



AURORA'S BUSINESS SCHOOL

**akshara**  
NEWSLETTER  
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# Global Warming

Time to make a change

## FROM THE DIRECTOR'S DESK

### Concerns on Global Warming

There are many portents that demonstrate how global warming has affected certain parts of our planet. It is also important to note the future predictions of global warming. Things do not look so good, but there are some things we can do to slow down the process.

A teacher I know recently asked a student what we could do to fight global warming. His response was it should be illegal for anyone on Earth to pollute. Children are much wiser than we sometimes give them credit for. As that is the correct answer, however humans are habitual in their nature. Giving up their automobiles, buses, trains, planes, gas lawnmowers, etc... It is not an easy thing to ask them to do. We have created the causes of global warming; it's up to us to find the solutions. The latest data confirm what a growing number of scientists have been saying for several years. The Earth's climate is rapidly changing. According to a report from the Smithsonian Institution and several other U.S. agencies, global temperatures



increased by about one degree Fahrenheit over the course of the last century, and will likely rise even more during this one. Such drastic temperature changes will cause a broad range of impacts. To reduce all these awful situations the world will have to be much more careful about things. There may come a time in this world when there is not enough air to breathe or enough food to eat.

**Let us try to prevent that!**

**Prof G Sreenivas Reddy**

## NEWS @ AURORA'S BUSINESS SCHOOL

- 01-04-2016: Prof. G Sreenivas Reddy participated in the management meet entitled "Anveshana" as guest of honour at Aurora PG College, Ramanthapur and addressed the gathering
- 04-04-2016: Thomson Reuters off campus placement drive for Finance majors with Rs. 4.5 lacs. Package. One student placed
- 04-04-2016: Writer Corporation campus placement drive concludes and three students secure placements.
- 04-04-2016: KANTA off -campus placement drive held for all specializations
- 06-04-2016: Faculty meeting held to allocate papers for PGDM II year I Trimester courses.
- 06-04-2016: Students of PGDM I year III Trimester conduct a survey on awareness of Right to Information Act under the guidance of Dr. Raghunadhacharya
- 07-04-2016: Karvy summer internship project (SIP) placement interviews held -2 students selected
- 07-04-2016: Vol. VI No. 1 January-March issue of Aurora's Journal of Management released
- 12-04-2016: Off campus placement drive of Cognizant Technologies held for Finance major- CTC 3.0 lacs.
- 12-04-2016: Off campus placement drive of InfocusRx held for marketing majors – CTC 4.0 lacs - 2 students placed
- 12-04-2016: Faculty meeting held for reviewing IV semester results and II Trimester progress
- 13-04-2016: OPINIO conducts interviews for selection for SIP placements as intern sales for a duration of two months
- 13-04-2016: Eminence immigration SIP placement drive held
- 14-04-2016: Aurora's Business School hosts model EAMCET exam
- 15-04-2016: Thomson Reuters placement drive held
- 16-04-2016: The Aurora's Business School hosts the induction program for the students selected for IndusInd Bank placements
- 16-04-2016: Released March 2016 issue of the Finance bulletin of the B'School entitled FINSCAPE
- 18-04-2016: SIP placement drive of Rostrum Cloud held
- 18-04-2016: Campus placement drive of C3i- Health Care held
- 22-04-2016: Prof. G Sreenivas Reddy delivers two invited guest lectures to Ph.D/M.Phil. scholars of the Department of Public Administration X HRM of Kakatiya University
- 22-04-2016: SIP placement drive of ITC held and two students selected
- 22-04-2016: Notified walk in placement drive of Data Marshal Pvt. Ltd. to Finance Major students.
- 23-04-2016: SIP placement drive of Strides Shasun Ltd. held – one student selected
- 25- 04-2016 : III trimester exams of PGDM 1 year held from 10:00am to 1:00 pm  
to
- 30-04-2016
- 24-04-2016: Senior faculty member Prof. Venugopal Rajamanuri conducted "Train the Trainers Programme for SEBI Resource Persons" at Hotel Golkonda
- 25-04-2016: Birla Sun Life SIP campus placement drive held for marketing & finance majors - 6 students selected
- 25-04-2016: Infocus Rx off campus placement drive held for marketing majors – package 4.0 lacs
- 29-04-2016: J Veeraja got offer of SIP placement with HR AXIOM
- 30-04-2016: Director addresses students of 1 year III Trimester informing the schedule of summer internship and 2 year I trimester schedules

## Celebrations of the Month

### World Autism Awareness Day- April 2nd

Because Autism is a complex spectrum of disorders, raising awareness is critical. On December 18, 2007, the United Nations General Assembly adopted resolution 62/139, tabled by the State of Qatar, which declares April 2 as World Autism Awareness Day (WAAD) in perpetuity. The State of Qatar, supported the campaign for a World Autism Awareness Day through the current 62nd UN General Assembly Session, garnering consensus support from all United Nations Member States. This UN resolution is one of only three official disease-specific United Nations Days and will bring the world's attention to autism, a pervasive disorder that affects tens of millions. The World Autism Awareness Day resolution encourages all Member States to take measures to raise awareness about autism throughout society and to encourage early diagnosis and early intervention. It further expresses deep concern at the prevalence and high rate of autism in children in all regions of the world and the consequent developmental challenges. It was first observed in 2008.



### World Health Day- April 7th

Every year, World Health Day is celebrated on 7 April to mark the anniversary of the founding of WHO in 1948. Each year a theme is selected for World Health Day that highlights a priority area of concern for WHO. World Health Day is a global campaign, inviting everyone – from global leaders to the public in all countries – to focus on a single health challenge with global impact. Focusing on new and emerging health issues, World Health Day provides an opportunity to start collective action to protect people's health and well-being.



### World Haemophilia Day- April 17th

World Hemophilia Day is celebrated on 17 April. This day is celebrated by haemophilia organisations around the world, and gives them an opportunity to increase awareness of haemophilia. World Haemophilia Day was started in 1989. The World Federation of Haemophilia (WFH) chose 17 April in honour of WFH founder Frank Schnabel, who was born on that day. This day many inspire others with their story of living with or treating this bleeding disorder and show their commitment to achieving treatment for all.



### World Earth Day- April 22nd

The first Earth Day on April 22, 1970, activated 20 million Americans from all walks of life and is widely credited with launching the modern environmental movement. The passage of the landmark Clean Air Act, Clean Water Act, Endangered Species Act and many other groundbreaking environmental laws soon followed. Growing out of the first Earth Day, Earth Day Network (EDN) works with over 22,000 partners in 192 countries to broaden, diversify and mobilize the environmental movement. More than 1 billion people now participate in Earth Day activities each year, making it the largest civic observance in the world.

# Strategist Quiz

1. Which company mobile phones are marketed with the slogan - Big inside. Small Outside?

- a) Nokia
- b) Sony
- c) Samsung
- d) Motorola

2. Which Indian enterprise used the slogan - "Improving the quality of Life"?

- a) Reliance
- b) TATA
- c) Birla
- d) ITC

3. Which newspaper says you needn't read us to understand us?

- a) Times of India
- b) The Hindu
- c) Indian Express
- d) Malyalam Manorama

4. Which network marketing company sells with the slogan - Better Ideas- Better Life

- a) Amway
- b) SkyBiz
- c) HLL
- d) Nirma

5. What is the name of the mobile company which was acquired by Sony ?

- a) Nokia
- b) Erricson
- c) DoCoMo
- d) CellOne

6. Forester is the name of a car manufactured by

- a) Ford
- b) BMW
- c) Chevrolet
- d) Mitsubishi

7. Louie Philippe is the brand name of a

- a) shirt
- b) paper
- c) car
- d) luggage ware

8. Power is the name of oil from which of the following Oil gaints?

- a) IOCL
- b) HP
- c) BPCL
- d) Shell

9. Carrier is a leading name in the field of

- a) Air Cooling
- b) Air Conditioning
- c) Refregiration
- d) Icing

10. Which car gives you - 'Fun on the Run'?

- a) Alto
- b) Icon
- c) Lancer
- d) City

**Answers:**

- |                         |                 |
|-------------------------|-----------------|
| 1. c) Samsung           | 2. b) TATA      |
| 3. d) Malyalam Manorama | 4. a) Amway     |
| 5. b) Erricson          | 6. c) Chevrolet |
| 7. a) shirt             | 8. b) HP        |
| 9. c) Refregiration     | 10. a) Alto     |

**Accenture**



Nithisha Desham  
DM-09-002



Malvika Grover  
DM-09-029



M Samatha  
DM-09-036



Anish K  
DM-09-056

**Hindustan Uni  
Lever Ltd**



Amarnath N  
DM-09-001



Kalepally Om Tejasri  
DM-09-024



Venkatesh Vidya  
DM-09-048

**Act Group**



Joe Mathew Abraham  
DM-09-016

**Zovi.Com**



Mohammed Hafeez Ali  
DM-09-005



Kunal Kumar Puneriya  
DM-09-007



Shaik Ghouse Basha  
DM-09-039

**Cognizant  
Technologies**



Rama Krishnan B  
DM-09-025



Rohit P  
DM-09-046

**Country Club**



G V N M Swamy  
DM-09-027



Akash Chourasiya  
DM-09-035

**Berkadia**



Sinduja N  
DM-09-028



Teli Devesh  
DM-09-040

**Thomson  
Reuters**



Priyanka K  
DM-09-003



Swetha K  
DM-09-051

**Amazon**



Shruthi Khandelwal  
DM-09-030



Nagarjun Sriram  
DM-09-037

**ICICI Securities**



Rahul Pandey  
DM-09-034



Krishna Bajaj  
DM-09-062

**Analytical  
Laboratories**



Adepu Nithin  
HM-01-002

**Shore  
Infotech**



Sandesh Kumawath  
DM-09-033

**Hidesign**



Pratap Singh  
DM-09-038

**HBK Contracting Ltd  
(Qatar)**



Md Shahbaz Siddique  
DM-09-044

**Webtel  
Electrosoft Pvt Ltd**



E Sravan Reddy  
DM-09-043

**Infosys**



Boddapaty Sneha  
DM-09-023

**Telangana State  
Co- Apex Bank**



Sai Suprabhat  
DM-09-058

**Incessant  
Technologies**



Kancherla Navjyoth  
DM-09-021

**Moving the  
Needle**



Lakshmi Tejaswini D  
DM-09-022

**Wipro Ltd**



Vaddi Sandeep  
DM-09-011

**Continental  
Hospitals**



Pulla Reddy  
HM-01-003

**KIMS**



Sai Sunaina  
HM-01-004

**Sykes**



Navyatha U P  
DM-09-049

**Malabar Gold**



Bidhun Nair  
DM-09-050

**Vosany Soft Tech**



Jeethu Joseph Mathew  
DM-09-055



Vartika Sahu  
DM-09-063

**Intone Networks  
Pvt Ltd**



Deepthi  
DM-09-008

**Verity Knowledge  
Solutions**



Dasari Sai Charan  
DM-09-010



Rishab Gupta  
DM-09-020

**Franklin  
Templeton**



Vyshnavi Kandala  
DM-09-009

**Peoples Link**



SNS Arun  
DM-09-061

PLACEMENTS 2016 ( ON GOING)

**Aparna Construction**



Shaik Sameeruddin  
DM-09-009



Dhiran Bhandari  
DM-09-015



Sateesh M  
DM-09-018



Gopinadh D  
DM-09-031

**Berkadia**



Bhavani L  
DM-09-007



Tejaswini Y  
DM-09-013



Sindhuja T  
DM-09-014



Hareesh D  
DM-09-020

**IndusInd Bank**



Rafiq Budhwani  
DM-09-002



Sallaja B  
DM-09-021



Nishaz Fathima  
DM-09-036



Akash Sugandhi  
DM-09-043

**IndusInd Bank & Karvy Securities**



Prathiba V  
DM-09-004



Kishan Sharma  
DM-09-033



Devashish B  
DM-09-040



Tejaswini Rajamanuri  
DM-09-038

**ICICI Securities**



Srinath A  
DM-09-011



Krishna A  
DM-09-012



Kalyan Kishore P  
DM-09-001



V V N Ravi Teja  
DM-09-010

**Infocus Rx**



Karthik D  
DM-09-024



Karthik K  
DM-09-030



Vaishnavi Vellore  
DM-09-039



Uday Laxman  
DM-09-029

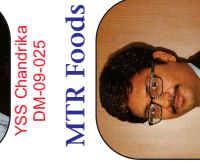
**Karvy**



Syed Saadiq Hussain  
DM-09-035



YSS Chandrika  
DM-09-025



Vijay Reddy J  
DM-09-019



Dhyanasri Yasam  
DM-09-034

**Thomson Reuters**



Sravana Lakshmi  
DM-09-027



Yeswanth V  
DM-09-026



Sai Deepak  
DM-09-008

**Writer Corporation**

**L'oreal**

**MTR Foods**

**Spark Media**

**Data Wise**

**Asst. Director (Tollywood)**

Send in your suggestions, feedback, articles and comments to  
upgrade forth-coming issues of 'AKSHARA' to [newsletter@absi.edu.in](mailto:newsletter@absi.edu.in)

# akshara

## NEWSLETTER

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