In today’s challenging environment of Business Education faculty members face the challenge of keeping up with advancements in knowledge as fields of management and technology are practice oriented disciplines. In addition to the growth in basic knowledge there is the consideration of keeping abreast with the latest technological devices and systems, skills and techniques, and business practices.

In its constant endeavor to improve the course content and pedagogy, VJIM has implemented the practice of faculty internship during summer. Faculty members have interned in manufacturing industries for 2 weeks and have submitted reports of their learning. The reason for choosing the manufacturing industry is because it is here that one can experience the different facets of management of technology and human resources. In terms of the institution, such experiences can lead to improvements in curriculum or in research. While faculty members are familiar with the concepts of management, a few have had hands on training in the application of these principles. There are several advantages for the faculty member. First, the internship presents the opportunity to observe the latest equipment, processes and manufacturing systems in operation. Second, the internship enables the faculty member to gain knowledge of operational processes and protocols in the industry and an insight into how industry goes through the process of forming multi disciplinary teams for the purpose of accomplishing specific goals. Lastly, the internship empowers the faculty member by giving him/her confidence in the technical contemporariness of his/her knowledge. The inability to stay abreast of technological advancements on the part of management faculty is cited as a major impediment to the technology profession’s effort to produce a skilled workforce. While creative activities could contribute toward staying up to date in one’s discipline, internships offer the best opportunity for faculty development owing to their length in terms of time and breadth of scope.

Dr. Kamal Ghosh Ray

Editorial

We all have been blessed with the ability to act purposefully, to think rationally and to deal effectively with our lives and careers. We should have a definite purpose and direction in life. Activities, which are misleading but seem attractive, may tempt us into changing our track. However, remember that we have a mission to fulfill and a goal to achieve in life. The temptation may be strong but we have to keep away from them and focus on our goals. We have to use our discretion to differentiate. We have to think rationally and effectively manipulate our environment to achieve our goals. Achieving something is a continuous process. So keep trying. Do not quit. It is just a matter of time and effort. You will surely reach your goal.

Prof. I. Padmini
Editor
Micro, Small, Medium Enterprises (MSME) are the growth engines for the economy of our country. They play a pivotal role in employment generation and promoting innovation. Many entrepreneurs who started their journey from a small enterprise level have successfully scaled-up their enterprises into large scale enterprises. But the picture is not as rosy as it appears due to several challenges which come across during journey of scaling up.

With an overall objective of contributing towards scaling–up of MSMEs, VJIM established a Centre of Excellence for MSME studies which was inaugurated on 15th March 2013 by Shri G. R. Akadas, Director, MSME Development Institute, Hyderabad.

The center was opened with an inaugural seminar on an emerging topic "Scaling up of MSMEs: Issues and Prospects". A galaxy of speakers, consisting of highly successful entrepreneurs, policy makers from government and highly acclaimed academicians expressed their opinions in the seminar.
The list of speakers included the following:

1. Mr. M.M. Sreeram Murthy, Managing Director, SCARLET Industries Pvt. Ltd. and Chairman, Economic Affairs Committee, FAPCCI, Hyderabad.

2. Mr. G. Satish, Managing Director, Preca Solutions India Pvt. Ltd, and Chairman, FISME.

3. Mr. S. Seshadri, AGM, Small Industries Development Bank of India, Hyderabad

4. Mr. Uday Shanker, Director, School of Enterprises Management, NI-MSME, Hyderabad

5. Mr. Sourabh Gargav, Head-Technology and Innovation Cell, Foundation of MSME Clusters.

6. Shri Harishchandra Prasad, MD, Lakshmi Finance Corporation and Member, Vignana Jyothi

7. Shri Narne Prabhakar, MD, Hyderabad Tulaman Industries and Member, Vignana Jyothi

8. Dr. Kamal Ghosh Ray, Director, Vignana Jyothi Institute of Management, Hyderabad

9. Dr. A. S. Rao, Director, Center for Projects, Mobilization and Globalization, Vignana Jyothi

The opening remarks and the need of the seminar were explained by Dr. Kamal Ghosh Ray, Director of VJIM. The role of MSMEs was emphasized by Dr. A. S. Rao.

The inauguration of the center was done by Dr. G. R. Akadas, Director, MSME Development Institute followed by an inaugural address by him.

The main activities of the MSME Centre at VJIM include:

- Research (Conceptual and Empirical)
- Case Development
- Management Clinic (Free & Fee Based)
  - Valuation, BPR, Cost Management,
  - M&A, Helping VC/PE Funding………………
- Entrepreneurship Development Training
- Appraisal of Business Plans / Making DPR
- National and International Platform for Exchange of Knowledge among scholars, professionals, entrepreneurs, and policy makers who are involved in the development of the SMEs.
- Making Vignana Jyothi Institute of Management a world-class Academic Institution.
The XVIII Convocation of the PGDM programme was held on 07th December 2012. Sri. Krishnan Ganesh, Founder & CEO, Tutor vista was the Chief Guest. In his convocation address he emphasized the need to promote entrepreneurship saying that to start a business one needs strong technology skills and expertise in a key area. According to him it is also important to develop entrepreneurial skills if you're in a job role where you're expected to develop a business, or "take things forward" more generally. Sri. V. Raja Rama Mohan Rao, Vice-President, Vignana Jyothi delivered the presidential address. Dr. B. Raveendra Babu, director-in-charge, presented the director's report.

The following students received medals for outstanding performance in academics:

- Vignana Jyothi Gold Medal: Mr. Vamsi Krishna Vadrevu.
- Faculty Silver Medal: Ms. K.P. Ashitha
- Sri. K. Ramachandra Reddy Gold Medal: Ms. K.P. Ashitha
- Sri. K. Gopala Rao Gold Medal: Ms. K.P. Ashitha
- Smt. Kapuri Devi Gold Medal: Mr. Sourav Dutta
- Dr. Tummala Madhava Rao Gold Medal: Mr. Manoj Kumar Singh
- Alumni Sponsored Award: Ms. K.P. Ashitha.
Finance:
First Merit Award : Ms. K.P.Ashitha
Second Merit Award : Ms.Lakshmi Pujitha Sunkara.

Human Resource Management
First Merit Award : Ms. Jangala Namrata Sreeroopa
Second Merit Award : Ms.K.L.Lalasa

Marketing Management
First Merit Award : Ms. Jangala Namrata Sreeroopa
Second Merit Award : Mr. Gangu Siva Kumar

Operations Management
First Merit Award : Mr. Sourav Dutta.
Second Merit Award : Mr. Manoj Kumar Singh
Medals of Appreciation : Team Aloka and Mr. Mitra.
NATIONAL CONFERENCE

6th National Conference on “Leveraging India's Competitiveness in a Globalized Economy: Issues and Perspectives” scheduled from 13th – 15th Dec. 2012. Dr.B.V.R.Mohan Reddy, Chairman, InfoTech Enterprises was inaugurated the conference and keynote address was delivered by Dr.B.Karunakar, Director, NMIMS, on 13.12.2012. Dr.D.N.Rao, General Secretary, Sri K.Harishchandra Prasad, Joint Secretary and Prof. JM Naidu, OSD participated. A total of 34 delegates presented papers (16 academicians, six students, two VJIM faculty and VJIM 10 students). Guest speakers from different tracks were: Mr. Piyush Deogirikar, COO, Mother Earth Retail, Mr. D.Surendra Mantena, COO, Medplus Pathlabs, Mr. Venkat Jasti, CEO, Suven Labs, Dr. Anne Hassan, Head of Genetic Research, Kamineni, Dr. Bhujanga Rao, Head R & D, Natco Pharma, Mr. K. Suresh, Senior Manager, Apollo Hospitals, Dr.S.R.Subba Rao, Consultant, Mr. Ajay Kumar Seshadri, AGM, IDBI Bank, Mr.Sushil Sneha, VP, Karvy and Mr. Hyderuddain Sheik, AGM, Andhra Bank, Mr. GUK Rao, Director, NIMME, Mr. Venka Ravindranath, MD, RK Hair Products. Dr. Sandhya Kode, Director, T & D, IIIT, Mr. Chiranjib Banerjee, Country Manager – Geo Expansion & Education HP, Mr. Ravi Prasad Rao, Jt. Director, Communication, Govt. of AP, Mr. Ravi Teja Joshi, Manager – Operations, Cognizant, Mr. Vijay Nandula, Senior Manager, Noetix, Mr. Rohit Batla, ITC, Agri-Division, Dr.Vikram Singh, Director, PGDAEM, MANAGE. Chief Guest of the Valedictory Ceremony was Mr. K. Narayana Reddy, CEO, Chemplas India Ltd., and guest speaker of the session was Mr. Jagannatha Reddy, Vice President, Mylan Pharma.
CHRYSALIS

The Annual Cultural event of VJIM, Chrysalis was successfully organized on 9 & 10 Nov 2012. There were a plethora of formal and informal events where 150 students from various colleges/B-Schools (Hyderabad and out station) participated in addition to our 250 students. The complete two day event was started, conducted and managed by the students on the theme of “Winter Carnival”. Agri Gold and Visu Consultancy were the main sponsors. Some of the formal events were Business Boss, Cool for the job (HR), Snow Storm (Finance), Ad Mazz (Marketing), and Ops Berg (Operations) while the informal events were Magic Clicks (Photography), Director's Cut (Short Film Making), Cotton on the snow (Campus Treasure Hunt) etc. The event ended with dance performances with participants both internal and external to the institute. While students of VJIM Broke the Ice, the professional troops like LIVE WIRE and STEP UP rocked the stage. The DJ was the most awaited part of the event where the students enjoyed a lot.

This is the most enthusiastic event where the students are given a chance to explore their entrepreneurial and managerial skills. This is a totally student-driven event. The coordinators were Mrs. Yamini Meduri and Sanjay. The event consisted of various management games where students from different colleges also participated. The students also put up food and games stalls which gave them an entrepreneurial experience.
It was organized on 09.11.2012. A total of 65 teams from Hyderabad and other states participated. Students from IIM-Bangalore, Symbiosis Law College, Pune, Anwar Uloom College, Hyderabad grabbed I,II & III prizes of Rs.25,000/-, Rs.15,000/- and Rs.10,000/- respectively. Prizes were distributed by Dr.D.Nageswara Rao, General Secretary. Mr. Narendranath Menon, Associate Prof, IPE, Hyderabad was the quiz master.

III Peter Drucker Memorial All India Debate Competition – 2013 was organised on 24th – 25th January 2013. Total 14 teams participated. Winners were from IPE, I runners-up were from Pendekanti Law College and II runners-up were from VJIM. Valedictory function was presided by Dr. D.N.Rao, General Secretary, Vignana Jyothi. Mr.Vinay Kumar, CEO Datawise, Dr.Kalpana, Sr. Asst. Prof. VNRVJET were the judges for the final event. Cash awards were also given to the students for best reporting of the National Conference that was held on 13th – 15th December 2012. Mrs. Sandhya Kode, Director, IIIT and Prof. J.M.Naidu, OSD, Vignana Jyothi were also present for the valedictory.
Fr. Papiah Memorial Lecture

Rev. Fr. Y. Papiah. S. J memorial endowment lecture was delivered by Padma Bhshan Sri T.L. Sankar, Former Principal, ASCI on 22.01.2013. Sri Narne Prabhakar, Member, Vignana Jyothi, Sri Ch. Venkateswara Rao, Chief Administrator, Vignana Jyothi and Prof. J.M. Naidu, OSD attended.

Paper Presentations by Faculty

Dr. K. Martina Rani presented a paper titled “Women Entrepreneurship Microenterprises: A need for Social Innovation in India” organized by World Academy and Science and Technology, France 27-28.06.2012


Dr. K. Martina Rani presented a paper “Financial Inclusion: Is it a Commercial Model or Social Model? in the International Conference on Technological Environment for Microfinance organized by Centre for Microfinance Research, Burgundy School of Business, Dijon, France.

Mrs. VDMV Lakshmi presented a paper “Price earnings Ratio Effect A Test Of The Semi Strong Form Of Efficient Market Hypothesis In Indian Stock Market' in a conference organized by Indian Institute of Capital Markets (UTI Institute of Capital Markets), Mumbai, on 7th December 2012.

Prof. R. Rama Rao & Dr. K. Martina Rani presented a paper “Labour and Skill Gap Factor in MSME Contribution to India's Future GDP Growth” in the 16th Thinkers and Writers Forum organized by Skoch Development Foundation, Mumbai from 06.06.2013 to 07.06.2013.
• Case study written by Mr. K. Suresh, Sr. Asst. Prof. titled “Hidesign – Leather Heritage or Lifestyle Brand?” published by Richard Ivey School of Business, Canada.

• Research Article of Mr. Y. Ramakrishna, Associate Professor, titled "Consumer buying behavior in organized retail: An empirical study of a retail store" was published in the book of selected best articles (ISBN Number: 9788180941580) released in the International Conference on Retailing organized by Department of Management Studies, University of Madras.

• Research article titled Management Lessons from Sundara Kanda jointly authored by Mr.A.Ramesh and Mrs.I.Padmini was published in the book of selected articles on Spiritual Paradigm for Surmounting Global Management Crisis released in the international conference organized by SMS Varanasi, in collaboration with California State University, and Claflin University, USA.

• Paper titled Mapping the Management Journey- Bridging the Skill- Gap by reorienting the curricula jointly authored by Mrs.I.Padmini and Mrs.D.Sri Janani was published in the book of selected articles presented at the 6th International conference by AIMA, New Delhi.


• Two Research papers titled “A study on perceived risk in buying 100 & 150 Motorcycles using Verbal Protocol Analysis – Vol.3, Issue 1&2 of PRAGYAA Journal of Management” and “Crisis Communication and Response Strategies – A Study of Select Brands – Journal of Marketing Vistas, IPE, Issue : May 2013” written by Mr. A. Ramesh have been accepted for publication in national journals.


Conferences attended by faculty


- Mrs. Yamini Meduri, Research Asst, HR, attended a two-day workshop on A Journey of Returning to Self and Empowerment organized by PHYYSIS, Bangalore on 14-15.07.2012.

- Mrs. I. Padmini, Sr. Asst. Prof. participated in an interview titled Youth Aspirations and how to achieve them conducted by All India Radio broadcast on 21.07.2012.


- VJIM is the Key Sponsor of Hindustan Times and Shine.Com organized Hindustan Times – Shine HR Conclave on Talent Acquisition Strategy on 25.07.2012 from 6.00 pm onwards. Prof R. Rama Rao, Mr. Y. RamaKrishna, Mrs. Chithra Bala, Mr. Sanjay Prasad, Mrs. Rashi Bishnoi, Mrs. Yamini Meduri attended the conclave.

- Mr. Y. Rama Krishna, Asso. Prof. attended The HR Conclave – Leading in Uncertainty organized by CII, Hyderabad on 24.08.2012.

- Mr. Y. Rama Krishna, Asso. Prof. along with Mr. Sateesh Reddy and Ms. Manogna Deepthi (19th batch) attended Man Exe – 2012, 9th Leadership Series on Manufacturing Excellence The Indian Manufacturing Sector: Challenges & Opportunities organized by CII, Hyderabad on 25.08.2012.

- Mrs. I. Padmini, Sr. Asst. Prof. attended a workshop on Pedagogy of Technical Writing at VNRVJIET from 06.09.2012 to 07.09.2012.

- Prof. R. Rama Rao, Mrs. M. Yamini, Mrs. Rashi Bishnoi and five students attended the AIMA HR Convention at New Delhi during 14th – 15th September 2012.

- Dr. N. Padmaja, Sr. Asst. Prof. attended workshop on Quantitative Research methods for Publications at ICFAI, Hyderabad from 09.11.2012 to 10.11.2012.

- Mrs. I. Padmini, Sr. Asst. Prof. attended a training programme for ESOL examiners organized on 10th and 11th of November 2012 at Bangalore.

- Dr. V.V. Gopal, Mr. A. Ramesh and Mrs. V. Jayashree attended a conference on Marketing: Innovation in Marketing-Key to Sustainable Growth by CII, Hyderabad on 23.11.2012
• Mr. K. Suresh and Mr. Abhishek Sinha attended a two day Conference on Strategies for Growth conducted by IPE on 17th – 18th December 2012.
• Dr. P. Srinivas is attending workshop on “Data Analysis for Social Sciences” during January 31, February 1 & 2, 2013 at Kristu Jayanti College, Bangalore.
• Mr. Y. Rama Krishna, Asso. Prof. and Dr. N. Padmaja, Sr. Asst. Prof. attended Annual General Body Meeting of CII followed by public address on “Reviving Economy through SIRI” on 16.03.2013.
• Prof. R. Rama Rao, Mr. Y. Rama Krishna, Dr. N. Padmaja and Mr. P. Sishir Reddy attended CII Annual General Meeting & Annual Regional Conference on “Entrepreneurs – Catalysts of Growth: A Discussion on Challenges & Opportunities for Entrepreneurs in a Volatile Economy” at Taj Krishna, Hyderabad on 23.03.2013.
• Mrs. I. Padmini attended a workshop on “Clear and Engaging Assessment: Using Rubrics & Free Web Tools” at US Consulate, Hyderabad on 08.05.2013.
• Dr. Kamal Ghosh Ray, Dr. N. Padmaja and Mrs. K. Soujanya attended a lecture on “International Accreditation – A Need for Institution Building” conducted by Association of Management Development Institutions in South Asia (AMDISA) on 09.05.2013.
• Dr. N. Padmaja and Mrs. K. Soujanya attended world education fair on 21.05.2013
• Prof. R.Rama Rao presented a paper titled “Labour and Skill Gap Factors in MSME: Contribution to India's Future GDP Growth” for the 16th Thinkers' & Writers' forum at 32nd Skoch Summit in Mumbai on 06.06.2013.
• Mrs. I. Padmini, Sr. Asst. Prof. attended a two-day workshop titled “Lasting First Impression” conducted by the famous grooming guru Mrs. Sabira Merchant. The workshop was organized by the Panache Finishing School, Hyderabad on 14th – 15th June 2013.
Events Organized

- 4th IEEE International Conference for Education from 18th to 20th July, 2012 in association with IIIT Hyderabad Titled Use of Collaborative working environments for learning, teaching and research was held by Prof. Shailey Minocha (Centre for Research in Computing, The Open University, Milton Keynes, UK).

- A one-day seminar on Women Entrepreneurship – Need for Innovation on 20.07.2012. Chief Guest address was delivered by Mrs. K. Rama Devi, Founder President, Association of Lady Entrepreneurs of Andhra Pradesh. Sri Narne Prabhakar, Member, Vignana Jyothi & Dr.S.R.Dey, Director, VJIM delivered inaugural address. There were three sessions and ten paper presentations made by academic delegates. Some of the eminent speakers were Mrs. Indira, Senior Consultant, APITCO, Mrs. Tirupuramba, Assisting ALEAP as Secretary for ALEAP Credit Guarantee Association, Mrs. Ranjana Naik, Entrepreneur, Mentor, Cherie Blair Foundation, Dr. P. Jyothi, Professor, Management Studies, Hyderabad Central University, Mrs. Aparna Sood, Entrepreneur, Cotton India (Pvt) Ltd., Mr. Sarat Kumar, DGM, MSME, Hyderabad, Mr. Somesekhar, DGM, NSIC, Hyderabad and Mrs. Vani, Assistant Manager, NSIC, Hyderabad.

- Blood Donation Camp: Blood Donation camp was organized at VJIM (Social Outreach Club) in association with Friends Charity and Indian Red Cross Society on 12.10.2012. A total of 94 students and three faculty members donated blood.

- HR Club: Inauguration of HR club was held on 18.10.2012 by Dr. M Srimannarayan, Professor-HR, XLRI, Jamshedpur and delivered a lecture on Human Resources: An Indispensable Part of Business.

- Seminar was held on New Age Marketing. Speakers were Mr. Deepak R.Bhambhwani, Director, Trafikka Asia, Mr.Sasi Venkatesh, Associate Vice President (Sales), Entertainment Network India Pvt. Ltd., (Radio Mirchi) and Mr.V.Saiksha Vali, FSCE-TRSA, HUL on 16.02.2013.

- HR seminar was held on Recent Trends in Employee Relationship Management. Speakers were Mr. Amar Kumar, HR Manager, BHEL and Mr P. Ramesh Kumar, GM-HR Manager, GKC Projects Ltd.

- A seminar on Challenges for Finance Professionals in the Present Business Scenario was held on 14th Sept. 2012. The panelists were Mr. Hemanth Mantri,
Center of Excellence (COE) Manager, Oil & Gas; Mr. Vinod Kumar, Founder, Dutta's Institute for Stock Market Solutions; Mr. Prashanth Joshi, Partner, Wellnest Limited Liability Partnership.

- A seminar was organized on Challenges in Transition to IFRS in India. Speakers of the seminar were CA D.K.Astik, CEO & Director, i2i IFRS Management Services Pvt Ltd., and Mr Amit Bajaj, Associate Director, Grant – Thornton India Pvt. Ltd., on 21.12.2012.

- A seminar was held on E-Learning Environments: New opportunities & challenges for students and universities by British Council, EnhanceEdu, IIIT-H and VNRVJET at VJIM on 23.02.2023. Dr. Dinesh Kr. Paliwal, Member Secretary, NBA (tbc) and Guest of Honor: Prof. Rameshwar Rao, VC JNTUH, four experts from British Council and Dr.Sandhya Kode and Dr.D.N.Rao Chaired the session.

**Faculty Training**

- Mrs. I. Padmini, attended Cambridge University Business English Certification examiner training at Bangalore on 25.01.2013.

- All VJIM faculty members attended POGIL (Process oriented guided inquiry learning) Work Shop conducted by Dr. Kode Sandhya on 17.04.2013.

- Workshop on ART OF TEACHING held during 2nd – 4th May 2013 for VJIM and VNRVJET Faculty by Mrs. Kode Sandhya.

- A workshop for VJIM faculty and staff was organized by Dr. K. Srinivas, Director, IT, Dr. B.R. Ambedkar University, New Delhi on learning management system MOODLE, (Modular Object-Oriented Dynamic Learning Environment) on 6th – 7th October 2012.
POGIL Training

POGIL (Process Oriented Guided Inquiry Learning) uses guided inquiry – a learning cycle of exploration, concept understanding and practical application to guide them to construct new knowledge. It develops creativity, innovation, self learning ability, problem solving, and communication through cooperation and reflection. This prepares the students to be more competitive in the global market.

Originating from the undergraduate chemistry departments of universities, POGIL has now emerged as a successful learning technique in higher education at school as well as undergraduate college levels globally. VJIM has adopted POGIL as one of the effective techniques of student learning. POGIL plays a vital role in the delivery of curriculum at the B-School. It contains the learning objectives as per the hierarchy of Bloom's Taxonomy. The adoption of POGIL enabled the faculty to bring the needs of the heterogeneous student groups on par.

The inter-disciplinary concepts are introduced to the students through POGIL. Caselets and case studies are also administered the POGIL way in some subjects. POGIL has helped customize the rubrics for a fair and transparent assessment of the student. Dr. Sandhya Kode, Director for Advancement & Director (Center for Education Technologies and Learning Analytics), Vignana Jyothi Group of Institutions, with her team has given extensive training to all the faculty members on POGIL.
Management Development Programmes by Faculty

- Mrs. I. Padmini conducted MDP on Communication Skills at BHEL on Written Communication for supervisor trainees on 10th and 11th May 2012.

- Prof. R. Rama Rao conducted MDP on “Team Working” at BHEL, Hyderabad on 27.07.2012.

- Prof. R. Rama Rao conducted Leadership Module in Young Managers Programme of BHEL

- Prof. R. Rama Rao conducted MDP at BHEL on Customer Focus for Supervisor on 25.04.2013

- Mrs. I. Padmini conducted MDP on Communication Skills at BHEL on 18th May 2013.

- Mrs. I. Padmini & Mr. Y. Rama Krishna conducted a two-day training programme on “Soft Skills for Managerial Effectiveness” to middle level and senior level managers and scientists of Dept of Agriculture, organized at MANAGE

- Prof. R. Rama Rao conducted MDP on "Business Etiquette" for employees of BHEL on 18.06.2013.

- Two-Day Leadership Development Program (LDP): It was held on 14th and 15th of June 2013 by the Faculty Members of VJIM for a batch of 45 senior level executives of Shivashakthi Group of Companies, Hyderabad on "Business Strategy, Operations and IT for Business". This is the 4th & last module in the series of LDPs as a part of the 2-Year program.

- The second module of the leadership programme was conducted as a part of MDP for the middle and top level executives of Shiva Shakti Group of Companies. A total of 47 participants attended a 2-day module on 26th & 27th October 2012. Theme of the programme was “Human Resources Management”.

- The third module of the leadership programme was conducted as a part of MDP for the middle and top level executives of Shiva Shakti Group of Companies. A total of 45 participants attended a 2-day module on 17th & 18th January 2013.

- Vice Presidents, GMS, AGMS and other officers/executives of Aurobindo Pharma, Hyderabad came to VJIM to attend MDP lecture by the Dr. Kamal Ghosh Ray on “Finance for Non Finance Managers” on 16.02.2013
Guest Lectures

- Prof. Unnava Rao, Fisher Business School, Ohio State University, USA gave interactive session on the importance of research and answered all the queries about the marketing, branding etc., on 06.08.2012.

- Mr. Venkat Gade, Head Portfolio Manager & Chairman, Tudor Investment Corporation, US delivered a lecture on “Opportunities and Challenges of MBA Graduates in a Global Market Place”. Mr. Venkat Kode, Chief Operating Officer of Solar Semiconductor Inc. Mrs. Sandhya Kode Director, Training and Development, Center for Education Technology and Learning Sciences at IIIT Hyderabad attended on 13.08.2012.

- Mr. Vinodh Sounder Rajan Leading, Consultant in Logistics and Supply Chain Management delivered a lecture on "World of Supply Chains" on 29th August 2012. A lecture was organised on “Role of Attitude in Leadership” by Swami Bodhamayananda, Director, Vivekananda Institute of Human Excellence on 26.11.2012.

- A lecture was organised on “Values and Ethics for Gen Z” by Sri Venerable Tenzin Priyadarshi, Founder and Director of the Dalai Lama Center for Ethics and Transformative Values at the Massachusetts Institute of Technology (MIT) on 26.11.2012.

- A Guest Lecture was held on “We Must” by Acharya Upendra Chitanya Ji, Chinmaya Mission, Hyderabad on 01.12.2012.

- A Guest Lecture was held on “Challenges in Recruitment and Selection Process” by Mrs. Sonia Srikanth, Sr. Manager, Talent Engagement, Infotech Enterprises Ltd., on 02.01.2013.

- Guest Lecture was held on “An Overview of HR Functions in Organizations by Dr. Suresh Kumar, Vice President-HR, Aurobindo Pharma, Hyderabad on 31.01.2013.

- Lecture organised in association with US Consulate General on "Global Energy Trends and their Impact on India" by Mr. Blake Clayton, Fellow for Energy and National Security, Council of Foreign Relations, USA. Mr. Gurdit Singh, Assistant Public Affairs Officer, and Mr. Senthil, Cultural Affairs Assistant of U.S Consulate General, Hyderabad were present on 01.03.2013.

- Mr. Bhalke, AGM, Indian Overseas Bank delivered a lecture on “Careers in Banking” arranged by our alumni Ms. Sangeeta Ram(VJIM Alumni- Batch 18) on 14.03.2013.

- Faculty and students interaction held with Prof. H. Rao Unnava, Associate Dean, Fisher College of Business, USA on 20.03.2013. Mr. Venkat Kode and Mrs. Sandhya Kode attended.
Faculty Achievements

- Felicitation: Mrs. I. Padmini was felicitated by AP State Department of Culture and AP Cultural Council, on 01.09.2012 on the occasion of the Teachers' Day. The Award was given by Dr. C. Narayana Reddy, Mr. K.V. Ramanachary IAS, Cultural Advisor to Govt. of AP and Mr. R.V. Ramana Murthy, Chairman – AP Cultural Council, Mr. R. Kavitha Prasad, Director - Department of Culture – Govt. of AP.

- Mrs. I. Padmini, Sr. Asst Prof has been selected as Cambridge ESOL examiner for conducting Higher Level Certificate Examinations.

- Mr. P.Sishir Reddy, As Sr.Asst. Prof. was invited as a Panel Member in a conclave tilted “The Strategic Imperatives of Corporate Governance” organized by INSEAD-Singapore during 16.05.2013 to 21.05.2013.
Alumni Activities

• An Alumni Meet was held on 04.08.2012 at VJIM. A total of 61 alumni participated.

• Mr. Satish Shah, our alumni, who is in the Senior Management Team, for HR, in Google, conducted a workshop on practical insights into GD, Interview, Industry requirements on 02.02.2013. Placement opportunities in HR and other details. It was an activity based workshop.

• Mr. Manoj, and Mr. Hitendar, Asst Managers, TIME( Both are VJIM Alumni, Batch 17) delivered a lecture on “Entry level career in Marketing and Skill sets required” on 14.03.2013

• Mr. Nishit Shah, Sr. Manager, DELL and Mr. Ruchir Bharath, Regional Business Manager, WIPRO (Alumni of Batch 2000) delivered lecture on “Carrier Opportunities, Skills Set required & How to choose an Elective” on 16.03.2013.
Student Achievements

- Mr. M. Vamshi Krishna of 19th batch attended Idea to Execution for Entrepreneurs - a two day workshop and Business Plan competition held on 20-21.10.2012 at Walchand Institute of Technology, Sholapur, conducted by Nurture Talent Academy and Intaglio of IIM, Calcutta. Secured III Position in the business plan competition and got a chance to submit business plan to IIM, Calcutta.

- Four of our students- Ms. Srinija, Ms. Haritha, Mr. Surya and Mr. Sandeep from Batch XX have been shortlisted for UX-India- innovate program jointly organized by ISB Hyderabad, Development of sustainable business model for rural India. The first day's program was held at IIIT Hyderabad on 26th September and second and third day's conference was held at ISB, Hyderabad. They were part of the conference at ISB and received their certificates as their entry Developing Sustainable Natural Dye Business Model with Implementation of EFQM Model got shortlisted among the Pan India entries at ISB, Hyderabad.

- Ms. Ritika Kumari of XIX batch attended seminar on Women Empowerment conducted by HMA at Badruka College PG Centre, Hyderabad on 24.11.2012.

- Mr. Manik Sharma, Mr. Sharath Ch., Mr. T. Arun Kumar, Mr. Rabi Narayana and Ms. Pooja Bhandari of XX batch participated in the Deloitte Greening Minds competition on 27.11.2012, as a part of Impact Day celebrations of Deloitte. They stood as I Runners up.

- Mr. K. Mitra (XIX Batch) won II Best Poster award at the 64th Indian Pharmaceutical Congress at SRM University, Chennai during 7th – 9th December 2012.
Industrial Visits


- Students of XX batch Sections C & D visited BHEL, Hyderabad on 12.09.2012 and accompanied by Dr. G. Manchala, Dr. Srinivas, Mr. Sanjay Prasad and Mr. Kalicharan Sabat.
146 students out of 155 are placed, 6 students opted out of placements. The highest package received was 5.5 lakhs per annum. Some of the companies that visited our campus were HDFC Bank, Axis bank, Karur Vysya Bank, IOB, Bekadia, Aspiring Minds, Inorbit Mall, Dialogue in the Dark, Granules India Ltd, times of India, Reliance Digital, Granules India ltd, Amazon, Data Monitor, CTS, Finnesta, Bajaj FinServe etc.
About VJIM

Vignana Jyothi Institute of Management (VJIM) was founded in 1993 by a society comprising of eminent industrialists and academicans of Andhra Pradesh. Our founders include Sri P. Punnaiah, Sri J.S. Krishnamurthy and Padmasri Dr. Kakarla Subba Rao. VJIM is an autonomous institute approved by AICTE for the award of Post Graduate Diploma in Management (PGDM). Located in a sprawling state-of-the art campus at Bachupally, Hyderabad, it is ranked amongst the top 50 B-Schools in India. It has a cutting edge curriculum designed with 360 degree inputs from industry and alumni. The institute strives to inculcate the best thought process in management education to nurture entrepreneurial spirit in the future managers.