



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(An Autonomous Institution since 2010)

Approved by AICTE, New Delhi and Permanently Affiliated to JNTUK, Kakinada

L.B. Reddy Nagar, Mylavaram, NTR District, Andhra Pradesh - 521230



Master of Business Administration

Report on **“TWO Dyas Symposium on NEP Management Education and Boardroom Orchestrating the symphony of Social Development and Commercial Objectives”** on 29th & 30th April, 2024, at Gudlavalleru Engineering College, Gudlavalleru in association with AIMS AP-Chapter.

Event Name	TWO Dyas Symposium on NEP Management Education and Boardroom Orchestrating the symphony of Social Development and Commercial Objectives
Event type/Name	Faculty Development Programme
Date/duration	29th & 30th April, 2024
Resource person/Organiser	<ul style="list-style-type: none"> ❖ Prof. P. Narayana Reddy, Regional Vice President DC-ICBM-SBE. ❖ Prof. V. Krishna Mohan, Former Registrar & OSD, Andhra University ❖ Prof. A. Adishesha Reddy, AIMS- AP-Chapter, LBRCE Mylavaram ❖ Prof. Ch. Jaya Shankar Prasad, Krishna University, ❖ Prof. N. Suguna Reddy, Aditya University ❖ Prof. V. Narasimha Rao, Siddhartha Academy of Higher Education Deemed to be University.
Name of Convener	Dr. G. Kamal, Head of the Department, GEC- Gudlavalleru, AP
Target audience	100
Total No. of participants	95
Objective the event	Empower participants with the knowledge and skills needed to navigate the intricate landscape of NEP implementation in the corporate environment especially in Management Education.
Description about the event:	The symposium titled “NEP – Management Education and Boardroom: Orchestrating the Symphony of Social Development and Commercial Objectives” unfolded over two enlightening days, bringing together luminaries from academia to deliberate on the intricate interplay between management education, corporate boardrooms, and societal progress. Hosted on the sprawling premises of Seshadri Rao Gudlavalleru Engineering College, the symposium commenced with fervour on the 29th of April, 2024.

The inaugural day commenced with a ceremonious welcome extended to esteemed guests, setting the tone for the intellectually stimulating discussions to follow. Dr. G. Kamal, the esteemed Head of the Department, and Dr. B. Karuna Kumar, the erudite Principal, delivered insightful messages underscoring the significance of the symposium's theme.

Prof A. Adishesha Reddy, HoD, LBRCE, Mylavaram, Explained how to balance Social Responsibility and Profitability in the Boardroom.” The nuanced discussions delved into the intricacies of corporate decision-making, emphasizing the imperative for organizations to navigate the delicate equilibrium between social responsibility and commercial imperatives.



Adishesha Reddy

**Dr. A. Adishesha Reddy
Prof. & HOD, MBA Dept.**