

Government College(Autonomous), Rajahmundry signs Memorandum of Understanding with Indulgence Events and Entertainments Media, Hyderabad for Student Training, Internships, and Placements



Department of Commerce & Management, Government College(A), Rajahmundry is pleased to announce a strategic Memorandum of Understanding (MoU) with Indulgence Events and Entertainments Media, Hyderabad a leading event management and marketing services firm. This collaboration aims to provide the students of BBA(Event Management) program with valuable industry exposure through training programs, internships, and job placements in the dynamic field of event management, promotions, and brand marketing.

After signing MoU with Indulgence Events and Entertainments Media, Hyderabad, an awareness program was organized for BBA (Event Management) students at their office premises to provide insights into the dynamic field of event management. Experts discussed key topics such as emerging industry trends, strategic event planning, budgeting, marketing strategies, risk management, and career opportunities. The session emphasized the growing role of technology, sustainability, and digital promotions in modern event management.

Students gained valuable knowledge to enhance their professional skills and industry readiness. The program concluded with an interactive Q&A session, making it a highly informative and engaging experience.

Established in 2008, Indulgence Events and Entertainments Media has carved a niche in the industry with expertise in wedding management, corporate events, conferences, product launches, roadshows, and promotional campaigns. With a strong team of creative professionals and an unwavering commitment to excellence, the company ensures that every event is executed with precision and innovation.

This partnership will provide students with a unique opportunity to gain practical, hands-on experience in the dynamic field of event management. Through active involvement in planning, designing, and executing a wide range of events, students will develop critical industry skills, including event coordination, client communication, budgeting, marketing strategies, and risk management. Working alongside seasoned professionals, they will gain valuable exposure to real-world challenges and best practices, allowing them to refine their problem-solving abilities, leadership qualities, and creative thinking.

By participating in internships, and structured training programs, students will not only enhance their technical expertise but also build a strong professional network that can support their future careers. This collaboration reinforces the college's commitment to experiential learning, ensuring that students graduate with practical knowledge, industry insights, and job-ready skills. Ultimately, this initiative aims to bridge the gap between academic learning and industry expectations, preparing students to thrive in the fast-paced and ever-evolving world of event management.



"Strengthening Industry-Academia Collaboration: Representatives from Government College (A), Rajahmundry, and Indulgence Events & Entertainments Media, Hyderabad, formalize an MoU to provide students with hands-on training, internships, and placement opportunities in the event management industry."



The successful completion of this MoU was facilitated by **Dr. P. Sunanda, Coordinator of BBA (Event Management),** and **Dr. B. Prathima, Stream Coordinator for BBA programs.** Expressing their happiness on this collaboration, **IQAC Coordinator, Dr. A. A. Annapurna,** and **Head of the Department, Dr. P. V. V. Satyanarayana,** emphasized the importance of such industry partnerships in enhancing students' career prospects. The Memorandum of Understanding (MoU) is effective from February 1, 2025, and will remain in force until January 31, 2027.



Empowering Future Event Managers: BBA (Event Management) students actively participate in an industry awareness session at Indulgence Events & Entertainments Media, gaining insights into strategic event planning, budgeting, and marketing in the evolving landscape of event management."

Speaking on the occasion, Dr Ramachandra R.K., the Principal, expressed enthusiasm about the collaboration, stating, “This MoU will open new avenues for our students, allowing them to work alongside industry experts, understand the nuances of event management, and build a strong foundation for their careers.” With this alliance, Government College (A), Rajahmundry, takes another step toward bridging the gap between academia and industry, ensuring that students are well-prepared to excel in their professional journeys.

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