



KESHAV MEMORIAL INSTITUTE OF MANAGEMENT

Affiliated to Osmania University and Approved by AICTE, Sarma Jayanthi Bhavan,
Narasaraopeta, Hyderabad - 503 029
Phone No. 040 23224651, 8331026974



Institution's Innovation Council
organises

A guest lecture on

THE RISE OF BUSINESS STRATEGIES IN THE GLOBALISED ERA

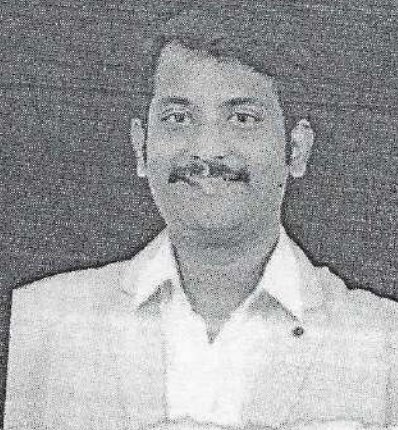
► **Thursday**
15th JUNE
2023

► **MBA Block**
Room No. 101, 1st floor

► **1:00 p.m. onwards**

► **Speaker**
K. Srikanth

Guinness World Record Holder
Owner - The diamond store by
Chandu Bhai, Hyderabad



Ms. Madhavilatha
Coordinator

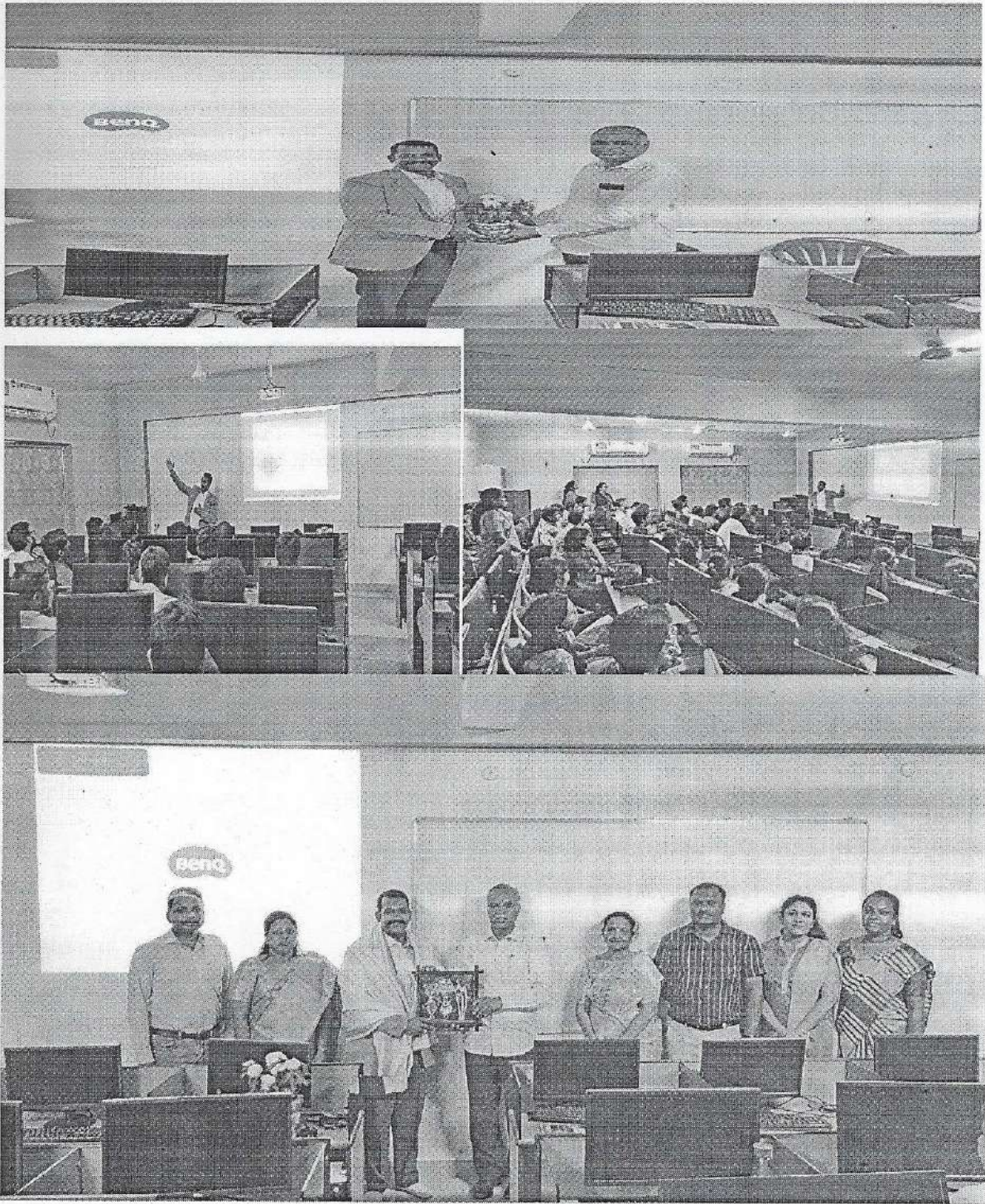
Dr. C. Lalitha
Convener

Dr. K. Someshwara Rao
Director

Faculty Members:

Mr. Raju Challa, Ms. T. Swetha, Ms. Deepa. J, Ms. Meena Yadav, Mr. Amba Prasad
and Mr. K. V. Murthy

Glimpse of the session



Keshav Memorial Institute Of Management

IIC Council

Venue – MBA Block – Room No – 101

Report on “Guest Lecture – The Rise of Business Strategies in the Globalized Era”

Date of Report: 15th June, 2023.

The session was organised by Entrepreneurship Development cell and Innovation cell by the department of Business Management on 15th June 2023 from 1:00pm to 3:00pm. Guest speaker for the session was Kotti Srikanth Guinness world record holder, owner of “The Diamond Store by Chandu Bhai”, Hyderabad has taken a lecture on the topic **“The Rise of Business Strategies in the Globalized Era”** for MBA students.

Kotti Srikanth is a expert jewellery designer with Diploma in Manual designing, Diploma in Computer Aided Jewellery design from Indian Institute of Mumbai. He attributes his love for jewellery to his father Mr. Chandraprakash popularly known as Chandubhai. He created first Guinness world record in jewellery throughout South India by creating diamond set in one finger ring. A total of 7801 natural diamonds have been used in curating the ring named *“The Divine - 7801”*, *“Brahma Vajra Kamalam”*.

By this session Students enhanced the skills like how to be successful entrepreneur by having a strong sense of self confidence and a healthy opinion of their skills and abilities , Business management and time management, eagerness to learn and be flexible in adopting new strategies, how to control the resources of an organisation, and how teamwork and leadership skills can enable leaders to effectively inspire, motivate, work in teams and lead the company towards success.