

**REPORT OF "PARAMPARA – 2024, A NATIONAL LEVEL MANAGEMENT FEST
CONDUCTED BY THE SCHOOL OF MANAGEMENT SCIENCES ON 25th
JANUARY, 2024 AT 10.00 AM**

The Nalla Narasimha Reddy Education Society's Group of Institutions, School of Management Sciences has organized a one-day National Level Management Fest "PARAMPARA – 2024 on Thursday, 25th January, 2024 at 10.30 AM in the Auditorium (3rd Floor).

Ms.A.Shubhanandha, Asst. Professor, SoMS welcomed all the dignitaries on the dais, Director Dr.C.V.Krishna Reddy, Chief Guest Mr.Ajay Mali, Senior Manager-HR, SenecaGlobal, Hyderabad, Mr.Nalla Prashanth Reddy, Vice-Chairman, NNRG, Dr.T.Ravindra Reddy, Dean, School of Management Sciences and Dr.Krishna Mohan Chinnala, Dean, School of Pharmacy.

The inaugural session formally inaugurated by welcome dance by MBA first year students and by lightening of lamp by the dignitaries and invocation song by the students.

Dr.T.Ravindra Reddy, Dean, School of Management Sciences extended his warm welcome to all the dignitaries on the dais, colleagues and all the aspiring students to the Fest and said that the Parampara-2024 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 and useful to share the ideas openly and to fill the gap between academic level and industry requirements. He said that in olden days there was no unemployment problem for illiterates because they have worked in what they want and enjoyed the life, whereas now a days unemployment problem is more in educated youth. 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 the Parampara. He conveyed his heartfelt gratitude and appreciation to the Director and Vice Chirman 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 informed that there are about 268 students are participating in different kinds of

events like 1. Business Idea/Ad Making 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. He has also expressed his sincere gratitude to the Chief Guest for attending the Conference and also support given by the sponsors.

Dr.Krishna Mohan Chinnala, Dean, School of Pharmacy has given an inspirational speech for all the students about the importance of conducting PARAMPARA-2024 by the School of Management Sciences. He said that after becoming young Managers, they must be very smart and requested to participate in the events conducting to get experience and requested to improve their knowledge and skills and do something to the Society.

Mr.Ajay Mali, Senior Manager-HR, Seneca Global, Hyderabad, Chief Guest has given his appreciation to School of Management Sciences NNRG for conducting a National Level Management Fest PARAMPARA-2024 with direct interaction and he has given lot of inputs to the student participants regarding the present job scenario. He informed the power of knowledge and the information can be get on finger tips and how to utilize effectively to Management students optimization and have to know the stake holders needs. The post pandemic changed the entire Business activity and physical visit of the clients. The Management students to acquire knowledge what industry is looking and to understand the clients needs. The marketing now become very typical and constant learning is needed for change management. He has given example of Kodak Film and said that during 1980, the Kodak film making is one of the pioneer in the market, but after some time when the digital image came, they went for Sony digital camera for digital image need for change, as such we have to change ourselves. The people will always look change for change for that change management is needed, there is a gap between the students and industry. Industry is looking for best talented persons for that we have to realize. As the business scenario changed, he has informed the importance of communication skills, team work and continuous learning. He has requested to read lot of case studies and attend workshops and seminars and need different ideas of the industry/corporate sector looking and wished the students for their success in their future goals and to have a successful participation in all the events in parampara.

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-2024. This fest is conducting every year with various events with all the MBA students of our Institution and

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 and to train the participants as best Managers in various domain. He has requested the students to focus on self with good goal in their mind to achieve the goal and to success in life. The Chief Guest has given lot of information to become a good Manager. The Government of India intention is Make in India for development of this nation and coming up with lot of Ideas for the youth for the development of India and the Government target is that by 2047, the Country become as a Developed nation. The Prime Minister always speaking through different media that all kinds of possibilities and intention of the Government, the nation become developed. The Institution is conducting various programmes and informed that the events should not be a routine, but some kind of innovations has to be made to attract the students for more participation. The Institution 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 programs conducting and to show their talent.

The inaugural function was concluded with a vote of thanks by Mrs.A.Shubhanandha, Asst. Prof. SoMS.

BRIEF REPORT ON THE EVENTS CONDUCTED DURING THE NATIONAL MANAGEMENT FEST-“PARAMPARA-2024” ORGANIZED BY SCHOOL OF MANAGEMENT SCIENCES ON 25TH JANUARY, 2024.

1. The total students participated in the Conference are 268 out of which 158 students are from outside Colleges (13 Colleges) and 110 students are from NNRG.
2. There are three main formal events and talent round events conducted during the fest viz.,
 - a. **Business Idea / Ad Making**

There were 20 students participated as 4 to 6 students in each team. Out of which internal 10 and external 10 students were participated. The winner is Team (1)G.Naveen kumar, K.Ravi Kumar,M.Priyanka,M.Anusha,G.Roshini from NNRG. The Runners are Team(2) Ch.Dhanunjay,P.Swetha,M.Abhishek,G.Sravani,R.Divya from NNRG.

b. Young Manager

There were 64 students participated in the above event. Internal 12 and external 42 students are participated. All 64 students appeared for written examination and 25 students are shortlisted for Group discussion and out of which 5 students are selected for stress interview. All five students were appeared for stress interview in open auditorium. Ms.C.Yashaswi student from St.Pious,Hyderabad declared as young manager of the event

c. Business Quiz


There were 62 teams with 2 students in each total 124 students participated in the above event. Internal 14 and external 110 students are participated from 11 colleges. The Winner are M.Sai Chandu,S.Manish,II MBA from NNRG and the Runners are A.Akhil kumar,Y.Bhadri from Sri Nidhi Institute of Science and Technology,Hyd.

In addition to the above formal events there was a talent round which includes cultural events like Drawing Competition, Paper craft and Mahanadi Competition etc.

The event has been followed by Valedictory Function at 4.30 PM in Auditorium, III Floor, NNRG.

Dr.T.Ravindra Reddy, Dean, School of Management Sciences reported the events conducted during PARAMPARA-2024 Meet. The Director, NNRG expressed his views on Parampara – 2024 and congratulated all the winners and runners of the events. Ms.Srujana, 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.Shubhanandha, Asst. Professor, SoMS.



Dean, SoMS
DEAN

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Copy to:

1. The Director
2. The Asst. Registrar
3. The Convener, IQAC

