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**EMPOWERING
TOMORROW'S LEADERS
THROUGH INNOVATION AND
INSPIRATION**

www.auro.edu.in

AURO University

Integral and Transformational Learning



Holistic Education

Focuses on the overall development of students, blending academic learning with Physical, Vital, Mental and Spiritual growth.



Diverse Programs

Offers undergraduate, postgraduate, and doctoral programs in fields such as Business, Design, Hospitality, Integral Education, Journalism & Mass Communication, Law, Liberal Studies, Information Technology.



Industry-Oriented Curriculum

Emphasizes practical learning through internships, projects, and collaborations with industries to enhance employability.



Global Exposure

Promotes international learning experiences, ensuring students are equipped to excel in a globalized environment.



Experienced Faculty

Highly qualified and experienced faculty members guide students through a rigorous academic and professional journey.



State-of-the-Art Infrastructure

The campus features modern classrooms, laboratories, libraries, and recreational facilities and convention centre.



Sustainability Focus

Encourages environmentally sustainable practices and social responsibility as core values in education.



Research and Innovation

Supports research initiatives & fosters innovation, preparing students for leadership roles and entrepreneurial endeavours.



Collaborations and Industry Linkages

Maintains partnerships with industry leaders for skill development and career opportunities for students.



THE MOTHER SRI AUROBINDO

“Let us keep flaming in our heart the fire of progress, higher always higher.”



Shri Hasmukh P. Rama

Founder President, AURO University

Dear Aspiring Students,
Greetings from the AURO University, Surat!

On behalf of our faculty members, associates and the management team, it is my pleasure to welcome you to AURO University.

AURO University, founded by the Rama Family, is inspired by the vision and teachings of Sri Aurobindo Ghosh and The Mother. Our aim is to provide integral education, skill sets and values needed to lead a more purposeful and fulfilling life in today's complex and changing world.

AURO UNIVERSITY is an environment of collaboration and creativity driven by self-discovery of "Inner Being" that **ENCOURAGES, EMPOWERS** and **ENLIGHTENS** students in their **INTELLECTUAL, EMOTIONAL** and **SPIRITUAL GROWTH**.

The AURO University campus provides dynamic, energetic & progressive learning for students of tomorrow. Our campus atmosphere inspires students to discover themselves and to realize their highest potential. Students will be enriched through academic excellence, transformative experiences and excellent infrastructure facilities.

I invite you to join our learning community, which believes in pursuit of knowledge and success in life.

Founder President
AURO University, Surat

Encourages

Empowers

Enlightens



Professor Parimal H. Vyas

Provost, AURO University

Dear Aspiring Students,
Greetings from the AURO University, Surat!

We Welcome you to join the AURO Family to walk on a transformative educational journey to shape your life from 'Learners To Leaders'!

AURO University has been established under the Gujarat State Private Universities Act, 2009, U/S 2(F), 22 of the UGC Act, 1956, and Regulations, 2003. It has been founded by the Rama family based in the USA, is inspired by Vision and the teachings of Sri Aurobindo Ghosh and the Divine Mother.

AURO University envisions becoming a Premier University of Integrative and transformational Learning for Future Leaders.

AURO University's Mission is to provide young, ignited minds with an environment for self-development and nurture their fullest potential based on his or her aptitudes and interests.

Following the Vision of Sri Aurobindo; four aspects of human beings viz., **Mental Education; Physical Education; Vital Education;** and **Spiritual Education** are touched upon by laying equal emphasis to create a transformative learning environment integrating principles and practices of **'Integral Education'** to discover new dimensions of consciousness.

We wish to prepare our Students with intellectual competence, reality-based knowledge, and personal integrity who shall strive for excellence and aspire to become socially responsible leaders in the Corporate, Community, and above all, for 'Bharat' and the whole World.

AURO University has established 08 Schools for imparting higher education that is School of Business; School of Design; School of Hospitality and Management; School of Information Technology; School of Integral Education; School of Journalism and Mass Communication; School of Law, & School of Liberal Arts and Human Science that offer Under-Graduate, Post-Graduate, Degree/Diploma and Doctoral [Ph.D.] level Degree Academic Programmes.

AURO University has created the Sri Aurobindo Integral Life Centre [SAILC], the Soul of the AURO University, to act as a source of inspiration and learning for perfecting humanity's evolutionary journey through Integral and Transformative Education.

AURO University has also established various Centers/Cells/Offices & Units, including the Department of Physical Education, Yoga, Sports & Recreation; the Auro Library Resource Centre; AU Centre of Counselling and Wellbeing; AU Career Development Centre; AU Innovation & Incubation Centre for Education & Life-long Learning; AU Office of Alumni Affairs, and various other AU Clubs and Cells. Once again, we invite you to discover how AURO's Academic Programmes, Vibrant Campus Life, Community Connect, and Strong Network of Alumni and Industry Leaders will help you realise your dreams.

Provost/ Vice Chancellor
AURO University, Surat

AURO University The Governing Body



Hon'ble Shri H.P. Rama

Founder President,
AURO University,
Chairman, AURO Hotels,
Greenville, USA



Shri D. J. Rama

President & CEO,
AURO Hotels,
Greenville, USA



**Professor
Parimal H. Vyas**

Provost / Vice Chancellor,
AURO University, Surat,
Gujarat



Mr. Nayan Banker

Managing Director,
Gujarat JHM Hotels,
AURO Hotels, Surat,
Gujarat



**Professor
R Vaidyanathan**

Retd. Professor of Finance,
Indian Institute of
Management (IIM),
Bangalore, Karnataka



Dr. Ajay Ranka

Chairman & MD,
Zydex Group, Vadodara,
Gujarat



Mr. Sanjiv Mehta

Advisor, IBM- ICE Division,
Pune, Maharashtra



Mr. Suresh Mathur

La Grace -
Sri Aurobindo Integral
Life Centre, USA



Dr. Susan Pfau (Radhe)

La Grace -
Sri Aurobindo Integral
Life Centre, USA



Mr. S. B. Dangayach

Former Managing Director
Sintex Industries Ltd,
Ahmedabad, Gujarat



**Smt. Sunaina Tomar
(IAS)**

Additional Chief Secretary
(Higher and Technical
Education)



**Professor
Amreesh Misra**

Registrar,
AURO University, Surat,
Gujarat

AURO University Board of Management



Hon'ble Shri H.P. Rama

Founder President,
AURO University,
Chairman, AURO Hotels,
Greenville, USA



**Professor
Parimal H. Vyas**

Provost / Vice Chancellor,
AURO University, Surat,
Gujarat



Mr. Nayan Banker

Managing Director,
Gujarat JHM Hotels,
AURO Hotels, Surat,
Gujarat



Mr. Suresh Mathur

La Grace -
Sri Aurobindo Integral
Life Centre, USA



**Professor
Amreesh Misra**

Registrar,
AURO University, Surat,
Gujarat



Mr. Sanjiv Shah

President,
Gujarat Chapter Mata
Amritanandamayi



**Professor
Rajan Welukar**

Vice Chancellor,
Atlas Skilltech University,
Mumbai



Mr. Parag Shah

Executive Director,
K. Girdharlal International
Pvt. Ltd., Surat, Gujarat.
Chairperson- Fountainhead
School, Surat, Gujarat



Dr. Papri Das

Associate Professor,
School of
Information Technology,
AURO University, Surat,
Gujarat

Leadership Team



Hon'ble Shri H.P. Rama
 Founder President, AURO University, Surat.
 Chairman, AURO Hotels, Greenville, USA



Shri D. J. Rama
 President & CEO,
 AURO Hotels, Greenville, USA



Professor Parimal H. Vyas
 Provost / Vice Chancellor,
 AURO University, Surat, Gujarat



Mr. Nayan Banker
 Managing Director, Gujarat JHM Hotels,
 AURO Hotels, Surat, Gujarat

Officers of the University



Professor Amreesh Misra
 Registrar,
 AURO University, Surat, Gujarat



Ms. Purna Dahiwade
 Controller of the Examinations,
 AURO University, Surat, Gujarat

Heads of the School



Professor Vishal Shukla
 Head,
 School of Business
 Chairperson,
 Faculty Development Program Cell



Dr. Arpita Purohit
 Head,
 School of Design



Dr. Vimal Shukla
 Head,
 School of Hospitality
 Management



Professor Anurag Dixit
 Head,
 School of Information
 Technology
 Chairperson, Ph.D. Cell



Dr. Dhara Bhatt
 Head,
 School of Journalism and
 Mass Communication



Dr. Shilpi Sharma
 Head,
 School of Law
 Director,
 Alumni Affairs



Dr. Priya Rajkumar
 Head,
 School of Liberal Arts and
 Human Sciences
 Coordinator,
 Sarona Rural Development
 Projects



Dr. Amandeep Kaur
 Head,
 Physical Education, Yoga,
 Sports and Recreation
 Assistant Director,
 Accreditation and Rankings,

Directors of Centres / Cells / Offices



Professor Nimesh Joshi
 Coordinator,
 Sri Aurobindo Integral Life
 Centre, Surat
 AURO University



Mr. Sandeep Sharma
 Director,
 Accreditation and Rankings,
 AURO University



Dr. Vijaykumar Radadiya
 Director,
 Career Development
 Centre (CDC),
 AURO University



Ms. Veena Vaishy
 Head,
 AURO Centre of
 Counselling and
 Wellbeing (ACCW),
 AURO University



Dr. Harshal Vashi
 Associate Director,
 Accreditation and Rankings,
 AURO University



Mr. Tushar Rana
 Assistant Librarian,
 AURO University



Mr. Nishantkumar Vora
 Instructor, Physical Education,
 NSS Coordinator
 AURO University



Dr. Kiran Singh
 Advisor,
 Sri Aurobindo Integral
 Life Centre, Surat
 AURO University

About AURO University

AURO University, located in Surat, Gujarat, India, is a private institution established in 2011. It is recognized for its focus on providing quality education in various disciplines, including business, Design, Hospitality Management, Information Technology, Integral Education, Journalism & Mass Communication, law, Liberal Studies. The university aims to blend academic excellence with practical learning experiences, encouraging innovation and entrepreneurship among students.

AURO University offers a range of undergraduate, postgraduate, and doctoral programs, with a strong emphasis on global learning, leadership development, and holistic education. The university is known for its modern infrastructure, state-of-the-art facilities, and industry-oriented curriculum, designed to prepare students for the challenges of a rapidly evolving job market.



Vision and Mission



Vision

To be a Premier University of Integral and Transformational Learning for Future Leaders

Mission

AURO University is grounded in Value Based Education and provides

To Students

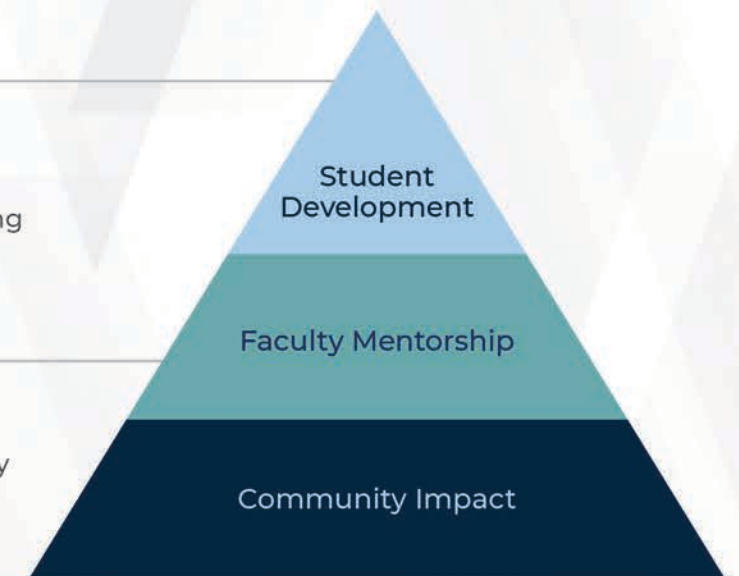
From Self Discovery to Self Mastery

To Faculty

A platform to be mentors and guide who shape the country's future leaders by imparting Knowledge and Skills; Opportunities for research on emerging trends and industry Practices.

To 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.



AURO - Mission

AURO University in Surat follows a distinctive philosophy and living principle that focuses on holistic education, personal growth, and the development of responsible global citizens. The University's philosophy is to foster a balanced and thoughtful approach to education, where academic excellence, ethical behaviour, and personal growth are intertwined.

- Intellectual Growth
- Vital (Emotional) Growth
- Physical Growth
- Spiritual Growth

Integral Development

The University emphasizes on the integration of intellectual, emotional, physical, and spiritual development. It aims to nurture students not only academically but also personally, helping them become well-rounded individuals ready to face global challenges.

- Leadership Qualities
- Social Responsibility

Human-Centered Education

Believes in providing an education that goes beyond technical knowledge and includes values, ethics, and empathy. This approach helps students develop leadership qualities with a deep sense of social responsibility and compassion.

- International Mindset
- Diverse Environments

Global Perspective

Promotes global learning and cross-cultural exposure, preparing students to operate effectively in diverse environments. It seeks to cultivate an international mind-set, equipping students to succeed in a globalized world.

- Sustainable Practices
- Positive Contribution

Sustainability and Responsibility

The University is committed to fostering a sense of environmental and social responsibility. It encourages students to adopt sustainable practices in both their personal and professional lives, contributing positively to society and the planet.

- Creativity
- Real-World Problem Solving

Innovation and Entrepreneurship

The University supports innovation, creativity, and entrepreneurship, enabling students to think outside the box, solve real-world problems, and contribute to technological and business advancements.

The AURO Experience

AURO University is grounded in value based education. We strongly believe that education must not be limited to purely academic learning.

Our focus will be to develop all faculties of an individual to ensure holistic development.

Physical Education

For agility, strength, flexibility, team-building and collaboration.

Vital Education

Learn to manage emotions, feelings, character development and the drive for self-perfection, build and manage relationships through drama, music, arts and sports.

Mental Education

Power of observation, analytical, decision-making skills, creativity and intuition.

Spiritual Education

Discovering of inner being through growth of consciousness from a lower to higher level and developing deeper knowledge of self.

Sri Aurobindo Integral Life Centre (SAILC)

Sri Aurobindo Integral Life Centre is a space dedicated to the teachings and philosophy of Sri Aurobindo, an influential philosopher, poet, and spiritual leader, and his spiritual collaborator. The Mother (Mirra Alfassa). The centre focuses on the principles of Integral Yoga and aims to foster the holistic development of individuals, integrating the physical, mental, emotional, and spiritual aspects of life.

Integral Education - For Realization of Inner Self

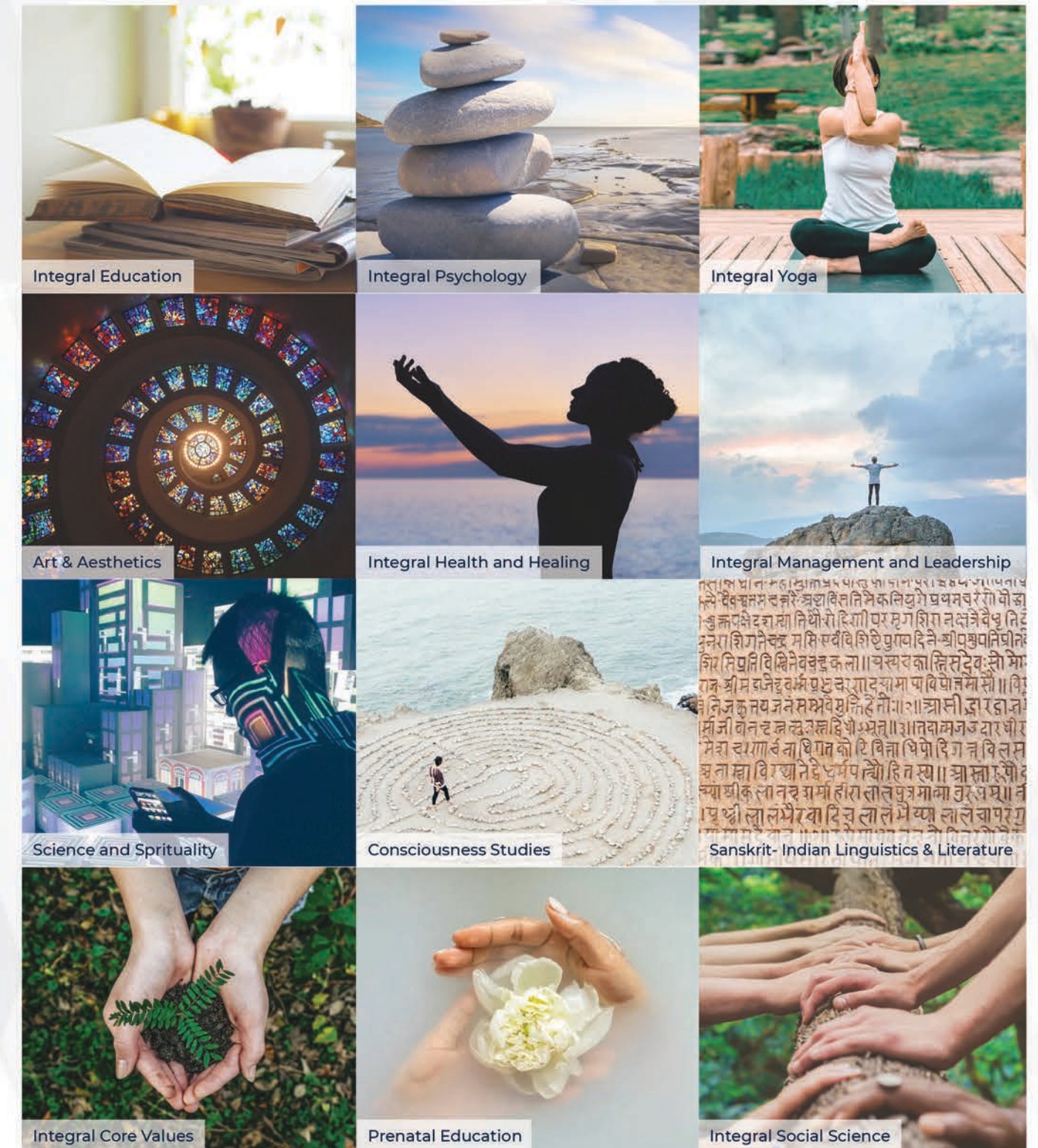


SAILC - Integral Living Offering

Traditional Education has Become Irrelevant.

Learn the Subjects that Truly Matter.

From the Best Teachers in the World on a Campus that Defies Borders.



Scan QR
to know more
about SAILC

AURO University Implementation of National Education Policy - 2020



Holistic and Multidisciplinary Education

"Integral Education" with 4 facets [1] Physical Education, [2] Mental Education, [3] Vital Education, and [4] Spiritual Education and Focus on 12 Core Values. A basket of 22 Multidisciplinary/Interdisciplinary courses are being offered in various semesters



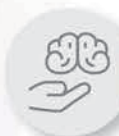
Digital Empowerment and Online Education

All students have ABC Id. and credit data uploaded to ABC account. University is registered with NAD. Credit Transfer through MOOCs.



Capacity Building of Teachers

Faculty Development Cell in Place; Faculty Internship Program; Guided meditation for Students and Faculties; Activity-Based Learning e.g. Sensorium, Field Projects and Industry Visits.



Skill Development and Employability

35 Skill Enhancement Courses; 46 MoUs with Industry; Activities like Hackathon, Design Workshops, Start-up Activities; Exposure Visits; Paid Internships through various Clubs & Centres like NSS, ACCW, LACD, CDC, CCE.



Accreditation and Excellence

Participated in NIRF - 2023,2024,2025; Registered with IIC; Participated in GSIRF, HE Raning; Preparing for new Binary Accreditation; SAILC as Centre of Excellence for Integral Yoga and Education.



Indian Languages & Bhartiya Knowledge Systems

111 AEC Courses, Science of Living and Foundation of Indian Culture Courses, Yoga sessions, Lectures, Retreats and FDPs on IKS and Integral Education



Research, Innovation and Entrepreneurship

Establishment of R&D Cell, PhD Cell, Incubation Centre, Research Incentivisation, 102 Research Papers, 220+ Start up Projects, 11 Patent Applications, 28 Copyright and incubation of 9 Companies.



Equitable and Inclusive Education

SEDC & Women Development Cell in Place; Divyangjan-friendly Campus; Learning Software for Divyanjans; 9 Scholarships; Social Initiatives like Parivartan Pathshala, Sarona Village Adoptions etc.



Internationalization of Education

Establishment of Office of International Affairs ; MoUs with University of San Diego and Kenesaw State University, US, Sessions by David Marriott, Chairman Marriott International and other distinguished Personalities.

State-of-the-Art Infrastructure AURO University



Modern Classrooms



Food Production Lab (Perfection)



Indoor Outdoor Sports Facilities



Lecture Theatre (Wisdom)



Library (Knowledge Centre)



Auditorium (Discovery)



Media Lab



IT Lab



iMac Lab



Moot Court (Hall of Nobility)



Executive Classroom (Horizon)



Separate Hostels for Boys & Girls

Schools Imparting Education @ AURO University

School of Business	School of Design
School of Hospitality Management	School of Information Technology
School of Integral Education	School of Journalism & Mass Communication
School of Law	School of Liberal Arts & Human Sciences

Academic Approval and Participation



AURO University School Programmes

AURO University in Surat, Gujarat, actively fosters entrepreneurship through various initiatives and academic programs. The School of Business, established in 2011, offers MBA and BBA programs designed to impart quality business management education. These programs emphasize an integral approach to business education, focusing on individual, firm, and industry aspects, and aim to develop well-rounded individuals who excel in both personal and professional spheres.

NAME OF SCHOOL	PROGRAMMES	SCAN QR
SCHOOL OF BUSINESS	<ul style="list-style-type: none"> Ph.D. MBA BBA (Financial Analytics) BBA (Hons.) B.Com (International) BS (Commerce) 	
SCHOOL OF DESIGN	<ul style="list-style-type: none"> Ph.D. M.Des B.Des 	
SCHOOL OF HOSPITALITY MANAGEMENT	<ul style="list-style-type: none"> Ph.D. M.Sc HM B.Sc HM (Hons.) Diploma/Advanced Diploma 	
SCHOOL OF INFORMATION TECHNOLOGY	<ul style="list-style-type: none"> Ph.D. M.Sc IT M.Sc AI PGD AI B.Sc IT (Hons.) BS (Data Science & Analytics) 	
SCHOOL OF JOURNALISM & MASS COMMUNICATION	<ul style="list-style-type: none"> Ph.D. MA JMC BA JMC 	
SCHOOL OF LAW	<ul style="list-style-type: none"> Ph.D. LLM BBA LLB BA LLB 	
SCHOOL OF LIBERAL ARTS & HUMAN SCIENCES	<ul style="list-style-type: none"> Ph.D. BA (Hons.) MA Psychology MA Economics 	

AURO University Admission Process

General Guidelines

Undergraduate Academic Programs:

- Candidates must have completed their (10+2) (Higher Secondary) examination or equivalent with a minimum 50% marks in any stream.
- All recognized board students may apply.
- Candidates expecting their results in the current year of admission, may also apply. They will be granted provisional admission based on class 10th and 11th performance.
- In case Class XII is completed from foreign board, an equivalence certificate issued by Association of Indian University (AIU) is mandatory.
- Class X + minimum 3 years diploma in relevant field may be considered for admission to UG program after due diligence.
- In case Class XII is via NIOS/Open board a minimum of 5 subjects are required for admission.

Doctoral Program (Ph.D):

A master's degree or equivalent in a relevant discipline from a recognised university with at least 55% marks in aggregate or equivalent grade.

A 4-year bachelor's degree programme or equivalent in relevant discipline from a recognised university with at least 75% marks in aggregate or its equivalent grade.

An MPhil degree from a recognised university with at least 55% marks in aggregate or its equivalent grade.

Candidates appearing in the final year Degree examination can also apply, provided they furnish proof of meeting the minimum eligibility criteria at the time of joining the programme.

Steps for Applying

- Fill the admission application form online: <https://admissions.auruniversity.edu.in/>
- Appear for online AET (AURO Entrance Test) only for BBA LLB, BA LLB, B.Des, MBA
- Appear for a mandatory PI round (preferably on campus)
- Submit mandatory documents and semester fee

Postgraduate Academic Program:

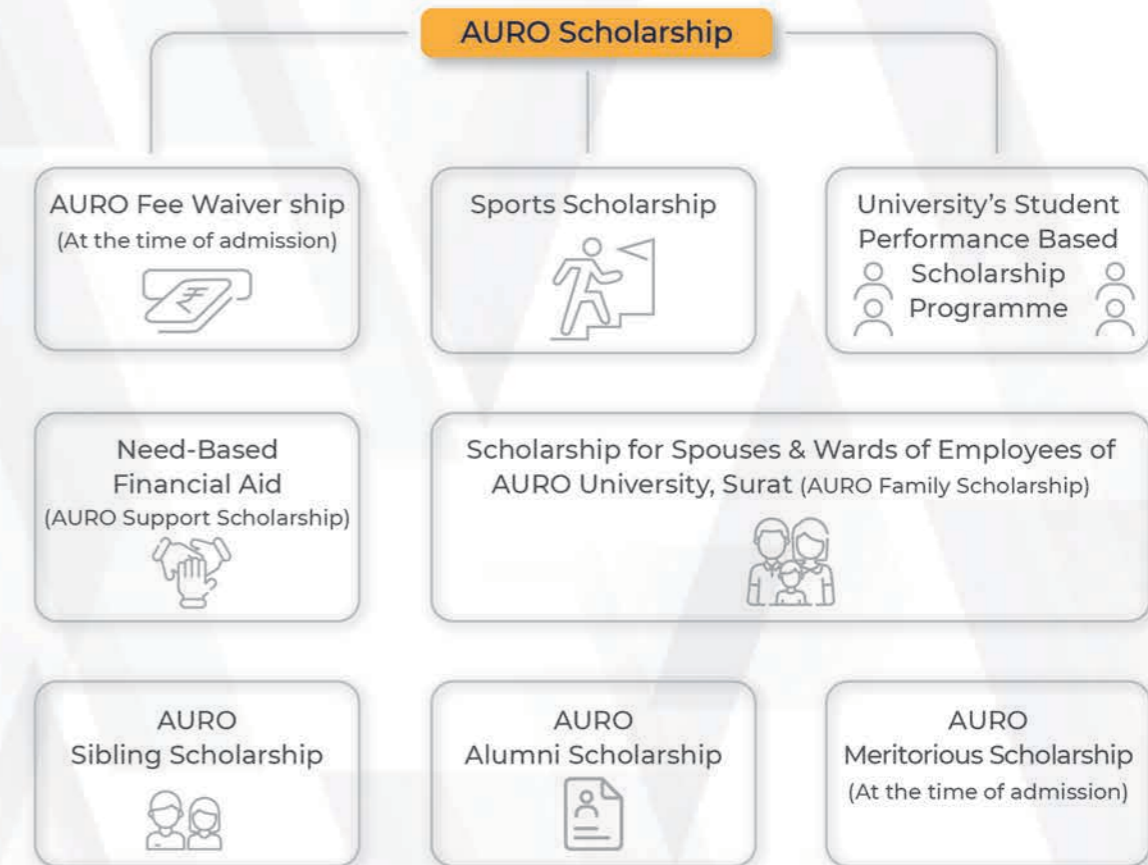
- Any Graduate from recognized university / institute / college.
- Minimum 50% marks or equivalent in graduation.
- No ATKT / Back paper.
- Candidates expecting their results in the current year of admission, may also apply. They will be granted provisional admission based on previous semesters' performance.
- Mandatory personal interview / interaction with the faculty preferably on campus. In case of outstation candidates, a telephonic interview may be arranged upon request.
- In case field is not relevant then bridge course is mandatory



Scan QR code to know more about the Admission Policy & Guidelines

AURO University Scholarships & Financial Support

The scholarships and financial support options at AURO University are designed to aid students in their academic journey and make quality education accessible to all. Students are encouraged to explore the various opportunities based on their needs and achievements. The Scholarships available at AURO University are mentioned below.



Scan QR code to know more about the Scholarships & Financial support

*All national level entrance test, scores are accepted for relevant programs and applicable for the current admission cycle.
*Contact admissions office for eligibility criteria.

AURO University School of Business

School of Business at AURO University is a prominent business school in Surat, Gujarat, India. The school offers a comprehensive range of business education programme, designed to provide students with both theoretical and practical skills necessary for success in the dynamic world of Business Management and Commerce.

Salient Features

- Holistic Approach
- Industry-Oriented Curriculum
- Experienced Mentors
- Leadership Development
- Entrepreneurial Thinking and Strategy
- Networking Opportunities
- State-of-the-Art Infrastructure
- Career Development



School of Business

Academic Programme Offered		Duration
Doctoral	Ph.D. in Management	Min. 3 yrs
Postgraduate	Master of Business Administration Specialization - Marketing, Finance, Human Resource Management and Business Analytics	2 yrs
Undergraduate	Bachelor of Business Administration (Honours) Specialization - Marketing, Finance, Human Resource Management and International Business (with exit option after 3 years with UG Degree)	3/4 yrs
	BBA (Financial Analytics)	
	Bachelor of Science (BS) in Commerce	
	B.Com (International)	

Knowledge Partners & Collaborators



AURO University - School of Business Doctoral Programme (Ph.D.)

Ph.D. Programme at AURO University is designed to offer advanced education & research opportunities for Research Scholars who are keen to pursue a career in academia, research, or specialized industry roles. The programme aims to foster critical thinking, innovation and a deep understanding of the chosen field of study.

Program Highlights

- Interdisciplinary Research Scope
- Extensive Database Access
- Cutting Edge Research Facilities
- Doctoral Seminars / Workshops
- Expert Faculty Mentorship
- Presentation and Publication Opportunities
- Rigorous Research Training
- Strong Theoretical Foundation

Research at AURO University is a strong pillar on which its academic programmes are built. The philosophy of research at AURO University stands aligned with finding sustainable solutions to problems of the modern world. Central to this mission are AURO University's Research Focus Areas, which cultivate specialized expertise and showcase the institution's research strengths:



* Completion of Ph.D. course work shall be mandatory requirement for the award of Ph.D. Degree as per UGC regulations.



MBA

The MBA programme at the School of Business, AURO University, is a two-year postgraduate program offered in trimester mode, designed to shape future-ready, value-driven business leaders. Rooted in the philosophy of integral education, the curriculum integrates core business disciplines with ethical leadership and sustainable decision-making. The programme provides a dynamic blend of theoretical foundations and real-world applications through case studies, simulations, live projects, internships, and industry interface. Specializations in key domains like Marketing, Finance, HR, and Operations allow students to tailor their learning. The programme fosters analytical thinking, innovation, communication, & strategic management skills essential for modern businesses.



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Structure

BBA/BBA (Hons.)

The BBA programme at the School of Business, AURO University, is a three-year and BBA (Honours) a four-year undergraduate programme that builds a strong foundation in business principles and leadership. Offered in semester mode, the curriculum blends classroom learning with experiential projects, industry exposure, and value-based education inspired by Sri Aurobindo's philosophy. The programme covers core areas such as Marketing, Finance, HR, and Operations, along with emerging domains like Digital Business and Entrepreneurship. Through case studies, simulations, and internships, students develop analytical thinking, communication, and problem-solving skills. The programme aims to nurture socially responsible and ethically grounded business professionals for tomorrow's dynamic business world.



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Structure

Specialization



Specialization



Key Features



Key Features



Career Opportunities

- Brand Manager
- Digital Marketing Specialist
- Sales & Business Development Manager
- Market Research Analyst
- Financial Analyst
- Investment Banker

Career Opportunities

- Customer Relationship Executive
- Business Development Executive
- Financial Analyst
- HR Executive
- Insurance & Investment Advisor
- Entrepreneur / Startup Founder

BBA (Financial Analytics)

The BBA (Financial Analytics) programme at the School of Business, AURO University, is a four-year Collaborative Undergraduate Program with Zell Education designed to equip students with strong foundations in finance and analytical skills. Integrating finance, data science, and technology, the curriculum emphasizes financial modelling, forecasting, valuation, risk management, and the use of tools like Excel, R, Python, and Power BI. Through hands-on learning, real-world case studies, and industry interaction, students are trained to interpret financial data for strategic decision-making. This programme is ideal for those aspiring for careers in financial services, analytics, fintech, or pursuing advanced education in finance and data-driven fields.



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B.Com. (International)

The B.Com. (International) programme at the School of Business, AURO University, is a three-year undergraduate programme offered in Semester mode, designed to provide students with a global perspective on commerce and trade. The curriculum integrates core subjects in accounting, finance, international business, & economics with exposure to global markets, cross-border trade, and regulatory environments. The program emphasizes analytical thinking, ethical business practices, and cross-cultural competence. Students gain practical insights through case studies, internships, international collaborations, and live projects, preparing them for careers in global business environments or advanced education in international commerce and finance.



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Key Features

 Expert Lectures	 Financial Forecasting	 Programming & BI Tools
 Quantitative Skills	 Internship and Live projects	 Simulation-Based Learning
 Foundation for Professional Courses	 Pathway to Global Master's Programme	 Ethics-Driven Education

Key Features

 Global Business Expert-Lectures	 Global Exposure	 Global Regulatory Insights
 Cross-Cultural Skills	 Internship and Live projects	 Experiential Learning
 Foundation for Professional Courses	 Pathway to Global Master's Programme	 Ethics-Driven Education

Career Opportunities

- Financial Analyst
- Business Analyst
- Investment Analyst
- Credit Risk Analyst
- Equity Research Associate
- Banking & Finance Executive

Career Opportunities

- International Business Executive
- Global Trade Analyst
- Import-Export Manager
- Logistics & Supply Chain Coordinator (Global Mkt.)
- Compliance and Regulatory Analyst
- Cross-Border Taxation Associate

BS (Commerce)

The Bachelor of Science (BS) in Commerce at AURO University offers a transformative undergraduate experience that blends academic excellence with practical relevance. Unlike traditional commerce degrees, this programme integrates analytical thinking, digital tools, and global perspectives to prepare students for dynamic careers in finance, consulting, entrepreneurship, and analytics. With a strong emphasis on experiential learning through internships, live projects, and industry collaborations, it ensures real-world readiness. The curriculum aligns with NEP-2020 and UGC's National Credit Framework, enabling flexible exit option after 3 years. Specialized courses in Fintech, AI, R Programming, and Business Intelligence enhance career agility, while unique modules like Science of Living and Indian Culture support holistic growth.



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for Programme
Structure

Certificate Courses Offered School of Business

The School of Business at AURO University offers thoughtfully designed Certificate Courses aimed at enhancing practical knowledge and professional competencies in emerging and essential areas of business and management. These short-term programmes provide learners with focused insights, hands-on experiences, and skill development opportunities to stay competitive in today's dynamic business environment. Ideal for students, working professionals, and aspiring entrepreneurs, the courses encourage continuous learning and career advancement.



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for Programme
Structure

Key Features



Career Opportunities

- Accountant / Accounts Executive
- Taxation Executive
- Financial Analyst
- Audit Assistant
- Business Analyst
- Banking & Insurance Associate

Objectives

- To formulate the premise for integrating skilling into higher education at all levels and for introducing short-term industry-relevant courses (Certificate courses) in the Higher Educational Institutes (AURO University) to bridge the skill gap.
- To provide holistic and specialized education with a focus on practical training, enabling individuals to acquire hands-on experience and develop a deep understanding of industry practices and standards to enhance the employability of learners through skill development.
- To increase productivity at the workplace through up-skilling and reskilling.
- To encourage the introduction of demand-based specific skill development courses in AURO University keeping in view the regional and local requirements as well.

Certificate Courses Offered



Credits Distribution



Career Opportunities

- Business Consultant
- CSR Managers
- Entrepreneurs
- NGO Project Leads
- Sustainability Consultants
- Business Developer

Experience that Drives Excellence - Faculty Mentors - School of Business



Prof. Vishal Shukla, Ph.D., MBA, specializes in statistics, data science, and marketing analytics. With expertise in machine learning, digital marketing, and big data, he researches quantitative social methods and management technologies. A member of the American Marketing Association, he has published extensively in high-indexed journals, contributing significantly to marketing and tourism research.

Professor Vishal Shukla

Head of the School, School of Business



Prof. Nimesh Joshi holds a Ph.D., M.Com, and BBA, with 30 years of experience in academia. His expertise includes Green Marketing, Green Business, and Green Consumerism. Prof. Joshi is a Life Member of the Indian Commerce Association and the Indian Association for Management Development, focusing on sustainable business practices and consumer behavior.

Professor Nimesh Joshi

Professor, School of Business



Dr. Richa Agarwal holds a Ph.D., MBA, and B.E. in Chemical Engineering, along with UGC NET qualification. With over 23 years of experience, she specializes in Production & Operations Management, Operations Research, and Logistics & Supply Chain Management. Dr. Agarwal has a strong academic and industry background, contributing to curriculum development and research in operational efficiency and SCM.

Dr. Richa Agarwal

Associate Professor, School of Business



Dr. Vipin Agrawal, with a Ph.D., MBA, and UGC NET qualification, has over 21 years of experience. His areas of specialization are Marketing Management, Consumer Behavior, and Brand Management. Dr. Agrawal contributes to research in consumer insights and strategic brand positioning.

Dr. Vipin Agrawal

Associate Professor, School of Business



Dr. Gaurav Ashesh holds a Ph.D., MBA, and MA, with 27 years of experience. His expertise encompasses Marketing Management, Consumer Behavior, Strategic Management, and Integrated Marketing Communications. Dr. Ashesh was awarded the Jean Monnet Fellowship by the Fondation de l'Ecole Polytechnique, France, and received the 'Best Paper Award' at the International Conference 'SDVP-19' organized by MDI Murshidabad.

Dr. Gaurav Ashesh

Associate Professor, School of Business



Dr. Harshal Vashi possesses a Ph.D., MBA in Human Resource Management, and B.E. in Instrumentation & Control, along with Gujarat State Eligibility Test qualification. With over 13 years of experience, he focuses on Organizational Behaviour, Human Resource Management, and Design Thinking. Dr. Vashi received the Diamond Award from Gujarat Technological University for expert talks on Intellectual Property Rights in 2020-21.

Dr. Harshal Vashi

Associate Professor, School of Business

Experience that Drives Excellence - Faculty Mentors - School of Business



Dr. Keren Khambhata, with a Ph.D. in Sharing Economy and an MBA in Marketing, has over 17 years of experience. Her areas of expertise include Sharing Economy, Sustainability, Advertising, Circular Economy, and Geopolitics. Dr. Khambhata integrates interdisciplinary approaches to study the impact of emerging economic models on global markets and consumer behavior.

Dr. Keren Khambhata

Assistant Professor, School of Business



Ms. Shruti Jain is pursuing a Ph.D. in Social Entrepreneurship and holds a PGDBM, B.Com, along with UGC NET and SET qualifications. With over 11 years of experience, she specializes in Financial Management, Economics, Sustainability, and Social Entrepreneurship. Ms. Jain's work focuses on integrating sustainable practices into business models and promoting social innovation.

Ms. Shruti Jain

Assistant Professor, School of Business



Dr. Suhel Ahmad holds a Ph.D., MBA, and UGC-NET qualification, with 14 years of experience. His areas of expertise include Data Science, Machine Learning, Statistics, and Decision Science. Dr. Ahmad focuses on applying analytical techniques to solve complex business problems and enhance decision-making processes.

Dr. Suhel Ahmad

Assistant Professor, School of Business



Dr. Neelapala Venkat holds a Ph.D., MBA, UGC-NET, and MA in Tourism & Travel Studies, with 16 years of experience. His specialization includes Marketing Management, Financial Services Marketing, and Digital Marketing. Dr. Venkat has contributed to research on Tourism Management.

Dr. Neelapala Venkat

Assistant Professor, School of Business



Dr. Krishna Kedia holds a Ph.D. in Financial Forecasting and an MBA in Finance, bringing over 7 years of experience. His expertise lies in Financial Valuation, Financial Forecasting, Technical Analysis, and the application of AI in financial decision-making. Dr. Kedia is associated with the Association of Financial Operations & Leadership and contributes to research in financial analytics and predictive modeling.

Dr. Krishna Kedia

Assistant Professor, School of Business



Dr. Riya Gupta holds a Ph.D., M.Com, and UGC NET-JRF in Commerce. Though early in her academic career, she brings fresh perspectives to Finance, Behavioral Finance, and Sustainable Finance. Dr. Gupta is a life member of the Indian Accounting Association and the Indian Commerce Association, contributing to research in ethical and sustainable financial practices.

Dr. Riya Gupta

Assistant Professor, School of Business

Industry-Academia Connect Learning from the Best Stalwarts



Mr. Ajay Thomar
Rtd. IPS



Mr. Rajeev Yadava
Head-HR,
ONGC, Surat



CA. Pooja Maloo
Founder,
ThoughtSmiths



Ms. Mamta Mehta
Manager,
ICICI Prudential
Life Insurance



Mr. Alay Mehta
Wealth Advisor,
Haardik Nayak Wealth
Management



Mr. Nirmay Choksi
Financial Analyst,
NJ India



Mr. Ankush Lalwani
Creative & Strategic
Professional,
International School of
Design, Surat



CA Jaimin Panchal
Associate Director,
CFO Advisory, KPMG
Ahmedabad.
Currently at MSKC



Mr. Anil Joshi
Founder and Managing
Partner at Unicorn India
Ventures



Mr. Dinesh Punjabi
Assistant Vice-President,
Centre for Monitoring
Indian Economy (CMIE)



Mr. Sandip Kathiriya
Founder & CEO,
Easy Sell Service Pvt. Ltd.
Surat, India



Mr. Akshay Mangalagiri
Entrepreneur,
Hospitality Industry



Mr. Vijay Thacker
Partner & CEO,
Crowe Advisory India



Prof. Ajay Kumar Singh
Professor & Head,
Delhi School of Economics,
Delhi University, New Delhi.



CA Hiren Vepari
Lead Partner,
Natvarlal Vepari and Co.



Prof. Ranjit Singh
Dean-Student Affairs,
IIIT, Allahabad

Insightful Perspectives Class Apart Series



INTERACTIVE SESSION: INNOVATION IN SUPPLY CHAIN MANAGEMENT

“ Mr. Sandip Kathiriya shared insights on Amazon's supply chain innovations, emphasizing its vast product range and Surat's role as a major seller hub. He discussed technologies like AI, ML, IoT, and blockchain, and explained strategies such as diversified sourcing, strategic warehousing, and efficient last-mile delivery, breaking down the supply chain into three key stages. ”

Mr. Sandip Kathiriya

Founder & CEO of Easy Sell Service Pvt. Ltd. Surat, India



INTERACTIVE SESSION: GOVERNANCE

“ Mr. Vijay Thacker conducted an insightful session on governance, highlighting its role in strategic management, compliance, and responsible leadership. He compared governance models, advocated for risk-based approaches, and stressed technological integration. Emphasizing trust, skepticism, and pragmatism, he urged adaptability and relevance in governance to ensure long-term value and success in dynamic business environments. ”

Mr. Vijay Thacker

Partner & CEO, Crowe Advisory India



THE EXPERT LECTURE : MASTERING MIND MANAGEMENT

“ The seminar “Mastering Mind Management” on December 2, 2024, led by Dr. Ajay Singh from Delhi University, introduced first-semester BBA students to the concept of mind management. Tailored for young minds, the session emphasized its role in personal growth and academic success, inspiring students to harness mental discipline for future professional excellence. ”

Prof. Ajay Kumar Singh

Professor & Head, Delhi School of Economics, Delhi University, New Delhi.



EXPERT LECTURE : TAXATION

“ The expert discussed key budget highlights, including the tax exemption limit rising to ₹12 lakh and a ₹75,000 standard deduction, making ₹12.75 lakh income tax-free. Revised slabs, fiscal deficit reduction to 4.4% of GDP, and potential RBI rate cuts were covered. Increased allocations for agriculture and R&D were emphasized as vital economic measures. ”

CA Hiren Vepari

Lead Partner at Natvarlal Vepari and Co.

Innovative and Skill Building Workshops



WORKSHOP: LEVERAGING VISUAL STORYTELLING IN THE DIGITAL AGE

“ A session on "Leveraging Visual Storytelling in the Digital Age" was conducted for BBA and MBA final-year students. Led by Mr. Ankush Lalwani from INSD, the session offered insights into using visual narratives for impactful digital communication. Students gained valuable knowledge on storytelling techniques, content creation, and branding in the evolving digital landscape. ”

Mr. Ankush Lalwani

Creative & Strategic Professional, International School of Design, Surat



WORKSHOP: RESUME BUILDING

“ An interactive session was conducted by CA Pooja Maloo, Founder of ThoughtSmiths, to guide students on effective resume building for maximum job market reach. The session focused on crafting impactful resumes, highlighting key strengths, and aligning profiles with industry expectations. Students gained practical tips to enhance their employability and stand out to potential recruiters. ”

CA Pooja Maloo

Founder, ThoughtSmiths



WORKSHOP: CAREER OPPORTUNITIES

“ Ms. Mamta Mehta, Manager at ICICI Prudential Life Insurance, along with her team, conducted a two-hour session on career opportunities for 13 MBA Finance students enrolled in the Management of Financial Services course. The practical session familiarized students with diverse career paths and growth channels available in the insurance sector, enhancing their industry readiness. ”

Ms. Mamta Mehta

Manager, ICICI Prudential Life Insurance



WORKSHOP: EQUITY AND DEBT INVESTMENTS

“ Mr. Nirmay Choksi, Financial Analyst at NJ India, conducted a two-hour session on the basics of equity and debt investments for 60 students enrolled in the CBCS course "Personal Finance and Money Management." The session provided foundational knowledge of investment options, risk-return trade-offs, and portfolio planning, equipping students with practical insights for informed financial decisions. ”

Mr. Nirmay Choksi

Financial Analyst, NJ India

Real Stories, Real Impact The Student Perspective



“ Pursuing a Bachelor of Business Administration at AURO University has been a transformative and intellectually stimulating journey. The university's holistic approach, enriched curriculum, and dedicated faculty have significantly enhanced my analytical, managerial, and leadership capabilities, while deepening my understanding of global business dynamics and fostering both personal and professional growth. ”

Ms. Shravya Shukla

BBA - Finance, Batch 2023-2026



“ AURO University offered me much more than classroom learning. The MBA program pushed my limits, fostered analytical thinking, and encouraged collaborative problem-solving. The leadership grooming and values-driven education helped me grow into a well-rounded professional. I left not just with a degree, but with lifelong skills and a strong professional network. ”

Ms. Shivani Kashyap

MBA - Marketing, Batch 2023-2025



“ Studying at AURO University's School of Business has been a great experience. The faculty is very supportive, and the practical learning approach has really helped me grow personally and professionally. The support from faculty made a big difference. ”

Mr. Nilkanth Patel

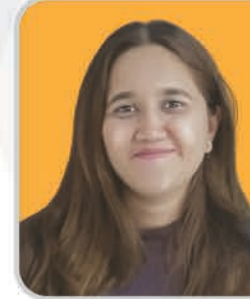
MBA - Marketing, Batch 2023-2025



“ AURO University transformed my academic and personal journey. The BBA programme built a solid foundation in management, finance, marketing, and HR, blending theory with real-world practice through projects and internships. Supportive faculty, guest lectures, and industry exposure provided practical insights, shaped my professional mindset, and prepared me to face challenges in today's dynamic corporate world. ”

Ms. Utsavi Modi

BBA - HR, Batch 2023-2026



“ Pursuing an MBA with specialisation in Finance at AURO University has been a transformative journey. The expert and experienced faculty members, practical learning, and industry exposure have equipped me with the skills and confidence for a successful career in the demanding domain of finance. ”

Ms. Dhvani Jariwala

MBA - Finance, Batch 2023-2025

Bridging Theory with Practice Industrial Study Tours

MBA students participated in an industrial visit to **Bisleri, Mumbai**, where they explored the company's production, packaging, dispatch, and marketing operations. This hands-on experience offered practical insights into real-world business functions, complementing their academic learning. The visit enhanced their understanding of supply chain dynamics and marketing strategies, providing a valuable perspective on the functioning of a leading beverage company.



Bisleri International Pvt. Ltd.

Bridging Theory with Practice Industrial Study Tours

The visit to **APMC, Surat**, offered students valuable practical exposure to the agricultural supply chain, allowing them to observe the journey of produce from farmers to markets firsthand. This experience reinforced their classroom learning by demonstrating real-time trading, distribution, and logistics operations within the marketplace. The visit deepened their understanding of supply chain management and highlighted its vital role in supporting the agricultural economy and ensuring market efficiency.



Agricultural Produce Market Committee



Godrej Group

A visit to **Godrej, Mumbai**, was organized to enhance classroom learning by providing practical exposure to warehousing, distribution, manufacturing, and marketing processes. The students observed real-time operations, gaining valuable industry insights that bridged the gap between theory and practice. This experiential learning opportunity deepened their understanding of business functions in a leading industrial environment.



Adani Mundra Port

The two-day industry visit to **Adani Group, Mundra**, under Project UDAAN, was a transformative learning experience for AURO University students. It offered a comprehensive understanding of industrial processes, strategic planning, and operational management in a real-world context. The visit enriched their academic knowledge and inspired them to pursue excellence with renewed clarity and purpose in their respective fields.

A visit to **Deloitte, Mumbai**, was a highly enriching experience for the students, providing them with firsthand exposure to the corporate practices of one of the world's prestigious Big Four firms. The interaction offered deep insights into consulting services, global business strategies, and professional work culture. This experiential learning significantly bridged the gap between academic concepts and real-world corporate expectations, preparing students for successful future careers.



Deloitte Touche Tohmatsu Limited

Finance students visited the headquarters of **Choice Equity Broking Pvt. Ltd.**, a reputed full-service brokerage firm. The visit provided them with valuable insights into brokerage operations, stock trading, client management, and financial services. This real-world exposure complemented their academic learning, enhancing their understanding of the financial markets and preparing them for careers in finance and investment management.



Choice Equity Broking Pvt. Ltd.



Bombay Stock Exchange

The visit to the **Bombay Stock Exchange (BSE)** offered students an immersive experience into the dynamic financial ecosystem of India. They gained valuable insights into stock market operations, trading mechanisms, regulatory frameworks, and the role of BSE in the Indian economy. This hands-on exposure deepened their understanding of financial markets and enhanced their academic learning with real-world relevance.



Taj Lands End Ltd.

Marketing students toured **Taj Lands End Ltd.**, one of Mumbai's premier luxury hotels, gaining real-time insights into hotel operations and customer engagement strategies. The visit provided practical exposure to luxury hospitality management, helping students understand service excellence, brand positioning, and marketing tactics in the hospitality industry, thereby enhancing their academic knowledge with valuable industry experience.

Bridging Theory with Practice Industrial Study Tours

A visit to **Audi Surat** was organized to give students firsthand exposure to the company's marketing and human resource practices. The visit offered valuable insights into brand positioning, customer engagement strategies, employee recruitment, and workplace culture. By observing real-time operations in a luxury automotive environment, students were able to connect theoretical knowledge with practical applications, enhancing their understanding of both marketing and HR in a competitive industry.



Audi, Surat

Bridging Theory with Practice Industrial Study Tours

The visit with the **Mumbai Dabbawala** was a highly enriching and insightful experience. Students gained a deep understanding of the complexities involved in logistics and supply chain management. Observing the Dabbawala precise and efficient delivery system highlighted the importance of coordination, time management, and consistency. This practical exposure offered valuable lessons in operational excellence and real-world applications of theoretical management principles.



Mumbai Dabbawala



Raymond, Vapi

The industrial visit to **Raymond, Vapi**, on 12-04-25 was an enriching and educational experience for Auro University students. It offered valuable insights into the textile industry's manufacturing processes, operational workflows, and quality control systems. This hands-on exposure helped bridge the gap between classroom learning and real-world industrial practices, enhancing students' understanding of large-scale production and corporate functioning in a leading textile company.



Aagey se Right - Agency

A visit to the **Covestro (India) Private Limited**, Ankleshwar provided students with valuable insights into the operations of a chemical manufacturing facility. During the visit, they observed various processes and technologies used in production, safety measures, and environmental practices followed by the plant. The industrial exposure enriched their understanding of theoretical concepts and offered a practical perspective on the functioning of a large-scale chemical plant.

The industrial visit of MBA students to **SGCCI (Southern Gujarat Chamber of Commerce and Industry)** was an insightful experience aimed at strengthening their understanding of the policies governing businesses in the city. The visit provided valuable exposure to trade facilitation, business regulations, and the role of industry associations, enhancing students' knowledge of regional economic development and policy implementation.



SGCCI

A visit to **Autopress India Pvt. Ltd. (Stahl Kitchens)** was organized to give students practical exposure to the cookware industry. The visit helped them understand various manufacturing processes, quality control measures, and innovations in product design. Additionally, students explored the company's marketing strategies, branding efforts, and distribution channels, gaining a holistic view of business operations in the cookware sector and connecting classroom learning with real-world practices.



Stahl Kitchens



Sosyo Hajoori Beverages Pvt. Ltd.

The visit to **Sosyo Hajoori Beverages Pvt. Ltd.** provided students with valuable insights into the functioning of a bottling plant, including its packaging and dispatch operations. They observed the end-to-end process of beverage production, from manufacturing to distribution. This hands-on experience enriched their understanding of supply chain logistics and operational efficiency within the fast-moving consumer goods (FMCG) industry.



Easy Pay Pvt. Ltd.

A visit to **Easy Pay Pvt. Ltd., Ahmedabad**, Gujarat, was an enriching experience for students as they explored the dynamics of the online travel and tourism industry. They gained insights into digital platforms, customer engagement strategies, and backend operations. The interaction with professionals deepened their understanding of how technology and innovation are transforming the travel sector, linking academic concepts with real-world industry practices effectively.

AURO Library Resource Centre

The Learning Resource Centre at AURO University is a user's delight, benchmarked to international standards, it provides a conducive environment for group as well as independent study. The LRC has a vast collection of books, magazines, off line and online journals, as well as a comprehensive audio & video collection.



Group Discussion



Separate Law Library



Special Reference



Periodical Section



e-Resource Centre

Educational Resources



Digital Resources

- e-Journals Databases
- ProQuest
- Ebsco -Business Source Elite
- Ebsco- Hospitality and Tourism Complete
- EBSCO- Computer and Applied Sciences Complete
- SCC Online, Manupatra, JSTOR, AIR DVD, Inflibnet

Company, Industry & Financial Databases

- CMIE Prowess
- EBC Reader

Other Resources

- DELNET
- Online catalogue
- Remote login

AURO University Hostels Students Residence

AURO University in Surat offers well-equipped, wi-fi hostel facilities designed to provide students with a comfortable and enriching living experience. The hostel facilities are designed to provide a comfortable and supportive environment, contributing positively to the student experience on campus.

Accommodation Options

Room Types: Students can choose between single, double occupancy rooms, each furnished with essential amenities such as beds, study tables, chairs, and wardrobes. The university provides separate hostel facilities for male and female students. Both air-conditioned and non-air-conditioned rooms are available, catering to individual preferences and budgets.

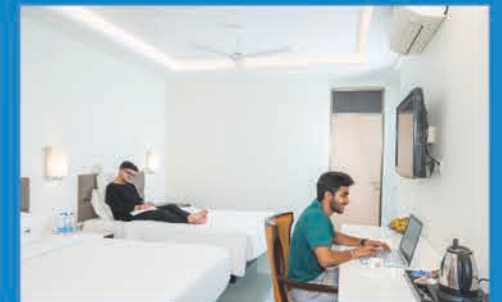
Additional Amenities

Dining Facilities: The Auro Cafe serves nutritious meals, and the Spoon offers quick snacks and beverages, catering to diverse culinary preferences.

Social Lounges: Common areas are available for relaxation and social interactions, fostering a sense of community among students.

Sports Facilities: Beyond the gym, the university offers various sports facilities including courts and fields for badminton, basketball, cricket, football, volleyball, and billiards, encouraging an active campus life.

On-Campus Gym: The university provides an on-campus gym accessible to all students, including hostel residents, supporting their fitness and wellness goals.



Scan QR for More Information

AURO University Centres

Auro University is renowned for providing a broad range of academic programs in numerous fields. To encourage research, innovation, and development in particular subjects, the university has set up a number of centers. Additionally, these centers concentrate on giving students hands-on experience and specialized expertise in their fields of interest.

AURO Art and Creativity Centre

The Art and Creativity Centre aims to express and explore art in its many creative forms. The purpose is to bring out the inner creativity in every individual; providing them with a comfortable environment to free themselves and express themselves without being criticised or judged. The Centre aims to achieve the vision by organising various activities and workshops like:

AURO Centre for Competitive Examination

The Governing Body and Board of Management of AURO University through its 24th Joint meeting dated 9th August 2024, vide resolution No. 3, has approved the establishment of AURO Centre for Competitive Examinations.

AURO Alumni Association

AURO Alumni Association has been established by the university in 2022 and the response is very positive. Alumni Meeting takes place every year where the students interact with the current students and they came to know about the requirements and developments of the professional world. Alumni also deliver Masterclasses and Expert Sessions at the University.

AURO Navjeevan Sanskar Shikshan Kendra

Based on the Integral Education philosophy of Sri Aurobindo and the Mother, the University has decided to establish this centre for Pre-natal and Parental Education. The Centre aims at the integral development of body, mind and soul of the unborn child so that they become worthy citizens of the nation and in so doing revive the glory of ancient India. To do so, the pregnant mothers need to be introduced to various Sanskaras which would be provided at the Centre.

National Service Scheme (NSS)

AURO University's NSS self-finance unit was established on 30th October, 2018. The unit has successfully organised winter clothes donation drive. All students of AURO University had donated winter clothes and students regularly visit Bhatha village to distribute collected winter clothes. NSS unit organises a lot of activities every year, for example, Beach Cleaning Drive, Swachhata Abhiyan, Tree Plantation Drive, Blood Donation Camp etc.

AURO University Clubs and Cells

At AURO University, we believe in nurturing well-rounded individuals. Our campus is home to a diverse range of student centres and clubs that cater to various interests. Whether you're passionate about arts, sports, entrepreneurship, or community service, you'll find a welcoming community and opportunities to explore your passions.

Aadhar Club

Digital Builders Club

Drama Club

Intellectual Property Rights Cell

Cultural Club

Sports Club

Faculty Development Cell

Legal Aid and Community Development Club

Fostering Team Work: A Showcase of Clubs and Cells Activities



Aadhar Club



Digital Builders Club



Drama Club



IPR Cell (Intellectual Property Rights)



Faculty Development Cell (FDP)



Cultural Club



LACD Club (Legal Aid and Community Development)



Sports Club



Scan QR for Information

AURO University Career Development Centre (CDC)

AURO University's Career Development Centre supports students' professional growth and successful transition from academics to the workforce by providing necessary skills, resources, and guidance. Its objective is to bridge the gap between academics and the corporate world by providing training, internships, and placement opportunities, ensuring students are well-prepared for professional success and lifelong career growth.

Highlights: Empowering Futures, Shaping Success

- 

Industry Partnerships

The CDC collaborates with top national and international companies, facilitating internships, live projects, and job opportunities for students.
- 

Skill Development

The centre offers various workshops, training programs, and seminars to help students develop essential skills such as communication, leadership, teamwork, and technical expertise that are crucial for the corporate world.
- 

Career Counseling & Guidance

Students receive personalized career counseling to help them identify their strengths, explore career options, and make informed decisions about their professional paths.
- 

Placement Assistance

The CDC conducts regular placement drives and connects students with recruiters, helping them secure internships and full-time roles in leading companies.
- 

Industry Exposure

Through guest lectures, industry visits, and networking events, the CDC ensures students stay up-to-date with the latest industry trends and best practices.
- 

Industry Interaction and Networking

The Centre regularly organizes guest lectures, panel discussions, and career fairs where students interact with industry experts, alumni, and recruiters. These events offer valuable insights into industry trends and career opportunities.
- 

Support for Higher Education

For students aspiring to pursue postgraduate education, the CDC offers guidance on entrance exams (such as GRE, GMAT, IELTS), university applications, statement of purpose (SOP) writing, and scholarship options.

AURO - Corporate Connect Internships - Projects - Training and Placement



And many more...

Skills building workshops offered by CDC include resume building, interview preparation, and internship placement assistance.

Expert Speaks

"Making a business is not only about profits. It's about making lives better"



**Padma Shri
Dr. Savjibhai Dholakia**
Founder & Chairman,
Hari Krishna Exports Pvt. Ltd.

"Time is never perfect on its own - you have to make it perfect. No matter how many times you fall, just keep trying"



Dr. Faruk G. Patel
Chairman & Managing Director,
KP Group of Companies

AURO University Innovation and Incubation Centre for Education and Life-Long Learning (AUI2C-EL3)

AURO Innovation and Incubation Centre for Education and Life Long Learning (AUI2C-EL3) nurtures students' creativity and innovations besides providing an opportunity for Life Long Learning. It also aligns with the Government of India's plan to support and sustain an innovation eco-system through Start-up India and SSIP (Student Start-up and Innovation Policy) is one such effort of Gujarat Government. It also functions as SSIP Cell of the AURO University.

Objectives of AUI2C-EL3

AUI2C-EL3 aims to achieve following objectives.

- To create supportive environment for encouragement of Creativity and Innovation.
- To enable a support system for Ideation to Execution which could make some impact.
- To develop a Student-Centric Innovation and Pre-incubation Ecosystem.
- To create a platform for leveraging Public and Private Partnerships.
- To build Intellectual Property for India.

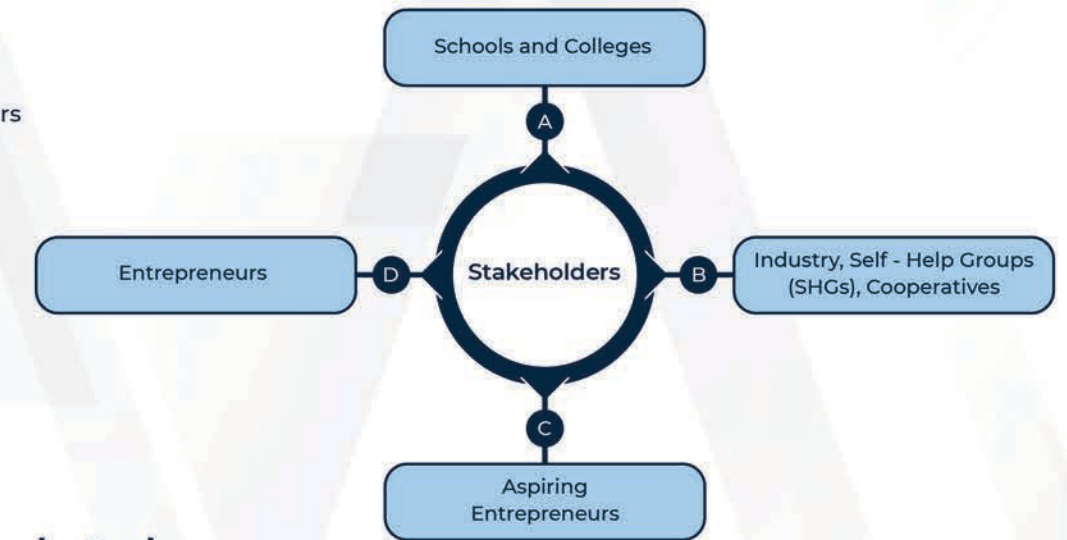
Highlights of AUI2C-EL3

AURO University is beneficiary of SSIP 1.0 (2017-22) and SSIP 2.0 (2022-27)

- Startups mentioned in state Govt. coffee table book : 02
 - Fly Bye (A Drone-based Mosquito Repellant) by Aarushi Agrawal of SoHM
 - Immunity Booster Candies from Orange Peel by Prapti Desai and Twisha Bardolia of SoHM
- Startups got recognition at state level : 07
- MoU signed for SSIP 1.0 : 2.0 Crore
- MoU signed for SSIP 2.0 : 2.05 Crore
- Total Startups with AUI2C-EL3 : 223
- Company formation : 09
- Startups funded : 80
- Programmes and courses developed so far : 04 Entrepreneurship programmes for various schools at Basic and Advanced levels and 1 Startups and Innovation Management course

AURO University Innovation and Incubation Centre for Education and Life-Long Learning (AUI2C-EL3)

AUI2C-EL3 intends to cater to a wide variety of thinkers and entrepreneurs



Companies Incubated

Company Name	Type	Location
Morpheus Corp.	A Health and Fitness App	Surat
BlinkLink Solutions Pvt. Ltd.	A VR/AR firm	Surti-ilab office, Surat
Soy Delight food	Healthy Soya Products & Delicacies for Vegans	Ved Road, Surat
OG Trainer	A Fitness and Wellbeing App	Surat
The Chocolate Crafte	Black Rice Cookies	Vesu, Surat
Trust Deed Registration	Sathi -A platform to support Divyangjans	Surat
Xfresso Private Limited	Customised Vending Machines (working on ERP)	Surat

Patents

Title of the Patent	Name of the Student(s)	Status
Shake and Bake	Dhviti Desai	Published
GranoManure	Nidhi Patel	Granted
Somatico	Tajagna Solanki, Muskan Agarwal	Published
Lave	Yash Tailor, Simran Saraiya	Published
Orange Peel Candy	Prapti Desai, Twisha Bardolia	Published



Scan QR code to know more about startups

AURO University Office of Alumni Affairs

AURO University has established the Office of Alumni Affairs with the aim of building an effective interface between the University and the alumni network across India and abroad. It builds a community of accomplished graduates who share a common bond and pride in their alma mater. The Office fosters strong alumni connections providing networking opportunities, industry collaborations and lifelong learning resources. The Office hosts variety of events and programs to keep the alumni engaged, informed and connected to their fellows and the university community.



Ms. Adhira Chordia
Investment Associate
National Investment and
Infrastructure Fund (NIIF)



Mr. Sameer Iyer
Data Analyst
PI Data Analytics Pty. Ltd.



Mr. Yash Jain
Co-founder
Advertisemint



Mr. Vaibhav Banthia
Analyst
Client Associates



Ms. Isha Desai
Finance Executive
RSM India



Mr. Dev Shah
Senior Analyst
Global Apartment
Advisors Pvt. Ltd.



Ms. Dhvani Parmar
Marketing
Optimus Renewables



Ms. Hetvi Patel
Finance Department
ArcelorMittal Nippon Steel
India (AMNS)



Ms. Isha Raval
Social Media Marketing
VisionEx Institute



Mr. Moksh Karkar
Sales and Marketing
Optimus Renewables LLP



Ms. Khushi Patel
FC&A Department
Reliance Industries Ltd.



Ms. Mitisha Shah
Global Connect
The Southern Gujarat
Chamber of Commerce and
Industry (SGCCI)



Ms. Nancy Saini
Human Resource Management
Samtron Enterprises
Pvt. Ltd.



Ms. Preksha Mehta
Marketing
Finideas Investment
Advisor Pvt. Ltd.



Ms. Nelsee Radadiya
Marketing Research
Finlatics



Ms. Vaishnavi Patel
HR, Marketing
Adani Hazira Port Ltd.



Mr. Ashik Khanchandani
Manager
S&P Global
BBA - Batch 2011-14



Ms. Mausam Desai
Director
Rajhans Group of
Industries
BBA - Batch 2014-17



Mr. Yohan Patel
Associate Director
Hazira Refractory Works
Pvt. Ltd.
BBA - Batch 2012-15



Mr. Piyush Chandak
Director
Solex Energy Ltd.
MBA - Batch 2013-15



Mr. Surendrasingh Rao
Operations
Outlook Publications
Pvt. Ltd.



Mr. Tirth Patel
Marketing
Shreepad Group
(Samruddhi Enterprise)



Ms. Vanshika Vyas
HR, Marketing
Adani Hazira Port Ltd.



Ms. Vishwa Donga
Finance
Rajhans (Desai-Jain) Group



Mr. Devam Patel
Finance
Multiwealth Group

AURO University Internship Offered - School of Business

The School of Business at AURO University offers internships to bridge the gap between academic learning and real-world business practices. Internships provide students with hands-on industry exposure, enhance their practical skills, and build professional networks. This experience prepares them for future careers by fostering critical thinking, problem-solving, and adaptability in dynamic business environments.



Ms. Ayushi Doshi
Brand and Strategy
Evolve Brand Growth
Consultants



Ms. Bhamini Sarada
Marketing
Manishankar Oils Pvt. Ltd.



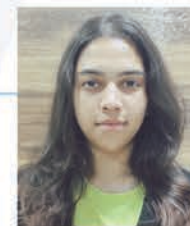
Mr. Devam Patel
Finance
Multiwealth Group



Ms. Dhvani Parmar
Marketing
Optimus Renewables



Ms. Hetvi Patel
Finance Department
ArcelorMittal Nippon Steel
India (AMNS)



Ms. Isha Raval
Social Media Marketing
VisionEx Institute



Mr. Moksh Karkar
Sales and Marketing
Optimus Renewables LLP



Ms. Khushi Patel
FC&A Department
Reliance Industries Ltd.



Ms. Mitisha Shah
Global Connect
The Southern Gujarat
Chamber of Commerce and
Industry (SGCCI)



Ms. Nancy Saini
Human Resource Management
Samtron Enterprises
Pvt. Ltd.



Ms. Preksha Mehta
Marketing
Finideas Investment
Advisor Pvt. Ltd.



Ms. Nelsee Radadiya
Marketing Research
Finlatics



Ms. Vaishnavi Patel
HR, Marketing
Adani Hazira Port Ltd.



Mr. Ashik Khanchandani
Manager
S&P Global
BBA - Batch 2011-14



Ms. Mausam Desai
Director
Rajhans Group of
Industries
BBA - Batch 2014-17



Mr. Yohan Patel
Associate Director
Hazira Refractory Works
Pvt. Ltd.
BBA - Batch 2012-15



Mr. Piyush Chandak
Director
Solex Energy Ltd.
MBA - Batch 2013-15



Mr. Surendrasingh Rao
Operations
Outlook Publications
Pvt. Ltd.



Mr. Tirth Patel
Marketing
Shreepad Group
(Samruddhi Enterprise)



Ms. Vanshika Vyas
HR, Marketing
Adani Hazira Port Ltd.



Ms. Vishwa Donga
Finance
Rajhans (Desai-Jain) Group



Mr. Devam Patel
Finance
Multiwealth Group

Notable Alumni

AURO STUDENT CENTRE

A Hub for Fitness, Recreation and Well-being

"It's a Campus Life Attraction!"

The Auro Student Centre is more than just a facility-it's a vibrant hub where students come together to engage, unwind, and thrive. Designed to promote holistic well-being, the centre offers a dynamic space for fitness, recreation, and personal growth, making campus life more interactive and fulfilling.



Gym/Yoga/Aerobic Centre



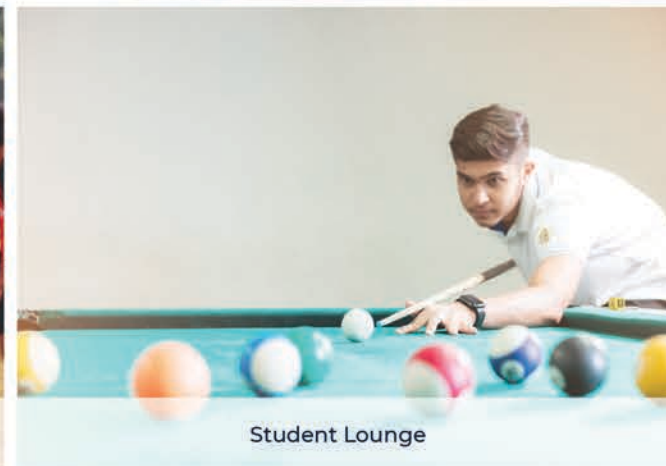
AURO Sports Club



Multi-purpose Indoor Sports Hall



Football Ground



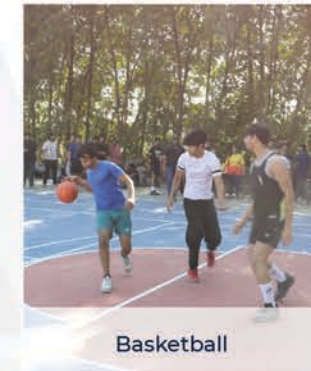
Student Lounge



Student Lounge



Volleyball Court



Basketball



Tennis Court



Cricket Ground



Amphi Theater

All India Inter University Winners



Badminton



Swimming



Table Tennis



Chess



Karate



Cricket

AURO University Centre of Counselling and Wellbeing (ACCW)

AURO Centre of Counselling and Wellbeing (ACCW) was established in 2018, to create a platform to Realize, Regain and Relive one's life meaningfully. Mental health has become one of the major causes of illnesses, diseases and even suicides at a global level. In order to assist individuals with mental health issues it is significant to identify, address and treat at initial stages. To enhance, enable and empower the mental health of individuals ACCW is designed for all age groups, educational and economic backgrounds. ACCW has been successfully spreading its services to the entire AURO family and the community through various programs in educational institutes, corporate sectors, government sectors and community services.

Vision

A space to acknowledge and accept the differences between individuals, enabling people with mental health issues, with appropriate supports, to lead fulfilling and productive lives using their strengths and abilities.

Services Offered

Individual



1 to 1 Counseling
Tele Counseling
Online Counseling

Interpersonal



Group Counseling
Family Counseling
Couple Counseling

Institution



Webinars
Trainings
Profiling

Society



Outreach Activities
Awareness Programs

Community Engagement:

Parivartan Pathshala Program
Skill Development with Lajpore Central Jail, Surat

AURO University Convocation Ceremony Chief Guests

Convocation at AURO University is a prestigious event celebrating the academic journey and accomplishments of graduates. It symbolizes their transition into professional life, guided by knowledge and values. The ceremony includes inspiring addresses, degree conferrals, and moments of pride, fostering a lifelong bond between alumni and the university while honoring excellence, dedication, and future aspirations.



Hon'ble Shri Bhupendrasinh Chudasama
Minister of Education,
Government of Gujarat. (28/07/2013)



Hon'ble Shri Sunil R. Parekh
Founding Curator - Global Shapers Ahmedabad,
Founder & Chairman of the Pan IIT Gujarat
Alumni Association. (26/07/2014)



Hon'ble Shri Rakesh Sarna
CEO & MD, Taj Group of Hotels. (25/07/2015)



Hon'ble Justice Shri Sanpat Singh Singhvi
Former Judge, Supreme Court of India & Chairman,
Competition Appellate Tribunal. (24/07/2016)



Hon'ble Dr. Hasmukh Adhia, IAS
Finance Secretary & Revenu Secretary,
Ministry of Finance, Government of India.
(23/11/2017)



Hon'ble Shri Bibek Debroy
Chairman, Economic Advisory Council to the
Hon'ble Prime Minister Council, Advisor &
Member - NITI Aayog, Government of India.
(11/08/2018)



Hon'ble Shri Achal Bakeri
Chairman & Managing Director,
Symphony Limited. (27/07/2019)



Hon'ble Shri Suresh Prabhu
Held 10 Cabinet Positions,
6 times MP (4 Lok Sabha & 2 Rajya Sabha)
(12/01/2021)



Hon'ble Dr. Vijay M. Cauthaiwale
Ph.D, Independent Healthcare,
Biotech Consultant. (12/01/2022)



Hon'ble Professor Yogesh Singh
Vice Chancellor,
University of Delhi (07/01/2023)



Hon'ble Dr. Kiran Bedi
Former Lieutenant Governor of
Puducherry (18/01/2024)



Hon'ble Dr. Savjibhai Dholakiya
Founder and Chairman,
Hari Krishna Exports Pvt. Ltd., Surat.
(06/12/2024)

Foundation of Indian Culture (FIC)

A Transformational Course at AURO University

Rooted. Reflective. Relevant.

"The future belongs to those who can draw from the depths of their roots to rise with vision".
- Sri Aurobindo

What is the FIC Course?

The Foundation in Indian Culture (FIC) course is a one-of-its-kind offering at Auro University that blends India's timeless civilizational wisdom with modern academic disciplines. Anchored in the integral vision of Sri Aurobindo, this course introduces students to Indian culture not just as a body of knowledge but as a way of seeing, living, and aspiring.

Why FIC is Unique

Multidisciplinary Approach

FIC is not just about the past-it connects Indian culture to history, business studies, political science, sociology, anthropology, design, and even technology.

Civilizational Perspective

It reframes modern questions-of governance, innovation, economy, or identity-through India's own frameworks of *Dharma, Artha, Karma, and Jnana*.

Integral Learning

Beyond academic study, the course fosters inner development, creativity, and cultural confidence, preparing students to lead with clarity and purpose.

Cultural Intelligence for a Global World

Students gain a deep understanding of India's cultural DNA, equipping them to engage with the world from a position of rootedness and originality.

Who Should Take This Course?

This course is for every student of the 21st century-whether from law, hospitality, business, design, or liberal arts-who wishes to:

Think deeply about India and the world

Build leadership rooted in cultural wisdom

Connect tradition with innovation

Outcomes of the Course

A confident, culturally anchored, and globally aware individual

Ability to apply Indian civilizational insights to modern challenges

Deeper awareness of self, society, and the larger purpose of education

The Science of Living Integral Education

Integral education is a beautiful journey that nurtures every part of who we are-our minds, our hearts, and our spirits. Picture it as a garden where every flower is given the chance to bloom, not just a select few. In the way that the sky wraps around the earth, this kind of learning wraps around each student, touching the hidden corners of their inner world. It's about finding the harmony between what we know and what we feel, between thinking deeply and experiencing fully. Like a dance where every step matters, integral education guides us to grow in all aspects-our thoughts, our physical selves, our emotions, and our will.

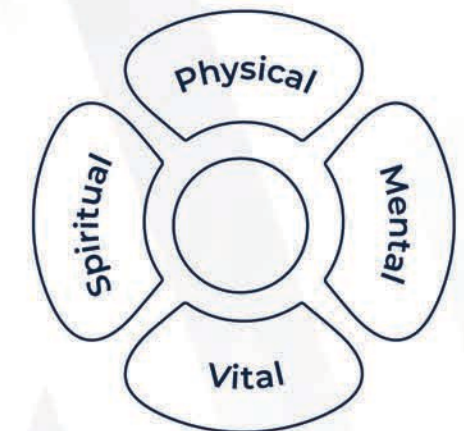
A Journey of Wholeness

"Awaken the soul, nurture the whole being"
Inspired by the vision of Sri Aurobindo and the Mother.

Sri Aurobindo and the Mother envisioned an education that nurtures the full human being-awakening the soul, developing inner freedom, and preparing each one for a life of purpose and joy.

This is not just a method. It is a way of life-a conscious journey of unfolding the divine potential within us all.

The Science of Living is not about external experiments-it's about discovering ourselves as both the subject and the field of study. We observe how we think, feel, and act with awareness and sincerity. With the discipline of a scientist and the openness of a seeker, we begin to unlock the truth of who we are and shape a life rooted in harmony, clarity, and conscious growth.



True education is about bringing harmony with the Living Principles and Four Soul Forces, *Mahakali, Mahalaxmi, Maheshwari* and *Mahasaraswati*. When these elements are balanced, we create a symphony of being-a life.

The Stepping Stone of Awakening Soul

Science of Living I

The Science of Living I is a journey into the lives and light of Sri Aurobindo and the Mother, and into the hidden chambers of our own being. It is the art of knowing oneself-our strengths like sunlight, our weaknesses like shadows, the rhythm of our breath, the stir of our thoughts, the tides of our emotions, and the quiet power of the body that carries us. It is a gentle awakening to the wholeness within.

Science of Living II

The Science of Living II is about weaving the wisdom of the mental, vital, physical, and spiritual into the fabric of daily life-learning not just to understand these parts of ourselves, but to live in harmony with them, moment by moment.

Science of Living III

The Science of Living III is a journey into the heart of values-discovering the guiding principles within ourselves and embracing the deeper truths offered by Sri Aurobindo and the Mother. It is about aligning our inner compass with the timeless ideals that lead us toward a life of purpose, sincerity, and harmony.

Science of Living IV

The Science of Living IV is about translating the wisdom of the four aspects and core values of Auro University into actionable knowledge, seamlessly aligning with the SDG goals. It's a call to create meaningful change in society and the nation, fostering a collective transformation.

THE SURAT EDGE

Economic Powerhouse

Surat, Gujarat's economic powerhouse, is renowned for its textile and diamond industries, producing 40% of India's man-made fabric and polishing 90% of the world's diamonds. As a Smart City, it boasts strong infrastructure, innovation, and sustainability. Surat also excels in exports, entrepreneurship, and cleanliness. With rapid urban growth, projects like the Metro and Diamond Bourse reinforce its global edge as a dynamic, business-friendly, and future-ready city.

Innovation & Smart City Vision

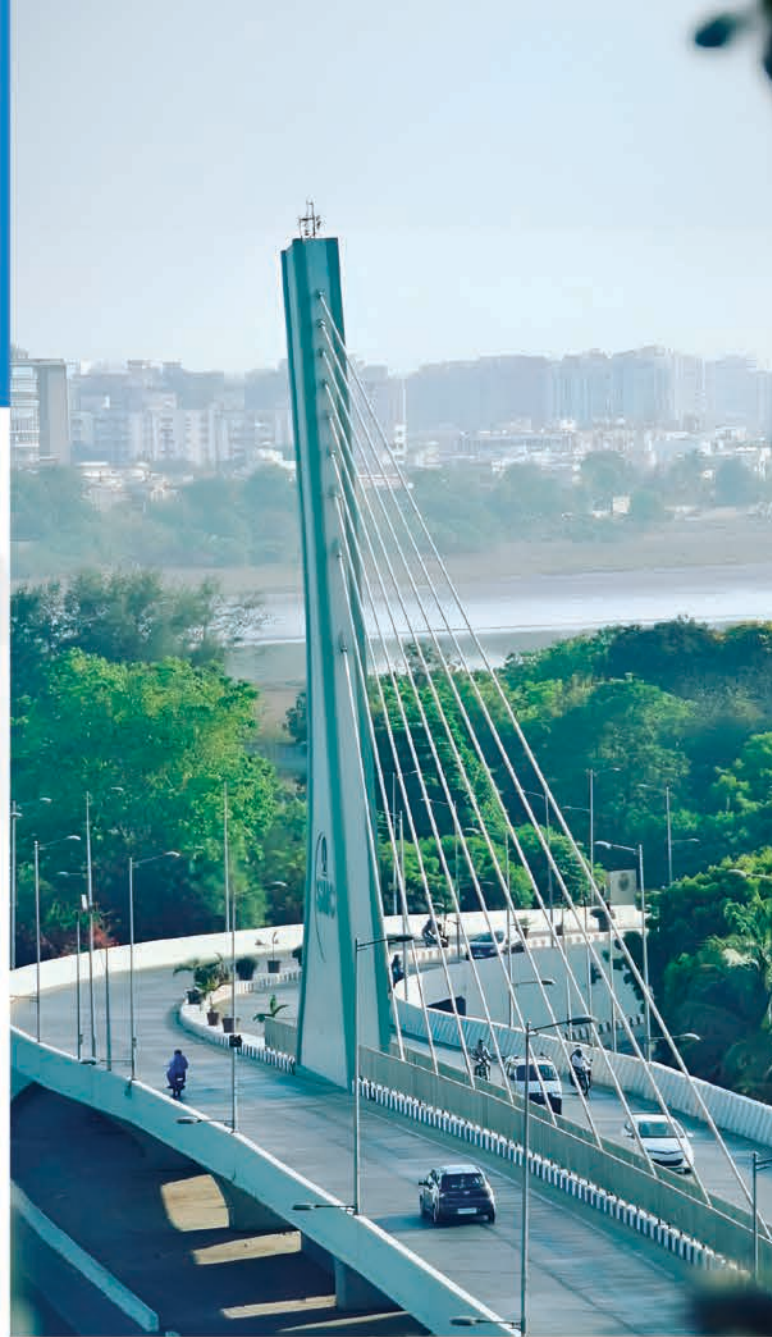
Surat is one of the first 20 cities selected under India's Smart Cities Mission, highlighting its commitment to innovation and sustainable urban development. The city focuses on modern urban planning, efficient solid waste management, robust digital infrastructure, and green initiatives. With smart governance, citizen-centric services, and eco-friendly solutions, Surat is transforming into a model for future-ready cities, balancing growth with sustainability and improving quality of life for its residents.

Rapid Growth & Infrastructure

Surat ranks among the world's fastest-growing cities in terms of GDP and population. It is rapidly transforming through major infrastructure projects like the Surat Metro, Outer Ring Road, and the proposed Mumbai-Ahmedabad Bullet Train corridor, positioning the city as a key hub for connectivity, mobility, and urban expansion.

Industrial & Export Hub

Surat has a strong industrial base in textiles, diamonds, chemicals, and engineering. As part of the Delhi-Mumbai Industrial Corridor, it plays a vital role in India's global supply chain and export economy.



Social Harmony & Entrepreneurship

Surat is known for its social harmony, high literacy, and vibrant business culture. It fosters entrepreneurship, especially in SMEs and family-run enterprises, producing many successful Indian entrepreneurs across diverse industries.

Clean & Green City

Surat is widely recognized for its cleanliness and eco-friendly initiatives. The Surat Municipal Corporation has earned awards for effective solid waste management and promoting urban greenery, making it a model for sustainable urban living.



Unplugged @ AURO

Beyond academic, AURO University is always buzzing with new ideas like Box Cricket, Fun-fests, Fashion Shows, Food Bazaars, Idea Bazaars, Leadership Camps, and many other exciting events. They provide opportunities for new friendships, creating team spirit and increasing social bandwidth.

AURO - Ragging (Zero Tolerance) We Care About You

At AURO University, ragging is strictly prohibited, and the institution follows a zero-tolerance policy towards any form of ragging. The university is committed to providing a safe and inclusive environment for all students, free from any kind of harassment, bullying, or mistreatment.

AURO University upholds a zero-tolerance policy against ragging, ensuring a safe, respectful, and inclusive campus environment. Ragging, in any form—physical, verbal, or psychological—is strictly prohibited as per UGC guidelines and the AURO University Code of Conduct. The university takes proactive measures to prevent ragging, including awareness programs, anti-ragging committees, and confidential helplines for reporting incidents.

All students and their guardians must sign an anti-ragging affidavit upon admission, reinforcing their commitment to maintaining a harmonious student community. Any violations are subject to strict disciplinary action, including suspension or expulsion, as per the Supreme Court of India's directives.

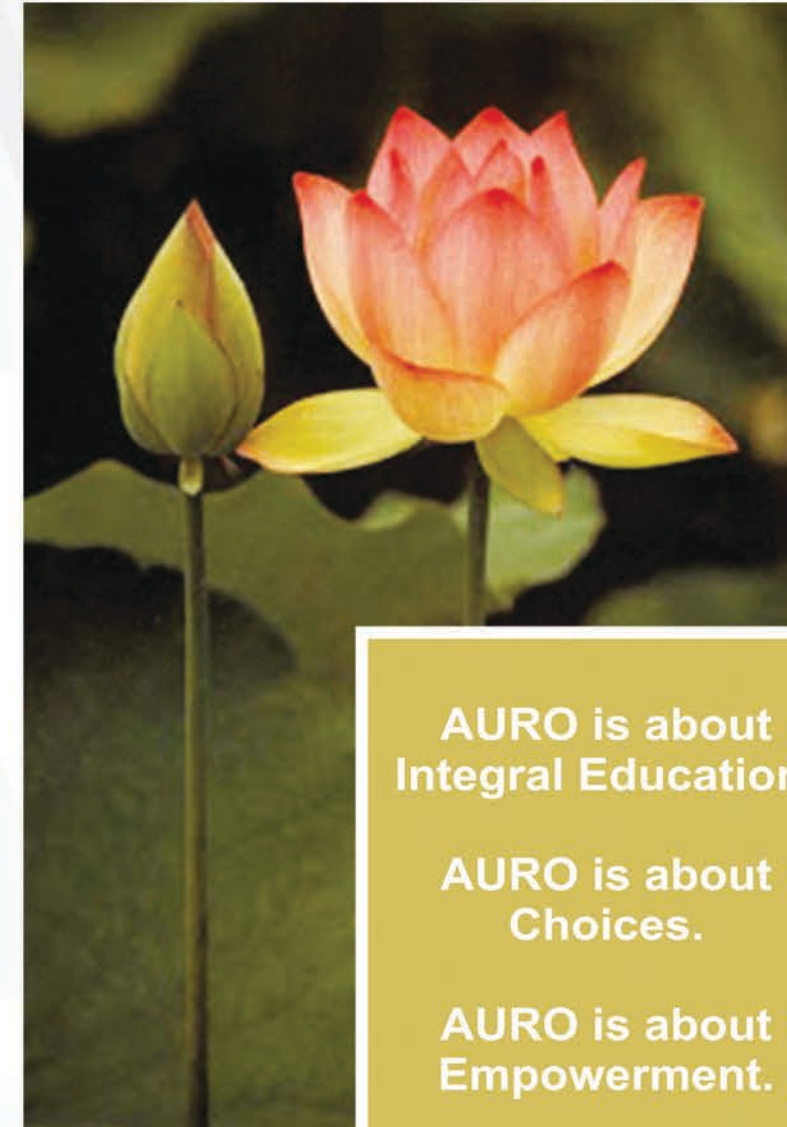
To promote positive peer interactions, AURO University encourages mentorship programs where senior students guide and support newcomers, fostering a culture of trust and collaboration. Regular orientation sessions and counseling services further ensure that students feel secure and welcomed.

By enforcing stringent anti-ragging policies and promoting a culture of respect and camaraderie, AURO University guarantees a safe, nurturing, and empowering academic experience, allowing students to focus on their education and personal growth without fear or intimidation.



SAY **NO** TO
RAGGING

WARNING
Ragging is a **CRIME**



AURO is about
Integral Education.

AURO is about
Choices.

AURO is about
Empowerment.

AURO is about
Leadership.



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