



CMRTC
MASTER OF BUSINESS
ADMINISTRATION

NEWS
LETTER
2023-2024

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.

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.”

THINK PLACEMENTS
THINK CMR

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 30th Dec 2022, was organized by department of MBA. **Sr.V.Pramadha Sr** Associate Professor NICMAR under IIC Calendar Activity 6.0 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-circular 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 25th Aug to 30th 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 25th Aug to 30th 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 25th Aug to 30th 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 4th Jan 2024 to 10th Jan 2024.
- G. Suresh publish a paper on” HR Practices in poliies at ICICI company ltd” International journal of finance and commerce ISSN : 2664-715X Issue-3, 3rd 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, 3rd 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 ,4th May to 8th 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 ,4th May to 8th 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 ,4th May to 8th 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 4th Jan 2024 to 10th 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 4th Jan 2024 to 10th Jan 2024.
- Kanaka Laxmi, Assisat professor attended a one week Faculty development programme on “Research ethics in higher education” organized by Rani Anna college for woman, from 18th Sep 2023 to 25^h 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 ,4th May to 8th May 2023.
- Dr. Md. Irfan presented a paper on “Gender inequality in education and employment in eth scheduled castes and tibes of India” ICCR sponsored two day national seminar on the existing opportunities facilitating the preservarion, promotion and dissemination of tribal in india.orgaized by kakarparti bhvanarayana college on ,17th Nov to 18th 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 28th Aug to 15th 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 ,4th May to 8th 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 2nd 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 2nd 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 25th &26th 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 25th &26th 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 25th &26th 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 12nd 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 12nd Aug 2023.

PLACEMENT SUMMARY FOR THE YEAR 2023-24

S.No	Roll No	Name	Company	Package
1	227R1E0001	ADEPU VAMSHI	ICICI	3.5
2	227R1E0002	AKKA SAKETH	NIVA BUPA	3.1
3	227R1E0003	AKULA RAVI KIRAN	KOTAK BANK	3.5
4	227R1E0004	ANKUSH KUMAR SINGH	ICICI	3.5
5	227R1E0005	ANNAPUREDDY BHANU SAI PRAKASH REDDY	RYANTAX	4.8
6	227R1E0007	ARAVA JYOSHNA DEVI	SIMPOLO	4
7	227R1E0008	BH.V.S.RAVI VARMA	NIVA BUPA	3.1
8	227R1E0011	CHATHIRI PRASHANTH	KOTAK BANK	3.5
9	227R1E0012	CHILKE NIKHITHA	CANARA HSBC	3.5
10	227R1E0013	DARIPALLY NAGESH	NIVA BUPA	3.1
11	227R1E0014	DHAGAMA SAMPATH	NIVA BUPA	3.1
12	227R1E0015	DODLA SAI NANDINI	ITC	3.5
13	227R1E0018	GALI RAVI KUMAR	RUPEEK	3.4
14	227R1E0017	GADDAM HUMPY	RYANTAX	4.8
15	227R1E0024	JODI ESHWARI	ICICI	3.5
16	227R1E0026	JUPALLY SAI KUMAR	ICICI	3.5
17	227R1E0028	K GOVINDA	INTRAINZ	4
18	227R1E0029	KATTA MAHESH	ULTRATECH	6
19	227R1E0037	M.SINDU REDDY	AIRTEL	3
20	227R1E0038	MOHAMMED VAJEED	INTRAINZ	4
21	227R1E0040	MUNNURI MAHESH	NIVA BUPA	3.1
22	227R1E0044	PANTHULA ANUSHA	ULTRATECH	6

23	227R1E0045	POOJA	INTRAINZ	4
24	227R1E0048	R.MOUNIKA	INTRAINZ	4
25	227R1E0050	RASOORI ANIL KUMAR	ICICI	3.7
26	227R1E0056	SHIVANI KUMARI	ICICI	3.5
27	227R1E0059	THATI CHANDU	KOTAK BANK	3.5
28	227R1E0060	VARNA BHARGAVI	AIRTEL	3
29	227R1E0062	B.HARSHITHA	ICICI	3.5
30	227R1E0064	BANDELA VENKATESH	AMPL	2.4
31	227R1E0065	BANGARU YASHWANTH	GENPACT	2.28
32	227R1E0066	B.DEEPAK REDDY	APARNA CONSTRUCTIONS	2.5
33	227R1E0067	BENDRAM DILIP KUMAR REDDY	INDIA MART	4
34	227R1E0068	BIRADAR VAISHNAVI	AIRTEL	3
35	227R1E0069	CH SAHITH REDDY	KOTAK BANK	3.5
36	227R1E0071	D.SUNJITH KUMAR	INTRAINZ	4
37	227R1E0072	DOKUPARTHI YAMINI	INTRAINZ	4
38	227R1E0073	DURMUTTI LIKHITHA	AIRTEL	3
39	227R1E0075	GARIKIMUKKU BHARGAVI	ICICI	3.5
40	227R1E0076	GOLLA VARALAXMI	RUPEEK	3.4
41	227R1E0077	GUNTOJU NAVEEN KUMAR	NIVA BUPA	3.1
42	227R1E0078	227R1E0078@CMRTC.AC.IN	ADITYA AMC	3
43	227R1E0080	JONNAGONI SWETHA	INTRAINZ	4
44	227R1E0082	KALVA UDAY NANDAN	KOTAK SECURITY	3.5
45	227R1E0083	KANCHARLA NIKHIL	ICICI	3.7
46	227R1E0084	KANNEGUNDLA BHAVYA	INTRAINZ	4

47	227R1E0085	MANIDEEPIKA KATAKAM	NIVA BUPA	3.1
48	227R1E0086	NAVYA	ICICI	3.5
49	227R1E0087	KODISHALA VYSHNAVI	INTRAINZ	4
50	227R1E0088	K UPENDHRA SWAMY	CANARA HSBC	3.5
51	227R1E0090	K.BHANOODAY	ICICI	3.5
52	227R1E0091	KUNARAPU SHIRISH	INDIA MART	4
53	227R1E0092	KURAKULA SWAPNA	INTRAINZ	4
54	227R1E0094	M GANESH	INDIA MART	4
55	227R1E0095	M SHIVA KUMAR	RUPEEK	3.4
56	227R1E0096	MADHANU KARTHIK THAMBI	ICICI	3.5
57	227R1E0097	MOGDHUMPUR LAYA BINDU REDDY	KOTAK BANK	3.5
58	227R1E0098	MOHAMMAD YAKUB	AIRTEL	3
59	227R1E00A0	MOHD SAMEER	RUPEEK	3.4
60	227R1E00A1	MOMULA SWAROOPA	ULTRATECH	6
61	227R1E00A3	N. SHREE SATHYA	RYANTAX	4.8
62	227R1E00A4	PASULA REKHA	KOTAK BANK	3.5
63	227R1E00A5	P.BHUVANACHARY	RUPEEK	3.4
64	227R1E00A6	PONNALURI LOHITHA	RYANTAX	4.8
65	227R1E00A7	PUJARI DHARANI	ODIN SCHOOL	2.8
66	227R1E00A8	RAMULA SAIKIRAN	RUPEEK	3.4
67	227R1E00A9	S SRAVAN KUMAR	ICICI	3.5
68	227R1E00B0	SAMAKURA PRIYANKA	INTRAINZ	4
69	227R1E00B1	SANGALA LAVANYA	CITY UNION BANK	4
70	227R1E00B2	SIDDALA KLEMENT	GET	4

71	227R1E00B3	SRIDHAR KADAMANCHI	NIVA BUPA	3.1
72	227R1E00B4	S. VISHWAGNA CHARY	GET	4
73	227R1E00B5	TANUJA JANUGANI	ICICI	3.5
74	227R1E00B8	UMRANA	ICICI	3.7
75	227R1E00B9	VANGETI PAVANI	RUPEEK	3.4
76	227R1E00C1	AGNIHOTRAM SAVITHA	ICICI	3.7
77	227R1E00C2	AVULA NARESH	ICICI	3.5
78	227R1E00C3	BANDARI ABHISHEK	ITC	3.5
79	227R1E00C5	BODDAPATI SRAVYA	ICICI	3.5
80	227R1E00C8	KERILU SHIVA	ITC	3.5
81	227R1E00C9	KOMMINENI NAVYA	RUPEEK	3.4
82	227R1E00D0	GAUTAM MALIGE	NIVA BUPA	3.1
83	227R1E00D1	MANGALI SHERISHA	ICICI	3.5
84	227R1E00D2	MUTHYAM ASHRITHA	INTRAINZ	4
85	227R1E00D3	NALLA MAMATHA	INTRAINZ	4
86	227R1E00D4	NALLABAPANI VAMSHIDHAR REDDY	NIVA BUPA	3.1
87	227R1E00D5	N.POOJA	KOTAK SECURITY	3.5
88	227R1E00D6	NAYINI RAKESH GOUD	NIVA BUPA	3.1
89	227R1E00D7	PADEDALA NITHYA SRI	KOTAK BANK	3.5
90	227R1E00D8	PAGADALA HARI KIRSHNA	ADITYA AMC	3
91	227R1E00E0	RUMAN KUMARI	AIRTEL	3
92	227R1E00E1	S.NAINIKA	VAGARIOUS	1.56
93	227R1E00E3	SOLASA KALKI MOHAN	KOTAK BANK	3.5
94	227R1E00E4	THADEM AJAY KUMAR	RUPEEK	3.4

95	227R1E00E6	ANEES TABASSUM JAMEEL	RYANTAX	4.8
96	227R1E00E7	BENNAY KIRAN KUMAR	NIVA BUPA	3.1
97	227R1E00E8	CHITTIGIDDA LEELAVATHI	RUPEEK	3.4
98	227R1E00F1	SARDAR JASBEER SINGH	NIVA BUPA	3.1
99	227R1E00F2	SOLLU NAVYA PRIYA	AIRTEL	3
100	227R1E00F3	SURAJ SINGH	ICICI	3.5
101	227R1E00F6	AMBADI JAYA CHANDRA	ICICI	3.5
102	227R1E00F7	ARUVA SHRAVANI	INTRAINZ	4
103	227R1E00F8	BALUGURI CHETHAN	NIVA BUPA	3.1
104	227R1E00F9	BANDARI AKHIL	RUPEEK	3.4
105	227R1E00G2	DONGALA KALYANI	INTRAINZ	4
106	227R1E00G4	INJAPURI POOJITHA	AIRTEL	3
107	227R1E00G5	JAJJARA JOSHI RANI	AIRTEL	3
108	227R1E00G7	KASOJU PAVAN	ICICI	3.7
109	227R1E00G8	SURESH	ICICI	3.5
110	227R1E00H1	NOMULA ARUN KUMAR	KOTAK SECURITY	3.5
111	227R1E00H4	P. S. SUMIRAN SAI	NIVA BUPA	3.1
112	227R1E00H7	SUSHMITHA JAISWAL	ICICI	3.7
113	227R1E00H8	T.SHRUTHI	INTRAINZ	4
114	227R1E00H9	T.SHIVA KUMAR	INTRAINZ	4
115	227R1E00J1	VUSTILI DIVYA	INTRAINZ	4
116	227R1E00J4	GILALA RAMYA	ICICI	3.7

The Alumni Association plays a pivotal role in strengthening the relationship between academia and industry by fostering meaningful engagement between current students and alumni. It serves as a dynamic platform that facilitates knowledge sharing, professional networking, and career guidance, thereby enabling students to effectively navigate the evolving demands of the corporate world.

The 10th Alumni Meet of CMR Technical Campus was successfully organized on 30th December 2023. The event commenced with the ceremonial lighting of the lamp, followed by a formal welcome and felicitation of distinguished guests. The Director, Dr. A. Raji Reddy, addressed the gathering and highlighted the institution's milestones and achievements. The program was graced by the presence of key dignitaries, including members of the management, faculty, and alumni leadership. The event witnessed an enthusiastic participation of 262 alumni members, who actively shared their professional experiences and insights, contributing to institutional development and community engagement.



During the academic year 2023–24, a series of alumni interaction sessions were conducted with the objective of enhancing students' employability skills and industry preparedness. Alumni from reputed organizations such as Bank of America, Broadridge, FactSet, Wells Fargo, and Unirac Solar India engaged with students on diverse themes including interview preparation, industry expectations, group discussions, and practical career strategies. These sessions provided valuable exposure to real-world corporate practices and enhanced students' confidence in facing recruitment processes.

In addition to alumni interactions, entrepreneurship-oriented initiatives were undertaken to cultivate an entrepreneurial mind-set among students. A notable session delivered by Entrepreneur Nathi Babu at the Cognition Conference emphasized the significance of practical experience in achieving entrepreneurial success. Furthermore, insights into small business development through manpower-based services were shared by Mr. Chandan Kumar Jha, enriching students' understanding of grassroots entrepreneurship.

The Alumni Association has also outlined a structured plan of action focusing on continuous engagement and development. This includes organizing periodic meetings, conducting industry-oriented training programs, facilitating personality development and employability skill enhancement sessions, supporting alumni career opportunities, and promoting social responsibility initiatives such as health awareness and environmental activities.

During the alumni meet, distinguished alumni were recognized for their exemplary contributions. Mr. Abdullah Asif was conferred the Outstanding Alumni Award, Mr. Anish Chatti received the Best Supporting Alumni Award, and Mr. Neeraja Reddy Kolla was honored with the Young Achiever Alumni Award.

The Alumni Association initiatives significantly contribute to bridging the gap between academic learning and professional practice. These efforts not only strengthen alumni engagement but also play a crucial role in enhancing the overall quality of management education and student development.

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
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**Kandlakoya(V),
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