

Newsletter

VOLUME 04 | Jan to June 2025

The School of Business is a Powerhouse of Knowledge, Experience, and Innovation



The spirit of dynamism permeates every aspect of our institution, propelling us towards excellence and innovation. At the helm of this transformative journey is our esteemed Vice-Chancellor, Prof. Deepak Garg whose visionary leadership has become the driving force behind the school's continued success.

Academic Collaborations



Faculty Achievements

Dr. Suman Naredla, Dean, School of Business, on being nominated as a Management Committee Member of the Hyderabad Management Association (Co-Opted). Hyderabad Management Association (HMA) was conceptualized 56 years ago, in the year 1964, by a dozen dedicated young managers of the twin cities of Hyderabad and Secunderabad, who felt the need for developing managerial skills among young executives and spreading the message of professionalism among the practicing managers with the involvement of academia & industry. The purpose of co-option is often to bring in specific expertise, skills, or experience that might be missing from the elected committee. The overarching goal is to help the association promote and facilitate management excellence across the industry.



The School of Business, SR University has organized a hands-on Workshop on SPSS: Master Data Analysis with SPSS on 18th, 19th, 25th & 26th Feb 2025, aimed at equipping participants with essential statistical analysis skills. Participants learned data coding, cleaning, and preparation using Real-life datasets, Interactive demonstrations with hands-on exercises. Participants gained confidence in using SPSS for academic research and Improved understanding of data-driven decision-making. It also has created opportunities for future research collaborations.

Student Achievements



Convocation:

Students Expression: Today is a very special day. It's special for the graduates, for their proud parents and grandparents, and for their very relieved teachers. Really, though, it is bittersweet. Here, at this school, I've made so many memories, some funny ones, a few sad ones, some stressful ones, well maybe more than a few, and certainly a lot of great ones.

Honorable Vice Chancellor's Words:

Every human faces challenges, and I know you too have overcome many on your journey here. Despite difficulties, you kept moving forward and reached this milestone. Remember, failure is only the beginning of something greater—never stop trying. As you step into your unique paths, I pray you always find happiness in whatever you do. Congratulations.



Placements

Congratulations



R. SAIKIREETI

BBA-2025 BATCH



R. SALONI

MBA-2025 BATCH

Placed at



Edu-versity

Package with

8.0 LPA

Congratulations to our 2025 Batch students for securing a placement at Edu-Versity Company with an impressive package of 8 LPA

MBA Students

Batch 2025

Congratulations



B. VAMSHI



V. POOJITHA



J. MADHU

Placed at

homefirst
We'll take you home

Package with

6.0 LPA



P. MAHARSHI



K. ABHILASH

We are proud to announce that our talented students from MBA 2025 Batch, SR University have been successfully placed at HomeFirst Finance Company with an impressive package of ₹6 LPA. Their hard work and dedication have brought this achievement, making us proud and setting an inspiring example for their peers.

Workshops & Events

Workshop on
NEP 2020: Integrating Generative AI, Interactive e-Content, and Advanced Technologies in Higher Education.

Themes:

1. Generative AI in Higher Education
2. Interactive e-Content Development
3. Advanced Technologies in Higher Education
4. NEP 2020 Implementation

Resource Person



Prof. K. Srinivas
Head ICT & Project Management Unit,
National Institute of Educational Planning
& Administration (NIEPA a Government of India,
Ministry of Education (MoE) Institution in New Delhi.

1st February 2025
(First Saturday)
9:00 AM to 5:00 PM

Venue:
Block II - Ground Floor,
Seminar Hall (2005)

Programme Coordinators
Dr. Srinivas Tunguturi
Associate Professor in HR,
Asst. Dean - Internships & Placements
Contact No. +91 9959119444
Dr. Suman Naredla
Dean SOB

Prof. Deepak Garg
Vice Chancellor
Dr. V. Mahesh
Pro Vice Chancellor
Dr. R. Archana Reddy
Registrar
Dr. M. Rajya Laxmi
HOD SOB

Registration Link



Workshop on “NEP 2020: INTEGRATING GENERATIVE AI, INTERACTIVE E-CONTENT, AND ADVANCED TECHNOLOGIES IN HIGHER EDUCATION” came up with the following tenets: Expert sessions on NEP 2020 policies related to digital education and innovation, Hands-on demonstrations on the use of AI tools for academic content creation, Practical training on e-content design, interactive modules, and digital assessments. Participants gaining insights into the integration of AI-driven solutions in higher education and Enhanced knowledge of interactive e-learning content creation aligned with NEP 2020 are the key outcomes of this workshop.

Pre-Placement Orientation:

SRU SR UNIVERSITY
Student Placement Orientation
Session Conducted



06th February 2025
12:00 Noon Onwards
Room No.: 5104

Co-ordinator:
Dr. Tunguturi Srinivas

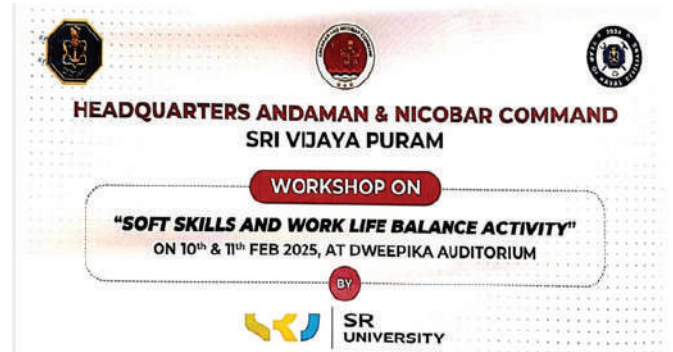


A Pre-Placement Orientation Session was conducted on 6th February 2025 at the School of Business, SR University. The session aimed at preparing students for upcoming campus recruitment drives and enhancing their employability skills. The session was designed to familiarize students with the placement process, industry expectations, and strategies to succeed in interviews and assessments. The resource persons highlighted the importance of resume building, communication skills, aptitude preparation, and technical competencies, which play a vital role in securing placements. Students were guided on how to present themselves effectively during group discussions, personal interviews, and online tests. Real-life examples and practical tips were shared to boost student confidence.

Soft Skills and Work Life Balance Activity:



The School of Business at SR University proudly conducted a specialized training program for executives and officers from the Andaman & Nicobar Command on February 10th and 11th, 2025 at the Dweepika Auditorium. Spearheaded by Dr. Suman Kumar Naredla and Dr. Ramesh Babu, the program created a dynamic learning environment and received enthusiastic participation and positive feedback.



SRU

SCHOOL OF
BUSINESS



Guest talk

Impact of AI on Digital Marketing

Themes:

- Enhanced Personalization
- Automation and Efficiency
- Data-Driven Insights and Predictions



Speaker :

ASHWANI CHATURVEDI

Project Manager
Mobile App Developer Expert
Scrum Master



Guest talk:

It gives Immense Pleasure to us in conducting a guest talk titled “Impact of AI on Digital Marketing” delivered by Ashwani Chaturvedi. He is a Mobile App Developer Expert at My Apps Development. The session provided valuable insights into how Artificial Intelligence is revolutionizing the field of digital marketing by enhancing customer engagement, personalizing user experiences, and optimizing marketing strategies. Students actively interacted with the speaker and gained practical knowledge about emerging trends in AI-driven business solutions. The talk was highly informative, motivating participants to explore innovative applications of AI in the digital marketing domain.

Soft Skills and Work Life Balance Activity:



Student awareness programme was conducted to unshackle the nation's potential and strength from harmful effects of drug abuse. To educate students on the importance of healthy lifestyle choices leading to a drug-free campus and society. The program featured inspiring talks by experts who highlighted the physical, psychological, and social consequences of substance abuse. Students actively participated in interactive sessions, poster-making, and slogan-writing competitions, which creatively conveyed the anti-drug message. A pledge ceremony was also conducted, where participants vowed to stay away from drugs and encourage others to do the same. The event not only spread awareness but also motivated students to become ambassadors of change, fostering a strong commitment towards building a safe and drug-free campus environment.

International Yoga Day 2025:

On the occasion of the International Day of Yoga, the NCC cadets of SR University assembled at the historic 1000 Pillars Temple in Warangal, a site that reflects India's cultural grandeur and heritage. The celebration created a serene and spiritual atmosphere where the timeless practice of yoga was embraced with great enthusiasm. The event not only highlighted the importance of physical and mental well-being but also fostered a sense of unity, discipline, and inner peace among the cadets. By performing yoga in such a culturally significant setting, the cadets beautifully blended the essence of tradition with modern wellness practices, symbolizing harmony of mind, body, and soul. This gathering stood as a reminder of India's rich legacy while encouraging the younger generation to uphold the values of health, mindfulness, and cultural pride.



Pinnacle 2K25, Vaagdevi Colleges:



Big cheers to the School of Business students of SR University for their outstanding performance at Pinnacle 2K25, a prestigious State-Level UG Commerce & Management Student's Meet hosted by Vaagdevi Colleges, Warangal. Competing with peers from across the state, our students showcased exceptional skills, knowledge, and confidence, bringing pride and recognition to the university. This achievement marks yet another milestone for SR University's School of Business, reflecting its commitment to nurturing talent and fostering excellence in future leaders.

Ajay secured 2nd place in Esprit de Corps, demonstrating incredible teamwork and leadership. Ajay also claimed 2nd place in Bullz & Bearz, proving his expertise in finance and stock market strategies.

Mohammed Abdul Salman secured 1st place in the Maverick Biz Quiz, proving his exceptional business acumen!

Salman clinched another 1st place victory in Marketing Mosaic, showcasing his creativity and strategic thinking.

Project Expo 2025:



SR University organized a Project Expo 2025, where students from the School of Business actively participated, showcasing innovative ideas and practical solutions. Their enthusiasm and creativity reflected the spirit of learning and innovation on campus.

Our talented BBA 1st Year students from the School of Business, SR University have secured 1st Prize at the Project Expo 2025 for their innovative solution – "SRU Chatbot". Their achievement reflects the spirit of innovation, problem-solving, and entrepreneurial mindset nurtured at SR University.

Team Members: Laxmi Sahasra Reddy, Sanjana, Siri Chandana Asritha

23rd Annual Sports Day 2025



We are thrilled to congratulate our BBA II Year students for securing 2nd place in the Inter-Departmental Kabaddi Tournament during the 23rd Annual Sports Day 2025 at SR University. The team showcased exceptional determination, teamwork, and sportsmanship throughout the matches, competing with high energy and spirit. Their remarkable performance not only brought glory to the department but also inspired fellow students to actively participate in sports and uphold the values of discipline, fitness, and unity.

VYUHA 2025:



The poster for VYUHA 2025 is a vibrant purple and blue design. It features a central graphic of a winding path with circular icons representing various business fields: Finance, Marketing, HR, Business Analytics, Logistics, and Cultural. The path leads towards the 'Young Manager Award' at the top. The event is scheduled for March 11th & 12th, 2025, and offers cash prizes exceeding a lakh. The poster lists a variety of events including Strategist, Marketing plan, HR Competition, Logistics, Business Analytics, Finance, B-Quiz, Cultural Programs, Singing, Dance, and Musical Instruments Play. It also provides contact information for the Faculty Coordinator, Dr. R. Ramech, and a list of Student Coordinators with their phone numbers. The venue is the School of Business, Block V, SR University, Ananthgagan, Hasanparthy, Warangal. Social media links for Facebook, Instagram, and LinkedIn are provided at the bottom right.

On 11th & 12th March, 2K25

Win exciting cash prizes more than a lakh

Young Manager Award

Finance

Marketing

Human Resources

Business Analytics

Logistics

Cultural

Faculty Coordinator
Dr. R. Ramech
Assistant Professor
+91 9949272123

Student Coordinators

Dhanraj Essampelly 📞 8999662049	K.Nithesh babu 📞 8790557187	Pasham Zenith 📞 7672044216	B.Ajay 📞 9010932167	Nesika Anam 📞 7842358753	V.Sathwik varma 📞 75691 02261
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Venue: @ School of Business, Block V

SR UNIVERSITY
Ananthgagan, Hasanparthy, Warangal - 506371, Telangana, India

SRU
SR UNIVERSITY

SCHOOL OF BUSINESS

Vyuha
Ignite. Innovate. Strategize

A NATIONAL LEVEL MANAGEMENT FEST

EVENTS

- **Strategist**
Medhavi VYUHA
- **Marketing plan**
Vanija Yudha
- **HR Competition**
Samvada Sefu
- **Logistics**
Yuva Yodahas
- **Business Analytics**
Chakravyuh Challenge
- **Finance**
Akshaya Patra
- **B-Quiz**
Gnanadhani
- **Cultural Programs**
Melody Junction
- **Singing**
Solo & Group
- **Dance**
Solo & Group
- **Musical Instruments Play**
Vibrations Voyage

For Registration

SCAN ME

Pay ₹200/- to participate in all events

Group of 6 members of the same college pay only 1k

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- 📌 https://www.instagram.com/sru_anantgagan/
- 📌 <https://www.linkedin.com/company/sru-anantgagan/>

www.sru.edu.in

VYUHA 2025 is more than just a management fest, it is a dynamic platform where innovation meets strategy, and creativity blends seamlessly with leadership. Designed to challenge and inspire young minds, it brings together aspiring professionals to showcase their skills in problem-solving, critical thinking, teamwork, and business acumen. As a battlefield of ideas and a grand celebration of leadership, VYUHA 2025 not only nurtures competitive spirit but also fosters collaboration, learning, and networking. It serves as a launchpad for future business champions who are ready to shape the world of tomorrow with vision, passion, and excellence.

Alumni Talk



School of Business, SR University organized an alumni talk to provide students with insights into industry trends and career opportunities, strengthen alumni-student interaction for mentorship and networking, to motivate students by showcasing real-life success stories, to bridge the gap between academic learning and professional requirements. These talks enhanced awareness of career opportunities among students and also strengthened alumni-institution relationship. It served as motivation and inspiration to tackle future challenges. Alumni expressed willingness to support internships/mentorship programs.

Accomplishments



OVERALL RANKING

Ranked **50th** in India

Ranked in **1001-1500** Band Globally



7th 

RANK IN INDIA
RESPONSIBLE
CONSUMPTION
AND PRODUCTION

SDG 12

16th 

RANK IN INDIA
DECENT WORK AND
ECONOMIC GROWTH

SDG 8

18th 

RANK IN INDIA
AFFORDABLE AND
CLEAN ENERGY

SDG 7

32nd 

RANK IN INDIA
CLEAN WATER AND
SANITATION

SDG 6

42nd 

RANK IN INDIA
GENDER EQUALITY

SDG 5

59th 

RANK IN INDIA
QUALITY EDUCATION

SDG 4

78th 

RANK IN INDIA
PARTNERSHIPS
FOR THE GOALS

SDG 17

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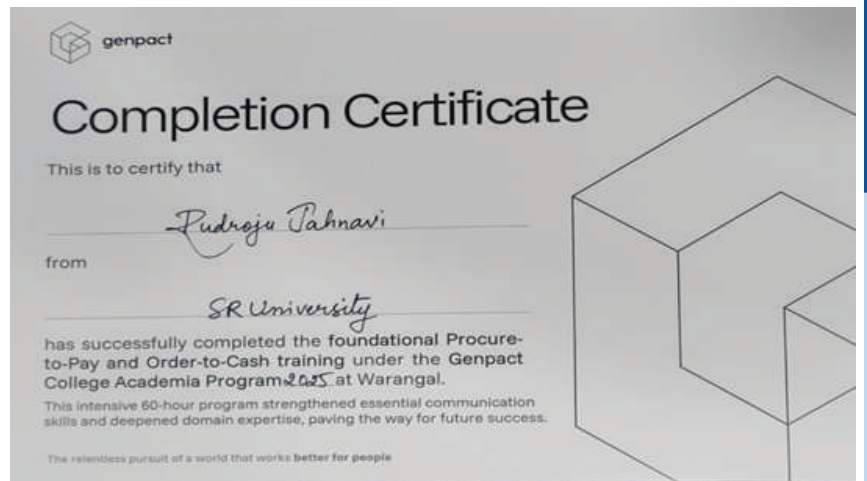
SRU Shines in Times Higher Education Impact Rankings 2025

SR University has once again demonstrated its commitment to excellence by securing remarkable results in the Times Higher Education (THE) Impact Rankings 2025, a global framework that evaluates universities on their contributions toward the United Nations' Sustainable Development Goals (SDGs). This recognition reflects SRU's consistent efforts in fostering quality education, sustainability, innovation, and community engagement. By integrating social responsibility with academic growth, SRU continues to strengthen its position as a leading institution that not only empowers students with knowledge but also drives positive change for society and the world at large.

SR University has entered into an MoU with Mulshi group of Institutions, an AICTE approved B-School with Business Management & Retail Management verticals. The duo has agreed to collaborate for Research & Innovative Pedagogy. Dr. Suman Naredla, Dean, School of Business, SR University exchanged MoU with Dr. Saroja Asthana, Founder & Director, Mulshi Group of Institutions and also member of noble peace winning team. The key outputs of MoU revolve around collaboration in teaching, research, student/faculty exchange, capacity building, innovation, and quality improvement.



Genpact college Academia Program 2025



During the Genpact college Academia Program 2025 training, our student Rudroju Jahnvi has worked for 60 hours on O2C and P2P processes at Genpact which has a bearing on live client projects, internal tools, digital transformation initiatives. The roles played are much wider in scope such as Business Analyst, HR Intern, Operations Trainee, Data Science Intern, Software Development. This points to avenues for future generations of students who wishes to pursue career in a globalized setting.