

Newsletter

JANUARY - 2023

KLH-GBS CHRONICLES



**"FREEDOM OF MIND
is the REAL FREEDOM.
A person whose
MIND IS NOT FREE
though he may not be in chains
is a SLAVE,
NOT A FREE MAN."**

Wishing you a happy 74th Republic Day!

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(DEEMED TO BE UNIVERSITY)



GLOBAL BUSINESS SCHOOL



Dr. A. Ramakrishna, Director, KLH-GBS

DIRECTOR'S ADDRESS

Dear students,

It gives me immense pleasure to share a few words with you all.

"What you do makes a difference, and you have to decide what difference you want to make"

With this note I would like to wish all the students and staff a happy 74th Republic Day. Yes, students are future of our country and are the fuelling power that keeps the locomotive nation moving. Our leaders sacrificead their lives to bring us freedom and sovereignty. It is our

responsibility to strive hard for the future of our country. I urge all the students to bring a difference in whatever you do. Today we are in dynamic world set to move on fast-track time zone witnessing transition periods at higher pace. Students have a treasure island of talents in them, so we create an eternal thirst for knowledge and hunger for wisdom in them so that they are guided to reach out to their summit within; discover their hidden potentialities, sharpen their originality, nurture creativity for the betterment of the country.

EDITOR'S MESSAGE

Dear Readers,

Wishing you all a very Happy New Year. It is with profound pleasure, humility, and anticipation that on behalf of the board members of KLH-GBS CHRONICLES and my co- editors, I am glad to present the January 2023 edition of our newsletter. I take this opportunity to thank our authors, editors, all of whom have volunteered to contribute to the success of the newsletter. KL Global Business School is well known for its academic excellence and dedicated approach towards dissemination of knowledge in the academic world.



Harshita Verma, I MBA, Editor-In-Chief

Our vision is to create a high-quality publication that will be relevant, challenging, thought-provoking, and inclusive of a diverse range of voices and perspectives. The immediacy of e-based publication

makes it possible for us all to be fully connected to each other and to developments in our field and to be directly involved in ongoing knowledge construction.

I have a strong conviction that freedom of expression of ideas and thoughts forms the foundation of any civilized society. It is with this noble mission that our newsletter, KLH-GBS CHRONICLES, is devoted towards providing meaningful and unrestricted outlet to our student community views and thoughts over a variety of contemporary business and economic issues. Finally, we encourage our students and faculty community to get their work published in our newsletter. Authors, reviewers, and guest editors are always welcome. We hope you enjoy reading this issue as much as we enjoyed making it.

“The journey of a thousand miles, starts with a single step.”

A FRESH TAKE ON 2023

2022 has been roller coaster of a year for everyone to say the least. As the year comes to an end, it is only normal for everyone to reminisce about the events that played out throughout the year. We take time to reflect upon our actions and count the success that played in our hands. We tend to cherish those moments which bought us happiness and prosperity into our lives and hold those pleasant memories close to us and carry with us forever.

We expect our year to be filled with great fortune and exhilarating moments, but when we least expect it, along comes sorrow. Afterall, its only typical that we face the highest of highs and lowest of lows in our everyday lives, we tend to put negative connotations on the everyday challenges and difficulties we encounter which subconsciously play a major role in shaping our personalities and mindset. It is high time we accept the fact that it would be abnormal of us not to experience ups and downs in our lives. It is in these moments of hardship and rough terrains we come face to face on a daily basis that universe tests our resilience. Learning from our mistakes is the best way of moving ahead with our life, because it is from our failures that we learn valuable lessons and receive great insights.

HAPPENINGS IN THE WORLD OF BUSINESS

The 5 Biggest Business Trends in 2023 everyone must be ready for now

Businesses have faced huge challenges and have undergone an incredible amount of change over the past few years, and this will not slow down in 2023. Businesses will have to deal with the aftereffects of the global pandemic, Russia's invasion of Ukraine, economic challenges, as well as an ever-faster development of technologies.

1. Accelerated digital transformation

In 2023, has seen the continuation of innovations and developments in transformative technologies such as artificial intelligence (AI), the internet of things (IoT), virtual and augmented reality (VR/AR), cloud computing, blockchain, and super-fast network protocols like 5G. What is more, these transformational digital technologies do not exist in isolation from each other and the boundaries between them are blurring. New solutions for augmented working, hybrid and remote working, business decision-making, and automation of manual, routine, and creative workloads combine these technologies in ways that enable them to enhance each other. This has brought everyone closer than ever to the point where "intelligent enterprises" are created in which systems and processes support each other to complete menial and mundane tasks in the most efficient way possible.



To prepare for this, businesses must ensure they embed the right technology throughout their processes and in every area of operations. At this point, there is really very little excuse for being in business and not understanding how AI and the



Navaneet, II BBA

Let us start our new year with an idea to accept all the things that may come into our lives uninvited, be it the good times or bad, but let us make sure to use every moment of it to our advantage. Nothing is out of our hand, we may never know why certain events aspire the way they do, we may even face bigger challenges for the coming year, but this time promise yourself that you are going to head on strong with determination. Let us rebel against those forces that keep us at bay, because we are young and have nothing to lose. Our actions may bear consequences, but as the quote goes "with great power comes great responsibility", attest to these words and make sure to use our power and knowledge for the benefit of ourselves and for the common good. Allow ourselves to be the best version of us, spread happiness and treat people with kindness because the lot of us know that we need it in today's world.

Reflect upon your mistakes and change for the better for this new year, because we can only nourish from our past to flourish in our future. So, on behalf of the newsletter board, we wish everyone a HAPPY NEW YEAR 2023.

other technologies mentioned above will impact businesses and industry. More effective sales and marketing, better customer service, more efficient supply chains, products and services that are more aligned with customer needs, and streamlined manufacturing processes are all on the table, and in 2023, the barriers to accessing them will be lower than ever. Many of these technologies, such as AI and blockchain, are now available in 'as-a-service' models via the cloud, and new interfaces and apps give businesses access to them via no-code environments.

2. Inflation and supply chain security

The economic outlook for most of the world does not look great in 2023. Experts suggest that one should be prepared to expect ongoing inflation and subdued economic growth. Many industries are still plagued by supply chain issues that emerged during the global shutdowns caused by Covid-19 and have only gotten worse due to the war in Ukraine. To combat this and stay afloat, companies need to improve their resilience in any way that they can. This means reducing exposure to volatile market pricing of commodities, as well as building protective measures into supply chains to deal with shortages and rising logistical costs.



It is important that companies map out their entire supply chains and identify any exposure to supply and inflation risks. That way, they can explore ways to mitigate that risk, such as alternative suppliers and becoming more self-reliant. I have recently worked with a number of companies that decided to in-source parts of their manufacturing after they identified a risk of relying on Chinese manufacturing that is still plagued by a zero-Covid policy and subsequent shutdowns.

3. Sustainability

The world is increasingly waking up to the fact that the climate disaster will pose a much bigger challenge than anything that is experienced in recent decades and will dwarf the challenges faced by the Covid pandemic. That means investors and consumers prefer businesses with the right



environmental and social credentials, and buying trends are increasingly being driven by conscious consumers especially among those who prioritize factors such as ecological impact and sustainability when choosing who to buy from or do business with.

In 2023, companies need to make sure that their environmental, social, and governance (ESG) processes are moved to the center of their strategy. This should start with measuring the impact any business is having on society and the environment and then move to increasing transparency, reporting, and accountability. Every business needs a plan with clear goals and timeframes of how to reduce any negative impacts, and then the plan which needs to be underpinned by solid action plans. The assessment and plans should also go beyond the company walls and cover the entire supply chain and the ESG credentials of suppliers. For example, it is easy to forget the environmental impact of cloud service providers and the impact of data centers on the environment.

4. Immersive customer experience

In 2023, customers crave experience above all else. That does not necessarily mean that price point and quality take a back seat, though. Both play a part, to some extent, in the way one experiences the process of choosing, purchasing, and enjoying the goods and services on which money is spent.

The role that technology plays here, traditionally, has been to streamline processes and remove hassle



from the life of the consumer. Think recommendation engines that help to choose what to buy or online customer service portals that deal with problems and after-sales support. These will still play a key role in 2023, but the game has evolved, with this year's keywords being “immersion” and “interactivity”.

The metaverse – something of a catch-all term used by futurists to describe the “next level” of the internet, where we interact with brands and fellow consumers through immersive technology, including 3D environments and VR – is the stage where this will play out. Think of online shops where we can browse and “try on” virtual representations of clothes, jewelry, and accessories. Virtual dressing rooms might be used to dress up avatars of ourselves – as pioneered already by the likes of Hugo Boss – or it could involve AR, as used by Walmart, to see how clothes will fit on our actual bodies. These trends will impact both online and offline retail.

The trend towards experience is so strong that brands like Adobe and Adweek are appointing chief experience officers (CXO) to ensure that it is made a foundational element of business strategy. As well as customer experience, businesses increasingly need to think about employee experience as competition for the most talented and skilled workers grows more intense.

5. The talent challenge

Over the past year, we have seen huge movements of talented people, referred to as the great resignation and quiet quitting, as workers reassessed the impact of work and what they want to get out of their lives. This has put pressure on employers to ensure they are providing attractive careers, the flexibility of hybrid work, and an enticing work environment and company culture. Offering people fulfilling work, ongoing opportunities to grow and learn, flexibility and diverse, value-oriented workplaces will all be essential in 2023.

On top of that, the accelerated digital transformation (trend one above) leads to more workplace automation that will augment pretty much every single job in the world. Humans will increasingly share their work with intelligent machines and smart robots, and that has huge implications for the skills and talent companies require in the future. This will mean reskilling and up-skilling huge swaths of people in our businesses as well as recruiting new people that have the skills needed for the future.



Businesses must deal with the vast skills gap that exists in areas such as data science, AI, and other technology areas, ensuring they are creating the data and tech-savvy workforce needed to succeed in the future. On the other hand, as human jobs get augmented by technology, businesses must re-train staff with skills needed to work alongside smart machines and to grow their uniquely human skills that currently cannot be automated. In 2023, it will include skills such as creativity, critical thinking, interpersonal communication, leadership, and applying “humane” qualities like caring and compassion.



Sree Lashya.V, I MBA

The Adani-Hindenburg Saga

In a little over two weeks since New York-based investor research firm Hindenburg Research accused industrialist Gautam Adani-led conglomerate of “brazen stock manipulation and accounting fraud scheme over the course of decades”, shares of Adani Group companies have nosedived.

Adani, who until recently was the richest Indian in the world, has now slipped to 22nd spot in the Forbes Real-time billionaire list for 2023.

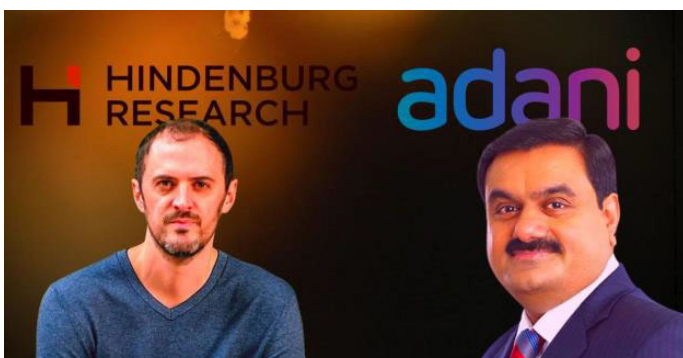
Although shares in Adani companies recovered after sharp falls earlier in the day, the seven listed firms have still lost about half their market value – or more than USD 100 billion combined – since the US-based short-seller last week questioned the group over its debt levels, Reuters reported. The listed Adani firms now have a combined market value of USD 108 billion, versus USD 218 billion before Hindenburg’s report.

Adani Group, however, has rejected the criticism and denied wrongdoing.

The Hindenburg report: How it all started

In late January, Hindenburg Research, which specializes in short selling, published a report critical of the group’s finances. The research firm, which has short positions in Adani companies through US-traded bonds and non-Indian-traded derivative instruments, said key listed companies in the group had “substantial debt” which has put the entire group on a “precarious financial footing”.

The report was released just ahead of a Rs 20,000 crore (USD 2.5 billion) follow-on public offer (FPO) by Adani Group’s flagship firm Adani Enterprises.



Adani’s response

In a 413-page response, the Adani Group said, “This is not merely an unwarranted attack on any specific company but a calculated attack on India, the independence, integrity and quality of Indian institutions, and the growth story and ambition of India.”

“It is tremendously concerning that the statements of an entity sitting thousands of miles away, with no credibility or ethics has caused serious and unprecedented adverse impact on our investors,” the Adani Group said.



Hindenburg’s rebuttal

Hindenburg, in its rebuttal, said the Adani response did not address any of the substantive points that the report raised. Rather, Adani has “stoked a nationalist narrative” that seeks to conflate the “meteoric rise and the wealth of its chairman, Gautam Adani, with the success of India itself”.

The outcome

In the wake of the report, Adani’s market losses have swelled over USD 100 billion. According to a report in Reuters, the listed Adani firms now have a combined market value of USD 108 billion, versus USD 218 billion before Hindenburg’s report.

Earlier this week, the Adani Group announced that it had decided to call off the Rs 20,000 crore FPO of Adani Enterprises Ltd (AEL) and said that it would refund the money to the investors.

S&P Dow Jones Indices on Thursday said it would remove Adani Enterprises Ltd from widely used sustainability indices on February 7, making the shares less appealing to environment-conscious investors.



RBI seeks details of banks' exposure to Adani group

As the market continued to hammer its stocks, the Reserve Bank of India (RBI) has sought details from banks about their exposure to the group. Market regulator SEBI, however, has not announced any probe into the crash in Adani shares and the withdrawal of Rs 20,000-crore FPO.

While State Bank of India (SBI) is yet to officially disclose its exposure, sources said it could be over Rs 21,000 crore. Punjab National Bank (PNB) said its total exposure to the Adani Group of Rs 7,000 crore is backed by adequate cash flows and there is no worry on repayments at present. Bank of Baroda has an exposure of Rs 4,000 crore. Other banks have not yet disclosed their exposure.

Government responds

Union Finance Minister Nirmala Sitharaman said Friday that both LIC and SBI were not “over-exposed” (to Adani Group shares) and that “investors’ confidence” would endure in the market. Talking to reporters outside Parliament House, her colleague Parliamentary Affairs Minister Pralhad Joshi slammed the Opposition for disrupting Parliament proceedings over the Hindenburg report. “The government has nothing to do with it. There is absolutely no connection. Discussion on the President’s Address is the priority. They do not have any issue,” he said.



Sree Lashya.V, I MBA

LIFE @ GBS

Make way for the Centre of Excellence @ GBS

5 January 2023 marks a significant day for KLH-Global Business School. The Centre of Excellence in Business Process Mining officially opened on this date. We are delighted that our Global Business School and Celonis SE have agreed to the Memorandum of Understanding and Exchange Agreement.

The Celonis Academy is a free online training platform that provides you with the knowledge and skills to become a successful professional in the field of Big Data and Analytics. It provides a top-notch program that blends in-depth technical instruction and the growth of professional abilities. Students will learn how to measure, analyze, and optimize business processes using the Celonis Process Mining Toolkit (PMTK). It will teach students how to make clearer trends from visual data and dig deep into business values and translate them effectively for business implementations.

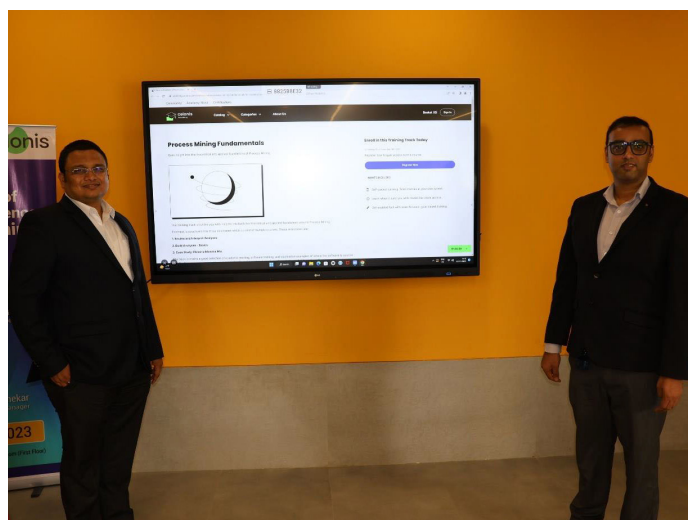
The chief guests of the event were Mr. Manjunath Chandrashekar and Mr. Ravi Shankar. Mr. Manjunath Chandrashekar presently holds the position of Senior Academic Alliance Manager at Celonis. He



B. Kalpana, II BBA

has more than 15 years of expertise in the areas of marketing, branding, human resource management, academic connections, government relations, project management, inclusion, diversity, and process improvement. In addition, Mr. Manjunath Chandrashekar holds more than 35 certificates in a variety of fields, including Project Management and CCTM (Computer Education Management Association) K-series certifications.

Mr. Ravi Shankar serves as Celonis's COE (Center of Excellence) and Resource Manager. He has more than 22 years of experience, during which he has held several positions, including Team Leader, Subject Matter Expert in Finance, Operations Manager, and Value Architect. Ravi Shankar Garu holds numerous licenses and certificates and is also a certified Project Management Professional.



When we considered the tremendous possibilities that could arise as we began this historic cooperation, all the students had the same sense of excitement and optimism. The signing of this Memorandum of Understanding represents cooperation that will result in numerous new collaborative activities and programs that create new synergies and enhance academic value in the years to come.



B. Kalpana, II BBA

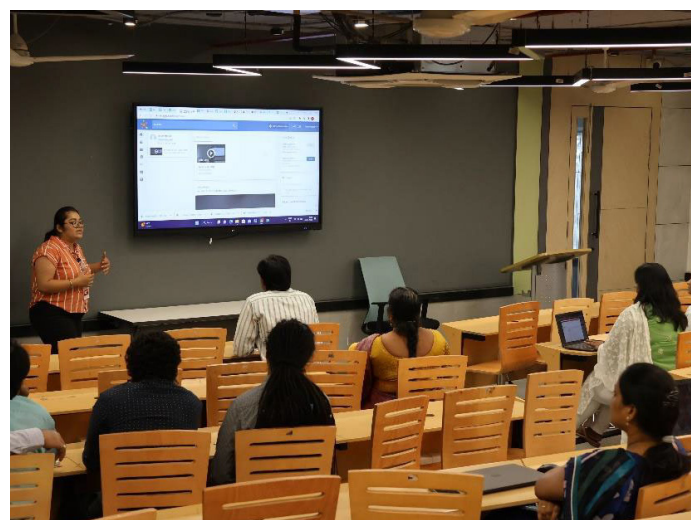
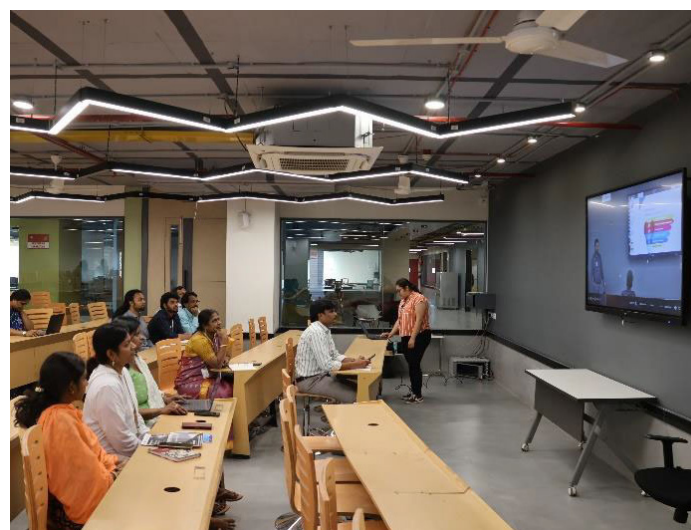
create an immersive learning experience merging the latest technology, pedagogy, and services. The session helped the faculty to keep up the changes in handling the smart class rooms.



Suit up for your Interviews!

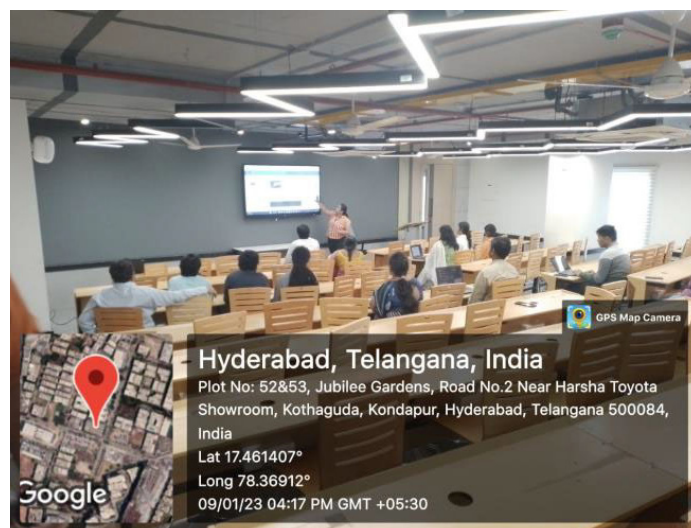
Campus Recruitment Training

KLH-GBS is well known for its high-end integrated curriculum and enjoys the patronage of several multi-national corporations. As part of Campus Recruitment Training (CRT), the Business school provides its students with the most efficient strategic preparation through mock interviews, resume preparation, and much more. On 9 January 2023, III BBA students were given this opportunity of appearing for mock interviews in front of the expert panel consisting of Ms. Vidhi Vats, Dr. K. Sri Yogi, Dr. Subha Gora, and Ms. Nabina Das. Every effort is made to hone students' talents and prepare them for the workplace.



Train the Trainers

A Hybrid Class Room Training Session was conducted for the faculty on 9 January 2023 by UpGrad. It is India's largest online higher education company which provides rigorous industry-relevant programs designed and delivered in collaboration with world-class faculty and industry. Its aim is to



Hyderabad, Telangana, India

Plot No: 52&53, Jubilee Gardens, Road No.2 Near Harsha Toyota Showroom, Kothaguda, Kondapur, Hyderabad, Telangana 500084, India

Lat 17.461407°

Long 78.36912°

09/01/23 04:17 PM GMT +05:30

Gather around for the Leaders' Think Space

Launch of ICMP 2023 Brochure

We are delighted that we have launched on 10 January 2023 the brochure for the upcoming International Conference on "Management Practices in the D-VUCAD World Sustainable Perspective" (ICMP'23) at GBS. The conference is scheduled between 24 and 25 March 2023. The conference intends to provide a forum for the nation's top thinkers to debate and discuss important issues including leadership, management, innovation, and entrepreneurship in the context of D-VUCAD.



Transform your lives with Development

Guest lecture on Development

KLH-GBS hosted a guest lecture on the topic of "Development - what it is and for whom?" on 27 January 2023. The lecture was given by Dr. Hippu Salk Kristle Nathan, an Associate Professor at the Institute and a renowned development researcher.

Dr. Nathan is an engineer turned development researcher who holds a M.Tech from the Indian Institute of Technology, Delhi and a Ph.D. from Indira Gandhi Institute of Development Research (IGIDR)

in Mumbai. He was awarded the Elsevier-National Academy of Sciences, India Young Scientist Award in Social Sciences in 2017.

The lecture aimed to introduce multiple perspectives of development and the shifting paradigms. Dr. Nathan highlighted the limitations of the current approach to assessing development through macroeconomic measures and emphasized the need for a more comprehensive view. He discussed three recent shifts in development discourse including de-growth, human development, and sustainable development.

Dr. Nathan provided two rationales for sustainable development: the impact of rebound effect and the obsession for positional goods. He spoke about the current sustainable development goals regime and how it is failing to address social equity goals. He highlighted the dilemma of development projects in remote locations and the adverse consequences they often have. He also discussed how at times, the government and businesses can collude to choose larger projects over smaller ones, despite the latter being a more sustainable solution.





Join Us!

for
Guest Lecture on

Development - what it is and for whom?

by
Dr. Hippu Salk Kristle Nathan
Associate Professor
Institute of Rural Management
Anand Gujarat

Date 27 January 2023	Time 10 AM	Venue Gallery room, First floor KLH Global Business School, Kondapur, Hyderabad
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[f @kluniversity](https://www.klh.edu.in) [i @kluniversityofficial](https://www.klh.edu.in) www.klh.edu.in

In conclusion, the lecture emphasized the importance of moral principles in reversing the trend of sustainable development for some at the cost of others. The talk was attended by II BBA students and provided valuable insights into the complex and ever-evolving field of development.

సెలోనిస్ ప్రాసెస్ మైనింగ్ సెంటర్ ఆఫ్ ఎక్స్లెన్స్ ప్రారంభం

ప్రారంభించిన కేఎల్ డీమ్స్ టు బీ యూనివర్సిటీ



నవతెలంగాణ-శేరిలింగంపల్లి

దేశంలో అగ్రగామి యూనివర్సిటీలలో ఒకటైన కేఎల్ డీమ్స్ టు బీ యూనివర్సిటీ, ఇప్పుడు మునిచ్ కేంద్రంగా కలిగి, ఎగ్జిక్యూషన్ మేనేజ్మెంట్ లో అంతర్జాతీయంగా అగ్రగామిగా వెలుగొందుతున్న సెలోనిస్ తో ఓ అవగాహన ఒప్పందం చేసుకుంది. దీనిలో భాగంగా సెలోనిస్ యొక్క సెంటర్ ఆఫ్ ఎక్స్లెన్స్ (సీఈఈ)ను హైదరాబాద్ లోని కె ఎల్ గ్లోబల్ బిజినెస్ స్కూల్ లో ప్రారంభించనున్నారు. ఈ కేంద్రం, ప్రాసెస్ మైనింగ్ ముఖ్య సూత్రాలపై ఆధారపడి ఉంటుంది. సెలోనిస్ కోసం నైపుణ్యం కలిగిన విభాగాలలో ప్రాసెస్ మైనింగ్ ఒకటి. ఈ కేఎల్ హెచ్ సీఈఈ ప్రారంభంతో పాటుగా అవగాహన ఒప్పందంపై సంతకాల కార్యక్రమాలు జరిగాయని నిర్వాహకులు తెలిపారు. ఈ భాగస్వామ్యంతో అభ్యాసంతో పాటుగా తరగతి కార్యక్రమాల కోసం అలాగే ఆన్ లైన్ సర్టిఫికేషన్ కోసం, థీసిస్ సపోర్ట్, గెన్స్ లెక్చరర్స్ కోసం విద్యార్థులకు సెలోనిస్ సాంకేతికతను ఉచితంగా పొందే అవకాశం కలుగుతుందని, దీనిలో ఉచితంగా సాఫ్ట్ వేర్ లైసెన్సెస్ పొందడం, విద్యార్థులు, ఫ్యాకల్టీ, రీసెర్చ్ స్కాలర్స్ మొదలైన వారి కోసం ఆన్ లైన్ శిక్షణ కోర్సులు అందించడం కూడా భాగంగా ఉంటాయని తెలిపారు. అదనంగా, మల్టీ లెవల్ ఉచిత సర్టిఫికేషన్స్, డిజిటల్ బ్యూట్టెల్ లను క్రెడిట్ భాగస్వామ్యంతో అందించడం, లెర్నింగ్ మేనేజ్మెంట్ సిస్టమ్ (ఎల్ఎంఎస్)కు ప్రాప్యత, ట్రైన్ ద ట్రైనర్ కార్యక్రమాలు సహా ఇతర వనరులు సైతం అందుబాటులో ఉంటాయన్నారు. ఈ ఒప్పందంపై సెలోనిస్, ఎస్ఈ, పీపీఎస్, సీనియర్ ఆకడమిక్ అలయన్స్ మేనేజర్ శ్రీ మంజునాథ్ చంద్రశేఖర్, కేఎల్ హెచ్ గ్లోబల్ బిజినెస్ స్కూల్, హైదరాబాద్ డైరెక్టర్ డాక్టర్ రామకృష్ణులు సంతకాలు చేసి ఒప్పందాలను మార్చుకున్నారు. ఈ కార్యక్రమంలో డాక్టర్ ఎల్ కోటేశ్వరరావు, ప్రిన్సిపల్ ఇంజనీరింగ్, డాక్టర్ వాణి మరియు ఇతర ఫ్యాకల్టీ సభ్యులు, విద్యార్థులు పాల్గొన్నారు.

ఏఐఐ, థాయ్ ల్యాండ్ అత్యంత ప్రతిష్టాత్మకమైన అవార్డులు గెలుచుకున్న కేఎల్ డీమ్స్ టు బీ యూనివర్సిటీ విద్యార్థులు

బాన్కాక్, (మే 5 న్యూస్ 1) : తారతమ్యంలో సుప్రసిద్ధ యూనివర్సిటీలలో ఒకటైన కేఎల్ డీమ్స్ టు బీ యూనివర్సిటీ, తమ విద్యార్థులు థాయ్ ల్యాండ్ లో అర్జిన్ ఎడ్వర్ట్ కోసం నూతన సాంకేతికతలు అనే అంశంపై అరిగిన ఎడ్యుకేషన్ ఇన్వేషన్ క్యాంపంలో విద్యుత్తును తిరిగి ఉత్పత్తి చేసే పోటీలో విజేతలుగా నిలిచినట్లు వెల్లడించింది. కేఎల్ స్కూల్ ఆఫ్ అర్చిటెక్చర్ విద్యార్థి క్షత్రి కెఎన్ క్యామ్ సింగ్, అత్యున్నత జూరీలు జయశ్రీత్ సోల్కర్, మొలై న్యూటన్, మొదలైన వారిని అందుకున్నారు. ఎలక్ట్రీక్స్, కంప్యూటర్ ఇంజనీరింగ్ విద్యార్థులు పి కాశ్వి, కె చంద్ర భాను, కె సత్యనారాయణ లు మొదలై, డ్రిగ్, క్లౌడ్ మరియు యూనివర్సల్ అర్ సర్వీసెస్, ఎన్ఎస్ఎంఐ పోటీలలో గెలుచుకున్నారు. మిని ఇన్వేషన్ ప్రాజెక్ట్ ప్రజెంటేషన్ లో ఓ అత్యున్నత మొదటి స్థానాన్ని గెలుచుకున్నారు. టెక్నో పంక్షన్ పోటీలో తమ మొదటి స్థానంలో రాగా కాశ్వి అత్యంత కీలకమైన పాత్రను గ్రహించే పోషించారు. అరగి గ్రూప్ మొదటి అవార్డును అందుకుంది. ఇదేగా సింగ్ పోటీలో గ్రూప్ 1లో ప్రజెం రివల్, క్లౌడ్ పాత్ర పూర్తి, కంప్యూటర్ ఇంజనీరింగ్ లు తమ స్వంత అలోచనలను వాటిపై విజ్ఞప్తి అంటూ కనబరిచారు. ఈ విజ్ఞప్తి ప్రోగ్రామ్ గురించి కేఎల్ డీమ్స్ టు బీ యూనివర్సిటీ ఇంటర్నెషనల్ రిటేన్షన్ డైరెక్టర్ డాక్టర్ ఎం కిశోర్ బాబు మాట్లాడుతూ కేఎల్ డీమ్స్ టు బీ యూనివర్సిటీ కి చెందిన 43 మంది విద్యార్థులు 14 రోజుల ఇంటర్నెషనల్ ఇంటర్నెషన్ కమ్ ఇన్వేషన్ క్యాంపంలో పాల్గొన్నారు. ఈ కార్యక్రమంలో కేఎల్ గ్లోబల్ బిజినెస్ స్కూల్, హైదరాబాద్ డైరెక్టర్ డాక్టర్ రామకృష్ణ కేఎల్ హెచ్ హైదరాబాద్ క్యాంపస్, ప్రిన్సిపల్ ఆఫ్



ఇంటర్నింగ్ డాక్టర్ ఎల్ కోటేశ్వరరావు సైతం ప్రసంగించారు. ఈ సందర్భంగా ఏఐఐ, థాయ్ ల్యాండ్, సెనెట్ డ్రిగ్ ప్రోగ్రామ్ ప్రాజెక్ట్ కో అర్చిటెక్చర్ రిటేన్షన్ రిఫ్ మాట్లాడుతూ ఎడ్యుకేషన్ ఇన్వేషన్ క్యాంప్ అనేది ఏఐఐ యొక్క కార్యక్రమం. విద్యార్థుల అలోచనలు, నైపుణ్యాలను సాంకేతికతలను యువ ప్రతిభావంతులు అభివృద్ధి చేసేలా ప్రోత్సహించే కార్యక్రమమిది. మేము అభివృద్ధి చెందుతున్న సాంకేతికతలకు అనుగుణంగా ఉన్నట్లు, ఎం. జి. డి, డిజైన్ రిటేన్షన్, తమిళ రిమోట్ సిస్టమ్, అర్ ప్రోగ్రామ్, క్లౌడ్ సోల్యూషన్, ఎంబర్ థియేటర్ మిని అవసరాలను సందర్భాలను నిర్వహిస్తున్నాము. అత్యున్నత కార్యాచరణ ఎగ్జిక్యూటివ్, సుప్రసిద్ధ ఫ్యాకల్టీ, థాయ్ ల్యాండ్ లోని సుప్రసిద్ధ విద్యుత్తు విజ్ఞప్తి విద్యార్థులతో మాట్లాడడంతో పాటుగా ఉపయోక్తమైన సందర్భాలను నిర్వహించారు అని అన్నారు.

సత్తా చాటిన కేఎల్ డీమ్స్ టు బీ యూనివర్సిటీ విద్యార్థులు

మాదాపూర్, జనవరి 4: కేఎల్ డీమ్స్ టు బీ యూనివర్సిటీ విద్యార్థులు థాయ్ ల్యాండ్ లోని ఈ స్టడీ టూర్ ఆసియన్ ఇన్స్టిట్యూట్ ఆఫ్ టెక్నాలజీ వరకు 2022 డిసెంబర్ 16 నుంచి 29 వరకు నిర్వహించిన అభివృద్ధి కోసం నూతన సాంకేతికత అనే అంశంపై ఎడ్యుకేషన్ ఇన్వేషన్ క్యాంప్ జరిగింది. ఇందులో యూనివర్సిటీ విద్యార్థులు పాల్గొని విద్యుత్తును అలోచనలతో టెక్నో పంక్షన్ పాటోల్ విజేతలుగా నిలిచినట్లు కేఎల్ డీమ్స్ టు బీ యూనివర్సిటీ ఇంటర్నెషనల్ రిటేన్షన్ డైరెక్టర్, డాక్టర్ ఎం. కిశోర్ బాబు బుధవారం కొండాపూర్ లోని ఆ యూనివర్సిటీలో నిర్వహించిన విలేజరుల సమావేశంలో తెలిపారు. థాయ్ ల్యాండ్ లో జరిగిన ఎడ్యుకేషన్ ఇన్వేషన్ కేఎల్ స్కూల్ ఆఫ్ అర్చిటెక్చర్ విద్యార్థి క్షత్రి కెఎన్ క్యామ్ సింగ్, అత్యున్నత జూరీ జయశ్రీత్ సోల్కర్



వివరాలను వెల్లడిస్తున్న కేఎల్ డీమ్స్ టు బీ యూనివర్సిటీ ఇంటర్నెషనల్ రిటేన్షన్ డైరెక్టర్, డాక్టర్ ఎం. కిశోర్ బాబు

మొలై న్యూటన్, కంప్యూటర్ ఇంజనీరింగ్ విద్యార్థులు పి. కాశ్వి, కె. చంద్రభాను, కె. సత్యనారాయణ వర్గిషాన్, అసైన్ మెంట్ పోటీల్లో మొదటి, ద్వితీయ, తృతీయ అవార్డులను అందుకున్నారు.

కేఎల్ డీమ్స్ టు బీ యూనివర్సిటీ విద్యార్థుల ప్రతిభ

థాయ్ ల్యాండ్, న్యూస్ టుడే: థాయ్ ల్యాండ్ లో నిర్వహించిన అభివృద్ధి కోసం నూతన సాంకేతికత అనే అంశంపై ఎడ్యుకేషన్ ఇన్వేషన్ క్యాంప్ నిర్వహించారని, ఇందులో భాగంగా చేపట్టిన పోటీలో తమ విద్యార్థులు పలు విభాగాల్లో విజేతలుగా నిలిచినట్లు బుధవారం మాదాపూర్ లోని వర్గిషాన్ క్యాంప్ లో నిర్వహించిన మీడియా సమావేశంలో వారు తెలిపారు.

ఆఫ్ టెక్నాలజీలో 'అభివృద్ధి కోసం నూతన సాంకేతికత' అనే అంశంపై ఎడ్యుకేషన్ ఇన్వేషన్ క్యాంప్ నిర్వహించారని, ఇందులో భాగంగా చేపట్టిన పోటీలో తమ విద్యార్థులు పలు విభాగాల్లో విజేతలుగా నిలిచినట్లు బుధవారం మాదాపూర్ లోని వర్గిషాన్ క్యాంప్ లో నిర్వహించిన మీడియా సమావేశంలో వారు తెలిపారు.

KL UNIVERSITY STUDENTS WIN PRESTIGIOUS AWARDS FOR INNOVATIVE IDEAS AND PRESENTATIONS AT AIT, THAILAND

KL Deemed-to-be-University students stood as winners in different techno-functional competitions held at the Education Innovation Camp on 'New Technologies for Development' in Thailand. Kshatri Kevin Shyam Singh, a student of KL School of Architecture, and Ashwin John had secured 1st prize in the 'Geo-Crowd sourcing Mobile Mapping'. P Karthik, K Chandra Bhanu, and K Satya Narayana, students of Electronics and Computer Engineering, received 1st, 2nd, and 3rd prizes in the R workshop & Assignment Competition. Muthyala Shruthi, a student of B Arch won first place in the 'Mini Innovation Project Presentation'. In the techno-functional competition 'GIS Mapping' Sai Karthik performed a sheet anchor role in the group, and their group received the 1st prize.

Internship-cum-innovation camp and study tour held at the Asian Institute of Technology, Thailand.

Talking about the exchange program, Dr M Kishorebabu, Director, International Relations, KL Deemed to be University said, 43 Students from Business Management, Computer Science, Architecture, Electrical electronics and communications, and other streams participated in the 14-day camp. The objective was to enhance students' learning experience through cross-cultural exposure, innovation, and current trends in the respective fields to take it further for capstone projects. Dr A. Ramakrishana, Director, KL Global Business School, Hyderabad, and Dr L. Koteswara Rao, Principal of Engineering, KLUH Hyderabad Campus also spoke at the event.



Business Standard

CAMPUS TALK

BS PROMOTIONS

Students of the KL Deemed-to-be-university stood as winners in different techno-functional competitions held at the Education Innovation Camp on 'New Technologies for Development' in Thailand.

INDIA ON THE GLOBE

What RRR's Golden Globes win means for Indian cinema?

11 January 2023, will go down in history as the date when India was not only put on the global pedestal of world cinema but a date when a song that came out of nowhere beat Hollywood stalwarts like Lady Gaga, Taylor Swift and Rihanna. The song that has got everyone tapping their feet is none other than RRR's Naatu Naatu.



SS Rajamouli's magnum opus was nominated in two categories at the 2023 Golden Globes - Best Original Song and Best Non - English Picture. RRR managed to secure a win in the Original Song category, beating big international artists. This win is not just for the song or the film, but for the entire Indian film industry. At a time when the term 'pan-India' has found its place in every conversation about cinema, RRR managed to do what no other film could. Despite Rajamouli's own Baahubali getting better reviews and ratings than RRR, there was something about the latter that made everyone in the West sit up and notice this period drama.



RRR's victory at the Globes, which comes second to the big daddy of award ceremonies, The Oscars, is a huge deal. It paves the way for the film to make a solid case for a win in the Best Original song

category at the Academy Awards on March 12. Not just that, but it also increases the chances of the film getting major nods in other main categories like Best Film and Best Director.

RRR's win comes at a time when regional cinema in the south is under the spotlight. Titles like KGF, Pushpa, Kantara and RRR have pushed talent from the South of India to the forefront and had audiences sit up and notice these films. The South film industry is investing close to Rs 10,000 crore in their films in the coming five years with Kantara producers Hombale Films committing to Rs 3000 crore in the entertainment industry. These figures prove that filmmakers are ready to strike when the iron is hot. The success of RRR has proved that language is no barrier anymore and that the emotional connection of the film is the true benchmark of success.



RRR's win at Golden Globes means that the mainstream Hollywood press will start paying more attention to not just Hindi language films coming out of India, but films across all languages. Trade reports speculate that Hindi film producers are openly pursuing actors and talent from regional cinema for future collaborations. Whether they work or fail is clearly in the audience's hands.

Even though RRR lost out to an Argentinian film in the non-English category, the sound of cheers and American actors hooting when Naatu Naatu played in the back as composer MM Keeravani went on stage to collect the trophy is a clear indication of the love that the West has for the film. The win at the Globes is like a booster shot in the arm for Indian cinema and come March 12 when the Oscars play out, this deafening noise of cheer for RRR is only going to get louder.

First-Ever Champions of Under 19 Women's World Cup in Cricket is... India!



India won their maiden ICC title in women's cricket as a bunch of sprightly and talented teenagers lifted the inaugural U-19 World Cup with an emphatic seven-wicket victory over England. The Shafali Verma-led India U-19 squad managed to do what their seniors could not do by clearing the final hurdle



in a global event. India first bundled out England for 68 in 17.1 overs and then returned to knock off the paltry target in 14 overs to lift the coveted trophy. "It is just a proud moment, it's our first world cup," said Trisha with stumps in hand after the memorable win. The win also reaffirms India's dominance at the U-19 level with the boys winning the world title in the Caribbean last year.

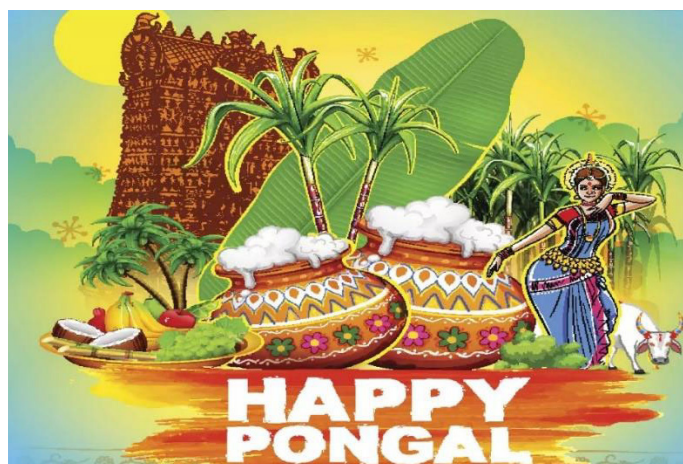


Sree Lashya. V, I MBA

FESTIVITIES OF INDIA

Pongal 2023: The Importance of the Traditional South-Indian Festival

Dedicated to the Sun God, Pongal is the very first festival of South India that marks the beginning of the new year. Similar to other harvest festivals, Pongal is celebrated in order to thank the deities for the new year's harvest. Just like Lohri, Makar Sankranti, Bihu and Maghi, people exchange delicious foods and organize a big feast, in which they invite their near & dear ones.



Also known as Thai Pongal, the name of this festival literally means 'to boil' and 'overflow' which suggests abundance and affluence. It is celebrated on the first day of Tamil month Thai when the Sun enters the Makara Rashi (Capricorn) and it is for this reason that this festival is known as Makar Sankranti in Northern India. This signals the end of winter and the onset of spring throughout the northern hemisphere. For the next six months, the days are longer and warmer. According to the legends, the Devas wake up after a six-month-long break during this period and it is referred to as Uttarayan Punyakalam. Also, it is believed that those who pass away during this





period attain salvation and in fact, Bheeshma is believed to have waited for the dawn of Uttarayana before he gave up his life.

During the season, food ingredients like sugarcane, rice and turmeric are harvested in Southern India and prominently used in the Pongal feast.

This popular South Indian festival is known to be a four-day affair, where the first day is known as Bhogi, the second day as Perum Pongal, the third day as Mattu Pongal, and the last day is called Kaanum Pongal. Each day has its own importance and different kind of foods are prepared during this period. The first day of Pongal honours Lord Indra and is celebrated by cleaning and decorating homes. On the second day, a special prayer is performed to honour the sun god. The third day is dedicated to cows and they are decorated, fed, and taken around the village. While the fourth day is kept for birds, who are worshipped through a ritual where they are fed different food items served on a turmeric leaf.

On the day of Pongal, a dish called 'Pongal' is prepared in a new earthen pot under the sun, preferably early in the morning just after sunrise using the best of rice from the new harvest. Apart from rice, milk, jaggery, ghee, raisins and dry fruits are used to make this dish. When the milk boils and overflows, people shout 'Pongalo Pongal', which is believed to bring prosperity into the household.

This festival has its roots in the Chola Period, which is roughly identified from the 6th century BC to the 2nd century AD. Legends say that the Pongal celebration is not less than 2,000 years old.

Some of the important delicacies prepared during the festival are: Sakkarai Pongal, Ven Pongal, Pongal Kootu, Kara Murukku, Khara Pongal, Medu Vada, Payasam, Lemon Rice, Coconut Rice, Curd Rice, Idli Sambhar, Kesari, Til Gud Ke Laddoo, Badam Halwa, Peanut Laddoo, and Bisi Bele Bath.



FACULTY ACHIEVEMENTS

Dr. Rakesh Patra, Associate Professor, Department of MBA authored an article "Digitalizing the manufacturing industry" which appeared in a reputed magazine "Efficient Manufacturing"





Digitalising the manufacturing industry

Today, digital transformation is influencing every aspect of the manufacturing industry. The article explains the significant evolution of digital transformation in the same.



Dr. Rajesh Perna,
Associate Professor,
KLH Global Business
School, Hyderabad

Manufacturers' business models have shifted because of Industry 4.0. The phenomenon has improved the way industries manufacture, package, and distribute their finished products. New-fangled technologies such as the Internet of Things (IoT), cloud computing and analytics, and AI and Machine Learning are becoming part of the production facilities while the business is undergoing a digital transformation. The factories are becoming smarter as they are now equipped with sensors, robots, and software that allow precision in the manufacturing process and collect data for analysis.

The evolution of digital transformation

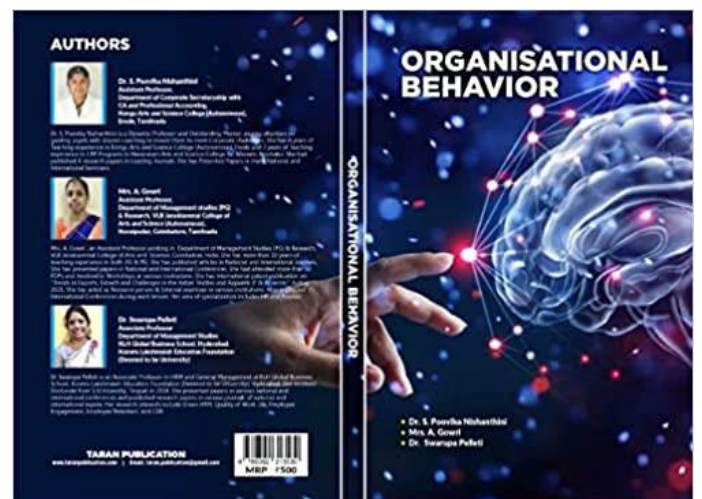
Despite being a new concept, digital transformation has a relatively long history. The first traces of this phenomenon can be traced back to the 1970s, when the manufacturing

industry was introduced to Computer-Aided Design (CAD). Following this, in 1980, the industry got Enterprise Resource Planning (ERP) and Customer Relationship Management in the 1990s, which helped the manufacturing industry grow spontaneously. These technologies were mainly focused on enhancing the productivity and efficiency of the processes by digitising them. Moreover, the NC (numeric control) then got a new variant, the CNC (computerised numeric control), with the advent of new computing technologies.

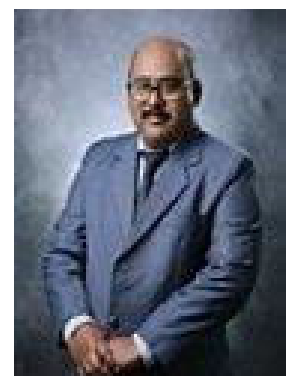
With Industrial Revolution 4.0, the value of previously stored data is now increased when it is combined with operational data from ERP, supply chain, customer service, and other enterprise systems to produce entirely new levels of visibility and insight. The emergence of smart factories presents a fantastic opportunity for the manufacturing sector to enter the fourth industrial revolution, as real-time visibility is



A research paper entitled "Numerical analysis of magneto hydrodynamics Casson nanofluid flow with activation energy, hall current and thermal radiation" co-authored by Dr. Y. Suresh Kumar, Associate Professor Department of Mathematics has been accepted to be published in scientific reports (SCI, Q1)



Expert comments from Dr. K. Sri Yogi, Associate Professor (Operations), are covered in a reputed publication, Businessworld.



BW BUSINESSWORLD
January 18, 2023

Is Indian Retail Market Ready For Another Covid Wave?

According to the Retailer Association of India (RAI), sales in India fell by 79 per cent during the pandemic compared to pre-pandemic levels. With a new variant of Covid already making its entry, it becomes critical for the retail industry to be ready for the impact of the pandemic

Dr. Kottala Sri Yogi, Associate Professor (Operations), KLH Global Business School, Hyderabad, is positive that even if the Covid wave strikes again, the retail sector is ready for it. "Because the vast majority of the Indian population is vulnerable to natural immune/vaccine immunity, even if covid strikes again, the impact will be minor," he added.

"Compared to previous waves of covid, extraordinary demands will be reduced. On the other side, the impact on vital commodities from sourcing, supply chain management, logistics and retailing can be expected," he noted.

Aside from the Retailers Association of India's readiness of workers in distribution warehouses, help centres and facilities to workers supporting e-commerce through distribution and other essential support functions, he suggested that retailers providing essential services contact vendors and logistics service providers.

Dr. P. Swarupa, Associate Professor, Department of MBA has coauthored a text book "Organizational Behaviour" which is published by Taran Publications, New Delhi.

STUDENTS' ACHIEVEMENTS

I MBA student B. Vrishin stood as a winner in 9th Stag Telangana State and Inter District Table Tennis Championships 2023 and as a runner up in Mixed doubles category



Mixed Doubles Final - Runner up



Inter District TT Championship Winners - Hyderabad



PLACEMENTS

KLH GBS KLH UNIVERSITY GLOBAL BUSINESS SCHOOL **#BUILDINGWORLD #LEADERS**

Congratulations!

Meghana Ganiya
2111510016

MBA student From
KLH Global Business School
got placed as
Relationship Manager
at
kotak
Kotak Mahindra Bank

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Congratulations!


Abhinav Varna Nadimpalli
2010560195 (BBA)
(Graduate Trainee)


Ganjikuntla Kesavan
2111510002 (MBA)
(Management Trainee)

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Congratulations!


D. Bakesh Reddy | 2111510001

MBA student From KL Hyderabad Global business School
got placed as Key Account Manager in
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UPCOMING EVENTS



INTERNATIONAL CONFERENCE ON Management Practices in the D-VUCAD World

SUSTAINABLE PERSPECTIVE (ICMP'23)

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