

**NALLA NARASIMHA REDDY EDUCATION
SOCIETY'S GROUP OF INSTITUTIONS**
(UGC AUTONOMOUS INSTITUTION)

SCHOOL OF MANAGEMENT SCIENCES

NEWS LETTER

2024-25
MARCH- APRIL 2025

SCHOOL OF MANAGEMENT SCIENCES

INSTITUTE'S VISION AND MISSION

VISION : To be a premier institution ensuring globally competent and ethically strong professionals.

MISSION :

- To provide higher education by refining the traditional methods of teaching to make globally competent professionals
- To impart quality education by providing the state of the art infrastructure and innovative research facilities.
- To practice and promote high standards of professional ethics, transparency and accountability.

SCHOOL OF MANAGEMENT SCIENCES

VISION:

- ❖ To develop innovative, socially responsible and ethically strong global business leaders through academic excellence.

MISSION :

- ❖ Providing quality research driven education, continuous learning to inculcate values and ethics and preparing to face all kinds of challenges

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SCHOOL OF MANAGEMENT SCIENCES

NEWSLETTER 2024-25

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1. ABOUT SCHOOL OF MANAGEMENT SCIENCES

The School of Management Sciences was established in the year 2009 with an aim to develop next generation leaders in the management. Department is headed by Dr.T.Ravindra Reddy. The School guiding factors are inspired by internationally accepted values and practices. Faculty of SoMS posses untiring and pleasing commitment to the following values that NNRG has always believed to be very near to success .Students have the opportunity to engage their minds with a distinguished faculty to develop their analytical skills since the school consider this as critical in understanding management in the contemporary environment.

In addition to the theory sessions, the SoMS encourages and supports MBA Students to gain practical knowledge through internships in industries, Industrial visits and case studies. Management student's association-Kautilyan club is formed to bring out students hidden talents in Marketing, HR and Finance areas and to exhibit their leadership qualities.

MBA at NNRG provides rich learning environment with modern labs and digital class rooms. SoMS believes that besides excellence academic inputs, the students need to be properly groomed to be ready for a successful career in industry, for which exclusive training is provided on communication, aptitude and soft skills.

2. DEPARTMENT EVENTS

2.1 Management Club Activity

Students are encouraged to organize their own activities through Kautilyan Club. These activities include Quizzes, Debates, Group discussions, Business plans, Problem solving and other events in all management verticals. The objective behind these activities of Kautilyan cub is to keep the students informed of happenings in various verticals of management, and markets in India and abroad. It is believed that these club activities would take students beyond application of class-room concepts to understanding issues in all the verticals of management.

PRODUCT DUMB CHARADES: Dumb Charades, students act out or describe (without naming) real or fictional products, brands, or marketing terms while their team guesses. This integrates fun with learning, especially in areas like marketing, product management, branding, and consumer behavior. This game improves non-verbal communication, team coordination, quick thinking, and concept retention. It also helps build confidence and interpersonal skills—critical competencies for future managers and leaders. Ideal for breaking the monotony of lectures, it blends learning with laughter.



2.2 Management Fest-PARAMPARA-2025

The NNRG, School of Management Sciences has organized a one-day National Level Management Fest “PARAMPARA – 2025 on Friday, 28th March, 2025 at 10.30 AM in the Auditorium (3rd Floor), Director Dr.C.V.Krishna Reddy, Chief Guest Commander Santosh Nagarajan (Rtd.), Associate Director – Learning & Development Virtusa, Hyderabad, Mr.Nalla Prashanth Reddy, Vice-Chairman, NNRG, Dr.T.Ravindra Reddy, Dean, School of Management Sciences and Dr.G.Janardhana Raju, Dean, School of Engineering and Dr.Krishna Mohan Chinnala, Dean, School of Pharmacy were participated and given messages to the participants. Parampara-2025 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. There are 22 Colleges are participated and about 157 external and 105 internal students registered and participated in different kinds of events like Business Idea, Young Manager and Business Quiz etc. The cash prizes along with mementos and certificates are distributed to the runners and winners by the dignitaries in the valedictory session.





PARAMPARA 2025: A Grand Celebration of Management Excellence at NNRG

DECCAN NEWS SERVICE
■ HYDERABAD

Nalla Narasimha Reddy Education Society's Group of Institutions hosted the spectacular national-level management fest, PARAMPARA 2025, celebrating talent and innovation in business and management. The event's chief guest, Commander Santosh Nagarajan (Retd.), Associate Director - Learning & Development at Virtusa, Hyderabad, emphasized the importance of technological skills, industry readiness, networking, and ambitious career planning for students. Institution Director Dr. C.V. Krishna Reddy highlighted the need for brilliance in fundamental subjects like Finance, HR, and Marketing.

Vice-Chairman Nalla Prashanth Reddy, along with the College Director, distributed prizes and certificates to event winners and outstanding



performers. Program Convenor Dr. T. Ravindra Reddy, Dean of the School of Management Sciences, presented a detailed report, noting that 350 students from various B-Schools and colleges across the country participated in competitions such as Young

Manager, Business Quiz, and Business Idea. The event saw enthusiastic participation from deans, heads of departments, Training & Placement Officer K. Sreekanth, faculty members, and students, making PARAMPARA 2025 a grand success.

సవాళ్లను ఎదుర్కొనే సామర్థ్యం పెంచుకోవాలి



పోచారం: ప్రస్తుత సమాజంలో ఉన్న ఎన్నో సవాళ్లను సమర్థవంతంగా ఎదుర్కొనేందుకు అవసరమైన సామర్థ్యాలను సాధించాలని మాజీ కమాండర్ సంతోష్ నాగరాజన్ విద్యార్థులకు సూచించారు. చౌదరిగూడలోని నల్ల నర్సింహారెడ్డి ఇంజనీరింగ్ కళాశాలలో 'పరంపర-2025' పేరుతో శుక్రవారం

నిర్వహించిన మేనేజ్మెంట్ ఫెస్టివల్ ఆయన ముఖ్య అతిథిగా పాల్గొన్నారు. ఈ సందర్భంగా మాట్లాడుతూ.. విద్యార్థులు ఉన్నత స్థాయికి చేరుకోవాలంటే సాంకేతిక, పారిశ్రామిక నైపుణ్యాలను పెంపొందించుకోవాలన్నారు. సమాజంలోని పలు సవాళ్లకు పరిష్కారాలను కనిపెట్టే దిశగా కృషి చేయాలన్నారు. కార్యక్రమంలో ఎన్ఎస్ఆర్జీ వైస్ చైర్మన్ నల్ల ప్రశాంత్రెడ్డి, కళాశాల డైరెక్టర్ డా.సీవీ కృష్ణారెడ్డి, ప్రోగ్రాం కన్వీనర్ డా.టీ.రవీంద్రారెడ్డి, ఫార్ములీ డీన్ డా.జనార్దనరాజు, ప్లేస్మెంట్ ఆఫీసర్ కే.శ్రీకాంత్ విద్యార్థులు పాల్గొన్నారు.

29/03/2025 | Hyderabad(Medchal) | Page : 13

Source : <https://epaper.sakshi.com/>



జ్ఞాపికను అందజేస్తున్న కళాశాల ప్రతినిధులు

ఘటోకేశర్, మార్చి 28 (ఆంధ్రజ్యోతి): విద్యార్థులు పరిశ్రమలకు అవసరమైన పరిజ్ఞానాన్ని పెంపొందించుకోవాలని ఆర్మీ రిటైర్డ్ కమాండర్, వర్చువల్ సాప్టవేర్ సంస్థ ఆసోసియేట్ డైరెక్టర్ సంతోష్ నాగరాజన్ అన్నారు. పోచారం మున్సిపాలిటీ పరిధిలోని చౌదరిగూడలో గల నల్ల నర్సింహారెడ్డి ఇంజనీరింగ్ కళాశాలలో శుక్రవారం పరంపర 2025 సదస్సును ఆయన ప్రారంభించారు. ఈ సందర్భంగా ముఖ్యఅతిథిని కళాశాల వైస్ చైర్మన్ నల్ల ప్రశాంత్రెడ్డి, డైరెక్టర్ సీవీ కృష్ణారెడ్డి శాలువాతో సత్కరించి జ్ఞాపికను అందజేశారు.

3. ACHIEVEMENTS

3.1 Faculty Publications

S.No	Name of the Faculty	Title	Name of the Journal	ISSN	Volume & Issue/Year
1	Dr.T.Ravindra Reddy	AI for Sustainable Marketing:Promoting Green Consumer Behavior	Pegem Journal of Education and Instruction(WoS)	2146-0655	Vol.15,No.4,April-2025(pp.153-164)

3.2 Faculty Certifications (Workshop / FDP/ Webinar/Conference/ NPTEL)

S.No	Name of the Faculty	Name of the Course/Event	Organized by	Date	Duration
1	Dr.VVYR.Thulasi	Principles of Management	NPTEL IIT Roorkee	Jan-Apr	12 weeks
2	Dr.VVYR.Thulasi	Principles of Management (FDP)	NPTEL IIT Roorkee	Jan-Apr	12 weeks
3	Dr.VVYR.Thulasi	Research Skills & Quality Publication	Holy Mary Institute of Technology and Sciences	Apr 7 th – 11 th	5 days
3	Dr.P.Meena kumari	Artificial Intelligence (AI) for Investments	NPTEL IIT kanpur	Jan-Apr	12 weeks
4	Dr.P.Meena kumari	Artificial Intelligence (AI) for Investments (FDP)	NPTEL IIT kanpur	Jan-Apr	12 weeks
5	Dr.P.Meena kumari	Contemporary Research practices : Innovations and Methodologies	Guru Nanak Institutions Technical Campus	Apr 21 st to 25 th	5 days
6	Dr.P.Meena kumari	SEM Using SMART PLS and AI : A Hands on Approach	Siva Sivani Institute of Management	Apr 21 st to 25 th	5 days
7	Dr.P.Meena kumari	Effective Sales : An Overview	FIA Business School (Coursera)	Apr 22	
8	Mr. A.Sudheer	Business Statistics	NPTEL IIT Roorkee	Jan-Apr	12 weeks
9	Mr. A.Sudheer	Business Law for Managers	NPTEL IIT kharagpur	Jan- Mar	8 weeks
10	Mrs.T.Soujanya	Financial Management For Managers	NPTEL IIT Madras	Jan-Apr	12 weeks
11	Mrs.T.Soujanya	Financial Management For Managers (FDP)	NPTEL IIT Madras	Jan-Apr	12 weeks
12	Mrs.M.Swathi	E-Business	NPTEL	Jan-Apr	12 weeks

			IIT Madras		
13	Mrs.M.Swathi	E-Business (FDP+)	NPTEL IIT Madras	Jan-Apr	12 weeks
14	Mrs.A.Sridivya	Leadership and Team Effectiveness	NPTEL IIT Roorkee	Jan-Apr	12 weeks
15	Mrs.A.Sridivya	Leadership and Team Effectiveness (FDP)	NPTEL IIT Roorkee	Jan-Apr	12 weeks
16	Mr.K.Venkata Raju	Principles of Management	NPTEL IIT Roorkee	Jan-Apr	12 weeks
17	Mr.K.Venkata Raju	Principles of Management (FDP)	NPTEL IIT Roorkee	Jan-Apr	12 weeks
18	Mr.K.Venkata Raju	Contemporary Research practices : Innovations and Methodologies	Guru Nanak Institutions Technical Campus	Apr 21 st to 25 th	5 days

3.3 Student Certifications

S.No	Roll Number	Name of the Student	Organized by	Title	Date& Duration
1	237Z1E0032	K.Lava Kumar	Anurag University Con clave	Right Kind of wong-Embracing Failures	Apr 12 th
2	237Z1E0060	V.Manasa	Anurag University Con clave	Right Kind of wong-Embracing Failures	Apr 12 th
3	237Z1E0015	E. Arjun	NNRG	Elite gathering	Apr 11 th
4	247Z1E0005	A Tanuja	NNRG	Elite gathering	Apr 11 th
5	237Z1E0029	K.Dhamodhar	NNRG	Elite gathering	Apr 11 th
6	247Z1E0010	Sravanthi	NPTEL	Elite	
7	237Z1E0015	E. Arjun	Nalla Mallareddy Engineering College,Shodhana-2K25,Management Fest	Talent talk	Mar 27 th
8	237Z1E0005	B.Rahul	Nalla Mallareddy Engineering College,Shodhana-2K25,Management Fest	Marketing Mojo Masters & Bizwiz	Mar 27 th
9	237Z1E0040	M.Saikrishna	Nalla Mallareddy Engineering College,Shodhana-2K25,Management Fest	Marketing Mojo Masters & Bizwiz	Mar 27 th

WISHING YOU ALL SUCCESS AND GOOD HEALTH