

Newsletter

OCTOBER || NOVEMBER || DECEMBER - 2024

KLH-GBS CHRONICLES



Inside THE ISSUE

- ◆ Animation Team – Outdoor Expedition
- ◆ Expert Guest Lectures
- ◆ Global Master Class Series
- ◆ Fin-Tech Symposium
- ◆ Sports Special Edition
- ◆ Industry Visit to IKEA and Masquati
- ◆ Fresher's Day
- ◆ Homage to Late Dr. Manmohan Singh
- ◆ ICSSR-sponsored Capacity Building Programme on Digital and Social Media Marketing



(DEEMED TO BE UNIVERSITY)



GLOBAL BUSINESS SCHOOL

BUILDING WORLD LEADERS



Index

Title	PG.NO
Newsletter Opening Message	03
Animation Team – Outdoor Expedition	03
Expert Guest Lectures	04
Global Master Class Series	05
Fin-Tech Symposium	07
Sports Special Edition	10
Industry Visit to IKEA and Masquati	12
Fresher's Day	13
Homage to Late Dr. Manmohan Singh	18
ICSSR-sponsored Capacity Building Programme on Digital and Social Media Marketing	18
Core Team	21
Programs offered at KLH-GBS	21



EDITOR'S MESSAGE

Welcome Dear Readers,

Welcome to the October, November, and December edition of KLH GBS Chronicles!

This past quarter was packed with vibrant events, inspiring moments, and proud achievements. From environment focussed tree plantation drives and super-energetic badminton tournaments to the colourful Bathukamma celebration, the campus was full of life. We arranged to honour some of our outstanding faculty, and gained valuable insights through guest lectures by Mr. Amrit Jyothi, Craig Leith, and Sripal Jain. Creative highlights included outdoor drawing and photography by our BSc Animation students and a deep dive into VFX through the Technicolor Academy.

The Fintech Symposium, India Joy Summit, industry visits, Christmas, and the lively Freshers' Frosh Fiesta, highlight events added richness to our experience. We wrapped up the quarter with a meaningful Faculty Development Program toward the year end. Thank you for being part of our journey—let's continue learning, celebrating, and growing together!



A. Nissi Persis, Editor-in-Chief, KLH-GBS

To our amazing readers, thank you for your constant encouragement and support. Your enthusiasm drives us to discover, learn, and share new stories with every edition.

We invite you to be a part of this ongoing journey of growth and inspiration. Let KLH GBS Chronicles be your companion in exploring the vibrant experiences and accomplishments of our community.

Outdoor Drawing and Photography Workshop at Botanical Garden

- Chanakya Reddy, Editor, Bsc - II

On October 23, 2024, the KLH Department of Animation and Gaming hosted an inspiring onsite workshop at Shri Kotla Vijayabhaskar Reddy Botanical Garden. This hands-on experience allowed animation students to step outside the classroom and immerse themselves in the natural world, exploring its beauty through outdoor drawing and photography.

Guided by dedicated faculty members, students sharpened their artistic eye and technical skills as they captured the intricate details of nature. The workshop provided a perfect blend of observation and creativity, fostering a deeper appreciation for outdoor sketching techniques.

A highlight of the day was an engaging talk by Mr. Bivas Paul, who emphasized the power of thumbnail

sketching—a fundamental step in the creative process that helps artists quickly visualize and develop ideas. His insights encouraged students to embrace spontaneity and structure in their conceptual work.

Further enriching the experience, Mr. Dilip Kumar led a session on the "Art of Seeing", introducing students to essential design principles and the importance of keen observation in visual storytelling. His session encouraged participants to look beyond the obvious and explore the world with a more thoughtful and analytical gaze.

This enriching workshop not only enhanced students' observational and technical abilities but also inspired them to see the world through a more imaginative and artistic lens



Webinar with Technicolor Academy: Inspiring Creative Careers

- Chanakya Reddy, Editor, Bsc - II

Students from Vijayawada and KLH GBS Hyderabad came together for an insightful webinar hosted by Technicolor Academy. The session featured industry experts Mr. Saradhi Krishna and Mr. Rajendra Kumar, who shared their expertise on career opportunities in the dynamic fields of VFX, animation, and gaming.

With a focus on industry trends, essential skill sets, and potential career pathways, the webinar offered students a well-rounded perspective on the digital arts landscape.

The speakers provided practical advice and real-world insights that resonated with aspiring creatives.

The interactive nature of the session encouraged active participation, with students engaging in thoughtful questions and discussions. Inspired and better informed, participants walked away with a renewed sense of direction and motivation to pursue their passions in this ever-evolving creative industry.



Empowering Future Traders: KLH Global Business School's Expert-Led Session

-M.Keerthana, Editor, BBA-II

Unlocking Market Insights: Training Session on Trading Strategies

On October 17, 2024, the school organized an engaging and insightful training session on Trading Strategies, led by Mr. Amrit Jyoti Dutta, Regional Training Manager at Angel One Ltd. The session was facilitated by Dr. Radha Krishna and Dr. P. Hima Jagathi, who played key roles in making the event a success.

Mr. Dutta provided students with a comprehensive introduction to the world of trading, covering essential topics such as market dynamics, investment strategies, risk management, and the fundamentals of real-time trading. His practical approach and industry insights offered students a clear view of how trading operates in the real world.



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#WeAreFutureReady

Join us for a
Guest Lecture on

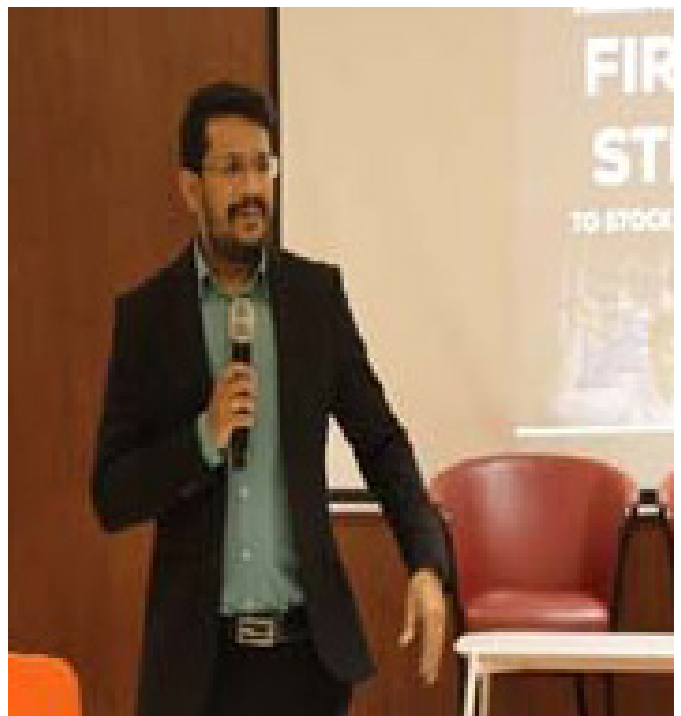
TRAINING ON TRADING STRATEGIES

17th October 2024
10:00 AM Seminar Hall, 6th Floor



SPEAKER:
Mr. Amrit Jyoti Dutta
Regional Training Manager, Angel One Ltd.

@klhgbs @klhglobalbusinessschool www.gbs.klh.edu.in



Mr. Dutta shared his deep expertise on technical and fundamental analysis, risk management, and the rising influence of algorithmic trading in today's markets. He emphasized how automation and AI are revolutionizing modern trading, offering students practical insights to make more informed and strategic investment decisions.

The session was highly interactive, encouraging active participation and sparking thought-provoking discussions. Students eagerly engaged with real-world scenarios,

bridging the gap between academic theory and the fast-paced world of financial markets.

Mr. Dutta also underscored the growing importance of industry-driven learning, highlighting how staying updated with current tools and trends is essential in today's rapidly evolving financial landscape.

The session concluded with a warm felicitation of Mr. Dutta, recognizing his efforts in inspiring and guiding the enthusiastic learners of KLHGBS.



..... Bridging Academia and Industry: Insights on Global Financial Taxation

-M. Keerthana, Editor, BBA-II

On October 21, 2024, KLH Global Business School hosted an enlightening guest lecture on Global Financial Taxation & Business Management, delivered by Mr. Sripal Jain, CEO of Simandhar Education.

Tailored specifically for final-year MBA and BBA students, the session provided practical insights into the evolving financial industry, equipping students with a deeper understanding of international taxation frameworks, corporate financial strategies, and global business operations.

Mr. Jain drew from his extensive industry experience to shed light on the complexities of global taxation and its impact on business decisions. His engaging delivery and real-world examples offered students a valuable perspective on how financial regulations and strategic planning shape the success of global enterprises. Mr. Jain encouraged students to participate actively, ask thoughtful questions, and explore complex financial concepts with clarity. His ability to simplify intricate topics made the session both informative and highly engaging.



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We are delighted to

WELCOME

for an exclusive Guest Lecture on:

GLOBAL FINANCIAL TAXATION & BUSINESS MANAGEMENT

For MBA Final Year and BBA Final Year Students

Monday, 21st October 2024
11:30 AM
6th Floor, Seminar Hall

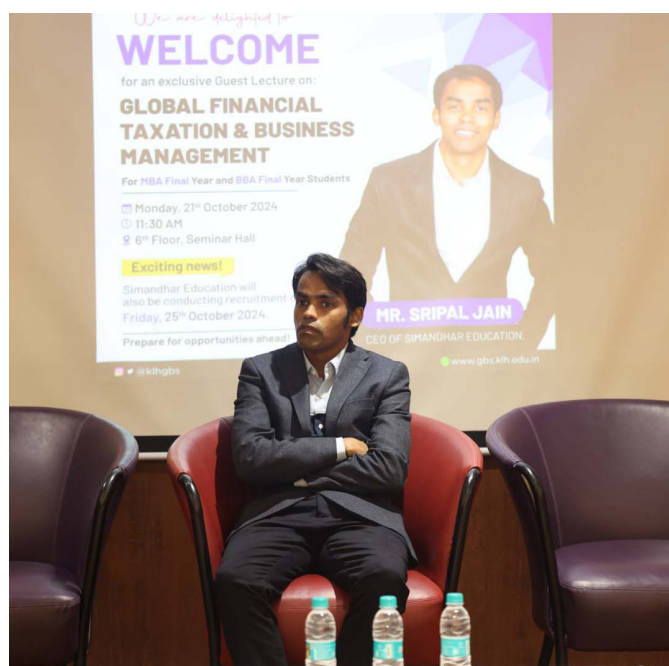
Exciting news!

Simandhar Education will also be conducting recruitment on Friday, 25th October 2024.

MR. SRIPAL JAIN
CEO OF SIMANDHAR EDUCATION

Prepare for opportunities ahead!

@klhgsbs @klhglobalbusinessschool www.gbs.klh.edu.in



A strong emphasis was placed on industry readiness, as Mr. Jain highlighted the skills and knowledge crucial for navigating today's competitive business environment. His practical insights equipped students with a better understanding of what it takes to succeed in global finance and management roles.

A key highlight of the lecture was Mr. Jain's discussion on the upcoming recruitment drive by Simandhar Education, scheduled for Friday, 25th October 2024. He provided

valuable insights into the hiring process, job roles, and expectations from potential candidates, preparing students for the opportunity ahead.

The session concluded on a high note, with students expressing appreciation for the knowledge imparted. The lecture served as an important bridge between academic learning and industry expectations, inspiring students to think critically about their future roles in the world of finance and management.



Empowering Future Leaders: KLH GBS Hosts Master Class on Business Innovation

-M. Keerthana, Editor, BBA-II

On October 16, 2024, KLH Global Business School (KLH GBS) hosted a thought-provoking Master Class on Business Innovation, featuring distinguished speakers Dr. Craig Leith and Dr. Simon Fraser from Robert Gordon University, UK.

This enriching session offered students a global perspective on innovation in the business world, emphasizing how creative thinking, adaptability, and strategic problem-solving drive success in today's fast-evolving markets.

He delved into innovation-driven business strategies, market adaptability, and global entrepreneurship. Through interactive discussions and case studies, students explored real-world challenges and emerging trends that shape modern businesses. The experts emphasized the importance of creativity, agility, and international collaboration in today's dynamic corporate landscape.

Participants actively engaged in thought-provoking exercises, gaining practical knowledge that bridges academic learning with industry expectations. As a token of recognition, students received certificates of appreciation for their participation.

Dr. Leith and Dr. Fraser shared valuable insights drawn from international case studies and real-world business challenges, encouraging students to rethink traditional approaches and embrace innovation as a core business function.

MASTER CLASS SEASON 2

BUSINESS INNOVATION

@KLH-GBS



SPEAKER
DR CRAIG LEITH
Principal Lecturer at
Robert Gordon University, UK



SPEAKER
DR SIMON FRASER
Principal Lecturer Entrepreneurship
& International Engagement Lead
at Robert Gordon University, UK

Date: **16th OCTOBER 2024** from **10 AM** onwards
Venue: **Seminar hall KLH-GBS**

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🌐 @klhglobalbusinessschool
🌐 www.gbs.klh.edu.in



The interactive nature of the session fostered lively discussions, with students actively engaging with the speakers and gaining a deeper understanding of how innovation is applied across industries on a global scale.



The event concluded with a felicitation ceremony, where Dr. Gajulapally Radha Krishna, Academic Director of KLH GBS, honored the esteemed speakers for their invaluable contributions.



The Master Class was a valuable opportunity for students to learn from international experts, broadening their horizons and inspiring them to become forward-thinking leaders in the business world.

KLH GBS FinTech Symposium Explores Opportunities and Challenges in the FinTech Sector:

-B.Usha Kiran, Editor, BBA II



The much-anticipated FinTech Symposium, titled "Opportunities and Challenges in the FinTech Sector," recently brought together industry leaders and academic experts to explore the rapidly evolving financial technology industry. The event provided a dynamic platform to

discuss the current landscape, emerging trends, and future prospects of FinTech.

The symposium was inaugurated by Dr. Gajulapally Radha Krishna Garu, Director of Academics, and graced by the Guest of Honour, Dr. Irala Lokanandha Reddy, Professor

of Management Studies at the University of Hyderabad. Dr. Reddy delivered an insightful session tailored for MBA FinTech students, shedding light on the challenges and opportunities that define the FinTech space.

With an engaging blend of academic knowledge and industry expertise, the event sparked meaningful discussions on how technological advancements are reshaping financial services and the key factors that drive innovation in the sector.





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Join Us for an
Insightful Symposium On

**OPPORTUNITIES AND
CHALLENGES OF THE
FINTECH INDUSTRY**

Guest of Honor:
PROF. IRALA LOKANANDA REDDY
Professor, School of Management Studies (UOH)

Date:
18th October 2024

Venue:
Seminar Hall, 6th Floor

Convenor:
**Dr. Madireddi
S. S. V. Sri Kumar,**
Liaison Officer, Fintech

Co-Convenor:
Dr. Ramya Sree M,
Assistant Professor

@klhgsb
 @klhglobalbusinessschool
 www.gbs.klh.edu.in

In his keynote, Dr. Reddy discussed the challenges currently facing the FinTech sector, including navigating regulatory hurdles, ensuring cybersecurity in an increasingly digital world, and fostering consumer trust. He highlighted how these challenges must be addressed for FinTech companies to deliver more efficient, accessible, and secure services. Overcoming these barriers, he emphasized, is essential to unlocking the full potential of the sector and driving its future growth.

Dr. Reddy's insights sparked thoughtful discussions and provided students with a deeper understanding of the critical issues that define the dynamic FinTech landscape. The symposium not only enriched students' knowledge of the industry but also inspired them to think critically about the innovative solutions needed to overcome the sector's challenges.



Panel One of the symposium was moderated by Dr. M. Geeta, Associate Professor at KLH GBS, and featured Dr. V. Radha, Associate Professor at IDRB, and Dr. Venu Madhav, Professor at KLH GBS. The panel engaged in a thought-provoking discussion on the opportunities in FinTech, shedding light on emerging trends, new technological innovations, and the growing role of digital finance in the global economy. They also addressed numerous student queries, offering valuable insights into how students can navigate and thrive in the FinTech space.



Panel Two focused on the critical challenges within the FinTech industry, particularly regulatory compliance. The panel featured Prof. Dr. Padmaker Jadhav from IPE and Mr. Ahmed Khalid, Senior Manager at Imarticus. They emphasized that regulatory compliance remains a key concern, as governments continue to seek the right balance between fostering innovation and ensuring necessary oversight. The speakers stressed that clear, consistent regulations are vital to safeguarding consumer protection and preventing potential abuses within the system. This discussion provided students with a deeper understanding of how regulatory frameworks must evolve to keep pace with technological advancements in FinTech.

Both panels offered quiet an engaging discussions and practical insights that left students better equipped to navigate the challenges and opportunities in the dynamic world of FinTech.



As the FinTech landscape continues to evolve, it is clear that collaboration between startups, established financial institutions, and regulators will be essential to the sector's long-term success. The symposium served as a testament to the strength, resilience, and adaptability of the FinTech industry in responding to the dynamic needs of consumers and businesses alike.

This event was organized under the guidance of Chief Patron Prof. Gajullapally Radha Krishna, Patron Dr. S. Suman Babu, Convenor Dr. Madireddi SSV Srikumar, and Co-Convenor Dr. Ramyasri M, with faculty, industry experts, and students participating, alongside Dr. Madireddi SSV Srikumar, Liaison Officer for FinTech at KLH GBS.

..... Growing a Greener Tomorrow: KLH GBS Marks Gandhi Jayanthi with Tree Plantation and Cleanliness Drive

-Lalana Agastya, Editor, BBA-II



In alignment with the vision of "Growing a Greener Tomorrow," KLH Global Business School (KLH GBS) marked Gandhi Jayanti by hosting a meaningful Swachhata Hi Seva and Tree Plantation Drive on campus. The event paid tribute to two great leaders: Mohandas Karamchand Gandhi, the Father of the Nation, and Shri Lal Bahadur Shastri, the honourable third Prime Minister of India.

The ceremony began with heartfelt tributes to these iconic leaders, emphasizing their commitment to cleanliness, sustainability, and service to the nation—values that continue to inspire generations. The event underscored the importance of their vision in shaping a cleaner, more sustainable world.

To mark this special occasion, Dr. Gajullapally Radha Krishna Garu, Academic Director of KLH GBS, along with esteemed staff and non-teaching personnel, actively participated in planting saplings around the campus. This initiative not only contributed to the green cover but also reinforced KLH GBS's commitment to environmental sustainability.

Through such initiatives, KLH GBS continues to strive for a meaningful impact on society and contribute towards building a better tomorrow. The tree plantation drive serves as a step towards instilling a sense of responsibility in students, staff, and the community towards creating a cleaner and greener world.





Hyderabad, Telangana, India
 Plot No: 52&53, Jubilee Gardens, Road No.2 Near Harsha Toyota Showroom, Kothaguda,
 Kondapur, Hyderabad, Kothaguda, Telangana 500084, India
 Lat 17.461356°
 Long 78.369281°
 02/10/24 09:59 AM GMT +05:30



KL University Women's Badminton Tournament – A Triumph for KLH GBS!

The Women's Badminton Tournament at KL University concluded on a high note, showcasing incredible talent, sportsmanship, and teamwork. The tournament brought together top athletes from the Aziz Nagar, Kondapur, Bachupally, and Vijayawada campuses, highlighting the university's commitment to fostering excellence in sports.

The event was a true display of determination, where competitors pushed their limits and demonstrated exceptional skills. One of the major highlights of the

tournament was the selection of five outstanding players to represent KL University at the National Level.

This achievement is a testament to the dedication and hard work of the athletes, as well as the exceptional training they received under the guidance of Dr. K. Chandranaveen, Physical Director at KLH GBS. KLH GBS is proud to celebrate the success of its students, who will now have the honor of representing the university on the national stage.

National-Level Selections:

- 🏸 S. Sai Sravya (BBA, KLH GBS)
- 🏸 G. Sanjana (BBA, KLH GBS)
- 🏸 S. Reddy (BBA, KLH GBS)

- 🏸 S. Sherinithya (BBA, KLH GBS)
- 🏸 T. Teja (ECE, Bachupally Campus)



Heartfelt congratulations to these athletes who have made KLH GBS proud with their dedication and exceptional performance. KLH GBS remains committed to fostering a vibrant sports culture and supporting our students in their pursuit of excellence.

KLH GBS continues to inspire its students to excel in all areas, including sports, reinforcing its commitment to holistic development and fostering the spirit of competition and excellence.

Smash, Sprint, Succeed:

KL University's Men's Badminton Team Strikes National Glory

KLH Global Business School (KLH GBS) takes immense pride in the remarkable achievements of its athletes at the Men's Badminton Tournament hosted by KL University. The event saw exceptional participation from athletes across all campuses—Aziz Nagar, Kondapur, Bachupally, and Vijayawada—showcasing top-tier talent, sportsmanship, and determination.

A standout achievement in the tournament was the selection of five KLH GBS athletes out of seven to represent KL University at the National Level. Their precision, expertise, and unwavering commitment during

the competition were key factors in their success.

This incredible feat is a true reflection of their relentless hard work, dedication, and the expert guidance provided by Dr. K. Chandranaveen, Physical Director of KLH GBS. The triumph not only highlights the sporting spirit at KLH GBS but also sets a benchmark for excellence, inspiring other students to push their limits in both academics and sports.

This incredible feat is a testament to their relentless hard work, dedication, and the expert guidance of Dr. K. Chandranaveen, Physical Director of GBS.

National-Level Qualifiers from KL University:

🏸 Lokesh Reddy (BBA, KLH GBS)

🏸 Vignesh (BBA, KLH GBS)

🏸 Arshthi V. (BBA, KLH GBS)

🏸 P. Shekar (BBA, KLH GBS)

🏸 Ajey Karthik (BBA, KLH GBS)

🏸 Rohan (Aziz Nagar)

🏸 M. Shekar (Bachupally)



Congratulations to our exceptional athletes for their outstanding achievement! Their dedication, perseverance, and unwavering commitment have brought immense pride to KLH GBS. Securing a place at the National

Championships is a testament to their hard work and the excellence fostered within our institution. We extend our heartfelt best wishes for their journey ahead as they represent KL University on the national stage.

Industry Visit to IKEA and Masquati: A Learning Experience for BBA Students

Poorvaja, Ass.Editor-in-Chief,BBA-III



As part of the academic curriculum at KLH Global Business School (KLH GBS), students had the privilege of visiting two distinguished organizations—IKEA and Masquati—representing distinct industries. These visits provided valuable practical insights into various aspects of business operations, supply chain management, and customer-oriented strategies.

During the visit to IKEA, students had the opportunity to examine the company's global supply chain management, warehouse efficiency, and customer-centric retail practices. Particular attention was given to the company's flat-pack furniture model, which reduces shipping costs and enhances convenience for consumers. Additionally, the visit offered insights into IKEA's sustainable sourcing initiatives and the innovative design of its store layouts, all of which contribute to an enhanced customer experience. The visit provided a comprehensive understanding of how a multinational corporation maintains operational consistency and efficiency while simultaneously adapting its practices to cater to local markets.

These observations highlighted how IKEA successfully integrates innovation with its core values of accessibility, sustainability, and customer satisfaction, making it an exemplary model of business practices in a globalized economy.



At Masquati, a well-established and respected name in the dairy industry, students had the opportunity to observe firsthand the production processes, quality control protocols, and the integration of traditional business values within a modern industrial framework. The visit offered valuable insights into supply chain logistics specific to the Fast-Moving Consumer Goods (FMCG) sector, with a particular focus on ensuring product freshness, hygiene, and operational efficiency in the handling of dairy products.

Through these industry interactions, students gained a deeper understanding of the importance of branding, product diversification, and the consistent maintenance of quality standards—all critical components for sustaining customer trust and achieving long-term business success in a competitive market.



Overall, these industry visits offered invaluable real-world exposure, enabling students to effectively connect theoretical knowledge with practical business operations. By observing the operational dynamics of both a global retail leader like IKEA and a regional FMCG brand like Masquati, students were able to gain a broader perspective on diverse business models, operational strategies, and customer engagement approaches.

The contrasting yet complementary insights from these visits deepened our understanding of how businesses function at different scales and within varied market contexts. Such experiential learning opportunities are instrumental in preparing students for future leadership roles in management, entrepreneurship, and other domains of the corporate world.



Grand Welcome: KLH GBS Freshers' Day 2025 Sparkles with Talent and Togetherness

Poorvaja, Ass.Editor-in-Chief,BBA-III



Freshers' Day at KLH Global Business School (KLH GBS) was a vibrant and memorable celebration, brimming with enthusiasm, excitement, and warm camaraderie. The campus radiated energy as the senior students extended a heartfelt welcome to the incoming batch, marking the beginning of a new academic journey with grandeur and joy.

The event commenced with an elegant inaugural ceremony, graced by faculty members and student representatives, setting a formal yet festive tone for the evening. The auditorium echoed with cheers and applause as students and faculty came together to celebrate this special occasion.

With carefully organized performances, interactive segments, and cultural showcases, the event provided a platform for freshers to express themselves and feel a sense of belonging. The celebration not only fostered a spirit of unity and friendship but also symbolized the vibrant community that defines KLH GBS.



The highlight of the day was the lineup of spectacular performances by students from various batches. From soulful singing and dynamic dance acts to powerful drama and stand-up comedy, every performance showcased the immense talent within the student body. Each act was met with thunderous applause, and the enthusiasm in the air was contagious. The fashion walk by the freshers was a major attraction, giving the newcomers a chance to shine and express themselves with confidence and creativity.

What made the day truly special was the spirit of togetherness and joy shared by everyone. Seniors went above and beyond to make freshers feel at home, and the entire event was a perfect blend of fun, laughter, and bonding. The celebration reflected the culture of KLH GBS – one that values talent, inclusivity, and the spirit of leadership. As the night ended with music and dancing, it left behind beautiful memories and marked the beginning of an exciting chapter in every fresher's life.

MBA Freshers' Frosh Fiesta – Uniting New Dreams!

New faces, new bonds, and a celebration to remember. The MBA fam just got bigger, brighter, and bolder!

A. Nissi Persis, Editor-in-Chief, MBA-II

The MBA department at KLH GBS was filled with energy and excitement as seniors came together to host a vibrant Freshers' Party, giving a warm and cheerful welcome to the new batch of aspiring leaders!

This colorful celebration of joy, talent, and togetherness was made possible through the dedication and teamwork of our coordinators — Manish Sarkar, A. Nissi Persis and Suresh Kamireddy — whose efforts played a key role in making the event a grand success.



The event was a colorful celebration of joy, talent, and togetherness. With engaging hosts setting the vibe, every segment—from captivating speeches to lively dance performances—radiated enthusiasm and spirit. The entire venue echoed with laughter, applause, and the buzz of new beginnings. The stage came alive with vibrant expressions, while the audience cheered, laughed, and created memories that would last a lifetime.

Freshers confidently walked the ramp, dazzling the crowd with style and grace, took part in fun-filled games, and showcased their talents across singing, dancing, and more. Their enthusiasm lit up the atmosphere and reflected the vibrant spirit of the incoming batch. The event wasn't just about fun—it was about celebrating individuality, creativity, and courage.



More than just a welcome, the celebration marked the beginning of countless friendships, exciting opportunities, and shared experiences. It was a perfect blend of fun and unity, setting the tone for the incredible journey ahead. The Freshers' Frosh Fiesta reminded everyone that beyond academics, it's the connections, memories, and moments that truly shape the MBA experience.

A December to Remember: Christmas Joy at KLH GBS!

A. Nissi Persis, Editor-in-Chief, MBA-II

KLH Global Business School (KLH GBS) joyfully celebrated the spirit of Christmas with an atmosphere filled with warmth, light, and festive cheer. The occasion was graced by the presence of Dr. Gajulapally Radha Krishna Garu, Director of Academics, who joined faculty, staff, and students in a heartfelt and symbolic candlelight gathering.

The celebration featured joyful carol singing, radiant smiles, and a beautifully adorned campus that truly reflected the spirit of the season. The candle lighting ceremony stood out as a powerful symbol of hope, peace, and unity, bringing together the KLH GBS community in a moment of shared reflection and joy.

A delightful cake-cutting ceremony further added to the warmth of the event, spreading sweetness and festive spirit among all attendees. The celebration served as a reminder of the values of compassion, unity, and goodwill, which are deeply cherished by the KLH GBS family.

It was an occasion that not only celebrated the season but also strengthened the family bonds within the campus community, making it a truly memorable and meaningful event.

Adding to the merriment, students and faculty came together to share messages of love and gratitude, exchanging warm wishes and memories. The vibrant decorations, Christmas tree, and glowing lights created a picture-perfect backdrop for memorable photos and heartwarming moments.

This joyous celebration served as a reminder of the importance of sharing, compassion, and the bonds that unite us all. It was a day that brought the KLH GBS family closer, leaving behind memories that will be cherished for years to come.



At the Heart of Knowledge: The Library and Its Expansive Resources at KLH GBS

Editors: Manvita and Divya, MBA I year

"Libraries store the energy that fuels the imagination. They open up windows to the world and inspire us to explore and achieve, and contribute to improving our quality of life."— Sidney Sheldon

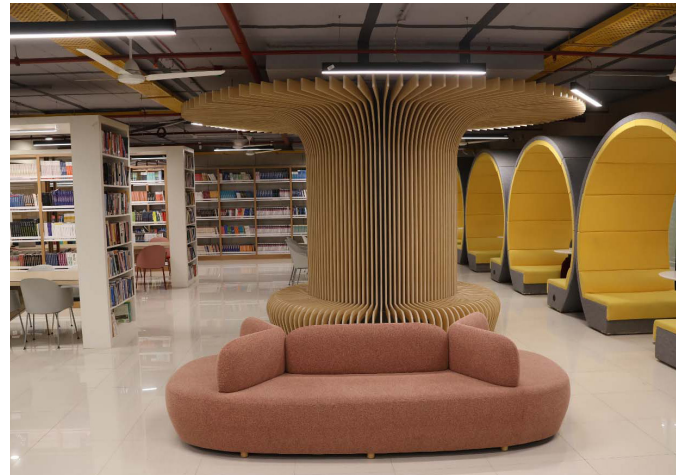
Established in 2020 alongside the Institution's foundation, our library began humbly with a collection of just 500 books. Today, it proudly houses 8,231 volumes and 1,700 diverse titles, standing tall as the intellectual backbone of the campus.

The library is not just a space—it's a thriving ecosystem of learning.

With a harmonious integration of traditional and digital resources, the KLH GBS Library stands as a cornerstone of academic excellence. It ensures comprehensive accessibility for all stakeholders by offering services in both physical and digital formats, thereby catering to diverse learning preferences.

The library subscribes annually to 1,280 e-journals and 323 print journals, keeping the academic community abreast of the latest global research trends and scholarly advancements across disciplines. These curated resources empower students and faculty with the tools necessary for in-depth research, critical analysis, and continuous learning.

expansive range of digital academic resources including NPTEL video lectures, mock tests, online journals, and more. It encourages self-paced learning and fosters academic independence, making it a vital asset in today's tech-driven educational landscape.



More than just a repository of books and databases, the library at KLH GBS is an immersive academic environment, a place where curiosity is nurtured, and knowledge is cultivated.

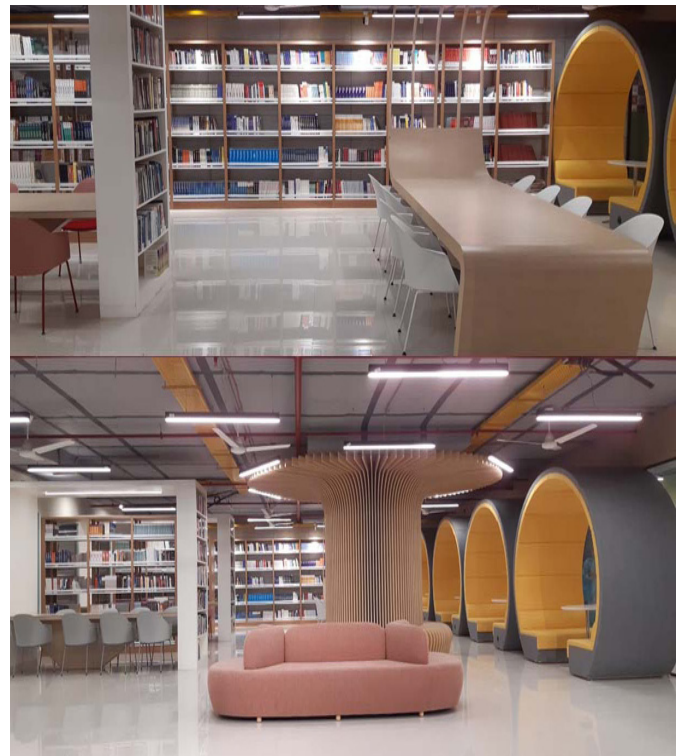
Because at the heart of every great institution, there is indeed a great library—guiding every learner on their journey to success.



The Digital Library: Where Technology Meets Curiosity

Functioning as a powerful extension of the Central Library, the Digital Library is equipped with high-speed, internet-enabled

computer systems and operates from 9:00 AM to 5:00 PM. This space offers students and faculty access to an



In a world moving ever faster, the KLH-GBS library remains a quiet sanctuary of knowledge — where the past, present, and future meet on the shelves.

..... Go half and Give Full:
Management by Walking Around MBWA

Faculty Co-ordinator: M. Suseela Grace



The day begins with him afoot and eager to go around and keen to listen, to be spoken to, ready to support and go for half-hour walk every now and then and give his full commitment. Promoting camaraderie and genuinely engaging others has placed him as an exceptional, amiable, most admirable person in our reputed institution. His down-to-earth approach has won everyone's trust.

It was way back in the 1970's at HP, where Bill Hewlett and Dave Packard's business philosophy was to place respect for people, at the center-stage acknowledging their own innate desire to do a good job, believing in informal, a sort of decentralized management with a laid back and preferred collegial communication style.

"If you wait for people to come to you, you will get small problems. You must go find them. The big problems are where people don't realize they have one in the first place."

- Albert Einstein.

Leadership essential is to look beyond the surface and untangle complex challenges from an understanding perspective and to offer groundbreaking innovations. It is our Einstein and our Director's personal belief, and only here he gets impatient for problems to come to him rather he himself would go all out seek and practice "Management by Walking Around" (MBWA) every single workday.

In an increasingly digitized world, where every interaction starts off with virtual meetings, emails exchanges, if not then instant messaging. But to fully replicate the depth of connections technology may not offer much help, humans are gifted with pronounced expressions, tone of voice, body language and the nuanced ability to understand and connect

with each other. The absence of face-to-face interactions has led to many problems with mayhem in most cases.

One magnetic leader breaking-free from conventional

**You can pretend to care,
but you can't pretend to be there.**

- Tom Peters

practices and setting an exemplary case of 'in-person connection'. He spends time with upcoming leaders - research scholars in their scholarly pursuits and regularly conducts FDPs for all faculties. His sessions and interactions consistently offer invaluable insights, making learning both enjoyable and enriching.



A young, dynamic and people-oriented-cum-results-driven academic professional with a proven track traversing in most recognized Business Schools of our country like BITS PILANI, TAPMI, IBS Hyderabad. With an astounding published work in various National and International Journals it is his casual candidness that draws many to him for help and inspiration. We wish him our very own Director Dr. G. Radha Krishna garu a prosperous health and continued excellence with genuine gratitude and great respect. All the best to his future endeavours.

Farewell Shraddhanjali to late Dr. Manmohan Singh

Faculty Co-ordinator: M. Suseela Grace

On 26th Dec 2024 our former Prime Minister Dr. Manmohan Singh took his last breath and the following day a small gathering to bid tribute to him was arranged. He was remembered for being the master of his tradecraft, a policy leader. He was known for being scrupulously honest and a great speaker as he made many inoffensive speeches that appealed to both sides of the aisle.

Our Director Dr. Radha Krishna shared his memories and affection for the former Prime Minister and Dr. Srikumar gave his account of 1991 transformation of the economic outlook of India. Former Prime Minister P. V. Narasimha Rao as Krishna and Dr. Manmohan Singh as Arjuna with

the latter as Modern Indian Chanakya for bringing in the much-needed reforms through LPG policies. Not only his reforms worked well toward economic recovery but they helped to catapult India onto the Global Stage. Many will fondly remember his 'Manmohanomics' as the 'Make in India' construct.

Certainly, a man of few words faulted as reticent was besotted for his charm of soft-spokenness. His legacy for being a renowned economist, distinguished politician, quiet intellectual approach and unwavering commitment to build a better India, will be epitomized in our hearts forever.



FDP: ICSSR-sponsored Two Weeks Capacity Building Programme on Digital and Social Media Marketing

Faculty Co-ordinator: M. Suseela Grace

The Capacity Building Programme (CBP) is designed to enhance the professional growth of educators by offering opportunities to update teaching techniques, adopt innovative practices, and stay informed about the latest trends in research and industry. It focuses on strengthening teaching abilities, encouraging research and innovation, facilitating networking, and supporting personal development. Through this comprehensive approach, the CBP equips faculty with the skills and knowledge needed to excel as educators, researchers, and leaders, ultimately helping institutions achieve their goals of academic excellence and knowledge advancement.



After 14 days of intensive hard work and dedication, the Valedictory Ceremony marked a proud and celebratory conclusion to the CBP: ICSSR-sponsored Capacity Building Programme on Digital and Social Media Marketing.

The event was graced by key dignitaries including Academic Director Dr. Gajulapally Radha Krishna, HOD In-charge Dr. M. Geeta, Course Director Dr. Sarath Simha Bhattaru, Co-Course Director Dr. V.V. Madhav, and Chief Guest Mr. Ravindra Varma PVS, Vice President - HR & OD at RVR Projects Pvt Ltd.



Another enriching session was conducted by Dr. A. Srikanth, Associate Professor in the Department of Global Business School of Management, KLU, Vaddeswaram. Focused on the use of data in social science research and research tools, the session offered participants hands-on training in essential statistical tests and real-time data applications. Dr. Srikanth's expert insights and interactive teaching style empowered attendees with practical skills critical for conducting impactful research.



Additionally, Mr. Satya Pamula, Vice President at Integral Advisory Services Pvt Ltd., delivered an insightful session on digitally transforming traditional businesses. His talk explored the evolution of media, the power of influencer marketing, and the importance of managing digital reviews. Participants walked away with actionable strategies to effectively integrate traditional and digital practices, equipping them to thrive in today's fast-evolving digital landscape and foster innovation-driven growth across industries.



Remarkably compelling and gripping session by Dr. Yesha Mehta, Associate Professor at TIMSR and Controller of Examinations left the participants deeply enriched. With over 15 years of academic experience, Dr. Mehta offered deep insights into the Word-of-Mouth Marketing, Influencer Marketing, and Viral Marketing, skilfully blending theory with impactful real-world examples. The session explored enduring strategies such as customer-driven promotions, emotionally resonant campaigns like the Ice Bucket Challenge, and the thoughtful use of influencers and brand ambassadors to build meaningful brand connections.



As the programme wrapped up, participants walked away not just with practical insights, but also with newfound creative inspiration to apply cutting-edge marketing strategies in real-world situations; asking for more such FDP initiatives so they could come back to KLH-GBS.



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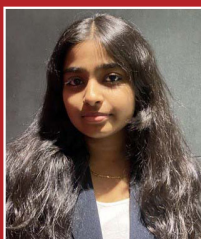
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