

**REPORT OF "PARAMPARA – 2023, A NATIONAL LEVEL MANAGEMENT FEST
CONDUCTED BY THE SCHOOL OF MANAGEMENT SCIENCES ON 4TH MARCH
2023 AT 10.30 AM**

The School of Management Sciences has organized a one-day National Level Management Fest "PARAMPARA – 2023 on SATURDAY 4th March, 2023 at 10.30 AM. Mr.Srinivas Dulipala, Cluster Lead L&D-HR, Hetero Labs, Hyderabad, Chief Guest for the inaugural session.

At the outset all the dignitaries were warmly welcomed and an invocation song by Ms.Saranya MBA II year.

Dr.T.Ravindra Reddy, Dean, School of Management Sciences welcomed all the dignitaries, colleagues and all the aspiring students to the Fest and said that the Parampara-2023 is a platform to exhibit their ideas and knowledge which provides a healthy competition to improve the leadership qualities of the students to acquire real practical effects to build up their careers. He said that after Covid pandemic, the fest is now conducting through direct mode and useful to share the ideas openly. He narrated the meaning of PARAMPARA which is derived from Sanskrit which means the relation between Guru and Discipline. He said that the knowledge or education which would pass on by the older generations to the younger generations in order to mould the youngsters with their expertise is said to be the Parampara. The present concept of the management fest i.e. PARAMPARA-2023 is to create a platform to encourage the students to extricate their hidden talents and to encourage them to participate in different events being conducted during the fest. He conveyed his heartfelt gratitude and appreciation to the Director to grace the occasion with his presence. He said that the Institution has excellent Management who has been extending its continuous support by providing excellent infrastructure facilities which will be suitable for all respective courses of the Institution. He said that due to corona pandemic during 2020 & 2021 there was lot of gap between the people. The online Technology was developed and changed the attitude of people. He has requested the participants be regular to the classes and the physical interaction in participating in fest helpful for their mentally health also. He informed that there are about 200 students are participating in different kinds of events like 1. Product Launch/Business Idea 2) Young Manager and 3) Business Quiz etc. He advised

all the participants to make use of this platform to exchange their views and knowledge by participating in all the events and wished them all success.

Dr.C.V.Krishna Reddy, Director-NNRG welcomed the Chief guest, Deans, HoDs, Professors, Faculty members, students and participants from other institutions. At the outset he congratulated the Dean, SoMS and conveyed his appreciation that the School of Management Sciences under the auspices of NNRG is organizing the PARAMPARA-2023. This fest is conducting with various events with all the MBA students of our Institution and other students of MBA colleges to evolve a platform to the young students to make use of their hidden talents of young managers to become a successful job seeker or successful entrepreneur in order to build up their future careers. He said that the conduct of PARAMPARA is very much essential in our institution and this is a special occasion to show the talent of young managers. The business quiz, Product launching which helps to interact the students coming from other colleges and they can discuss the issues keeping in view of facilities in India to start Industries to meet the requirement of the Nation. He informed the participants that the A.P Government has conducted two days A.P Global Investors Summit -2023 which helped in projecting A.P as the favoured investment destination in India, both for national and International business community. The investments and projects in solar, wind and pumped water energy storage in A.P were fascinating and a great learning. It is as a great business opportunity in a State like AP which was fast grooming as the EV and renewable energy ecosystem. For the record, A.P has got a whopping Rs.8.85 Lakh crore worth of investment proposals in renewable and EV segment and there are lot of job opportunities to the MBA students. In every where the Technology has been implemented and to know what is happening in the society specially Health care and Agriculture. The farmers are also using Technology and facing lot of challenges and sometimes the Technology also going in a wrong direction. The Technology must be for the benefit of the Society and not effect our regular activity. The Institutions are also not deviate ethical values in day to day life and everybody need to work hard. He has requested the participants to show their mark as PG student and to participate in the programs conducting and to show their talent.

Mr.Srinivas Dulipala, Cluster Lead L&D-HR, Hetero Labs, Hyderabad, Chief Guest has given his appreciation to School of Management Sciences NNRG for conducting a National Level Management Fest PARAMPARA-2023 with direct interaction and he has given lot of inputs to the student participants regarding the present job scenario. He described that the MBA students must be Entrepreneurs and requested them regular to the college. The Institution is having Incubation Centre and appreciated the efforts of the College to make available to the students a

very good opportunity, keeping in view the tough competition prevailing now to get good placements to the students. The Incubation Centre is a space for young minds to transform their innovative ideas into viable implementation. In Telangana there are T-Hub (Technology Hub) is an innovation hub and ecosystem enabler. Based out of Hyderabad, India, T-Hub leads India's pioneering innovation ecosystem and is the world's largest innovation campus at Serilingampally, Hyderabad. There is WE-Hub in Telangana led incubator for women entrepreneurs – with the primary goal to promote and foster women entrepreneurship. The JNTUH also launched a University wide Innovation and R&D imitative J-Hub. The J-Hub is envisioned to provide a unique platform for the graduating engineers, faculty, research scholars and alumni to pursue innovation, Applied Research and tech-entrepreneurship. He has requested the participants to visit the Hubs to know the activities going on. He further informed the participants that in Hyderabad there are 1 crore startups, Number of Pharma Companies and 6,00,000 IT Companies. Every day there are 20,000 recruitments are going on and for this writing of resume is very important. He has requested the students that the present scenario is tough competition and the students are to work hard more than 16 hours day to make them success, otherwise it is very difficult and wished the students for their success in their future goals and to have a successful participation in all the events in parampara. The function was concluded with a vote of thanks by Mrs.A.Shubhanandha, Asst. Prof. SoMSU.

BRIEF REPORT ON THE EVENTS CONDUCTED DURING THE NATIONAL MANAGEMENT FEST ON “PARAMPARA-2023” ORGANIZED BY SCHOOL OF MANAGEMENT SCIENCES ON 4TH MARCH, 2023.

1. The total students participated in the Conference are 186 out of which 78 students are from outside Colleges (12 Colleges) and 78 students are from NNRG.
2. There are four main formal events and talent round events conducted during the fest viz.,

a. Product Launch/ Business Idea

There were 43 students participated as 4 to 6 students in each team. Out of which internal 33 and external 10 students were participated. The winner is Team (1) Saranya, Divya, Rohitha, Vanitha, Meghana, and Ruchitha from NNRG. The Runners are Team (7) Y.Navya, D.Ravali, k.Shivani, k.Akhila, from Mallareddy women's Engineering college, Medchal.

b. Young Manager

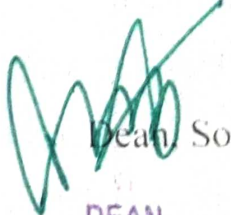
There were 50 students participated in the above event. Internal 21 and external 29 students are participated. The Young Manager was K.Hitesh from Aurora PG college, Ramanthapur,Hyderabad

c. Business Quiz

There were 80 students participated in the above event. Internal 32 and external 48 students are participated. The winners are A.Akhila and A.Shivani from Megha institute of Engineering, Hyderabad. The Runners are Bhargav and Mahesh from II MBA NNRG

The event have been followed by Valedictory Function at 4.30 PM

Dr.T.Ravindra Reddy, Dean, School of Management Sciences reported the events conducted during PARAMPARA-2023 Meet. The Director,NNRG expressed his views on Parampara – 2023 and congratulated all the winners and runners of the events. Ms. Meghana, Student of second year MBA announced the runners and winners. The cash prizes along with mementos and certificates are distributed to the runners and winners by the Director. Participants are expressed their views under feedback. The program concluded with a vote of thanks at 5;30 PM by Ms.A.Sghubhanandha, Asst Professor, SoMs.


Dean, SoMS

DEAN

School of Management Sciences
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1. The Director
2. The Asst. Registrar