





Date :11-03-2022

**CIRCULAR**

Dear students, we are pleased to inform that, IPR cell is Organizing a Seminar on Entrepreneurship, Growth and Competitiveness 16/03/2022 at 11:00 am in 2<sup>nd</sup> floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

Copy To:  
HOD MBA  
HOD MCA

  
Principal  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

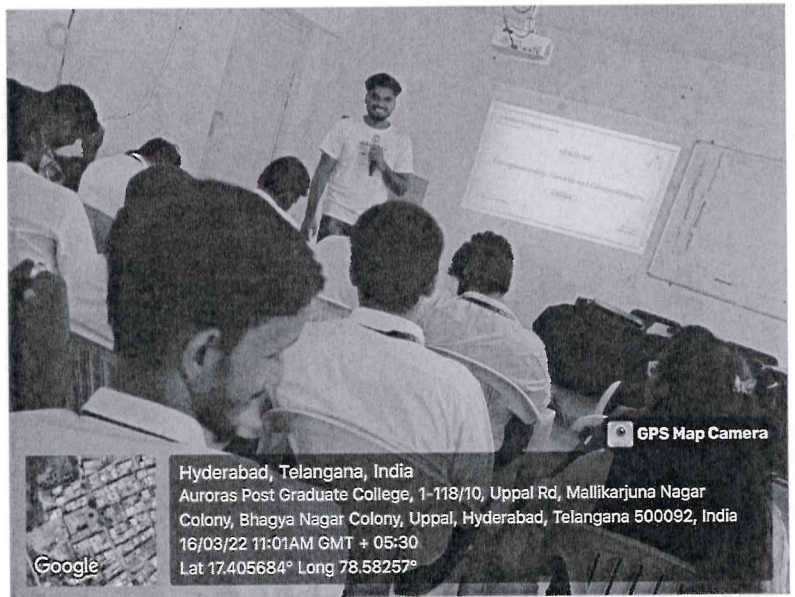
  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

ACTIVITY REPORT

Name of the Activity	Entrepreneurship, Growth and Competitiveness	
Type of Activity	Seminar	
Date and Time of Activity	16.03.2022	11:00 am
Details of Participants	Students of MBA & MCA I year have attended the seminar	
Coordinator	Mr. G. Mahesh MBA Dept.,	
Organizing Dept./Support System	MBA&MCA	
In Association with	Entrepreneurship Development Cell	
Details of Resource Persons	B.Sudharshan Rao Tech and FOSS enthusiast	
Description	<p>On 16<sup>th</sup> March 2022, Aurora's PG college(MBA), Uppal organized a seminar on Entrepreneurship, Growth and Competitiveness. The event brought together all the students and Faculty Members. The principal addressed the gathering and welcomed the guest. The HOD introduced the guest and handed over to the speaker.</p> <p>The seminar was designed to provide MBA and MCA students with a deep dive into the principles of entrepreneurship, strategies for business growth, and methods to enhance competitiveness in the technology-driven market. The event aimed to bridge academic learning with practical insights and real-world applications relevant to future business leaders and tech professionals.</p> <p>The seminar successfully enhanced students' understanding of entrepreneurial and growth strategies, with practical takeaways applicable to their academic and professional pursuits.</p> <p>Students and faculty alike appreciated the practical orientation of the seminar. The presentations were particularly well-received for their relevance and applicability.</p> <p>The seminar on Entrepreneurship, Growth, and Competitiveness offered valuable insights and practical knowledge to MBA and MCA students, bridging the gap between academic theory and industry practice. The event was a significant step in preparing students for future challenges and opportunities in the business and technology sectors.</p>	

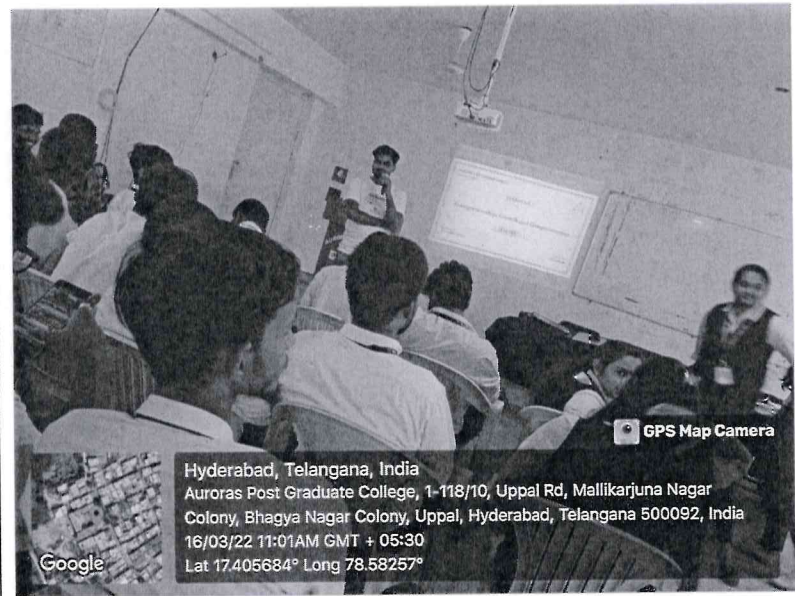
*Aurora*  
 DIRECTOR  
 Aurora's PG College (MBA)  
 Uppal, Hyderabad-500092

Photos



Hyderabad, Telangana, India  
 Auroras Post Graduate College, 1-118/10, Uppal Rd, Mallikarjuna Nagar  
 Colony, Bhagya Nagar Colony, Uppal, Hyderabad, Telangana 500092, India  
 16/03/22 11:01AM GMT + 05:30  
 Lat 17.405684° Long 78.58257°

GPS Map Camera



Hyderabad, Telangana, India  
 Auroras Post Graduate College, 1-118/10, Uppal Rd, Mallikarjuna Nagar  
 Colony, Bhagya Nagar Colony, Uppal, Hyderabad, Telangana 500092, India  
 16/03/22 11:01AM GMT + 05:30  
 Lat 17.405684° Long 78.58257°

GPS Map Camera

*Aurora*  
 DIRECTOR  
 Aurora's PG College (MBA)  
 Uppal, Hyderabad-500092

## Feedback Form

Program Name: A Seminar on Entrepreneurship, growth and  
 Program Dates: competitiveness

## 1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered	✓				
Depth of coverage		✓			
Usefulness of materials provided	✓				
Balance between theory and practice		✓			

## 2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise	✓				
Clarity of presentation		✓			
Engagement and interaction	✓				
Response to participants' questions		✓			

## 3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program	✓				

4. Any Suggestions: \_\_\_\_\_

*Aurora*  
 DIRECTOR  
 Aurora's PG College (MBA)  
 Uppal, Hyderabad-500092



Date :08-03-2022

**CIRCULAR**


Dear students, we are pleased to inform that, IPR cell is Organizing a Workshop on "Paper Publication and IPR" on 10/03/2022 at 11:00 am in 2<sup>nd</sup> floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

  
Principal

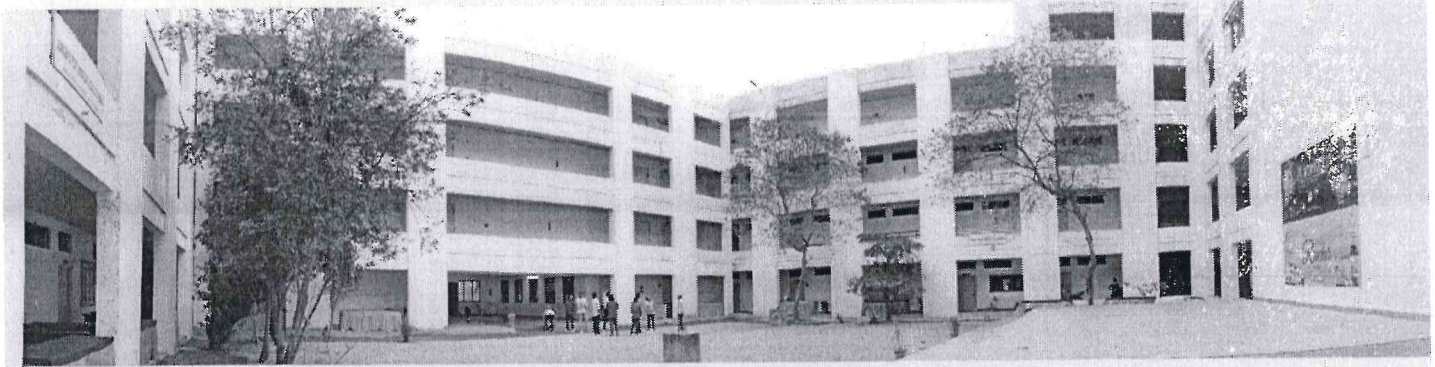
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

Copy To:  
HOD MBA  
HOD MCA

Ph.No. 040-27201451, Email:principal@apgc.edu.in

  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

**AURORA'S PG COLLEGE (MBA)**  
Uppal, Hyderabad



**Workshop**  
on  
**PAPER PUBLICATION & IPR**

**About the Workshop**

Explore our two-day workshop dedicated to paper publication and intellectual property rights (IPR). This intensive program offers in-depth insights into the publication process and strategies for safeguarding your research. Participants will gain valuable knowledge from industry experts and practical skills to effectively publish and protect their academic work. Perfect for students seeking to enhance their research career.

Resource Person  
**Dr. Shashidhar R**

Organized by  
**IPR Cell**

Date & Time




**10 March 2022**  
**11:00 AM**

Who can attend?

**Students of MBA & MCA**

in association with  
**Department of**  
**Business Management**  
&  
**Department of**  
**Computer Applications**

 [apgc.u.ac.in](http://apgc.u.ac.in)

*Shubh*  
**DIRECTOR**  
**Aurora's PG College (MBA)**  
Uppal, Hyderabad 500092

 For Admissions : G. Mahesh : 91000 00301

**ICET CODE : AURA & AURU**

## ACTIVITY REPORT

Name of the Activity	"Paper Publication and IPR"	
Type of Activity	workshop	
Date and Time of Activity	10.03.2022	Time: 11.00am
Details of Participants	Students of MBA & MCA I year have attended the workshop	
Organizing Dept./Support System	MBA & MCA	
In Association with	IPR Cell	
Coordinator	Mr.G.Mahesh MBA Dept.,	
Details of Resource Persons	Dr. Shashidhar R Professor CVR College of Engineering Hyderabad	
Description	<p>Aurora's PG College(MBA),Uppal. has hosted a highly informative one-day workshop on "Paper Publication and Intellectual Property Rights (IPR)" on March 10<sup>th</sup>2022. The event was organized by the college's IPR Cell with the aim of equipping faculty, MBA and MCA students with essential knowledge and practical skills in publishing research papers and understanding IPR.</p> <p>The workshop comprised a interactive session led by Dr. R. Shahidhar, an esteemed expert in the field of academic publishing and intellectual property law. Speaker explained the fundamentals of IPR, including copyrights, patents, trademarks, and trade secrets. The session emphasized the significance of protecting one's research findings and the procedures for securing IPR.</p> <p>The principal addressed the gathering and welcomed the guest.The HOD introduced the guest and handled over to the speaker.</p> <p>Dr. R Shashidhar explained the fundamentals of IPR, including copyrights, patents, trademarks, and trade secrets. The session emphasized the significance of protecting one's research findings and the procedures for securing IPR.</p> <p>Participants had the opportunity to engage directly with the speakers, seeking clarification on specific queries and sharing their experiences regarding paper publication and IPR challenges.</p>	

**AURORA'S PG COLLEGE (MBA)**

Uppal, Hyderabad, Pin: 500092

aurora

TEMPLE  
OF  
LEARNING

## CERTIFICATE OF PARTICIPATION

This certificate is presented to

Ms. M. Kanya Sri

of MBA / MCA has participated in Workshop on 'Paper Publication and IPR', Organized by IPR Cell,  
in association with Department of Business Management & Department of Computer Applications.

Principal

*[Signature]*  
Aurora's PG College (MBA)

Uppal, **Prineipab** 00092

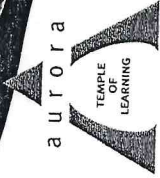
*[Signature]*  
**Coordinator**

*[Signature]*  
Aurora's PG College  
Uppal, Hyderabad



**AURORA'S PG COLLEGE (MBA)**

Uppal, Hyderabad, Pin: 500092



# CERTIFICATE OF PARTICIPATION

This certificate is presented to

Mr. K. Vinod Kumar.

of MBA /MCA has participated in Workshop on 'Paper Publication and IPR', Organized by IPR Cell,

in association with Department of Business Management & Department of Computer Applications.

*Balew*  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad

*[Signature]*  
**Coordinator**

Principal  
~~Aurora's PG College (MBA)~~  
Uppal, Hyderabad  
**Principal**  
b092

**AURORA'S PG COLLEGE (MBA)**

Uppal, Hyderabad, Pin: 500092

a u r o r a



# CERTIFICATE OF PARTICIPATION

This certificate is presented to

Ms. Ch. Rahul

of MBA / MCA has participated in Workshop on **Paper Publication and IPR**; Organized by IPR Cell,  
in association with Department of Business Management & Department of Computer Applications.

*[Signature]*  
**DIRECTOR**  
Aurora's PG College (MBA)  
Uppal, Hyderabad, Pin: 500092

*[Signature]*  
**Coordinator**

*[Signature]*  
**Aurora's Principal (MBA)**  
Uppal, Hyderabad-500092



## Feedback Form

Program Name: A workshop on Paper Publication and IPK

Program Dates: 10/3/2022

### 1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered	✓				
Depth of coverage	✓	✓			
Usefulness of materials provided		✓			
Balance between theory and practice	✓				

### 2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise	✓				
Clarity of presentation		✓			
Engagement and interaction	✓				
Response to participants' questions	✓				

### 3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program	✓				

4. Any Suggestions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Aurora*  
 DIRECTOR  
 Aurora's PG College (MBA)  
 Uppal, Hyderabad-500092



Date :28-01-2022

**CIRCULAR**

Dear students, we are pleased to inform that, IPR cell is Organizing a Seminar on 'Building an Innovative Company Culture,' on 31/01/2022 at 11:00 am in 2<sup>nd</sup> floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

**Copy To:**  
**HOD MBA**  
**HOD MCA**

  
**Principal**

**Aurora's PG College (MBA)**  
**Uppal, Hyderabad-500092**

Ph.No. 040-27201451, Email:principal@apgc.edu.in

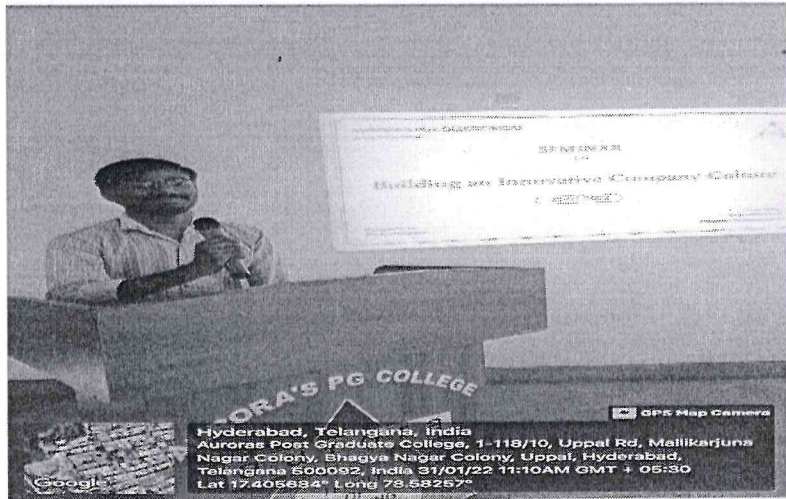
  
**DIRECTOR**  
**AURORA'S PG College (MBA)**  
**Uppal, Hyderabad-500092**

ACTIVITY REPORT

Name of the Activity	Building an Innovative Company Culture	
Type of Activity	Seminar	
Date and Time of Activity	31.01.2022	11:00 am
Details of Participants	Students of MBA 1 year and Staff	
Coordinator	Mr. G.Mahesh MBA Dept.,	
Organizing Dept./Support System	MBA	
In Association with	Entrepreneurship Development Cell	
Details of Resource Persons	Mr. Raghu SmartstepsConsall's	
Description	<p>On 31<sup>st</sup> January, 2022 Aurora's PG college(MBA),Uppal organized a seminar on Building an Innovative Company Culture to Understand the importance of company culture in fostering innovation and driving organizational success.</p> <p>The seminar brought together students, faculty members, to explore strategies for cultivating a culture of innovation within organizations. Resource person Raghu Smartsteps Consall'shas presented the seminar to educate the students, faculty members about the current scenarios.</p> <p>The aim of the Program is to highlight the significance of innovation in today's rapidly evolving business landscape and also to share real-world examples and success stories of companies with innovative cultures.</p> <p>The session has Increased awareness among students regarding the importance of fostering innovation within organizational cultures and Strengthened professional networks and potential career opportunities for students interested in pursuing careers in innovative industries.</p> <p>After the seminar presentation a Q&amp;A Session was organized for Addressing Attendees Questions and Concerns. The Q &amp;A Session was two way where the participants actively asked and rectified their queries. The seminar on "Building an Innovative Company Culture" served as a platform for inspiring and empowering students to become catalysts for innovation in their future careers.</p>	

*(Handwritten Signature)*

Photos



*Aurora*  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092



## Feedback Form

Program Name: A Seminar on Building an Innovative company culture

Program Dates: 31-01-2022

## 1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered	✓				
Depth of coverage	✓				
Usefulness of materials provided		✓			
Balance between theory and practice			✓		

## 2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise	✓				
Clarity of presentation		✓	✓		
Engagement and interaction		✓			
Response to participants' questions					

## 3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program	✓				

## 4. Any Suggestions:

*Prabhu*

DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092



**AURORA'S PG COLLEGE (MBA)**

#1-118/10, Peerzadiguda, Uppal, Hyderabad-500 092 T.S.

Date :04-01-2022

**CIRCULAR**

Dear students, we are pleased to inform that, IPR cell is Organizing a Seminar on Ideation and Brainstorming Methods on 07/01/2022 at 11:00 am in 2<sup>nd</sup> floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

  
Principal

Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

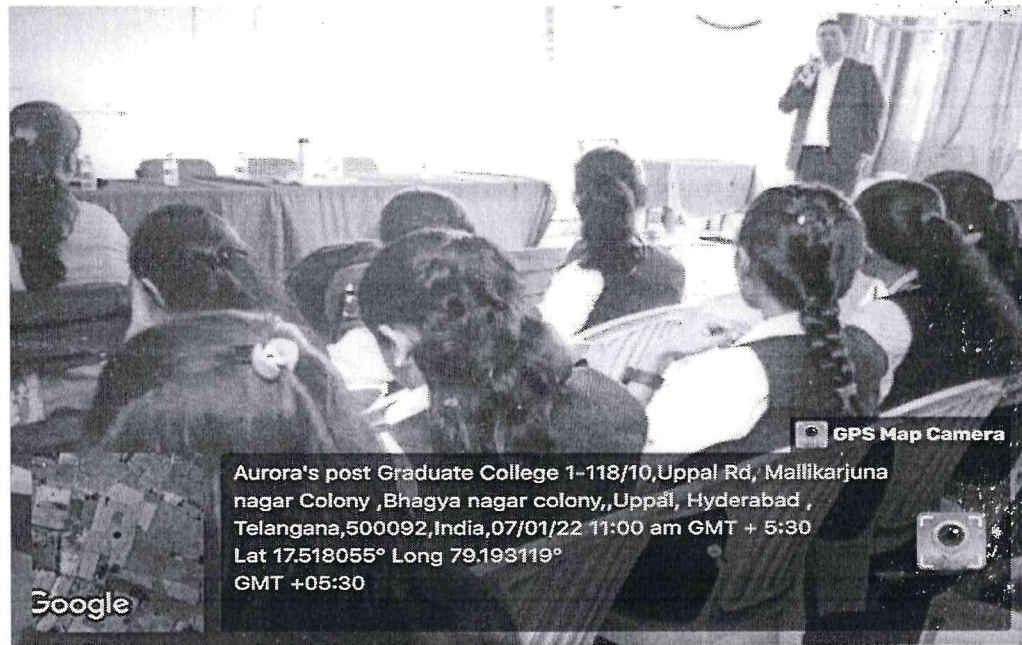
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HOD MBA  
HOD MCA

  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092



## ACTIVITY REPORT

Name of the Activity	Ideation and Brainstorming Methods	
Type of Activity	Seminar	
Date and Time of Activity	07.01.2022	11:00 am
Details of Participants	Students or staff, number of participants, department, college, etc.	
Coordinator	Mr. B. Santhosh	
Organizing Dept./Support System	MBA	
In Association with	Entrepreneurship Development Cell	
Details of Resource Persons	M.Govindaraju	
Description	<p>On 7th January 2022, Aurora's PG college (MBA), Uppal organized a seminar on Ideation and Brainstorming Methods. The event brought together all the students and Faculty Members. The principal addressed the gathering and welcomed the guest. The HOD introduced the guest and handed over to the speaker.</p> <p>Resource person M.Govindaraju has presented the seminar and educated the audience about the techniques of Brainstorming and case studies with examples.</p> <p>The objective of the seminar is to provide participants with practical insights and techniques to enhance their ideation process and foster creativity in problem-solving. By exploring various brainstorming methods, participants were equipped with valuable tools to generate innovative ideas individually and collaboratively.</p> <p>The outcomes of the seminar presentation on Ideation and Brainstorming Methods include equipping participants with practical tools, enhancing their creative thinking abilities, and empowering them to become more effective problem solvers and innovators.</p> <p>After the seminar presentation a Q&amp;A Session was organized for Addressing Attendees Questions and Concerns. The Q&amp;A Session was two way where the participants actively asked and rectified their queries.</p> <p>The seminar presentation on Ideation and Brainstorming Methods concluded successfully, achieving its objective of educating and empowering the audience with practical tools and techniques to enhance their ideation process.</p>	



*Aurora*  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

## Feedback Form



Program Name: Ideation and Brainstorming methods.  
 Program Dates: 7.01.22

## 1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered	✓				
Depth of coverage	✓				
Usefulness of materials provided	✓				
Balance between theory and practice	✓				

## 2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise	✓				
Clarity of presentation		✓			
Engagement and interaction	✓				
Response to participants' questions		✓			

## 3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program		✓			

4. Any Suggestions: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

*Aurora*  
 DIRECTOR  
 Aurora's PG College (MBA)  
 Uppal, Hyderabad-500092

Date :21-12-2021


**CIRCULAR**

Dear students, we are pleased to inform that, IPR cell is Organizing a 'Workshop on Startup India Initiatives' on 22/12/2021 at 11:00 am in 2<sup>nd</sup> floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

  
Principal

Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

Copy To:  
HOD MBA  
HOD MCA

  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

Aurora's PG College (MBA)  
Uppal, Hyderabad




## Workshop on STARTUP INDIA INITIATIVES

### About the Workshop

Join us for an engaging workshop focused on the Startup India initiatives designed to empower entrepreneurs and foster innovation across the country. This session will explore key government policies, funding opportunities, and support mechanisms available for startups.

Resource Persons  
Dr. Jitendar Ishwar Das

Date & Time

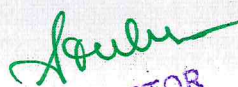
 22.12.2021  
11:00 AM

Who can attend?  
Students of MBA & MCA

Organized by  
E D Cell

Organised by  
Department of Business  
Management  
&  
Department of Computer  
Applications

 [apgc.u.ac.in](http://apgc.u.ac.in)

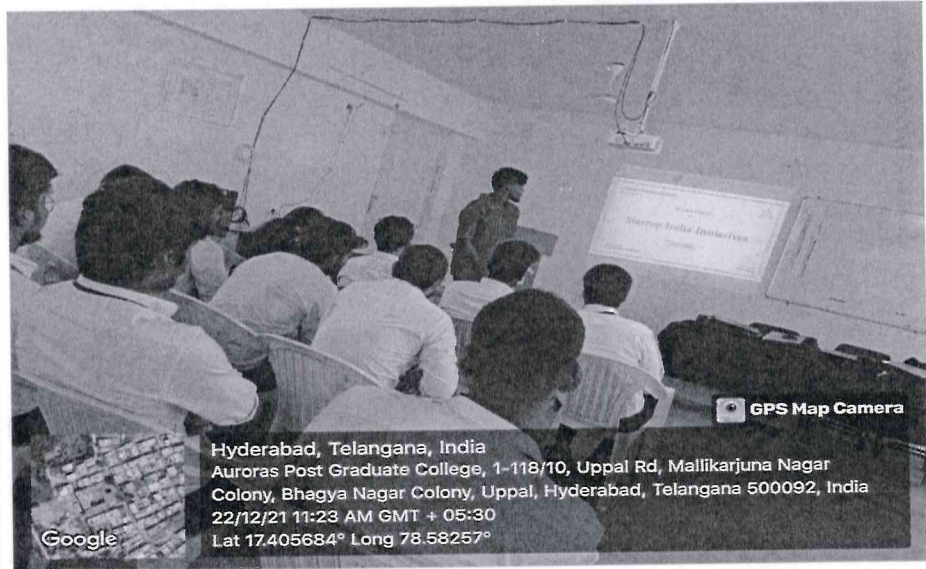
  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

## ACTIVITY REPORT

Name of the Activity	Startup India Initiatives	
Type of Activity	workshop	
Date and Time of Activity	22.12.2021	Time: 11.00am to 4.00pm
Details of Participants	Students of MBA & MCA 1 year actively participated in the college.	
Organizing Dept./Support System	MBA & MCA	
In Association with	ED Cell	
Coordinator	Ms. A. Swathi MBA Dept.,	
Details of Resource Persons	Dr. Jitendar Ishwar Das Founder & CXO Customer Experience Orchestrator, (RAS)	
Description	<p>MBA &amp; MCA departments of Aurora's PG college(MBA),Uppal. in association with ED cell organized a One-Day Workshop on Start-up India Initiatives on 22.12.2021 in the Seminar Hall.</p> <p>The workshop was led by Dr. Jitendar Ishwar Das, an Industry expert in encouraging students to take entrepreneurship initiatives. The session included detailed presentations and interactive discussions to familiarize students with the Start-up India program and its impact on the entrepreneurial landscape.</p> <p>The workshop Covered Overview of the Star-tup India initiative launched by the Government of India, Key objectives and benefits of the program to encourage start-ups.</p> <p>The key elements like financial support and funding opportunities available for start-ups, Tax benefits, regulatory relaxations, and other incentives and Mentorship programs and networking opportunities were discussed by the Speaker.</p> <p>The workshop effectively encouraged students to consider entrepreneurship and equipped them with knowledge about resources and opportunities under the Start-up India scheme. The feedback from the participants showed the positive impact of the workshop on students.</p>	

*Swathi*  
 Director  
 Aurora's PG College (MBA)  
 Uppal, Hyderabad-500092

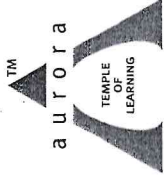
Photos



*Soulu*  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

**AURORA'S PG COLLEGE (MBA)**

Uppal, Hyderabad, Pin: 500092



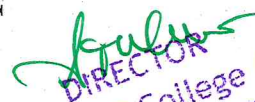
## CERTIFICATE OF PARTICIPATION

This certificate is presented to

Ms. RACHOTI NANDHI

of MBA / MCA has participated in Workshop on 'Startup India Initiative,' Organized by ED Cell, in association

with Department of Business Management & Department of Computer Applications.

  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

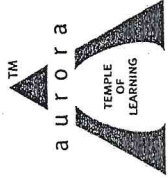
  
Coordinator

  
Principal  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092



**AURORA'S PG COLLEGE (MBA)**

Uppal, Hyderabad, Pin: 500092



## CERTIFICATE OF PARTICIPATION

This certificate is presented to

Ms. K. LAVANYA

of MBA /MCA has participated in Workshop on 'Startup India Initiative,' Organized by ED Cell, in association

with Department of Business Management & Department of Computer Applications.

*Aurora*  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

**Coordinator**

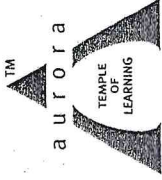
**Principal**

**Aurora's Principal (MBA)**

Uppal, Hyderabad-500092

**AURORA'S PG COLLEGE (MBA)**

Uppal, Hyderabad, Pin: 500092



## CERTIFICATE OF PARTICIPATION

This certificate is presented to

Mr. INDRA SAI KIRAN

of MBA / MCA has participated in Workshop on 'Startup India Initiative,' Organized by ED Cell, in association with Department of Business Management & Department of Computer Applications.

*Indra Sai Kiran*  
**Coordinator**

*Indra Sai Kiran*  
**DIRECTOR**  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

*Praveen*  
**Praveen**

**Aurora Praveen (MBA)**  
Uppal, Hyderabad-500092



## Feedback Form

Program Name: A workshop on Startup India Initiatives.

Program Dates: 22.12.21

## 1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered	✓				
Depth of coverage		/			
Usefulness of materials provided	/				
Balance between theory and practice		/			

## 2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise		/			
Clarity of presentation	/				
Engagement and interaction		/			
Response to participants' questions	/				


## 3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program		/			

## 4. Any Suggestions:

\_\_\_\_\_

\_\_\_\_\_

  
 DIRECTOR  
 Aurora's PG College (MBA)  
 Uppal, Hyderabad-500092



**AURORA'S PG COLLEGE (MBA)**

#1-118/10, Peerzadiguda, Uppal, Hyderabad-500 092 T.S.

Date :17/12/2021

**CIRCULAR**

Dear students, we are pleased to inform that, IPR cell is Organizing a 'Workshop on Using Statistics in Research: Basic Tools and Techniques', on 18/12/2021 at 11:00 am in 2<sup>nd</sup> floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

*WJ*  
Principal

Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

**Copy To:**  
**HOD MBA**  
**HOD MCA**

*Boalu*  
DIRECTOR  
Aurora's PG College (MBA)  
Hyderabad-500092

Ph.No. 040-27201451, Email:principal@apgc.edu.in

Aurora's PG College (MBA)  
Uppal, Hyderabad



## Workshop on Using Statistics in Research: Basic Tools and Techniques

### About the Workshop

Unlock the power of data with our session, "Using Statistics in Research: Basic Tools and Techniques." This workshop is designed to introduce you to fundamental statistical methods and tools that are essential for conducting rigorous and insightful research.

Resource Persons

Dr. Kumbala Pradeep Reddy

Date & Time




18 December 2021  
11:00 AM to 04:00 PM

Who can attend?

Students of MBA & MCA

Organized by  
R & D Cell

In association with  
Department of  
Business Management  
&  
Department of  
Computer Applications

 [apgc.u.ac.in](http://apgc.u.ac.in)

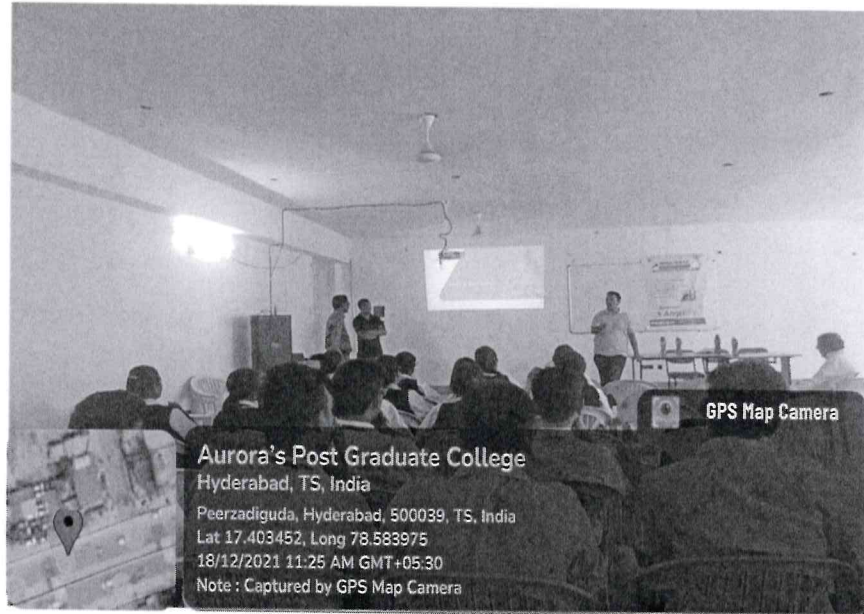
*[Handwritten Signature]*  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad  
PHONE CODE : AURA & AURU

**ACTIVITY REPORT**

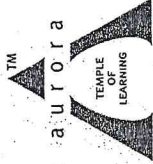
Name of the Activity	Using Statistics in Research: Basic Tools and Techniques	
Type of Activity	workshop	
Date and Time of Activity	18.12.2021	Time: 11.00am to 4.00pm
Details of Participants	Students of MBA & MCA 1 year actively participated in the college.	
Organizing Dept./Support System	MBA & MCA	
In Association with	R&D Cell	
Coordinator	Ms.A.Swathi MBA Dept.,	
Details of Resource Persons	Dr.Kumabala Pradeep Reddy, Professor & Head, Department of CSE at CMR Institute of Technology, Hyderabad	
Description	<p>On 18.12.21 MBA &amp; MCA departments of Aurora's PG College (MBA), Uppal organized a Workshop on Using Statistics in Research: Basic Tools and Techniques to Understand the importance of Statistics help researchers make sense of complex data sets by providing methods for summarizing and interpreting large volumes of information. Without statistics, researchers might struggle to draw meaningful conclusions from their data.</p> <p>The workshop was conducted by Dr. Kumbala Pradeep Reddy, Professor &amp; Head, Department of CSE at CMR Institute of Technology, Hyderabad.</p> <p>The Objective of the Workshop on: With proper statistical analysis, researchers can draw well-supported conclusions that are backed by data, leading to more robust and credible research findings. Statistics enable researchers to provide recommendations based on empirical evidence, which can influence policy, practice, and further research. The use of statistical methods enhances the overall quality of research by ensuring that findings are accurate, replicable, and generalizable.</p> <p>The Outcome of the seminar with proper statistical analysis, researchers can draw well-supported conclusions that are backed by data, leading to more robust and credible research findings. Attendees appreciated the practical advice and real-world examples provided by the speakers. Using Statistics in Research: Basic Tools and Techniques successfully met its objectives by providing valuable insights and practical skills essential for conducting research</p>	

*Aurora*  
**DIRECTOR**  
 Aurora's PG College (MBA)  
 Uppal, Hyderabad-500092

Photos



  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092



**AURORA'S PG COLLEGE (MBA)**

Uppal, Hyderabad, Pin: 500092

## CERTIFICATE OF PARTICIPATION

This certificate is presented to

Mr. M. DINESH.

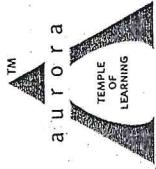
of MBA /MCA has participated in 'Workshop on Using Statistics in Research: Basic Tools and Techniques,' Organized by R& D Cell in association with Department of Business Management & Department of Computer Applications.

  
**Coordinator**

  
**Principal**  
**Aurora's Principal(MBA)**  
Uppal, Hyderabad-500092

  
**DIRECTOR**  
**Aurora's PG College (MBA)**  
Uppal, Hyderabad-500092





**AURORA'S PG COLLEGE (MBA)**

Uppal, Hyderabad, Pin: 500092

## CERTIFICATE OF PARTICIPATION

This certificate is presented to

Mr. Thota nagaraju

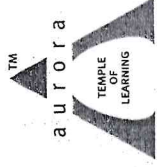
of MBA /MCA has participated in 'Workshop on Using Statistics in Research: Basic Tools and Techniques,' Organized by R&D Cell in association with Department of Business Management &

Department of Computer Applications.

**Coordinator**

Principal  
Aurora's PG College (MBA)  
Uppal, Hyderabad  
**Principal**

*Soulus*  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092



**AURORA'S PG COLLEGE (MBA)**

Uppal, Hyderabad, Pin: 500092

## CERTIFICATE OF PARTICIPATION

This certificate is presented to

Ms. R. Chaitanya


of MBA / MCA has participated in 'Workshop on Using Statistics in Research: Basic Tools and Techniques,' Organized by R& D Cell in association with Department of Business Management &

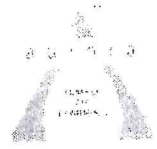
Department of Computer Applications.



**Coordinator**

Principal  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092  
**Principal**

  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092



## Feedback Form

Program Name: *using statistics in Research: Basic tools and techniques*

Program Dates: *18/12/29*

### 1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered		/			
Depth of coverage		/			
Usefulness of materials provided	/				
Balance between theory and practice		/			

### 2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise		/			
Clarity of presentation		/			
Engagement and interaction		/			
Response to participants' questions		/			

### 3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program		/			

### 4. Any Suggestions:

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*[Signature]*  
 DIRECTOR  
 Aurora's PG College (MBA)  
 Uppal, Hyderabad-500092

Date :18-10-2021

**CIRCULAR**

Dear students, we are pleased to inform that, ED cell is Organizing a Seminar on 'Leveraging Market Research for Successful Startup Launches,' on 21/10/2021 at 11:00 am in 2<sup>nd</sup> floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

  
Principal  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

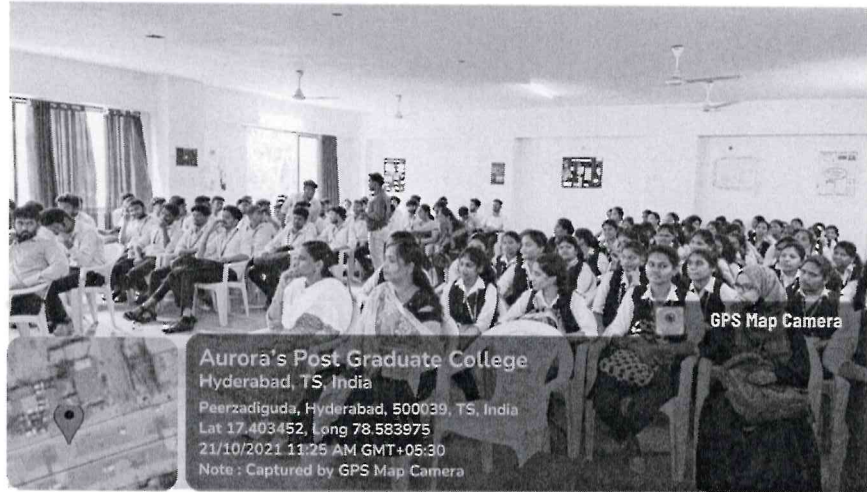
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HOD MBA  
HOD MCA

## ACTIVITY REPORT

Name of the Activity	Leveraging Market Research for Successful Start up Launches	
Type of Activity	Seminar	
Date and Time of Activity	21.10.2021	11:00 am
Details of Participants	MBA 1 year students participated in the seminar	
Organizing Dept./Support System	MBA	
In Association with	Entrepreneurship Development Cell	
Details of Resource Persons	K. Praveen Kumar	
Description	<p>On 21<sup>st</sup> October 2021, Aurora's PG College(MBA), Uppal has conducted a seminar on "Leveraging Market Research for Successful Startup Launches" to provide MBA students with a comprehensive understanding of how market research can be instrumental in the successful launch of startups.</p> <p>The HOD addressed the students and welcomed the guest Mr.K.Praveen Kumar an Industry Expert to address the students.</p> <p>The aim of the seminar is to guide young minds on market research in the startup ecosystem. Provide practical methods for conducting effective market research. To provide insights as to how to use market research data to make informed business decisions.</p> <p>The speaker provided real-world examples of successful startups that effectively utilized market research.</p> <p>The session covered primary and secondary research methods and explained how market research helps in identifying customer needs, market trends, and competitive landscapes. And also how to use market research data for strategic planning, including product development, pricing strategies, and marketing campaigns. Practical tips were provided on aligning research insights with business goals.</p> <p>Participants gained a solid understanding of the role and importance of market research in launching successful startups. Participants found the expertise of the speakers beneficial in gaining a deeper understanding of market research and its application.</p>	

*K. Praveen Kumar*  
DIRECTOR  
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Photos



  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092



## Feedback Form

Program Name: A Seminar on Leveraging Market Research for Success  
 Program Dates: 21.10.21 startup lunches

## 1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered	✓				
Depth of coverage		✓			
Usefulness of materials provided	✓				
Balance between theory and practice		✓			

## 2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise	✓				
Clarity of presentation	✓				
Engagement and interaction	✓				
Response to participants' questions	✓				

## 3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program		✓			

## 4. Any Suggestions:

\_\_\_\_\_

\_\_\_\_\_

*Ashwini*  
 DIRECTOR  
 Aurora's PG College (MBA)  
 Uppal, Hyderabad-500092