

OUR INSPIRATION



Dr. D.K. Audikesavulu
Founder Chairman



NEWS LETTER

Volume: XXIII Issue:2 July-December (2021)

**Department of
Management Studies**



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

Sreenivasa Institute of Technology and Management Studies

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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.

DEPARTMENT VISION

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

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 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 & Women Empowerment Cell

Placement Cell & Women Empowerment Cell conducted 6 days training program on the skills required for the fresh graduates to be Employable. During the training our students learnt the importance of communication skills to survive in the corporate world, Group discussion, how to behave in professional environment, Team work, Presentation etc., with the collaboration of Andhra Pradesh Information Technology Academy(APITA).



*6 days training program on the skills for the fresh graduates to be Employable
27-12-2021 TO 31-12-2021*



Independence Day Celebrations(15-08-2021)



Teacher's Day Celebrations(06-09-2021)



Sri D.K Audikesavulu, chairman & founder and D.A.Sathyaprabha Birth anniversary(21-09-2021)



National Educational Day(11-11-2021)



Children's Day Celebrations(13-11-2021)



National Mathematics Day(22-12-2021)



Guest Lecture on "Data Analysis Using Statcraft" (10-06-2021)



Debate on "Poverty In India: Facts, Causes, Effects And Solution "(21-07-2021)



Paper Presentation on "Digitilization of The Business World: Challenges And Opportunities "(10-08-2021)



One Day Seminar on "Entrepreneurship Development" (11-08-2021)



Business Quiz - 2021 (15-09-2021)



Workshop on "Financial Education for Young Citizens (Kona Kona Siksha) & Career Opportunities For MBA Students" (29&30-12-2021)

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.



Engineer's Day Celebrations (15-09-2021)



COVID Vaccination Program (28-08-21 & 26-10-2021)



Webinar on police sacrifices Disha APP, cyber security in the view of Police week, in Zoom (29-10-2021)



Helped to our CSE faculty Mr Shaffiullah. Money handed over to her sister (13-8-2021)

Workshops/Webinars/Conferences organized

- Dr.K.Sudarsan, was organized an Add on course on "Financial Education for Young Citizens (Kona Kona Siksha) & Career Opportunities" in association with National Institute of Securities Market (NISM) and Kotak Securities on 29th & 30th December, 2021.

Faculty Achievements

Papers Published

- Dr.K.Sudarsan published “Impact of Institutional Variables on Non-Performing Assets of Scheduled Commercial Banks during Pre and Post Crisis Period in India” published in Annals of the Romanian Society for Cell Biology, Vol. 25, Issue 6, 2021, pp.1172–1191, ISSN: 1583-6258, Available at <http://annalsofrscb.ro/index.php/journal/article/view/5601> *Scopus*

FDPs/Workshops/Webinars Attended

- Conducted FDP on “Research Methods” organized by Department of Management Studies and delivered by Dr Sai Kumar, Resarch consultant on 19th July, 2021
- Dr.K.Sudarsan attended Online FDP titled “Cognitive Analysis in Financial Services” Organized by Internal Quality Assurance Cell (IQAC) in association with School of Commerce & Management, held from 4th – 11th August 2021 and obtained “A” Grade (>90)
- Dr.K.Sudarsan attended Five Days International Level Faculty Development Program on “Experimental Teaching - Corporate Cognizance” organised by Department of Commerce, Coimbatore, with Business Process Services in Association with Tata Consultancy Services from 09 August 2021 to 13 August 2021.
- Conducted FDP on “Research analysis using Excel” organized by Department of Management Studies and delivered by Dr. Irala Lokanandha Reddy, Professor , Central university Hyderabad on 13th Nov, 2021

- Dr.R.Priyadharsini, attended 5 day online FDP on “Inculcating Universal Human values in Technical Education “by AICTE from 6th Dec., 2021 to 10th Dec., 2021.

Invited Talk

- Conducted Technical Talk on “HR Analytics” on 16th July, 2021 delivered by Ms Rupa , HR manger, Accenture
- Conducted Interaction with Industry person on “Stock Marketing” on 07th Dec, 2021 delivered by Dr J Murthy, SEBI Certified Financial Education Resource Person

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 II Semester.

S N	Year	Reg. No.	Student Name	GPA	RANK
1.	I YEAR	20751E0062	Y HARSHITHA	9.54	I
2.		20751E0059	V.R.GEERVANI	9.46	II
3.		20751E0020	J.S.THEJASREE	9.46	III

NPTEL Completed

S. N	Name of the Programme	Sponsorship	Resource Persons	No. of Participants	Date	Target Audince
1	<i>Add on course on</i> "Financial Education for Young Citizens (Kona Kona Siksha) & Career Opportunities"	National Institute of Securities Market (NISM) and Kotak Securities	<i>Dr.J.Murthy, Resource Person, BSE.</i>	51	29th & 30th Dec'21	MBA Students



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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