


3.2.2 Number of Workshops/Seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the last five years

2021-22		
Date From – To	Name of the Workshop/ Seminar/ conference	Number of Participants
16.03.2022	Seminar on Entrepreneurship, Growth and Competitiveness	212
10.03.2022	Workshop on “Paper Publication and IPR”	214
31.01.2022	Seminar on Building an Innovative Company Culture	121
07.01.2022	Seminar on Ideation and Brainstorming Methods	198
22.12.2021	Workshop on startup India Initiatives	121
18.12.2021	Workshop on Using Statistics in Research: Basic Tools and Techniques	123
21.10.2021	Seminar on Leveraging Market Research for Successful Startup Launches	91


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



DVV Clarification for 3.2.2

Number of workshops/seminars/conferences including on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship conducted during the last five years

**Detailed Report with Circular/Brochure,
Geo-tagged Photos**

**Seminar on Entrepreneurship,
Growth and Competitiveness**

2021-22

Date :11-03-2022

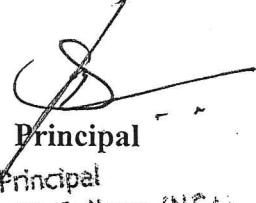
CIRCULAR

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 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

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Uppal, Hyderabad-500092



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Aurora's PG College (MCA)
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	Time:11:00 AM
Details of Participants	Students of MBA & MCA I year have attended the seminar	
Coordinator	Ms. N. Maheshwari 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 March 16, 2022, Aurora PG College (MCA), Uppal, organized a seminar on "Entrepreneurship, Growth, and Competitiveness." This event brought together students and faculty members for an engaging session. The principal opened the gathering and welcomed the guest speaker, who was introduced by the Head of the Department.</p> <p>The seminar aimed to provide MBA and MCA students with an in-depth exploration of entrepreneurship principles, strategies for business growth, and methods to enhance competitiveness in today's technology-driven market. It sought to connect academic learning with practical insights and real-world applications, preparing future business leaders and tech professionals.</p> <p>The seminar successfully deepened students' understanding of entrepreneurial and growth strategies, offering practical takeaways that they could apply in their academic and professional journeys. Both students and faculty appreciated the seminar's practical orientation, with presentations praised for their relevance and applicability.</p> <p>Overall, the seminar on "Entrepreneurship, Growth, and Competitiveness" provided valuable insights and practical knowledge, effectively bridging the gap between academic theory and industry practice. This event marked a significant step in equipping students to navigate future challenges and opportunities in the business and technology sectors.</p>	


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Photos




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Feedback Form

Program Name: Entrepreneurship, Growth & Competitiveness

Program Date: 16-03-2022

Your feedback is valuable to us and will help improve future programs. Please take a few moments to complete this form.

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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DVV Clarification for 3.2.2

Number of workshops/seminars/conferences including on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship conducted during the last five years

**Detailed Report with Circular/Brochure,
Geo-tagged Photos**

Workshop on “Paper Publication and IPR”

2021-22



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

Date & Time




10 March 2022
11:00 AM

Who can attend?

Students of MBA & MCA

Organized by
IPR Cell

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



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Uppal, Hyderabad-500092

Date :08-03-2022

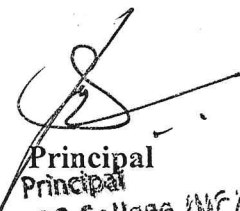
CIRCULAR

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 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

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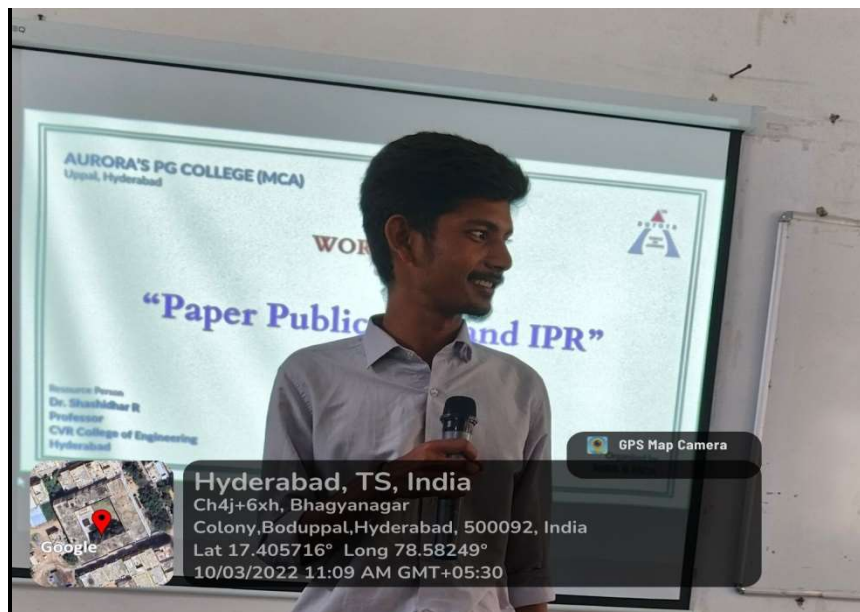



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Principal
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ACTIVITY REPORT

Name of the Activity	"Paper Publication and IPR"	
Type of Activity	workshop	
Date and Time of Activity	10.03.2022	Time: 11.00 AM
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	Ms. D. Jyothi MBA Dept.,	
Details of Resource Persons	Dr. Shashidhar R Professor CVR College of Engineering Hyderabad	
Description	<p>On March 10, 2022, Aurora PG College (MCA), Uppal, hosted an informative one-day workshop on "Paper Publication and Intellectual Property Rights (IPR)." Organized by the college's IPR Cell, the event aimed to equip faculty and MBA and MCA students with essential knowledge and practical skills in publishing research papers and understanding IPR.</p> <p>The workshop featured an interactive session led by Dr. R. Shahidhar, a respected expert in academic publishing and intellectual property law. He covered the fundamentals of IPR, including copyrights, patents, trademarks, and trade secrets, highlighting the importance of protecting research findings and the processes involved in securing IPR.</p> <p>The principal opened the event with a welcome address, and the Head of the Department introduced Dr. Shahidhar before handing over the floor to him.</p> <p>Participants had the opportunity to engage directly with the speaker, asking questions and sharing their experiences related to paper publication and IPR challenges. This interaction enriched the workshop experience, providing valuable insights into the intricacies of research publishing and intellectual property.</p> <div style="text-align: right;">  Principal Aurora's PG College (MCA) Uppal, Hyderabad-500092 </div>	

Photos




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AURORA'S PG COLLEGE (MCA)

Uppal, Hyderabad, Pin: 500092

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OF
LEARNING

CERTIFICATE OF PARTICIPATION


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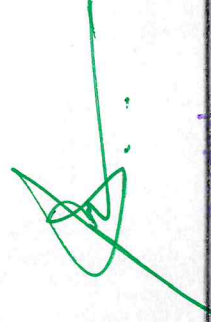
Ms. B. Kavitha

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.

D. Jyothi

Coordinator


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OF
LEARNING

CERTIFICATE OF PARTICIPATION

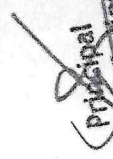
This certificate is presented to


Ms. k. shirisha

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.

D. Jyothi

Coordinator


~~Principal~~
~~Aurora's PG College (MCA)~~
~~Uppal, Hyderabad-500092~~
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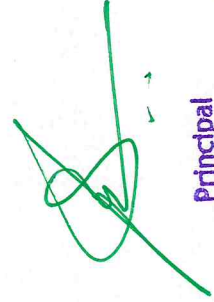
CERTIFICATE OF PARTICIPATION

This certificate is presented to

Ms. Md. Reshma

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.

D. Jyothi
Coordinator


Principal

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Uppal, Hyderabad-500092


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

Feedback Form

Program Name: Paper Publication and IPR

Program Date: 10-03-2022

Your feedback is valuable to us and will help improve future programs. Please take a few moments to complete this form.

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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DVV Clarification for 3.2.2

Number of workshops/seminars/conferences including on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship conducted during the last five years

**Detailed Report with Circular/Brochure,
Geo-tagged Photos**

**Seminar on Building an
Innovative Company Culture**

2021-22



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 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.


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Principal
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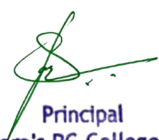
ACTIVITY REPORT

Name of the Activity	Building an Innovative Company Culture	
Type of Activity	Seminar	
Date and Time of Activity	31.01.2022	Time: 11:00 AM
Details of Participants	Students of MBA 1 year and Staff	
Organizing Dept./Support System	MBA	
In Association with	Entrepreneurship Development Cell	
Coordinator	Ms. N. Maheshwari MBA Dept.,	
Details of Resource Persons	Mr. Raghu Smartsteps Consall's	
Description	<p>On January 31, 2022, Aurora PG College (MCA), Uppal, organized a seminar on "Building an Innovative Company Culture" to emphasize the importance of company culture in fostering innovation and driving organizational success.</p> <p>The seminar brought together students and faculty members to explore strategies for cultivating a culture of innovation within organizations. The resource person, Raghu from Smartsteps Consulting, presented insights on current trends and scenarios related to innovation in the workplace.</p> <p>The program aimed to highlight the significance of innovation in today's rapidly evolving business landscape while sharing real-world examples and success stories from companies known for their innovative cultures.</p> <p>The session increased students' awareness of the importance of fostering innovation within organizational environments and strengthened professional networks, creating potential career opportunities for those interested in innovative industries.</p> <p>Following the seminar presentation, a Q&A session was held to address attendees' questions and concerns. This interactive segment encouraged participants to actively engage, ask questions, and seek clarification on various topics. Overall, the seminar on "Building an Innovative Company Culture" served as an inspiring platform, empowering students to become catalysts for innovation in their future careers.</p>	


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Photos




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Feedback Form

Program Name: *Seminar on Building an innovative company culture.*
 Program Date: *31/01/22.*

Your feedback is valuable to us and will help improve future programs. Please take a few moments to complete this form.

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: _____

[Signature]
 Principal
 Aurora's PG College (MCA)
 Uppal, Hyderabad-500092



DVV Clarification for 3.2.2

Number of workshops/seminars/conferences including on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship conducted during the last five years

**Detailed Report with Circular/Brochure,
Geo-tagged Photos**

**Seminar on Ideation
and Brainstorming Methods**

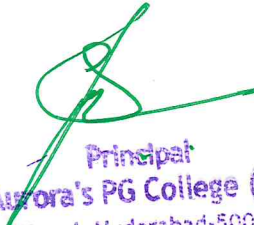
2021-22

Date :04-01-2022

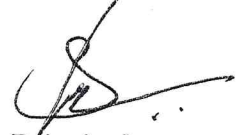
CIRCULAR

Dear students, we are pleased to inform that, IPR cell is organizing a Seminar on Ideation and Brainstorming Methods on 07/01/2022 at 10:00 am in 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

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HOD MCA



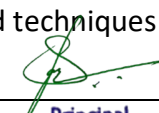
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ACTIVITY REPORT

Name of the Activity	Ideation and Brainstorming Methods	
Type of Activity	Seminar	
Date and Time of Activity	07.01.2022	Time: 10:00 AM
Details of Participants	MBA 1 st 2 nd year students Actively Participated I the seminar	
Coordinator	Ms. N. Maheshwari MBA Dept.,	
Organizing Dept./Support System	MBA	
In Association with	Entrepreneurship Development Cell	
Details of Resource Persons	M.Govindaraju BVRIT Hyderabad	
Description	<p>On January 7, 2022, Aurora's PG College (MCA), Uppal, hosted a seminar on "Ideation and Brainstorming Methods." The event gathered students and faculty members for an engaging session. The principal opened the gathering with a welcome address, and the Head of the Department introduced the guest speaker.</p> <p>Resource person M. Govindaraju led the seminar, educating the audience on effective brainstorming techniques and sharing relevant case studies with examples.</p> <p>The seminar aimed to provide participants with practical insights and techniques to enhance their ideation processes and foster creativity in problem-solving. By exploring various brainstorming methods, attendees were equipped with valuable tools to generate innovative ideas both individually and collaboratively.</p> <p>Outcomes from the seminar included the enhancement of participants' creative thinking abilities and empowerment to become more effective problem solvers and innovators.</p> <p>Following the presentation, a Q&A session was organized to address attendees' questions and concerns. This interactive segment allowed participants to engage actively, ask questions, and clarify their queries.</p> <p>The seminar on "Ideation and Brainstorming Methods" concluded successfully, achieving its goal of educating and empowering the audience with practical tools and techniques to enhance their ideation processes.</p>	


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Feedback Form

Program Name: Seminar on Ideation and Brainstorming Methods

Program Date: 7-01-22

Your feedback is valuable to us and will help improve future programs. Please take a few moments to complete this form.

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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DVV Clarification for 3.2.2

Number of workshops/seminars/conferences including on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship conducted during the last five years

**Detailed Report with Circular/Brochure,
Geo-tagged Photos**

Workshop on startup India Initiatives

2021-22



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

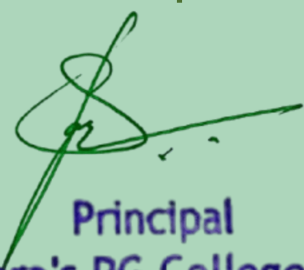
Who can attend?

Students of MBA & MCA

Organized by
E D Cell

Organised by
Department of Business
Management
&

Department of Computer
Applications



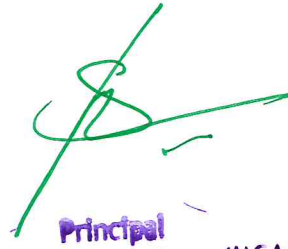
Principal
Aurora's PG College (MCA)
Uppal, Hyderabad-500092

Date :21-12-2021

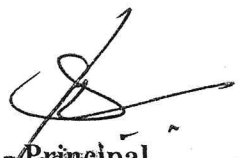
CIRCULAR

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 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

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HOD MCA



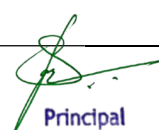
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ACTIVITY REPORT

Name of the Activity	Startup India Initiatives	
Type of Activity	Workshop	
Date and Time of Activity	22.12.21	Time: 11.00 AM to 4.00 PM
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. N. Maheshwari MBA Dept.,	
Details of Resource Persons	Dr. Jitendar Ishwar Das Founder & CXO Customer Experience	
Description	<p>The MBA and MCA departments of Aurora's PG College (MCA), Uppal, in association with the ED Cell, organized a one-day workshop on "Start-up India Initiatives" on December 22, 2021, in the Seminar Hall.</p> <p>Led by Dr. Jitendar Ishwar Das, an industry expert passionate about fostering entrepreneurship among students, the workshop featured detailed presentations and interactive discussions aimed at familiarizing participants with the Start-up India program and its effects on the entrepreneurial landscape.</p> <p>The session covered an overview of the Start-up India initiative launched by the Government of India, highlighting its key objectives and benefits designed to encourage start-ups. Key topics discussed included financial support and funding opportunities, tax benefits, regulatory relaxations, and mentorship programs that offer networking opportunities.</p> <p>The workshop successfully inspired students to consider entrepreneurship while equipping them with valuable knowledge about the resources and opportunities available under the Start-up India scheme. Feedback from participants indicated a positive impact on their understanding and enthusiasm for entrepreneurship.</p>	


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Photos




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AURORA'S PG COLLEGE (MCA)

Uppal, Hyderabad, Pin: 500092



CERTIFICATE OF PARTICIPATION

This certificate is presented to

Ms. J. Sasya

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.

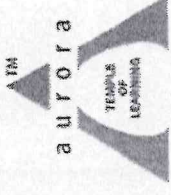
N. Maheshwari
Coordinator

[Signature]
Principal
Aurora's PG College (MCA)
Uppal, Hyderabad-500092

[Signature]
Principal
Aurora's PG College (MCA)
Uppal, Hyderabad-500092

AURORA'S PG COLLEGE (MCA)

Uppal, Hyderabad, Pin: 500092



CERTIFICATE OF PARTICIPATION

This certificate is presented to

Mr. O. Guri

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.

N. Mahalingam

Coordinator

[Signature]
Principal
Aurora's PG College (MCA)
Uppal, Hyderabad-500092

[Signature]
Principal
Aurora's PG College (MCA)
Uppal, Hyderabad-500092

Feedback Form

Program Name: *workshop on startup India Initiatives*Program Date: *22/12/21*

Your feedback is valuable to us and will help improve future programs. Please take a few moments to complete this form.

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: _____

[Signature]
Principal
Aurora's PG College (MCA)
Uppal, Hyderabad-500092



DVV Clarification for 3.2.2

Number of workshops/seminars/conferences including on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship conducted during the last five years

**Detailed Report with Circular/Brochure,
Geo-tagged Photos**

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

2021-22



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



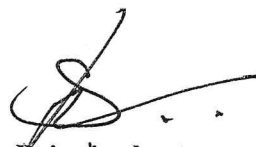
Principal
Aurora's PG College (MCA)
Uppal, Hyderabad-500092

Date :17/12/2021

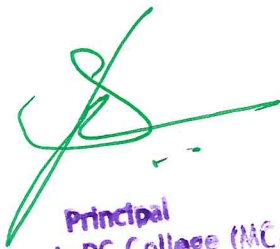
CIRCULAR

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 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

Copy To:
HOD MBA
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Aurora's PG College (MCA)
Uppal, Hyderabad-500092



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Uppal, Hyderabad-500092


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: 11.00 AM to 4.00 PM
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	Mr. T. Kiran MBA Dept.,	
Details of Resource Persons	Dr.Kumabala Pradeep Reddy,	
Description	<p>On December 18, 2021, the MBA and MCA departments of Aurora PG College (MCA), Uppal, organized a workshop titled "Using Statistics in Research: Basic Tools and Techniques." The workshop aimed to highlight the importance of statistics in helping researchers make sense of complex data sets by offering methods for summarizing and interpreting large volumes of information. Without a strong grasp of statistics, researchers may struggle to draw meaningful conclusions from their data.</p> <p>The workshop was conducted by Dr. Kumbala Pradeep Reddy, Professor and Head of the Department of CSE at CMR Institute of Technology, Hyderabad.</p> <p>The objective of the workshop was to demonstrate how proper statistical analysis enables researchers to draw well-supported conclusions based on data, leading to more robust and credible research findings. Statistics allow researchers to provide recommendations grounded in empirical evidence, influencing policy, practice, and further research. The application of statistical methods enhances the overall quality of research by ensuring that findings are accurate, replicable, and generalizable.</p> <p>Outcomes of the workshop included equipping researchers with the skills to make data-backed conclusions, resulting in stronger research findings. Attendees appreciated the practical advice and real-world examples shared by the speaker.</p> <p>Overall, the workshop on "Using Statistics in Research: Basic Tools and Techniques" successfully achieved its objectives by providing valuable insights and practical skills essential for conducting effective research</p>	


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Photos




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Uppal, Hyderabad-500092

AURORA'S PG COLLEGE (MCA)

Uppal, Hyderabad, Pin: 500092



CERTIFICATE OF PARTICIPATION


This certificate is presented to

Ms. G. Niharika

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 (MCA)
Uppal, Hyderabad - 500092

Principal

Aurora's PG College (MCA)

Uppal, Hyderabad - 500092

AURORA'S PG COLLEGE (MCA)

Uppal, Hyderabad, Pin: 500092



CERTIFICATE OF PARTICIPATION

This certificate is presented to

Mr. A. karthik

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 (MCA)

Uppal, Hyderabad-500092

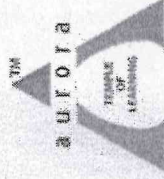
Principal - (MCA)

Aurora's PG College

Uppal, Hyderabad-500092

AURORA'S PG COLLEGE (MCA)

Uppal, Hyderabad, Pin: 500092



CERTIFICATE OF PARTICIPATION

This certificate is presented to

Ms. V. Joshua

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.

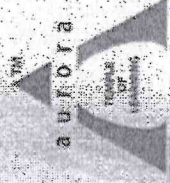
Coordinator

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

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

AURORA'S PG COLLEGE (MCA)

Uppal, Hyderabad, Pin: 500092



CERTIFICATE OF PARTICIPATION

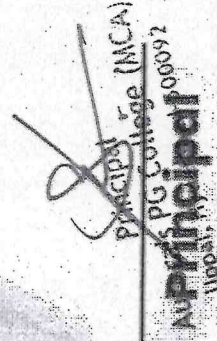
This certificate is presented to

Ms. A. Naveen Chary

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 (MCA)
Uppal, Hyderabad-500092

Principal

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Feedback Form

Program Name: Workshop on using statistics in Research
 Program Date: 18/12/21

Your feedback is valuable to us and will help improve future programs. Please take a few moments to complete this form.

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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DVV Clarification for 3.2.2

Number of workshops/seminars/conferences including on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship conducted during the last five years

**Detailed Report with Circular/Brochure,
Geo-tagged Photos**

**Seminar on Leveraging Market Research for
Successful Startup Launches**

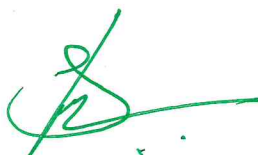
2021-22

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 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

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HOD MCA




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Uppal, Hyderabad-500092



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


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	Time: 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	
Co ordinator	Ms. N. Maheshwari MBA Dept.,	
Details of Resource Persons	K. Praveen Kumar	
Description	<p>On 21.10.2021 the MBA departments of Aurora's PG College (MCA), Uppal, organized a Seminar on "Leveraging Market Research for Successful Startup Launches" was conducted to provide MBA students with a comprehensive understanding of how market research plays a crucial role in the successful launch of startups.</p> <p>The Head of the Department welcomed the guest speaker, Mr. K. Praveen Kumar, an industry expert, and addressed the students.</p> <p>The seminar aimed to guide young minds through the essentials of market research within the startup ecosystem. It provided practical methods for conducting effective market research and insights on how to utilize market research data to make informed business decisions.</p> <p>Mr. Kumar shared real-world examples of successful startups that effectively leveraged market research. The session covered both primary and secondary research methods, emphasizing how market research can help identify customer needs, market trends, and competitive landscapes. Additionally, it addressed how to use market research data for strategic planning, including product development, pricing strategies, and marketing campaigns. Practical tips were offered on aligning research insights with business objectives.</p> <p>Participants left with a solid understanding of the role and significance of market research in launching successful startups. The expertise shared by the speaker was invaluable in helping attendees deepen their understanding of market research and its applications.</p>	


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Photos




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Feedback Form

Program Name: Seminar on leveraging market research for successful startup business

Program Date: 21/10/21

Your feedback is valuable to us and will help improve future programs. Please take a few moments to complete this form.

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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