



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 January 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.

Rajani

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



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No. SRITW/CIRCULAR/2021

Date : 05/11/2021

CIRCULAR

All the students are hereby informed that, Workshop on “**Effective Marketing and Branding**” will be conducted from 08th November to 13th November, 2021 in association with Blue Prism. Interested students can contact **Mr. M. Ranjith Kumar, Assistant Professor, Dept. of CSE** for registration.


Principal

Principal

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

To be read in All Class Rooms

Copy to:

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



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ONE WEEK WORKSHOP

on

EFFECTIVE MARKETING AND BRANDING

(08.11.2021 TO 13.11.2021)

APPLICATION FORM

NAME:

DESIGNATION:

ADDRESS:

MOBILE NO.:

E-MAIL:

DATE:

Signature of Applicant

SPONSORSHIP FROM THE HEAD OF THE
INSTITUTION OR ORGANIZATION

This is to certify that Dr./Mr./Ms. Is permitted to participate in the one-week workshop on "EFFECTIVE MARKETING AND BRANDING" to be held from 08.11.2021 to 13.11.2021 at SRITW, Warangal.

Date:

Signature of Authority with Seal

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 the College

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, amphi theatre, 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 sritcsedept@gmail.com.

ONE WEEK WORKSHOP

on

EFFECTIVE MARKETING AND BRANDING

(08.11.2021 TO 13.11.2021)

Organized by

Department of

Computer Science and Engineering

In association with

Blue prism



Convenor

Dr. I. Rajasri Reddy

Principal, SRITW

Co-ordinator

M. Ranjith Kumar

Associate Professor, CSE



Rijan

Principal

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



Effective Marketing and Branding

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

Venue: SRITW

Participants: 35

Introduction: 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.

Workshop Sessions:

- 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. The session emphasized the importance of understanding the target audience and creating value propositions that cater to their needs and desires.
- 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. Case studies were presented to illustrate how successful brands have effectively communicated their values and message through consistent branding.
- 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. Participants were educated about the benefits of each channel and how to leverage them to reach a wider audience and engage potential customers.
- 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.



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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



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

S.NO.	NAME OF THE FACULTY	08/11/2021	09/11/2021	10/11/2021	11/11/2021	12/11/2021	13/11/2021
1	Prashanth Bolukonda	✓	✓	✓	✓	✓	✓
2	Chiranjeevi Battu	✓	✓	✓	✓	✓	✓
3	Kalyani Alagandula	✓	✓	✓	✓	✓	✓
4	Mahesh Akarapu	✓	✓	✓	✓	✓	✓
5	Shwetha Sirikonda	✓	✓	✓	✓	✓	✓
6	Shabana Mohammed	✓	✓	✓	✓	✓	✓
7	Sukhaveerji Ghate	✓	✓	✓	✓	✓	✓
8	Erukala Sudarshan	✓	AB	✓	✓	✓	✓
9	Mannanuddin Khaja	✓	✓	✓	✓	✓	✓
10	Venkatesh Naramula	✓	✓	✓	✓	✓	✓
11	Jorika Vedika	✓	✓	✓	✓	✓	✓
12	Ranjith Kumar Marrikuikkala	✓	✓	✓	✓	✓	✓
13	Dhandapani Kothandaraman	✓	✓	✓	✓	✓	✓
14	Sravanthi Thota	✓	✓	✓	✓	✓	✓
15	Sruthi Mamidala	✓	✓	✓	✓	✓	✓
16	Swetha Mucha	✓	✓	✓	✓	✓	✓
17	Srinivas Kalime	✓	✓	✓	✓	✓	✓
18	Umalwara Mohammed	✓	✓	✓	✓	✓	✓
19	Vatte Pranathi	✓	✓	✓	✓	✓	✓
20	Vasam Srinivas	✓	✓	✓	✓	AB	✓
21	Hari Krishna Enugula	✓	✓	✓	✓	✓	✓
22	Konreddy Thirupathi	✓	✓	✓	✓	✓	✓
23	Anitha Maddhi	✓	✓	✓	✓	✓	✓
24	Mekala Sravanthi	✓	✓	✓	✓	✓	✓
25	Nandikonda Swathi	✓	✓	✓	✓	✓	✓
26	Sharvani Yedulapuram	✓	✓	✓	✓	✓	✓
27	Sujitha Chinthala	✓	✓	✓	✓	✓	✓
28	K.Divya	✓	✓	✓	✓	✓	✓
29	T.Srikanth	✓	✓	✓	AB	✓	✓
30	B.Latha	✓	✓	✓	✓	✓	✓
31	Dr.I.Rajasri	✓	✓	✓	✓	✓	✓
32	Mr.A.Rajesh	✓	✓	✓	✓	✓	✓
33	Mr.N.Sumbasiva Rao	✓	✓	✓	✓	✓	✓
34	Mr.K.Bala Srinivas	✓	✓	✓	✓	✓	✓
35	Dr.G.Shyam Sunder	✓	✓	✓	✓	✓	✓



PRINCIPAL
Sumathi Reddy Institute of Technology for Women
Ananthasagar (V), Hasanparthy (Rt)
WARRANGAL - 506 371 (T.S.)

M. Ranjith Kumar
Coordinator



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Ms.Vedika delivering lecture on "Effective Marketing and Branding" .contact:6301830905



Rijan

Principal

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

Ananthasagar, Hasanparthy, Warangal -506371, Telangana. Website: www.sritw.org
Phone no: 0870-2818302. Email: principal@sritw.org.



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blueprism



CERTIFICATE

THIS IS TO CERTIFY THAT

Chiranjeevi Battu

Has successfully completed Workshop on

“Effective Marketing and Branding”

Held from 8th to 13th November 2021.

At

Sumathi Reddy Institute of Technology for Women, Warangal

M. Ranjith Kumar, Coordinator

Dr. Dr. E. Sudharshan, HOD CSE

Dr. I. Rajasri Reddy, Principal

Principal

Sumathi Reddy Institute of Technology for Women

Ananthasagar (V), Hasanparthy (M)

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