

Dr. D.K. Audikesavulu
Founder Chairman

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Department of Management Studies

Sreenivasa Institute of Technology and Management Studies

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CHAIRPERSON'S MESSAGE



Smt. D.A. Satyaprabha
Chairperson

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
Advisor to the Principal Secretary
Energy, Govt of AP

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



Dr.J.V. Balasubramanian

Education is what removes our doubts and fears; what makes us happy and peaceful; what makes us better human beings” In today's world, everyone aims for a fast-track career. The key requirements for career growth are continuous learning, improving one's skill-sets and being competent. We can either learn from our mistakes or from other people's experiences and teachings. This edition will comprise the achievements by faculty members and students and also, the events that took place in the department during the 2019. I congratulate the Editorial Board for their effective work in making this into a reality.

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

Annual day (SITAMS VAIBHAV 2K19)

The Annual Day (SITAMS VAIBHAV 2K19) was celebrated on 3rd & 4th April 2019. Dr. A.K. Patra, Director, NARL, Tirupathi was the Chief Guest. Chief Guest, Principal & Vice principal distributed awards to the students for their outstanding performances besides Staffs and Students were awarded for their achievements in Sports.



Annual Day (SITAMS VAIBHAV 2K19) (03-04-2019 & 04-04-2019)

INCUBATION CENTRE & INNOVATION



Mr. E. Kishore, Resource Person addressing the students discussion with student



Mr. E. Kishore, Resource Person discussion with student

ENTREPRENEURSHIP AWARENESS CAMP

- **Entrepreneurship Awareness Camp** was organized in Association with APITCO, on 29th – 31st January, 2019 at Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor (A.P.). Chief Guest: Sri G.Murali, Regional Officer, APITCO, Chittoor.



SEMINAR

- **Seminar on Successful Startup Entrepreneur** was organized on 18th January, 2019 at Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor (A.P.). Chief Guest: Mr. Krishna, Hyderabad.



Mr. B.R.M.V. Krishna addressing the students



Felicitation to the Chief Guest Mr. B.R.M.V. Krishna, CEO for Mayinkrish Ventures Pvt. Limited., Hyderabad at the end of the valedictory

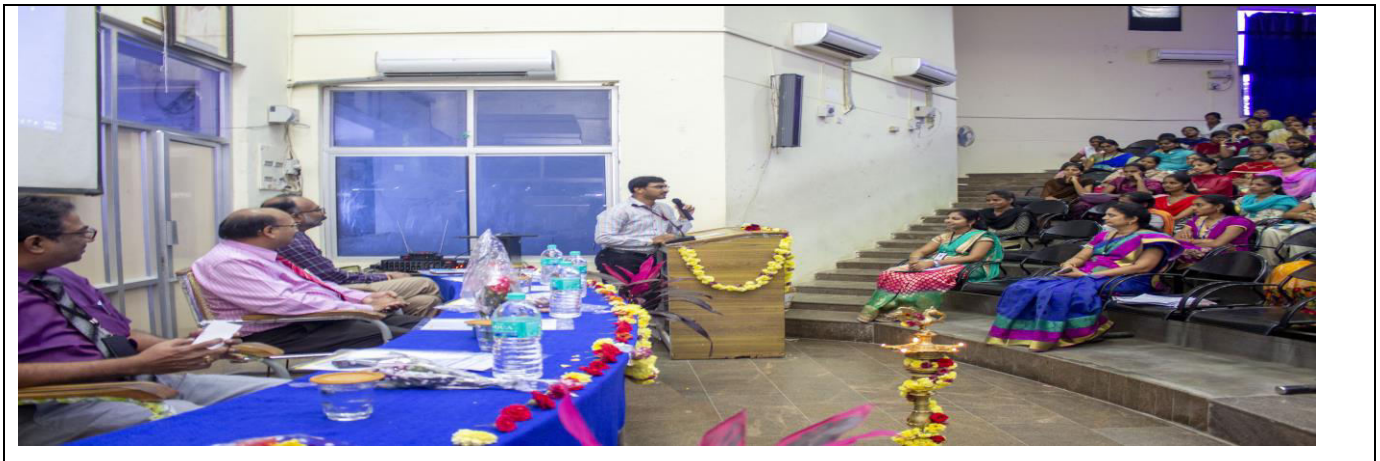
National Conference

- National Conference on "Digital Banking : Issues and Challenges" was organized (Rs. 20,000-00 Sponsored by ICSSR, Hyderabad, and Rs. 20,000-00 Sponsored by Indian Bank, Chittoor, Rs.10,000-00) on 25th March, 2019 at Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor (A.P.). Key Note Speaker: **Dr. Bhanu Prasad Pinnamaneni**, Director (R&D), Kelenn Technology, Paris, France; Guest of Honours: **Dr. D.Himachalam** Professor (Rtd.), CWF (UK), Senior Fellow (ICSSR) & Professor Emeritus, SV University, Tirupati and **Sri K.Ganapathi**, Lead Bank (Indian Bank) Manager, Chittoor Dist.; Special Invitee: **Sri V. Mohan Kumar**, AGM, Indian Bank, Chittoor, Convenor: **Dr.K.Sudarsan**, Associate Professor



National Seminar

- National Seminar on "Importance of Investments in Capital Markets & NSDL's Market Ka Ekalavya" was organized (Rs. 33,000-00 Sponsored by NSDL, Hyderabad) on 9th January 2019 at Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor (A.P.). Chief Guest & Mentor: **Mr.Y.Santhosh Reddy**, NSDL, Hyderabad, Convenor: **Dr.K.Sudarsan**, Associate Professor



Seminar

- Seminar on Innovation and Entrepreneurship Support in India was organized on 15th March, 2019 at Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor (A.P.). Chief Guest: **Dr.R.Ravinder**, Chief Executive, Heatechs Instruments, Chennai and Convenor: **Dr.K.Sudarsan**, Associate Professor



Research & Development



One Day Seminar - Importance of Pedagogy in OBE - Dr. Suman Mishra, CMR Engineering College, Hyderabad - 09-02-2019



Two Days Workshop - Ethical Hacking - Mr. Sai Satish D, Indian Servers, Vijayawada - 11.02.2019 to 12.02.2019



One Day Workshop - Hacking Secrets - Mr. Sai Satish D, Indian Servers, Vijayawada. - 10.02.2019



One Day Workshop on Concepts in Machine Learning Algorithms & Its applications - Dr. Kalidas Yeturu, Assistant Professor, CSE Department, IIT, Tirupathi - 27.03.2019



One Day Workshop on Manufacturing Technology - "3D - Manufacturing" Dr. N.Venkaiah, Associate Professor, Mechanical Engineering Department, IIT, Tirupathi - 27.03.2019

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.



Donated Luggage Keeping Iron Boxes for Night Shelter Orphans in Chittoor (11-01-2019)



Sankranthi Festival Celebrations in Campus (12-1-2019)



National Youth Day Competitions (Elocution and Poster Presentation) - (12-01-2019)



Participated in District Level Youth Parliament Screening test (19-01-2019)



Health Awareness Program By Health Specialist (24-01-2019)



Participated in Voters Day Awareness Program (25-01-2019)



Republic Day Celebrations - Certificates distribution to NSS students (26-01-2019)



Awareness on Suggestion and Compliant Box by Chittoor Police Dept(30-01-2019)



Art of Living Program by WYCM (World Youth Change Makers) Organization, Chennai (11-02-2019)



SITAMS NSS Volunteers Participated to do SEVA in Srivaari Kalyanothsavam conducted in Chittoor (23-02-2019)



International Women's day celebrations(08-03-2019)

Faculty Achievements

Papers Published

1. **Dr.K.Sudarsan, Associate Professor**, “Sales Force Roadmap for Better Solutions” published in Journal of Emerging Technologies and Innovative Research, May 2019, Volume 6, Issue 5, pp.96-99, ISSN: 2349-5162. (<http://doi.one/10.1729/Journal.18709>), UGC Listed No. 63975, (IF: 5.87)
2. **Dr.K.Sudarsan, Associate Professor**, “Bank Group wise Status of Non-performing Assets in Indian Banking Sector” was published in The Research Journal of Social Sciences, Vol.10, No.5, May 2019, ISSN. 0025-1348 (P), 2456-1356 (O), pp.214-229. UGC Listed No. 40820, (IF: 5.65)
3. **Dr.R.Priyadharsini, Assistant Professor**, “User Attitude and Behaviour towards web Annotation Platforms in Education “, American International Journal of Research in Humanities, Arts and Social Sciences, Vol.26(1), March-May 2019, pp.94-98, UGC Listed.

Papers Presented

1. **Dr.K.Sudarsan, Associate Professor**, “Salesforce Roadmap for Better Solution” was presented in International Conference on “Advances in Information Technology and Computing, organized by Department of Information Technology, Sreenidhi Institute of Science and Technology, Hyderabad, 26th – 27th April, 2019.
2. **Dr.R.Priyadharsini, Assistant Professor**, “Digital Banking to Phygital Banking – A transformational Perspective” at National Conference on Digital Banking : Issues and Challenges, held at Sreenivasa Institute of Technology and Management Studies, on 25th March, 2019.

FDPs/Workshops Attended

Training Programme:

1. **Dr.K.Sudarsan, Associate Professor**, Participated in Incubatee Training Programme organized by SSIIE-TBI, Sri Padmavati Mahila Visvavidyalayam (Women’s University), Tirupati on 20th and 21st May, 2019.

Students Achievements

Students Toppers

2018-19 II MBA II SEM TOPPERS

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

2018-19 I MBA II SEM TOPPERS

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

Attended Games/Sports and Prizes/Awards received

S.No.	Name of the Students	Event / Place held with date	Winner / Runner / Prize
1	S.SAI PRASUNA	SHETTLE SINGLES, MBA 1 st YEAR	Runner
2	E.KEERTHI	SHOT-PUT, MBA-2 nd YEAR	3 RD PRIZE

Placements

S. No.	Name of the Company	No of Students	Salary offered per Annum
1.	ACCENTURE	2	1.6
2.	CONCENTRICX	1	1.6
3.	IBM INDIA PVT LTD	1	1.8
4.	POONAM IT CONSULTING SERVICES PVT. LTD.	1	1.8
5.	JUST DIAL	5	1.9
6.	HINDUJA GLOBAL SOLUTIONS	13	1.8
7.	FISSION INFOTECH HR INTERVIEW	5	1.6
8.	STATE STREET HCL SERVICES	3	1.5
9.	DEMART	8	2.0
10.	QUESS	3	1.9
11.	VCI DEX SOLUTIONS PVT. LTD.	3	1.6
12.	NET AMBIT	1	1.8
13.	INFO GRID	1	2.0
14.	SOFT VALLEY E-SOLUTIONS PVT. LTD.	1	2.1
15.	WEIDBEE	1	1.8
16.	OBJECT WIN TECHNOLOGIES	4	2.0
17.	WIPRO	3	2.2
18.	YOUNG MAN INDIAN PVT. LTD.	4	1.8
19.	BIG BASKET	4	1.7



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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