

SPONSORED BY AICTE  
A TWO DAY NATIONAL SEMINAR  
ON

## CONVERTING CRISES INTO OPPORTUNITIES

HELD ON 5<sup>TH</sup> & 6<sup>TH</sup> JULY, 2013

Conducted by  
DEPARTMENT OF BUSINESS ADMINISTRATION

### **MALLA REDDY ENGINEERING COLLEGE**

(Approved by AICTE, New Delhi and Affiliated to JNT University, Hyderabad, India)

Accredited by NBA, New Delhi, India

Recognized under Section 2(f) & 12(B) of UGC Act 1956

Maisammaguda, Dhulapally, (Post Via Kompally), Secunderabad-500100

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# BROCHURE

## National Advisory Board

**Dr. A.R. Aryasri**  
Director, SMS, JNTUH

**Dr. V.M. Prasad**  
BOG Chairman, SMS, JNTUH

**Dr. A. Vidhyadar Reddy**  
Professor, OU, Hyderabad.

**Dr. H.K.S. Kumar Chunduri,**  
Associate Director-ASA,  
ISS, Gachibowli, Hyderabad.

**Dr. K. Martina Rani**  
Professor, VJMM, Hyderabad.

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**Mr. A.N. Sharma**  
HOD of EE, MREC

**Mr. T. Nilash**  
HOD of MCA

## Chief Guest

**Shri. Ch. Malla Reddy**  
Chairman, CMR Educational Society

**Shri. Ch. Mahender Reddy**  
Secretary, CMR Educational Society

**Dr. Ch. Bhadra Reddy**  
Treasurer, CMR Educational Society

## Seminar Chairman

**Dr. S. Sudhakar Reddy**  
Principal

## Convener

**Mr. D. Mahan Rao**  
Associate Professor, HOD

## Coordinator

**Mrs. G.V. Venela**  
Associate Professor

## Co-Coordinator

**Dr. A. J. Praveen**  
Assistant Professor

## Organizing Committee

**Mrs. P. Bueela Prasanna Kumari**  
Associate Professor

**Mrs. A. Latha**  
Assistant Professor

**Mrs. B. Swathi**  
Assistant Professor

**Mrs. V. V. L. Sameera**  
Assistant Professor

**Mr. D. Devadasu**  
Assistant Professor

**Mr. M. Balanji Reddy**  
Assistant Professor

**Mr. V. Venu Kumar**  
Assistant Professor



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(AUTONOMOUS)

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Chalapally, Malkajguda,  
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## TWO DAY NATIONAL SEMINAR on

## CONVERTING CRISES INTO OPPORTUNITIES

Sponsored by AICTE, New Delhi

July 5<sup>th</sup> & 6<sup>th</sup> 2013



Organized By

**DEPARTMENT OF  
BUSINESS ADMINISTRATION**

## MALLA REDDY GROUP OF INSTITUTIONS

Dr. Ch. Malla Reddy, the Chairman, MRGI, is a visionary par excellence and eminent educationist. He established prestigious colleges for thousands of student fraternity to find their success steps through the knowledge and attitude gained during their study. MRGI has become the destination point for acclimating success and un-paralleled careers. As the largest Hi-Tech, State-Of-Art facilitated private campus in Southern-India, it is catering to the needs of infotainment or technical explosion. Excellent lab facilities, well established library & modern teaching methods are a boon to the students. Imparting quality education is the motto of the institution.

## About the Institute

Malla Reddy Engineering College is on a high growth trajectory today, offering wider range of academic programmes in the field of Engineering and Management studies with the slogan "Tama Samva Jyotirgamaya" to provide excellent student-centric under-graduate and Post-Graduate education in line with Indian technological development. MREC education seeks to integrate the Intellectual, Spiritual, Ethical & Social development committed to mould the students into purposeful young global Managers & Engineers. It established in 2002, with 11 years of excellent service. It got accredited from NBA, AICTE, New Delhi and certified as 'A' grade National Assessment and Accreditation Council, Bangalore.

## Profile of MBA Department

The MBA program of JNTU was started in this institute in the year 2007 with a batch of 60 students and presently extended intake with 100 from 2012-2013.

The MBA department of MREC has the vision and mission to address excellence in management education and inculcate spirit of lifelong learning. With its fine infrastructure, able faculty and salubrious atmosphere, MBA department of MREC is poised for bigger strides in management education. The MBA department adopts an open system in training and development of students' personality which is essential for managerial positions. Students from both the industry and the academia constantly provide inputs for fine tuning the course curriculum to meet the needs of the industry. The teaching methods adopted are a judicious mix of classroom sessions, field visits, role plays, simulation games, business games and case studies. The communication laboratory provides a forum for every student to share thoughts, ideas and work in group.

## Theme of the Event

The theme of seminar is "Converting Crises into Opportunities". To put upon, it is the greatest threats confronting human beings today do not come from external aggressors. They are the result of problems that affect humanity as a whole and can only be addressed collectively by the entire human race. International financial instability, unemployment, terrorism, proliferation of nuclear weapons and climate change are indications that humanity is entering a higher phase in social evolution that compels us to evolve more effective instruments for governance of the global level.

Spiritual values of freedom, equality, peace, harmony, unity, truth and self-giving are the most precious products of the evolutionary process, for they embody the deepest wisdom of our cumulative experience, the knowledge on which all lasting achievement and sustained progress are founded.

Experience also teaches us that progress of most invariably arises from the crises of conflict, crisis and, very often, massive destruction. In this event the strategies formulated to identify the opportunities from the crises will be vividly discussed by the speakers. The speakers of the seminar are experts from Human Resource, Financial and Marketing specialization and will speak on the issues globally in turbulent times. The programme seeks to look forward to triggering some possible answers to the growing complex problems of the world.

## Eminent Speakers:

1. Prof. E. Nageshwar Rao,  
Dept. of Business Management, OU, Hyd.
2. Dr. Sindhu,  
Associate Professor, JNTU, Hyderabad.
3. Dr. K. Sasi Kumar,  
Associate Professor, Siva Siva Institute of Management, Kompally, Secunderabad.
4. Dr. H.K.S. Kumar Chunduri,  
Associate Director-ASA,  
ISS, Gachibowli, Hyderabad.
5. Dr. Prasanna Rekha,  
Principal,  
St. Paul's College, Hyderabad.
6. Industry Experts

Registration fee:	
Students	Rs. 200
Faculty / Research Scholars	Rs. 500

## Transportation

Participants may avail transportation facilities of our college plying from different parts of the twin cities.

Venue: Seminar Hall, MREC, Campus-I



**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Two Day National Seminar On**  
**CONVERTING CRISES INTO OPPORTUNITIES**  
**July 5<sup>th</sup> & 6<sup>th</sup> 2013**  
**SPONSORED BY AICTE**

Registration fee - Rs. 200  
 Student - Rs. 100  
 Faculty/ Research Scholar - Rs. 300

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 Chairman, CWR Educational Society
- Patrons:**  
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 Secretary, CWR Educational Society
- Dr. Ch. Bhadrappa Reddy**  
 Treasurer, CWR Educational Society
- Senior Chairman**  
 Dr. S. Sudhakar Reddy  
 Principal, MREC
- Convenor**  
 Mr. D. Mohan Rao  
 Associate Professor, IIDD
- Coordinator**  
 Mrs. G. V. Venola  
 Associate Professor
- Co-Coordinator**  
 Dr. A. J. Praveen  
 Assistant Professor

- Advisory Committee:**
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 Professor, JNTUH
- Dr. V.M. Prasad**  
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- Dr. A. Vidhyadar Reddy**  
 Professor, OU, Hyderabad
- Dr. H.K.S. Kumar Chunduri,**  
 Associate Director-ASA,  
 IS, Gachibowli, Hyderabad
- Dr. Martina**  
 Professor, VJMM, Hyd.

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 Dept. of Business Management,  
 OJI, Hyderabad
- Dr. Sindhu,**  
 Associate Professor, JNTUH,  
 Hyderabad
- Dr. K. Sasi Kumar,**  
 Associate Professor, Sri Sairam Institute  
 of Management, Kalyanpally, Sec-3rd.
- Dr. H.K.S. Kumar Chunduri,**  
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## PROGRAMME SCHEDULE

<b>Day 1</b>	<b>Event</b>
9.00 am- 10.00 am	Registrations
10.00 am-10.15 am	Inviting Dignitaries on to Dias
	Lightening Lamp & Invocation Song
10.15 am-10.25 am	About the College by Principal
10.25 am - 10.35 am	About the Department by HOD
10.35 am-10.45 am	About the Seminar by Coordinator
10.45 am-10.55 am	Address by the Chairman- MRGI
10.55 am-11.am	Chiefguest & Keynote by Dr. A.R.Aryasri,Director, School of Management Studies, JNTUH
11.15 am-11.30 am	<b>Tea Break</b>
11.30 am-12.45 pm	Talk by Mr. R.Nageshwar Rao, Professor, Director - Infrastructure OU, Dept of Business Management, OU, Hyd.
<b>12.45 pm- 1.45 pm</b>	<b>Lunch Break</b>
1.45 pm-2.50 pm	Talk by Dr.H.K.S.Kumar Chunduri, Associate Director, Academic Services & Administration, ISB, Hyd.
<b>2.50 pm -3.10 pm</b>	<b>Tea Break</b>
3.10 pm- 4.15 pm	Talk by Dr.Ravi Prakash, Senior Consultant & Trainer, Hyd.,
<b>Day 2</b>	<b>Event</b>
10.00 am -11.30 am	Talk by Dr.V.M.Prasad, Chairman, BOS, JNTUH
<b>11.30am-11.40 am</b>	<b>Tea Break</b>
11.40 am - 12.30pm	Talk by Dr.Prasanna Rekha, Principal, St.Pauls College, Turkayamjal, Hyderabad
12.30 pm- 1.00 pm	Talk by Mr.Sathyaprakash, Director, Kasthurba Womens College, Secunderabad
<b>1.00 pm - 2.00 pm</b>	<b>Lunch Break</b>
2.00 pm - 2.45 pm	Talk by Expert From Industry- Mr.A.N.Sathyanarayana, Scientist-S.F., NRSE, ISRO, Balanagar, Hyd.
2.45 pm-3.45 pm	Talk by Dr.K.Sasi Kumar, Associate Professor, Siva Sivani Institute of Managment, Kompally, Sec-bad-15
3.45 pm-4.15 pm	Vote of thanks by Mrs. Buela Prasanna Kumari, Associate Professor

SEMINAR PHOTO



## **BRIEF INTRODUCTION OF THE SEMINAR**

**Converting Crises into Opportunities** is a Two Day National seminar program was conducted on 5<sup>th</sup> and 6<sup>th</sup> of July 2013 by the Department of Business Administration. This seminar got approved by AICTE, New Delhi which provides participants with knowledge, skills and abilities to develop a competent security and crisis management program. Unfortunately, accidents do happen. As hard as we work to prevent them, we simply cannot control all the factors that might contribute to an incident. While it's not something anyone likes to think about, the way our business handles a crisis will speak volumes about the way we operate as a whole.

Participants will have awareness and prepare to serve on a Crisis Management. This program provided the participants in developing appropriate policies and contingency planning, understanding the present-day threat, Opportunities, strengths and weakness on crisis management and using a crisis resolution protocol to guide response to emergencies

This event has provided an excellent platform for an exchange of views between high-level experts from Industry, academia, as well as the financial and the official sectors to discuss Financial, Human resources, Economics & Market issues of major & current important issues.

We continued the successful Event series with regular sessions that discussed vital topic Converting Crises into opportunities covering Managing Organizations, People, working with stake-holders and Crisis Communications.

We also discussed the latest developments in business continuity, risk management and include recently updated information on market developments. We were delighted to be that the seminar outlined what administrators need to know about crisis management such as why have crisis, types of crises, how to organize for crisis management, developing a crisis response grid and converting into opportunities.

## DAY I

JULY 5<sup>th</sup> 2013

**10.00am – 10.15am . Inaugural**

The seminar session began with inviting the dignitaries onto the dais. The lightening of the lamp was done by the chief guest Dr.A.R.Aryasri, Dr.S.Sudhakara Reddy, Principal MREC , Dr.Madhan Mohan, DEAN MRGI, Dr. Nageswar Rao, Professor & Director, Infrastructure, Osmania University, Hyderabad, along with Mr.D.Mohan Rao, Seminar convener and Mrs. G.V.Venela, Seminar coordinator. To make the session devotional, an invocation song was sung by the students.



Lightening of Lamp by the Chief Guest, Dean Academics, Principal, Eminent Speakers



Prayer song



### 10.15am to 10.25am : About the College by the Principal

Dr. S.Sudhakara Reddy, Principal MREC & Chairman of the seminar, suggested students to gain knowledge about the current crises and its management. He addressed the gathering about the college and its achievements since 11years. He was glad stating that the MBA department has organized National Seminar for the first time with the grand support of the management and as well as with sponsorship from AICTE, which encourages the students to take part in such seminars & in-turn enhances their skills. Dr.S.Sudhakara Reddy felicitated all the dignitaries for being a part of the National Seminar.



Dr. S.Sudhakara Reddy, Principal MREC & Chairman of the seminar

### 10.25 am – 10.35am : About the Department by Head of the Department



Mr.D.Mohan Rao, Head of Department & Seminar Convener

Mr. D.Mohan Rao, Head of the Department, Business Administration, was working with the department since its inception. He highlighted the achievements of the events & said dept., aspires to strengthen the capabilities of integrating concepts with applications and values. It aims to contribute towards the development of communities of dependable, capable, caring and fair-minded people, so as to promote the development of socio-economically sensitive, responsible and effective managers and management academics of tomorrow.

### 10.35 am – 10.45am : About the Seminar by Coordinator

Mrs. G.V.Venela, Seminar Coordinator, highlighted the importance of the seminar and purpose of choosing the topic. She enlightened the need of such seminars on the topic converting crises into opportunities which could provide the valuable information to overcome crises as well lead sustainability and success of the organization. She suggested how best the seminar session can be utilized by the participants and acquire knowledge.



G.V.Venela, Associate Professor & Seminar Coordinator

### 10.40am to 11.15am : Key Note by the Chief Guest

**The Chief Guest:** Prof. A.R.Aryasri, Director,

**Institute:** School of Management Studies, JNTUH,

#### **Profile of the Chief Guest:**

- **Dr.Ramachandra Aryasri, Ankiseti** is currently the Director, School of Management Studies, JNT University, and Hyderabad. He has three decades of experience in teaching, training, research and consulting. He has published several text books published by McGraw-Hill
- He has organized several seminars, refresher courses, Faculty Development programmes and Executive Development programmes in association with several professional bodies and corporate such as Andhra Pradesh Urban Services for Poor (APUSP), Tata Consulting Services (TCS), Karvy Comtrade, SPSS South Asia etc. He is life member of several professional bodies such as Indian Industrial Relations Association, New Delhi, Indian Society for Technical Education, New Delhi, Indian Accounting Association, Hyderabad etc., He has 65 research papers published in national and international journals/conferences. He has many prestigious awards..... Dr A.R.Aryasri is the recipient of State Teacher Award from Chief Minister, Government of Andhra Pradesh for his meritorious services to the Teacher/student fraternity on 5th September 2008.

### Key note by the Chief Guest:

**Dr. A.R.Aryasri, Chief Guest** of the National Seminar has given a detailed portrayal about crises and opportunities. The information conveyed by him has propelled with live examples and hilarious situations. He put on with defining the organizational crisis is a sudden and unexpected event leading to major unrest amongst the individuals at the workplace. In any emergency situation which disturbs the employees, individual, group, organization or society on the whole

Took make it precise he spoke about internal and external crises of an organization and made clear that crisis is an outcome of lack of efficiency and effectiveness & poor focus on skills of Human Resource. He focused upon the core competencies to enhance the conceptual, human and technical skills which results in the best performance of an organization.

His session went on with description of various strategies like Turn Around Management, Building Competitive Advantage, Grand Strategy, that could help to turn a crises into positive situation.

With his presentation he brought forth the practical examples of Wall-Mart, Apple, HSBC, SIEMENS etc.,





Prof. A.R.Aryasri, Director, SMS, JNTUH, & Chief Guest of the Seminar, addressing the students and delegates in the seminar

**11.15am-11.30am : TEA BREAK**



## 11.30am to 12.45 pm: Talk by Dr. Nageswar Rao

**Designation** : Professor, Director, Infrastructure,  
**Department** : Department Business Management  
**Institute** : Osmania University, Hyderabad

### Profile of the speaker :

- Prof. Nageswar Rao, obtained MBA degree from the College of Commerce and Business Management, Osmania University campus, Hyderabad in the year 1987. He worked with Bharat Petroleum Corporation Limited (BPCL), Mumbai as Programming Office cum Analyst.
- He served the foreign institutes for period of four years that includes United Arab Emirates (UAE), Sultanate of Oman, Srilanka and United Kingdom (UK).
- Dr Rao, served OU at various capacities, as Co-convener ICET-State level, Camp office for online admissions at OU, Director, Directorate of Admissions, Osmania University, Controller of Examinations, OU, Chairman Board of Studies, Department of Business Management, OU, and presently working as Director Infrastructure, OU.
- Dr. Rao attended several seminars and presented papers in “B” schools, IITs and chaired as a chair person. Dr. Rao, has produced 12 Ph.Ds and 4 M.Phils to his credit. He published 22 articles both national and international. Authored 6 Books to center for distance education, Osmania University and authored 2 books in the area of finance.



Prof. R.Nageswar Rao, Director , Infrastructure, Osmania University, Hyderabad

### *Speakers Note on the Topic:*

**Dr.R.Nageswar Rao**, has given real world situations of converting crises into opportunities. His sessions continued with details of crises in today's world such as sources, advantages, and managing techniques of crises.

He focused upon two different angles of crises, “converting others crises into our own opportunity” and “sensing our own crises and converting it into our own opportunities”. He defined crisis and opportunity are two sides of the same coin. Typically, a crisis is required to really drive change into an organisation. That change, if managed properly, can turn into an opportunity.

He spoke about the severity of the crisis which can strike any company at any time. Crises do not discriminate based on a company's size or notoriety, and they can hit when a company least expects them. They come in many forms - strikes, layoffs, product recalls or allegations of misconduct, natural and human threats but while some of these may seem small, every crisis has the potential to damage the reputation as well as fiscal health of a company.

He spoke about fundamental concepts of assessing, managing and withstanding the crisis with logical thinking and efficient management. He has given his own life examples of crises and the situations how he has conquered. This session was interactive between the participants and the speaker.



Prof. R.Nageswar Rao, Director , Infrastructure, Osmania University, addressing the Students & delegates in the seminar

*12.45pm – 1.45pm*

*LUNCK BREAK*



### **1.45pm to 2.50 pm : Talk by Dr. H.K.S.Kumar Chunduri**

Designation : Professor & Associate Director, ASA,  
Department : Department Business Management  
Institute : Indian School of Business (ISB), Gachibowli, Hyderabad

#### **Profile of the speaker:**

- **Dr. H.K.S. Kumar Chunduri, Associate Director**, gained a rich and vibrant experience of 15 years in the areas of teaching, academic administration.
- Operations Management and Strategic Management are couple of dominant academic areas driving through his career. He is a mechanical graduate and developed enthusiasm in management which propelled his academics towards M.B.A. degree from Acharya Nagarjuna University, followed by M. Phil from Alagappa University and then focused to acquire Ph.D. again from Acharya Nagarjuna University.
- He was a college topper in M.B.A. and University rank holder. He presented research papers in different national & international seminars and participated in international conferences.
- He has played a critical role of being OPC (One Point of Contact) for data management for department during the AACSB accreditation process in ISB.
- His deep analytical and strategic thoughts paved foundation to department during OAC (Oman Accreditation Council) process in SHCT, Shinas, Sultanate of Oman.



Dr. H.K.S.Kumar Chunduri, Associate Director, ASA, ISB, Gachibowli, Hyderabad

### *Speakers Note on the Topic:*

**Mr.H.K.S.Kumar Chunduri**, has made the session very interesting by using Audio -visual aids with an short movie.

He came up with explaining the operational crisis, its progress, prevention and how to manage them at operational level.

He made a point that at operational level, deliberate planning procedures are used to evaluate anticipated future situations to which organization must be prepared to respond. In a crisis, the situation is dynamic, where the organization has to ensure logical procedures are followed that begin with recognizing the problem and developing the solution, and progress to preparing and executing the operation order; rapid and effective exchange of information about the situation, its analysis, and alternative responses; timely preparation and timely relay of the decisions.

With a short movie presentation he tried to explain how to overcome the bottlenecks at operational activity in a manufacturing unit comparing it with a human activity.



**2.00 PM TO 3.00 PM : TALK BY DR RAVI PRAKASH KODUMAGULLA**

**Designation** : Sr. Consultant and Trainer  
**Institute** : Ainapur Institute of Management (Training & Consultancy Division) and V Consultants Institute

**Profile of the Speaker:**

- **Dr Ravi Prakash Kodumagulla** MBA, PhD from the department of Business Management , Osmania University Campus.
- He is an Assessor of CII Exim Bank Award from the CII Institute of Quality, Bangalore, and Certified Lead Auditor ISO 9001: 2000
- Having around 23yrs of work experience both Industry and Academia. The blend of his experience includes teaching, training, consultancy and research
- He is a prolific Trainer and Sales Consultant. His forte includes Training using behaviors and psychometrics, Skill Schools and Finishing Schools for MBA's. He also Conducts Workshops, Seminars, Skill Labs, FDPs and MDPs. Apart from Corporate training, he has trained more than a thousand Students studying various His areas of Teaching include Research Methodology, Marketing & Strategy, CRM, Retailing, L&SCM, General Management and Statistics. He is a life member of OUCIP (formerly American Studies research centre).He is conversant in English and French.
- He has national and international publishing and is a member Editorial Advisory Board & Reviewer, Pezzottaite Journals.

**Speakers Note on the Topic:**

**Dr. Ravi Prakash**, with his vast industry experience, he has shared the real time experiences in marketing sector stating that..."In a world where the wrong split-second decision can cost a company millions in negative publicity" so it is essential for companies to plan ahead in regard with crisis.

He took over the examples of world class marketing cases on crises such as TYLENOL , CADBURYS, COKE etc., he also enriched the importance of local markets and their performance to overcome the crises with examples of AMPRO Biscuits V/s Parle G Begumbazar Market, Hyderabad , & Cadburys Distributor in Hyderabad.

He said that in the world of marketing, it's an all-hands-on-deck situation because communication is one of the most important keys to handling a disaster. And how you market in a crisis reveals everything about a company.

The tips were given for marketing in an economic crisis and reminded the importance of marketing strategies, innovations and techniques which play a major role to overcome the crises and convert it to positive phase



Dr.Ravi Prakash, Senior Consultant & Trainer, Hvd. addressing the session in terms of marketing crisis



**Day II**

**JULY 6<sup>th</sup> 2013**



Students Mr.M.Puneeth, II Semester & Ms.Neashini Kishore, IV Semester anchoring the session

**10.00 am to 11.30am : Talk by Dr. V.M. PRASAD**

Designation : Chairman, Board of Studies,  
Department : School of Management Studies  
Institute : JNTUH

**Profile of the speaker::**

- Dr. Prasad worked in the area of business cycles in Times Research Foundation and as UGC JRF received Gold Medal for Ph.D on Corporate Diversification.
- Produced 8 Ph.Ds and Published 32 research papers in refereed national and international journals. He is a member of the Strategic Management Forum, Strategic Management Society, General Secretary of the Strategic Leadership Society and a corporate trainer. He was Senior Mentor, MSIT program of Carnegie Mellon University, Senior Lecturer for Undergraduate programs of University of London and London School of Economics and was a Content Developer on US Black Board at Stansfield School of Business, Singapore.
- He was invited by China Executive Leadership Academy, Shanghai in 2010 for delivering a lecture on leadership for cross border harmony.
- He regularly conducts training programs at SMS, JNTUH on Research Methodology and Statistical Analysis using IBM SPSS.



Dr.V.M.Prasad, Chairman, BOS, JNTUH

### Speakers Note on the Topic:

The Day II started day with sparkling talk by **Dr. V. M. Prasad**, Professor JNTUH talk. He started the session by defining the definition of Chinese Crisis = Danger + Opportunity ., “The Chinese use two brush strokes to write the word 'crisis.' One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger--but recognize the opportunity.” – John F. Kennedy .

He explained, the critical point at which events will turn for the better or for the worse. A mishandled opportunity becomes a crisis, and a well-managed crisis becomes an opportunity. His speech kept the fact in the front of participants that the most important factor is not the challenge itself, but how you handle it.

He highlighted prominent author’s views on crises and gave upon a glance to view the crises in different aspects. With his interactive session many situations have been challenged by the professor, where participants got a chance to prove their managerial skills



An interactive session by Dr.V.M.Prasad, Chairman, BOS, JNTUH, with the students in the seminar

**11.30 am – 11.40 am.**

**Tea Break**



## 11.40 am to 12.30 pm : Talk by Dr. Prasanna Rekha

Designation : Principal  
Department : Management of Business Administration  
Institute : St.Pauls College, Turkayamjal, Hyderabad

### Profile of the speaker::

- **Dr.P.R.Prasanna Rekha , MBA, HRM.,** Principal, St.Pauls College of Management and IT from Osmania University, is in teaching field since 12 years and 4 years of corporate experience. Being awarded **Ph.D, by Osmania University, in 2012**
- Published THREE papers in “Journal of Management”, Department of Management, Osmania University She has been Known in the student community for
  - Conducting PDP Sessions, Seminars, GD’s & Mock Interviews and Guest Lectures. Guiding & Counseling to the students, Scholarships allotment etc.,
  - All the administrative related jobs pertaining to Principal’s office.
- Madam is a Core contributor to events like “ABACUS”, & International Seminar “PROSPERO”, IT events held at Badruka College, and was CONVENOR for “SHODHANA”, A Management Meet, held at St.Pauls College of Management and IT.



Dr.Prasanna Rekha, Principal, St.Pauls College, Turkayamjal, Hyderabad

**Speakers Note: on the Topic:**

**Dr D. Prasanna Rekha**, Principal, St. Pauls College of Management and IT, has explained a detail note on focusing on HR Management. She noted that the challenge of identifying, preventing, and managing crisis events has become a critical concern for many organizations. HR leaders have a strategic role and responsibility to ensure their organizations are aware of internal vulnerabilities on the human side to different types of crises and to ensure their crisis management plan covers all potential risks and concerns.

Highlighting the importance of human resource she said that "It is during a crisis that a leader's competence is put to the test; he or she must have the ability to inspire and grow. It is also the time when internal resources must be tapped. Suggestions on what else can be done are most critical and can help bubble up latent knowledge from which new lines of business can be created. She also quoted that "A MAN'S CAPABILITIES CAN ONLY BE JUDGE BY HIS ABILITY TO SOLVE CRISES SITUATIONS ".

With her lecture she the participants got a chance to know the role played by the HR manager, the challenges faced by HR Manager & their skills implemented to overcome crises and overall importance of Human Resource Management in an organization



Felicitation to Dr.Prasanna Rekha, Principal, St.Pauls College, by the Seminar Coordinator

## 12.30 pm - 1.00 pm : Talk by Mr. Sathyaprakash

**Designation** : Director

**Institute** : Kasturba Gandhi Womens College, Secunderabad

### Profile of Speaker:

- Mr. Sathyaprakash, Director, Kasturba Gandhi Womens College, is an Engineer Graduate in Electronics and Communication & a Post Graduate in MBA from Osmania University, Hyderabad. Has 32 years of Industry Experience from ECIL, Hyderabad and retired as Senior Deputy General Manager.
- As an industry expert he took the charges as In-charge Placements Officer in Malla Reddy Engineering College, Dhullapally, Hyderabad. To share his vast experience and knowledge, he took-over the classes to the Management and Engineering students for period of 2years.

### Speakers Note on the Topic

Being a senior lecturer and his vast experience of industry, shared the national and global marketing practices of crisis and its management.

He defined a crisis is an emotionally stressful event that causes significant business interruption. Crisis management tools can help to alleviate some of this stress and mitigate the negative effects of the situation by preparing an organization for the unexpected.

Be prepared for the unexpected...! Is the biggest challenge for any organization. In current changing business scenario., implementing the crisis management program is must as an organization identifies the type of crises that would pose a threat to their organization and develops efficient and effective response plans for each. Successful recovery from a crisis requires an understanding of the actions necessary to reduce or eliminate the resulting impact before it happens. An organization should be ready and plan in place to prepare for the unfortunate and unpredictable event of a crisis., this preparation can overcome the crisis and lead to success.



Mr.Sathyaprakash, Director, Kasturba Gandhi Womens College, Secunderabad



## 1.00 pm - 2.00pm : LUNCH BREAK



## 2.00 pm to 2.45 pm : Talk by Mr. A.N. Sathyanarayana

**Designation** : Scientist-S.F.,

**Institute** : National Remote Sensing Center, ISRO, Balanagar, Hyderabad.

### Profile of the speaker:

- Manager for Remote Sensing Satellite Data Reception System at NRSC, ISRO, Hyderabad. Responsible to Carryout Real time Satellite tracking and data archiving.
- His Contributions to NRSC -Project Manager for IRS-P4 Satellite, Project Manager for ALGIERS (International Ground Station), Project Manager for Resource Satellite
- Completed Ph.D from JNTU, Hyderabad on topic "Real time Date Receive Chain Performance Analysis of Remote Sensing Satellite Ground Station".Delivered guest lecture to Engineering & Management students around A.P.
- Completed Phd. and has (06) papers for International Journals, 12 papers at different conference
- Membership with scientific/Technical Institutions
  - Fellow IETE (Institution of electronics and telecommunications engineers).
  - Life Member "Indian National Cartography association' of India.
  - Life Member of "Instrument Society of India".

### Speakers Note on the Topic:

**Mr. A. N. Satyanarayana**, Scientist, ISRO, has delivered his lecture on crises and how to overcome in the Indian Space and Research.

He started with a quote " There are some who question the relevance of space activities in a developing nation..... if we are to play a meaningful role Nationally, and in the community of Nations, we must be second to none in the application of advance technologies to the real problems of the man and society".

He spoke about various Emerging Scenarios in Space Technology and its applications at different areas of research .



Mr.A.N.Sathvanaravana. Scientist-S.F.. NRSE. ISRO. Balanagar. Hvd.

With this he has shown the realistic images and recordings of work at ISRO through audio-visual aid. He explained about the failures of the space programme and how it has overcome, resulting to the success of launching chandrayan last year.

His speech focused on student community would know about the space science and aspire to join ISRO." The participants could sense the atmosphere of research organization throughout his lecture.



Students & Delegates in the seminar

## 2.45 pm – 3.45 pm : Talk by Dr. K.Sasi Kumar

**Designation** : Associate Professor  
**Institute** : Siva Sivani Institute of Management, Kompally, Sec-bad.

### Profile of the Speaker :

- Dr. Komapalli Sasi Kumar, M.B.A., M.F.T., M.A.(Eco), M.Phil., Ph.D, Associate Professor, have fifteen years of handfull experience in the field of industry and teaching.
- He has fifteen research papers in various referred journals in the areas of mutual funds, capital market, corporate governance and corporate reporting practices etc. He presented good number of research papers at various national level conferences
- He is also a book reviewer to TMH Publications, Pearson Education India Ltd. He is a resource person to various UGC Programs in Dr.B.R.A.O.U, IGNOU, and J.N.T.U.etc.,
- Currently he is working in the areas of Mutual Funds, Financial Services, Security Analysis and Portfolio Management, Corporate Governance Practices in India, Microfinance, Insurance and Capital Markets etc are the areas of his interest.

### Speakers Note on the Topic:

**Dr.K.Sasi Kumar**, was the last among the speakers to end the National Seminar. He inspired the participants with clarifying their doubts on crises in terms of financial aspects.

Crisis and opportunity are two sides of the same coin. Typically, a crisis is required to really drive Change into an organization. That change, if managed properly, can turn into an opportunity. Converting a crisis into an opportunity is critical to managing the success that follows.

He said a crisis may be too good a chance to waste, but converting it into an opportunity is critical for managing the success that follows - for all downturns are called downturns because they come between upswings.

A crisis could be caused by external or internal events. Companies that have responded swiftly to external crises have been the ones to succeed. It is during a crisis that a leader's competence is put to the test; he or she must have the ability to inspire and grow. It is also the time when internal resources must be tapped. "



Dr.K.Sasi Kumar, Associate Professor, Siva Sivani Institute of Management, Secuderabad

### 3.45 pm to 4.15pm : Vote of Thanks

With this the day two National Seminar was concluded with Vote of thanks in the presence of **Sri CH MALLA REDDY , The Chairman of & CMR Educational Society & Malla Reddy Group of Institutions**, and other eminent speakers.

Sri CH.Malla Reddy Garu., also came with his own style of lecture., stating a simple example that “ converting crises into opportunities is just the concept of making negative into positive situation by implementing managerial, technical and marketing strategies”. With his energetic speech the delegates delighted with cheers.



Sri. Ch.Malla Reddy, Chairman, CMR Educational Society & MRGI



Sri. Ch.Malla Reddy, Chairman, CMR Educational Society& MRGI, addressing the seminar session & other eminent speakers on the dias

The session concluded with awarding certificates to the Delegates by Sri Ch.Malla reddy, Chariman, MRGI., and with immense pleasure session closed with vote of thanks by Mrs. Buela Prasanna Kumari, Associate Professor, MBA Dept.,

Vote of Thanks by Mrs. Buela Prasanna, Associate Professor, MBA Dept., & awarding of certificates to the Delegates & Students by Sri.CH.Malla Reddy , Chairman, CMR Educational Society& Malla Reddy Group of Institutions, Secunderabad



Regards,

G.V.VENELA  
CO-ORDINATOR