



**CMRTC**  
**MASTEROFBUSINESS**  
**ADMINISTRATION**

**NEWS**  
**LETTER**  
**2025-2026**

2018-2019

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 high way, 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 news letter. This news letter 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 organizations, while slathering 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.

### Orientationday 2025

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.



## Workshops

One day workshop was organized by the department of MBA on “**A Session on Problem Solving and Ideation Workshop**” 6<sup>th</sup> Nov, 2025, at 10:00 am in the Abdul Kalam Seminar Hall-208 B-Block. This workshop which was facilitated by **Pavan Kumar TSK**. The session led to enhanced creative thinking improved problem solving skills and more innovative solutions through collaborative techniques to students. And also department of MBA conducted a workshop on “**Effective Sales and Marketing Strategies for Startups**” by **Dr. Harinadh**. This event designed to challenge students to think like entrepreneurs.



## Seminar

Seminar on “**Technological Readiness Level TLR, MRL, IRL IP Commercialization and Technology transfer**” on 22<sup>nd</sup>, Dec 2024, was organized by department of MBA. Dr. Anoop Kumar Shukla Professor from JBIT. And also Conducted a Seminar on “**From idea to Business : The Crucial role of Market Research**”



Seminar on “**Business Canvas Model**” on 28<sup>th</sup>, April 2025, was organized by department of MBA. Dr.Shruthi Bhargava Choubey, IIC President, SNIST. This session allows students to frame and answers key questions about a business model and its executions, using a simple, visual tool to map.



Seminar on “**Raising Capital and managing Finance for Startups**” on 24<sup>th</sup>, April 2025, was organized by department of MBA. Dr.T.Haripriya. This session Covered securing financing and managing financial. It ideal for for students, offering expert insights into startup funding and financial management.



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

—HenryFord

## ACTIVITIES

### In-house training

Students’ participation in business activities helps them to become future leaders. Such sessions builds confidence and help them to gain experience in a variety of areas that will enhance their knowledge and skills for their future. And also conducted a poster presentation competition on “The Power to create”



## ACTIVITIES.

Apart from that students are also encouraged to attend various workshops for getting trained in prestigious institutes such as ISTD (The Indian Society for Training and Development (ISTD) is a premier institution in the field of Human Resource Development ).They also participates in Conversation on AI, Ethics and future a Round table Discussion at tech Mahindra.



Industrial visit has its own importance in a career of a student who is pursuing a professional degree. It is considered as a part of college curriculum and objectives of industrial visit is to provide students an insight regarding internal working of companies. We know, theoretical knowledge is not enough for making a good professional career. With an aim to go beyond academics, industrial visit provides student a practical perspective in the world of work. Following the same lines students of CMR Technical Campus, MBA department got an opportunity to Visit Industries.



## 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 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 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 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

- Dr. B. Vasantha Lakshmi., associate professor have Participated in a 6- day online faculty development program on “ AI Enabled tools and Techniques for research paper writing and project proposal development from 23<sup>rd</sup> March – 28<sup>th</sup> March 2026 at Department of Science & Humanities, Lendi Institute of Engineering & Technology.
- Dr Md Irfan, Associate Professor have Participated in a 6- day online faculty development program on “ AI Enabled tools and Techniques for research paper writing and project proposal development from 23<sup>rd</sup> March – 28<sup>th</sup> March 2026 at Department of Science & Humanities, Lendi Institute of Engineering & Technology.
- Ch Deepthi, Asst Professor have Participated in a 6- day online faculty development program on “ AI Enabled tools and Techniques for research paper writing and project proposal development from 23<sup>rd</sup> March – 28<sup>th</sup> March 2026 at Department of Science & Humanities, Lendi Institute of Engineering & Technology.
- B Vamsidhar, Asst Professor have Participated in a 6- day online faculty development program on “ AI Enabled tools and Techniques for research paper writing and project proposal development from 23<sup>rd</sup> March – 28<sup>th</sup> March 2026 at Department of Science & Humanities, Lendi Institute of Engineering & Technology.
- B Vamsidhar, Asst Professor have Participated in a 10-day online faculty development program on “The Art and Science of Successful Proposal writing: Techniques, strategies, and Best Practices” held during 27<sup>th</sup> Oct to 6<sup>th</sup> Nov 2025 at CVR College of Engineering & Technology, Hyderabad.
- B Vamsidhar, Asst Professor have Participated in a 5-day online faculty development program on “Next-Gen Perations Management: Circular Economy, Industry 5.0, and Sustainable Logistics” held during 22nd Sept to 26<sup>th</sup> Sept 2025 at KL University.
- B Vamsidhar, Asst Professor have Participated in a 2 Weeks online faculty development program on “HR Management” Organized by SkillDzire in collaboration with AICTE.
- Dr B Vasantha Lakshmi, Associate Professor have Participated in a 10-day online faculty development program on “The Art and Science of Successful Proposal writing: Techniques, strategies, and Best Practices” held during 27<sup>th</sup> Oct to 6<sup>th</sup> Nov 2025 at CVR College of Engineering & Technology, Hyderabad.
- Dr Md Irfan, Associate Professor have Participated in a 10-day online faculty development program on “The Art and Science of Successful Proposal writing: Techniques, strategies, and Best Practices” held during 27<sup>th</sup> Oct to 6<sup>th</sup> Nov 2025 at CVR College of Engineering & Technology, Hyderabad.

- Dr. B. Vasantha Lakshmi., associate professor, a conference on the ICSSR sponsored two daynational seminar entitled “financial inclusion of the marginalized sections in India:
- Dr. B. Vasantha Lakshmi., Associate Professor, attended faculty development program on 17<sup>th</sup> march to 22<sup>nd</sup> march 2025, “the future of research- AI tools as a game changer” at St Joseph’s Degree & PG College in collaboration with IPE, Hyderabad.
- R.Saraswathi.,AssistantProfessor,attendedfacultydevelopmentprogramon17<sup>th</sup>marchto22<sup>nd</sup> march 2025, “the future of research- AI tools as a game changer” at St Joseph’s Degree & PG college in collaboration with IPE, Hyderabad
- Dr.MohammedIrfan,AssociateProfessor,attendedfacultydevelopmentprogramon17<sup>th</sup>march to 22<sup>nd</sup> march 2025, “the future of research- AI tools as a game changer” at St Joseph’s Degree & PG college in collaboration with IPE, Hyderabad
- CH. Deepthi., Assistant Professor, attended faculty development program on 17<sup>th</sup> marchto22<sup>nd</sup> march 2025, “the future of research- AI tools as a game changer” at St Joseph’s Degree & PG college in collaboration with IPE, Hyderabad
- Dr.B.VasanthaLakshmi., Associate Professor, attended one week faculty development program during 17<sup>th</sup> February to 21<sup>nd</sup> February 2025, “ research write with AIassistance” conducted by IPE, Hyderabad.
- CH. Deepthi., Assistant Professor, attended one week faculty development program during 17<sup>th</sup> February to 21<sup>nd</sup> February 2025, “ research write with AIassistance” conducted by IPE, Hyderabad.
- Dr. Mohammed Irfan., Associate Professor, attended one week faculty development program during 17<sup>th</sup> February to 21<sup>nd</sup> February 2025, “ research write with AIassistance” conducted by IPE, Hyderabad.
- R.Saraswathi., Assistant Professor, attended one week faculty development program during17<sup>th</sup> February to 21<sup>nd</sup> February 2025, “ research write with AIassistance” conducted by IPE, Hyderabad.
- G Suresh Kumar Asst Professor attended One Week FDP Programme on Empowering research Excellence through Data Analysis with SPSS organized by M C Gupta College of Business Management and Hindi Maha Vidyalaya from 6<sup>th</sup> Oct – 10<sup>th</sup> Oct 2025.
- G Suresh Kumar Asst Professor attended One Week Management Development Programme on Strategic Insights – Data Driven Decisions on Research Commercialization organized by Department of Management Studies Sri Vishnu Engineering College, Bhimavaram 18<sup>th</sup> Aug – 23<sup>rd</sup> Aug 2025.

- Dr D Kishore Kumar Associate Professor, K Preethi Jyosthna Published a paper on “Impact of flexible work arrangements and Digital tools on employee well being: Gender and Age Analysis in the Life Insurance Sector” at Journal of Management Applications ISSN : 2583-1909, Vol-5, Issue-1, Jan 2025.
- Dr D Kishore Kumar Associate Professor, Published a paper on “Impact of Artificial Intelligence - Driven Talent analytics on marketing performance and financial Outcomes of Organizations at Journal of International Commercial Law & Technology, Vol-7, Issue-1.
- Ch Deepthi Asst Professor, Published a paper on “ Impact of Behavioural Finance on Stock Investment Decisions of Working Employees at Journal of Management Applications ISSN : 2583-1909, Vol-5, Issue-1, Jan 2025.
- Ch. Deepthi., Assistant Professor, attended faculty development program on Commodity Markets conducted by Department of Management St Peters Institute of Higher Education & Research from 9<sup>th</sup> Feb – 14<sup>th</sup> Feb 2026.
- Dr B Vasantha Lakshmi., Associate Professor, attended faculty development program on Commodity Markets conducted by Department of Management St Peters Institute of Higher Education & Research from 9<sup>th</sup> Feb – 14<sup>th</sup> Feb 2026.
- Dr Md Irfan., Associate Professor, attended faculty development program on Commodity Markets conducted by Department of Management St Peters Institute of Higher Education & Research from 9<sup>th</sup> Feb – 14<sup>th</sup> Feb 2026.
- R.Saraswathi., Assistant Professor, Published paper on “Linking Self-Help Group Participation to SDG-1 and SDG-5 Outcomes” and has won a best paper award in the event two day national conference on 5<sup>th</sup> Jan & 6<sup>th</sup> Jan 2026 at Sri Devi Women Engineering College.
- R.Saraswathi., Assistant Professor, Published paper on “Empowering communities through Self Help Groups path way to achieving sustainable development groups in Telangana state at International Journal for Multi Disciplinary research, Vol-7, Issue-6 Nov-Dec 2025.
- N P Nandhini Asst Professor attended One Week Management Development Programme on Strategic Insights – Data Driven Decisions on Research Commercialization organized by Department of Management Studies Sri Vishnu Engineering College, Bhimavaram 18<sup>th</sup> Aug – 23<sup>rd</sup> Aug 2025.
- N P Nandhini Assistant Professor, Published paper on “ Examining the effect of Hybrid Work revolution on IT Company employee performance” at Journal of science Engineering Technology and Management Science ISSN – 3049-0952, Vol-2, Issue-9 Sept 2025.
- D Kanaka Durga., Assistant Professor, attended faculty development program on Ideas for Publications: using AI and statistical tools at Little Flower Degree College 23<sup>rd</sup> March – 29<sup>th</sup>

March 2026.

- D Kanaka Durga., Assistant Professor, attended faculty development program on Enhancing Teaching Research and Technological competencies in commerce at Bishop Hebbler College 2<sup>nd</sup> June – 6<sup>th</sup> June 2025.
- Masrath Ayesha Asst Professor attended One Week FDP Programme on Empowering research Excellence through Data Analysis with SPSS organized by M C Gupta College of Business Management and Hindi Maha Vidyalaya from 6<sup>th</sup> Oct – 10<sup>th</sup> Oct 2025.
- D Kanaka Durga., Assistant Professor, attended faculty development program on Artificial Intelligence in Multidisciplinary Research at Xavier Institute for research and development 15<sup>th</sup> Dec – 21<sup>st</sup> Dec 2025.
- K Preethi Jyosthna., Assistant Professor, attended faculty development program on Artificial Intelligence in Multidisciplinary Research at Xavier Institute for research and development 15<sup>th</sup> Dec – 21<sup>st</sup> Dec 2025.
- K Preethi Jyosthna., Assistant Professor, attended faculty development program on Statistical Analysis and Interpretation using SPSS and AMOS at Global Institute of Statistical Solutions 21<sup>st</sup> Feb – 26<sup>th</sup> Feb 2026.
- Dr P V Rao., Associate Professor, attended faculty development program on Artificial Intelligence in Multidisciplinary Research at Xavier Institute for research and development 15<sup>th</sup> Dec – 21<sup>st</sup> Dec 2025.
- Dr P V Rao Associate Professor, R Ramesh Asst Professor Published paper on “Artificial Intelligence And The Future Of Social Media Analytics: Transforming Trend Analysis And Campaign Optimization”
- “A Study on Impact of Behavioral Finance in Investment Decision India” by CH Deepthi has been published in Technology and Knowledge Based Entrepreneur for Sustainable Industrial Development, Conference, December 2024 in International Journal for Research in Applied Science & Engineering Technology.
- Paper presented by CH. Deepthi, on “ Impact of digitization on women empowerment-Rural and Urban regions in India “ at two day national conference organized by KG Reddy college of engineering & Technology held during 28<sup>th</sup> Feb-1<sup>st</sup> March 2025.
- Paper presented by Dr. B. Vasantha Lakshmi, on “ Impact of digitization on women empowerment- Rural and Urban regions in India “ at two day national conference organized by KG Reddy college of engineering & Technology held during 28<sup>th</sup> Feb-1<sup>st</sup> March 2025.
- Dr. V Ramesh naik Associate Professor has successfully completed the One Week faculty development Programme on “Empowering Research Excellence through Data analysis with

SPSS” Organized by M.C. Gupta College of Business Management and Hindi Mahavidyalaya, Nallakunta, Hyderabad from 06-11 October 2025.

- Dr. V Ramesh naik Associate Professor has successfully completed 10 Days Capacity Building Programme Organised by St. Francis Institute of Management and Research (SFIMAR) on ‘GenAI for Excellence in Higher Education and Research: Exploring its Socio-Economic Implications’ sponsored by Indian Council of Social Science Research, Western Regional Council, Mumbai held online from 10th February 2025 to 21st February 2025.
- Dr. V Ramesh naik Associate Professor has been serving as a reviewer of International Journal of Innovative Research in Technology, ISSN: 2349-6002, A Peer reviewed Journal, 8.01 Impact Factor.
- B Kanaka Laxmi Assistant Professor, Published paper on Impact of AI and Big Data on Modern Consumer Behaviour Analysis ; A Empirical Investigation in Decoding Consumer Behavior Insights, Trends, Applications, Understanding the Dynamics of Consumer Choices August 2025, ISBN – 979-89-00071-47-3, Volume – 2 published by Notion Press, California USA.
- B Kanaka Laxmi Assistant Professor, attended faculty development program on Empowering Faculty for Ethical Teaching in the Digital Era organized by DMI Engineering College from 2-7 June 2025.

**PLACEMENT SUMMARY FOR THE YEAR 2025-26**

<b>S.NO</b>	<b>ROLL NUMBER</b>	<b>STUDENT NAME</b>	<b>COMPANY NAME</b>	<b>PACKAGE (IN LPA)</b>
1	247R1E00E5	JAGANAGARI ADARSH REDDY	MRF	6.85
2	247R1E0065	B RAMAKRISHNA	ASIAN PAINTS	6.2
3	247R1E0084	KOLKUNDA VIJAY KUMAR	ASAINPAINTS	6.2
4	247R1E0084	KOLKUNDA VIJAY KUMAR	ASAINPAINTS	6.2
5	247R1E0005	BISAI HARSHAVARDHAN	ITC	4.5
6	247R1E0058	VALME VAMSHI	ITC	4.5
7	247R1E00B7	VADEPALLY VIKASITH KIREETI	VIVO V- DREAM TECHNOLOGY	4.5
8	247R1E00J3	AKULA VIGNAN	NIPPO	4.5
9	247R1E00K7	JORU SIDDHARTHA	CAVINKARE	4.5
10	247R1E0013	CHILAKA AVINASH	INDIA MART	4.27
11	247R1E00J4	B.MADHU	INDIAMART	4.27
13	247R1E00P7	THUMUKUNTA HEMAVARDHAN REDDY	INDIA MART	4.2
14	247R1E0094	JOSHITHA MANDALI	REYMOULD TECHNOLOGY SOLUTIONS PVT LTD	4
15	247R1E00H6	SONALY BISWAL	DELOITTE (SOURCE ONE)	4
16	247R1E00P6	THOKALA SHREYA REDDY	OPTUM	3.7
17	247R1E00C3	ANGURU SAI SRI	VISYS CLOUD TECHNOLOGIES	3.6
18	247R1E0015	DEVARKONDA MOHANEESH PRAVEEN	DMART	3.5
19	247R1E0086	KOTA VENKATA KARTHIK	DMART	3.5

20	247R1E00B1	REJINTHALA HILKIAH	D MART	3.5
21	247R1E00C0	YARAKALA PRASAD	D MART	3.5
22	247R1E00C1	ALLAM SWETHA	TATA AIG	3.5
23	247R1E00H7	THUM VENKATESH	D MART	3.5
24	247R1E00L8	KOTHLAPURAM SATISH	DMART	3.5
25	247R1E00M3	MACHARLA VYSHNAVI	D MART	3.5
12	247R1E0031	KOTHAGADI SAIKUMAR	AXIS BANK	3.3
26	247R1E0035	LINGAMPALLY DEEPIKA	AXIS BANK	3.3
27	247R1E0025	K PAVAN KALYAN	AXIS BANK	3.3
28	247R1E00C9	BURLE VEERA MANI KANTA	AXIS BANK	3.3
29	247R1E00E0	GUGGILLA ANUSRI	APR GROUPS	3
30	247R1E00E0	GUGGILLA ANUSRI	APR GROUPS	3
31	247R1E00F5	MANKALA TEJASRI	RANDSTAD	2.4
32	247R1E00J1	ABHISHEK RAI	S & P GLOBAL	2.4
33	247R1E0036	MESINENI HARI PRIYA	S&P GLOBAL	2.4
34	247R1E00L5	KOLICHELIMI RISHIKA	S&P GLOBAL	2.3
35	247R1E00H3	SEMBETI ANURUTH	ZEN MECH ENGINEERS	2.16
36	247R1E00M2	KYADARI KAVYA	TECHMAHINDRA COMPANY BAHADURPALLY	2.1
37	247R1E00N1	CHERLA SWETHA	ALTS ASSOCIATES	1.8
38	247R1E00N9	SANKI LAYA	ALTS ASSOCIATES	1.8
39	247R1E00Q2	VENGALA SATHWIK	ALTS ASSOCIATES	1.8
40	247R1E0023	JALABAGARI KAVERI	DIGITIDE SOLUTIONS LIMITED	1.5
41	247R1E0023	JALABAGARI KAVERI	DIGITIDE SOLUTIONS LIMITED	1.5
42	247R1E00L7	KOTHA TEJASWINI	NARVEE TECHNOLOGIES	1.44

The 12th Alumni Meet of CMR Technical Campus (CMRTC), Medchal, held on 21st December 2025 at the CMR Auditorium, was a grand and memorable occasion that celebrated the enduring relationship between the institution and its alumni. The event was graced by distinguished dignitaries whose insightful speeches set an inspiring tone for the gathering. Sri C. Gopal Reddy, Chairman, emphasized the importance of vision, discipline, and lifelong learning, encouraging students to remain committed to their goals while adapting to the evolving global landscape. Smt. C. Vasantha Latha, Secretary, highlighted the role of education in shaping responsible citizens and urged students to cultivate strong values alongside professional competence. Sri C. Abhinav Reddy, Vice-Chairman, spoke about innovation and entrepreneurship, motivating students to think creatively and explore emerging opportunities in technology-driven industries. Dr. A. Raji Reddy, Director, CMRTC, focused on academic excellence and the need to bridge the gap between industry and academia, encouraging students to actively engage in skill development. Dr. K. Srujan Raju, Professor of CSE & Dean (R&D), stressed the significance of research, innovation, and interdisciplinary learning in today's competitive world. CH. Madhava Rao, Training & Placement Officer, delivered a practical and motivating address on employability skills, interview readiness, and the importance of consistent preparation to secure successful career opportunities. Each speech collectively inspired students to strive for excellence, embrace challenges, and contribute meaningfully to society.

The Alumni Interaction Sessions played a crucial role in enriching students with practical knowledge and industry exposure. Alumni such as Annapu Reddy Bhanu Prakash Reddy and B. Dilip Kumar Reddy shared valuable insights on career planning and corporate expectations, drawing from their experience in sales and business development. Ragilla Naveen Kumar provided guidance on building a strong social media presence and maintaining a professional digital profile, which is essential in today's competitive job market. Ruman Kumari offered practical strategies to confidently handle finance interviews, while Kamant Siddhanth shared effective tips for cracking analyst roles through structured preparation. Anees Tabassum Jameel highlighted key techniques for excelling in group discussions for finance roles. Mannem Tejasri explained fundamental financial concepts frequently asked in interviews, helping students strengthen their basics. Rohita Datta focused on behavioral interview techniques and common HR mistakes to avoid, while Basareddy Mamatha guided students through mock interview practices and career planning strategies. Ala Praveen Reddy emphasized the importance of continuous learning and adaptability in career growth. In addition, alumni entrepreneurs such as H. Karthik Reddy inspired students with insights on capacity building for early-stage startups, N. Vamshidhar shared expertise on financial planning for new ventures, and Karan B. Shah elaborated on the role of technology and digital platforms in enabling modern businesses. These comprehensive interactions significantly enhanced students' confidence, industry awareness, and entrepreneurial mindset, reflecting CMRTC's strong commitment to holistic education and alumni engagement.

## ACKNOWLEDGMENT

We than call 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. D T V Dharmaji Rao 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 news letter highlights the activities of our students and the achievement so 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.

## EDITORIALBOARD

Dr. D.Kishore Kumar., Associate Professor

Dr. B.Vasantha Lakshmi., Associate Professor

**CMRTC  
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2024-2025**

Kandlakoya(V),  
Medchal (M),  
Hyderabad-501401,  
Telangana, India.

