

PROFILE

Mr. P. S. R. A. S. V. Prasad

Assistant Manager – Graphic Designer

Case Research Centre (CRC), IFHE Campus, Hyderabad

He holds a B.Sc (Comp) from Sir C Ramalinga Reddy College, Eluru, AP.

Mobile: +91 92902 66532

e-mail: prasadps@ibsindia.org



Mr. P. S. R. A. S. V. Prasad is serving as an Assistant Manager – Graphic Designer in the Case Research Centre (CRC) at the IFHE Campus, Hyderabad. He plays a pivotal role in maintaining the CRC database and is responsible for the structuring and design of case studies and case volumes.

In addition to his core responsibilities at CRC, he is instrumental in handling a wide range of publication and design-related tasks across various departments. His contributions include:

- Designing brochures, flex banners, ID cards, certificates, and other promotional materials.
- Preparing SIP books (for MBA and BBA), PhD guidelines books, and Deeksharambha books (MBA and BBA).
- Creating MDP proposals and materials.
- Assisting with the design of academic and institutional reports including MHRD reports, NAAC Cycle II & III reports, AACSB reports, and departmental profiles for accreditations.
- Designing exam related works such as designing grade sheets, transcripts, convocation medals, certificates and etc.,
- Formatting and updating faculty profiles for the IFHE website.
- Preparing quarterly newsletters for Centre for Women Development (CWD).
- Designing event-related banners and materials for the CWD.

Mr. Prasad also supports top-level administrative tasks by completing design and publication work for the Registrar, Director, and Dean, as well as assignments from the Chairman of the ICFAI Society. He additionally manages design tasks for the Director of IBS Bengaluru as and when required.

Hobbies: Mr. Prasad is spiritually inclined and chants the *Bhagavad Gita* daily.