


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

2022-23		
Date From – To	Name of the Workshop/ Seminar/ conference	Number of Participants
20.04.2023	Seminar on Protecting Your Code: Copyrights and Licenses in Software Development	216
13.04.2023	Seminar on Social Entrepreneurship: Creating Impact and Value	227
06.03.2023	Seminar On The role of IPR in sustainable development.	210
28.02.2023	Understanding case studies: How to Use them in Research.	213
20.02.2023	Seminar On IPR challenges in the age of artificial intelligence.	190
06.02.2023	Seminar on Customer-Centric Innovation	214
30.01.2023	Workshop on “How to Design Effective Surveys for Your Business Research” Assets	218
07.01.2023	Seminar On Overview Of Different Types Of IPR: Patents, Trademarks, Copyrights, And Trade Secrets.	222
12.12.2022	Seminar on Ideation and Brainstorming Methods	119
09.12.2022	Seminar on Indian Scenario of IPR	211
25.11.2022	Seminar on "Trademarks: Building and Protecting Your Brand Identity"	231
31.10.2022	Seminar on Leveraging Big Data: Opportunities and Challenges for Researchers"	139
08.08.2022	Seminar on "Data Collection Strategies: From Surveys to Experiments"	111


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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**

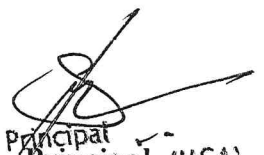
**Seminar on Protecting Your Code:
Copyrights and Licenses in Software Development**

2022-23

Date :19-04-2023

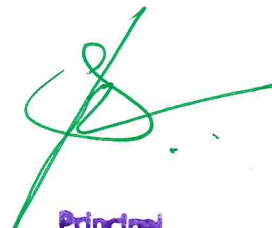
CIRCULAR

Dear students, we are pleased to inform that, our R&D cell is Organizing a Seminar on 'Protecting Your Code: Copyrights and Licenses in Software Development,' on 20/04/2023 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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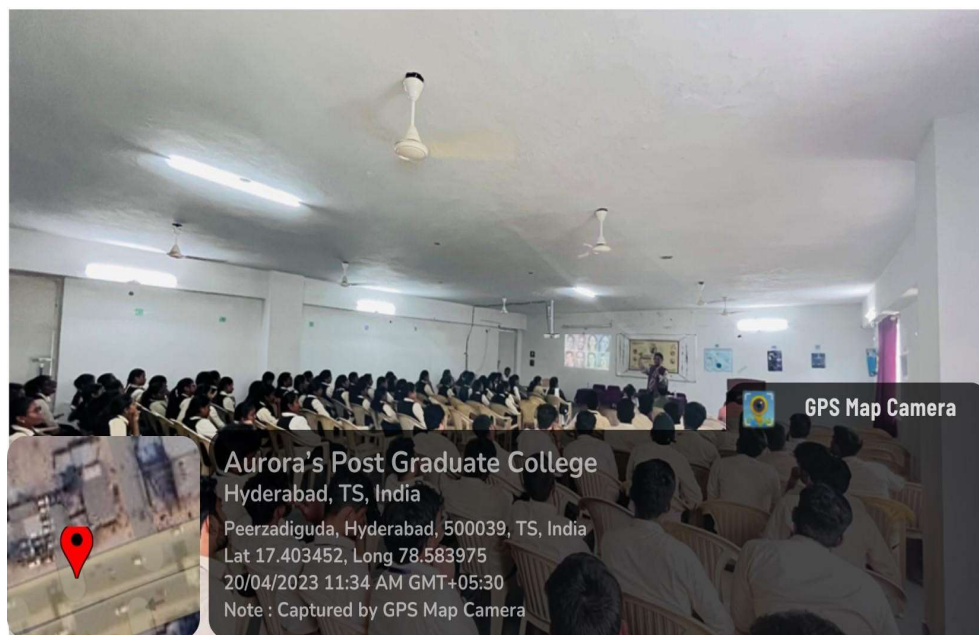
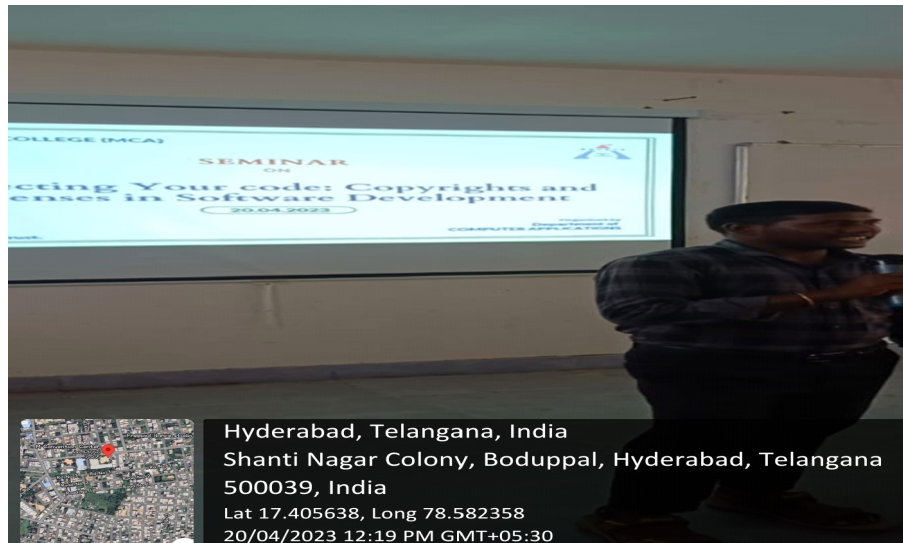


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ACTIVITY REPORT

Name of the Activity	Protecting Your code: Copyrights and Licenses in Software Development	
Type of Activity	Seminar	
Date and Time of Activity	20.04.23	Time:11:00AM
Details of Participants	MBA & MCA 1 year Students	
Organizing Dept./Support System	MCA dept.	
Coordinator	Mr. Sanjay Ghosh MBA Dept.,	
In Association with	IPR cell	
Details of Resource Persons	Dr.S.Rajesh, Professor, Social Educational Trust.	
Description	<p>On April 20, 2023, Aurora's PG College (MCA) ,Uppal hosted a seminar titled "Protecting Your Code: Copyrights and Licenses in Software Development." The event aimed to provide an in-depth understanding of how copyrights and licensing impact software development and protection.</p> <p>The Head of Department welcomed the attendees and introduced the guest speaker, Dr. S. Rajesh, a Professor from the Social Educational Trust.</p> <p>The seminar's objectives included exploring the role of copyrights in safeguarding software code, understanding various software licensing models and their implications, and discussing practical strategies for managing and enforcing copyrights and licenses. Additionally, the seminar aimed to guide participants in choosing the appropriate licensing approach for different software projects.</p> <p>As a result of the seminar, attendees gained a clear understanding of the importance of protecting software code through copyrights and licensing. They learned that understanding the legal frameworks surrounding software protection is essential for developers to safeguard their creations, navigate legal challenges, and make informed licensing decisions. As the software industry continues to evolve, maintaining robust intellectual property practices will be crucial for success.</p> <p>Overall, the seminar "Protecting Your Code: Copyrights and Licenses in Software Development" successfully achieved its objectives, providing valuable insights and practical skills essential for participants in the field of software development.</p>	

Photos



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Feedback Form

Program Name: *Seminar on Protecting Your Code: Copyrights and Licenses in Software Development*
 Program Date: *20-04-23*

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	✓				

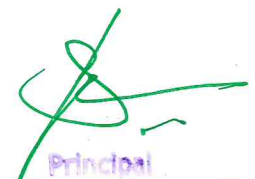
2. Program Delivery:

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**

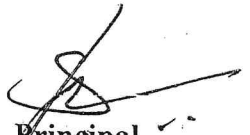
**Seminar on Social Entrepreneurship:
Creating Impact and Value**

2022-23


Date :10-04-2023

CIRCULAR

Dear students, we are pleased to inform that the ED cell is Organizing a Seminar on 'Social Entrepreneurship: Creating Impact and Value,' on 13/04/2023 at 11:00am in 2nd floor Seminar Hall. Request all the students to attend and engage fully.


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ACTIVITY REPORT

Name of the Activity	Social Entrepreneurship: Creating Impact and Value	
Type of Activity	Seminar	
Date and Time of Activity	13.04.2023	11:00AM
Details of Participants	Students of MBA & MCA 1 year actively participated in the college.	
Coordinator	Ms. O.Shalini MBA Dept.,	
Organizing Dept./Support System	MBA& MCA	
In Association with	Entrepreneurship Development Cell	
Details of Resource Persons	A. Praveen Kumar RECKON GREEN INNOVATIONS PVT LTD Hyderabad	
Description	<p>On April 13, 2023, Aurora's PG College (MCA) , Uppal conducted a seminar titled "Social Entrepreneurship: Creating Impact and Value." The seminar aimed to explore how social entrepreneurship can drive positive social change while achieving financial sustainability. It was designed for both MBA and MCA students interested in integrating social impact with business principles.</p> <p>The Head of the MBA Department addressed the students, highlighting the importance of social entrepreneurship, and introduced the guest speaker, Mr. A. Praveen Kumar.</p> <p>Mr. Kumar provided an insightful introduction to social entrepreneurship, defining it as the pursuit of social goals through innovative and sustainable business models. He covered the core principles of social entrepreneurship and its significance in addressing pressing social issues.</p> <p>The session offered practical guidance on launching and managing a social enterprise. Topics included identifying social issues, developing a business plan, securing funding, and measuring impact. Additionally, common challenges faced by social entrepreneurs were discussed, along with strategies for overcoming them.</p> <p>The seminar content was highly relevant and informative, providing practical takeaways that participants could apply to real-world social entrepreneurship ventures.</p>	

Photos




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Feedback Form

Program Name: *Seminar On Social Entrepreneurship : creating Impact*

Program Date: *13/4/2023*

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]
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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 The role of IPR
in Sustainable Development**

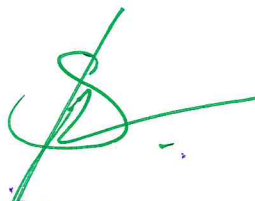
2022-23

Date :03-03-2023


CIRCULAR

Dear students, we are glad to inform that the IPR cell is Organizing Seminar on 'The role of IPR in sustainable development,' on 06/03/2023 at 11:00am in 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

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ACTIVITY REPORT

Name of the Activity	The Role of IPR in Sustainable Development	
Type of Activity	Seminar	
Date and Time of Activity	06.03.23	Time: 11:00AM
Details of Participants	Students of MBA & MCA 1 year actively participated in the college.	
Organizing Dept./Support System	MBA&MCA dept.	
In Association with	IPR cell	
Coordinator	Mr. Sanjay Ghosh MBA Dept.,	
Details of Resource Persons	Dr .J. Mahendra, Experienced Assistant Professor, with a demonstrated history of working in the research industry.	
Description	<p>On March 6, 2023, Aurora's PG College (MCA) , Uppal hosted a seminar on "The Role of IPR in Sustainable Development." The event aimed to explore how Intellectual Property Rights (IPR) can be leveraged to advance sustainability goals, drive innovation, and address global challenges such as climate change, resource depletion, and social equity.</p> <p>The Head of Department welcomed the attendees and introduced the guest speaker, Dr. J. Mahendra, an experienced Assistant Professor with a strong background in the research industry.</p> <p>The seminar's objectives included understanding the intersection of IPR and sustainability, highlighting successful examples where IPR strategies have promoted sustainable innovations and practices, and discussing the barriers and potential solutions related to integrating IPR with sustainability objectives.</p> <p>As a result of the seminar, participants learned how patents, trademarks, copyrights, and trade secrets can be used to protect and promote sustainable innovations. Attendees expressed appreciation for the practical advice and real-world examples shared by the speakers.</p> <p>Overall, the seminar on "The Role of IPR in Sustainable Development" successfully achieved its objectives, providing valuable insights and practical skills essential for conducting research.</p>	

Photos



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Feedback Form

Program Name: Seminar on the role of IPR in Sustainable Development

Program Date: 06.03.2023

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			✓		

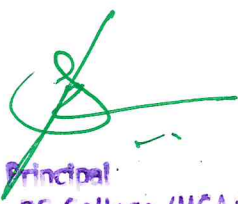
2. Program Delivery:

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**

**Understanding case studies:
How to Use them in Research**

2022-23



Workshop on Understanding Case Studies: How to Use Them in Your Research About the Workshop

Case studies are a powerful research tool, offering in-depth exploration and practical insights into complex issues within real-world contexts. Our session, "Understanding Case Studies: How to Use Them in Your Research," is designed to equip you with the skills to effectively leverage case studies in your research endeavors.

Resource Persons

Dr. Pradeep Kumar

Date & Time



28.02.2023
11:00 AM

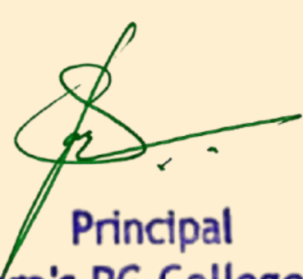
Who can attend?

Students of MBA & MCA

Organized by
R & D Cell

Organised by
Department of Business
Management
&

Department of Computer
Applications




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 apgc.u.ac.in


Date :27.02.2023

CIRCULAR

Dear students, we are pleased to inform that, R&D cell is Organizing a Workshop on "Understanding Case Studies: How to Use Them in Your Research" on 28/02/2023 at 11:00 am in 2nd floor Seminar Hall. Request all the students to attend and engage fully.

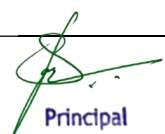

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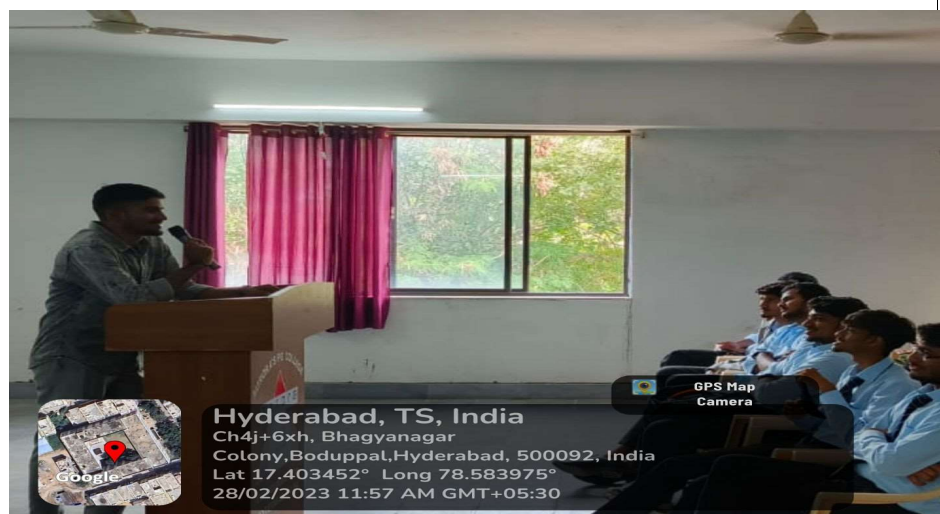

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ACTIVITY REPORT

Name of the Activity	Understanding case studies: How to Use them in Research.	
Type of Activity	Workshop	
Date and Time of Activity	28.02.2023	Time: 11.00AM to 4.00PM
Details of Participants	Students of MBA & MCA 1 year actively participated in the college.	
Organizing Dept./Support System	MBA & MCA	
In Association with	R&D Cell	
Details of Resource Persons	Dr. Pradeep Kumar Associate Professor, CMR Institute of Technology, Hyderabad.	
Coordinator	Dr.A.Jyothi MBA Dept.,	
Description	<p>On February 28, 2023, the MBA and MCA departments of Aurora's PG College (MCA) , Uppal organized a workshop titled "Understanding Case Studies: How to Use Them in Research," in association with the R&D Cell. The workshop aimed to help participants understand complex issues or phenomena within their real-life context and provided guidance on effectively utilizing case studies in research.</p> <p>The session was conducted by Dr. Pradeep Kumar, Associate Professor at CMR Institute of Technology, Hyderabad, who shared his extensive knowledge of the startup landscape and venture capital trends.</p> <p>The objectives of the workshop included gaining a deep understanding of specific phenomena, events, or situations, as well as exploring how these phenomena operate within their real-life contexts, including the influence of surrounding variables and conditions.</p> <p>The outcomes of the workshop provided detailed insights and a comprehensive understanding of the subject, often revealing complexities and subtleties that might be overlooked with other research methods. Participants learned to identify contextual factors that impact their subjects of study.</p> <p>Attendees appreciated the practical advice and real-world examples shared by the speaker. Overall, the workshop on "Understanding Case Studies: How to Use Them in Research" successfully achieved its objectives, providing valuable insights and practical skills essential for conducting research.</p>	


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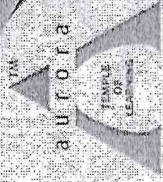
Photos




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AURORA'S PG COLLEGE (MCA)

Uppal, Hyderabad, Pin: 500092



CERTIFICATE OF PARTICIPATION

This certificate is presented to

Ms. A. Sravana

of MBA /MCA has participated in Workshop on 'Understanding Case Studies: How to Use Them in Your Research,' Organized by R& D Cell in association with Department of Business Management & Department of Computer Applications.

Dr. A. Lakshmi
Coordinator

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AURORA'S PG COLLEGE (MCA)

Uppal, Hyderabad, Pin: 500092




CERTIFICATE OF PARTICIPATION


This certificate is presented to

Mr. Sunhavi Jagadeesh

of MBA / MCA has participated in Workshop on 'Understanding Case Studies: How to Use Them in Your Research', Organized by R& D Cell in association with Department of Business Management & Department of Computer Applications.

D. S. Rao
Coordinator


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Principal
Aurora's PG College (MCA)
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Feedback Form

Program Name: *Understanding Case Study: How to use them in research*

Program Date: *28.02.2023*

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]
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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 IPR Challenges
in the Age of Artificial Intelligence**

2022-23

Date :17-02-2023

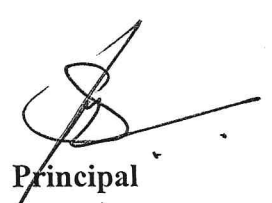
CIRCULAR

Dear students, we are pleased to inform that the IPR cell is Organizing a Seminar on 'IPR challenges in the age of Artificial Intelligence,' on 20/02/2023 at 11:00am in 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

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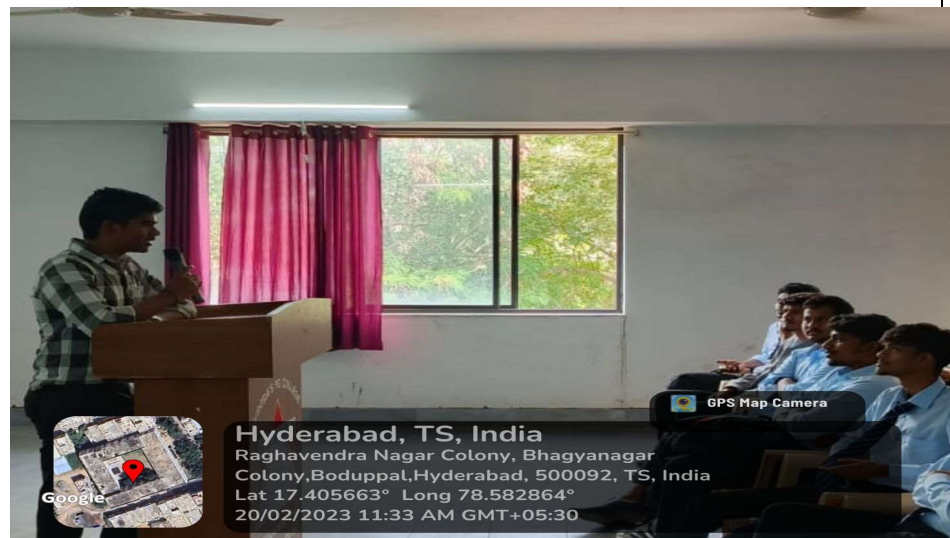
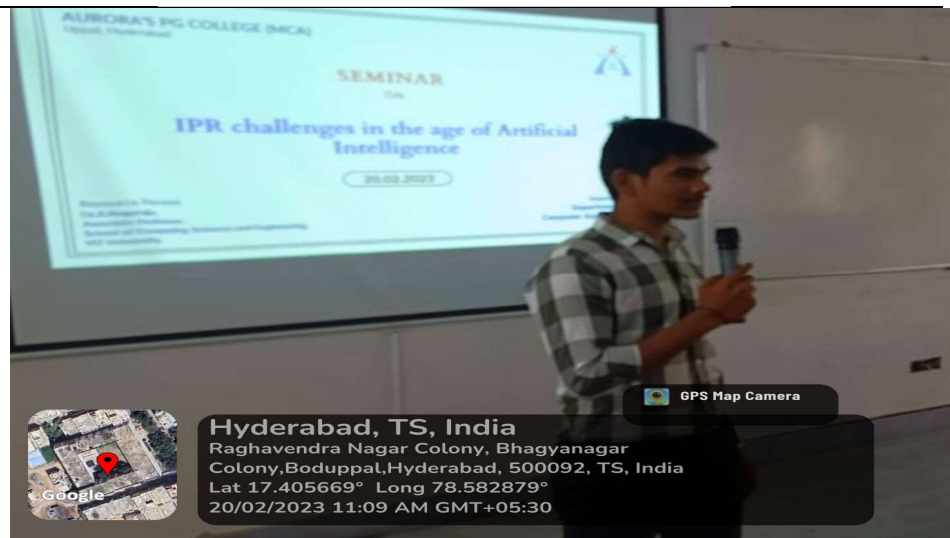


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ACTIVITY REPORT

Name of the Activity	IPR challenges in the age of Artificial Intelligence	
Type of Activity	Seminar	
Date and Time of Activity	20.02.23	Time:11:00AM
Details of Participants	Students of MBA & MCA 2 year actively participated in the college.	
Organizing Dept./Support System	MCA dept.	
Details of Resource Persons	Dr.A.Nagaraju, Associate Professor, School of Computing Sciences and Engineering, VIT University.	
In Association with	IPR cell	
Coordinator	Mr. Sanjay Ghosh MBA Dept.	
Description	<p>On February 20, 2023, Aurora's PG College (MCA) ,Uppal hosted a seminar on "IPR Challenges in the Age of Artificial Intelligence." This event aimed to explore the significance of Intellectual Property Rights (IPR) in an era where AI is rapidly evolving and becoming integral to various industries, leading to significant transformations in the IPR landscape.</p> <p>The Head of Department welcomed the students and introduced the guest speaker, Dr. A. Nagaraju, Associate Professor at the School of Computing Sciences and Engineering, IT University.</p> <p>The seminar's objectives included understanding the impact of AI on IPR frameworks, analyzing ownership and authorship issues, reviewing current legal and regulatory developments, and exploring potential approaches for adapting IPR frameworks to accommodate advancements in AI.</p> <p>As a result of the seminar, participants gained a clear understanding of how AI technologies are reshaping the intellectual property landscape and influencing legal frameworks. Attendees expressed appreciation for the practical advice and real-world examples shared by the speakers.</p> <p>Overall, the seminar on "IPR Challenges in the Age of Artificial Intelligence" successfully achieved its objectives, providing valuable insights and practical skills essential for conducting research.</p>	

Photos



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Feedback Form

Program Name: Seminar on IP challenges in the age of Artificial Intelligence

Program Date: 20/1/23

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		✓			

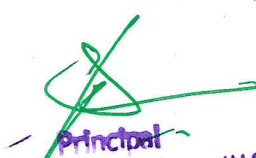
2. Program Delivery:

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
Customer Centric Innovation**

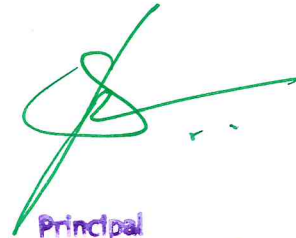
2022-23

Date: 04-02-2023

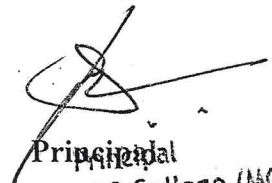
CIRCULAR

Dear students, we are pleased to inform that, ED cell is Organizing a Seminar On 'Customer-centric Innovation on 06/02/2023 at 11:00am in 2nd floor Seminar Hall. Request all the students to attend and engage fully.

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ACTIVITY REPORT

Name of the Activity	Customer-Centric Innovation	
Type of Activity	seminar	
Date and Time of Activity	06.02.2023	11:00AM
Details of Participants	Students of MBA & MCA 1 year actively participated in the college.	
Coordinator	Ms. O. Shalini MBA Dept.,	
Organizing Dept./Support System	MBA	
In Association with	Entrepreneurship Development Cell	
Coordinator	Mr. B. Santosh MBA Dept.,	
Details of Resource Persons	G. Nageshwara Rao CTO & Co- founder @ Digantara Hyderabad	
Description	<p>On February 6, 2023, the MBA Department of Aurora PG College (MBA) ,Uppal organized a seminar on "Customer-Centric Innovation" in association with the ED Cell, held in the Seminar Hall on the first floor of the campus.</p> <p>The Head of the MBA Department opened the seminar with welcoming remarks and introduced Dr. G. Nageshwara Rao, who addressed the students on the importance of customer-centric innovation in today's landscape. The event brought together first-year MBA students and faculty members from the department.</p> <p>The seminar aimed to explore innovative strategies and methodologies for developing products, services, and processes tailored to the evolving needs and preferences of customers. The speaker shared real-world examples and case studies of successful customer-centric innovations across various industries.</p> <p>As a result of the session, students gained a deeper understanding of customer-centric innovation principles and methodologies, along with practical skills and tools for designing effective customer-focused solutions. Overall, the seminar on Customer-Centric Innovation provided participants with valuable insights and practical strategies for driving innovation with a strong emphasis on meeting customer needs.</p>	

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Feedback Form

Program Name: Seminar on Customer - centric innovation

Program Date: 6-02-2023

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		✓			

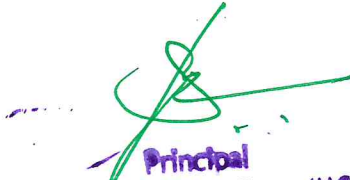
2. Program Delivery:

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: _____


 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 “How to Design Effective
Surveys for Your Business Research Assets”**

2022-23



Workshop

on

HOW TO DESIGN EFFECTIVE SURVEYS FOR YOUR BUSINESS RESEARCH

About the Workshop

Unlock the potential of your business research with our hands-on workshop on designing effective surveys. Learn the essentials of crafting surveys that yield actionable insights and drive informed decision-making. This workshop will cover everything from formulating clear, unbiased questions to choosing the right format and leveraging data analysis tools.

Resource Person

Dr. Karthik Kovuri

Organized by

R & D Cell

Date & Time



30.01.2023

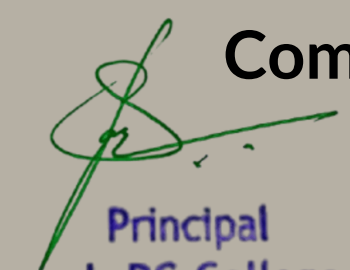
11:00 AM

Who can attend?

Students of MBA & MCA

in association with

**Department of
Business Management
&
Department of
Computer Applications**



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



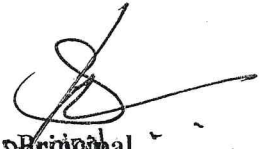
apgc.ac.in



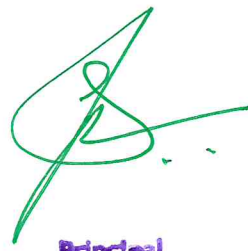
Date :28.01.2023

CIRCULAR

Dear students, we are pleased to inform that, R&D cell is Organizing a Workshop On **How to Design Effective Surveys for Your Business Research",** on 30/01/2023 at 11:00 am in 2nd floor Seminar Hall. Request all the students to attend and engage fully.



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

Copy To:
HOD MBA
HOD MCA

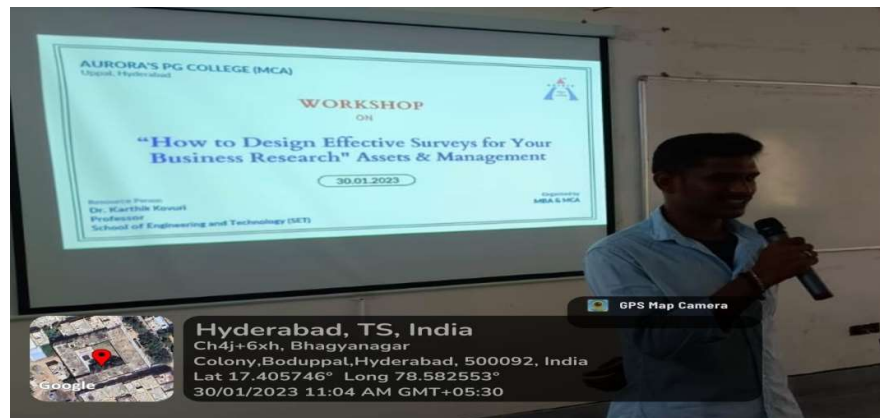

Principal
Aurora's PG College (MCA)
Uppal, Hyderabad-500092


ACTIVITY REPORT

Name of the Activity	"How to Design Effective Surveys for Your Business Research" Assets & Management	
Type of Activity	Workshop	
Date and Time of Activity	30.01.2023	Time: 11.00AM to 4.00PM
Details of Participants	Students of MBA & MCA 1 year actively participated in the college.	
Organizing Dept./Support System	MBA & MCA	
In Association with	R & D Cell	
Details of Resource Persons	Dr. Karthik Kovuri Professor School of Engineering and Technology (SET)	
Coordinator	Dr.A.Jyothi MBA Dept.,	
Description	<p>On January 30, 2023, the MBA and MCA departments of Aurora's PG College (MCA) , Uppal hosted an engaging workshop titled "How to Design Effective Surveys for Your Business Research." The primary goal of this workshop was to equip participants with the skills and knowledge necessary to create surveys tailored to their business research needs.</p> <p>The session aimed to enhance participants' abilities to craft well-structured surveys that yield valuable insights for strategic decision-making. Dr. Karthik Kovuri, a distinguished professional in the field of business research, led the workshop, providing essential skills for designing impactful surveys.</p> <p>The workshop covered key principles of survey design, including question formulation, scaling methods, and techniques for avoiding biases. Participants engaged in practical exercises to apply these principles, learned strategies for effective survey distribution and data collection, and explored techniques for analyzing survey results. Key concepts included formulating clear and unbiased questions, choosing appropriate response formats, and structuring surveys to maximize response rates. Emphasis was placed on defining research objectives and aligning survey questions with these goals to ensure that the data collected is both relevant and actionable.</p> <p>The workshop received positive feedback from students, many of whom appreciated the interactive format and the practical, real-world applications of the content.</p>	


 Principal
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 Uppal, Hyderabad-500092

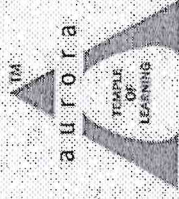
Photos




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. B. Ajay

of MBA /MCA has participated in Workshop on 'How to Design Effective Surveys for Your Business Research,'
Organized by R& D Cell in association with Department of Business Management & Department of Computer
Applications.

Dr. Adithi

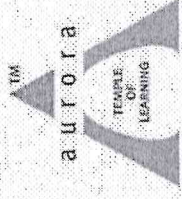
Coordinator


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. Saikumar

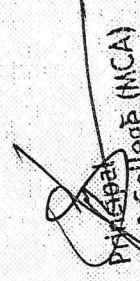
of MBA /MCA has participated in Workshop on 'How to Design Effective Surveys for Your Business Research,'

Organized by R& D Cell in association with Department of Business Management & Department of Computer

Applications.

Dr. A. S. J. S.
Coordinator


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


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

Feedback Form

Program Name: Workshop on How to design effective service to your business Research Assets

Program Date: 30/01/2023

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: _____

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 Overview of Different Types of
IPR: Patents, Trademarks, Copyrights, and Trade Secrets**

2022-23

Date :06-01-2023


CIRCULAR

Dear students, we are pleased to inform that, IPR cell is Organizing a Seminar On 'Overview of Different Types Of IPR: Patents, Trademarks, Copyrights, And Trade Secrets,' on 07/01/2023 at 11:00am in 2nd floor Seminar Hall. Request all the students to attend and engage fully.

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HOD MCA



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Uppal, Hyderabad-500092




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

ACTIVITY REPORT

Name of the Activity	Overview Of Different Of IPR: Patents, Trademarks, Copyrights, And Trade Secrets.	
Type of Activity	Seminar	
Date and Time of Activity	07.01.2023	11:00AM
Details of Participants	MBA & MCA 1 Year Students	
Organizing Dept./Support System	MBA dept.	
In Association with	IPR cell	
Details of Resource Persons	Dr.N.Raja Shekar Rao, Senior Professor, School of Management Studies at the University of Hyderabad.	
Coordinator	Mr. Sanjay Ghosh MBA Dept.,	
Description	<p>On 7th January, 2023, Aurora's PG College (MCA),Uppal hosted a seminar titled "Overview of Different Types of IPR: Patents, Trademarks, Copyrights, and Trade Secrets." The event aimed to highlight the importance of intellectual property in safeguarding software innovations and ensuring a competitive edge in the tech industry.</p> <p>The Head of Department addressed the students and welcomed the guest speaker, Dr. N. Raja Shekar Rao, Senior Professor at the School of Management Studies, University of Hyderabad.</p> <p>The seminar's objective was to provide a comprehensive understanding of various types of Intellectual Property Rights (IPR), including patents, trademarks, copyrights, and trade secrets. The session delineated the key characteristics, scope, and applications of each type of IPR, offering valuable insights into the legal mechanisms available for protecting intellectual assets.</p> <p>Participants learned how trademarks protect symbols, names, words, logos, or designs that distinguish one entity's goods and services from those of others.</p> <p>Attendees appreciated the practical advice and real-world examples shared by the speakers. Overall, the seminar on the "Overview of Different Types of IPR" successfully achieved its objectives, providing valuable insights and practical skills essential for conducting research.</p>	

Photos



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

Feedback Form

Program Name: Seminar on Overview of Different types of IPR: patents, copyrights and trade secrets

Program Date: 07.01.23

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	<input checked="" type="checkbox"/>				
Depth of coverage		<input checked="" type="checkbox"/>			
Usefulness of materials provided	<input checked="" type="checkbox"/>				
Balance between theory and practice	<input checked="" type="checkbox"/>				

2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise		<input checked="" type="checkbox"/>			
Clarity of presentation	<input checked="" type="checkbox"/>				
Engagement and interaction		<input checked="" type="checkbox"/>			
Response to participants' questions		<input checked="" type="checkbox"/>			

3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program		<input checked="" type="checkbox"/>			

4. Any Suggestions: _____


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

2022-23

Date :09-12-2022

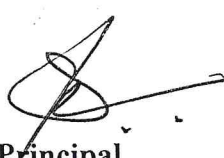
CIRCULAR

Dear students, we are pleased to inform that, Innovation cell is Organizing a Seminar on 'Ideation and Brainstorming Methods,' on 12/12/2022 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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HOD MCA




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Uppal, Hyderabad-500092



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

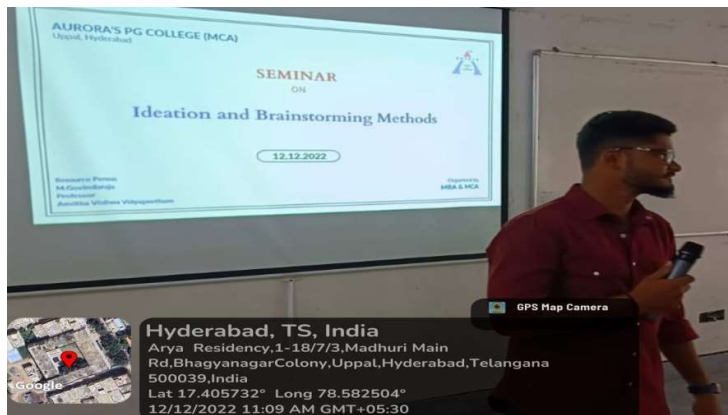
ACTIVITY REPORT


Name of the Activity	Ideation and Brainstorming Methods	
Type of Activity	Seminar	
Date and Time of Activity	12.12.2022	Time:11:00AM
Details of Participants	MBA 1 Year Students	
Coordinator	Ms. O. Shalini MBA Dept.,	
Organizing Dept./Support System	MBA	
In Association with	Entrepreneurship Development Cell	
Details of Resource Persons	M.Govindaraju Professor Amritha Vishwa Vidyapeetham	
Description	<p>On December 12, 2022, Aurora's PG College (MCA),Uppal organized a seminar on "Ideation and Brainstorming Methods." The event brought together students and faculty members, with the principal opening the gathering and welcoming the guest speaker. The Head of Department introduced the guest before handing over to the speaker. Resource person M. Govindaraju presented the seminar, educating the audience about effective brainstorming techniques and sharing relevant case studies with examples. The objective of the seminar was 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 gained valuable tools for generating innovative ideas both individually and collaboratively.</p> <p>The outcomes of the seminar included equipping participants with practical tools, enhancing their creative thinking abilities, and empowering them to become more effective problem solvers and innovators.</p> <p>The seminar on "Ideation and Brainstorming Methods" concluded successfully, achieving its goal of educating and empowering the audience with practical techniques to enhance their ideation processes.</p>	



Principal
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Uppal, Hyderabad-500092

Photos




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Feedback Form

Program Name: Seminar On Ideation And Brainstorming methods.

Program Date: 12.12.22

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: _____

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 Indian Scenario of IPR

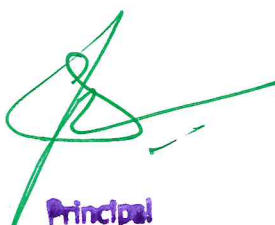
2022-23

Date :07-12-2022


CIRCULAR

Dear students, we are pleased to inform that, IPR cell is Organizing a Seminar on 'Indian scenario of IPR' on 09/12/2022 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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ACTIVITY REPORT

Name of the Activity	Indian Scenario of IPR	
Type of Activity	Seminar	
Date and Time of Activity	09.12.2022	Time:11:00AM
Details of Participants	MBA & MCA 1 Year Students	
Organizing Dept./Support System	MBA & MCA dept.	
In Association with	IPR cell	
Coordinator	Mr. Sanjay Ghosh MBA Dept.,	
Details of Resource Persons	Dr. S. Sumalatha Assistant Professor SRM University	
Description	<p>On December 9, 2022, Aurora's PG College (MCA), Uppal hosted a seminar on the "Indian Scenario of IPR," emphasizing the importance of Intellectual Property Rights (IPR) as crucial legal protections for creators and inventors.</p> <p>The Head of Department welcomed the students and introduced the guest speaker, Dr. S. Sumalatha, Assistant Professor at SRM University.</p> <p>The seminar aimed to illustrate how IPR provides legal protections and exclusive rights, stimulating the development of new inventions, artistic works, and brands. This encouragement fosters investment in research and creative endeavors by individuals and organizations alike.</p> <p>Outcomes from the seminar highlighted the increase in patent filings in India, indicating a rise in innovation across various fields, including pharmaceuticals, information technology, and engineering. Additionally, the Indian copyright regime has adapted to accommodate new forms of digital content and technology, effectively protecting literary, artistic, and entertainment works in the digital age.</p> <p>Attendees expressed appreciation for the practical advice and real-world examples shared by the speakers.</p> <p>Overall, the seminar on the "Indian Scenario of IPR" successfully achieved its objectives by providing valuable insights and practical skills essential for conducting research.</p>	

Photos



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

Feedback FormProgram Name: *Seminar On Indian Scenario of IPR*Program Date: *9.12.2022*

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: _____


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 "Trademarks:
Building and Protecting Your Brand Identity"**

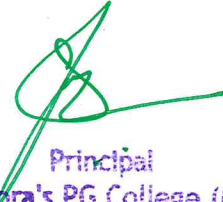
2022-23

Date : 24-11-2022

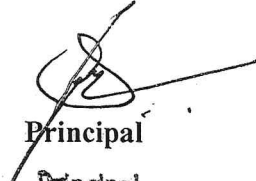
CIRCULAR

Dear students, we are pleased to inform that, ED cell is Organizing a Seminar on 'Trademarks: Building and Protecting Your Brand Identity,' on 25/11/2022 at 1:00 pm 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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Uppal, Hyderabad-500092

ACTIVITY REPORT

Name of the Activity	Trademarks Building and Protecting Your Brand Identity	
Type of Activity	Seminar	
Date and Time of Activity	25.11.22	Time:1:00PM
Details of Participants	MBA & MCA 1 Year Students	
Organizing Dept./Support System	MBA dept.	
In Association with	IPR cell	
Coordinator	Mr. Sanjay Ghosh MBA Dept.,	
Details of Resource Persons	Dr.R.Dinakar Associate Professor, Research Supervisor at Chinmaya Vishwa Vidyapeeth.	
Description	<p>On 25.11.22, Aurora's PG college(MCA),Uppal. has hosted a Seminar on Trademarks Building and Protecting Your Brand Identity to Understand the Importance of Trademarks are crucial for establishing and maintaining a unique brand identity in the marketplace.</p> <p>The HOD addressed the students and welcomed the guest Dr.R.Dinakar Associate Professor, Research Supervisor at Chinmaya Vishwa Vidyapeeth. to address the students</p> <p>The objective of the seminar is to Educate students on businesses and individuals on what constitutes a trademark, including symbols, names, logos, and slogans. Guide businesses in creating a distinctive and memorable trademark that effectively represents their brand.</p> <p>The Outcomes of the seminar A clear grasp of the elements that can be protected under trademark law Development of a unique brand identity that stands out in the marketplace and resonates with target audiences.</p> <p>Attendees appreciated the practical advice and real-world examples provided by the speakers. The Trademarks Building and Protecting Your Brand Identity Seminar successfully met its objectives by providing valuable insights and practical skills essential for conducting research.</p>	

Photos




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

Feedback Form

Program Name: Seminar On Trade Marks: Building & Protecting Your Brand Identity

Program Date: 25-11-2022

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:

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 Leveraging Big Data:
Opportunities and Challenges for Researchers**

2022-23

Date :29-10-2022

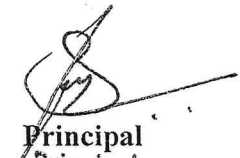
CIRCULAR

Dear students, we are pleased to inform that, R&D cell is organizing a Seminar on 'Leveraging Big Data: Opportunities and Challenges for Researchers, 'on 31/10/2022 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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Uppal, Hyderabad-500092




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

ACTIVITY REPORT

Name of the Activity	Leveraging Big Data: Opportunities and Challenges for Researchers"	
Type of Activity	Seminar	
Date and Time of Activity	31.10.2022	Time: 10:30 AM
Details of Participants	Students of MCA 1, 2 year has attended the seminar.	
Organizing Dept./Support System	MCA dept.	
In Association with	R&D cell	
Coordinator	Mr. T. Kiran MBA Dept.,	
Details of Resource Persons	Dr. HariKrishna Battu .NET Developer at wipro	
Description	<p>On October 31, 2022, Aurora's PG College (MCA), Uppal, hosted a seminar titled "Leveraging Big Data: Opportunities and Challenges for Researchers." This event aimed to highlight the significance of big data in our digital age, where its vast volume, speed, and diversity present new opportunities for discovery and innovation. Researchers now have access to powerful tools and methodologies that enable them to extract insights, predict trends, and make informed, data-driven decisions across various fields, including health, social sciences, and environmental studies.</p> <p>The Head of the Department welcomed Dr. Harikrishna Battu, a NET Developer at Wipro, as the guest speaker. The seminar brought together students and faculty to explore strategies for leveraging big data, addressing both its opportunities and challenges.</p> <p>The seminar aimed to provide a comprehensive understanding of how researchers can effectively utilize big data while navigating its inherent challenges. Attendees gained enhanced awareness of big data, insights into its opportunities and challenges, practical knowledge and skills, strategies for overcoming obstacles, and exposure to insightful case studies.</p> <p>Participants appreciated the practical advice and real-world examples shared by the speakers. Overall, the seminar successfully achieved its objectives, offering valuable insights and essential skills for conducting research in the era of big data</p>	

Photos



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

Feedback Form

Program Name: Seminar: Leveraging Big DataProgram Date: 31.10.2022

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: Very helpful

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 "Data Collection Strategies:
From Surveys to Experiments"**


2022-23

Date: 07-08-2022

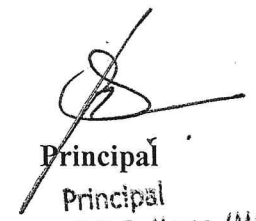
CIRCULAR

Dear students, we are pleased to inform that the IPR cell is organizing a Seminar on 'Data Collection Strategies : From Surveys to Experiments,' on 08/08/2022 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
HOD MCA



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




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

ACTIVITY REPORT

Name of the Activity	Data Collection Strategies: From Surveys to Experiments	
Type of Activity	Seminar	
Date and Time of Activity	08.08.2022	Time: 11:00 AM
Details of Participants	Students of MBA 1 year, has attended the seminar.	
Organizing Dept./Support System	MBA dept.	
In Association with	R&D cell	
Coordinator	Mr. T. Kiran MBA Dept.,	
Details of Resource Persons	Dr. Raju Polumaru , Assistant Professor, Department of Business management, Osmania University Post Graduate College	
Description	<p>On August 8, 2022, Aurora's PG College (MCA), Uppal, hosted a seminar titled "Data Collection Strategies: From Surveys to Experiments." This event emphasized the critical role of effective data collection in today's rapidly evolving landscape, where informed decision-making, research, and innovation depend on it. For researchers, business analysts, and policymakers alike, mastering the best strategies for gathering and interpreting data is essential. The Head of the Department welcomed Dr. Raju Polumaru, Assistant Professor in the Department of Business Management at Osmania University Post Graduate College, as the guest speaker. The seminar brought together students and faculty to explore various data collection strategies, including surveys and experiments. The seminar aimed to help attendees understand different data collection methods, design effective surveys, implement experimental designs, assess data quality, and address ethical considerations draw credible conclusions in their research or professional endeavors. Outcomes of the seminar included the ability to distinguish between various data collection methods—such as surveys, experiments, interviews, and observational techniques—and to choose the most suitable approach based on specific research goals. Participants learned how to design robust experimental setups, including control and treatment groups, to test hypotheses and accurately analyze data to establish causality. Attendees appreciated the practical advice and real-world examples shared by the speakers. Overall, the seminar successfully met its objectives, providing valuable insights and practical skills for effective data collection and research.</p>	

Photos



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Feedback FormProgram Name: *Data Collection Strategies*Program Date: *08/08/22*

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: *Satisfactory*

[Signature]
Principal
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Uppal, Hyderabad-500092