

At the outset, I would like to extend my hearty congratulations to YUKTHI HR CLUB for all its efforts and initiative to bring up this E-NEWSLETTER "SAMPADA".

"Sampada" means treasure. The treasure may be of wealth or of knowledge. In that sense this "Sampada", collection of thoughts leading to the creation of wealth of knowledge has more meaningful existence than the wealth itself. This newsletter will serve as a platform for both our faculty members and students to share their thoughts, knowledge and ideas in a meaningful manner.

Knowledge is an intellectual resource with immense utility, which can be used, beneficially by both producers as well as users in modern economic society. Knowledge economy (K-economy) has become the current buzzword in the arena of management thought, philosophy & practice.

At this juncture, I request all the stake holders to take active part in creating the "Sampada" of knowledge. I extend my sincere wishes and assure whole hearted support for the editorial committee, faculty fraternity, students for their untiring and endearing effort in creating and maintaining the E-Newsletter "Sampada" successfully.

With best wishes,  
(Dr. G.V. KESAVA RAO) Professor & Dean