



# AURO

NEWSLETTER



# THE FOUR STAKEHOLDERS

AURO University aims to impart integral learning and leadership, where the mind, body and inner being are aligned and prepared to embark on a journey of lifelong enrichment. The four stakeholders that are interwoven into the operational fabric of AURO University are the student, the faculty, industry and community.

**AURO University is focussed on providing to:**

**STUDENTS** - an environment for self-development; an institution that nurtures their potential based on their aptitudes and interests.

**FACULTY** - a platform to be mentors and guides who shape the country's future leaders by imparting knowledge and skills; opportunities for research on emerging trends and industry practices.

**INDUSTRY AND COMMUNITY** - students with intellectual competence, reality-based knowledge and personal integrity; students who strive for excellence and aspire to become socially responsible leaders.

The Editorial Board of AWAKENING is proud to present a glimpse of how each and every AURO member strives to integrate the best interests of these stakeholders. Right from imparting analytical and decision-making skills to improving the faculties of concentration and intuition, to the development of agility and strength in a milieu that embeds core values and growth of consciousness, AUROites are on an exciting adventure from a learner to a leader. Here we are, sharing some excitement of our journey.

**-Editorial Board, Awakening**



## **Prof. Krishna Shastri**

Diploma in Architecture from School of Architecture, CEPT India and Masters in Architecture & Urban Development from School of Architecture, Washington University, Missouri, USA 1972.

Prof. Shastri has been actively involved in designing curriculum and infrastructure development for various community colleges and projects in the USA.

In India, she visualized & initiated the profession of Interior Design and is responsible for establishing the formal education of interior design. She was the ex-director & ex-professor of School of Interior Design, CEPT India. She has been a visiting professor at School of Interior Design, UK, University of Kentucky, USA (2003) and professor at Interior Design Institute of Louisville, Louisville Technical Institute, USA (1978-81).

She is also practising Interior Design, Urban Design and Architecture.

She will be heading School of Design, AURO University, Surat.

# LAUNCH OF SCHOOL OF DESIGN

AURO University is striving to provide integral, integrated, transformational education to create its own culture. 'Design' is an activity that has always been central to the creation of culture. AURO Design School will be that driving force that defines and expresses these concepts by providing freedom to express, experiment and grow freely and organically. Design is the most powerful social and ecological tool with which human beings shape their environment of various places in space and time. Free and organic in nature, the design school environment would allow students to develop their own independent, unique personality by choosing their own path.

AURO Design School will offer its education under four major streams, with multiple specializations.

### **1. Inter-Space Design**

### **2. Communication Design**

### **3. Industrial Design**

### **4. Textile and Apparel Design**

The innovative curriculum is mainly divided into four phases

1. Observing and perceiving nature
2. Understanding nature through all our senses - Analysis of forms and its coexistence
3. Sustain with nature - Sustainable approach to form and space interactions
4. Interface with nature

# EVENTS @ AURO

This year saw an unprecedented flurry of activities. From the sports ground to the classrooms, from the students to the faculty and the community, it was a great potpourri of learning, fun and engagement with all our stakeholders.

Famous Visitors, industry appreciation and an overall bonhomie characterize education at AURO.

As a student one can excel both in and out of the classroom.

## JUL-AUG-SEPT

### 4th Convocation 2016

Our 4th Convocation was held at TAJ Gateway to proudly graduate 114 students in the presence of faculty members, eminent guests and proud parents.



### Festival of Learning

The TWO WEEK Orientation this year was organized for nearly 400 students, over 40 sessions, with international speakers focusing on Physical, Mental, and Vital & Spiritual education.



### Fourth National Conference on Law & Justice

Organized by the School of Law, over 90 participants from 13 different states presented 74 papers



### Sports

The students at AU have excelled in Local, State & National level competitions. Our students have created name in field of Rifle Shooting, Boxing, Table Tennis, Athletics, and Basketball.

The University has organized Football, Futsal, Cricket, Volleyball competitions to encourage spirit of collaboration and camaraderie.

The Annual Sports Day, UTSAH, was a mega bonanza with field events like Long Jump, Discus, Triple Jump, Running, Shot Put, Javelin, Tug of War, to name a few.

The event had a participation of over 400 students in different activities.

AURO University was also the knowledge partners for **The Run for Tapi & Orachem Marathon**.



#### 24th July

Convocation - 2016

#### 18th July – 29th July

Festival of Learning

#### 10th-11th Sep

National Conference on Law & Justice

#### 27th Sep

World Tourism Day: Celebrated by School of Hospitality with a Tourism Quiz

#### 30th Sep

Know your Rhythm: A workshop by Mr. Arnab Chaudhary for Students of Music Club

# OCT-NOV-DEC

## ARTH 2016

ARTH 2016 was the first Youth festival. It saw over 3000 students across three days over 40 events across sports, cultural & academia.

The evenings sparkled with concerts of Shirley Setia, Sunburn and MTV Nescafe Talent Labs.

The whole event was managed by student volunteers to learn live lessons on Execution, Promotion, Planning and Profitability of the events.



## Theme Dinners

The School of Hospitality, as a part of its real time learning, organizes THEME Dinners that are meant to evaluate the entire lifecycle of a restaurant business. The passing out batch this year also did a great job in creating memories in the hearts of visitors by bringing forth talent of Cuisine preparation, Customer Service and marketing of their event.

## December Dialogue - Integral Education

Three Day Residential Program was held for all faculty and staff members.



### 1st Oct

Faculty Workshop "Know your Rhythm" – Music and Education by Mr. Arnab Chowdhary

### 4th Oct

Industrial Visit to AMUL for BBA 2014-17

### 7th Oct

Insights Workshop for School of IT by IndeCom, BLR & EMTEC Pune

Garba with Special children under the aegis of AADHAR Club

### 14th Oct

Garba Night organized for students, faculty and staff of AURO University

### 24th Oct

Industry Visit – Euro India Foods for MBA 2016

### 24th Oct

Diwali Lunch with children of Prathamshaala – under the aegis of Aadhar club

### 27th Oct

Industry Visit – Sula Winery Nasik for BHM 2016 Students.

### 22nd – 24th Dec

Dialogue - Three Day Residential Program on Integral Education for all faculty and staff members

# JAN-FEB

## National Budding Chef Competition 2017

The 3rd Edition of NBCC saw over 65 students from 12 participating Institutes' battle for the NBCC trophy. Ultimately the winning team was CAI Hyderabad.

It was a pleasure to host celebrity chefs like Aditya Bal, Shantanu Gupte & Vivek Tamhane who graced the occasion with their presence and guidance.



## Cultural Evening 2017

Cultural Evening is an occasion where students get to demonstrate their creative talent. This gives them an opportunity to develop their vital self. This time the 6th Cultural Evening witnessed active participation of students in various colourful forms of Music, Drama, Dance, Skit & Nukkad Nataks.



## Youth Parliament

The Youth Parliament saw over 200 students from Gujarat attend and discuss current issues of India. The event was graced by Mr. Chetan Bhagat as the special inaugural guest.



## 3rd National Moot Court Competition

3rd edition of the Moot Court had a great response. There were 38 participating teams putting forth their skills to argue around the central theme which was SURROGACY.

The inauguration was done by Dr. Purnima Nandkarni, Nandkarni Hospitals & the event was presided by the chief guest and honored professor of Law Dr. Vesellin Popovski.

## National Conference - Contemporary issues in Management & Entrepreneurship jointly conducted with CII

The conference saw participants from different parts of India come together to discuss issues and to present papers.

The conference encompassed different perspectives, literature reviews, exploratory findings, empirical studies and futuristic approach of today's management professionals and academia as well. It stressed more on how management professionals in the industry consider re-evaluation of traditional management practices.

### 20th Jan - 21st Jan

National Budding Chef Competition School of Hospitality

### 28th Jan

Cultural Evening

### 3-5th Feb

Youth Parliament

By Saksham- The debate club

### 3rd Feb

Visit to Adani Port

BBA 2014 Students

### 4th Feb

Ruhaaniyat

Theme Dinner by BHM 13

### 11th Feb

La Fiesta Espanola

Theme Dinner by BHM13

The Faculty team at AURO is continuously striving to build knowledge, disseminate understanding and create value for the stakeholders of AURO University. The faculty have earned accolades and appreciation from the industry, from the academia and from the society at large. Below mentioned are some of the accomplishments.



# FACULTY PUBLICATIONS, PRESENTATIONS & COMMUNITY ENRICHMENT

- **Dr Monika Suri:** Invited as Expert & Panelist in International Conference on Sustainable Destination Excellence organized by Central University of Jammu (J&K) (sponsored by UGC) 2016
- **Ms Shilpi Sharma:** Worked as the Co-ordinator and the Resource person in Police Training Program conducted by the AURO University from 30th May to 3rd June & 4th July to 8th July. The Contact sessions covered Gujarat Police Act, Evidence Act and Indian Penal Code Duration: 10 hrs in each program.
- **Dr MeghnaDangi:** Was invited as a Key-note speaker at National Women's Conference conducted by Surat Branch, Western India Regional Council, Institute of Chartered Accountants of India on 13th January, 2017 and delivered a lecture titled "Embedding psychology in Finance – An introduction to Behavioral Finance" to an audience of 250 Chartered Accountants.

## FACULTY ACHIEVEMENTS

Keeping the Flag of the AURO University high, the Faculty members of AURO University demonstrated their expertise in various platforms other than classrooms. Some of their remarkable achievements are-

- **Ms Indrani Sengupta:** Was appointed as Member, Editorial Board with elk journals. ELK Asia Pacific Journal of Project Management and Control (EAPJPMC) with ISSN Online: 2394-9376
- **Mr Rohit Malhotra** conducted a Two-day consulting workshop with IT TEAM at ESSAR STEEL, HAZIRA on implementation of predictive analytics tools for their department. The discussion involved on key areas of data planning, use of software platforms, cost implications and many first stage implementation issues.

# FACULTY PRESENTATIONS

Faculty members also participated and presented their research in various national and international conferences. Such accomplishments are-

FACULTY MEMBER	TITLE OF RESEARCH PAPER	CONFERENCE DETAILS
<b>Dr Tanu Narang &amp; Ms Richa Agarwal</b>	A Study on Gender Inclusivity for LGBT's in Indian Corporates	Fourth National Conference on Law and Justice 2016 organised by Auro University, Surat on 10th and 11th September 2016
<b>Ms Dhaarna Rathore</b>	An exploratory study on disclosure requirement in corporate governance in top 10 information technology companies	Fourth National Conference on Law and Justice 2016 organised by Auro University, Surat on 10th and 11th September 2016
<b>Prof Kamal Manaktola &amp; Prof Vimal Shukla</b>	Tipping in hospitality industry – culture or burden	7th India International Hotel, Travel and Tourism Research Conference, Delhi
<b>Ms Indrani Sengupta</b>	Artificial Intelligence & Stock Market: A Predictive Approach	National Conference on "Managing Uncertainty: Prospects, Challenges & Strategies" held on 25th & 26th February, 2017 at Lucknow, India
<b>Mr Rohit Malhotra</b>	Sustainable risk management of financial institutions investments: A CBSPRCV at-risk capital framework	International conference on Corporate Finance, Governance & Sustainability at DSB, New Delhi on Oct 21st-23rd, 2016
<b>Ms Ruchita Chakraborty</b>	Swachha Bharat Abhiyan and Issues of Sanitation in India – A call for Gender Sensitive Public Health Policies	Second International Conference On Contemporary Debates in Public Policy and Management conducted by Indian Institute of Management, Calcutta on January 15-17, 2016
<b>Dr Meghna Dangi</b>	Facial width to height ratio and firm performance- A study of Indian CEOs	National Conference on Issues in Management and Entrepreneurship conducted at AURO University, Surat on 4th March, 2017
<b>Ms Shilpi Sharma</b>	Death Penalty in the era of Reformation	National Conference on Emerging Legal Issues organized by Parul University, Vadodara on 25th March 2017
<b>Ms Jahanvee Ichaporia</b>	Sports activities' critical role to develop adolescence mental health	International Conference 'World economic and sports conference' at Baroda



# FACULTY PUBLICATIONS

Reputed Journals have acknowledged the research of the faculties of the AURO University by accepting their papers for the publication. Given below is a quick look on such publications

FACULTY MEMBER	TITLE OF RESEARCH PAPER	PUBLICATION DETAILS
<b>Dr Monika Suri</b>	Neuro Marketing As New Approach To Modern Marketing – Its Challenges And Opportunities	Amity Journal Of Tourism, Hospitality And Aviation
<b>Prof Ajay Kumar Yadav</b>	A Study Of Volatility Spillover Effect Among The Selected Asian, European, North American And South American Stock	Splint International Journal Of Professionals
<b>Ms Jahanvee Iccchaporia</b>	Modern Lifestyle- A Threat On Our Well-being And Culture	
<b>Ms Indrani Kundu</b>	Validity Of Marriage: A Study Under Private International Law	Indian Journal Of Law And Justice
<b>Ms Indrani Sengupta</b>	Financial Econometrics: A Case Study On Financial Inclusion	Book Chapter: Dynamics Of Finance & Accounting
<b>Mr Rohit Malhotra</b>	Demystifying Optimal Welfare Weights Controversy From A Social Strategist Perspective	Journal Of Social And Economic Statistics
<b>Ms Ruchita Chakraborty</b>	Stock Exchanges & Sustainability: A Step To Enhance Business Responsibility With Reference To India	Vidyawarta
<b>Dr Meghna Dangi</b>	Management In The 21st Century: The Integral Way	Finmart Today
<b>Mr Rohit Malhotra</b>	Analyzing Monthly Volatilities Using Index Prices And Their Differential With Garch Framework	Creative Entrepreneurship - A Sustainable Approach For Economic Growth



Firstly I would like to share that my experience at AURO has given me a chance to sharpen my skill sets in my field of expertise and specialization that is Marketing. I had the privilege of learning and being aware of the world around me which made me more sensitive

towards personal and business relationships. Overall experience was enriching and empowering. All aspects of Value Education made me a responsible entrepreneur and a good human being.

I am thankful to all the stakeholders of AURO University for making a positive transformation in me. Aakash Group wishes good luck to AURO University for all future endeavors.

**Akash Patel**  
Real Estate Owner  
Alumni AURO University -  
MBA (Class of 2014)

Completing my graduation with marketing specialization from AURO University has provided me with holistic business knowledge. Starting up my own venture from home as a cake artist became easy as the BBA program contained detailed business content across a range of disciplines which taught me everything one needs to know about business – from leadership and marketing, to finance and logistics, from team building and relationship Management to ethics and Values. The diverse subject range here in AURO’s curriculum allows one to discover one’s strengths and flaws and help them to overcome their fears and weakness and strengthen their inner being and skills sets to excel effectively in all spheres of their life.



**Manvi Kalra**  
(Pastry Chef/ Cake Artist - Entrepreneur)  
Barbie’s Bake Boutique  
Alumni AURO University  
BBA (Class of 2015)

# OUR ALUMNI SPEAK



AURO University gives you diverse opportunities to grow and develop as a person on a holistic and all-inclusive level. Integral education being at the core AURO gives it students the freedom to pursue their interests and goals. My journey at AURO has been a very memorable one, a journey which has not only taught me in terms of academics but also about leadership, about myself, the world, the society we live in and much more. AURO University has always encouraged us to broaden our horizons and explore and get involved in as many diverse areas as possible. Here, at AURO the more you give the more you gain

**Pooja Parikh**  
BBA LLB (Class of 2012-17)

# STUDENTS @ AURO



The receptivity of the subconscious mind has improved, and that is what AURO has done for me. The metamorphosis that almost every student goes through sometimes even without realizing. The discipline and aura created by the School of hospitality is for everyone to learn and understand. Education can be a quick silvery journey towards a hidden target.

**Poojan Purohit**  
B.Sc.HM (2013-17)

# OUR PARENTS SPEAK



"I choose AURO for what it offers. Along with studies overall development is necessary for child's growth and AURO has always made me proud when I see my daughter grow. It provides holistic development to students" Says Mrs.

Salima Venkani, Mother of Ms. Tanisha Venkani (B.Sc.IT 2013-16) & Mr. Zain Venkani (B.Sc. HM 2016-20)

She adds "Tanisha was a rough diamond who got polished and studded in jewelry after joining AURO University. Impressed by which I also decided to admit my son Zain in AURO University. Zain had always been an introvert who has now turned into a very confident personality and to my amazement Zain

doesn't fear facing challenges of the world. I am proud that I opted for AURO University which also has Integral Education as a part of its curriculum that has helped my children realize their potential and to be confident in decision making."

When asked for suggestions, she recommended to form a club which includes the University, parents and some specialist to help today's youth overcome the issue of substance abuse, which has become a major concern these days.

#### **Mrs. Salima Venkani**

Mother of Ms. Tanisha Venkani (B.Sc.IT 2013-16) & Mr. Zain Venkani (B.Sc. HM 2016-20)

I got an invitation for Law Open House session from AURO University. I went to attend the session with the mindset what generally people have that this is just a marketing activity by the college but anyways I will get the information what the college is all about. But trust me I was convinced that AURO University

will help my daughter academically and also integrally. AURO not only emphasizes on Academics but also on the overall development of the student. After coming to AURO her horizons have expanded and she is gradually developing a clear vision for future which will also help her to stand out in



Proudly states "I am glad that I got my daughter admitted to AURO University. On an honest note I was quite skeptical for the first few months as she was quite reluctant grasping her changed schedule but looking at the journey of her transformation cleared the air. Her perspectives changed once she was unanimously declared the CR of her class. It has enhanced the leadership qualities in her. I am thankful to AURO University that it has helped my daughter develop in all the spheres and learning the principles of life which is a part of Integral education. She's now confident enough to present herself better and been able to reason out her herself when it comes to decision making and choices." Mr. Patel further adds, "the most satisfying part if you ask me personally about Integral education is Ami is now able to tackle any kind of situation and manage people effectively without my guidance."

#### **Mr. Anand Patel**

Father of Ms. Ami Patel (BBA 2016-19)

a crowd. My dream was not only to see my daughter as a successful lawyer but also a person with high values, and AURO has reached right up to my expectation.

#### **Mr. Rohit Desai**

Father of Ms. Isha Desai (BBA LLB 2013-18)



# INDUSTRY CORNER

Terry Porter, and the board of BEST WESTERN HOTELS visited AURO University. They were extremely pleased with the level of education and exposure that the students were getting and claimed that Integral Education is the necessity for the Future.

In addition, they had a discussion with the students and talked about how unpredictable the Business environment is and it is extremely necessary to be agile and adaptable



The focus of AURO University is always to go beyond classrooms. This year too many eminent personalities graced the university.

From AUROVILLE- The city of DAWN we had guests who spoke about themes like Environment Future, Collectivism and Human Unity to real life workshops on art, music and body awareness like Mr. Lalit Bhati, Mr Marc Tormo, Mr. Manoj, Ms Krupa etc.

Some of the esteemed industry guests this year were

## GUEST VISITS

### **Mr Rajbir Saini**

Reliance

### **Shri Narsimha Komar**

IG Surat Rural

### **Dr Sudhir Andrews**

Consultant & Author, Hospitality

### **Mr Alok Sharma**

Essar Steel

### **Mr Arvind Saraf**

Triveni Sarees

### **Mr Abhishek Pandurangi**

Khurana & Khurana Law firm

### **Mr Abbas Hazoori**

Sosyo

### **Ms Geeta Shroff**

ANIS NGO

### **Mr Krunal Mehta**

Midcon

### **Mr Savan Godiwala**

Partner Deloitte TT LLP

### **Mr Gaurav Singhvi**

GSV & Co

### **Mr Sanath Reliya**

Chairman, Gujarat Chamber of Commerce





# FAMILY BUSINESS PROGRAM

AURO University is very glad to announce a tie-up with CII to create and execute a program for family run business owners of Surat.

The program will be a 9 months' part time program that will include all aspects of the family business and focus on both internal development as an entrepreneur and external development as a Business Owner.

## SPECIAL INTERNSHIPS FOR FAMILY BUSINESS STUDENTS

AURO University has predominantly received students from family business backgrounds. The students however need a lot of preparation before they officially go back to their own businesses.

It is proposed that we get together family business owners who are willing to allow others go through a guided internship that

bring to the students an experience of reality and allows them to absorb best practices and see how they can add value to their own firm. For the people of family business, it gives an opportunity to have a neutral outsider come and test the system and offer suggestions and do a project report on management and best practices.



As time comes we will be able to create a unique ecosystem for family run businesses to build local economy and professional support system and have entrepreneurship incubators.

## MoU with IG office

AURO University signed an MoU with the IG Office for providing internships to students from School of Law. Academic Partnerships with IG Office will also facilitate Research and Training.



# WORKPLACE SPIRITUALITY AND ITS SIGNIFICANCE IN TODAY'S CORPORATE WORLD

- Dr Monika Suri, Associate Professor

"You have to grow from the inside out. None can teach you, none can make you spiritual. There is no other teacher but your own soul."

**-Swami Vivekananda**

Spiritual Science can serve as a basis for developments at workplace which will further help in positive transformation of everyone associated with the organization. Today's corporate world also needs spiritual insight to be followed by strong will in the form of intellectual capital ( Employees / Employers). More recently Buddhism, having begun as a branch from Hinduism, has also helped to develop Spiritual Psychology and, to date, Buddhism has had a greater impact on Western psychology. Professionals /employers can consider the relevance of religious teachings from a wide range of faiths, without prejudice in favour of any particular religion, to everyday life including as regards business and, more specifically, management. It has been argued on various occasions that while management philosophy can improve the lives of some people, it does not ensure betterment of individual life and social welfare. In contrast the 'Bhagavad Gita' enlightens us on managerial culture and techniques while leading us towards a peaceful and loyal state of mind, reducing frustration, envy and conflict. Ramayana also tells how Lord Rama was neither elated at the prospect



of being crowned the king nor disturbed when he was sent to suffer in the forest. Life was considered in general including stress ('always think good, talk good and hear good. Only then you can become good.'). And eradicating social evils ('as there is no fear of sin and love for God, humanness is on the decline in human beings. This is the cause for lack of peace in the world'). Dharma can be practiced to reduce workplace stress. Valmiki considers the relationship between Dharma and Truth (Satya): 'Wealth comes out of Dharma. Happiness comes out of Dharma. Everything is obtainable from Dharma. Dharma is the essence of this universe' same as it can be preached and practised

at workplace. Aspects of managerial practise were considered including obedience and respect for authority and teamwork and those who do their work through mutual consultation', equal opportunities and motivation and commitment. To conclude one must say that Spirituality through scripture studies can be Practised and preached in every Profession of today to spread Positivism and Wisdom for Happy, Healthy and Blissful Living. Spirituality is a boom for all corporates and blessing for all Employees / Employers. Practise, Practise and Practise spirituality to make the world best place to live, for the wellbeing of Self, Others & Society at large.



# POWERS IN LIFE

- Dr Tanu Narang

Perfect honesty, Perfect transparency – that's **Sincerity**  
Adorable in its simplicity, certain is one's victory – that's **Humility**

A feeling, an emotion,  
an attitude – that's **Gratitude**

Decision to go till the end,  
All hurdles to be bend,  
**Perseverance** is the intend

Flame from the heart that Springs  
To achieve anything and everything  
**Aspiration** is what one must be aiming

Admitting, retaining, surrendering, responding,  
understanding, widening – **Receptivity** is the beginning

Life Is Movement, Life Is Effort, Life Is Marching Forward –  
**Progress** is the word

Total Absence of fear in any form – **Courage** is the norm

Beauty is the picture of the good;  
Reality behind beauty which has stood;  
**Goodness** remains behind manhood

Not material but Moral;  
satisfaction goes parallel;  
one with **Generosity** is noble

Equal in all directions;  
Equal in all dimensions;  
**Equality** is our Devotion

Step back! to release;  
Step back! to increase;  
Stepping back is for **Peace**.



## EDITORIAL BOARD

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