

KESHAV MEMORIAL INSTITUTE OF MANAGEMENT

A Unit of Keshav Memorial Educational Society
Affiliated to Osmania University, Approved by AICTE
Narayanaguda, Hyderabad – 500 029

A Report on Institute's Activities from February to November

1) 11th February 2023 - Industrial Visit to Masqati Dairy

An industrial visit to Masqati Dairy Farm organized by the Department of Business Management provided MBA II-year students with a valuable opportunity to gain practical insights into various aspects of the dairy industry. Led by three faculty coordinators, Mr. Raju Challa, Ms. T. Swetha, and Ms. Meena Yadav, the students were guided by Mr. Shaker, an assistant officer at Masqati Dairy Farm, who shared his expertise on inventory management, production and operation management, logistics, and other crucial areas.

Photos – 1a & 1b

2) 4th March 2023– Project Guideline for MBA Students

The Department of Business Administration in association with IQAC organized a student development program aimed at guiding MBA II-year students through their project preparation process. Dr. Rakhee Renapurkar, Associate Professor at Badruka College of Commerce and Arts, shared her valuable insights on adhering to Osmania University guidelines, from topic selection to final project drafting. The interactive session also allowed students to address their queries, ensuring a comprehensive understanding of the project requirements.

Photos – 2a & 2b

3) 4th March 2023 - Lecture on Mind Power and Management

The Department of Business Administration in association with IQAC organised a guest lecture on mind power and management by Shri Pradyumna Krishna Dasa from the Hare Krishna Foundation. The program was intended to help students understand the knowledge and power of controlling their minds and to move towards success. There were about 200 students from undergraduate and MBA programs.

Photos – 3a & 3b

4) 6th March 2023–Celebrating International Women's Day

On the occasion of International Women's Day, The Department of Business Administration organised a special program was held in partnership with Keshav Memorial Institute of Commerce & Sciences. The esteemed presence of Dr. Chetana IPS, SP, at the Anti-Corruption Bureau as the Chief Guest added a significant touch to the event. Dr. Chetana, passionately highlighted the importance of women's empowerment and development, engaging with students and inspiring them to confront the challenges that lie ahead in their lives. Ms. D. L. Karthika, Assistant Professor, was the Convenor for KMICS and Ms. Deepa. J Assistant Professor, was the Convenor for KMIM.

Photos – 4a & 4b

5) 8th March 2023 - Inauguration of new MBA Block

In a vibrant display of cultural heritage and community spirit, the grand opening of the MBA block commenced with a traditional Havan and Puja ceremony. Honoured by the presence of esteemed Justice L. Narasimha Reddy, President, Keshav Memorial Educational Society and other prominent society members. The event was a testament to the unity and inclusivity that the new establishment aimed to foster. As the day unfolded, the joyous celebration continued with a delightful lunch, bringing together the staff and attendees in a shared sense of camaraderie.

Photo – 5a

6) 10th March 2023 – Awareness Lecture on Digital Transactions and Fraud Prevention by RBI Officials

In a bid to promote awareness and educate students on the intricacies of digital transactions and fraud prevention, RBI official Mr. Shiva Reddy and Mr. Arvind, Sr. Assistants, recently engaged in an

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interactive session. To guide students on precautionary measures against cybercrimes, the officials organized an online quiz, offering cash prizes and certificates to participants and encouraging them to actively participate in the fight against online fraud. This lecture was organised by Mr. KVR Murthy, Assistant Professor.

Photos – 6a & 6b

7) 5th May 2023 – Guest Lecture on Value Based Education System

In the realm of education, the concept of value-based systems has garnered significant attention as it seeks to instil ethical values and character development alongside academic pursuits. To shed light on this crucial aspect Department of Business Management invited, Dr. R. Nageswar Rao, Associate Professor, OUCCBM, a renowned figure in the field, delivered a guest lecture to MBA students, offering invaluable insights into the significance and implementation of value-based education systems. Furthermore, the occasion also served as an opportunity to honour Dr.R. Nageswar Rao, Associate Professor, OUCCBM, on his retirement, acknowledging his remarkable contributions to the realm of academia.

Photos – 7a & 7b

8) 15th June 2023 – Guest Lecture on The Rise of Business Strategies in the Globalised Era

In the fast-paced and interconnected world of business, staying ahead of the curve is crucial for success. To shed light on the ever-evolving landscape of business strategies in the globalized era, Dr. C. Lalitha, Assistant Professor as part of Institutions Innovation Council (IIC) organised a Guest lecture under the renowned entrepreneur, a Guinness record holder and founder of Chandubai Jewellers, Mr. Kotti Srikanth on The Rise of Business Strategies in the Globalised Era. He delivered an insightful guest lecture to MBA students. This captivating event explored the transformative power of globalization and how it has shaped innovative approaches to business expansion and market penetration.

Photos – 8a & 8b

9) 18th June 2023– A One Day Competitions for Orphanage Children – Sukritya: a good action

Sukritya, a remarkable one-day competition, brought together orphan children from 10 different orphanages within the city. Organized by Eco Club student coordinators and faculty in-charge, Ms. Deepa. J under the guidance of Dr. K. Someshwer Rao, Director, with a vision to empower and uplift orphaned children. The day began with receiving children from their respective orphanages and providing them with breakfast, lunch and snacks. Everyone played an important role in seeing that no child was left unattended, they left with a smile and goodies to cherish. The event garnered immense support and enthusiasm, with the esteemed presence of Justice L. Narasimha Reddy, President, Keshav Memorial Educational Society as the Chief Guest and Mr. Rudragani Sandeep, High Court Advocate as the Guest of Honor, the event became a memorable experience for the 450 children who participated.

Photos – 9a, 9b, 9c, 9d & 9e

10) 3rd July 2023–A Workshop on Intellectual Property Rights

In association with the Patent Office Kolkata, Mr. Arnab Bhattacharyya, an experienced Examiner of Patent and Designs at NIPAM Kolkata, was invited to conduct an insightful workshop on Intellectual Property Rights (IPR). This online workshop, was organized by Dr. C. Lalitha, Assistant Professor as part of Institutions Innovation Council (IIC), which aims to educate individuals about the significance of IPR and its role in promoting innovation and safeguarding intellectual creations.

Photos – 10a,10b& 10c

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A Report on Institute's Activities from February to November

11) 26th July 2023 – Volunteered for celebrating Kargil Vijay Diwas by JK Now titled #MeraKya

In the summer of 1999, the picturesque mountains of Kargil witnessed a historic battle that forever etched its name in the annals of Indian military history. Kargil Vijay Diwas, celebrated annually on July 26th, serves as a profound reminder of the valour and sacrifice exhibited by the Indian Armed Forces during the conflict, and the resilience displayed by the people of Jammu and Kashmir (JK) in the face of adversity. The event “Mera Kya” organized by JK Now held at Sardar Patel Auditorium from 05:00 p.m. onwards, aimed to recognize and appreciate the dedication and hard work of these unsung heroes. It provided our students with a unique platform to learn about the inspiring stories of these individuals and gain a deeper understanding of the impact they have on society.

Photos – 11a & 11b

12) 15th August 2023 – Participated in KMES Celebrations on 77th Independence Day

On the momentous occasion of the 77th Independence Day, our institute proudly joined hands with various other esteemed institutions in Keshav Memorial Educational Society to celebrate the spirit of freedom. Amidst the festivities, a notable highlight was the impactful speech delivered by our MBA II Year student, Bhagyasree, shedding light on India's historic struggle for independence and the contemporary challenges the nation faces today.

Photos – 12a

13) 1st & 2nd September 2023 – Eco Club Organised Eco-Friendly Clay Ganesh Idol Making Competition : A Two-Day Program

In a bid to promote eco-consciousness and sustainable practices, the Eco Club student coordinators under the guidance of faculty in-charge Ms. Deepa. J organized a two-day Clay Ganesha idol-making competition. The first day (1st October 2023) witnessed enthusiastic participation from Keshav Memorial High School students, while the second day (2nd October 2023) saw an exhilarating intra-college competition among students from various institutions, all striving to create stunning and environmentally friendly Ganesha idols.

Photos – 13a, 13b & 13c

14) 4th October 2023 – A Lecture on Specialization in MBA & Impact on Career

In today's fast-paced and competitive business world, it has become crucial for MBA students to understand the significance of specialization in their careers. To shed light on this matter, from the Department of Business Management in association with IQAC, held the guest lecture. The Convenor, Ms. Madhavalatha, Assistant Professor, and faculty coordinator, Ms. Deepa. J, Assistant Professor, arranged a lecture with renowned expert Dr. Krishnavardhan Reddy, Badruka PG Centre, delivered an enlightening lecture to the MBA II year, 3rd semester students, highlighting the various impacts specialization can have on their future professional endeavours.

Photos – 14a & 14b

15) 10th October 2023 – Mental Health Awareness Programme for College Students

In an effort to address the growing concerns surrounding mental health, a guest lecture on Mental Health Awareness Program was organized by Faculty Ms. T. Swetha, Assistant Professor at our institution. Venue for the event was P.G .Seminar Hall Time- 12:30 pm to 2:30pm. The distinguished speaker for the event was Mahendra Guru, a renowned trainer from Telangana Psychologists Association (TPA), who brought his expertise and experience to shed light on this critical issue. After the session, students were given time to interact with him. Students felt that the session was more informative and interactive. At the end of the guest lecture three students gave their feedback and explained how they were benefited

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A Report on Institute's Activities from February to November

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Photos – 15a & 15b

16) 16th October, 2023 – Cultural Club – Samskruthi Organises Navaratri Celebrations

In the realm of cultural and Bathukamma celebrations, student coordinators and faculty in-charge Ms. Madhavalatha, Assistant Professor, for Samskruthi the Cultural Club took centre stage with their mesmerizing Nava Durga skit. Bringing together the essence of tradition and artistry, this event showcased the rich cultural heritage of India through the portrayal of the nine divine forms of Goddess Durga. The skit was a visual treat for the audience, with elaborate costumes and captivating performances by the club members. It not only entertained but also educated the spectators about the significance of each form of Goddess Durga and their symbolic representation in Hindu mythology.

Photos – 16a & 16b

17) 31st October, 2023 - Industrial Visit to Mylan Lab

Industrial visit to Mylan Lab, a major manufacturer of active pharmaceutical ingredients, and the Pollution Control Board in Dundigal, Unit II, provided students with practical insights into industrial processes and environmental sustainability. These experiences help students understand the challenges faced by industries in balancing production and conservation. As an initiative by the Mylan Labs, only 36 students from both I and II Year MBA students along with two faculty members, Dr. B. Anjan Kumar, Assistant Professor and Ms. T. Swetha, Assistant Professor visited.

Photos – 17a & 17b

18) 3rd November 2023 - Orientation Program for I year MBA Batch 2023-25

The Department of Business Management organised orientation program for I year MBA Batch 2023-25. MBA Orientation Program is an essential event designed to ensure that incoming students are well-informed about the rules and regulations of the university and college. The presence of Secretary, Dr. A.V. Subramanyam, Keshav Memorial Educational Society and Director, Dr.J.Nageshwar Rao, Keshav Memorial Educational Society and Ms. V. Santhi, Director I/C, Keshav Memorial Institute of Management added a sense of prestige and importance to this event. Additionally, this program serves as a platform to introduce the esteemed faculty members, who will guide and mentor the students throughout their MBA journey.

Photos – 18a & 18b

19) 4th November 2023 - MBA Induction Day for Batch 2023-25

The Department of Business Management organised MBA induction day for batch 2023-25 held at Sardar Patel auditorium, students and parents were invited for the event as it was a promise to be an event filled with esteemed personalities and insightful discussions. With Justice L. Narasimha Reddy, President, Keshav Memorial Educational Society and Chancellor, University of Hyderabad, was the Chief Guest, renowned for his legal expertise delivered insightful view and emphasised on the value of the course. The Guest of Honors, Prof. K Sampath Kumar, Additional Controller, Osmania University, along with Shri Prashant Gunjekar, Vice President of IT Operations at Genpact, set a perfect blend of knowledge and industry experience.

Photos – 19a & 19b

20) 7th November 2023 - Literary Club Activity Mock UN Session on Economic and Environmental Sustainability.

In a unique blend of academia and creativity, Literary Club student coordinators under the faculty in-charge Ms. Deepa. J, organized a Mock parliament for MBA students, it centred around the pressing issues of economic and environmental sustainability. Inspired by the theme of UN Habitat Day 2023, the

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event aimed to engage aspiring students to impersonate different country ambassadors into a meaningful discussion and set an environment for them to brainstorm for some ideal real-time solutions that contributes to a more sustainable future.

Photos – 20a & 20b

21) 11th November 2023 – Eco Club Organises Food Donation Program, “Sukritya Sattva - a team for goodness”

In a heartwarming display of compassion and community service, the Eco Club student coordinators, with the guidance of faculty coordinator Ms. Deepa. J, organized a special event of food donation program, “Sukritya Sattva - a team for goodness”, for the residents of Radhe Shyam Old Age Home. Ms. V. Santhi Vedula, Director I/C and faculty Dr. B. Anjan Kumar, Assistant Professor also joined hands in the celebration. Later on, Mr. B. Sridhar Reddy, Joint Secretary, Keshav Memorial Educational Society and Dr. J. Nageshwar Rao, Director of Keshav Memorial Educational Society along with other members aimed to bring joy and smiles to the faces of the elderly during the festive season of Diwali.

Photo - 21a & 21b

22) 15th November 2023 – Literary Club held creative writing for blog on International-I Love to Write Day

On the 15th of November, writers from all around the world celebrate International I Love to Write Day. This day serves as an opportunity for students to showcase their writing skills and creativity. For this particular occasion, Literary Club, along with their student coordinators and faculty in-charge, Ms. Deepa. J, Assistant Professor, encouraged students to explore the festival of Diwali, a vibrant and joyous celebration that holds immense significance in various cultures. In a limited word count of 1500, students have had the chance to delve into the rich traditions, customs, and stories associated with Diwali, and share their unique perspectives on this auspicious festival. The received articles via mail are published in the literary club blog.

Photos- 22a & 22b

23) 17th and 18th November 2023 - KAIZEN – Management Club Organised A Two-Day Quiz Program, Gnananvesh - Business Quiz

KAIZEN – Management club under the guidance of faculty in-charge, Ms. T. Swetha, Assistant Professor and student coordinators conducted Gnananvesh - Business Quiz, a two-day quiz program that provided a great opportunity for students to enhance their knowledge and skills required for the business world. It has provided a platform for students to learn, think critically, build confidence, team work, knowledge expansion, memory enhancement, exposure to real-world examples. This event is the motivation for further learning. It was a valuable experience that contributed to their personal growth and academic growth. The preliminary test was conducted on 17th November 2023 and final round on the 18th November 2023.

Photos – 23a, 23b & 23c

24) 18th November 2023 – Literary Club Celebrates High Five a Librarian Day

Student coordinators along with faculty in-charge, Ms. Deepa. J of Literary club, along with other staff and students celebrated Hi Five Librarian Day. It is important to acknowledge and appreciate the invaluable role that librarians. From their vast knowledge and assistance in research, to their dedication in curating an enriching collection of books and resources, librarians are the unsung heroes of our literary world. On this special day, let us take a moment to greet and thank our librarian Ms. T. Srilatha. Students were given a to speak about what they liked in the library.

Photos – 24a, 24b, 24c & 24d

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25) 20th November 2023 – A Workshop on Bazaar Shastra: Strategize and Succeed in Stock Market Arena

The Department of Business Management organized Bazaar Shastra, a groundbreaking financial literacy workshop aimed at helping individuals strategize and succeed in the stock market arena in association with Fintopedia. Led by - Mr. Ankit Mehta, Chief Strategy Officer of Fintopedia, the session offered invaluable insights and strategies to help students strategize and ultimately succeed in the stock market arena. The program also included practical exercises and case studies, providing students with hands-on experience in analysing market trends and making informed investment decisions.

Ms. S. Madhavalatha, Assistant Professor, was the Convenor and Ms. Deepa. J, Faculty Coordinator for the workshop. The workshop was interactive and engaging, allowing students to actively participate and ask questions. Overall , Bazaar Shastra proved to be a valuable learning experience for students interested in the stock market, equipping them with the necessary tools to navigate the complexities of the financial world.

Photos – 25a, 25b& 25c

26) 20th to 24th November 2023 - Management Development Program on Working Capital Assessment and Management for SMEs

In the world of small and medium enterprises (SMEs), one crucial aspect that often determines their success or failure is the management of working capital. To shed light on this topic, the National Institute of Micro, Small, and Medium Enterprises (NI-MSME) has developed the 4 days Management Development Program (MDP) on working capital assessment and management specifically tailored for SMEs. This program aimed to equip participants with the necessary knowledge and skills to effectively assess, monitor, and optimize their working capital, ultimately enhancing their financial stability and growth prospects. NI-MSME ensured all the faculties who have participated in the 4 days MDP received a certificate of the program. In collaboration with Department of Commerce & Management with NI-MSME, Ms. Madhavalatha, Assistant Professor, was the Convenor and Dr. B. Renuka, Assistant Professor, was the Coordinator for the Management Development Program (MDP).

Photos – 26a & 26b

27) 25th November 2023 - Cultural club-Samskurthi Organised an Awareness Program on Elimination of Violence Against Women

In a world grappling with the pervasive issue of violence against women, Cultural club-Samskurthi emerged as powerful platforms for raising awareness and fostering change. MBA student coordinators under the guidance of faculty in-charge Ms. Madhavalatha, Assistant Professor, captivated the audiences with a thought-provoking skit, shedding light on the urgent need to eliminate violence against women and promoting a society built on respect, equality, and empathy.

Photo – 27a