



Sreenivasa Institute of Technology and Management Studies
AUTONOMOUS - NAAC ACCREDITED
Chittoor - 517 127, Andhra Pradesh

Department of Management Studies

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OUR INSPIRATION



Dr. D.K. Audikesavulu
Founder Chairman



Smt. D.A. Satyaprabha
Chairperson

ABOUT COLLEGE

Sreenivasa Institute of Technology and Management Studies(SITAMS) was established in Chittoor in 1998 by **Late Sri D.K. Audikesavulu**, former MP and Chairman, Tirumala Tirupati Devasthanams(TTD). The college is Affiliated to **JNTUA Ananatapuramu**, Certified by **NAAC**, Bangalore and **Autonomous** status sanctioned by **UGC**, New Delhi from the academic year 2013-14. SITAMS is awarded as **GRADE-A** by **APSCHE** Government of Andhra Pradesh and an **ISO 9001:2015** certified Institution. The college has 5 B.Tech courses ECE, CSE, MECH, EEE, CIV and also PG courses MCA, MBA and M.Tech.

PRINCIPAL'S DESK

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.



Dr. P. Ramesh Kumar
Principal

COLLEGE VISION

- To emerge as a Center of Excellence for Learning and Research in the domains of engineering, computing and management.

DEPARTMENT VISION

- To 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 have creativity, analytical thinking, critical thinking and effective communication
- Foster Enterprising spirit among students

Events

Annual day

The Annual Day was celebrated on 10th March 2017. Prof. Kuderu Rajagopal, Vice Chancellor, JNTUA was the Chief Guest and Sri K. Ranganatham Garu, Trustee, Srinivasa Trust was the Guest of Honour. Chief Guest, Guest of Honour & Principal distributed awards to the students for their outstanding performances besides Staffs and Students were awarded for their achievements in Sports.



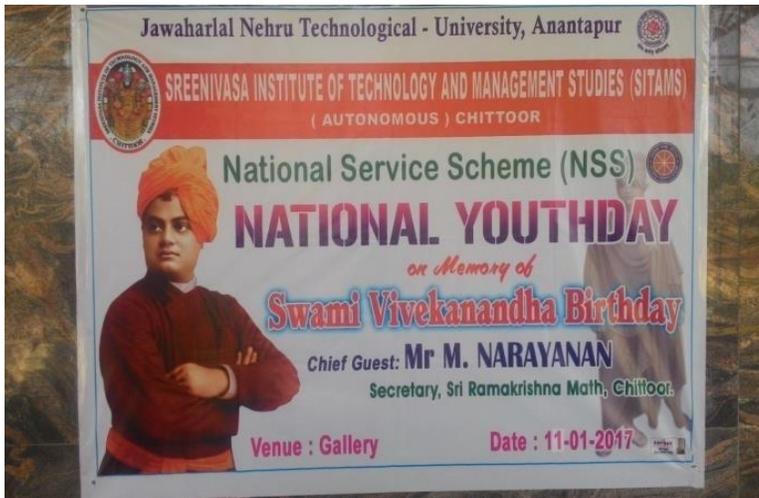
Annual day(SITAMS VAIBHAV 2K17) (10-03-2017)

Guest lecturers

Title of the Industry person	Name of Industry	Branch and year of students	No. of students	Period
V.Jagadeesh, Senior Manager	GSK,Chittoor	MBA students	60	14/03/2017
M.Sultan Ahmed, Senior Asscoiate	KPMG Global Services Bangalore	MBA students	94	27/02/2017

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.



**National Youth Day celebrations
(12-01-2017)**



**International Women's Day Celebrations
(08-03-2017)**



**Special Camp Conducted in the Village
"Veppalamanu chenu", Gudipala, Chittoor
(13-03-2017 To 19-03-2017)**



**Dental Checkup Camp
(13-04-2017)**

Tie-ups with organizations

Name of the Industry/ Organisation	Date of the MoUs	List of the actual activities year wise
Prime Bio Medical Systems, Tirupur	23/01/2017	Inplant training, Guest Lectures, Industrial Visits, Guest Lectures, Awareness Programmes, Project Consultancy, Developing Curriculum and Extra curricular programmes, etc.

Faculty Achievements

Papers Published

1. Dr.S.E.V.Subrahmanyam.,“Women Empowerment thorough Financial Inclusion – A Study with reference to YSR Kadapa District of Andhra Pradesh” was published in International Journal of applied research, Vol.3, Issue.4, April – 2017, pp.509-513, ISSN: 2394-7500(P), 2394-5869 (O).
2. Dr. V. Murali Krishna “The Mediating Role of Leadership in Relationship to Job Satifaction and Organisation Commitment”, International Journal of Current Advanced Research, pp. 4153-4157, ISSN: O: 2319-6475, ISSN: P: 2319 – Available Online at www.journalijcar.org Volume 6; Issue 6; June 2017.
3. Dr. V. Murali Krishna “Portfolio Selection Through Single Index Model-With Special Reference to Trust line Securities”, published in, International Journal of Recent Scientific Research, pp.17309-17314, Vol. 8, Issue, 6, pp. 17309-17314, June, 2017.
4. Dr. V. Murali Krishna “Mediation of Work Culture between the Job Satisfaction and Organizational Commitment”, published in International Journal of Scientific and Research Publications, pp. 672-676, Volume 7, Issue 6, ISSN 2250-3153, June 2017.

Papers Presented

1. Dr.S.E.V.Subrahmanyam.,“Impact of Demonetization on Digital Payments in India : Opportunities and Challenges” was presented in One day National Conference on “Business Opportunities and Challenges in the Cashless Era – A Panoramic View” held at Smt. Danamma Channabasavaiah College of Arts, Commerce, Science and Management Studies, Kolar, Karnataka on 16th February,2017.
2. Dr.S.E.V.Subrahmanyam.,“Stand-Up India Scheme – A Key Step to Promote Financial Inclusion in India” was presented in two day National Conference on “Inclusive Growth through Startup India – Standup India : Opportunities and Challenges” held at Department of Commerce, S.V.University, Tirupathi on 10th & 11th February,2017.
3. Dr. T. Hima Bindu, Asst. Professor of MBA Department , presented a paper entitled “A Study on Child Labour in India – Issues and Challenges” in the two day national seminar on ‘The Slavery of Small Hands in Indian Context: Problems & Perspectives’ organized by M.A.L.D. Govt. Arts & Science College, Gadwal on 9th & 10th February 2017.
4. Dr. T. Hima Bindu, Asst. Professor of MBA Department , presented a paper entitled “A Study on Major Problems of Farmer Suicides and Preventive Measures” in the two day state level workshop on ‘Farmer’s Suicides: Causes, Consequences & Preventive Measures’ organized by M.A.L.D. Govt. Arts & Science College, Gadwal on 8th & 9th February 2017.
5. Dr. J.V. Balasubramanian Paper Presented in ICSSR-SRC sponsored State Level Two Day Workshop on —Farmer’s Suicides: Causes, Consequences & Preventive Measures|| organized by Department of Economics, M.A.L.D Govt. Arts & Science College, Gadwal Dt. Telangana State, held on 8th & 9th February 2017.

Students Achievements

Students Toppers

MBA I YEAR I SEM

SL. NO.	ROLL NO.	NAME OF THE STUDENT	GPA
1	16751E0023	CHINTALA CHANDU	9.29
2	16751E00B5	R SARAVANA KUMAR	9.00
3	16751E00B0	R KAVYA	8.86
4	16751E0025	D BHARATHI	8.71
5	16751E0099	P MAMATHA	8.71
6	16751E0029	D SRAVANTHI	8.43

MBA II YEAR I SEM

SL. NO.	ROLL NO.	NAME OF THE STUDENT	GPA
1	15751E0084	M L YAMINI	9.57
2	15751E0027	C SRAVANI	9.14
3	15751E0050	J C PAVITHRA	9.14
4	15751E0097	MOHAMMED AZHARUDDIN	9.14
5	15751E0026	C ROJASREE	9.00
6	15751E0031	CHITTOOR KOMALA	8.93
7	15751E0073	KANIPAKAM HEMALATHA	8.93

Attended Games/Sports

FOR BOYS SPORTS AND GAMES

1	Cricket	SITAMS, 02-01-2017	<p>RUNNERS: MBA</p> <p>Team Members: N.Siddaiah (C) K.Bharath kumar Reddy K.Ravi Kumar P.Prasanth S.Benarjw V.Padma sai P.Harish Kumar Reddy K.Kumaresh K.Munendra S.Rasool M.Karthik S.M.Saleem A.Vinay B.Dharani Kumar M.Anil Kumar Reddy P.Lilli Kumar</p>
2	200 meters	SITAMS, 17-01-2017	M.K.Revanth, III PRIZE: I MBA

Placements

S. No.	Name of the Company	No of Students Placed	Salary offered per Annum (in Lakhs)
1	ACCENTURE	5	1.8-2.2
2	E BORN SOLUTIONS PVT LTD	1	1.8
3	SAFALTA INFOTECH PVT LTD	2	1.6
4	AEGIS LTD	1	2.2
5	ALTIVIVO INFORMATION TECHNOLOGIES PVT LTD	2	1.9
6	ASISTMI SOLUTIONS PVT. LTD.	1	1.3
7	AXIS BANK	3	2.4
8	BUSINESS ARTS.COM	1	1.5
9	CAPGEMINI PVT. LTD.	3	2
10	CARTRONICS TECHNOLOGIES PVT LTD	2	1.8
11	COGNIZANT	1	1.7
12	CONCENTRICX	9	1.7
13	CP AQUACULTURE INDIA PVT. LTD.	1	1.8
14	DIGINET SYSTEMS PVT LTD	2	2
15	EXL	1	1.8
16	FELICITY HOMES	1	1.8
17	FIDELITY	3	1.7
18	GLENWOOD SYSTEMS	1	1.5
19	GOVT. CONTRACTEMPLOYEE	1	1.5
20	GREET TECHNOLOGIES	1	1.8
21	HDFC	4	2.4
22	HDFC FEDERAL INSURANCE	1	2.4
23	HGS	18	1.4
24	HP	3	1.8
25	I LERANEX SOLUTIONS PVT LTD	2	1.8
26	IBM	5	1.6
27	IBM INDIA PVT LTD	1	2
28	INDIA CEMENTS	1	2.4
29	INDIA MART INTERMESH LTD.	1	1.8
30	INFOSYS	3	2.2
31	INFOSYS BPM LIMITED	1	2
32	I-PROCESS SERVICES INDIA PVT. LTD.	1	2
33	JB CHEMICALS	1	2.5
34	JUST DIAL	5	1.7
35	KIA MOTORS	1	2.4
36	KRIYA, CTR	1	1.8
37	LEGATO HEALTH TECHNOLOGIES	1	1.7
38	LOGATTO	1	2.2
39	MAHINDRA LOANS TIRUPATI	1	2
40	MARG ERP	1	1.5
41	MPHASIS	2	1.8
42	MRF TYRES	1	2.2
43	PALRED ONLINE TECHNOLOGIES PVT. LTD.	3	2.4

44	POONAM IT CONSULTING SERVICES PVT. LTD.	1	1.8
45	POTHYS TEXTILES CHENNAI	1	2,4
46	RANDSTAND INDIA PVT LTD	1	1.8
47	ROYALS ASSOCIATED WITH MICROSOFT PVT. LTD	1	1.9
48	SHAHI EXPORTS PVT. LTD.	2	2.3
49	SOFIN TECH PVT LTD	2	1.6
50	SOFT TOWN	1	1.7
51	SPECTRA SMART SOLUTIONS PVT	2	1.7
52	SRI RAM CHITS	1	2.3
53	SRI SAIRAM PLASTICS AND IRRIGATIINS	1	2.4
54	SRINI FOODS	1	1.9
55	STATE STREET HCL SERVICES	1	1.8
56	STRING INFORMATION SERVICES	1	1.8
57	TCS	1	2
58	TE CONECTIVITY	2	1.2
59	TEAM LEASE SERVICES LIMITED	1	1.8
60	TIARION FOFTWARE PVT LTD	2	2
61	TXE TECHNOLOGIES	1	2
62	WIPRO	1	2.2
63	XEROX	1	2.3



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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