

## OUR INSPIRATION



Dr. D.K. Audikesavulu  
Founder Chairman



# NEWS LETTER

Volume: XXIII Issue:1 January-June (2021)

**Department of  
Management Studies**



Smt. D.A. Satyaprabha  
Chairperson  
(2013-2021)

## Sreenivasa Institute of Technology and Management Studies

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#### Inside this issue

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### 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 world-class infrastructure and facilities includes state-of-art 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 conducive 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. P. Ramesh Kumar  
Principal

SITAMS News letter broadcasts the information of the college and exhibits the hidden talents of the students and staff. It encloses the activities such as paper published, conferences attended and FDP by staff members and competitions won by the students and innovative projects carried out by them.

I take this opportunity to thank all the stakeholders for showing interest and continuous support. I extend my best wishes to all the students in their chosen career path and I am sure that the college will reach the zenith in the years to come and serve many more in the society.

## HOD'S MESSAGE

I thank all the faculties and students who participated in the events in the academic year 2020-21. I hope this will be continued further to improve the self-quality and department quality.



**Dr. T.Hima Bindu**  
HOD-MBA

### COLLEGE VISION

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

### COLLEGE MISSION

- Provide congenial academic ambience with state-art of resources for learning and research.
- Ignite the students to acquire self reliance in the latest technologies.
- 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 VISION

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

### DEPARTMENT MISSION

- Provide congenial academic ambience with necessary infrastructure and learning resources.
- Inculcate confidence to face and experience new challenges from industry and society.
- Ignite the students to acquire self reliance in State-of-the-Art Technologies
- Foster enterprising spirit among students

## Events



World Blood Donor Day Celebrations(14-06-2021)



International Yoga Day Celebrations (21-06-2021)



Workshop on "Ideas to get Prepared for A Job Interview" (4-01-2021)



Paper Presentation on "Global Warming: A Need For Change" (15-02-2021)



Workshop on "Demat Account and Its Importance" (03-03-2021)



Webinar on "Financial Planning and Investment Opportunities" (19-04-2021)

## 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.



Swamy Vivekananda Birthday Celebrations (12-01-2021)



కార్యక్రమంలో పాల్గొన్న విద్యార్థులు

### మహాత్మా గాంధీ జయంతి కార్యక్రమం

చిత్తూరు(కేరళ), న్యూఢిల్లీ: మహాత్మాగాంధీ ఆశయ సాధనకు అందరూ కలసికట్టుగా కృషి చేయాలని శ్రీనివాసా ఇంజనీరింగ్ కళాశాల(సితమ్మ) విద్యార్థులు పేర్కొన్నారు. మహాత్మాగాంధీ పద్ధతిని పురస్కరించుకుని పుంగళవారం కళాశాలలోని జాతీయ సేవా పథకం(ఎన్ఎస్ఎస్) ఆధ్వర్యంలో 'మహాత్మా గాంధీ జీవితం నుంచి ఈతరం యువత 'ఏమి నేర్చుకోవాలి' అనే అంశంపై ఉపన్యాసం, పవర్ పాయింట్ ప్రజెంటేషన్ కార్యక్రమాన్ని నిర్వహించారు. ఈ సందర్భంగా పలువురు విద్యార్థులు ఉపన్యాసించారు. అహింస, పట్టుదల, కష్టాలకు ఎదురొడ్డి నిలవడం, సత్యం, పరోపకారం తదితర మంచి అలవాట్లను గాంధీ నుంచి నేర్చుకోవాలని విద్యార్థులు వెల్లడించారు. ఈ కార్యక్రమంలో కళాశాల ప్రిన్సిపల్ రమేష్ కుమార్ తదితరులు పాల్గొన్నారు.



Mahathma Gandhi Vardhanthi (30-01-2021)



**International Women's Day Celebrations (08-03-2021)**



**International Water Day Celebrations (22-03-2021)**



**Donation to Orphan children's and old age people (24-04-2021)**



Help to Orphans by NSS volunteers (03-05-2021)

## Webinar organized

- Dr.K.Sudaran was National Webinar on "Financial Planning and Investment Opportunities" organized in Association with Bombay Stock Exchange on 19th April, 2021 at Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor (A.P.). Chief Guest & Mentor: Dr.J.Murthy, Resource Person, BSE.

## Invited Talk

- Conducted Technical Talk on "Search engine optimisation" on 21<sup>st</sup> June, 2019 delivered by Mr.Thameem, ALFADIGITAL.

## Faculty Achievements

### Editorial Board Member

- Dr.K.Sudarsan, Editorial Board member, Cooperative Perspective Journal for the Issue April 2020 to September, 2022.

## Invited Talk

- **Dr.K.Sudarsan**, Delivered a talk on "Challenges and Opportunities in Business Process Management: Overview of Recent Advances and Introduction to Organization Behaviour" in the National Webinar Series on "Recent Advances in Business Management" held on 27<sup>th</sup> February, 2021 at Shobit University,

## Papers Published

- **Dr.K.Sudarsan** published "Impact of Talent Management on Employee Job Performance in Information Technology (IT) : An Empirical Study of Chennai City" published in Palarch's Journal of Archaeology of Egypt/Edyptology, Vol. 18, No.4, 2021, pp.5871-5886, ISSN: 1567-214X, Available at <https://archives.palarch.nl/index.php/jae/article/view/7192> *Scopus*

- **Dr.K.Sudarsan** published “**Impact of Institution Variables on the Non-Performing Assets of Scheduled Commercial Banks in India**” published in Palarch’s Journal of Archaeology of Egypt/Edyptology, Vol. 18, No.4, 2021, pp.3297-3306, ISSN: 1567-214X, Available at <https://archives.palarch.nl/index.php/jae/article/view/6819> *Scopus*
- **Dr.K.Sudarsan** published "**Sources of Finance and Financial Structure of MSMEs – A Study of Granite Industry in Chittoor and Prakasam Districts**" published in *European Journal of Molecular & Clinical Medicine*, Volume 8, Issue 1, 2021, pp. 1777-1788, **Online ISSN: 2515-8260**, Available at [https://ejmcm.com/article\\_8014.html](https://ejmcm.com/article_8014.html) *Scopus*

## FDPs/Workshops/Webinars Attended

- **Dr.K.Sudarsan** attended Seven Day National Level Faculty Development Programme on **Transition to IFRS : Insights in to Implications on Financial Statements** organized by St. Joseph’s College of Commerce, Bangalore from 10-18 Feb. 2021.
- **Dr.C.Jyothsna** has attended a National Webinar on “Stress Management” Organized by Department of E&TC, AISSMS College of Engineering on 23th May 2021.
- **Dr.C.Jyothsna** has attended a National Webinar on “New Age Career & Future Work Prospects in Industry 4.0” Organized by Department of Master of Business Administration by Dr. Ambedkar Institute of Technology on 29<sup>th</sup> May 2021.
- **Dr.C.Jyothsna** has attended a National Webinar on “Internal quality Assurance Cell (IQAC)” Organised by Narayana Engineering College on 29<sup>th</sup> May 2021.
- **Dr.C.Jyothsna** has attended a National Webinar on “Financial Empowerment through Wealth Creation” Organised by MITS School of Business on 5<sup>th</sup> June 2021.
- **Dr.C.Jyothsna** has attended a National Level Virtual Hands on Training “Tally with GST” Organised by Excel Business School on 23<sup>rd</sup> October 2021.
- **Dr.C.Jyothsna**.has participated in **Six Day Short Term Training Programme** on “*Digitalization of Higher Education For Quality Enhancement of Teaching, Learning and Research*” sponsored by AICTE & Organised by SVCET from 25/08/2021 to 30/08/21.
- **Dr.C.Jyothsna** has participated in **Six Day Short Term Training Programme** on “*The role of Leadership in the Knowledge Society and Sustainable Environment*” sponsored by AICTE & Organised by SVCET from 25/09/2021 to 30/09/21.
- **Dr.Jyoshna.C** has participated in Webinar on “**Personal Data Protection in Business**” organised by Entrepreneurship Development Cell, Adhitya College of Arts & Science, Coimbatore, on 22<sup>nd</sup> May, 2021.
- **Dr.Jyoshna.C** has participated in **Six Day Short Term Training Programme** on “*Digitalization of Higher Education For Quality Enhancement of Teaching, Learning and Research*” sponsored by AICTE & Organised by SVCET from 25/08/2021 to 30/08/21.

- **Dr.Jyoshna.C** has participated in **Six Day Short Term Training Programme** on “*The role of Leadership in the Knowledge Society and Sustainable Environment*” sponsored by AICTE & Organised by SVCET from 25/09/2021 to 30/09/21.
- **Ms.S.Saritha** has participated in **Six Day Short Term Training Programme** on “*Digitalization of Higher Education For Quality Enhancement of Teaching, Learning and Research*” sponsored by AICTE & Organised by SVCET from 25/08/2021 to 30/08/21.
- **Ms.S.Saritha** has participated in **Six Day Short Term Training Programme** on “*The role of Leadership in the Knowledge Society and Sustainable Environment*” sponsored by AICTE & Organised by SVCET from 25/09/2021 to 30/09/21.

## Members in Reviewers

- **Dr.K.Sudarsan**, Cooperative Perspective Journal for the Issue April 2020 to September, 2022.

## Students Achievements

### Students Toppers

The following is the list of Toppers for the academic year 2020-21 I semester.

S N	Year	Reg. No.	Student Name	GPA	RANK
1.	I YEAR	20751E0054	S THASMIYA	9.54	I
2.		20751E0020	J.S.THEJASREE	9.38	II
3.		20751E0059	B.GAYATHRI	9.38	III
4.	II YEAR	19751E0039	M.MOUNISHA	9.38	I
5.		19751E0052	P.LAVANYA	9.38	II
6.		19751E0014	G.RESHMA	9.38	III

## Webinar Attended

S. No.	Name of the Programme	Sponsorship	Resource Persons	No. of Participants	Date	Target Audience
1	<b>National Webinar on “Financial Planning and Investment Opportunities”</b>	Bombay Stock Exchange	<i>Dr.J.Murthy, Resource Person, BSE.</i>	54	19th April, 2021	MBA Students

## Placements

SNO	NAME OF THE STUDENT	ROLL NO	COMPANY NAME
1.	A R JAHNAVI	15751A0507	CTS
2.	B.YUGANDHAR	15751A0513	SYNTEL
3.	BANDILA SRAVANTHI	15751A0514	CTS
4.	BANGARU SAI PRANAVI	15751A0515	CTS
5.	C BALAJI BABU	15751A0518	TCS
6.	C H SAI CHANDHANA PRIYA	15751A0519	CTS



## **SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES**

**AUTONOMOUS – NBA(CSE,ECE,MECH & MCA) ACCREDITED**

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

**(Approved by AICTE, New Delhi & Permanently Affiliated to JNTUA, Ananthapuramu)**

**An ISO 9001:2015 Certified Institution**

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