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Workshop on Digital Mktg



PANORAMA

MAGAZINE APRIL 2017

Organised by:



AVANTHI P.G. COLLEGE

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HR,ICICI Securities



HR, Navayuga Infotech



HR, Trendsoft soltns with TPO & MCA students



HR, Trendsoft soltns with TPO & MCA students

Chairman's Desk



Sri. M. Srinivasa Rao

Chairman, Avanthi Group of Colleges
Member of Parliament, Anakapalli Constituency.

I am incredibly glad to present before you our second issue of College Newsletter of Avanthi P.G. College – Hyderabad. In this competitive world communicating with all our stake holders presumed its significance in organizational success and relationship building. College Newsletter is one such initiative to disseminate the information about our programmes, achieved milestones, events to our friends and well-wishers. I would like to congratulate the efforts of the departments and students for their academic initiative.

MBA and MCA programme at Avanthi PG College has been providing Management and Computer education with commitment and sincerity since two and half decades. Since 1992 our college has been striving to achieve excellence in management and computer education in terms of teaching, infrastructure, training and placements, and alumni support etc. We retained the competency apart from the other B-Schools and continuing journey to build a model educational institution.

The field of education is expanding rapidly with more and more specialised and professional courses being introduced by universities and educational institutions keeping in mind the changing needs of the society. Present trend is to make ourselves induced with the professional knowledge and modern techniques to challenge the changing competitive world and attain success over others.



General Secretary's Desk

It gives me enormous contentment in bringing our second issue of the College Newsletter of Avanthi P.G. College, Hyderabad. This College Newsletter is a small effort made to communicate all the activities conducted and carried in our college and being updated with the latest 5G technologies. I am sure that our stake holders and well-wishers will enjoy the content and understand our Vision in building a model educational institute



Managing Director's Desk

Dear Readers, It is a delight for me to put before you the happening at Avanthi PG College during the last few months, through this College Newsletter. Our College Newsletter discusses the college achievements, vision and mission prospects in terms of academics, industry interactions, annual conventions, student development programmes and faculty development programmes



Principal's Desk

I am happy to see the second issue of the College Newsletter brought out by our college. It highlights the continuous efforts of excellence in education and informing all our stake holders about the College Vision and Mission. This College Newsletter discusses several college events like student activities and achievements, faculty contribution and management initiatives.

Green Technology

KEERTHANA DEVOJU



MBA I Year
130516672146

The green technology definition, in simple words, it means the technology which is environmentally friendly, developed and used in such a way so that it doesn't disturb our environment and conserves natural resources. Its main objective is to find ways to create new technologies in such a way that they do not damage or deplete the planets natural resources.

Destroying environment any further can lead to situations which can be irreversible. As green technology will help reduce the use of fossil fuel, it is expected that energy production from green technology will be higher than fossil fuel sources of energy like oil, and gas in the future.

Green Chemistry is the innovation, design and application of chemical products and processes to reduce or to eliminate the use and generation of hazardous substance. The future economic activities will depend on creating products that are safer and more beneficial to the environments.

GST – The Indian Indirect Tax Reform

CH. SHARATH CHANDRA,
MBA II Year 130515672126

CH. SHARATH CHANDRA,
MBA II Year 130515672126

The Goods and Services Tax (GST) which is the biggest reform in India's indirect tax structure has been passed in the house of parliament and at last looks set to become reality. The bill has got a huge hype in India and became popular as "One Nation, One Tax". The bill is the 122nd amendment of our constitution. The implementation of GST would take place by April 1, 2017 which would eliminate the cascading of tax i.e. tax on tax which is being done today.

Though GST is known as One Nation, One Tax, we would rather call it is One Nation, Two Taxes because of the existence of CGST and SGST which are simultaneously levied at the Central and state levels.

With the implementation of GST states will enjoy certain benefits and at the same time some states are bagged up with losses also. For example states which are backward in production or resources, etc will enjoy certain compensation for a period of five years.

World's Oldest Calculator

PAYAL RANA



MCA II Year,
I305I5862078

The history of computers talks about the evolution of the modern digital desktop PC, charting the decades-long developments by the likes of Apple and Microsoft. Today, the world's oldest known "computer" is the Antikythera mechanism, a severely corroded bronze artefact which was found at the beginning of the 20th Century, in the remains of a shipwreck near the Mediterranean island of Antikythera.

Internet of Things

Internet of Things is not the result of a single novel technology instead several complementary technical developments provided capabilities that taken together help to bridge the gap between virtual and physical world. These capabilities include Addressability, Communication and cooperation, Identification, Sensing, Actuation, Embedded information processing, Localization and User interfaces. Legal scholars suggest looking at "Things" as an "inextricable mixture of hardware, software, data and service". These devices

ANUSHANKAR



MCA I Year
I305I6862034



PRASHANTH
MCA I Year
I305I6862048

Vishishta 2k16

Technical festivals expedite the students in revealing their talents and skills by providing a National podium during strong competitions. Technical events showcase the summit of technical advancements.

Avanthi Group of Institutions organized Tech Fest for MBA and B.Com students on 19th November 2016 at Bharatiya Vidya Bhavan, King koti. Renowned guests from across the nation arrived to motivate and inspire the students in their endeavours and conveyed distinctive proposals for the progress of the society.



Sri M.Srinivasa Rao garu, M.P., Chairman, Avanthi Group of Colleges welcomed all the guests, staff and student fraternity. He insisted on bringing the best in every student and attaining a fair balance between academics and extra circular activities.

Prof. S.Ramachandram, VC, Osmania University, enlightened the importance of employment skills, appreciated the demonetization, and educated the students to have punctuality, attitude, and sincerity.

Sri Surjiv Nair, exemplified the topic of Digital India with many examples. He discussed the topics like objectives of digital India, e-seva and me-seva, and virtual labs. He urged the students to develop the skills required for the future.

Vishishta 2k16

Sri Kedar Saraswate focused on the importance of entrepreneurship, and said they possess passion to do things. He further covered the topics like cloud computing, mobile strategy, thinking digital & acquisition cost.



Prof. Vinay Kumar, covered the topic of Nationalism, & skill development by highlighting the role of students and youth in building a better nation. He provided on the research insights like change and civilization. He even opined that India has a largest start-up's market base and will generate revenue.

Sri Shiv Dutt, confined his presentation to the topic of GST. He provided the in-depth analysis about GST. He stressed on the fact that Global investors are on the outlook for opportunities.

Valedictory function constituted Chief Guest Prof. Prabhu Kumar and Guest of Honour Sri Ravi Kumar

Chief Guest Prof. Prabhu Kumar presented general briefing about management course and addressed the students regarding few rules and regulations for entry into management courses. He expressed that management courses can aid the students in the progress of qualities such as leadership and innovation.

Guest of Honour Sri Ravi Kumar enlightened the students to have membership in HMA and its process. He narrated that the Hyderabad Management Association has continuously evolved to represent the interests of Management Professionals in the state of Andhra Pradesh since its inception in 1964 and HMA is affiliated to the All India Management Association, New Delhi.

Traditional Day 2K16

Avanthi P.G. College organized Traditional Day for the P.G. students in the college campus on 26th November 2016.

India is a blend of old traditional values and the modern principles and Indians are noted for their humanness in their principles and ideals. The culture of India is historic and unique and Indians have humanity, tolerance, unity and are helpful in nature.

Avanthi P.G. College Principal Sri S. Appa Rao invited the Chief Guest Prof. (Retd.) Osmania University, Sri Kasireddy Venkat Reddy Garu and Guest of Honour Brahma Kumari Prasanna Garu with his welcome speech.



Chief Guest Prof. (Retd.) Sri Kasireddy Venkat Reddy garu, O.U. professor, Dept. of Telugu inculcated the students on Indian culture and its rich heritage. He stressed that in India one has to be apt to the occasion in customs, behaviour and attire as its India's tradition and one has to keep the culture alive. Be good and do good was the motto of the day

Guest of Honour Brahma Kumari Prasanna garu interpreted the human body as the hardware and human mind as software. She conveyed that one has to attain peacefulness of the mind and be happy for what they have. Chief Guest Prof. (Retd.) Sri Kasireddy Venkat Reddy garu and Guest of Honour Brahma Kumari Prasanna garu were felicitated with mementos.



Investors Awareness Program by NSE

Avanthi P.G. College organized a workshop on Investors Awareness and Capital Market in the college campus on 28th November 2016. It was attended by MBA 1st and 2nd year students.

Sri Radha Krishna from NSE elucidated the students on Investments awareness, Capital Market and grievances of Investors. Investing on something is worth buying as it either gives profits or will be useful in the future. It must reflect investor's goals and sufficient time must be specified for the returns.



He emphasized on Capital Market which is concerned about long-term loans and it endows Industry with fixed and working capital. Capital marketing works with the aid of stock exchange market and Stock exchange market helps in buying and selling of shares, stocks, bonds and securities.

NSE is constantly endorsing advancements in Capital Market as it encompasses a series of approaches for the savings and is often used to buy assets to accomplish capital gains. He also focused on Investors grievances as what causes them to worry.

Bombay Stock Exchange Seminar

Avanathi P.G. College organized a seminar on Bombay Stock Exchange in the college campus on 5th December 2016. It was attended by MBA 1st year students.

Mr. Hasham Khan, Associate Professor connoted on Avenues of Investment, Perception of Investors and Profitability and Risk assessment.



He explained that different avenues of Investment include share market, bonds, mutual funds, real estate, non-marketable securities. Bonds are long term Investment options with a fixed flow of cash based on the quoted rate of interest.

Investor Perceptions provide a strategic insight into the views and expectations of a company's shareholders and it is important to notice that traders have specific emotions with varied significance and is analytical to learn how the investor might behave.

He further highlighted profitability and risk assessment of the Investors. All stocks can generate a capital gain as the price of the stock is constantly changing in the market. Investors can make a profit due to their advance research and right selection of appropriate investments and assessing the risks of Investment. All Investments indulge in some degree of risk.

He concluded the discussion by motivating the students to Invest at the young age to have the savings when in need.

ICICI Prudential Conference

ICICI Prudential led a conference on Mutual Funds in the Avanthi P.G. College campus on 9th December 2016 for senior MBA students.

Mutual Funds integrate money where Investors place their contributions and the Investors get the mutual fund units on an equivalent basis from the money contributed. Mutual funds are categorized into Debt funds, balanced funds, Equity funds, and money market funds.

Sri K. Bhav Narayan from ICICI Prudential discussed about Mutual Funds its types, benefits and how to invest correctly for a good future. He expressed that one should choose the product based on their Investment range.



He spoke about Asset allocation in which finances are planned as and when one needs money and the Investments will be around the corner whenever amount is needed. And if one wants high returns then one has to take higher risk.

Investors can choose additional Investments with their increasing income and higher SIP amount aids in securing financial goals.

Mutual Funds have several merits like diversification, liquidity, transparency, flexibility and tax benefits.

AARAMBH – 2K16 “Fresher’s Party”

“Fresher Party” is an event which every student eagerly anticipates from the time of their admissions. The 16th of December 2016 was marked as a memorable day in the life of every fresher of Avanthi P.G. College with Aarambh – 2k16 organized at Taj Mahal hotel, Narayanguda in the city. The day was filled with excitement, joy, music and happiness.

The party started off with lightening of the lamp by Chief Guest Sri. Dr. V.K.Swamy, Guest of Honour Sri. Ravindra Modi, General Secretary, Avanthi Group of Institutions, Sri. Dr. Priyanka, HR Director Jaya Prada, Avanthi P.G. College Principal Sri. Dr. Appa Rao and MCA and MBA department HOD's.

General Secretary, Avanthi Group of Institutions, Sri Dr. Priyanka conveyed welcome address to the Guests, entire staff and the fresher's. HR Director, Avanthi Group of Institutions, Sri Dr. Jaya Prada honoured the guests and enlightened the students of bright future to become better individuals of the society.

Guest of Honor, Sri. Ravindra Modi, President, FTAPCCI, illustrated that students should have desired goals and should work to achieve them. India is progressing rapidly and will bear the fruits of advancements. He also emphasized that students should focus on their inner talents and to enhance them further.



Chief Guest of the day, Sri Dr. V. K. Swamy, Director, Skill Development, Telangana Academy for Skill and Knowledge expressed that student should believe in hard work and should become individual entrepreneurs with power to assign various jobs instead of searching for them.

AARAMBH – 2K16 “Fresher’s Party”

Avanthi P.G. College Principal Sri. Dr. App Rao presented the college report and Placements Officer Syed Ahmed presented the placement report.

Guests were felicitated by Dr. Priyanka, General Secretary, Avanthi Group of Institutions and by Dr. Jayaprada, HR Director, Avanthi Group of Institutions.

The party kicked off with a classical dance by Vaishnavi in high spirits and amiable smiles. Students participated in Ramp walk and were leaving fire on the ramp. The main challenge of the event Mr. and Ms. Fresher were selected, on the basis of their performance in three different rounds with top two contestants vying for Mr. and Ms. Fresher crown in each course.



AVISHKAR – 2017

To learn something more apart from the theoretical knowledge, the students can enhance their knowledge by participating in technical fests which adds value to the students learning experience.

Avanthi Group of Institutions organized Tech Fest for MCA and B.Sc. students on 05th January 2017 at Sundarayya Vignana Kendram, Bagh Lingampally, Hyderabad. Renowned guests from across the nation arrived to motivate and inspire the students in their endeavours and conveyed distinctive proposals for the progress of the society.

Guest of Honour Sri Vijay Kiran, Associate Vice-President, DELOITTE, enlightened the students on current technology and its importance on daily life. He requested the students to utilize the technology for their future building and be a good team member and to have creativity for uniqueness.

Chief Guest Prof. Ch. VenuGopal Reddy, Registrar, Osmania University, elucidated on nano materials used for fibre clocks and various gadgets and said students should feel proud to be part of national seminars.



AVISHKAR – 2017

Sri M.Srinivasa Rao garu, M.P., Chairman, Avanthi group of colleges welcomed all the guests, staff and student fraternity. He insisted up on teamwork, self- motivation and positiveness, encouraged the students to utilize the knowledge they have.

Sri M.Srinivasa Rao garu, M.P., Chairman, Avanthi group of colleges felicitated all the guests.

Sri Ta Ta Narsing Rao, Assistant Director, ARCI, Hyderabad, exemplified the topic of Indigenous Nano materials – based technologies with a series of examples. He discussed about splash technology to save water and also about Photo catalyst self-cleaning textiles for cleaning the fabrics.

Sri Md. Zafar Ali Khan, Associate Professor, Head of the Dept. ECE, IIT, Hyderabad, covered the topic of recent trends in communications and discussed about 4G/5G face off. He focused on modern technology fibre for communications, virtual reality, IOT, Cognitive networks and Green Communications.

Dr. Venkat Ramana, Vision Infotech, Senior Analyst, illustrated on Big Data. He focused on Python language for Analytics, data mining and data Science. He said Mathematics and Statistics fundamentals are important for Big Data



Guest of honour Sri Upendra Deep, Deputy General Manager, BHEL, Hyderabad, stimulated the students to recognize their true potential and to have a dream in life.

He said one has to gather required inputs to get dreams as output. He said winners never quit and quitters never win.

Chief Guest Prof. Veera Somaiah, Professor of Chemistry, Osmania University, spoke about Nano Technology, Bio technology, Chemical technology, I.T. Technology, Environmental Technology. He stressed on Environmental studies as global changes are polluting air and drinking water and requested the students to protect the environment.

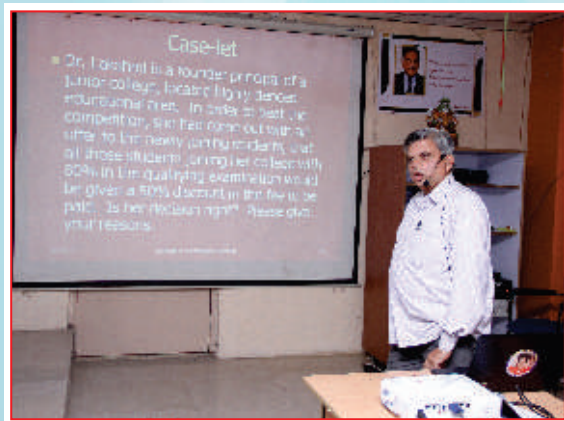
Faculty Development Programme

Faculty Development Programme is targeted at honing the teaching and research skills of accomplished faculty, researchers and trainers by applying the principles of the courses.

A Faculty Development Program was organized by Avanthi P.G. College, Dilsukhnagar, for both MBA and MCA faculty fraternity on 7th January 2017 and 55 faculty members have attended the programme.

Principal, Avanthi P.G. College, Dr. S. Appa Rao welcomed the guests Prof. G. Vidyanath, Former IPE professor and Dr. P. Ammani, NICMAR Professor, HYDERABAD and all the faculties of the event.

Resource speaker Prof. G. Vidyanath exemplified the topic of traditional versus Case method of teaching. He said that good teaching is one fourth preparation and three-fourth theatre and learning should be shared. Life is a continuous challenge and we should be rich by thoughts and not by pockets.



After lunch break resource speaker DR. P. Ammani, Professor, NICMAR, Hyderabad emphasized on case studies method of teaching. She emphasized that faculty should become aware of preparations required for successful use of case based approach and get basic understanding of qualitative and quantitative data analysis tools and techniques. Professor provided the case study of Domino's pizza and encouraged the entire faculty for discussion of expanding Domino's outlets further or not.

TARANG – 2K17 - Silver Jubilee Ceremony

Avanthi P.G. College celebrated its 25 years of Inception, Silver Jubilee Ceremony “Tarang -2K17” on 13th February at White House, Kothapet, Hyderabad. All the Degree and P.G. students along with their staff were in presence. Renowned guests of the state arrived to enlighten the students on IT infrastructure and Science and Technology.



Sri M.Srinivasa Rao garu, M.P., Chairman, Avanthi Group of Colleges welcomed all the guests, staff and student fraternity. He insisted the students on enhancing subject skills. He said students should respect their parents and women as they are part of the Indian Culture and fostering of technical skills depends on the faculty.



Chief Guest, Sri Y.S. Chowdary, Union Minister of Science and Technology and Earth Sciences lightened the lamp and started the ceremony. He said future is in the hands of the students and it can be achieved only through education. He said students have to regularly read books to gain knowledge of the technology. Avanthi College initially started with few students and expanded today to many branches across the states.

TARANG – 2K17 - Silver Jubilee Ceremony



Guest of Honour, Prof. S. Ramachandram, Vice Chancellor, Osmania University said that students should have goals and should be determined to achieve them. He also said a valued life is more important to survive in the society.

Guest of Honour, Sri T. Hanuman Chowdary, IT Advisor, TCS said that Indian culture is the oldest one and it is the responsibility of the students to protect it and preserve it for future generations.

Special Guest, Sri M.S. Subrahmanyam, Head-State Govt. IT Infrastructure Services, TCS said that Unemployment in the country is increasing because of lack of planning for the future. He also said that students have to focus on planning their future to be benefited by the IT services.

Special Invitee, Sri Manchu Manoj Kumar, Tollywood film star said that students should respect their parents and work hard to achieve their dreams. One should never forget the country's culture and traditions and be thankful for their lives. He entertained the students with humour and movie dialogues.

Later the ceremony was followed by student's cultural dances and songs by Pruthvi Chandra. The variety of programmes entertained the audience tremendously. The celebration came to an end with the singing of National Anthem.

TARANG – 2K17 - Silver Jubilee Ceremony



Guest Lecture on Data Science and Analytics with Python

Avanthy P.G. College organized a workshop on Python for MCA and Avanthy Engineering CSE students on March 2nd 2017 in Avanthy P.G. College campus.

Chief Guest of the day Dr. Venkat Ramana, Vision Infotech, Senior Analyst, illustrated on Big Data. He focused on Python language for Analytics, data mining and data Science. He said Mathematics and Statistics fundamentals are important for Big Data.

Dr. Venkat Ramana spoke about the topics Python programming language, Data Science, Big Data and Data Analytics. He enlightened the students on Python language its significance and benefits.

He said Data Science is concerned about scientific methods to retrieve the knowledge in several forms. As Data Science makes use of automated methods to interpret bulk data it can be used everywhere like for mobile sensors, high energy physics and humanities.

He further highlighted Data Analytics concepts which assist in decision making and justifying the several technical models. It can be applied for technologies such as Hadoop and cloud-based analytics to minimize the costs. Better outcomes and services are possible with this technology.



Big Data concentrates on massive amounts of data crucial to organizations in decision making. Voluminous data arrives from various sources such as business records and from scientific experiments.

He also spoke about Python programming language which has many merits than compared to languages like C++ and Java. It helps in coding with few lines further. Code readability is the significant feature of Python language which uses white space indentation for smooth functioning of code.

Tech Resonance - 2k17

“TECHFEST” - is a two day technological event for promoting technological modernization and inventions from the Engineering Colleges and Technical Institutions. It is a juncture for all the talented students to present and exhibit their concoction and to discuss various innovative ideas and concepts.

Avanthi Group of Institutions organized Technical Festival for MBA, MCA and engineering students on 4th March 2017 at Avanthi Engineering campus, Gunthapally, Hyderabad. Prominent guests from across the nation arrived to motivate and inspire the students in their ideas and red inspiring proposals for the progress of the society.

Sri M.Srinivasa Rao garu, M.P., Chairman, Avanthi group of colleges welcomed all the guests, staff and student fraternity. He insisted on students upbringing academically and urged to explore one's abilities as their greatest strengths.



Guest of Honor Prof. Uday Desai, Director, IIT, Hyderabad spoke about latest technologies such as IOT, Big Data and Data Analytics. He emphasized that technology is changing rapidly and students should have the knowledge of the technologies to have a good future.

Special Invitee Sri. V.V. Ramana Ghanta, Sr. Project Manager, WIPRO Ltd, focused on current topics like Big Data which is becoming a boom in the organizations for optimizing the results.

Tech Resonance - 2k17

Big data concentrates on bulks of data sets which are analyzed computationally to reveal patterns relating to human behaviour and interactions.

First speaker, Dr. P. Rathish Kumar, NIT, Warangal, exemplified the topic of Concrete Technology where concrete is a composite material composed of coarse aggregate bonded together with a fluid cement that hardens over time. He said that Concrete is popularly used for making architectural structures, foundations, and many more.

Second speaker Prof. Kiran Kumar, IIM, Indore, focused on Demonetization and its Impact on the society. He said Demonetization is the act of depriving a currency unit of its status as legal tender. It occurs whenever there is a change of national currency: The current form of money is pulled from circulation often to be replaced with new notes for the betterment of the society.

Third speaker Prof. G. Ram Murthy, IIT, Hyderabad, topic was Data Science with IOE, said that Data Science unifies statistics, and its related methods to analyze the data including various areas like mathematics, statistics and computer science and concentrates on databases, machine learning, clustering and visualization.

Fourth speaker Dr. Sharada, Scientist-E, ARCI, Hyderabad, topic was Renewable Energy Sources, which are naturally recharged from sun, wind, rain and heat on a human timescale. It provides energy in, air and water heating or cooling, transportation energy services.

Speaker Dr. P. Sri Hari Rao, NIT, Warangal, topic was Silicon on Chip which is an integrated circuit that integrates all components of a computer or other electronic system. It may contain digital, analog, mixed-signal, and often radio-frequency functions. These are very common in the mobile computing market because of their low power-consumption like in the area of embedded systems.

Speaker Dr. P. Jyothi, Professor, HCU, topic was E-Society Digital Marketing with respect to retailing has changed the way brands and businesses utilize technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting shops, digital marketing campaigns are becoming more widespread and efficient

Tech Resonance - 2k17

Speaker Dr. M. Vijaya Kumar, Scientist, DRDL, Hyd, topic was Sat Light Communications on Radars. To avoid signal interference, international organizations have regulations for which frequency ranges or "bands" certain organizations are allowed to use and are also used for television, telephone, radio, internet, and military applications.

Valedictory speakers included JNTU Asst. Professor Lavanya and OU Professor Pavan Kumar.

Sri. Lavanya spoke about Digital Communications in the current technology and its impact on digitalization. Digital is a bit complicated than analog and is more fast and appropriate in modern situations.

Sri. Pavan Kumar spoke about technology and its effects on current generation. He said technology has been growing rapidly and one has to make optimised use of it as technology applies knowledge for practical purposes



International Women's Day Celebrations

Avanthi P.G. College celebrated the International Women's day on 08th March 2017 in the college campus for MCA and MBA students. Prof. C. Vijayalakshmi, Dept. Of Statistics, Osmania University was the Chief Guest of the day. She enlightened the students on the empowerment of the Women in the society.

Principal, Avanthi P.G. College, DR. Appa Rao emphasized on Womanhood as Women are preferred in peacemaking and soothing out conflicting situations. Women are better investors in the corporate sectors and are good advisors in decision making.

Sri. Padmaja, MBA HOD said that Women twist themselves trying to fix the problems by being intuitive. Undeterred by being ignored, dismissed or beaten up they have uncommon problem solving skills which inspires the people around.

Sri. Jalaja, Professor MBA focused on woman raising their voice in the male dominated world. Women focus on getting the things done than on doing it their way. In uncertainty situations Women can think for better solutions with clear mind.

Sri. Sairam, MCA HOD said that Women have a lot of emotional strengths to handle the consequences of life. Women create strong social networks that help in stressful situations.

Chief Guest, Prof. C. Vijayalakshmi said that today Women are ahead in every field and have attained successful careers in their lives. Women are more aware of the changing environments and are doing great in serving the society. She said that every Woman should be proud of their Womanhood.



Guest Lecture on Talent Knowledge Management

Avanthi P.G. College organized a Guest Lecture on talent knowledge management for MBA senior students on April 4th 2017 in Avanthi P.G. College campus.

Prof. Raza Shah spoke about the current applications of talent management and its efficiency. He differentiated talent management and knowledge management. Talent management is a strategy, in fact a mutual HR activity that is designed for retaining the talent available to achieve business objectives and Knowledge management is a set of activities designed to identify, create and distribute knowledge among the employees of an organization.

Talent management is the science of using strategic human resource planning to improve business value and to make it possible for companies and organizations to reach their goals.



He concluded that Organizations need to be able to have meaningful discussions with their team and clients about how knowledge management plans can affect their organization's learning strategy.

SPORTS DAY

Avanthi P.G. College's Annual sports day was held on April 7th 2017 in Avanthi P.G. College campus. Various Indoor and Outdoor games were conducted for junior and senior students of MCA and MBA.

Initially students played badminton and volleyball which was followed by khoko and kabaddi. Students were very enthusiastic to take part in the games. Later post lunch Indoor games like caroms and chess were conducted. Later the prizes were distributed for winners and runners.



Guest Lecture on Banking

Gavanthi P.G. College coordinated a Guest Lecture on Banking for MBA students on April 13th 2017 in college campus.

Sri. Atul Kumar (Rtd.), Assistant General Manager, Bank of Baroda spoke about banking and its significance in the financial stability of a country and their regulations in various countries. Banks provide different payment services and a bank account is crucial for most businesses and individuals.

The speaker said trust is the most important element for a bank survival and when people trust the banks then they deposit the cash. They can also earn additional money when money is kept in savings or fixed deposits and they can be comfortable enough not to hold the cash and make the payments by cheques and online methods.

He focused on modern banking practices such as fractional reserve banking where only a fraction of bank deposits are approved by actual cash on hand and are available for withdrawal and makes loans or investments. Naturally the most significant method is through charging interest on the capital it contributes to the customers.



Banks are susceptible to many risks namely liquidity risks, interest rate risks and credit risks which have to be managed successfully and continuously with the changing needs in the banking outlook by focusing on the banks core business, maintaining transparency and simplicity in their terms and services and by recruiting the observant staff for avoiding anomalies.

College Facilities

Computer Labs.



Computer systems are a part of every aspect of contemporary culture.

There are a total of 190 systems with P IV processors accessed by both MBA and MCA students. As a Computer Applications student at Avanthi, students will receive a solid background in engineering fundamentals that will allow adapting to newly introduced systems and methods. They will also have the chance to work with well-respected researchers on projects that represent the cutting edge of computer science today.

Digital Classrooms

Digital classrooms are digital learning environments that support personalized learning through blended learning experiences and current technical tools to provide students with information.



Library



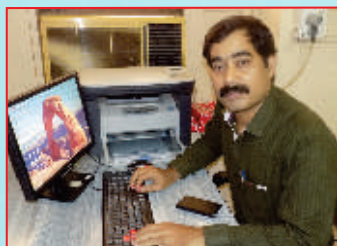
The mission of the department library is to provide the hard and soft-copy of the technical resources to the staffs and students of the Avanti P.G. College. At present there are more than 15000 volumes, which cover all the major areas of computer science and every year 1200 volumes are added. 36 International and 6 National Journals are provided. College has IDC and DELNET memberships and more than 100 online journals for students and staff.

R & D LAB

The role of R & D Division of the college is to enhance Research and Development activities to enable Avanthi Group of Institutions to become a renowned Intellectual corporation stimulating excellent research, development, sponsored projects, consultancy, continuing education and Industry Institute Interaction in addition to outstanding teaching.



Faculty Articles



Sri. S. Sairam,
HOD, Dept. of MCA

Predicting Missing Items In Shopping Cart Using Associative Classification Mining

The primary task of association rule mining is to detect frequently co-occurring groups of items in transactional databases. The intention is to use this knowledge for prediction purposes. So many researches has focused mainly on how to expedite the search for frequently co-occurring groups of items in "shopping cart" and less attention has been paid to the methods that exploit these "frequent itemsets" for prediction purposes. This paper contributes to the latter task by proposing a technique that uses the partial information about the contents of a shopping cart for the prediction of what else the customer is likely to buy, for example, If bread, butter, and milk often appear in the same item, then the presence of butter and milk in a shopping cart suggests that the customer may also buy bread. More generally knowing which items a shopping cart contains, we want to predict often items that the customer is

likely to add before proceeding to the checkouts. So this paper presents a technique called the "Combo Matrix" whose principal diagonal elements represent the association among items and looking to the principal diagonal elements, the customer can select what else the other items can be purchased with the currently contents of the shopping cart and also reduces the rule mining cost. The association among items is shown through Graph. The frequent itemsets are generated from the Combo Matrix. Then association rules are to be generated from the already generated frequent itemsets. The association rules generated form the basis for prediction. The incoming itemsets i. e. the contents of the shopping cart will be represented by set of unique indexed numbers and the association among items is generated through the Combo Matrix. Finally the predicted items are suggested to the Customer.

SKILL DEVELOPMENT IN INDIA



Dr. E. Jalaja,
Associate Professor, MBA Dept.

"Today the world focuses on trade in goods but in future the core issue will be how to get skilled people. We need to work in this direction" – Prime Minister of India, hri Narendra Modi, July 2014.

Based on data from the 68th Round of NSSO, it is estimated that only 4.69 percent of India's total workforce has undergone formal skill training, compared with 52 % in USA, 68% in UK, 75% in Germany, 80% in Japan and 96% in South Korea. As majority of the Indian's are youngsters an immediate and effective action is required to build skills and make India as Skill India. In a recent survey conducted, India is occupying a second place in skill shortage with 64%, where as Japan (81%), Brazil & Turkey (63%), Mexico, Australia, Greece, US (40%), Italy & Canada (32%), China & France (22%), UK (12%), Spain (3%) occupy the least skill shortage.

Despite the creation of the National Skill Development Fund (NSDF) in 2009, the launch of the NSDC in the same year, and creation of the NSDA in 2013, progress to date has been sporadic. Based on the Census 2011 and NSSO (68th Round) data, it is estimated that 104 million fresh entrants to the workforce will require skill training by 2022, and 298 million of the existing workforce will require additional skill training over the same time period.

To overcome this India should concentrate more on apprenticeship, integrating Skill Development initiatives with curriculum, Making cluster with SME and deliver the skill development program to absorb the skilled workforce, along with Smart cities , create smarter villages through rural skill development programs to explore the local resources and ensure market access/connect to sell the product/ services, a thorough performance evaluation of the existing skill development programs and corrective measures, vocational courses starting from the school level, programmes on creativity linking skill India with Start-up India

FORECASTING OF STOCK MARKET USING DATA MINING AND ARTIFICIAL INTELLIGENCE



Sri. B. Rama Krishna Reddy,
Asst. Professor, MCA Dept.

Online application for buying and selling the shares is used in high amounts these days. Forecasting the performance of the shares in these tentative stock markets is very hard where the relationship between inputs and outputs are non-linear in nature. The forecasting of stock market values is one of a challenging task of financial time series. The next step of this web application will be not just registering, buying and selling the shares but it will also be forecasting the values for particular shares in the market. We are proposing the system which will study the database of shares and will give forecasting according to it. With the help of study if neural networks the system will be designed and based on. For forecasting particularly ARMA (autoregressive-moving-average) algorithm is used. Hence the system will be able to give highest probability forecasting for particular shares. Stock market is very volatile in nature. Prices of stocks changes almost instantly. By using data mining and artificial intelligence, we can get accurate forecasted results.

Toppers List

MCA IIIrd year

Y. Pavani

H.T. No. I 30514862011
Total: 2040
Percentage: 78%



P. Mounika

H.T. No. I 30514862012
Total: 1925
Percentage: 74%



MCA IIrd year

K. Palavi

H.T. No. I 30515672026
Total: 950
Percentage: 73%



M. Sridhar

H.T. No. I 30515672023
Total: 916
Percentage: 70%



MBA Passed Out

Sd. Nuzhat Fatima

H.T. No. I 3051467202
Total: 1973
Percentage: 75%



P. Rekha

H.T. No. I 3051467204
Total: 1925
Percentage: 74%



MBA II Year

B. Archana

H.T. No. I 30515672002
Total: 1056
Percentage: 75%



Naga Padmavathi

H.T. No. I 30515672055
Total: 1032
Percentage: 73%



Events Organized By Training and
Placement Cell of
AVANTHI PG COLLEGE. DSNR
“Students' True Partner In Their Journey
From College To Corporate”

About the Cell

Avanthi PG College is a strong force to reckon with, not only for the placement activity but also for the kind of training imparted to the students. We every year draw close to 50 companies to our campus which include top names that are operational ,both PAN India and abroad, such as 'Cognizant,Virtusa,IBM,Wellsfargo,WIPRO,Value Labs,Amazon,Writers Corporation,Unisys, Capital IQ,Bajaj Capital,KANTAR Operations,Karvy Stock Broking,Factset,Next Education,UAE Exchange,SKS Micro Finance,Tally Solutions Pvt Ltd,Methodex,Verity Knowledge solutions,Hetero, Genpact etc,to name a few

This year saw, yet another successful culmination of the placement season with the percentage of selections of eligible students,by the end of the academic year going beyond the degree of 90% The packages offered by few of these organizations was upto 4.8 L/Annum

This is because,we through our CAMPUS RECRUITMENT TRAINING mechanism equip the students with the required skills which helps them get placed in companies of their choice

English language coaching forms the main component of the CRT activities along with special focus on interview techniques, resume writing,soft skill training,personality development etc.,.

We also establish a connect of students with the corporate by arranging industrial visits to organizations such as COCA COLA,JERSEY Creamline DAIRY Products,BHEL,The Hindu PARLE etc.,.

The training and Placement cell under the able guidance of our Managing Director Mr I Shravan Kumar, also organizes workshops by NSIC to encourage students to become job makers instead of job seekers under the Entrepreneurship Development Programme which is run at Avanthi Colleges

This year, as Avanthi Pg Placement cell embarks on yet another placement season -2018, we aim to improve on the existing count of 55 companies and cross the 60 mark and also improve on the selection percentage of students,further

Syed Ahmed Moin Quadri is the Training and Placement Officer of Avanthi Pg College.He is a double post graduate - Master of Business Administration and Master of Arts(English). His, more than 20 years of experience is a mixture of Corporate and Academia.His experience ranges from industries as diverse Consumer durable,Automobile,Service,Capital Goods to Education.He served as Corporate marketing Head-South at Agarwal Packers and Movers(DRS Group),Regional Manager,Ricetec Machinery Pvt Ltd,General Manger at Ramcor Marketing(Dealers of Piaggio Vehicles and held key position also with Associates of Bajaj Auto Ltd .Trained at Princeton Review,USA,he is also a verbal Trainer imparting coaching to students of GMAT,GRE,IELTS,TOEFL etc.,.

Job Fair



Job was organised on 17-3-2017 in which HR Teams of ICICI, TATA AIA, APOLLO, STAR HOSPITALS, MUTHOOT FINCORP, TALLY, S2TECH, SIGMA MICRO SYSTEMS, BADAMIKAR participated.

Industrial Visit PARLE- G

Parle – G is India's popular biscuit brand. Parle Products Company was founded in 1929 in British India. Primarily eaten as a tea-time snack, Parle-G is one of the oldest brand names in India. It was recognized by its iconic white and yellow wax paper which was then changed to plastic wrapping.

Avanthi P.G. College, dilsukhnagar students (MBA – 1st year, MCA- 2nd and 3rd year) visited Parle-G on 28th December 2016.

In-depth understanding of Indian consumer psychology has helped the company to marketing philosophy that reflects the need of Indian people



During the visit to Parle –G Company all the products of the company and preparation of biscuits video was displayed to all the faculty and students. Later they simulated making of biscuits. Complementary Parle-G biscuits were given to the entire staff and students.

Industrial Visit



Ind Visit - Jersey Creamline Dairy



MBA Student being awarded by DGM,RBI at a workshop



Work shop by Karvy for MBAs on Finance

Workshop On Tricks To Solve Quantitative By 'career Launcher'

Development of Aptitude is imperative today given the increasing number of questions related to Quant, asked. This trend has been seen in Bank exams,PO,CAT,GRE GMAT,SAT and more importantly in interviews held by any organization that visits campus for placements of students of PG,UG or any Professional course like BTECH,MTECH,BPHARM,MBA or MCA .

Students ,in order to get through require to overcome the challenge of solving , as well as solving in the stipulated time.

So,the Training and Placement cell of Avanthi Pg College organized a half day workshop by Career Launcher for students of MCA and MBA at college on 17-3-17

This half day workshop went a long way in equipping the students with the required 'Tricks' to solve these questions in no time.

This half day workshop was an interactive session which saw students participating actively.The students learned various methods of solving problems to do with Arithmetic,Algebra,Geometry Etc.,.

No training session is complete with out assessing the amount of knowledge grasped by the audience.

So,at the end of the session students were given sets of questions to test their knowledge.

Students answering 90 % of questions correctly was incentivized to get coaching on any course absolutely FREE .TWO students won the incentive



Workshop on Digital Marketing

Digital Marketing differs from traditional marketing where various products are progressed via electronic media. Digital media is omnipresent aiding the consumers to have access to information any time they want as Digital media is an ever burgeoning source of shopping, entertainment news and social cooperation.

Avanthi P.G. College organized a workshop on Digital Marketing for MCA and MBA first year students on 21st January 2017 in the college campus. Mr. K.V. Murali Krishna, Chairman, Laaptech IT services was the speaker of the day. He enlightened the students on online marketing and its strategies for consumers.



He focused on procedures for managing customer relationships across the channels like web, social media, news and people want brands to be trusted and which fit to their needs and preferences. The deeper the insight into customer behaviour the more chances to employ the customers in cost-effective interactions.

He further stressed that for successful Digital Marketing one has to manage complex customer relationships, across various channels, responding to dynamic customer interactions and making better decisions faster by use of big data.

Digital Markets are faced with various challenges such as proliferation of digital channels, intensified competition from the market and exploded data volumes.

Deloitte Awareness Program

Deloitte team conducted an awareness program on soft skills in Avanthi P.G. College campus on 25th November 2016 attended by MBA students

Deloitte team presented awareness on HIV its risks and precautions. They suggested safe and healthy life. Deloitte team also provided guidance on soft skills and how to boost ones confidence levels.



Deloitte aspires to be the best in all that they do for making a positive difference in the society. It offers a wide variety of services for interpreting the opportunities in the market place and to widen the success of the people.

In a world where there are fleeting changes soft skills are truly needed to analyze a situation in order to make best decisions that yields maximum results. Cutting-edge approaches are used to solve critical problems and advance the customer platform.

Soft skills encompass aspects like good manners, optimism, empathy and the ability to negotiate the issues. Being diplomatic and creditable and maintaining demeanour during disagreements are key to soft skills.

Good communication skills and relational skills are needed to articulate goals as a team. Having leadership qualities are recommended to lead a team.



MBA's, MCAs with TPO & Faculty to NSIC

Placement Summary

AVANTHI PG COLLEGE, DSNR				
PLACEMENT SUMMARY OF 2016-2017 (TO DATE)				
	MBA	DOMAIN	Cos Visited	Selects
1	BAJAJ CAPITAL	MBA, MKTG	Dec'16	9(shortlist)
2	UNISYS	MBA, FINANCE	14th Oct'16	2
3	IBM	MBA	Oct'16	1
4	HGS	MBA	Dec'16	4(4 more shortlisted)
5	Sutherland Global Service	MBA,	14th Nov'16	3
6	Manhattan Reveiew	MBA, MKTG	1 Oct'16	3 (shortlisted)
7	Credit Seva	MBA Fin , Hr	1 OCT'16	3
8	Just Dial	MBA, Desk mktg	Nov'16	9
9	KARVY stock broking	Mba Fin	Nov'16	6
10	APARNA Construction	MBA ,MKTG	15T Oct'16	2(shortlist)
11	LMV Finance	MBA ,Fin	9th Dec'16	3
12	GVRIT	MBA, HR	9th Dec'16	4
13	JARO Education	MBA., HR. Mktg	19th Oct'16	1
14	Star Hospitals	MBA. Operations	15th Dec'16	7(shortlist)
15	Spandana Spoorthy	MBA, Fin /Mktg/HR	15th Dec'16	3
16	Amazon	MBA, Mktg	26th Aug'2016	2
17	HDFC	MBA Mktg	Aug'16	3
18	MY Tax Filer	MBA Fin	7th Jan'2017	Results due
19	CAPITAL IQ(JRA POSITION)	MBA, Fin	7TH, 8TH Jan'17	2
20	ICICI SECURITES	MBA, MKTG, FIN	FEB'17	4 SHORTLIST
21	NAVAYUGA INFOTECH	MBA, HR, MKTG	FEB'17	12 SHORTLIST
22	UAE EXCHANGE	MBA, FIN, MKTG	FEB'17	24 SHORTLIST
23	TULAMAN	MBA ,MKTG	DEC'16	3
24	S2TECH	MBA ,HR	16-Dec	40
25	INSTAEMI	MBA, FIN, MKTG	17-2-17	RESULTS DUE
26	IIFL	MBA, FIN, MTG		4
27	Star Hospitals	MBA, FIN(Purchase)		2
28	MUTHOOT FINCORP	MBA FIN, MTG		12
29	TATA AIA	MBA, HR		7
30	BADAMIKAR	MBA ,FIN		2
31	MANCER CONSULTING	MBA, HR		1
32	MADHURA COATS	MBA, MKTG		2
33	VOLKSY TECHNOLOGIES	MBA		1
34	MIDDLE EARTH HR	MBA, HR, SALES		2
35	RYAN TAX SRVICES PVT LTD	MBA ,FIN		Results due
36	ECS Computech P Ltd	MBA, MKTG		3
37	EDIFY EDUCATION(DRS GROUP)	MBA. HR, OPERATIONS		3
38	RAAM GROUP	MBA, HR, MKTG		Results due
39	FORUM MALL	MBA		
	MAGNAINFOTECH	MBA, HR	In PipeLine	
	GENPACT	MBA FIN	In PipeLine	
	Filpkart	MBA, FINANCE	In PipeLine	
	BROADRIDGE	MBA,	In PipeLine	
	VALUELABS	MBA	In PipeLine	
	NEXT EDUCATION	MBA (Finance)	In PipeLine	
	VIRTUSA	MBA, FINANCE	In PipeLine	
	SKS	MBA, HR	In PipeLine	
	SHORE INFOTECH	MBA, Fin	In PipeLine	
	AMAZON Dev Centre	MBA (HR)	In PipeLine	

Placement Summary

	Tally Sol Pvt Ltd	MBA.Fin	In Pipeline	
	Kantar Operations	MBA(Tech Sup)	In Pipeline	
	METHODEX	MBA,MKTG	In Pipeline	
	BIG C	MBA	In Pipeline	
	LOT MOBILES	MBA	In Pipeline	
	TATA BUSINESS SERVICES	MBA Tech	In Pipeline	
	Factset	MBA Fin	In Pipeline	
	CSC	MBA	In Pipeline	
	TCS			
	MCA(Cos visited & in PIPELINE)			
1	Virtusa	MCA	7th Jan'17	Results due
2	my Bus Ticket .com	MCA	Nov'16	4 shortlisted
3	Trendzet Soft Soltns	MCA	Sep-16	1 shortlist
4	HGS	MCA	Jan'4th 2017	0
5	ICICI	MCA	Sept'16	1
6	Jst Dial	MCA	Sept'16	2
7	IBM	MCA	Oct'17	0
8	Sutherland Global	MCA	14th Nov'16	0
9	UNISYS	MCA	14TH Oct'16	0
10	GVRIT	MCA	9TH DEC'16	Results due
11	LAAPTECH	MCA	JAN'17	7
12	ZEN TECHNOLOGIES	MCA	FEB'17	0
13	VIDYAYUG SOFT TECH	MCA	17-2-17	Results due
14	SATYAMTECH	MCA	In Pipeline	
14	WIPRO Technologies	MCA	In Pipeline	
17	TRIPOD	MCA	In Pipeline	
18	VITECH	MCA	In Pipeline	
19	TECH Mahindra	MCA	In Pipeline	
21	WIPRO LTD	MCA	In Pipeline	
22	CTRLS	MCA	In Pipeline	
23	Meta Minds	MCA	In Pipeline	
24	CSC	MCA	In Pipeline	