

Akshara

- The College Newsletter

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Principal's Message



Dear students,

With the confidence to achieve great things, I welcome you all to another exciting year of joy, healthy competition, sharing and love at Aurora.

Learning is not a process limited to classrooms, nor does it end with the conclusion of one's college life; it is indeed a lifelong process. At Aurora, we meticulously groom the talents of our students, so as to help them become wholesome personalities with distinct individual identities. This is vital as they have to adapt themselves to the dynamic changes happening in the world around them. This is further characterized by a shared vision and responsibility since we believe that the real institution lies within the hearts of the students, the teaching fraternity and everyone associated with our college.

Each issue of our newsletter is a landmark that scripts our success, unfolds our imagination and gives life to our thoughts and aspirations, unleashing a wide spectrum of creative skills among students and faculty alike. As T.S. Eliot said, "For last year's words belong to last year's language and next year's awaits another voice", let us walk together with a voice that sounds success and beyond!

Have a great time reading Akshara !

Editorial Board

Hello dear readers,

As the curtains rise for yet another academic year, with immense pleasure we present this year's first installment of 'Akshara'.

The titular character of Forrest Gump says, 'Life is like a box of chocolates. You never know what you're gonna get. Akshara is one such box, with loads of surprises in various forms of creativity.

We have immense talent in the form of wonderful writers, great poets and excellent artists. Just as the pedal of a cycle which is not meant to take rest, but to make you move forward, 'Akshara' serves as a platform where they can make their humble beginnings. In addition to the articles, reviews, poems, and other creative items, we also have recorded the events and happenings at Aurora.

With all the prayers for a fresh year, we thank every contributor and supporter, and we wish you happy reading !

Viswanadham Bulusu (Principal)

Dr. Rachel Irdaya Raj

(Associate Prof., Dept. of English)

Sooraj Babu VS (MPCs - IIIB)

Deepthi Nabariya (Mi.G.C-III)

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CONTROL OF SOCIAL MEDIA ON NETIZENS LIFE !!

Welcome netizens to the world of "The virtually true"! Today, we might be sitting at our homes but are in contact with hundreds of people across the globe. The geographical barriers have vanished; time is no longer a limitation. From talking to video chatting, shopping to selling stuff, everything has gone online and we netizens are increasingly getting dependent on it.

Our day starts with checking messages, mails, snapchat stories and posts on our favourite social media accounts. Then the next couple of minutes goes in sending morning wishes to our friends across the globe. Chatting has become one of the best pastimes. Be it a destination we want to reach or the meaning of a word, we google it up.

Students use ebooks, offices store massive amounts of digital data, housewives look up yummy recipes on blogs, children play online games etc. Everyone wants to have an active social media life.

Though we have become busy with these social networking sites, we have become lazy when it comes to human interactions. We know a person who is sitting miles away but fail to recognize the person who stays next door. We wish good morning to the whole world but forget to wish our parents. We stay connected with hundreds of people and talk to them regularly but the "Pin drop silence" situation occurs when it comes to a family dinner.

Today, we have become so engrossed in our virtual world that we have lost connection with the real one. We know what is happening around the world but do not have any idea about what is happening within our family.

The problem is we have mis-conceptualized the whole idea of the Internet. Its idea was accessibility of everything to everyone!!!!

Internet today is a facility, not a necessity. We have become internet slaves and have lost originality in our work. It manipulates our ideologies and restricts our thinking!!

It is high time we realize that the internet should be judiciously used in order to avoid mankind falling prey to its own technology.

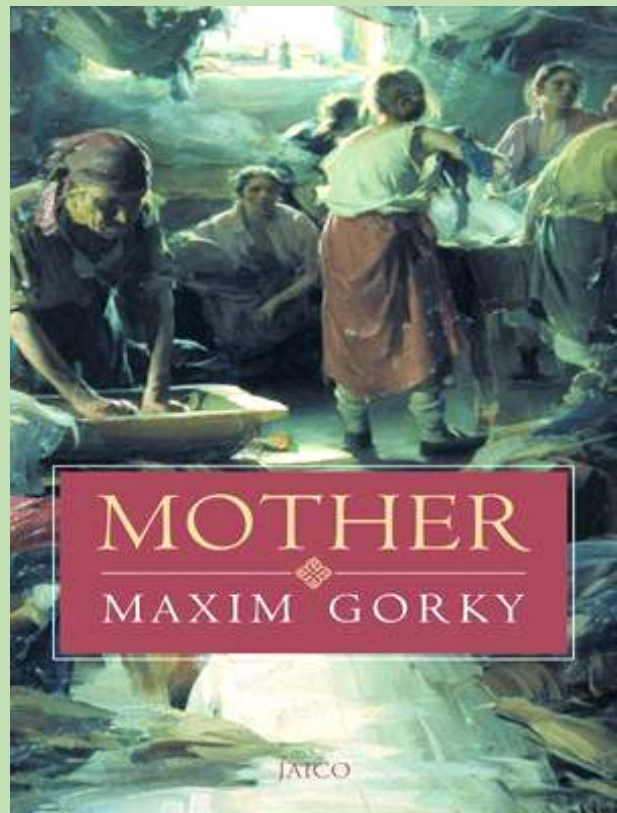
- Deepti Nabariya
MIGC - III



A universal power that has kept mankind's faith in humanity since time began its Sprint -Mother's Love. How would you describe your mother if asked so? Beyond expressions right! But how would you describe your mother during struggles, hardship and poverty? Well if you never gave it a thought, it's never too late for anything. "Mothers are hardly ever pitied," wrote Maxim Gorky in his landmark novel Mother around 100 years ago. An appealing feature of this novel is that women are the protagonists. Nevertheless, we must not forget the truth that women weren't considered as social beings during that period of time and were just 'tools'. The novel is about the pre-revolution proletariat of Russia and focuses on the role women played in the struggle of the Russian working class on the eve of the revolution of 1905.

Gorky started writing it in 1902 inspired by a protest at a May Day parade that was brutally put down by the army. The mother of the title and her son were based on real people. Gorky's character is a widow of 40 – depicted as ancient – freed from a brutal life of domestic violence by the death of her brutish husband and now living only for her son. The son, Pavel Vlasov, is a politically-active worker in a local factory, who is arrested for carrying a Russian Social Democratic Party banner at the May Day parade.

Initially, the mother takes up her son's practical role in the organisation – the distribution of leaflets – as a way to exculpate him while he is in prison, but over time her involvement increases. Her revolutionary zeal has as much to do with the love for her son as any political urge. In some ways, hers is a typical underdog journey from



that of an ill-educated and downtrodden worker to one with a fuller life as the member of a movement; she learns to read and participates fully in the Socialist cause. And in this role she represents all Russia's mothers or indeed 'Mother Russia' herself. She has a name – Pelageya Nilovna – but it is infrequently used and she is more often referred to simply as 'the mother'. She is rather formally addressed by her son as 'Mother'; while his comrades call her "Mamasha". A trial is held and here the immaculate prose of Maxim Gorky wins the hearts of sensitive readers. Pavel delivers an impressive speech in the courtroom, reminding the 'judges' of the greatness of the workers' cause and warning them about the impending proletarian revolution. "We are against the society whose interests you judges have been ordered to defend; we are its uncompromising enemies, and yours too, and no reconciliation between us is possible until we have won our

fight... all of you, our masters, are more like slaves than we are. You are enslaved spiritually; we — only physically.”

The court exiles Pavel. Outside the courtroom, the mother is surrounded by workers and greeted for the resounding speech of her brave son. The comrades decide to mimeograph the speech of Pavel. The mother, undeterred by the court's order of sending her son to Siberia, reiterates her commitment to the revolutionary cause. She secretly visits the house of the printer, Ludmilla, and after getting the speech cyclostyled, leaves for a railway station in high spirits to distribute the copies of the document. She is finally caught there by the gendarmes and while they beat and choke her, she says heroically: “Not even an ocean of blood can drown the truth”.

Here a question arises: Why has the writer narrated the story from the viewpoint of a mother? The hero of the novel is a well-read, young factory worker who, besides being an intellectual, is also a man of action. Wouldn't it be more exciting had Pavel been the protagonist of this working-class novel? It is my understanding that the idea that a mother could be the protagonist originated from the fact that Gorky wanted to address the working class of the world. The views and emotions of the mother, who is barely literate and immensely oppressed, certainly have a better appeal to the collective working class of the world which is generally kept out of the bourgeois educational system and is, by rule, poverty-ridden, oppressed and politically helpless everywhere.

The politics in the book are generalised and non-specific but the emotional journeys and the comradeship are writ large. The mother remains predominantly that and expands her role – her

fondness for her son's comrades grows all the time so that she views them as children. She is never far from boiling a samovar. 'Mother' is considered a turning-point in the history of Russian literature. In the words of Vladimir Lenin, “It is a book of the utmost importance; many workers, who have joined the revolutionary movement impulsively, without properly understanding why, will begin to comprehend after reading 'Mother'”. The plot is simple, provided, you know what you're looking for. In total, This masterpiece of Russian Literature is absolutely flawless.

by
Anwin John K,
- BCom - Honours - 3

“We shall be victorious, because we are with the working people. Our power to work, our faith in the victory of truth we obtain from you, from the people.”

-Maxim Gorky

*No matter how old you get,
you still want your mum
when you don't feel good.*

ALUMNI DESK

Dr. Bharani Thangavelu

B.Sc - Bt.Bi.C

2005-2008



1. How was your life at Aurora?

I would say life at Aurora was real fun. The education system here is very open and not targeted at scoring points in exams; it is about learning things which add value to life as a student and as a scientist. The teachers who taught us were very friendly and helped every student. The courses that were taught, the lab experiments that were organized and the trips to other places were very exciting and refreshing. The quality of education was phenomenal and every student of Aurora, irrespective of the field, was very unique in the society. Apart from education and undergraduate research, I had lots of fun and great memories while I was at Aurora.

2. What is the one thing about Aurora which you love the most?

The disciplinary code is what I like the most. I know most people hate doing this, but eventually this teaches one to be a true professional.

3. How did Aurora impact your life?

Well, to be honest, Aurora has played a very important role in my life and contributed immensely to what I am today. My teachers Mr. Prashanth Kulkarni, Mrs. Madhavi Deepak, Mrs. Seeta, Mrs. Usha, Mrs. Nagalakshmi, Dr. Nambiar and Mrs. Madhavalatha have inspired me in a tremendous way. The courses they taught me and the guidance they gave me laid a strong foundation in making me the man I am today. They are my true teachers in life.

4. Tell us something about your beautiful reminiscences at Aurora?

Oh, they are many and very precious memories. Visits to other colleges, the different college events and the day I was awarded the star of Aurora

5. How's life as a PhD scholar?

It is great; being a scientist is all I had ever dreamt off. Now that I am living my dream, it feels very good. Life is busy, mostly doing research and contributing my portion to both science and humanity. Science has always strived for a better living of human beings on earth. To contribute to such a noble cause is always my pleasure.

6. What is your theory of life?

Have an idea in life and give your life to the idea in order to make it work.

Be a better human being and inspire the young minds.

7. Who is your idol?

I have many idols. To list a few, Late Dr. A.P.J Kalam, Ratan TATA, Aron Ralston Christian bale, Kamal Hassan and Sri K. Chandrasekar Rao.

8. Your message to Aurorians.

You can possibly do many things but do the thing which you love the most and be happy doing it. I wish all the young minds at Aurora a great future ahead.

COLLEGE EVENTS

WORLD ENVIRONMENT DAY

Sir Richard Rogers once said, "The only way forward, if we are going to improve the quality of environment, is to get everyone involved." The protection of our environment is the need of the hour. On the occasion of World Environment Day; 5th June, an event was organized at Aurora, with the theme being "wildlife conservation". The aim was to create awareness and inculcate a sense of responsibility among students. Competitions such as painting, collage making and quotation writing were held and the winners were awarded.

ANTI - SMOKING DAY

Your life is in your hands, to make of it what you choose! Smoking these days has become a trademark of being trendy and is thought of as a cool quotient among the teens. In order to enlighten the society about the ill-effects of smoking, an awareness program was organized on 11th June by Aurora's Department of Statistics in collaboration with Osmania University. Drawing and sketching competitions were held. The audience was informed of the ways to quit smoking. The winners of the competitions were awarded.



WOMEN EMPOWERMENT CELL

In today's era, women are no less than men.



They successfully manage their personal and professional lives. However, this is where stress comes in. It is really important to take some time off from their busy schedules. With this agenda in mind, the Women Empowerment Cell of Aurora organized a lecture on "Managing stress and balancing work life". The guest speaker for the day was Dr. Ananta Laxmi, writer and academician. Dr. Laxmi educated the teaching fraternity of Aurora on several new ways to work through and keep stress away from their lives.

INTERNATIONAL YOGA DAY

Yoga enables a balanced development our physical, mental and spiritual states. To promote its significance, the Ram Chandra Mission celebrated the International Yoga Day at Gachibowli Stadium on 21st June, in collaboration with the NSS and the Nehru Yuva Kendra Sangathan. With more than 300 volunteers, Aurora was the college with the highest number of students to attend the program. The event witnessed the participation of more than 20,000 people. Cultural events entertained the audience. The guest for the day, Mr. Kamlesh Patel, explained the importance of meditation and how it helps in leading a peaceful life. Meditation sessions were also conducted. It was an enlightening experience for everyone involved.

STATISTICS DAY

Prasanta Chandra Mahalanobis was an Indian scientist who pioneered several important concepts in statistics. He is the founder of the Indian Statistical Institute, which has received acclaim from scientists around the world. In



recognition of the notable contributions made by Prof. Mahalanobis, National Statistics Day is celebrated across India on the 29th of June. An awareness program was organized in Aurora on "Agriculture and Farmers Welfare". An exhibition on the concepts of Mahalanobis was also organized which saw participation from several students.

IT CLUB

In today's world, information plays a vital role in every field. Aurora believes in creating graduates who are not only intelligent, but also smart and proactive. The IT club at Aurora boosts the technical skills of the students by conducting various seminars, workshops and organizes training sessions. Its aim is to make students aware of the latest trends and technology in the IT field. It not only enriches the students' knowledge but also fills them with experience and confidence. The IT club conducts these events on a monthly basis to ensure regular growth. A session on "Introduction to computer network and security" was organized on 20th June. The session helped students learn beyond their curriculum and was a good learning experience.

WORLD DOCTOR'S DAY

Doctors save lives everyday. Their noble efforts have led to millions of people living longer and healthier lives. They remain indispensable even in the presence of modern medicine. To recognize their selflessness, Doctor's Day is celebrated in different parts of the world. A Health Camp was organized by our college in collaboration with Max Vision & Ace Charitable Trust on 1st July. Free Eye and Dental check-ups were provided for the faculty, students and the non-teaching staff.

VAN MAHOTSAV

Trees signify life. From 1st to 7th of July, the annual tree-planting festival, 'Van Mahotsav' is celebrated in India.



Aurora also celebrated it this year with the intention to spread awareness among people about the harm caused by the cutting down of trees. On the day of event saplings were distributed to all the faculty and non-teaching staff of college, to plant in various locations. On 2nd July, student volunteers planted saplings at the YMCA Play Grounds and Madapati Hanumantharao Girls School, YMCA. Posters and charts depicting the bad effects of deforestation were displayed in the college to motivate students.

WORLD BLOOD DONOR DAY

Blood transfusion helps save countless lives every day around the world. To recognize the valiant efforts of



blood donors and raise awareness of the life-saving abilities of blood, a World Blood Donor Day is celebrated on the 14th of June, every year. A Blood Donation camp was organized at Aurora on 30th June. Students donated blood which could be used by government hospitals. This was done in collaboration with the Sanjeevani Blood Bank.

Movie Review

The Social Network (2010)

If an idea germinates in one person's mind and is nurtured into a plant by another person, who has the rightful claim to the fruit? If it goes to the one who has sown the seed, then what happens to the hard work behind the one who raised it? If the authority is given to the one who raised it, then what is the plight of the one who had the idea in the first place? These are some of the serious questions in the corporate world, especially when it comes to the building and development of any new product. And in the creation of a social sensation like 'Facebook', such allegations and questions are unavoidable. Through 'The Social Network', David Fincher's fine cinematic experience about the birth Facebook, we get an in depth look at these questions and a lot more.

In the opening scene, Mark Zuckerberg has an unconventional conversation with his girlfriend in a scholar club, which leads to a more discomfited break-up. This scene is followed by the opening credits which end with an anxious Zuckerberg blogging about his girlfriend in an abusive manner and creating a site called facemash which compares Harvard girls using superficial standards. We get a parallel look at the parties of Harvard clubs and the traffic of facemash crashing Harvard's network. This sequence shows David Fincher's unique approach towards a subject like this. The movie initially deals with the setting up of Facebook and eventually outlines a drama about a group of youngsters trying to get their hands on money- all cut into dual narratives covering two lawsuits faced by Zuckerberg. Aaron Sorkin's crisp writing deviates from the usual cliches of biopic narration, offering the different perspectives of the characters. The situations are so tightly knit that we don't actually feel the dual nature of the narrative. Fincher aptly differentiates this complex description, and is aided by the overlapping music. His making is so honest that the dramatic ability of script is purely associated with aestheticism. An example of



this brilliance is the final scene where Zuckerberg is supposed to feel victorious, however the product of his hard work destroys human bonds and he is left alone, with his obsession, paranoia and anxiousness.

The characters are defined by their action, thereby giving us believable people. Though the film concentrates on the characters in Zuckerberg's life, the film eventually preceives the emotions of Zuckerberg alone. Jesse Eisenberg perfects the 'geek in a punk cape' who started the internet revolution, right from the opening scene. He is excellent with fast-paced dialogue delivery and cinematically appealing. Armie Hammer's portrayal of the Winklevoss twins and the technical brilliance behind presenting them deserve applause. Andrew Garfield's Eduardo has an emotional impact. Justin Timberlake does a great job as the obsessive Sean Parker. Rooney Mara as Erica Albright shines in a small role.

"There is a difference between being obsessed and being motivated", says Zuckerberg in the movie. While most biopics have this motivational factor, this one offers obsession – an obsession that celebrates terrific filmmaking.

Overall, The Social Network is a modern classic in all sense of the terms!

- V S Sooraj Babu
BSc MPCs 3B

POETS' CORNER

You

A beast inside you is raging

Don't let it blow off!

Let this world be your rival,

But never show off!

Face off this wildness with sheer determination

Rise like such there will be none in this nation

You are your own rival

Within yourself,

Is your competition

Rests are all talk

With their felony animation

Take all that pain

And never complain!

Coz one in a million is your name

Giving reasons is an act of lame

Get up! Struggle!

And be the champion of this game.

Make your own days!

Make your own ways!

And prove yourself right.

Those who doubted your capability,

Make them quiet.

Fall so deep that

The meaning of failure should be redefined

And Rise so steep

That success itself should be redesigned

There's enough rich in world

Make poverty your aim

Rise above so far...

On every tongue should be your name.

Rise...

Like a volcanic cry

Burn the obstacles that come in your eye

Rise...

So high

Like an eagle in the sky.

Leave everyone behind

And Rise...

Like an undisputed voice

On every street

There should be your noise

Rise to the point

Where limit itself crosses its limit

And one thing forever hail

It's You

And only You

Forever Prevail...

- Mohammed Asad
B.Com 3 Honors

Just A Little More

What a beautiful day it was

When he board the ship for a cause

With a happy feeling in his heart

Also the sorrow of going apart

He board the ship with is bag
leaving his family and friends back

Days passed by and months did too

His family was now the ship crew

A night when everyone was asleep

Ship started to sink into the deep

He took a boat and jumped into the water
watching his men being slaughtered

The sun came up when moon went down
only the ruins of the ship were found

He rowed for days and week
without having a clue where he'll reach

After sometime his hope was lost
like smoke during the frost

All he can do was just row
Someway he has to go

It all came down to the judgment day
He closed his eyes and saw the way

His soul started to leave from the back door
and he told himself "just a little more"

The dead captain came back to life
when he realized he was born to survive

His strength started to grow greater and
greater

Day by day he was getting better and better

Against all odds he finally reached the land
He did not believe until his feet touched the
sand

A tear crawled down his deserted cheek
His happiness was on the peak

He has achieved what was unfeasible
it was his will that made it achievable

When his soul was crushed to the core,
when he couldn't take it anymore,
Instead of saying "that's it, no more."
He told himself "just a little more."

By
Bhaarat Purohit
B.Com 2 D

Faculty Column

A Selfie is defined as taking one's own image through electronic devices such as smartphones and sharing them via social network sites. Selfie is one of the recent trends which has become popular to such an extent that major corporations are making it an integral part of their devices and/or their advertisements to promote their products. It has become a 'norm' for people to take a perfect selfie for their online profiles to appear 'cool'. Even celebrities are not spared from this compulsion. Selfie enables an ordinary person to connect with family, friends and peers. To some people, it helps document the various places they have explored. It also provides a way of self-appreciation.

This behavior, is gaining a high interest among social behavior researchers and other academic researchers from various fields. From the research, most of the prevalent motivations appear to be attention-seeking, communication, archiving, entertainment, narcissism, etc. Among a collection of various papers trying to understand the motivations, one behavior is seen to be common and on the rise - narcissism, among the selfie taking people. Narcissism or narcissistic behavior is characterized by superiority, dominance and grandiosity. This behavior is associated with a belief that they are superior- a need to be appreciated. Such people use relationships to augment their popularity and tend to be materialistic. This behavior is further fueled by self gratification. When one post his/her selfie, the number of positive comments and likes encourages the person to keep posting more selfies. This results in a positive feedback cycle, where at the end of each cycle, the person starts to increase self appreciation, to a level where the thin line dividing positive self appreciation and narcissism disappears.

This is not always true. A mature person can understand the difference. But most kids and teenagers, who are not able to see through this



difference, can end up with a psychological damage. There is already a peer pressure among the children using networking sites to gain popularity among their friends. So, to have a 'cool' selfie on their profile page has become a criteria for these groups. This can have ill-effects. There are many new reports worldwide that various people (below age 20) have met with accidents and some have died while taking a selfie in dangerous locations to prove their "courage" or "coolness".

Taking selfies may not warrant that a person will become a narcissistic or is subject to psychological harm, but given the age and maturity of children or teenagers, they are more prone to this kind of behavior. It can affect other parts of life, especially relationships with siblings, parents, friends, etc. If this behavior goes unchecked, it can lead to serious ramifications wherein children end up being both victims and perpetrators.

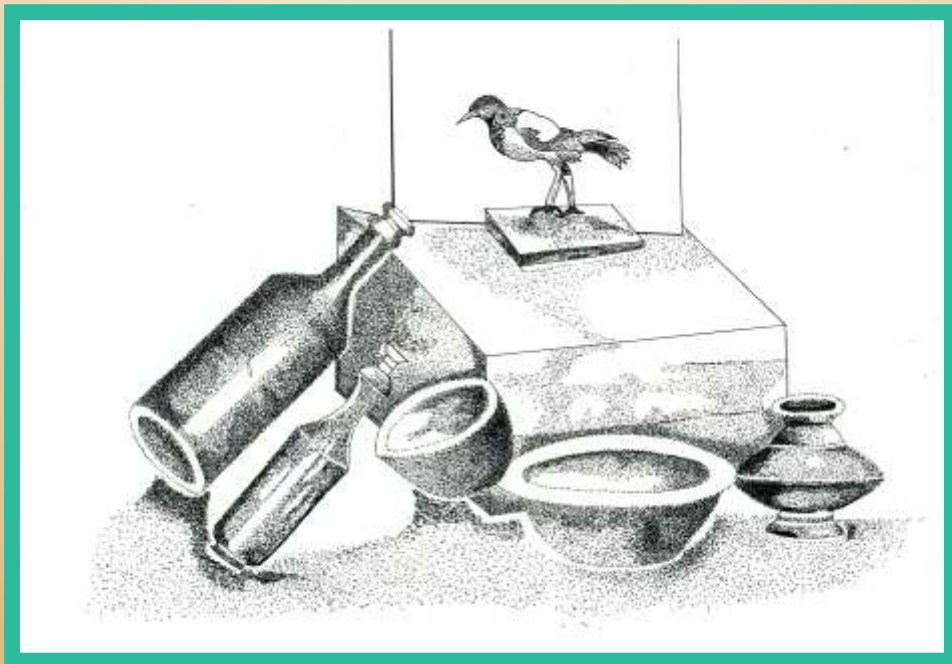


- G. Rahul
Assistant Professor
Dept of Bio Chemistry & Biotechnology

ART GALLERY



Art by
- Pramod Sarvade
Alumnus



Art by
Lakshay Jain
B.Com - Generals - 3B