

# *Placement Brochure 2017*

DEPARTMENT OF BUSINESS ADMINISTRATION

2015-17



## **Prasad V Potluri Siddhartha Institute of Technology**

Autonomous and Affiliated To JNTUK

NAAC & NBA Accredited and ISO 9001:2008 Certified Institution

(Sponsors: Siddhartha Academy of General and Technical Education, Vijayawada)

Kanuru, Vijayawada, AP



## **ABOUT ACADEMY**

The Siddhartha Academy of General & Technical Education registered under Societies Registration Act, 1860, was established in 1975 with the aim of spreading education for all stages, in and around, Vijayawada. The Academy established 19 educational institutions covering programs from schooling to higher level education in the fields of Engineering, Medicine, Dental Science, Law, Business management, Computer Applications, Hotel Management, and Arts & Science. To cater to the needs and requirements of various organizations in a global competitive environment, the academy is driving towards the goal of becoming a unique centre for academic excellence. The Academy is running four autonomous institutions.

## **ABOUT COLLEGE**

Prasad V. Potluri Siddhartha Institute of Technology was started in 1998 with a great vision of producing quality technocrats, the college achieved its dream through meticulous planning of the administrators and the strenuous effort of the faculty. The institution has attained success in creating the zeal for learning in the students. It is permanently affiliated to Jawaharlal Nehru Technological University, Kakinada. As a result of its concentrated effort to attain quality, it was conferred Autonomous status in 2012. Certified by ISO 9001: 2008, the college is accredited by TCS, National Assessment Council and also by the National Board of Accreditation (CSE, IT, EEE, ECE, ME). Since its inception, the college has been marching ahead by emphasizing the all round development of the students.

Apart from academic excellence, the focus is on co-curricular and extracurricular activities. Students at this college are trained to transform into a full-fledged individual by practicing a strong ethical code. They are ready to face the challenges of the future. The college stands as a symbol of academic excellence. With the departments headed by eminent personalities, the college finds it easy to motivate the students to gain knowledge in the emerging areas of technology through guest lectures and participation in conferences.

## Message



I am glad to know that 2015-17 batch of MBA graduates of PVP Siddhartha Institute of Technology are ready to plunge into the corporate world, after successful competition of their IV semester exams of the University Scheduled in May 2017. It has been the philosophy of our Siddhartha Academy, over the years that, to build core competence along with professional skills to students of MBA. Though, we put in our maximum efforts, commitment and resources to achieve the objectives, the ultimate success in our modest attempt will be seen only through the acceptance of our products by the industry, as the saying goes, “The taste of food lies in its eating”.

I am sure, that the release of a comprehensive MBA placement brochure – 2017 this year, will certainly be of immense use for the industry to identify the potential talent of MBA graduates for enlistment against immediate future vacancies in their respective organisations.

**(Sri. B. Sri Ramulu)**

Convenor

## Message



I am delighted to notice that the department of Business Administration is bringing out a placement brochure for the 2015-17 batch of students. On this occasion, I congratulate the sincere efforts of staff and students. The management students of the institutions have the advantage of having all the leadership qualities and enhancing their personality. They experience real life situations and develop the problem solving nature. Fully convinced with the unique style of training they had, I strongly believe that they would provide themselves to be the fittest individuals in the quality conscious globalized world.

I affirm that our MBA students would turn out to be valuable human resource to the industry as well as to our nation. I wish them good luck in all their endeavors and hope that they enjoy good cheer throughout their lives.

**(Dr. K. Sivaji Babu)**

**Principal**

## Message



The technological revolution and the forces of globalization are changing the very functioning of the organisations significantly in recent years. We at PVP Siddhartha Institute of Technology are alive to these changes and are taking all steps to mould our products accordingly, to embrace change rather than follow, to become efficient managers and dynamic entrepreneurs. We offer three specializations such as Marketing Management, Financial Management and Human Resource Management. Besides, the foregoing special care is taken to improve soft-skills. Our students, possessed of élan, can carry themselves with confidence in any group.

I welcome your participation in the placement process with a firm belief that students selected by you will surpass your expectations and will play an effective role in your esteemed organisations.

**(Dr. P. Adi Lakshmi)**

Head & Professor

## Message



I feel highly honored to invite you to this world of professionalism and commitment. The dynamic corporate world progresses with a number of models of businesses every day. In such a scenario, someone should take the responsibility to train the young generation in the right direction so that they become competent enough to handle latest changes. I take only pride in announcing that PVP Siddhartha is one such institute which has not taken the above responsibility, but has been handling it proficiently. We realize the need to evaluate the students' perception of realizing success within, training and encouraging a learning environment in our institute having grilled in them, not only extensive subject knowledge, but also a sense of commitment.

An insightful glimpse of PVP Siddhartha Institute of Technology – MBA can be very well achieved through this brochure. By going through this brochure you would definitely be interested in listing our students by coming for the on-campus recruitment. Furthermore our sincere thanks to all the organisations that have shown confidence in our students and in tune become an eternal part of PVP Siddhartha Institute of Technology.

This brochure further contains the profile of MBA students, post graduating in the year 2015-17 and specializing in the fields of Marketing, Finance & HR.

**(Mr. G. Ramesh)**

Training & Placement Officer

## *The Department of Business Administration*



The Department of Business Administration was established in the year 2008. The department is affiliated to Jawaharlal Nehru Technological University, Kakinada and is approved by AICTE with an intake of 60 students.

The MBA programme provides insights into different functional areas and enables to understand how the policies, procedures and methods are formulated and implemented at every level in the business organisations. Our programme is designed to prepare students for successful careers in management and entrepreneurship. The department has qualified and experienced faculty consisting of one Professor and seven Assistant Professors. The Department arranges guest lectures by eminent professors from abroad, executives from corporate (service & manufacturing) in endeavor to bridge the gap between academic and industry. Visits to the industries are frequently arranged to enhance the practical exposure to the real corporate world.

## ***LEARNING FACILITIES***

### ***LIBRARY***

Library information centre is one of the central support services of PVPSIT. It is an excellent resource center for the students and faculty. The digital library makes a vast variety of books available to the students.

### ***COMPUTER CENTRE***

Computer center is well equipped with local Area Network (LAN), providing multi-user environment. Facilities include contemporary packages like Microsoft Office productivity tools (word, Excel, PowerPoint, Access and Publisher) and Relational Database Management Systems (RDBMS). The curriculum by the university encourages interactive use of the computers as an integral part of the learning process.

### ***SEMINAR HALL***

State of art seminar halls are provided with modern audio –visual systems the seminar halls are esthetically designed, spacious, well lit and well ventilated. They are designed for conventional lectures and group discussions.

### ***LANGUAGE LAB***

State of art language lab is provided with modern audio-visual systems. These labs help students to improve their vocabulary and improve their speaking capabilities in various situations. The software is in line with the current trend.







## **BUSINESS ADMINISTRATION STUDENTS DATA**

<p><b>Name</b> : A. VIJAYA  <b>Roll No.</b> : 15501E0001  <b>Date of Birth</b> : 10-02-1993  <b>Father's Name</b> : A. Venkateswara Rao  <b>Qualification</b> : B.Com(Tax)  <b>Permanent Address</b> : D.No:7-49,manikonda, Ungutur (md), Krishna (dt).  <b>E-Mail</b> : vijaya.ay6@gmail.com  <b>Phone No.</b> : 9703852545  <b>Project</b> :Brand Image in Airtel  <b>Computer Literacy</b> :M.S Office, Tally</p>	
<p><b>Name</b> : B. SINDHU  <b>Roll No.</b> : 15501E0002  <b>Date of Birth</b> : 18-06-1995  <b>Father's Name</b> : B. Nagendra Rao  <b>Qualification</b> : B.H.M.S  <b>Permanent Address</b> : Dno:74-27-39,velagapudi vari street, Ayyappanagar, Vijayawada.  <b>E-Mail</b> : bakkusindhu@gmail.com  <b>Phone No.</b> : 9392514007  <b>Project</b> : Study of Investor Perception Towards Mutual Funds with Special Reference to ICICI Mutual  <b>Computer Literacy</b> : M.S Office, Tally</p>	
<p><b>Name</b> : B. NAGA RAJU  <b>Roll No.</b> : 15501E0003  <b>Date of Birth</b> : 25-11-1993  <b>Father's Name</b> : B. Ram Babu  <b>Qualification</b> : B.Com (CA)  <b>Permanent Address</b> : Dno: 5F4, surya Residency, Poranki, Vij.  <b>E-Mail</b> : nagarajubandi86@gmail.com  <b>Phone No.</b> : 8688669628  <b>Project</b> : Comparative Study of Mutual Funds  <b>Computer Literacy</b> : M.S Office, Tally</p>	
<p><b>Name</b> : B.ASHOK  <b>Roll No.</b> : 15501E0004  <b>Date of Birth</b> : 09-08-1992  <b>Father's Name</b> : B. Ascervadam  <b>Qualification</b> : B.Com(Computers)  <b>Permanent Address</b> : Dno:9-19/0,Ilavaram,Bhattiprolu,Guntur.  <b>E-Mail</b> : ashokkumarbandikolla@gmail.com  <b>Phone No.</b> : 9010930730  <b>Project</b> : Portfolio Management in Angle Broking  <b>Computer Literacy</b> :Tally, MS Office</p>	
<p><b>Name</b> : CH. VAMSI KRISHNA  <b>Roll No.</b> : 15501E0005  <b>Date of Birth</b> : 10-12-1994  <b>Father's Name</b> : Ch. Chiranjivi Rao  <b>Qualification</b> : B.Com(General)  <b>Permanent Address</b> :Dno:23-21-26A,Vyakaranam vari street, S.N Puram, Vijayawada.  <b>E-Mail</b> : chvamsikrishna94@gmail.com  <b>Phone No.</b> : 8332822428  <b>Project</b> : Capital Budgeting in Vijaya Dairy, Vja.  <b>Computer Literacy</b> : M.S Office, Tally</p>	

<b>Name</b>	: CH. RAM BABU	
<b>Roll No.</b>	:5501E0006	
<b>Date of Birth</b>	: 22-06-1994	
<b>Father's Name</b>	: Ch. Sai Babu	
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<b>E-Mail</b>	: ramchiruvella777@gmail.com	
<b>Phone No.</b>	: 7207272797	
<b>Project</b>	: Investment in Financial Markets Angel Brokring.	
<b>Computer Literacy</b>	: M.S Office,Tally	
<b>Name</b>	: D.MANOJ	
<b>Roll No.</b>	: 15501E0007	
<b>Date of Birth</b>	: 29-06-1994	
<b>Father's Name</b>	: D. Sri Ramulu	
<b>Qualification</b>	: B.Com(Tax)	
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<b>Phone No.</b>	: 8522987687	
<b>Project</b>	:Mutual Funds	
<b>Computer Literacy</b>	: M.S Office,Tally	
<b>Name</b>	: E.VYSHNAVI	
<b>Roll No.</b>	: 15501E0008	
<b>Date of Birth</b>	: 10-5-1993	
<b>Father's Name</b>	: E. Krishna Prasad	
<b>Qualification</b>	: B.Tech(CSE)	
<b>Permanent Address</b>	:Dno:24-42,Ner Panchyat office, Yenomalakudhru, Vijayawada.	
<b>E-Mail</b>	: vyshnavigouda@gmail.com	
<b>Phone No.</b>	:8985422949	
<b>Project</b>	: A Study on Job Satisfaction at Andhra Hospitals	
<b>Computer Literacy</b>	: C, Java, C++,HTML, SySQL, IS, VIJ	
<b>Name</b>	: G.SRIKANTH	
<b>Roll No.</b>	: 15501E0009	
<b>Date of Birth</b>	: 08-12-1994	
<b>Father's Name</b>	: G. Sambasiva Rao	
<b>Qualification</b>	: B.Com(Computers)	
<b>Permanent Address</b>	:Dno:4-176, Neeru konda, Mangalagiri, Guntur.	
<b>E-Mail</b>	: srikanthgamidi999@gmail.com	
<b>Phone No.</b>	: 9989392442	
<b>Project</b>	:A Study on Portfolio Management in Networth ltd	
<b>Computer Literacy</b>	:Tally	
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<b>Roll No.</b>	: 15501E0010	
<b>Date of Birth</b>	: 05-06-1994	
<b>Father's Name</b>	: G. Srinivasa Rao	
<b>Qualification</b>	: B.Com(Computers)	
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<b>Phone No.</b>	: 9963646938	
<b>Project</b>	:Financial Statement Analysis in NTTPS, Vja.	
<b>Computer Literacy</b>	:M.S Office,Tally	

<b>Name</b>	: G.SNEHA	
<b>Roll No.</b>	: 15501E0011	
<b>Date of Birth</b>	: 15-02-1995	
<b>Father's Name</b>	: G. Ganeswara Babu	
<b>Qualification</b>	: B.Com(General)	
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<b>Phone No.</b>	: 9553897050	
<b>Project</b>	:A Comparative Study Performance of Large Cap Funds Vs Mid Cap Funds	
<b>Computer Literacy</b>	:M.S Office	
<b>Name</b>	: G.RAMYA	
<b>Roll No.</b>	: 15501E0012	
<b>Date of Birth</b>	: 18-06-1994	
<b>Father's Name</b>	: G. Koteswara Rao	
<b>Qualification</b>	: B.Sc(Computers)	
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<b>Phone No.</b>	: 9963873553	
<b>Project</b>	:A Study on Ratio Analysis at My Home Industries Ltd	
<b>Computer Literacy</b>	:M.S Office	
<b>Name</b>	: G. SAIBABU	
<b>Roll No.</b>	: 15501E0013	
<b>Date of Birth</b>	: 15-04-1992	
<b>Father's Name</b>	: G. Venkata Narayana	
<b>Qualification</b>	: B.Com(Computers)	
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<b>Phone No.</b>	: 9849122773	
<b>Project</b>	: Financial Statement at Analysis,G.S Alloy Costing Ltd.	
<b>Computer Literacy</b>	:Tally	
<b>Name</b>	: HUSSAINNUNNISA	
<b>Roll No.</b>	: 15501E0014	
<b>Date of Birth</b>	: 10-01-1995	
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<b>Project</b>	: Job Satisfaction in Ultra Tech Cement Ltd.	
<b>Computer Literacy</b>	: M.S Office,C,Tally,HTML,SQL	
<b>Name</b>	: J. SAISRI	
<b>Roll No.</b>	: 15501E0015	
<b>Date of Birth</b>	: 25-06-1994	
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<b>Project</b>	:Technical Methods of Capital Budgeting	
<b>Computer Literacy</b>	:M.S Office	

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<b>Roll No.</b>	: 15501E0016	
<b>Date of Birth</b>	: 16-06-1995	
<b>Father's Name</b>	: J. Samba Sivaiah	
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<b>E-Mail</b>	: jagadish.jangam321@gmail.com	
<b>Phone No.</b>	: 7799364024	
<b>Project</b>	:Training & Development in Big Bazaar.	
<b>Computer Literacy</b>	:M.S Office, Tally	
<b>Name</b>	: J. ABINAYA SREE	
<b>Roll No.</b>	: 15501E0017	
<b>Date of Birth</b>	: 04-01-1995	
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<b>Project</b>	:A Study on Inventory Control in Manipal Hospital	
<b>Computer Literacy</b>	:M.S Office,Tally	
<b>Name</b>	: K. SINDHUJA	
<b>Roll No.</b>	: 15501E0018	
<b>Date of Birth</b>	: 21-08-1992	
<b>Father's Name</b>	: K. Raju	
<b>Qualification</b>	: B.Tech(ECE)	
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<b>Phone No.</b>	: 9030760434	
<b>Project</b>	:Performance Appraisal at Edlogix software Solution	
<b>Computer Literacy</b>	:M.S Office, Tally, Java,C	
<b>Name</b>	: K. ANUSHA	
<b>Roll No.</b>	: 15501E0019	
<b>Date of Birth</b>	: 26-07-1994	
<b>Father's Name</b>	: K. Rajesh	
<b>Qualification</b>	: B.Com(General)	
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<b>Phone No.</b>	: 7729014342	
<b>Project</b>	: Working capital Management in Power Mech.	
<b>Computer Literacy</b>	:M.S Office ,Tally	
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<b>Roll No.</b>	: 15501E0020	
<b>Date of Birth</b>	: 15-06-1995	
<b>Father's Name</b>	: K. Adishesu	
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<b>Project</b>	:Cash Flow Statements Analysis	
<b>Computer Literacy</b>	:M.S Excel, Tally	

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<b>Roll No.</b>	: 15501E0021	
<b>Date of Birth</b>	: 26-12-1993	
<b>Father's Name</b>	: K. Raja Rao	
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<b>Project</b>	: Customer Relation Management on Asian Paints	
<b>Computer Literacy</b>	:M.S Excel, Tally, C, C++,Java, HTML	
<b>Name</b>	: K.V. S. SANTHOSHI DURGA	
<b>Roll No.</b>	: 15501E0022	
<b>Date of Birth</b>	: 20-08-1995	
<b>Father's Name</b>	: K. Rama Swamy	
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<b>Project</b>	: Training & Development in Jersey Cream Line Dairy	
<b>Computer Literacy</b>	:M.S Office ,Tally	
<b>Name</b>	: K. SUPRIYA	
<b>Roll No.</b>	: 15501E0023	
<b>Date of Birth</b>	: 25-07-1995	
<b>Father's Name</b>	: K. Sudhakar	
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<b>Phone No.</b>	: 8465079077	
<b>Project</b>	: A Study On Performance Evolution Through Selected Techniques At Srisehasai Spinning mill.	
<b>Computer Literacy</b>	:M.S Office ,Tally	
<b>Name</b>	: K. JANNATH HUSSAIN	
<b>Roll No.</b>	: 15501E0024	
<b>Date of Birth</b>	: 23-08-1991	
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<b>Qualification</b>	: BBM	
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<b>Phone No.</b>	: 9642929394	
<b>Project</b>	:Customer Relationship Management on Hero Moto Crop Ltd.	
<b>Computer Literacy</b>	:M.S Excel, Tally	
<b>Name</b>	: K. BUELA	
<b>Roll No.</b>	: 15501E0025	
<b>Date of Birth</b>	: 22-08-1995	
<b>Father's Name</b>	: K. Venkateswara Rao	
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<b>Project</b>	: Financial Statement Analysis in JOCIL	
<b>Computer Literacy</b>	:M.S Office, My SQL, Tally	

<b>Name</b>	: K. VANI JAYRAM BABA	
<b>Roll No.</b>	: 15501E0026	
<b>Date of Birth</b>	: 19/5/1995	
<b>Father's Name</b>	: K. Trinath	
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<b>Project</b>	: Cost Analysis and Control in Huyandai Motors	
<b>Computer Literacy</b>	:Tally	
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<b>Roll No.</b>	: 15501E0027	
<b>Date of Birth</b>	: 17-05-1995	
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<b>Project</b>	:Employee Engagement in Heritage, Vja.	
<b>Computer Literacy</b>	:M.S Office,Tally	
<b>Name</b>	: L.N.V.R RANGA SAI	
<b>Roll No.</b>	: 15501E0028	
<b>Date of Birth</b>	: 07-06-1995	
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<b>Project</b>	: Efficient Market Hypothesis in Selected Industry	
<b>Computer Literacy</b>	:M.S Office, Tally	
<b>Name</b>	: M. R. KAVITHA	
<b>Roll No.</b>	: 15501E0029	
<b>Date of Birth</b>	: 04-07-1995	
<b>Father's Name</b>	: P. Murugesan	
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<b>Project</b>	:Working Capital Management on Lakshmi Ring Travelers	
<b>Computer Literacy</b>	:M.S Office, Tally	
<b>Name</b>	: M. MANASA	
<b>Roll No.</b>	: 15501E0030	
<b>Date of Birth</b>	: 04-01-1995	
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<b>Qualification</b>	: B.Com(Tax)	
<b>Permanent Address</b>	:Bosubomma center, Yenamalakuduru, Patamata,	
<b>E-Mail</b>	: manasa1079@gmail.com	
<b>Phone No.</b>	: 8374987754	
<b>Project</b>	:Employee Job Satisfaction MG Fertilizers, HJ.	
<b>Computer Literacy</b>	:M.S Office, Tally	

<b>Name</b>	<b>: M. KRUPA SWATHI</b>	
<b>Roll No.</b>	<b>: 15501E0031</b>	
<b>Date of Birth</b>	<b>: 15-01-1994</b>	
<b>Father's Name</b>	<b>: M. Sudhakar</b>	
<b>Qualification</b>	<b>: B.Tech,MBA</b>	
<b>Permanent Address</b>	<b>:Dno:1-90,flat-303,ratnalok towers, Tadigadapa.</b>	
<b>E-Mail</b>	<b>: dolly.swathi2010@gmail.com</b>	
<b>Phone No.</b>	<b>: 9010791122</b>	
<b>Project</b>	<b>:Employee Job Satisfaction at DV Manor, Vja.</b>	
<b>Computer Literacy</b>	<b>:M.S Office, Tally, C, Java</b>	
<b>Name</b>	<b>: M. RAJITHA</b>	
<b>Roll No.</b>	<b>: 15501E0032</b>	
<b>Date of Birth</b>	<b>: 02-06-1994</b>	
<b>Father's Name</b>	<b>: M. Yedukondalu</b>	
<b>Qualification</b>	<b>: B.Tech,MBA</b>	
<b>Permanent Address</b>	<b>:Dno:1-144/2,Pedha Bazar, Kanchikacherla, 521180.</b>	
<b>E-Mail</b>	<b>: manginenirajitha@gmail.com</b>	
<b>Phone No.</b>	<b>: 9866266054</b>	
<b>Project</b>	<b>:Recruitment &amp; Selection</b>	
<b>Computer Literacy</b>	<b>:M.S Office</b>	
<b>Name</b>	<b>: MANI SHANKAR REDDY</b>	
<b>Roll No.</b>	<b>: 15501E0033</b>	
<b>Date of Birth</b>	<b>: 23-08-1995</b>	
<b>Father's Name</b>	<b>: K. Srinivas Reddy</b>	
<b>Qualification</b>	<b>: B.Com</b>	
<b>Permanent Address</b>	<b>: D. No:4-42,Inapuru(post), Pamidimukkala (MD), Krishna District,521247</b>	
<b>E-Mail</b>	<b>: manisankarreddy3@gmail.com</b>	
<b>Phone No.</b>	<b>: 9441792634</b>	
<b>Project</b>	<b>:Budgetary Control at Lanco Infra. Ltd.</b>	
<b>Computer Literacy</b>	<b>:M.S Office, Tally</b>	
<b>Name</b>	<b>: M. SUMANTH</b>	
<b>Roll No.</b>	<b>: 15501E0034</b>	
<b>Date of Birth</b>	<b>: 22-09-1991</b>	
<b>Father's Name</b>	<b>: M. Nageswara Rao</b>	
<b>Qualification</b>	<b>: B.Tech(CSE)</b>	
<b>Permanent Address</b>	<b>:20-168,Sri Sai Nilayam(FF3), Vijayawada-520007</b>	
<b>E-Mail</b>	<b>: medasumanth63@gmail.com</b>	
<b>Phone No.</b>	<b>: 9493800929</b>	
<b>Project</b>	<b>:Performance of Selected Sactrial Indices in India</b>	
<b>Computer Literacy</b>	<b>:M.S Office, Tally</b>	
<b>Name</b>	<b>: M. KIRAN</b>	
<b>Roll No.</b>	<b>: 15501E0035</b>	
<b>Date of Birth</b>	<b>: 15-06-1994</b>	
<b>Father's Name</b>	<b>: M. Nageswara Rao</b>	
<b>Qualification</b>	<b>: B.Com,MBA</b>	
<b>Permanent Address</b>	<b>: D. no:20-169,Sri Sai Nilayam,Eluru Road, Gunadala, Vijayawada</b>	
<b>E-Mail</b>	<b>: kiran.mukkapati94@gmail.com</b>	
<b>Phone No.</b>	<b>: 9553501782</b>	
<b>Project</b>	<b>:Financial Analysis at Coca-Cola, Atmakuru</b>	
<b>Computer Literacy</b>	<b>:M.S Office, Tally</b>	





<b>Name</b>	<b>: N. LILLY</b>	
<b>Roll No.</b>	<b>: 15501E0036</b>	
<b>Date of Birth</b>	<b>: 13-08-1990</b>	
<b>Father's Name</b>	<b>: N. Sri Krishna Murthy</b>	
<b>Qualification</b>	<b>: BBM,MBA</b>	
<b>Permanent Address</b>	<b>:D.No.18-11-24/9,Kuddus Nagar, Vijayawada</b>	
<b>E-Mail</b>	<b>: lillyprincy@gmail.com</b>	
<b>Phone No.</b>	<b>: 7032498368</b>	
<b>Project</b>	<b>:Performance Appraisal at Kesoram Cements</b>	
<b>Computer Literacy</b>	<b>:MS Office, Tally, Hardware, Networking</b>	
<b>Name</b>	<b>: P. LAKSHMI DEEPAK</b>	
<b>Roll No.</b>	<b>: 15501E0037</b>	
<b>Date of Birth</b>	<b>: 10-06-1994</b>	
<b>Father's Name</b>	<b>: P. Venkateswara Rao</b>	
<b>Qualification</b>	<b>: B.Com(General),MBA</b>	
<b>Permanent Address</b>	<b>:D.No.1/49,Penumatcha,Pamidimukkala Mandal,KrishnaDistrict,521250</b>	
<b>E-Mail</b>	<b>: deepak.parvathaneni@gmail.com</b>	
<b>Phone No.</b>	<b>: 9030663999</b>	
<b>Project</b>	<b>: Financial Analysis in GBR Hatcheries, Vijayawada.</b>	
<b>Computer Literacy</b>	<b>:MS Office, Tally</b>	
<b>Name</b>	<b>: P. SUDHEER KUMAR</b>	
<b>Roll No.</b>	<b>: 15501E0038</b>	
<b>Date of Birth</b>	<b>: 14-07-1995</b>	
<b>Father's Name</b>	<b>: P. Nageswara Rao</b>	
<b>Qualification</b>	<b>: B,Com(Tax)</b>	
<b>Permanent Address</b>	<b>:D.No.3-18,Prathur(Village), Tadepalli (MD),</b>	
<b>E-Mail</b>	<b>: sudheer.pasupuleti6028@gmail.com</b>	
<b>Phone No.</b>	<b>: 9160646511</b>	
<b>Project</b>	<b>:Working Capital Management at Kakinada Sea Ports Pvt. Ltd</b>	
<b>Computer Literacy</b>	<b>:MS Office, Tally</b>	
<b>Name</b>	<b>: P. LAKSHMI CHAITANYA</b>	
<b>Roll No.</b>	<b>: 15501E0039</b>	
<b>Date of Birth</b>	<b>: 19-03-1995</b>	
<b>Father's Name</b>	<b>: P. Maheswara Rao</b>	
<b>Qualification</b>	<b>: B.Com(general)</b>	
<b>Permanent Address</b>	<b>:D.No.19-38,Mahendra Nagar, Gollapudi,Vja.</b>	
<b>E-Mail</b>	<b>: chaitanyapenubakula95@gmail.com</b>	
<b>Phone No.</b>	<b>: 7569124019,7901026579</b>	
<b>Project</b>	<b>:Working Capital Management Delta Sugars Ltd.</b>	
<b>Computer Literacy</b>	<b>:MS Office, Tally</b>	
<b>Name</b>	<b>: P. SATISH REDDY</b>	
<b>Roll No.</b>	<b>: 15501E0040</b>	
<b>Date of Birth</b>	<b>: 17-04-1994</b>	
<b>Father's Name</b>	<b>: P. Pulla Reddy</b>	
<b>Qualification</b>	<b>: B.Com(Computers)</b>	
<b>Permanent Address</b>	<b>:D.No.2-48,Reddigudem,Krishna District</b>	
<b>E-Mail</b>	<b>: satishpidaparathi@gmail.com</b>	
<b>Phone No.</b>	<b>: 9849885498</b>	
<b>Project</b>	<b>: Budgetary Control in Heritage Pvt. Ltd.</b>	
<b>Computer Literacy</b>	<b>:M.S Office, Tally</b>	

<b>Name</b>	<b>: P.KRISHNA PRIYA</b>	
<b>Roll No.</b>	<b>: 15501E0041</b>	
<b>Date of Birth</b>	<b>: 18/8/1994</b>	
<b>Father's Name</b>	<b>: P,Rama Rao</b>	
<b>Qualification</b>	<b>: B.Sc (Stat,Computers), MBA</b>	
<b>Permanent Address</b>	<b>:D.No.1-16,Sudhivari Palem, Inkollu ( MD), Prakasam (Dist)</b>	
<b>E-Mail</b>	<b>: podakrishnapriya@gmail.com</b>	
<b>Phone No.</b>	<b>: 8008668513</b>	
<b>Project</b>	<b>:A Study on Job Satisfaction in Fortune Murali Park,</b>	
<b>Computer Literacy</b>	<b>:MS Office, Tally, SQL</b>	
<b>Name</b>	<b>: P. SRI NAGA BRAHMANI</b>	
<b>Roll No.</b>	<b>: 15501E0042</b>	
<b>Date of Birth</b>	<b>: 04-12-1994</b>	
<b>Father's Name</b>	<b>: P. Venkata Rama Rao</b>	
<b>Qualification</b>	<b>: B.Com(general)</b>	
<b>Permanent Address</b>	<b>:D.No.2-33,Pedaparupudi Post and MD</b>	
<b>E-Mail</b>	<b>: brahmani041@gmail.com</b>	
<b>Phone No.</b>	<b>: 9100239049</b>	
<b>Project</b>	<b>:A Study on Ccustomer Satisfaction in Big Bazar.</b>	
<b>Computer Literacy</b>	<b>:MS Office, Tally</b>	
<b>Name</b>	<b>: R. MOUNIKA DURGA DEVI</b>	
<b>Roll No.</b>	<b>: 15501E0043</b>	
<b>Date of Birth</b>	<b>: 25-03-1994</b>	
<b>Father's Name</b>	<b>: R. Venkateswara Rao</b>	
<b>Qualification</b>	<b>: B.Com(general)MBA</b>	
<b>Permanent Address</b>	<b>:D.No.23-33-11,GF-2,Nalanda Towers, Vijayawada</b>	
<b>E-Mail</b>	<b>: mounikadurgadevi@gmail.com</b>	
<b>Phone No.</b>	<b>: 8121543994</b>	
<b>Project</b>	<b>:A study onFinancial Performance through Ratio Analysis in Padmaja Laboratories Pvt..</b>	
<b>Computer Literacy</b>	<b>:MS Office, Tally, OS</b>	
<b>Name</b>	<b>: S. SUMA PRIYA</b>	
<b>Roll No.</b>	<b>: 15501E0044</b>	
<b>Date of Birth</b>	<b>: 06-09-1994</b>	
<b>Father's Name</b>	<b>: S. Srinivasa Rao</b>	
<b>Qualification</b>	<b>: B.Com(general)</b>	
<b>Permanent Address</b>	<b>:Plot:T3,Sri Sai Homes, Shivalayam street, 520007</b>	
<b>E-Mail</b>	<b>: sumapriya5679@gmail.com</b>	
<b>Phone No.</b>	<b>: 7680912107</b>	
<b>Project</b>	<b>:Work Life Balance at Maruthi Suzuki, Vja.</b>	
<b>Computer Literacy</b>	<b>:MS Office, Tally</b>	
<b>Name</b>	<b>: Sk. BASHA</b>	
<b>Roll No.</b>	<b>: 15501E0045</b>	
<b>Date of Birth</b>	<b>: 14-04-1994</b>	
<b>Father's Name</b>	<b>: Sk. Khasim</b>	
<b>Qualification</b>	<b>: B.Com(tax),MBA</b>	
<b>Permanent Address</b>	<b>:D.No.32-13-53/28, Navodaya Colony, Sunnapubattila center,Vijayawada-520010</b>	
<b>E-Mail</b>	<b>: shaikbasha1348@gmail.com</b>	
<b>Phone No.</b>	<b>: 8501013299</b>	
<b>Project</b>	<b>:Working Capital in Hero Moto Corp, Vja.</b>	
<b>Computer Literacy</b>	<b>:MS Office, Tally</b>	

<p><b>Name</b> : Sk. SAMEER AHMED  <b>Roll No.</b> : 15501E0046  <b>Date of Birth</b> : 17-10-1993  <b>Father's Name</b> :Sk. Karimulla  <b>Qualification</b> : B.Com(general)  <b>Permanent Address</b> :D.No.7-24,Indiranagar-2,Yanamalakuduru,  Penamaluru mandal,Vijayawada-520007  <b>E-Mail</b> : sameersk17@gmail.com  <b>Phone No.</b> : 7097440445  <b>Project</b> :Tax Saving Funds in Selected Companies  <b>Computer Literacy</b> :MS Office, Tally</p>	
<p><b>Name</b> : N. SOWMYA  <b>Roll No.</b> : 15501E0047  <b>Date of Birth</b> : 14-06-1993  <b>Father's Name</b> : N.V. Sambasiva Rao  <b>Qualification</b> : B.Tech  <b>Permanent Address</b> :D.No.21-9/3-3/1, Madhuranagar,Vijayawada-11  <b>E-Mail</b> : sowmi146@gmail.com  <b>Phone No.</b> : 7075931332  <b>Project</b> :Employee Engagement in Sumega Technologies  <b>Computer Literacy</b> :MS Office, Tally, MySQL, HTML, JAVA,  C Language, Eclipse, OS</p>	
<p><b>Name</b> : G. SRI LAKSHMI  <b>Roll No.</b> : 15501E0048  <b>Date of Birth</b> : 10-07-1987  <b>Father's Name</b> : G. Sathyanarayana  <b>Qualification</b> : B.Sc(MPCs)  <b>Permanent Address</b> :D.No.5-66,Ganguru Kenal Katta, Penamaluru  <b>E-Mail</b> : srilakshmikrishna123@gmail.com  <b>Phone No.</b> : 7730013789  <b>Project</b> : Financial Performance of Kusalava Finance Ltd.  <b>Computer Literacy</b> : MS Office, Tally, SQL, HTML</p>	
<p><b>Name</b> : U.SUSMITHA  <b>Roll No.</b> : 15501E0050  <b>Date of Birth</b> : 07.07.1995  <b>Father's Name</b> : U. Narasa Raju  <b>Qualification</b> : B.Com (General)  <b>Permanent Address</b> :D.No.42-3-29B,Anjaneya swamy street,  Ramakrishna Puram,Vijayawada-520003  <b>E-Mail</b> : ususmitha95@gmail.com  <b>Phone No.</b> : 7794995470  <b>Project</b> : Risk Adjusted Returns on Large Cap Mutual Funds  <b>Computer Literacy</b> :MS Office, Tally</p>	
<p><b>Name</b> : V.HEMALATHA  <b>Roll No.</b> : 15501E0051  <b>Date of Birth</b> : 12-09-1992  <b>Father's Name</b> : V. Pandu Ranga Rao  <b>Qualification</b> : B.Tech  <b>Permanent Address</b> :D.No.10-55,Near ramalayam temple,  Velamapeta, Bandar Road, Pamarru,521157  <b>E-Mail</b> : hemalatha.v65@gmail.com  <b>Phone No.</b> : 8341371128  <b>Project</b> : An Empirical Analysis of Serwel Electronics Ltd.  <b>Computer Literacy</b> :MS Office, Tally</p>	

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<b>Roll No.</b>	: 15501E0052	
<b>Date of Birth</b>	: 08-05-1994	
<b>Father's Name</b>	: V.S.R.K. Prasad(late)	
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<b>Phone No.</b>	: 9948716719	
<b>Project</b>	:Talent Management in Lexico Info Tech	
<b>Computer Literacy</b>	:MS Office, Tally, C Language	
<b>Name</b>	: V. NAVYA	
<b>Roll No.</b>	: 15501E0053	
<b>Date of Birth</b>	: 05-08-1994	
<b>Father's Name</b>	: V. Srinivasa Rao	
<b>Qualification</b>	: B.Sc(MECs),MBA	
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<b>Phone No.</b>	: 9154023021,8466081089	
<b>Project</b>	:Human Resource Climate in Cochin Port Trust	
<b>Computer Literacy</b>	:MS Office,Tally,C Language,HTML,JAVA	
<b>Name</b>	: V.NAVYA	
<b>Roll No.</b>	: 15501E0054	
<b>Date of Birth</b>	: 21-01-1994	
<b>Father's Name</b>	: V. Rama Krishna	
<b>Qualification</b>	: B.Com(computers)	
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<b>Phone No.</b>	: 9014471953	
<b>Project</b>	:Ratio Analysis in KCP Sugars	
<b>Computer Literacy</b>	:MS Office, Tally	
<b>Name</b>	: CH.VENKATESH	
<b>Roll No.</b>	: 15501E0055	
<b>Date of Birth</b>	: 12-06-1995	
<b>Father's Name</b>	: Ch. Hanumanth Rao	
<b>Qualification</b>	: B.Com(general)	
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<b>Phone No.</b>	: 9704689841	
<b>Project</b>	: Investment Option at HDFC Life, Hyd.	
<b>Computer Literacy</b>	:MS Office, Tally	
<b>Name</b>	: V.NAGA MADHURI	
<b>Roll No.</b>	: 15501E0056	
<b>Date of Birth</b>	: 02-10-1994	
<b>Father's Name</b>	:V.Haranadh	
<b>Qualification</b>	: B.Com(Tax),MBA	
<b>Permanent Address</b>	:D.No.74-14-49,Rattayya Buildings, Krishna Nagar,Vijayawada-520007	
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<b>Phone No.</b>	: 8121717936	
<b>Project</b>	:Customers Satisfaction on Home Loans in ICICI Bank	
<b>Computer Literacy</b>	:MS Office, Tally	

<b>Name</b>	: Y.SUDHARANI	
<b>Roll No.</b>	: 15501E0057	
<b>Date of Birth</b>	: 12-11-1993	
<b>Father's Name</b>	: Y. Venkata Rama Rao	
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<b>E-Mail</b>	: sudha.yalavarthi@gmail.com	
<b>Phone No.</b>	: 9912107766	
<b>Project</b>	:A Study on Performance of Mutual Funds in India in Optimus Share Broking Ltd	
<b>Computer Literacy</b>	:MS Office, Tally, SQL	
<b>Name</b>	: P. HARIKA	
<b>Roll No.</b>	: 12501E0044	
<b>Date of Birth</b>	: 14-07-1992	
<b>Father's Name</b>	: P. Anand	
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<b>Phone No.</b>	: 8142424621	
<b>Project</b>	:Training and Development in Lexiko infra systems	
<b>Computer Literacy</b>	:MS Office, Tally	

## COURSE STRUCTURE

SEMESTER -1	SEMESTER -2
1. Perspectives of Management	1. Financial Management
2. Managerial Economics	2. Human Resource Management
3. Accounting for Managers	3. Marketing Management
4. Business Environment	4. Production and Operations Management
5. Quantitative Techniques for Business Decisions	5. Business Law
6. Business Ethics and Corporate Governance	6. Organizational Behavior
7. Management Information System	7. Business Research Methods
8. Communication Skills Lab	8. Information Technology Lab
	9. Subject Viva Voce

SEMESTER -3	SEMESTER -4
1. Strategic Management	1. International Business
2. Business Models	2. Logistics and Supply Chain Management
3. Customer Relationship Management	3. Innovation Management
4. Advertising and Brand Management	4. Sales and Distribution Management
5. Services Marketing	5. International Marketing
6. Security Analysis and Portfolio Management	6. International Financial Management
7. Financial Markets and Services	7. Financial Derivatives
8. Training and Development	8. Global Human Resource Management
9. Performance Management	9. Management of Change and Development
10. Professional Skills Development	10. Professional Skills Development -II

## EMINENT PERSONALITIES VISITED OUR CAMPUS



**Padma Sri. Dr. T. Hanuman  
Chowadary**  
Founder CEO, VSNL



**Dr. K. Anji Reddy**  
Founder, Santha BioTech,  
Hyderabad



**Dr. L. S. Ganashan**  
Professor, IITM



**Dr. Krishnaiah,**  
Chairman, APIIC



**Dr. Rajesh C. Jampala**  
Dean, Academic & Administration  
PB Siddhartha College, Vijayawada.



**N. Satya Narayana  
Reddy**  
Regional Manager,  
SBI



**S. Bala Subramanyam**  
DST, Vijayawada



**Smt. Kiranmayi,**  
HR, AMD Technologies,  
Hyderabad.



**Sri. Appaji Reddem,**  
Chief of Bureau,  
THE HINDU, Andhra Pradesh



**Sri. L. V. Subramanyam**  
IAS - Special Chief  
Secretary - Youth Affairs &  
Sports, Government of AP



**Sri. Vasudevan,**  
Chief of Bureau,  
Deccan Chronicle, Andhra  
Pradesh



**Smt. Annapurna**  
President  
ALEAP, Vijayawada

## International Youth DaY 2016 celebrations

**International Youth Day 2016 –Amaravathi** was celebrated in Association with 'JIGNASA'- a cultural organisation on 16.09.2016. The resource persons are Sri. L.V.Subramanyam, Special Chief Secretary for Youth Affairs & Sports, Govt of AP; Sri. Appaji Reddemm, Chief of Bureau, the Hindu, AP; Sri Vasudevan P., Chief of Bureau, Deccan Chronicle; Prof. Ramachandra, Head, Department of Humanities, VR Siddhartha Engineering college; Dr. Rajesh C. Jampala, Dean, Academics & Administration, PB Siddhartha College.Vja; Smt. Padma Sree, Head Training and Placement, Vignan University; Mr.M. Pavan Kumar, Manager- Sales and Marketing, Adani Elmar,Vja; Amal Kiran, Convenor, IYD16, Senior Softwarren Engineer, NTT Data, Hyd.; Y Bhargav, Jignasa, Vja.



**Sri,L.V.Subramanyam,  
Special Chief Secretary for Youth  
Affairs & Sports, Govt of AP**



Panel Discussion with resource persons



## IYF Youth Mind CaMp

'IYF Youth Mind Camp' was organized in association with 'Internal Youth Fellowship, South Korea during 26-8-2016 to 27-8-2016. Mr. Choi Joon Hyuk - IYF Regional Director for Chennai, Mr. Park Byoung Gil – Regional Director for Nepal, Mr. Yohan Jeong – Regional Director for Hyderabad, Mr. Hojin Kang – Regional Director for Vijayawada, Mr. Oh Sung Gyun – General Secretary of IYF, Specialist in Mind Education from South Korea graced the occasion. Along with the Mind Education Lectures by Oh Sung Gyun and others, Korian Students performed traditional Korian Dance and conducted games for the Students.



**Oh Sung Gyun, South Korea**





## **STUDENT ACHIVEMENTS**

### **ACADEMIC YEAR 2016-2017**

- 1 Sk. Basha(II MBA) won I prize in Pravachan 2016 a City level paper Presentation Contest conducted at PB Siddhartha College of Arts and Science on 29-09-2016.
- 2 V Vijaya Anand & U Susmitha won I Prize in Paper Presentation Competition in the Kurukshetra event conducted by PB Siddhartha College of Arts and Science on 17-02-2017.
- 3 Sk. Sameer, K. Vani Jayaram Baba, G Sneha won II Prize in the competition of Balance sheet Analysis conducted by ICAI State Student Convention on 20.01.2017.
- 4 V. Hemalatha won II Prize in the competition of Senior Syntax conducted by ICAI State Student Convention on 20.01.2017.
- 5 M. Swathi won III Prize in the competition of T20- The memory game conducted by ICAI State Student Convention on 20.01.2017.
- 6 V. Vijaya Anand won I Prize in Dance Competition conducted by ICAI State Student Convention on 20.01.2017.
- 7 V. Vijaya Anand won I Prize in Dance Competition in the Kurukshetra event conducted by PB Siddhartha College of Arts and Science on 17-02-2017.
- 8 G. Sneha & T. Sudheer won II Prize in Treasure Hunt Competition in the Kurukshetra event conducted by PB Siddhartha College of Arts and Science on 17-02-2017.
- 9 V. Vijaya Anand Won Second Prize in the NRUTYA competition organized at K L University on 18-02-2017.
- 10 V. Vijaya Anand Won Second Prize in the dance competition organized at Bits Pilani, Hyderabad.
- 11 U. Susmitha, G.Dhanu, N.Sowmya and K.Manisanker Reddy won 1<sup>st</sup> prize in Market Makers in Kairos even conducted by ALIET, Vijayawada.
- 12 G. Dhanu, K. Manisankar Reddy and V. Hemalatha won 1<sup>st</sup> prize in Market at Stella College, Vijayawada.
- 13 V.Naga Madhuri, Y.Sudha Rani and Ch. Rambabu won 1<sup>st</sup> prize in B-Quiz in KBN College, Vijayawada.
- 14 M. Swathi, K.Vani Jaya Ram, M.Sumanth won 2<sup>nd</sup> Prize in B-Quiz at Maris Stella College, Vijayawada.

- 15 R. Mounika Durgan Devi, G. Sneha, P. Sudheer won 2<sup>nd</sup> prize in market makers at KBN college, Vijayawada.
- 16 K.Buela, SK Basha, and Sk.Sameer won 1<sup>st</sup> Prize in Stock Market game at KBN college, Vijayawada.
- 17 K.Buela, SK Basha, and G. Sneha, K. Vani Jayaram won 2<sup>nd</sup> prize in stock market in Kairos conducted by ALIET, Vijayawada.
- 18 SK. Basha, K.Jannath, K.Sandeep won 2<sup>nd</sup> prize in Anthyakshari at Maris Stella College, Vijayawada.
- 19 Ch.Rambabu, V.Naga Madhuri, Y.Sudha Rani won 1<sup>st</sup> prize in Business quiz at KBN College, Vijayawada.



## Students at CSR Activities



## Industrial Visits

S.No	Name of the industry visited	Place	Date of visit
1	Vijaya Dairy	Chitti Nagar, Vijayawada	18-11-2016
2	Sri Amaravathi Apparels	ALEAP Industrial Estate Surampalli, Krishna (Dt.)	29-11-2016
3	Vibhadra Products		
4	Good News Ministry		
5	Sairam Industries		
6	Universal Packaging Products		
7	Sri Lakshmi Venkateswara Polymers		
8	LULU International		
9	Kochin Harbour and Port	Kochin	
10	Periyar Spice and Botanical Aurved Farm	Munnar	
11	Tea Musium- Ripples	Munnar	
12	Kerala State Drugs and Pharmaceuticals	Alapi	
13	Prasara Bharathi	Alapi	

## DEVELOPMENT PROGRAMS CONDUCTED BY THE DEPARTMENT

### 1. workshops organized by the Department

Sl. No	Title of the programme	Dates	Resource persons
1.	Entrepreneurship Development Programme in association with Association of Lady Entrepreneurs India (ALEAP)	30-10-2015 to 07-11-2015	2. Smt. Ch. Chamundeswari ALEAP Member. 3. Mr. R. Venkata Rao Deputy Director, DIC, Vij 4. Ms. R. Radha Rani Founder, RR Sports, Vij 5. Mr. B. Ravi Kumar, Senior Bank Manager, Canara Bank, Vijayawada. 6. Mr. Khana Khan, MD, Jute Industry 7. Mr. P. Lakshmana Rao, Chartered Accountant, Vij 8. Ms. K. Kanaka Durga, Chair Person, ALEAP- Vja
2.	Entrepreneurship Orientation Programme in collaboration with NSIC, Hyderabad	29-30 <sup>th</sup> November 2015	G.Sudarshan , Resource person, NSIC, Hyderabad
3.	NCFM Modules	20-10-2015 to 30-12-2015	V. Prasanna Kumar & D. Anil Kumar Guru Raghavendra Skills Development Centre, Vijayawada.
4.	Accounting Tally	1 <sup>st</sup> and 2 <sup>nd</sup> March, 2016	H.Vani, NSIC, Hyderabad

Sl. No	Title of the programme	Dates	Resource persons
5.	'IYF Youth Mind Camp' is organized in association with 'Internal Youth Fellowship, South Korea' during 26-8-2016 to 27-8-2016.	26-8-2016 to 27-8-2016	<ol style="list-style-type: none"> <li>1. Mr. Choi Joon Hyuk IYF Regional Director for Chennai,</li> <li>2. Mr. Park Byoung Gil Regional Director for Nepal,</li> <li>3. Mr. Yohan Jeong Regional Director for Hyderabad,</li> <li>4. Mr. Hojin Kang Regional Director for Vijayawada,</li> <li>5. Mr. Oh Sung Gyun – General Secretary of IYF, South Korea</li> </ol>
6.	International Youth Day 2016 –Amaravathi in Association with 'JIGNASA'- a cultural organization.	16.09.2016	<ol style="list-style-type: none"> <li>1. Sri,L.V.Subramanyam, Special Chief Secretary for Youth Affairs &amp; Sports, Govt of AP</li> <li>2. Sri. Appaji Reddem Chief of Bureau, the Hldnu, AP</li> <li>3. Sri Vasudevan.P, Chief of Bureau, Deccan Chronicle</li> <li>4. Prof. Ramachandra, Head department of Humanities, VR Siddhartha Engineering college.</li> <li>5. Dr. Rajesh C. Jampala, Dean, Academics &amp; Administration, PB Siddhartha College. Vja.</li> <li>6. Smt. Padma Sree, Head Training and Placement, Vignan University.</li> <li>7. Mr.M. Pavan Kumar, Manager- Sales and Marketing, Adani Elmar,Vja</li> <li>8. Amal Kiran, Convenor, IYD16, Senior Softwaren Engineer, NTT Data, Hyd.</li> <li>9. Y Bhargav, Jignasa, Vja.</li> </ol>
7.	Workshop on 'EXCEL'	22- 11-2016 to 26-11-2016	Mr.S.Basha, Director, RIGHT Software Solution & IT Education, Vijayawada

## 2. Guest Lectures organized by the Department

S. No	Name	Designation	Topic	Date
1.	Mr. K.J.A. Swaroop	HR General Manager, ITC Hyderabad	Employability Skills	04-07-2015
2.	Mr. T.H Chowdary	Director, Center for Telecom Management studies	Managing Bharat to make it prosperous, Powerful, Intellectual and Ethical	13-07-2015
3.	Dr. Rajendra Reddy	Talent Acquire, Best Tax Pyers, Hyd	Carrier Development	06-08-2015
4.	Dr. Y.S. Kinanmayi	Head., Department of Business Mgmt Dr. B.R.A.O.U	Life Skills	05-09-2015
5.	Mr. J Bhaskar	Convener, Jignasa- Year 2015.	Creative Leadership and Cultural Entrepreneurship	29-9-2015
6.	Mr. D. Papa Rao	Free Lance Writer in Vernacular Dailies on International, National Economic issues	Decline in Rupee Value Reasons and Prospects	15-10-2015
7.	Mr. V.Krishna Prassanna	CEO, GRSDC,Vja	Awareness Programme	27.10-2015
8.	Prof.Sho Jin Khi	Internal Youth Fellowship	Mind Education Lecture for Faculty	30.10.2015
9.	Prof.Sho Jin Khi	Internal Youth Fellowship	Mind Education Lecture for Students	30.10.2015
10.	Mr.MRK Murthy	CEO, Campus Carriers, Viyawada	Students training for Success	08.12.2015
11.	Ms. Riddhi Bakhru	Area Manager, Market Development, Pedilite Industries Ltd., Bangalore	Entry to Corporate Setup	20.01.2016
12.	Mr. N. Vijaya Bhaskar	CEO, Kautilya Consulting	Guest Lecture on SAP	08.02.2015

S. No	Name	Designation	Topic	Date
13.	Mr. R. Sridhar	Director-HR, Spectra Technologies India, Pvt Ltd, Bangalore	Employability Skills	13.02.2016
14.	Mr. B. Durga Prasad	Principal, SKEV Vidya Vihar, Vijayawada	Personality Development and Leadership Qualities	07-04-2016
15.	Dr. S. Sahithi	Vedamantra Ayur Hospital, Vijayawada	Awareness on Health, Skin and Hair Care	20.04.2016
16.	Mr. A. Ravi Kanth, Director,	APEX Institute of English, Vijayawada	Professional Skills	30.08.2016
17.	ICT mode	NITTR Chandigarh	'Preparing Students for Job Interview'	09-09-2016.
18.	Sh. Sanjay Jog	CHRO, Reliance Jio, from Mumbai	'What Employers Want in a Rapidly Changing World'	27-09-2016.
19.	Mr. V. Santosh Reddy	Investment Advisor and Resource Person, BSE, Hyderabad	Stock Markets-BSE'	18-10- 2016
20.	Sk. Zakir Hussain	Sr. Software Engg, Linked Ind Pvt Ltd., Bangalore	'How to prepare for Interviews & Job Culture in Corporate World'	31-10-2016
21.	Ms. Harika Sowgandhi	Soft Skills Trainer, Dr.Reddy's Foundation. Hyd	Self Introspection and Being Proactive'	09-11-2016
22.	Ms. Lakshmi Sasi Dhanekula	IT professional & Personality Development Trainers	Corporate social responsibility	25-02-2017
23.	Mr. Siddhartha Arora	Area Manager, Pedilite industries	Interview preparations	09-03-2017
24.	Dr. P. Subba Rao	Professor, elefer School of Business, Ottawa University, Canada	Global Human Resource Management	11-04-2017

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