

FEATURED BY

*Dr. K. V. Subba Reddy
MBA Institutions, Kurnool.*

INSIDER VIEW

COLLEGE MAGAZINE

*KVSB-Dr. K. V. Subba Reddy
School of Business Management.*

*KVSM-Dr. K. V. Subba Reddy
Institute of Management.*



The Beauty of Magazine

Through this magazine, KVSMBBA provides a platform for both faculty and students to share their views, thoughts and additional skills related to management studies and explore themselves with new knowledge. Hope everyone utilizes this opportunity by showcasing the hidden treasure in us.

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Nurturing creativity and inspiring innovation are two of the key elements of successful Management education, and a college magazine is the perfect amalgamation of both. It harnesses the creative energies of both the academic & students' community and distills the essence of their inspired imagination in the most brilliant way possible. Hence, I am delighted to know that our college magazine is equipped with all such prerequisites of the students and faculty as well.

I take this opportunity to congratulate the editorial board for bringing out this magazine as per schedule, which in itself is an achievement considering the effort and time required.

May all our students ascend high in uncharted skies and bring splendor to our Dr. KVSMBA Institutions, and their profession with the wings of edification!

Er.K. VISWA MOHAN REDDY
M.Tech,MBA.

EDITOR-IN-CHIEF

Providing ample opportunities in Management education is one of the most fundamental obligations, we owe to our students because, in our Dr. KVSMBA Institutions, we are driven by the belief that every student deserves a high-quality education. This Magazine provides an intersection of great challenge and a great opportunity for the students to review their efforts and to analyze their achievements in business administration and research & development as well.

Industrial advancement in MBA is evolving at a dizzying rate and our classrooms are designed to keep pace with it. There may be a lot erroneous in the style of education, but the pages of this magazine tell the tale of all that have been a part of what is right about the education they get here in our Dr. KVSMBA Institutions.

I congratulate the team of students and the faculty for their unstinting efforts that have come to fruition in the form of this magazine. I wish it all success and hope that this folklore that has been set by the present students will be carried through by the following generation of students to come.

With warm Season's greetings to all.....



Dr.O.RaviSankar

B.Tech,MBA,Ph.D,M.Tech,(Ph.D).

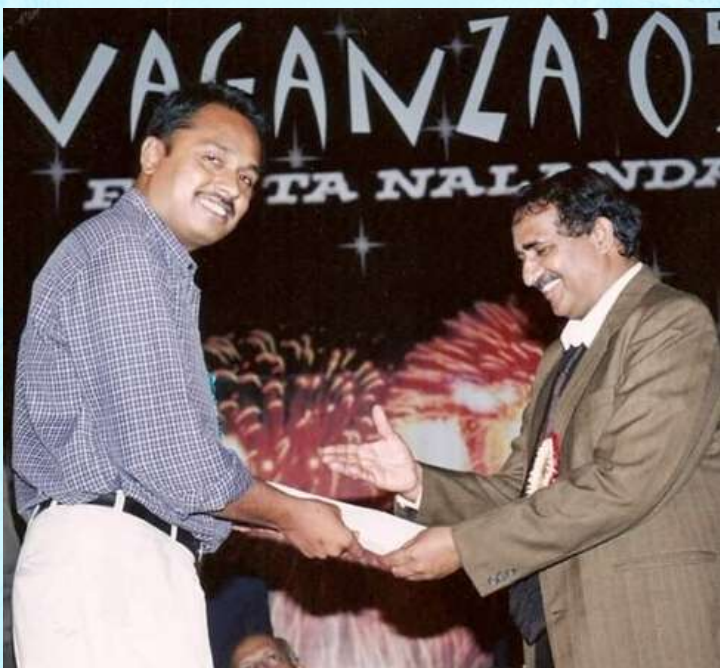
PRINCIPAL'S ACCOMPLISHMENT



Dr. O. Ravisankar
receiving the award
"BEST PRINCIPAL
in Rayalaseema,
Andhra Pradesh"
in December 2019



Dr. O. Ravisankar
receiving the award
"MOST ADMIRABLE
PRINCIPAL
in Andhra Pradesh"
in November 2016



Dr. O. Ravisankar
receiving the award
"BEST LECTURER" in
September 2006



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THE EFFECTIVE MARKETING STRATEGIES YOU NEED TO KNOW FOR 2020

It's clear that businesses who want to remain competitive will need to make some sweeping changes as 2020 approaches. To most marketers, this isn't news. In answer to this shift in customer perspective, marketing professionals will need to make substantial changes to keep up.

Marketing professionals have been losing faith in their current marketing strategies for quite some time—they need fresh tactics to bolster their current strategy and keep up with consumer trends and preferences. As we head into 2020, the time for developing and implementing a new strategy is imperative.

The landscape is changing...big time

Most customers don't head to a sales representative when they want to know more about a product. According to the State of Inbound, in their search for information, 62% prefer to use a search engine to get straight to the answer to their question and 48% of customers will visit the business's official website to learn more about its products.

Buyers aren't interested in dealing with a salesperson right away. They want to first do research, gather more data and then make a decision when they're ready. They trust word-of-mouth, customer references, social media credibility and vendor-authored articles. As a result, the report indicates that most buyers think salespeople are pushy—but 77% of salespeople think they're just being helpful to prospective clients.

"Marketers who use #inbound are 4x more likely to cite success"
TWEET THIS

In addition, salespeople are finding it harder to close the deal—40% of those surveyed in HubSpot's report admit that it's difficult to get a response from a potential buyer. Salespeople are also being replaced as the "best" source of leads—among effective marketing teams, only 17% felt that their salespeople were the most effective source of leads for the organization. Instead, many of those leads are developed through content marketing, which attracts interested buyers by putting out relevant content.

Inbound: 2020 marketing strategy

Marketers are four times more likely to rate their strategies highly and cite success when they use inbound marketing combined with content marketing and other strategies to build their leads and better develop their prospects. Unfortunately, there are all too few companies effectively utilizing this strategy—the State of Inbound 2016 notes that 61% of marketers find their current strategies to be ineffective. Inbound marketing increases those numbers significantly. For example, B2B companies with blogs have 67% more leads every month.

It's clear that customers are rapidly coming to prefer inbound marketing strategies—and many businesses do, too. The biggest content marketing trends of 2020 you should be aware of as outlined by The Content Marketing Institute can all be implemented under the inbound umbrella.

Some of these include

- Native advertising
- Video and visuals
- Social media
- ROI and measurement
- Email and marketing automation

Inbound marketing is often less expensive than traditional marketing. It brings customers to your brand on their own, helping them through the buying cycle with the information they need in order to make a decision, resulting in an increased appreciation and recognition of your brand. That doesn't mean you can completely throw away other styles of marketing. It does, however, mean that inbound marketing and all its pieces need to be a key part of your marketing plan for the coming year.



Dr. O. RaviSankar
Principal



HOW TO FOCUS ON EMPLOYEES WHO ARE TOO HELPFUL WITH THEIR IDEAS



Dr. K. Ramanjaneyulu,
Vice-Principal

Entrepreneurs are constantly looking for effective ways to grow their business. Your team can be a great source of ideas and inspiration, especially as you know your customers and their goals for your organization.

However, your openness to the ideas of your staff can go too far sometimes. When an employee regularly shows up at his office or disrupts meetings with big ideas (or even bad ones), he will eventually be frustrated, especially if that employee is not doing his job. Here are some tips to reign in your idea creators to keep your team on the pathway.

1. Read between lines.

Often, when someone constantly presents useful ideas, there are more things behind the scenes than they can initially realize. The employees' desire may simply be a desire to be a more integral part of your business. The solution to the problem may not be to gather ideas and really use them, but to find more productive ways for the employee to contribute. Perhaps inviting the worker to help him create his business plan or refine his mission statement will benefit both of them.

2. Provide a way out

An employee full of ideas may simply need a creative outlet. If you want to reduce interruptions, it might be better to offer the opportunity to express those ideas on a regular basis. You can invite the employee to take note of them and bring them to a designated meeting time each week. Or, you can set up a suggestion box that invites employees to write ideas and send them at any time. If you prefer, you can also set a policy for your employees to send you all the ideas by email. Once you have a point of sale, you can direct employees to that point of sale every time they bring you ideas.

3. Ideas equate to tasks.

Many companies have more to do every day than could be done. For that reason, every time a person presents an idea to a business owner, it can easily be discarded as something that could never be done due to lack of time. However, instead of discarding it, invite the employee to take on each suggested project once he has completed his other work. "That's a great idea, but how will you work on your busy schedule?" Send the clear message that you do not have time to handle the extra work more than that employee does.

4. Establish and enforce basic rules.

Irrespective of how you decide to handle your idea creators, you must have established rules to prevent your workers from interposing meetings or interposing your work on a regular basis. Once you have current policies, you can take steps to enforce those policies. If an employee's work is ignored, this is a separate and can be disciplined separately. Start by talking with the employee where you mention the problem and refocus it on your own tasks. If this effort is unsuccessful, unfortunately, you may need to discipline the worker to make sure he receives the work he is paying the employee.

Conclusion

Ideas are important for any business. However, when an employee impulsively shares those ideas wildly, a supervisor will eventually have to take action. This is especially true if the employee quits the job for which he was hired and comes to his office several times a day to speak. Managers must find ways to encourage contributions while insisting that employees do their jobs every day. In doing so, they will maintain high morale throughout the office.

NO COMMENTS





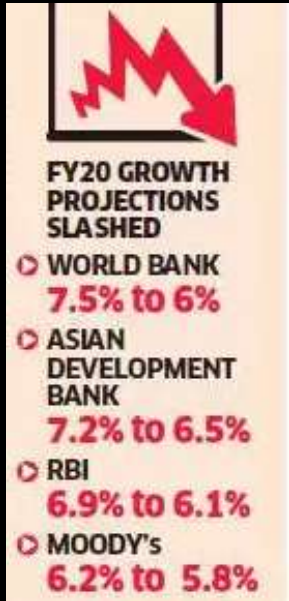
Nitish B.G
ASSOCIATE EDITOR
 &
Assistant Professor

ECONOMIC OVERVIEW

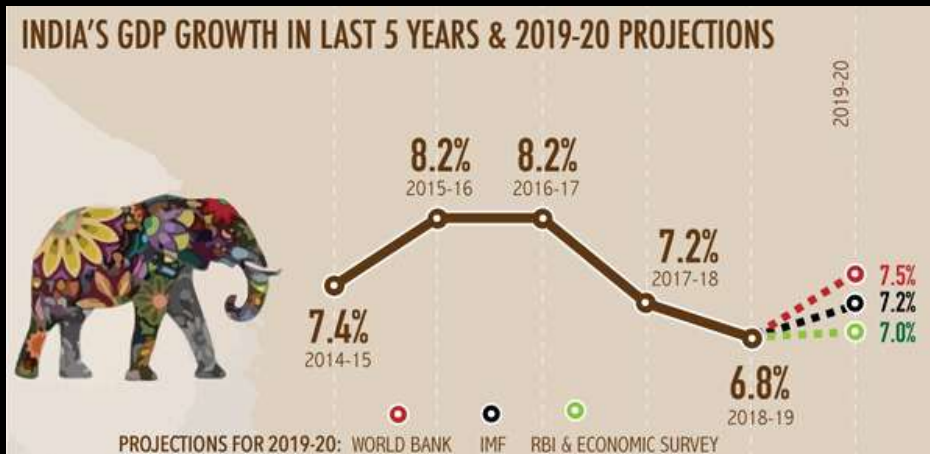
Are we heading towards stagflation or recession?

This is the enigma running in the minds of many economists, policymakers and entrepreneurs with many contradictory facts and arguments'. Where everyone got stuck in predicting the uncertain future and stood with dilemma making their strategies.

There are many facts which support their dystopia- like



- Continuous decline in the GDP.
- Plunge in the manufacturing industry, major constrain of growth.
- A cut in Moody's rating on India.
- Many industries like IT are going in cost- reduction process by cutting down the employees. Just in a rough report, nearly 50 lakhs employees are laid off & more than lakh employees were obligated to take VRS
- Due to the vague political policies; many investors & ventures capitalists are stepping back from FII'S and FDI'S



- Many PSU'S are running in loss and even going for lockouts and shutdowns.
- A damp squib of SME'S
- Private companies approaching NCLT has increased
- Continuous failure of banking and non- banking, increasing in NPA'S

But the stock market is trading with a bullish trend, influenced by the global synergies



RAVI RACHAPUDY

ASSOCIATE EDITOR

&

Associate Professor

**If your actions inspire
others to dream more,
learn more, do more
and become more,
you are a leader.**

We live in a world where people are judged by their external appearance. It is a world where what you wear determines who you are. Some - time back, while out shopping, I happened to overhear a conversation. "Is this good on me? Does it make me look cool enough?" That is what inspired me to write this article. Fashion is an ever changing trend that will be completely different from the year before. With such changes, the whole concept and people's mindset regarding fashion will move to a whole new level. Hence it is pointless to compare the previous generation's and our generation's attitude towards fashion. It's obvious that such changes happen. Of course, taking care of one's appearance and wanting to look good is very much appreciable and it does upgrade our confidence. However not all dress to please oneself. Majority of us use fashion as an excuse to blend in with the cool crowd.

The following are some of the interesting assumptions present nowadays. "If you aren't wearing the happening clothes nor have the right accessories, you are not cool." "If you don't have a good sense of fashion, you obviously must not be rich. Thus you aren't part of the "It" crowd." Students are judged simply by what they wear, all the way down to how they act. Once such a presumption is made, there is really nothing that can be done to change it. Many struggle with finding themselves because of this. Some go through several make - overs and personality changes just to see where they can fit in and who will like them.

It's this constant yearning for popularity that more than 90% students strive for. Though it is a nice feeling to have, many approach or go about it in wrong ways thereby diminishing their confidence, not realizing that they are trying to be mediocre copies of someone else when they can be themselves and be accepted for it. They wonder who they are, what their purpose is in life and where they belong. Such can ruin and scar their young lives.

"You will have a more interesting life, if you wear impressive clothes" -Vivienne Westwood .

This system where we classify and relate people to a social class by the way they look or dress invites hostility, ignorance and hatred. The sad reality is that there is nothing we can do to stop people from thinking, judging or stereotyping others. As a human being, it's something all of us would have done at least once at some point in our lives. We can't change everything, however we can control the things we do and say, and that make a huge difference. Think twice before you judge someone, think how you would feel, if it was you in their place. Next time before you do such a thing, ask yourself this question. How would you feel to be in his or her shoes? Nobody is perfect; hence we don't have the right to judge anyone. Moreover, we don't need to change ourselves to be accepted by the society. Always remember, "In a world where you can be anything, be yourself.

ECONOMIC REFORMS THAT AWAIT MODI SEASON 2

With Verdict 2019 giving a greater political force to Modi's next five years, we hope some of them will make the grade, or at least, in experiential learnings from 70 years of India's policy-making continuum, would sow the seeds of change for future governments to take forward.

In his 23 May 2019 speech, one of the points Prime Minister Narendra Modi made was to rethink wealth redistribution (for the poor) and wealth creation (for those who want to end poverty). This essay explores seven big problems that Modi must initiate, if not deliver, in Season 2 of the NDA government. All are known. But with Verdict 2019 giving a greater political force to Modi's next five years, we hope some of them will make the grade, or at least, in experiential learnings from 70 years of India's policy making continuum, would sow the seeds of change for future governments to take forward. Much of the thinking and some work on these reforms have been done in the form of draft legislations, Standing Committee reports and public debates. Modi will need to take decisions on these – the first two years of his new tenure should see them through; the last three will deliver outcomes.

Agricultural Reforms

With more than half the population of India dependent on a sector that contributes less than 18% to GDP, agriculture has been a policy puzzle that has remained unresolved since Independence. Essentially, the problem of agriculture is really a problem of serial market failures. The first market failure is the State's inability to deliver livelihood to small and marginal farmers. The second market failure is the encouragement of inefficient asset protection: convincing a farmer to sell his land for industry and shift there in person with family, is difficult due to pricing on the asset side and lack of skills on the income side – the farm remains a poor farmer's sole dependable possession. Finally, the third market failure is the sector being plagued by the politics of entitlement of the rich, wealth and powerful farmers, who, with the help of middlemen, are able to manipulate prices of output on the one side and, in case of land sales, are able to get change of land use to their benefit on the other. The complexity of resolution, therefore, magnifies. Other issues such as farming techniques or productivity are easier to address. By focusing on doubling farmers' incomes by 2022, the Modi government is on the right track – it has set its eyes on delivering livelihood security to the farmer in the 21st century rather remain trapped in the 20th century idea of providing food security to the nation. The Model Agricultural Land Leasing Act, 2016, is one such step in this direction that could create the base on which to increase crop productivity. In Season 1, Modi delivered the ideas; in Season 2, he should translate them into cash. India's political economy being what it is, the elephantine question remains unanswered: given that apart from the cultivation of opium, agriculture falls completely under the State List as per the Seventh Schedule of the Constitution, why should the Central government concern itself with this sector at all? The Centre exiting agriculture would be the best reform – let the states do their duty.



India's infrastructure story is like a badly-written novel, with several authors across multiple ideologies scripting a patchy, chaotic path with no climax in sight. Of what we know, there are two things we are clear about. First, the government does not have the resources to build a 21st century infrastructure for India. And second, private sector money is willing to make good the shortfall. What is needed is to rethink infrastructure policymaking that takes these two sectors into account. This means, designing policies that leave room for a changing dynamic of financing patterns or technological disruptions, for instance, and allowing contractual renegotiation where necessary. Communicating with stakeholders across the spectrum through policy disclosures and transparency (putting every rule and regulation up for public debate before enforcing it, for instance) would go a long way in building a stable consensus. Further, capacity building needs expertise, and expertise requires knowledgeable people. Finally, the regulatory environment must become an enabler rather than a hurdle. Modi must end the deterioration of regulatory bodies into sinecures for retired bureaucrats. Merit and expertise must be the dominating consideration; a cadre should be its currency of execution, youth the face of delivery. On the policy side, every rule must have a reason for existence, a logic that supports that reason, and which rests on the foundations of a cost-benefit analysis (benefits must outweigh costs). Oversight of infrastructure through a regulator is really an outsourcing of the government's lawmaking powers to deliver outcomes. Therefore, while being independent on the functional side, regulators must remain accountable on the governance of infrastructure creation side.

INFRASTRUCTURE REFORMS

India's infrastructure story is like a badly-written novel, with several authors across multiple ideologies scripting a patchy, chaotic path with no climax in sight. Of what we know, there are two things we are clear about. First, the government does not have the resources to build a 21st century infrastructure for India. And second, private sector money is willing to make good the shortfall. What is needed is to rethink infrastructure policymaking that takes these two sectors into account. This means, designing policies that leave room for a changing dynamic of financing patterns or technological disruptions, for instance, and allowing contractual renegotiations where necessary

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DIRECT TAXES REFORMS

Both the leading national political parties of India, the Bhartiya Janata Party (BJP) and the Indian National Congress (INC) share one thing in common: both have felt the need for, and followed it up with, legislative proposals for direct taxes reforms. And not without reason. In a country where just 46.7 million individuals and 1.1 million firms paid income tax in 2017-18, leaving a huge chunk outside the tax network, this needs a policy

rethink and legislative intervention. The current tax infrastructure comprising laws, rules, regulations and the army of officials executing it – needs a reorganisation. Between the complexity of tax laws on the one side and a rent-seeking tax bureaucracy on the other, the case for staying out of the tax network and evading taxes is strong. With successive governments trying to widen the tax base, what is heartening is that a clean-up has begun on both sides.

The solution: Direct Taxes Code. While the UPA had made two attempts to bring such a law, one each in 2009 and 2013, Modi 1.0 had formed a task force to draft a new legislation. A bill that proposes to consolidate and amend the laws dealing with direct taxes – the Income Tax Act, 1961, and the Wealth Tax Act, 1957 – into a single and simple law, this is a much-needed policy intervention that has five goals. First, to make taxation more predictable than it is. Second, to reduce the cost of compliance and administration. Third, to minimise exemptions that serve a particular constituency and create a base for their expansion. Fourth, to reduce the ambiguity that facilitates tax avoidance. And fifth, to check tax evasion. Sitting on these five legs, the bigger goal is to increase the tax-GDP ratio. Above all, the approach to taxing citizens needs to be more respectful to the honest mass, even as the hard force of law must fall on evaders.

FINANCIAL SECTOR REFORMS

As a consumer of financial services, we don't think in regulatory silos, created to gift sinecures to retired bureaucrats. For instance, if we want to create long term wealth, we don't ask whether we are buying a mutual fund, an insurance policy or a pension plan – all three deliver the same product, packaged differently, with different costs, and varying levels of transparency and disclosures. For each of these we have a separate regulator, established by law, writing rules and regulations, with fuzzy

objectives. On the other side, it is essential for the government to x center of India's financial architecture. The report overturns the extant financial governance pyramid by placing the most important constituent, the consumer, at the centre. This is the first time that consumers of financial products have been given such a 'protection' by law. The draft law reorganizes finance under nine heads – consumer protection, micro-prudential regulation, resolution, capital controls, systemic risk, development, monetary policy, public debt management, and foundations of contracts and property. And while the IFC repeals 16 existing laws and amends more than a hundred laws, this is a one-shot solution to serve India's rising financial consumers. As India resets its priorities and reaccelerates its growth, these are the reforms we expect Modi to initiate, as he enters his second term running.



R. Sarveswara Reddy
Associate Professor

“SUSTAINABLE GROWTH AND DEVELOPMENT.”

Sustainable development is the organizing principle for meeting human development goals while simultaneously sustaining the ability of natural systems to provide the natural resources and ecosystem services based upon which the economy and society depend. The desired result is a state of society where living conditions and resources are used to continue to meet human needs without undermining the integrity and stability of the natural system. Sustainable development can be defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

THE FOUR PILLARS OF SUSTAINABILITY

ECONOMIC SUSTAINABILITY:

As stated by the UK Government (Annual Report 2000, January 2001): “Maintaining high and stable levels of economic growth is one of the key objectives of sustainable development. Abandoning economic growth is not an option. But sustainable development is more than just economic growth. The quality of growth matters as well as the quantity.”

ENVIRONMENTAL SUSTAINABILITY:

Environmental sustainability aims to improve human welfare through the protection of natural capital (e.g. land, air, water, minerals, etc.). Initiatives and programs are defined as environmentally sustainable when they ensure that the needs of the population are met without the risk of compromising the needs of future generations.

SOCIAL SUSTAINABILITY:

Social sustainability aims to preserve social capital by investing and creating services that constitute the framework of our society. Social sustainability focuses on maintaining and improving social quality with concepts such as cohesion, reciprocity and honesty and the importance of relationships amongst people.



G. Sabera
Associate Professor

Types of sustainable development:

The term sustainability is broadly used to indicate programs, initiatives, and actions aimed at the preservation of a particular resource. However, it actually refers to four distinct areas: human, social, economic and environmental - known as the four pillars of sustainability.



HUMAN SUSTAINABILITY:

Human sustainability aims to maintain and improve the human capital in society. Investments in the health and education systems, access to services, nutrition, knowledge, and skills are all programs under the umbrella of human sustainability. Natural resources and spaces available are limited and there is a need to balance continual growth with improvements to health and achieving economic wellbeing for everyone.. Human sustainability encompasses the development of skills and human capacity to support the functions and sustainability of the organization and to promote the well-being of communities and society.

TOP TRENDS IN FINANCE 2020

Finance and financial services were impacted globally in 2017 due to political upheavals and economic uncertainty. In India, the introduction of GST was a major economic policy change and caused major disruption in the way business activities are conducted in the country. Moreover, due to the digital India drive of the Indian government, the entire GST filing process is online. People who did not have knowledge of online technology have had to take help. This and more has been causing changes in the finance segment of business management and 2020 will see the following trends emerge.

Data will proliferate: Data has been a big game-changer for all business segments across the globe. Having access to and analyzing data will be central to all things finance. Once data is available and tools to analyze it are understood, the same would be utilized for operations and technology processes for financial services.

- 1. Blockchain is real:** The finance sector is looking at the utilization of blockchain technology with the Reserve Bank of India showing interest in understanding how it works and even contemplating making use of blockchain technology in banking. If the RBI approves the use of this technology in 2020, it will be a major trend that will reduce operational costs and increase efficiency.
- 2. Skill gap will increase:** Hiring finance professionals will be tougher in 2020 as the rise of technology usage would mean a lack of a skilled workforce. The organizations would have to train existing employees or search hard for suitably skilled employees. Employees would have to be trained in the use of digital technologies and software as well as data access and data analysis.
- 3. Robotic process automation is here:** Robots will be used even in the finance sector and offer a lot of help in reducing costs and increasing operational efficiency. However, from the perspective of roles in finance, leaders and managers would need to use this technology as a help alone and perform strategic tasks on their own. Taking the strategy first view, they can decide how the technology will fit in their plans.



R. Raveendranath
Associate Professor

4. Simplified digitalization: All aspects of the business need a customer-centric approach. More businesses will have automated customer interfaces, especially in the financial services sector. Also, most of the financial activities of businesses will also be digitized in a way that they are easily understood by employees and customers alike.

The single major trend that runs across all the above trends is the fact that the world is moving towards a digital economy with bigger strides than ever before.

An open-minded person is fine with new, unfamiliar strategies and ideas. This can extend to adopting new cultures or finding faster ways of achieving a goal. They don't let their egos prevent them from questioning their beliefs. A close-minded person or narrow-minded person is someone who is against considering new ideas and who believes his opinions about how life works must be right. There are many reasons why this happens, including fear of the unknown, comfort with familiarity, and ego.

Close-minded person:

- Blocks others from speaking.
- Lacks a deep sense of humility.
- Doesn't like their ideas challenged.
- Rarely asks questions, prefers statements.
- Has a focus on being understood rather than to understand.
- Holds closely to what he believes and isn't willing to change.
- Has more interest in being proven right than hearing other perspectives.
- Has two conflicting thoughts in their head at the same time.
- Starts off by saying, "I could be wrong, but..." to convince himself and others he's open-minded when he isn't.

OPEN-MINDED VS. CLOSE-MINDED PERSON

Whereas, an open-minded person:

- Genuinely believes he could be wrong.
- Is compelled to see through others' eyes.
- Is more interested in listening than speaking.
- Approaches everything with the belief he may be wrong.
- Is curious and isn't angry when there's disagreement.
- Knows when to make statements and when to ask questions.
- Is capable of holding two conflicting thoughts in his head and assessing relative merits.



N. Krishna Chaitanya
Asst. Professor



Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Your customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.

We've created this guide to provide you with an introduction to social media marketing and some starter social media marketing tips and training to improve your business's social presence.

With these tips, you can begin developing your own social media marketing expert plan.

Before you begin creating social media marketing campaigns, consider your business's goals. Starting a social media marketing campaign without a social strategy in mind is like wandering around a forest without a map—you might have fun, but you'll probably get lost.

Here are some questions to ask when defining your social media marketing goals:

- What are you hoping to achieve through social media marketing?
- Who is your target audience?
- Where would your target audience hang out and how would they use social media?
- What message do you want to send to your audience with social media marketing?

Your business type should inform and drive your social media marketing strategy. For example, an e-commerce or travel business, being highly visual, can get a lot of value from a strong presence on Instagram or Pinterest. A business-to-business or marketing company might find more leverage in Twitter or LinkedIn.

How Social Media Marketing Can Help You Meet Your Marketing Goals

Social media marketing can help with a number of goals, such as:

- Increasing website traffic
- Building conversions
- Raising brand awareness
- Creating a brand identity and positive brand association
- Improving communication and interaction with key audiences

SOCIAL MEDIA MARKETING FOR BUSINESSES



Sreedhar Jaini
Associate Professor

INDIAN STARTUPS SEEK PARITY ON PERMANENT ESTABLISHMENT RULES

Indian startups want the government to define permanent establishment (PE) and give them a level playing field with global tech giants, which enjoy a tax advantage, they said.

“Some of these foreign companies are also conducting tax arbitrage at the global level and not paying any taxes in totality,” they said in a letter addressed to the commerce and industry ministry, finance ministry, Central Board of Direct Taxes (CBDT), revenue secretary and others.

“Not only do such companies cause loss of direct tax for India, but they also have a negative impact on local, homegrown companies from a competition standpoint.”

A permanent establishment is a concept in taxation that determines which jurisdiction has the right to tax a company's revenue. The global tech giants have structured investment arms through a maze of subsidiaries held outside India in jurisdictions such as Singapore, Mauritius, and Ireland, which means they pay about 10% tax on revenues, according to the Indian companies.

Most Indian companies have to pay 35% tax, they said. “The definition of PE criteria in the foreign trade policy covering a number of users, paying customers or annual revenue will help in ensuring that any foreign company with scale is invoicing from India and paying taxes here,” said Sachin Taparia — chairman of LocalCircles, the platform representing the startups —who wrote the letter.

The companies said any global tech giant that has a million users,

100 paying customers or annual revenue of ₹10 crores locally should be considered as having a permanent establishment in India and taxed on par with domestic companies.

Many countries have been questioning the manner in which global firms such as Facebook and Google operate and pay taxes. Companies basing themselves in low-tax jurisdictions for tax avoidance are called base erosion and profit shifting (BEPS). The term Google tax informally refers to measures aimed at combating this and ensuring that companies pay what they owe in line with revenue generated locally.

The tech giants have been slapped with fines in some countries. India has also been looking to tax them and had floated a framework two years ago mandating this for companies with a significant economic presence (SEP) locally. This determined the jurisdiction in which such a company should pay taxes. Some experts say it doesn't work.

It's “of no consequence because the thresholds have not been prescribed and the Indian tax treaties do not recognize significant economic presence”, said Amit Maheshwari, a partner at Ashok Maheshwari & Associates.

“The position is not going to change quickly as the OECD (Organisation for Economic Cooperation and Development) is still working toward a consensus on taxing digital economy. Till that happens we don't expect India to come out with further measures apart from the already.

India has sought changes in the OECD proposal on digital taxation, saying it would deny the country its proper share of taxes from multinationals such as Google, Facebook, Uber and Netflix, which generate substantial revenues locally, ET had reported in November. The OECD had on October 9 released a draft on taxing digital companies for public comment.

Overseas technology platforms are invoicing Indian customers via offshore entities despite having significant revenues, users or paying customers in India, the letter to the government alleged.

“The transactions in such cases seem to be structured in such a way that Indian customers (both businesses and consumers) are invoiced from an overseas entity while their Indian entity is structured more like a service company or commission agent to the parent company located abroad,” the companies said.



G.Murali Mohan
Associate Professor



Md. Mudassir Maaz

Asst. Professor

NEVER QUIT

"IT DOESN'T MATTER HOW SLOWLY YOU GO AS LONG AS YOU DON'T STOP"

Once, there was an older man, who was broke, living in a tiny house and owned a beat-up car. He was living off of \$99 social security checks. At 65 years of age, he decides things had to change. So he thought about what he had to offer. His friends raved about his chicken recipe. He decided that this was his best shot at making a change.

He left Kentucky and traveled to different states to try to sell his recipe. He told restaurant owners that he had a mouth-watering chicken recipe.

He offered the recipe to them for free, just asking for a small percentage on the items sold. Sounds like a good deal, right? Unfortunately, not to most of the restaurants. He heard NO over 1000 times. Even after all of those rejections, he didn't give up. He believed his chicken recipe was something special. He got rejected 1009 times before he heard his first yes.

With that one success, Colonel Hartland Sanders changed the way Americans eat chicken. Kentucky Fried Chicken, popularly known as KFC, was born.

Remember, never give up and always believe in yourself in spite of rejection.

P U Z Z L E

V E T J V N F Q Q E E V N G B O X H X O E H P Y C D E S V B
M B L A U J O G K T Z O D Y N G N B Q N R B X L L S L U F G
B W W C H H H I S Q I E T X U I D L H W U R N H R J A R I Y
Q K X R Y O H A T T O I R D Z A G Q I E S O P E F Y S P N B
X H Z H M C W C C C L G P O H M S G O N A W P V X R F L V N
W A U A E E P U B I U F J L W G N Y A O E O V K R H O U E X
U X H V U B A U B U Y R Z B H A E J A T R A K Y R P T S N E
E S U O H E R A W L A U T R I V S O Y T T Q U W J W N F T L
E S X H V Z N E L A S O P S I D C T I G O E P C A P I I O C
S S O I T I W A R E H O U S E I X N E G T B S L T Q O R R Y
C R L K A K W G C F W B Q I T D G D K C H Q F S H I P S Y C
H O E T J M D J K T I W B T S Y A D Q W S E Z X A V O T D E
K T S R E D I S T R I B U T I O N T H D A P E M K I F N R R
H U T H U Z T B H E I G J J Q V H W A Q R P A V S V D M X C
S E R O T S S U L P R U S A W Y T E O D T W U S P A C V T X

Word Bank:

Asset Tagging
Data Destruction
Disposal
Ewaste
Inventory

Live Auction
Online Auction
Point of Sale
Recycle
Redistribution

Reporting
Surplus First
Surplus Store
Sustainability
Trash to Treasure

Upcycle
USPA
Virtual Warehouse
Warehouse
Zero Waste

INCORPORATE PEOPLE

One of the biggest complaints people have is that their colleagues hoard information and don't share their work openly. One of the reasons for the epic failure of Enterprise 2.0 was that we led with the technology instead of the human side of work. We poured millions of dollars into creating change management programs to convince people to go to use online platforms instead of integrating the tools into how we work. We know that people don't like change and yet we continue to think we can stage campaigns to convince them that this new way is better. And too often, the people paying the bills for these massive change management programs don't understand that if they simply integrated these tools themselves, everyone across the organization would start using them as well.

And imagine a world where people in your organization would have access to the people and information sources to do their work and make the organization successful. What would that look like in your world?

Collaboration has been so overused that it may have lost some of its meaning. If people in the 21st century wake up in the morning and can practice their art in their work, then they can create something meaningful. An increasing number of people are realizing they want to grow and are looking for others to come together and create more meaning in the world. This trend is taking place increasingly outside of large organizations where people who would have competed in the past are coming together to work together. It's coming from the contingent workforce, which is a \$1.17 trillion economy now, and it's growing. As we live in an open and connected world, it is time for large organizations to start thinking about unusual and unlikely partners to co-create with or risk missing an amazing opportunity to reinvent their business for the 21st century.



M. KASI VISWANATH

Asst. Professor

INCLUSIVE GROWTH THROUGH START-UPS IN INDIA: HR OPPORTUNITIES AND CHALLENGES

Inclusive growth means making sure that everyone is included in growth, irrespective of their economic class, gender, sex, disability or religion. It takes a long term perspective for development. Inclusive growth is essential for India on account of low agriculture growth, low rate of growth of employment and low level of human development. For India to remain 'shining from all angles' to improve infrastructure in remote areas, increase agricultural productivity, ensure good governance, improve the quality of education and tackle the problem of parallel economy on a massive scale. This would lead to India making mark as the fastest growing 'emerging economy. Never before in the history of India, have so many influential forces congregated to promote startups and enable them to flourish globally. However, the direct involvement of government in empowering startups will certainly give a real boost. There was a time in India when much importance was given to government jobs. Later, higher pay scales and good perks offered by several private sectors or multinational companies enticed greatly to the people. In 2016, Indian market is foreseeing market domination for startups, especially in the online retailing and service industry where high priced business entities have been created. Moreover, it is projected that there will be over 11,500 startups by 2020 and that will change the way



M. NEELIMA

Research Scholar, YVU

markets are working today in India. The role of the human resource department in startups is to drive the workforce through effective action and not by means of their position. Now a days, the biggest challenge faced by the startup companies is to attract best talent and retain it. Human resource at startup which should invest a lot of time in building startup brand building strategy in minds of its people. When a startup has to compete with well-established organizations for the best talent in the business industry, it has to look for more innovative hiring techniques.

GOAL SETTING

Most of the goal-setting start with an overpaid consultant standing by the whiteboard and asking something like

"WHAT DOES SUCCESS LOOK LIKE TO YOU? WHAT DO YOU WANT TO ACHIEVE?" If we are serious about achieving our goals, we should start with the different question about what kind of success we want, we should ask

"WHAT KIND OF PAIN DO I WANT?" Because if we know the value of pain. Then we strive for achieving our goals

EXAMPLE:

IF YOU ARE AN ENTREPRENEUR, your goal is to build a million-dollar business. Here the pain is getting the sources of money to start a business and at the same time preparing yourself to face the obstacle.

MARKMANSON.



SAHITHI MURTHY .K

II-MBA
18JH1E00H8

Using natural, biodegradable cleaning products like soaps, shampoos or laundry detergents reduces your exposure to harsh toxins and other chemicals and reduces the introduction of these substances into the environment, many stores sell green products in bulk.



WAYS TO MAKE YOUR BUSINESS GREEN

GOING GREEN is a great way to stand out. Going green can help your bottom line - 3 P's. making your company green can save your money decreasing its impact on the planet.

Here are the simple ways:

GREEN YOUR BEAUTY ROUTINE

Most green products cost the same or less than their toxic counterparts and are better for your help and the environment.

SWITCH TO POST CONSUMER WASTE (PCW)

- Whenever possible skip paper entirely. If you want to print make sure you are using eco-friendly paper.
- PCW paper is made entirely from the paper we place in our recycling bins each day.
- Making PCW recycled paper uses 45% less energy and creates half the waste of the traditional paper making process

USE PUBLIC TRANSPORTATION, DRIVE AN ALTERNATIVE FUEL OR HYBRID VEHICLES OR BIKE

This methods of transportation will reduce carbon footprints and highlight your environmental commitment.

GET AN ENERGY AUDIT AND MAKE SIMPLE CHANGES AROUND YOUR OFFICE AND HOME

- You can sign up to purchase green power from your current utility provider
- Green power is generated from renewable energy sources such as wind and solar power, geothermal, hydro power and plant matter.
- Electric bill may increase by a small percentage.
- To see if this is possible in your state visit " Is my business in the green power network?"

USE BIODEGRADABLE CLEANERS

USE COMPACT FLUORESCENT (CFL)/ LED LIGHTS

Though CFL & LED lights both have a higher purchase price, they last significantly longer and use much less energy

REPLACE OUTDATED APPLIANCES WITH THEIR GREENER COUNTERPARTS

Look for the yellow tags when you buy your next appliances and splurge up front for the long term economic and environmental savings.



Rechal Kumari Padigala
Associate professor

IMPORTANCE OF HR AUDITING IN THE PRESENT TIMES

A human resource audit is a sequence of systematic, formal techniques designed to assess the performance and effectiveness of the organization's human resource management (HRM) system, compare its overall performance to relevant inner and outside benchmarks, evaluate the appropriateness of this machine for implementing the organization's strategic and operational objectives, and thereafter provide a framework for enhancing the way wherein the company manages people.

What is Auditing, Why is it vital, and Its continued connexion at intervals this Times:

Auditing, or the system of checking and verifying the genuineness of processes, accounts, and functions of any entity are an essential and crucial thing of the organizational processes.

Indeed, any entity this is registered as such, be it governmental, private, or for nonprofit, desires to be audited periodically both for regulatory in addition to efficacy and efficiency purposes.

Therefore, auditing as an activity is essential and crucial to the functioning of entities. Turning to the corporate world, it's far the case that economic audits, strategic audits, operational audits, and IT (Information Technology) audits happen in particular due to the fact the senior leadership as well as the other key stakeholders need such audits for both gratification as nicely as route correction in case of lapses.

Human Resource Audit:

Human resource audit is emerged jointly of the vital tool for evaluating Human Resource performance. Human Resource Management are often delineate as quality of measures designed knowledge domain relating to enlisting, selection, employment, applied science use of the organization of labor, material and ethical stimulation of staff. Hour audit is taken into account a diagnostic tool for deciding strengths and weaknesses of a company. An powerful audit can be useful in motivating employees for constructive thinking, figuring out positive aspects and organizational deficiencies and providing suggestions for improvement

HR audit and its Necessity for the organization:

The essential motives of HR audit in the business company are summarized as:

- HR audit must be taken into consideration a diagnostic tool for identifying strengths and weaknesses of an organization. An effective audit can be useful in stimulating constructive thinking, figuring out positive aspects and organizational deficiencies and providing suggestions for improvement.
- HR audit is essential to assure exceptional of the human resources in the company so as to keep the fine of organization.

Concluding thoughts:

HR audit can be a powerful tool for measuring organizational performance and managing organizational change. The time to time HR audit want to be enriched by a better definition and a better level of performance expected. Employees are an asset to a business enterprise and play an essential role in the achievement of the goals and objectives. The senior management, therefore, needs to understand how efficient its human aid department functions. Most companies work to make sure the minimum worker turnover. The retention of personnel is a key role played through the human useful resource department. The human resources department should make sure that skilled employees are recruited and trained.



Sreelekha B

Asst. professor

As 2019 comes to a close marketer will be looking ahead to the upcoming year and developing a digital marketing strategy to stay ahead of the competition and most brand awareness.

It's important to our state AG and accounts for current trends Strategies and technologies to maximize yours. are the biggest digital marketing Trends leading into 2019.

With so many changes that accrued at the end of 2019

To do this effectively you need a board topic outline that was the most important subcategories than the surrounding content should have since long-tail keyword that cannot back to the original outline with the same keyboard.

1. TRANSPARENCY
2. MOBILE OPTIMIZATION
3. VOICE SEARCH
4. ARTIFICIAL INTELLIGENCE{AI}
5. Smart Bidding in Google Ads
6. SOCIAL MESSAGING APPS



S.B.EERESH

I-MBA
19JJ1E0028

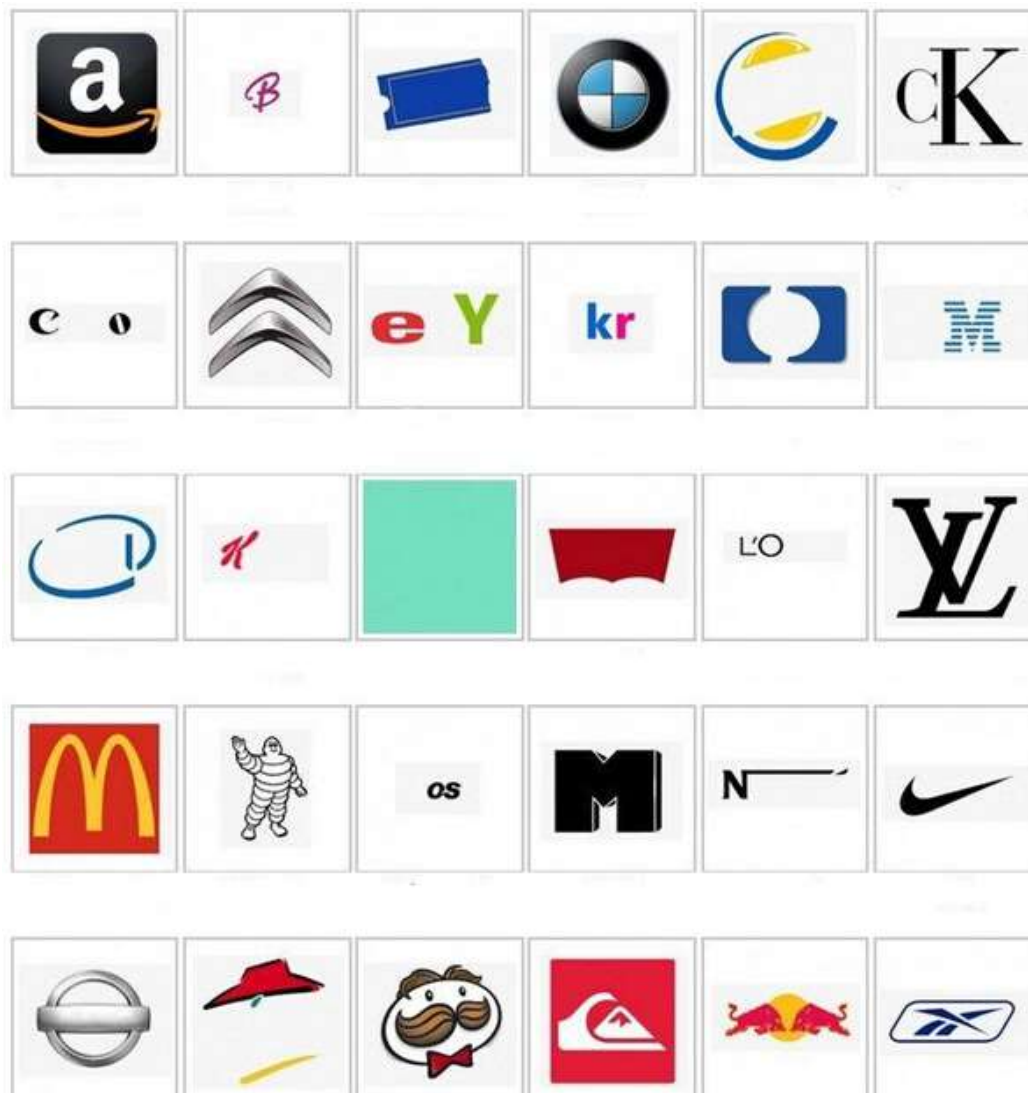
DIGITAL MARKETING TRENDS LEADING INTO 2019 -2020

FINAL THOUGHTS

Marketing Trends come and go some of which the industry and other that may just fade into the background. If you want to be successful in your marketing it's year after year it's important to avail to identify the upcoming digital marketing Trends and stay ahead of the competition.

You guessed it content it is still king!

Content the ministers your expertise to potential clients support your websites and can help you create a perfect personality for your friend in 2020.



LOGO QUIZ

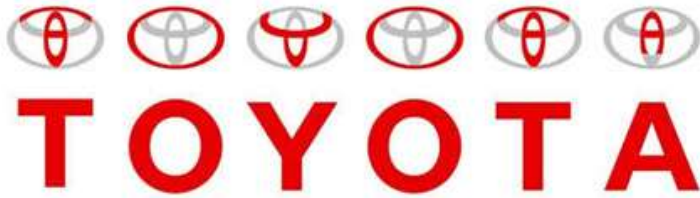
Company Logo's And What They Represents



AUDI



The Audi symbol is four ceiling rings that reflect the four manufacturers of Auto Union. This Audi emblem signs the association of the brand Audi with others: Horch, DKW, Wanderer: the initial ring from at the left side represents Audi, the next represents DKW, the third is Horch, then the fourth ring is Wanderer.



This logo carries all of the letters in the word Toyota.



There are two different hidden messages inside the Toblerone logo. One is the hidden bear silhouette inside the mountain.

Second is the name of the city Bern, where Toblerone's are produced.



The company logo of LG containing the letters "L" and "G" in a circle, represent the smiling human face. In the logo, "L" represent the Nose, "G" represent the Face and Dot in the middle of the circle represent the Eye. LG logo represent the smiling human face.



VIJAY KUMAR. B
I-MBA
19JJ1E00B2



If you carefully look at the amazon.com logo, you'll notice that arrow connects A to Z which represents the variety of products. This is not the only thing though, have you noticed the smile?

The logo of the shipping company hides a small arrow between letters E and x, which represents momentum and efficiency of the company.



HYUNDAI



This one is pretty interesting. The logo of the Hyundai represents the deal between the car dealer and the customer.



31 FLAVORS

The logo of the ice cream makers hides the number 31. You know why? Baskin Robbins is famous for their 31 trademark flavours!.

Le Tour de France logo contains a hidden cyclist shaped by the letter "R" and "U" riding a cycle which wheels are made out of the letters "O". On a more subjective level, the yellow wheel also suggests the idea of a sun; quite appropriate as the event runs in the summer.



ALIGNING TALENT AND BUSINESS

There's a clear divide between traditional HR departments and the new People teams. While traditional HR focuses on ensuring compliance and decreasing liability for the organization, the main objective of People teams is to maximize the value of employees. These new People teams are more than a service organization – they can drive business results.

But aligning Talent and Business functions doesn't happen automatically – it takes effort, intention and a willingness to change. To speak the language of executives and be considered strategic contributors to the business, Talent professionals now recognize the importance of using data and metrics to measure their success and identify areas for improvement.

Luckily, taking a data-driven approach to Talent has never been easier, thanks to reporting and analytics functions in HR software. Talent professionals can now easily track their recruiting team's performance, their on-boarding effectiveness, the likelihood of employee turnover and much more.

As a people-person, you are committed to your employees. The ultimate goal is to hire top talent and keep that talent engaged. If you're recognizing areas in the employee life-cycle that need improvement or perhaps you're seeing top talent leave your company, you're not alone. Most (if not all companies)

are trying to improve their employee life-cycle. What we do know is that the employees we have are everything. But what we don't always have the answers to is how to keep these employees at our organizations.

There are a lot of tools in the HR world that are fortunately providing resources to retain talent. Question is, where does one begin?

To explore this, the teams at Greenhouse, Human Interest (formerly Captain401), Udemy, Blueboard, and Culture Amp came together to discuss disruptive technologies that are reinventing the employee experience.



V. Charan krishna
18JJ1E0068
II-MBA

ELON MUSK

An Engineer, A Businessman, and An Innovator. The made possible from impossible. Elon Musk is the owner of SpaceX solar city and Tesla. The man who is behind in making rockets with less price compared to NASA.

Elon musk is the first Businessman with whom NASA has made a contract with him to send goods to the International space station. SpaceX is the first private aerospace Company to make deal with NASA. This is the first success of Elon Musk.

Next, he became the CEO of Telsa and designed an Electric car named Tesla models which got a huge success in the Automobile Industry and got rating 5.4/5 from National Highway Traffic Safety Administration (NHTSA). At the time solar city company in America of Elon musk has faced numerous hurdles and got succeeded in his life. Elon musk is doing business not only for money but for the development of society and the protection of the environment.

Elon Musk has made a lot of innovations and got success. He is also planning for more innovations which are :

NEURALINK - To save human life from Artificial intelligence (AI). The main theme of this is to set up a power chip in the mind of human beings that help human beings to control things in the Environment.

HYPER-LOOP - This is used for transportation with the help of large tubes. These tubes are used for transporting human beings from one place to another with high speed than an airplane.

Elon musk is also called a real-life Iron man and became one of the richest people in the world.

So, friends, the vital reason to introduce Elon musk is that we can draw inspiration from his fruitful life and let's wish him All The Best for his future innovations.



U. Amruthavali
II-MBA
182T1E0051

FINANCIAL EFFECTS OF NRC AND CAA ON INDIAN ECONOMY

We can find many articles and blogs and acts themselves to explain the meaning but we hardly find the financial effects of CAA and NRC on the Indian Economy. This is one of its kind, as MBA students we want to enlighten the financial aspects of these two bills on Indian Economy by considering the current economic situation and some other acts and schemes

There was a saying,
"Innocent until proven guilty"

Now

regards to Act it is like,
"Guilty until proven innocent"

However, these Acts are causing a lot of panic in the hearts of the citizens of this nation, regarding their civil rights, exploitation of constitution and citizenship based on religion.

But the least focused and important issue is about the state of current INDIAN ECONOMY. These acts will create a huge adverse impact on the Indian economy. Let's see how

Corruption:

There are high chances there are an increase in corruption. India currently ranks 78/180 as per Corruption Perceptions Index 2018 and is improving, India ranked at 81st place on the Corruption Perceptions Index 2017.

"People in need pay for the people in greed"

Implementation Cost:

Implementation of the NRC in Assam cost around Rs.1,600 crore (Assam population is 3 crore, then the Government has spent about Rs.533 per person, taken from taxes). Taking that into account, we can get an idea of how much it would cost to implement in the country, which might be around Rs.70,889 crore for 133 crore population. Moreover the additional cost of building detention centers for Refugees & attaining the needs of them as well.

What India could do with that much money?

India could sponsor over 10Cr underprivileged children, could clear the debts of 67L farmers, build 35,000+ schools, could start 73 & 157 moon & mars missions respectively likewise could setup 177 & 59 IIMs and IITs respectively, with this cost which Government spending upon the implementation of NRC. India's GDP in Q2 2019-20 down to 4.5% from 5% in Q1, which is again less when compared to 2018-19 it was 7.1%.

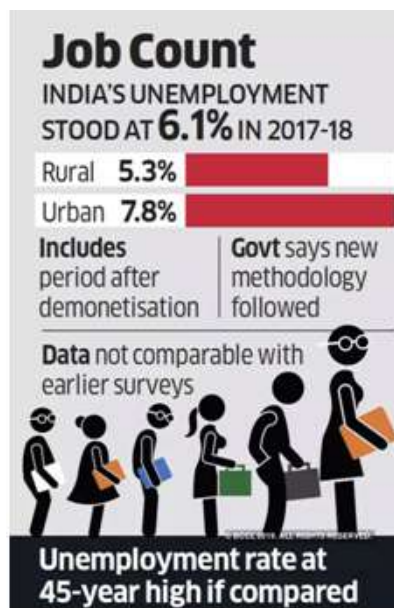
Current Economic Condition of Indian Industries

- o The output of 8 core infrastructure industries contracted by 5.8% by October 2019.
- o Coal production fell steeply by 17.6 per cent, crude oil by 5.1 per cent, and natural gas by 5.7 per cent.
- o Production of cement (- 7.7 per cent), steel (- 1.6 per cent), and electricity (- 12.4 percent) also declined during the month. In this condition, spending so much money, on NRC and CAA, collected from Indian Taxpayers is not a viable idea.

Unemployment:

Where there is already unemployment which is high compared to the last 45 years, how can we create job opportunities for new official citizens.

Another adverse effect of CAA is on **reservation and competition** over the school and Government jobs will increase, new competitors will also come to participate in this race.



According to a Tol report, 3,700 PhDs holders, 50,000 graduates, 28,000 PGs have applied for 62 posts of messengers in UP police. The post requires a minimum eligibility of Class V.



S.A.Siddique

I-MBA
19JH1E00A3

Foreign Direct Investment (FDI) may also get affected due to the introduction of these acts.



Tim Draper
@TimDraper

Follow

India choosing one religion over another makes me seriously concerned about my plans to fund businesses there. #freedom #freedomofreligion.

Tim Draper, a well-known American billionaire venture capitalists tweet

Hunger Index (102/117 and fall behind Bangladesh (88), Pakistan (94)) will further go down.

□ If we look at the worst effects of CAA and NRC, there may be an increase in the number of poor people's suicides mainly farmers (the Government released the farmer suicide data of 2016 only, after 3-year delay) and wanderers, and violent protests, public and private property losses, many companies will shut down.

□ If some more millionaires migrate from India, the economy will fall as we already witness the millionaires migration at a higher and fast rate. A report says 23,000 dollar-millionaires have left India since 2014. As per Global Wealth Migration Review 2019, Nearly 2.1% of High Net Worth Individuals (HNIs) migrated from India in 2018.



Shaik Javeriya

I-MBA
19JH1E0045

Finance Interview Questions and Answers :

Walk me through the three financial statements.

The balance sheet shows a company's assets, its liabilities, and shareholders' equity (put another way: what it owns, what it owes, and its net worth). The income statement outlines the company's revenues, expenses, and net income. The cash flow statement shows cash inflows and outflows from three areas: operating activities, investing activities, and financing activities.

If I could use only one statement to review the overall health of a company, which statement would I use and why?

Cash is king. The statement of cash flows gives a true picture of how much cash the company is generating. Ironically, it often gets the least attention. You can probably pick a different answer for this question, but you need to provide a good justification (e.g. the balance sheet because assets are the true driver of cash flow; or the income statement because it shows the earning power and profitability of a company on a smoothed out accrual basis).

Which is cheaper, debt or equity?

Debt is cheaper because it is paid before equity and has collateral backing it. Debt ranks ahead of equity on liquidation of the business. There are pros and cons to financing with debt vs equity that a business needs to consider. It is not automatically better to use debt financing simply because it's cheaper. A good answer to the question may highlight the trade-offs if there is any followup required. Learn more about the cost of debt and cost of equity.

When should a company consider issuing debt instead of equity?

A company should always optimize its capital structure. If it has taxable income, then it can benefit from the tax shield of issuing debt. If the firm has immediately steady cash flows and is able to make the required interest payments, then it may make sense to issue debt if it lowers the company's weighted average cost of capital.



K.Raviteja
18JH1E00H4



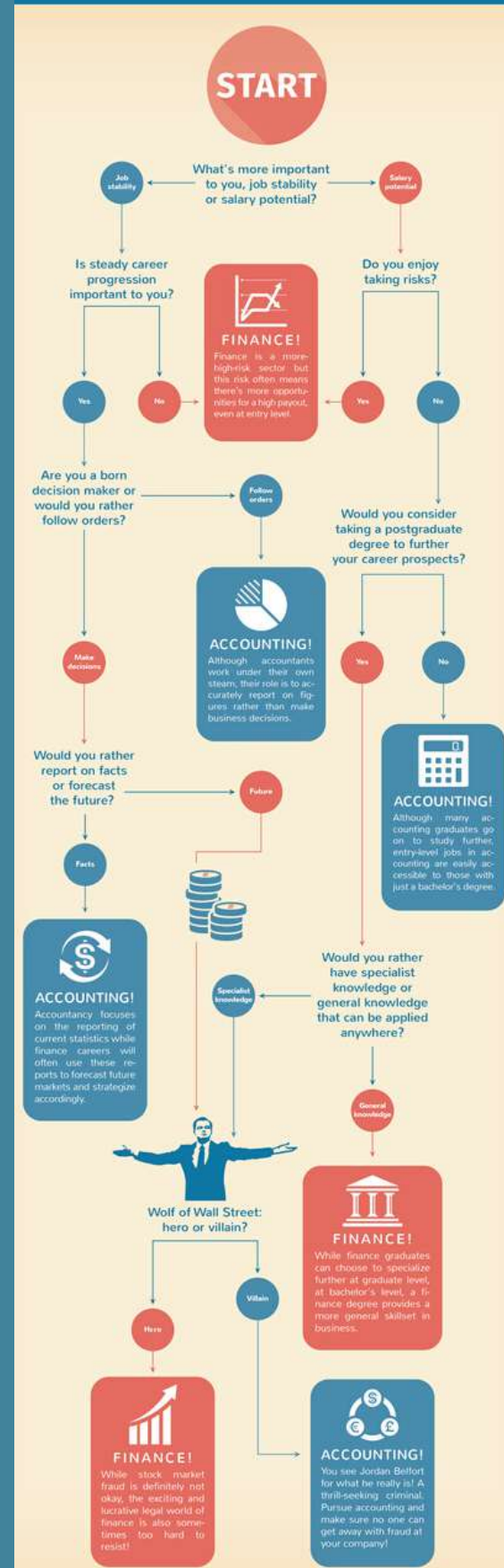
Y.Abdul Subhan
18JH1E00J4

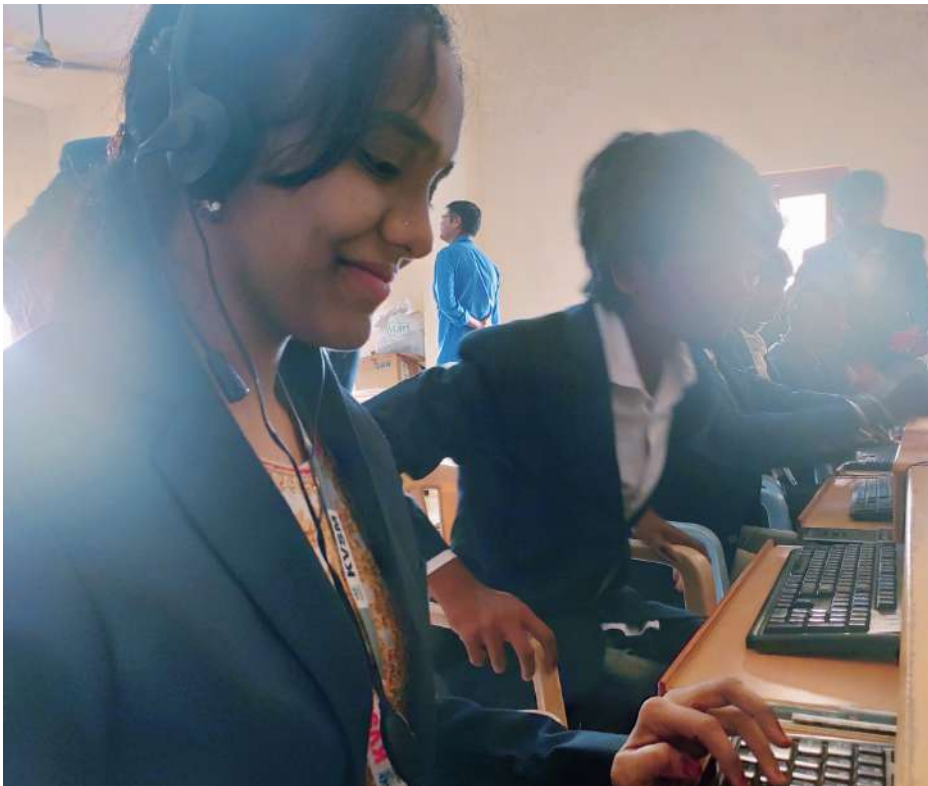
How do you calculate the WACC?

WACC (stands for Weighted Average Cost of Capital) is calculated by taking the percentage of debt to total capital, multiplied by the debt interest rate, multiplied by one minus the effective tax rate, plus the percentage of equity to capital, multiplied by the required return on equity.

ACCOUNTING VS FINANCE

WHICH SHOULD YOU STUDY?





ICET CODES
KVS B-KVSM-KVSW



Dr. K.V. SUBBA REDDY MBA INSTITUTIONS-KURNOOL

Approved by AICTE, New Delhi & Affiliated to JNTUA.



STUDENTS' VIEW

UNNATHI

A two day Mega National Management Meet, both formal and informal events. From this, we have gained knowledge and skills to manage and handle the event more competently.

I am one of the members in the creative sponsorship team from this I gained experience to handle outside marketing competitive situations



K. Ravi Teja
II-MBA
18JH1E00H4

WAVES

Waves is an internal management meet conducted by our college. It is like a mock training given to the students before attending the external management meet. I participated in the marketing event which gave me a lot of exposure. It helped me to enhance my knowledge and skills. It gave me the confidence to participate in external management meet and made me stand as a winner in the Marketing Event.



B. Divya
II-MBA
182T1E0005

VISWAM VISION

In this article, I express my views regarding EYE CAMP that has taken place in our college. well, it is known as VISWAM VISION ", As so many students had to check up their eyes and it was a very good initiation taken by our chairman and principal and out staff members. well, it was very useful for students for the check-up of their issues



P.S. Karthik Reddy
II-MBA
18JJ1E00B0

AVANT GARDE

Our college is a marquee of conducting events. one of the bosom events known "AVANT-GARDE"...A mega two-day product Mela.

A bulky of students had engaged with this two-day event. where we the students have come up with our innovative business thought by keeping stalls of different products. By this, we have learnt and know-how to stewardship business situations...

Finally from the bottom of my heart I thankful to our young and dynamic chairman: k. Vishwa Mohan Reddy Garu.
Principal: Dr. o. Ravi Shankar Garu.
And our college management for providing us with this kind of event which helps to strengthen our Entrepreneur skills.....



S. Arif Basha
II-MBA
18JH1E00C9

PLANTATION

The purpose of tree plantation is to save the endangered environment and to beautify our life. Trees are valuable gifts of nature. They are known as the best friends of human beings. They benefit us in various ways. The lives of men and other animals and insects are inconceivable without the existence of trees in the world.



Y. Abdul Subhan
II-MBA
18JH1E00J4

ENTREPRENEURSHIP DEVELOPMENT CELL

This is a very good opportunity for us provided by Dr. KVS MBA institutions management. we can learn a real-time business scenario whereby they are expected to gain experience in various technical and financial aspects of a business.



SNAPPY TEAM
II-MBA
2018-2020

ETIQUETTE SHOW

Etiquette is the set of conventional rules of personal behavior in polite society, usually in the form of an ethical code that delineates the expected and accepted social behaviors that accord with the conventions and norms observed by a society, a social class, or a social group.



G. Saif Ali
III-MBA
18JJ1E0068

ACE THE CASE

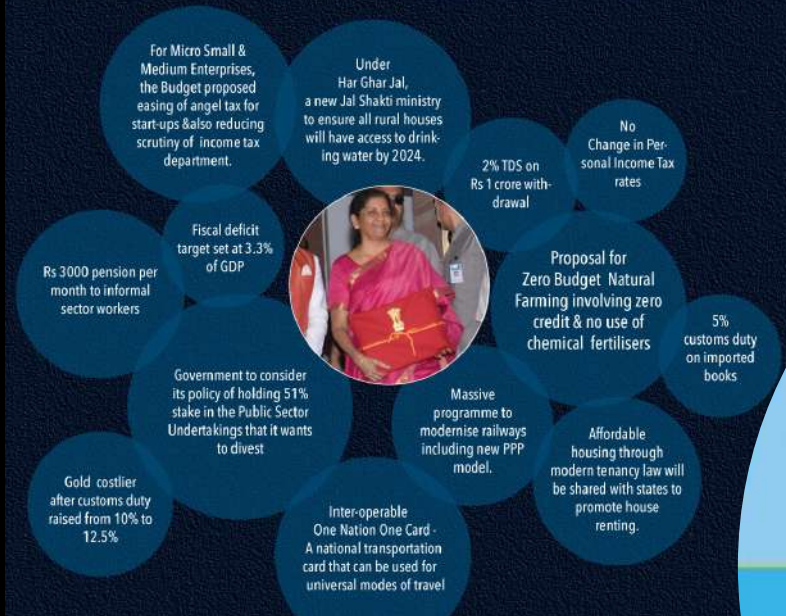
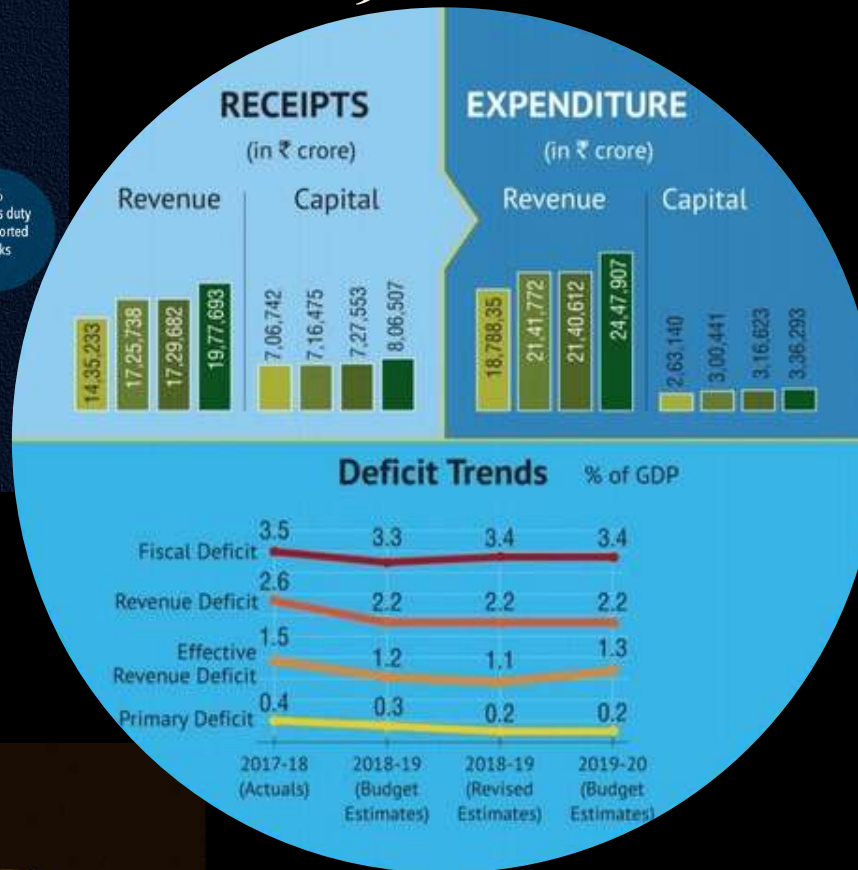
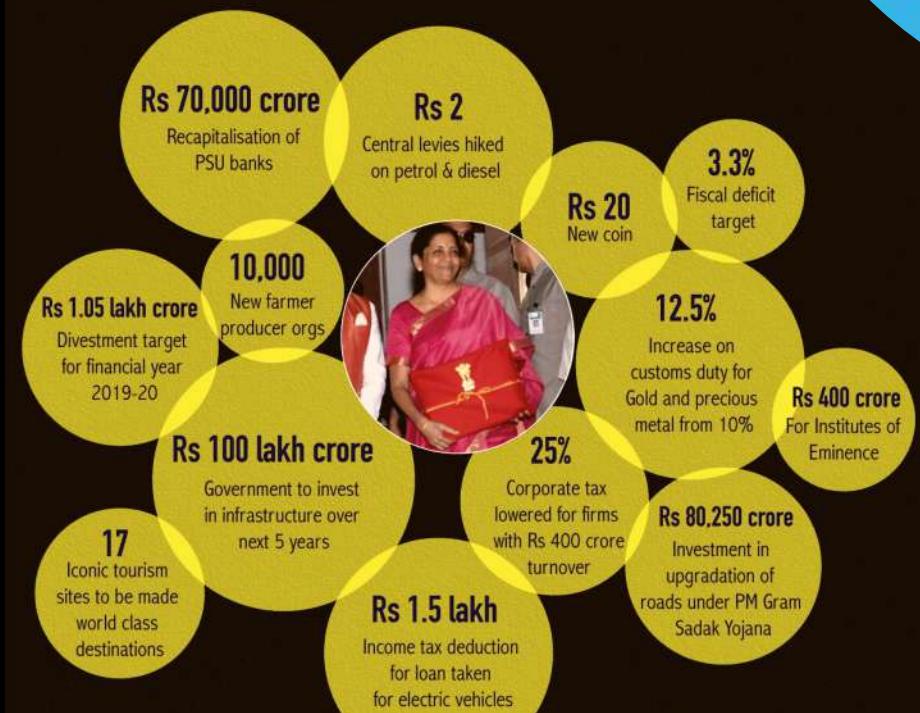
It is the event of the case study where participants use to solve the case with alternative solutions. This event helps us to learn how to solve the case regarding business issues. Through this event, we can know the present market situation and problems facing by a businessman. By this event, I have learned how

we should frame our business what type of strategies we have to use for sustainability in the market.



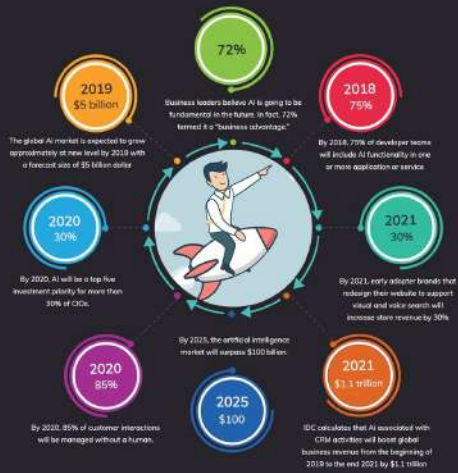
C. Lakshmi Sri Varsha
II-MBA
182T1E0007

BUDGET BUBBLES - KEY PROPOSALS OF UNION BUDGET 2019-20

UNION BUDGET
KEY PROPOSALS
2019- 2020UNION BUDGET
OVERVIEW
2018- 2019UNION BUDGET
KEY NUMBERS
2019- 2020

ARTIFICIAL INTELLIGENCE IN ECOMMERCE 2019

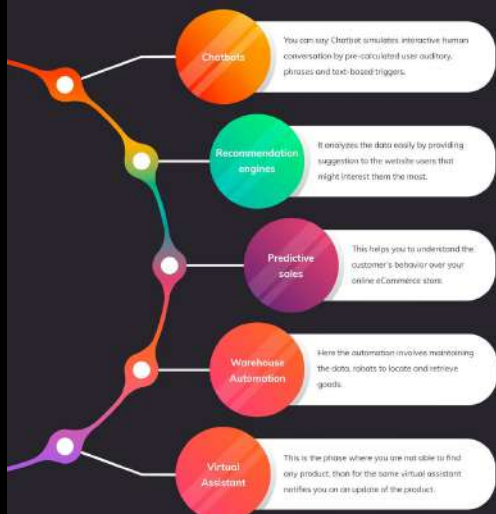
Artificial Intelligence Growth



How Will This Influence E-Commerce?

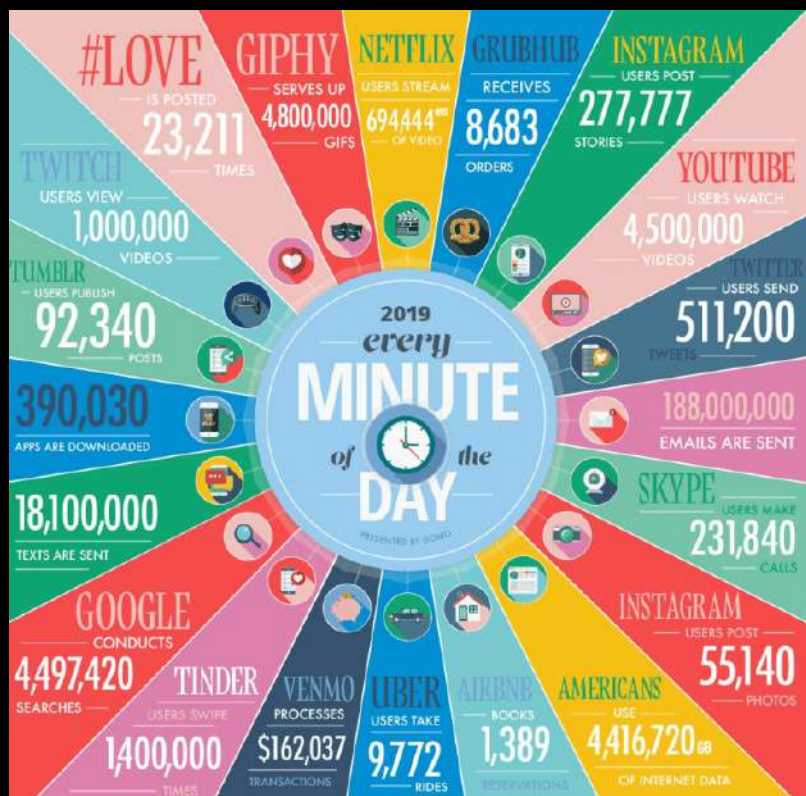
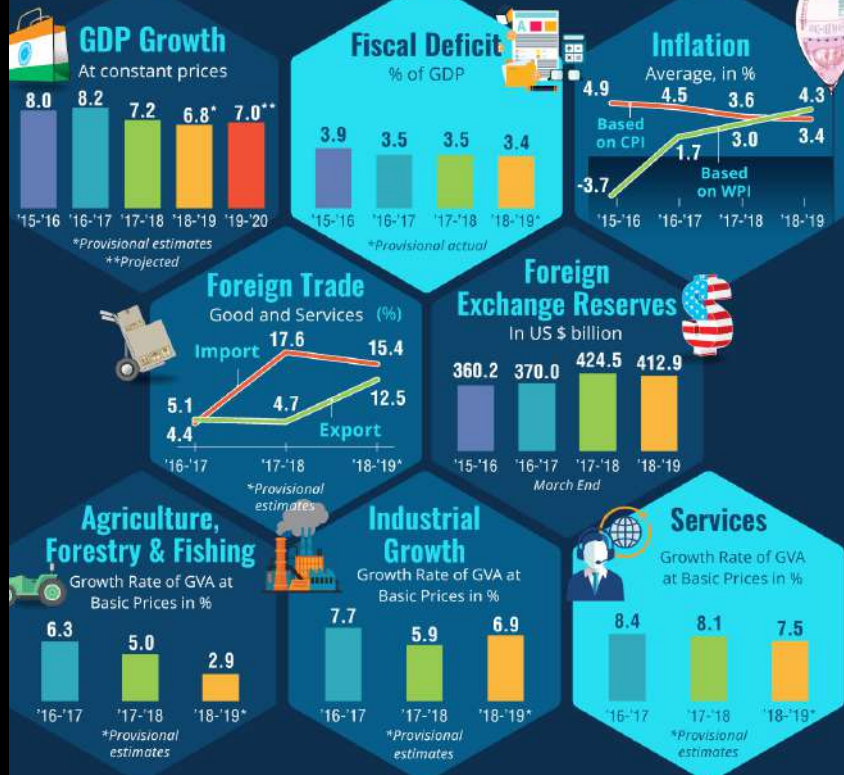


Key Features of Artificial Intelligence in Ecommerce



Effects of Artificial Intelligence in Ecommerce

INDIAN ECONOMY: A SNAPSHOT



THE FUTURE OF HR IN INDIA IN 2019: IN THE KNOW OR IN THE NO

Human resources will no longer be an enabling function. It will be the driver of business success and sustenance in these volatile, uncertain, complex and ambiguous (VUCA) times. The Indian segment of KPMG International's latest global future of HR survey, 2018 indicates that HR leaders in India today, exhibit better acknowledgement and recognition of the need for change in HR vis-a-vis their global counterparts; and that Human resources management is soon going to be known as "the linchpin of business success and differentiation".



KEY FINDINGS



Despite data's remarkable ability to deliver new insights and enhanced decision-making, the critical focus area for HR Leaders still vests with a traditional process.



Recent and projected technology investment has been the highest for cloud and human capital management software:



HR Leaders have however, expressed deep interest to invest in analytics and newer technology linked interventions over the coming next year or two



Those leading the pack on transformation recognize how AI and machine learning can drive significant value for HR but they are in the minority by far.



Among those who have invested in AI to date, the vast majority



THE FUTURE OF HR IS NOW

Changing and aligning with the changing business landscape. While working hand in hand with emerging Technologies and humans will really bring the wave of change for HR.

8 Facts on India's Drinking Water Challenge



>6 in 10 households report that they do not treat their water prior to drinking

*Source: NFHS-4 (2015-16)



*Source: India depend report 2016



*Source: Human Development Report 2006



*Source: Patanjali Research and Rural Development Foundation

21% of the disease reported in the country are water related

*Source: World Bank Report



*Source: Ministry of Drinking Water and Sanitation (MDSWS) Report

Arsenic is the other big killer putting at risk nearly **~10 Mn** people

*Source: World bank report

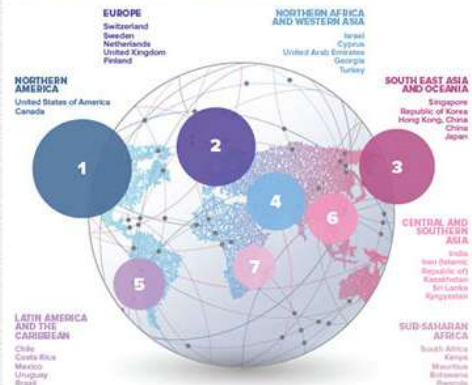
GLOBAL LEADERS IN INNOVATION 2019

Every year, the Global Innovation Index ranks the innovation performance of nearly 130 economies around the world.

THE TOP 5 GLOBAL INNOVATION LEADERS

- 1 SWITZERLAND
- 2 SWEDEN
- 3 UNITED STATES OF AMERICA
- 4 NETHERLANDS
- 5 UNITED KINGDOM

THE TOP 5 INNOVATION ECONOMIES BY REGION



THE TOP 5 INNOVATION ECONOMIES BY INCOME GROUP

- HIGH INCOME**
Switzerland
Sweden
United States of America
Netherlands
United Kingdom
- UPPER-MIDDLE INCOME**
China
Malaysia
Bulgaria
Thailand
Montenegro
- LOWER-MIDDLE INCOME**
Viet Nam
Ukraine
Georgia
India
Mongolia
- LOW INCOME**
Rwanda
Senegal
United Republic of Tanzania
Tajikistan
Uganda

WIPO.INT/GII
#GII2019



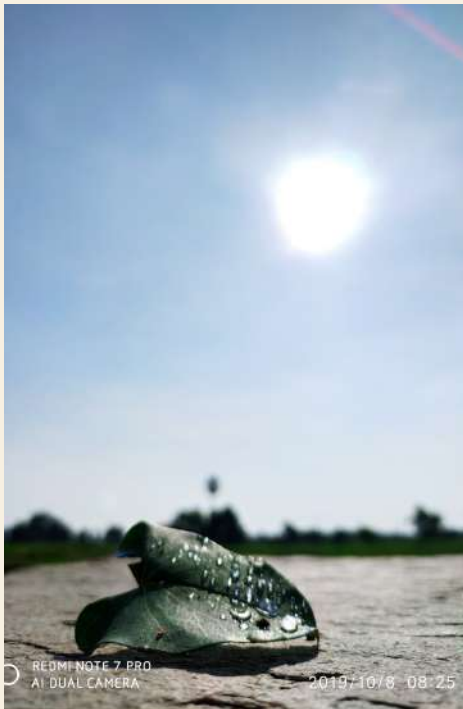
PHOTO CONTEST Insider

NOT JUST A PHOTO CONTEST DIRECTORY



Siddique Shaik
I-MBA
19JH1E00A3





P.A.N.PAVAN KUMAR
19JJ1E0026

BEST OF ALL



SHAIK JAVERIYA
I-MBA
19JH1E0045

OUR ACADEMIC TEAM



OUR TECHNICAL TEAM

OUR SUPPORTING TEAM



GLIMPSES OF 2K19



కెవి సుబ్బారెడ్డి ఎంబిఎ కళాశాలలో ఉన్నతి 2కె19 ముగింపు వెడుకలు

కర్ణాటక, మార్చి 2(ప్రభ న్యూస్): కెవి సుబ్బారెడ్డి ఎంబిఎ కళాశాలలో 7వ సేషన్లో తిలక్ మెగా వేనేట్ మెంట్ ఫెస్టివల్ ముగింపు వేడుకలు ముగిసాయి. జరిగాయి. రెండు రోజులుగా జరిగిన ఈ ఉన్నతి -2కె19 మేనేజ్ మెంట్ మీట్లో భాగతదేశం నలు మూలల నుండి సుమారుగా 375 విద్యార్థిని విద్యార్థులు హాజరుకాగా వ్యక్తిత్వ, వ్యూహ, విజ్ఞాన, యువ, విమూల్య, డ్యాన్స్ మానీయా, మిస్టర్ అండ్ మిస్ ఉన్నతి 2కె19 వంటి పార్శ్వ మరయు జనపార్శ్వలో ఈవెంట్స్ నిర్వహించి, విజేతలైన విద్యార్థిని విద్యార్థులకు బహుమతులు, జ్ఞాపికలు ఆయా ఈవెంట్ స్పాన్సర్స్ సమక్షంలో వారి చేతులమీదుగా బహుమతి ప్రధానం జరిగిందని కళాశాల చీఫ్ డైరెక్టర్ కె విశ్వమోహన్రెడ్డి ఒక ప్రకటనలో తెలిపారు. జెఎన్టీయూ అనంతపురంకు చెందిన ఎం భావన యంగ్ మేనేజర్ బహుమతి కైవసం చేసుకోగా, మిస్టర్ అండ్ మిస్ -2కె19 టైటిల్ ఎమిర్లాడ్ కాలేజ్, తిరుపతికి చెందిన సి గోపాలసింగ్, గుత్తి గేట్స్ కాలేజీకి చెందిన పి చంద్రిప్రయ కైవసం చేసుకున్నారు. ఈ కార్యక్రమంలో కళాశాల ప్రెసిడెంట్ డి రవిశంకర్, ఎన్ఎండి గౌస్, హెచ్ అంజనప్ప, వైస్ చైర్మన్ కె రామంజనేయులు, కన్వీనర్ శ్రీమద్విజయ్, డౌలర్ అప్పారెడ్డి, సమన్వయకర్త ఆర్ రవి, ఏఐ ఖాజాహసన్, అధ్యాపక మరియు అధ్యాపకేతర బృందం, విద్యార్థిని విద్యార్థులు పాల్గొనడం జరిగింది.



INSIDER VIEW





INSIDER VIEW





కవి సుబ్బారెడ్డిలా ప్రాడక్ట్ మేళా

కేక్ స్ట్రాల్స్ను పరిశీలిస్తున్న కరస్పాండెంట్

కర్నూలు(ఎడ్యుకేషన్), మార్చి 23: కార్యక్రమాల ద్వారా విద్యార్థులలోని సృజనాత్మక దూపాడు సమీపంలో ఉన్న డాక్టర్ కేవీ తనను వెలికి తీయవచ్చునన్నారు. కార్యక్రమంలో కరస్పాండెంట్ విజయలక్ష్మి, వైర్లన్ సుబ్బారెడ్డి ఎంబీఏ కళాశాలలో శనివారం పాల్గొని చేసిన అవంతగార్డ్ ప్రాడక్ట్ మేళా డాక్టర్ కేవీ సుబ్బారెడ్డి, మహిళా ఇంజనీరింగ్







VISWAM VISION-2K19

MEGA EYE CAMP

KVSM - Dr.K.V.SUBBA REDDY
INSTITUTE OF MANAGEMENT,
&
KVSB - Dr.K.V.SUBBA REDDY
SCHOOL OF BUSINESS MANAGEMENT,

(Approved by AICTE & Affiliated to JNTUA)
Opp : Dupadu R.S, KURNOOL-518218 (A.P).
☎ : +91-7680076603 , +91-7680076602



కెవి సుబ్బారెడ్డి ఎంబీఏ కళాశాలలో విశ్వం విజన్

కర్నూలు, అక్టోబర్ 18(ప్రభ స్కాన్): స్థానిక దూపాడులోని డాక్టర్ కెవి సుబ్బారెడ్డి ఎంబీఏ కళాశాలలో శుక్రవారం విశ్వం విజన్-2019 మోగా ఉచిత కంటి వైద్యశిబిరం నిర్వహించారు. ఈ కార్యక్రమం కళాశాల వైర్లన్ కె విశ్వమోహన్ రెడ్డి ఆధ్వర్యంలో జరిగింది. ఈ సందర్భంగా ఆయన మాట్లాడుతూ, మారుతున్న జీవనశైలిలో, నేటి ఆధునిక ప్రపంచంలో విద్యార్థులు ఎదుర్కొంటున్న మానసిక ఒత్తిడి, కంటి రుగ్మతలు తదితర వాటిని దృష్టిలో ఉంచుకొని విద్యార్థుల ప్రయోజనార్థం ఈ శిబిరం నిర్వహించినట్లు పేర్కొన్నారు. ఈ కార్యక్రమాలకు కర్నూలు ప్రభుత్వ సర్జన్ వైద్యశాల సీనిర్ ఆఫీసర్ కె స్వాతి ముఖ్య అతిథిగా పాల్గొని విద్యార్థులు ఉచితంగా తమ కళ్లను కాపాడుకోవాలి, నేటి కంప్యూటర్ యుగంలో కళ్లను చాలా జాగ్రత్తగా కాపాడుకోవాల్సిన అవసరం ఉందని, వానికి తగిన జాగ్రత్తలు తీసుకోవాలని, వాటిని విద్యార్థులకు వివరించారు. మానసిక ఒత్తిడిని అధిగమించాల్సిన జాగ్రత్తలను గూర్చి ప్రముఖ ఎండోక్రినాలజిస్ట్ డాక్టర్ బి భరత్ వివరించారు. విద్యార్థులు ఒత్తిడిని అధిగమించడానికి అనుసరించాల్సిన వివరాలను ఆయన తెలిపారు.

కంటి జబ్బులను అశ్రద్ధ చేయొద్దు

కర్నూలు: కంటి జబ్బులను అశ్రద్ధ చేయవద్దని, వెంటనే సమీపంలోని వైద్యున్ని సంప్రదించి చికిత్స తీసుకోవాలని కర్నూలు ప్రభుత్వ వైద్యశాల సీనిర్ ఆఫీసర్ సర్జన్ డాక్టర్ కె స్వాతి అన్నారు. శుక్రవారం నగర శివారు దూపాడులోని డాక్టర్ కేవీ సుబ్బారెడ్డి ఎంబీఏ కళాశాలలో వైర్లన్ కె విశ్వమోహన్ రెడ్డి ఆధ్వర్యంలో మోగా వి క్యాంప్ నిర్వహించారు. ఈ సందర్భంగా డాక్టర్ స్వాతి మాట్లాడుతూ.. విద్యార్థులు ఎదుర్కొంటున్న మానసిక ఒత్తిడి, కంటి రుగ్మతలను దృష్టిలో ఉంచుకుని ఎప్పటికప్పుడు కంటి వైద్య పరీక్షలు నిర్వహించుకోవాలన్నారు. కంప్యూటర్ యుగంలో కళ్లను మరింత జాగ్రత్తగా చూసుకోవాలన్నారు. ఎండోక్రినాల



విద్యార్థులకు కంటి పరీక్షలు నిర్వహిస్తున్న డాక్టర్ భరత్

జిస్ట్ డాక్టర్ భరత్.. మానసిక ఒత్తిడిని ఎలా జయించాలో వివరించారు. కార్యక్రమంలో ప్రిన్సిపాల్ రవిశంకర్, అధ్యాపకులు, విద్యార్థులు తదితరులు పాల్గొన్నారు.

కంటి వైద్య శిబిరం



కంటి పరీక్షలు చేస్తున్న వైద్యురాలు

కర్నూలు(ఎడ్యుకేషన్), అక్టోబరు 18: స్థానిక దూపాడు డాక్టర్ కేవీ సుబ్బారెడ్డి ఎంబీఏ కళాశాలలో శుక్రవారం విశ్వం విజన్-2019 మోగా ఉచిత కంటి వైద్య శిబిరం నిర్వహించారు. ఈ సందర్భంగా కళాశాల వైర్లన్ కె విశ్వమోహన్ రెడ్డి మాట్లాడుతూ మారుతున్న జీవనశైలిలో, విద్యార్థులు ఎదుర్కొంటున్న మానసిక ఒత్తిడి, కంటి రుగ్మతలు మొదలగునవి దృష్టిలో ఉంచుకొని వైద్య శిబిరాన్ని ఏర్పాటు చేశామన్నారు. కర్నూలు ప్రభుత్వ సర్జన్ వైద్యశాల సీనిర్ ఆఫీసర్ కె స్వాతి డాక్టర్ స్వాతి విద్యార్థులకు కంటి నమ



WITH YOU ALWAYS



కెవి సుబ్బారెడ్డి ఎంబీఏ కళాశాలలో ప్రాంగణ ఎంపికలు



ఉద్యోగాలు పొందిన విద్యార్థులను అభినందిస్తున్న కళాశాల బృందం

కల్లూరు, జనవరి 11(ప్రథమ స్థానం): స్థానిక దూపాడులోని కెవి సుబ్బారెడ్డి ఎంబీఏ కళాశాలలో మంగళవారం చనిన నిమిషాంకు, కోడక్ మహేంద్ర బ్యాంకు ప్రతినిధులచే ఆన్

క్యాంపస్ ఫ్లేస్మెంట్ డ్రైవ్ నిర్వహించినట్లు కళాశాలల ఛైర్మన్ కె విశ్వమోహన్రెడ్డి తెలిపారు. రాత, మౌఖిక పరీక్షల ఆధారంగా 15 మంది విద్యార్థిని విద్యార్థులను జూనియర్ అప్లైడ్, సీనియర్ అప్లైడ్ ఉద్యోగాలకు ఎంపిక చేసినట్లు ఆయన తెలిపారు. ఈ సందర్భంగా శనివారం ఏర్పాటుచేసిన అభినందన సభలో విద్యార్థిని విద్యార్థులను ప్రశంసించారు. అందుకు తగ్గినట్లుగా కూడా కళాశాల యాజమాన్యానికి కృతజ్ఞతలు తెలిపారు. ఎంపికైన విద్యార్థిని విద్యార్థులు త్వరితగతిన ఉద్యోగాలలో చేరనున్నట్లు ప్రిన్సిపాల్ ఓ. రవిచంద్ర తెలిపారు. రానున్న రోజులలో విద్యార్థిని విద్యార్థుల ప్రయోజనార్థం మరిన్ని ప్రాంగణ ఎంపికలు నిర్వహించనున్నట్లు కూడా ప్రిన్సిపాల్ తెలిపారు. ఈ సందర్భంగా ఎంపికైన విద్యార్థిని విద్యార్థులను ప్రిన్సిపాల్, అధ్యాపక సిబ్బంది అభినందించారు. ఈ కార్యక్రమంలో ఛైన్ ప్రిన్సిపాల్ కె రామాంజనేయులు, ఫ్లేస్మెంట్ కోఆర్డినేటర్స్ టీజీ నితీష్, ఆర్ రవి ఎ మునుగేశ్వర్, అధ్యాపక, అధ్యాపక సేవకర్త బృందం, విద్యార్థిని విద్యార్థులు, తల్లిదండ్రులు, కంపెనీ ప్రతినిధులు తదితరులు పాల్గొన్నారు.

దూపాడు: డా. కేవీ సుబ్బారెడ్డి ఎంబీఏ కళాశాలలో మంగళవారం 'ఆన్ క్యాంపస్ ఫ్లేస్మెంట్ డ్రైవ్' నిర్వహించనున్నట్లు కళాశాల ఛైర్మన్ కె.విశ్వమోహన్రెడ్డి తెలిపారు.

కేవీ సుబ్బారెడ్డి కళాశాలలో

ఆన్ క్యాంపస్ ఫ్లేస్మెంట్ డ్రైవ్

కల్లూరు, జనవరి 11(ప్రథమ స్థానం): స్థానిక దూపాడులోని కెవి సుబ్బారెడ్డి ఎంబీఏ కళాశాలలో మంగళవారం చనిన నిమిషాంకు, కోడక్ మహేంద్ర బ్యాంకు ప్రతినిధులచే ఆన్ క్యాంపస్ ఫ్లేస్మెంట్ డ్రైవ్ నిర్వహించినట్లు కళాశాల ఛైర్మన్ కె విశ్వమోహన్రెడ్డి తెలిపారు. రాత, మౌఖిక పరీక్షల ఆధారంగా 15 మంది విద్యార్థిని విద్యార్థులను జూనియర్ అప్లైడ్, సీనియర్ అప్లైడ్ ఉద్యోగాలకు ఎంపిక చేసినట్లు ఆయన తెలిపారు. ఈ సందర్భంగా శనివారం ఏర్పాటుచేసిన అభినందన సభలో విద్యార్థిని విద్యార్థులను ప్రశంసించారు. అందుకు తగ్గినట్లుగా కూడా కళాశాల యాజమాన్యానికి కృతజ్ఞతలు తెలిపారు. ఎంపికైన విద్యార్థిని విద్యార్థులు త్వరితగతిన ఉద్యోగాలలో చేరనున్నట్లు ప్రిన్సిపాల్ ఓ. రవిచంద్ర తెలిపారు. రానున్న రోజులలో విద్యార్థిని విద్యార్థుల ప్రయోజనార్థం మరిన్ని ప్రాంగణ ఎంపికలు నిర్వహించనున్నట్లు కూడా ప్రిన్సిపాల్ తెలిపారు. ఈ సందర్భంగా ఎంపికైన విద్యార్థిని విద్యార్థులను ప్రిన్సిపాల్, అధ్యాపక సిబ్బంది అభినందించారు. ఈ కార్యక్రమంలో ఛైన్ ప్రిన్సిపాల్ కె రామాంజనేయులు, ఫ్లేస్మెంట్ కోఆర్డినేటర్స్ టీజీ నితీష్, ఆర్ రవి ఎ మునుగేశ్వర్, అధ్యాపక, అధ్యాపక సేవకర్త బృందం, విద్యార్థిని విద్యార్థులు, తదితరులు పాల్గొన్నారు.

కెవి సుబ్బారెడ్డి కళాశాలలో క్యాంపస్ ఫ్లేస్మెంట్ డ్రైవ్

జనవరి 24(ప్రథమ స్థానం): స్థానిక దూపాడులోని కెవి సుబ్బారెడ్డి ఎంబీఏ కళాశాలలో మంగళవారం బెంగళూరుకు చెందిన టెక్నోలజీ సోల్యూషన్స్) కంపెనీ ప్రతినిధులచే ఆన్ క్యాంపస్ ఫ్లేస్మెంట్ డ్రైవ్ నిర్వహించినట్లు కళాశాల ఛైర్మన్ కె విశ్వమోహన్రెడ్డి తెలిపారు. రాత, మౌఖిక పరీక్షల ఆధారంగా విద్యార్థులను జూనియర్ అప్లైడ్, సీనియర్ అప్లైడ్ ఉద్యోగాలకు ఎంపిక చేసినట్లు ఆయన తెలిపారు. ఈ సందర్భంగా శనివారం ఏర్పాటుచేసిన అభినందన సభలో విద్యార్థిని విద్యార్థులను ప్రశంసించారు. అందుకు తగ్గినట్లుగా కూడా కళాశాల యాజమాన్యానికి కృతజ్ఞతలు తెలిపారు. ఎంపికైన విద్యార్థిని విద్యార్థులను ప్రిన్సిపాల్, అధ్యాపక సిబ్బంది అభినందించారు. ఈ కార్యక్రమంలో ఛైన్ ప్రిన్సిపాల్ కె రామాంజనేయులు, ఫ్లేస్మెంట్ కోఆర్డినేటర్స్ టీజీ నితీష్, ఆర్ రవి ఎ మునుగేశ్వర్, అధ్యాపక, అధ్యాపక సేవకర్త బృందం, విద్యార్థిని విద్యార్థులు, తదితరులు పాల్గొన్నారు.

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