

Chairman's Message:



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In today's information age, a complete revision of current education policies & principles is required if organizations are to continue to thrive – especially as technology is moving at ever increasing pace. The future of any country lies in its ability to use resources to build a strong technological base.

Avanthi is committed to improve "core competence", "communication skills" and "ethical balance of mind" in the students and to make them the most sought after technocrats who would significantly contribute to the evolution of such knowledge based society in our country. Our most honored faculty and management make this happen.

Snatakostav 2016, Mini Convocation

A Convocation ceremony is a formal academic gathering for a special purpose and it's a very important day in student's life.

Keeping this in view, Convocation Ceremony SNATAKOSTAV 2016 was organized for P.G. students at Avanthi P.G. College, Dilshuknagar on 01st Oct 2016. Objective of this event is to bring enlightenment on one's inner self and technical outlook.



Avanthi P.G. college Alumni students attended the event and shared their views and clarified their thoughts. All the staff, teaching and non-teaching staff attended the ceremony.

Chief Guest, Dr. Agna Fernandez, Chief Organisation Development Consultant and Change Management Consultant expressed that students should synthesize their inner strength, uphold self-awareness and positive attitude. She also emphasized that accomplishment of degree is the enormous influential effort of parents and teachers who took pains for the future generation.

Snatakostav 2016, Mini Convocation



Guest of Honour, Shri. G. Ravi Shankar, Project Manager, Sonata Software Solutions, Pvt. Ltd., addressed the students by suggesting that they have to be proficient in technical aspects and should be happy for their academics and should aid in building resources for the organisation. He also affirmed the students that persistent learning and forbearance are a must for successful career.

Dr. S. Appa Rao, Principal concluded the ceremony with his motivational words.

Orientation Ceremony

Orientation is a ceremony during the commencement of the academic year at a university or a college to welcome new students.

Keeping this in view, Orientation Programme was conducted for the first year MBA & MCA students at Avanthi PG College, Dilsukhnagar on 03rd October 2016. Objective of this event is to have the practical knowledge and abilities needed to perform IT, managerial, or scientific tasks.



All students were very dynamic about the session as this is their first year of college. The senior students gave a warm welcome to the fresher's who accepted the welcome.

Chief Guest, Prof. P. Prem Chand, Dean, Department of Informatics from Osmania University focused on Industry Exposure and inspired the students to attain a brilliant future ahead.

Guest of honour, Mr. B. Ravinder, Deputy Chief, University Employment Bureau, Osmania University emphasized on desire for learning and career planning.

Orientation Ceremony



Later Special Guest Mr. S.N. Srinivas, Founder, Director of Great Moves, Corporate Trainer programme highlighted on expectations of corporate world and skills upgradation to be successful in career.



Director Dr Jayaprada, All the Staff, Parents have joined the programme and made it a success.

Lastly Dr S. Appa Rao, Principal, wished all the students good luck and a bright life henceforth.

Reserve Bank Of India

Industrial Visit

Reserve Bank of India aims at regulating the issue of Bank inscription and maintaining price stability and safeguard adequate flow of credit to sustain the growth impulse.

Avanthi P.G. college students (MBA – 2nd year, MCA – 2nd and 3rd year) of Dilshuknagar branch visited RBI at Saifabad, Khairatabad on 6th October.

RBI conducted Financial Literacy Programme where the primary focus was on monetary policy. As monetary policy in India has evolved around regulating price steadiness and securing financial stability.

Geeta Giddi, Assistant General Manager, RBI explained the measures for keeping inflation under control, and its effects when ignored. She explained the steps of policy making which includes problem identification, agenda setting, policy formulation, budgeting, implementation and evaluation.

Mr. C. Nageswara Rao, Deputy General Manager, RBI, elucidated open market operations like buying and selling of government in the open market in order to expand or contract the amount of money in the banking system. Main focus was on bringing insight into financial literacy which comprises of having the skills, perception to make responsible decisions as it helps in meeting financial commitments, managing ones personal finances.

Bathukamma Festival Celebrations

Bathukamma is a vibrant and fascinating festival of Telangana. This festival is a token of Telangana's cultural identity.

Avanthi P.G. College celebrated Bathukamma with great splendour and happiness in the college campus at Dilshuknagar on 7th October 2016.



All the students and staff were in their traditional best with heavy sarees, half-sarees and men in ethnic wear. The college was filled with festive look. Beautiful Bathukammas with flowers were prepared by girl students and staff with much joy and jubilation.

Students and staff actively designed various Rangolis in the college campus on which beautiful Bathukamma floral decorations were placed.

Bathukamma Festival Celebrations



Bathukammas were enclosed by students and staff and they danced in sync clapping and singing to the traditional folk songs of Telangana.

Corporator, TRS Standing Committee Member, Smt. T. suneetha Ajeet Reddy shimmered along with the students and faculty and motivated them to rejoice the occasion.

Altogether it was a festive and joyous environment in the campus.

JILL JILL JIGA PROGRAMME

ETV Plus performed Jill Jill Jiga programme at Avanthi P.G. College, Dilshuknagar campus on 15th and 17th October.

P.G. college students performed in the programme and made it a grand success. Various events were conducted by anchors Nitin and Indu.

First voluntarily three boys and three girls were welcomed. They were given different tasks. Sravanthi was given a dialogue which has to express in four different variations which she handled with ease. Next a lengthy dialogue was given by P.G. student shiva wonderfully. Later Divya, a student of MBA danced for a telugu movie song. Next a task was given to Madhukar to exercise and danced simultaneously. Next task was given to Ramya to propose to anchor Nitin which was quiet funny. Students were very cheerful.



Later four boys and four girls played with gunny bags to pick the balls which were at a distance. In this game girls won the game in 30 seconds. Next back two back balloon game was performed with two boys and two girls where boys were the winners. Following Divya sang a melodious song liked by everyone.

Succeeding two boys and two girls had to catch maximum smiley balls in basket in 90 seconds where boys were the winners which they celebrated with funny dialogues. P.G. students had a lot of fun with the games organized by ETV Plus.

Video of the event is available on youtube with link <https://www.youtube.com/watch?v=sUSMeq1iDek>

Guest Lecture On Industry Expectations

Avanthi P.G. college, Dilshuknagar organized a Guest Lecture on “Industry Expectations and how to fill the gap” on 18th October. Final year M.B.A. and M.C.A. students attended the guest lecture.

Chief Guest, Mr. S.N. Srinivas, Corporate trainee, Polaris discussed about Industry expectations and the problems blocking the growth of industries. He expressed that fresh graduates are discovering that their manpower requires skills which are short supply. Further he stressed on Identifying industry expectations for engineering graduates are an important step in developing university syllabus which is responsive to the needs of the profession.

He expressed that as rapid technological change, global competition, and other workplace innovations have created a demand for a higher skill level for engineering graduates. Identifying specific skills requisite for career success, colleges can provide an improved knowledge for their graduates to help the industry. Graduating students do not always possess the necessary skills or knowledge when as a fresher. The lack of these skills and abilities can limit the productivity of newly hired, recent graduates, or even prevent them from gaining employment.

As employers are looking for technicians with a solid foundation of higher-order skills such as work ethics, communication skills, and problem-solving, which are to be possessed by all good employees. Moreover, experienced technicians should encourage when the fresher’s begin a new position, to adjust to the new rules. Industry needs technicians who can fill a variety of niches as needed.

He concluded the lecture by motivating the students to have exceptional perception of the emerging technical advancements and for excel in the Industry.

NSIC Industrial Visit

In India the number of dream to create and run their own business continues to grow it becomes increasingly important to know the fundamentals of entrepreneurship.

NSIC Trade Centre located in ECIL, Hyderabad organized a workshop to guide the students on becoming entrepreneurs. Avanthi P.G. college, dilshuknagar students (MBA – 2nd year, MCA-2nd and 3rd year) visited NSIC on 20th October.

Mr. Kiriti, team leader of tech Mahindra group highlighted on the characteristics of entrepreneurs and potential errors they can make in creating a business process. The main criteria of this industrial visit was how to one can build his own company and make himself a young entrepreneur. He explained the main five ingredients that one should have for being a young entrepreneur are man, machine, money, innovative thinking and the most important time. If a person has these five qualities then he is ready to start his own company

He further stated that NSIC not only helps the individuals in training them in mastering the skills but also helps them financially for establishing the company and they can assure you to bring out the difference from other companies. As the problem of unemployment is becoming monstrous in all the developing nations. There is enormous increase in the population. Every year India adds to her population. The greater emphasis should be on creation of opportunities for self-employment, augmentation of productivity and income levels of the working poor shift in emphasis from creation of relief type of employment to the building up of durable productive assets in the country.

NSIC Industrial Visit



In order to inculcate a desire to become entrepreneur among the students NSIC has devised a special "Entrepreneurship Orientation Programme" (EOP). The program is specially designed for the students, who are still pursuing their studies in colleges and do not have any idea about Entrepreneurship.

Purpose of EOP is to create awareness among the students for setting up of new Enterprise after completion of their studies instead of searching for jobs only. This program makes participants familiar about role and importance of MSMEs in Indian Economy, process of setting up of Enterprise, preparing Project Reports, Identifying marketing possibilities as well as with the issues regarding various statutory requirements such as Income Tax, VAT etc.

NSIC concluded the workshop with refreshments.

PERSONALITY DEVELOPMENT PROGRAMME

Personality Development is the art of exploring one's self and moving to a zealous, joyous living state. It is the act of acknowledgement of one's uniqueness with more enthusiasm and vigor.

Often it happens that humans generally cling on to the ones that do more grief than good and end up underestimating themselves. Humans are unique in their own ways and lack in boosting their persona. So personality development comes into picture.



Keeping this in view, Personality Development Programme was conducted for P.G. first year students at Avanthi P.G. College, Dilshuknagar on 20th Oct 2016. Objective of this event is to make the students confident, smart, well mannered and successful in their lives.

Chief Guest, Prof. V. Vishwanatham, retired professor of Osmania University, Member of RamaKrishna Math, and active member of Impact under Gampa Nageshwar Rao delivered wonderful and inspiring speech on life and education. He shared valuable traits of personality development which included having a positive attitude, building confidence, stress-free and healthier life and a more pleasing personality.



Professor V. Vishwanatham further expressed that students have to communicate effectively for clarity and possess the quality of a lion during adversities.

Guest Lecture on Career Guidance

Avanthi P.G. college, Dilshuknagar organized a Guest Lecture on “Smart Steps – Career Guidance Programme “on 22nd October. Final year M.B.A. and M.C.A. students attended the guest lecture.

Mr. Phani Bharadwaj delivered a lecture on managing finances. He said that one has to create a budget, control debt, set goals, identify requirements and place a value for money.

He expressed that money cannot buy happiness, but it can certainly make one comfortable. The main point lies in understanding its worth. Each purchase represents a trade-off. One has to make the decisions wisely.

Most of the financial decisions are a result of one’s behavior. This may be difficult to monitor, but how we buy household items and one-off things such as car decides how our finances will shape up. We may shop at prosperous markets but there are supermarkets which offer good discounts on the same items. Generally, buying a car may be a lifestyle decision, but keeping in mind factors such as fuel efficiency and cost of maintenance, etc, may help one save routine expenses. If one is lifestyle shopper, a change in behavior may bring huge savings for their family.

Likewise, at the end of season, retailers offer huge discounts to offload inventory. Going for store brands may save you an additional 5-10 %. For a frequent shopper, switching to need-based and end-of-season sale shopping for next year will help him save a lot of money.

He further stressed on the facts that a plan is always required to reach the goals and sticking to the budget should be of higher priority.

Guest Lecture on Digital Marketing

Digital Marketing is framed of marketing products or services that involve electronic devices. As it uses various methods to analyze what is working and what is not. Guest lecture on Digital Marketing prospects was organized in Avanthi P.G. College, Dilsukhnagar branch on 28th October keeping this in view. P.G. students (MBA 2nd year and MCA 2nd & 3rd year) attended the session.

Guest speaker Surrender, Digital Marketing consultant, ex employee of Accenture and Deloitte manifested that Digital Marketing concentrates on sales conversions, electronic billboards, mobile apps, digital television etc.



Further he expressed that consumers have access to information any time and any place on the go. Digital media is an ever-blooming source of entertainment, shopping, news and consumers can get an insight into company's publicity policies and feedbacks coming from various sectors. As society focuses more on their perceptions, beliefs and personal preferences, it is increasingly important to gain knowledge of all the marketing criteria.

He concluded the lecture by suggesting valuable suggestions such as adopting a customer-centric mindset to maximize digital strategies, managing internal marketing teams effectively and implementing new strategies for improved customer interaction with the brand.

Anti-Ragging Meeting

Ragging is a practice which often takes a hostile form where the newcomers may be subjected to psychological or physical torture.

Avanthi P.G. College organized Anti-ragging meeting in the college campus on 7th November attended by MBA 2nd year and MCA 2nd and 3rd year students.

S.I. Ramesh in the meeting said that students should be deprived of ragging and should have a safe and peaceful ragging free campus. He also said that in any incident the concerned student should be given the liberty to explain and if found unsatisfactory, should be expelled from the institution.

C.I. Ganga Reddy said that students are requested to co-operate in maintaining a friendly environment by supporting the newcomers and encouraging them for their future.



As ragging is a cognizable offence under the law of the land, and the Supreme Court has ruled that the punishment would be harsh.

C.I. concluded that any interaction between fresher's and seniors where the seniors are friendly, welcoming and non-aggressive is encouraged.