



eNewsletter of ICEFAI Online, Hyderabad

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Editor's Desk...



Dear Readers,

It is my privilege to present to you our 3rd edition of newsletter. Read more.....

Editorial Team:

Mr. Chandra Sekhar - Designer

Student Induction Program

Orientation program for the new batch was conducted from April 1, 2024 to April 5, 2024. The Maverick MBA Contest was initiated as part of the Student Induction Program.

About contest: Mavericks do not think or behave like others. This makes them unique and differentiated managerial aspirants that the world needs! In this contest, the participants have to make a one minute SoBP (Statement of Business Problem)-Video submission, by highlighting the problem (which is something of their interest) at their existing workplace/community. The problem can either be an existing one at their workplace or a new problem. They need to frame/articulate the problem in their video. Out of 31 participants, the following three are the winners. The winners were selected considering the Faculty Panel recommendations and the Peer/Audience Ratings.



Alumni Testimonials/Achievements



Ms. Kanchi Shah, General Manager at StrategINK & CXO Digital Pulse, a student from Class of 2021-2023 December moderated a discussion with industry leaders on the topic – CIO PANEL: SHIFT LEFT TO RESILIENCE, focused on cyber security strategies, arranged by Commvault Asia, a data protection and management software company that provides solutions for businesses of all sizes.



On the occasion of the 53rd National Safety Day, Ms. Roobi Sachan, the Senior Manager (Maintenance and Planning) at NTPC Unchahar, a student from Class of 2022-2024 January, was acknowledged for her contribution to safety. Her safety slogan, "Safeguarding the present, Powering the future", was recognized as the best slogan on 4th March, 2024. The commendation was presented by Sh. Mandeep Singh Chhabra, the Business Unit Head of NTPC Unchahar.

Faculty Achievements



Prof. Anirudh Prakhya, Professor in IT, successfully completed "Fintech: Foundations & Applications of Financial Technology" course from Coursera (an online learning platform) and secured certificate of completion on the 4 courses specialization – FinTech, Cryptocurrency and Blockchain, Lending, Crowdfunding, and Modern Investing, and Application of AI, InsurTech, and Real Estate Technology.

Dr. Ch. Naga Ramya Kiran, Professor in Marketing, successfully completed Digital Marketing course from Udemy (an online learning platform) and secured certificate for completing 12 courses in 1.



Prof. R. Prasad

Awarded with the Doctorate degree from Jawaharlal Nehru Technological University, Hyderabad on February 17, 2024.

Research and Publications

Faculty Profile



Dr. Chodimella Venkata Krishna

Dr. Chodimella Venkata Krishna faculty member in marketing domain, is an accomplished academician with over 20 years of experience. Teaching is his true passion and finds immense joy in sharing knowledge and insights with students. Beyond the classroom, his love for research led him to author two books on Retail Marketing. He has published numerous research articles and case studies in prestigious national and international journals.

His areas of expertise span a wide range of marketing disciplines, including Business Environment, Marketing Management, Advertising, Branding, Retail Management, International Marketing, and Strategic Marketing. He also had the privilege of serving as a training and consultancy professional sharing his expertise with organizations

Dr. Pran Kumar

Dr. Pran Kumar is a seasoned statistician. He has more than 30 years of experience in teaching Statistics and its related courses. Many national and international students and researchers excelled well through his teachings and expertise. He did M.Sc, M.Phil and Ph.D. in Statistics. He wrote and presented many research papers which were published in reputed national and international journals and conferences.

**Student Achievements**

Mr. Siddardha Jetty and **Ms. SatyaPriya Jetty**, students from Class of 2024–2026 batch, secured Professional Scrum Product Ownership from Scrum.org, a mission-based organization to help people and teams solve complex problems.

**Student Scholarships**

Students from Class of 2023–2025 July batch were awarded Merit Scholarships for their performance in the First Semester.

- | | | |
|---------------------------------|-----------------------------|------------------------------|
| • Ms. Aditi Panse | • Ms. Chakka Moukthika | • Mr. Mohammed Asif |
| • Mr. Rahil Arora | • Mr. Sanjay Kumar Agarwal | • Mr. Rohit Kachroo |
| • Mr. Sheth Dhruvi Hareshbhai | • Ms. Sowmya NK | • Ms. Swastika Chattopadhyay |
| • Ms. Sridipta Pakrasi | • Ms. Gomes Adonica Agarwal | • Ms. Tania Kaul |
| • Mr. Adity Anand Rege Hodarkar | • Ms. Aruna Kumari Gunti | • Ms. Mandapaka Rakshitha |
| | | • Mr. Afshan Farhath |

Business Awareness Quiz

Puzzle for now:

You have a birthday cake that needs to be divided into 8 equal pieces, but you can only make 3 cuts. How can you do this?

Results for the quiz in March issue:

1	S	U	B	2	W	A	Y		3	G			
				A					I				
				4	T	A	L	E	N	T			
		A	G	E					N				
5	W			R					I			6	W
Y	7	N		M					E				Y
S	A	F	A	R	I				M				S
I	S			R					A				I
W	D			K			8	B	Y	E	L	A	W
Y	A												Y
G	9	Q	U	A	R	T	E	R					G

Please send your responses to: olaq.cdoe@ifheindia.org

Learning Experiences



Ms. Uzma Showkat, a student from Class of 2021-2023 December batch enumerated her study plan and emphasized on the significance of study plan execution. She suggested to focus equal attention on preparation and execution of a plan allocating 50:50.

For more details, click on [Find What our Students Say | ICFAI Online MBA Course \(ifheindia.org\)](#)

Webinars

The Center for Distance and Online Education (CDOE), IFHE Hyderabad has successfully hosted 100+ fascinating webinars by the renowned speakers across industries on contemporary issues. The recently hosted webinars for the period March, 2024 to April, 2024 include:

Litigation in India: A Practitioner's Perspective

Speaker: Mr. J Sai Deepak,
Advocate, Supreme Court of India



Transformational Science Leadership: Lifetime Lessons

Speaker: Dr. Raghunath Anant Mashelkar,
FRS, Former Director General, Council of Scientific and Industrial Research (CSIR)

Women in Agribusiness: A Journey To Empower.

Speaker: Mrs. Annu Kanwar Kanawat,
Farmer, Entrepreneur Technologies



21st Century Housing Solutions: Lessons from Radiance Realty

Speaker: Mr. Madan Narayanaswamy,
CEO, Radiance Realty Developers

Indian Economy & Capital Markets

Speaker: Mr. Sudip Bandyopadhyay,
Group Chairman, Inditrade (JRG) Group of Companies



Building India: An Introduction to Social Impact Sector

Speaker: Ms. Anu Prasad,
Founder & CEO of India Leaders for Social Sector

Many More Miles to go

For more details, visit <https://online.ifheindia.org/webinar.html>

University News

National Conference of Vice Chancellors-2024 was organized by Association of Indian Universities (AIU) and hosted by The ICFAI Foundation for Higher Education. More than 500 Vice Chancellors from various universities attended this mega conference. This conference was organized on the theme of "Higher Education@2047" and was conducted from April 15-17, 2024.

His Excellency Shri C.P Radhakrishnan, Hon'ble Governor of Telangana, Hon'ble Governor of Jharkhand, and Hon'ble Lt. Governor of Puducherry was the Chief Guest of the inaugural session.

A book on "Realising the Sustainable Goals through Higher Education Institutions", a compilation of articles contributed by 78 eminent educationalists, edited by Dr. Pankaj Mittal & Dr. S Rama Devi Pani, was released on this occasion.

