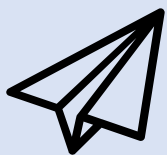


Volume 3
Issue 2

VISHWA
VISHWANI
INSTITUTE OF SYSTEMS & MANAGEMENT



ALUMNI

NEWS LETTER



**"FROM ALUMNI TO ALLIES: HAND IN
HAND, CREATING OPPORTUNITIES."**

VISHWA BULLETIN

"An Afternoon with Alumni" Session Organized by the VVISM PGDM Alumni office on "15-04-2023."

The session was an opportunity for students of the 2022-2024 batch to interact with three alumni of VVISM: Mr. Yogendra Singh from Deccan Enterprises Pvt. Ltd and Ms. Vijeta Aishwarya from CERA Sanitaryware Limited of the 2008-2010 batch, and Mr. M. Hari Prasad from L&T Finance of the 2018-2020 batch.

Mr. Yogendra Singh addressed the expectations a fresher should have from the industry, emphasizing the importance of analyzing their area of interest and having clarity of the job role. He also stressed the value of work ethics and the importance of hard work, drawing on his 13 years of exceptional experience in the corporate world.

Mr. Hari Prasad described the journey of a credit manager, emphasizing the demand for credit managers in the Indian banking sector, particularly in Hyderabad. He also explained how candidates are tested initially by assigning various kinds of job tasks in the banking sector. He underlined that multitasking, adaptability, and foresightedness skills are key to sustainability in the corporate industry.

Ms. Vijetha Aishwarya addressed the myths common in the sales sector, particularly for women. She also shared her initial difficulties and how she sustained in those conditions, laying the foundation for her professional career. She focused on the importance of job rotation and the experience of interacting with different mindsets in her extensive corporate career of 13 years.

It was an insightful and interactive session for the students of the 2022-2024 batch, providing them with valuable insights into the corporate world and its various aspects



Dissertation - 2023

VVISM- PGDM successfully completed Dissertation-2023 under the Leadership of Prof. E. Pushpalathaa Chair-Dissertation and Prof. Gopi Naik Co-Ordinator with the help of Dissertation coordinators Ms. Sanjana -17005 and Ms. kasula Sahithi-17070 Lead Coordinators and Specialization Co-ordinators. Chair Dissertation expressed her gratitude to all inhouse and external fraternity for their continuous support and guidance of dissertation tenure and congratulated all the students for their successful completion of dissertation.

Furthermore, she emphasized the importance of a dissertation in the development of academic and professional skills. When applied to a particular field of study, it signifies a high level of expertise, research capability, and a commitment to contributing to the advancement of knowledge. Throughout the dissertation process, students gain skills and experience that are applicable to many aspects of their lives and careers.

Dr. A Sita Madhavi, Dr. Narasimha Raju Chevula, Dr. Hansaraj bandari and Dr. M. Kondala Rao extended their services to evaluate the performance of students in the final stage of VIVA-VOCE.



Refreshing Insights: PGDM Class of 2022-204 Explores Coca – Cola Factory on April 18,2023!

The visit was organized to provide our students with a hands-on experience of the production, quality, and supply chain concepts implemented by the Coca-Cola Factory. The Hindustan Coca-Cola Beverages Ltd, located in Miyapur, was kind enough to host us for this visit.

The visit began with a theoretical briefing session by one of the managers of the enterprise. The session covered the various processes and infrastructure within the factory. Later, we had a tour of the entire process of making Coca-Cola, from the initial stages to its packaging.

It was an incredible experience to practically witness the production and quality control measures undertaken by the Coca-Cola Factory. The tour also gave us an insight into the supply chain concepts implemented by the company.

Overall, the visit was an enriching and informative experience for all the students who participated. We would like to extend our gratitude to the Hindustan Coca-Cola Beverages Ltd for hosting us and providing us with this opportunity.



Placements

We are thrilled to announce that in the last quarter, three of our students were successfully placed in reputed companies through the campus placement drive. Sri Rama Chandra secured a position at Infoedge, and Matta Srujana was placed at ADP. We congratulate them on their success and wish them the best of luck in their new roles.

At VVISM, we strive to provide our students with the best opportunities and resources to help them succeed in their careers. Our campus placement drive is one such initiative that enables our students to showcase their skills and land their dream jobs. We are proud of our students' achievements and are confident that they will make valuable contributions to their respective organizations.

We would also like to take this opportunity to thank our faculty members and staff who have worked tirelessly to ensure that our students receive the best education and training. Your dedication and hard work have played a significant role in our students' success.

We hope this update on our campus placements has been informative and inspiring.



Farewell Celebrations – 27th April

The annual farewell celebration for graduating seniors, Vishwa Vigama 2023 Annyeong - "not the end, only a different beginning," was a massive success.

The farewell event was a delightful evening filled with joy, vigour and intense emotions as we bid farewell to the graduating seniors. The seniors made a grand entrance, walking down the red carpet as paparazzi snapped pictures of them and bombarded them with questions. They looked stunning in their best outfits, which was a sight to behold.

The evening began with a welcoming song and dance that set the tone for the rest of the event. The new Director Sir shared his hopes and aspirations for the future in his remarks to the juniors and seniors.

The dance performances by the juniors and seniors were enthusiastically appreciated by everyone in attendance. The senior awards ceremony was the highlight of the evening, with recognition for Ms. Sassy of the Town, Ms. Dynamic, Expression Queen, Ms. Chatterbox, Ms. Fashionista, Mr. Ace of Initiative, Mr. Lost in Trance, Mr. Full of Thoughts, Mr. Belligerent, and Mr. Peacemaker.

The Mr. and Miss Farewell competition was intense, with three jury members posing numerous questions to the contestants. The winners were truly deserving, and the competition was fierce.

After the competition, everyone enjoyed lunch, and the DJ kept the party going. The SMCC created a heartfelt video that featured all of the seniors' college memories, which brought them to tears. Then, a senior's video of their memories was played, and everyone enjoyed going back in time to those priceless moments with them. The juniors and seniors both took group photos to document this priceless moment.

The seniors were given gifts and warm farewell wishes as they embark on their new adventure. Overall, it was a fantastic event, and we would like to thank everyone who helped make it such a success. We wish all the seniors the best of luck in their future endeavours and look forward to keeping in touch with them.



Summer Internship Program (SIP) 2023

The Summer Internship Program (SIP) for the batch of 2022-24 was successfully conducted at our esteemed institution, VVISM, from May 1, 2023, to June 30, 2023. This program provided an invaluable opportunity for our students to gain practical industry experience and enhance their skills.

SIP Viva and External Examiners:

The SIP Viva, which took place in the first week of July, was one of the main programme assessment elements. We have the honour of having renowned outside examiners contribute their knowledge in evaluating the performance of our students. These external examiners contributed a wealth of expertise and experience from the industry, which enriched the evaluation process and gave the students insightful information.

The external examiners for the SIP Viva included Mr. Michael Stone, the General Manager (Marketing) at T.I.M.E Institute in Hyderabad. With his extensive experience in marketing, Mr. Stone offered valuable perspectives and guidance to our students. Shiva Kumar, a Senior Manager at Bajaj Financial Securities Ltd in Hyderabad, also served as an external examiner. His expertise in financial securities provided a unique perspective for evaluating the students' performance. Additionally, S. Senthil Nathan, DGM - Marketing at Yashoda Hospitals, Manoj, Manager at Metrics4 Analytics, and A. Visak, Sr. Relationship Manager at Shriram Life Insurance, joined as external examiners, each contributing their specialized knowledge to the assessment process.

With these prestigious outside examiners present, the SIP Viva evaluation procedure was enhanced, resulting in a thorough and thorough appraisal of our students' performance. Their knowledge and perceptions helped our students comprehend the demands of the market more thoroughly and offered insightful criticism for their professional growth. For their time, knowledge, and assistance in making our summer internship programme a success, we sincerely thank these external examiners.



Our esteemed faculty members, Prof. Surendra, and Prof. Chaitanya Kalidindi, served as internal examiners for our students' assessments. We are grateful for their valuable time and insightful evaluation, which greatly contributed to evaluating the students' performance.

The SIP 2023 gave our students great chances to impress prominent employers by showcasing their ability and potential. The following notable businesses hired our students for internships: Bajaj FinServ, N COLD PRESSED, Berkedia, Metrics4 Analytics Pvt. Ltd, Konnect Diagnostics, Mavericks, Giant Hunt, Kotak Mahindra Bank, T.I.M.E. Institute, Kaveri seeds, and Avinja Bio. Congratulations to all the students who were successful in obtaining internships with these esteemed companies. Their commitment and hard work have paid off, and they are successful.

We express our gratitude to all the examiners for their valuable time and insightful evaluation, which played a vital role in assessing our students' performance.

In the SIP 2023, our students had the privilege of securing internships with major recruiters, including

- Bajaj FinServ
- N COLD PRESSED
- Berkedia
- Metrics4 Analytics Pvt. Ltd
- Konnect Diagnostics
- Mavericks
- Giant Hunt
- Kotak Mahindra Bank
- T.I.M.E. Institute
- Kaveri seeds
- Avinja Bio



How to write and publish a Quality Research paper

The recent Faculty Development Program held on May 15, 2023, centered on research paper publication and featured the insightful presence of Dr. Murugan. He emphasized the importance of publishing research papers for personal and institutional growth, drawing examples from the prestigious Indian School of Business (ISB). Dr. Murugan provided valuable guidance on the research process, including topic selection, data collection, and analysis, encouraging collaboration among researchers to enhance research quality. Participants learned about academic growth opportunities, remunerations, and the significance of adhering to academic standards and integrity, ensuring their work contributes to the advancement of knowledge.

During the program, Dr. Murugan shed light on the career trajectory of ISB professors, the academic growth opportunities, and cash incentives available for rigorous research and publication. He emphasized collaboration, acknowledging challenges faced by independent researchers, and provided insights on overcoming obstacles. The session introduced essential research tools like SPSS and CFI for data analysis, and stressed the significance of academic publication in establishing researchers' reputations and advancing knowledge in various fields. Academic integrity and accurate citation were also emphasized, focusing on research paper standard identifiers such as DOI and ISSN. Overall, the program served as a source of enlightenment for faculty, empowering them to pursue impactful research and excel in academia.



Tragic Loss of Dr. Praneetha Mudholkar, Esteemed Marketing Faculty at Vishwa Vishwani Institute of System and Management 27th - may

Dr. Praneetha Mudholkar was an esteemed individual with an outstanding educational profile. Holding a Ph.D. and an MBA in Marketing, she had also qualified the UGC NET examination, solidifying her expertise in the field. With over 12 years of teaching experience, she had garnered immense respect from her colleagues and students alike. Her dedication to her craft and commitment to nurturing young minds were unparalleled.



At Vishwa Vishwani Institute of System and Management, Dr. Praneetha Mudholkar held the position of Associate Professor and played a crucial role as the Controller of Assessment and Evaluation. Her expertise in marketing and her ability to impart knowledge to her students were well-known throughout the institution. Her guidance and mentorship have positively influenced countless students who have had the privilege of being under her tutelage.

The news of Dr. Praneetha Mudholkar's passing has deeply saddened the Vishwa Vishwani community. Colleagues, students, and staff members are struggling to come to terms with this tragic loss. Her absence is felt not only in the classrooms but also in the hearts of everyone who had the pleasure of knowing her. The institute has organized several events to honor her memory and pay tribute to her significant contributions.

The loss of Dr. Praneetha Mudholkar is a poignant reminder of the impermanence of life. Her absence leaves a void that cannot be filled, and her memory will be cherished by all who had the privilege of knowing her. As the Vishwa Vishwani Institute of System and Management community mourns her passing, they vow to carry forward her teachings and honor her legacy in the field of education.

Our thoughts and prayers are with Dr. Praneetha Mudholkar's family, friends, and the entire Vishwa Vishwani Institute of System and Management community during this difficult time of grieving and remembrance.

May her soul rest in eternal peace.

"Embarking on a New Journey: Welcoming Our Visionary Director"

We are thrilled to welcome Dr. Y. Lakshman Kumar (YLK) as our new Director, bringing with him a wealth of expertise and experience in the fields of Consulting Marketing, Sales Management, and Brand Management. With an impressive academic background, including an M. Com, M.B.A, EMC from C.M.C – Canada, and a Ph.D., Dr. YLK has dedicated over 33 years to various roles encompassing Sales Management, Brand Management, Marketing, Teaching, Training, Consulting, Placements, Academics, Examinations, and Institution building.

Throughout his career, Dr. YLK has made significant contributions to the academic domain, starting as a lecturer and eventually leading a university as the Pro Vice Chancellor. His industry experience includes a decade of work in sales and marketing positions with renowned companies like MDPL and TTK. Dr. YLK's passion for teaching and sharing knowledge has led him to serve as a visiting faculty at prestigious institutions like IIT Chennai, IFMR Chennai (Kriya University), and IIM Vizag. His research papers and cases published in reputed journals and review contributions to Marketing Books demonstrate his commitment to advancing knowledge in the field.

Dr. YLK's achievements have been widely recognized, earning him accolades such as the Outstanding Faculty Award in the country by Zee Edu Future (a Division of Zee Media), the Best Professor Award for Marketing by Dewang Mehta Foundation, and the 50 Innovative Leaders in Education Award by the World Congress. Notably, he was honored with the Best Business School in Telangana Award in 2019 by the Honorable Vice President, M. Venkaiah Naidu, for his former organization. With his profound expertise and distinguished presence as a speaker on Marketing and Entrepreneurship, we are excited about the valuable contributions Dr. YLK will bring to our institution's growth and success.



VVISM Joins Hands with Infosys

Vishwa Vishwani Group of Institutions (VVISM) is excited to announce its partnership with Infosys Ltd through a Memorandum of Understanding (MOU). This collaboration will bring the benefits of the Infosys Springboard Platform to VVISM's faculty and students, aligning with the institution's vision of empowering future global leaders. By integrating Springboard Services into its educational framework, VVISM aims to enhance the learning experience by providing digital and life skills essential in today's digital age. This collaboration will foster industry-academia interaction, bridging the gap between theoretical education and practical industry requirements, preparing students for the dynamic professional landscape.

The partnership between VVISM and Infosys is expected to have a positive impact on the entire VVISM community. Students, researchers, and faculty members will gain access to a wide range of core and life skill courses offered by Infosys Springboard, augmenting their existing knowledge and equipping them with the necessary skills for success in the digital era. By leveraging the resources and expertise of Infosys, VVISM is confident in its ability to provide a holistic educational experience that nurtures well-rounded individuals capable of making a difference in their respective fields. This collaboration marks a significant step towards creating a strong connection between academia and industry, ensuring that VVISM graduates are well-prepared to meet the challenges of an ever-evolving professional world.



World Environment Day, June 5

We are thrilled to announce the resounding success of our World Environment Day activities at the Vishwa Vishwani Institute of Systems and Management (VVISM). The overwhelming support and shared dedication to environmental preservation and sustainable practices made this event truly remarkable.

Among the various highlights of the day, our tree plantation drive stood out prominently. With the collaborative efforts of President GSSV Rao, Vice President Mohan S Rao, esteemed directors, and faculty members, we were able to plant a multitude of saplings across our campus. This initiative will contribute significantly to the expansion of our green cover and the creation of an eco-friendlier environment. President GSSV Rao expressed his delight at the active participation and unwavering commitment demonstrated by both students and faculty. He reiterated our institute's unwavering dedication to nurturing responsible leaders and managers who prioritize sustainability in their decision-making processes.

We extend our heartfelt gratitude to Vice President Mohan S Rao, Director-MBA Dr. Madana Mohan, Director-BS MS Dr. Chakravarti, Director IMBA Prof. Mir Irfan Ul Haq, and all the teaching and non-teaching staff for gracing the occasion and contributing to its memorable success. World Environment Day, celebrated annually on June 5th, serves as a global reminder for us to take positive actions towards the betterment of our environment. At VVISM, we remain steadfast in fostering a culture of environmental awareness and responsibility among our community members.

Let us continue our journey towards a sustainable future, where every step we take brings us closer to a greener and healthier planet.



FDP ON "DESIGNING SESSION PLAN & PEDAGOGY"

On June 17, 2023, VVISM conducted a Faculty Development Programme (FDP) on "Designing Session Plan & Pedagogy." The FDP aimed to empower faculty members with the knowledge and skills necessary for effective session planning and implementation. The program also highlighted the use of the case method as a teaching tool in the classroom.

Prof. Chaitanya Kalidindi, a distinguished faculty member and IIM Ahmedabad alumnus, facilitated the FDP. His expertise and insights provided valuable guidance to the faculty, equipping them with tools and techniques to design comprehensive session plans and employ effective pedagogical methods.

The FDP was driven by Dr. YLK, the Director of PGDM, who emphasizes the continuous professional development of faculty members. FDPs play a vital role in enhancing faculty competencies and compliance, leading to an improved learning experience for students.

We extend our sincere gratitude to Prof. Chaitanya Kalidindi for his invaluable contribution to the FDP and for sharing his expertise with our faculty. The success of the program is a result of the collaborative efforts of our faculty, who actively participated and embraced the opportunity to enhance their teaching methodologies.



Discovering The Significance of Introspection and Analysis.

On June 19, 2023, Vishwa Vishwani Institute of Systems & Management organized a transformative wellness workshop, led by Dr. Ravindra Penmatsa, Chief of Acumentor. Dr. Ravindra, a seasoned consultant, advisor, and mentor, imparted valuable insights to participants from small, medium, and large organizations on leadership coaching and well-being. The workshop's central focus was on the Holistic Concept of Wellbeing, which emphasized the interconnections between one's career, relationships, health, and personal growth. Through engaging discussions and practical exercises, participants delved into the subjective and psychological dimensions of wellbeing, discovering the significance of introspection and analysis.

During the workshop, Dr. Penmatsa introduced powerful tools, including the Wheel of Life, to aid individuals in self-examination and analysis. By embracing these tools, participants gained the ability to enhance themselves continuously, nurturing personal growth and cultivating a balanced, fulfilling life. The workshop proved to be an invaluable platform for individuals to understand the holistic nature of wellness, empowering them to thrive in all aspects of their lives and contribute positively to their professional and personal spheres.



Celebration of International Yoga Day - "Yoga for Vasudhaiva Kutumbakam"

On 21st June 2023, VVISM embraced the spirit of unity and well-being by actively participating in the celebration of International Yoga Day under the theme "Yoga for Vasudhaiva Kutumbakam" - One World, One Family. The event commenced with an enlightening address by Dr. YLK, Director-PGDM, who emphasized the significance of this day as it marks the longest day of the year in the northern hemisphere. He enlightened the audience about the manifold benefits of yoga and meditation in promoting physical and mental well-being. Renowned yoga instructor, Mr. Bhaskar, then led a dynamic yoga session, guiding participants through various yogasanas and pranayama techniques. The session not only focused on enhancing flexibility and strength but also emphasized the importance of reducing stress and enhancing mental clarity.

Following the invigorating yoga session, Mr. K. Srinivasulu, a meditation guru, conducted a serene meditation session. He emphasized the transformative power of meditation in reducing stress, anxiety, and depression, while fostering inner peace and emotional well-being. The celebration of International Yoga Day and the theme of "Yoga for Vasudhaiva Kutumbakam" reflects VVISM's commitment to creating a harmonious and inclusive environment for its students, faculty, and alumni. Through the practice of yoga and meditation, VVISM empowers individuals to embark on a journey of holistic development, nurturing their physical, mental, and spiritual aspects, and fostering a sense of oneness with the global community.



Virtual Alumni Meet

The VVISM Alumni Office orchestrated a heartwarming virtual alumni meet, reuniting the batches of 2006-08 and 2007-09 on 24th June 2023. Hosted by Anjum and welcomed by Molleti Teja, the event brimmed with nostalgia and togetherness. Through captivating audio-visual presentations, alumni cherished their college days and bonds formed at VVISM. The interactive session offered valuable insights and wisdom to current students, with esteemed alumnus Sri Somaraj Dutta emphasizing confidence, resilience, and good health. Sri Satish Kumar advised enjoying student life while setting strong goals. The event's highlight was the heartfelt interaction between alumni families and participants. The inspiring story shared by Mr. Somraj about singer Ajit Singh left a lasting impression, encouraging everyone never to lose hope. Special thanks to chief planners Abhinav & Kavish and Alumni Head Dr. Ritu Kothiwal for their exceptional efforts in organizing this successful event.



TSRTC Blood Donation Camp held on 27 June 2023.

The camp was organized with the slogan "Donate Blood, Save Life," and the primary agenda was to spread awareness about the importance of blood donation. It was an opportunity for the community to come together and do their part in serving humanity.

We are proud to announce that the event was a massive success, with a large number of people actively participating in the blood donation drive. The chief guests for the event were Sri Bajireddy Goverdhan, Chairman TSRTC, and Sri V.C. Sajjanar IPS, VC, MD of TSRTC.

The Thumkunta Bus Depot Manager expressed his gratitude to VVISM management and students for their active participation in the blood donation drive. He emphasized the importance of blood donation and how each donation could save up to three lives.

We, at VVISM, are proud to have played a crucial role in making the camp a success. We believe that it is our responsibility to give back to society and make a positive impact wherever we can. We would like to thank all the participants who came forward to donate blood and contribute to this noble cause.



NATIONAL STATISTICS DAY CELEBRATION

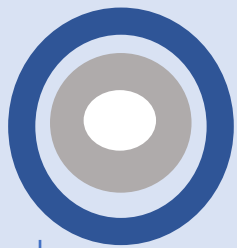
June 29 is celebrated as National Statistics Day in India to honor the contributions of Prasanna Chandra Mahalanobis, who is responsible for laying the foundation for big data and analytics for nation-building almost seven decades ago.

In honor of this special day, VVISM organized a webinar on Statistics and its applications in Social Science on 30 June 2023. The session was conducted by Ms. Alamelu N, who has been contributing her services in training in Statistical methods using SPSS at various institutions including IITM, University of Madras, and SRM University.

Throughout the presentation, Ms. Alamelu N emphasized that Statistics is a lot like common sense and provided real-life examples to make it more convenient for the audience. She highlighted the importance of Statistics in Social Science and its various applications.

The webinar was well attended by faculty members, students of VVISM. It was an insightful and informative session that left the audience with a better understanding of the importance of Statistics in Social Science.





Alumni Achievements

We are proud to announce the achievements of our alumni, and we would like to highlight the achievements of Shivam Gupta, Batch 2011-13.

Shivam Gupta, our esteemed alumnus, recently participated in the Novus Technical Forum held at Hotel Noormahal Karnal. The event was organized by Novus International, where Shivam is currently serving as the National Sales Manager.

The Novus Technical Forum was a platform for stakeholders of the agriculture industry to discuss newly launched solutions by Novus and current challenges faced by the industry. The event witnessed the participation of all the key stakeholders of the industry.

Shivam played a significant role in the event as he shared his expertise on the subject matter. His insights and inputs were valuable in identifying the challenges faced by the industry and formulating solutions to address them.

We are proud of Shivam's accomplishments and his contributions to the industry. It is alumni like Shivam who make us proud of our institution and the education we provide.

We would like to take this opportunity to encourage all our alumni to share their achievements with us. We are always eager to hear about your accomplishments and successes. Please do not hesitate to reach out to us with your stories.



Faculty Achievements

We are thrilled to announce that our very own Prof. Chaitanya Kalidindi, Assistant Professor at VVISM, recently attended the Faculty Development Programme (FDP) on Pedagogy and Research Methods at the Indian Institute of Management (IIM) Ahmedabad. The program spanned 45 days and proved to be an invaluable opportunity for her to enhance both her teaching skills and research abilities.

Throughout the FDP, Prof. Chaitanya Kalidindi was exposed to a comprehensive curriculum to deepen her understanding of pedagogical techniques and research methodologies. She gained valuable insights and knowledge that have undoubtedly transformed her approach to teaching and research. We are proud of her achievement and look forward to seeing the positive impact of her enhanced skills on our students and the research community.



CHIEF EDITOR

Dr. Ritu Kothiwal

CONTENT WRITER

Aditya

Anush

**CONTENT EDITOR AND
DESIGNER**

Anjum