



VIGNAN'S
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VU TODAY
A Chronicle of Campus Events

18 to 20 July 2024

Inaugural Ceremony for First-Year BBA and MBA Students



The School of Law and Management, Department of Management Studies, VSFTR, organized an orientation program for its MBA and BBA entrants. The orientation was organized for three days, starting on June 11, 2024. The orientation was planned meticulously to sensitize aspirants from the industry, motivational speakers, entrepreneurs, and VSFTR faculty to familiarize new students with the campus, faculty, and curriculum, provide a broader perspective on their learning, and pave the way for success in their academic journey.

The inauguration for orientation began with the Almighty's blessings, the dignitaries lighting the lamp, a welcome speech from Prof. K. Kalpana, the dean, and the In-Charge Head of the Department, Dr. P. Lakshmi Narayanamma. The distinguished visitors then gave a keynote address. The program's chairman, VSFTR Dr. Lavu Rathaiah, welcomed all of the participants and faculty members and conveyed his excitement for its launch. He discussed how the curriculum was created to provide pupils with a deep comprehension of the subject and how it would give



them the abilities and information necessary to succeed in the workplace.

Dr. Gauri Shankar, Deputy Registrar, VFSTR, inspired the students to acquire knowledge and continue studying throughout their lives, and he urged them to make both short- and long-term life goals. He concluded with a thought-provoking quotation from Philip Kotler. "The best way to predict the future is to create it." This quote underscored his message that proactive learning and goal-setting are key to shaping one's future. He urged the students to take charge of their destinies by being continuous learners and strategic planners, leaving them with a sense of purpose and inspiration to pursue their ambitions with dedication and enthusiasm.



Dr. M.S.S. Rukmini, Dean, Student Affairs, highlighted the importance of choosing wise companions, stressing that the company they keep can significantly influence their actions and decisions. She advised students to surround themselves with peers who inspire and support positive behavior, academic excellence, and personal growth. Forming such associations, she explained, would not only enhance their college experience but also prepare them for the professional world.



Later, Dr. B. Madhusudhana Rao, Professor, Management Studies addressed the students with mind-bending advice that left a lasting impression. He highlighted the significance of the academic program and the high standards from his students. He underscored the importance of setting ambitious goals and striving for excellence in all endeavors.

Prof. K. Kalpana, Dean of the School of Law & Management, and Prof. S. Sarita Satpathy, Head of the Department of Management, along with Associate Professors Dr. Ch. Hymavathi and Dr. K. Phanikumar, had cordially welcomed the first year students, and gave them an overview of the campus and life at Vignan. They gave best advice's on how to become better versions of themselves and how to manage their time.



The management faculty members, Drs. A. Nagabhushan and Y. Srinivasa Rao, spoke to the students and emphasized the value of management education in today's corporate environment. Management faculty members Dr. B. Sudhirbabu and Mr. M. Ramu emphasized the value of internships for students studying management. They also emphasized how crucial real-world experience is in the cutthroat economy of today.

The students participated in a team-building exercise called "Chat with the Bosa Team," led by Dr. SVG Apoorva. The students used this as an opportunity to get to know one another and become more at ease in their new surroundings. A number of enjoyable and engaging activities were included in the program, which aided in the students' friendship-building.

Associate Professor of Management Dr. P. Lakshmi Narayanamma provided an outline of the C24-R22 syllabus and the range of



events that will take place throughout the course of the program. She discussed many modules that the students would study and the evaluation criteria. Additionally, she addressed about extracurricular activities and informed students to join in campus clubs.

The resource person of the event, Dr. Ramanamurthy gave a lecture on the topic of "the importance of soft skills." and began his orientation by providing a brief definition of soft skills and a further breakdown of hard and soft abilities. An individual's behavior, emotions, and sentiments are determined by their soft talents. It assesses an individual's critical thinking abilities. He went on to say that soft skills are crucial for being hired at any type of job interview. The resource person emphasized the need to develop effective interpersonal communication skills.

Mrs. Sushma Uday, HR, Wipro, gave a guest lecture on "Current Management Trends in Industry and How to Self-Brand." The resource person focused on how having effective communication skills is essential for developing a self-brand when working in teams or groups. She used a group exercise to demonstrate the value of teamwork. With assistance from the Innovation & Incubation Center, Ms. Susmitha, Phoolpagar Entrepreneur, has brought attention to the value of entrepreneurship and encouraged students to pursue it instead of traditional employment.

Finally, Dr. Lavu Rathaiah, Chairman of VFSTR, addressed the freshmen and their parents. He began by extending a warm welcome to everyone, expressing his heartfelt gratitude for their presence. He congratulated the new students for their remarkable achievement in securing a place at VFSTR, emphasizing that they are now part of an institution with a rich legacy of academic excellence and innovation. He highlighted





the significance of this new chapter in their lives, encouraging the students to embrace the opportunities and challenges that lie ahead. He assured the parents that their children are in a nurturing and supportive environment where they will be guided and mentored by experienced faculty.

He also underscored the value of pursuing BBA and MBA programs. He pointed out that these programs equip students with essential managerial skills that are crucial in the business world. He emphasized that students in these programs will gain a deeper understanding of organizational behavior, financial management, marketing strategies, and entrepreneurial skills, which are indispensable in today's dynamic business environment.

In closing, he wished the freshmen a fulfilling and successful journey at VFSTR and reassured the parents that the university is dedicated to fostering their children's growth and development in every aspect. He expressed confidence that the skills and knowledge acquired through their programs will prepare the students to excel in their future careers and contribute meaningfully to society.

Later, students were taken on a campus tour led by VFSTR faculty and senior students. This comprehensive tour was designed to familiarize new students with the various facilities and resources available on campus. The tour included visits to several key areas:

1. **Classrooms and Lecture Halls:** Students were shown the state-of-the-art classrooms and lecture halls where they will attend their academic sessions. These rooms are equipped

with modern teaching aids and technology to facilitate an effective learning environment.

2. **Library and Study Areas:** The tour included a visit to the library, which houses an extensive collection of academic resources, including books, journals, and digital materials. Students were also introduced to the quiet study areas and group study rooms available for their use.
3. **Cafeteria and Recreational Facilities:** The cafeteria, a popular spot for students to relax and socialize, was another highlight of the tour. Additionally, students were shown the recreational facilities, including sports complexes and fitness centers, that promote a balanced and healthy lifestyle.
4. **Administrative Offices and Student Support Services:** To ensure students are aware of the support available to them, the tour included a stop at the administrative offices and student support services. Here, students can access various forms of assistance, from academic advice to mental health resources.

This campus tour provided an excellent opportunity for new students to become acquainted with their surroundings, understand the available resources, and begin to feel a part of the VFSTR community.

The orientation program for the academic year 2024–25 was a significant success, achieving its objectives of welcoming and integrating new students into the campus community. The program provided essential information, fostered relationships, and created a welcoming environment for all participants. Moving forward, the feedback received will be instrumental in enhancing future orientation programs.

Birthday Wishes
Students, Staff and Management wishes
Happy Birthday to
17.07.24

Mr. Y.V.Omprakash
Asst. Prof., S&H

Mr. Naga Kiran Muvva
Maintenance Supervisor, Maintenance

Ms. Tetakale Umamaheswari
Asst. Prof., AHS

Mr. Avuru Venkatesh
Library Assistant, Library
18.07.24

Dr. M.Sireesha
Assoc. Prof., S&H

Ms. Prathiba Jonnala
Asst. Prof., BM

Mr. Gorantla Anil Kumar
Bio-gas plant operator, BT
19.07.24

Dr. Merugu Chandra Surya Rao
Asst. Prof., AHS

Dr. Ahsan Mahaboob
Asst. Prof., S&H
20.07.24

Mrs. Y. Venkataramana
Jr. Asst., RO

Mr. Yenumula Sai Teja
Field Assistant, AHS

Staff Attendance Details on 20-07-2024

Staff	% of Attendance	% of Staff on duty	% of Staff on Leave	% of Staff on Absent
Teaching	-	-	-	-
Non teaching	-	-	-	-

Lunch Availed by Staff 20.07.2024

W, 'H', 'U' & 'N' Block	505
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Vignan Priyadarshini Girls Hostel 19.07.2024

Time	Pres-ent	Absent	Total	Wastage in kgs
Breakfast	-	-	-	-
Lunch	-	-	-	-
Snacks	-	-	-	-
Dinner	-	-	-	-

Vignan Vihar Boys Hostel 19.07.2024

Time	Pres-ent	Absent	Total	Wastage in kgs
Breakfast	786	415	1201	12
Lunch	837	364	1201	23
Snacks	673	528	1201	15
Dinner	921	280	1201	25

Girls Hostel Students Information Date : 19-07-2024

Total No. of students in hostel	Presen-tees	Students went to outing	
1232	1232	-	
Total no. of students attending for study hours	Attended	Not Attended	
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Total no. of students engaging in sports/NCC	Participated	Not partici-pated	
Sports -100 NCC-50	0	150	
No. of sick students in the hostel UG			
1 st year	2 nd year	3 rd year	4 th year
0	0	0	0

You will find God in the place of your choice.