

Date:10.09.2021

From  
Dr. N. Visalakshi,  
Head of the Department,  
Management Studies,  
Aditya Engineering College(A).

To  
The principal,  
Aditya Engineering College(A).

Respected Sir,

Sub: Request to grant permission to organise one day programme -reg.

The Department of Management Studies is proposing to organise one day programme on "**Opportunities in Customer Relationship Management**" on 16-09-2021 for MBA III semester and IMBA V & VII semester students to impart knowledge on Customer relationship management. Hence, I request you to grant permission to organize the programme for the benefit of the students and sanction an amount of Rs 10,000/- for smooth conduction of the programme. Please find below the budget estimation for the same.

S.No.	Particulars	Amount in Rs.
1	Honorarium	7,000
2	Travel Allowance	2,000
3	Miscellaneous	1,000
Total		10,000

Thanking you sir,

Yours sincerely

*N. Visalakshi*

Head of the department

*Permitted*  
*S. G.*  
**PRINCIPAL**  
**ADITYA ENGINEERING COLLEGE**  
**SURAMPALEM - 533 437**

**Head of the Department**  
Department of Management Studies  
Aditya Engineering College (A)  
SURAMPALEM



# ADITYA ENGINEERING COLLEGE

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Aditya Nagar, ADB Road, Surampalem - 533437, Near Kakinada, E.G.Dt., Ph:99498 76662

## Department of Management Studies

Date: 15.09.2021

### CIRCULAR

All the MBA III semester and IMBA V & VII semester students are hereby informed that the Department of Management Studies will be organising one day Programme on "Opportunities in Customer Relationship Management" on 16-09-2021. Hence, all the students are advised to attend the programme and utilize this opportunity.

For further information you can contact event coordinator Mrs. K. Shailaja, Associate Professor, Department of Management Studies.

**Venue:** Abdul Kalm Bhavan Seminar Hall (Room No: AKB 101)

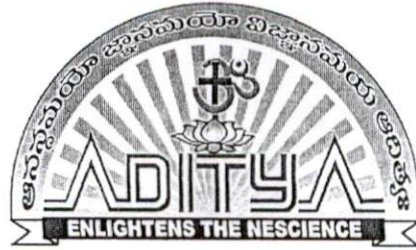
**Timings:** 9:30AM-4:00PM

  
Head of the Department

Head of the Department  
Department of Management Studies  
Aditya Engineering College (A)  
SURAMPALEM



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# Aditya Engineering College

## "Opportunities in Customer Relationship Management"

Organized by  
Department of Management  
Studies

Guest Speaker:

Dr. S. Teki

Professor

Adikavi Nannaya University

Rajhmundry

Date: 16-09-2021

Timings: 9:30AM-4:00PM

Venue: APJ Abdul Kalam Bhavan

Room No.101

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SURAMPALLEM - 533 437

Coordinator:

Mrs.K.Shailaja, Associate Professor



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## DEPARTMENT OF MANAGEMENT STUDIES

Name of the Programme: One day Programme on "Customer Relationship Management"

### List of Participants

Date:16-09-2021

S.No	RollNo	Student Name
1	20A91E0001	ACHANTA SATISH
2	20A91E0002	AKHILA PURNA GANTA
3	20A91E0003	ASAPU ARAVIND
4	20A91E0004	ATUKURI SATYA SIVA KRISHNA
5	20A91E0005	BANDI SESHACHALA VAMSI
6	20A91E0006	BAVARA RAKESH
7	20A91E0007	BODDEDA LAYA SRI
8	20A91E0008	BOTCHA SAI AMRUTHA
9	20A91E0009	DANGET GOWRI VENKATA SAI PRADEEP
10	20A91E0010	EMMELLA SWETA SRI
11	20A91E0011	GOLUGURI VENKATA REDDY
12	20A91E0012	GUBBALA VENKATA NAGENDRA
13	20A91E0013	GUNNISETTI DAIVA TEJA
14	20A91E0014	INUGANTI RAJESH
15	20A91E0015	JYOTHULA SRAVANI
16	20A91E0016	KALAGA SATYA NAGA DEEKSHITHA
17	20A91E0017	KALEPU CHANDANA DEEPTHI
18	20A91E0018	KARRA JOSHNA
19	20A91E0019	KARRI LAKSHMI VIRAJITHA
20	20A91E0020	KARRI RAJA
21	20A91E0021	K. NAGA SAI SURYA VARMA
22	20A91E0022	KOMALI V V SATYA SAI SURYA KIRAN
23	20A91E0024	KUPPIRAJU NAVYAKUMARI
24	20A91E0025	LAKKOJU VEERA VENKATA SATYAVENI
25	20A91E0026	LANDA RESHMA DEVI
26	20A91E0027	LANKA ROHIT RAM SAI
27	20A91E0028	MANDA ANUHA
28	20A91E0029	MANDAVILLI RAMA DEVIKA

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29	20A91E0030	MEDAPATI RAMYA SRI LAXMI
30	20A91E0031	MEDISETTI VARAHALA BABU
31	20A91E0032	MYLAVARAPU RENUKA
32	20A91E0033	NAGIREDDY UMAKANTH
33	20A91E0034	NATTE VENKATA RAMANA
34	20A91E0035	NIKITA BURNWAL
35	20A91E0036	OSURI KEERTHI BHUVANESWARI
36	20A91E0037	NAGIREDDY RAMAKRISHNA SIVA KRUPA
37	20A91E0038	PANKAJ KUMAR
38	20A91E0039	PECHETTI SRI RAM SHANKAR
39	20A91E0040	PENDYALA NEEHARIKA
40	20A91E0041	PIDAPARTHI VENKATA RATNA MARUTHI
41	20A91E0042	PRASHANT KUMAR SINHA
42	20A91E0043	PRIYANKA KUMARI
43	20A91E0044	PUCHAKAYALA VENKATESH
44	20A91E0045	PUTTA LAKSHMI DURGA
45	20A91E0046	RAVIPATI DURGA PRASAD
46	20A91E0047	RAYUDU JAYA VEERANDRA CHOWDARY
47	20A91E0048	SOMIREDDY MANI DEEPIKA
48	20A91E0049	TAMBU SATHI BABU
49	20A91E0050	TAMMINISETTY MADHURI
50	20A91E0051	THOTA KONDRAJU
51	20A91E0052	V. LAKSHMI SAI VEERA VENU MADHAV
52	20A91E0053	VISSAKOTI VENKATA KALYAN
53	20A91E0055	YADAVALLI JAI SRI RAMA DEVI
54	19A91M0001	ALLU RENU KUMAR
55	19A91M0002	ARIGELA RAJA RAJESWARI
56	19A91M0004	BOBBILI NIKHITA
57	19A91M0005	BODDANI HARINI
58	19A91M0006	CHINTAKULA SNEHA LATHA
59	19A91M0007	GUDALA SMILY
60	19A91M0008	GUNDA SRI HARSHA
61	19A91M0009	K VARA SUJNAN KUMAR
62	19A91M0010	M. SRI KRISHNA PRIYA
63	19A91M0011	MADA ALEKHYA
64	19A91M0012	M. VEERA VENKATA CHAITANYA
65	19A91M0013	MAGAPU VENKATA VAMSI

66	19A91M0014	METTAPANTA HARIKA SATYA
67	19A91M0015	MUMMIDI SIRISHA
68	19A91M0016	MUNUKOTI MANIKANTA NAIDU
69	19A91M0017	NETHENTI RAGHAVENDRA ROHIT
70	19A91M0018	PYDISETTI RAHUL
71	19A91M0019	RAGAMPUDY KALYAN CHANDRA
72	19A91M0020	SATHI SIREESHA
73	19A91M0021	TIRUMALASETTI NAVEEN
74	18A91M0001	GHATTAMANENI KAVYA ADITYA
75	18A91M0003	JOGA MARIO AMAN
76	18A91M0004	KALLAKURI LAKSHMI RENUKA
77	18A91M0005	KOLLU DEEPIKA DEEPTHI
78	18A91M0006	K LAKSHMI TULASI
79	18A91M0007	K. SIVA VENKATA SANTOSH KRISHNA
80	18A91M0008	LALISETTI HARSHA VARDHAN
81	18A91M0009	MADDIPATI SAI VINUTNA
82	18A91M0010	MANCHELA RAM CHARAN
83	18A91M0011	MASINA VINAY
84	18A91M0013	M. M. NAGA CHANDRA SATYA LAKSHMI
85	18A91M0014	BONDADA NAINA
86	18A91M0015	JASTHI NIHARIKA SAI SREEVALI

*K. Shrivardhan*  
Coordinator

*N. V. S. S. S.*  
Head of the Department

Head of the Department  
Department of Management Studies  
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## DEPARTMENT OF MANAGEMENT STUDIES

Name of the Programme: One day Programme on

"Customer Relationship Management"

### Attendance Sheet

III SEM - MBA and V & VII SEM - IMBA

Date:16-09-2021

S.No	Roll.No	Student Name	Signature
1	20A91E0001	ACHANTA SATISH	Satish
2	20A91E0002	AKHILA PURNA GANTA	Akhila
3	20A91E0003	ASAPU ARAVIND	A. Aravind
4	20A91E0004	ATUKURI SATYA SIVA KRISHNA	Krishna
5	20A91E0005	BANDI SESHACHALA VAMSI	Vamsi
6	20A91E0006	BAVARA RAKESH	Rakesh
7	20A91E0007	BODDEDA LAYA SRI	Laya S.
8	20A91E0008	BOTCHA SAI AMRUTHA	Amrutha
9	20A91E0009	DANGET GOWRI VENKATA SAI PRADEEP	Pradeep
10	20A91E0010	EMMELLA SWETA SRI	Swetha
11	20A91E0011	GOLUGURI VENKATA REDDY	Venkata
12	20A91E0012	GUBBALA VENKATA NAGENDRA	Venkata
13	20A91E0013	GUNNISETTI DAIVA TEJA	Teja
14	20A91E0014	INUGANTI RAJESH	Rajesh.T
15	20A91E0015	JYOTHULA SRAVANI	Sravani
16	20A91E0016	KALAGA SATYA NAGA DEEKSHITHA	Deekshitha
17	20A91E0017	KALEPU CHANDANA DEEPTHI	Deepti
18	20A91E0018	KARRA JOSHNA	K. Joshna
19	20A91E0019	KARRI LAKSHMI VIRAJITHA	Virajitha
20	20A91E0020	KARRI RAJA	K. Raja
21	20A91E0021	K. NAGA SAI SURYA VARMA	Varma
22	20A91E0022	KOMALI V V SATYA SAI SURYA KIRAN	Kiran
23	20A91E0023	KRISHNA VENKATA RAO MUMMIDI	Absent
24	20A91E0024	KUPPIRAJU NAVYAKUMARI	Navya
25	20A91E0025	LAKKOJU VEERA VENKATA SATYAVENI	Satyaveni
26	20A91E0026	LANDA RESHMA DEVI	Reshma
27	20A91E0027	LANKA ROHIT RAM SAI	Ram Sai
28	20A91E0028	MANDA ANUHA	M. Anuha
29	20A91E0029	MANDAVILLI RAMA DEVIKA	Devika
30	20A91E0030	MEDAPATI RAMYA SRI LAXMI	Laxmi
31	20A91E0031	MEDISETTI VARAHALA BABU	Babu
32	20A91E0032	MYLAVARAPU RENUKA	M. Renuka
33	20A91E0033	NAGIREDDY UMAKANTH	Umakanth
34	20A91E0034	NATTE VENKATA RAMANA	Ramana
35	20A91E0035	NIKITA BURNWAL	Nikita

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H. S. S. S.  
COORDINATOR

36	20A91E0036	OSURI KEERTHI BHUVANESWARI	Keerthi
37	20A91E0037	N. RAMAKRISHNA SIVA KRUPA	Krupa
38	20A91E0038	PANKAJ KUMAR	P. Kumar
39	20A91E0039	PECHETTI SRI RAM SHANKAR	S. Ram Shankar
40	20A91E0040	PENDYALA NEEHARIKA	Neeharika
41	20A91E0041	P.VENKATA RATNA MARUTHI	Maruthi
42	20A91E0042	PRASHANT KUMAR SINHA	Sinha
43	20A91E0043	PRIYANKA KUMARI	P. Kumari
44	20A91E0044	PUCHAKAYALA VENKATESH	Venkatesh
45	20A91E0045	PUTTA LAKSHMI DURGA	Lakshmi
46	20A91E0046	RAVIPATI DURGA PRASAD	Prasad
47	20A91E0047	RAYUDU JAYA VEERANDRA CHOWDARY	Jaya chowdary
48	20A91E0048	SOMIREDDY MANI DEEPIKA	Deepika
49	20A91E0049	TAMBU SATHI BABU	T. sathibabu
50	20A91E0050	TAMMINISETTY MADHURI	Madhuri
51	20A91E0051	THOTA KONDRAJU	T. kondraju
52	20A91E0052	V. LAKSHMI SAI VEERA VENU MADHAV	madhav
53	20A91E0053	VISSAKOTI VENKATA KALYAN	Kalyan
54	20A91E0055	YADAVALLI JAI SRI RAMA DEVI	Ramadevi
55	19A91M0001	ALLU RENU KUMAR	Kumar
56	19A91M0002	ARIGELA RAJA RAJESWARI	Rajeswari
57	19A91M0003	BATHULA KEERTHI	Absent
58	19A91M0004	BOBBILI NIKHITA	Nikhita
59	19A91M0005	BODDANI HARINI	Latha
60	19A91M0006	CHINTAKULA SNEHA LATHA	Sneha Latha
61	19A91M0007	GUDALA SMILY	Smily
62	19A91M0008	GUNDA SRI HARSHA	Sri harsha
63	19A91M0009	K VARA SUJAN KUMAR	Kumar
64	19A91M0010	M. SRI KRISHNA PRIYA	Priya
65	19A91M0011	MADA ALEKHYA	Alekhy
66	19A91M0012	M. VEERA VENKATA CHAITANYA	Chaitanya
67	19A91M0013	MAGAPU VENKATA VAMSI	M.V. Vamsi
68	19A91M0014	METTAPANTA HARIKA SATYA	Harika
69	19A91M0015	MUMMIDI SIRISHA	Sirisha
70	19A91M0016	MUNUKOTI MANIKANTA NAIDU	Manikanta
71	19A91M0017	NETHENTI RAGHAVENDRA ROHIT	Rohit
72	19A91M0018	PYDISETTI RAHUL	P. Rahul
73	19A91M0019	RAGAMPUDY KALYAN CHANDRA	Chandra
74	19A91M0020	SATHI SIREESHA	S. sireesha
75	19A91M0021	TIRUMALASETTI NAVEEN	Naveen
76	18A91M0001	GHATTAMANENI KAVYA ADITYA	Aditya
77	18A91M0002	GOLUGURI DURGA SIVA PRASAD REDDY	Absent
78	18A91M0003	JOGA MARIO AMAN	Aman
79	18A91M0004	KALLAKURI LAKSHMI RENUKA	Renuka
80	18A91M0005	KOLLU DEEPIKA DEEPTHI	K.D. Deepika
81	18A91M0006	K LAKSHMI TULASI	Tulasi
82	18A91M0007	K. SIVA VENKATA SANTOSH KRISHNA	Krishna
83	18A91M0008	LALISETTI HARSHA VARDHAN	Vardhan

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K. Shaila  
Coordinator

84	18A91M0009	MADDIPATI SAI VINUTNA	M. Vinutna
85	18A91M0010	MANCHELA RAM CHARAN	M. Ram
86	18A91M0011	MASINA VINAY	M. Vinay
87	18A91M0012	MATTAPARTHI VENKATESH	Absent
88	18A91M0013	M. M. N CHANDRA SATYA LAKSHMI	M. chandras
89	18A91M0014	BONDADA NAINA	B. Naina
90	18A91M0015	JASTHI NIHARIKA SAI SREEVALLI	J. Niharika

*K. Shailesh*  
Coordinator

*N. Vinay*  
Head of the Department

Head of the Department  
Department of Management Studies  
Aditya Engineering College (A)  
SURAMPALEM

*S. V. S.*

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## Department of Management Studies

Date: 17-09-2021

### Report on One day Programme on Customer Relationship Management

**Name of the Event:** Customer Relationship Management

#### **Introduction to Event:**

A one day programme was conducted at Aditya Engineering College(A), by the department of Management Studies to impart knowledge on Customer relationship management (CRM) which is the combination of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle. The goal is to improve customer service relationships and assist in customer retention and drive sales growth. CRM systems compile customer data across different channels, or points of contact, between the customer and the company, which could include the company's website, telephone, live chat, direct mail, marketing materials and social networks. CRM systems can also give customer-facing staff members detailed information on customers' personal information, purchase history, buying preferences and concerns.

**Event Date:** 16-09-2021

**Coordinator:** Mrs. K. Shailaja, Associate Professor, Department of Management Studies.

#### **Agenda:**

- CRM and its Components
- CRM Applications
- Economics of CRM
- Models of CRM

**No. of Participants:** 86

**Resource person:** Dr. S Teki, Professor, Adikavi Nannaya University,

#### **Resource person's Profile:**

Name: Dr. S. Teki

Designation: Professor

Department: Department of Management Studies

Phone/Mobile No's: +91-8121692457

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SURAMPALAM - 533 437

Mail ID: tekisunny@gmail.com

Qualifications: M.com, M.B.A, Ph.D.

Experience: a) Teaching: 23 years

b) Administrative: 20 years

Field of Specialization: Marketing

Venue: Abdul Kalm Bhavan Seminar Hall (Room No: AKB 101)

**Staffing:**

1. Mr. A. Jayanand Asst. Professor
2. Mr. K. Jagadeesh, Asst. Professor

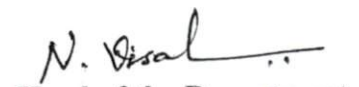
**Outcomes:**

- Students improved Communication with Customers.
- Student got Knowledge on how to establish a niche for yourself in the current market.
- students got familiarized with Increasing Customer Retention.

**Closing remarks:**

After this one-day programme students got clarity about the importance of customer Relations in the organizations. As such, CRM is best suited to help businesses use people, processes, and technology to gain insight into the behaviour and value of customers.

  
Coordinator

  
Head of the Department

Head of the Department  
Department of Management Studies  
Aditya Engineering College (A)  
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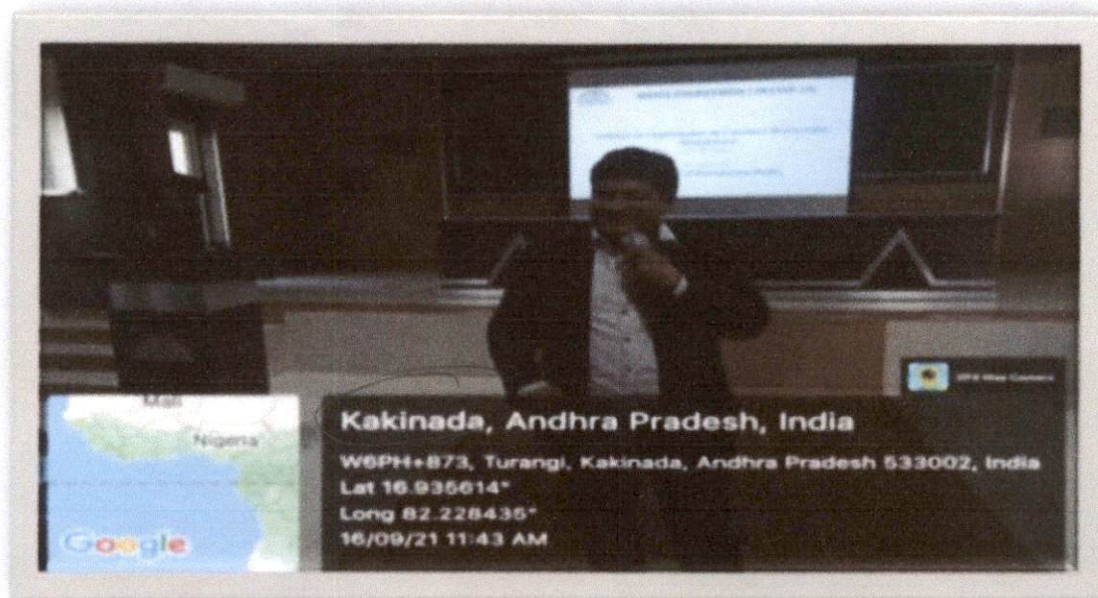


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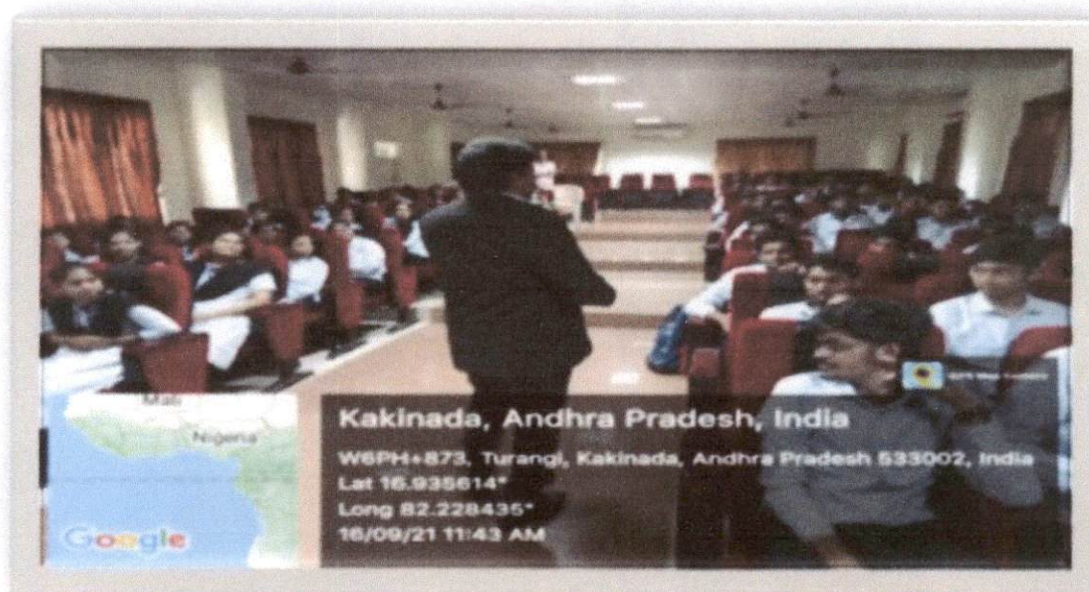
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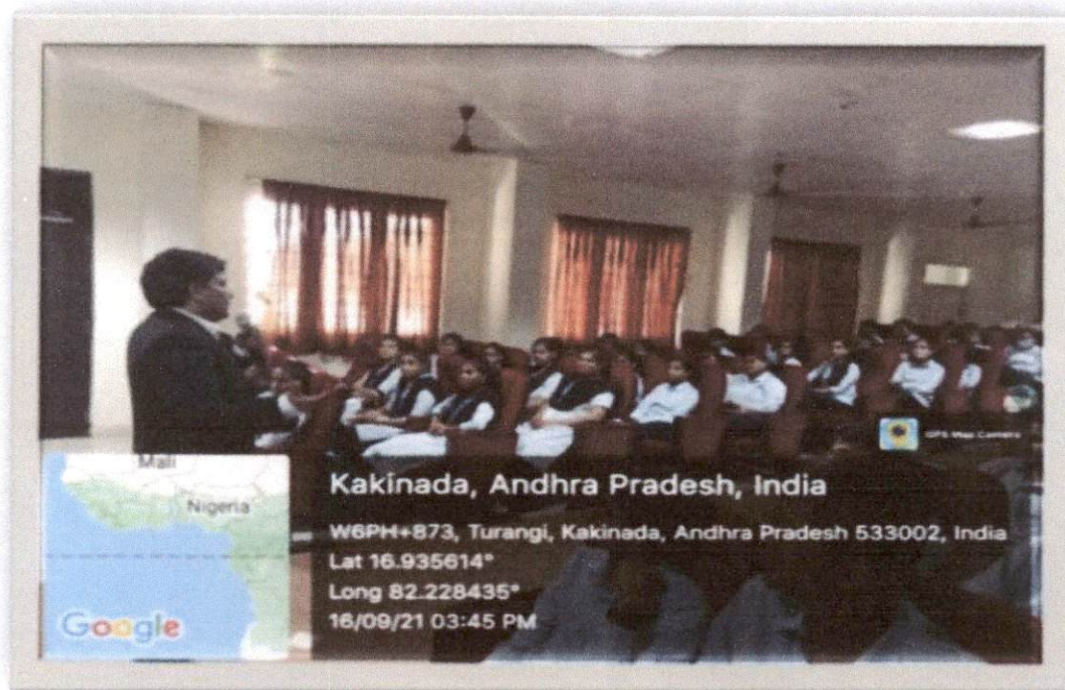
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Presentation Session



Interactive Session



**Interactive Session**

*K. Sailas*  
**Coordinator**

*N. Visal*  
**Head of the Department**

*Head of the Department*  
Department of Management Studies  
Aditya Engineering College (A)  
SURAMPALEM