

Aurora's PG College (MCA)

Uppal, Hyderabad

Funded Research/Consultancy Projects of the institution during the last five years: 2020-21 to 2024-25

S No	Name of the Research/consultancy Project	Name of the Principal Investigator	Department of Principal Investigator	Year of Award	Amount Sanctioned (Rs)	Duration of the project	Name of the Funding Agency
2024-25 (Total Number: 3, Amount Received: Rs.2,75,000)							
1	Impact of Health Awareness on Purchase Intention of Millet-Based Products	Dr.C.Kameshwari	MBA	2024-25	₹ 75,000	4 Months	9Nutz Millets Private Limited
2	AI- Powered Cyber Security Framework for Smart Organizations	Dr.K.Vijaya Bhasker	MCA	2024-25	₹ 100,000	6 Months	Hackboats
3	Consumer Buying Behaviour Towards Gluten-Free and Millets-Based Products	Dr. Khudsiya Zeeshan	MBA	2024-25	₹ 100,000	6 Months	9Nutz Millets Private Limited
2023-24 (Total Number: 3, Amount Received: Rs.3,25,000)							
1	Performance Analysis of Real-Time AR Media Applications in Mobile Environments	Dr.T.Venkata Sathya Vivek	MCA	2023-24	₹ 75,000	3 Months	Nexaway Technologies
2	Understanding Consumer Buying Behavior Towards Millet Chocolate	Dr.Sanjay Kumar Padhy	MBA	2023-24	₹ 100,000	7 Months	9Nutz Millets Private Limited
3	Smart Irrigation System Using IoT and Soil Moisture Sensors	Dr.K.Venkata Ramana	MCA	2023-24	₹ 150,000	10 Months	Hackboats

2022-23 (Total Number: 4, Amount Received: Rs.3,00,000)							
1	SEO and Content Strategy Management	Dr.P.C.Patnaik	MCA	2022-23	₹ 75,000	4 Months	The New Generation Software
2	Augmented Reality Media Playback in Realtime	Dr.K.Vijaya Bhasker	MCA	2022-23	₹ 100,000	9 Month	Nexaway Technologies
3	Predictive Analytics for Sales Forecasting	Dr.B. Srikanth	MCA	2022-23	₹ 50,000	4 Months	Semicolon Logic Pvt. Ltd.
4	Analysis of Customer Preferences for Gluten-Free Food Products	Dr.P.S.Subha Pradha	MBA	2022-23	₹ 75,000	5 Months	9Nutz Millets Private Limited
2021-22 (Total Number: 2, Amount Received: Rs.2,25,000)							
1	SEO and Content Strategy Management	Dr.K.Vijaya Bhasker	MCA	2021-22	₹ 150,000	11 Months	The New Generation Software
2	Factors Influencing Consumer Preference for Gluten-Free Millet Products in Urban Markets	Dr.P.S.Subha Pradha	MBA	2021-22	₹ 75,000	4 Months	9Nutz Millets Private Limited
2020-21 (Total Number: 1, Amount Received: Rs.75,000)							
1	Pricing Strategy and Its Impact on Sales Performance.	Dr.Sanjay Kumar	MBA	2020-21	₹ 75,000	1 Year	9Nutz Millets Private Limited

Note : The college has signed a Memorandum of Understanding (MoU) with 9Nutz Millets Private Limited to conduct periodic market research related to millet-based food products.