



Dr. D.K. Audikesavulu
Founder Chairman

SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES



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Our college is committed to foster the students and pursuit individual excellence through participation in full range of academic, cultural, social and physical activities and to make them evolve as all-rounder. To achieve this goal, several add on courses like training & placement, personality development, communication skills and other soft skills are provided by expert faculty.

SITAMS has the team of dedicated and highly qualified faculty who strives to widen the students' horizon of learning. We take special care on each student by helping them to taste success with high grades in a short span. Our college is also a venue of national, international and state level conferences, seminars and symposium.

I, with my esteemed academicians and budding technocrats, I wish all the best for achieving greater success and scaling newer heights in education and career ahead.

TRUSTEE MESSAGE

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.



Sri. K. Ranganatham
Trustee, Srinivasa Trust

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 faculty and students who participated in the events in the academic year 2018-19. I hope this will be continued further to improve the self-quality and department quality.



Dr. J.V. Balasubramanian,
HOD-DOMS

Inside this issue

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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

- To contribute for the society through excellence in Computer Science and Engineering with a deep passion for wisdom, culture and values.

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

NBA PEER TEAM VISIT

NBA peer team visited the college on 30th, 31st August and 1st September for Accreditation to different branches. The team has given Accreditation for the branches of Mechanical Engineering, Computer Science and Engineering, Electronics and Communication Engineering and Master of Computer Applications.



Standing Committee visit for NBA accreditation (30-08-2019, 31-08-2019 & 01-09-2019)

EXTENSION OF AUTONOMOUS STATUS

The Standing Committee constituted by University Grants Commission (UGC) visited the college on 14-06-2019 and 15-06-2019 and decided to give extension of Autonomous status to Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor affiliated to JNTUA, Ananatapur for a period of 5 years w.e.f. 2019-2020 to 2023-24.



Standing Committee visit for extension of Autonomous status (14-06-2019 & 15-06-2019)

Governing Body meeting

The meeting of the Governing Body of SITAMS (Autonomous) held on 20-12-2019 (Friday) at 10-30 A.M. in the Conference Hall of the College. The following members attended the meeting i.e Smt. D.A. SathyaPrabha, Chairperson, Managing Trustee, Srinivasa Trust; Sri K. Ranganadham, Executive Vice-Chairman; Sri D.K. Badrinarayana, Member, Industrialist & Philanthropist; Sri G. Ramachandraiah, Member, Formerly Chief Engineer, Wadighan Project (Libya), Chittoor; Sri D.A. Srinivas, Member, Director, KBD Sugars and Distillers Ltd., Bangalore; Dr. B.S. Madhukar (UGC Nominee), Assessment Committee of Yoga Certification Board (YCB), Ministry of AYUSH; Dr. V. Venugopal Reddy (University Nominee) Professor & Head, Mechanical Engineering Dept., JNTUA College of Engineering, Pulivendula; Sri K. Padma Rao Member, Regional Joint Director of Technical Education, Tirupati; Dr. K.L. Narayana Member, Retd. Professor and former Principal S.V.U College of Engineering, S.V.University, Tirupati; Dr. S. Sreekanth Professor, MCA Dept; Prof. R.M. Sulthani Professor, ECE Dept; Dr. P. Ramesh Kumar Member Secretary, Principal.



Governing Body Meeting (20-12-2019)

State Level Volley Ball Tournament 2k19

SITAMS conducted State level Volley Ball Tournament 2k19 on 20th - 21st September 2k19 on the eve of 79th birth Anniversary of Late Sri D.K. Audikesavulu garu, Founder Chairman, SITAMS at SITAMS Sports Complex. Smt. D.A. SathyaPrabha, Chairperson, SITAMS inaugurated the tournament. The Principal and the Vice principals of SITAMS distributed prizes to the students who have shown their outstanding Performance. Sri Vidyanikethan Engineering College, A.Rangampet, Tirupathi secured first prize as a cash of Rs. 10,000/- and Sri Vignan Degree College, Bangarupalem, Chittoor secured second prize as a cash of Rs.5,000/- respectively.



State level Volley Ball Tournament 2k19 on the eve of 79th birth Anniversary of Late Sri D.K. Audikesavulu garu, Founder Chairman, SITAMS (20-09-2020 & 21-09-2020)

NPTEL CERTIFICATE OF APPRECIATION

NPTEL Certificate of Appreciation is awarded to M.E. Palanivel of SITAMS, CHITTOOR for his instrumental role as an active SPOC for the SWAYAM-NPTEL Local Chapter for the JUL-Dec 2019 semester.



NPTEL Certificate of Appreciation

Alumni meet

SITAMS Alumni Association of Sreenivasa Institute of Technology and Management Studies (SITAMS) organized "RE-UNION" - a programme to facilitate, consolidate and coordinate Alumni Activities at SITAMS on 18-10-2019.



Alumni meet held on 18-10-2019

Entrepreneurship Development Cell

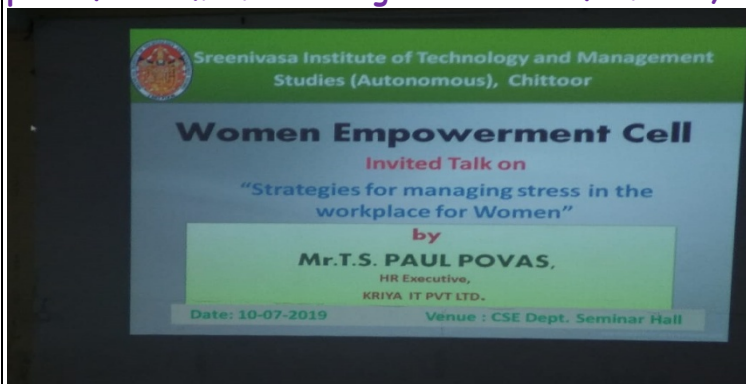
A 3-Day Entrepreneurship Awareness Camp (EAC) was organized by Entrepreneurship Development Cell from 14th October, 2019 to 16th October, 2019, sponsored by EDII, DST-NIMAT. The program was inaugurated by the Chief Guest Mr. G.Murali, Regional Officer, APITCO, Chittoor, Dr.P.Ramesh Kumar, Principal, Sreenivasa Institute of Technology and Management Studies, and Dr.K.Sudarsan, Coordinator of Entrepreneurship Development Cell.



A 3-Day Entrepreneurship Awareness Camp (14-10-2019 to 16-10-2019)

Women Empowerment Cell

An awareness programme "Stress Management at the working place" was organized by Women Empowerment Cell on 10th July, 2019 in the Seminar Hall of CSE department. Mr. T.S. Paul Povas, HR Executive, KRIYA IT PVT LTD., gave awareness on Strategies for managing stress in the work place for women. All the girl students of B.Tech, MBA and MCA participated for the programme.



An Awareness Programme "Stress Management at the working place" (10-07-2019)

"Self Defense" Programme was organized by Women Empowerment Cell on 19th July, 2019, at Indoor Stadium of SITAMS. Mr. Sundaramoorthy, Karate Master, Chittoor gave awareness through practical session. All the final year B.Tech, MBA and MCA girl students participated in the programme.



Self Defense Programme (19-07-2019)

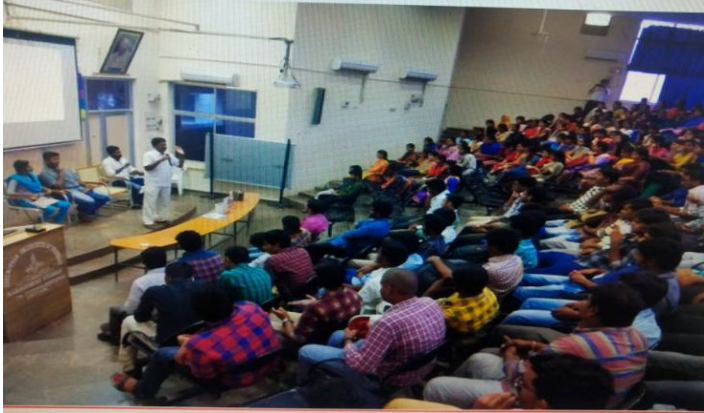
An awareness camp titled: "Anti Sexual Harassment" was organized by Women Empowerment Cell on 7th December, 2019 in coordination with Police Department, Chittoor Sub-Division at SITAMS Gallery. In this connection, essay writing competition was conducted in view to get awareness on women and child empowerment. Prize distribution was held at Nagaiah kalakshtram, Chittoor on the hands of Sri Sendhil Kumar IPS, the superintendent of Police, Chittoor.



An Awareness camp "Anti Sexual Harassment" (07-12-2019)



Independence Celebrations (15-08-2019)



Teachers day Celebrations(05.09.2019)



Engineer's day Celebrations(15.09.2019)



**Sri D.K Audikesavulu, chairman & founder and
D.A.Sathyapraba, chairperson
Birth anniversary(21.09.2019)**



National Education day(11.11.2019)



Children's Day Celebrations(13.11.2019)



National Mathematics day(20.12.2019)



Quiz(06.08.2019)



Paper Presentation(10.09.2019)



Quiz(15.10.2019)



Workshop on Stock Market Trading (23.10.2019)



Debates(30.11.2019)



Paper Presentation(10.12.2019)



Freshers Day Celebration (25.9.2019)

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.



**International Yoga Day Celebrations
(21-06-2019)**



**Provide Fruits, Bread and Milk to orphans in
Old Age Home (Ammavodi Ashramam)
(11-07-2019)**



**Tree Plantation in SITAMS
(12-07-2019)**



**Provided Note Books to Orphan Students who
are staying in Amma Vodi Ashramam
(17-07-2019)**



**Anti Ragging Awareness to Students
by Chittoor Police Department
(23-07-2019)**



**NSS Volunteers Participated in Trees
Distribution conducted by Forest Dept,
Chittoor (01-08-2019)**



**Tree Plantation in SITAMS Hostel
(08-08-2019)**



**mPassPort APP Awareness to Students
(24-07-2019)**



**Independence Day Celebrations
(15-08-2019)**



**Student Kit Distribution to Poor
Students who are studying in Govt. Schools
in around Chittoor(19-08-2019)**



**Participated in Awareness Program on "Our Safety in
Our Hands" conducted by Chittoor Police Dept
(13-09-2019)**



**Blood Donation Camp
(21-09-2019)**



**NSS Foundation Day Celebrations
(24-09-2019)**



**Campus Clean to make Plastic Free Campus
(01-10-2019)**



**Tree Plantation and Distribution
(01-10-2019)**



**Participated in Painting and Quiz Competitions
conducted by AP Forest Dept on the eve of
"Wild Life Week Celebrations". Won First
Prize in Painting by Moneesh II-CSE(03-10-19)**



**Quiz and Elocution Competitions
on the eve of Dr.APJ.Abdul Kalam Birthday
(15-10-2019)**



**NSS Volunteers participated in
Awareness Program conducted by Police
Department, Chittoor
(18-10-2019)**

Workshop/Conference/fDP Conducted

- Dr.K.Sudarsan, Associate Professor conducted a One-day Workshop on "Stock Market Trading" organized in Association with SBI Cap Securities Limited on 23rd October, 2019 at Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor (A.P.). Chief Guest & Mentor: Sri C Venkata Ramanaiah, Sales Manager - Retail Sales, SBICAP Securities Limited, Tirupathi.
- Conducted FDP on "SPSS software for beginners" on 27/06/2019 delivered by Dr Saravana and Dr H viswa Kiran.
- Conducted FDP on "Data analysis using SPSS" on 17/07/2019 delivered by Jyothi P S and Dr H viswa kiran.

Faculty Achievements

Membership

- Dr. K. Sudarsan, Membership of International Engineering and Technology Institute, Hong Kong, November 2019.

Best Teacher/Best Paper Award

- Dr.K.Sudarsan had received a Distinguished Teacher Award-2019 by MTC Global, Bangalore, Awarded Date: 07-09-2019



Invited Talk

- Conducted Technical Talk on "Thinking hats methods" on 21st June, 2019 delivered by K V Rajesh, Manager , ABB, banglore.
- Conducted Interaction with Industry person by Mr.K Narayana, Alstom transport india about "Logistic and supply chain" on 30th August, 2019
- Dr. K. Sudarsan, A talk on "Management of Customers and Top Level Management" in 2nd Day Training Programme for Junior Assistant Grade-II (Newly Recruited), organized by the Southern Power Distribution Company of A.P. Ltd., Operation Division, Chittoor on 5th Day of October, 2019.

- Dr. K. Sudarsan, A talk on "Management of Customer Relations" in 6th Day Training Programme for Junior Assistant Grade-II (Newly Recruited), organized by the Southern Power Distribution Company of A.P. Ltd., Operation Division, Chittoor on 7th Day of December, 2019.

NPTEL and Swayam Completed

S.No.	Name of the Faculty	Course Name	No. of weeks	Award
1	Dr.K Sudarsan	Working Capital Management	8 Weeks July- Aug 2019	Elite
2	Dr.K Sudarsan	Management Accounting	12 Weeks July to oct 2019	Elite
3	Dr.K Sudarsan	Financial Accounting and Analysis	5 Weeks	Elite
4	Dr.K Sudarsan	Introduction to Managerial Economics	5 Weeks	Elite
5	Dr.V. Murali Krishna	Working Capital Management	12 Weeks July – Aug 2019	
6	Dr.R. Priyadharsini	Soft Skills	12 Weeks July to Oct 2019	Elite + Silver

Papers Published

International:

- Dr.K.Sudarsan, (2019) published a research paper entitled "Nexus between Non-Performing Assets and Macroeconomic Variables: A Study of Indian Banking Sector" in International Journal of Scientific & Technology Research, Volume 8, Issue 11, November 2019, pp.3036-3047, ISSN : 2277-8616, Scopus, [Impact Factor: 7.466] (<http://www.ijstr.org/research-paper-publishing.php?month=nov2019>)
- Dr.V.Murali Krishna, (2019) Associate Professor has published a research paper on Emotional Intelligence and its Impact on the Organizational Performance-using SEM in International Journal of Recent Technology and Engineering (IJRTE), ISSN: 2277-3878.
- Dr.V.Murali Krishna, (2019) Associate Professor has published a research paper on Role of Entrepreneurship in Empowering Women- An Empirical Study in Rayalaseema Region in International Journal of Advanced Science and Technology (IJAST) ISSN No: 2005-4329 (SCOPUS)
- Dr.V.Murali Krishna, (2019) Associate Professor has published a research paper on A Model of Sales Force Management for Managing and Maintaining Sales Force Effectively in International Journal of Advanced Science and Technology (IJAST), Vol. 28, Issue. 19, pp. 21-26, ISSN: 2005-4238

National:

- Dr.G.Malyadri (2019) Associate Professor has published a research paper entitled " Higher Education System in India-An Overview" in National journal of Emerging Trends in Higher Education-The Role of IQAC, November 2019, ISBN :9789353910488.
- Dr.M.Vijaya Bhaskar Reddy., (2019), A Study on Performance Appraisal with Special Reference to Heritage Foods Private Limited (with Dr.T.Narayana Reddy & I.Venugopal), International Journal of Advanced Science and Technology(Scopus), Vol.28, No.19, pp:21-26, ISSN:2005-4238.
- Dr.M.Vijaya Bhaskar Reddy., (2019), A Model of Sales Force Management for Managing and Maintaining Sales Force Effectively (with Dr.T.Narayana Reddy & I.Venugopal), International Journal of Advanced Science and Technology(Scopus), Vol.28, No.19, pp:21-26, ISSN:2005-4238.
- Dr.M.Vijaya Bhaskar Reddy., (2019), A Study on Fast Moving Goods Sector- A Comparative Study on Dairy and Soft Drink Products (with Dr.T.Narayana Reddy & P.Lokesh Muni Kumar), International Journal of Advanced Science and Technology(Scopus), Vol.28, No.19, pp:21-26, ISSN:2005-4238

- Dr.M.Vijaya Bhaskar Reddy., (2019), A Study on Compensation Management in ECHIDNA Soft Pvt Ltd (with Dr.T.Narayana Reddy & I.Venugopal), A Journal of Composition Theory(UGC Approved: 18482), Vol. XII, Issue.XI, pp:762-775, November 2019. ISSN: 0731-6755. (Impact Factor: 5.7).

Papers Presented

- Dr.V.Murali Krishna, Associate Professor has presented a paper on CSR towards Social Development - Issues and Challenges organized by Alagappa University, Karaikudi 28th & 29th August, 2019

FDPs/Workshops Attended

- Dr. K. Sudarsan, Associate Professor has attended a Two-Week Faculty Development Programme (FDP) on "Entrepreneurship, Innovation & Incubation" Sponsored by the NSTEDB under DST, New Delhi, organized by the Vellore Institute of Technology-Technology Business Incubator, Vellore (T.N.), from 25th November - 7th December, 2019.
- Dr.G.Malyadri, Associate Professor has attended a Two day National level workshop on "Emerging Trends in Higher education-The role of IQAC " sponsored by NAAC Bangalore,organized by Department of Economics and Department of English, Smt., N.P.Savithamma Government Womens Degree college,Chittoor,6-7 November,2019.
- Dr.V.Murali Krishna, Associate Professor has attended a AICTE sponsored 2 Week FDP on "Curriculum Development for implementation of Outcome Based Teaching - Learning"organized by Department of Mech. Engg., AITS, Tirupati. Nov. 25th - Dec 7th, 2019.
- Dr.V.Murali Krishna, Associate Professor has attended Two Day National Workshop on Emerging Trends in Higher Education: The Role of IQAC, Organized by Smt.N.P.Savithamma Government College for Women, Chittoor on 6-7th November 2019.
- Dr.V.Murali Krishna, Associate Professor has attended National workshop on Stock Markets Education, Organized by Department of Management Studies, Sreenivasa Institute of Technology and Management Studies on 31st July, 2018.

Students Achievements

Students Toppers

The following is the list of Toppers for the academic year 2018-19

II MBA II SEM Semester

SL. No.	ROLL No.	NAME OF THE STUDENT	GPA
1	17751E0043	G SANDHYA	9.43
2	17751E00D8	R KAVYA	9.39
3	17751E00D9	R LAVANYA	9.21

I MBA II SEM Semester

SL. No.	ROLL No.	NAME OF THE STUDENT	GPA
1	18751E0094	V JAGADISH KUMAR	8.92
2	18751E0082	S SAI PRASUNA	8.61
3	18751E0050	MADAM SIVA KUMAR	8.61

NPTEL Completed

S.No	Reg. No.	Name of the Student	Course Name	No of weeks	Award
1	18751E0070	Punagani Jithenda	Soft Skills	12 Weeks July-Oct 2019	
2	18751E0054	N Anil Kumar	Soft Skills	12 Weeks July-Oct 2019	
3	18751E0019	C Kusuma	Performace and Reward Management	12 Weeks July-Oct 2019	
4	18751E0029	Eddula Bharath Raju	Performace and Reward Management	12 Weeks July-Oct 2019	
5	18751E0074	R Gnaneswari	Performace and Reward Management	12 Weeks July-Oct 2019	Elite
6	18751E0021	C S Raghavendra Rao	Performace and Reward Management	12 Weeks July-Oct 2019	Elite
7	18751E0025	D S Venu Gopal	Innovation, Business Mdels and Entrepreneurship	8weeks Aug-Oct 2019	
8	18751E0093	Ganga Devi	Innovation, Business Mdels and Entrepreneurship	8weeks Aug-Oct 2019	
9	18751E0079	S K Aslam	Financial Accounting	8weeks July-Sept 2019	Elite
10	18751E0083	K Sandhya	Working Capital Management	8weeks July-Oct 2019	Elite
11	18751E0041	K Deepika	Human Resource Management	12 Weeks July-Oct 2019	
12	18751E0091	G Sruthi	Human Resource Management	12 Weeks July-Oct 2019	
13	18751E0043	K Gowthami	Human Resource Management	12 Weeks July-Oct 2019	
14	18751E0081	Khushbu Shaik	Soft Skills	12 Weeks July-Oct 2019	
15	18751E0057	N V Jyothsna	Soft Skills	12 Weeks July-Oct 2019	Elite
16	18751E0033	G Supriya	Soft Skills	12 Weeks July-Oct 2019	
17	18751E0066	P N Manoj	Financial Accounting	8weeks July-Sept 2019	Elite+Silver
18	18751E0064	P Pavan Kalyan	Soft Skills	12 Weeks July-Oct 2019	
19	18751E0087	Sannapaneni Pooja	Soft Skills	12 Weeks July-Oct 2019	Elite
20	18751E0071	R Ajith Kumar	Soft Skills	12 Weeks July-Oct 2019	Elite
21	18751E0075	R B Meena Kumari	Soft Skills	12 Weeks July-Oct 2019	
22	18751E0078	S Javid Basha	Soft Skills	12 Weeks July-Oct 2019	Elite
23	18751E0055	N Mehraj Nilufar	Soft Skills	12 Weeks July-Oct 2019	
24	18751E0031	G Bhavya	Soft Skills	12 Weeks July-Oct 2019	
25	18751E0090	S Ganapriya	Soft Skills	12 Weeks July-Oct 2019	
26	18751E0098	V Vijaya Lakshmi	Soft Skills	12 Weeks July-Oct 2019	
27	18751E0069	P Naveena	Soft Skills	12 Weeks July-Oct 2019	
28	18751E0058	Sailaja	Soft Skills	12 Weeks July-Oct 2019	
29	18751E0060	Kusala	Soft Skills	12 Weeks July-Oct 2019	
30	18751E0053	Musturu Theja	Soft Skills	12 Weeks July-Oct 2019	
31	18751E00A1	Y Pooja Sree	Soft Skills	12 Weeks July-Oct 2019	Elite



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES

AUTONOMOUS - NAAC 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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