



Gates Institute of Management and sciences

2021 AWARD

OPTIMALMEDIA SOLUTIONS
A division of Times Internet Limited
A Times Group Company

THE TIMES GROUP

TIMES BUSINESS AWARDS
ANDHRA PRADESH 2021
BEST BUSINESS SCHOOL

Gates Institute of Management & Sciences

Note : Present Survey has been conducted by an independent Research Agency named

Join GATES
and transform yourselves



Index

Sl No:	CONTENT	PAGE NUMBER
1	CHAIRMAN'S NOTE	1
2	MENTORS NOTE	2
3	FOREWORD-DIRECTOR ACADEMICS	3
4	FACULTY NOTE	4
5	INDUCTION PROGRAM	6
6	GUEST LECTURES	8
7	INTERNSHIPS	10
8	INDUSTRIAL VISITS	12
9	RESULTS	14
10	AWARDS AND ACHIEVEMENTS	15

Index

SI No:	CONTENT	PAGE NUMBER
11	PLACEMENTS	17
12	RESEARCH	18
13	FORMAL EVENTS	21
14	CAREER ORIENTATION PROGRAMS	25
15	TESTIMONIALS STUDENTS AND INDUSTRY STALWARTS	30
16	INSPIRO-2022	35
17	FACULTY DETAILS	39

Chairman's Note

It is a great privilege and an honour to serve as Chairperson of Gates Institute of Management & Sciences. Over the years, the institute is growing to become AP's leading management institute that attracts the best and brightest students from across the SAARC countries. Gates Institute of Management & Sciences has a vision set to ignite the young and budding management graduates. Since inception of the college we have been taking in students & also developing facilities as GATES is home to the finest instructional infrastructure. Strategic location of the institution can enable it to be a lever to further aid to the development activity in this epicenter of business activities within the vicinity. Consequently, I envision Gates to be number one management institution in entire south India and to be enlisted in the top management institutions in next five years.

I believe any business entity's interest must coincide with the interest of government and society at large. Particularly, we are all set to start offering executive education for the working professionals, government officials, and entrepreneurs in the Vijayawada region. I hope to forge collaboration with many more Industrial experts and several international business schools to kick start the executive education activity.

It prepares the learners for a globalised world by channeling their enthusiasm, creativity and experience into a place where they are uniquely positioned to substantially add to the institution they serve. The industry driven curriculum incorporates a practical approach encouraging the learners to participate in an authentic learning experience which engages them in the subject matter and teaches them real world skills. The classroom is a distinct conglomerate of fresh undergraduates and a spectrum of those who come from various professional sectors.

Though we are young, we have been able to attract the best and outstanding talent across the length and breadth of the nation both as students as well as team of highly motivated teachers to create the future leaders of the businesses.

While our faculty is outstanding scholars in their respective disciplines with publications in leading academic journals, they are also inspiring teachers, impactful consultants and case writers.

Reflecting these strengths, we are consistently ranked
2020: Best emerging B School in AP and Telangana by ambitions

2021: Best Business School by Times of India

2022: Most promising B School for academics and placements
ISO 2018 certification and we have been continuously awarded for our excellence

All the awards have increased our responsibility to and excel for the benefit of the student community.

We shall strive for the betterment of the Institution and society with all your co operation.



KISHAN BABU. T
CHAIRMAN

Business education, as one of the most versatile and multifaceted subject areas, necessitates maximum exposure to realistic acumen and skill sets in today's time. Moreover, the subject of management education has undergone significant advancement with the rolling of the years and recruiters are consistently setting higher expectations from management graduates. Apart from solely focusing on academic areas, business management institutions are imposing utmost attention to several real-world outlying practices that would enhance the academic knowledge area of management students and add an edge to their skill sets. Experiential learning practices like practicums, industry visits, workshops play a major role in business management degree programs nowadays. This article is going to elaborate on the sheer value that internships add to business management programs.

Internships act as an excellent advantage when it comes to gaining the attention of recruiters. Management recruiters often prefer professionals who can handle more and complex responsibilities with lesser training. By bridging the skill gaps of business management students, an internship opens pathways for students to more advanced job opportunities in established organizations with lucrative salary prospects.

Internships allow you to explore beyond attaining credits, grades, and money. Internships allow you to examine new situations, work techniques, problem-solving tactics, that you would never get to unleash in a closed classroom space. Instead of learning these aspects the harder way at your first workplace, internships offer you a smarter way to master these skills and utilize them in your future career with utmost conviction.

Hands-on work experience is one of the foremost qualities that management recruiters look for in prospective employees, and management aspirants can attain the same through internships. As an intern, one can observe firsthand the day-to-day job duties that they can closely expect to encounter in their respective work fields in the long run. Other than that, internships provide the young, ambitious minds with the opportunity to brush on their core skills like teamwork, communication, technical proficiency, and more.

Networking is a vital prerequisite if you actually plan to thrive in the field of business management. It is, in fact, the primary language that every successful business leader speaks in the twenty-first century. As a management aspirant, you can already guess the level of importance it holds in your future career. As an intern, you will be surrounded by real-world executives .

Mentor's Note



KRISHNA PRABHU.M
MENTOR

GEN Z: THE ERA OF TECHNOCRATS



B. SREE JYOTHSNA
DIRECTOR ACADEMICS

Gen Z is born between 1995 -2012, where the technology has advanced at an incredible pace and everything is on their finger tips. Gen Z is all different where there are trends on how they consume content and spend their time.

After third wave has rolled over there was a paradigm shift from offline to online to Hybrid mode is where we have landed in for both work and educational sector.

They are less focused than their predecessors but are excellent multitaskers. They understand better and very conscious about ethical issues. Gen Z loves influencers at the same time appreciate honest reviews. Gen Z needs to constantly communicate. In spite of being masters of technology, they prefer for face to face interactions. They focus on practical study methods and

consider Education as a lifelong activity.

Growing up in constant technological environment creates dramatic changes in behavior, attitudes and life style of the young people. They prefer graphics over text and work to their best when connected to network. Authenticity is what Gen Z craves for, being authentic means being open, kind, creating safe space and environment. We need to create the culture of inclusion where Diversity is woven in the culture.

They tend to dispose activities such as Creativity, flexibility and care for environment. They are in need of Instructors to engage, guide and provide quick feedback to the learners. This generation wants to feel involved; they want things to be crystal clear. They spend a lot of time on social platforms with no demographic barriers.

We @ GATES create learning environment to uphold the values and culture. Faculty with rich Industry experience accompanied by mastery in teaching are absorbed into our Institution to make the students Industry ready.

With the advent of fourth Industrial Revolution, technologies have become a part of work culture. Besides technological skills organizations now are looking ahead for candidates with Soft skills, flexibility, analytical thinking and creativity.

This is a clear indication that innovative approaches in Educational sector are the need of the hour.

GATES INSTITUTE OF MANAGEMENT & SCIENCES endeavors to inculcate and hone the leadership qualities in each one of our student. Besides academic opportunities of expression in terms of Presentations and Group discussions in classrooms, we provide various platforms to our students to plan manage, coordinate several events in the college. As students you must grab these opportunities and polish your leadership skills to your advantage as college is your training ground.

GATES OF GATES FOR GEN Z ARE ALWAYS OPEN TO THE WORLD OF OPPORTUNITIES

E-BUSINESS : It's all about the customer

For all businesses, migrating to the new Net Economy is a necessity. Those Companies that have successfully managed to tune into the Customer on the online have managed to be successful. Customer centric business models have been the hallmark of business success. The key differentiator can be said to be a combination of technology as well as Customer Centric business focus. Today's technology savvy customer is different from the traditional buyer. His buying behaviour as well as expectation is different. His demands are largely driven and enabled by the E Business technology with speed and information being critical to the buying process. The influencers and the buying process too have changed. Social media networks have emerged as the major influencers aiding the buyer's decision making process and online financial transactions mechanism too have changed the buyer's preferences and methods of buying. Understanding the new Customer behaviour and building a E Business as well as Marketing Strategy in this new environment which is challenge for every Marketing Manager.

E-business brought about a paradigm shift caused by "disruptive" technology that is radically changing the traditional way of doing business. The global economy emerging from the Internet revolution changed the rules and principles traditionally held by business firms. The paradigm shift was unprecedented in terms of the complexity and magnitude, and pressured firms to be more innovative and proactive to business problems than ever before. Anecdotal evidence of excellent companies such as e-Bay and Amazon.com which set exemplary models to understand the dynamics of the complex interrelated internal and external forces imposed on the company. They develop comprehensive business plans from multi-layered stakeholders' perspectives, and implement the plans at the right time, magnitude, and place. Things have constantly changed since e-business emerged and will keep changing in the future. The benefit of e-business cannot be gained if companies do not understand or adapt properly to these changes.



I Believe in the Principle That -

**“You Have to Change on your own Otherwise World
Will Change You”**

**U.CHANDRAMOULI, MBA, (PhD)
ASSISTANT PROFESSOR**

Influence of Emotional Intelligence on Academic Performance

In the educational field, academic performance is the construct that has been studied most. Teaching, learning and all the cognitive factors related to Academic Performance have been widely examined. In the last two decades, a large portion of research has been guided by a recent theoretical focus on Emotional Intelligence (EI) which has been viewed as a key component of the factors that influence well-being as well as adaptive processes in a specific context.



Academic success or performance by students in educational centers is a key goal in the development of all educational programs. Academic Performance has been commonly measured through continuous Exams or evaluation with a general consensus about the most important aspects to evaluate, such as skills, declarative and procedural knowledge.

Emotional Intelligence (EI) plays an important role in academic achievement because they support academic accomplishment. A college students peer act as a reference groups, or an environmental source of EI and EQ in the midst of which a student grows and develop.

Good Association at college and Emotional Intelligence (EI) will lead students into right path. It is a challenging pursuit of students to maintain positive Emotional Intelligence (EI) for academic success. In this process students should apply Emotional Intelligence (EI) to connect and disconnect their relationship. Most college students rely on friendship to perform better in their academics.

Peer support for the student community is vital during the college days. Especially student away from home need moral support of friend to focus on studies. It is a fact that forcing friendship doesn't work. Even adding a few high performing students to a Emotional Intelligence (EI) could have a positive effect. Emotional Intelligence (EI) and Emotional Quotient(EQ) can help or hinder academic success.

Dr. DSV KRISHNA KUMARI
Associate Professor

INDUCTION PROGRAM 2K22



Induction program day-1
@ GATES



A learning session with Dr. M. C. Das - professor emeritus at
GATES and Mr. V. Pratap kumar - GM-Operations at 1947 INC



DAY 1

Dr. M.C. DAS:

Professor Emeritus, HRD Trainer

Through his vast experience he grabbed the attention of students with a small activity through which they were able to understand the importance of work flow in a proper order. He insisted on doing better than what we are each day is the simple key to 'Pursuit of Excellence'. He concluded the session stating that "Failures are stepping stones of success and one should keep trying constantly".

Mr. V PRATAP KUMAR,

GM operations 1947 INC

His session has driven the students way back to the tenure of the then prime minister Shri Indira Gandhi and how leather industry has taken shape under the guidance of Shri Yelavarthy Nayudamma. How one man's thought has developed leather industry and paved way for many ancillary industries to develop in our country. He motivated the students to work on improvisation of the current trends, time management and cost reduction segments.

EVERY INDIVIDUAL IS CAPABLE OF DOING
ANYTHING IF POSSESS A PASSION

INDUCTION PROGRAM

2K22

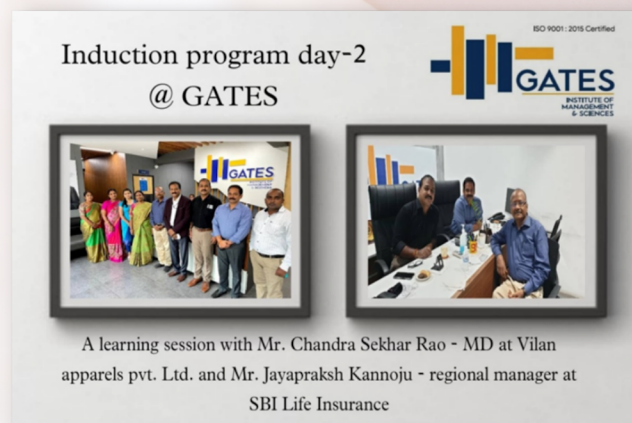
DAY 2

Mr. JAYA PRAKASH KONNOJU
RM Institutional Alliances, SBI

He explained the importance of Insurance in one's life. He detailed the journey of insurance since 1870 till date, highlighting Pre and Post nationalization era and the changes being incorporated during LPG (Liberalization, Privatization and Globalization). Then he briefed the opportunities and challenges that exist in Insurance sector. He mentioned that Life Insurance is the only sector that has grown despite of Pandemic and suggested the students to "CHASE THE OPPORTUNITIES"

Mr. CHANDRASEKHAR RAO
MD Vilan Apparels

He initiated the session by explaining the various opportunities available in different sectors. Management being a service oriented sector there exists a scope, always to empower one's self by utilizing the opportunities at the right time. He explained the difference between Natural problems and Created problems as the current generation now has to grow strong enough to face the challenges. He stated 10 commandments to become a good manager and concluded the session by stating 'NATION BUILDING STARTS WITH SELF MANAGEMENT'



DAY 3

Mr. APPAJI REDDEM
Resident Editor and Chief of Bureau

He ignited the minds of budding managers by explaining the Global Business Model and how to tune themselves accordingly. He insisted the student to update by learning a few value added courses and to be radical in thinking. He also advised the learners to come out of stereotype thinking, to self analyse so as to improve bit by bit each day. The importance of newspaper reading and pooling up of information is important to one and all. He stated the today's managers are expected "TO KNOW SOMETHING ABOUT EVERYTHING AND EVERYTHING ABOUT SOMETHING"



Guest Speakers

Mr. VISWANADTH.

CEO 'ammamma's"

19th October

A guest lecture was organized on the topic "ENTREPRENEURSHIP & BUSINESS OPPORTUNITIES FOR MANAGEMENT STUDENTS" at Gates Institute of Management & Sciences. The students were addressed by one of the successful Entrepreneur Mr. Nagasai Viswanath. He explained the on Application of Management Concepts. He discussed about the Primary Functions of Managers are planning, Organizing, Leading and Controlling of Employees and Organizations. He also gave a note of the challenges that one has to face during the early phase of Entrepreneurship. The path of Success has no shortcut and one has to work rigorously to reach heights.



Mr. C.KARTHIK

MD Kumbakonam Degree coffee

28th October



CHAT Q an interactive session with students was hosted at Gates Institute of Management and Sciences. He focused on Entrepreneurship and its importance as it is a key contributor in changing society to cultivate, motivate & remunerate thus raising the standards of living. India having the largest percentage of young population, we can positively influence the GDP of our country and generate to the greatest extent possible.

Dr. MANJULA NAGARAJAN

2nd March, 2022

The Session on 'GOOD TO GREAT' mostly focused on 'TIME MANAGEMENT' as it is the most precious Asset that we can never earn back once it is lost. She discussed the success mantra "ASK - Attitude, Skill and Knowledge" in life. She created an impact on being a brand rather than a commodity. She inclined the students on believing oneself, self-confidence and self-motivation. The session was concluded with understanding the concept of INVESTING TIME rather than SPENDING TIME. A small activity was conducted on the same to involve the students.



Mr. D. JANARDHAN

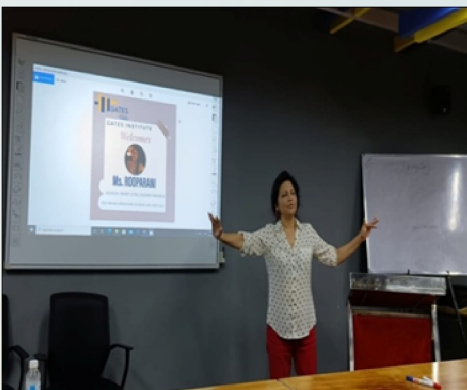
3rd December, 2021

'Chat Q' an interactive Session was organized with Mr. Janardhan - Jicardo Duryani (Export & Import Corporation). He educated the student community about the Sales Management as it includes the Planning, Implementation and Control of Sales Programs. Supply chain and Logistics that play a key role were highlighted and he also explained his journey towards becoming an entrepreneur. He shared the struggles that he faced during early 90's when there were no proper communicating channels.



Ms. ROOPA RANI

10th February, 2022



"CHAT-Q" an interactive Session on 'CHALLENGES IN LIFE' was hosted at GATES which was graced by Ms. Roopa Rani. As life is full of challenges, she motivated the students to overcome the challenges with potential where some of them are seen enormous and harsh, but being centered and full of awareness we can combat them. No challenge is too big to meet with power and grace. At the end of the session students apprehended those challenges are opportunities to grow.

Dr. RAMESH GAJULA

4th February, 2022

The Session was very informative about 'HEALTHY LIFE STYLE'. Healthy living is an art of living that helps to enjoy more aspects of life. Physically, mentally and social well-being results in longer and happier life by staying fit. His journey towards success itself is exemplary as he has faced many struggles to reach heights where he is standing now. Students were highly motivated and benefited from the real time examples stated by him.



INTERNSHIPS

GRASIM INDUSTRIES LTD-V.ANEESH KUMAR



We at GRASIM CHEMICALS were allotted with different tasks on a regular basis to understand the work culture of the organization. Pertinent care was taken about the interns during production and handling chemicals. We are associated with financial aspects of the company like inventory management, funds flow and cash flow analysis. We got a great opportunity to learn many financial aspects of chemical industry.

CHITRA GUPTA FIANCIAL SERVICES

CHIRANJEEVA PRASAD, LOKESH



We at GRASIM CHEMICALS were allotted with different tasks on a regular basis to understand the work culture of the organization. Pertinent care was taken about the interns during production and handling chemicals. We are associated with financial aspects of the company like inventory management, funds flow and cash flow analysis. We got a great opportunity to learn many financial aspects of chemical industry.



CELEKT brings the best of global brands and indigenous players all under one roof. Our technology experts, extensive support and distribution network make sure that the customer gets the best brands and deals without any hassles.



The work culture of CELEKT mobiles encourages collective barraging to achieve personal as well as organization goals. We are delighted to be associated with such an esteemed organization as interns to learn business practices. The learning experience in CELEKT mobile has given enough confidence to face the real-time challenges in the corporate world.

KUSALAVA INTERNATIONAL-UDAYALAKSHMI, KEERTHY



Kusalava International is one of the leading manufacturers of critical engine parts, supplying to major OEM's in India. Backed by a strong Research and Development team with over four decades of manufacturing excellence in engine critical parts, today Kusalava has emerged as the market leader for developing superior products at cost effective prices in the global market.

We have gained an insight about different aspects of production, marketing and financial administration. Working with KUSALAVA INTERNATIONAL has changed our approach towards management education. We have revived extensive information to understand the current global business scenario. Within this internship we had great chance to work with industry experts to gain real-time knowledge.

We thank the management of KUSALAVA INTERNATIONAL for providing a valuable opportunity which would overlay for our dazzling career.

VIJAYA DAIRY-MANSWINI, AISHWARYA, GOPI PRIYA, MONISH



As part of curriculum in GATES INSTITUTE OF MANAGEMENT SCIENCES we have to undergo internships every semester. This time we have got an opportunity to work as interns in Vijaya dairy for 2 months.

In this organization there are several departments like, procurement of milk, production, distribution, finance, marketing, logistics and HR departments.



As HR students we were able to learn how employees were recruited, trained and compensated. The recruitment process of VIJAYA DAIRY was appropriate and able to train their employees with different methods for improved productivity. We are able to understand the industry best compensation practices followed by VIJAYA DAIRY.

Visit to Cinderella on 27-10-2022

Cinderella laundry and Drycleaners

They are the first dry cleaning services at your door step that offers laundry and dry cleaning services in Vijayawada.

The students were inquisitive about the company's marketing strategies for their product, how the company maintains QUALITY LEVELS, which was resolved in the question answer session. Student received fruitful information about manager functions, duties, responsibilities. It helped students to comprehend the nitty-gritty of supervisor and labor relationship, how to effectively work and reduce wastage and have optimal utilization of resources to improve customer satisfaction.

We thank the management of Cinderella laundry & dry cleaners for accepting our Request and providing wonderful opportunities to acquire knowledge about various service related issues.



INDUSTRIAL VISITS

As a part of the curriculum, the students are required to undertake Industrial Visits to a few industries of repute. We strongly believe that the students along with academic background must have a glimpse of various segments of the industry in order to have a better appreciation of practical applications of theory.

Visit to RR sports on 20TH DECEMBER 2021

RR is all about doing things with Right spirit & Right thinking. It's always about winning hearts not necessarily the game of sport or life. RR sportswear manufacturing company started in 1991 by Shri. RADHA RANI and has touched more than 10 million customers with its products so far and is continually expanding across India and globe.

Quality and comfort is the main motto of RR sports manufacturing company. It continuously thrives to achieve high standards of customer satisfaction. Complete processing of raw materials was well explained by the resource persons at each stage.

Highly qualitative and 'A' grade raw material is used to process the fabric for manufacturing. By visiting this organization, students were able to observe the different processes involved in manufacturing of sportswear. During this visit students were able to understand different stages involved in manufacturing before the product reaches the end user. Right from procuring the raw materials, phases of cutting stitching, labeling and marketing of sports wear on the global scenario with local branding were clearly explained by the employees of RR. Student interaction with personnel involved in manufacturing, finance, HR and Marketing Departments has provided a wide spread of knowledge sharing with experts in concern areas. We thank the management of RR SPORTS MANUFACTURING COMPANY for supporting the students in acquaintance of expertise.





RESULTS



First Sem



Phaneendra



Kalyan

Second Sem



Phaneendra



Kalyan



► Awards & Achievements

BEST BUSINESS SCHOOL IN ANDHRA PRADESH BY THE TIMES GROUP FOR THE YEAR 2021

GATES INSTITUTE OF MANAGEMENT & SCIENCES HAS BEEN AWARDED AS THE BEST BUSINESS SCHOOL IN ANDHRA PRADESH BY THE TIMES GROUP FOR THE YEAR 2021 FOR ENSURING QUALITATIVE LEARNING, LEADERSHIP DEVELOPMENT, ACADEMIC RESEARCH & SHAPING THE STUDENTS COMPETENT ENOUGH TO TACKLE THE REAL TIME CHALLENGES THAT ARE FACED IN TODAY'S INTERNATIONAL BUSINESS WORLD. THE MANAGEMENT WAS APPRECIATED FOR THEIR DISTINCTIVE VISION AND THE WAY THEY ARE WORKING TO SERVE THE SOCIETY THROUGH ACADEMIC EXCELLENCE



—TIMES—
BUSINESS AWARDS
ANDHRA PRADESH 2021
AWARDED BEST BUSINESS SCHOOL

AWARDS AND ACHEIVEMENTS

AMBITIONS AWARDS

Gates Institute of Management & Sciences has also bagged the award of "THE MOST PROMISING B SCHOOL FOR ACADEMICS AND PLACEMENTS" in Andhra Pradesh from Ambitions Awards for Education Excellence 2022.

Director Academics of Gates Institute of Management & Sciences **Mrs. Beesetti Sree Jyothsna** has been awarded the Best Academic Director for maintaining the highest standards of excellence in Academics.



Placements & cooperate connect

We are happy to share that Gates has succeeded in providing 100% placement to the students in various reputed organizations. This reflects the efforts that were taken by the staff and management in making the students industry ready. We congratulate all the students on their hard earned success. The average CTC is **4.2 lacs.**



RESEARCH

**BEESETTI SREE JYOTHSNA
DIRECTOR ACADEMICS**

PUBLICATIONS:

1. Published an article on "ONLINE EDUCATION – A REVOLUTIONARY ERA OF LEARNING ON GLOBAL PLATFORM" in ICSSR Sponsored Two Day National Seminar – ISBN BOOK-Volume3, Issue 1, 2022. ISBN NO: 978-81-947453-1-0.
2. Published an article on "Cryptocurrency –The Revolutionary Era of Money" in GS Journal Volume 8, Issue 12, 2021. UGC-CARE Approved Group 'II' journal ISSN NO: 1869-9391 Scientific Journal

SEMINARS

1. Participated in One day National webinar on 'PLAGIARISM DETECTION AND REMOVAL' held on 30th October 2021 by VR Digital Academy for Higher Education and Research, Chennai.
2. Participated in a webinar on 'PETER F. DRUCKER MEMORIAL – PERSPECTIVES OF CONTEMPORARY MANAGEMENT' organized by department of management science, SASI Institute of Technology and Engineering, Tadepalligudem on 6th November 2021.
3. Participated in a webinar on 'STRATEGY FOR MANAGING PERSONAL FINANCE' organized by financial Literacy club, SSD Women's Institute of Technology in collaboration with Association of Mutual Funds in India(AMFI) on 24th November 2021.
4. Presented a paper titled ONLINE EDUCATION – A REVOLUTIONARY ERA OF LEARNING ON GLOBAL PLATFORM in ICSSR Sponsored Two Day National Seminar organized by department of commerce & management K.B.N college, Vijayawada on 25th and 26th of February 2022
5. Participated in National webinar on 'INTRODUCTION TO REIT AND INVIT' organized by Department of Commerce and Management, Bhakta Kavi Narsinh Mehta University, Junagadh in association with Association of Mutual Funds in India(AMFI) on 16th March 2022.
6. Participated in One Day International Seminar on " CHANGING LANDSCAPE FOR INNOVATION IN ENTREPRENEURS – ASPIRE, ADOPT and ACHIEVE on 10th May organized by Department of Commerce, Marudhar Kesari Jain College for women, Vaniyambadi.

WORKSHOPS:

1. Participated in a five day online workshop on 'RESEARCH METHODOLOGY, DATA ANALYSIS AND CASE WRITING' from 7th to 11th March, 2022 organized by Thiagarajar School of Management, Madhurai, Tamilnadu
2. Participated in two day UGC national workshop on 'GREEN HEALTHCARE MANAGEMENT: EMERGING ISSUES & CHALLENGES' on 25th and 26th March organized by department of MBA, Acharya Nagarjuna University.
3. Participated in one week online FDP program from 28th March to 2nd April 2022, on 'STRUCTURAL EQUATION MODELING USING AMOS' organised by School of Management studies, Jai Shriram Engineering College, Tirupur
4. Participated in seven day National level online FDP programme on REVISED ACCREDITATION PROCESS AND UNDERSTANDING THE PARAMETERS OF AQAR from 2nd May to 8th May organised IQAC, Mangayarkarasi college of arts and science college women, Madhurai, Tamilnadu.

U.CHANDRAMOULI ASSISTANT PROFESSOR PUBLICATIONS:

1. Published an article on "INDIAN HEALTH CARE SECTOR –A DECISIVE STUDY" in ICSSR Sponsored Two Day National Seminar –ISBN BOOK–Volume3, Issue 1, 2022. ISBN NO: 978-81-947453-1-0.
2. Published an article on "Cryptocurrency –The Revolutionary Era of Money" in GS Journal Volume 8, Issue 12, 2021. UGC-CARE Approved Group 'II' journal ISSN NO: 1869-9391 Scientific Journal Impact Factor – 6.1.

SEMINARS

1. Presented a paper titled INDIAN HEALTH CARE SECTOR –A DECISIVE STUDY in ICSSR Sponsored Two Day National Seminar organized by department of commerce & management K.B.N college, Vijayawada on 25th and 26th of February 2022

WORKSHOPS:

1. Participated in a three day online workshop on 'Research Ethics And Management Of Resources' from 15th to 17th December, 2021 jointly organized by Stella Matutina College of Education, Chennai-83 and Faculty of Education, Dr.M.G.R.Educational and Research Institute, Chennai-95, Tamil Nadu, India.
2. Participated in the VITE Talks on A Session with Innovation & Start-up Ecosystem Enabler by Ms. Jyothsna, Co-Founder | IU Think on 30th August 2021 organized by IED CELL-Vishnu Institute Of Technology ,Hyderabad.

Dr D.S.V.KRISHNAKUMARI

1. Participated in two day UGC workshop on GREEN HEALTH CARE MANAGMENT-ISSUES AN CHALLENGES from 25-03-2022 to 26-03-2022 organized by department of MBA ,Acharya Nagarjuna University, Guntur

STUDENT RESEARCH DETAILS: 2021-22

1. Presented a paper titled INDIAN HEALTH CARE PRACTICES-AN OVERVEIW BY A.VARSHINI and R.V.CHAITANYA in ICSSR Sponsored Two Day National Seminar organized by department of commerce & management K.B.N college, Vijayawada on 25th and 26th of February 2022
2. Presented a paper titled INDIAN EDUCATION SYSTEM: CHALLENGES AND OPPORTUNITIES by S.SOWPARNIKA and J.D.N.SUVARNA in ICSSR Sponsored Two Day National Seminar organized by department of commerce & management K.B.N college, Vijayawada on 25th and 26th of February 2022.
3. Presented a paper titled EDUCATION IN INDIA- A CONCEPTUAL STUDY by B.VIKAS and Y.PAVANI in ICSSR Sponsored Two Day National Seminar organized by department of commerce & management K.B.N College, Vijayawada on 25th and 26th of February 2022.
4. Presented a paper titled MANUFACTURING: A NEW ERA OF OPPORTUNITIES AND CHALLENGES by M.SRIRIPURA and K.NIVAS in ICSSR Sponsored Two Day National Seminar organized by department of commerce & management K.B.N College, Vijayawada on 25th and 26th of February 2022.
5. Presented a paper titled RENEWABLE ENERGY CHALLENGE AND OPPURTUNITIES by K.S.SURENDRA and T.S KARTHIK in ICSSR Sponsored Two Day National Seminar organized by department of commerce & management K.B.N College, Vijayawada on 25th and 26th of February 2022.
6. Presented a paper titled SKILL DEVELOPMENT: A KEY RESOURCE TO YOUTH EMPOWERMENT by K.ASRITHA and C.H MANASWINI in ICSSR Sponsored Two Day National Seminar organized by department of commerce & management K.B.N College, Vijayawada on 25th and 26th of February 2022

CAREER ORIENTATION PROGRAMS

30th October 2021

To uplift the skill set of the students in Andhrapradesh GATES INSTITUTE OF MANAGEMENT & SCIENCES has organized A One Day Placement Training Program on Group Discussion, Resume Building, and Stress Interview.



B Sree Jyothsna, a session on how to succeed in HR round (stress interview)



U. chandraMouli, a session on how to overcome fear in group discussions.



Mr. Sanjeev Kumar Bali vibrant session on the key points to be included in a Resume.

CARRER COUNSELLING SESSION AT TAKSHASILA IAS ACADEMY

As A Part of KNOWLEDGE SHARING INITIATIVE Of Gates Institute Of Management & Sciences Organized A Session On Exam Stress Management And Career Counseling At Takshasila IAS Academy



POOL CAMPUS DRIVE

6th & 7th November 2021



Pool campus drive organized by GATES Institute of management and sciences with 15+ companies participating.



Gates Institute of Management & Sciences

in association with

ROTARY MIDTOWN YOUTH SERVICES

Has successfully organized

POOL CAMPUS DRIVE on 6th & 7th November

20+ Companies participated

300 + students Attended

78 candidates got placed

CTC ranging from 2.2 to 4 lacs



www.gatesbusinessschool.ac.in

59A-21-15, plot-58, Gunanadik colony, Highschool road, Vijayawada 520007.

+91 866 499 3322, 0866-2556668 | Email : admissions@gatesbusinessschool.ac.in



**HR HEAD
APEX SOLUTIONS**

POOL CAMPUS DRIVE

With an initiative of providing employment opportunities to the deserving students of Andhra Pradesh, GATES INSTITUTE OF MANAGEMENT & SCIENCES has organized a pool campus drive exceptionally for arts and commerce group students.

More than 300 students have taken part in the drive and most of them got placed with a good package in reputed organizations like VARUN GROUPS, 7S MEDIA, MUTHOOT GROUP, INDWEL SERVICES, BYJUS, BIG-C, MGHECTOR, APEX SOLUTIONS, ANU HOSPITALS, etc participated



HR TEAM VARUN GROUP



GATES TEAM WITH 7S TV



MUTHOOT HR HEAD

FACULTY DEVELOPMENT PROGRAMME

DYNAMICS OF ONLINE PEDAGOGY IN PROFESSIONAL COURSES

As a part of equipping faculty with skills and knowledge that are essential to meet the growing needs academia and industry in the area of management education with reference to Pedagogy, Gates has organized an FDP on 1st September that has provided an interactive forum for discussing the recent on-going developments, key issues, challenges and practices in online teaching.

Prof. M.C. Das, Professor Emeritus of Gates has inaugurated the program and addressed the participants and briefed about the pedagogical aspects.

Dr. S. Venkataramanaiah, Professor IIM Lucknow has explained the innovative techniques in teaching online with reference to management students.

Dr. Srinivas Gumparthi, Professor, SSN School of Management has explained in detail about the teaching strategies to be applied for case studies.



Testimonials of Students & Testimonials of Industry Statwarts

Anudeep. Puvvada(1901001)



Idea Club Member(2020-2021)
Co-founder & CEO of Tech Eagle Pvt. Ltd.

I Anudeep. Puvvada, When my life was in a state of confusion GIMS(Gates Institute of Management & Sciences) has showed the path to my career and provided a platform to explore myself to be an Entrepreneur .

The program's administrators were always very responsive to my needs, and faculty bring a lot of experience from both industry and academia. GIMS provided us opportunity to learn through the extremely interactive and engaging lectures from the in-house faculty and visiting professors with both industrial experience and academic as well.

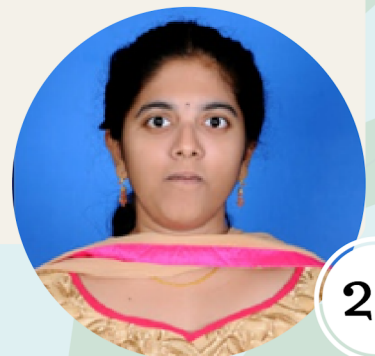
GIMS is the platform that gave me and thought me for development of entrepreneurial skills, real world market that I would grateful for lifetime.



Padmaja Laveti, (1901004).



GATES Institute of Management & Sciences is a place where you can develop your career and bring out the talents in you. The faculty members make sure that all the sessions are interactive and interesting in nature. We do a lot of case studies, group discussions, role-plays, ad-mad and many more activities. The college also organizes various industrial visits, guest lectures, seminars, and webinars to give hands on experience to its students. My MBA with GATES Business School was one of the best experiences of my life.



Testimonial: of Industry and Academicians

Dr. N. Manjula



**Thiagarajar School of Management Studies,
Madhurai**

Out of Tamilnadu, this is the first Inter State Institute that we have wanted to collaborate. It is a wonderful team of Management and Faculty, with lot of energy and aspirations to grow. Thank you so much for giving an opportunity to interact with the students. I deem it as a known and a great privilege to travel on a long journey with GATES.

Your hospitality was over whelming, my sincere thanks and appreciation to management and staff once again.



C. KARTHIK



MD, Kumbakonam Degree Coffee

I feel honored to be at GATES to share my knowledge with young generation of budding entrepreneurs of the society. I am glad that the students interacted well during the CHAT Q session. I shared my view on the challenges that are faced during the early stages of a start – up.

The idea of planning such session with Industry people is appreciable. I liked the ambience very much, hospitality of management as well the student participation.



R. Vasantha Krishna



Vice President VIVO, A.P

Firstly, I thank the management for inviting me as a guest for National level management fest INSPIRO organized by GATES Institute of Management & Sciences. Absolutely delighted to look at the Infrastructure of the college and the the thought of the management about the future of their students.

I am sure with the combination of all these, this Institution is going to be one of the best in Andhra Pradesh.



Appaji Reddem

Resident Editor and Chief or Bureau, The Hindu



I am really delighted to be at Gates Institute of Management & Sciences. The Institution has the most relevant model where Industry – Academia interaction is facilitated in a big way, several business entities are tied up with the institution.

The rich industry expertise and and contact base of the management and faculty would surely go a long way in grooming talent in right direction.

I wish the Institute and students the best. Would like to see Gates Institute grow to the full potential and utilize the market opportunity.



ISO 9001 : 2015 Certified



INSPIRO 2K22



06 JAN 2022

INSPIRO-2K22:

INSPIRO is a management fest to encourage the student's hidden talents to exhibit and provides opportunities to network with fellow student fraternity. Also focuses on enhancing the knowledge levels of the management students to the global level.

REGISTRATION



INNAGURATION



FORMAL EVENTS : MIND FREAK-CORPORATE CHANAKY-MARKET WRESTLERS

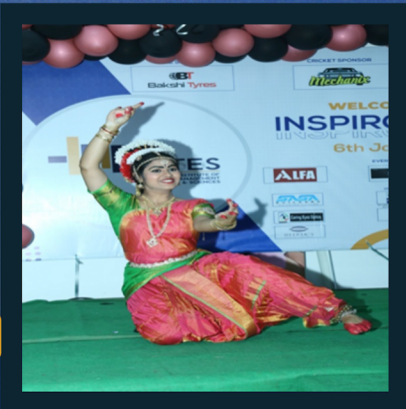


FORMAL EVENTS











INFORMAL EVENTS:

CRAFRT PANDA-REELRUN-GATES FLICKS-ART 2 FRAMES-BANGING BEATS
Mr & Ms INSPIRO





INSPIRO-2022 PRIZE DISTRIBUTION





INSPIRO-2022 PRIZE DISTRIBUTION



GATES-INSPIRO-2022 @ PRESS AND FELICITATION





TEAM GATES@ INSPIRO-2022



LIST OF FACULTY

S.NO	NAME	DESIGNATION	EXPERIENCE
1	Dr M C DAS	PROFESSOR EMERITUS	36
2	Mrs. B.SREE JYOTHSNA MBA, MA, B.Ed, B.COM (PhD)	DIRECTOR-ACADEMICS	17
3	Mr. U.CHANDRAMOULI, MBA (PhD)	ASSISTANT PROFESSOR	13
4	Dr D S V KRISHNA KUMARI MBA, MA, MPhil, PhD	ASSISTANT PROFESSOR	20
5	Mr. S.SURESH MBA, PGDBMIR	ASSISTANT PROFESSOR	10
6	Dr. Dr G.V.S.R.N.S.A.SASTRY M.Com, MBA, PhD	ASSISTANT PROFESSOR	24
7	Mr.P.VASU DEV, B.Ed, M.Com, MBA	ASSISTANT PROFESSOR	16
8	Y.R.V.PHANI KUMAR MSc, MPhil, MEd	ASSISTANT PROFESSOR	25
9	VENKATA VEERANJANEYULU	ASSISTANT PROFESSOR	

Scan The Code to know more about

Gates





ACADEMIC CONNECT

Academic mentors:

1. Dr. M.C. DAS-Management Consultant and HRD Trainer
2. Ms. ROOPA RANI-Soft Skills Trainer
3. Mr. KRISHNA PRABHU MAGANTI – Trainer and Mentor
4. Dr. SRINIVAS GUMPARTHI, MBA, M.Phil, Ph.D

INDUSTRY CONNECT

