous effort and dedication exhibited by our students have truly paid off, and the performance has been commendable. Similarly, our Postgraduate students have also shown exceptional results, reflecting their hard work and determination.

In recognition of our students' outstanding achievements, we recently held a special ceremony to honor the toppers. This event not only celebrated their hard work and dedication but also served as an inspiration for all students to strive for excellence. The recognition of our top performers is a testament to the potential that lies within each of our students, encouraging everyone to aim higher and achieve more.

One of the significant aspects that I would like to emphasize is the role of continuous assessment in our academic framework. This method has been instrumental in providing a more holistic evaluation of our students' capabilities. Continuous assessment has not only reduced the undue pressure associated with final exams but also encouraged consistent learning and engagement throughout the term. Through periodic assessments, quizzes, assignments, and practicals, students have had the opportunity to demonstrate their understanding and application of knowledge in a more comprehensive manner.

The transition to this experiential learning system has brought about noticeable improvements. One of the most remarkable changes I have witnessed is the heightened level of student engagement and participation. Students are now more inclined to take an active interest in their studies, leading to a deeper understanding of the subject matter. This shift has also fostered a collaborative learning environment, where students are more open to discussions and peer learning.

Moreover, continuous assessment has helped in identifying areas where students may need additional support or intervention early in the term. This proactive approach ensures that students can receive the necessary guidance to overcome their challenges and enhance their academic performance.

I am confident that our commitment to this experiential learning system will continue to yield positive outcomes. The improvements we have observed are a testament to the effectiveness of continuous assessment in nurturing our students' intellectual growth and overall development.

As we move forward, I encourage all students to embrace this learning methodology with enthusiasm and dedication. Let us continue to strive for excellence, and together, we can achieve greater heights.

In conclusion, I extend my heartfelt appreciation once again to the editorial team for their hard work and dedication in bringing this newsletter to fruition. Your efforts in highlighting the accomplishments and events of our college community are truly commendable.

Wishing you all continued success and looking forward to another productive term.

Warm regards,
Prof. K. Chandrasekhar

EDUCATION
IS THE MOST
POWERFUL
WEAPON
YOU CAN USE
TO CHANGE
THE WORLD



Message from Editorial Board

Dear all,

As we present our second issue, we reflect on the vibrant events that have taken place in our academic community, showcasing our spirit of learning, celebration, and growth.

The academic year has been a whirlwind of activity and achievement. Having demonstrated unwavering determination and diligence in their final assessment week with project evaluations, our freshman-UG students triumphantly concluded their first term. After a well-deserved break, they returned rejuvenated and ready to embark on the second term. The second quarter of the academic year commenced with enthusiasm, as excitement filled the air and students eagerly dove into their new courses and activities. The top performers were honored in a special ceremony by our founder Dr. Ramesh Babu, Dr. Srilatha Chepure, Registrar, and Prof. K. Chandrasekhar, Director of Evaluation.

This renewed energy was evident as we commemorated National Mathematics Day with enthusiasm, honoring Srinivasa Ramanujan's birth anniversary. Competitions, quizzes, and interactive sessions highlighted the beauty and importance of mathematics.

Science Day celebrated Sir C.V. Raman's discovery of the Raman Effect. The day featured an expert talk, followed by a project expo of freshman students. Exhibitions and lectures showcased scientific principles and their applications, inspiring curiosity and innovation among students.

Our industrial visit to Masqati Dairy Products Limited in Hyderabad provided our freshman students-PG with real-world exposure, bridging the gap between theoretical knowledge and practical application. These visits allowed students to learn from industry professionals, enhancing their academic and professional journeys.

This second quarter also included many expert talks on various topics, ranging from Safe Internet Day, advancements in sensor technologies and optoelectronic devices, to training sessions on Tinkercad and Arduino UNO. These talks provided students with valuable insights and knowledge, further enhancing their learning experience.

The Student Project Expo is the highlight of this issue. It was a grand display of creativity and innovation, with students presenting projects that demonstrated their problem-solving skills and technical prowess. The expo included a wide range of projects, from scientific models to technological innovations, reflecting the hard work and dedication of our students. This event provided a platform for peer learning and constructive feedback.

In addition to academic events, our calendar was filled with enjoyable activities. Christmas Day was celebrated with joy and camaraderie. The festivities included carol singing, decorating Christmas trees, and organizing charity drives, spreading cheer and instilling the values of sharing and giving.

Traditional Day was a vibrant celebration of our cultural heritage. In addition to traditional attire and cultural performances, the day featured a variety of activities such as proper Pongal making competitions, kite flying, rangoli art, and more. These activities highlighted the richness of our traditions and brought the community together in festive spirit.

As we move forward, we remain committed to fostering holistic development, combining academic excellence with cultural enrichment and real-world experiences. Our second issue captures the essence of our community's spirit, and we look forward to many more celebrations and achievements in the future.

Warm regards..

Academic Engagement Initiatives



Quizony-2023(Business Quiz)

The Department of Commerce and Management recently hosted Quizony-2023 on 08.12.2023 at the University Seminar Hall, drawing 80 students and faculty. Dr. Raju Challa's enthusiastic welcome set a competitive tone for the event, covering economics, marketing, finance, and current affairs. Participants competed in teams, answering challenging questions, including on brand logos, fostering camaraderie. Team Thatipamula Sravan, Stephen Das & Muni Ganti Sai Ganesh emerged victorious, showcasing knowledge and teamwork. The event was a success, promoting learning and collaboration. Thanks to Dr. Raju Challa and volunteers for their efforts.



Product & Brand Identification

On December 15, 2023, the School of Commerce and Management hosted the "**Product & Brand Management**" event, led by Dr. Anees Sulthana. Tailored for freshman MBA students, the event featured a dynamic brand identification exercise where teams analyzed clues to identify well-known brands from scrambled letters. Emphasizing Brand Awareness, Marketing Strategies, Team Collaboration, and Critical Thinking, the event promoted interactive learning and market insight. Celebrating winners for their enthusiasm and efforts, the event was a success, enriching students' understanding of branding and marketing. Special thanks to Dr. Anees Sulthana for organizing this engaging activity, with more initiatives anticipated in the future.

National Mathematics Day

National Mathematics Day was celebrated with great enthusiasm at our university on December 22nd, 2024, aiming to honor the birth anniversary of the legendary mathematician Srinivasa Ramanujan and inspire a love for Mathematics among students and faculty. The celebration commenced with the formal invitation of our esteemed guests to the dais, followed by the traditional lighting of the lamp ceremony. A beautiful invocation song set the tone for the day's celebrations, leading to the Registrar, Dr. Srilatha Chepure, officially declaring the National Mathematics Day open. The Head of the Mathematics Department, Dr. K. Sharath Babu, introduced the significance of National Mathematics Day, after which the Registrar highlighted the importance of mathematics in various fields. Dr. T. Rakesh Singh from Department of Mathematics shared key insights into the world of mathematics, inspiring the attendees. At the same time, D. Sudheendra, a student from the school of engineering, discussed the critical role of mathematics in our everyday lives and its broader implications. Our chief guest, Prof.

D.V.S.S. Subramanian, Professor, Department of CSE, Vice-Principal, Keshav Memorial Engineering College, Hyderabad, Telangana, India., delivered a thought-provoking address on various mathematical concepts and their applications. Ms. Gita S Parthiban, Faculty Co-coordinator of the Department of Mathematics, thanked all participants, organizers, and guests for making the event a success. The inauguration of various activities, including the poster presentation, model exhibition, math talks, and the preliminary rounds for the quiz competition, took place, followed by student exhibits demonstrating their understanding and creativity in various mathematical topics. We conducted a series of events for the celebrations, including a quiz, a poster presentation, a Math talk, and working model demonstrations. The event concluded with a prize distribution ceremony where winners of various competitions were awarded. National Mathematics Day at our university celebrated mathematical achievements and an opportunity to foster a community of learners passionate about mathematics.

Quiz	
Winners	Vignijit, Vardhani, and Shiva Toja
Runners-up	B. Akhilesh, P. Karthik & K. Sathvik
Poster Presentations	
Winners	B. Deekshitha, Hema C & Nomika
Runner-up 1	Divya
Runner-up 2	Sanjay, Lokesh & Gunashekar
Working Model	
Winner	Varshini
Runner-up 1	Madhuri
Runner-up 2	Jhansi
Maths Talk	
Winner	Anveshitha
Runner-up	Shritha Sri





On February 6th, the Department of Computer Science and Engineering, School of Engineering at Aurora University hosted Webinar on Safe Internet Day at the Aurora University Seminar Hall. Dr. Sakthi Ganesh Murugesan, known for his leadership in academic innovation and internationalization, led the event. He has extensive experience in establishing and transforming universities, having held leadership roles at institutions like UPES, VIT, MITWPU India, and LSET - London. The webinar was attended by staff and students from B.Tech CSE, CSE (AIML), CSE (DS), and BCA. Dr. Murugesan addressed critical internet safety issues such as cyberbullying and online privacy, emphasizing the importance of positive online behavior. Safe Internet Day aims to empower individuals, especially youth, with skills and tools for safe internet use, promoting collaboration among governments, NGOs, educational institutions, and tech companies to establish supportive policies. Dr. K. Chandrashekar, HoD-CSE, concluded the webinar by encouraging attendees to create and share high-quality resources and engage in community activities to foster a safer online environment.



Interim Budget 2024 Presentations

On 9th February 2024, the School of Commerce and Management hosted an Interim Budget 2024 Presentation event for freshman MBA students, organized by Dr. Subha Pradha and Dr. Raju Challa. The primary objective was to educate students about the fiscal budget's role in economic development. Students formed groups of four to prepare and deliver PowerPoint presentations on the Interim Budget 2024, released on 1st February 2024. Topics covered included an overview of the fiscal budget, government revenues and expenditures, defence budget, health sector allocation, infrastructure spending, and the Rural Employment Guarantee Scheme. Each group presented detailed analyses of the government's plans, highlighting significant aspects of the budget. This exercise enhanced students' understanding of budget preparation, fiscal deficit control, and inflation management, successfully enriching their knowledge of fiscal policies and their economic impact.



Expert Talk on Practical Applications of Pointers in C

The Department of Computer Science and Engineering conducted an Expert Talk on the Practical Applications of Pointers in C on 07th February 2024 at the University Seminar Hall. Shri. Naveen Immadi, Scientist-D at NIELIT, addressed staff and students of B.Tech CSE, CSE(AIML), CSE(DS), and BCA. The objective was to explore the versatile utility of pointers in optimizing memory usage, enhancing data structure manipulation, and enabling efficient programming paradigms. Real-world examples, such as dynamic memory allocation, array manipulation, and implementing complex data structures like linked lists and trees, highlighted pointers' fundamental role in low-level memory management. Students also engaged in practical work on pointers and their implementation. Dr. K. Chandrashekar, HoD-CSE, concluded the session by motivating students to pursue interdisciplinary collaboration in optimizing memory usage and data manipulation with pointers.



Shaping the Future: Advancements in Sensor Technologies and Optoelectronic Devices

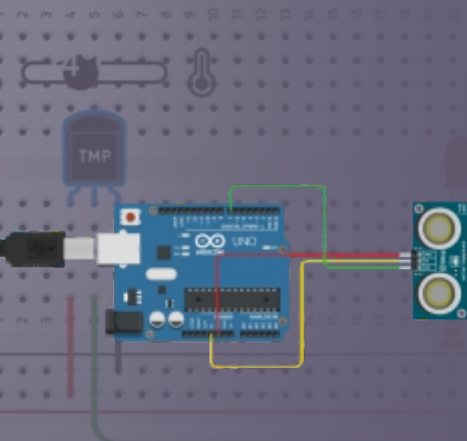
The expert talk by Dr. P. Satyanarayana, a retired Senior Scientist from DRDO, held on February 12, 2024, at the University Seminar Hall, was a highly informative session organized by the Department of Physics, School of Liberal Arts and Sciences and aimed at B.Tech. CSE, CSE(AIML), and CSE(DS) students, the talk provided an in-depth look at the advancements and applications of sensor technologies and optoelectronic devices. Dr. Satyanarayana discussed the principles, mechanisms, and advancements in various sensors and MEMS technology, emphasizing their transformative impact on autonomous vehicles, IoT, and healthcare sectors. He highlighted the importance of interdisciplinary collaboration for developing precise and sensitive sensors, engaging the audience with an interactive discussion that explored both the potential and challenges of these technologies. The event successfully enhanced participants' understanding and inspired further exploration into the field.

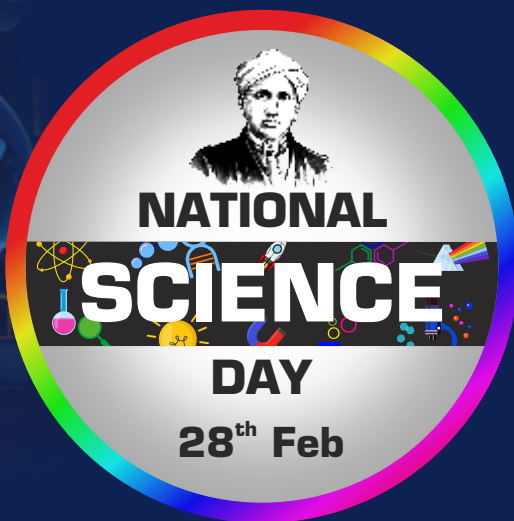


Training on

Tinkercad and Arduino UNO

A training session on Tinkercad and Arduino UNO was led by Mr. V. Ramesh Kumar, Senior Lecturer at Sujatha Degree and PG College, Hyderabad, on February 19, 2024. Held at the University Seminar Hall and organized by the Department of Physics, School of Liberal Arts and Sciences, this event catered to B.Tech students from CSE, CSE(AIML), and CSE(DS) programs. The session seamlessly blended theoretical knowledge with practical experience, introducing participants to electronics and prototyping. Students explored 3D design and circuit simulation with Tinkercad and honed their skills in programming Arduino UNO microcontrollers using the Arduino IDE. The project-based format promoted creativity and problem-solving, while interdisciplinary collaboration enriched the learning process. The session successfully equipped students with foundational electronics, prototyping, and microcontroller programming skills, inspiring further exploration and innovation in these fields.





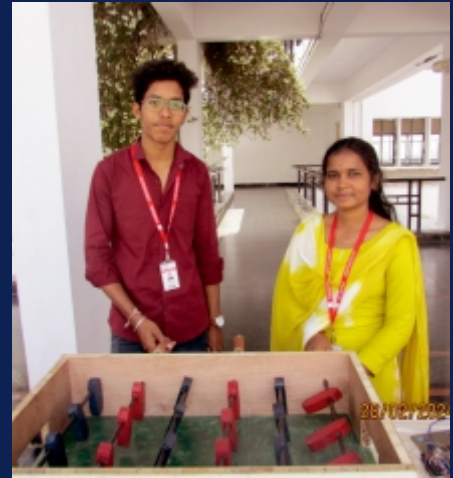
The National Science Day event at Aurora University on February 28, 2024, honored Sir C.V. Raman's discovery of the Raman Effect, focusing on "Indigenous Science and Technologies for Vikasit Bharat." Organized by the Department of Chemistry and Physics, with Dr. Ganesh Gollavelli and Dr. Rakesh Chandra leading, it featured Prof. Dr. S. Satyanarayana, former Vice-Chancellor of Osmania University and RGUKT, Basar, as a guest speaker. The objectives included promoting science awareness, inspiring scientific careers, and recognizing scientific contributions.



Interdisciplinary collaboration was fostered through exhibitions, panel discussions, and research presentations. The event raised awareness of indigenous technologies and ignited enthusiasm among students and faculty. Overall, it was a resounding success, fostering scientific literacy, innovation, and a love for science within the university community.







A Visit to Masqati Dairy Products Limited, Hyderabad

The Department of School of Commerce and Management recently orchestrated an enlightening one-day industrial visit to Masqati Dairy Products Limited on February 16th, 2024. This initiative aimed to seamlessly integrate theoretical knowledge with practical application, offering 90 students a firsthand glimpse into real-world operations.



Upon arrival, the delegation received a warm welcome from Ayush Yogendra, the Manager, who began the visit with an insightful overview of the company's storied history, mission, and essential operations. This introduction set the stage for an engaging exploration into various aspects of production and management crucial for MBA students. They observed the detailed process of manufacturing dairy products, encompassing key concepts such as the Product Line, Sequence and Capacity of Machines, Machine Hours, Production Planning, and Plant Layout. Additionally, they explored the Standard Operating Procedures, Quality Control measures, Warehouse Management, Flow of Materials from Warehouse to Production Process, Human Resource Management, and Supply Chain Management at Masqati Dairy Products Ltd.

Students eagerly immersed themselves in tours of several critical departments within the manufacturing unit. They observed the production floor, where the operations of machines and the sequence of production were explained. They also visited the quality control department to understand the stringent procedures in place to maintain product standards. Furthermore, the warehouse was toured to comprehend the flow and management of materials before they enter the production process. This hands-on experience provided invaluable insights into the application of academic concepts in a professional context.

One of the most impactful observations was the in-depth interaction with the Operations Manager, the Production Manager, and the In-charge for Quality Control. These interactions highlighted the importance of procedures adopted in manufacturing and the critical need for quality

checks and control. This sparked lively discussions among the students and fostered a deeper understanding of the manufacturing processes and quality management practices.

A pivotal moment of the visit was the interactive Q&A session with Ayush Yogendra,

where students delved into specific topics and posed questions regarding production efficiency, quality assurance, and the integration of technology in manufacturing. They were particularly interested in understanding how Masqati Dairy Products Ltd. ensures the consistency and quality of their products, the challenges faced in supply chain management, and the strategies employed for effective human resource management within the manufacturing unit. The session proved instrumental in clarifying doubts and gaining insights into industry trends, leaving a lasting impression on participants.

The visit concluded with a group photograph capturing the day's camaraderie and a heartfelt expression of gratitude from Ms. G.L. Preethi, Ms. K. Hari Chandana Devi, and Ms. P. Anitha on behalf of the Department of School of Commerce and Management. Students enthusiastically expressed their appreciation for the invaluable learning experience and newfound inspiration for their future careers.

In summary, the one-day industrial visit to Masqati Dairy Products Limited was a resounding success, offering students a transformative educational experience. This initiative not only deepened their understanding of industry practices but also ignited their passion for pursuing careers aligned with their academic pursuits. The Department of School of Commerce and Management extends sincere thanks to Masqati Dairy Products Limited and all involved in making this insightful visit possible.

The Department eagerly looks forward to continuing to enrich the educational journey of our students through future initiatives. Stay tuned for updates on our upcoming events and opportunities



Academic Auras

Patent Publications

- **Dr. Raju Challa**, HOD from the School of Commerce and Management, published a patent on "Evaluating the Effectiveness of An Academic Teacher's Physiological and Self-Reported Stress, Teaching Practices, And Students" in December 2023.
- **Dr. Anees Sulthana**, Associate Professor from the School of Commerce and Management, published a patent on "Evaluating the Effectiveness of An Academic Teacher's Physiological and Self-Reported Stress, Teaching Practices, And Students" in December 2023.
- **Dr. Anees Sulthana**, Associate Professor from the School of Commerce and Management, published a patent on "Dynamic Workforce Optimization Engine for Strategic HR and Analytics Solution" in December 2023.
- **Dr. Anees Sulthana**, Associate Professor from the School of Commerce and Management, published a patent on "For Publishing Patent on The Impact of Artificial Intelligence and Machine Learning on Employee Engagement and Work Practices in Organizations" in December 2023.

Book Chapters

- **Dr.P.S.Subha Pradha**, Professor from the School of Commerce and Management, Published a book chapter on "Organization, Purpose and Values" published by Routledge (Taylor and Francis Group) in February 2024. The book, bearing ISBN 978-1-032-81790-3, thoroughly explores Sustainability Leadership in Higher Education Institutions.
- **Dr.P.S.Subha Pradha**, Professor from the School of Commerce and Management, Published a book chapter on "Diversity, Equity and Inclusion" published by Routledge (Taylor and Francis Group) in February 2024. The book, bearing ISBN 978-1-032-78287-4, thoroughly explores Diversity, Equity and Inclusion as Value Additions in Business- A Conceptual Note.



Radiance of Faculty's Excellence

Research Paper Publications

Dr. N. Rakesh Chandra, an Associate Professor at the School of Liberal Arts and Sciences, published a paper on January 31, 2024. The paper, titled "Estimation of Physical Parameters of Moon Impact Meteoroids Using a Three Equation Model", is available through the Smithsonian Astrophysical Observatory (SAO) under a NASA grant.

Appreciation, Awards, Honours

- **Mr.K.Ravikanth**, Assistant Professor, Department of Computer Science Engineering from School of Engineering has been appreciated for given a session talk as a Resource Person for the topic: "Role of Artificial Intelligence in Human Life and Challenges" for AICTE-ATAL sponsored one week offline FDP on "Recent Trends in Artificial Intelligence and Internet of Things for Building Signal Processing Applications" during December 2023 organized by Nalla Narasimha Reddy Education Society's Group of Institutions, Hyderabad.
- **Mr.K.Ravikanth**, Assistant Professor, Department of Computer Science Engineering from School of Engineering has been nominated as Technical Program Committee Member in the 3rd International Conference on Advanced Network Technologies and Intelligent Computing (ANTIC-2023) organized by Department of Computer Science, Institute of Science, Banaras Hindu University, Varanasi, India during December 20-22, 2023
- **Mr.K.Ravikanth**, Assistant Professor, Department of Computer Science Engineering from School of Engineering has been awarded as Screening Evaluator for exceptional contribution as an Evaluator in Smart India Hackathon 2023 in association with Ministry of Education, MoE's Innovation Cell & AICTE during December 2023.
- **Dr. K. Chandrashekar**, HOD, Department of Computer Science Engineering from School of Engineering reviewed papers for IEEE International Conference on Mobile Networks and Wireless Communications Organized by Sri Siddhartha Institute of Technology, Tumakuru in association with IEEE Bangalore Section during December 2023.
- **Dr. K. Chandrashekar**, HOD, Department of Computer Science Engineering from School of Engineering reviewed papers for Springer International Conference on Advances in Computational Intelligence, organized by Maturi Venkata Subba Rao Engineering College held at Hyderabad during December 2023.
- **Ms. Meghna Bandi**, Assistant Professor from the School of Commerce and Management, appreciation for being the GLOBAL JURY for Students of TIP QC, Phillipines. In December 2023, contributing to the evaluation and guidance of emerging tech talents.
- **Ms. Meghna Bandi**, Assistant Professor from the School of Commerce and Management, appreciation certificate for being the Global Jury for TIPC Phillipines for evaluating Students Business Ventures, of NEN Wadhvani South East Asia, in December 2023.
- **Dr. K. Chandrashekar**, HOD, Computer Science Engineering, School of Engineering, received his Doctorate Degree on 5th January 2024 during the XII Convocation of Jawaharlal Nehru Technological University Hyderabad. His doctoral research includes the design and implementation of a prototype "An Enhanced Framework for Cardiac Disease Classification using Feature Reduction and Optimization Techniques."
- **Dr. P.S.Subha Pradha**, Professor from the School of Commerce and Management, appreciation certificate for Technical Session Co-Chair at International Conference on DEI organized by Academy of Value Based Management, ISOL Foundation and University of Hyderabad , in February 2024.
- **Ms. Meghna Bandi**, Assistant Professor from the School of Commerce and Management, Expert Talk on "Achieving Problem Solution Fit and Product Market Fit", in February 2024.

Participation in FDP/Workshops/Conferences

Dr. K. Chandrashekar, HOD, Department of Computer Science Engineering from School of Engineering has participated in a talk on Viksit Bharat @ 2047, organized by Meerut Institute of Technology held at Meerut during December 2023.

Dr. P. Vinay Kumar, Associate Professor from the School of Liberal Arts and Sciences, participated in a 2-day workshop on climate change and clean energy. The workshop was jointly organized by the Centre for Earth, Ocean, and Atmospheric Sciences at the University of Hyderabad and the Environment Protection Training and Research Centre, Hyderabad, on December 18-19, 2023

Dr. M.C. Ajay Kumar, a Professor from the School of Liberal Arts and Sciences, presented a paper titled 'Temporal Assessment of Air Pollutants Using Principal Component Analysis over Hyderabad' at the Multidisciplinary International Conference on Advances in Applied Sciences (ICAAS-2023). The conference was held on December 22-23, 2023, at Vasavi College of Engineering in Hyderabad, India, and was organized by the Departments of Physics and Chemistry.

Dr. Anees Sulthana, Associate Professor from the School of Commerce and Management, has participated in a Five-day Faculty Development Program on "Exploring Advanced Research Tools for Business Excellence" conducted by School of Management Studies, SNIST, Ghatkesar, Hyderabad, India during 18th-22nd December, 2023.

Dr. Anees Sulthana, Associate Professor from the School of Commerce and Management, has participated in a Six Days International Faculty Development Program (Hybrid Mode) on "Work Life Balance in a BANI (Brittle, Anxious, Nonlinear and Incomprehensible) Era" Organized by Department of Management, IEM Kolkata in association with HRDC, IEM-UEM Group and Association of Indian Management Schools (AIMS) held on 25th November, 2023 and from 28th November to 2nd December, 2023.

Ms G L Preethi, Assistant Professor from the School of Commerce and Management, has participated in "Exploring Advanced Research Tools for Business Excellence", organized by School of Management Studies, SNIST, Ghatkesar, Hyderabad, in December, 2023.

Ms G L Preethi, Assistant Professor from the School of Commerce and Management, has participated in a Six Days International Faculty Development Program (Hybrid Mode) on "Work Life Balance in a BANI (Brittle, Anxious, Nonlinear and Incomprehensible) Era" Organized by Department of Management, IEM Kolkata in association with HRDC, IEM-UEM Group and Association of Indian Management Schools (AIMS) held on 25th November, 2023 and from 28th November to 2nd December, 2023.

Ms Meghna Bandi, Assistant Professor from the School of Commerce and Management, has participated in a 6 Days International FDP on "Work Life balance in a BANI (Brittle, anxious, nonlinear and incomprehensible) Era" conducted by Department of Management, IEM Kolkata in association with HRDC, IEM-UEM Group and Association of Indian Management Schools (AIMS) in December 2023.

- **Mr.K.Ravikanth**, Assistant Professor, Department of Computer Science Engineering from School of Engineering has completed the NEP 2020 Orientation & Sensitization Programme-4 under Malviya Mission Teacher Training Centre, Jawaharlal Nehru Technological University Hyderabad during January 2024
- **Ms G L Preethi**, Assistant Professor from the School of Commerce and Management, has participated in a One-week National Level Faculty Development Programme (Online) on "Pedagogical Innovations and Strategies in Higher Education" Organized by A.C.T Academy, Tamil Nadu and SKR & SKR Govt. College for Women (Autonomous), Kadapa, Andhra Pradesh.in January 2024.
- **Ms G L Preethi**, Assistant Professor from the School of Commerce and Management, has participated in Seven-day National Level FDP (Online) on "English Language, Literature, Culture and Policy Initiatives" Organized by A.C.T Academy, Tamil Nadu in Association with ARASU COLLEGE OF ARTS & SCIENCE FOR WOMEN, in January 2024.
- **Ms. Hari Chandana Devi**, Assistant Professor from the School of Commerce and Management, has in Attended International Conference on "Business Education and its Future-A Global Perspective" & Start-Ups in India, Organized by Anwarul Uloom College, India, in January 2024.
- **Dr. N. Rakesh Chandra**, an Associate Professor at the School of Liberal Arts and Sciences, presented a poster titled 'Estimation of Physical Parameters of Moon Impact Meteoroids Using a Three-Equation Model' at the 42nd Annual Meeting of the Astronomical Society of India (ASI), hosted jointly at Indian Institute of Science (IISc), Indian Space Research Organization (ISRO), and Jawaharlal Nehru Planetarium (JNP) in Bengaluru from 31st January to February 4, 2024.
- **Dr.P.S.Subha Pradha**, Professor from the School of Commerce and Management, has participated in Technical Session Co-Chair at International Conference on DEI, Organized by Academy of Value Based Management, ISOL Foundation and University of Hyderabad, in February 2024.
- **Ms G L Preethi**, Assistant Professor from the School of Commerce and Management, has participated in Five-day workshop on "Research Skills Series-1 (OURS)", Organized by Osmania University Human Capital Development Centre, OU Campus, Hyderabad, in February 2024.
- **Mr. Chandrashekar Goud Vutukuri**, Assistant Professor, Mechanical Engineering, School of Engineering attended a five-day Faculty Development Program (FDP) on "Advances in Materials Technology For Next Generation Manufacturing," Organized by Ballari Institute of Technology and Management, Ballari in February 2024.

Radiance of Student's Excellence

Top Performers in Freshman UG and PG First Term

It is a privilege for Aurora University to announce the outstanding academic achievements of its top performers in the **Freshman UG and PG First Term results**, declared on 22nd December 2023. These students have shown remarkable dedication and academic excellence, establishing a high standard for their peers.

Freshman UG

Student Name

Sadhana Sampreeth Kumar
Godumala Taraka Shiva Ganesh
Damegunta Sudheendra
Allenki Rajavaradhan
Suthoju Ganesh
Syed Yasar Rayyan
Veda Harsha Matla
Battineni Manudeep
Pabbala Poojitha
Jikuru Kiran
Podhila Sahithya

Registration No.

AUU23EGCSE049
AUU23EGCSE045
AUU23EGCSE031
AUU23EGCSE105
AUU23EGCSE048
AUU23EGCSA039
AUU23EGCSA053
AUU23EGCSA034
AUU23EGCSD006
AUU23SCBDS001
AUU23MSBBA002

Programme

B.Tech Computer Science and Engineering
B.Tech Computer Science and Engineering
B.Tech Computer Science and Engineering
B.Tech Computer Science and Engineering
B.Tech Computer Science and Engineering
B.Tech Computer Science and Engineering (AI-ML)
B.Tech Computer Science and Engineering (AI-ML)
B.Tech Computer Science and Engineering (AI-ML)
B.Tech Computer Science and Engineering (Data Science)
BCA Data Science
BBA Business Analytics

Freshman PG

Maddi Nandini
Ramineni Mahesh
Challa Keerthana
Nallapu Sairajalekha
Maidamshetti Ashwini
Mamidi Rahul
Mohammad Sameer Hussain
Gattu Shravan Kumar
Bojja Venkata Harsha Vardhan Reddy
Sowmya Valandasu
Ambati Vijay Vikas Chandra
Charlapally Dinesh Goud
Puli Likhitha
Gollapalli Srinadh
Bhोरam Sai Deepthi

AUP23SCMCA061
AUP23SCMCA143
AUP23SCMCA128
AUP23SCMCA074
AUP23SCMCA063
AUP23MSMBA016
AUP23MSMBA020
AUP23MSMBA060
AUP23MSMBA008
AUP23MSMBA036
AUP23MSMBA108
AUP23MSMBA090
AUP23MSMBA096
AUP23MSMBA091
AUP23MSMBA094

MCA
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MCA
MBA
MBA
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MBA
MBA (BUSINESS ANALYTICS)
MBA (BUSINESS ANALYTICS)
MBA (BUSINESS ANALYTICS)
MBA (BUSINESS ANALYTICS)
MBA (BUSINESS ANALYTICS)



University Initiatives

'Aurora Cares' Initiative

Empowering Education through Generosity

Aurora University proudly supports students who demonstrate exceptional academic performance despite challenging economic circumstances. As part of this commitment, the university recently donated a laptop to a student named Mr. Allenki Rajavardhan (AUU23EGCSE105), Freshman, Department of Computer Science and Engineering, who has demonstrated exceptional academic performance despite facing significant economic challenges. Mr. Allenki Rajavardhan received a laptop from our Honorable Registrar Dr. Srilatha Chepure on behalf of the Management of Aurora University. The Director of Evaluation, Prof. K.Chandrasekhar and Dr. K.Chandrasekar., HoD, Department of Computer Science and Engineering were also present during the event. This initiative not only aims to bridge the digital divide but also to encourage and motivate students to strive for excellence, knowing that their hard work and determination are valued and supported.

The Student's Testimonial

The recipient of the laptop, Mr. Allenki Rajavardhan, expressed heartfelt gratitude for the university's support. "Receiving this laptop has been a tremendous help for my studies," Rajavardhan shared. "It has enabled me to access online resources, complete my assignments efficiently, and participate in virtual classes without any hindrance. I am deeply thankful to Aurora University for recognizing my efforts and providing me with this essential tool. This support has not only boosted my confidence but also inspired me to aim higher and continue to excel in my academic journey."

Campus Festivities

Christmas Celebrations'23

On December 22, 2023, Christmas at Aurora Deemed University was a magical afternoon affair filled with joy, laughter, and a sense of community. The campus was adorned with festive decorations, and the air was filled with cheers and laughter. We had a heartwarming carol service, where students, faculty, and staff came together to sing traditional Christmas songs. Later, the students were treated to a surprise visit from Santa Claus, who distributed gifts and spread cheer among the young learners. In the afternoon, the campus came alive with a lively dance performance, where students showcased their talent and enthusiasm. The rhythmic beats and energetic moves added to the festive atmosphere, creating a sense of celebration and togetherness.

The day's highlight was the cake-cutting ceremony by Dr. Srilatha Chepure, Registrar, AU, where everyone gathered to share in the joy of the season. The delicious cake was shared among all present, symbolizing the spirit of sharing and generosity that defines Christmas. The Christmas celebrations at Aurora Deemed University were a memorable and heartwarming experience, bringing together the entire university community in a spirit of love, joy, and unity.





On January 12, 2024, Aurora University celebrated Traditional Day with a vibrant array of activities that showcased the rich cultural heritage of our nation. The event was a delightful fusion of colors, flavors, and traditions. The day began with a rangoli competition, where participants displayed their artistic skills by creating intricate designs using colored powders. The campus was adorned with a kaleidoscope of patterns, each telling a unique story.

Next, the traditional Pongal cooking competition brought the aroma of freshly made rice dishes to the air. Participants cooked up a storm, showcasing their culinary prowess and sharing the joy of this traditional harvest festival. The day's highlight was the kite flying competition, where the sky was filled with colorful kites of all shapes and sizes. It was a sight to behold as participants maneuvered their kites with skill and precision, adding a touch of nostalgia to the festivities. Additionally, the day featured a vibrant 'Ramp walk' showcasing the diverse cultural heritage of our university community. Finally, the day ended with students and faculty members coming together to dance to the lively beats of Sankranti tunes, creating an atmosphere of camaraderie and celebration that truly captured the spirit of the occasion.

Overall, the Traditional Day celebrations were a resounding success, bringing together our university community to celebrate our rich cultural heritage. It was a day filled with joy, laughter, and a sense of pride in our traditions. In recognition of their outstanding performances, accolades were bestowed upon the winners and runners of each competition:

Winners and Runners

Rangoli Competition

Winners : Tanisha Takur and Mounika, CSE-DS

Runners : Swetha and Manisha, CSE-A

Pongal Making Competition

Winners : Dhana Laxmi and Laxmi Prasanna, MCA-B

Runners : Harismirtha, Ruchika, and Sateesh, MCA-C

Kite Flying Competition

High Altitude Kite Flying

Winners : Sai Vignesh & Ramcharan, CSE

Maximum Cuttings

Winners : Satwik and Sai Teja, AIML-B

Miss Aurora - Heema Chetri, AIML-A

Mr. Aurora - Vivek Goud, AIML-A





Vasant Panchami

Celebrations



Vasant Panchami marks the birth anniversary of **Goddess Saraswati**, the deity of knowledge, music, wisdom, and learning. On February 14th, 2024, Aurora Deemed University celebrated this auspicious day with great reverence. A Saraswathi Puja was performed to instill devotion and reverence for learning among the students. In honor of the occasion, most staff members and students donned yellow attire, symbolizing the spring season. The idol of Goddess Saraswathi was beautifully adorned with yellow flowers, and offerings of the same were made during the puja.

Significantly, Vasantha Panchami also marks the foundation day of our educational society, making the celebrations even more meaningful and profound.



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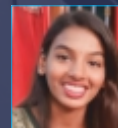
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