



# Newsletter

Department of Management Studies  
Lords Institute of Engineering & Technology, Hyderabad

Volume: XXXIII

Jan - May 2021

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### Quotes

***The success of the young Entrepreneur will be the key to India's transformation in new millennium***  
-Dhirubahi Ambani

***In order to succeed, your desire for success should be greater than your fear of failure.***  
-Narendra Modi

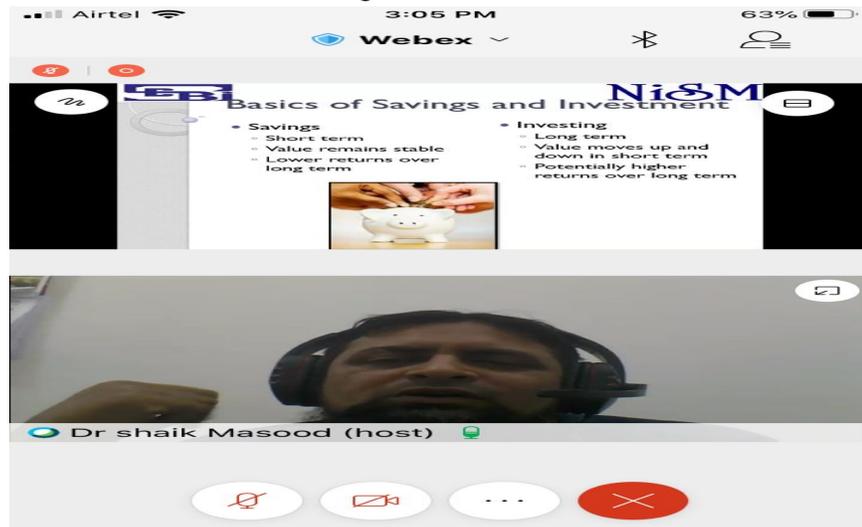
Newsletter, edited, printed and published by Newsletter Committee, Department of Management Studies, Lords Institute of Engineering and Technology, Himayatsagar-500008.

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The verb 'manage' comes from the Italian “*maneggiare*”- to handle, especially tools, which is derived from the Latin word “*manus*” - hand. The French word “*mesnagement*” influenced the development in meaning of the English word *management* in the 17th and 18th centuries. Management defined as the organization and coordination of the activities of an enterprise in accordance with certain policies and in achievement of clearly defined objectives. Management is very important in every field. As the Management education is creating new horizons, we at LIET imparting the students with new and innovative methods of teaching.



A One Day Online Workshop on “**Investor Awareness Education**” was conducted by Department of Management Studies on 24.03.202. The resource person was Dr. Shaik Masood, Securities and Exchange Board of India, SEBI.





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Dr. Masood addressed the PG students and faculty members, made familiarization with importance of Investment in today's world and how it can be made. He introduced simple and step by step process to do the same. It was an informative and successful workshop.



A Guest Lecture on Supply Chain management with Special Reference to Post Covid Scenario by Dr. Nawazish Mehdi, Prof., Dept of Mechanical Engineering, LIET on 16.02.2021



The Department of Management Studies, LIET conducted a Guest Lecture on **SOCIAL ENTREPRENEURSHIP** for Managers by **Dr. Nawazish Mehdi**, Professor, Department of

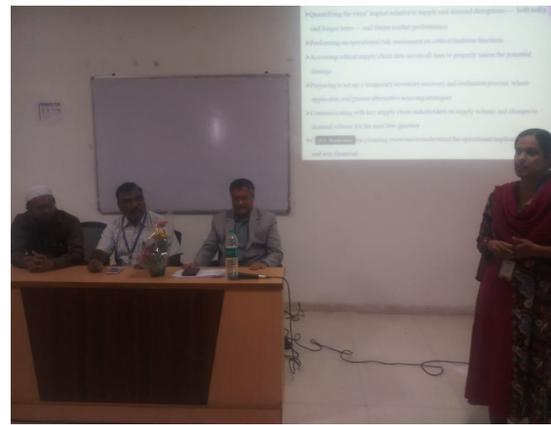


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Mechanical Engineering, Lords Institute of Engineering & Technology on **16.02.2021**.

Dr. Nawazish has explained about supply chain management and what are the components of a SCM. He also described the Major obstacles and common problems faced by SCM during COVID 19. He also discussed about Changing consumer behavior and implications for supply chain planning. He emphasized on Operations and supply chain disruption during COVID and post COVID scenario. He has given his view on how to transform the supply chain into an intelligent, digital ecosystem. He has motivated and encouraged students about the future career opportunities in SCM industry. He has also given his assurance for his supervision and guidance for the same.



**Guest Speaker Dr. Nawazish Mehdi Felicitated by Principal LIET**



**Group Photo with Guest, Principal, Staff and Students**



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A Guest Lecture on **SOCIAL ENTREPRENEURSHIP** by Dr. Hafeez Basha, Prof., Dept of CSE, Director-Technology Incubator LIET on 24.02.2021



**Guest Lecture Banner**

The **Department of Management Studies**, LIET conducted a Guest Lecture on **SOCIAL ENTREPRENEURSHIP** for Managers by **Dr. Hafeez Basha**, Professor, Department of CSE, Director-Technology Incubator from Lords Institute of Engineering & Technology on **24.02.2021**. He



gave the Introduction about Entrepreneurship and Social Entrepreneurship, explained different Business Models in Social Entrepreneurship. In his lecture Dr. Basha has shown the different financial resources for social



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enterprises and what are the legal structures for social entrepreneurship. He also emphasized on toolkits of social entrepreneurship and also a framework for assessing the ideas. He encouraged the students to learn about social entrepreneurship programs and ensured his guidance towards entrepreneurship.



**During the Lecture**



**Group Photo with Guest, Principal, Staff and Students**

A Guest Lecture on “**Essentials of MBA VIS-À-VIS Marketing**” by Mr Nomaan Abdul Majid CMO IUMRAH World on 27-02-2021

Mr Nomaan Abdul Majid is a startup Entrepreneur, He IS CMO of iUMRAH World and also founder of Elixir academy, He emphasized on the importance of Marketing for MBA Students and the skills required for developing a successful career in the field of sales and Marketing , Students were enlightened by his vast experience. He emphasized the importance of interpersonal skills to succeed in marketing field. The session was very interactive with students getting their queries answered by the speaker .The students got a clear



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roadmap to explore opportunities in the field of marketing. The session was equally informative and beneficial for Faculty members as well.



Mr Nomaan Abdul Majid being felicitated by Dr T Shaik Shavali



A group Photo with the students and faculty member



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### A Report on Industrial Visit at Masqati Dairy on 20.03.2021

The students of MBA department LIET COLLEGE had an opportunity to visit the MASQATI Dairy farms & Dairy on 20th March 2021



The visit was very exciting and informative and the students learned the various aspects involved in Production like inventory management, product design and preparation, control, packaging and distribution.





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MASQATI DIARY LTD is a family run business into Dairy farms and Dairy products for the past 100 years and caters majorly to old city region & other parts of Hyderabad. MASQATI DIARY is a renowned name in Hyderabad in terms of quality and taste and is a 100Cr turnover company. MASQATI DIARY LIMITED is into production of Toned, Double toned and skimmed Milk, Ice creams, Flavoured milk, Lassi, Ghee, Paneer, Curd, and Butter etc.



The chief Engineer of MASQATI DIARY accompanied the students during the visit that guided the tour and gave an insight into the entire production process and the various processing facilities and technologies they are using.



The students were taken step by step through the various mechanisms in the factory and each process for all the different kinds of dairy products were explained in detail. The packaging, Quality control and testing are explained in great detail which shows how much they adhere to the value of customer's well-being and trust.



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The students were also briefed about their project and business plans. He concluded by explaining about their future expansion projects and how they are planning to expand their market share & promotional activities. The students had great fun when they were shown through their various cold storages at – 15 degrees. The students were given free samples of their Ice creams, flavoured milk and other products.

Managing Director of Masqati Dairy Products Sultan Bin Ibrahim Masqati interacted with students and briefed them about the future plans of Masqati Dairy Products



It was a great learning experience for students in terms of knowledge and also the practical considerations and problems for such industries.