



Dr. D.K. Audikesavulu  
Founder Chairman

# NEWS LETTER

## Department of Management Studies



Estd: 1998

Volume: XXII Issue:2 July-Dec (2020)

### Sreenivasa Institute of Technology and Management Studies

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#### Inside this issue

Events @ SITAMS  
Research & Development  
NSS activities  
Faculty achievements  
Student achievements

#### 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. J.V. Balasubramanian  
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

## Research & Development

AICTE sanctioned Grant-in-Aid for the year 2019-20 under different categories

Name of the Coordinator	Title of the Project/Programme	Category	Total Grant-in-Aid Sanctioned
Dr. S. Rajesh	Material Science and Solid Mechanics Lab modernization	MODROB	9,22,353/-
Dr. C. Kavitha	Machine Learning and Deep Learning – An Application Perspective	Faculty Development Program	5,80,925/-
Dr. G P Pavan	Explainable Artificial intelligence and Machine Learning for solving learning problems using Python and Tensor Flow	Short Term Training Program	3,16,667/-



**Sreenivasa Institute of Technology and Management Studies (Autonomous), (NBA and NAAC Accredited), Chittoor, Andhra Pradesh**



**College code: SSCC**  
Department of Research and Development Cell  
in association with Department of CSE

**Organizes**

**Webinar on**

**“5G for Connected Society”**

**Speaker**

**Dr. Vinoth Babu Kumaravelu**  
Associate Professor Senior,  
Department of Communication Engineering,  
School of Electronics Engineering,  
Vellore Institute of Technology, Vellore

Scheduled on: 01-08-2020  
Timing: 10.00 AM to 12.00 PM  
Registration link:  
<https://forms.gle/WjtLZNj1eSFgM3eW7>

**Convener**  
Dr. M. Arthi  
Associate Professor  
Department of CSE  
Mobile: 8778472964

- Who can attend: Faculties , Research scholar, Students
- Registration is free
- E-certificate will be provided to all the participants

**Webinar on “5G for connected society” - 01-08-2020**

**AICTE SPONSORED ONLINE FACULTY DEVELOPMENT PROGRAMME (PHASE-I)**

**On Machine Learning and Deep Learning - An Application Perspective**

**19.10.2020 to 31.10.2020**

**REGISTRATION DETAILS**

Participants have to submit an online application with the following registration Link:

<https://forms.gle/iPAxd6Y6yGaTdaJz6>

- No Registration fee
- An assessment will be conducted at the end of the program.
- Certificates will be issued to the participants with required attendance and those who qualify the assessment.

**IMPORTANT DATES**

Last date for registration : 16-10-2020  
Intimation of selection : 17-10-2020  
The selected candidate will be intimated through email.

**ELIGIBILITY FOR PARTICIPATION**

This FDP is open to all faculty members of Engineering colleges and Research scholars of AICTE approved Institutions.

**CONTACT DETAILS**

**Dr. C.Kavitha,**  
Coordinator, AICTE sponsored FDP,  
Department of ECE  
Mobile: 975004184  
Mail ID: [aictefdp2020@sitams.org](mailto:aictefdp2020@sitams.org)

**Organizing Committee**

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Associate Professor, Dept. of ECE

**Co-Coordinator**

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Assistant Professor, Dept. of ECE

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<b>Mr.K.Manjunath</b>	<b>Mr.G.Erna</b>

**TWO WEEKS ONLINE FACULTY DEVELOPMENT PROGRAMME (PHASE- I)**

**On Machine Learning and Deep Learning - An Application Perspective**

**19-10-2020 to 31-10-2020**



**Coordinator**

Associate Professor, Department of ECE



Organized by  
**Department of Electronics and Communication Engineering**  
**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES**  
(Autonomous - NAAC, NBA Accredited)  
Murukumbattu, Chittoor-517 127, Andhra Pradesh  
[www.sitams.org](http://www.sitams.org)

**AICTE Sponsored TWO WEEKS ONLINE FACULTY DEVELOPMENT PROGRAMME(Phase I) On Machine Learning and Deep Learning - An Application Perspective - 19-10-2020 to 31-10-2020**

**AICTE SPONSORED ONLINE FACULTY DEVELOPMENT PROGRAMME (PHASE-II)**

**On Machine Learning and Deep Learning - An Application Perspective**

**07.12.2020 to 19.12.2020**

**REGISTRATION DETAILS**

Participants have to submit an online application with the following registration Link:

<https://forms.gle/KdRvC9ZaitPOEZx3A>

- No Registration fee
- An assessment will be conducted at the end of the program.
- Certificates will be issued to the participants with required attendance and those who qualify the assessment.

**IMPORTANT DATES**

Last date for registration : 04-12-2020  
Intimation of selection : 05-12-2020  
The selected candidate will be intimated through email.

**ELIGIBILITY FOR PARTICIPATION**

This FDP is open to all faculty members of Engineering colleges and Research scholars of AICTE approved Institutions.

**CONTACT DETAILS**

**Dr. C. Kavitha,**  
Coordinator, AICTE sponsored FDP,  
Department of ECE  
Mobile: 975004184  
Mail ID: [aictefdp2020@sitams.org](mailto:aictefdp2020@sitams.org)

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**Dr.Y.Murali Mohan Babu,**  
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<b>Dr. V. Sivasankaran</b>	<b>Mr.P.Sridhar</b>
<b>Dr. K. Prabhuchandran</b>	<b>Mr.G.Rajesh</b>
<b>Mr.K.Yoga Prasad</b>	<b>Mr.G.Hemachandra</b>
<b>Mr.K.M.Hemembaran</b>	<b>Mr.G.Munirathnam</b>
<b>Mr.Y.Ravikiran Varma</b>	<b>Mrs.J.Lavanya</b>
<b>Mr.K.Manjunath</b>	<b>Mr.G.Erna</b>

**TWO WEEKS ONLINE FACULTY DEVELOPMENT PROGRAMME (PHASE- II)**

**On Machine Learning and Deep Learning - An Application Perspective**

**07.12.2020 to 19.12.2020**



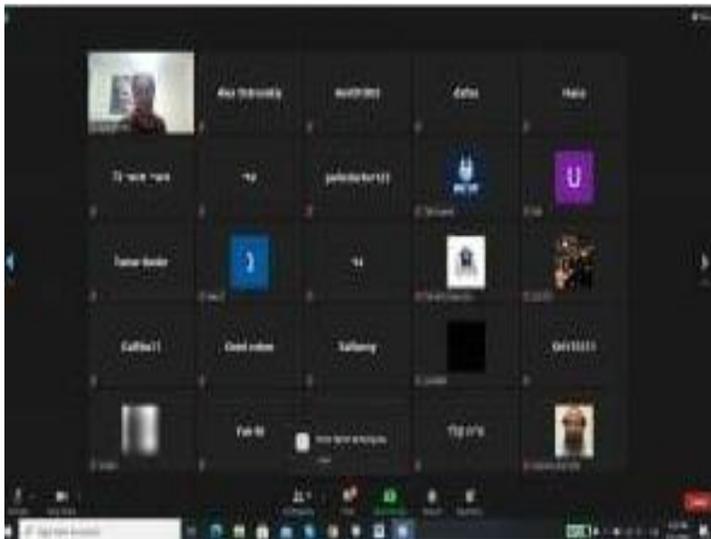
**Coordinator**

Associate Professor, Department of ECE



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**AICTE Sponsored TWO WEEKS ONLINE FACULTY DEVELOPMENT PROGRAMME(Phase II) On Machine Learning and Deep Learning - An Application Perspective - 07-12-2020 to 19-12-2020**



Teacher's Day Celebrations(05-09-2020)



Sri D.K Audikesavulu, chairman & founder and D.A.Sathyaprabha, chairperson Birth anniversary (21-09-2020)



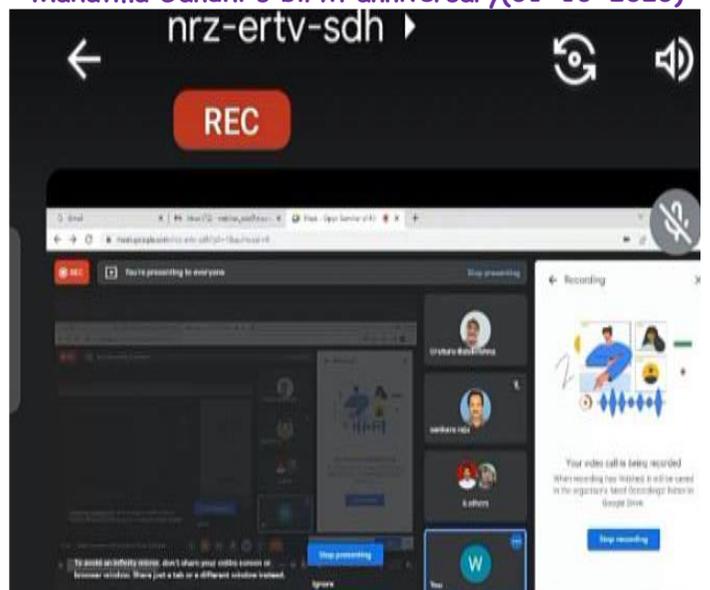
Engineer's Day Celebrations(15-09-2020)



Mahatma Gandhi's birth anniversary(01-10-2020)



Children's Day Celebrations(14-11-2020)



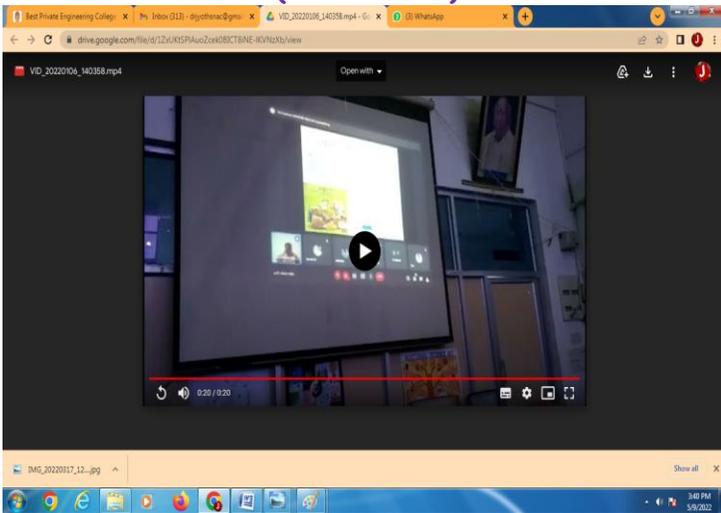
National Mathematics Day(22-12-2020)



**Debate on "Technology is A Boon Or Bane"  
(18-07-2020)**



**One Day Seminar "Digital Marketing" (23-07-2020)**



**Webinar on "Financial Planning and its Importance"  
(24-08-2020)**



**Guest Lecture on "Work and Work Cultures"  
(20-10-2020)**



**HR Quiz (17-11-2020)**



**Industrial Visit (25-11-2020)**



Guest Lecture on "Entrepreneurship - A Life Time of Rewards" (08-12-2020)

## 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.



Rastriya Ektha Divas pledge on by NSS volunteers on the eve Sardar vallabai patel Birthday(31-10-2020)

## Webinar organized

- Dr.K.Sudarsan organized National Webinar on "Financial Planning and its Importance" organized in Association with Bombay Stock Exchange on 24th August, 2020 at Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor (A.P.). Chief Guest & Mentor: Dr.J.Murthy, Resource Person, BSE.

## Invited Talk

- Conducted Interaction with Industry person by Ms.Rupa, HR manager, Wipro about "Industry expectation from fresh gradutes" through online on 14th Aug,2020
- Conducted Interaction with Industry person by K Narayana, Alstom transport India about "ISO certification" through online on 16th Oct,2020

# Faculty Achievements

## Papers Published

- Dr.R.Priyadharsini, "A study on Covid Relief Measures as CSR activity of selected companies",IVCCSR-2020 at Alagappa University, ISBN-978-93-90082-70-4 , October 2020.

## FDPs/Workshops/Webinars Attended

- Dr.K.Sudarsan attended Online Short Term Training Programme on "Intellectual Property for Engineers & Scientists" - Phase 3 under AICTE Quality Improvement Scheme, conducted by CMR Institute of Technology, Bengaluru from December 14th to 19th, 2020.
- Dr.K.Sudarsan attended Online Short Term Training Programme on "Intellectual Property for Engineers & Scientists" - Phase 2 under AICTE Quality Improvement Scheme, conducted by CMR Institute of Technology, Bengaluru from November 23rd to 28th, 2020.
- Dr.K.Sudarsan attended Online Short Term Training Programme on "Intellectual Property for Engineers & Scientists" - Phase 1 under AICTE Quality Improvement Scheme, conducted by CMR Institute of Technology, Bengaluru from November 1st to 9th, 2020.
- Dr.K.Sudarsan attended Short Term Training Programme on "Advanced Financial Statement Analysis" under AICTE's Quality Improvement Scheme, conducted online by SCMS Cochin School of Business, Kerala from 7th to 12th September, 2020.
- Dr.K.Sudarsan attended Webinar on "Financial Planning and its Importance" organized in Association with Bombay Stock Exchange on 24th August, 2020 at Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor (A.P.).
- Dr.K.Sudarsan attended Webinar on "Impact of COVID-19 on Indian Stock Markets" held on 20th July, 2020 organized by KMM Institute of Technology in Association with Bombay Stock Exchange.
- Dr.K.Sudarsan attended International Webinar on "Business Continuity Plan and Changing Landscape of Education" organized by Sri Venkateswara College of Engineering and Technology, in Association with Amity Global Institute, Singapore on 24th July, 2020.
- Dr.K.Sudarsan attended Webinar on "IT Enabled Services-Competitive Advantage & Challenges for India" organized by the Department of Business Administration, PVP Siddhartha Institute of Technology, Vijayawada on 22nd July, 2020.
- Dr.K.Sudarsan attended Webinar on "Emerging Trends in Digital Marketing" held on 15th July, 2020 organized by Internal Quality Assurance Cell (IQAC), SITAMS.
- Dr.R.Priyadharsini attended STTP on Research and Publication Ethics conducted by AICTE-ISTE & Prof.Ram Megha Institute from 29<sup>th</sup> to 3<sup>rd</sup> July 2020.
- Dr.R.Priyadharsini attended a webinar on Impact of Covid on Rural Economy by Lead India-JNTUA on 27 July 2020.
- Dr.R.Priyadharsini attended a workshop on Understanding OBS studio at DR.MGR Educational and Research Institute from 10-11 July 2020.
- Dr.R.Priyadharsini attended a webinar on Emerging Trends in Digital Marketing by SITAMS on 15 July 2020
- Dr.R.Priyadharsini attended a webinar on Achieving lifetime employability by Mangalam College of Engineering on 9th July, 2020.

- Dr.R.Priyadharsini attended a webinar on Industry insights on post covid recruitment by SITAMS on 4 July 2020.
- Ms.S.Saritha participated in II International conference on emerging issues on contemporary business practices in the era of intelligence on 28<sup>th</sup> November 2020.
- Ms.S.Saritha participated in the international webinar on A career path in digital marketing - a complete practical approach held on 13<sup>th</sup> August 2020
- Dr.C.Jyothsna attended a FDP on "Data Analysis for Business Research using SPSS & AMOS" organized by Department of Business Administration, Karpaga Vinayaga College of Engineering and Technology on 23rd July 2020 to 25th July, 2020.
- Dr.C.Jyothsna attended a International webinar on "Business Continuity Plan and Changing Landscape of Education" organized by Department of Business Administration, SVCET on 24th July 2020.
- Dr.C.Jyothsna attended a National webinar on "New Challenges and Opportunities in Management Education: Covid-19 Pandemic Scenario" organized by Department of Business Administration, Annamacharya Institute of Technology and Sciences on 22nd July, 2020.
- Dr.C.Jyothsna attended a National webinar on "Marketing Challenges and Opportunities" organized by Department of Business Administration, SVCET on 28nd July 2020.
- Dr.C.Jyothsna attended a National webinar on "A Career Path in Digital Marketing- A Complete Practical Approach" organized by Department of Management Studies, Sree Vidyanikethan Institute of Management on 13th Aug 2020.
- Dr.C.Jyothsna attended a National webinar on "SAP ERP Practices- India & Abroad for Management Professionals" organized by Department of Management Studies, Sree Vidyanikethan Institute of Management on 14th Aug 2020.
- Dr.C.Jyothsna attended a National webinar on "Financial Planning and its Importance" organized by Department of Management Studies, SITAMS on 24th Aug, 2020.
- Dr.C.Jyothsna attended a National webinar on "New National Education Policy- Implications to HR" organized by P B Siddhartha College of arts and science on 29th Aug 2020.
- Dr.C.Jyothsna attended a National webinar on "Research Methodology" organized by Department of Commerce, Yogi Vemana University on 29th Sep, 2020.
- Dr.C.Jyothsna attended a National webinar on "Data Analysis using STATCRAFT" organized by Department of Business Administration by Shanmuga Industries Arts and Science College on 20th Oct, 2020.
- Dr.C.Jyothsna attended a National webinar on "Indian Capital Markets- The Road Ahead" organized by Department of Commerce & Business Administration by P B Siddhartha College of arts and science on 5th Oct., 2020.
- Dr.Jyoshna.C Participated in Online Two day workshop on "Research Methodology using R Programming" organised by Department of Management Studies from 2nd and 3rd July, 2020.
- Dr.Jyoshna.C Participated in International Webinar on "A Career Path in Digital Marketing- A Complete Practical Approach" organised by Department of Master of Business Administration (MBA), Sree Vidyanikethan Institute of Management, Tirupathi on 13th August, 2020.
- Dr.Jyoshna.C Participated in National Webinar on "The Paradoxes Of Entrepreneurial Thinking" organised by Department of MBA & MCA, Vivekanandha Institute of Information and Management Studies, Tiruchengode, from 14th Aug, 2020.
- Dr.Jyoshna.C Participated in International Webinar on "SAP ERP Practices - INDIA & Abroad for Management Professionals" organised by Department of Master of Business Administration (MBA), Sree Vidyanikethan Institute of Management, Tirupathi on 13th August, 2020.

- Dr.Jyoshna.C Participated in Online National Webinar on "Financial Planning and Its Importance" organised by Department of Management Studies in association with Bombay Stock Exchange (BSE), SITAMS Chittoor, on 24th August, 2020.
- Dr.Jyoshna.C Participated in Two days E-FDP on "Entrepreneurship Development" organised by Department of Human Resource Management, Adayalampattu, on 1st and 2 nd October, 2020.
- Dr.Jyoshna.C Participated in Online National Webinar on "Indian Capital Markets - The Road Ahead" organised by Department of Commerce & Business Administration, P.B.Siddhartha college of Arts & Science, Vijayawada in association with SEBI, on 5th October, 2020.
- Dr.Jyoshna.C Participated in Online Webinar on "Data Analysis using STATCRAFT" organised by Department of Business Administration, Shanmuga Industries Arts & Science, Thiruvallur University, Thiruvannamalai, 20th October, 2020.
- Dr H Viswa Kiran has attended a FDP on "GST using Tally" Organized by Department of commerce, university college of commerce and business management, Osmania university, Hyderabad on 29th July 2020.
- Dr H Viswa Kiran has attended a National Webinar on "Role of mathematics and statistics" Organized by Department of mathematics and statistics, Chaityanya deemed to be University, Warangal on 27th July 2020.
- Dr H Viswa Kiran has attended a National Webinar on "Digital Business Leadership" Organized by Eswari college of Engineering, Coimbatore on 31th July, 2020.
- Dr H Viswa Kiran has attended a National Webinar on "open source tools for data analysis in social sciences " Organized by Department of Commerce, Manipal Academy of higher education , Manipal , on 31th July 2020 .
- Dr H Viswa Kiran has attended a International Webinar on "Entrepreneurship in self reliant India- vocal for local to go global" Organized by Department of MBA, Sri Vidhya Nikethan, Tirupathi, on 10th August 2020 .

## 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	20751E0062	Y.HARSHITHA	9.54	I
2.		20751E0059	V.R.GEERVANI	9.46	II
3.		20751E0020	J.S.THEJASREE	9.46	III
4.	II YEAR	19751E0006	B.G.VINODHINI	9.67	I
5.		19751E0056	P.ROSHINI	9.45	II
6.		19751E0014	G.RESHMA	9.45	III

### Attended Workshops/Conferences/Webinars and Prizes/Awards received

Title of the Workshop	National/ International	Duration	Total participants
National Webinar on "Financial Planning and its Importance"	National	24th August, 2020	56



# **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**

**Dr. D.K. Audikesavulu Marg (Bangalore-Tirupati Bye-pass Road),**

**Murukambattu Post, CHITTOOR - 517 127**

**Contact :08572-246299**

**Website:www.sitams.org**