



2023-2024

**CMRTC**  
**MASTER OF BUSINESS**  
**ADMINISTRATION**

# NEWS LETTER 2023-2024

ISSUE - 1

## CMR Technical Campus

CMR Technical Campus was established in 2009, sponsored by CMR Technical Education Society with a vision and mission of imparting quality technical education to the deserving and meritorious students. The institute is located in semi urban area on Hyderabad-Nagpur highway, about 20 km from Secunderabad and well connected through Outer Ring Road (ORR). The institute has a sprawling campus of 10 acres with lush greenery.

**THINK PLACEMENTS**  
**THINK CMR**

## About MBA Department

The Department of MBA was established in 2009 with an intake of 60 students and has increased to 180 now. The Department induces an environment of innovative pedagogical methods and practices sought by the industry. The department is in tune with the industry trends and the industry- academia interface is high, as students are exposed to field visits to industry, experts are invited to have talks and seminars with the students in order to gear them up to meet the expectations of the industry and make them employable.

## Chairman message



Education is an instrument of empowerment to equip students to help them become economically independent and self-sustaining. Students gain the edge that makes them invincible when they come face to face with today's world of competition."

### Secretary Message



“There can be no failure to a man who has not lost his courage, his character, his self respect, or his self-confidence. Our education empowers the society to grow in real sense by overcoming poverty, ignorance and lack of esteem. Barring all barriers, education should be spread to every stream of society and individual. We have been taking every possible measure to bring the youth under one roof that can provide them modern education to counter challenges ahead. We believe in the development of students in such a way that ensures admirable future for them.

### Director's Message



I congratulate department of MBA on the release of the new edition of newsletter. This newsletter provides a panoramic view of the academic, research, co- curricular activities and achievements of the department during an academic year. We aspire to develop business leadership which is capable of building resilient organisations, whilst adhering to the highest standards of Corporate Governance. We will continuously seek to create an enriching educational environment, where innovative thinking becomes a way of life. Our students will be valued as high performing managers in the service of national and international businesses corporations, Government Institutions and NGOs.

### HOD' s Message



India has seen unprecedented economic growth over the past few years. To sustain it and emerge competitive globally, we need quality managers with values and leaders who are creative, entrepreneurial and the ones who can accept challenges. we provide every student with a stimulating learning environment and help them to contribute to the learning environment. Students feel comfortable while sharing ideas, experiences, achievements, failures and lessons learnt. Also we make them aware of what is really unique about them.

### Our Vision

“To create an ecosystem for incubation of business knowledge and intellectual capital for corporate challenges.”.

### Our Mission

To develop global competencies by enhancing employability skills.

To be a Centre of Excellence in creating and nurturing Entrepreneurship and Leadership with sensitivity towards society.

To contribute towards knowledge generation and dissemination, evolving ethical and value based learning.

### Orientation day 2023

The institute prepares an Academic Calendar in line with university calendar prior to the commencement of the academic year in consultation with the Heads of the Departments. Then the Institute organizes orientation programs to the students to make them acquainted with the rules and regulations of the affiliating university, examinations, evaluation process, Extra-curricular activities etc.



## Seminar

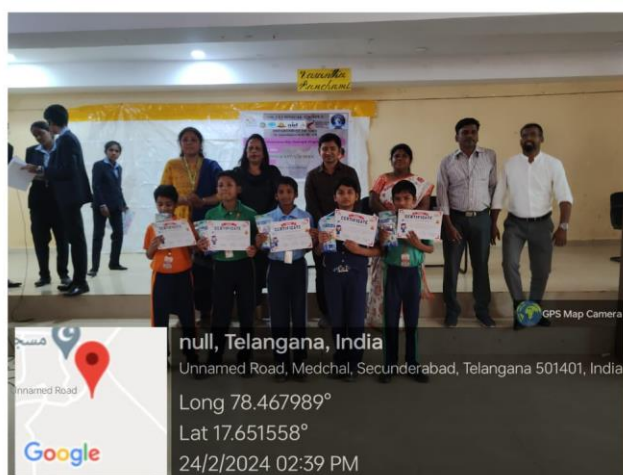
Seminar on **Design Thinking, Critical Thinking and Innovation Design** on 30<sup>th</sup> Dec 2022, was organized by department of MBA. **Sr.V.Pramadha** Sr Associate Professor NICMAR under IIC Calendar Activity 6.O enlightened the students about importance of aptitude.



## ACTIVITIES

### Entrepreneurship outreach program in school

Organizing an innovation and entrepreneurship outreach program in schools and communities involves introducing young people to the skills and knowledge required to become successful entrepreneurs. This can be done through activities such as workshops, mentorship programs, and business plan competitions. Schools and communities can provide resources and support to help young people develop their entrepreneurial ideas and turn them into successful businesses. Outreach programs can help to bridge the gap between education and employment by providing students with the skills necessary to launch their own businesses.



**“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young.”**

**— Henry Ford**



## Cultural Programs

Gone are the days when only academic programs were the only activities organized in colleges and all students focused on that. With the changing trend we have noticed a major difference in the field of academics too. Students don't want to be bookworms; they look for other options that could help them in the future. Besides, this in this high tech world, every student wants to acquire knowledge in every field to stay updated. Co-curricular activities play a vital



engage informally in expressive activities or create innovative tools, relationships, or products. The field as a whole can be represented within a framework that has four main aspects: degree of professionalism, type of activity, locations and

role in the life of students, read on to know how. Culture can be defined as the arts as well as the intangible shared beliefs, values, and practices of a community. Students participate in arts and culture at varying levels of skill and engagement. Some create, while others listen to, watch, teach, critique, or learn a cultural activity, art form, or expression. Some are professional artists, designers, and inventors, while others



spaces, and level of participation and involvement. Together, these formal and informal, tangible and intangible, professional and amateur artistic and cultural activities constitute a community's cultural assets. Our college enhances the student's skills in every aspect of their interest and support them in their growth.

## Research and Publications/ FDPs

- Prof.K. Harish Reddy, Hod- MBA published a paper on “Work from home: Impact self Leadership and Employee engagement on employee well- being in IT industry “Migration letters (Scopus Publication ) ISSN No 1741-8984
- Prof.K. Harish Reddy, Hod- MBA published a paper on “ Relationship between WFH and Employee productivity: mediating role of work motivation employee engagement” Educational administration : theory and practice( Scopus Publication) ISSN No. 2148-2403.
- Prof.K. Harish Reddy, Hod- MBA published a paper on “ Does the performace of various environmental, Social and Governmence(ESG) Funds differ? A study with special reference to SBI ESG funds” in Academy of marketing journal (ABDC-B) ISSN No 1095-6298
- Dr.S. Nayamath Basha Associate professor published a paper on “ Does the performace of various environmental,, Social and Governmence(ESG) Funds differ? A study with special reference to SBI ESG funds” in Academy of marketing journal (ABDC-B) ISSN No 1095-6298
- Dr.T. Praveen Kumar, Associate professor published a paper on “ Does the performace of various environmental, Social and Governmence(ESG) Funds differ? A study with special reference to SBI ESG funds” in Academy of marketing journal (ABDC-B) ISSN No 1095-6298
- D.Kanaka Durga, Assistant professor published a paper on “ Does the performace of various environmental, Social and Governmence(ESG) Funds differ? A study with special reference to SBI ESG funds” in Academy of marketing journal (ABDC-B) ISSN No 1095-6298
- Dr.S. Nayamath Basha, Associate professor published a paper on “ Impact of COVID-19 Lockdown on unemployment in India- A Before during and after analysis” in Academy of Marketing Studies Journal( ABDC-B) ISSN No 1095-6298
- R. Saraswathi, Assistant professor published a paper on “ Impact of COVID-19 Lockdown on unemployment in India- A Before during and after analysis” in Academy of Marketing Studies Journal( ABDC-B) ISSN No 1095-6298
- Dr.T. Praveen Kumar, Associate professor attended a five day faculty development program on Business Analytics at “Geethanjali college of engineering and technology”from 25<sup>th</sup> Aug to 30<sup>th</sup> Aug 2023.
- Dr.S. Nayamath Basha, Associate professor attended a five day faculty development program on Business Analytics at “Geethanjali college of engineering and technology”from 25<sup>th</sup> Aug to 30<sup>th</sup> Aug 2023
- M. Naga Sulochana, Assistant professor attended a five day faculty development program

on “Business Analytics” at Geethanjali college of engineering and technology” from 25<sup>th</sup> Aug to 30<sup>th</sup> Aug 2023

- Dr. R.M Pallavi, Associate professor attended a one week Professional skill development program on “ Research & Data Analytics in Commerce” organized by Bon Secours college of women, Tanjavur from 4<sup>th</sup> Jan 2024 to 10<sup>th</sup> Jan 2024.
- G. Suresh publish a paper on” HR Practices in policies at ICICI company ltd” International journal of finance and commerce ISSN : 2664-715X Issue-3, 3<sup>rd</sup> Aug 2023.
- Dr. R.M Pallavi a paper on” HR Practices in policies at ICICI company ltd” International journal of finance and commerce ISSN : 2664-715X Issue-3, 3<sup>rd</sup> Aug 2023.
- Dr. R.M Pallavi, Associate professor attended a five day faculty development program on “learning technological trends in Business management with data science ” Aunrag post-graduation college , Hyderabad” from ,4<sup>th</sup> May to 8<sup>th</sup> May 2023.
- Dr. P.V Rao, Associate professor attended a five day faculty development program on “learning technological trends in Business management with data science ” Aunrag post-graduation college , Hyderabad” from ,4<sup>th</sup> May to 8<sup>th</sup> May 2023.
- R.Ramesh, Assistant Professor attended a five day faculty development program on “learning technological trends in Business management with data science ” Aunrag post-graduation college , Hyderabad” from ,4<sup>th</sup> May to 8<sup>th</sup> May 2023.
- N.P.Nandhini, Assistant professor attended a one week Professional skill development program on “ Research & Data Analytics in Commerce” organized by Bon Secours college of women, Tanjavur from 4<sup>th</sup> Jan 2024 to 10<sup>th</sup> Jan 2024.
- Dr. Vasatha Lakshmi, Associate professor attended a one week Professional skill development program on “Research & Data Analytics in Commerce” organized by Bon Secours college of women, Tanjavur from 4<sup>th</sup> Jan 2024 to 10<sup>th</sup> Jan 2024.
- Kanaka Laxmi, Assistant professor attended a one week Faculty development programme on “Research ethics in higher education” organized by Rani Anna college for woman, from 18<sup>th</sup> Sep 2023 to 25<sup>th</sup> Sep 2023.
- N.P.Nandhini, Assistant professor, a five day faculty development program on “learning technological trends in Business management with data science ” Aunrag post-graduation college , Hyderabad” from ,4<sup>th</sup> May to 8<sup>th</sup> May 2023.
- Dr. Md. Irfan presented a paper on “Gender inequality in education and employment in eth scheduled castes and tribes of India” ICCR sponsored two day national seminar on the existing opportunities facilitating the preservation, promotion and dissemination of tribal in india. organized by kakarparti bhvanarayana college on ,17<sup>th</sup> Nov to 18<sup>th</sup> Nov 2023.
- B. Kanaka laxmi published a paper on “Human Capital management among it companies in telangan “Migration letters (Scopus Publication ) ISSN No 1741-8984

- M. Naga Sulochana, Assistant professor attended three week women entrepreneurship development programme on “Empowering Entrepreneurship for health, food and technology innovation at Amity University” from 28<sup>th</sup> Aug to 15<sup>th</sup> Sep 2023.
- M. Naga Sulochana, Assistant professor attended a five day faculty development program on “learning technological trends in Business management with data science” Aunrag post-graduation college, Hyderabad”from ,4<sup>th</sup> May to 8<sup>th</sup> May 2023.
- Dr. Vasatha Lakshmi, Associate professor presented a guest lecture on “ Business Model Canvas” at CMR EngineeringCollege on 21th June 2023
- Dr. Vasatha Lakshmi, Associate professor publish a paper on “ Economic crisis in Srilanka: An overview” European chemical bulletin, ISSN: 2063-5346.
- R.Ramesh Presented a paper in national level seminar on “Skill India: Challenges and issues a descriptive study” at Nallamuthu Gonder mahalingam college on 2<sup>nd</sup> Aug 2023.
- Dr. P.V. Rao Presented a paper in national level seminar on “Skill India: Challenges and issues a descriptive study” at Nallamuthu Gonder mahalingam college on 2<sup>nd</sup> Aug 2023
- R.Ramesh Presented a paper in national level seminar on “Rolle of MSMEs In the growth of Indian economy- an Empirical study ” at St. Joseph Degree& PG college on 25<sup>th</sup> &26<sup>th</sup> Aug 2023.
- Dr.P.V Rao Presented a paper in national level seminar on “Rolle of MSMEs In the growth of Indian economy- an Empirical study ” at St. Joseph Degree& PG college on 25<sup>th</sup> &26<sup>th</sup> Aug 2023.
- Dr. D. Kishore Kumar Presented a paper in national level seminar on “Rolle of MSMEs In the growth of Indian economy- an Empirical study ” at St. Joseph Degree& PG college on 25<sup>th</sup> &26<sup>th</sup> Aug 2023.
- R.Ramesh Presented a paper in national level seminar on “Empowerment of Women in India:An empirical study” at Nallamuthu Gonder mahalingam college on 12<sup>nd</sup> Aug 2023.
- Dr.P.V.Rao Presented a paper in national level seminar on “Empowerment of Women in India:An empirical study” at Nallamuthu Gonder mahalingam college on 12<sup>nd</sup> Aug 2023.



**PLACEMENT SUMMARY FOR THE YEAR 2023-24**

S.No	Roll No	Name	Company	Package
1	227R1E00C7	KAMANT SIDDHANTH	VALUE LABS	4.0
2	227R1E00B2	SIDDALA KLEMENT	GEMINI EDIBLE & FATS LTD	3.0
3	227R1E0065	BANGARU YASHWANTH	GEMINI EDIBLE & FATS LTD	3.0
4	227R1E00H3	PASAGODLA RAGHUVeer	GEMINI EDIBLE & FATS LTD	3.0
5	227R1E00B4	SRIRAMOJU VISHWAGNA CHARY	GEMINI EDIBLE & FATS LTD	3.0
6	227R1E0026	JUPALLY SAI KUMAR	GEMINI EDIBLE & FATS LTD	3.0
7	227R1E0073	DURMUTTI LIKHITHA	ODIN SCHOOL	2.4
8	227R1E00A7	PUJARI DHARANI	ODIN SCHOOL	2.4
9	227R1E0037	M.SINDHU REDDY	AGARWAL'S EYE HOSPITAL	2.0
10	227R1E0078	JALLEPALLI VINAY KUMAR	ADITYA BIRLA	5.5
11	227R1E00D8	PAGADALA HARIKRISHNA	ADITYA BIRLA	5.5
12	227R1E0011	CHATHRI PRASHANTH	KOTAK LIFE	3.5
13	227R1E00E1	S. NAINIKA	VAGARIO SOLUTIONS	3.6
14	227R1E0098	MOHAMMAD YAKUB	TALENTIO	4.5
15	227R1E0064	BANDELA VENKATESH	AMPL	4.8
16	227R1E0077	GUNTOJU NAVEEN KUMAR	AMPL	4.8
17	227R1E0012	CHILKE NIKHITHA	CANARA HSBC	5.0
18	227R1E0088	KOMMANA UPENDHRA SWAMY	CANARA HSBC	5.0
19	227R1E00A5	PEDDOJU BHUVANA CHARY	CANARA HSBC	5.0
20	227R1E0018	G.RAVI KUMAR	RUPEEAK	2.4
21	227R1E0008	B. VENKATA SATYA RAVI VARMA	ITC	5.0
22	227R1E00C6	DANDU AKHILA	ITC	5.0



23	227R1E00A6	PONNULURI LOHITHA	RYANTAX	4.5
24	227R1E00E6	ANEES TABASSUM JAMEEL	RYANTAX	4.5
25	227R1E00A3	N SHREE SATHYA	RYANTAX	4.5
26	227R1E0002	AKKA SAKETH REDDY	NIVABUPA	4.8
27	227R1E0008	BH.V. S RAVI VARMA	NIVABUPA	4.8
28	227R1E0013	DARIPALLY NAGESH	NIVABUPA	4.8
29	227R1E0040	MUNNURI MAHESH	NIVABUPA	4.8
30	227R1E0077	GUNTOJU NAVEEN KUMAR	NIVABUPA	4.8
31	227R1E0085	MANIDEEPIKAKATAKAM	NIVABUPA	4.8
32	227R1E0090	K. BHANOODAY	NIVABUPA	4.8
33	227R1E00A0	M SAMEER	NIVABUPA	4.8
34	227R1E00D0	GAUTAM MALIGE	NIVABUPA	4.8
35	227R1E00H4	P. S. SUMIRAN SAI	NIVABUPA	4.8
36	227R1E0014	D. SAMPATH	NIVABUPA	4.8
37	227R1E00F8	BALUGURI CHETHAN	NIVABUPA	4.8
38	227R1E00F7	ARUVA SHRAVANI	GEMINI EDIBLE & FATS LTD	3.0
39	227R1E0012	CHILKE NIKITHA	GEMINI EDIBLE & FATS LTD	3.0
40	227R1E0087	KODISHALA VYSHNAVI	GEMINI EDIBLE & FATS LTD	3.0
41	227R1E0005	ANNAPU REDDY BHANU SAI PRAKASH REDDY	MRF	6.0
42	227R1E00B3	SRIDHAR KADAMANCHI	MRF	6.0
43	227R1E0069	CH. SAHITH REDDY	KOTAK LIFE	3.5
44	227R1E00A4	PASULA REKHA	KOTAK LIFE	3.5
45	227R1E0091	KUNARAPU SHIRISH	INDIA MART	4.0
46	227R1E0067	BENDRAM DILIP KUMAR REDDY	INDIA MART	4.0

47	227R1E0050	RASOORI ANIL KUMAR	INDIA MART	4.0
48	227R1E0094	M GANESH	INDIA MART	4.0
49	227R1E0067	BENDRAM DILIP KUMAR REDDY	POLYCAB	6.0
50	227R1E00C8	KARELU SHIVA	ITC	5.0
51	227R1E00C3	BANDARI ABHISHEK	ITC	5.0
52	227R1E0015	DODLA SAI NANDINI	ITC	5.0
53	227R1E0053	S. ABHILASH VARMA	RUPEEAK	2.4
54	227R1E00E0	RUMAN KUMARI	KOTAK SECURITIES	3.5
55	227R1E00H1	NOMULA ARUN KUMAR	KOTAK SECURITIES	3.5
56	227R1E0082	KALVA UDAY NANDAN	KOTAK SECURITIES	3.5
57	227R1E00B8	UMRANA	KOTAK SECURITIES	3.5
58	227R1E00D5	NARALA POOJA	KOTAK SECURITIES	3.5
59	227R1E0066	BEGUMPET DEEPAK REDDY	KOTAK SECURITIES	3.5
60	227R1E0044	PANTHULA ANUSHA	ULTRA TECH CEMENT	6.0
61	227R1E0029	K MAHESH	ULTRA TECH CEMENT	6.0
62	227R1E00A1	M.SWAROOPA	ULTRA TECH CEMENT	6.0
63	227R1E00F9	BANDARI AKHIL	SIMPOLO	4.5
64	227R1E00J2	BANDI TEJA	BLUEBIX INC	6.0
65	227R1E00J8	NALAMASA MAHESH	INTOUCH CX	6.0
66	227R1E0028	K.GOVINDA	SITEL PVT LTD	4.0
67	227R1E0095	M. SIVA KUMAR	PRINCE PIPES	2.4
68	227R1E0051	RAVULAKOL GEETHASREE	SENECA GLOBAL	3.6
69	227R1E00F3	SURAJ SINGH	IDFC	3.6
70	227R1E00B6	THAKKELLAPATI JAYASRI LAKSHMI	FIRST SOURCE	3.0

## ACKNOWLEDGMENT

We thank all the faculty members, administrative staff and students of CMRTC for their help and cooperation in bringing out MBA Department News Letter. Our special thanks to Dr.A.Raji Reddy Director –CMRTC and Dr. M. Ahmed Ali Baig Dean Academics for guiding us to bring this edition.

## EDITORIAL

It's with great pleasure that we bring you the first issue of MBA Department News Letter, the annually newsletter of CMRTC. The flame in our logo stands for the fire of knowledge that our souls are kindled with and the passion for learning that our beings are imbued with. The current newsletter highlights the activities of our students and the achievements of faculty during the past one year. This newsletter also throws light on the Placements. The intent of MBA Department News Letter is to disseminate information about our Institute, and our department and we hope that the readers find the issues informative and useful. We are thankful to the faculty and staff of CMRTC MBA Department for their valuable inputs, and we welcome suggestions and feedback that will help us improve further.

## EDITORIAL BOARD

Dr. P.V Rao, Associate Professor

R.Ramesh, Assistant Professor

**CMRTC  
MBA  
NEWS  
LETTER  
2023-2024**

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