

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)
(Sponsored by S.K.P.V.V. Hindu High Schools' Committee)
Kothapeta, Vijayawada-1
A College with Potential for Excellence(CPE)

ISO:9001-2015

NAAC“A++” Grade in Cycle4

**PG DEPARTMENT OF BUSINESS
ADMINISTRATION
(MBA)**



“MEET THE CEO”

04.10.2024



K.B.N COLLEGE : PG COLLEGE

(Sponsored by: S.K.P.V.V. Hindu High Schools' Committee)

Kothapeta, VIJAYAWADA – 520 001.

ISO 9001-2015 CERTIFIED INSTITUTION

NACC A++ in cycle 4

PG DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

MEET THE CEO REPORT

MEET THE CEO programme is organised by MBA Department for MBA Second year students(2023–2025 batch) on 04-10-2024. The resource person is Sri. TULASI RAMA CHANDRA PRABU, Chairman, Tulasi Group of Companies. After completing his B.Tech, Mr. Tulasi Ramachandra Prabhu launched a small-scale manufacturing unit for corrugated boxes in Guntur in 1997, under the Technocrats Scheme of the Government of Andhra Pradesh. Since then, he has continued to expand his ventures, successfully establishing 16 small and medium enterprises in Guntur, achieving an impressive sales turnover of Rs. 400 crores. This network of industries is now widely recognized as the "Tulasi Group." Between 2003 and 2013, Mr. Prabhu received five national awards from the Presidents of India for excellence in management practices, product quality, and innovation in seed technology research and development.

Objectives:

- Establish an open forum where employees and stakeholders can engage directly with the CEO, building transparency and trust within the organization.
- Create a platform for the CEO to share the company's long-term vision, mission, and strategic goals, ensuring everyone is aligned and moving in the same direction.
- Encourage meaningful dialogue by allowing employees to ask questions, share concerns, and provide feedback directly to the CEO.
- Strengthen company values and culture through these interactions, helping employees feel connected to leadership and the larger purpose of the organization.
- Inspire and motivate employees by sharing personal experiences, leadership insights, and the CEO's career journey, fostering personal and professional growth.
- Offer a space for the CEO to discuss current business challenges, outline the company's responses, and provide insights into future plans.
- Build stronger relationships between leadership and employees, promoting unity and collaboration across all levels of the organization.

Summary:

Sri Tulasi Ramchandra Prabhu, after completing his B.Tech in Mechanical Engineering from IIT Madras in 1971, initially secured a position at Bharat Heavy Electricals Limited (BHEL). However, he found his way into the industry by chance. With considerable challenges and struggles, he established a seed industry in Guntur District. Reflecting on his early days, he recalls taking an initial loan of Rs. 50,000 from SBI, which has since grown to a credit line of Rs. 120 crores. He attributes his success to a strong commitment to discipline, timely payment of interest, professionalism, seniority, honesty, consistency, innovation, diversification, quality, and prioritizing efficient energy management. He explained the importance of

- Customers
- Employees
- Suppliers
- Bankers
- Behaviour

OUTCOMES

- MBA students gain a firsthand understanding of leadership styles, decision-making processes, and how theoretical concepts are applied at the highest levels of an organization.
- Listening to the CEO's journey and challenges provides motivation and inspiration, helping students shape their own career aspirations and leadership paths.

- The event offers a chance to build connections with top executives, opening doors for future internships, mentorships, or job opportunities.
- Students gain a deeper understanding of how strategic goals are set, measured, and adapted in real-world business environments, enhancing their academic knowledge with practical context.
- The CEO's discussion of current business challenges, market conditions, and innovation strategies provides valuable insight into navigating the complexities of today's business world.
- MBA students can directly engage with the CEO by asking thoughtful questions, gaining answers and insights that can shape their academic projects, research, or career plans.
- The event can provide an up-to-date view of industry-specific trends, emerging markets, and global challenges that are often not covered in textbooks or classroom settings.
- Through interaction with the CEO, students can develop a stronger understanding of key business functions, such as financial management, operations, marketing, and human resources, from a high-level perspective.
- Engaging with a high-level executive builds confidence, as students witness firsthand how CEOs handle complex questions, strategic challenges, and leadership responsibilities.
- Learning about the CEO's vision and values helps students understand the importance of corporate culture and how it influences organizational success and employee engagement.

A total of 71 students from MBA Second year (2023–25 batch) had attended the programme. G.Lalitha from MBA Second year had proposed vote of thanks.

