



**MARWADI SIKSHA SAMITHI**

**Ramnath Guljarilal Kedia College of Commerce**

(Affiliated to Osmania University, NAAC Re-Accredited)

3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

**5.1.3 CAPACITY BUILDING AND SKILLS ENHANCEMENT INITIATIVES TAKEN BY THE INSTITUTION INCLUDE THE FOLLOWING**

**1. SOFT SKILLS, 2. LANGUAGE AND COMMUNICATION SKILLS, 3. LIFE SKILLS (YOGA, PHYSICAL FITNESS, HEALTH AND HYGIENE), 4. ICT/COMPUTING SKILLS**

<b>NAME OF THE CAPABILITY ENHANCEMENT PROGRAM</b>	<b>DATE OF IMPLEMENTATION (DD-MM-YYYY)</b>	<b>NUMBER OF STUDENTS ENROLLED</b>	<b>NAME OF THE AGENCIES/CONSULTANTS INVOLVED WITH CONTACT DETAILS (IF ANY)</b>
COLLAGE COMPETITION	14-08-2023	52	RG.KEDIA COLLEGE
HMA ORGANISES INDUSTRIAL VISIT TO NRSC-JEDIMETLA	29-08-2023	96	RG.KEDIA COLLEGE
INDUSTRIAL VISIT TO CSIR	08-09-2023	55	RG.KEDIA COLLEGE
TRAINING ON SOFT SKILLS (8 DAYS PROGRAM)	11-09-2023	35	MAGIC BUS INDIA FOUNDATION
HINDUSTAN COCA-COLA BEVERAGES PVT.LTD	30-09-2023	85	RG.KEDIA COLLEGE
ADVANCED EXCEL, POWER BI, &TABLEAU (30 HOURS LIVE TRAINING PROGRAM)	03-10-2023	2	R.G.KEDIA COLLEGE/EXCEL-RAISNG EXCELLENCE
VOICE 4 GIRLS SESSION	04-10-2023	75	NGO
REPORT ON HEALTH AND HYGIENE	05-10-2023	58	R.G.KEDIA COLLEGE/DR.P.APURVA-KIRAN HOSPITALS
MOBILE APP DEVELOPMENT WITH FLUTTER FOR ANDROID AND IOS.(30 HOURS LIVE TRAINING PROGRAM)	25-10-2023	3	R.G.KEDIA COLLEGE/EXCEL-RAISNG EXCELLENCE
BECOME A GLOBAL PROFESSION-MBA & MCA INDUCTION PROGRAM	09-11-2023	65	R.G.KEDIA COLLEGE
GENERATIVE AI & CHAT GPT (30 HOURS LIVE TRAINING PROGRAM)	15-11-2023	6	R.G.KEDIA COLLEGE/EXCEL-RAISNG EXCELLENCE
MANAGEMENT DEVELOPMENT PROGRAM (5 DAYS PROGRAM)	24-11-2023	25	R.G.KEDIA COLLEGE/SPONSORED BY NI-MSME

PYTHON PROGRAMMING AND SQL (30 HOURS LIVE TRAINING PROGRAM)	27-11-2023	27	R.G.KEDIA COLLEGE/EXCEL-RAISNG EXCELLENCE
CLOUD COMPUTING & DEVOPS (30 HOURS LIVE TRAINING PROGRAM)	06-12-2023	5	R.G.KEDIA COLLEGE/EXCEL-RAISNG EXCELLENCE
NLP,CHATGPT & PROMPT ENGINEERING (30 HOURS LIVE TRAINING PROGRAM)	18-12-2023	3	R.G.KEDIA COLLEGE/EXCEL-RAISNG EXCELLENCE
A SESSION ON FINANCIAL LITERACY(BIRTH ANNIVERSARY OF SAVITHRIBAI PHULE	03-01-2024	72	RG.KEDIA COLLEGE
FUNDAMENTALS OF FULL STACK DEVELOPMENT (30 HOURS LIVE TRAINING PROGRAM)	09-01-2024	2	R.G.KEDIA COLLEGE/EXCEL-RAISNG EXCELLENCE
PERSONALITY DEVELOPMENT	11-01-2024	64	RG.KEDIA COLLEGE
COMMUNICATION SKILLS PROGRAM	11-01-2024	24	RG.KEDIA COLLEGE
A REPORT ON INVESTITURE CEREMONY	11-02-2024	60	RG.KEDIA COLLEGE
ALMUNI MEET	27-02-2024	23	RG.KEDIA COLLEGE
A TRAINING AND PLACEMENT ORIENTATION BY TEKS ACADEMY	29-02-2024	55	RG.KEDIA COLLEGE
DATA PRIVACY AND DATA PROTECTION ROUND TABLE ENCLAVE	23-03-2024	55	R.G.KEDIA COLLEGE
A REPORT ON DATA PRIVACY AND DATA PROTECTION ROUND	23-03-2024	26	RG.KEDIA COLLEGE
A REPORT ON PROJECT ORIENTATION TO UG STUDENTS	30-03-2024	60	RG.KEDIA COLLEGE
GROUP DISCUSSION	27-04-2024	30	RG.KEDIA COLLEGE
GROUP DISCUSSION	18-05-2024	23	RG.KEDIA COLLEGE
BUSINESS QUIZ	25-05-2024	24	RG.KEDIA COLLEGE
MOVIE SCREENING	01-06-2024	25	RG.KEDIA COLLEGE
GUEST LECTURE ON INTERNET OF THINGS	08-06-2024	32	RG.KEDIA COLLEGE
CASE STUDY	15-06-2024	25	RG.KEDIA COLLEGE
PAPER PRESENTATION	22-06-2024	25	RG.KEDIA COLLEGE
A REPORT ON NATIONAL SEMINAR	28-06-2024	24	RG.KEDIA COLLEGE
NEWS PAPER ANALYSIS	29-06-2024	26	RG.KEDIA COLLEGE



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**COLLAGE COMPETITION**

**Collage Competition:** The Collage event saw participants crafting visual stories of India's journey to independence, piecing together history in a creative way.



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**COLLAGE MAKING COMPETITION**

S.No	Student Name	Enroll	Year	Signature
15	Anjali	B.com (Gen)	2 <sup>nd</sup> yr	Anjali
16	D. Vasika	B.com (Gen)	2 <sup>nd</sup> yr	D. Vasika
17	Prathivika Gupta	B.com (Gen)	1 <sup>st</sup> yr	Prathivika
18	Abhisheka	B.com (Gen)	2 <sup>nd</sup> yr	Abhisheka
19	Ri Saloni	B.com (Gen)	2 <sup>nd</sup> yr	Ri Saloni
20	Pratik Sharma	B.com (Gen)	2 <sup>nd</sup> yr	Pratik
21	Kanchan Sharma	B.com (Gen)	2 <sup>nd</sup> yr	Kanchan
22	Laxitha Sahu	B.com (Gen)	2 <sup>nd</sup> yr	Laxitha
23	Tyoti Nimbhure	B.com (Gen)	2 <sup>nd</sup> yr	Tyoti
24	Anjali Bhat	B.com (Gen)	2 <sup>nd</sup> yr	Anjali



*Seema*  
**PRINCIPAL**  
 Ramnath Guljarilal Kedia College of Commerce  
 Chaderghat, Hyderabad, T S.



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**Date :29-8-2023**

## **REPORT ON INDUSTRIAL VISIT**

### **NATIONAL REMOTE SENSING CENTRE(NRSC)**

#### **Objective of the Visit:**

The main objective of the visit was to acquaint the students with the functioning of NRSC, its various divisions and the technologies involved in remote sensing. This visit is for the benefit of students to gain practical knowledge about the applications and advancements in the field of remote sensing.

A Industrial visit to the National Remote Sensing Center(NRSC) in Hyderabad was organized by R.G.Kedia College of Commerce on 29-08-2023 for the students MBA, MCA and BBA in collaboration with Hyderabad Management Association (HMA). The NRSC, a premier organization under the Indian Space Research Organization (ISRO), plays a vital role in Earth observation and satellite communication.





The students started from College at 10.00am along with the faculty members, Mrs Syeda BasserUnnisa Begum, Ms Shabana , Dr. Surender ,Mr.Rushi , Ms Bhagya Lakshmi, Ms Mounika .M were the coordinators from PG and UG Departments. Totally 96 students along with 6 coordinators went for the visit .

**HMA President ,Faculty and students at the**



**college entrance before boarding the bus**



An orientation was given on remote sensing, providing an understanding of the technology, its

principles, and the applications in environmental monitoring, agriculture, disaster management, and urban planning.

### **NRSC Facilities**

Students were taken on a guided tour of the NRSC campus, where they got an opportunity to observe the operational facilities, data processing centres, satellite ground stations, and laboratories equipped with advanced remote sensing instruments. This included the Satellite Data Reception Stations and the Data Processing and Archival Centers.

### **Interaction with Experts**

During the visit, students had the privilege of interacting with experts from various divisions of NRSC. They shared their valuable insights into the on-going research projects, data analysis techniques, and future advancements in remote sensing technology.



Live demonstrations were conducted to showcase the process of satellite data acquisition, processing, and analysis. Students were able to witness the interpretation of satellite imagery and how it aids in mapping, monitoring, and planning of land resources.



**Ms.MounikaM&MsG.Bhagya Lakshmi faculty with students**

### **Success Stories**

The students were presented with case studies and success stories where remote sensing was employed to solve real-world problems, such as assessing the impact of deforestation, monitoring urban growth, and aiding disaster response and management.

### **Conclusion**

The industrial visit to the National Remote Sensing Centre in Hyderabad was an enriching experience for the students. They gained practical knowledge, observed cutting-edge technologies, and understood the application of remote sensing in various domains. This visit not only broadened their understanding of remote sensing but also motivated them to explore further possibilities in the field.



Overall, it was a valuable educational experience that will benefit the students in their future endeavours.

**Outcome** :By witnessing the activities and infrastructure of NRSC, the students were able to understand the practical aspects of remote sensing and its applications in various sectors.

## Press Note Enadu

### ప్రయోగాత్మక విద్యా బోధనకు ప్రాధాన్యం

గోల్కాట్: ప్రపంచీకరణలో విద్యారంగంలో పోటీ నేపథ్యంలో ప్రయోగాత్మక విద్యా బోధనకు ప్రాధాన్యం ఏర్పడిందని హైదరాబాద్ మేనేజిమెంట్ అసోసియేషన్ అధ్యక్షుడు బయవంత్ నాయుడు తెలిపారు. తరగతిగది బోధనలో పాటు పరిశ్రమల సందర్శన ద్వారా విద్యార్థులకు ప్రయోగాత్మక విజ్ఞానం అలవడుతుందిన్నారు. మంగళవారం చాదర్పూట్లోని మార్వాడీ క్లబ్ సమితి ఆర్జీ కేడియా కళాశాల విద్యార్థులు జేడిఎఫ్లోని ఇస్రో సేషన్లో రిమోట్ సెన్సింగ్ ఎజెన్డ్రా సందర్శనకు బయలుదేరిన సందర్భంగా ఆయన మాట్లాడారు. మారుతున్న పరిస్థితులకు అనుగుణంగా నైపుణ్యాన్ని పెంచుకోవడం ద్వారా విద్యార్థులు రాణిస్తారన్నారు. చైర్మన్ ఆనంద్ నాగేశ్వర్ రావు, చైర్మన్ డీపీజీ కృష్ణ, పరిశోధనా చైర్మన్ డ్రా.పంచనా సాంబ, ప్రొఫెసర్ శ్రీనివాస్, సుధాకర్, శ్రీహరి పాల్గొన్నారు.







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**Date : 3-10-2023**

## **REPORT ON INDUSTRIAL VISIT**

### **Hindustan Coca-Cola Beverages Pvt.Ltd**

As a part of Experiential Learning UG students have visited, Hindustan Coca-Cola Beverages Pvt.Ltd,Kukatpally on 30<sup>th</sup> September,2023,Saturday. All the students have gathered in the college total numbering to 85 students .

#### **About the Company**

Hindustan Coca-cola Beverages Private Limited is a Non-govt company, incorporated on 14 Feb, 1997. It's a private unlisted company and is classified as 'company limited by shares'. Company's authorized capital stands at Rs 305000.0 lakhs and has 44.32225% paid-up capital which is Rs 135182.87 lakhs.

India is the fifth-largest market for Coca-Cola global. Overall, The Coca-Cola Company net revenues in Q4 grew 7 per cent to USD 10.1 billion, and organic revenues (non-GAAP) grew 15 per cent. "For the full year, net revenues grew 11 per cent to USD 43.0 billion, and organic revenues (non-GAAP) grew 16 per cent.

Prof.Vandana Samba,Director -Research,  
Dr.N.Srinivas Kumar,MBAPrincipal ,Dr.K.Sreehari-  
UG Principal,Mrs.KamleshMittal Vice-

principal, faculty were present ,the bus started at 10.30 am from the college .



Mr.Suryananarayana Raju , Plant incharge gave a orientation to students and then the process was explained to them in a very detailed manner .

The Corporate office of the Hindustan Coca-Cola Beverages Pvt.Ltd



Mr.Suryanarayana explained in detail ,related to the production .The visit completed in about 2.5 hrs,refreshments were served to the students and returned to the campus happily.





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**Date : 25<sup>th</sup> September,2023**

### **MAGIC BUS INDIA FOUNDATION**

Training on IT and soft skills to MCA students from  
11-09-23 to

19-09-23

Objective: To equip the students to learn advanced version of Microsoft Excel which is in huge demand. The session is also to train them in soft skills for overall personality development.

Introduction

Magic Bus follow Training modules of **Microsoft Word, Advance Excel, Microsoft PowerPoint, Microsoft Teams, Microsoft One Drive, Soft skills, and Interview Skills** to up skill the youth/jobseekers and train them for 34 hours (7 days) of the time frame.

Ms. Komli and Ms. Nazia Begum were the trainers for all the 8 days at our campus .

Session – 1	11-09-23	Monday	Total strength = 23
Timings: 1:30pm to 3:30pm			

Introduction about the company(NGO)

Student Registration process

Session – 2	12-09-23	Tuesday	Total strength = 35
Timings: 1:30pm to 3:30pm			

Trainer : Nazia begum (MS Excel)

- Introduction to Microsoft Excel
- Navigating the Excel interface
- Creating and saving workbooks
- Basic data entry and formatting
- Introduction to formulas and functions
- Shortcut keys for all the above.

The trainers covered the above topics in a very systematic way and gave a vivid picture to the students .



### Introductory speech by Prof. Vandana Samba ,Director -Research



Dr. K.V.S. Sudhakar, Mrs Syeda and other faculty members at the session .

Session – 3	13-09-23 Wednesday	Total
strength = 45	Timings: 1:30pm to 3:30pm	

Trainers : Ms. komali (soft skills) , Ms. Nazia begum (MS Excel)

- Explained mathematical functions like SUM, AVERAGE, MAX, MIN, etc
- Also logical functions like IF, OR,NOT,AND etc.,
- Activity on self awareness (soft skills)
- How Information exchange plays an important role.
- Ability to introspect and gain insights into one's



behaviors.

Session – 4	14-09-23	Thursday	Total strength = 37
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Timings: 1:30pm to 3:30pm
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Trainers : komali (soft skills) , Nazia begum (MS Excel)

- Ms excel text and string functions are used for manipulating text data within the cells
- Users can extract specific portion ,combine various texts , changing cases , format text efficiently by understanding these functions.
- Useful common functions are CONCATENATE, LEFT,RIGHT,MID, LEN etc.,
- Overview of communication
- Importance and key components
- Strategies for improving communication skills





Session – 5	15-09-23	Friday	Total strength = 39
Timings: 1:30pm to 3:30pm			

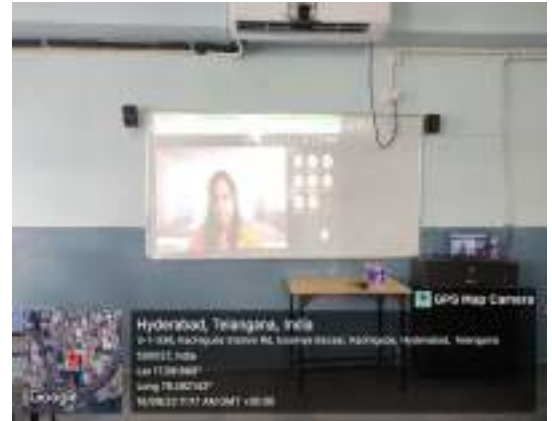
Trainers : Komali (soft skills) , Nazia begum (MS Excel)

- Shortcuts for navigating through the workbook, conditional formatting
- Time and date functions
- Selection of specific rows and columns
- Creating forms for data upload
- Different gestures and interview techniques (soft skills)



Session – 6	16-09-23	Saturday	Total strength = 51
Timings: 11:00 am to 1:30pm			

- Virtual session on verbal communication through TEAMS with the help of the trainers(Komali and Nazia begum)



- Group discussion



### Students at the Group Discussion session

Session – 7	19-09-23	Tuesday	Total strength = 13
Timings: 1:30 pm to 3:30pm			

Trainers : komali (soft skills) , Nazia begum (MS Excel)

- Interview skills - making a positive impression to employers.
- Different parameters of presenting oneself – body language, professional appearance, active listening, Communication etc.
- Conditional statements in Excel
- Conditional Formatting
- Creating forms, duplicates etc



<p>Session – 8    20-09-23    Wednesday    Total strength = 24</p>
<p>Timings: 1:30 pm to 3:30pm</p>

Trainers : Komali (soft skills) , Nazia begum (MS Excel)

- Factors that influence decision making
- Decision wheel



- Some shortcut keys
- Miscellaneous functions – Lookups, Hlookup, Count, Count if, Sum, Sumif etc.

Managers of Magic bus India Foundation have visited the campus and interacted with students.



Upon session completion, feedback was given by the students.

The session ended with felicitation to the trainers.

Outcome : The students benefited with the modules ,which gave them a practical exposure and also enhance their soft skills .





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**Date : 4-10-2023**

**REPORT**

**ON**

**VOICE 4 GIRLS SESSION**

**About the NGO :**

It is Established in 2011, VOICE 4 Girls is an NGO that works with marginalized adolescent girls in India to re-imagine their identities, capabilities, and futures. Through activity-based camps, the organization's mission is carried out through residential and day camps where adolescents are introduced to critical knowledge and life skills. VOICE has implemented programs in seven states of India - Andhra Pradesh, Telangana, Tamil Nadu, Uttarakhand, Uttar Pradesh, Haryana, Tripura, and Jharkhand and reached out to 2,50,000 students directly through VOICE sessions. We're on a mission to create thousands of girl champions around India, advocating for themselves and re-imagining their identities, capabilities, and futures. We conduct activity-based camps where girls acquire critical knowledge, spoken English, and life skills while developing confidence and self-efficacy.

The Orientation session was given to the UG& PG students on 3-10-2023 ,with the objective of providing awareness to the students . The session co-ordinators are Ms. Anushka and Ms. Kavya .



**Hand overing the bouquet to speaker by Director- Research.**



The session started with a welcome note by Ms.Mounika,  
Prof.Vandana Samba , Director-Research addressed the gathering .

**Welcome note by Ms. Mounika .**



**Ms. Anushka, explaining to the students about the programs  
Parichay, Disha& Sakhi Modules.**

Ms. Anushka clearly explained the statistics about our the percentage of Anaemic, domestic violence, existence of child marriage in Telangana,22% of the children are out of school .Most of the them lack knowledge of fundamental Rights ,Education and Jobs .

Ms. Anushka gave an overview about the leadership program

Outcome of this program by voice 4 girls.

- 1) Personality development
- 2) Negotiation skills
- 3) Communication skills

- 4) Leadership skills
- 5) Problem solving skills
- 6) Team Building
- 7) Networking skills
- 8) Societal skills

She clearly said that, interested students can get a paid internship opportunity for 15 days i.e Rs :5,500/-.



Prof. Vandana Samba proposing vote of thanks.





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**Date : 5-10-2023**

## **A Report on Health & Hygiene**

An orientation session on Health and Hygiene was organized in the college auditorium on 5<sup>th</sup> October 2023 at 11 am. The motto of the program was to educate and empower girls about menstruation, focusing on hygiene, dispelling myths, and fostering open dialogue. Ms. Mounika, Department of Commerce welcomed the Chief Guest Dr. P. Apurva, Gynecologists, Kiran Hospitals, L.B.Nagar



**Ms. Mounika welcoming the Prof. VandanaSamba, Director-Research,**

**Dr. P. Apurva Gynecologist .**

The purpose of this event was to equip and educate young girls on how to appropriately manage their menstrual cycle. Girls students were the target audience for the program, which was organized in the college

**Objective of the Orientation Session:** The primary objective of the orientation session was to educate girls about good menstrual habits and to encourage them to follow them.

**Following are the precise objectives:**

- Educate girls on menstruation's biological processes.
- Encourage good hygiene during your menstrual period.



- Eliminate misconceptions and false beliefs about menstruation.
- Promote open dialogue about menstruation to mitigate taboo.
- Give instructions on how to dispose of menstrual hygiene items properly.



### Dr.P. Apurva ,addressing the students

Participants in the orientation session received in-depth instructions on how to use sanitary pads correctly and how to properly dispose of them in order to maintain hygiene and environmental sustainability.

PowerPoint presentation during the session helped to reinforce these guidelines for using sanitary pads and the disposal procedure. To protect their menstrual hygiene and support environmental sustainability, participants were urged to adopt such actions.



Participants actively participated in the session by posing queries, expressing their worries, and taking part in discussions. Girls felt

motivated to speak their opinions and learn from one another in a relaxed setting as a result of the interactive nature of the workshop.

The objectives of the orientation program on menstrual hygiene and health for females were successfully met. In addition to lowering the stigma attached to menstruation, it was crucial in empowering young girls with the knowledge and abilities to appropriately manage their menstrual health.



At the end of the session felicitation was done by Prof .Vandana Samba &

Mrs .Kamlesh Mittal ,Later on proposed vote of thanks.





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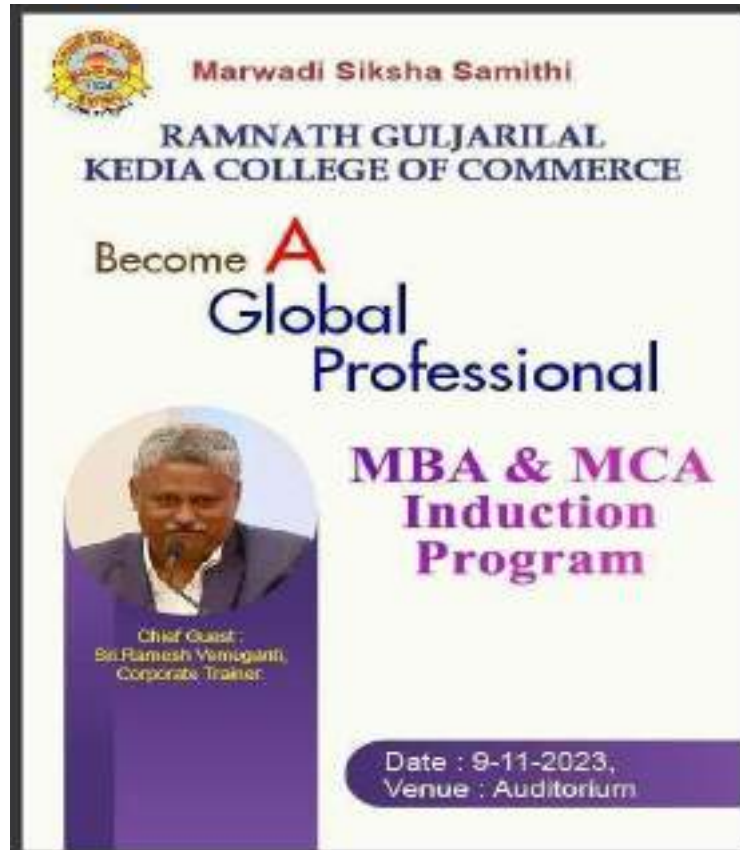
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Date :23-11-2023

## REPORT ON MBA &MCA INDUCTION PROGRAM 2023-24 BATCH



The Induction program for MBA &MCA Students for the batch of 2023-24 was organized on 9<sup>th</sup> November 2023. The program started at 11.00am in the college auditorium. Mrs. Meena Ali and Mrs. B. Anusha faculty Dept. of Business Management invited all the dignitaries on to the dais. The Chief Guest for the program is Sri. Ramesh Vemuganti, Corporate Trainer. Sri. CA. S.B Kabra Jt. Secretary graced the occasion along with Prof. R. Nageswar Rao - Director General, Dr. D.V. G Krishna Director, Sri. Ramchandra Murthy Joint Director, Prof. Vandana Samba, Director-Research ,Dr. N. Srinivas Kumar, MBA principal, Dr. K.V.S Sudhakar MCA Principal .The dignitaries on the dais participated in jyothiprajvalan.



**Sri .C.A. S.B. Kabra, Jt.Secretary, Sri. Ramesh Vemuganti Chief Guest at Jyothi Prajvalan.**

Dr.N.Srinivas MBA Principal, addressed the gathering and introduced the faculty of the Dept and wished Good luck to the students in their professional career. Dr. K.V.S Sudhakar, MCA principal addressed the gathering and introduced the faculty of Dept and welcomed the students. Prof. Vandana Samba, Director -Research addressed the students, their role in the coming two years. Mam, opined that character, attitude, hardworking, determination play a vital role for one's holistic development .



**Sri. C.A.S.B Kabra Jt. Secretary addressed the gathering and conveyed that hard work and commitment play a vital role in one's career and automatically success follows.**



**Address by Sri .C.A S.B Kabra, Jt.Secretary, MSS to the MBA &MCA Students**

Dr. D.V.G Krishna -Director, Sri. K. Ramchandra Murthy addressed the students and motivated them. The chief guest Sri Ramesh Vemuganti took over the session and gave an overview about the program, its importance and how to prepare themselves to be industry ready. Sri Vemuganti shared his own experiences to the students. The placement opportunities available to the students and how to prepare and crack the interview were also explained to the students. Technological changes, Innovation Entrepreneurship are playing a vital role and one has to be well equipped with the recent changes to sustain in the market.



**Sri. RameshVemuganti ,Chief Guest addressing the students**

Sri C.A S.B Kabra , Jt. Secretary ,Directors and Principals joined for felicitating the chief Guest with a shawl and a memento



**Sri C.A S.B Kabra , Jt. Secretary ,Directors and Principals joined for felicitating the Sri .Ramesh Vemuganti, chief Guest.**

The vote of thanks was proposed by Mrs. Syedabasheerunissa, Head Dept of MCA. The program came to an end and all the students raised for the national anthem.

Later ,The refreshments were served to the students and all the students were excited on the induction day.

**Press Coverage Eenadu and Hindi Milaap**





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3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

Date : 24-11-2023

Report in 5-Day Management Development Program sponsored by NI-MSME

on

TECHNOPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT

**Management Development Programme**  
Technopreneurship For Sustainable Development  
Organised By  
Ramnath Guljarilal Kedia College of Commerce in Collaboration with NI-MSME  
From 14<sup>th</sup> - 18<sup>th</sup> November, 2023 Sponsored by ESDP Scheme For MBA & MCA Students.

*प्रबंधन विकास कार्यक्रम / Management Development Programme on*  
सतत विकास के लिए प्रौद्योगिकी उद्यमिता  
**Technopreneurship For Sustainable Development**  
14 - 18 November 2023  
Sponsored by  
**ESDP Scheme**  
  
Organised by  
राष्ट्रीय सूक्ष्म, लघु एवं मध्यम उद्यम संस्थान (निस्समे)  
**National Institute for Micro, Small and Medium Enterprises (ni-msme)**  
(An Organisation of the Ministry of MSME, GeI and ISO 9001:2015 Certified)  
यूसुफगुडा, हैदराबाद / Yousufguda, Hyderabad - 500045

The 5-day MDP Program sponsored by NI-MSME was organised from 14<sup>th</sup> -18<sup>th</sup> November,2023 for a batch of 25 MBA & MCA students.



Mrs. Swapna the program Director from Ni-MSME and Dr. G. Sudhershan, Trainer handled the sessions for the students.

**Prof.Vandana**

**Samba,Director-Research, addressing the students about the MDP**

**and  
Dr.N.Srinivas  
Dr.K.V.S  
presenting the**



**kumar &  
Sudhakar  
sappling .**



**Mrs.Swapna & Dr.G.Sudershan , Prof.Vandana Samba ,Dr.N.SrinivasKumar &Dr.K.V.S Sudhakar, at jyothi pravalan.**

Mrs.Swapna , Program Director addressed the students on the importance of MDP and how entrepreneurship and innovation are vital in the current scenario .The various schemes offered by the Ni-MSME,the benefits to the student community and to grab the oppourtunity was clearly explained .

The 5-day Management Development Program (MDP) on Technopreneurship for Sustainable Development was conducted with the objective of equipping participants with the knowledge and skills necessary to integrate technology and entrepreneurship for fostering sustainable



development. The program aimed to bridge the gap between technological innovation and entrepreneurial initiatives to address contemporary societal and environmental challenges.

1.The MDP covered a comprehensive range of topics which includes :

- Technopreneurship Fundamentals
- Sustainable Development Goals(SDGs)
- Innovation & Technology Trends.
- Business Model Innovation .
- Financing Sustainable Ventures.
- Social and Environmental Impact Assessment
- Legal and Ethical Considerations.
- Case studies & Best practices

## **2. Key Take aways**

1. **Technopreneurship Strategies** :Participants gained insights into formulating effective technopreneurship strategies by leveraging emerging technologies to create sustainable business models. The program emphasized the importance of aligning these strategies with global and local sustainability goals
2. **Sustainable Development Integration**: The MDP stressed the need for technopreneurs to embed sustainability principles into their ventures. Participants learned how technology could be a catalyst for positive social and environmental impact, contributing to the achievement of SDGs.
3. **Innovation & Creativity**: The program highlighted the role of innovation and creative thinking in technopreneurial endeavours. Attendees engaged in practical exercises and workshops that encouraged ideation and problem-solving through technology-driven solutions.
4. **Financing for Sustainable Ventures**: Understanding the financial landscape for sustainable ventures was a crucial aspect of the program. Participants explored various funding models, including impact investing, grants, and partnerships to support their technopreneurial initiatives.

5. **Ethical and Legal Considerations:** The MDP delved into the ethical and legal dimensions of technopreneurship, emphasizing responsible innovation and adherence to regulatory frameworks. This was crucial in ensuring the long-term success and sustainability of ventures.

6. **Case Studies & Best Practices :**Real-world case studies and examples of successful technopreneurial ventures were presented and analyzed. This provided participants with practical insights into overcoming challenges and replicating successful models in their respective domains.

7. **Networking Opportunities :**The program facilitated networking among participants, guest speakers, and industry experts. Interactive sessions, group activities, and panel discussions allowed for the exchange of ideas, experiences, and potential collaborations.

8. **Conclusion :**The 5-day MDP on Technopreneurship for Sustainable Development proved to be a valuable platform for participants to enhance their knowledge, skills, and perspectives. By fostering the integration of technology and entrepreneurship with a focus on sustainability, the program aimed to contribute to the creation of a more resilient and inclusive economy.

**9. Recommendations for Future programs:**

Include more hands-on activities and workshops for practical skill development.

Incorporate updates on the latest technological trends and their potential impact on sustainable development.

Foster a platform for ongoing collaboration and knowledge-sharing among participants post-program.

Overall, the MDP successfully empowered participants to become effective technopreneurs capable of driving positive change and contributing to sustainable development.

**GLIMPSES:**

**16-11-2023**

**17-11-2023**



Dr. Sudharshan addressing the student Dr. Sudharshan addressing the students on 3rd day of program. On 2<sup>nd</sup> day of Programm.



Distribution of certificates to the students on final day of the programme.

**PRESS NOTE**

**దేశాభివృద్ధిలో అంకుర సంస్థల పాత్ర కీలకం**

గోల్కాడ, మ్యాన్  
టూడే: దేశం మరింతగా అభివృద్ధి చెందేలా అంకుర సంస్థ(స్టార్టప్)లు కీలక పాత్ర పోషిస్తూ స్టార్టప్ డైరెక్టర్



**విద్యార్థులతో సృష్టి, ప్రొ. వందరాసాంబ, శ్రీనివాస్కుమార్ తదితరులు**

సంస్థ తిరిపారు. ఈ ప్రక్రియలో అంకురాల ఏర్పాటుకు యువత ముందుకు రావాలని విజయభార్యలు విజయభారం లావణిపూర్ణిలోని ఆర్ట్ కేరీయా కమర్షి కళాశాల, నిమ్మమే హైవరదాబాద్ పండుక అభివృద్ధిలో ఏర్పాటుచే సినీ మేనేజ్మెంట్ డెవలప్మెంట్ ప్రోగ్రామ్ కార్యక్రమంలో అమె హాల్ల దారు అంకురాల ఏర్పాటుకు ఇప్పుడో పాటు ప్రోత్సాహాలనూ కేంద్ర ప్రభుత్వం అందిస్తోందని పేర్కొన్నారు. నిమ్మమే శిక్షకుడు డా.సుదర్శన్, పరిశోధనా చైర్మన్ ప్రొ. వందరాసాంబ, ఎం.ఎ. ఎం.సి.సి క్రిస్టియో డా.శ్రీనివాస్ కుమార్, డా.సుధాకర్ తదితరులు పాల్గొన్నారు.



*Signature*  
**PRINCIPAL**  
Rannath Gujarlal Kedia College of Commerce  
Chaderghat, Hyderabad, T.S.



**MARWADI SIKSHA SAMITHI**

**Ramnath Guljarilal Kedia College of Commerce**

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3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

**A session on Financial Literacy BIRTH ANNIVERSARY OF SAVITRIBAI PHULE**

**Date: 3-01-2024**

**Venue : Auditorium**

**Target Audience: MBA/MCA&UG**

**Objective :**The objective of Organising the session is to orient the students on financial literacy basics and how it is important in one's individual life .

a session on “plan your finance for better future” by “Bharatiya Stree Shakti” Telangana, was conducted in the auditorium on 3<sup>rd</sup>January,2024 at 11.00 am was attended by students and faculty members of **MBA/MCA&UG**. The speakers were Mr.Srinivas & Mr.Sidda Rama Krishna.

The Literacy day is celebrated on 3<sup>rd</sup> January every year i.e ( birth anniversary of Savithribai Phulle), **Savitribai Phule** was one of the first female teachers in India, a social reformer, and poet.

The session commenced with lightening of the lamp by guest speakers, members of Bharatiya Stree Shakti Prof. VandanaSamba-Director-Research, Dr. K.Sreehari-UG Principal , Dr. N.Srinivas Kumar -MBA Principal , Dr. K.VS. Sudhakar -MCA Principal .





**Dr.K.Sreehari , Mrs. Vijaya Lakshmi ,Mrs. Visaka, and Prof.Vandana Samba on the dais felicitating Mrs.Visaka , Secretary , Bharatiya Stree Sakthi .**

Mrs Girija Sampath of Bharatiya Stree Shakti addressed the session and welcomed Mrs .Vijaya Lakshmi to give a welcome speech about the session his was followed by Mrs. Visaka – poet addressed the gathering about the purpose for all round development and leadership trait for individuals.

Mrs.Bharati kuttu welcomed Mr.Srinivas to address the gathering. Mr.Srinivas advised the students for financial planning at an early stage and invest judiciously in real estate and equity. He quoted good examples for the students to understand the importance for savings, investment and to stay disciplined for better future. Mrs. Devanshi introduced and welcomed Mr. Ramakrishna to address the gathering. Mr. Ramakrishna explained about the time span involved in the financial planning for investing in real estate and stay safe for better future.



The session ended with vote of thanks by Mrs.Vijayalakshmi of Bharatiya Stree Shakti for making the session a grand success –she expressed her happiness for educating all the students and faculty members of Ramnath Guljarilal Kedia college of Commerce .





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3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

**Title: Personality Development and Importance of Communication Skills.**

**Date: 11<sup>th</sup> Jan 2024**

A Guest Lecture on the topic of “Personality Development and Importance of Communication Skills on 11-01-2024”. The resource persons were Shree Prakash Loya and he is an M.Com from Osmania University and got his MBA from University of Central Missouri, USA, Specializing in France in 19747.He has rich experience in Manufacturing, International Trade, Strategy, dealing with MNCs Including Fortune 500 companies. He was President of Federation of Biscuit Manufacturers of India during 1995 to 1997.

The speakers spoke with a lot of commitment and concern. The lecture was very useful, excellent, inspiring, and motivational for the faculty & students. The suggestions made by the speaker are helpful and the urged the participants to make use of the seminar to the maximum extent possible in order to enhance their communication skills.

The most important objectives of the seminar were:



**Improved communication:** Developing effective communication skills can help individuals express



their ideas and thoughts clearly and confidently, which is essential for building relationships and advancing in their careers.

**Enhanced confidence:** A well developed personality can help individuals feel more confident in their abilities, leading to better performance in their careers.

**Leadership skills:** Developing leadership skills can help individuals manage teams, motivate employees, and make strategic decisions in their careers.

**Time management:** Improving time management skills can help individuals prioritize tasks, meet deadlines, and achieve their goals in their careers.

**Emotional intelligence:** Developing emotional intelligence can help individuals manage their emotions, understand others' perspectives, and build positive relationships in their careers..

**Be a good listener:** Most people do not listen with the intent to understand; they listen with the intent to reply.

When somebody talks to you, listen with interest and give them all the attention and importance. Maintain a direct eye contact and do not get distracted by the surroundings.

The session ended with a vote of thanks and felicitation to the Speaker.

Post workshop feedback gathered from the students shows that they enjoyed the interactive nature of the seminar and wanted more sessions to be conducted in the college.



*Shankar*  
PRINCIPAL  
Ramnath Gujarlal Kedia College of Commerce  
Chederghat, Hyderabad, T.S.





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Date :27-2-2024

## A REPORT ON

### “INVESTITURE CEREMONY FOR THE ACADEMIC YEAR 2023-24”

**OBJECTIVE :** The objective of constituting the student council to give them the hands on experience in organising and planning the events and also to work in liaison with the IQAC of the Institution .



The ceremony started with a welcome note by Ms.Mounica ,UG Faculty in the auditorium on 11<sup>th</sup>February,2024 at 11.00am .

The student council was elected from the three departments of the institution MBA,MCA&UG. 10 Portfolios have been created

- 1) President: Ms.D. Apoorva, MBA II Year
- 2) Vice president: MS. Bhavana, B.com (Comp,) III year .
- 3) Secretary : Mr. Satar , BBA III year
- 4) Jt.Secretary : Ms.Anjali B.com III year.
- 5) Research Head :Mr. Vasta MCA II year
- 6) Cultural Head :Ms.Santoshi ,B.Com III Year.
- 7) Sports Head : Ms.Aishwarya ,MBA II year
- 8) NSS Head :Mr.Rizwan ,BBA III year
- 9) Literary Head : Ms.Shaik Vazitha ,MCA II year
- 10) Social Responsibility Head :Mr Rahul , B.Sc III year .

The management members Sri CA.S.B Kabra ,Jt.Secretary ,MSS , Sri .Sheel Kumar Jain Executive Member, Sri Sailesh Agarwal , Executive Member, Dr.D.V.G Krishna Director, Sri K.Ramchandra Murthy, Jt.Director, Prof.Vandana Samba,Director -Research , Principals , Vice principals , heads were present . Dr.K.Sreehari handed over the sapling to Sri .C.A.S.B. Kabra and all the dignitaries on the dais joined for Jyorhiprajvalan.

MANAGEMENT  
MEMBERS &



## PRINCIPALS ON THE DAIS

Sri .CA.S.B.KABRA JI, It.secretary , Receiving the Sapling from Dr.K.Sreehari ,UG Principal



All the dignitaries at the Jyothipravalan

The Sashes and badges were presented to the student council members and later council members took the oath.



Ms.Bhavana ,vice president , taking oath,B.com III year , Mr.vasta, Research Head taking oath,MCA II year ,  
Ms.Aishwarya,Sports Head,MBA II year .



The Sashes and badges were presented to the student council members and later council members took the oath.



MANAGEMENT MEMBERS, DIRECTORS, PRINCIPALS AND STUDENT COUNCIL

THE MARWADI SIKSHA SAMITHI , SOCIETY FLAG WAS RAISED BY MANAGEMENT & STUDENTS COUNCIL



After raising the flag the Management members congratulated the student council members. The program ended with a vote a thanks by Ms.Priyanka UG Faculty and Mrs.Anusha MBA Faculty .



## కేడీయా కళాశాలలో విద్యార్థి కౌన్సిల్

గౌరవ, న్యూస్టుడె: కేడీయా డిగ్రీ కళాశాలలో విద్యార్థి కౌన్సిల్ను ఎన్నుకున్నారు. సోమవారం చాందర్మాట్లోని కళాశాలలో జరిగిన ఈ ప్రక్రియకు మార్వాడీ శిక్షా సమితి సంయుక్త కార్యదర్శి ఎస్.పీ. కాలా, ఛైరెక్టర్ డా. డీవీజీ కృష్ణ, సంయుక్త ఛైరెక్టర్ రామచంద్ర మూర్తి, పరిశోధన విభాగం ఛైరెక్టర్ వందనా సాంబ హాజరై పర్యవేక్షించారు.



  
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**ALUMNI MEET**

**SAMAVAYA**





**MARWADI SIKSHA SAMITHI**

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3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

Date :27-2-2024

## A REPORT ON

**ALMUNI MEET – “SAMAVAYA” 2023-24**



**Objective :**The Alumni meet is organised every year in the college , to showcase, how the alumni is connected with the institution in the institutional development .

On February 11<sup>th</sup> ,2024 , The Alumni meet was organised, Sri.CA.S.B.Kabra , Jt.Secretary ,MSS, Sri. Sheel kumar Jain ,President of Alumni Association &Executive member , Sri .Kishore Sancheti, Secretary , Alumni Association and Sri. k. Srikanth Treasurer , Alumni Association, Directors, Principals were present at the



**inaugural .**

Sri Kishore Sancheti , Alumni Association Secreatry , Sri Sheel Kumar Jain , Alumni Asscoiation President addressing the gathering .

The office bearers of the Alumni association opined that alumni will play a vital tole in the institutional development activities with regard to placement , Guest Lecture activities , Social Responsibility activities .



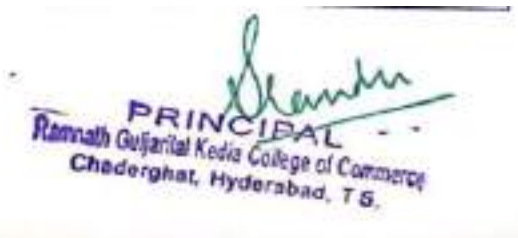
Launch of "Samavaya "Logo by Management Management , Office Bearers of the association, Directors & Principal

PRESS COVERAGE

**పోటీ తట్టుకుని రాణించాలి**

**శీలేశుమార్ జైన్, రిషీకర్ కుమార్ కు జ్ఞాపిక అందిస్తున్న ఎస్ఐటి కాలేజ్**

గోల్కొండ, మ్యానెజ్మెంట్: విద్యార్థులందరిలో నెలకొన్న ప్రపంచీకరణ దోహదం తట్టుకుని కాణించాలి అని మాత్రాధీ శ్రీ జ్ఞా సమితి పూర్వ విద్యార్థుల సంఘం ఆధ్వర్యము శీలేశుమార్ జైన్ అన్నారు. ఆదివారం రావద్ మాట్ కేడియా కళాశాలలో జరిగిన విద్యా సమ్మేళనంలో సంచలన కార్యక్రమం శీలేశుమార్, రోజూకారి క్రిడాంట్ తదితరులతో కలిసి అయిన మాట్లవారు ఆఖరి భారతీయ బ్యాంక్ బస్నెస్ అసోసియేషన్ వారియ ఇపాధ్వర్యము నీటి ఎసిటి కాలేజ్, డైరెక్టర్ డా.డివీట్ కృష్ణ, సంయుక్త వైరెక్టర్ కామవంధ్రమూర్తి, వందనా సాలప, ప్రొఫెసర్ డా. క్రిమాం, డా. క్రిమాం, డా. సుధాకర్ తదితరులు పాల్గొన్నారు.





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**(INTERNAL QUALITY ASSURANCE CELL)**

**ORGANIZED**

**A TRAINING AND PLACEMENT  
ORIENTATION BY TEKS ACADEMY**

**ON 29<sup>TH</sup> FEB 2024**

**Objective:**

Teks Academy offers a comprehensive free training program that includes placement orientation to help individuals enhance their skills and prepare for job opportunities. The training covers a range of topics essential for professional growth and success in today's competitive job market.

By attending these sessions, participants can benefit from valuable insights, hands-on experience, and guidance from industry experts, increasing their chances of securing fulfilling employment. The placement orientation further assists in aligning the skills gained during training with prospective job openings, maximizing the likelihood of a successful career transition.

Overall, Teks Academy's free training and placement orientation serve as excellent resources for individuals looking to upskill,

advance their careers, and secure meaningful employment opportunities.

**Program Schedule:** The Session Started at 11:00 Am in Auditorium. Ms Anjali Student of UG welcome the Chief Guest and Prof Vandana Samba, Director Research, Dr K Sreehari, Principal of UG, Dr Sudhakar Principal of M.C.A Presented the Sapling to the Chief Guest.

The Resource Person Mr Mohandas addressed the session and explained the course structure and Details to the Students.

**Outcome:** The Teks Academy Conducted an online test for the students of UG & PG for the free training Program. The 4 Students has been selected for the training program.

1. Mr T.Venkata Mani shanshank -M.C.A
2. Ms M. Anusha-M.B. A
3. Mr D Pavan -B.Sc
4. Mr A. Akash -B. Com General

**Resource Person:**Mohandas.C

**Corporate Communication Manager**

**Teks Academy**

**Program Coordinator: Ms Tahmeena,  
Department of M.B.A**

## Glimpses of the Session



## Press Note

సామెరాజ్ లక్ష్మీనారాయణ, రావోక రాంబాబు పాల్గొన్నారు.

### ఆధునిక సాంకేతికతను అందిస్తున్న కోవావి

కాచిగూడ, మ్యాంబుడే: ఆధునిక సాంకేతికతను ఎప్పుడో అందిస్తున్నట్లు విద్యార్థులు రాజంబాలని అరటి కేడియా డిగ్రీ



శిక్షణకు ఎంపికైన విద్యార్థులతో డా.సుధాకర్, ప్రొ.వందనా సొంబ, మోహన్ దాస్, శ్రీహరి

వీటి కళాశాల పరిశోధనా విభాగం చైరెక్టర్ ప్రొ.వందనా సొంబ కోరారు. ఉపాధి అవకాశాలు కల్పించే కోర్సుల ఎంపికపైనా దృష్టి సారించాలని సూచించారు. గురువారం చాచర్ మాట్ లోని కేడియా కళాశాలలో... డీఎస్సీ, బీకాం, బీబీఏ, ఎంబీఏ, ఎంసీఏ విద్యార్థులకు టెక్స్ అకాడమీ నిర్వాహకులు ఆన్లైన్ పోజీ పరీక్ష నిర్వహించి పలువురిని ఉచిత కంప్యూటర్ ఇంజనీరింగు ఎంపిక చేసిన కార్యక్రమంలో ఆమె మాట్లాడారు. విద్యార్థుల్లో మేలో వికాసానికి సాంకేతికత బోహదపడుతుందని పేర్కొన్నారు. కార్పొరేట్ కమ్యూని కేషన్ మేనేజర్ మోహన్ దాస్, డిగ్రీ ఎంసీఏ కళాశాలల ప్రిన్సిపాల్స్ కె. శ్రీహరి, కెపీఎస్ సుధాకర్ తదితరులు పాల్గొన్నారు.



*Shankar*  
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Chaderghat, Hyderabad, T S.





MARWADI SIKSHA SAMITHI  
**M.S.S. RESEARCH CENTER**  
3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.  
Email: msdirectorresearch@gmail.com

**DATE : 10-4-2024**

**REPORT ON**

**DATA PRIVACY AND DATA PROTECTION ROUND TABLE CONCLAVE**

The conclave was organised on 23<sup>rd</sup> March 2024, at 10.30 am in the auditorium for LLB and LLM students .The resource persons were Advocate Arun Kumar Jaiswal, (SCBC)Advocate Purva Agarwal (SCBC) Prof.C. Kama Raju from Nalsar University . The objective of this session to orient the students about the Data Protection and Data Privacy.

The program was started by Dr .D.V.N.Pradeep ,Principal Law college with a welcome address and invited all the guests on to the dais. All the



dignitaries on the dais joined for jyothiprajvalan Sri .K.Ramchandra murty and Dr.K.V.S Sudhakar handing over the bouquets to the resource persons





n  
Jaiswal,Advocate

purva Agarwal Prof.C.KamaRaju , Prof.Vandana Samba,  
Dr.D.V.N.Pradeep and Dr.Prabhakar at Jyothiprajvalan .



Prof.Vandana Samba , gave a welcome note and also about the importance of the topic and relevance in the present scenario . Later Sri.CA.S.B.Kabra ji Jt.Secretary addressed on the topic and vividly explained need



protection.



for data

Prof.Vandana Samba ,Director -Research , Sri.CA.S.B Kabra addressing the LLB & LLM students.

Mrs. Reeta Rathi introduced Advocate Arun Jaiswal, he gave an extensive lecture which included three cases

- 1962 landmark judgement
- RTI Act
- Right to privacy

Additionally Sharma vs Satish Chandra case was also discussed and cyber theft cases were discussed .



Prof. C. Kama Raju said the topic is very vibrant which needs a multi -disciplinary approach gave valuable inputs related to data privacy ,data sensitisation and data fiduciary ,global examples were cited . Later on questions were posed by students.

Sri. CA.S.B Kabra , felicitated the resources and later on Flyer was released on Artificial Learning and Machine Learning into Cyber Security System .





Sri. CA.S.B Kabra felicitating Advocate Arun Jaiswal and Prof. C. Kama raju , Prof. Vandana Samba felicitating Advocate Purva Agarwal .

**FLYER RELEASE**



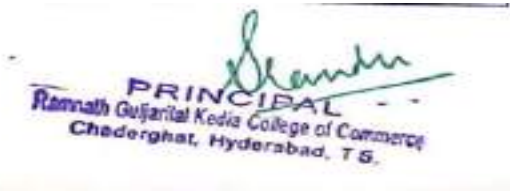
**PRESS COVERAGE EENADU**

**ఐటీ, సమాచార రక్షణ చట్టాలను పటిష్ఠం చేయాలి**

గోల్కొండ జిల్లాలో ఐటీ, సమాచార రక్షణ, గోప్యత చట్టాలను మరింత పటిష్ఠం చేయాలని విద్యుత్ అభివృద్ధి శాఖ అధికారులు ఆందోళనగా పోషించి మరొకటి మరొకటిగా ఉన్నాయి. కేరళ రాజకీయాలలో మొదటిసారిగా విద్యుత్ శాఖ అభివృద్ధి సమాచార రక్షణ - సమాచార గోప్యత చట్టాలను మరింత పటిష్ఠం చేయాలని అధికారులు ఆందోళనగా పోషించి మరొకటి మరొకటిగా ఉన్నాయి. కేరళ రాజకీయాలలో మొదటిసారిగా విద్యుత్ శాఖ అభివృద్ధి సమాచార రక్షణ - సమాచార గోప్యత చట్టాలను మరింత పటిష్ఠం చేయాలని అధికారులు ఆందోళనగా పోషించి మరొకటి మరొకటిగా ఉన్నాయి.



అభివృద్ధి శాఖ అధికారులతో ప్రతిష్ఠ, సమాచార శాఖ, ఐటీ శాఖ, కేరళ రాజకీయాలలో మొదటిసారిగా విద్యుత్ శాఖ అభివృద్ధి సమాచార రక్షణ - సమాచార గోప్యత చట్టాలను మరింత పటిష్ఠం చేయాలని అధికారులు ఆందోళనగా పోషించి మరొకటి మరొకటిగా ఉన్నాయి.





**MARWADI SIKSHA SAMITHI**

**Ramnath Guljarilal Kedia College of Commerce**

(Affiliated to Osmania University, NAAC Re-Accredited)

3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

EVENT NAME: GROUP DISCUSSION

DATE: 27<sup>TH</sup> APRIL, 2024

ATTENDED BY: MBA II & IV SEM STUDENTS AND ALL FACULTY MEMBERS.



*Group Discussion Topics:*

- 1. Team 1: Does Browsing at Workplace affect productivity?*
- 2. Team 2: Is social media killing creativity?*
- 3. Team 3: Is India Ready for a cashless Economy?*
- 4. Team 4: Money or Happiness - Can money make us happy?*

27/04/2024

26

# Students Activity.

## MBA 1 year 1 Semester.

Name of the Activity :- Group Discussion  
Topic :-

### Team Members (Students)

Team-1	Team-2	Team-3	Team-4
Vaishnavi Kulkarni	Pooja	Sumanth	Aceetha
Hameed	Dinkar	Chandana	Vaishnavi-A

Participants :- MBA 1st year Students  
A+B+C Sections

Time :- 12:30 To 1:30 pm

Photos Enclosed

Venue :- 153 Room No.

### Team 1

Topic - Does Browsing at workplace affect productivity.

Team 2 :- Is Social Media killing creativity

Team 3 :- Is India Ready for a Cashless Economy

S. NO	Family Name	Signature
1.	Prof. Venkatesh Samba	
2.	Dr. Sunil Kumar	
3.	Ms. A. Meena	uq
4.	Ms. Tahmeena	
5.	Ms. Kuldeep Rai	
6.	Dr. Vishnu Kuntly	
7.	Dr. Pushpocander	
8.	Ms. Sonali	
9.	Dr. Pushanthe	
10.	Ms. Padmavathi	
11.	Ms. Sreevani	

S.No.	Name of the Student	Signature
1.	Vaishnavi Kalse	Vaishnavi Kalse
2.	Hameed	Hameed
3.	Pooja	Pooja
4.	Dinkar	P. Dinkar
5.	Sumanth	P. Sumanth
6.	Chandana	Chandana
7.	K. Keerthi	K. Keerthi
8.	Vaishnavi A	Vaishnavi A
9.	Amythra	Amythra
10.	Heikhi	Heikhi
11.	M. Akshitha	M. Akshitha
12.	Takue Anjali	T. Anjali
13.	K. Lavanya	K. Lavanya
14.	D. Yuva Raj	D. Yuva Raj
15.	Dashini	Dashini
16.	T. Mahesh	T. Mahesh
17.	Mandini Gyoshi	Mandini Gyoshi
18.	Nidhi Jussawal	Nidhi Jussawal
19.	S. Pradeep Kumar	S. Pradeep Kumar
20.	Shudha Tiwari	Shudha Tiwari
21.	S. Ashok	S. Ashok
22.	Ratna Madhavi	Ratna Madhavi
23.	G. Madhu	G. Madhu
24.	P. Ranu	P. Ranu
25.	Waheda Begum	Waheda Begum
26.	P. Vijay	P. Vijay
27.	M. Sagar	M. Sagar
28.	A. Garbari	A. Garbari
29.	S. Manika	S. Manika
30.	Ram Anju	Ram Anju



*Signature*  
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 Chaderghat, Hyderabad, T.S.







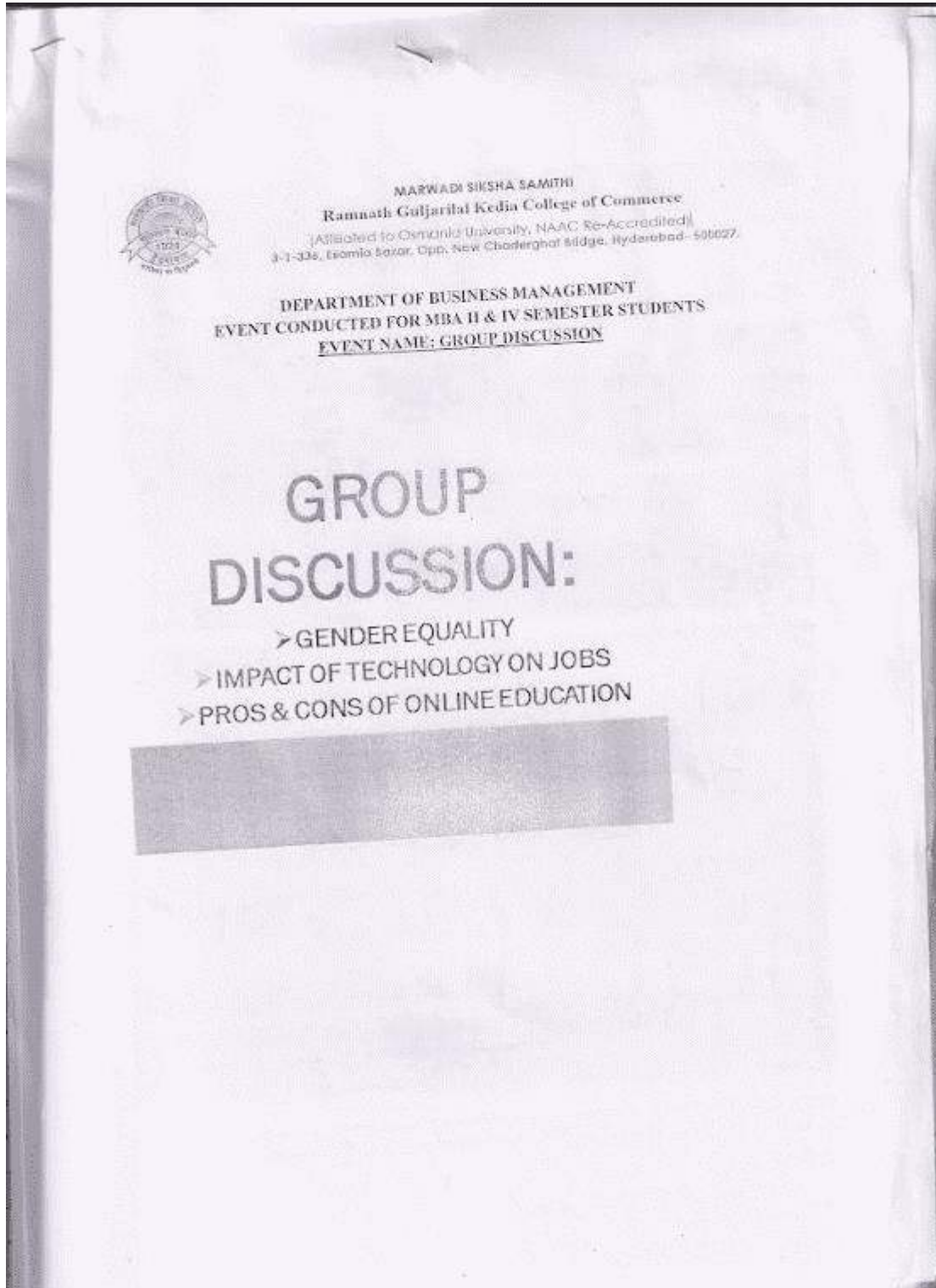
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3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

## GROUP DISCUSSION



18/05/2024

## Students Activity

Activity Name :- Group Discussion.

### Team Members.

- ① Mrs. Tahmeena
- ② Dr. Prashanthi
- ③ Dr. Vishnu Muthy
- ④ Ms. Padmavathi

Participants :- MBA 2<sup>nd</sup> year students  
A+B+C sections

Time :- 1pm - to 2:30 pm.

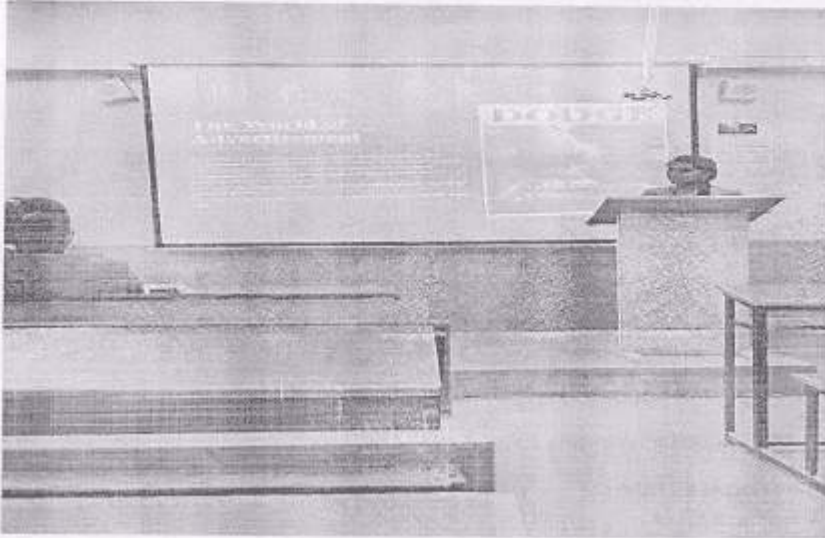
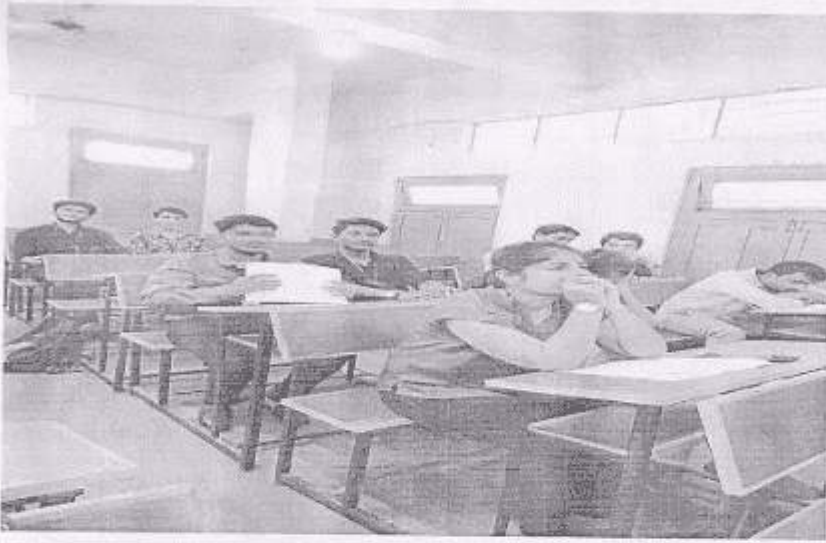
Photos :- Enclosed

Venue :- Room No. 153

### Faculty Name

1. Prof. Nandana Samba
2. Dr. Srinivas Kumar
3. Dr. Prashanthi
4. Mr. Tulip Reddy
5. Mr. Rishi
6. Ms. J. Meena
7. Ms. Tahmeena
8. Ms. Padmavathi
9. Ms. Sreevani

P.No.	Student Name	Signature
1.	Hanef	Hanef
2.	Vaishnavi	Vaishnavi
3.	Namini	Namini
4.	Sumanth	Sumanth
5.	Sushmita	Sushmita
6.	Chandana	Chandana
7.	Sagar	Sagar
8.	Dinakar	Dinakar
9.	Abdul Aleem	Abdul Aleem
10.	Pooja	Pooja
11.	Kelkavitharan	Kelkavitharan
12.	Jalith	Jalith
13.	Vincent	Vincent
14.	Atanash	Atanash
15.	Crayati	Crayati
16.	Madhavi	Madhavi
17.	NANDINI	NANDINI
18.	Sandeep	Sandeep
19.	Sanjun	Sanjun
20.	Bheem	Bheem
21.	Karn	Karn
22.	Ashwadhama	Ashwadhama
23.	Nakul	Nakul



*Sankar*  
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## BUSINESS QUIZ

28/08/2024  
36

Students Activity.

Activity Name :- Business Quiz

Team Members.

- 1) Ms. Anusha
- 2) Mr. Pushisocauder
- 3) Dr. Prashanthi
- 4) Ms. Sonali

Participants :- MBA II year Students  
A+B+C Sections

Time :- 1 pm to 2:30 pm.

Photos :- Enclosed.

Venue :- Room No. 153

Faculty Name.

- 1) Prof. Vandana Samba
- 2) Mr. Pushisocauder
- 3) Dr. Seemvas lemas
- 4) Ms. Sonali
- 5) Ms. Anusha
- 6) Dr. Prashanthi
- 7) Ms. Tahmeena
- 8) Ms. Meena
- 9) Mr. Sreevani



MARWADI SHIKSHA SAMITHI

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(Affiliated to Osmania University, NAAC Re-Accredited)  
3-1-336, Ibrahim Sarani, Opp. New Chaderghat bridge, Hyderabad-500027.

DEPARTMENT OF BUSINESS MANAGEMENT  
EVENT CONDUCTED FOR MBA II & IV SEMESTER STUDENTS  
EVENT NAME: BUSINESS QUIZ



37

S-NO	Student Name	Signature
1.	Ram Anju	Anju
2.	Aastha	Aastha
3.	Madani	Madani
4.	Asin	Asin
5.	Azam	Azam
6.	Ratan	Ratan
7.	Achak	Achak
8.	ESHA	Esha
9.	Makula	Makula
10.	Manideep	Manideep
11.	V Sowjanya	Sowjanya
12.	Nisha	Nisha
13.	Smiti	Smiti
14.	Madhu	Madhu
15.	Priyanka	Priyanka
16.	AKHIL	Akhil
17.	Rahul	Rahul
18.	K. Indra	K. Indra
19.	Arun	Arun
20.	Theerth Akhil	Theerth Akhil
21.	Harch	Harch
22.	Yamini	Yamini
23.	Nagasani	Nagasani
24.	P. Raniga	P. Raniga



  
**PRINCIPAL**  
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 Chaderghat, Hyderabad, T.S.





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(Affiliated to Osmania University, NAAC Re-Accredited)

3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

**Topic Name: Guest Lecture on Internet of Things**

**Event Type:** Student development program For MCA

**Objective:** To enhance the knowledge about the latest development pertaining to Internet of

A guest lecture on Internet of Things was conducted in the college auditorium at 11.00 am, attended by faculty and students of MCA stream of the college. The seminar was devoted to address the need to enhance the knowledge about the latest development pertaining to Internet of Things. The Internet of Things (IoT) provides the ability to interconnect computing devices, mechanical machines, objects, animals or unique identifiers and people to transfer data across a network without the need for human-to-human or human-to-computer is a system of conversation. IoT applications bring a lot of value in our lives. The Internet of Things provides objects, computing devices, or unique identifiers and people's ability to transfer data across a network without the human-to-human or human-to-computer interaction. The speaker pointed out the future of Internet of Things jobs will look like the middlemen who can communicate with computers and humans. The speaker laid emphasis that it can be enjoying working with Internet of Things.



The objective of the guest lecture was to educate the students about the job of a Internet of Things is to analyse business data to extract meaningful insight as Internet of Things provides historical, current, and predictive views of business operations. And the speaker advised the students that to make a career in Internet of Things is to learn statistics, coding, business intelligence, data structures and algorithms amongst others.

After the session felicitation was done to the speaker.

The session ended with vote of thanks.



*Shankar*  
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Ramesh Guljarital Kedia College of Commerce  
Chaderghat, Hyderabad, T.S.



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(Affiliated to Osmania University, NAAC Re-Accredited)

3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

## CASE STUDY

40  
15/06/2024

Student Activity

Name of the activity :- Case Study

Team Members

1. Ms. Anusha
2. Mr. Pushiswarudra
3. Mr. Kuldeep Rai

Participants :- MBA II Year Students  
A+B+C Sections

Timing :- 1:10 pm to 0:30 pm.

Photos :- Enclosed

Venue :- Room NO - 153.

Faculty Name

1. Dr. Siminies Kumar
2. Dr. Poojashanthi
3. Ms. Meena
4. Ms. Sahmeena
5. Mr. Kuldeep Rai
6. Mr. Jishi
7. Ms. Sneeti
8. Mr. Kuldeep Rai

S.NO	Student Name	Signature
1.	Sumathi	Sumathi
2.	Pranathi	Pranathi
3.	Vishal	Vishal
4.	Koushik	Koushik
5.	Vinay	Vinay
6.	Anusha	Anusha
7.	maheshwari	Maheshwari
8.	Pranay	Pranay
9.	Hansika	Hansika
10.	Vasavi	Vasavi
11.	manisha	Manisha
12.	Vani	Vani
13.	Gowtham	Gowtham
14.	Kushi	Kushi
15.	Kushbu	Kushbu
16.	Haseena	Haseena
17.	Nithil	Nithil
18.	Naveen	Naveen
19.	Navya	Navya
20.	Davani	Davani
21.	Prasanth	Prasanth
22.	Rajesh	Rajesh
23.	Velshali	Velshali
24.	Ramu	Ramu
25.	Sushanika Chandana	Sushanika Chandana



MARWADI SHIKSHA SAMITHI  
Ramnath Guljarilal Kedia College of Commerce  
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8-1-336, Esamla Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

DEPARTMENT OF BUSINESS MANAGEMENT  
EVENT CONDUCTED FOR MBA II & IV SEMESTER STUDENTS  
EVENT NAME: CASE STUDY





*Sankar*  
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Chaderghat, Hyderabad, T.S.



**MARWADI SIKSHA SAMITHI**

**Ramnath Guljarilal Kedia College of Commerce**

(Affiliated to Osmania University, NAAC Re-Accredited)

3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

22nd June 2022

## Students Activity

Name of the activity : PAPER PRESENTATION

### Team Members

- 1) Dr. Prashanthi
- 2) Ms. Sonali
- 3) Ms. A. Meena.

Participants :- MBA II year students  
A+B+K sections

Timing :- 1:30pm to 2:30 pm.

Photos :- Enclosed.

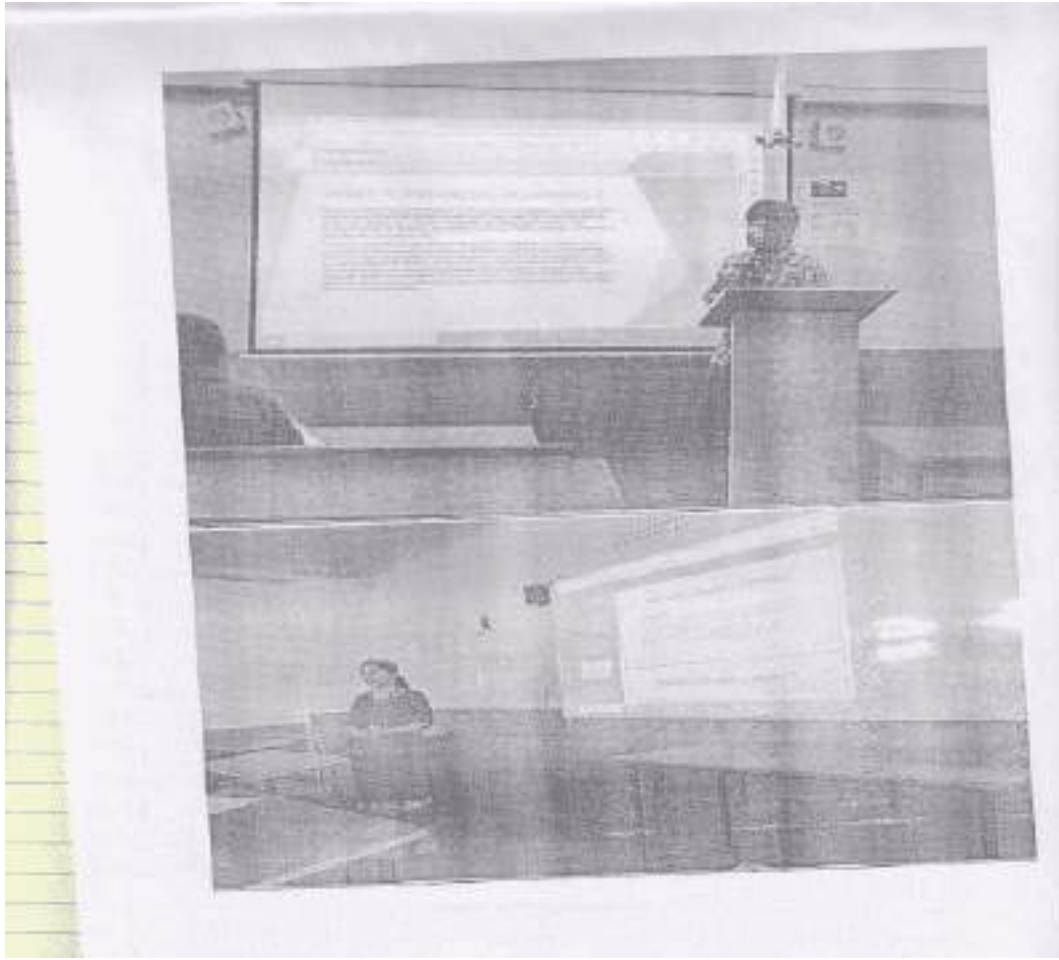
Venue :- Room NO - 153.

### Faculty Name

1. Prof. Vandana Bamba
2. Dr. Srinivas Kumar
3. Dr. Prashanthi
4. Mr. Kuldip Devi
5. Ms. A. Meena
6. Mr. Kuldip Devi
7. Ms. Sreevani
8. Ms. ~~Prashanthi~~ Ms. Sonali
9. Dr. Vishnu Multhy
10. Mr. Pruthi

NO	Student Name	Signature
1	Sohail	Sohail
2	Deni	Deni
3	Poornam	Poornam
4	Abdul	Abdul
5	Sana	Sana
6	Sadiya	Sadiya
7	Tahseen	Tahseen
8	Waheda	Waheda
9	Farida	Farida
10	Hafsa	Hafsa
11	Sultana	Sultana
12	Faryana	Faryana
13	Amyad	Amyad
14	Rashed	Rashed
15	Khurshid	Khurshid
16	ATHER	ATHER
17	Tanveer	Tanveer
18	Abid	Abid
19	Zahid	Zahid
20	Zehra	Zehra
21	Zabeer	Zabeer
22	Afray	Afray
23	Nida	Nida
24	Saba	Saba
25	Aashfa	Aashfa





*Shankar*  
**PRINCIPAL**  
Rammath Gujarital Kedia College of Commerce  
Chaderghat, Hyderabad, T S.



MARWADI SIKSHA SAMITHI

**Ramnath Guljarilal Kedia College of Commerce**

(Affiliated to Osmania University, NAAC Re-Accredited)

3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

## NATIONAL SEMINAR ON

**Forging Tomorrow's Triumph: Cutting -Edge Innovations and Insights Defining Future Business Trends in collaboration with Department of Business Management, Osmania University & Sponsored by ICSSR-SRC&TGCHE on 28<sup>th</sup>&29<sup>th</sup> June, 2024.**

### PROGRAMME SHEET FOR INAUGURAL 28-6-2024

Sl.No	Particulars	Timings
1	Inviting the Guests on to the dais by Mrs. Tahmeena Masood, MBA Faculty Mrs. Marry Priyanka,UG faculty. <ul style="list-style-type: none"><li>➤ Prof. Vandana Samba,Director -Research &amp;Convenor.</li><li>➤ Mr. K.Ramachandra Murthy,Jt.Director</li><li>➤ Sri. Sailesh Agarwal,Executive Member.</li><li>➤ Sri. Sheel Kumar Jain, Executive Member</li><li>➤ Sri. Mahesh Kedia, Executive Member</li><li>➤ Sri. CA. Sumit Kabra, Executive Member</li><li>➤ Sri.CA.S.B Kabra, Jt. Secretary</li><li>➤ Sri. Pinkal, Managing Director,Career Craft Consultancy &amp; Study Aborad Consultancy. CCC&amp;SAC.</li><li>➤ Ms. Minal, Global Business Development -Head.</li><li>➤ Mr. Rahul Mundra , Deputy Branch Manager, CCC., <b>Special Invitee</b></li><li>➤ Prof. V. Sudha, Head, DBM, Osmania University-<b>Guest of</b></li></ul>	10:30 am - 10:38 am

	<p><b>Honor.</b></p> <ul style="list-style-type: none"> <li>➤ Prof. P. Venkataiah, Dean Faculty of Management, Osmania University -<b>Guest of Honor</b></li> <li>➤ Prof.P.Laxminarayana, Registrar, Osmania University.<b>Chief Guest</b></li> </ul>	
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2	Jyothiprajvalan by dignitaries on the dais	10:38 am - 10:45 am
3	Presentation of Saplings to the Guests	10:45 am - 10:55 am
4	Welcome Note by Prof. Vandana Samba Director – Research, Convenor of the Seminar	10:55 am – 11.00am
5	Address by Sri. CA. S.B. Kabra Jt. Secretary & Patron of the Seminar	11.00 am - 11.08am
6	Address by Sri. Pinkal, MD,CCC& SAC	11.08am - 11.13am
7	Address by Mr. Rahul Mundra ,Deputy Branch Manager, CCC	11.13am - 11. 18am
8	Address by Prof. V. Sudha, Head, DBM, Osmania University	11.18am – 11.23am
9	Address by Prof. P. Venkataiah, Dean Faculty of Management OU	11:23 am to 11 :28am

10	Introducing Chief Guest ,Prof. P.Laxminarayana, Registrar, Osmania University. by Mrs. Tahmeena Masood.	11.28am - 11.38am
11	Release of ISBN Book by dignitaries on dais & principals of MBA, MCA, LAW, & UG	11:38 am - 11: 45am
12	Felicitation to Guests	11: 45 am - 11:55 am
13	Felicitation by CCC –Mr.Rahul Mundra.	11.55am- 12:08 pm
14	Vote of Thanks by Prof. Vandana Samba Director-Research, &Convenor	12:08 pm - 12:25 pm



**MARWADI SIKSHA SAMITHI**

**Ramnath Guljarilal Kedia College of Commerce**

(Affiliated to Osmania University, NAAC Re-Accredited)

3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

## **NATIONAL SEMINAR ON**

**Forging Tomorrow's Triumph: Cutting -Edge  
Innovations and Insights Defining Future  
Business Trends in collaboration with  
Department of Business Management,**

**Osmania University & Sponsored by ICSSR-  
SRC & TGCHC on 28<sup>th</sup> & 29<sup>th</sup> June, 2024.**

**PROGRAMME SHEET FOR VALEDICTORY 29-  
6-2024**

<b>Sl.No</b>	<b>Particulars</b>	<b>Timings</b>
1	<p>Inviting the Guests on to the dais by</p> <p>Mrs. Tahmeena Masood, MBA Faculty</p> <p>Mrs. Mary Priyanka, UG faculty.</p> <ul style="list-style-type: none"><li>➤ Prof. Vandana Samba, Director -Research &amp; Convenor.</li><li>➤ Mr. K. Ramachandra Murthy, Jt. Director</li><li>➤ Sri. CA. S.B Kabra, Jt. Secretary &amp; Patron.</li><li>➤ Ms. Minal ,Global Business Development -Head. Career Craft Consultancy, CCC.</li><li>➤ Mr. Rahul Mundra ,Deputy Branch Manager, CCC.</li><li>➤ Prof. M. L. Sai Kumar, Retd. Prof. IPE &amp; Corporate Trainer-<b>Guest of Honor</b>.</li><li>➤ Prof.R.Srinivas , Dept.of Civil Engineering ,OU</li><li>➤ Prof. Chetan Srivastava, Director, Office of International Affairs ,School of Management Studies , University of Hyderabad. <b>Guest of Honor</b></li><li>➤ Prof. D. Sreeramulu, Principal OUCC&amp;BM. <b>Guest of Honor</b></li><li>➤ Prof .B. Sudhakar Reddy, Hon.Director, ICSSR-SRC <b>Chief Guest.</b></li></ul>	3:30 pm- 3.38pm

2	Presentation of Saplings to the Guests	3.38pm - 3.43pm
3	Presentation of Rapporteur Report by Prof. Vandana Samba ,Director-Research & Convenor of the Seminar.	3.43pm- 3.50pm
4	Address by Sri. CA. S.B. Kabra Jt. Secretary & Patron of the Seminar	3.50pm- 4.00 pm
5	Address by Prof. M. L. Sai Kumar, Retd. Prof. IPE & Corporate Trainer- <b>Guest of Honor</b> .	4.00pm - 4.05pm
6	➤ Prof. R.Srinivas , Dept.of Civil Engineering ,OU	4.05pm- 4.10pm
7	Prof. Chetan Srivastava, Director, Office of International Affairs ,School of Management Studies ,University of Hyderabad. <b>Guest of Honor</b>	4.10pm - 4.16pm
7	Address by Sr. Prof. D. Sreeramulu, Principal OUCC&BM. <b>Guest of Honor</b>	4.16pm- 4.12pm
8	Address by Prof.B.Sudhakar Reddy, Hon. Director, ICSSR- SRC. <b>Chief Guest</b> .	4.12pm - 4.20pm
9	Distribution of Certificates	4.20pm- 4.35pm
10	Felicitation to Guests	4.35pm- 4.45pm

11	Group Photograph	4.45pm – 4.55pm
12	Vote of Thanks by Dr.K.V.S.Sudhakar,MCA Principal.	4.55pm



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13	National Anthem	
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## REPORT ON NATIONAL SEMINAR

A Two-Day National Seminar was organised on **“Forging Tomorrow’s Triumph: Cutting-Edge Innovations and Insights Defining Future Business Trends”** in collaboration with Department of Business Management, Osmania University & sponsored by ICSSR-SRC by TGCHE on 28<sup>th</sup>&29<sup>th</sup> June, 2024.



**ABOUT THE COLLEGE**

Marwadi Shiksha Samithi (MSS) has been serving the cause of Education since 1934. Several Institutions under this management have been started from time to time. Marwadi Shiksha Samithi has established under the great leadership of Late. Shri Kari Kidariji Likhat and Late. Shri Sarendra Lakshmi Acharya, who were eminent educationists, visionaries, rightists, industrialists and educationists, who worked hard time to time to bring up this prestigious Institution to its present status.

Ramnath Guljarilal Kedia College of Commerce was established in the year 2012 by Marwadi Shiksha Samithi (MSS) with a vision to provide quality education without profit motive irrespective of caste and creed and the motivation of participation in the National Development on the prime motto of the MSS.

The Management members of MSS, Shri. Lalit Narayan Agarwal, President, Dr. CA. S.R. Kabra Jt. Secretaries & Executive Council Members Shri. Sheel Kumar Jain, Shri. Suresh Agarwal, Shri. Mahesh Kedia & Shri. CA. Harsh Kabra, are very dynamic and contribute alot for the institutional development.

**OBJECTIVE OF THE SEMINAR**

The objective of the seminar 'Forging Tomorrow's Triumph: Cutting - Edge Innovations and Insights Defining Future Business Trends' is to provide a comprehensive understanding of the emerging trends, challenges, and opportunities shaping the future of businesses across industries. By bringing together experts, practitioners, researchers and policymakers, the seminar aims to facilitate dialogue, knowledge exchange and strategic insights to empower organizations to navigate the evolving business landscape effectively and drive sustainable growth and innovation.

**PAPER SUBMISSION GUIDELINES**

Abstract: Not more than 250-300 words focusing on objectives and research methodology.

Full paper: Not more than 4-5 pages

Title page: Title, Author, Designation, professional affiliation contact details (Address No & Road No)

Word count: 1000-1500 words

Word limit: 14 for Main heading, 12 for Sub-heading and 11 for heading 1 & 2

Document size: A4

Keywords: Maximum 5 words

References: Standard APA format

Ready and your abstract on or before May 20<sup>th</sup> 2024 and full paper June 1<sup>st</sup> 2024

**REGISTRATION :**

Students : Rs 200/-

Research Scholars : Rs 300/-

Faculty : Rs 500/-

Industry : Rs 1000/-

NOTE : Publications cost to be borne by the authors separately.

Selected papers will be published in IJBT

Case Letters / Journals, List of Journals and

publication cost will be shared with the authors of selected papers.

**MODE OF PAYMENT**

Online payment can be done

through PAYZ

Name of the institute

R.G.Kedia College of Commerce

Bank Name : State Bank of India

Branch No : 3077007104

Branch & Code : (0288) Secular Branch,

Hyderabad, Telangana - 500021

IFSC CODE : SBIN0090880

MICR CODE : 503000000

**SUB - THEMES**

**FINANCE**

- Digital Transformation
- AI & Automation
- Blockchain Technology
- Sustainable Finance
- Personalized Financial Services

**HUMAN RESOURCES**

- Remote Work and Flexibility
- Employee Well - Being
- Skill Development & Upskilling
- Diverse Workforce Management
- Data Driven HR

**MARKETING**

- Personalization & Customer Experience
- Content Marketing & Story Telling
- Influencer Marketing
- Media Management
- Ethical and Purpose Driven Branding

**ENTREPRENEURSHIP**

- Tech - Enabled Startups
- Social Entrepreneurship
- Scaling Post Ventures
- Franchising & ITC Brands
- Sustainable and Circular Economy Initiatives

**INFORMATION TECHNOLOGY**

- Cyber Security
- Cloud Computing
- Edge Computing
- AI & Machine Learning
- IoT Technology

**CONTACT US**

**Convener :**

Prof. Vandana Sarda (+91 98514 50901)

**Co-Convener ( )**

Dr. Dr. Sandhya Kumar (+91 98490 18777)

Dr. NVA Sudhakar (+91 99590 21258)

Dr. K. Anand (+91 98933 22561)

Email id: rgkc2024ns@gmail.com

**MARWADI SHIKSHA SAMITHI**  
**Ramnath Guljarilal Kedia College of Commerce**  
 (Affiliated to Osmania University, UACB No. 100/2012)  
 3-4-245, Konda Ram, Opp. New Chaitanyar, Bridge Hyderabad - 500027.

**PAPER SUBMISSION GUIDELINES**  
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 Full paper: Not more than 4-5 pages  
 Title page: Title, Author, Designation, professional affiliation contact details (Address No & Road No)  
 Word count: 1000-1500 words  
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 Document size: A4  
 Keywords: Maximum 5 words  
 References: Standard APA format  
 Ready and your abstract on or before May 20<sup>th</sup> 2024 and full paper June 1<sup>st</sup> 2024  
 Email id: rgkc2024ns@gmail.com

**REGISTRATION :**  
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 Industry : Rs 1000/-  
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 Selected papers will be published in IJBT  
 Case Letters / Journals, List of Journals and publication cost will be shared with the authors of selected papers.

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 IFSC CODE : SBIN0090880  
 MICR CODE : 503000000

**For More Information kindly email us at :**  
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 Mrs. K. Anand: +91 98933 22561  
 Email: rgkc2024ns@gmail.com

**National Seminar**  
 ON  
**Forging Tomorrow's Triumph :**  
**Cutting - Edge Innovations and Insights**  
**Defining Future Business Trends**  
 In Collaboration with Department of Business Management,  
 Osmania University,  
 Sponsored by ICSSR - SRC & TGCBIE,  
**on 28<sup>th</sup> & 29<sup>th</sup> June, 2024**

**MARWADI SHIKSHA SAMITHI**  
**Ramnath Guljarilal Kedia College of Commerce**  
 (Affiliated to Osmania University, UACB No. 100/2012)  
 3-4-245, Konda Ram, Opp. New Chaitanyar, Bridge Hyderabad - 500027.



**ABOUT THE COLLEGE**

Ramkrishna Gopal Khatke (RKGK) is a premier institute for higher education since 1973. It is a well-established name for management education across the country. It has established a reputation for providing quality education and has been ranked among the top 100 business schools in India. RKGK is a member of the Association of Management Schools of India (AMS) and the Association of Management Schools of India (AMS).

Ramkrishna Gopal Khatke College of Commerce was established in the year 1973. It is a well-established name for higher education across the country. It has established a reputation for providing quality education and has been ranked among the top 100 business schools in India. RKGK is a member of the Association of Management Schools of India (AMS) and the Association of Management Schools of India (AMS).

**OBJECTIVE OF THE SEMINAR**

The objective of the seminar "Forging Tomorrow's Triumph: Carving Today's Innovations and Insights" is to provide a platform for students, faculty, and industry professionals to share their experiences, insights, and best practices in the field of business management. The seminar aims to foster a culture of innovation, leadership, and excellence among the participants.

**RELEVANCE OF THE SEMINAR**

The seminar is highly relevant and beneficial for students and faculty members. It provides a unique opportunity for students to interact with industry experts, gain insights into the latest trends and challenges in the business world, and develop their leadership and communication skills. For faculty members, the seminar offers a chance to learn from the experiences of industry professionals and share their own research and findings.

**SEMINAR TOPICS**

**FINANCE**

- Digital Transformation in Finance
- Blockchain Technology
- ESG (Environmental, Social, and Governance) Factors
- Artificial Intelligence in Finance

**HUMAN RESOURCE**

- Employee Retention and Engagement
- Leadership Skills Development
- Work-Life Balance
- Remote Work and Flexibility
- Organizational Behavior Management
- Gen Z and Millennial Workforce

**MARKETING**

- Digital Marketing Strategies
- Customer Segmentation and Targeting
- Brand Management
- Social Media Marketing
- Global and Cross-Cultural Marketing

**ENTREPRENEURSHIP**

- Start-up Success Stories
- Business Plan Development
- Risk Management
- Customer Acquisition Strategies
- Scaling and Growth Strategies
- Exit Strategies
- AI in Start-ups

**INFORMATION TECHNOLOGY**

- Cloud Security
- Data Analytics
- AI in Business
- Blockchain in Business
- IoT in Business
- AR/VR in Business

**Chief Patron**  
Dr. K. S. Kulkarni, Director, RKGK

**Patron**  
Dr. K. S. Kulkarni, Director, RKGK

**Convener**  
Dr. K. S. Kulkarni, Director, RKGK

**Co-Convener**  
Dr. K. S. Kulkarni, Director, RKGK

**Co-Convener**  
Dr. K. S. Kulkarni, Director, RKGK

**Co-Convener**  
Dr. K. S. Kulkarni, Director, RKGK

**Co-Convener**  
Dr. K. S. Kulkarni, Director, RKGK

**ORGANIZING SECRETARIES**

Dr. K. S. Kulkarni, Director, RKGK  
Dr. K. S. Kulkarni, Director, RKGK  
Dr. K. S. Kulkarni, Director, RKGK  
Dr. K. S. Kulkarni, Director, RKGK

**ORGANIZING COMMITTEE**

**DEPARTMENT OF BUSINESS MANAGEMENT**


Dr. K. S. Kulkarni, Director, RKGK  
Dr. K. S. Kulkarni, Director, RKGK  
Dr. K. S. Kulkarni, Director, RKGK  
Dr. K. S. Kulkarni, Director, RKGK

**DEPARTMENT OF INFORMATICS**

Dr. K. S. Kulkarni, Director, RKGK  
Dr. K. S. Kulkarni, Director, RKGK  
Dr. K. S. Kulkarni, Director, RKGK  
Dr. K. S. Kulkarni, Director, RKGK

**DEPARTMENT OF COMMERCE**

Dr. K. S. Kulkarni, Director, RKGK  
Dr. K. S. Kulkarni, Director, RKGK  
Dr. K. S. Kulkarni, Director, RKGK  
Dr. K. S. Kulkarni, Director, RKGK



**Invitation**

**NATIONAL SEMINAR**

ON

**"Forging Tomorrow's Triumph: Carving Today's Innovations and Insights: Defining Future Business Trends"**

Organized by

**Ramkrishna Gopal Khatke College of Commerce**

in Collaboration with

**Department of Business Management**


**Omania University**

Sponsored by

**ACMBA-ABC**

ON

**On 28<sup>th</sup> & 29<sup>th</sup> June, 2024**



DAY 1

### Technical Session-I at 11:00AM

Session Chairs:



**Prof. V. Jaisange**  
Department of Business Management  
Osmania University



**Dr. Jaiika Sarosh Reddy**  
Jaiika  
Meharaja Gandhi University

### Technical Session-II at 2:30PM

Session Chairs:



**Dr. L.K. Suresh Kumar**  
IITM, Dept of Information  
Osmania University



**Prof. Ashwini Akhul Wale**  
Prof. Teaching & Research  
Management, Commerce & Administrative Studies,  
University of Hyderabad

## Inaugural

On Friday 26<sup>th</sup> Jan, 2024  
10:30 AM to 11:30 AM

Chief Guest



**Prof. P. Laxminarayana**  
Registrar  
Osmania University

Guest Of Honors



**Prof. P. Venkatesh**  
Dean Faculty of Management  
Osmania University



**Prof. B. Suresh Babu**  
Professor  
E.C.T. & I.T.



**Prof. S. Sathya**  
Dean, IITM  
Osmania University



**Prof. K. Srividya**  
Dean Faculty of Education  
Osmania University



**Prof. R. Vijaya Lakshmi**  
Dean, Faculty of  
Osmania University



**Prof. M. Ganapathi**  
Dean, Faculty of Commerce  
Osmania University



**Prof. Chitra Venkatesh**  
Dean, Faculty of Management  
Osmania University



**Dr. Srinivas Choudhary**  
Dean of Faculty of Education  
Osmania University

**DAY 2**

**Technical Session-III**  
**On Saturday 28<sup>th</sup> June, 2024 at 11:00AM**  
**Session Chairs:**



**Prof. V. Jambha**  
Head, IQAC  
Chennai, Tamil Nadu



**Prof. D. C. Suresh**  
Head, Department of Commerce  
Chennai, Tamil Nadu

**Technical Session-IV at 11:30PM**  
**Session Chairs:**



**Dr. G. Vijayaraj Kumar**  
Dr. K. J. Somaiya Institute of Management Studies & Research  
Chennai, Tamil Nadu



**Dr. Mani Prasad**  
Professor, Institute of Management Studies & Research  
Chennai, Tamil Nadu

**Validities at 3:30 PM**

SESSION CHAIR	SESSION CHAIR	SESSION CHAIR	SESSION CHAIR
 <p><b>Prof. B. Anandharaj Reddy</b>  <small>Head, IQAC</small>  <small>Hyderabad, T.S.</small></p>	 <p><b>Prof. D. C. S. Jayaram</b>  <small>Head, IQAC</small>  <small>Hyderabad, T.S.</small></p>	 <p><b>Mrs. Prasad Devi</b>  <small>Head of IQAC</small>  <small>Hyderabad, T.S.</small></p>	 <p><b>Prof. Akhila Prasad</b>  <small>Head, IQAC</small>  <small>Hyderabad, T.S.</small></p>



  
**PRINCIPAL**  
 Ramnath Gujarlal Kedia College of Commerce  
 Chederghat, Hyderabad, T.S.



**MARWADI SIKSHA SAMITHI**

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## **REPORT ON NATIONAL SEMINAR**

A Two-Day National Seminar was organised on **“Forging Tomorrow’s Triumph: Cutting -Edge Innovations and Insights Defining Future Business Trends”** in collaboration with Department of Business Management, Osmania University & sponsored by ICSSR-SRC by TGCHE on 28<sup>th</sup>&29<sup>th</sup> June, 2024. **The Chief guest for the inaugural ceremony was Prof. P. Laxminarayana, Registrar, Osmania University, Guest of Honors, Prof. P. Venkataiah, Dean Faculty of Management, Osmania, Sri. Pinkal, Managing Director, Career Craft Consultancy & Study Abroad Consultancy. CCC& SAC, Ms. Minal, Global Business Development -Head, Mr. Rahul Mundra , Deputy Branch Manager, CCC,Special Invitee, The management members , Sri. CA. S.B Kabra, Jt. Secretary, Sri. CA. Sumit Kabra, Executive Member, Sri. Mahesh Kedia. Sri. Sheel Kumar Jain, Sri. Sailesh Agarwal, Mr. K. Ramachandra Murthy, Prof. Vandana Samba, Director - Research & Convenor Dr. N. Srinivas**

Kumar, MBA Principal, Dr. K.V.S Sudhakar, MCA Principal, Dr. D.V.N. Pradeep , Principal Law & Mrs.Kamlesh Mittal UG principal were present .

The inaugural started with a lightening of the lamp by the dignitaries on the dais and then guests were welcomed by Mrs. Tahmeena, MBA Faculty ,and Mrs. Priyanka ,English Faculty were the Master of Ceremony. Prof. Vandana Samba, Director -Research & Convenor of the seminar gave a welcome note Prof. V.Sudha, addressed stating that the title is very contemporary in nature, it is good that college has taken an initiative in Organising the seminar, Prof.P.Venkataiah clearly explained the importance of title and explained its relevance in the present scenario.Prof.P. Laxminarayana , Registrar , Osmania University appreciated the college management, that it is good that college focuses on Organising FDP's ,Workshops, Seminars and other development activities .Along with the chief Guests Prof. M. Ramulu ,Controller of Examinations ,Osmania University and Prof .K. Srinivas ,Addl .Controller (UG), addressed the gathering and opined that academic and research are

the two sides of the same coin and faculty should write research papers to enhance their knowledge and research skills and explained the importance of sustainable development for welfare of the society.

The Guest of Honor, Prof. P. Venkataiah, Dean, Faculty of Management, Osmania University highlighted the importance of the seminar topic and exhorted the students and explained the importance of creativity and innovation.

The Guest of Honor, Prof. V. Sudha Head, Department of Business Management, Osmania University traced the history of industry from the Industrial Revolution, through the arrival of the steam power, electricity, computers and robotics resulting in enormous increase in productivity. She exhorted the students to continuously update their knowledge

Mr Pinkal Patel, Managing Director, Career Craft Consultancy explained the importance of multi-tasking, Artificial Intelligence and said that learning is an ongoing process throughout life. Mr Rahul Mundra, Deputy Branch Manager, Career Craft Consultancy said that innovation is the key to success and it is the driving force towards

competitiveness. We must focus on customer experience and employee well-being.

### **Glimpses of Inaugural Photos:**



Welcome note by Prof.Vandana Samba, Director-Research , Jyothiprajvalan by Prof .P. Laxminarayana ,Registrar, OU.



Prof.Laxninarayana , Registrar ,Osmania University at the Inaugural , Prof.P.Venkataiah ,Dean DBM, Prof.V.Sudha, Head, DBM,OU, Mr.Pinkal ,CCC and Management members

Prof.V.Sudha ,Head Department of Business Management,Osmania University Addressed the gathering and expressed that alot of effort was put in and brainstorming was done in deciding the title,it is excellent that

Sponsorship was received from ICSSR-SRC & Telangana Council of Higher Education (TGCHE).



**Prof.P. Laxminarayana,registrar, Osmania University, Prof. M. Ramulu, Controller of Examinations, Prof. K .Srinivas, Addl. Controller, Osmania University. Prof. P. Venkataiah Dean, Faculty of Management, OU, Prof. V. Sudha Head ,Department of Business Management OU ,Ms.Minal ,Global Head ,Career Craft Consultancy. Dr. Jakka Suresh Reddy, DBM, Mahatma Gandhi University, Sri. CA.S.B. Kabra, Jt. Secretary, The Executive members Sri Mahesh Kedia ,Sri. Sheel Kumar Jain , Sri.CA.Sumeet Kabra, Prof.Vandana Samba , Director -Research ,MSS and Dr. KVS. Sudhakar ,MCA Principal were present in the Dove release .**

The release of these doves signifies our commitment to creating a brighter future through the exchange of ideas and the pursuit of knowledge. Sri. CA.S.B. Kabra, Jt. Secretary addressed the gathering and conveyed thanks to the sponsoring authorities, TGCHE & ICSSR -SRC. Guests



from CCC addressed stating that, students should utilize such a opportunities to grow academically to have bright future.

The ISBN book was launched by the Chief Guest Prof. P. Laxminarayana ,Registrar, Osmania University and other Guest and Management members, principals were present . The felicitation was done to all the guests by college management and also by CCC. Then MOU laminated certificate and a trophy was handed over to Sri. CA.S.B. Kabra, Jt. Secretary and then the inaugural ceremony ended with a vote of thanks and all the guests moved to the seminar for lunch.



**ISBN Book Launch by Prof. P. Laxminarayana Registrar Osmania University & other Dignitaries**

Around 2.00PM Technical session -1 was organized by

Mrs. Meena Alli, and Dr. M. Prashanthi, MBA Faculty out of 6 paper presentations in the schedule 4 papers were presented,

remaining two were absent on health grounds.

**TECHNICAL SESSION: I Date: 28<sup>th</sup> June, 2024**

**SESSION CHAIRS**

- 1) Dr. Rahul Gandhi Burra, Department of Management Studies, Nalsar University of Law
- 2) Dr. Jakka Suresh Reddy, Mahatma Gandhi University,

**Faculty Incharges : Mrs. Meena Alli &**

**Dr. M. Prashanthi**

**List of Paper**

**Presenters**

<b>SI. NO</b>	<b>NAME OF THE FACULTY</b>	<b>COLLEGE</b>	<b>TITLE</b>	<b>CONTACT NUMBER</b>
<b>1</b>	Mr.Lalith Singhchauhan. B.com III YEAR & Ch.Kavya, Associate Professor	Avinash College ,kukutpally,Hyd,TS	The Effect of Internet Advertising on Consumer purchase decision	<b>99666522</b>
<b>2</b>	Dr.Rupa Associate Professor	Department of Business Administration, Malla Reddy University	Artificial Intelligence Enhances Business Decision Making with Predictive Analysis	98493838
<b>3.</b>	Ms. Unnathi Mrs. Kavitha Lal & Dr. Suvastla	Bhavan's College ,Sainikpuri	Transformative Impact of Artificial Intelligence on Operational and Financial Performance: A Case Study of Google and Amazon	<b>91775540</b>
<b>4</b>	Mr.Srinivas	Ambedkar College	A study on the	<b>99517023</b>

	Padmakar		Evaluation of the Performance Appraisal of HR staff- certain methods., merits, issues and Challenges.	
5	Dr. Geeta Bai Associate Professor	Aurora College	A study on the Sustainable and Circular Economy, initiatives in India	99499433
6	Mr. Punna Ajay Kumar & R. Sonali Yadav 2	Ph.D. Scholar (JRF), Dept. of Commerce, Osmania University, Hyderabad, India.  Ph.D. Scholar (JRF), Dept. of Commerce, Osmania University, Hyderabad, India.	Video Generative AI in Digital Marketing: A SWOT Analysis on E- Commerce	9642558 9

### Technical session I- Glimpses



Mr.Lalith Singh Chauhan.



Dr.Jakka Suresh Reddy, giving the review of the B.com III Year, Avinash Degree College, Presenting the paper. presentations,



**Felicitation to session Chairs Dr Jakka Suresh Reddy Garu , Mahatma University and Sri.Rahul Burra ,Nalsar University of Law.**

Mr. Jakka Suresh Reddy , DBM, Mahatma Gandhi and Dr .Rahul Burra, Nalsar University gave their remarks on the paper presentations and opined that more focus should be on the objectives and research methodology . The empirical papers should be encouraged.

The session -I ended with the closing remarks of the session chairs.

**Technical session -II started at 3.30 pm**

**SESSION: II Date :28<sup>th</sup> June,2024**

### **SESSION CHAIRS**

- 1) Prof. Suresh Kumar Lokande, CBOS, Dept of Informatics ,Osmania University.
- 2) Prof .Salman Abdul Moiz, Prof.Incharge& Chairman, Placement Guidance & advisory Bureau,University of Hyderabad.

**Faculty Incharges : Mrs. Syeda Baseerunnisa Begum and Mr. D. Harinath**

## List of Paper Presenters

SI.NO	NAME OF THE FACULTY	COLLEGE	TITLE	CONTACT NUMBER
1	D.Harinath, Assit.Professor	Ramnath Guljarilal Kedia College of Commerce	Significance of Artificial Intelligence in Healthcare- Utilizing Machine Learning and Deep learning Techniques "	9160924146
2	Dr.Ananth Narayan	Holy Mary College,Kesara	Stock price prediction in indian markets with a case study,Analysis of Adani group of companies – Acc limited.	9849928325
3.	Dr.Narra Vishnu Murthy	Ramnath Guljarilal Kedia College of Commerce	Problems of 5G Implementation Management & Social Prepective	9493799440
4	Mr. Srivasta MCA student	Ramnath Guljarilal Kedia College of Commerce	"A Review Report on Inter Planetary File System- A Secured Decentralized File Storage System"	9493803594
5	Mrs. Meenakshi Alli	Ramnath Guljarilal Kedia College of Commerce	Designing A Consumer- Oriented Intelligent Decision Support System for Personalized Financial Planning Services	8498936357
6	Mrs.TahmeenaMassod	Ramnath Guljarilal Kedia College of Commerce	Challenges & Opportunities of IPR & Startups in India	9177369549

7	Dr.T Raghaveni	A Research Scholar , MBA-OU	The Future of Block Chain in Cross Border Payments .	9848631260
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**Ch. Srivatsa, MCA Student presenting the paper.**



elicitation to Dr .Suresh Kumar Lokande, Faculty of Informatics ,OU& Prof. Salman from University of Hyderabad at the session II .

**The day 1 ended at 4.45pm**

**Technical session -III**

On 29-6-2024, day 2, the presentations were started at sharp 11.00 am, and also online session was started.

The details are as follows:

**SESSION: III      Date: 29<sup>th</sup> June, 2024      TIMINGS: 11.00AM.**

### **SESSION CHAIRS**

- 1) Prof. V. Sudha, Head DBM, Osmania University
- 2) Dr. G. Vidya Sagar, Jt. Director, Academic Audit, Osmania University.

**Faculty Incharges : Mrs. Kamlesh Mittal & Mrs. Kala Bai**

### **List of Paper Presenters**

SI.NO	NAME OF THE FACULTY	COLLEGE	TITLE	CONTACT NUMBER
1	Dr.B.Madhubala, Professor	Aurora College	A study on Adaptive Learning and Upskilling	9866114661
2	Mrs .Rashimallu Swathi	Avinash College	Scrolling to Snacks :Social Media Impact on TEEN's Diet .	9502325051
	Mr.D.Kumar	Department of Computer Science and Engineering (DS), Vignans Institute of Technology and Management for Women Ghatkesar, Hyderabad	<b>A Study on Ransomware Attacks During, Covid-19 Pandemic Survey on Cyber Crime .</b>	9573932002

4	Mrs .Shareefa Mariyam  Dr.Saheera Fatima	Research scholar, Institute of business management, Mangalayatan University. Assistant professor, Institute of business Management, Mangalayatan University,	Consumer Buying Preferences with Respect to Traditional and E-markets -A Systematic Review	<b>9704759010</b> <b>8185090396</b>
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5	Mrs .Anusha .B	Ramnath Guljarilal Kedia College of Commerce	A Study on Employee Well Being Practices in Select Companies at Hyderabad City .	<b>7093164361</b>
6	Mrs.PadminiBaheti	Ramnath Guljarilal Kedia College of Commerce	Remote Work & Flexibility	<b>9121672912</b>
7	Ms. Sandhya Rani	M.Sandhya Rani Research Scholar Palamuru University	Dynamics of Motivational factors and employee retention: A case study at Tata consultancy services.	8374476770
8	Dr. B. Indira Priya Darshani	Nallamuthu Gounder Mahalingamm College, Pollachi	Determinants Of Consumer Satisfaction Towards Online Food Delivery Services In Coimbatore District	7402471598
9	Ms. Komal Dr.Neha Chowdary	Amity Mumbai.	Employees Well- Being – A Study With Comparison Before And After Effect Of COVID- 19 In Organization, Navi Mumbai, Maharashtra.	8433951414
10	Mr. Saket Suman	Amity ,Mumbai	SME Loans And Ease Of Underwriting Methodology – A Study With Comparison Before And After COVID-19	9990999904



Prof. V. Sudha ,Head, DBM, OU & Prof. G .VidayaSagar, Jt .Director ,Academic Audit, OU

### Technical-IV

**SESSION: IV      Date :29<sup>th</sup> June, 2024**

**TIMINGS : 2.30PM .**

### SESSION CHAIRS

- 1) Dr. Ram Prasad, Associate Professor , Department of Law, Osmania University.

**Faculty Incharges : Mr .P. Srinivas Rao, Mr.Venkateshwara Rao**

### List of Paper Presenters

SI.NO	NAME OF THE FACULTY	COLLEGE	TITLE	CONTACT NUMBER
<b>1</b>	Dr. Saba Inamdar	St.Joseph's Degree & PG College , Abids ,Hyd	Embracing Chaos: Psychological Resilience amidst Frequent Learning and Upskilling	<b>7416704833</b>
<b>2</b>	Mrs. Shirisha .P	Aurora PG College	The Green - Colour of Emotion Connecting Consumer	9100000827
<b>3.</b>	Ms. Megha .Ch	Aurora PG College	A Cogent Tool of Banks -Cognitive Analytics	9618068632
<b>4</b>	Mrs. Archana	Bhavans College, sainikpuri	The Effectiveness of Influencer Marketing	<b>8179082842</b>

			in Promoting Consumer Lifestyle in India	
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5	Mr. Kanak & Mrs Jayasree	St. Mary's college, yousufguda.	A Predictive Modelling for Stock Market Investments: A Comparative Technical Analysis Framework using Python	8341386551
6	Dr .Venkateshwara Rao	Ramnath Guljarilal Kedia College of Commerce	Social Entrepreneurship	
7	Mr.M.Santosh Kumar	RamnathGuljarilal Kedia College of Commerce	What, Why and How of Social Enterprises and Social Entrepreneurs	
8	Mr. Chanduji Takur	Amity ,Mumbai	"Study On Customer Satisfaction And Loyalty. Towards The Online Food Delivery Platforms In North-Gujarat Region"	9879214586
9	Ms. Tamas Biswas	Amity ,Mumbai	The Modeling Of Information Utility Through The Lenses Of Web 3.0: An Accumulated Data Interface Under The Insolvency And Bankruptcy Code, 2016.	
10	Mr. Pankaj	Amity ,Mumbai	Cooperative Banking For Rural Prosperity – A Literature Review	8825305057



**Dr. Saba Inamdhar, Presenting the paper with the co-authors, From St .Joseph's College , Ms .Kanak from**



**St,Mary'sYousufguda , Presenting the paper .**

**Mrs. Archana, from Bhavan's College,presenting the paper**



**Sri .CA.S.B Kabra ,Jt.Secretary Felicitating , Dr.Ramprasad , Associate professor , Asso.Prof.Osmania University.**

After the Technical IV was concluded ,  
immediately , Valedictory Ceremony Started  
. The guests for the valedictory session

- Sri. CA. S.B Kabra, Jt. Secretary&Patron.
- Ms. Minal, Global Business Development -  
Head. Career Craft Consultancy, CCC.
- Mr. Rahul Mundra,Deputy Branch Manager,  
CCC.
- Prof. M. L. Sai Kumar, Retd. Prof. IPE &  
Corporate Trainer-**Guest of Honor.**

- Prof. R. Srinivas , Dept. of Civil Engineering ,OU,
- Prof. Chetan Srivastava, Director, Office of International Affairs , School of Management Studies , University of Hyderabad. **Guest of Honor**
- Prof. D. Sreeramulu, Principal OUCC& BM. **Guest of Honor**
- Prof. B. Sudhakar Reddy, Hon. Director, ICSSR-SRC **Chief Guest.**



Prof. Chetan Srivastav, Director, Office of International Affairs ,School of Management Studies , University of Hyderabad,  
 Prof. D. Sreeramulu, Principal OUCC&BM, Prof .B. Sudhakar Reddy,  
 Hon. Director,  
 ICSSR-SRC



**Prof. M. L. Sai Kumar, Retd. Prof. IPE & Corporate Trainer**

The valedictory session started inviting the guests, Prof .Vandana Samba presented the Rapporteur report to all the guests, with regard to the funding agencies, no.of papers received , no.of colleges participated in twin cities and the key points stated by the guests



on day 1 and 2 including the Inaugural and Technical sessions

**Prof. Vandana Samba ,rapping up the day 1 and day 2 report to guests at valedictory Ceremony .**

The Guest of Honor, Prof. M. L. Sai Kumar, Retd. Professor, Institute of Public Enterprise and Corporate Trainer spoke next and

highlighted the importance of the seminar topic, especially cutting -edge technologies, insight, collaboration, learning and networking.

Prof .Dr. D. Sreeramulu, Principal, Osmania University College of Commerce and Business Management, spoke about the latest business trends, web- based teaching and changing technologies. Mr. R. Srinivas Kumar, Department of Civil Engineering, Osmania University spoke on the role of IT in commerce and business.

The Guest of Honor, Prof. Chetan Srivastava, University of Hyderabad traced the progress of mankind from the invention of the wheel, fire, solar expeditions etc. and said that hi-tech and connectivity are the needs of the hour.



**Prof. Chetan Srivastava, University of Hyderabad, Prof. Dr. D. Sreeramulu, Principal, Osmania University College of Commerce and Business Management.**





Prof. D. Sreeramulu Spoke about the aptness of the title all the subthemes are contemporary in nature Prof.B.Sudhakar Reddy, Hon.Director ,ICSSR-SRC, clearly explained the various schemes available for Faculty Development Programs , Minor Research Projects , Workshops, especially all the colleges and faculty need to focus on the applying in the Southern Region .

**Prof. B.Sudhakar Reddy,Hon.Director,ICSSR-SRC addressing the gathering Reddy, Hon. Director, ICSSR-SRC addressing the gathering**



**Chief - Guest Distributing the certificates to the Ms. Kanak Agarwal ,Student , St. Mary's College .**



**Dr.Saba Inamdar , Receiving the certificate from the chief Guest Prof.B.Sudhkar Reddy ,Hon.Director.**

After the Certificate distribution, felicitation was done to the guests and a group photograph was taken including In-house and Out- Side Faculty and paper presenters. A formal Vote of thanks was proposed by

Prof.K.V.S.Sudhakar ,MCA Principal, then everybody joined for session. All the dignitaries were served with refreshments in the board room .



Group photograph was taken with In-House and Out-Side Faculty

Glimpses of Press Coverage

27.6.2024 Pre Release Press Report

**వ్యాపార ధోరణులపై జాతీయ సదస్సు**

కాచిగూడ, జూన్ 27: మార్వాడీ శిక్ష సమితి, రామ్ నాథ్ గుల్జారీలాల్ కేడియా కాలేజీ ఆఫ్ కామర్స్ అధ్యక్షులలో ఉస్మానియా యూనివర్సిటీ చిత్తనగ మేనేజ్మెంట్ విభాగం సహకారంతో ఈ నెల 28, 29 తేదీలలో కాచిగూడలోని కేడియా కళాశాలలో భవన్మూల వ్యాపార ధోరణులు-ఆత్మీయ చురుకైన అభివృద్ధిలపై నేడు, రేపు జాతీయ సెమినార్ నిర్వహిస్తున్నట్లు మార్వాడీ శిక్ష సమితి అధ్యక్షుడు కమల్ నారాయణ్ ఆగర్వాల్, జాయింట్ సెక్రటరీ సీపి ఎస్.బి. కళ్యాణ్ శైలిష్టర్ రిసెర్చ్ ప్రొఫెసర్ వందన సాంబ గురువారం తెలిపారు. ఈ కార్యక్రమానికి ముఖ్యఅతిథిగా ఉస్మానియా యూనివర్సిటీ రిజిస్ట్రార్ లక్ష్మీనారాయణ్ మాజీ రూరూన్లు తెలిపారు.

**సాక్షి**

**నేటి నుంచి జాతీయ సదస్సు**

కాచిగూడ: మార్వాడీ శిక్ష సమితి, రామ్ నాథ్ గుల్జారీలాల్ కేడియా కాలేజీ ఆఫ్ కామర్స్ అధ్యక్షులలో ఉస్మానియా యూనివర్సిటీ చిత్తనగ మేనేజ్మెంట్ విభాగం సహకారంతో ఈనెల 28, 29 తేదీల్లో కాచిగూడలోని కళాశాలలో భవన్మూల వ్యాపార ధోరణులు, ఆత్మీయచురుకైన అభివృద్ధిలపై జాతీయ సెమినార్ నిర్వహిస్తున్నట్లు సర్వాధికారులు గురువారం ఒక ప్రకటనలో తెలిపారు. కామర్స్ విద్యార్థులు సెమినార్ లో పాల్గొని విజయవంతం చేయాలని వారు కోరారు.

## 'భవిష్యత్ వ్యాపార ధోరణులు'పై

### జాతీయ సదస్సు నేడు, రేపు

గోల్కొండ, సూపర్ టుడే: ఉస్మానియా విశ్వవిద్యాలయం విజనెస్ మేనేజ్మెంట్ విభాగం, బసీఎస్ఎస్ఆర్-ఎస్ఆర్సీ సహకారంతో ఆర్జీ కేడియా వాణిజ్య కళాశాల ఆధ్వర్యంలో 'భవిష్యత్ వ్యాపార ధోరణులు-నూతన ఆవిష్కరణలు' అనే ఆంశంపై ఈ నెల 28, 29 తేదీల్లో జాతీయ సదస్సు నిర్వహిస్తున్నట్లు మార్కెటింగ్ శిక్షా సమితి అధ్యక్షుడు కమల్ నారాయణ్ ఆగర్వాల, సంయుక్త కార్యదర్శి ఎస్బీ కల్లా, పరిశోధనా డైరెక్టర్ డా. వందనా సౌంద తెలిపారు. సంబంధిత వివరాలను గురువారం వాడర్మాట్లోని కళాశాలలో వారు వెల్లడించారు. కుత్త వారం ఉదయం 10.30 గంటలకు ప్రారంభమయ్యే సదస్సులో పాల్గొనేందుకు దేశ వ్యాప్తంగా పరిశోధకులు, విద్యార్థులు, పాఠశ్రామి కవేత్రులు వస్తున్నారని పేర్కొన్నారు.

28.06.2024 Press Release

## సాక్షి

### ప్రపంచీకరణలో ఉద్యోగ ఉపాధి అవకాశాలు విస్తృతం



విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు.

ప్రపంచీకరణలో ఉద్యోగ ఉపాధి అవకాశాలు విస్తృతం చేసేందుకు విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు. ఈ కార్యక్రమంలో విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు. ఈ కార్యక్రమంలో విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు.

ప్రపంచీకరణలో ఉద్యోగ ఉపాధి అవకాశాలు విస్తృతం చేసేందుకు విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు. ఈ కార్యక్రమంలో విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు.

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### వాణిజ్య రంగంలో విస్తృతంగా ఉపాధి అవకాశాలు



విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు.

ప్రపంచీకరణలో ఉద్యోగ ఉపాధి అవకాశాలు విస్తృతం చేసేందుకు విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు. ఈ కార్యక్రమంలో విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు.

ప్రపంచీకరణలో ఉద్యోగ ఉపాధి అవకాశాలు విస్తృతం చేసేందుకు విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు. ఈ కార్యక్రమంలో విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు.



జవహర్ లాల్ నెహ్రూ విశ్వవిద్యాలయంలో విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు.

### రేణుకాపల్లిలో బాధ్యత వహించేలా ప్రాశస్త్య హిందాని

జవహర్ లాల్ నెహ్రూ విశ్వవిద్యాలయంలో విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు. ఈ కార్యక్రమంలో విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు.

జవహర్ లాల్ నెహ్రూ విశ్వవిద్యాలయంలో విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు. ఈ కార్యక్రమంలో విద్యార్థులు, అధికారులు, అధ్యాపకులు ప్రపంచీకరణ కార్యక్రమంలో పాల్గొంటున్నారు.



29.06.2024 Press Release



**ఆరవి కేడీయా రోజువారీ వ్యాఖ్యలు**  
**ఆరవి కేడీయా రోజువారీ వ్యాఖ్యలు**  
**ఆరవి కేడీయా రోజువారీ వ్యాఖ్యలు**



**మాట్లాడుతున్న ప్రా.సుధాకర్ రెడ్డి**

### పారిశ్రామిక రంగంలో విస్తృతంగా పరిశోధనలు జరగాలి

గోల్కొండ: వ్యాపార, వాణిజ్య, పారిశ్రామిక రంగాల అభివృద్ధికి పరిశోధనలు జరగావలసి వసీఎస్ఎస్ఆర్-ఎస్ఆర్ఎస్ డైరెక్టర్ ప్రొ. బి.సుధాకర్ రెడ్డి ఆంధ్రప్రదేశ్ రాష్ట్రంలోని రాజ్ గంగుల్లోని ఆరవి కేడీయా వాణిజ్య కళాశాలలో ఓయూ విజనెస్ మేనేజ్మెంట్ విభాగం సహకారంతో 'డవిప్యట్ వ్యాపార ధోరణులు-సూతన అభివృద్ధి' అంశంపై జాతీయ సదస్సు ముగింపు కార్యక్రమంలో శనివారం ఆయన మాట్లాడారు. ప్రొ.డి.శ్రీరాములు, చేతన్ శ్రీవాస్తవ, ప్రొ.ఎంఎల్ సాయికుమార్, ఆర్.శ్రీనివాసుకుమార్ మాట్లాడారు. ఎస్.బి.కాటా, ప్రొ.వందనాసాయి, శ్రీనివాసుకుమార్, సుధాకర్, ప్రదీప్, కమలేష్ మిట్టల్ పాల్గొన్నారు.



**విజనెస్ మేనేజ్మెంట్ ఉజ్వల భవిష్యత్**

విజనెస్ మేనేజ్మెంట్ ఉజ్వల భవిష్యత్... (The text in this section is partially obscured and difficult to read due to the image quality and angle.)

## భారతదేశం ఆర్థికంగా పటిష్ఠంగా ఉంది : సుధాకర్ రెడ్డి



వరదల్లో పాల్గొన్న డిప్యూటీ సుధాకర్ రెడ్డి, కల్పా, మంచినరసం

భారతదేశాని పేర : భారతదేశం ఆర్థికంగా పటిష్ఠంగా ఉంది అంటున్నారు. ఎటోర్నీ జనరల్ ప్రొఫెసర్ డి.సుధాకర్ రెడ్డి అన్నారు. మార్కెట్ క్షయమై, అమెరికా సెల్ల్యూలార్ కేరమా ఇతర అనేక ఇతర అభ్యర్థులలో ఉదయా చివరకు చేసేవేమిటో విధానం సహజం అంటూ కేరమా కళాకారులతో జనగణన కార్యక్రమం చేసిన సందర్భంగా ఆయనకు అందజేసిన అంకితం సమయంలో ఆయనకు తెలిపారు.

సర్వసాధారణ : ముఖ్యఅతిథిగా సుధాకర్ రెడ్డి భారతదేశాన్ని ఆర్థికంగా బలోపేతం చేశారు. డి.సీ. ప్రొఫెసర్ డి.సుధాకర్ రెడ్డి మాట్లాడుతూ, ప్రపంచం ప్రపంచం అంటూ, మనకు, సుఖం సీమ చేసేది కల్పా, కల్పా ప్రొఫెసర్ మంచినరసం. కార్తవీ సేవించినవారు, సుధాకర్, ప్రొఫెసర్, వేదానం, సుధాకర్ రెడ్డి పాల్గొన్నారు.

### PUBLIC NOTICE

## సాక్షి

### బిజినెస్ మేనేజ్మెంట్ ఉజ్వల భవిష్యత్



భారతదేశం ఆర్థికంగా పటిష్ఠంగా ఉంది అంటున్నారు. ఎటోర్నీ జనరల్ ప్రొఫెసర్ డి.సుధాకర్ రెడ్డి అన్నారు. మార్కెట్ క్షయమై, అమెరికా కేరమా ఇతర అనేక ఇతర అభ్యర్థులలో ఉదయా చివరకు చేసేవేమిటో విధానం సహజం అంటూ కేరమా కళాకారులతో జనగణన కార్యక్రమం చేసిన సందర్భంగా ఆయనకు అందజేసిన అంకితం సమయంలో ఆయనకు తెలిపారు.



## మహానది

Maharani Page 1  
20/01/2024 - Page 1

### బిజినెస్ మేనేజ్మెంట్ ఉజ్వల భవిష్యత్



భారతదేశం ఆర్థికంగా పటిష్ఠంగా ఉంది అంటున్నారు. ఎటోర్నీ జనరల్ ప్రొఫెసర్ డి.సుధాకర్ రెడ్డి అన్నారు. మార్కెట్ క్షయమై, అమెరికా కేరమా ఇతర అనేక ఇతర అభ్యర్థులలో ఉదయా చివరకు చేసేవేమిటో విధానం సహజం అంటూ కేరమా కళాకారులతో జనగణన కార్యక్రమం చేసిన సందర్భంగా ఆయనకు అందజేసిన అంకితం సమయంలో ఆయనకు తెలిపారు.

భారతదేశం ఆర్థికంగా పటిష్ఠంగా ఉంది అంటున్నారు. ఎటోర్నీ జనరల్ ప్రొఫెసర్ డి.సుధాకర్ రెడ్డి అన్నారు. మార్కెట్ క్షయమై, అమెరికా కేరమా ఇతర అనేక ఇతర అభ్యర్థులలో ఉదయా చివరకు చేసేవేమిటో విధానం సహజం అంటూ కేరమా కళాకారులతో జనగణన కార్యక్రమం చేసిన సందర్భంగా ఆయనకు అందజేసిన అంకితం సమయంలో ఆయనకు తెలిపారు.



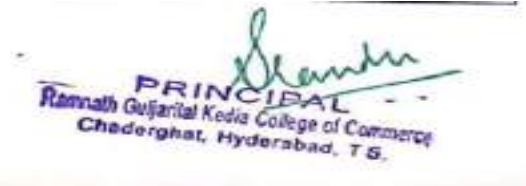
## Live Telecast on 29.06.2024



**Conclusion** : To Conclude , Total 126 research papers were received all over India , espaeacilly from Mumbai Orissa, Gujarat , Tamil Nadu , Uttar Pradesh etc. one paper was received from Belgium outside the country . In hyderabad , we received papers from St.Fransis College foe Women ,Begumpet, Bhavan's Vivekananda,Sainikpuri,Avinash Degree College , Kukatpally and Kothapet, St.Joseph's Degree &PG College, Aristotle PG College, Malla Reddy Engineering college, St.Mary's PG College ,Yousufguda, Amzad Ali Khan college of Business Management , Siv Sivani College of Management ,Kompally ,NI-MSME, Yousufguda etc , presented the papers . 63 Papers were sent for publication in UGC CARE listed Journal .

### Feedback from Outsiders :

- 1) Ch.Kavya from Avinash College, Kukatpally . The seminar was organised perfectly, Lunch was well -organised and tasty .
- 2) Dr.T.V.Rao and Dr.Latitha , All the eminent speakers were called by the college management , without comprising in quality and sumptuous food was served .
- 3) By Professors of Osmania University, It is excellent that sponsorship was received from two eminent Funding Agencies which added glory to the seminar.





**MARWADI SIKSHA SAMITHI**

**Ramnath Guljarilal Kedia College of Commerce**

(Affiliated to Osmania University, NAAC Re-Accredited)

3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

## NEWS PAPER ANALYSIS

29/06/2024  
44

Students Activity

Event Name :- "News Paper Analysis"

Team Members .

1. Ms. Tahmeena
2. Dr. Sujinias Kumar
3. Ms. Seevani
4. Mr. Rushi

Participants :- MBA II year students  
Sec A, Sec B, Sec C  
(Combined)

Time :- 1:30 pm to 2:30 pm.

Photos :- Enclosed

Venue :- Room NO - 153.

Faculty Name .

1. Dr. Sujinias Kumar
2. Dr. Prashanthi
3. Ms. Tahmeena
4. Ms. Meena
5. Mr. Rushi
6. Mr. Kuldip Rai
7. Ms. Seevani





MARWADI SIKSHA SAMITHI  
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3-1-336, Esamila Bazar, Opp. New Chaderghat bridge, Hyderabad- 500027.

DEPARTMENT OF BUSINESS MANAGEMENT  
EVENT CONDUCTED FOR MBA II & IV SEMESTER STUDENTS  
EVENT NAME: NEWS PAPER ANALYSIS



S.NO	Student Name	Signature
1	Tarun	Tarun
2	Divya	Divya
3	Indira	Indira
4	Shivani	Shivani
5	Poojanka	Poojanka
6	Ashok	Ashok
7	Yamini	Yamini
8	Harsh	Harsh
9	Rahul	Rahul
10	Ramya	Ramya
11	Nisha	Nisha
12	Neha	Neha
13	SRUTHI	SRUTHI
14	Abdul	Abdul
15	Mustaba	Mustaba
16	Madhavi	Madhavi
17	Mohan	Mohan
18	Santosh	Santosh
19	MD Anasuddin	Anasuddin
20	Shrija	Shrija
21	ESHA	Esha
22	Sai	Sai
23	Madhu	Madhu
24	Akhil	Akhil
25	Manya	Manya
26	Leo	Leo



*Sankar*  
**PRINCIPAL**  
 Ramnath Gujarikal Kedia College of Commerce  
 Chaderghat, Hyderabad, T.S.



**MARWADI SIKSHA SAMITHI**

**Ramnath Guljarilal Kedia College of Commerce**

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### MOVIE SCREENING

38

01/06/2024 : Students Activity

Activity Name :- Movie Screening

Team Members

1. Dr. Subba Rao
2. Ms. Tahmeena
3. Ms. Meena
4. Mr. Kuldeep Rai

Participants :- MBA 1<sup>st</sup> year students  
A+B+C Sections

Time :- 1:30pm to 3pm.

Photos :- Enclosed

Venue :- Room No. 153

Faculty Name

1. Dr. Srinivas Kumar
2. Dr. Roshanathi
3. Ms. A. Meena
4. Dr. Subba Rao
5. Ms. Tahmeena
6. Mr. Kuldeep Rai
7. Ms. Padma Vathi
8. Ms. Sree Vani
9. Ms. Sonali
10. Ms. Rameshi Prachi

S.NO	Student Name	Signature
1	Akhil	Akhil
2	Sai	Sai
3	Raj	Raj
4	Vaasun	Vaasun
5	Anjali	Anjali
6	OMER Khan	Omer
7	Lavanya	Lavanya
8	Devan	Devan
9	Arul	Arul
10	Priya	Priya
11	Mahesh	Mahesh
12	Nandani	Nandani
13	Vaishnavi	Vaishnavi
14	Nidhi	Nidhi
15	SRAVANI	Sravani
16	Keerthi	Keerthi
17	Snehit	Snehit
18	Venkat	Venkat
19	Tejaswini	Teja
20	Vaartika	Vaartika
21	Vivek	Vivek
22	Radhika	Radhika
23	Meera	Meera
24	Das	Das
25	Rolex	Rolex



*Shankar*  
PRINCIPAL  
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Chaderghat, Hyderabad, T S.



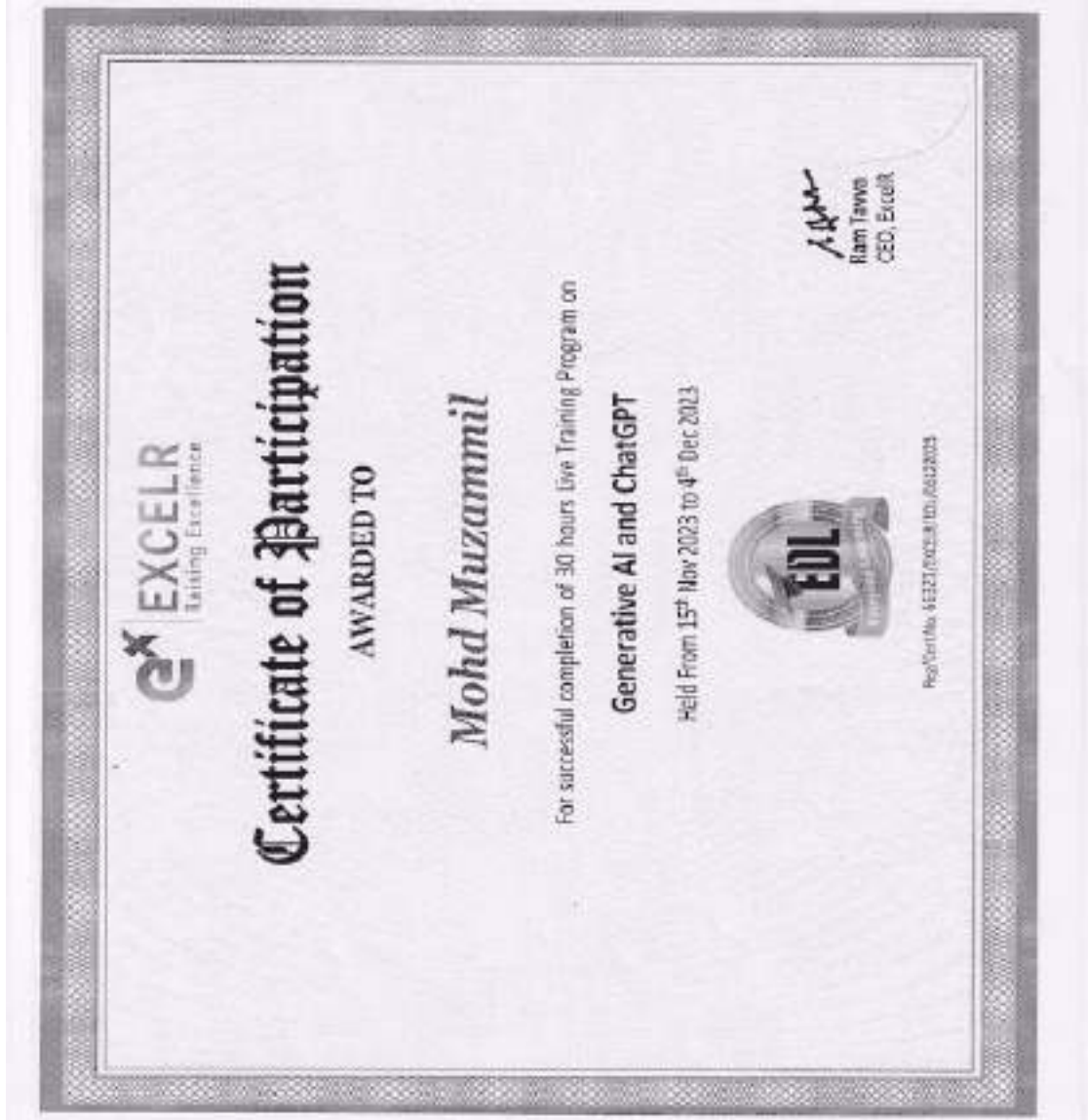
**MARWADI SIKSHA SAMITHI**

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3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

**SOFT SKILLS DEVELOPMENT PROGRAM**



*[Signature]*  
**PRINCIPAL**  
Ramnath Guljarilal Kedia College of Commerce  
Chaderghat, Hyderabad, T S.



# CERTIFICATE OF PARTICIPATION

AWARDED TO

*Mohd Muzammil*

For successful completion of 30 hours Live Training Program on

**Python Programming and SQL**

Held From 27<sup>th</sup> Nov 2023 to 15<sup>th</sup> Dec 2023



Reg/Cont No. 07515 /MCA/TA/TO/2013/2013

*Ram Tawar*  
Ram Tawar  
CEO, ExceLR



*Shankar*  
PRINCIPAL  
Rannath Gujarlal Kedia College of Commerce  
Chederghat, Hyderabad, T.S.