

NEWS LETTER

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DEPARTMENT OF MBA



A HALF-YEARLY NEWSLETTER
AY: 2024-25 July-December Vol. 17 Issue -1

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A HALF-YEARLY NEWSLETTER

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ADITYA
Institute of Technology and Management
(An autonomous institution)

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ADITYA

Institute of Technology and Management

(An autonomous institution)

Department of MBA

Vision and Mission of the Institute

Vision

To become a premier institution in Management Education for its Excellence in developing high-thinking Management Professionals, Entrepreneurs and Socially Responsible Citizens.

Mission

To prepare and nurture the future Business Leaders and Entrepreneurs through imparting high-quality Teaching, Research, Consultancy and Practicality-Based Management Education that meet Industrial and Societal needs and become one among the best institutions in the country.

Chairman's Message

At AITAM, we are committed to excellence in everything we do. We strive to mould the students in balancing intellectual and practical skills to become leaders in all the fields of Technical know-how and Management. We have created the finest facilities for the students to make the most of their scholastic pursuits. We are closely aligned with the corporate world which ensures exchange of ideas and experiences that keep our curricula focused on current developments and challenges in the field of engineering. We are firmly committed to research and consulting activities to contribute to the development of the discipline of engineering. Our vitality lies in our spirit of innovation. Our strength lies in our pragmatic approach. Our success lies in our will to do.



Dr. K. Someswara Rao
CHAIRMAN

Secretary's Message

Aditya Institute of Technology and Management is founded to meet the increasing demand for competent engineering graduates. Within a short span of its inception, AITAM has grown to be a premier engineering college of its kind and has won laurels and kudos from the industry. The faculty and staff in AITAM are dedicated to providing first-class education that instills strong and potent basic knowledge for sound practice in science and engineering for the well-being of the society. The Institute offers curricula that nurtures creative thinking and prepares students for productive and rewarding careers. The Institute offers programmes that deepen learning experiences of our students and prepare them for successful careers as engineers.



Sri L.L. Naidu
SECRETARY

Director's Message

Engineering education at AITAM is indeed a rewarding intellectual experience. The Institute prepares the engineering professionals of tomorrow imbued with insight, imagination and ingenuity to flourish as successful engineers. Our programs are attuned to the needs of the changing times. The classrooms are ultra-modern; the library and labs are cutting-edge; and all the members of the faculty are workaholic professionals and masters in their fields. Not surprisingly, our students are recruited by such renowned organizations as HCL, Satyam, WIPRO, INFOSYS, TCS, Visual Soft, Innova-Solutions and InfoTech. The exceptional dedication of our students, faculty and staff, and our collaborations with Industry and other institutions ensure that the Institute is well-poised to create a unique niche in the horizons of engineering education.



Prof. V.V. Nageswara Rao
DIRECTOR

Principal's Message

It is only through knowledge that man attains immortality. Knowledge has to expand or grow to remain as knowledge. The road to excellence is toughest, roughest and steepest in the Universe. The world requires and honors only excellence. Available information has to be directed by wisdom and intelligence to create new knowledge. Promotion of creativity is the new role of education. It is only through creative thinking that the present and future problems can be addressed to find dynamic solutions. Technology should be used to help remove poverty from the world. In fact forty per cent of the world's poor are in India. Confidence leads to capacity. It is faith in oneself that produces miracles. Education at AITAM helps build character, strengthen the mind, expand the intellect and establish a culture of looking at problems in a new perspective. The student is put through rigorous training so that he can stand on his own feet after leaving the portals of the Institute.



Dr.A.S.Srinivasa Rao
PRINCIPAL

HOD's Message

MBA in today's scenario is considered as a basic qualification for management positions be it in Finance, Marketing, and HR department of an organization. The major advantages of pursuing MBA is the exposure to the theories of management and their practical implications, understanding the actual organizational environment, the working culture and learning the ways to become successful managers in various disciplines.



In present globally acquired business environment, dynamic managers having vision, resourcefulness and proficiency to face the problems and challenges are in demand. Keeping this in view, Department of MBA, AITAM trains the students with quality education and skill sets required in business world. The pedagogy followed is in coherence with the current requirements in order to bring out the best in the students to be successful managers.

The institution has highly competent, committed and proficient faculty who have associated their personal aims and growth with that of the institution. We concentrate on providing soft skills with special emphasis on spoken English, role plays, case discussions, mock interviews, group discussions etc.

The students of the Department have been actively participating in the Career Development Cell as well as Entrepreneurship Development Centre in the institution. This practical approach helps students to face the highly competitive environment and unleash their full potential.

Dr. K.Venugopal
Head of the Department
Department of MBA

PUBLICATIONS

Books - 2

1. Venugopal, K. & A. Venkata Satyanarayana (2024). *"Reverse Logistics for Small Business: A Theoretical and Practical Exploration"* Forum for Intellectual Academicians and Researchers Publications. First Edition: 2024, Copyright © forum4researchers, ISBN: 978-81-947515-8-8 https://www.researchgate.net/publication/382870220_Reverse_Logistics_for_Small_Business_A_Theoretical_and_Practical_Exploration
2. Venugopal, K. & Konchada Sandeep Kumar (2023). *Cashew Marketing; A Theoretical and Practical Exploration*, 'LAP LAMBERT Academic Publishing', copyright@2023 International Book Market Service Ltd., member of OminiScriptum Publishing Group, Mauritius., ISBN: 978-620-6-75065-9

National Journals - 1

1. G. Sravani, Saumendra Das, Venugopal, K., Rabinarayan Subudhi (June, 2024). Assessments of Determinants impacting Job Engagement: In Case of Inspiredge IT Solutions. Parikalpana - KIIT Journal of Management, Vol.20 / Issue 1/ June/ 2024, ISSN(P): 0974-2808; ISSN(E): 2582-4821, pp. 64-79, DoI: 10.23862/kiit-parikalpana/2024/v20/i1/225092, https://ksom.ac.in/wp-content/uploads/2024/07/Parikalpana_june-Issue-2024-web.pdf?x75744 - UGC I- Indexed

Conference Proceedings - 1

1. K.V Somanadh and Venugopal, K. (2024), Impact of Children's Engagement in Traditional Sports on the Fitness: A descriptive Study in Andhra Pradesh. In an ICSSR Sponsored National conference on "Reviving Indian Sport's Heritage to Regain Health, Harmony, Glory and Legacy: Reclaiming the Past, Shaping the Future", conducted by W.S. College of Commerce, Wardha, Maharashtra, ISBN: 978-81-970389-8-3. pp. 197-204. https://www.researchgate.net/publication/379955623_Impact_of_Children's_Engagement_in_Traditional_Sports_on_the_Fitness_A_descriptive_Study_in_Andhra_Pradesh

International Journal -10

1. Tutika V V M Raju, K K Veluri, Venugopal, K. (2024). Rural to Urban: Unraveling Consumer Behavior Changes in the Wake of Urbanization. International Journal of Innovative Research and Practices (IJIRP), Forum for Intellectual Academicians and Researchers, March 2024, volume 12, Issue 3, 17-26, ISSN: 2321-2926, Impact Factor: 1.47 https://www.forum4researchers.com/cw_admin/docs/IJIRP-MAR-24-03.pdf
2. Killamsetty Aruna Kumar Gupta, M V S Murty, Venugopal, K. (2024). From Likes to Patients: Leveraging Social Media for Hospital Marketing Success. International Journal of Innovative Research and Practices (IJIRP), Forum for Intellectual Academicians and Researchers, March 2024, volume 12, Issue 3, 06-16, ISSN: 2321-2926, Impact Factor: 1.47 https://www.forum4researchers.com/cw_admin/docs/IJIRP-MAR-24-02.pdf
3. Venugopal, K., Korla Yarasree, Nallaparaju A N Raju (2024). Strategic Evaluation of Game Theory in Indian Industrial Marketing Negotiations. International Journal of Innovative Research and Practices (IJIRP), Forum for Intellectual Academicians and Researchers, January 2024, volume 12, Issue 2, 12-18, ISSN: 2321-2926, Impact Factor: 1.47 https://www.forum4researchers.com/cw_admin/docs/IJIRP-FEB-24-02.pdf

4. Venugopal, K., Reethika Magatapalli, K. V. Somanadh, Kottakota Nityasri (2024). Uncertainties in Decision Making Due To Technological Dominance: Small Sectors Perspective. International Journal of Innovative Research and Practices (IJIRP), Forum for Intellectual Academicians and Researchers, January 2024, volume 12, Issue 2, 1-11, ISSN: 2321-2926, Impact Factor: 1.47 https://www.forum4researchers.com/cw_admin/docs/IJIRP-FEB-24-01.pdf
5. Kumburu Sravani, Dr. Saumendra Das, & Venugopal, K. (2024). Navigating The Challenges Of Remote Workforce Management: A Study On Employee Engagement In Software Firms. Educational Administration: Theory and Practice, 30(1), 4380–4388. <https://doi.org/10.53555/kuey.v30i1.8068> https://www.researchgate.net/publication/385377182_Navigating_The_Challenges_Of_Remote_Workforce_Management_A_Study_On_Employee_Engagement_In_Software_Firms_Educational_Administratio_n_Theory_and_Practice
6. Venugopal, K., Mahanty Monalisa, Bangaru Pravalika Bellala Jagadeesh (2024). The Interplay of Individual Behavior and Organizational Performance: Insights from the Indian Context. International Journal of Innovative Research and Practices (IJIRP), Forum for Intellectual Academicians and Researchers, January 2024, volume 12, Issue 1, 10-18 ISSN: 2321-2926, Impact Factor: 1.47 https://www.forum4researchers.com/cw_admin/docs/IJIRP-JAN-24-02.pdf
7. Venugopal, K., Deekonda Pranaya, Saumendra Das, Sudhir Kumar Jena, (2023). Handloom Weaving: Critical Factors influencing the Satisfaction- The Socio & Economic Context. Economic Affairs, Vol. 68, No. 04, pp. 1979-1988, December 2023, ISSN : 0976-4666, Print ISSN : 0424-2513, DOI: 10.46852/0424-2513.4.2023.9 <https://economicaffairs.co.in/Journal/lastissue/year/MjAyMw==/month/RGVjZW1iZXI=> <https://ndpublisher.in/admin/issues/EAv68n5i.pdf> SCOPUS INDEXED
8. Venugopal, K., T. Panduranga Vital, Saumendra Das, Sudhir Kumar Jena, Debasis Mohapatro (2023). Usage Determinants of Mobile Applications Impelling Students Group: Assessment through Machine Learning Models and Regression. Vytapeni, Vetrani, Instalace Journal | Volume 11, Issue 11 November 2023 | ISSN: 1210-1389. Pp. 151-178 <https://vvijournal.com/volume-11-issue-112023/> SCOPUS INDEXED
9. Kolluru V. Somanadh, Venugopal, K. (Aug, 2023). Assessment of Predictors Impacting Employee Work Life Quality In manufacturing Sector. International Journal of Research and Analytical Reviews (IJRAR). August 2023, Volume 10 Issue 3, pp 221- 231, E-ISSN 2348-1269, P-ISSN 2349-5138 <https://ijrar.org/archive.php?vol=10&issue=3>
10. Venugopal, K., Jallu Akhila (July 2023). Assessment of Physical Environmental Attributes Impacting the foot traffic at Retail Stores. International Journal of Innovative Research and Practices (IJIRP), Forum for Intellectual Academicians and Researchers, July 2023, Volume 11, Issue 7, 10-17, ISSN: 2321-2926, Impact Factor: 1.47

Papers in Edited Books - 5

1. G. Sravani, Saumendra das, Venugopal, K. (2024). “The Evolving Role Of Leadership In Remote Work Environments: Impact on Employee Performance and Organisational Effectiveness” in an edited book entitled “Research Methodology: Tools and Techniques”, Harper Publications, ISBN: 978-93-9417-589-1, First Edition 2024, pp- 87-100. https://www.researchgate.net/publication/375748026_The_Evolving_Role_Of_Leadership_In_Remote_Work_Environments_Impact_on_Employee_Performance_and_Organisational_Effectiveness
2. G. Sravani, Saumendra das, Venugopal, K. (2023). “Roles and Responsibilities of Entrepreneurs” in an edited book entitled ‘Innovation in Business and Entrepreneurship Development’, Kunal Books, ISBN: 978-81-967381-7-4, First Edition 2023, pp. 69-78 https://www.researchgate.net/publication/383000091_Roles_and_Responsibilities_of_Entrepreneurs

3. Venugopal, K., Saumendra das, Sneha Jagdap (2023). “Entrepreneurial Cluster Branding Determinants impacting the Cashew Sustainability” in an edited book entitled ‘Innovation in Business and Entrepreneurship Development’, Kunal Books, ISBN: 978-81-967381-7-4, First Edition 2023, pp. 40-50 https://www.researchgate.net/publication/383000144_Entrepreneurial_Cluster_Branding_Determinants_impacting_the_Cashew_Sustainability
4. D. Pranaya & Venugopal, K. (August, 2023) “Impact of Mother Tongue on Students’ speaking Abilities in English Language at Rural Places” in an edited book on “English Language Competence in Rural Youth: Improving Job Readiness” sponsored by ICSSR and organised by G.S.College of Commerce, Wardha, Maharashtra. Current Publications, Agra, ISBN 978-81-19255-30-6, PP. 143-157 https://www.researchgate.net/publication/375747946_Impact_of_Mother_Tongue_on_Students'_speaking_Abilities_in_English_Language_at_Rural_Places
5. Vakamullu Gopalakrishna & Venugopal, K. (August, 2023) “Assessment on the Intricacies of English Speaking Abilities by Rural Students in India” in an edited book on “English Language Competence in Rural Youth: Improving Job Readiness” sponsored by ICSSR and Organised by G.S.College of Commerce, Wardha, Maharashtra. Current Publications, Agra, ISBN978-81-19255-30-6, PP. 114-126 https://www.researchgate.net/publication/375747890_Assessment_on_the_Intricacies_of_English_Speaking_Abilities_by_Rural_Students_in_India

Book Chapters- 7

1. Venugopal, K. (May, 2024). Exploring Gen Z Perspectives toward ChatGPT in Academic Contexts. In R. Bansal, A. Chakir, A. Hafaz Ngah, F. Rabby, & A. Jain (Eds.), AI Algorithms and ChatGPT for Student Engagement in Online Learning (pp. 51-69). IGI Global. ISBN13: 9798369342688|ISBN13 Softcover: 9798369350904 <https://doi.org/10.4018/979-8-3693-4268-8.ch004>
2. Venugopal, K. (April, 2024). Reverse Logistics Analysis: Enhancing Small Business Performance Perspectives. Strategic Innovations for Dynamic Supply Chains. IGI Global. A volume in the Advances in Logistics, Operations, and Management Science (ALOMS) Book Series, Chapter 11, pp.247-274, ISSN: 2327-350X; eISSN: 2327-3518, DOI: 10.4018/979-8-3693-3575-8.ch011 https://www.researchgate.net/publication/379838156_Reverse_Logistics_Analysis_Enhancing_Small_Business_Performance_Perspectives
3. Venugopal, K., Devarapalli Sindhu, Srija Nimalipuri, Rowtu Chandalva (2024). Cryptocurrency and Traditional Financial Markets: A Comprehensive Evaluation. Digitalization, Innovation Sustainable Development in Business, LAP Lambert Academic Publishing, Chapter 9, PP:123-139, ISBN:978-620-7-46853-9, https://www.researchgate.net/publication/379837938_Cryptocurrency_and_Traditional_Financial_Markets_A_Comprehensive_Evaluation
4. Venugopal, K., Saumendra Das, Gopalakrishna Vakamullu & Rohit Bansal (March, 2024). Customer Consciousness towards Food Wastage in the Indian Hospitality Industry. In “Sustainable Disposal Methods of Food Wastes in Hospitality Operations”, IGI Global. ISBN13: 9798369321812, DOI: 10.4018/979-8-3693-2181-2.ch003, PP 38-56. <https://www.igi-global.com/chapter/customer-consciousness-towards-food-wastage-in-the-indian-hospitality-industry/341559?camid=4v1>
5. Tapaswini Panda, Udaya Sankar Patro, Saumendra Das, Venugopal, K. & N. Saibabu (February, 2024). Blockchain in Human Resource Management: A Bibliographic Investigation and Thorough Evaluation. Harnessing Blockchain-Digital Twin Fusion for Sustainable Investments. Book Series, IGI Global, ISBN13: 9798369318782|EISBN13: 9798369318799, DOI: 10.4018/979-8-3693-1878-2 Pp. 86-119 <https://www.igi-global.com/chapter/blockchain-in-human-resource-management/340760>

6. Venugopal, K., Pranaya Deekonda, Namita Das (2024). Impact of Dexterous and Detrimental on SBI Credit Cards: Application of Random Forest and Regression Analysis. Book entitled “Research Methodology: A Multidisciplinary Approach. Oxford Publishers and Distributors, First Edition 2024, ISBN: 978-93-9363-153-4, PP. 9-25
https://www.researchgate.net/publication/375748017_Impact_of_Dexterous_and_Detrimental_on_SBI_Credit_Cards_Application_of_Random_Forest_and_Regression_Analysis
7. Venugopal, K., Saumendra Das (September, 2023). Prediction Analysis of Gen Zers’ Attitudes on Ecological Consciousness. Chapter book entitled “Sustainable Science and Intelligent Technologies for Societal Development”. A volume in the Practice, Progress, and Proficiency in Sustainability (PPPS) Book Series, IGI Global, ISSN: 2330-3271; e ISSN: 2330-328X, pp. 242-257
<https://www.researchgate.net/search.Search.html?query=Prediction+Analysis+of+Gen+Zers%E2%80%99+Attitudes+on+Ecological+Consciousness.&type=publication>

CONFERENCES ATTENDED

National - 4

- 1) Presented a paper entitled “Green Growth: Regenerative Marketing's Indian Odyssey” in the “National e - Conference” on “Industry 5.0 : Transition Towards Sustainability” organized by Ashoka Business School in Affiliation with Savitribai Phule Pune University, Pune under the Internal Quality Assurance Cell (IQAC) on 22nd & 23rd of May 2024.
- 2) Presented a paper entitled “Impact of Children’s engagement in Traditional Sports on the Fitness: A Descriptive Study in Andhra Pradesh” in an ICSSR Sponsored National Conference on “Reviving Indian Sport's Heritage to Regain Health, Harmony, Glory, and Legacy: Reclaiming the Past, Shaping the Future” organised by G.S.College of Commerce, Wardha, Maharashtra on 22nd March 2024.
- 3) Presented a paper entitled “Impact of Mother Tongue on Students’ speaking Abilities in English Language at Rural Places” in an ICSSR Sponsored National Conference on “English Language Competence in Rural Youth: Improving Job Readiness” organised by G.S.College of Commerce, Wardha, Maharashtra on 5th & 6th August 2023.
- 4) Presented a paper entitled “Assessment on the Intricacies of English Speaking Abilities by Rural Students in India” in an ICSSR Sponsored National Conference on “English Language Competence in Rural Youth: Improving Job Readiness” organised by G.S.College of Commerce, Wardha, Maharashtra on 5th & 6th August 2023.

International- 1

1. Presented the paper entitled “Exploring AI Tools in Academia: A Theoretical Examination of their Application for Academic Advancement” in the International Conference on “The Impact of AI Driven Decision Making and Agile Management Practices for Sustainable Development (ACADMS 2024)” organised by Acharya Institute of Graduate Studies, Bengaluru during May 3rd & 4th 2024.

EXPERT LECTURES

Chairs- 3

- I. Chaired the session as well as delivered the key note speech in an ICSSR sponsored National Seminar on “English Language Proficiency Among Rural Youths: Need For Better Employability” conducted by the Department of English, Siskha Madal’s Govindram Seksaria College of Commerce, Wardha, Maharashtra on 6th August 2023.**
- II. Acted as a chief Guest and speaker in an international conference on “The Impact of AI Driven Decision Making and Agile Management Practices for Sustainable Development - (ICADMS) 2024” organised by Department of Management, Acharya Institute Of Graduate Studies, Bangalore, on 3rd and 4th April 2024.**
- III. Acted as a resource person by delivering an expert talk in a One Week Offline FDP on “Sustainable And Resilient Civil Engineering Practices-SRCEP-2024” and delivered a session on “The Innovation Imperative: Fuelling Entrepreneurial Growth and Success” conducted by Department of Civil Engineering, Aditya Institute of Technology and Management (AITAM), Tekkali on 13th March 2024.**

Resource Talk- 2

- 1) Delivered a guest lecture to the faculty members on “ IPR and Patent Process” organised by The Place of Higher Learning and Research in Collaboration with IQAC, Siskha Madal’s Govindram Seksaria College of Commerce, Wardha, Maharashtra on 7th August 2023**
- 2) Delivered a guest lecture to the students of III years commerce and computers on “ Data Analytics” conducted by the Department of B.Com Computer Applications, Siskha Madal’s Govindram Seksaria College of Commerce, Wardha, Maharashtra on 7th August 2023**



ADITYA INSTITUTE OF
TECHNOLOGY & MANAGEMENT

**Bharat Ratna
P.V.Narasimha Rao
Memorial Lecture
On
Dr. Manmohan
Singh, "The Maker
of Modern Indian
Economy".**



**Manmohan Singh
(1932-2024)**
Resource Person

DATE
30th December 2024

TIME
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VENUE
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**Dr. Chintamani Prasad
Patnaik,
Associate Professor**

**Convenor-Dr. B. Balaram
Associate Professor**

MBA Department

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Dr. C.P.Patnaik
Asso. Professor

Resource Person



DR. B. BALARAM
Associate Professor

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UNVEILING DOMESTIC AND GLOBAL MARKET POTENTIAL FOR GRANITE PRODUCTS: AN EXPLORATORY RESEARCH

Dr. D. Vishnu Murty

Dean & Professor, Dep. Of MBA, Aditya Institute of Technology and Management

Mr. Ginni Dilleswararao

Student, Department of MBA, Aditya Institute of Technology and Management

Mr. Ravi Kumar Karnayina

Ravi Kumar, Associate Professor, Sri Sivani College of Engineering, Srikakulam

Abstract

This research explores various facets of marketing dynamics and strategic opportunities within the granite industry through a qualitative analysis based on secondary data. Drawing insights from existing literature and research findings, the study delves into market trends, consumer preferences, competitive landscapes, and growth prospects in both domestic and export markets for granite products. Emphasizing the pivotal role of employees in ensuring industry sustainability. Additionally, it highlights the significance of understanding consumer dynamics, leveraging online shopping platforms, and adapting to digital marketing strategies to navigate evolving market landscapes, particularly in the post-pandemic era. Addressing challenges faced by rural entrepreneurs, the research also examines the scarcity of marketing information and advocates for accessible resources to support market entry and expansion efforts. Furthermore, the study discusses the influence of digital channels in reaching global audiences and reducing promotion costs for long-term market viability.

Keywords: *Granite industry, Marketing dynamics, Strategic opportunities, Sustainability, Digital marketing*

1. Introduction

The granite industry in India plays a crucial role in the nation's economy, contributing significantly to employment, foreign exchange earnings, and the overall industrial sector. India boasts one of the largest reserves of granite deposits globally, encompassing a diverse range of colours, patterns, and textures that are highly sought after in both domestic and international markets. These vast natural resources position India as a leading player in the global granite industry.

Despite its potential, the granite industry in India encounters several challenges that impede its growth and full utilization of resources. One of the primary challenges is the lack of efficient and strategic marketing efforts, both domestically and internationally. In the domestic market, there is often a disconnection between producers and potential buyers, stemming from inadequate market research, limited awareness of market demands, and insufficient promotional activities. This results in a mismatch between the supply



APPRECIATION OSCILLATIONS: A CONTENT ANALYSIS ON THE DRIVEN CHANGES IN LAND VALUES

Dr. Badana Govinda Rajulu

Assistant Professor, Aditya Institute of Technology and Management

Ms. G. Keerthana

Student, Department of MBA, Aditya Institute of Technology and Management,

Mr. Pidugu Nagamuralikrishna

Senior Manager, Maxlife Life Insurance, Hyderabad

Abstract

This research explores demand factors influencing land appreciation in India's real estate markets. It examines urbanization, economic conditions, infrastructure development, government policies, and consumer preferences to understand land value fluctuations. Through literature review and stakeholder analysis (investors, policymakers, developers, consumers, and community groups), the study reveals the multifaceted nature of land appreciation and its implications for sustainable urban development. Key findings show urbanization's significant impact on land values, driven by demand for residential, commercial, and industrial spaces. Economic stability and growth (GDP, interest rates, inflation) are crucial for sustained appreciation. Infrastructure development enhances urban accessibility and livability, while government policies and demographic shifts shape demand patterns. Collaborative, data-driven decision-making is essential for resilient urban development.

Keywords: *Land appreciation, Real estate markets, Urbanization, Economic factors, Infrastructure development.*

1. Introduction

Land appreciation is a pivotal element in real estate markets, influencing investors, policymakers, and developers. Grasping the demand factors that affect land appreciation fluctuations is crucial for informed decision-making and strategic planning. These fluctuations are driven by numerous factors, such as population growth, economic conditions, infrastructure development, and consumer preferences.

In the Indian real estate market, understanding these factors is particularly important. India has seen notable fluctuations in land appreciation due to its unique socio-economic dynamics and rapid urbanization. Key factors include a growing middle class, evolving employment patterns, and government policies focused on infrastructure enhancement.

Population growth is a primary driver of land appreciation in India. As the population rises, so does the demand for residential, commercial, and industrial



AN EXPLORATORY STUDY OF THE INFLUENCING FACTORS TO MARKET THE HORTICULTURE PRODUCTS

Dr. Madhavi Kappagantula

Associate professor, Department of MBA,
Acharya Institution Graduate Studies, Andhra Pradesh

Mr. Jarajapu Venkata Ramana

Student, Dept. of MBA, Aditya Institute of Technology and Management, , Andhra
Pradesh

Mr. Konchada Sandeep Kumar

M.D., Mahendra Cashew Products, Andhra Pradesh

Abstract

This research investigates the multifaceted factors influencing the marketing of perishable goods in the horticulture industry, utilizing an exploratory research design with a qualitative approach. Secondary data is drawn from existing literature and relevant documents. Thematic analysis is employed to qualitatively analyze stakeholders' opinions, focusing on identifying recurring themes, patterns, and insights. The study aims to shed light on the challenges and prospects associated with perishable goods marketing, including issues related to supply chain infrastructure, market access, technology adoption, policy support, and consumer preferences. Through manual analysis and interpretation of qualitative data, the research provides valuable insights into enhancing marketing efficiency, reducing post-harvest losses, and fostering sustainability in the horticulture industry. The findings contribute to complex dynamics shaping perishable goods marketing, offering practical implications for stakeholders and policymakers to inform decision-making and drive positive change.

Keywords: *Perishable goods, horticulture industry, marketing efficiency, qualitative research, stakeholder opinions.*

1. Introduction

The horticulture industry is an integral component of India's agricultural sector, significantly contributing to the nation's economy. This industry is marked by the extensive cultivation and production of highly perishable goods, including a wide variety of fruits, vegetables, and flowers. These products not only fulfill domestic consumption needs but also hold substantial export potential, thereby providing a crucial source of revenue and employment for millions of farmers and associated workers across the country.

Despite the critical role of the horticulture industry in India's economy, there remains a significant gap in understanding the factors that influence the marketing of perishable goods. The existing literature underscores the necessity of a



A QUALITATIVE RESEARCH ON DATA-DRIVEN EXPLORATION OF EMPLOYEE ENGAGEMENT

Dr. Koppala Venugopal

Professor, Department of MBA, Aditya Institute of Technology and Management,
Andhra Pradesh

Mr. Malipeddi Rakesh

Student, Department of MBA, Aditya Institute of Technology and Management,
Andhra Pradesh

Mr. Tarra Balaji

Assistant Professor, Gayatri College of Science and Management,
Andhra Pradesh

Abstract

This research explores Engage-o-Metrics as a data-driven approach to understanding and managing employee engagement within organizations. Leveraging advanced analytics and machine learning techniques, Engage-o-Metrics provides a comprehensive assessment of engagement levels by analyzing various data sources, including performance metrics, communication patterns, sentiment analysis, and digital interactions. The study investigates the implications of Engage-o-Metrics implementation, focusing on key factors such as leadership support, organizational culture, technological infrastructure, ethical considerations, and employee training. Findings indicate that leadership buy-in and a supportive organizational culture are crucial for successful Engage-o-Metrics adoption, while robust technological infrastructure and ethical data handling policies are essential for safeguarding employee privacy and ensuring fairness. Furthermore, investing in employee training programs is imperative to equip staff with the necessary skills to utilize Engage-o-Metrics effectively. Overall, Engage-o-Metrics emerges as a powerful tool for driving positive organizational change, enhancing performance, and fostering a more engaged and productive workforce in today's data-driven landscape.

Keywords: *Engage-o-Metrics, Job engagement, Employee Perception, HR Analytics, determinants*

1. Introduction

Employee engagement is a critical aspect of organizational success, influencing productivity, innovation, retention, and overall company performance. Traditional methods of measuring and managing employee engagement often rely on subjective assessments, such as surveys and interviews, which may lack granularity and fail to capture the full spectrum of employee experiences. In



A QUALITATIVE RESEARCH ON REVOLUTIONIZING HEALTH INSURANCE MARKETING: THE DIGITAL APPROACH

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Abstract

This study explores the impact of digital marketing on health insurance penetration and awareness through an exploratory qualitative approach. Secondary data sources such as academic literature and industry reports are utilized to provide context and theoretical frameworks. Thematic analysis of qualitative data reveals nuanced insights into stakeholders' opinions and experiences, highlighting the multifaceted influence of digital marketing on health insurance penetration and awareness. The findings underscore the importance of digital marketing channels, including SEO, PPC, SMM, and multi-channel approaches, in expanding reach, improving brand visibility, disseminating educational content, fostering engagement, and leveraging data-driven insights. Recommendations for stakeholders include enhancing digital literacy, investing in comprehensive digital marketing strategies, and fostering collaborative partnerships to maximize the impact of digital marketing on health insurance penetration and awareness.

Keywords: *Digital Marketing, Health Insurance, Penetration, Awareness, Stakeholder Perspectives*

1. Introduction

The importance of health insurance has dramatically increased after the COVID-19 pandemic, as many people found themselves unexpectedly investing significant amounts of money in healthcare. This shift has made health insurance a priority for anyone who can afford it, covering a wide range of ailments and offering a safety net in uncertain times.

In response to this increased demand, insurance companies have enhanced their offerings and become highly competitive. They now provide comprehensive coverage for various health issues, capitalizing on customers' concerns about potential health crises. This competitive environment has driven insurance companies to utilize a variety of digital marketing strategies to reach potential customers.



AN EXPLORATORY STUDY ON THE TRANSITION TO ORGANIC AGRICULTURE

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Abstract

The study presents findings from a qualitative study exploring the perspectives of rural farmers during their transition to organic farming practices. This research investigates the motivations, challenges, and outcomes experienced by farmers in adopting organic methods. Through in-depth interviews and thematic analysis, the study uncovers farmers' motivations such as environmental sustainability, health considerations, and market demands. It also examines the challenges encountered, including initial financial investments, knowledge gaps, and certification processes. The outcomes highlight improved soil health, reduced environmental impact, and enhanced product quality. Insights from this study contribute to understanding the socio-economic dynamics of organic farming transitions in rural communities, offering valuable implications for agricultural policy, extension services, and sustainable development initiatives.

Keywords: *Organic agriculture, Rural farmers, Transition, Qualitative study, Sustainability.*

1. Introduction

The shift towards organic agriculture has gained significant global momentum as consumers increasingly demand healthier, environmentally sustainable food options. Organic farming, which emphasizes the use of natural processes and inputs, seeks to maintain soil fertility, reduce pollution, and promote ecological balance. However, the transition from conventional to organic farming presents a unique set of challenges and opportunities, particularly for farmers in rural areas. Organic farming is not a novel concept; its principles have roots in traditional farming practices that predate the widespread use of synthetic fertilizers and pesticides. The modern organic movement began in the early 20th century as a response to the industrialization of agriculture and the associated environmental and health concerns. Notable figures like Sir Albert Howard in the UK and J.I. Rodale in the USA were instrumental in promoting organic farming practices.

SOCIO-ECONOMIC IMPLICATIONS ON PRIVATISATION – A CASE STUDY OF VISAKHAPATNAM STEEL PLANT (VSP), ANDHRA PRADESH

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Abstract

The privatization of the Visakhapatnam Steel Plant (VSP) is a transformative event with far-reaching socio-economic implications for various stakeholders, including employees, management, local businesses, community members, and policymakers. This study examines these implications by employing an exploratory design and a qualitative approach, utilizing secondary data and collecting stakeholders' opinions through interviews and surveys. The analysis suggests that while privatization could drive industrial growth and attract investment, it also poses risks of job losses, social inequality, and reduced public welfare initiatives. To mitigate these risks, stakeholders are advised to engage in transparent communication, skill development, and collaborative efforts. Policymakers should implement protective measures for employees and foster an inclusive growth environment, while private investors should balance profitability with sustainable business practices. This examination provides an understanding of the potential impacts of privatization, offering insights for stakeholders to navigate the transition effectively.

Keywords: *Visakhapatnam Steel Plant (VSP), Privatization, Socio-economic implications, Stakeholder analysis*

1. Introduction

Visakhapatnam Steel Plant (VSP), a public sector undertaking in Andhra Pradesh, has been a significant contributor to the state's economy and employment opportunities. Established in 1982, VSP has played a pivotal role in the industrial development of Visakhapatnam, commonly known as Vizag. It not only provides direct employment to thousands of workers but also supports numerous ancillary industries, thereby creating a substantial number of indirect jobs.

However, the Indian government's decision to privatize VSP has raised concerns about the socio-economic implications for the region and its people. Privatization could lead to changes in employment conditions, including job security and



ADVANCING PUBLIC AWARENESS: AN EXPLORATORY RESEARCH ON COMMUNICATION STRATEGIES FOR NGOS

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Abstract

Effective communication is essential for non-governmental organizations (NGOs) to engage stakeholders, build trust, and drive positive social change. This research explores strategies to enhance NGO communication effectiveness, drawing insights from diverse stakeholders including donors, beneficiaries, volunteers, government officials, and community leaders. The study employs a qualitative approach, incorporating semi-structured interviews, literature review, and thematic analysis to evaluate communication channels such as traditional media, social media, websites, email newsletters, and community outreach initiatives. Stakeholder feedback highlights the importance of transparency, accountability, tailored messaging, digital engagement, and community collaboration in optimizing NGO communication strategies. Recommendations include prioritizing transparency and accountability, leveraging digital platforms for engagement, investing in capacity building and training, fostering strategic partnerships, and promoting diversity, equity, and inclusion in communication efforts. By cultivating a culture of continuous improvement and innovation, NGOs can adapt to changing communication trends and effectively address stakeholder needs and preferences, ultimately maximizing their impact in advancing social, environmental, and humanitarian goals.

Keywords: *NGO communication, Stakeholder engagement, Transparency, Digital engagement, Community Collaboration*

1. Introduction

In recent years, non-governmental organizations (NGOs) have become increasingly pivotal actors in addressing social, environmental, and humanitarian challenges worldwide. However, despite their vital role in driving positive change, many NGOs struggle to effectively communicate their mission, activities, and impact to diverse stakeholders, including donors, volunteers, beneficiaries, policymakers, and the general public. As such, there is a growing recognition of the importance of advancing public awareness and understanding of NGO work through strategic communication initiatives.

NGOs operate within complex and dynamic environments characterized by competing interests, limited resources, and evolving socio-political landscapes. Effective communication is essential for NGOs to build trust, mobilize support,



IMPACT OF AI EMPOWERMENT ON WORKFORCE JOB SATISFACTION

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Abstract

This study investigates the factors influencing the Increase in Workforce Satisfaction using a quantitative approach and multiple regression analysis. Data were collected from a diverse sample of employees across various industries and organizational sizes through surveys, assessing perceptions of Automation of Routine Tasks, AI-enhanced decision-making, Job Security Concerns, Workload and Efficiency, Employee Autonomy and Empowerment, Interpersonal Dynamics and Collaboration, Perceived Fairness and Transparency, Adaptation and Change Management, and Career Growth and Development. The analysis focused on determining the relationships between these predictors and the Increase in Workforce Satisfaction, using unstandardized coefficients, standardized coefficients (Beta), and significance levels (p-values) to gauge their impact. The regression model's fit was evaluated using R Square and Adjusted R Square to quantify the variance explained in satisfaction levels by the predictors. Findings indicate that factors such as Workload and Efficiency, Employee Autonomy and Empowerment, and Adaptation and Change Management significantly influence Increase in Workforce Satisfaction. The study highlights the importance of optimizing workload management, fostering employee autonomy, and implementing effective change management strategies to enhance satisfaction levels within organizations. These insights contribute to understanding the complex dynamics of workplace satisfaction amidst evolving organizational landscapes.

Keywords: *Workforce Satisfaction, Employee Autonomy, Change Management, Organizational Factors, Multiple Regression Analysis*

1. Introduction

The rapid advancement of artificial intelligence (AI) has significantly transformed various sectors, revolutionizing how businesses operate and how employees perform their tasks. AI empowerment refers to the integration and utilization of AI technologies to enhance the capabilities and productivity of the workforce. This empowerment can take various forms, including automating routine tasks, providing advanced data analytics, and enhancing decision-making processes. As AI continues to evolve, its impact on job satisfaction becomes a critical area of study, given the profound implications for both organizational efficiency and employee well-being.

EXPLORING THE SOCIAL MARKETING IMPLICATIONS OF INDIAN CORPORATES: AN ASSESSMENT THROUGH LITERATURE REVIEW AND EXPLORATORY RESEARCH

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Abstract

This research investigates the implications of social marketing initiatives undertaken by Indian corporates, aiming to assess their effectiveness, challenges, and impact on societal behaviour change. Employing an exploratory qualitative research design, the study explores the perspectives, experiences, and opinions of key stakeholders involved in social marketing efforts across diverse sectors in India. The study delves into the intricacies of social marketing practices and their implications for corporate social responsibility (CSR). The analysis involves manual coding and thematic analysis of qualitative data to identify recurring themes, patterns, and insights. By interpreting findings within the theoretical frameworks of social marketing and CSR, the research aims to provide valuable insights and recommendations for enhancing the effectiveness and impact of social marketing initiatives undertaken by Indian corporates. This study contributes to the existing literature by offering empirical evidence and actionable insights.

Keywords: *Social Marketing, Indian Corporates, Corporate Social Responsibility (CSR), Stakeholder Perspectives.*

1. Introduction

Social marketing, originating in the 1970s, represents a pivotal shift in the application of marketing principles from purely commercial endeavours to addressing societal issues and fostering positive behavioural changes. This innovative approach harnesses the power of marketing techniques to influence attitudes, beliefs, and behaviours in order to promote social good and improve overall well-being. In India, this concept has gained significant traction, particularly among corporations seeking to fulfil their Corporate Social Responsibility (CSR) obligations.

Corporations in India are increasingly recognizing the potential of social marketing initiatives to not only enhance their brand image but also make meaningful contributions to society. By aligning their CSR strategies with social marketing principles, companies can leverage their resources, expertise, and

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DEPARTMENT OF MBA



A HALF-YEARLY NEWSLETTER
AY: 2024-25 July-December Vol. 17 Issue -1

DEPARTMENT OF MBA
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At AITAM, we are committed to excellence in everything we do. We strive to mould the students in balancing intellectual and practical skills to become leaders in all the fields of Technical know-how and Management. We have created the finest facilities for the students to make the most of their scholastic pursuits. We are closely aligned with the corporate world which ensures exchange of ideas and experiences that keep our curricula focused on current developments and challenges in the field of engineering. We are firmly committed to research and consulting activities to contribute to the development of the discipline of engineering. Our vitality lies in our spirit of innovation. Our strength lies in our pragmatic approach. Our success lies in our will to do.



Dr. K. Someswara Rao
CHAIRMAN

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Aditya Institute of Technology and Management is founded to meet the increasing demand for competent engineering graduates. Within a short span of its inception, AITAM has grown to be a premier engineering college of its kind and has won laurels and kudos from the industry. The faculty and staff in AITAM are dedicated to providing first-class education that instills strong and potent basic knowledge for sound practice in science and engineering for the well-being of the society. The Institute offers curricula that nurtures creative thinking and prepares students for productive and rewarding careers. The Institute offers programmes that deepen learning experiences of our students and prepare them for successful careers as engineers.



Sri L.L. Naidu
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Engineering education at AITAM is indeed a rewarding intellectual experience. The Institute prepares the engineering professionals of tomorrow imbued with insight, imagination and ingenuity to flourish as successful engineers. Our programs are attuned to the needs of the changing times. The classrooms are ultra-modern; the library and labs are cutting-edge; and all the members of the faculty are workaholic professionals and masters in their fields. Not surprisingly, our students are recruited by such renowned organizations as HCL, Satyam, WIPRO, INFOSYS, TCS, Visual Soft, Innova-Solutions and InfoTech. The exceptional dedication of our students, faculty and staff, and our collaborations with Industry and other institutions ensure that the Institute is well-poised to create a unique niche in the horizons of engineering education.



Prof. V.V. Nageswara Rao
DIRECTOR

Principal's Message

It is only through knowledge that man attains immortality. Knowledge has to expand or grow to remain as knowledge. The road to excellence is toughest, roughest and steepest in the Universe. The world requires and honors only excellence. Available information has to be directed by wisdom and intelligence to create new knowledge. Promotion of creativity is the new role of education. It is only through creative thinking that the present and future problems can be addressed to find dynamic solutions. Technology should be used to help remove poverty from the world. In fact forty per cent of the world's poor are in India. Confidence leads to capacity. It is faith in oneself that produces miracles. Education at AITAM helps build character, strengthen the mind, expand the intellect and establish a culture of looking at problems in a new perspective. The student is put through rigorous training so that he can stand on his own feet after leaving the portals of the Institute.



Dr.A.S.Srinivasa Rao
PRINCIPAL

HOD's Message

MBA in today's scenario is considered as a basic qualification for management positions be it in Finance, Marketing, and HR department of an organization. The major advantages of pursuing MBA is the exposure to the theories of management and their practical implications, understanding the actual organizational environment, the working culture and learning the ways to become successful managers in various disciplines.



In present globally acquired business environment, dynamic managers having vision, resourcefulness and proficiency to face the problems and challenges are in demand. Keeping this in view, Department of MBA, AITAM trains the students with quality education and skill sets required in business world. The pedagogy followed is in coherence with the current requirements in order to bring out the best in the students to be successful managers.

The institution has highly competent, committed and proficient faculty who have associated their personal aims and growth with that of the institution. We concentrate on providing soft skills with special emphasis on spoken English, role plays, case discussions, mock interviews, group discussions etc.

The students of the Department have been actively participating in the Career Development Cell as well as Entrepreneurship Development Centre in the institution. This practical approach helps students to face the highly competitive environment and unleash their full potential.

Dr. K.Venugopal
Head of the Department
Department of MBA

PUBLICATIONS

Books - 2

1. Venugopal, K. & A. Venkata Satyanarayana (2024). *"Reverse Logistics for Small Business: A Theoretical and Practical Exploration"* Forum for Intellectual Academicians and Researchers Publications. First Edition: 2024, Copyright © forum4researchers, ISBN: 978-81-947515-8-8 https://www.researchgate.net/publication/382870220_Reverse_Logistics_for_Small_Business_A_Theoretical_and_Practical_Exploration
2. Venugopal, K. & Konchada Sandeep Kumar (2023). *Cashew Marketing; A Theoretical and Practical Exploration*, 'LAP LAMBERT Academic Publishing', copyright@2023 International Book Market Service Ltd., member of OminiScriptum Publishing Group, Mauritius., ISBN: 978-620-6-75065-9

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Book Chapters- 7

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3. Venugopal, K., Devarapalli Sindhu, Srija Nimalipuri, Rowtu Chandalva (2024). Cryptocurrency and Traditional Financial Markets: A Comprehensive Evaluation. Digitalization, Innovation Sustainable Development in Business, LAP Lambert Academic Publishing, Chapter 9, PP:123-139, ISBN:978-620-7-46853-9, https://www.researchgate.net/publication/379837938_Cryptocurrency_and_Traditional_Financial_Markets_A_Comprehensive_Evaluation
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https://www.researchgate.net/publication/375748017_Impact_of_Dexterous_and_Detrimental_on_SBI_Credit_Cards_Application_of_Random_Forest_and_Regression_Analysis
7. Venugopal, K., Saumendra Das (September, 2023). Prediction Analysis of Gen Zers’ Attitudes on Ecological Consciousness. Chapter book entitled “Sustainable Science and Intelligent Technologies for Societal Development”. A volume in the Practice, Progress, and Proficiency in Sustainability (PPPS) Book Series, IGI Global, ISSN: 2330-3271; e ISSN: 2330-328X, pp. 242-257
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CONFERENCES ATTENDED

National - 4

- 1) Presented a paper entitled “Green Growth: Regenerative Marketing's Indian Odyssey” in the “National e - Conference” on “Industry 5.0 : Transition Towards Sustainability” organized by Ashoka Business School in Affiliation with Savitribai Phule Pune University, Pune under the Internal Quality Assurance Cell (IQAC) on 22nd & 23rd of May 2024.
- 2) Presented a paper entitled “Impact of Children’s engagement in Traditional Sports on the Fitness: A Descriptive Study in Andhra Pradesh” in an ICSSR Sponsored National Conference on “Reviving Indian Sport's Heritage to Regain Health, Harmony, Glory, and Legacy: Reclaiming the Past, Shaping the Future” organised by G.S.College of Commerce, Wardha, Maharashtra on 22nd March 2024.
- 3) Presented a paper entitled “Impact of Mother Tongue on Students’ speaking Abilities in English Language at Rural Places” in an ICSSR Sponsored National Conference on “English Language Competence in Rural Youth: Improving Job Readiness” organised by G.S.College of Commerce, Wardha, Maharashtra on 5th & 6th August 2023.
- 4) Presented a paper entitled “Assessment on the Intricacies of English Speaking Abilities by Rural Students in India” in an ICSSR Sponsored National Conference on “English Language Competence in Rural Youth: Improving Job Readiness” organised by G.S.College of Commerce, Wardha, Maharashtra on 5th & 6th August 2023.

International- 1

1. Presented the paper entitled “Exploring AI Tools in Academia: A Theoretical Examination of their Application for Academic Advancement” in the International Conference on “The Impact of AI Driven Decision Making and Agile Management Practices for Sustainable Development (ACADMS 2024)” organised by Acharya Institute of Graduate Studies, Bengaluru during May 3rd & 4th 2024.

EXPERT LECTURES

Chairs- 3

- I. Chaired the session as well as delivered the key note speech in an ICSSR sponsored National Seminar on “English Language Proficiency Among Rural Youths: Need For Better Employability” conducted by the Department of English, Siskha Madal’s Govindram Seksaria College of Commerce, Wardha, Maharashtra on 6th August 2023.**
- II. Acted as a chief Guest and speaker in an international conference on “The Impact of AI Driven Decision Making and Agile Management Practices for Sustainable Development - (ICADMS) 2024” organised by Department of Management, Acharya Institute Of Graduate Studies, Bangalore, on 3rd and 4th April 2024.**
- III. Acted as a resource person by delivering an expert talk in a One Week Offline FDP on “Sustainable And Resilient Civil Engineering Practices-SRCEP-2024” and delivered a session on “The Innovation Imperative: Fuelling Entrepreneurial Growth and Success” conducted by Department of Civil Engineering, Aditya Institute of Technology and Management (AITAM), Tekkali on 13th March 2024.**

Resource Talk- 2

- 1) Delivered a guest lecture to the faculty members on “ IPR and Patent Process” organised by The Place of Higher Learning and Research in Collaboration with IQAC, Siskha Madal’s Govindram Seksaria College of Commerce, Wardha, Maharashtra on 7th August 2023**
- 2) Delivered a guest lecture to the students of III years commerce and computers on “ Data Analytics” conducted by the Department of B.Com Computer Applications, Siskha Madal’s Govindram Seksaria College of Commerce, Wardha, Maharashtra on 7th August 2023**



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**Manmohan Singh
(1932-2024)**
Resource Person

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**Dr. Chintamani Prasad
Patnaik,
Associate Professor**

**Convenor-Dr. B. Balaram
Associate Professor**

MBA Department

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