

K L BUSINESS SCHOOL DOSSIER



Where tomorrow's Business Leaders are nurtured

VOLUME: 4

ISSUE: 2

Category 1, Deemed to be University

A place for multi-dimensional
YOUR FUTURE BEGINS HERE





KLBS: A place of creative learning

I have great pleasure in conveying my best wishes to KLBS releasing the fourth issue of newsletter “DOSSIER” which brings the students and teachers of various disciplines on a common platform to share and display their ideas and creative talents. I wish all the students who have involved in bringing out the magazine for their greater success and career ahead.

Er. K. Satyanarayana
President,
Koneru Lakshmaiah Education Foundation



KLBS: The path of success and excel

I am exhilarated in establishing the Fourth issue of newsletter “DOSSIER” of our KLBS which is a reference of the most recent trends and activities in KLBS. I wish that this newsletter establishes to be a flint to fire the enthusiasm and excite for many intrusive entrepreneurial skills among the students and inspire passion among the members of the faculty of KLBS. My greeting to the editorial board to keep the good work.

Er. K. Raja Harin
Vice-President,
Koneru Lakshmaiah Education Foundation

Leadership Matters



Believes in doing the best is all that matters Dr. M. Kishore Babu has over two decades of experience in both academics and industry. He truly believes in teamwork and academic leadership. He served as head and principal of the prestigious klu business school from 2013 to 2018. He got his Ph.D from Acharya Nagarjuna University, M. Phil in 2001 from Andhra University. He published 7 books and guided 4 M. Phil. scholars and 4 Ph.d. scholars were awarded under his guidance. He organized 92 workshops independently as a resource person for corporate, non-profit organizations, Software Industry, Nabard, and Voluntary Organizations, National Banks, Ryla and APSRTC have visited many countries to expand KL University Horizons globally. He established linkages with 73 Universities including Stanford, Harvard Universities, to promote Academic Excellence and Global Exchange Programs. Under his leadership KL Business School ranked 46th among all business schools in India including IIMS, IITS, and NITS as per NIRF Rankings of MHRD, Govt. of India. He is instrumental in establishing many collaboration with Industries and Universities. His area of expertise is Marketing, Brand Management and Sales Management.

Dr. M. Kishore Babu
Dean-MHS, Director International Relations



Experienced Associate Professor with a demonstrated history of working in the higher education industry. Skilled in Finance and Statistical Data Analysis in R and SPSS, Lecturing, Curriculum Development, Faculty Development, and. Strong education professional with a qualified NPTEL online course on Business Analytics for management decision and has done online certificate course on Excel for Finance corporate Professionals.

She believes in “Strength of team is each individual member. The strength of each member is the team” as coined by Phil Jackson.

Dr. K. Hema Divya
 Assoc. Professor-HOD MBA



Dr Sundari Dadhabai is a Subject Matter Expert in Human Resource Management, General Management and Accounting. She possesses over 26 years of teaching experience at post-graduation level. She acquired her doctoral degree in HR from Osmania University, Master in Philosophy from Acharya Nagarjuna University. She has dual Post Graduation degrees - MBA and M. Com. She served various institutions in different roles as Principal, Head of the Department, Professor in charge, and RPAC chairman etc. She has to her credit nearly 35 articles published in Scopus indexed journals and other international journals. She attended 40 National and International Conferences/Seminars. She has the credit of producing FIVE Ph.D.s under her guidance and another 5 scholars are progressing in their Ph.D. research. Dr Sundari Dadhabai is currently working as Associate Professor at K L University MBA department and acting as HR Research Group Head, Doctoral Committee member.

Dr Sundari Dadhabai
 Assoc. Professor



Dr. Akondi Srikanth is the younger son of an Emeritus professor Dr. Akondi Viswanadham, who wrote more than 1200 works & Dr. Amara Jyothi, a Home maker. He has a sibling, Mr. Shiva Kumar, has been working as a chief Manager at SBI. His spouse is Mrs. Akondi Keerthi Priya, blessed with two children named A. Sri Avyay and A. Anaghanvika. He is an Engineer(ECE under JNTU, Hyd) by nature, became a Manager (MMS under MNIT, Jaipur) by virtue and awarded with Doctorate(Ph.D) in retailing, is working as an Associate Professor by passion in Business Analytics Specialization at KL Business School, KLEF. Became an Alumni of IIM, Lucknow by successfully completing MDP in 2021. In his 17.5 years of his experience, he published and presented papers at journals and conferences and edited too. He got specialized in SPSS, SmartPLS, Gretl, R, python and Tableau. Qualified in APSET in 2012 and Awarded by NPTEL as a Discipline Star and Enthusiast in 2019-20.

Dr. Akondi Srikanth,
 Assoc. Professor

FACULTY AS REVIEWERS

MBA JOURNALS NOLEGEIN Journal of Operations Research & Management
ISSN: 2581- 5458

Certificate of Reviewing
awarded to
Dr. Sundari Dadhabai
in recognition for exemplary peer review of the manuscript entitled
Crypto's Fund Hub: Crowd Funding Platform Using Blockchain

Commissioning Editor: *MandH*
Reviewer: *Sundari Dadhabai*
Director: *Amul Mehta*

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Dr. SUNDARI DADHABAI

Asian Journal of Agricultural Extension, Economics & Sociology
(Indexing: Ebsco, Proquest, Index Copernicus, Google Scholar, NAAS - 4.86 (2022))

2023
Certificate No: SDI/HQ/PR/Cert/109154/DRS

Certificate of Excellence in Reviewing
awarded to
Dr. Shyamasundar Tripathy
Koneru Lakshmaiah Education Foundation, India
in recognition of an outstanding contribution to the quality of the journal.

Date: 8-Dec-2023
Dr. M Basumondal, Chief Managing Editor

Dr. SHYAMSUNDAR TRIPATHY

NBA, APAC, V. V. Sangha's, IEEE BANGALORE SECTION, IEEE

RAO BHADUR Y. MAHABALESWARAPPA ENGINEERING COLLEGE
Cantonment, Ballari - 583104

Certificate of Appreciation

This is to recognise the contribution of
Dr. R.S.V.RAMA SWATHI
Koneru Lakshmaiah Educational Foundation, KL (Deemed to be University)

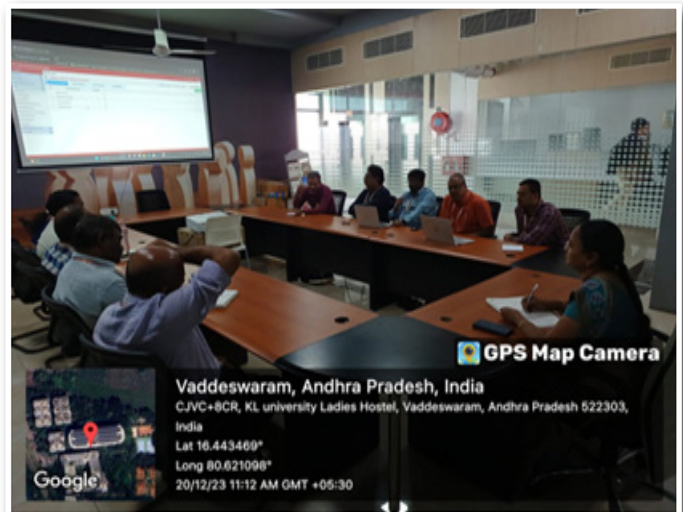
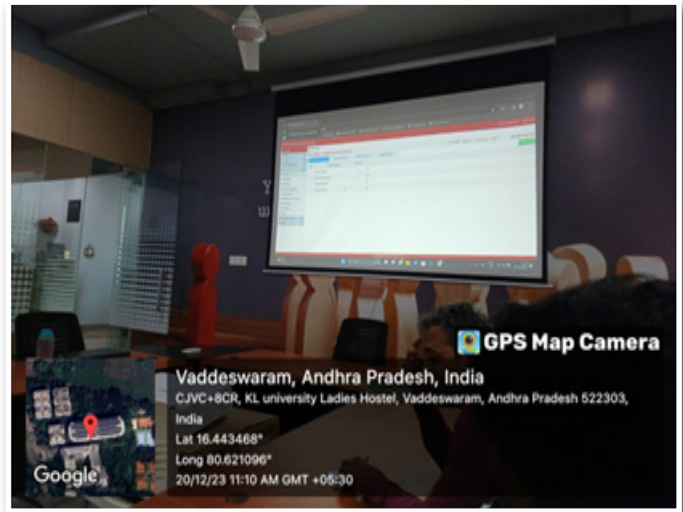
as **REVIEWER** for IEEE First International Conference on Ambient Intelligence, Knowledge Informatics and Industrial Electronics (AIKIE-2023) organized by Rao Bahadur Y. Mahabaleswarappa Engineering College, Ballari, 02-03 November, 2023.

Dr. Savita Sonoli, Organizing Chair, AIKIE-2023
Dr. T. Hanumantha Reddy, General Chair, AIKIE-2023

Dr. R. S. V. RAMA SWATHI

FACULTY ORIENTATION

Orientation Session for the Course Building Conducted by Dr. Hema Divya, Hod Mba Department



GUEST OF HONOUR

On 8th Dec 2023 Dr. MVAL Narasimha Rao Assistant registrar has participated as Chief Guest in an International conference on “Emerging Trends in Business, Management, Law and Technology” organized by Saveetha School of Law and Saveetha School of Management, Saveetha University, Chennai.



Faculty participation at APHRDI

Our faculty members are invited by the APHRDI department to conduct classes on various areas of Finance, Marketing and Human Resource Management.



EXTENSION LECTURES AT AP HRDI



Govt. of Andhra Pradesh

Date: 07.11.2023

Le. No: APHRDI/DG/51/23

To:
Dr. J. Venkata Ramana
Assistant Professor
Department of MBA
K.L. Business School, Vijayawada

Re:
Sub: Request to take session - Two day Training Program on "e Procurement" on 9th & 10th November, 2023 at APHRDI, RC, Kara, Mangalagiri - Reg.

Coverings Issue APHRDI 1

AP Human Resource Development Institute (AP HRDI) was established in 2015 by the Government of Andhra Pradesh and it is located at the Kara, Visakhapatnam, Mangalagiri/Guntur District, Andhra Pradesh. This is the premier training institution for officers and employees of Government of Andhra Pradesh.

In addition to Kara, the residential programmes are being conducted at the Regional Centers of AP HRDI viz., Visakhapatnam & Srikalahasti (Chittoor Dt).

Presently Sri P. Pradyumna, IAS is the Director General and Sri P.S. Pradyumna, IAS is the Joint Director General (JAG) of AP HRDI.

AP HRDI is conducting a 2 Day Training Program on "e Procurement" on 9th & 10th November, 2023 at 10:00 AM - 06:30 PM.

You are kindly aware of the training programmes conducted by AP HRDI at Kara.

Notes, we request you to kindly take session as per the schedule mentioned below.

Schedule:

Date	Time	Topic
08.11.2023	12:00-05:00 hrs	Implementation Challenges, e Procurement Functionalities, e Tendering, e Purchasing, Indent Management, e Auction, e Payment, Contract Management, Order & Catalogue Management, e Market Place



Le.No: APHRDI/DG/51/23 **Date:** 09.11.2023

/TO WHOMSOEVER IT MAY CONCERN/

Sub: Two Day Training Program on "e Procurement", 9th & 10th November, 2023 at APHRDI, RC, Mangalagiri-Reg.

Dr. J Venkata Ramana, Assistant Professor, Department of MBA, K.L. University, Vaddewaram, Guntur District has participated as a Resource Person and made Presentation on the topic of "Implementation Challenges and e Procurement Functionalities, e Tendering, e Purchasing, Indent Management, e Auction, e Payment, contract management, order & catalogue management, e Market place" on 9th November, 2023 at Two Day Training Program on "e Procurement", 9th & 10th November, 2023 at RC, Kara, Mangalagiri, Andhra Pradesh.

(P.S Pradyumna, IAS)
Joint Director General
APHRDI

Andhra Pradesh Human Resource Development Institute
Govt. of Andhra Pradesh

Date: 07.11.2023

Le. No: APHRDI/DG/51/23

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Dr. J. Venkata Ramana
Assistant Professor
Department of MBA
K.L. Business School, Vijayawada

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<https://hrdi.ap.gov.in/online/andhradev/hrdi/12/12/2023/08/07/11/2023/51/23>



Andhra Pradesh Human Resource Development Institute
(Govt. of Andhra Pradesh)



Lr.No.: APHRDI/JDG/6/23

Date: 19.09.2023

//TO WHOMSOEVER IT MAY CONCERN//

Sub: Two Day Training Programme on "Total Quality Management in Government",
19th & 20th September, 2023 at APHRDI, RC, Mangalagiri-Reg.

Dr. Balaji Chintala, Deputy Head & Professor in-Charge, Department of MBA, KL University, Vaddeswaram has participated as a Resource Person and made Presentation on the topics of "Total Quality management in Government Services and Preparation of quality manual" on 19th September, 2023 at Two Day Training Programme on "Total Quality Management in Government", 19th & 20th September, 2023 at RC, Kaza, Mangalagiri, Andhra Pradesh.


(P S Pradyumna, IAS)
Joint Director General
APHRDI





FACULTY WORKSHOP

Dr J Venkata Ramana, Assistant Professor called for Keynote speaker on Business Analytics at Aditya Business School, Kakinada on 6th December 2023.

బిజినెస్ అనలిటిక్స్ కోర్సుతో అపార అవకాశాలు : డాక్టర్ జె. వెంకటరమణ



రాజమహేంద్రవరం, డిశంబర్ 07 (కోస్తా సమయం) : స్థానిక ఆదిత్య బిజినెస్ స్కూల్లో గురువారం బిజినెస్ అనలిటిక్స్ యూజింగ్ ఆర్ లాంగ్వేజ్ మీద వర్క్ షాప్‌ను నిర్వహించామని కళాశాల ప్రిన్సిపాల్ డి. రామకృష్ణ తెలియజేశారు. ఈ వర్క్ షాప్‌కి వక్రగా కేఎల్ యూనివర్సిటీ అసిస్టెంట్ ప్రొఫెసర్ డాక్టర్ జె.వెంకటరమణ విచ్చేసి మేనేజ్మెంట్ విద్యార్థులు డేటా, ఇన్ఫర్మేషన్, ఎనాలసిస్ మొదలగు ఏరియాలలో తర్ఫీదు పొందవలసిన అవసరం ఎంతో ఉన్నదని, రానున్న రోజులలో ఎనలిటిక్స్ మీద అపార అవకాశాలు లభిస్తాయని, వాటిని విద్యార్థి దశ నుంచే నేర్చుకోవాలని తద్వారా బహుళ జాతీయ కంపెనీలు మరియు స్వదేశీ కంపెనీలు ఉపాధి కల్పనతోపాటు అత్యధిక వేతనాలను అందిస్తాయని, విద్యార్థులు ఇటువంటి నూతన కోర్సులలో సర్టిఫికేట్ లేదా పీజీ ప్రోగ్రాం చేయడం ద్వారా అత్యున్నత స్థానాలను కైవసం చేసుకోవడానికి వీలు ఉంటుందని అన్నారు. వర్క్ షాప్‌లో భాగంగా విద్యార్థులు ఆర్ లాంగ్వేజ్ మీద ప్రోగ్రామ్ము డిజైన్ చేసి, టెబ్ల్యుటు చూపించి వర్క్ షాప్ సర్టిఫికేట్లను పొందారు. ఈ సందర్భంగా కళాశాల ప్రిన్సిపాల్ డి రామకృష్ణ మాట్లాడుతూ విద్యార్థులు బిబీఏ దశలోనే ఎనలిటిక్స్‌లో తర్ఫీదు పొందడం ద్వారా నిర్ణయాకరణ శక్తి మరియు సామర్థ్యం పెరుగుతాయని, కంపెనీలలో డేటా ఆధారిత నిర్ణయాలను తీసుకోవడం మరియు సులభతరం అవుతుందని అన్నారు. ఈ వర్క్ షాప్ నిర్వహించినందుకు కళాశాల చైర్మన్ డాక్టర్ నల్లమిల్లి శేషారెడ్డి మరియు సెక్రటరీ డాక్టర్ ఎన్ సుగుణ రెడ్డి, జి వెంకటరమణని అభినందించారు. ఇటువంటి వర్క్ షాప్స్ వల్ల విద్యార్థులు నూతన అంశాల మీద జ్ఞానాన్ని పెంచుకొని ఉన్నత శిఖరాలను అధిరోహించగలరని ఆశాభావాన్ని వ్యక్తం చేశారు.

HEALTH QUEST-GAME YOUR WAY TO WELLNESS

Healthcare Management Students, Department of MBA on 14th October 2023

Inauguration: The Program inaugurated by the second yr healthcare management students with the Measure for Body Mass Index, Blood Pressure and Diabetes of Our Faculty Dr. M. V. A. L. Narasimha Rao, Assistant Registrar, KLEF.

1. Serenity Flow: Yoga for total wellness

The healthcare students made the second yr management students to understand the importance for wellness through yoga. Surya Namaskaras, Meditation, Pranayam and Face Yoga are demonstrated and practiced.



Surya Namaskaras



Pranayam



Face Yoga

2. Health Lecture: Your Path to Wellness:

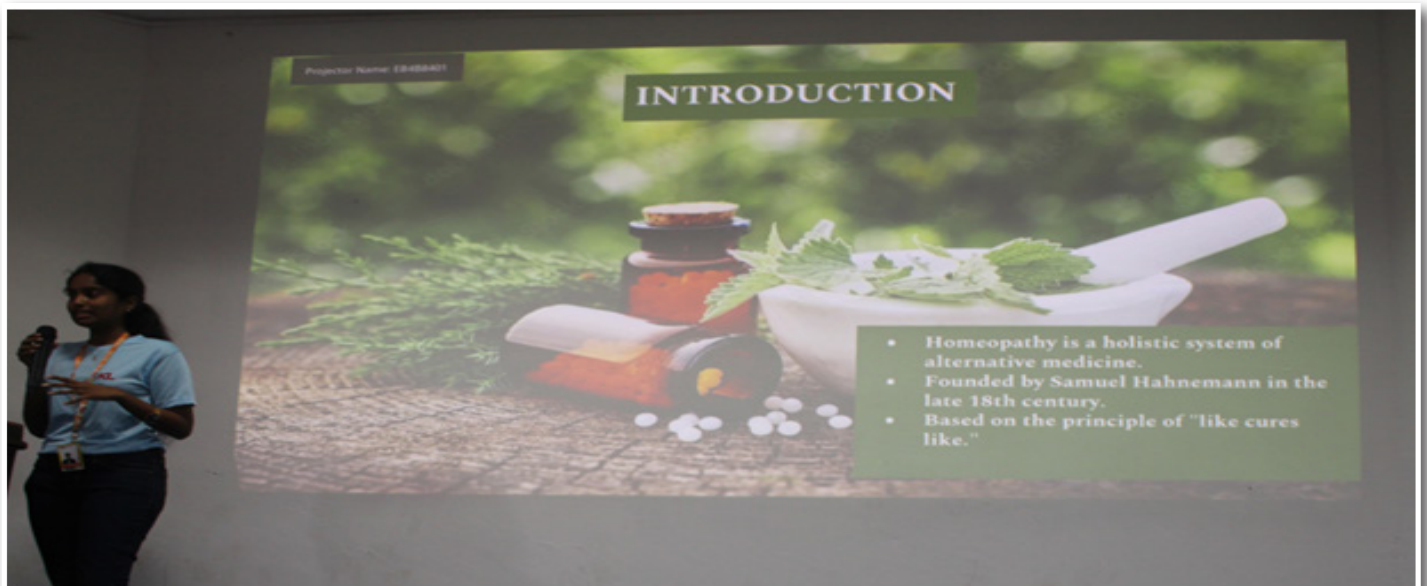
Guest Speaker of Workshop: Dr.Praveen Royal Mokkalpati, Surgical Oncologist, HCG, Vijayawada.

Discussed the importance of cancer screening, and provided practical tips on how to choose the right screening tests for individual needs. He emphasized that early detection of cancer is essential for successful treatment, and encouraged the participants to have a healthy lifestyles.



Internal Healthcare Student Presenter:

1. Awareness on Ayurveda: Mr. Nikhil gave an informative and engaging presentation on Ayurveda to the participants. He began by explaining the basic principles of Ayurveda, including the three doshas (vata, pitta, and kapha) and the importance of balance in maintaining good health. He then discussed some of the key benefits of Ayurveda, such as its ability to improve digestion, boost immunity, and reduce stress.
2. Awareness on Homeopathy: Ms. Johanna gave a very informative presentation on homeopathy to the participants. She began by explaining the basic principles of homeopathy, including the law of similars and the use of highly diluted remedies. She then discussed some of the key benefits of homeopathy, such as its ability to treat a wide range of conditions, its safety, and its affordability.
3. Introduction to Medical Specialties : Ms. Sruthi gave a presentation on different medical specialties to the participants. She explained what a medical specialty is and why people choose to specialize in a particular area of medicine. She then discussed some of the most common medical specialties.



3. The Flexible Sage: Balancing Body and Soul :

The audience are encouraged to test with their flexibilities.



4. Health Hub: Check, Measure and Monitor:

The demonstration on the usage of self-monitoring health equipment presented to the participants. Body Mass Index, Blood Pressure and Diabetes is measured to the Faculty and Student Participants

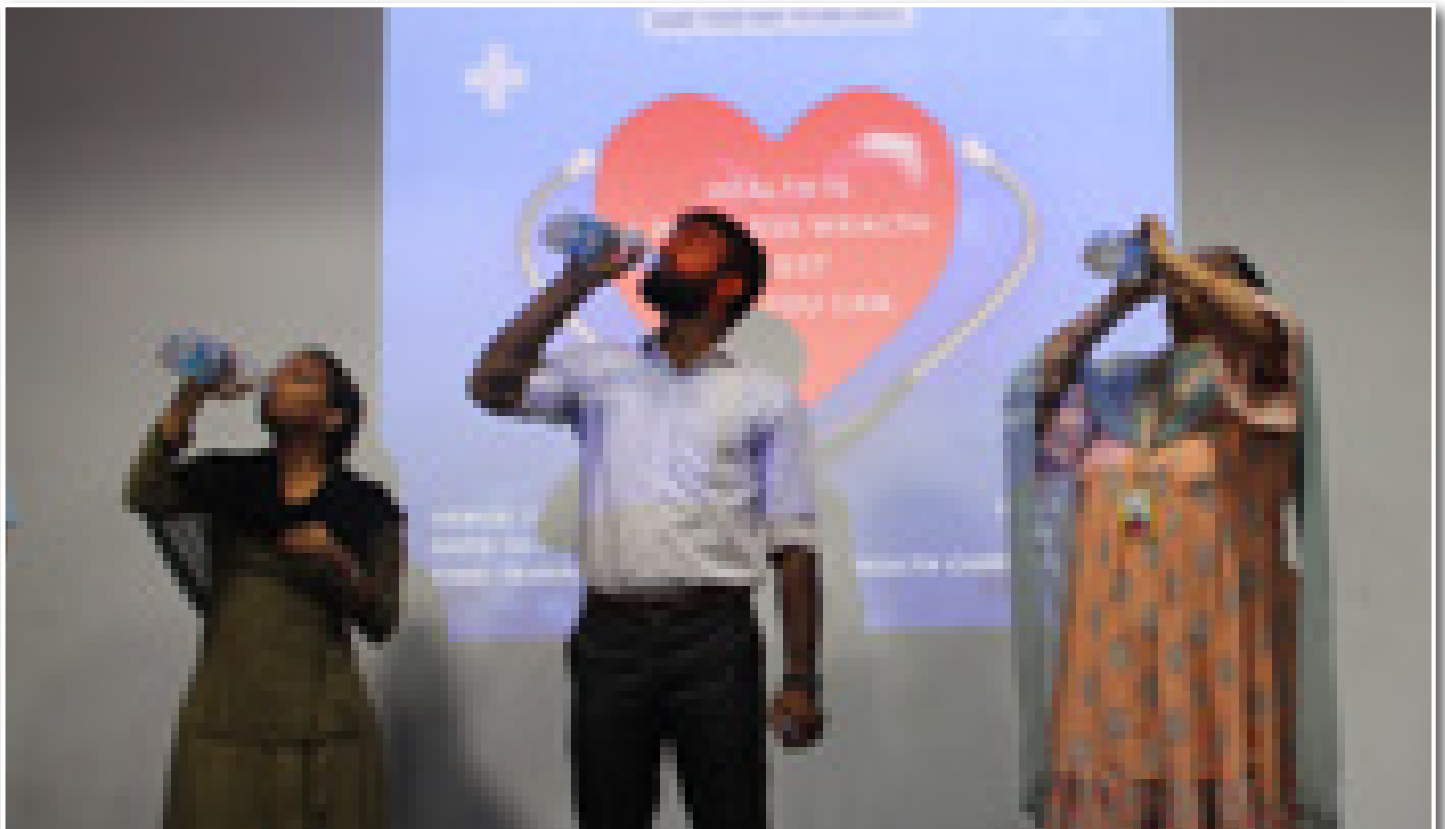


5. Wellness Game: Level 1- Written Test on Body and Wellbeing

Level 2: Tested with Hand and Foot Motor Skills



Level 3: Gear up with Fluids



Winners of Health Quest



Organizers:



Second MBA –Healthcare Students

KHADI MAHOTSAVT

Workshop on the occasion of Khadi Mahotsav on 13th Oct 2023 conducted by our MBA Department

Speaker: Dr. S. Greep,

Director, Khadi and Village Industries Commission, Ministry of Micro, Small & Medium Enterprises, Patamata, Vijayawada-520010, Government of India.



Vaddeswaram, Andhra Pradesh, India
CJRF+GJ2, K L UNIVERSITY, Vaddeswaram, Andhra Pradesh 522303, India
Lat 16.441185°
Long 80.623981°
13/10/23 10:46 AM GMT +05:30



Vaddeswaram, Andhra Pradesh, India
CJRF+GJ2, K L UNIVERSITY, Vaddeswaram, Andhra Pradesh 522303, India
Lat 16.441177°
Long 80.623977°
13/10/23 10:56 AM GMT +05:30



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CJRF+GJ2, K L UNIVERSITY, Vaddeswaram, Andhra Pradesh 522303, India
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Long 80.623981°
13/10/23 10:54 AM GMT +05:30



Vaddeswaram, Andhra Pradesh, India
CJRF+GJ2, K L UNIVERSITY, Vaddeswaram, Andhra Pradesh 522303, India
Lat 16.441185°
Long 80.623995°
13/10/23 11:02 AM GMT +05:30

ప్రజాశక్తి

కెవల్ యూలో యువ వ్యాపారులకు ప్రత్యేక శిక్షణ

ప్రజాశక్తి - తాడేపల్లి రూరల్ ఖాదీ గ్రామీణ మహోత్సవం సందర్భంగా కెవల్ డీప్స్ యూనివర్సిటీలో ఎంబిఎ విద్యార్థులకు ప్రత్యేక శిక్షణ కార్యక్రమాన్ని శుక్రవారం నిర్వహించినట్లు ఎంబిఎ విభాగాధిపతి డాక్టర్ కె.హేమదీప్ తెలిపారు. ఈ సందర్భంగా ఆమె మాట్లాడుతూ నవ సమాజ నిర్మాణం, అభివృద్ధి గ్రామీణ అభివృద్ధితోనే ముడిపడి ఉందన్నారు. ఈ కార్యక్రమానికి కేంద్ర ఖాదీ మరియు గ్రామీణ పరిశ్రమల శాఖ డైరెక్టర్ డాక్టర్ ఎన్.గ్రీవ్ ముఖ్య అతిథిగా హాజరయ్యారు. కార్యక్రమంలో వర్చుటీ వైస్ చాన్సలర్ డాక్టర్ జి.పార్వసారధివర్మ, వైస్ చాన్సలర్లు డాక్టర్ ఎ.వి.ఎస్.ప్రసాద్, డాక్టర్ ఎన్.వెంకట రామ్ పాల్గొన్నారు.

Date: 2023-10-14, Edition:Guntur, Pg.No: 5
Source: <https://epaper.sakshi.com>

సాక్షి

యువ వ్యాపార వ్యవస్థాపకులకు ప్రత్యేక శిక్షణ

తాడేపల్లి రూరల్: ఎంటీఎన్ పరిధిలోని వర్చుటీ కెవల్ విశ్వవిద్యాలయంలో శుక్రవారం ఎంబిఎ విద్యార్థులకు ప్రత్యేక శిక్షణ కార్యక్రమం నిర్వహించారు. ముఖ్య అతిథిగా హాజరైన కేంద్ర ఖాదీ, గ్రామీణ పరిశ్రమల శాఖ డైరెక్టర్ డాక్టర్ ఎన్.గ్రీవ్ మాట్లాడుతూ ఎంబిఎ విద్యార్థులు ముఖ్యంగా గ్రామీణ ఆర్థిక వ్యవస్థపై అవగాహన పెంచుకోవాలని కోరారు. ఆర్థిక సహాయం నిమిత్తం యువత రిజిస్ట్రేషన్ మరియు అప్లైడ్ వివరాలు, అర్హతలు ఇంటర్నెట్లో పొందుపరిచిన అంశాల గురించి వివరించారు. ఎంటీఎ విభాగాధిపతి డాక్టర్ కె.హేమదీప్ మాట్లాడుతూ ఖాదీ గ్రామీణ మహోత్సవం కార్యక్రమంలో భాగంగా ఈ కార్యక్రమం నిర్వహించామని అన్నారు. నవసమాజ నిర్మాణం, అభివృద్ధి గ్రామీణ అభివృద్ధితోనే ముడిపడి ఉందని అన్నారు. ఎంబిఎఎస్ డీన్ డాక్టర్ ఎం.కిషోర్బాబు మాట్లాడుతూ కేంద్ర ప్రభుత్వం యువత కోసం ప్రవేశపెట్టిన పలు రకాల పథకాల గురించి వివరించారు. కార్యక్రమంలో వర్చుటీ వైస్ చాన్సలర్ డాక్టర్ జి.పార్వసారధి వర్చుటీ వైస్ చాన్సలర్లు డాక్టర్ ఎ.వి.ఎస్ ప్రసాద్, డాక్టర్ ఎన్.వెంకటరామ్, రిజిస్ట్రార్ డాక్టర్ కె.సుబ్బారావు, ఎంబిఎఎస్ డీన్ డాక్టర్ ఎం.కిషోర్బాబు పాల్గొన్నారు.

14/10/2023 | Guntur(Mangalagiri) | Page: 11
Source : <https://epaper.sakshi.com/>

కెవల్ యూలో యువ వ్యాపార వ్యవస్థాపకులకు ప్రత్యేక శిక్షణ



గంధీవ్ విద్యాలయంలోని విభాగాధిపతి డాక్టర్ ఎన్.గ్రీవ్, డాక్టర్ కె.హేమదీప్
తాడేపల్లి, అక్టోబర్ 13 (ప్రజా మాసం) : ఖాదీ గ్రామీణ మహోత్సవం సందర్భంగా కెవల్ డీప్స్ యూనివర్సిటీలో ఎంబిఎ విద్యార్థులకు ప్రత్యేక శిక్షణ కార్యక్రమం నిర్వహించినట్లు ఎంబిఎ విభాగాధిపతి డాక్టర్ కె.హేమదీప్ తెలిపారు. ఈ సందర్భంగా ఆమె మాట్లాడుతూ నవ సమాజ నిర్మాణం, అభివృద్ధి గ్రామీణ అభివృద్ధితోనే ముడిపడి ఉందన్నారు. ఈ కార్యక్రమానికి కేంద్ర ఖాదీ మరియు గ్రామీణ పరిశ్రమల శాఖ డైరెక్టర్ డాక్టర్ ఎన్.గ్రీవ్ ముఖ్య అతిథిగా హాజరయ్యారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ ఎంబిఎ విద్యార్థులు ముఖ్యంగా గ్రామీణ ఆర్థిక వ్యవస్థపై అవగాహన పెంచుకోవాలని కోరారు. ఆర్థిక సహాయం నిమిత్తం యువత రిజిస్ట్రేషన్ మరియు అప్లైడ్ వివరాలు ఇంటర్నెట్లో పొందుపరిచిన అంశాల గురించి వివరించారు. అతి తక్కువ పెట్టుబడి తో వ్యాపార అవకాశాల గురించి కేర్నల్ కె.వెంకటేశ్వర్లు వ్యవస్థాపక వర్చుటీ వైస్ చాన్సలర్లు డాక్టర్ జి.పార్వసారధి వర్చుటీ వైస్ చాన్సలర్లు డాక్టర్ ఎ.వి.ఎస్ ప్రసాద్, డాక్టర్ ఎన్.వెంకటరామ్, ఎంబిఎఎస్ డీన్ డాక్టర్ ఎం.కిషోర్బాబు, ఎంబిఎ విభాగాధిపతి డాక్టర్ కె.హేమదీప్ తెలిపారు.

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PHD AWARD LIST 2023

K Grace Mani	15351022	Dr.N.Bindhu Madhavi	“Cross-Dimensional Analysis Of Customer Response To Cause Marketing Communications”	2015	2023
S. Sreema Thi	163510014	Dr.K.Hema Divya	“An Analysis of Financial Performance of Family, Non-family and PSU Run Businesses: An Evidence from NSE India”	2016	2023
Kari Ravi Kiran	14351024	Dr.B.Kshore babu	“A Study on Strategic insights of Emotional Labour Strategies in Enhancing the Patient Satisfaction in Accredited Private Hospitals in Hyderabad District – Nurses Perspective”	2014	2023
Shaik Khadar Basha	173510040	Dr.A. Srikanth	“Analyzing The Mediating Affect Of Farmers Attitude And Perception On The Relationship Between Farmers Knowledge And Adoption Of Agri – Inputs Of Select Crops For Better Marketing Practices: A Selective Study On Drought Areas Of Prakasam District, A.P”	2017	2023
Mahidhar Bolem	163510002	Dr A. Udya Sankar	Effect of Aqua Farmers’ Challenges in Addressing the 7P’s on Firm Performance: Assessing the Moderating Role of SME Distribution Models in Andhra Pradesh.	2016	2023

PLACEMENTS

KL UNIVERSITY | NAAC A+ CATEGORY 1 | 43 YEARS OF LEADERSHIP | #WeAreFutureReady | NAAC A+ | 43 YEARS OF LEADERSHIP | nif 28 AMONG ALL UNIVERSITIES

CONGRATULATIONS!



S. FIZA MADINA | D.M.B.L.PAVITHRA | P. GOPH KRISHNA

CONGRATULATIONS!
 Our MBA Student **ANKITA PAREEK**
 2201510179 (AY24)
 Got placed in **mahindra FINANCE**
PACKAGE: 10LPA

FOR SECURING **10 LPA** JOBS
Mahindra FINANCE

All the best for your bright future ahead!

KL UNIVERSITY | NAAC A+ CATEGORY 1 | 43 YEARS OF LEADERSHIP | #WeAreFutureReady | NAAC A+ | 43 YEARS OF LEADERSHIP | nif 28 AMONG ALL UNIVERSITIES

Congratulations



Md. Harshveen Jaha | Y. Devi Prathyusha | M. Hem Nag Singh | T. Yashwanth Surya

(Department of MBA)

on securing well-paying jobs at **BERKADIA**

We can't wait to see your dreams unfold.

to our Brilliant Students who Secured Placements at **B FINANCE (BAJAJ)**

Wishing you all boundless success in your future!

KL UNIVERSITY | NAAC A+ CATEGORY 1 | 43 YEARS OF LEADERSHIP | #WeAreFutureReady | NAAC A+ | 43 YEARS OF LEADERSHIP | nif 28 AMONG ALL UNIVERSITIES

CONGRATULATIONS!



DEGA M B L PAVITHRA | KANCHANAPILLI SNEHA SHANU SRI | KUNAPAREDDY DIVYAKALA
 PATCHIGOLLA SREE DARAHAS | S.PRIYANKA REDDY | SHAIK, SHAMEEM SULTANA | SUPRIYA PRIYANKA MIDDEPOGU


OUR MBA STUDENTS GOT PLACED IN **Mondelēz International**

All the best for your bright future ahead!

KL UNIVERSITY | NAAC A+ CATEGORY 1 | 43 YEARS OF LEADERSHIP | #WeAreFutureReady | NAAC A+ | 43 YEARS OF LEADERSHIP | nif 28 AMONG ALL UNIVERSITIES

Congratulations!

Our 16 brilliant MBA students got placed with a pay package of **₹6 LPA** at **ag aomgrade**



Divya Kala Kunapareddy | K. Sowmya Sri | Ayltha, Sneha Sri | Anshiya Shaik | .Sk Sai
 Supriya Middepegogu | Yedla Mounika | Ganesh Battula | Karnati Navya | Sowmya Gayatri T | Thirumalase Dhana Laksh
 Dega M B L Pavithra | J Bala Kiranmai | Dedeeshya Veda Sumanaasi | C.Wenkata Sri Harsha | Sambaraju Naga Pavan Tejaswi

Wish them all the best in this exciting new chapter of their career

KL UNIVERSITY | NAAC A+ CATEGORY 1 | 43 YEARS OF LEADERSHIP | #WeAreFutureReady | NAAC A+ | 43 YEARS OF LEADERSHIP | nif 28 AMONG ALL UNIVERSITIES

Congratulations!

on securing a placement with **magicpin**
 Your hard work has paid off.



B. GANESH
 Department of MBA

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Congratulations on your placement!

We Are Thrilled To Announce That

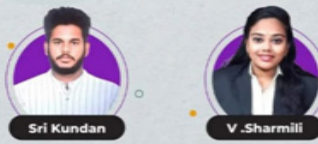


Thandaga Dedeeshya Veda Sumanaasi | Thirumalase Dhana Lakshmi

have secured outstanding placement opportunities with **Sunschool**

KL UNIVERSITY | NAAC A+ CATEGORY 1 | 43 YEARS OF LEADERSHIP | #WeAreFutureReady | NAAC A+ | 43 YEARS OF LEADERSHIP | nif 28 AMONG ALL UNIVERSITIES

CONGRATULATIONS!



Sri Kundan | V. Sharmili

For securing placement in **CORIZO**
 Empowering Tomorrow's Leaders

All the best for your bright future ahead!

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POWER OF THE VOTE (AN NSS EVENT)

NSS Activities of the MBA Department

Power of One Vote

In our Orientation program on the Power of One Vote (Awareness on the Vote) Sub Collector, Guntur District, **Ms Geethanjali Sarma** delivered the importance of the Power of One Vote. In this Program Registrar of the University Dr K Subbarao also spoke about the importance of the power of vote and the voter should utilize their vote without any influences. In this program different government officials and the university authorities were taken part and shared their valuable words.





నాకె

ఓటు వేయడం పౌరుల బాధ్యత

● తెనాలి పట్టణ గణపంచాయతీ
 ● వివిధ రంగాల్లో అభివృద్ధి కోసం

అభివృద్ధి కోసం ఓటు వేయడం పౌరుల బాధ్యత. ప్రజల అభివృద్ధి కోసం ఓటు వేయడం పౌరుల బాధ్యత. ప్రజల అభివృద్ధి కోసం ఓటు వేయడం పౌరుల బాధ్యత. ప్రజల అభివృద్ధి కోసం ఓటు వేయడం పౌరుల బాధ్యత.

15/12/2023 | Guntoor (Guntur District) | Page : 2

నేను ఓటరుగా నమోదు అయ్యాను... మీరు నమోదు అయ్యారా?

ఎవరు ఓటు వేయడానికి అర్హులు?
 1. పౌరులు
 2. 18 సంవత్సరాల పైబడినవారు
 3. భారత పౌరులుగా నివసిస్తున్నవారు

ప్రజాస్వామ్య భారతం (ఎన్డీయే ప్రభుత్వం) పౌరుల నమోదు కోసం ప్రోత్సహిస్తుంది. ప్రజాస్వామ్య భారతం (ఎన్డీయే ప్రభుత్వం) పౌరుల నమోదు కోసం ప్రోత్సహిస్తుంది.

www.voters.eci.gov.in

4 ముఖ్యమంత్రి కుమార్తె మైరా ఎ.ఎం.ఎం. 4 ఎం. వెంకటేశ్వర్లు రెడ్డి

ఓటు వేయడం పౌరుల నైతిక బాధ్యత

తెనాలి పట్టణ గణపంచాయతీ

గణపంచాయతీ శక్తి

ప్రజల అభివృద్ధి కోసం ఓటు వేయడం పౌరుల బాధ్యత. ప్రజల అభివృద్ధి కోసం ఓటు వేయడం పౌరుల బాధ్యత. ప్రజల అభివృద్ధి కోసం ఓటు వేయడం పౌరుల బాధ్యత.

MY FUTURE IS YOUR VOTE

SWEEP

SAMYAK 2023 HIGHLIGHTS

Samyak is a platform that brings all young minds together to excite in their career.

List of Events

JAM	Paper presentations	ZOOM re ZOOM	Technical Quiz
Movie Quiz	All aboard	Casethon	Human Knot





STUDENTS PARTICIPATIONS AND ACHIEVEMENTS

MBA 1st year Students **Shaik. Amanulla, P. Mohan Sri Sai Manikanta** and **K. Chandra Sekhar** Participation in National Education Leadership Awards presented every year by 30th Business School Affaire & Dewang Mehata Group on 24th November 2023 in Mumbai.



Our students participated in the **UDBHAV 2K23** Event conducted by Vignan University on 11th Nov 2023

Business Quiz winners

I MBA Students

- 1) V. VUTA VIJAY VEERA VENKATA PRASAD
- 2) V. Tarun
- 3) N. Charan Teja



Our I MBA students participated in the **KURUSHETRA** event conducted by PB Siddhartha College on 24th Nov 2023

Business Quiz winners

I MBA Students

- 1) V. VUTA VIJAY VEERA VENKATA PRASAD
- 2) V. Tarun
- 3) N. Charan Teja



I MBA students Participated in the event called **YOUNG MANAGER** that is organized at Andhra Loyola College.



Student Achievements of MBA Students

B. Varun Krishna of 1st year MBA secured a gold medal in roller skating (National)



G Maheswar 1st year MBA Has been Featured in **EVARISE ANNUAL SPORTS MAGAZINE** (Hyderabad School of Bussiness) featured in page no:10

MAHESWAR GODITHI



“ **THEY MIGHT PULL YOU BACK BUT IT IS ALWAYS YOU WHO NEED YOU PULL YOURSELF FORWARD.** ”

Maheswar is from Rajahmundry, but his native place is Karnataka. He plays boxing, kickboxing, and martial arts. This is his 12th year of playing since his childhood. Over the years, he has participated in many competitions and tournaments at three different levels: district, state, and national. He has won gold, silver, and bronze medals at the national level, as well as eight state medals in boxing and kickboxing.

Q. WHAT MADE YOU CHOOSE THIS SPORT?

In my childhood I was an introvert and shy I never knew how to communicate and treat people. At that point of time, I thought that boxing is something strong. So, people in our childhood used to think by learning boxing and martial arts we could fight and protect ourselves. In that way I started learning martial arts later I was into boxing. Then I started achieving medals and recognition in my society. This led me enter into boxing and kick boxing field.



Interviewed By- Reshma Challa


Q. HOW DID YOU MANAGE STUDIES ALONG WITH YOUR SPORTS?

I would like to express my complete appreciation for my parents. My father would manage my schedule. I was not only involved in sports but also in many other cultural activities. I would wake up at 3 AM every day. Mondays and Tuesdays were for my boxing practice. Wednesdays and Thursdays were dedicated to dance practice. Fridays and Saturdays were for music practice. And finally, Sunday was my rest day.

Q. WHAT WAS YOUR GREATEST CHALLENGE THROUGHOUT YOUR JOURNEY AND DID YOU OVERCOME IT?

Being a South Indian, I was accustomed to a diet primarily consisting of rice. This transition to a different cuisine posed a significant challenge for me. Initially, I found it difficult to adjust my food intake to meet the demands of my training. Additionally, the limited availability of healthy meals in the hostel presented an obstacle in adhering to a balanced diet. Moreover, the lack of support from certain individuals, who suggested I abandon this sport due to the frequent injuries I sustained, further complicated my journey. However, my father's unwavering encouragement served as a pillar of strength, while my mother's concern for my well-being reflected her deep-rooted love."

Mr G K Sushanth 1st year MBA student appointed as District In-charge for NTR District (Andhra Pradesh State) for **NATIONAL ANTI CRIME & HUMAN RIGHTS OF INDIA**.




NATIONAL ANTI CRIME & HUMAN RIGHTS OF INDIA

ACCESS TO JUSTICE FOR ALL

Redg. Under NITI AAYOG GOVERNMENT OF INDIA

UNIQUE NO : KA/2019/0247276



Mr. JOHN SAMUEL KIM J
Founder & Chairman

Dr. B HILDA ANNIE GRACE
National General Secretary

Mrs. ANUSHA ANGEL U
National Treasurer

Ref No: NACHROI /ADM /TRT /IND /AP /2023-24 **Date : 13/11/2023**

To,

MR. G K SUHANTH
NTR DISTRICT, ANDHRA PRADESH STATE.

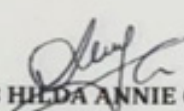
APPOINTMENT LETTER

We are pleased to appoint you as a **DISTRICT INCHARGE OF NTR DISTRICT (ANDHRA PRADESH STATE) (YOUTH CELL WING)** take immediate charge with effect on voluntary bases. We are confident that you shall be able to control Crime & Corruption with Co-operation of all Government Bodies (State/Central Government Department) and Judiciary, you authorized to reach and provided by Indian constitution Act1993. The organization will work with in the frame work of safe guarding on the basis of Universal declaration of Human Rights from the Article 1 to 30 participating in different work on regular basis to help those people to focus and envision the basic problems of the needy and down trodden communities of fundamental rights with more emphasis on children, women, older citizens, Scheduled Castes, Scheduled tribes and Backward peoples and related issues and health, education legal literacy environment development, legal for Anti Crime awareness to reach the above goals who need along with team work. Our Aim is "Social Justice for every Human" and our vision is "Crime Free India".


Further we would like to appreciate start your work in given area with your team, with the feeling to help your neighbor (Humanity) wherever and whenever required to established the effective and positive outcome for our organization to fulfill Human Rights and Justice for all, make sure that you must report and inform your progress to the State & Central office of the NACHROI regularly.

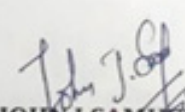
To effective implements of the above activities we need to Co-ordination of District, State and National legal Services Authority. Hence we humble prayers to all the Police officers, Public, Private and Government bodies and Agencies to Co-operate with.

MR. G K SUHANTH , Enrollment No. NACHROI-KA53/0247276/AP-312,



Dr. B HILDA ANNIE GRACE
(National General Secretary)





Mr. JOHN J SAMUEL KIM
(Founder & Chairman)

To verify logo on website www.nachrworldwide.in NACHROI is not responsible for any illegal activities.

Head Office: **Masthi Badavane, Bangarpet Main Road, Kolar - 563 101, Karnataka State.**
 Contact: 9148544062, 08152 - 403095 - 469944 / Email: info@nachrworldwide.in / Web: www.nachrworldwide.in


THROW BALL WINNERS



VIRTUAL WEBINAR

Orientation Lecture on the “**FINANCIAL WELLNESS ENHANCEMENT PROGRAM**” by Sreenivas Rao Puli Certified financial planner having an experience of 23 years in the market field on 23rd November 2023

Cooperation innatative by



KL BUSINESS SCHOOL
(VADDESWAREM)

It's Financial Educational and Awareness Program

- ✓ Improved financial outcomes
- ✓ Improved financial decision
- ✓ Increased financial confidence

Some of the key benefits of financial awareness programs include:


Participants in a financial awareness program can learn about important financial concepts, such as compound interest, diversification, and risk management, which can help them make informed decisions about their money and also increased financial literacy.


23rd
NOVEMBER THURSDAY
11:00 AM to 12:00 Noon

Seminar Topic

WEALTH AWARENESS PROGRAM

It's financial education and awareness innatative by





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VIRTUAL WEBINAR

Webinar on Personal Finance Management and Securities Market Dos and Dents in collaboration with CDSL on 11th Oct 2023.



KL UNIVERSITY
Department of MBA
In Collaboration With
CDSL INDIA IPF TRUST



WEBINAR ON

PERSONAL FINANCE MANAGEMENT AND SECURITIES MARKET DO'S AND DONT'

Exclusively For For Students and Faculty Of
KL University, Vijayawada.

11th Oct 2023



Venue: Zoom



03:00PM To 05:00PM

Meeting Id : 811 2063 9704

Prior Registration is Mandatory

SPEAKERS



Dr K.Hema Divya
Assoc.Prof, HOD
KL University



Dr.Ch.Balaji
Deputy Hod, Assoc.Prof,
KL University



Dr.S.Venkata Ramana
Assoc Prof,
KL University



Narasinga Rao M.V.
Resource Person
CDSL IPF





Shiva Prasad V
Regional Manager
CDSL India

SYNERGY

Thanks to everyone who contributed their time, effort, and enthusiasm which made the day memorable. Your energy and participation are the building blocks for a vibrant and inclusive Atmosphere in KL Business School. Here's to a fantastic year ahead filled with growth, learning, and lasting connections.



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