

KKR&KSR Institute of Technology and Sciences Vinjanampadu, Guntur, Andhra Pradesh-522017

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Accredited with "A" Grade by NAAC & NBA Accreditation Status for 4 UG (CSE, ECE, EEE, ME) Programs

MHRD- IIC Report

- 1. Objective of the Event:** The implementation of a structured work shop program for management students seeks to improve students' first-hand knowledge of contemporary business practices. This can be achieved by establishing relationships between Universities and leading business organizations it also helps to meet curriculum requirements by providing knowledge and developing the skills. The idea of organizing this workshop is to inculcate the fundamentals required for the managers by knowing the roles of a manager, efficiency & effectiveness, in management identifying the skills needed at different managerial levels and the future of a manager, the main purpose is to habituate differential thinking and "Out Of Box Thing" management skills.
- 2. Details of Resource Persons :** Dr. S.V. RAMANA RAO
Director of Siva Sivani institute of management, Hyderabad.
Dr. S. V. Ramana Rao is a Director at Siva Sivani Institute of Management, Secunderabad. He is a Post Graduate in Management and stood 8th in Sri Krishnadevaraya University, Anantapur, Andhra Pradesh and subsequently completed M.Phil from Alagappa University, Karaikudi, Tamilnadu. Dr.Rao obtained his Ph.D. from Centre for Economic and Social Studies (CESS) in the area Financial Derivatives. He worked in various colleges and institutes over a period of 25 years both India and Abroad. At SSIM, Dr.Rao worked as Assistant Professor, Professor, Area Chair and now the Director. He is an active member in research and published around 25 articles both at National and International journals having Scopus indexed. In the year 2017 and 2018, his papers received Best Paper Award at ICBM's 2nd and 3rd National Conference on Management Research – Contemporary Perspectives conducted by ICBM business school, Hyderabad. He has conducted National and International seminars and given invited talks. He is invited by various institutions to deliver lecturers, talks including TV shows. He is one of the qualified GST trainers and acted as a resource person in various GST training programs. Dr. Rao also conducted a training program to executives and managers of corporations like NTPC, SCCL etc. He is also a resource person to various FDP's. He is also a recipient of ICBM-AMP Academic Excellence Awards in the year 2018.
- 3. Venue of the Event:** Seminar Hall, KKR & KSR Institute of Technology & Sciences, Vinjanampadu, Andhra Pradesh

- 4. **Date & Time of the Event:** 28-10-2019 10:00 A.M to 6:00 P.M
- 5. **No of Students participated:** 345
- 6. **No of Faculties participated:**56

7. Event Photographs:



8. **Expenditure Amount:**15,000/-

9. **Experiences and Output of the Session/ Benefit in terms of learning/Skill/Knowledge**

This workshop was very interactive and activity based workshop. Students were able to learn the importance of management, leadership, benefits of taking initiation and differential thinking. By the end of the session students were able to think big and understand what is “Out of Box Thinking”.

Promotion of the Event on the Social Media Website: (Link and Screenshot)

https://drive.google.com/open?id=1K09pyfmnyYjLpfRGa_nAjIDh9L9MXaXS

https://drive.google.com/open?id=14n8aReqHyu97_VJIXvKgkASdhWFs_d0

<https://drive.google.com/open?id=1IZxTsqn-3XcHr13jr9qq8ic9gQ7Eb5Lh>