



# K L University

(Koneru Lakshmaiah Education Foundation)  
Deemed to be University, Estd. u/s 3 of UGC Act, 1956

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**Campus:** Greenfields, Vaddeswaram - 522 502, Guntur District, Andhra Pradesh, INDIA.

Phones: +91-8645-246948, 246615 Fax: +91-8645-247249.

**Admin Off:** 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph:+91-866-2577715, Fax: +91-866-2577717.

## NOTICE

Date: 15-03-2024.

**k ACADEMY**

# Keka Academy Webinar Series

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### Our Speakers

  
**Harshita**  
HR & life coach

  
**Nikeeta Gupta**  
HRBP, Infoedge

  
**Abhilekh Verma**  
DIR Abhilekh  
Verma Consultancy

  
**Deepankar**  
Talent acquisition  
specialist

  
**Rajat Vashistha**  
Founder Resumod

Dr S. Venkata Ramana  
(Faculty In-charge)

Dr. Hema Divya  
(HoD, MBA)

## A Webinar Report on Keka Academy Webinar Series

Title of the Webinar	: <b>Keka Academy Webinar Series</b>
Date & Time	: 16.03.2024 / 11:00 a.m. to 12:30 p.m.
Name of the Resource Person	: Harshita HR Manager, Bar Code India, Keka Academy.
Target Audience	: MBA I year Students
No. of Students	: 168

### **Programme Summary:**

The Keka Academy Webinar Series, hosted by Harshita, HR Manager at Bar Code India, provided MBA I year students of KL University with valuable insights into contemporary HR practices and industry expectations. The webinar aimed to bridge the gap between academic learning and real-world application, offering students practical knowledge and guidance to excel in their future careers. Harshita's expertise and interactive presentation style captivated the audience, making the webinar both informative and engaging.

**Introduction to Modern HR Practices:** Harshita began the webinar by introducing the concept of modern HR practices, emphasizing the importance of agility, adaptability, and innovation in the contemporary business landscape.

**Talent Acquisition Strategies:** She delved into various talent acquisition strategies utilized by organizations to attract and retain top talent, including employer branding, recruitment marketing, and leveraging social media platforms.

**Employee Engagement and Retention:** Harshita discussed the significance of employee engagement and retention in driving organizational success. She shared effective strategies to foster a positive work culture, enhance employee morale, and reduce turnover rates.

**Performance Management:** The webinar also covered the fundamentals of performance management, including goal setting, continuous feedback, and performance appraisal techniques. Harshita emphasized the role of constructive feedback in driving employee growth and development.

**Emerging Trends in HR Technology:** Furthermore, Harshita provided insights into emerging trends in HR technology, such as AI-driven recruitment tools, HR analytics, and employee self-service portals, highlighting their impact on streamlining HR processes and improving efficiency.

**Q&A Session:** The webinar concluded with an interactive Q&A session, allowing students to engage with Harshita, seek clarification on concepts discussed, and gain additional insights into the HR domain.

**Conclusion:**

The Keka Academy Webinar Series by Harshita, HR Manager at Bar Code India, proved to be a valuable learning experience for MBA I year students of KL University. The webinar equipped students with practical knowledge, industry insights, and valuable skills essential for their future careers in HR management. Harshita's expertise, coupled with her engaging presentation style, made the webinar both informative and enriching.

**Recommendations:**

Based on the success of the Keka Academy Webinar Series, it is recommended to organize similar sessions in the future, covering a broader range of topics in HR management. Additionally, incorporating case studies and real-world examples could further enhance the learning experience for students.

**Acknowledgments:**

We extend our sincere gratitude to Harshita for her invaluable contribution to the webinar series and for sharing her expertise with the students of KL University. We also thank the faculty and staff for their support in organizing and facilitating the webinar.

The image is a screenshot of a Zoom webinar. At the top, a black banner displays 'LIVE 19:41 Crack the Interview Code! A Practical Guide™ by HR Pro and Life Coach, Harshitha 283 people in webinar'. The main content area shows a Microsoft PowerPoint presentation slide with a dark blue header and the text 'KNOW YOURSELF'. Below the header, a bulleted list contains the following points:

- Identify your skills, strengths, and weaknesses
- Reflect on past experiences and accomplishments
- Be prepared to discuss your background and achievements
- Practice articulating your qualifications and abilities

A small video window in the top right corner shows the presenter, Harshita, wearing glasses and a white lab coat. The bottom of the screen features a Zoom control bar with icons for chat, reactions (heart, thumbs up, etc.), a 'Raise hand' button, and audio controls. A status bar at the bottom right indicates 'Harshita . is Presenting'.

**LIVE** 38:31 **Crack the Interview Code! A Practical Guide™** by HR Pro and Life Coach, Hars... 354 people in webinar

Harshita

**STAY UPDATED ON INDUSTRY TRENDS**

- Follow industry-related news sources, websites, and publications
- Join professional associations or online communities
- Attend conferences, webinars, or networking events
- Engage with industry experts on social media platforms
- Read books, whitepapers, or research articles relevant to your field

Yes mam

LS Lanka Sai krishna 2 minutes ago  
Mam your linkedin profile name?

RS Ravva Sarath kumar 2 minutes ago  
Mam Your LinkedIn profile name???

RN Rajeswari Naidu Vemula a minute ago  
Yes Mam

HS Heena Saxena just now  
Applicant tracing system

LP Lunsavath Praveen just now  
Yes

What would you like to share?

**LIVE** 38:21 **Crack the Interview Code! A Practical Guide™** by HR Pro and Life Coach, Hars... 359 people in webinar

Harshita

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What would you like to share?