

magazine@gatesbusinessschool.ac.in

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Chairman's Message..

It gives immense pleasure and honour for me to address you all through the website. It is indeed very heartening to witness that GATES has initiated carving a name for itself in the academic scenario.

GATES is a home to a vibrant group of students from different areas of specializations with keen aptitude. They have been rigorously imbibing the best of what GATES has to offer. They are being groomed to be industry ready and future ready in an environment of multi cultural immersions at the point of convergence of core management with emerging business trends.

TRAIL, TRAVERSE and TRANSFORM best describe our aim. It is noteworthy that we have established strong bondage in industry and developed many corporate affiliates. We have a strong industry institute interface and are accredited by some of the most renowned companies.

The college magazine is a platform for the students to express their creative pursuit which develops in them, originality of thought and perception. The magazine GATES PULSE reflects the wonderful creativity of thoughts and imagination of our GATIANS.

I extend my warm wishes to the Dean, Staff and Students of Gates Institute of Management & Sciences to continue this journey on the road of excellence.

Among the many conversations I've had in my first year at GATES, the most memorable are those with students and faculty. Each of their stories is testament to reaching life goals, facing challenges, and overcoming obstacles, and each shares a common theme: The Value of Management Education.

Kishan Babu Tadiparthi



Dean's Message..

HOW ARE IDEAS born? How are they expressed? Our students and faculty at GATES consider these questions every day from many different perspectives. We provide our students with the means to develop their own voice in classrooms, research labs and community partnerships. As I reflect on the last year, I take enormous pride in the college and all that we have accomplished together. And I hope that all of you feel the same way.

We are proud of our successes, but we still have a long way to go. The GATES B-School has committed to being the right and best place for our students, staff and faculty. GATES has made a real difference in the lives of our students and faculty. I am deeply thankful to have the chance to meet so many for whom the institute has played a key role in building skills, providing educational experiences and enabling life-long friendships.

With gratitude,





Campus Inauguration..

GATES redefines management studies. The institution designs relevant learning techniques to provide fruitful careers by transforming classrooms into incubators for growth. The knowledge shared in the classrooms strives incessantly to ensure collective advancement. GATES is a destination for young brains who truly dream to experience international standards of studies and career in business management.

The Campus was inaugurated on May 8th 2019 to bridge the gap between campuses to corporate and equip the students with an armoury to face the global challenges. The idea of GATES was coined by eight Industry Stalwarts with a vision to create a centre of academic excellence in the field of Management and Sciences.



MSK Prasad Chief Selector of Indian National cricket team has inaugurated the campus in the presence of Management Guru Prof. M.C. Das

INDUCTION PROGRAMME..

The induction programme was brought in, with a view to uplift the level of the entrants to an elevated stage; promote all-round development and exposing learners' stigmas to maximize their learning. Learners come with diverse thoughts, backgrounds & perceptions. Hence it becomes important to help them adjust to the new environment & inculcate the ethos of the institution with a sense of larger purpose. That is where the lacuna lies which demand a program, dynamic enough to address the issue. Gates Institute of Management & Sciences has organized a one week induction programme with an objective to provide a platform for the transition of students. An induction programme is a harbinger of various in-campus & off-campus activities specially designed for entrants to fill the gap.

The objectives of the programme is to make the students feel comfortable in their new environment, open them up, set a healthy daily routine, create bonding in the batch as well as between faculty and students, develop awareness, sensitivity, inculcate culture of the institution in them and understanding of the self, people around them, society at large, and nature. The time during the Induction Program is also used to rectify some critical lacuna and sensitize them towards exploring their academic interest and activities, reducing competition and making them work for excellence and overall personality development.

The management unanimously decided to have experts from different section of the society which included professionals, corporate trainers, Managers of active firms of the society. The sessions were quite interactive that proved to provide a visualization to distinguish Personal, Professional, Academic and social life with ease and a clear picture of self, the vitality of Human Values and communication in general. The learners felt motivated to get encultured in the color of Business School and more significantly it was emphasised to attach values in professional and individual life.

Induction Programme..

10/08/2019 to 17/08/2019



Mr. V Varun Dev MD- Automobile division VARUN MOTORS

He discussed how the student should approach the professional life and make their presence in corporate world. He also explained the challenges businesses are facing in the globalization era and strategies businesses are adopting to overcome the same. He also motivated and inspired the students on various aspects of leading a successful professional and personal life.

Interacted with the students on how the journey of students will be during their stay at GATES business school. In his address, he emphasized to maintain a happiness quotient in life. He also addressed various student problems and motivated them for successful life ahead. Students were excited to get valuable inputs from Prof. Das on grooming themselves and personality development traits.



Prof. M.C. Das Management Guru



Mrs. Aparna Darsi MD Aparna Jutes

She shared various career prospects for a management graduate as an entrepreneur. She made the students think in a logical way on how to develop analytical skills to start their own business. Her session was very influencing and students learned to overcome the challenges in life. The response received from the students was extremely encouraging with excellent feedback for the session.



Dr. V Srinivas CEO – Swarna Hyundai

He shared the various essentials that are required in professional life. He elaborated on how to develop personality in 360 degree approach so that students are ready for leading successful life by growing in career. He enlightened the students with leadership qualities, stress management and work ethics.

He narrated series of the cases where the candidates who were in helpless situations, weak and with no support yet have achieved excellence in their life. He succeeded in convincing the students to do great work for which life is meant for. He interacted with the students extensively by discussing on goals and vision of their career, how to excel and develop positive attitude to attain success.

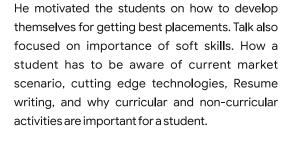


Mr. Kiran Director – Novotel Hotel



Mr. Sreedhar Babu Motivational Speaker

He discussed the concept of Self-confidence, Self-motivation and Value system. He also enriched the students with his rich experience about self-motivation leading to self-confidence and also threw light on how value system helps in getting motivated and to turn confident. He also motivated all the students by showings the realities of the student life in a B-School.





Mr. Ravi Kumar Manager BSNL

Guest Lectures held at The Campus..



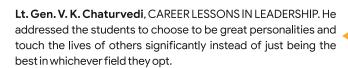


Mr. Brijesh Thakur, he motivated our young bunch of students on how to mould their career by making failures as stepping stones of success

Mr. Sri Charan Lakkaraju has addressed the students on FIVE MISTAKES OF AN EARLY ENTREPRENEUR and how to overcome them with live examples to ensure the students don't repeat the same as Early Entrepreneurs.



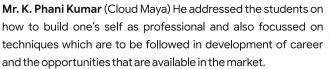
Mr. Laxmi Narayana. SCOPE OF MANAGEMENT IN IT SECTOR. He Addressed the students on how management students can mould their carreer in IT sector and motivated students to get job in different field of technology







Mr. P. Sandesh Kumar, CEO Coolex Industries, How to initiate big business. The session went well with discussions on the major concepts on Entrepreneurship quoting Food Industry and transforming businesses into quick service restaurant





CAREER GUIDANCE...

EDP - ROMANCE WITH CHANGE



He Addressed the business persons How to overcome the obstacles faced in present scenario and also said that financial crisis is not a problem to do business (TRK Singh)



He Addressed the business persons about how to change the needs of business and motivated business persons towords developing the entrepreneur skills in present scenario. (**Prof. M.C. Das**)



WORKSHOP

A two day workshop on TABLEAU was organised under **Mr. D. Jaya Shankar**, Data Analyst-YASH Technologies, Hyderabad. To enhance the technical skills of the students to stay on par with market requirements.



Mr. P. Ravi Kiran, CFO Ramesh Hospitals interacted with GATIANS. He Addressed the students on how to obtain funding for start up from different sources and also has guided students





ROTA FAIR Mr. Vellampalli Srinivas (M.L.A)

Prof. M.C. Das



TEAM GATES

@ ROTA FAIR





ACHIEVEMENTS

Our students bagged Second prize in Dance Competition at INCENDO 2K19 held P. B. Siddartha college, Vijayawada



GATIANS Learning experience @ State Level Convention, Vijayawada Chapter (ICAI) MAYUKHA 2K20



INDUSTRIAL VISITS

A visit to Vijaya Diary, In this visit the students were envisaged one of the richest experience in terms of infrastructure and operations like-how the Vijaya Dairy is manufacturing dairy products, how the quality is maintained and daily logistics of products.



MR. KIRAN Technical head of Pi data centres has addressed the students and provide an insight about practical working environment through interactive sessions.



GATES Institute of Management &Sciences has successfully organized the first edition of its annual Management Fest, INSPIRO which is a flagship event. This event is a National Level technical and cultural fest. The fest was attended by many students from colleges across the country. Apart from the technical events which includes Business Quiz, Young Manager,

Ad-making, the festival will also have non-technical events which includes Mr. & Ms. INSPIRO, Five Minutes Craft, Dance and many other events that gives the students a wider scope of showcasing their innate talents.

INSPIRO has a widespread publicity campaign through which colleges across the country are being reached. INSPIRO was hosted on 29TH February 2020







Cells and Committees..

Believing in student centric approach GATES has initiated different cells and clubs that are student driven to ensure the growth of students by developing organizational skills, leadership skills by making them work in a teams. It helps for self development of students thereby aiding the college to reach a higher platform. Students are encouraged to participate in various activities throughout the year. The students with similar interests come to a common platform to take forward the activities that provide experiential learning. We believe students should get an opportunity to prepare themselves for the challenging managerial career roles ahead. GATIANS are encouraged to conceptualize, co ordinate and organize different activities in the institute. The members of the committee meet periodically and develop the ways and means to come up with innovative ideas and challenging tasks that groom them. These cells play a vital role in creating a wider exposure to the students by honing their skills on various aspects during their tenure at Gates. Through these cells the student committees relentlessly strive towards excellence to withstand in the competitive world.



The IDEA ROOM is managed and driven by students. Idea Room focuses on developing entrepreneurial culture. It is a committee that organizes and hosts a variety of events aimed at developing the leadership skills and ignite a spirit of entrepreneurship among students. Our motto is to aid the growth of our society by enabling entrepreneurs with integrity & sustainability. The IDEA ROOM at one stroke creates a win-win model for students as well as Industry by mentoring all the aspirants to execute their start up idea into a real business.

Faculty coordinator: Mrs. B.Sree Jyothsna.. Student Coordinator: Anudeep.P (MBA)

Members: Bhumika.M (BBA).. Balakrishna.G (BBA)

Contact us at: entrepreneurship@gatesbusinessschool.ac.in



Significance: The motto of the cells is to strictly prohibit any act of infringement in and outside institution and to advise Students of the College to respect the right and dignity of one another and show utmost restraint and patience whenever any occasion of rift arises. It helps to build positive environment at GATES with openness and trust.

Dean: Dr. Venkateswara Kumar.. Asst. Professor: Mrs. B. Sree Jyothsna

Student Co-ordinator: P. Tejaswini (MBA).. Student Representatives: Nipun Sharma (BBA).. Bhavy Jain (BBA)

Contact us at: grievance@gatesbusinessschool.ac.in



Significance: The Corporate Connect Cell is a strategic initiative undertaken by GATES to invite corporate giants to share their real-life corporate and business experiences with students not as standalone 'experience' sharing sessions but as integral part of the curriculum. Eminent industry experts and entrepreneurs from various fields share their experiences in the context of theoretical discourses the students have undergone. The cell extends its mentorship to make the budding managers industry ready.

Faculty Coordinator: Mr. Lakshmi Raghu Ram.. Student Coordinator: Srikanth Reddy Mukku (MBA)

Members: P. Gopi Priya (BBA).. Keerthi (BBA).. Contact us @: corporate@gatesbusinessschool.ac.in



Significance: This cell aims to stay connected with all stake holders worldwide by disseminating the information of both academic and non academic events held at Gates. At Gates, we accept the feedback with a positive note and work rigorously for the prosperity of the Institution. Students learn about digital media in a fun environment where students have the creativity to imagine, create & produce digital media stories, commercials, and mini-dramas with unlimited possibilities! Students will learn how to work together in a group and improve their network.

Faculty coordinator: Dr. Venkateswara Kumar.. Student Coordinator: L. Padmaja (MBA)

Members: Dhruv (BBA).. Leela Durga Rao (BBA).. Contact us at: mpr@gatesbusinessschool.ac.in



Significance: The focus of the cell is to develop sports environment that acts as a stress buster and encourages the students to participate in various sports and games which makes them healthy in mind and body. To ensure sporting and fitness culture is an integral part of the curriculum through activities around the year. The committee aspires to build qualities such as sportsmanship and bonding through various sporting events. It is a well-organized recreation appropriately structured to accommodate any level of play commensurate with our players individual ability, potential, and interest and promote a positive youth sports culture that teaches life lessons and "**Honours the Game**" for all participants. Providing extension services to the local community with the objectives of improving their health / Social Responsibility and lifestyle.

Faculty Coordinator : N. Lakshmi Raghu Ram..

Student Coordinator: Gutta Bindu Sri (MBA).. Members: S. Chiranjeeva Prasad (BBA)..

Puppala Lokesh (BBA).. Contact us at: src@gatesbusinessschool.ac.in



Significance: The club captures the vibrant persona of the students by offering them a platform to showcase their hidden talents. As social and cultural activities are of paramount, GATES encourages all extra-curricular activities that are both in line with the educational objectives of the institution and meet the creative needs of the students. Culture club is responsible for organizing and managing cultural events at GATES. Apart from participating in a multitude of events, the students also get a firsthand experience. It helps students embrace and celebrate the rich dimensions of the diversity on campus. The cell promotes interaction among the students through several internal events and celebrations to keep the spirits in the campus high. For those who want to seek more opportunities in cultural acts, we provide a list of events that happen around and expose them to a wide range of cultural events throughout the year.

Faculty Coordinator: Mrs. Swetha

Student Coordinator: Shaik Rubeena Anjum (MBA).. Student Members: Manaswini (BBA).. Ganesh (BBA)

Contact us at: cultural@gatesbusinessschool.ac.in



Significance: As a part of this uniquely designed initiative, business buzz is meant for enlightening the students with regular updates on the changes occurring in global market scenario. The cell assertively seeks content that has high interest, impacts the reader, provokes discussion and advances the reader's knowledge. The students opine and exchange their ideas on day to day business happenings. Such activities will enhance the students to perform at any platform and extract the business information from their armoury.

Faculty Coordinator: Mrs. Swetha.. Student Coordinator: A. Prathibha Rani (MBA)

Student Members: Udaya Laxmi (BBA).. Monish (BBA)

Contact us at: businessbuzz@gatesbusinessschool.ac.in



Significance: As it is of great educative value students are encouraged to develop their power of thinking and strengthen their imagination. It provides an opportunity for the GATIANS to showcase their skills and talents. In this way Gates pulse increases students general knowledge and inculcates the habit of reading and writing. The magazine records the achievements of students and congratulates them for their hard work. It highlights the important activities taken place at Gates. They contain a collection of articles, poems, stories and plays. The magazine contains information of the work done by students in different spheres.

Faculty Coordinator: Dr. K.S. Venkateswara Kumar

Student Coordinator: Y. Priyanka (MBA).. Student Members: Shreyansh (BBA).. Rohan (BBA)

Contact Us at: magazine@gatesbusinessschool.ac.in



Significance: The club acts as positive catalyst for upgrading and honing student skills and makes them innovative initiators. The cell ignites the light of enlightenment in every GATIAN's mind by conducting creative literary events. The Club is run by students who are interested in reading and are talented in writing. They present reviews of books that may invoke interest among other students as well as recommend good books to be procured by the college library. The activities of this club also involve the creation of written materials in various forms such as short stories, poetry, essays, articles, etc. We try to invoke interest in writing among other students by holding competitions and by displaying work produced by the students. The club helps in improving critical thinking too. . In the club, INFINITY IS THE LIMIT OF CREATIVITY.

 $\label{thm:main} \textit{Faculty Coordinator:} \, \textbf{Mrs. B. Sree Jyothsna..} \, \textit{Student Coordinator:} \, \textbf{Bimal Kujur} \, (\text{MBA})$

Student Members: Aneesh (BBA).. Aishwarya (BBA)
Contact us at: literary@gatesbusinessschool.ac.in

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Murali Retineni Executive Director of Celekt Mobiles



Kalyan Srinivas Annam Director Sai Silks (Kalamandir)

NATION - FIRST ALWAYS AND EVERYTIME..

'India that is Bharat' are the first words of our constitution. This gives us the identity as a NATION. In our case,' Nation First' has always been our ideal from times immemorial. To live for the Nation and die for the Nation is the ethos that every Indian has been born and lived with, from ancient times. There is something which they have taught us and that is to preserve your IDENTITY.

Identity is something, which gives you recognition, your prestige, your dignity and your honour. Your Nation gives you this identity and therefore being an INDIAN gives you most revered position that any individual strives for. Our customs ,traditions, the dresses, the festivals, the rituals, the music, the dances, the values ,the languages, the dialect and above all the pride that we take in being Indian gives us the honour and dignity the world over. We need to ensure that we care for the Nation; we ensure that the pride and the dignity of our Nation (BHARAT) is always uppermost in every Indian's mind. We all need to know that it's India that has given us the identity and Nationhood. Please remember, the greatest example of this, has always been given by our Armed Forces, who have always given their ultimate to safeguard the 'IZZAT' of our beloved Country.

'THE SAFETY, HONOUR AND WELFARE OUR COUNTRY COMES FIRST ALWAYS AND EVERYTIME'

The national symbols ie the National Anthem, the National Flag are something which needs to be worshipped and given the ultimate dignity and honour. Every Indian has to give due respect to our National symbols.

A country can never be a NATION in true sense, unless there is a sense of belonging extended in its citizens. Being Indian should be our Dharma, and our NATION ie 'Bharat' the biggest Temple.

Jai Hind.. Jai Bharat..

Lt. Gen. V. K. Chaturvedi

TEACHER'S ROLE INDIGITALERA..

Over the ages we respect the teachers as Bhrama, Vishnu & Maheshwara acknowledging their role in creating the knowledge among the individuals. The role of teacher in shaping the future talent is applauded and not replaceable by any source. A teacher balances the prescribed curriculum with the systematic opportunities that allow the students to develop their abilities, interest and learning styles. Teachers are the role models in developing the students for building the society. The gamut of society depends upon the role of the teacher at a macro level. Teaching is an intellectual role grounded among the other communities where the teachers assume the responsibilities for learning of the students.

The communities and societies are facing the massive economic, Socio, Demographic shifts, these shifts are bringing diversified changes in every sphere of life. The physical touch of the teaching is being replaced by the virtual touch. With the changes happening globally there is changes that are being happening in all spheres of life. The role of teacher is also changing in accordance to the needs of the society as they have immense role in shaping the future roles of the society. There is a requirement for the teachers to be leaders in order to mould the students. So there is a predominant necessity for a teacher to be a leader.

Teachers should sense the positive changes and impart the intellectual, social, emotional, physical and ethical lives to students. Teachers should influence the students to take up the challenges and adopt the leadership roles. Teachers should demonstrate strong vision, strategic actions, adept at building relationship across the lines, continually push themselves to learn and improve. This will help the students to build themselves to become a ready product for the organisation and help the organisations to find the best for the business.

> **Hafiz Ahmed** Head HR IJT & ASC - HAL

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NAME	DESIGNATION	WORKING EXPERIENCE
Dr. M C DAS M. Com, Ph. D.	Professor Emeritus	55 Years
Dr. K. S. VENKATESWARA KUMAR MBA, M.Com, PGDBF, MPhil, Ph. D.	DEAN	19 Years
Mr. PHANI MADHAV RSS M.A Psychology, Director of Circumpunkt Learning Solutions Pvt. Ltd.	Guest Faculty	20 Years
Mrs. B. SREE JYOTHSNA M.A English, MBA, B.Ed, B.Com	Asst. Professor	14 Years
Mrs. V. SRI SWETHA MBA, M. Sc	Asst. Professor	8 Years
мг. N.S.L. RAGHU RAM мва	Asst. Professor	13 Years
Mrs. HARPREET KAUR M.A English	Asst. Professor	7 Years
Mr. S. SURESH KUMAR MBA, PGDPMIR	Guest Faculty	8 Years
Mr. CH. SANTHOSH KUMAR M. Sc, MPhil	Guest Faculty	10 Years
Mr. A. KARTIKEYA M. Sc	Guest Faculty	15 Years

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