

2024
Quarter III
News Letter

Enhancing Communication-Storytelling in Faculty Development

Vishwa Vishwani Institute of Systems and Management Hosts Faculty Development Program on Storytelling in Management Education

Hyderabad, July 2, 2024 Vishwa Vishwani Institute of Systems and Management (VVISM) proudly conducted a Faculty Development Program led by Mr. Vijay Mulakaluri, Founder and Director of Lex 'n' Pix. The workshop, held on July 2nd, focused on the application of storytelling as a powerful pedagogical tool in management education.

Mr. Mulakaluri, an expert in the field of storytelling, shared valuable insights and practical tips on how storytelling can be effectively integrated into management education to enhance teaching methodologies and student engagement. The session was highly interactive, providing faculty members with hands-on experience and opportunities to practice storytelling techniques.

"Storytelling is not just an art; it is a crucial pedagogical tool that can transform the way management concepts are taught and understood," Mr. Mulakaluri emphasized. The workshop covered various aspects of storytelling, including the structure of a compelling story, the use of narratives to illustrate complex management principles, and the importance of emotional connection in effective communication.

Faculty members from various departments participated enthusiastically, engaging in lively discussions and exercises designed to hone their storytelling skills. The interactive nature of the workshop allowed for immediate application of the concepts discussed, making the session both informative and practical.



Faculty Development programme-VVISM

On the 4th of July 2024, Wing Commander Vibhas Singh Gupta conducted the VVISM faculty development program centred on leadership. In this comprehensive program, Mr. Vibhas delved into the intricacies of effective leadership. He shared a notable definition by John D. Rockefeller: "I will pay more for the ability to deal with people than for any other ability under the sun." The program emphasised the role of leaders in guiding their peers. It highlighted the significance of successful leaders adapting their behaviours to address the unique and demanding situations they face. Leadership was expounded as an acronym, representing various essential attributes:

L – Luminous (visionary) / Learner

E – Ethical / Empathetic / Example

A – Adaptable

D – Decisive

E – Empowering / Emphatic?

R – Resilient

S – Strategic

H – Honest / Helpful / Humble

I – Inspiring

P – Pragmatic / Practical / Passionate.



The Faculty Development program has proven instrumental in enhancing the capabilities of our faculty members, particularly in providing comprehensive insights into effective leadership. This newly acquired knowledge will be seamlessly imparted to the PGDM students, thereby facilitating the cultivation of their leadership attributes and equipping them with the versatility to navigate diverse circumstances adeptly.



☀️ Exciting Developments at Vishwa Vishwani Business School! ☀️

We were thrilled to announce that the first VV Buzz session of the semester was successfully hosted on July 15th, 2024.

This VV Buzz session featured an in-depth, weekly analysis of current events through the PESTLE analysis framework. This approach enabled students to grasp the real-world implications of political, economic, and technological changes, as well as legal, environmental, and stock market factors.

In a recent session, students delved into the success story of NVIDIA & AI, examining its market strategies, human capital initiatives, and future plans. These insights proved to be incredibly enriching, helping students stay informed and ahead in the ever-evolving business landscape.



VVISM Inspires Future Leaders at Inauguration of PGDM Batch 2024-2026

Hyderabad, India – July 25, 2024



Vishwa Vishwani Institute of Systems & Management (VVISM) successfully concluded the inauguration ceremony for its flagship program, "Varadhi" for the PGDM Batch 2024-2026. The event, held at the C K Prahlad Auditorium, witnessed an inspiring gathering of students, faculty, industry leaders, and alumni.

The ceremony featured insightful addresses from esteemed dignitaries who shared invaluable wisdom with the new batch of PGDM students. Shri Sachin Phansikar, COO of Business Standard, emphasized the importance of a learning mindset, financial prudence, and adaptability in the corporate world. Shri Elton Nathan, Head of Learning & Organizational Development at Apollo Health & Lifestyle Ltd., underscored the significance of attitude, humility, and perseverance in shaping successful leaders.

GSS Venkateshwar Rao, Group President of VVISM, set the tone for the event by highlighting the institute's commitment to producing industry-ready professionals. He emphasized VVISM's focus on imparting specialized knowledge, honing essential skills, developing strong communication abilities, and securing valuable certifications. Rao also underscored the institute's role in nurturing well-rounded individuals capable of making a positive impact on society.

VVISM's leadership, including Dr. Y Lakshman Kumar, Director PGDM, and Ms. Jayashree Veluthakkal, Associate Dean, provided a comprehensive overview of the program structure, faculty expertise, and the institute's commitment to holistic development.

The Alumni's Mr. Prem Kumar Punakar , AVP, JP Morgan Chase & Co and Mr. Abhimanyu Kumar Gupta , Tax Manager at Deloitte shared insights on career progression, the importance of additional electives, and building a strong professional network.

The inauguration ceremony marked the commencement of an exciting academic journey for the PGDM students. VVISM is confident that the new batch will emerge as competent and ethical leaders, ready to contribute significantly to the business world.



Industrial Visit to Creamline Dairy Products Ltd. (Jersey) by Batch 2024-2026

The enthusiastic junior students of Vishwa Vishwani Institute of Systems and Management (Batch 2024-2026) recently embarked on an enlightening industrial visit to Creamline Jersey. This visit provided a valuable opportunity for students to gain first-hand knowledge of the intricate processes behind the production, processing, and packaging of various milk products.

From the initial stages of milk processing to the creation of end products like curd, paneer, Doodh Peda, and Badam milk, students observed the entire journey of milk from industry to consumer.

Key Takeaways from the Visit:

- Gaining insights into the stringent quality control measures in dairy processing.
- Learning about the latest technologies in milk product packaging.
- Observing operational efficiency and management in a large-scale dairy production unit.
- Understanding the supply chain management from production to distribution.

We extend our heartfelt thanks to the team at Creamline Jersey for their warm hospitality and for providing our students with such a comprehensive tour. This visit not only enriched their academic knowledge but also inspired them to think innovatively about the dairy industry.



Vishwa Vishwani's Independence Day Celebrations: Embracing Patriotism, Legacy, and Future Vision



Sare Jahan Se Acha, Hindustan Hamara.

Vishwa Vishwani Institute celebrated Independence Day 2024 with deep pride and patriotism. The event was a heartfelt tribute to our nation's legacy of freedom and democracy.

Ms. Srija Adduri opened the ceremony, setting a powerful tone, followed by a stirring classical performance by Ms. Prasanna from IMBA, showcasing our cultural richness.

The national flag was hoisted by our esteemed founders, followed by an inspiring speech from Mr. Sri SREE RAMA KRISHNA CHINNAM Director of Admissions, who emphasized that 15th August is more than just a date—it's an emotion rooted in the sacrifices of our freedom fighters. He reminded us that the responsibility of driving India forward, especially towards 'Viksit Bharat 2047,' lies with the younger generation.

Vice President Dr. Mohan S. Rao reflected on India's defence history and encouraged students to take inspiration from Major General Vikram Dogra, emphasizing the importance of individual sports and resilience.

Dr. Lakshman Kumar (Dr.YLK) Lakshman Kumar highlighted India's journey from one of the poorest economies in 1947 to the 5th largest today, crediting advancements in healthcare, education, and technology. He expressed confidence that, with continued innovation and dedication, India will be a



global leader by 2047.

Dr. Jayashree Veluthakkal reminded us that freedom is also about inner strength and integrity, sharing an inspiring story of sportsmanship to reinforce the value of helping others succeed.

The event concluded with a prize distribution ceremony and a heartfelt vote of thanks, leaving the audience with a renewed commitment to our nation's progress.

Spreading Joy and Awareness: A Memorable Visit to Good Shepherd Orphanage



On August 16th, we had the privilege of spending a day with the incredible children at Good Shepherd Undivided Family. What began as an emotional experience quickly transformed into a day filled with joy, laughter, and connection.

Our team from Vishwa Vishwani not only enjoyed the opportunity to serve these bright young minds but also took the chance to spread awareness about the importance of hygiene and address social

issues. The children were thrilled to receive hygiene kits from our students—a small gesture we hoped would make a meaningful difference in their lives.

The day was further enlivened with fun sports and games, including kho-kho, kabaddi, cricket, and lemon spoon races. The smiles and laughter of the children as they played and connected with us created memories we will cherish forever.

We are deeply grateful for the opportunity to make a positive impact and create lasting memories with these amazing kids.



Money Expo 2024: A Landmark Event for Finance and Investment in Mumbai



The Money Expo 2024, held on 17th & 18th Aug at the Jio World Convention Centre in Mumbai, was a significant event in the finance and investment sector. It brought together leaders from various industries, including financial institutions, fintech companies, investors, and finance professionals. The event served as a comprehensive platform for showcasing new advancements in finance and allowed attendees to explore cutting-edge financial products and services across different sectors, such as banking, fintech, insurance, and investment.

Exhibitions at the expo provided companies the opportunity to display their latest offerings. Numerous booths showcased products from key areas of finance, with representatives on hand to engage with attendees and explain their offerings. Expert-led seminars and workshops focused on crucial financial topics, covering areas like personal finance, stock market trends, cryptocurrency insights, and financial planning strategies, ensuring attendees gained valuable knowledge and skills.

The event also facilitated extensive networking opportunities, where professionals, clients, and potential business partners could connect. Attendees had access to interactive booths, enabling them to gain hands-on experience with emerging financial technologies. Several companies utilized the expo to launch new products, allowing industry professionals and investors to witness these innovations firsthand and understand their potential market impact.



Keynote addresses from prominent figures in finance and economics highlighted current market trends and forecasts, sparking insightful discussions. Panel discussions provided a forum for experts to share views on critical topics, including investment strategies, market volatility, and regulatory developments. Interactive workshops aimed to improve financial literacy, equipping participants with practical knowledge to enhance their investment skills and strategies.



Encouraging & Empowering Communities through Education: RISE Program

As part of Vishwa Vishwani Institute's Rural Immersion for Social Empowerment (RISE) initiative, the junior PGDM students of Batch 2024-2026 conducted an impactful session on women's hygiene and menstrual health in Uddamarri village on August 19, 2024. This educational outreach was aimed at raising awareness and fostering better hygiene practices among the women of the village.



Led by the students, the session engaged the local Mahila Mandal and other village women in meaningful discussions on menstrual hygiene. The topics covered included the importance of cleanliness, proper disposal of sanitary products, and debunking myths surrounding menstruation. The students also shared practical advice on natural pain relief techniques and addressed common misconceptions regarding dietary restrictions and activity limitations during menstruation.



The session was met with enthusiastic participation, and the gratitude expressed by the village women underscored the positive impact of this initiative. Through this session, the RISE program continues its mission of empowering rural communities by addressing critical health and hygiene issues.

Vishwa Vishwani Institute extends its heartfelt thanks to the Mahila Mandal, the women of Uddamarri village, and the local

authorities for their support in making this event a success. We look forward to expanding the RISE program and continuing to make a difference in more communities through education and empowerment.

Enhancing Education Through Case Study Methodology: Insights from ISB's Dr. Sunita Mehta



Are educational institutions maximizing the benefits of case study-based teaching in their faculty development programs?

21 Aug 2024, Vishwa Vishwani Institute of Systems and Management had the honour of welcoming Dr. Sunita Mehta (Flt Lt), Senior Researcher from the Indian School of Business, for Faculty Development Program on Case Teaching Methodology.

Dr. Sunita's session focused on the profound impact of case study-based teaching, a method designed to enhance critical thinking and apply theoretical knowledge to real- scenarios.

She then highlighted that Case studies turn abstract concepts into actionable insights with a minor interactive role-play session engaging the faculty, this approach not only enriches the learning experience but also equips individuals with skills essential for their future careers.

As the session concluded, she underscored that the true value of case study teaching lies in its ability to inspire and equip students with the skills they need to succeed beyond the classroom. This insightful perspective has inspired our educators at Vishwa Vishwani to integrate these effective teaching strategies into the curriculum.



We are grateful for Dr. Mehta's contributions and look forward to enhancing our teaching methodologies through the application of these innovative techniques.



Healthcare and Data: A Student Experience at DATACON 2024



The students of Vishwa Vishwani Business School, had an incredible opportunity to attend the DATACON 2024 workshop and conference at Yashoda Hospitals, Hitech City, over two transformative days August 24th & 25th. The event was centred around Data-Driven Decision Making in the healthcare sector, offering us valuable insights into the industry's future.

At DATACON 2024, we gained a wealth of knowledge from various healthcare influencers. The main takeaway was how Key Performance Indicators (KPIs) and Key Risk Indicators (KRIs) are implemented in healthcare settings, and how data and data analysis are crucial in making informed decisions. We also explored the significance of patient-centric data analysis and the growing influence of machine learning in improving patient care.

Moreover, we had the privilege of interacting with professionals from diverse industries. One memorable experience was meeting Rahul Katta Sir, the Group Lead of the Department of Emergency at Star Hospitals. He shared his leadership journey and insights into data-driven healthcare management. Additionally, directors, doctors, and department heads from various hospitals provided us with valuable knowledge about the role of technology in optimizing hospital operations. We even had a tour of different hospital departments, including the CT Scanning department, where we learned about patient flow and equipment utilization. Time management, we observed, is critical in hospital environments.

We are immensely grateful to Yashoda Hospitals and their Quality Assurance Department for organizing DATACON 2024 and making it a grand success.

"DATACON 2024 proved to be a window into the future of healthcare, where data shapes the destiny of patient care."



Exploring the Future of Agribusiness at IIAB Expo, Hyderabad!



On 30th August 2024, the Agribusiness Management students from Vishwa Vishwani Institute had an unparalleled opportunity to immerse themselves in the future of the agribusiness sector at the IIAB Expo in Hyderabad. This prestigious event showcased groundbreaking technologies and highlighted emerging trends that are set to transform the agribusiness landscape.

The students engaged with experts, explored innovative solutions, and gained a comprehensive understanding of how cutting-edge practices are shaping the industry. The

hands-on exposure provided by this experience left them with practical insights and broadened their perspective on strategic approaches within agribusiness.

This visit exemplifies Vishwa Vishwani's commitment to providing experiential learning that bridges classroom knowledge with real-world industry engagement, preparing students for dynamic and successful careers in agribusiness management.



Empowering Minds in Financial Mastery at VVISM



Vishwa Vishwani Business School _ Hyderabad had the privilege of leading a Faculty Development Activity on "Financial Planning & Wealth Management" at VVISM's Centre for Research & Development. Prof. Wing Commander Vibhas Singh Gupta (Retd), Professor of Practice at VVISM, delved into the intricacies of financial strategy, wealth creation, and long-term financial security.

The session was an enriching experience where we explored effective financial planning tools and strategies, highlighting the importance of structured

financial management in today's dynamic economy. His expertise provided invaluable insights, equipping our educators with the knowledge to inspire the next generation of finance professionals.

It was truly inspiring to engage with fellow educators and professionals who are dedicated to advancing financial literacy and empowering future leaders in the field.



A big thank you to VVISM for the opportunity and to all the participants for making the session interactive and impactful. Together, we're committed to fostering excellence in financial education and ensuring that our students are well-prepared for the ever-evolving world of finance!



Teachers' Day Celebration at Vishwa Vishwani Institute

"A good teacher can inspire hope, ignite the imagination, and instill a love of learning."



On the auspicious occasion of Teachers' Day, Vishwa Vishwani Institute honoured the invaluable contributions of its educators with a heartwarming event, organized by the Social Club Committee under the guidance of Pushpalatha ma'am. The celebration began with an assemblage at 2:00 PM, uniting students and faculty in a spirit of gratitude and respect. Students set the tone with a welcome note, expressing appreciation and warmth, followed by a video presentation at 2:15 PM that highlighted memorable moments showcasing the dedication and hard

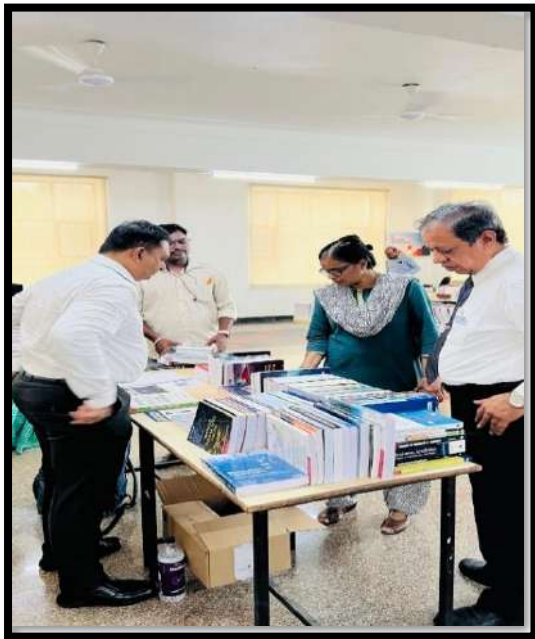
work of the teachers.

The program then featured engaging activities from 2:20 PM, where students creatively expressed their gratitude. At 2:50 PM, a soulful song and an inspiring speech by senior student Bhavana resonated with the sentiments of everyone present, underscoring the profound impact teachers have in shaping lives. Joyful activities continued from 3:00 PM, enhancing the camaraderie between students and teachers.

The event included a "Token of Gratitude" segment at 3:25 PM, where each teacher was honoured with a small token of appreciation, acknowledging their unwavering commitment. At 3:40 PM, the celebration reached its peak with a cake-cutting ceremony, symbolizing the sweetness of knowledge shared by the teachers. The event concluded with a heartfelt vote of thanks at 3:55 PM, which recognized the efforts of all involved, especially the Social Club Committee and Pushpalatha ma'am, whose meticulous planning made the day memorable for everyone.



Celebrating Knowledge and Leadership at VVISM! 📖



Vishwa Vishwani Institute of Systems and Management's 'PGDM - Learning Resource Centre' proudly organized a two-day special Book Exhibition on *Management and Leadership* on September 25th and 26th.

As one of India's premier business schools, VVISM curated an exclusive collection of books featuring the latest releases on leadership, management, entrepreneurship, and emerging fields like AI and data science. The exhibition showcased:

- Award-winning titles in management and leadership.
- Case studies and success stories from global businesses.
- Faculty publications and research papers.
- Works by renowned authors and leading publishers.

This exhibition provided a unique platform for students, faculty, and professionals to delve into cutting-edge knowledge and gain insights that will elevate their skills and expertise. The event also featured engaging workshops like *"Effective Leadership and Team Management"* and a panel discussion on *"The Future of Business: Trends and Challenges."*

Our Director of PGDM, Dr. Lakshman Kumar (Dr.YLK) shared that:
"VVISM is known for academic excellence and industry-focused programs. This exhibition aims to provide our students and faculty with state-of-the-art knowledge, enhancing their skills and expertise to thrive in today's dynamic business environment."



Dr. Jayashree Veluthakkal Associate Dean (PGDM), further emphasized:

"VVISM Library is dedicated to supporting the academic and professional growth of our students and faculty. This exhibition is a testament to our commitment to providing world-class resources and fostering a culture of continuous learning." A big thank you to all the participants and faculty members who made this exhibition a success!

Vishwa Vishwani Institute of Systems and Management Celebrates Lakshya-2024-the convocation ceremony



Vishwa Vishwani Institute of Systems and Management (VVISM) held its Lakshya 2024 convocation on September 28, 2024, at the C.K. Prahalad Auditorium. Key leaders, including Chairman Shrinivas Acharya T. and President GSS Venkateshwar Rao, along with Chief Guest Ms. Anooja Bashir, CEO of FlexiCloud, and Guest of Honor Mr. Puneet Gupta, VP at Tech Mahindra, joined the ceremony. The event opened with a traditional lamp-lighting and invocation song, setting a reflective and celebratory tone.

This year, VVISM achieved a 95.2% graduation rate and received several prestigious awards, including the CSR Awards for Excellence 2024. Known for its rigorous curriculum, VVISM ranks 4th among B-Schools in Hyderabad, and its graduates secured roles across sectors like FMCG, IT, and BFSI, with an average salary of ₹4.56 lakhs per annum. The institute's strong alumni network and emphasis on mentorship continue to support graduates' professional growth.

In their speeches, President Rao encouraged graduates to embrace lifelong learning, and Ms. Bashir spoke on resilience, the importance of community, and learning from every experience. Mr. Gupta highlighted the value of adaptability and genuine networking, urging students to maintain integrity and proactively anticipate change.



Academic Head Dr. S.R. Prasad honoured top graduates, with Madhuri Kalakuntla recognized as the batch topper, alongside other outstanding students in Marketing, HR, and Finance. Director Dr. Y. Lakshman Kumar introduced the "LEARN" tool to encourage lifelong learning. The convocation ended with heartfelt congratulations to the Class of 2022-2024 and best wishes for their future success.



“Empowering Futures, Celebrating Success – Congratulations to our Placed Stars!”



In September and October 2024, Vishwa Vishwani Institute of Systems and Management (VVISM) successfully hosted a series of campus placement drives with leading companies, creating valuable opportunities for students to embark on their professional careers. On September 12, Berkadia, a renowned real estate and mortgage banking firm, conducted a placement drive that began with an informative Pre-Placement Talk outlining the company's values, work culture, and career prospects. Students then took part in an Aptitude Test and an Essay Writing round, showcasing their problem-solving abilities and communication skills. The following day, shortlisted candidates faced rigorous Technical/Personal Interviews, culminating in an HR round to assess their fit within Berkadia's team-oriented culture. Out of 57 participants, six students were selected: G. Samrat, Smithi Sethi, Hardeep Singh, Shruthi Sindam, Vamshi Tummala, and Sowmya Valluri.

On September 5, 2024, NoBroker, a property technology leader, held a placement drive for students specializing in marketing. The process commenced with a Pre-Placement Talk that shed light on NoBroker's innovative approach and the pivotal role of marketing in its operations. Students underwent an online assessment that tested their analytical and marketing skills, followed by a Group Discussion focusing on current trends. The interview stages included technical questions on marketing strategies and behavioral assessments. Ultimately, Laxmi Prasanna and Ikkurthi Venkat Swaroop were selected, thanks to their creativity and strategic thinking.



On September 20, Tech Mahindra, a global IT and consulting leader, conducted a pool drive involving multiple colleges. The placement process began with a Group Discussion and moved on to two rounds of Personal Interviews that assessed technical knowledge and adaptability, followed by a final HR interview. After an extensive selection process, three VVISM students were chosen: Vishal Mahadari, Bhavana Kambhammettu, and Lasya Reddy.



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