

2024 QUARTER I NEWS LETTER

"With hearts brimming with pride and patriotism, VVISM united to celebrate the 75th Republic Day, a tribute to our nation's legacy and the spirit of unity."



On January 26th, VVISM campus was enveloped in a vibrant patriotic atmosphere as students, staff, and faculty came together to celebrate the 75th Republic Day. The event began with a soul-stirring chorus of the national anthem, resonating through the campus and filling everyone with a profound sense of national pride. Directors from all branches addressed the gathering, sharing inspiring words about the significance of the day. Students passionately expressed their love for the country through heartfelt speeches, melodious songs, and captivating performances, reflecting the diverse culture and unity of India. The active participation of the entire VVISM family made the celebration a grand success, reinforcing the values of freedom, justice, and democracy that our nation stands for. It was a day of reflection, gratitude, and renewed commitment to the ideals that our country was built upon.

Traffic Awareness Programme

Responsible students of today, leaders of tomorrow



On January 31, 2024, the students of the PGDM Class of 2023-25 at VVISM took a significant step towards contributing to the community by organizing a Traffic Awareness Programme across major locations in Hyderabad. This initiative was part of the R.I.S.E (Rural Immersion for Social Empowerment) campaign, reflecting the college's commitment to nurturing socially responsible leaders of tomorrow.

In this programme, students were divided into groups and assigned to key traffic points throughout the city. Armed with banners displaying messages such as "Wear Helmet," "Use Zebra Crossing," and other crucial traffic rules, the students actively engaged with the public, urging them to follow traffic regulations for their safety and the safety of others.

The students' dedication to this cause was evident as they stood firm at these locations, speaking directly to citizens about the importance of road safety. Their efforts were greatly supported by the Hyderabad Traffic Police, who not only guided the students but also worked alongside them to ensure the campaign's success.

The management of Vishwa Vishwani entrusted the students with this significant responsibility, and their confidence was well-placed, as the campaign was executed flawlessly. The event was a resounding success, thanks in no small part to the cooperation and support of the Hyderabad Traffic Police.

We extend our heartfelt gratitude to the Hyderabad Traffic Police for their invaluable assistance, and to the management for empowering the students to take on such a meaningful initiative.



Vishwa Spardha 2024-Games & Sports event



Vishwa Vishwani Institute of Systems and Management (VVISM) proudly launched Vishwa Spardha 2024, a highly anticipated three-day sports extravaganza, on February 1, 2024. The event aimed to encourage students to step away from their academic routines and embrace the thrill of sports, teamwork, and healthy competition. The inauguration marked the beginning of a series of exhilarating games and contests that fostered both individual skill and team spirit.

Throughout the event, students engaged in a wide variety of sports, including Table Tennis, Badminton, and Cricket. The campus buzzed with energy as teams competed fiercely, yet in the spirit of camaraderie, cheering each other on and revelling in the joy of athletic pursuits. Each game showcased the diverse talents of the students, highlighting their passion for sports and their dedication to giving their best performance.

In addition to the student competitions, Vishwa Spardha also featured a special sports meet on January 12, 2024. This unique aspect of the event brought together professors from various departments for an engaging Tug of War competition. It was a delightful display of friendly rivalry, as the faculty members stepped out of their classrooms to participate in physical activities alongside the students. Cricket enthusiasts also had their moment to shine on the field, while the chess champions captivated spectators with their tactical skills and concentration.



The success of Vishwa Spardha 2024 emphasized the importance of physical well-being, teamwork, and the joy of participation. It wasn't just about winning but about the sense of community that the event created. The bond between students and faculty members was further strengthened as everyone came together to enjoy and celebrate the spirit of sportsmanship.

By organizing events like Vishwa Spardha, VVISM reaffirms its commitment to providing a holistic educational experience that goes beyond academics. These events serve as a reminder that physical activities and shared experiences play an essential role in fostering personal growth, joy, and a sense of unity within the campus community.

With the success of this year's event, students and faculty alike look forward to more such opportunities in the future, where moments of joy, teamwork, and victory can be shared and cherished.



A large group of students and faculty members are posing for a group photo in a well-lit indoor hall. Many of the students are wearing blue shirts and holding white certificates or awards. A woman in a bright yellow sari is standing prominently in the front row. The room has white walls, ceiling fans, and a large window in the background.

An Inspiring Session On Integrated Marketing Communication (IMC)



Session On IMC at VVISM welcomed industry expert Indraneel Ganguli, Director of Research IG, for an insightful session on Integrated Marketing Communication (IMC). The session, held on February 21, 2024, was attended by students, & faculty, all eager to deepen their understanding of how IMC strategies can drive brand success in today's complex marketing landscape.

Indraneel Ganguli, a seasoned professional with a distinguished career in marketing and communications, shared his expertise on the critical role of IMC in building cohesive brand messages across multiple channels. With his extensive background, including his current role at Research IG, Ganguli provided attendees with practical insights into how businesses can integrate various marketing tools and techniques to create a unified and impactful brand presence.

The session was interactive, with Ganguli engaging the audience in discussions about the challenges and opportunities that come with implementing IMC strategies. He emphasized the importance of consistency in messaging, the need for a deep understanding of consumer behaviour, and the ways in which data-driven decision-making can enhance marketing outcomes.

Participants left the session with a better grasp of how to leverage IMC to create stronger brand connections and drive long-term business success. The event was a testament to VVISM's commitment to providing students with access to industry leaders who can bridge the gap between academic learning and real-world application.



Social Spark-24: Social Venture Plan Contest at VVISM

Social entrepreneurship is gaining momentum, and the National Education Policy (NEP) 2020 emphasizes its significance. In alignment with NEP-2020, VVISM is proud to take the lead by organizing Social Spark-24, an inter-collegiate Social Venture Plan Contest on February 22, 2024. The contest is open to UG and PG students from the twin cities, providing them a platform to showcase their socially responsible business ideas.

Out of 75 entries, eight teams were selected to compete in the final round for cash prizes totalling Rs. 1 lakh. A distinguished jury from the social sector, including Mr. D K Ahuja, Mr. Ajit Narra, Mr. Sharath Choudhary, and Mr. Mayur Patnala, assessed the finalists and awarded the top three teams.

The event highlighted the importance of ideas that drive societal good, with young entrepreneurs presenting innovative solutions for social challenges. Congratulations to all the participants and winners—your passion and vision will inspire many future changemakers!



Industry Talk on Sales and Operations



On February 22, 2024, Vishwa Vishwani Institute of Systems and Management had the privilege of hosting an industry talk on Sales and Operations, led by the esteemed Mr. Voleti Sai Sudheer, CEO of SuperMaths.com. This session, held earlier on February 22, aimed to bridge the gap between theoretical knowledge and practical application in the field of operations management.

Mr. Voleti engaged the students by presenting real-world business scenarios that reflected common operational challenges. He encouraged active participation, urging students to form hypotheses based on the provided scenarios and develop strategic solutions. Throughout the session, he highlighted the critical role that data plays in decision-making processes, stressing how the right data, when properly analysed, can lead to better business outcomes.

Moreover, Mr. Voleti emphasized the importance of asking the right questions in sales and operations—focusing not only on problem identification but also on finding innovative and efficient solutions. The interactive nature of the session helped students sharpen their analytical and critical thinking skills, preparing them for the complexities of managing sales and operations in their future careers.

The session was well-received by both students and faculty, and it added immense value by blending academic knowledge with industry expertise.

Vishwa Vishwani Alumni Association's First Board Meeting



On February 24, 2024, the Vishwa Vishwani Alumni Association reached a pivotal moment in its journey, hosting its first annual board meeting. This event marked a major milestone in the institute's ongoing efforts to strengthen connections among alumni and foster growth within the broader community.

The meeting was honoured by the participation of some of the institute's key figures, including PGDM Director Dr. Y. Lakshman Kumar, Associate Dean Dr. Jayashree, and the Head Chair of Alumni Affairs, Dr. Ritu Kothiwala.

Their presence underscored the importance of alumni engagement and the institute's commitment to creating lasting relationships with its graduates.

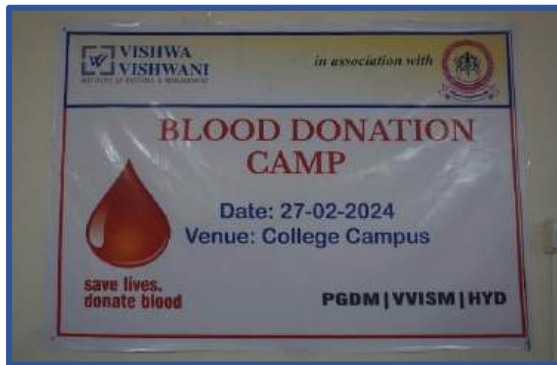
The agenda for this meeting focused on a critical development: the formal registration of the Vishwa Vishwani Alumni Association. This step was a significant achievement, solidifying the foundation for future alumni initiatives and building a formal structure for the association.

The board members, who represented various graduating batches and fields of expertise, actively contributed to the discussions, bringing forward valuable insights from their experiences. The meeting reflected a strong spirit of collaboration, with a focus on strategic decision-making that would shape the association's future direction.

This first board meeting wasn't just about formalities—it was a celebration of the shared values and vision of Vishwa Vishwani alumni. It set the stage for ongoing projects, future events, and strengthened alumni involvement in both professional and personal development. Through the collective efforts of alumni and faculty, the association aims to create a vibrant network that will continue to benefit both current students and graduates in the years to come.



"Donate blood, save a life—one small act of kindness can make a world of difference."



On February 27, 2024, Vishwa Vishwani Institute of Systems and Management (VVISM) organized a commendable Blood Donation Camp in collaboration with MNJ Institute of Oncology. The event aimed to spread the message that "The gift of blood is the gift of life," and was a huge success with over 100 units of blood donated.

Students, faculty members, pilots, and supporting staff came together in a collective effort to contribute to this noble cause. Each member of the VVISM family played a significant role in making the event impactful. This initiative not only demonstrated the institute's commitment to promoting social responsibility but also highlighted the strong sense of community within the campus. VVISM remains dedicated to hosting more such welfare activities in the future.



“Every woman’s success should be an inspiration to another. We’re strongest when we cheer each other on.”

Celebrations of International Women's Day



Vishwa Vishwani Institute proudly celebrated International Women’s Day on March 8, 2024, with the theme **Breaking Barriers and Building Bridges**. The event honoured the strength, resilience, and contributions of women, featuring three esteemed guest speakers: Ms. Kiran Aidhi (ACC - ICF), Ms. Anindita (Mookerjee)

Sinha, and Ms. Uma Rao Ganduri, who shared their personal journeys and professional insights.

Ms. Kiran Aidhi, an ICF-certified coach, spoke about the power of self-assertion and the importance of setting boundaries in both personal and professional spaces. Ms. Anindita Sinha, a corporate communication expert, emphasized the value of continuous learning and the role it plays in shaping a well-rounded individual. Lastly, Ms. Uma Rao Ganduri, an experienced HR leader, shared her thoughts on leadership, mentorship, and the need for women to uplift one another in the workplace.

The event was filled with inspiration, as students and faculty absorbed valuable takeaways from these accomplished women. The session concluded with a cake-cutting ceremony, group photographs, and a collective pledge to keep the key lessons alive in both minds and hearts. It was a day of reflection, celebration, and commitment to supporting and nurturing the growth of women leaders of tomorrow.



Excellence in operations is not just about doing things right but doing the right things efficiently

On 12th March 2024, VVISM had the privilege of hosting an insightful lecture on Operations Management by Mr. Ram Gopal, an expert in the field. The session was an engaging journey into the core aspects of operations, focusing on material management, process optimization, and enhancing overall efficiency within organizations. Mr. Gopal emphasized the importance of effective material management, illustrating how proper handling of materials can significantly reduce costs and improve operational flow.

The lecture explored various strategies for optimizing supply chains, highlighting the need for agility and adaptability in today's dynamic business environment. Mr. Gopal provided real-world examples of companies that have successfully navigated operational challenges, showcasing the impact of strategic decision-making on business success. He discussed the critical role of technology in transforming operations, from automation to data analytics, and how these tools can lead to smarter, faster, and more efficient processes.

Participants learned about the significance of aligning operations with overall business strategy, ensuring that every step in the process adds value and meets customer expectations. The discussion also delved into the complexities of balancing cost, quality, and speed, urging students to think critically about the trade-offs involved in operational decisions.



Mr. Gopal's insights underscored the evolving landscape of operations management, where continuous improvement and innovation are key to staying competitive. He encouraged students to develop a mindset of efficiency and problem-solving, essential traits for aspiring operations managers. The lecture concluded with a lively Q&A session, where students engaged with Mr. Gopal, asking thoughtful questions and gaining further clarity on the nuances of operations management.

"Navigating Ethical Challenges in Contemporary business world."

A Poster Presentation competition was recently conducted at VVISM for the PGDM students of the 2022-24 batch, centered around the subject of Business Ethics and Corporate Governance. This engaging event aimed to deepen students' understanding of ethical practices and their significance in the corporate world. The students showcased their creativity and critical thinking through two distinctive segments: the Wall of Fame and the Wall of Shame.

In the Wall of Fame, students highlighted personalities and companies renowned for their ethical business practices, integrity, and commitment to corporate governance. They celebrated leaders who have set exemplary standards, inspiring future business professionals to follow in their footsteps. Conversely, the Wall of Shame featured individuals and corporations that have been embroiled in scandals, fraud, and unethical behavior, serving as cautionary tales of the consequences of poor governance and unethical conduct.

The posters vividly illustrated the stark contrast between ethical and unethical practices, providing a visual learning experience that emphasized the real-world implications of business ethics. The students' presentations sparked thoughtful discussions on the importance of ethical decision-making, transparency, and accountability in the corporate landscape.

The competition not only enhanced students' understanding of business ethics but also encouraged them to reflect on the values that should guide their professional lives. It was a powerful reminder that integrity and good governance are the cornerstones of a sustainable and successful business career. The event concluded with applause for the students' efforts, highlighting the importance of ethics in shaping the future of business.



Empowering the future through learning and innovation, Infosys Springboard brings new opportunities to VVISM- 01-03-2024

Vishwa Vishwani Institute of Systems and Management (VVISM) recently welcomed members of the Infosys Springboard team to the campus, providing students with an exclusive opportunity to explore



the power of digital learning. The session kicked off with an engaging introduction to the Infosys Springboard platform, highlighting its user-friendly interface and the wealth of resources available to learners. The team demonstrated how the platform operates, making it easy for students, professionals, and anyone eager to upskill to navigate through a variety of courses and certifications.

They emphasized the versatility and benefits of using the Infosys Springboard, which offers an extensive range of courses across different domains tailored to help users learn at their

own pace and enhance their career prospects. The platform not only supports academic growth but also provides valuable industry-recognized certifications, making it a significant tool for career advancement. The visiting team also addressed platform-related queries, ensuring that all students felt confident in using the tools available to them.

The interaction extended beyond just a demonstration; the Infosys team actively engaged with the students, answering their questions and providing insights into the evolving demands of the professional world. The session was a great success, leaving students motivated and eager to explore the new learning avenues provided by Infosys Springboard. This initiative underscored VVISM's commitment to fostering an environment of continuous learning and professional development, preparing students to excel in a competitive global landscape.



A Special Students Uplifting-Financial Empowerment program



We are thrilled to introduce our groundbreaking program, Financial Empowerment through APPRECIATE, aimed at revolutionizing financial literacy and empowering students. Led by Mr. Vinay H. (Associate Director) and Mr. Ramakrishna Moturi (Regional Manager), this initiative provides students with practical financial knowledge, micro-investment opportunities, and access to a range of financial products, ensuring their future financial security.

In partnership with Samhita Organization, Vishwa Vishwani Institute of Systems and Management (VVISM) has signed a Memorandum of Understanding (MoU) to enhance students' financial literacy and management skills. This collaboration marks a significant step towards fostering effective money management and responsible financial decision-making. Samhita Organization, as an impact catalyst, aligns perfectly with VVISM's goal to promote financial empowerment. Together, they will leverage their expertise and resources to create initiatives with transformative social impact at a national level.

This partnership emphasizes the growing importance of financial literacy in today's dynamic economy, contributing to a financially savvy and capable society that is committed to social responsibility and sustainable development.

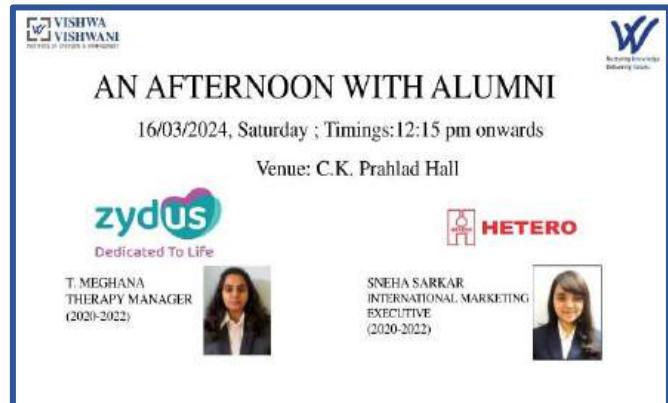


"Success is not just about what you accomplish in your life, it's about what you inspire others to do."

This quote perfectly encapsulates the essence of AAA - An Afternoon with Alumni, held on 16th March 2024. The event featured distinguished alumni T. Meghana from Zydus, Sneha Sarkar from Hetero, and Abhishek from Deloitte, who shared their personal and professional journeys with current students.

Meghana spoke passionately about her college experiences, highlighting the importance of perseverance and resilience during her placement interviews. She emphasized that the road to success is often challenging but achievable with determination. Sneha shared her journey as a woman in a competitive workplace, inspiring female students to aim high despite initial setbacks and lack of exposure. Both Meghana and Sneha stressed the importance of family support in overcoming obstacles and advancing their careers. Abhishek, with his insightful experiences from Deloitte, spoke about the value of adaptability and continuous learning in a dynamic corporate environment. He shared candid moments of his personal struggles and how they shaped his path to success, encouraging students to embrace challenges as opportunities for growth.

The session was a motivational booster for all attendees, driving home the message that with hard work, self-belief, and support from loved ones, one can achieve great heights. The alumni's stories served as a powerful reminder that success is not confined by circumstances but fueled by persistence and passion.



Launch Of Young Diplomatic Club



🔥 Igniting Young Minds in Diplomacy 🔥

The grand launch of the Young Diplomatic Club today at Vishwa Vishwani Institute of Systems and Management. The event featured an illuminating expert talk by Ambassador Dr. Deepak Vohra on "VIKSIT BHARAT @ 2047" - India's ascent to greater global prominence by 2047, the centennial of independence.

The event was graced by Dr. MURTHY DEVARABHOTLA, President of The Diplomatic Club, Dr. CS TASNEEM SHARIFF, Secretary-General, Dr. Usha Yanamandra Dy Secretary-General as guests of honour.

Some key highlights from Dr. Vohra's address:

- India transforming from an aid-dependent nation to a leading world economy and emergence as a 21st century superpower across economic, military, technological and cultural spheres.
- Rising national self-confidence and assertiveness in diplomacy, with India's first responder role in international crises from tsunami relief to evacuation missions.
- Leveraging the strength of its youthful demographic and human capital as catalysts for innovation and growth.
- Rapid technology adoption and digital public infrastructure like Aadhaar, UPI powering socio-economic progress.

The talk painted a compelling vision of India's rising global stature and influence in the coming decades. As Dr. Vohra stated, "India has always existed for humanity and not for herself."

It was truly energizing for us students to gain these insights into India's trajectory. I'm grateful to the Young Diplomatic Club for providing a platform to engage youth in discourses on India's international relations and diplomacy.





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