



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC with 'A' Grade & NBA (Under Tier - I), ISO 9001:2015 Certified Institution

Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada
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MASTER OF BUSINESS ADMINISTRATION

Report on students association activity

Event Name	Association activity -Team IQ
Event type	Student technical club activity (Esprit club)
Date /duration	1 day (06.07.2022)
Resources Person	Mr. Krishna Teja, TVS Motor (MoU Organisation) Managing Director Mylavaram-521230
Name of the co-ordinators	Mr.B. Kalyan Kumar
Target Audience	MBA students
Total no of students	90
About the event	Launching product
Objective of the event	Motivate the students to participate in association activities like Product launch, Business Quiz, Bidding
Outcome of the Event	1.Students aware about the different kinds of products in TVS Motor through Guest lecture 2.Understnad the product launch, Branding
Feed back	Students convey their heartfelt thanks to Teja Garu for sharing information. Finally, resource person distributes prizes to the winner

Photographs



Resource Person give message to the students

Dr.A.Adishesha Reddy