



Principal's Message



The world is undergoing an extraordinary transformation driven by Artificial Intelligence, digital technologies, and continuous innovation. These advancements are reshaping industries, creating new opportunities, and redefining the skills required for success. In this dynamic environment, higher education has an important responsibility to prepare students not only with knowledge but also with the ability to adapt, innovate, and lead. Management education today extends far beyond the study of business principles. Future managers must be strategic thinkers, ethical leaders, effective communicators, and innovative problem-solvers who can confidently work alongside emerging technologies.

While Artificial Intelligence can analyze data and automate processes, human qualities such as critical thinking, creativity, empathy, integrity, collaboration, and responsible leadership remain irreplaceable. At AMS School of Informatics, we are committed to nurturing future-ready professionals through a balanced approach that integrates academic excellence, industry exposure, research, entrepreneurship, digital competence, and social responsibility. We encourage our students to embrace lifelong learning, remain curious, and leverage technology responsibly to create meaningful and sustainable solutions for society. As India continues its journey towards becoming a global knowledge economy, our students have a significant role to play in shaping the future. Every challenge presents an opportunity to learn, innovate, and grow.

I encourage each student to cultivate resilience, adaptability, and a spirit of continuous improvement, enabling them to contribute meaningfully to organizations, communities, and the nation. Let us continue working together to build a future where education inspires excellence, innovation drives progress, and ethical leadership creates lasting impact. I am confident that our students will uphold the values of our institution and emerge as competent, compassionate, and responsible professionals ready to make a positive difference in the world.

With best wishes for your continued success

Prof. Venu Priya Pothuri
I/C Principal
AMS School of Informatics

19th Annual Day celebrations :-

19th Annual Day celebrations was a proud and memorable occasion, marked by the spirit of achievement, inspiration, and collective success. We were honored by the gracious presence of our esteemed Chief Guest, Mr. Rohit Chennamaneni, Co-founder at Drawin Box, He emphasized that adaptability is key to thriving in today's dynamic world, encouraged students to build their own unique value proposition, and highlighted the importance of networking beyond academics. Our sincere gratitude to our Guest of Honor, Sr. Prof D. Sreeramulu sir, who encouraged students to identify and utilize opportunities in the market and to develop an entrepreneurial mindset. We also humbly acknowledge the exemplary leadership and unwavering support of our esteemed Guest of Honor, Mrs. Usha Kanda, whose constant encouragement continues to guide the institution towards greater heights. Our heartfelt thanks to our respected Chairman, C. V. Ramamohan, and Vice Chairperson, Dr.S.Sridevi, Secretary Sri .J. S. Sudhakarudu I/C Principal Dr .P. Venu Priya for their valuable insights and continuous support. This celebration stands as a testament to the dedication of our students, faculty, and management together shaping a future driven by knowledge, innovation, and excellence.

15th April:- Basics of Foreign Exchange Market:-

The session on "Basics of Foreign Exchange Market" was led by Ms. Ankita Shethia, Chartered Accountant, who delivered an insightful and engaging session with practical perspectives on the foreign exchange market.

The session covered the evolution and need of forex markets, key participants, exchange rate systems, and currency quotations, along with a clear overview of FEMA regulations. Students also explored company formation basics and market entry strategies for international markets, connecting theoretical concepts with real-world applications.

The session enabled students to build strong foundational knowledge and develop a practical understanding of global financial systems, preparing them for opportunities in international business and finance. We sincerely thank Dr. Kishore Nuthalapati for his support and guidance.

April 20th: Marketing Session :-

"How to Succeed in Marketing Management in the Corporate Sector after MBA" session was led by Mr. S. Veera Bhadra Rao, Marketing Director at MLS Renewable Energy Power Pvt. Ltd. & Regen Technology. He delivered how marketing connects products with human needs and transforms customers into value. He conducted a practical activity, where students demonstrated how to market a simple water bottle by highlighting its features and value. This exercise provided students with hands-on exposure to real-world marketing techniques while enhancing their confidence and communication skills. Students gained valuable insights on non-verbal communication, including posture, eye contact, gestures, and professional interaction. His guidance on interview skills and effective self-presentation strengthened their confidence and enhanced overall career readiness, while real-life examples made the session engaging and impactful.

May 6th : Durga Sravanthi :

As part of the Durga Sravanthi, a free ICET Guidance Session was conducted on 6th May 2026 by I/C Principal Dr. P. Venu Priya. The session covered:

-  ICET syllabus overview
-  Data sufficiency tricks & data analysis shortcuts
-  Clock & calendar problem-solving techniques
-  Fast math tricks and important formulas
-  Key exam tips and strategies

The session provided students with clear direction and practical insights to approach ICET with confidence and better planning.

June 5th:World Environment Day: -

On the occasion of World Environment Day. MBA 1st year students enthusiastically participated in a 1-Minute Video Competition aimed at promoting environmental awareness and sustainable living. Through their creative and insightful videos, students highlighted the simple yet impactful practices they follow at home and within their communities to protect the environment. From waste segregation, composting kitchen waste, and rainwater harvesting to saving electricity and participating in community cleanliness drives, the videos showcased how small actions can create a meaningful difference.

People @ Work

Human Resources in the AI Era: Skills That Will Matter most-

Artificial Intelligence (AI) is transforming the workplace at an unprecedented pace, redefining how organizations recruit, manage, and develop talent. While automation is taking over repetitive and routine tasks, the role of Human Resources (HR) is becoming more strategic, data-driven, and people-centric. In the AI era, success will not depend solely on technical expertise but on a balanced combination of human and digital skills. In this rapidly evolving environment, digital literacy and the ability to understand AI-driven insights have become essential skills. However, technical knowledge alone is not enough.

Human-centered competencies such as emotional intelligence, empathy, communication, and relationship management remain critical, as these are areas where human capabilities continue to surpass machines. The ability to analyze workforce data, make informed decisions, and manage organizational change is also becoming increasingly important. Furthermore, HR professionals must ensure the ethical and responsible use of AI by addressing concerns related to privacy, fairness, and bias in automated decision-making processes. As automation takes over routine tasks, creativity, adaptability, critical thinking, and continuous learning will distinguish successful professionals in the future workplace.

The AI era is not about replacing people but empowering them to work more efficiently and strategically.

Organizations that invest in developing both technological and human skills will be better equipped to build resilient, innovative, and future-ready workforces. In this new age of work, the most valuable HR professionals will be those who can successfully blend technology with a deep understanding of human needs and organizational culture.

@Market

Micro-Marketing: Winning Customers Through Personalization:-

Modern marketing has shifted from reaching everyone to reaching the right customer at the right time. With the help of Artificial Intelligence (AI), data analytics, and social media insights, businesses now create personalized experiences based on customer interests, buying behaviour, and preferences. Companies are also leveraging predictive analytics and machine learning algorithms to improve customer segmentation and enhance the overall customer experience. Micro-marketing has gained significant importance in the digital era by enabling businesses to focus on niche markets and individual customer preferences. By tailoring products, services, and promotional strategies to specific customer groups, organizations can improve customer satisfaction, increase conversion rates, and strengthen brand loyalty. Social media platforms, mobile applications, and customer relationship management (CRM) systems further support personalized interactions, making marketing efforts more efficient and measurable.

In today's highly competitive and digitally connected marketplace, personalization is no longer merely a marketing trend but a strategic necessity for building strong, meaningful, and lasting brand relationships. Organizations that successfully integrate technology, ethical data practices, and personalized customer experiences will be better positioned to achieve sustainable competitive advantage and long-term business success.

Furthermore, emerging technologies such as generative AI, chatbots, augmented reality (AR), and voice-enabled assistants are transforming the way organizations engage with their customers. Personalized shopping experiences, interactive advertisements, and real-time customer support have become essential components of modern marketing strategies. These technological advancements not only improve customer engagement but also enable businesses to optimize their marketing expenditures and achieve better returns on investment. In today's highly competitive and digitally connected marketplace, personalization is no longer merely a marketing trend but a strategic necessity for building strong, meaningful, and lasting brand relationships.

Microfinance & its impact on Rural Development Economics :-

Microfinance has emerged as a powerful instrument for rural development by providing access to financial services such as small loans, savings, insurance, and credit facilities to low-income households that are often excluded from the formal banking system. In India, microfinance has played a significant role in promoting financial inclusion, poverty reduction, and entrepreneurship, particularly among rural women and marginalized communities.

The integration of Self-Help Groups (SHGs) under the Deendayal Antyodaya Yojana–National Rural Livelihoods Mission (DAY-NRLM) has further strengthened rural economies. More than 10 crore women have been mobilized into SHGs, and cumulative credit disbursement to women SHGs has crossed ₹11 lakh crore, significantly enhancing women's economic participation and household income.

Recent developments in digital finance, mobile banking, and digital credit platforms have improved access to financial services in rural areas. Government initiatives such as the Unified Lending Interface (ULI), Jan Dhan Yojana, and financial literacy programs have made credit delivery faster and more accessible, thereby supporting agricultural activities, micro-enterprises, and rural employment generation.

Overall, microfinance contributes to rural development by promoting income generation, employment opportunities, women's empowerment, financial literacy, and sustainable economic growth.

In the era of digital financial inclusion, microfinance continues to serve as a catalyst for transforming rural communities and improving the socio-economic well-being of disadvantaged populations. In the latest scenario, the microfinance sector continues to be a key driver of rural economic development. As of 2025, the sector serves nearly 79 million borrowers with a Gross Loan Portfolio exceeding ₹3.75 lakh crore, reflecting its growing importance in supporting livelihoods and small enterprises

Events Contd.....

June 21st : International Yoga Day:- Yoga Day was organized in the seminar hall. MBA 1st Year students including staff attended the session which was conducted by the Heartfulness organization. In charge Principal Dr.P. Venu Priya, AMSSOI welcomed the Heartfulness volunteers and students and spoke about the importances of Yoga in our day to-day life. Some of the students shared their experience about the session.

June 30th: Case study Analysis: - An insightful session on "Case study on Warren Buffett: Active & Passive Investment" was led by Dr. N. Kishore Nuthalapati, CFO, BEKEM Infra Projects Pvt.Ltd. The session explored Warren Buffett's investment philosophy and the strategies adopted by the team.

Placement Highlights: The MBA 2024–26 batch has achieved commendable placement success, securing opportunities in leading organizations across the finance, technology, and service sectors. A total of 13 students have been placed in reputed companies such as Muthoot Fincorp, Vreedhi Financial Services, Bajaj Finserv, Infosys, Cognizant, ZeMoSo Technologies, Sutherland, Concentrix, Examity, and JVP. These placement accomplishments reflect the students' strong academic foundation, professional competencies, industry readiness, and commitment to excellence, enabling them to make meaningful contributions in the corporate world.

The Editorial team: -

Leela.ams aims at informing about the activities, plans, development and growth of the college. It is designed, edited and published by the editorial team of AMSSOI. We welcome and value your suggestions. Please send us your ideas and opinions at the following.

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