

OUR INSPIRATION



Dr. D.K. Audikesavulu
Founder Chairman



e-NEWS LETTER

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Department of Management Studies



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(2013-2021)

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I MBA

Inside this issue

Events @ SITAMS
NSS activities
Faculty achievements
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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. 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.

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
HOD

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 state-of-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 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

Placement Cell

Training program

The Training and Placement Cell organized a training program by M/S Mayinkrish Ventures Pvt. Ltd., Hyderabad for the final year students of B.Tech. and MCA, the training commenced from 15th November, 2023 onwards for a duration of 24 working days.



Placement Training Program (15-11-2023 to 15-12-2023)

Women Empowerment Cell

Guest Lecture

Lok Adalath Legal Awareness Camp was organized on 02-12-2023 for all B.Tech, MBA and MCA students in SITAMS Engineering College under Women Empowerment Cell. The Women Empowerment Cell Coordinator Dr.H.Umamahesvari addressed the gathering. In this program, the resource person of the Awareness Camp Shri Ramesh Babu, Chairman, Permanent Lok Adalat, Chittoor District. spoke about the importance of Lok Adalath and benefits of consulting Lok Adalath, how to get legal advice, legal rights for poor people



Lok Adalath Legal Awareness Camp(02-12-2023)

Research & Development Cell

International Webinar

An international webinar was conducted on 24-11-2023 by Research and Development Cell, Dr. H.Umamahesvari, R&D Co-Ordinator, SITAMS organized the webinar for the benefits of students who are in Final Year B. Tech, MBA and MCA. In this program, the resource person of the webinar Dr. Naveen Kumar Reddy, Deputy Manager, R&D, Air Gas Electronics Materials Enterprise, Taiwan, explained about the opportunities available at Taiwan to do Masters and Ph.D with the assistance of scholarships available to students for higher studies in Taiwan.



International Webinar on How to Apply Taiwan Scholarships , Masters and Ph.D"(24-11-2023)

International Webinar

An international webinar was conducted on 23-09-2023 by Research and Development Cell, Dr. H.Umamahesvari, R&D Co-Ordinator SITAMS organized the webinar for the benefits of Faculty, PG & UG students of. In this program, the resource person of the webinar Sri.Reddy Aravind, Senior Computer Vision Engineer, Airworks Solution, Boston, USA, explained about the significance and research opportunities of Artificial Intelligence.

GREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES, (Autonomous)
 Research and Development Cell proudly presents
LIVE INTERNATIONAL WEBINAR ON RESEARCH OPPORTUNITIES IN ARTIFICIAL INTELLIGENCE
 CONVENTIONAL NEURAL NETWORKS
 VISUAL TRANSFORMERS
 LARGE LANGUAGE MODELS

Mr.Reddy Aravind
 Senior Computer Vision Engineer
 Airworks Solution, Boston, USA

23 SEPTEMBER 2023
 10.00 AM to 11.30 AM

DR. H. UMAMAHESVARI
 CHAIRMAN
 CO-PATRON
 DR. K. L. NARAYANA GARU
 ACADEMIC ASSTANT

PATRON
DR. SRI DEBASINIBHARANYANA GARU
 SECRETARY
PROGRAMME CHAIR
DR. N. VENKATARAMANA
 PRINCIPAL

FACULTY, FINAL YEAR PG & UG STUDENTS

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Convolutional neural networks

The diagram illustrates the flow of data through a CNN. It starts with an **INPUT** image of a handwritten digit '2' with dimensions $(28 \times 28 \times 1)$. This is processed by **Conv_1** (Convolution with 5×5 kernel and void padding) to produce **n1 channels** with dimensions $(24 \times 24 \times n1)$. This is followed by **Max Pooling** (2×2) to produce **n1 channels** with dimensions $(12 \times 12 \times n1)$. The next stage is **Conv_2** (Convolution with 5×5 kernel and void padding) to produce **n2 channels** with dimensions $(8 \times 8 \times n2)$. This is followed by another **Max Pooling** (2×2) to produce **n2 channels** with dimensions $(4 \times 4 \times n2)$. The final stage is a **Fully Connected Neural Network** with **n3 units** and **n4 units**, leading to an **OUTPUT** vector of size 10 (representing digits 0-9).

Source: Analytics Vidya

International Webinar on "Research Opportunities in Artificial Intelligence(23-09-2023)

National Webinar

A National Webinar on "Advanced Defence Technologies, For Land Based Combat Vehicles" was conducted on 08-09-2023 for B.Tech students in SITAMS Engineering College. The resource person speaker of this programme Sri. N Venkatramana, Scientist 'E' and Deputy Director Combat Vehicles Research and Development establishment (CVRDE), DRDO Chennai gave a brief lecture B.Tech Engineering students on Advanced Defence Technologies, For Land Based Combat Vehicles, explained about the challenges faced with the designing of Land Based Combat Vehicles, how to equip them with powerful engines, advanced suspension systems.

SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES, (AUTONOMOUS)
 RESEARCH AND DEVELOPMENT CELL
 WELCOMES YOU ALL FOR THE NATIONAL WEBINAR ON
ADVANCED DEFENCE TECHNOLOGIES FOR LAND BASED COMBAT VEHICLES
 Resource Person

Sri. N.VENKAT RAMANA
 Scientist 'E' and Deputy Director
 Combat Vehicles Research & Development Establishment (CVRDE) Defence Research and Development Organization DRDO, Chennai

Targeted Audience: Faculty and Final Year B.Tech Students
 E- Certificates for Successful participants

Free Registration

DATE: 08-09-2023
 Time: 11.00 AM to 12.30 PM

For further Details contact
 Dr. H. Umamahesvari
 Professor
 Coordinator, R&D Cell
 Mobile: 8351927822

OVERVIEW OF CONTENTS

- Introduction
- Importance in Modern Warfare
- Active Protection System
- Communication Radio in Battle Tanks
- GPS-BB Networking
- Networking
- Thermal Imager
- Laser Rangefinders
- Missile Flow
- Nanomaterials
- Basic Tank Protection
- Engine Technology
- Transmission Control
- Laser Warning Counter Measure System
- Drones
- Accuracy Aspects
- Types Of Tanks

National Webinar on "Advanced Defence Technologies, For Land Based Combat Vehicles" (08-09-2023)

Entrepreneurship Development Cell

An Expert talk was organized by Entrepreneurship Development Cell on 17th November 2023 at SITAMS College, Chittoor from 10AM to 4PM in Gallery for the students of MBA, MCA and B.Tech(ECE&EEE). Dr. K. Sudarsan, Convenor, Head of MBA Dept., introduced about the Expert Talk on My Story-Motivational Session by Successful Entrepreneur/Startup Founder to the audience and said that the importance of entrepreneurship, innovation and commercialization in the nation and world. Expert Mr. B.R.M.V. KRISHNA, CEO of MayinKrish Ventures Pvt. Ltd., Hyderabad started the session. The participants gained knowledge about the entrepreneurship, need of start-ups, idea generation, conversation of idea into product, how to start startup, how to overcome the problems in the business and also its importance for the development of personal and nation.



"My Story-Motivational Session by Successful Entrepreneur/Startup Founder" (17-11-2023)

Institution's Innovation Council(IIC)

Expert Talk

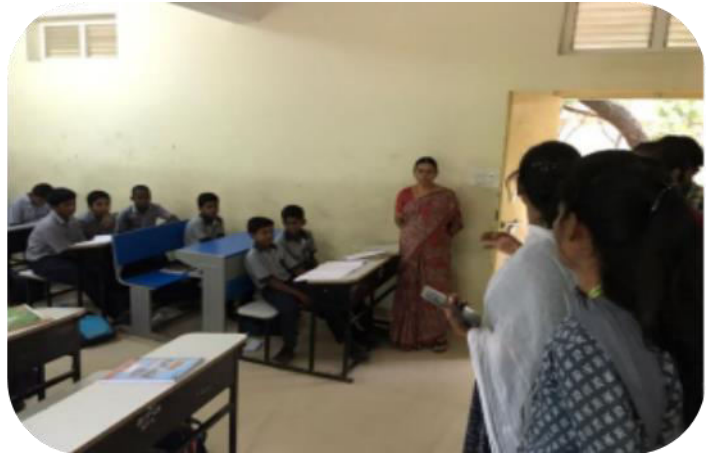
IQAC and Department of ECE organized an industrial expert talk on Early State Entrepreneurs-An Opportunity to students & Faculty on 21st July 2023. Dr.N.Nandakumar, proprietor of Prime Bio-medical systems, Tirupur is the chief guest of this technical event. The guest, Dr.N.Nandakumar explored the possibilities for budding engineers as entrepreneur which is the other way to settle in the career by choosing the relevant and interested filed. He expressed in his speech that there are four types of entrepreneurship namely small business, start-up, large business and social entrepreneurships. He motivated the students to gain the importance of understanding the classifications and involve one's career by choosing right path at right time.



Early State Entrepreneurs-An Opportunity to students & Faculty (21-07-2023)

Outreach Program

The Institution's Innovation Council (IIC) along with NSS of SITAMS, organized an Innovation and Entrepreneurship outreach programme at ZPHS Government school, Kanipakam on 19th July 2023. There were 30 students volunteers divided into 6 equal groups. Each group of volunteers were assigned with different creative tasks which propagated about innovation and entrepreneurship. This programme also assisted the school students with various creative and innovative related activities.



"Innovation and Entrepreneurship Outreach Programme"(19-07-2023)

Guest Lecture

Industry Institute Interaction Cell and Department of ECE organized an industrial expert talk session on "Electronic Products Manufacturing - an Insight" on 26 th July 2023. Mrs.M.Subha, former RMA Service Engineer, Christ Church-New Zealand, who is presently working at Thapovan Info Systems, Chennai is the chief guest of the technical event. The guest, Mrs.M.Subha interacted with the students and explored the flow of manufacturing the electronic products. She stated in her speech that the electronics manufacturing process in production is the methodology the manufacturers use to transform design concepts into tangible electronic products. It encompasses various stages such as design, component sourcing, assembly, testing, enclosure manufacturing, quality control, and packaging. She motivated the students to understand the concepts clearly which is required to face challenges to get career opportunities at the time of technical interviews when the aspirants seek job in core domains.



Industrial Expert Session on "Electronic Products Manufacturing - an Insight" (26.07.2023)

Guest lecture

Industry Institute Interaction Cell and Department of ECE organized a Guest lecture on "Role of Electronics towards software driven Modern Vehicular Technology" on 14th October 2023. Dr.B.Ashok, Associate Professor and Head of Automotive Engineering, SMEC, VIT University, Vellore acted as a resource person for this event. He has briefed about the vehicular technology and role of electronics in the modern vehicles. He has given an overview on how the electronics play a major role in vehicles in the advanced future generations.



Guest Lecture on "Role of Electronics towards software driven Modern Vehicular Technology"(14-10-2023)

Workshop

Industry Institute Interaction Cell and Department of ECE organized a Workshop on "MATLAB for Image Processing Applications and Introduction to ML & DL" on 14th December 2023. Mrs.S.Rajalakshmi, Associate with Strydo Technologies pvt.ltd, Vellore acted as a resource person for this event. She has briefed about the MATLAB for image processing Application and Introduction to ML & DL. She has given an overview on how MATLAB play a major role in real life in the advanced future generations. She also explained the basic programming MATLAB code with real time examples



Workshop On "MATLAB for Image Processing Applications and Introduction to ML & DL"(14-12-2023)

Workshop

The Department of Electronics and Communication Engineering in association with Institution's Innovation Council (IIC), STRYDO technologies has organized a Workshop on "Hardware for AIML using VLSI Techniques" 14th December 2023. Dr. S. Vijayakumar, Professor and Head, gave the welcome address and he delivered a brief introduction about the workshop. Dr.M.Saravanan, Principal (I/C), and Dean Academics has appreciated the Department for Conducting this Workshop. He honored the chief guest Dr.R.Sakthivel and motivated the students by conveying the importance of participation in workshop. It may reduce the industry gaps. Dr. R.Sakthivel, Department of Micro and Nano electronics, VIT University, Vellore, in his session, he briefed about importance of Artificial intelligence (AI), sometimes called machine intelligence concerned with building smart machines capable of performing tasks that typically require human intelligence.



Workshop on "Hardware for AIML using VLSI Techniques"(14-12-2023)

National Service Scheme(NSS)

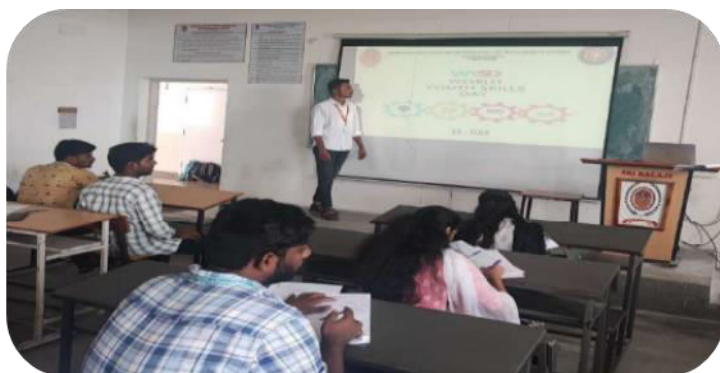
Our students as NSS Volunteers continuously showing leadership skills and serving rigorously for community health care, literacy drives, environmental protection, Blood donation camps, informative lecture on human values regularly to the society by visiting nearby villages and educating and helping the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



GURU POURNIMA (03-07-2023)



WORLD POPULATION DAY (11-07-2023)



WORLD YOUTH SKILLS DAY (15-7-2023)



NATIONAL FLAG ADAPTATION DAY(22-07-2023)



INDEPENDENCE DAY (15-8-2023)



TEACHERS' DAY (05-09-2023)



ENGINEERS' DAY (15-09-2023)



SUICIDE AWARENESS AND PREVENTION (16-09-2023)



Vinayaka Chavithi Celebrations (16-9-2023)



International Day of Peace(21-9-2023)



NSS Formation Day (25-09-2023)



Awareness Program on Anti Ragging (22-09-2023)



Awareness Program on evil effects of I D Liquor & Drugs (26-09-2023)



Drawing Competition for children's day in association with TV99 Channel (29-09-2023)



Essay writing competition organized by Sri Sathya Sai trust, chittoor (04-10-2023)



Blood Donation Camp (05-10-2023)



National Education Day (11-11-2023)



World Television Day (21-11-2023)



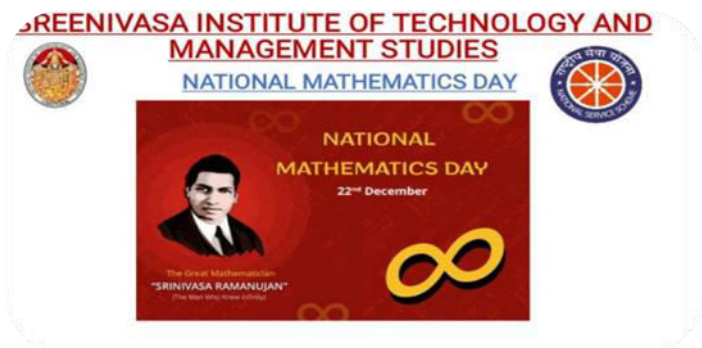
Constitution Day of India (26-11-2023)



World AIDS Day(01-12-2023)



Awareness on Transform Yourself to Transform the Nation (15-12-2023)



National Mathematics Day (22-12-2023)

Faculty Achievements

NPTEL Completed

S. No.	Name of the Faculty and Designation	Particulars of the program	Organizer details	Date
1	Dr.Jyoshna.C Assistant professor	Strategic Management - The Competitive Edge	NPTEL - AICTE	AUG-OCT 2023
2	Dr H Viswa Kiran Professor	Marketing Research and Analysis	NPTEL - AICTE	AUG-OCT 2023
3	Dr H Viswa Kiran Professor	Strategic Sales Management	NPTEL - AICTE	AUG-OCT 2023
4	Dr.R.Priyadharsini Associate Professor	Marketing Research and Analysis	NPTEL - AICTE	AUG-OCT 2023

Papers Published

S. No.	Name of the Faculty and Designation	Title of the Paper	Name of the Journal & Vol., Issue, Month & Year
1	Dr.K. Sudarsan Professor	MSMEs as a Driving Force for Achieving SDGs in Developing Economies: Special Focus on Gender Equality in India	Role of Micro, Small and Medium Enterprises in Achieving SDGs - Perspectives from Emerging Economies", pp. 175-203, Dec. 2023, ISBN : 978-981-99-4831-4, Publisher Palgrave Macmillan, Singapore; https://doi.org/10.1007/978-981-99-4829-1

Papers Presented

S. No.	Name of the Faculty and Designation	Title of the Paper	CONFERENCE DETAILS
1	Dr H Viswa Kiran, Professor	Women empowerment through artificial intelligence a literature study	A Two day national seminar on " Women in decision making roles in Corporate world" conducted by department of commerce, pondichery university community college held on 19 th and 20 th of october 2023

Guest Lectures

S.NO	NAME OF THE FACULTY	EVENT DETAILS & RESOURCE PERSON NAME	DATE
1	Dr.K.Sudarsan	Recruiting-Talent Hiring	10-10-2023
2	Dr.K.Sudarsan	My Story - Motivational session by Successful Entrepreneurship/ Startup Founder	17-11-2023
3	Dr.K.Sudarsan	Understanding Commodity Derivatives Markets	18-11-2023
4	Dr.K.Sudarsan	Importance of Cyber Security in Financial Industry	25-11-2023
5	Dr.K.Sudarsan	Financial Education for Young Citizens (Kona Kona Siksha) & Career Opportunities for MBA Students, Resource Person: Dr.J.Murthy, is a Empanelled Securities Market Trainer with SEBI & NISM.	12/09/2023

Farewell Day



Farewell Day conducted on 12th July, 2023

FDPs/Workshops Attended

S.No	NAME OF THE FACULTY	COURSE NAME	DATE OF COMPLETION	DURATION OF THE COURSE
1	Dr.K.Sudarsan	Curriculum Framework in line with NEP 2020, OBE and AI Advancements	12th to 19th October, 2023	7 Days
2	Dr.K.Sudarsan	Research Methodology using ChatGPT and AI Tools	21st to 29th September, 2023	7 Days
3	Dr H Viswa Kiran	Marketing Research and Analysis	NPTEL - AICTE	AUG-OCT 2023
4	Dr H Viswa Kiran	Strategic Sales Management	NPTEL - AICTE	AUG-OCT 2023
5	Dr.R.Priyadharsini	Marketing Research and Analysis	Aug-Oct 2023	8 Weeks
6	Dr.R.Priyadharsini	Curriculum framework in line with NEP 2020, OBE and AI Advancements	12 October 2023 to 19 October 2023	7 Days
7	Dr.Jyoshna.C	Strategic Management - The Competitive Edge	Aug-Oct 2023	8 Weeks
8	Mrs.T.Yamini	Recent Trends in Artificial Intelligence&Data Science	Online	3rd to 5th December, 2023
9	Ms.M.Heera	Recent Trends in Artificial Intelligence&Data Science	Online	3rd to 5th December, 2023

Editorial Board Member

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

Membership

S. No.	Name of the Faculty	Professional Bodies / Awards received	International / National	Place	Date
1	Dr.K.Sudarsan	Membership of International Engineering and Technology Institute	International	Hong Kong	November, 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 Researchers Association	International	--	November, 2013
4	Dr.K.Sudarsan	Lifetime Membership of World Academic-Industry Research Collaboration Organisation	International	--	July, 2012
5	Dr.Jyoshna.C	Global Professors Welfare Association Forums	National	--	March, 2023

Students Achievements

Students Toppers

The following is the list of Toppers for the academic year 2023-24 II & IV semesters.

Year	Reg. No.	Student Name	RANK
I MBA	22751E0003	PRABHA B	I
	22751E0015	J KUMAR SAI	II
	22751E0016	J T SUKUMAR	III
II MBA	21751E0038	P AKSHADHA	I
	21751E0045	R V SARIKA	II
	21751E0004	B POOJITHA	III

COURSE ERA Completed

S. No.	Reg. No.	Name of the student	Course Name	Award	Date of Completion
1	22751E0007	B.Madhu Priya	INTERATIONAL LEADERSHIP AND ORGANIZATIONAL BEHAVIOUR	COURSE ERA	Dec-23
2	22751E0009	C.Pavan Kumar	INTERATIONAL LEADERSHIP AND ORGANIZATIONAL BEHAVIOUR	COURSE ERA	Dec-23
3	22751E0010	C . Shankar Sai	1.CORPORATE STRATEGY 2.INTERATIONAL LEADERSHIP AND ORGANIZATIONAL BEHAVIOUR	COURSE ERA	Dec-23
4	22751E0014	I.Nagaraj Yadav	1.INTERATIONAL LEADERSHIP AND ORGANIZATIONAL BEHAVIOUR 2. FINANCIAL MARKET	COURSE ERA	Dec-23
5	22751E0017	J.Vijayabhaskar	1.CORPORATE STRATEGY 2.INTERATIONAL LEADERSHIP AND ORGANIZATIONAL BEHAVIOUR	COURSE ERA	Dec-23
6	22751E0020	K.Manikanta	INTERATIONAL LEADERSHIP AND ORGANIZATIONAL BEHAVIOUR	COURSE ERA	Dec-23
7	22751E0027	N Sireesha	1.INTERATIONAL LEADERSHIP AND ORGANIZATIONAL BEHAVIOUR 2. CORPORATE STRATEGY	COURSE ERA	Dec-23
8	22751E0028	Nethakara Sathish	1.INTERATIONAL LEADERSHIP AND ORGANIZATIONAL BEHAVIOUR 2. FINANCIAL MARKETS	COURSE ERA	Dec-23
9	22751E0031	P.Nishitha	1.INTERATIONAL LEADERSHIP AND ORGANIZATIONAL BEHAVIOUR	COURSE ERA	Dec-23
10	22751E0035	R Prabu Deva	1.INTERATIONAL LEADERSHIP AND ORGANIZATIONAL BEHAVIOUR 2. FINANCIAL MARKETS	COURSE ERA	Dec-23
11	22751E0038	S Naresh	1.CORPORATE STRATEGY 2. FINANCIAL MARKETS	COURSE ERA	Dec-23



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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An ISO 9001:2015 Certified Institution**

**Dr. D.K. Audikesavulu Marg (Bangalore-Tirupati Bye-pass Road),
Murukambattu Post, CHITTOOR – 517 127**

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