



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**

### MEMORANDUM OF UNDERSTANDING

The following Memorandum of Understanding (MoU) was made on 3<sup>rd</sup> June 2021 to establish a new partnership between BLUE PRISM PVT.LTD, Sumathi Reddy Institute of Technology for Women, Warangal for achieving various aims and objectives related to the development of both organizations.

#### Purpose:

BLUE PRISM, Sumathi Reddy Institute of Technology for Women, Warangal are desirous to enter the Memorandum of Understanding between them, setting out the working arrangements that each of the partners agrees on the following terms:

#### TC, SRITW Deliverables:

1. They will be providing support for bringing in a number of registrations for the events conducted by Blue prism for 5 months of the year.
2. They must publicize 3 coding contests and 2-3 workshops and 1 ISA event through out this collaboration and twice a month.
3. The content to be posted on social media handles of TC, SRITW will be provided by Blue Prism. Additional content to be posted will be decided by the Student Chapters at their discretion.
4. All the goodies by Blue prism will be presented in the name of Blue prism while the winner is being announced.
5. The grand coding Contest will be mandatory to be promoted in January, other events dates will be flexible and decided with students as per the calendar of college.

#### Blue Prism Deliverables:

1. Blue prism agrees sponsor 2 Events for a year (2 individual events) with goodies.
2. For events with registrations
  - 500 and below: The sponsorship will comprise goodies like mugs, bottles, notebooks, pens, stickers.
2. Blue prism also agrees to conduct TC, SRITW's coding contests on its portal and promotion on its disc or free of cost [content to be provided by TC, SRITW].
3. The MOU can be upgraded in the future if any new feature is added from Blue prism or if the society has shown exceptional work throughout the period.
4. Blue prism also agrees to provide internship opportunities to your club event winners in the technical (starting - Rs 7000) and marketing (starting - Rs 6000) departments with proper screening and availability.

*Rajini*

PRINCIPAL

Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (T.S.)





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**Quality of service:**

Both the parties will aim to provide services to the best of their current potential during the time of the contract. Both parties are open to reviews and feedback, but that information must not be disclosed beyond the parties to this agreement.

This MOU is at will and may be modified by mutual consent of authorized officials from Blue prism and the TC, SRITW.

This MOU shall become effective upon signature by the authorized officials from Blue prism and the TC, SRITW and will remain in effect until modified or terminated by any one of the partners by mutual consent.

**Mr. Nandan Aaketi**  
Marketing Manager  
BLUE PRISM



**Dr. I. Rajasree**  
PRINCIPAL  
Sumathi Reddy Institute of Technology for Women  
Ananthasagar, Hasanparthy (N.T.)  
Warangal - 506 371 (T.S.)  
TC, SRITW



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Date: 01/11/2021.

To  
The Principal,  
Sumathi Reddy Institute of Technology for Women,  
Warangal, Telangana

**Subject: Approval for conducting One Week Workshop on Effective Marketing and Branding – 8<sup>th</sup> November to 13<sup>th</sup> November 2021.**

Respected Madam,

This is to bring to your kind notice that the Department of CSE would like to organize a One Workshop on Effective Marketing and Branding – 8<sup>th</sup> November to 13<sup>th</sup> November 2021. We request you to approve the workshop.

Thank you.

Yours' Sincerely

Dr. E. Sudarshan

HoD, CSE



**Principal**

Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
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### CIRCULAR

No. SRITW/ Prin/2021/Workshop/2

*Dt: 05/11/2021*

All the Students and faculty are hereby informed that, one week workshop on **Effective Marketing and Branding** will be conducted from 08/11/2021 to 13/11/2022 in association with Blue Prism, interested students can contact **M. Ranjith Kumar, Assistant Professor, Dept of CSE** for registration.

**PRINCIPAL**

**Circulate in all the classes.**

Copy to

1. All HOD's (ECE, CSE & H&SC)
2. Administrative Officer
3. In-charge, Exam Branch
4. Library



**Principal**

Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (TS)



## ONE WEEK WORKSHOP

On

### Effective Marketing and Branding

8<sup>th</sup> Nov - 13<sup>th</sup> Nov 2021

#### APPLICATION FORM

Name :

Designation :

Address :

Phone/ Mobile No. :

E-mail address :

Date:

Signature of Applicant

#### SPONSORSHIP FROM THE HEAD OF THE DEPARTMENT/ORGANISATION

This is to certify that  
Dr./Mr./Ms.

.....  
is permitted to participate in the one  
week workshop on "Effective

Marketing and Branding for Women

from 8-13 November 2021 at SRITW,  
Ananthasagar (V), Hasanparthy (M),  
Warangal.

Date: **WARANGAL - 506 371 (TS)**

#### About the Workshop

The workshop on "Effective Marketing and Branding" was organized with the aim of providing participants with insights and strategies to enhance their understanding of marketing and branding techniques. The event brought together professionals from various industries, allowing for the exchange of ideas and experiences in the ever-evolving field of marketing.

#### About Sumathi Reddy Institute of Technology for Women (SRITW)

Sumathi Reddy Institute of Technology for Women (SRITW) was established in the year 2009 by the great educationalist Sri A. Varada Reddy garu with a clear vision to Empower women in the field of Science & Technology and transform them as Innovators, Leaders and Entrepreneurs. Sumathi Reddy Institute of Technology for Women, a comprehensive and student centric college offering undergraduate programs with state of the art infrastructure, sophisticated labs, amphitheater, conference room, standard sports facilities, smart classrooms, campus connected hostel, green campus, Abutting to National high way.

#### Registration Fee Details

No Registration Fee. Only Limited seats are available. Please send the soft copy of the registration form duly signed as per the format to [sritcsdept@gmail.com](mailto:sritcsdept@gmail.com).



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## ONE WEEK WORKSHOP

On

### Effective Marketing and Branding

8<sup>th</sup> Nov - 13<sup>th</sup> Nov 2021

Organized by  
Department of Computer  
Science and Engineering  
In Association with



blueprism

#### Resource Person

Ms M. Swapna, Manager,  
BluePrism

#### Convener

Dr. I. Rajasri Reddy  
Principal

Sumathi Reddy Institute of  
Technology for Women

#### Co-ordinator

Mr. M. Ranjith Kumar

Assistant

Professor, CSE

Sumathi Reddy Institute of  
Technology for Women



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### Report on Effective Marketing and Branding – One Week Workshop

**Date: 8/11/2021-13/11/2021**

**Venue: SRITW**

**Participants: 35**

**Resource Person: Ms M. Swapna, Manager , Blue Prism, Hyderabad**

**Contact No: 7093046235**

The workshop on "Effective Marketing and Branding" was organized with the aim of providing participants with insights and strategies to enhance their understanding of marketing and branding techniques. The event brought together professionals from various industries, allowing for the exchange of ideas and experiences in the ever-evolving field of marketing.

Date	Session 1 (10:00 AM to 12:30 PM)	Session2 (1:30 PM to 4:00 PM)
8/11/2021	The Fundamentals of Marketing	Building a Strong Brand Identity
9/11/2021	Building a Strong Brand Identity	Digital Marketing and Online Presence
10/11/2021	Digital Marketing and Online Presence	Storytelling in Marketing
11/11/2021	Data-Driven Marketing Strategies	Data-Driven Marketing Strategies
12/11/2021	Field Visit to near industry	
13/11/2021	Brand Consistency and Customer Loyalty	Valedictory

1. The Fundamentals of Marketing: The workshop began with an overview of the key concepts in marketing. Participants were introduced to the 4Ps of marketing (Product, Price, Place, Promotion) and their significance in crafting a successful marketing strategy.
2. Building a Strong Brand Identity: This session focused on the essential elements of branding. Participants learned about the significance of a strong brand identity, including the logo, colors, typography, and brand voice.
3. Digital Marketing and Online Presence: With the increasing importance of digital platforms, this session explored various digital marketing channels such as social media, content marketing, email marketing, and search engine optimization.



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4. Storytelling in Marketing: The power of storytelling in marketing was highlighted in this session. Participants learned how storytelling can create an emotional connection with customers, making the brand more relatable and memorable. Techniques to craft compelling brand stories that resonate with the audience were discussed, and participants were encouraged to develop their narratives.

5. Data-Driven Marketing Strategies: The workshop delved into the role of data in shaping effective marketing strategies. Participants were introduced to tools for gathering and analyzing consumer data, enabling them to make informed decisions about target audiences, content preferences, and campaign effectiveness. The session stressed the importance of continuous analysis and adaptation based on data insights.

6. Brand Consistency and Customer Loyalty: Maintaining brand consistency to build customer trust and loyalty was the focal point of this session. Participants explored how delivering consistent experiences across various touchpoints fosters a sense of reliability and credibility. Strategies to nurture long-term customer relationships were shared, including personalized communication and excellent post-purchase support.

Conclusion: The workshop on Effective Marketing and Branding proved to be a valuable learning experience for all participants. The various sessions provided practical insights and actionable strategies that can be applied to enhance marketing efforts and strengthen brand identities. The interactive nature of the workshop facilitated networking and knowledge sharing among professionals from diverse backgrounds.

**M. Ranjith Kumar**

**Coordinator**

**Principal**

**Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (TS)**





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Ms. Swapna Delivering the session in A One Week Workshop on "Effective Marketing and Branding" during 8/11/2021-13/11/2021.



*Rijan*

**Principal**

**Sumathi Reddy Institute of Technology for Women  
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### Participants List

#### **Workshop on Effective Marketing and Branding 8th November - 13th November 2021**

S.NO.	NAME OF THE FACULTY	Designation	Department	Name of the Institution
1	Mr. K.Santhosh	Associate Professor	CSE	Jayamukhi Institute of Technology and Science
2	Mr.G.Anil	Associate Professor	EEE	Jayamukhi Institute of Technology and Science
3	Mr.M.Satyanarayana	Associate Professor	EEE	Jayamukhi Institute of Technology and Science
4	Sri K.Shashank	Assistant Professor	MBA	KITS, Warangal
5	Dr. B.Naresh	Assistant Professor	MBA	KITS, Warangal
6	Smt. S.Sarika	Assistant Professor	MBA	KITS, Warangal
7	Sukhaveerji Ghate	Assistant Professor	CSE	SRITW, Warangal
8	Erukala Sudarshan		CSE	SRITW, Warangal
9	Mannanuddin Khaja	Assistant Professor	CSE	SRITW, Warangal
10	Venkatesh Naramula	Assistant Professor	CSE	SRITW, Warangal
11	Jorika Vedika	Assistant Professor	CSE	SRITW, Warangal
12	Ranjith Kumar Marrikukkala	Assistant Professor	CSE	SRITW, Warangal
13	Dhandapani Kothandaraman	Assistant Professor	CSE	SRITW, Warangal
14	Sravanthi Thota	Assistant Professor	CSE	SRITW, Warangal
15	Sruthi Mamidala	Assistant Professor	CSE	SRITW, Warangal
16	Swetha Mucha	Assistant Professor	CSE	SRITW, Warangal
17	Srinivas Kalime	Assistant Professor	CSE	SRITW, Warangal
18	Umalwara Mohammed	Assistant Professor	CSE	SRITW, Warangal
19	Vatte Pranathi	Assistant Professor	CSE	SRITW, Warangal
20	Vasam Srinivas	Assistant Professor	CSE	SRITW, Warangal
21	Hari Krishna Enugula	Assistant Professor	CSE	SRITW, Warangal
22	Konreddy Thirupathi	Assistant Professor	ECE	SRITW, Warangal
23	Anitha Maddhi	Assistant Professor	ECE	SRITW, Warangal
24	Mekala Sravanthi	Assistant Professor	ECE	SRITW, Warangal
25	Nandikonda Swathi	Assistant Professor	ECE	SRITW, Warangal
26	Sharvani Yedulapuram	Assistant Professor	ECE	SRITW, Warangal
27	Sujitha Chinthala	Assistant Professor	ECE	SRITW, Warangal
28	K.Divya	Assistant Professor	CSE	SRITW, Warangal
29	T.Srikanth	Assistant Professor	CSE	SRITW, Warangal
30	B.Latha	Assistant Professor	CSE	SRITW, Warangal
31	Dr.I.Rajasri	Assistant Professor	H&SC	SRITW, Warangal
32	Mr.A.Rajesh	Assistant Professor	H&SC	SRITW, Warangal
33	Mr.N.Sambasiva Rao	Assistant Professor	H&SC	SRITW, Warangal
34	Mr.K.Bala Srinivas	Assistant Professor	H&SC	SRITW, Warangal
35	Dr.G.Shyam Sunder	Assistant Professor	H&SC	SRITW, Warangal



*Rajan*

**Principal**

**Sumathi Reddy Institute of Technology for Women**

**Ananthasagar (V), Hasanparthy (M)**

**WARANGAL - 506 371 (TS) ar**

*Ranjith*

**M.Ranjith kum  
Coordinator**





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Day wise Attendance:

Workshop on 'Effective Marketing and Branding'  
8th November - 13th November 2021

S.NO.	NAME OF THE PARTICIPANT	8/11/2021	9/11/2021	10/11/2021	11/11/2021	12/11/2021	13/11/2021
1	Mr. K.Santhosh	Santh	Santh	Santh	Santh	Santh	Santh
2	Mr.G.Anil	Anil	Anil	Anil	Anil	Anil	Anil
3	Mr.M.Satyanarayana	Saty	Saty	Saty	Saty	Saty	Saty
4	Sri K.Shashank	Shashank	Shashank	Shashank	Shashank	Shashank	Shashank
5	Dr. B.Naresh	Naresh	Naresh	Naresh	Naresh	Naresh	Naresh
6	Smt. S.Sarika	Sarika	Sarika	Sarika	Sarika	Sarika	Sarika
7	Sukhaverji Ghate	Sukh	Sukh	Sukh	Sukh	Sukh	Sukh
8	Erukala Sudarshan	Sudar	Sudar	Sudar	Sudar	Sudar	Sudar
9	Mannanuddin Khaja	Mann	Mann	Mann	Mann	Mann	Mann
10	Venkatesh Naramula	Venka	Venka	Venka	Venka	Venka	Venka
11	Jorika Vedika	Vedika	Vedika	Vedika	Vedika	Vedika	Vedika
12	Ranjith Kumar Marrikukkala	Ranjith	Ranjith	Ranjith	Ranjith	Ranjith	Ranjith
13	Dhandapani Kothandaraman	Dhand	Dhand	Dhand	Dhand	Dhand	Dhand
14	Sravanthi Thota	Sravanthi	Sravanthi	Sravanthi	Sravanthi	Sravanthi	Sravanthi
15	Sruthi Mamidala	Sruthi	Sruthi	Sruthi	Sruthi	Sruthi	Sruthi
16	Swetha Mucha	Swetha	Swetha	Swetha	Swetha	Swetha	Swetha
17	Srinivas Kalime	Srinivas	Srinivas	Srinivas	Srinivas	Srinivas	Srinivas
18	Unalwara Mohammed	Unalwara	Unalwara	Unalwara	Unalwara	Unalwara	Unalwara
19	Vatte Pranathi	Pranathi	Pranathi	Pranathi	Pranathi	Pranathi	Pranathi
20	Vasam Srinivas	Vasam	Vasam	Vasam	Vasam	Vasam	Vasam



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21	Hari Krishna Enugula	Harikrishna	Harikrishna	Harikrishna	Harikrishna	Harikrishna	Harikrishna
22	Konreddy Thirupathi						
23	Anitha Maddhi	Anitha	Anitha	Anitha	Anitha	Anitha	Anitha
24	Mekala Sravanthi	Sravanthi	Sravanthi	Sravanthi	Sravanthi	Sravanthi	Sravanthi
25	Nandikonda Swathi	Swathi	Swathi	Swathi	Swathi	Swathi	Swathi
26	Sharvani Yedulapuram	Sharvani	Sharvani	Sharvani	Sharvani	Sharvani	Sharvani
27	Sujitha Chinthala	Sujitha	Sujitha	Sujitha	Sujitha	Sujitha	Sujitha
28	K.Divya	Divya	Divya	Divya	Divya	Divya	Divya
29	T.Srikanth	Srikanth	Srikanth	Srikanth	Srikanth	Srikanth	Srikanth
30	B.Latha	Latha	Latha	Latha	Latha	Latha	Latha
31	Dr.I.Rajasri	Rajasri	Rajasri	Rajasri	Rajasri	Rajasri	Rajasri
32	Mr.A.Rajesh	Rajesh	Rajesh	Rajesh	Rajesh	Rajesh	Rajesh
33	Mr.N.Sambasiva Rao	Sambasiva Rao	Sambasiva Rao	Sambasiva Rao	Sambasiva Rao	Sambasiva Rao	Sambasiva Rao
34	Mr.K.Bala Srinivas	Srinivas	Srinivas	Srinivas	Srinivas	Srinivas	Srinivas
35	Dr.G.Shyam Sunder	Shyam	Shyam	Shyam	Shyam	Shyam	Shyam

Rajan

**Principal**

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M.Ranjith Kumar  
Coordinator



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## CERTIFICATE

THIS IS TO CERTIFY THAT

**Chiranjeevi Battu**

Has successfully completed Workshop on

**“Effective Marketing and Branding”**

Held from 8<sup>th</sup> to 13<sup>th</sup> November 2021

At

**Sumathi Reddy Institute of Technology for Women, Warangal**

M.Ranjith Kumar  
Coordinator

**Principal**

Dr.E.Sudharshan  
HOD CSE

Dr. I. Rajasri Reddy  
Principal

Sumathi Reddy Institute of Technology for Women

Ananthasagar (V), Hasanparthy (M)

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