#### **OUR INSPIRATION**



Dr. D.K.Audikesavulu **Founder Chairman** 

## e-NEWS LETTER

Volume: XXV

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## Department of **Management Studies**

## Sreenivasa Institute of Technology and Management Studies

### Editorial Board

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#### Inside this issue

**Events @ SITAMS NSS** activities **Faculty achievements** Student achievements

#### CHAIRMAN'S MESSAGE



Sri. K.Ranganatham Chairman

In this serenity, the world is portrayed by technology and constant change. In order to survive and perform successfully in the contemporary competitive environment, we have to adopt constantly with innovative techniques and be prepared to update knowledge and life skills through continuous learning all the time because education is a pivotal contributing element to both social mobility and economic development.

#### SECRETARY MESSAGE

We started our college with the vision of providing quality education to rural and urban youths. Our college owns worldclass infrastructure and facilities includes laboratories for Academics and Research, carrier development, placement cell and library. SITAMS known for its qualified and well experienced faculty members. At SITAMS, we provide a conductive environment for young engineers where they can be creative, learn to solve problems and express themselves. I am sure that we will achieve our mission with the cooperation and team work of every member of SITAMS.



Sri D. K. Badri Narayana Member, Industrialist &Philanthroist

### PRINCIPAL'S MESSAGE



Dr. N. Venkatachalapathi **Principal** 

Our students have always set high benchmarks, competing with students all around the globe. In line with institute's vision and mission, we aim at providing excellent academic ambiance, student centric teaching-learning process, state-of-the-art infrastructure, highly qualified and experienced faculties and an overall dynamic and disciplined workplace.

To meet pace with fast emerging technologies and rapidly changing world around, we try to nurture attitude of a leader and a lifelong learner among our students. I feel privileged to invite students seeking quality engineering education, academicians, recruiters and industry professionals to experience the vibrancy with the budding technocrats of future, at SITAMS.

**Department of MBA, SITAMS** 

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#### HOD'S MESSAGE

I thank all the faculties and students who organized various programmes and also won the prizes in the various events conducted in the academic year 2023-24. I hope this will be continued further to improve the self-quality and department quality.



Dr. K.Sudarsan

#### COLLEGE VISION

To emerge as a Center of Excellence for Learning and Research in the domains of engineering, computing and management.

#### DEPARTMENT VISION

Become Center of Excellence for Educating Management Students as Leaders of Tomorrow.

#### COLLEGE MISSION

- Provide congenial academic ambience with stateart of resources for learning and research.
- Unleash and encourage the innate potential and creativity of students.
- Inculcate confidence to face and experience new challenges.
- ♣ Foster enterprising spirit among students.
- Work collaboratively with technical Institutes / Universities / Industries of National and International repute

#### DEPARTMENT MISSION

- Provide congenial academic ambience with necessary infrastructure and learning resources.
- Inculcate confidence to face and experience new challenges from industry and society.
- Foster enterprising spirit among students

## Events

### Placement Cell

### Training program

The Training and Placement Cell organized a motivational talk on "How to get from Where you are to Where you want to be... by SreeRam babu, motivational speaker on 7th June for B.Tech, MBA and MCA students. SreeRam babu majorly focused on areas like engineering and applications, how to gain knowledge on available resources.





Motivational talk on "How to get from Where you are to Where you want to be... (07-06-2023)

### Awareness Program

The Training and Placement Cell organized an awareness session on "Dreaming IAS - The Path to Achieve it" by Mr. KSR Anudeep Kumar, Director and CEO, KSR IAS Academy, Tirupati on 28<sup>th</sup> March 2023 for B.Tech, MBA and MCA students. He created the awareness on the UPSC exams, guided the students how to prepare for the exams and explained in detail about the exam pattern, syllabus and tips to solve the exam paper.





Awareness Program on "Dreaming IAS - The Path to Achieve it" (28-03-2023)

## VAIBHAV-2023(ANNUAL DAY)

The VAIBHAV-2023(Annual Day) was celebrated on 21st April 2023 at SITAMS. Prof. Ranga Janardhana, Vice-Chancellor, JNTUA, Ananthapuramu was the Chief Guest, Sri K. Ranganatham, Chairman, SITAMS and Dr. K.L. Narayana, Academic Advisor, SITAMS are the Guests of Honour. Chief guest, Chairman, Academic Advisor and Principal distributed awards to the students for their outstanding performances in various events.





VAIBHAV-2023(Annual Day) (21-04-2023)

### Sports Day

The Sports Day was celebrated on 20th April 2023 at SITAMS. Sri.C. Peddi Reddy, DFO was the Chief Guest. Chief guest, Principal and Dean distributed awards to the students for their outstanding performances in Sports.





Sports day (20-04-2023)

**Department of MBA, SITAMS** 

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## Women Empowerment Cell

#### Sankranthi Sambaralu

Sankranthi Sambaralu -2023 was conducted on 13th January 2023 at the campus. Various events like Traditional dress competition, Pongal preparation and Rangoli Competition were conducted. The Chief Guest Sri K.Naga sowjanya Sub -Inspector of police, Disha women police station, Chittoor participated and distributed prizes to the winners





**SANKRANTHI SAMBARALU-2023 (13-01-2023)** 

#### Guest Lectures

A Guest Lecture on "Value of life, Motivational Speech on Life, Fear and Success" was conducted on 03-02-2023. The speaker of this programme Prof. Dr. Ushaa Eswaran (CEO, SEEK) gave a brief lecture to first year B. Tech Engineering students on the value of life, importance and how to achieve the goal of life, how to overcome fear or failure and how to reach the success. Nearly 550 students benefitted





Guest Lecture on "Value of life, Motivational Speech on Life, Fear and Success" (03-02-2023)

Guest Lecture on "Value of life, Social Responsibility awareness and its importance in Nation Building" was conducted on 21-04-2023, the resource person Sri. S. V. Sathya Narayana, Visakapatnam addressed the gathering and gave the significance of following the values in life. B. Tech, MBA and MCA students participated the programme.





Guest Lecture On "Value Of Life, Social Responsibility Awareness And Its Importance In Nation Building" (21-04-2023)

### International Women's Day celebration

On the occasion of International Women's Day celebration, we have conducted various events like debates, technical presentation and Elocution competitions and also a guest lecture "STHREE- An un ending Struggle" on 07th March 2023. Chief Guest Mrs. B V Sulochana Rani, 2nd Additional Junior Civil Judge, Chittoor addressed the students on women empowerment which means meeting social, economic and educational needs. The programme was organised by Dr H. Umamahesvari, Women empowerment cell Coordinator, supporting faculty and students gathered to conclude the occasion successfully, Nearly 430 students participated





"STHREE- AN UN ENDING STRUGGLE" (07-03-2023)

## Research & Development Cell

#### International Conference

R&D cell was conducted 2nd International Conference on Advances and Innovation in Engineering and Sciences(ICAIES-2023) on 12th and 13th April 2023 at SITAMS. The programme is enriched by Key note presentations of Prof. Xiao Zhi Gao, Faculty of Science Forestry and Technology, School of Computing, University of Eastern Finland; Dr Reeba Korah, Dean, Alliance University, Bangalore; Dr. R.Murugan, Department of ECE, NIT, Silchar, Assam. We have received more than 150 manuscript papers and papers cover all the aspects of Science and Technology. This conference provide opportunities for the delegates to exchange new ideas and experience face to face, to establish business or research relationship and to find global partners for future collaboration.





2nd International Conference on Advances and Innovation in Engineering and Sciences(ICAIES-2023) (12-04-2023 & 13-04-2023)

## Entrepreneurship Development Cell

An Entrepreneurship awareness Camp (EAC) was organized by Entrepreneurship Development Cell on 25th March 2023 at SITAMS College, Chittoor from 10AM to 4PM in Gallery for the students of Diploma, MBA, MCA and B.Tech Students. Chief Guest Dr. J. Surya Kumar, CEO, SSIIE-TBI who gave an Expert talk on Entrepreneurship aims to improve entrepreneurial skills, the awareness needed to properly run a company are learned among individuals. Often, people can have knowledge, but polishing and incubation is necessary that are provided by EAC.

The chief guest was heartily welcomed by Dr. K. Sudarshan, Coordinator & HOD, Department of Management Studies, thanked the chief guest for explaining the students in strengthening their entrepreneurial motive and in acquiring skills and capabilities necessary for playing their entrepreneurial role effectively.





Expert talk on Entrepreneurship (25-03-2023)

### Institution's Innovation Council(IIC)

## National Youth day Celebrations

IIC cell conducted an Expert talk on the occasion of National Youth day Celebrations on 12<sup>th</sup> January 2023 with the resource persons Sri M. Narayanan, Secretary, Sri Ramakrishna Mission, Chittoor and Sri P.M.Prasad, Devotee, R.K. Matt, Hyderabad for B.Tech, MBA & MCA students.





National youth day celebrations (12-01-2023)

### National Service Scheme (NSS)

Our students as NSS Volunteers continuously showing leadership skills and serving rigorously for community health care, literacy drives, environmental protection, Blood donation camps, informative lecture on human values regularly to the society by visiting nearby villages and educating and helping the poor and the destitute. This time NSS has also organized many activities.



World Hindi Day (10-01-2023)



Death anniversary of Lal Bahadur Shastri(11-01-2023)



National Youth Day (12-01-2023)



Sankranti celebrations(13-1-2023)



Indian army Day (19-1-2023)



Netaji Subhas Chandra Bose Jayanti(23-1-2023)



National Voters Day (25-1-2023)



Republic Day(26-1-2023)



Blood Group Identification for first year students (30-01-2023)



World Cancer Day (04-02-203)



International Day of Women and Girls in Science (11-02-2023)



National Productivity Day (12-02-2023)



AP towards anti drugs (13-02-2023)



World Day of Social Justice (20-02-2023)



International Mother Language Day (21-02-2023)



Central Excise Day (24-02-2023)



National Science Day (28-02-2023)



World Consumer Rights Day (15-03-2023)



Ugadi Festival Celebrations (22-3-2023)



World Health Day (7-4-2023)



CPR Progamme in association with Apollo Medical College (24-4-2023)



International Women's Day (08-03-2023)



National Vaccination Day (16-03-2023)



Special Camp (20-3-2023 TO 25-3-2023)



World Liver Day (19-4-2023)



World Environmental Day (5-6-2023)

## Faculty Achievements

## NPTEL Completed

| S. No. | Name of the Faculty | Course Name                     | Number of weeks |
|--------|---------------------|---------------------------------|-----------------|
| 1      | Dr.H Viswa Kiran    | Integrated Marketing Management | 8 Weeks         |
| 2      | Dr.H Viswa Kiran    | Retail Management               | 8 Weeks         |
| 3      | Dr.R Priyadharsini  | Consumer Behaviour              | 8 Weeks         |

## Papers Published

| S.<br>No. | Name of the Faculty and Designation        | Title of the Paper  | Name of the<br>Journal & Vol.,<br>Issue, Month & Year                              |
|-----------|--|---|--|
| 1         | Dr.R.Priyadharsini,<br>Associate Professor | Use Case Framework of Generative Artificial Intelligence in Digital Marketing Mix | ZENITH International Journal of Multidisciplinary Research, Vol.13 (05) May (2023) |
| 2         | Dr H Viswa Kiran,<br>Professor             | Use Case Framework of Generative Artificial Intelligence in Digital Marketing Mix | ZENITH International Journal of Multidisciplinary Research, Vol.13 (05) May (2023) |

## Papers Presented

- 1. Dr.K.Sudarsan presented a research paper entitled "**To Immute the Loan Processing Operation in Banking Sector using Blockchain Technology : Personal Loans**" presented in Two-day National Seminar on "Digital and Disruptive Technologies in India : Trends, Challenges and Opportunities" held at Department of Commerce and Management, Government College, Ananthapuramu, A.P. on 24<sup>th</sup> & 25<sup>th</sup> March, 2023.
- 2. Dr.Jyoshna.C presented a paper titled "Managerial Excellence The Mantra for Success" in International Conference in *Recent Trends in Science*, *Engineering and Management (ICRTSEM 2023*), organized by Er. Perumal Manimekalai College of Engineering, Hosur on 27<sup>th</sup> & 28<sup>th</sup> April 2023.
- 3. Dr.Jyoshna.C presented a paper titled **Women Entrepreneurship Development: A literature review on Policy Research in Indian Context,** on 12<sup>th</sup> &13<sup>th</sup> April 2023 at Sreenivasa Institute of Technology and Management Studies, Murakambattu, Chittoor.

## Programmes Organised

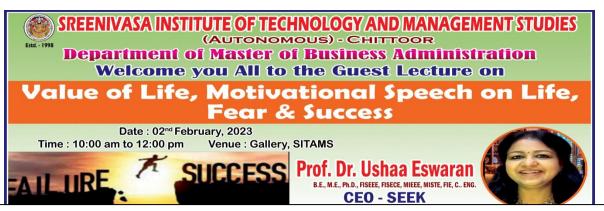
Dr. Jyoshna. C Organised a Guest Lecture on "Job Opportunities and Interview Tips for Management Professionals" on 3<sup>rd</sup> March, 2023 at Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor (A.P.), Chief Guest: Mr. K.R. Arun Kumar, Assistant Vice President – Risk and Compliance, IBM, India.





Guest Lecture on "Job Opportunities and Interview Tips for Management Professionals" on (03-03-2023)

Guest Lecture on "Value of Life, Motivational Speech on Life Fear and Success" on 22<sup>d</sup> February, 2023 at Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor (A.P.), Chief Guest: Prof.Ushaa Eswaran, CEO, SEEK, Chennai.



Guest Lecture on "Value of Life, Motivational Speech on Life Fear and Success" on (22-02-2023)

## Farewell Day





Farewell Day (12-06-2023)

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| FDPs/Workshops Attended |  |   |  |   |  |  |
|-------------------------|--|---|--|---|--|--|
| S. No.                  | Name of the Faculty and Designation        | Particulars of the program              | Organizer details  | Date  |  |  |
| 1                       | Dr.K.Sudarsan                              | Online Short Term<br>Training Programme | Centre for Excellence in Financial Markets, CMR Institute of Technology, Bengaluru | January<br>16 <sup>th</sup> to<br>20 <sup>th</sup> , 2023 |  |  |
| 2                       | Dr. H Viswa Kiran ,<br>Professor           | FDP- Retailing Management               | NPTEL- AICTE   | April 2023  |  |  |
| 3                       | Dr.R.Priyadharsini,<br>Associate Professor | FDP- Consumer<br>Behavior               | NPTEL- AICTE   | April 2023  |  |  |
| 4                       | Dr.H Viswa Kiran, Professor                | FDP- Integrated Marketing Management    | NPTEL- AICTE   | April 2023  |  |  |

## Acted as Resource Person/Session Chair

- Dr.K.Sudarsan acted as a Chair Person for Session I (Digital Technology and Management) of International Conference on "Advances and Innovation in Engineering and Sciences" organised by Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor (A.P.), on April 12<sup>th</sup> & 13<sup>th</sup>, 2023.
- 2. Dr.H Viswa Kiran acted as Resource Person for Guest Lecture on Pharmaceutical Statistics for M Pharmacy Students of SALN College of Pharmacy, Palluru, Chittoor on 21/01/2023.

## Editorial Board Member

| S.No | Editorial Board Member | Journal Name   | Place             | Date                           |
|------|------------------------|--|-------------------|--------------------------------|
| 1    | Dr.K.Sudarsan          | Cooperative Perspective Journal  | Pune, Maharashtra | April 2020- September,<br>2022 |
| 2    | Dr.K.Sudarsan          | Membership of International Engineering and  | Hong Kong         | November, 2019                 |
| 3    | Dr.K.Sudarsan          | Technology Institute Lifetime Membership of International Society for Research and Development |                   | September, 2016                |
| 4    | Dr.K.Sudarsan          | Life Membership of Indian Academic Researchers Association                                     |                   | November, 2013                 |
| 5    | Dr.K.Sudarsan          | Lifetime Membership of<br>World Academic–Industry<br>Research Collaboration<br>Organisation    |                   | July, 2012                     |
|      |                        | Organisation   |                   |                                |

## Membership

| S. No. | Name of the<br>Faculty | Professional Bodies /<br>Awards received  | International /<br>National | Place        | Date              |
|--------|------------------------|---|-----------------------------|--------------|-------------------|
| 1      | Dr.K.Sudarsan          | Membership of International Engineering and Technology Institute                          | International               | Hong<br>Kong | November,<br>2019 |
| 2      | Dr.K.Sudarsan          | Lifetime Membership of International Society for Research and Development                 | International               |              | September, 2016   |
| 3      | Dr.K.Sudarsan          | Life Membership of Indian Academic<br>Researchers Association                             | International               |              | November, 2013    |
| 4      | Dr.K.Sudarsan          | Lifetime Membership of World Academic-<br>Industry Research Collaboration<br>Organisation | International               |              | July, 2012        |
| 5      | Dr.Jyoshna.C           | Global Professors Welfare Association Forums  | National                    |              | March,<br>2023    |

## Students Achievements

## Students Toppers

The following is the list of Toppers for the academic year 2022-23 I & III semesters.

| Year    | Reg. No.   | Student Name | RANK |
|---------|------------|--------------|------|
| I YEAR  | 22751E0012 | E.MADHUMITHA | I    |
|         | 22751E0015 | KUMAR SAI J  | II   |
|         | 22751E0003 | B.PRABHA     | III  |
| II YEAR | 21751E0010 | D.ANJALI     | I    |
|         | 21751E0038 | P AKSHADA    | II   |
|         | 21751E0040 | P RAMYA      | III  |

# COURSE ERA Completed

| Reg. No.   | Name of the student  | Course Name   | Date of<br>Completed   | Award  |  |  |
|------------|--|---|--|--|--|--|
| 22751E0001 | ABBU UDAY KIRAN  | International Leadership and<br>Organizational Behaviour  | COURSE ERA   | Apr-23   |  |  |
| 22751E0002 | B ASHOK  | International Leadership and<br>Organizational Behaviour  | COURSE ERA   | Apr-23   |  |  |
| 22751E0003 | B PRABHA   | International Leadership and<br>Organizational Behaviour  | COURSE ERA   | Apr-23   |  |  |
| 22751E0004 | B VAMSI  | International Leadership and<br>Organizational Behaviour  | COURSE ERA   | Apr-23   |  |  |
| 22751E0005 | BABU AMARNATH  | International Leadership and<br>Organizational Behaviour  | COURSE ERA   | Apr-23   |  |  |
| 22751E0006 | BALAJI RAVI THEJA  | International Leadership and<br>Organizational Behaviour  | COURSE ERA   | Apr-23   |  |  |
|            | 22751E0001<br>22751E0002<br>22751E0003<br>22751E0004<br>22751E0005 | 22751E0001 ABBU UDAY KIRAN  22751E0002 B ASHOK  22751E0003 B PRABHA  22751E0004 B VAMSI  22751E0005 BABU AMARNATH | 22751E0001 ABBU UDAY KIRAN Organizational Leadership and Organizational Behaviour  International Leadership and | Reg. No. Name of the student  Course Name  Completed  International Leadership and Organizational Behaviour  COURSE ERA  International Leadership and |  |  |

| 7  | 22751E0007 | BANGALORE MADHU<br>PRIYA | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
|----|------------|--------------------------|--|------------|--------|
| 8  | 22751E0008 | C CHANDINI               | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 9  | 22751E0009 | C PAVAN KUMAR            | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 10 | 22751E0010 | C.SHANKAR SAI            | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 11 | 22751E0011 | CHENGATU MURALI          | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 12 | 22751E0012 | E MADHUMITHA             | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 13 | 22751E0013 | GEETHA S                 | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 14 | 22751E0014 | IRALA NAGARAJAYADAV      | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 15 | 22751E0015 | J KUMAR SAI              | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 16 | 22751E0016 | J T SUKUMAR              | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 17 | 22751E0017 | J VIJAYA BHASKAR         | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 18 | 22751E0018 | K JANIFER                | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 19 | 22751E0019 | K M KISHORE              | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 20 | 22751E0020 | K MANIKANTA              | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 21 | 22751E0021 | K MOHAN SAI              | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 22 | 22751E0022 | K T RAHUL                | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 23 | 22751E0023 | KAVETI YAMINI            | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 24 | 22751E0024 | KOLI DINESH              | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 25 | 22751E0026 | MUKILVANNAN D S          | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 26 | 22751E0027 | N SIREESHA               | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 27 | 22751E0028 | NETHAKARA SATHISH        | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 28 | 22751E0029 | P LAKSHMI PRIYA          | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 29 | 22751E0030 | P NAVEEN KUMAR           | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 30 | 22751E0031 | P NISHITHA               | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 31 | 22751E0032 | PULAGURA DEEPAK          | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 32 | 22751E0033 | PULLURI RAMANJULU        | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 33 | 22751E0034 | R GAYATHRI               | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 34 | 22751E0035 | R PRABU DEVA             | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 35 | 22751E0036 | S K THEJASWI             | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 36 | 22751E0037 | S PUNEETH                | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
|    |            |                          |  |            |        |

| 37 | 22751E0038 | S.NARESH          | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
|----|------------|-------------------|--|------------|--------|
| 38 | 22751E0039 | SURYA G           | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 39 | 22751E0040 | U JYOTHIKA        | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 40 | 22751E0041 | V DILEEP KUMAR    | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 41 | 22751E0042 | V P DURGA PRASAD  | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 42 | 22751E0043 | V S GNANA DEEPIKA | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 43 | 22751E0044 | V.SARATH KUMAR    | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |
| 44 | 22751E0045 | YASASWINI M       | International Leadership and<br>Organizational Behaviour | COURSE ERA | Apr-23 |

# Webinars/Workshops Attended

| S .No | Roll No    | Name of the Student(s) | Title of the Paper   | <b>Conference Proceedings</b>   | Year & ISBN<br>Number                           |
|-------|------------|------------------------|--|---|---|
| 1     | 22751E0015 | J.Kumar Sai            | Transformational Perspective                                       | International Conference on<br>Advances and Innovations<br>in Engineering and<br>Sciences | •   |
| 2     | 22751E0016 | J T Sukumar            | Digital Currency – A<br>Transformational<br>Perspective            | International Conference on<br>Advances and Innovations<br>in Engineering and<br>Sciences | -   |
| 3     | 21751E0011 | D. Charan Raj          | The Role of Technological Start-Ups in Indian Economic Development | International Conference<br>on Advances and<br>Innovations in<br>Engineering and Sciences | 12 <sup>th</sup> & 13 <sup>th</sup> April, 2023 |
| 4     | 21751E0021 | K. Khaleef             | The Role of Technological Start-Ups in Indian Economic Development | International Conference<br>on Advances and<br>Innovations in<br>Engineering and Sciences | 12 <sup>th</sup> & 13 <sup>th</sup> April, 2023 |
| 5     | 21751E0016 | G. GunaSekhar          | The Role of Technological Start-Ups in Indian Economic Development | International Conference<br>on Advances and<br>Innovations in<br>Engineering and Sciences | 12 <sup>th</sup> & 13 <sup>th</sup> April, 2023 |
| 6     | 21751E0034 | N. Chaithanya          | Digital innovation in business and economy                         | International Conference<br>on Advances and<br>Innovations in<br>Engineering and Sciences | 12 <sup>th</sup> & 13 <sup>th</sup> April, 2023 |
|       | 21751E0036 | O.D. Jyoshna           | Digital innovation in business and economy                         | International Conference on Advances and Innovations in Engineering and Sciences          | 12 <sup>th</sup> & 13 <sup>th</sup> April, 2023 |
| 8     | 21751E0009 | C.Sunanda              | Digital innovation in business and economy                         | International Conference<br>on Advances and   | 12 <sup>th</sup> & 13 <sup>th</sup> April, 2023 |

|     |            | I                     |  | Innovations in  |  |
|-----|------------|-----------------------|--|---|--|
|     |            |                       |  | Engineering and Sciences                              |  |
| 9   | 21751E0038 | P. Akshada            | Digital innovation in                      | International Conference                              | 12 <sup>th</sup> & 13 <sup>th</sup> April, 2023                        |
|     |            |                       | business and economy                       | on Advances and                                       | 1 /  |
|     |            |                       | ·  | Innovations in  |  |
|     |            |                       |  | Engineering and Sciences                              |  |
| 10  | 21751E0014 | Echineri Priya        | Trends, Prospects and                      | International Conference                              | 12 <sup>th</sup> & 13 <sup>th</sup> April, 2023                        |
|     |            |                       | Challenges in The                          | on Advances and<br>Innovations in                     |  |
|     |            |                       | Indian Digital Economy                     | Innovations in Engineering and Sciences               |  |
| 11  | 21751E0020 | K Jaimatha            | Trends, Prospects and                      | International Conference                              | 12 <sup>th</sup> & 13 <sup>th</sup> April, 2023                        |
|     | 2175120020 |                       | Challenges in The                          | on Advances and                                       | 12 cc 15 1 pm, 2025  |
|     |            |                       | Indian Digital                             | Innovations in  |  |
|     |            |                       | Economy                                    | Engineering and Sciences                              |  |
| 12  | 21751E0045 | R V Sarika            | Trends, Prospects and                      | International Conference                              | 12 <sup>th</sup> & 13 <sup>th</sup> April, 2023                        |
|     |            |                       | Challenges in The                          | on Advances and                                       |  |
|     |            |                       | Indian Digital                             | Innovations in  |  |
| 13  | 21751E0043 | PoluSasikumari        | Economy Trends, Prospects and              | Engineering and Sciences International Conference     | 12 <sup>th</sup> & 13 <sup>th</sup> April, 2023                        |
| 13  | 21/31E0043 | 1 OluSasikulliäll     | Challenges in The                          | on Advances and                                       | 12 & 13 April, 2023  |
|     |            |                       | Indian Digital                             | Innovations in  |  |
|     |            |                       | Economy                                    | Engineering and Sciences                              |  |
| 14  | 22751E0015 | J.Kumar Sai           | Managerial Excellence-                     | International Conference on                           |  |
|     |            |                       | The mantra for success                     | Recent Trends in Science,                             | & 978-93-5768-336-4  |
|     |            |                       |  | Engineering and                                       |  |
| 15  | 22751E0016 | J.T. Sukumar          | Managerial Excellence-                     | Management International Conference on                | 27 <sup>th</sup> & 28 <sup>th</sup> April, 2023                        |
| 13  | 22731E0010 | J.1. Sukumai          | The mantra for success                     | Recent Trends in Science,                             |  |
|     |            |                       | The manta for success                      | Engineering and                                       | a 710 73 3100 330 4  |
|     |            |                       |  | Management  |  |
| 16  | 22751E0026 | MukilVannan           | Stock Market Analysis                      | International Conference on                           | 27 <sup>th</sup> & 28 <sup>th</sup> April, 2023                        |
|     |            | D.S                   | and its impact                             | Recent Trends in Science,                             | & 978-93-5768-336-4  |
|     |            |                       |  | Engineering and                                       |  |
| 17  | 22751E0019 | K.M. Kishore          | Stools Montret Amelysis                    | Management  | 27th e- 20th Amril 2022  |
| 1 / | 22731E0019 | K.W. KISHOLE          | and its impact                             | International Conference on Recent Trends in Science, | 27 <sup>th</sup> & 28 <sup>th</sup> April, 2023<br>& 978-93-5768-336-4 |
|     |            |                       | and its impact                             | Engineering and                                       | & 710-73-3100-330- <del>4</del>  |
|     |            |                       |  | Management  |  |
| 18  | 22751E0003 | B. Prabha             | Stock Market Analysis                      | International Conference on                           | <b>A</b> .   |
|     |            |                       | and its impact                             | Recent Trends in Science,                             | & 978-93-5768-336-4  |
|     |            |                       |  | Engineering and                                       |  |
| 19  | 22751E0043 | V.S. Gnana            | Stock Market Analysis                      | Management International Conference on                | 27 <sup>th</sup> & 28 <sup>th</sup> April, 2023                        |
| 19  | 22/31E0043 | V.S. Ghana<br>Deepika | and its impact                             | International Conference on Recent Trends in Science, | & 978-93-5768-336-4  |
|     |            | Бесріка               | and its impact                             | Engineering and                                       | & 710-73-3100-330- <del>4</del>  |
|     |            |                       |  | Management  |  |
| 20  | 22751E0032 | P. Deepak             | Credit Rating Services in                  | International Conference on                           |  |
|     |            |                       | India and Abroad                           | Recent Trends in Science,                             | & 978-93-5768-336-4  |
|     |            |                       |  | Engineering and                                       |  |
| 21  | 22751E0021 | V Mahan Sai           | Condit Dating Coming                       | Management  | 27th & 20th A  |
| 21  | 22751E0021 | K. Mohan Sai          | Credit Rating Services in India and Abroad | International Conference on Recent Trends in Science, | 27 <sup>th</sup> & 28 <sup>th</sup> April, 2023<br>& 978-93-5768-336-4 |
|     |            |                       | muia anu Autuau                            | Engineering and                                       | & 710-75-5100-550-4  |
|     |            |                       |  | Management  |  |
|     | •          |                       |  | -   |  |

# Attended Games/Sports and Prizes/Awards received

| S.No | <b>Event Name</b> | Year       | Name of the Student(s)   | Prize Received        |
|------|-------------------|------------|--|-----------------------|
| 1    | 100m Running      | II MBA     | K. Jaimatha  | 2 <sup>nd</sup> Prize |
| 2    | 200m Running      | II MBA     | K. Jaimatha  | 2 <sup>nd</sup> Prize |
| 3    | Shot put          | II MBA     | K. Jaimatha  | 1 <sup>st</sup> Prize |
| 4    | Shot put          | I MBA      | K.M. Kishore   | 2 <sup>nd</sup> Prize |
| 5    | Chess             | II MBA     | K. Jaimatha  | 2 <sup>nd</sup> Prize |
| 6    | Shuttle (doubles) | II MBA     | D. Charanraj<br>K. Khaleef   | 1 <sup>st</sup> Prize |
| 7    | Volley Ball       | I & II MBA | K. Jaimatha K. Deepak reddy D. Charanraj C. Vamsidhar N. Chaithanya K.M. Kishore K. Jyotheswar N. Sathish Chinnaraj K. Soma Sekhar I. Nagaraja Yadav B. Amarnath | 1 <sup>st</sup> Prize |
| 8    | Basket Ball       | I & II MBA | K. Vinayakam N. Chaithanya K. Soma sekhar D. Charanraj K. Khaleef P. Adhi sankar N. Sathish K.M. Kishore G. Surya K. Jaimatha                                    | 1 <sup>st</sup> Prize |
| 9    | Ball Badmintation | II MBA     | K. Deepak reddy K. Jaimatha K. Khaleef D. Charan raj N. Chaithanya K. Soma sekhar N. Ganesh G. Bharath   | 1 <sup>st</sup> Prize |

**Department of MBA, SITAMS** 

Newsletter: January–June (2023)

## List of Students won Prize/ Monetary Rewards in Management Activities

| S.No | Roll No    | Name of the Student(s) | <b>Event Name</b> | Prize                 | College/ University    | Date &<br>Year |
|------|------------|------------------------|-------------------|-----------------------|------------------------|----------------|
| 1    | 22751E0039 | G.Surya                | Photography       | 1 <sup>st</sup> Prize | SVCET, Chittoor        | 09-6-2023      |
| 2    | 22751E0016 | J.T. Sukumar           | Ad-Zap            | 1 <sup>st</sup> Prize | Vemu College, Chittoor | 24-3-2023      |
| 3    | 22751E0032 | P. Deepak              | Ad-Zap            | 1 <sup>st</sup> Prize | Vemu College, Chittoor | 24-3-2023      |
| 4    | 22751E0010 | C.Shankar Sai          | Ad-Zap            | 1 <sup>st</sup> Prize | Vemu College, Chittoor | 24-3-2023      |
| 5    | 22751E0029 | P Lakshmi<br>Priya     | Ad-Zap            | 1 <sup>st</sup> Prize | Vemu College, Chittoor | 24-3-2023      |

## Students' participation in professional activities

| S.No | Roll No    | Name of the Student(s) | <b>Event Name</b>        | College/ University | Date & Year |
|------|------------|------------------------|--------------------------|---------------------|-------------|
| 1    | 22751E0026 | Mukilvannan D.S        | Yuva Utsav- Poetry       | SVCET, Chittoor     | 09-06-2023  |
| 2    | 22751E0019 | Kishore K.M            | Yuva Utsav - Photography | SVCET, Chittoor     | 09-06-2023  |
| 3    | 22751E0039 | Surya G                | Yuva Utsav - Photography | SVCET, Chittoor     | 09-06-2023  |
| 4    | 22751E0029 | Lakshmi Priya P        | Yuva Utsav - Poetry      | SVCET, Chittoor     | 09-06-2023  |
| 5    | 22751E0043 | Gnana Deepika V.S      | Yuva Utsav - Painting    | SVCET, Chittoor     | 09-06-2023  |
| 6    | 22751E0003 | Prabha B               | Yuva Utsav - Painting    | SVCET, Chittoor     | 09-06-2023  |
| 7    | 22751E0040 | Jyothika U             | Yuva Utsav - Painting    | SVCET, Chittoor     | 09-06-2023  |
| 8    | 22751E0015 | J Kumar Sai            | Yuva Utsav - Painting    | SVCET, Chittoor     | 09-06-2023  |
| 9    | 22751E0006 | Ravi teja B            | Yuva Utsav- Poetry       | SVCET, Chittoor     | 09-06-2023  |
| 10   | 22751E0005 | Amarnath B             | Yuva Utsav - Painting    | SVCET, Chittoor     | 09-06-2023  |
| 11   | 22751E0018 | Jenifer K              | Yuva Utsav - Painting    | SVCET, Chittoor     | 09-06-2023  |
| 12   | 22751E0032 | P.Deepak               | Yuva Utsav- Poetry       | SVCET, Chittoor     | 09-06-2023  |
| 13   | 22751E0008 | C.Chandini             | Yuva Utsav - Declamation | SVCET, Chittoor     | 09-06-2023  |
| 14   | 22751E0010 | C.Shankar Sai          | Yuva Utsav - Photography | SVCET, Chittoor     | 09-06-2023  |
| 15   | 22751E0016 | J.T.Sukumar            | Yuva Utsav - Declamation | SVCET, Chittoor     | 09-06-2023  |
| 16   | 22751E0012 | Madhumitha E           | Yuva Utsav - Declamation | SVCET, Chittoor     | 09-06-2023  |

## Training Programme

| S. No. | Roll Number | Name of the student   | Name of the Company | Place     | Duration |
|--------|-------------|-----------------------|---------------------|-----------|----------|
| 1      | 21751E0016  | G.Guna Sekhar         | Qspider Incubation  | Bangalore | 3Months  |
| 2      | 21751E0014  | Echineri Priya        | Qspider Incubation  | Bangalore | 3Months  |
| 3      | 21751E0037  | P. Adhi Sankar        | Qspider Incubation  | Bangalore | 3Months  |
| 4      | 21751E0041  | P.Rishitha Reddy      | Qspider Incubation  | Bangalore | 3Months  |
| 5      | 21751E0040  | P Ramya               | Qspider Incubation  | Bangalore | 3Months  |
| 6      | 21751E0007  | C.Vamsidhar           | Qspider Incubation  | Bangalore | 3Months  |
| 7      | 21751E0034  | Nellepalle Chaithanya | Qspider Incubation  | Bangalore | 3Months  |
| 8      | 21751E0038  | S B Chandini          | Qspider Incubation  | Bangalore | 3Months  |
| 9      | 21751E0027  | Kathodi Vinayakam     | Qspider Incubation  | Bangalore | 3Months  |
|        |             |                       |                     |           |          |

# Internships

| C   |            |  |  |           |                       |           |  |
|-----|------------|--|--|-----------|-----------------------|-----------|--|
| S.  | Roll       | Name of the student                          | Name of the Company                      | Place     | Specialisation        | Duration  |  |
| No. | Number     | A non-dele                                   | DMM                                      | Claire    | IID                   | 2 Manutha |  |
| 1   | 21751E0003 | Amudala Lakshmi<br>Priya                     | RMM                                      | Chittoor  | HR                    | 2 Months  |  |
| 2   | 21751E0005 | C Karan Chinnaraj                            | Jain Farm Fresh foods ltd                | Chittoor  | HR                    | 2 Months  |  |
| 3   | 21751E0015 | G Bharath                                    | Uttishta Partners Pvt ltd                | Banglore  | Marketing             | 2 Months  |  |
| 4   | 21751E0024 | Kandala Thanuja                              | Food and INNS                            | Pallur    | HR                    | 2 Months  |  |
| 5   | 21751E0029 | Kolthuru Aleesha                             | Global Farm Fresh Pvt<br>Ltd, Tirupathi  | Tirupathi | General<br>Management | 2 Months  |  |
| 6   | 21751E0032 | MB Akhil Kumar                               | Podaran foods, Srini food park, Mogili   | Mogili    | HR                    | 2 Months  |  |
| 7   | 21751E0037 | P Adhi Sankar                                | Sun Facilities Services,<br>Chennai      | Chennai   | HR                    | 2 Months  |  |
| 8   | 21751E0038 | P Akshada                                    | Jain Farm Fresh foods ltd                | Chittoor  | HR                    | 2 Months  |  |
| 9   | 21751E0040 | P Ramya                                      | Global Farm Fresh Pvt<br>Ltd, Tirupathi  | Tirupathi | General<br>Management | 2 Months  |  |
| 11  | 21751E0041 | P Rishitha Reddy                             | Dalvkot Utility<br>Enterprises, Banglore | Banglore  | HR                    | 2 Months  |  |
| 12  | 21751E0049 | S Neethu                                     | Food and INNS                            | Pallur    | HR                    | 2 Months  |  |
| 13  | 21751E0053 | Subramanyam<br>Lakshminarayana Sai<br>Venkat | Jain Farm Fresh foods ltd                | Chittoor  | SAP                   | 2 Months  |  |



# SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES

AUTONOMOUS - NBA(CSE,ECE, MECH & MCA) ACCREDITED

Awarded 'A' Grade by Technical Education, Government of Andhra Pradesh

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