

- Team Service Spectrum launched to combat hunger and waste.
- New Year celebrations fostered unity and positive aspirations.
- Sankranti Sam-bharalu celebrated cultural traditions and vibrant competitions.
- International Education Day highlighted education's role in empowerment.
- Republic Day reaffirmed constitutional values and national pride.

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# THE MONTHLY INSIGHT

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## Avanthi institute of engineering and technology

-(Autonomous)

Avanthi Educational Society, founded in 1991 by Sri M. Srinivasa Rao, established Avanthi Institute of Engineering and Technology (AIET) in 2005. Over 19 years, AIET has evolved from offering four B.Tech programs to becoming one of Andhra Pradesh's premier institutions. Today, AIET offers:

- **B.Tech Programs:** CSE, CSM, CSD, ECE, EEE, and Mechanical.
- **M.Tech Programs:** CSE, VLSI Design, Power Systems, CAD-CAM, and Power Electronics.
- **MBA Program:** HR, Finance, Marketing, Business Analytics
- **MCA Program**

AIET holds NAAC accreditation (A+ Grade, 3.38/4) valid until 2029 and is permanently affiliated with JNTU-GV, Vizianagaram. The institution is renowned for its academic excellence, industry collaborations (20+ MOUs with leading firms like Infosys, TCS, Amazon, and PEGA), and initiatives such as the Career Guidance Cell, Entrepreneurship Development Cell, and Industry-Institute Interaction Cell.



Avanthi institute of engineering and technology

AIET continues its journey of excellence, driven by visionary leadership, distinguished faculty, and strong industry partnerships, fostering a dynamic learning environment.

## Chairman's Message

Sri. M. Srinivasa Rao  
Ex-Minister, Govt. of Andhra Pradesh  
Ex-MLA, Bheemili

"Visionary leadership manifests through action."

The foundation of a strong technological nation lies in education and skill development. At Avanthi, we are committed to fostering core competence, communication skills and ethical integrity in students, preparing them to thrive in a knowledge

-based society.

With the support of distinguished faculty and management, we continue our mission of nurturing future technocrats who will make meaningful contributions to India's technological advancement.



## From Director's desk



**Dr. A. Chandra Sekhar**  
Director – HR

Under the able guidance of Chairman Shri M. Avanthi Srinivas, Avanthi Institute of Engineering and Technology remains committed to delivering quality education that prepares students to face the challenges of a competitive world.

"Education is the most powerful tool for societal change and national development." At AIET, we provide the resources and platforms necessary to nurture professionals with intellectual acumen and moral values.

Our mission is to offer students unparalleled learning experiences through

seminars, conferences, guest lectures, and internships. Additionally, students are encouraged to excel in academics, sports, and extracurricular activities, fostering holistic development.

With 100% placement assistance, we emphasize industry-academia engagement to align with evolving corporate expectations. As a team, we remain dedicated to propelling AIET forward in its pursuit of excellence.

*I encourage  
students to stay  
focused, leverage  
available  
resources, and  
maximize their  
potential to build  
a bright and  
successful future.*

*"Dr. B. Murali Krishna"*

**Principal**

## From Principal's desk

Dear Parents and Students,

Welcome aboard Avanthi Institute of Engineering & Technology!

Congratulations on choosing management as your career path. In today's world, technical expertise, coupled with innovation and entrepreneurship zeal, is essential for success. At Avanthi, we are dedicated to imparting Values, Skills, and Knowledge (VSK) to mold competent professionals.

Our primary focus is to provide management education along with personality development, aptitude training, and soft skills enhancement. We ensure our students are

industry-ready through strong institutional and corporate tie-ups, placement cell.

With 100% placement assistance, we conduct in-house, pool, and offshore campus interviews, equipping students for career success. We also emphasize curricular, co-curricular, extracurricular, and sports activities, fostering well-rounded growth.

Wishing you all the best!

**Dr. B. Murali Krishna**

**Principal**



## From head of the department

**Dr. U Ramu**  
HOD  
MBA



Dear Students and Faculty, It is with great pride that I address you in this edition of our department newsletter. As we continue our journey of academic excellence and innovation, I encourage each of you to

embrace new challenges, collaborate, and strive for continuous growth. Our department has achieved remarkable milestones, from research breakthroughs to student accomplishments, and I commend the hard work and dedication of our faculty and students. Let us remain committed to

our goals, fostering an environment of learning, creativity, and integrity. The future holds great opportunities, and together, we can achieve even greater success. I urge you all to participate actively in department activities, share your ideas, and make the most of every opportunity. Wishing you all a productive and fulfilling semester ahead!

## Team Service Spectrum: A Noble Initiative by MBA Students



### Food donation to orphans

Avanathi Institute of Engineering and Technology takes immense pride in the launch of Team Service Spectrum, a dedicated service group initiated by MBA students with the noble mission: "To provide food to the foodless."

vide food to the foodless."

### Genesis of the Initiative

On December 4, 2024, 35 socially responsible MBA students united to combat hunger and spread awareness about food wastage and sharing culture.

**Official Launch and First Service Drive** After weeks of planning, Team Service Spectrum officially began operations on December 25, 2024. Their first service drive on January 5, 2025, successfully distributed freshly prepared meals to underprivileged individuals.

### Impact and Future Plans

With 35 committed members, the group aims to expand outreach, conduct regular food drives, and establish partnerships for sustainability.

The Department of Management Studies applauds this commendable initiative and encourages more students to participate in this service-driven mission.

Let's unite for a hunger-free tomorrow!

*"Small acts of kindness can spark a wave of change. Together, we can nourish not only the body but also the spirit, creating a hunger-free tomorrow."*

## New Year Celebrations — A Joyous Start to 2025

### New Year Celebrations — A Joyous Start to 2025

The MBA department welcomed New Year 2025 with enthusiasm on January 1st at 10 AM in the MBA classroom. The event included:

- ✓ Faculty members extending New Year wishes
- ✓ Student reflections on aspirations for 2025
- ✓ Cake-cutting ceremony with

faculty and students

The celebration fostered positivity, unity, and motivation, marking an inspiring start to the year.



## Shaping Future Academics: Faculty Development on NEP 2020 & NIRF

The MBA Department successfully organized a *Faculty Development Program (FDP)* on January 7, 2025, focusing on **NEP 2020** and **NIRF**. **Prof. N.V. Ramana Rao Garu**, Director and Professor at NIT Raipur, as well as Director (In-Charge) of NIT-AP, delivered the keynote address.

He shared invaluable insights on the transformative impact of NEP 2020 on higher education and the significance of NIRF rankings in fostering institutional growth. Faculty members actively participated in discussions on curriculum restructuring, skill-based learning, and strategies for improving NIRF rankings.

The event concluded with an engaging Q&A session, providing educators with essential tools to adapt to evolving academic standards and contributing to the institution's pursuit of excellence.



**N.V. Ramana Rao Garu**  
Delivering speech on NEP



## Sankranthi Sambharalu: A Celebration of Culture and Tradition



**MBA Students in sankranthi sambharalu**

The spirit of festivity and tradition came alive at Avanthi Institute of Engineering and Technology on January 11, 2025, as the MBA department enthusiastically cele-

brated Sankranti Sambharalu. The event was marked by vibrant cultural activities and competitions, showcasing the rich heritage of the festival.

MBA students actively participated in Pongal preparation, setting up a traditional hut, and engaging in artistic expressions through a Rangoli competition. Adding to the festive spirit, a traditional dress competition was held, where students adorned themselves in ethnic attire, reflecting the cultural essence of the festival. The event also featured exciting

games, with MBA students securing victory in the thrilling Tug of War competition, displaying their teamwork and enthusiasm.

The celebrations were graced by Dr. U. Ramu, Head of the MBA Department, along with faculty members. Mr. Suman Datta Sriramaneni, Cultural Coordinator of Avanthi Institute of Engineering and Technology and a senior faculty member of the MBA department, played a key role in organizing the festivities and encouraging student participation.

The Sankranti Sambharalu celebrations fostered a sense of unity and joy among students and faculty, making the event a memorable one.

*"Education, innovation, and service are the cornerstones of a brighter tomorrow. Together, let's create change, embrace challenges, and build a future driven by values, skill, and unity."*

## International Education Day — The Power of Learning

The MBA department celebrated International Education Day on January 24, 2025, with a session by Dr. U. Ramu (HOD, MBA) on:

- ✓ The role of education in empowerment
- ✓ Ethics, integrity, and moral responsibility

An interactive discussion followed, reinforcing the importance of lifelong learning.



## 15th National Voters' Day — Strengthening Democracy

Avanthi Institute of Engineering and Technology's MBA department observed the 15th National Voters' Day on January 25, 2025, with a pledge-taking ceremony held in the MBA classroom. The event aimed to instill awareness about the importance of voting and responsible citizenship among students.

Miss P. Sireesha and Miss P.

Tejasri led the students in taking the official pledge, emphasizing the significance of electoral participation in strengthening democracy. Faculty members also joined the pledge, reaffirming their commitment to uphold democratic values.

The ceremony served as a reminder for students to exercise their voting rights responsibly and contribute to the nation's democratic

process. The event successfully reinforced the spirit of informed and active citizenship among the future leaders of the country.



**MBA Students taking pledge in voters day**

# MBA 1st Year Autonomous Exams Begin

DEPARTMENT  
OF  
MANAGEMENT  
STUDIES

The first-year MBA autonomous first-semester exams commenced on January 20, 2025, at Avanthi Institute of Engineering and Technology. The exams are being conducted smoothly under faculty supervision, ensuring discipline and fairness. Students appeared well-prepared, following institutional guidelines. The institution wishes all candidates success in their academic journey.



HAND CRAFT  
AND ART BY  
MBA STUDENT  
K SWETHA SAI  
(2<sup>ND</sup> YR MBA)  
(23Q71E0054)



## INDIA UNDER CYBER SIEGE '

## 'THE RISING THREATS OF DIGITAL CRIMES "

### Abstract

India's rapid digital transformation has led to an alarming rise in cybercrimes, including financial fraud, identity theft, ransomware attacks, and data breaches. Reports indicate a surge in cyber offenses, with over 740,000 cases recorded in early 2024, causing financial losses exceeding ₹1,750 crore. Cybercriminals leverage AI, deepfake technology, and the dark web, exploiting vulnerabilities in digital payment systems and cloud services. Despite existing

legal frameworks like the IT Act, enforcement challenges persist due to the evolving nature of cyber threats. Strengthening cybersecurity, enforcing stringent laws, and enhancing digital literacy are crucial to mitigating risks. A collective effort from individuals, businesses, and policymakers is essential to safeguard India's digital future. By fostering cybersecurity awareness and proactive measures, India can combat cyber threats effectively, ensuring a secure online ecosystem for future generations. Stay **secure**, stay **smart**—protect India's digital future.



**Abstract of article by  
N Pavan 2nd yr  
23Q71E0074**

### Chief editor

Miss P Tejasri  
Dept of management  
studies, AIET

