



# Newsletter

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

Volume:XXXV

Jan - June 2021

## EDITORIAL BOARD:

- Mrs. J Jayalakshmi  
(Editor)

Editorial Board:

- Dr. Syed Hamid M Quadri
- Mr. Muffasir Chanda

## 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-500091.

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The Department of Management Studies, LIET conducted a Guest Lecture on **Supply Chain management with Special Reference to Post Covid Scenario** for Managers by **Dr. Nawazish Mahdi**, Professor, Department of 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.

LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY  
HIMAYATSAGAR, HYDERABAD-500091  
Department of Management Studies

GUEST LECTURE  
ON  
**SUPPLY CHAIN MANAGEMENT -  
WITH SPECIAL REFERENCE TO POST COVID SCENARIO**  
ON

Date : 16-02-2021  
Time: 10:00 AM to 1:00 PM

Resource Person:  
**Prof. Dr. S. NAWAZISH MEHDI**  
Department of Mechanical Engineering  
Lords Institute of Engineering & Technology

Venue: Department of Management Studies  
Lords Institute of Engineering & Technology

LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY  
HIMAYATSAGAR, HYDERABAD-500091  
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Lords Institute of Engineering & Technology

Venue: Department of Management Studies  
Lords Institute of Engineering & Technology



**During the Guest Lecture Guest Speaker Dr. Nawazish Mehdi Felicitated by Principal LIET**



**Vote of Thanks delivered by Mrs. J Jayalakshmi and Group Photo with Guest, Principal, Staff and Students**

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



# *Newsletter*

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

**A Guest Lecture on SOCIAL ENTREPRENEURSHIP**

**by**

**Dr. Hafeez Basha, Prof., Dept of CSE,**

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 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.





# Newsletter

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

Department Of Management Studies

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 Elixiracademy, 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 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 members



## Newsletter

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

The students of MBA department LIET COLLEGE had an opportunity to visit the MASQATI Dairy farms & Dairy on 20<sup>th</sup> 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.



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.

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.





## *Newsletter*

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

### **Investor Awareness Education by SEBI Webinar for employees of LIET - SEBI on 24.03.2021**

**Title:- Investor Awareness Education by SEBI Webinar for MBA Students of LIET - SEBI, Hyderabad**

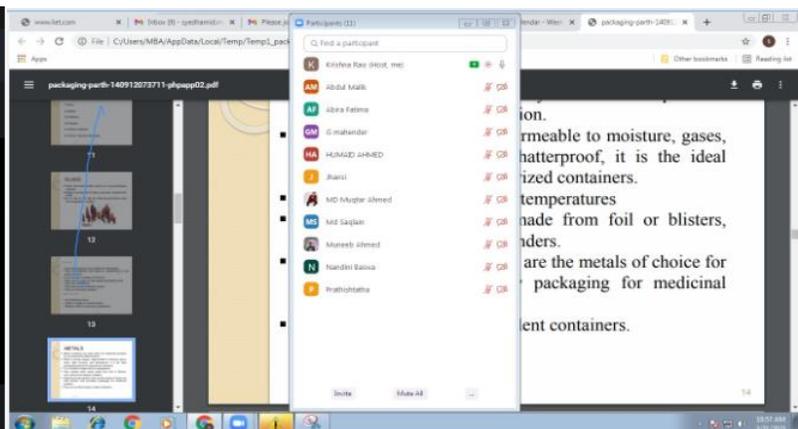
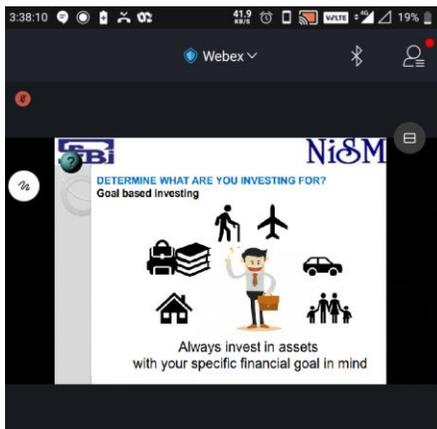
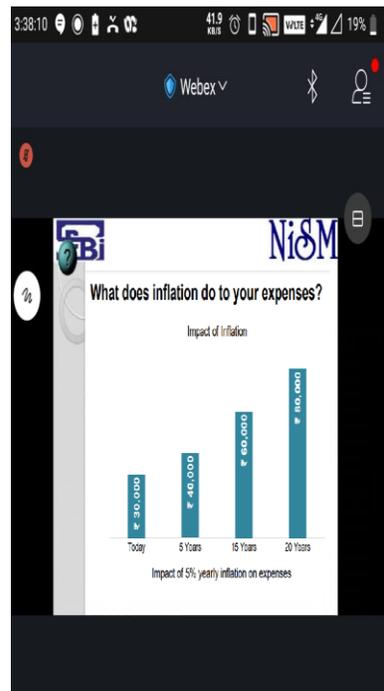
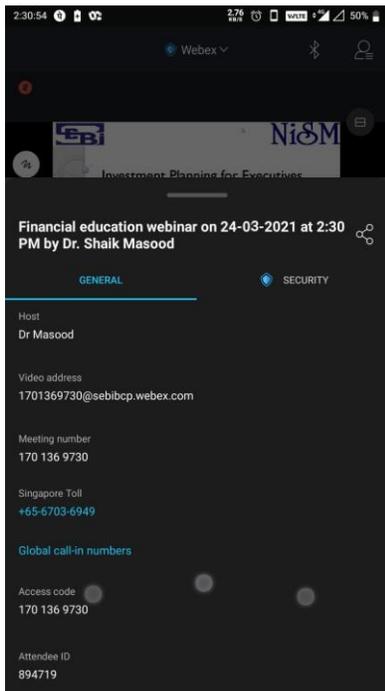
**Date: 24<sup>th</sup> March 2021**



Dr. Syed Hamid Mohiuddin head of department of MBA had organized a Investor Awareness education by SEBI - webinar for Students of Lords Institute of Engineering and Technology in collaboration with SEBI on 24<sup>th</sup> of March 2021. All the students of MBA participated in this event. The webinar was beneficial to the students as it provided valuable insights into the functions and role of the regulatory body on the investors, exchanges, industries etc. Dr. Shaik Masood was the Resource Person on behalf of the SEBI as SEBI Empanelled Resource Person for Financial and Investment Planning. He also mentored on the various investment options in SEBI and the process of its methods of function in association with the norms of RBI. He was exultant with the employees and said the session quite an interaction.

The students of Management Studies said the webinar was very valuable to them as it emphasized on the practical application and concepts that was very much required in the contemporary situations prevailing of the Covid-19 Virus that has brought about a dramatic change across the globe witnessing a great loss to the business worldwide thus affecting the Stock Trading and practices over the period.

The main objective behind the webinar was about the basic concepts being revived and the investment patterns, various practices, to learn in-depth knowledge on the Regulatory body & also warned by showing about the several misconceptions, unfair trade practices that brought agony to several duped investors leaving nothing but helplessness.



The other part of the webinar was on how to plan financially & able to understand various aspects of investment which also help us safeguard from many Ponzi schemes. It was an informative webinar workshop on financial condition of Human life which was the most required topic in this phase of financial situation which we are going through and witnessing the adverse affects from the financial activities, events taking place in all the parts of the world.

The securities and exchange board of India (SEBI) is the regulator for the securities market in India. It was established by the government of India on 12<sup>th</sup> April 1992 and given statutory powers in 1992 with SEBI act 1992 being passed by Indian Parliament SEBI has its headquarters at the Business District at Bandar Karla Complex in MUMBAI and has NORTHERN , EASTERN , SOUTHERN , WESTERN offices in NEW DELHI , KOLKATA , CHENNAI , AHMEDABAD respectively.



# Newsletter

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

## Department Of Management Studies

AN ONLINE SEMINAR

ON

### EMPLOYMENT READINESS FOR BUDDING MANAGERS

by

Prof M L Saikumar, Former Dean - Academics, at The Institute of Public Enterprise,  
Author, Trainer on 20-05-2021

 LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY  
(AN AUTONOMOUS INSTITUTION)

Department of Management Studies

Organizing

Online Seminar  
On  
Employment Readiness  
for  
Budding Managers

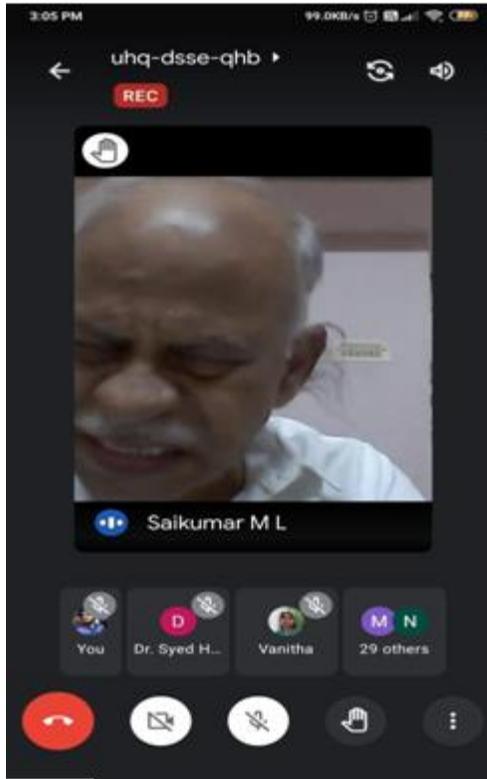
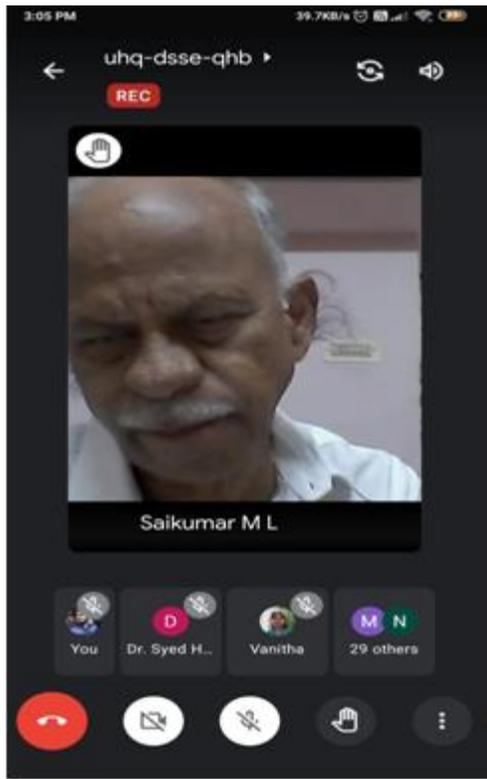
GOOGLE MEET  
2:00 PM to 4:00 PM

On  
Thursday 20-05-2021

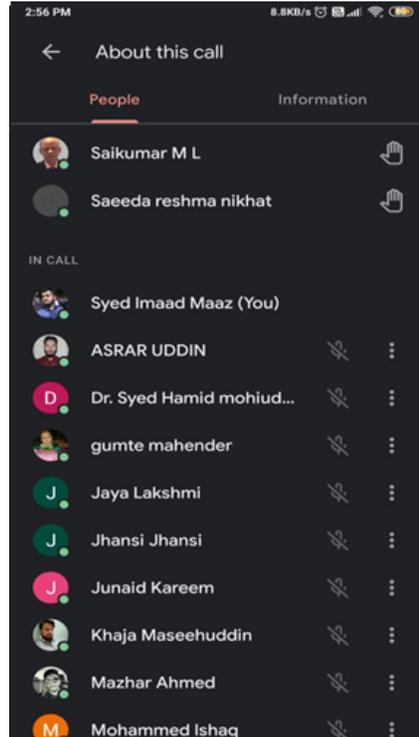
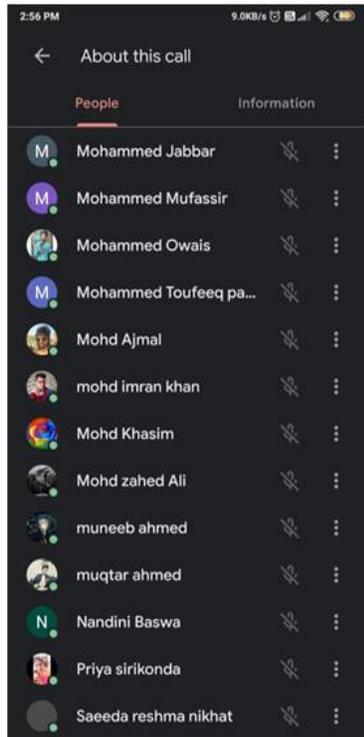
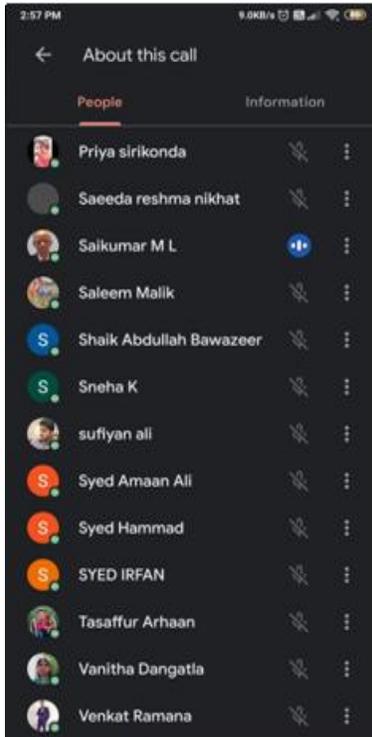
Resource Person  
**Prof M L Saikumar**  
Former Dean - Academics, at the Institute  
of Public Enterprise, Author, Trainer

Chief Patron  
Mr. Sasha Mohiuddin, Chairman  
Mrs. Rizwana Begum, Secretary  
Mr. Syed Tousoef Ahmed, Vice-Chairman  
Patron  
Dr. C. Venkata Narasimhulu,  
Principal LIET.  
Convener  
Dr. Syed Hamid Mohiuddin Quadri,  
Asso Prof, HOD, MBA  
Coordinator

The **Department of Management Studies**, LIET conducted an Online Seminar on “**Employment Readiness for Budding Managers**” for Managers by **Prof M L Saikumar**, Former Dean - Academics, at the Institute of Public Enterprise, Author, Trainer on **20-05-2021**. The main Objective of the lecture was to provide Knowledge based on the Experience possessed by the Expertise from the Industry and be prepared with the opportunities available in the industry. These knowledge-based activities are important for the students to enhance their skills, guide and prepare them for the industry competition and shape their careers to the best.



During the Seminar





# Newsletter

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

### Department of Management Studies

### TWO DAY INTERNATIONAL E SEMINAR ON MANAGERIAL OPPORTUNITIES AND CHALLENGES IN NEW NORMAL FROM 23-06-2021 TO 24-06-2021



**LORDS**  
Institute of Engineering & Technology  
HIMAVAT SAGAR HYDERABAD INDIA.



**DIU**  
Knowledge in Power  
Estd. 7th April, 1998

**About Lords**

Started in 2003, Lords Institute of Engineering & Technology aims to impart education through an all-round practical approach to create well qualified and industry ready engineers. We strive to inculcate innovative thinking and entrepreneurial skills in the students and thereby cater to the needs of ever changing industry.

From humble beginnings of about 180 students in 2003, Lords, today, has about 3000+ students pursuing various programs that include B.E, M.E and MBA. The student body represents more than 20 states of India and about 15+ Nationalities from across Africa and Asia. In the past 18 years, over 8000 students have graduated from the college and are well settled in their careers.

**About Department of Management Studies**

The Lords school of business is a professional department of management functioning within the institution- Lords Institute of Engineering and Technology. The department offers quality management education using rigorous multifaceted pedagogy with an effective interface with industry to translate its mission into action. It creates an opportunity to students to develop their understanding of business, social and political environment, to enlarge their ability not only to adjust to change but to become catalyst, and to enhance their ability to conceptualise, decide and communicate. The serene ambience and academic culture of the department provides an ideal environment for the pursuit of academic excellence in management education.

The department of management studies at Lords offers MBA course with four specializations viz. Finance, HR, Marketing and Systems.

**About the Seminar**

Due to the COVID Pandemic, today's global economic environment is undergoing transformation which persuades change to ensure sustainable growth. Innovation and emerging opportunities have become one of the key strategic tasks. This conference will help to renew key challenges and opportunities in today's dynamic world. This conference is to enrich the research and theory building in management field by facilitating the exchange of knowledge, ideas, latest trends, developments, and contemporary challenges. The aim of this conference is to provide a platform to researcher, practitioners in sharing their ideas and to discuss current issues dealing with changing economic and competitive environment and to also get acquainted with latest developments and trends in this new normal scenario.

**IN COLLABORATION WITH**

**DHAKA INTERNATIONAL UNIVERSITY**  
SATARAKUL, BADDIA, DHAKA-1312 BANGLADESH

**TWO DAY  
INTERNATIONAL E-SEMINAR  
ON  
MANAGERIAL  
OPPORTUNITIES & CHALLENGES  
IN NEW NORMAL  
ON 23<sup>rd</sup> & 24<sup>th</sup> JUNE 2021**

**CHIEF GUEST**



**Barister Shamis Hader Pateary**  
Member of Parliament  
Gandhinagar, Bangalore



**Prof. Anis Ullah Khan**  
Prof. MCR HRD Institute Of Telangana

**GUEST OF HONOUR**



**Prof. R. Nagaraj Rao**  
Head, Dept. of Business Management, &  
Director, IIMAC, OJ



**Prof. D. Sreeramulu**  
Dean, College Development Council  
Champion - Board of Studies - OJ

**RESOURCE PERSONS**



**Prof. Badruddin**  
DMC, SCBM, MANUJ



**Prof. Kausab Assem**  
KFUPM, KSA



**Prof. Ravinder Rana**  
North West University  
Mehikeng, South Africa



**Prof. I. Bholanath Delta**  
President, ITC, Bangalore



**Prof. Shaikat Ali**  
Commerce Department,  
University of Mumbai

**GOOGLE MEET** **TIME**  
10:00 AM | 01:00 PM

**Chief Patron**

- **Mr. C A Basha Mohiuddin**  
Chairman LIET
- **Mrs. Rizwana Begum**  
Secretary LIET
- **Mr. Syed Touseef Ahmed**  
Vice Chairman LIET

**Patron**

- **Dr. C. Venkata Narasimulu**  
Principal LIET

**Convener**

- **Dr. Syed Hamid Mohiuddin Quadri**  
Asso Prof. & HOD, MBA LIET

**Coordinators**

- **Mrs. K.B. Vanitha**  
Asst Prof, MBA LIET
- **Mrs. J. Jayalakshmi**  
Asst Prof, MBA LIET
- **Mr. Mufassir Chanda**  
Asst Prof, MBA LIET
- **Mr. Shaik Jeelani Basha**  
Asst Prof, MBA LIET

**ORGANISED BY**  
**DEPARTMENT OF MANAGEMENT STUDIES**

**REGISTRATION LINK:**  
<https://forms.gle/2TksGw4oUmuWSn8>

**FOR QUERIES CONTACT |**  
+91 9573114242 | +91 9985140322  
**OR**  
email us on [convener.eseminar@lords.ac.in](mailto:convener.eseminar@lords.ac.in)



## Day -1

Two-day International E Seminar on “**Managerial Opportunities and Challenges in New Normal**” from **23<sup>rd</sup> June to 24<sup>th</sup> June 2021** in collaboration with **Dhaka International University, Bangladesh**.



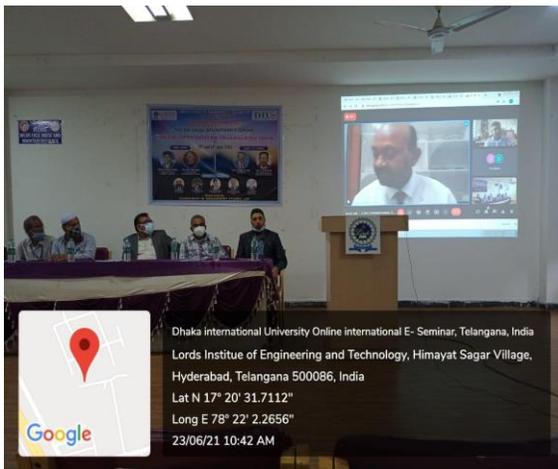
The event was organized by Department of Management Studies which consisted of two days that including the Inaugural Session on the First day, followed by two sessions by resource persons on day one. Second day Three resource persons sessions was conducted and it was followed by Valedictory session.

In the Inaugural Session, the Hon'ble chief guest was Barrister Shamim Haider Patwary, member of Parliament, Dhaka, Bangladesh and Chairperson board of Trustees, Dhaka International University, Dhaka, Bangladesh. The Guest of Honor of this session was Prof. R Nageswar Rao, HOD, DBM, Osmania University. The session started with the silent prayer, which was followed by the welcome address and about the E Seminar was given by Dr. Syed Hamid Mohiuddin Quadri, HOD, MBA, LIET. The host for the day Mrs J Jayalakshmi, Asst prof. MBA, LIET, has presented the brief profile of the LIET and MBA Department to the Digneteries and participants. Principal LIET, Dr. C V Narsimhulu, has addressed the session and emphasized on importance of conducting such events in the present situation.



Vice Chairman of LIET, Mr. Syed Touseef Ahmed has addressed and welcomed all the dignitaries to the event and also congratulated the Department on organising the same. In his address, the vice chairman has expressed his views on the pandemic situation, new normal and challenges available.

Prof. R. Nageswar Rao, HOD, Business Management, Director IQAC, Osmania University Addressed the session as the Guest of Honor and stressed on the opportunities and challenges due to Pandemic. He stressed on the Opportunities caused by the pandemic. He used the examples of Mother Teresa and quoted "If you are criticising, where is the time for you to appreciate" by her. He mentioned that better not to criticise any one and try to fulfil the dreams. He has highlighted the fulfillment process with the example "you need to get up from the bed". He said you should have some vision to fulfil your dreams.



The Key Note Address was delivered by Chief Guest Prof. Barrister Shamim Haider Patwary Member of Parliament, Bangladesh Member, Standing Committee on Ministry of Law & Parliamentary Affairs & Chairman, Board of Trustees (BoT) Dhaka International University, Bangladesh. In his address, he has shown the positive side of the pandemic by giving the example that due to the virtual world, he could handle four tasks in two hours which may have taken much longer time in other way. He also mentioned that every crisis will give several opportunities as a chance to grab and move ahead. In his address, he advised to reshape the thinking and strategies which were not fruitful prior to pandemic. As an opportunity, pandemic may be considered to rebuild the strategies that may develop the economic conditions of the society.

The inaugural session came to end with the vote of thanks given by Mrs. Vanitha K. B., Asst. Prof., MBA, LIET.



After the inaugural session on day one, two technical sessions were held where eminent resource persons has delivered their lectures. The first session was of Prof. Bholanath Dutta, President MTC, Bengaluru, on “Digital Transformation” where he emphasized on the challenges faced by individuals due to the lockdown in maintaining the physical communication with each other, specially, the students and teachers interaction in offline classes. He also discussed about the monetary transactions, which were stuck or paused for a certain period.

However, this was replaced by digital mode, in which this loss has been converted as an opportunity. The second session was of Prof Kaukab Azeem, KFUPM on “Impact and Challenges of the Pandemic on Higher Education in new normal” COVID-19 has dramatically reshaped the way global education is delivered. Millions of learners were affected by educational institution closures due to the pandemic, which resulted in the largest online movement in the history of education. With this sudden shift away from classrooms in many parts of the globe, universities had to rapidly shift to virtual and digital strategies. Many believe that the adoption of online distance learning will persist after pandemic.



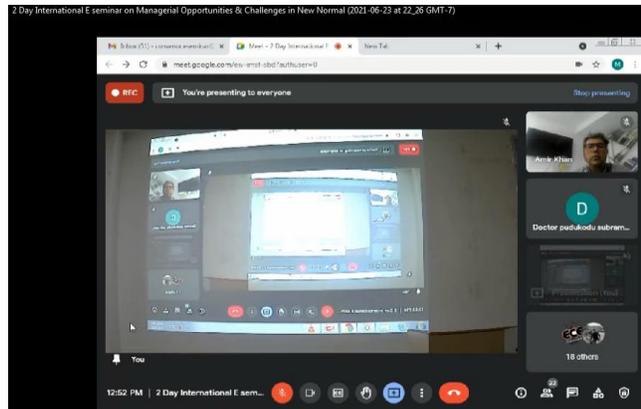
## Day - 2

The International E-Seminar on Day-2, Three Technical sessions were held where eminent resource persons has delivered their lectures. The first session was of **Prof Badiuddin Ahmed**, DMC, SCBM, MANUU gave lecture on “**Recent Advancement in Management and Technology**” Technologies are playing a crucial role in keeping our society functional in a time of lockdowns and quarantines. Moreover, these technologies may have a long-lasting impact beyond COVID-19. These new policies, such as lockdowns and social distancing measures, have

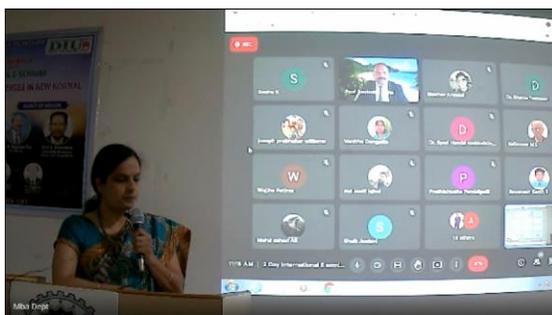
resulted in technological advancement and new means of interaction with government, businesses, and citizens.



Then second session was of by **Prof Shaukat Ali**, HoD, Commerce Department, AIAP College of Commerce & Economics, University of Mumbai on **“Opportunities and Challenges in Human Resource”** The COVID-19 has grandly shaken all organizations, creating a complex and challenging environment for managers and human resource management (HRM) practitioners, who need to find ingenious solutions to ensure the continuity of their companies and to help their employees to cope with this extraordinary crisis. He suggested to identify the main challenges and opportunities, and to provide insights into future directions in HRM.



Then third session was taken over by Prof Ravinder Rena, North West University Mahikeng, and South Africa. Presented a lecture on **“Economic Challenges in New Normal”** he mentioned that the COVID-19 pandemic has gravely wounded the world economy with serious consequences effecting all communities and individuals. Moving rapidly across borders, along the principal arteries of the global economy. The industries that survive the downturn, including those that are vital to our economic system, will face a long period of adjustment to working and interacting virtually rather than face to face. In addition, industries and companies will have to prepare for future pandemics by building redundancies into their operations and supply chains.



Then the valedictory program was started by welcoming dignitaries to the program and Review of two days E-seminar by K.B.Vanitha and then presedential remarks given by Principal Dr. C.V. Narasinhulu.



Guest of Honor **Prof. D. Sreeramulu**, Dean College Development Council, Chairperson BOS, Osmania University gave key note address on “Managerial Opportunities and Challenges in New Normal” he appreciated faculty members of MBA Department for conducting International E-Seminar on the topic which is very Unique in itself and as per the situation and scenario.



The Two-day International E- seminar was concluded with a valedictory address by chief guest Amir Ullah Khan, Professor Dr. Marry Chenna Reddy Human Resource Development Institute, Govt of Telangana. He mentioned first point about management education that to re- invent management education in India it has to be relevant to the present corporate world. He would like to emphasize on the impact of the Covid-19 on the Indian Economy and the last point he mention to measure efficiency of the college.

