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Sreenivasa Institute of Technology and Management Studies

AUTONOMOUS-NAAC ACCREDITED

Chittoor-517127, Andhra Pradesh

Department of MANAGEMENT STUDIES

News Letter: July-December (2018)

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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 Anantapuramu**, 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.

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

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

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

Project Expo

"Project Expo-2k18" was conducted in all the departments of Engineering Stream on the occasion of Founder Chairman Dr.D.K.Audikesavulu Gari Jayanthi. Smt. D.A. Satyaprabha, Chairperson was the Chief Guest and Sri K. Ranganatham Garu, Trustee, Srinivasa Trust was the Guest of Honour. On this occasion students of our college exhibited more than two hundred and fifty innovative project models in Electronics, Electrical, Computers, Civil and Mechanical Engineering streams for two days on 21st and 22nd September 2018.



PROJECT EXPO in memory of Founder Chairman Dr .D.K. AUDIKESAVULU Gari Jayanthi (21-09-2018 & 22-09-2018)

World Space Week

"World Space Week-2018" was organized at Sreenivasa Institute of Technology and Management Studies in association with Satish Dhawan Space Centre(SDSC) SHAR from 4th to 8th October 2018. Prof. S. Varadarajan, Secretary APSCHE, Sri. P.S. Pradyumna I.A.S, District Collector, Chittoor was the Distinguished Guests , Smt. D.A. Sathya Prabha, Chairperson was the Guest of Honour and Presided over by Sri. V. Nagaraju, General manager, VALF,ISRO,SDSC-SHAR,Sriharikota.



World Space Week-2018 Celebrations in association with Satish Dhawan Space Centre(SDSC)SHAR (04-10-2018 to 08-10-2018)

Workshops

This workshop enhances the awareness about the basics of stock markets and the role of NSDL in stock markets, to take the portfolio management decision on trading stocks; the resource persons **Mr. MANOJ SATHE** (Vice President, NSDL Mumbai) and **DR HIMACHALAM DASARAJU**, (Senior Fellow ICSSR, Professor Emeritus, Dept. of Commerce, SVUniversity, Tirupati) delivered an immense lecture on the Role of Stock Markets in Indian Economy.



One-Day National Level Workshop On Stock Markets Education (31-07-2018)

This Two-day workshop enhances the awareness about the basics of in-depth knowledge of Indian Financial Market, stock trading Live Platform and various tools and techniques for analyzing stocks to get better returns on invested amounts. Further the resource person **Mr. Karunakar Kadali** (Senior Trainer in Karvy Stock Broking Ltd., Hyd.) covered issues of Equity Market, Depositories activities, and Mutual Funds basics under SEAL programme



Two-Day National Level Workshop on Financial Markets in association with Karvy Stock Broking Ltd., Hyderabad(04-09-2018 & 05-09-2018)

Guest Lecture

S.No	Name of the Resource Person	Topic	Date
1	Mr. Mithun	Digital Marketing	05-07-2018

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.



Awareness Program for Govt. School children, Doddipalli Village, Chittoor about Higher studies, Internet applications and Health Tips. (13-07-2018)



Awareness Program for Govt. School children, Cherlopalli Village, Chittoor about Environment and Higher studies (21-07-2018)



Tree saplings were distributed for students by DFO Srinivasulu, Chittoor as part of Vanam Manam Program (26-07-2018)



Plantation Awareness Rally by distributing tree saplings (04-08-2018)



NSS Special Camp in Chithapara Village, Gudipala (MD), Chittoor (08-08-18 To 14-08-2018)



Independence day celebrations (15-08-2018)



Essay Writing competition on the eve of completion of 125 years of Swami Vivekananda historical speech in Chicago (27-08-2018)

GOVERNMENT OF KERALA
 Finance Fund Department
 Thiruvananthapuram
 Dated 06-09-2018

36528/Funds-2/18/Fin

From:
 The Principal Secretary(Finance)
 Govt. Secretariat,
 Thiruvananthapuram.

To:
 Sreenivasa Institute of Technology And Management Studies, Chittoor

Sir/Madam,
Sub : Contribution received towards Chief Minister's Distress Relief Fund - Receipt Forwarding- Reg.

Please find enclosed receipt for your valuable contribution towards Chief Minister's Distress Relief Fund through electronic transfer No 566315362332357 for ₹. 31220 /- (Rupees Thirty One Thousands Two Hundred And Twenty only)

Thanking you

Yours faithfully
Mangalack
 Principal Secretary (Finance)

Encl Receipt No 6172669639423 dated 06-09-2018 for ₹. 31220 /-

KERALA Flood Relief Fund (06-09-2018)



College level Gnanabheri Literacy and Cultural Competitions on Literacy Day(05-09-2018)



NSS Orientation Program on the eve of NSS Foundation Day (24-09-2018)



Voters Awareness Rally (27-09-2018)



Blood Donation Camp on the eve of National Volunteer Blood Donation Day (01-10-2018)



Participation in Plants Distribution and Awareness Rally in Chittoor on the eve of Gandhi Jayanthi in coordination with District Forest Office (02-10-2018)



Participated in World Space Week Rally (06-10-2018)



**Dr. APJ. Abdul Kalam Birthday Celebrations
(15-10-2018)**



Swine Flu Prevention Homeopathy Pills distribution to all the Students and the Staff (14-11-2018)



**College Level Youth Festival Competitions
(08-12-2018)**



**University Level Youth Festival Competitions
(11-12-2018)**

Research & Development

International Conference

SITAMS International Conference on Innovations in Engineering, Technology and Sciences (SICIETS-2018) was conducted on 28th & 29th October 2018. Dr. P. Ramesh Kumar, Principal was the Conference Chair, Dr. P. Elangovan, Associate Professor, EEE Department was the Convenor and the speakers are Dr. S.S. Dash, Government College of Engineering, Keonjhar, Odisha ;Prof. Dr. Sasikumar Gurumoorthy , Sree Vidyanikethan Engineering College, Tirupati, Andhra Pradesh; Prof. Zaharaddeen Salele Iro, Federal University Dutse, Nigeria



**SITAMS International Conference on Innovations in Engineering, Technology and Sciences (SICIETS-2018)
On 28th & 29th October 2018**



One Day workshop on "How to write a Research Paper & Research Proposal"

By Dr. B.Ashok , Professor, VIT University, Vellore, TN. on 14.09.2018.



One Day workshop on "Indian Patent Laws and Patent Filing Process"

By Dr. P. V. Gopi Krishna Rao, Professor, RGM CET, Nandyal, AP. on 15.09.2018.



A Seminar on "Formulation of Research Proposals"

By Dr. C. CHANDRASEKHAR, Professor, SVECW, Tirupati, AP. on 01.10.2018

Faculty Achievements

Papers presented, Attended workshop/conference etc

S.No	Name of the faculty	Particulars National/International	Title	Institution	Date
1	Dr.C.Jyothsna	One Day National Workshop Sponsored by NSDL, Mumbai	Stock Markets and its Education	SITAMS Chittoor	31/07/2018
2	Dr.Jyoshna.C	One Day National Workshop Sponsored by NSDL, Mumbai	Stock Markets and its Education	SITAMS Chittoor	31/07/2018
3	Mrs.S.Saritha	One Day National Workshop Sponsored by NSDL, Mumbai	Stock Markets and its Education	SITAMS Chittoor	31/07/2018

4	Dr V. Murali Krishna	One Day Workshop by IIT Madras	NPTEL	Kuppam Engg. College, Kuppam	12/09/2018
		International Conference on Innovation, Entrepreneurship and Economy for sustainable development	Mediation efforts of job satisfaction	SRIMS, Chennai	10-11 Oct'2018
		International Conference on Recent Trends in Engineering , Materials, Management and Sciences	EI and its Impact on organisational performance	SBIT, KHAMMAM	25-27 Oct' 2018
		One Day National Workshop Sponsored by NSDL, Mumbai	Stock Markets and its Education	SITAMS Chittoor	31/07/2018
		International Conference on Recent Trends in Engineering , Materials, Management and Sciences	Women Empowerment	SITAMS Chittoor	28-29, Oct 2018
		International Conference on Innovations in Engineering , Technology and Sciences	Meadiating Role on organisational Cultur in relationship of EI	SITAMS Chittoor	28-29, Oct 2018
		International Conference on Recent Trends in Engineering , Materials, Management and Sciences	Mutual Fund Performance	SITAMS Chittoor	28-29, Oct 2018
		one Day FDP	Spread Sheet Excel Modelling for Management Teaching	KKC, PUTTUR	14-12-2018
5	Dr. T. Hima Bindu	International Conference on Recent Trends in Engineering , Materials, Management and Sciences	Mutual Fund Performance	SITAMS Chittoor	28-29, Oct' 2018

Papers Published

S.No	Name of the Faculty	Title of the Paper	Name of the Journal	Vol. Issue No. Month & Year
1	Dr.M.Vijaya Bhaskar Reddy	A Study on Awareness of Investors about the Mutual Funds Investments in Rayalaseema Region, Andhra Pradesh	Emperor International Journal of Finance and Management Research, UGC Approved: 45308	Vo.III, Issue.1, ISSN: 2395-5929, 2017
		A Study on FMCG's Sales Promotion: with Special Reference to Biscuits Products	North Asian International Research Journal of Multidisciplinary,	Vol.3, Issue.5, pp:3-14, ISSN: 2454-2326. 2017
		Investor's Perception towards Mutual Funds	Primax International Journal of Finance,	July Special Issue, pp:114-119, ISSN: 2348-0475. 2017
		A Study on Factors Influencing Mutual Fund Investment in India	Ideation-Evolving Trends in Commerce, Management, Arts & Science, Edited by Dr.Guru Basava Aradhya.S,	ISBN: 978-93-85640-51-3. 2017

2	Dr V Murali Krishna	Assessing the Relationship between Emotional Intelligence and Organizational Commitment	International Journal of Engineering Technology Science and Research (IJETSR)	2394 – 3386, 2017
		A Factor Analysis on Quality of Work Life – An Empirical Study of IT Companies	International Journal of Innovations & Advancement in Computer Science (IJIACS)	2347 – 8616, 2017
		The Moderation Effect Of Experience - An Empirical Investigation	International Journal of Current Advanced Research	2319-6505, 2017
		The Mediating Role of Leadership in Relationship to Job Satisfaction and Organisation Commitment	International Journal of Recent Scientific Research	0976-3031, 2017
		Portfolio Selection Through Single Index Model-With Special Reference to Trust line Securities	International Journal of Recent Scientific Research	0976-3031, 2017
		Mediation of Work Culture between the Job Satisfaction and Organizational Commitment	International Journal of Scientific and Research Publications	2250-3153, 2017
		Leadership and its impact on Employee Performance – using PLS Smart	Emperor International Journal of Finance and Management Research	2395-5929, may 2018
3	Dr.Jyoshna.C	Employee Absenteeism: An Exploratory study on Impact of Job Satisfaction on Employee Absenteeism in Food and Inns Pvt.Ltd.Chittoor District, Andhra Pradesh	Indian Journal of Applied Research	UGCSr No: 49333, ISSN No:2249-555X, Vol:8,Issue:7.
4	Dr.C.Jyothsna	Employee Absenteeism: An Exploratory study on Impact of Job Satisfaction on Employee Absenteeism in Food and Inns Pvt.Ltd.Chittoor District, Andhra Pradesh	Indian Journal of Applied Research	UGCSr No: 49333, ISSN No:2249-555X, Vol:8,Issue:7.
5	Mrs.S.Saritha	Employee Absenteeism: An Exploratory study on Impact of Job Satisfaction on Employee Absenteeism in Food and Inns Pvt.Ltd.Chittoor District, Andhra Pradesh	Indian Journal of Applied Research	UGCSr No: 49333, ISSN No:2249-555X, Vol:8,Issue:7.

Students Achievements

Prathibha Awards

The following students got Prathibha Awards for the academic year 2017-18



Students Toppers

I MBA II SEM(2017-2018)		
<i>Rank</i>	<i>Student Name</i>	<i>%</i>
<i>I</i>	R KAVYA (1775100D8)	89
<i>I</i>	G SANDHYA (177510043)	89
<i>II</i>	SOMAKUMARI (1775100C3)	87.6
<i>III</i>	SN PUSHPA LATHA (1775100F6)	86.3
II MBA II SEM(2017-2018)		
<i>Rank</i>	<i>Student Name</i>	<i>%</i>
<i>I</i>	CHINTALA CHANDU (16751E0023)	88.8
<i>II</i>	R KAVYA (16751E00B0)	85.7
<i>III</i>	R SARAVANA KUMAR (16751E00B5)	84.3

Placements

S.NO.	COMPANY NAME	NO. OF STUDENTS SELECTED	DATE OF INTERVIEW
1	Net Connect Global, Bangalore	6	5/7/2018



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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