



## **PRESS NOTE**

Amaravati, May 24, 2024

### **DEEPS at SRM University-AP Organised First Management Development Programme**

In a bid to empower working professionals and foster their continued growth, the Directorate of Executive Education and Professional Studies (DEEPS) at SRM University-AP organised a comprehensive 2-day Management Development Programme on "Selling Skills and Customer Relationship Management" in the presence of Vice Chancellor, SRM University-AP Prof. Manoj K Arora; Managing Director of Andhra Pradesh State Co-operative Bank, Dr R S Reddy; Dean-Academic Affairs, Dr Vinayak Kalluri; Dean-Paari School of Business & Director-DEEPS, Prof. Bharadhwaj Sivakumaran; and Assistant Director-DEEPS, Ms Sailaza Kosaraju. This programme was specially designed for the employees of the Andhra Pradesh State Co-operative Bank.

The MDP played a crucial role in honing customer relationship management among working professionals, thereby enhancing their knowledge, skills, and leadership capabilities. The industry-oriented faculty members of SRM AP trained the participants to unlock the employees' full potential, promote leadership, and drive organisational success.

During the inauguration, Vice Chancellor Prof. Manoj K Arora emphasised the broader impact of the programme, stating, "In these two transformative days, you will immerse yourselves in a wealth of knowledge and practical insights that will revolutionise your approach to customer relationship management. Our esteemed faculty members will guide you through the intricacies of selling skills, empowering you to build lasting connections with customers and drive organisational success."

Dr R S Reddy, shared his enthusiasm, stating, "I am filled with unwavering confidence that our employees will acquire the desired skills through this MDP. SRM AP has consistently demonstrated its commitment to excellence, and we eagerly anticipate forging stronger connections with this prestigious institution. Together, we will not only elevate the capabilities of our employees but also foster enduring partnerships that will shape the future of our organisations."

Prof. Bharadhwaj Sivakumaran added, "Our goal is to bridge the gap between theoretical knowledge and practical application. MDPs like these will provide participants invaluable insights into customer relationship management and selling skills, which are crucial for their day-to-day operations."

SRM University-AP is committed to organising more MDPs in an array of areas, including Business Analytics, HR, Finance, Operations Management, and technical areas like Cyber Security, A/IML, and Robotics, among others. The primary motive behind such training and workshops is to facilitate overall professional development among the participants.

The MDP will begin a transformational journey for the participating employees, which is expected to boost their career trajectory and contribute to the broader success of their organisation.