

JANUARY-2019

1. Department of Business Administration acted as KNOWLEDGE PARTNER at the ROTAFAIR during 4-6 January 2019. Students of MBA (P) numbering 45 participated as volunteers.



2. **Department of Commerce & Business Administration** organised an Invited Talk on “**GST Compliance Readiness**” on 07.01.2019. The Chief Guest **Mr.Manish Choudhary**, *CEO Tally Education Pvt Ltd, Bangalore*, said that the legacy of slab rates of old regime have transcends to the present GST regime also. The diverse nature of Goods & Services, the size and type of buyers and sellers, location of buyers and sellers have made the GST more complex. The high rent seeking nature of the Governments worldwide made the taxation compulsory. The inherent procedures made buyers of various supplies forced the respective sellers to register under GST to claim input credit. The definitional clarity, about the world supply is missing in the GST Act, he added. He urged the students to learn computerised tally for GST Software to upgrade their Knowledge in this area. Mr. Y.S Raghu Asst Regional Manager, also addressed the students.

Talk on Compliance Readiness organised

OUR BUREAU

Vijayawada: The Post Graduation Department of Commerce and Business Administration of PB Siddhartha College of Arts and Science organised an invited talk on 'Compliance Readiness' on Monday.

Chief guest of the programme was Manish Choudhary, CEO, Tally Education Private Limited, Bangalore.

Speaking on the occasion, Manish said that the legacy of slab rates of old regime transcended to the present Goods and Service Tax (GST) regime. The diverse nature of Goods and Services, the size and type of buyers and sellers, location of buyers and sellers made the GST more complex.

He said that the high rent seeking nature of the governments worldwide made the taxation compulsory. Later, he interacted with the students.



Manish Choudhary, CEO of Tally Education Private Limited, Bangalore being felicitated by the PB Siddhartha College principal Dr Meka Ramesh in Vijayawada on Monday

Prof Rajesh C Jampala, college Dean, Dr Meka Ramesh, Principal, Raghu, YS Asst Regional Manager, Tally Education Pvt Ltd, students were present.



IANS INDIA Tue, 08 January 2019
<https://epaper.thehansindia.com/c/35575188>

విజయవాడ తూర్పు

కృష్ణలంక, పటమడు, లక్ష్మీపేట, ఆలోనగర్, గుణదల, మొగిలజపురం

ట్యాబ్లెట్ జీఎస్ టీ సంక్లిష్టాలు దూరం



సదస్సులో మాట్లాడుతున్న మనిష్ చౌదరి

మొగిలజపురం, జనవరి 7 (శ్రీధర్ న్యూస్) : వ్యాపార, పారిశ్రామిక సేవారంగంలో జీఎస్ టీ అవసరం చేయడం తప్పనిసరిగా మారిన తరుణంలో ఆదరణలో మాత్రం అనేక సంక్లిష్టాలు ఉన్నాయని వాటిని 'ట్యాబ్లెట్ జీఎస్ టీ' సొల్యూషన్స్ తో తగ్గించుకోవచ్చని ట్యాబ్లెట్ అండ్ ఎడ్యుకేషన్ ప్రైవేట్ లిమిటెడ్ అధినేత మనిష్ చౌదరి అన్నారు. పిబి సిద్ధార్థ కాలేజ్ షికా డిప్యూటీ మేంబర్ ఆఫ్ కామర్స్ అండ్ మేనేజ్మెంట్ ఆధ్వర్యంలో సోమవారం ట్యాబ్లెట్ ఫర్ జీఎస్ టీ సొల్యూషన్స్ అంశంపై సదస్సు జరిగింది. ఈ సదస్సులో మనిష్ మాట్లాడుతూ విభిన్న వైవిధ్య స్వభావం వస్తువు, సేవలు వినియోగదారులు, అమ్మకం దారులు ప్రాంతీయ వైరుద్ధాలు మొదలగు అంశాలు జీఎస్ టీ చట్టాన్ని సంక్లిష్టం చేశాయని అన్నారు. వాటిని తగ్గించేందుకు జీఎస్ టీ చట్టాన్ని అవసరం చేసినందుకు తమ సంస్థ ఎప్పుడోప్పుడు మార్గాలను పరిగణలోకి తీసుకొని 'సాఫ్ట్ వేర్' తయారు చేశామని పేర్కొన్నారు. కామర్స్ విద్యార్థులు అండ్ సోఫ్ట్వేర్ను టెక్నాలజీకి సంబంధించి విజ్ఞానాన్ని నేర్చుకోవడం నేటి వ్యాపార సమాజంలో చాలా అవసరమని తెలిపారు. ప్రెస్టిజియస్ డాక్టర్ మేకా రమేష్ మాట్లాడుతూ విద్యార్థులు ఈ ట్యాబ్లెట్ ప్యాకేజీ కోర్సును అధికంగా చేయడం ద్వారా ఎన్నో మంచి ఉద్యోగ అవకాశాలను అందిస్తున్నారని అభినందనలు సూచించారు. కార్యక్రమంలో కళ్యాణ్ డీన్ ప్రొఫెసర్ రాజేష్, సి జంపాల, ట్యాబ్లెట్ సంస్థ ప్రతినిధి వైఎస్ రఘు, అధ్యాపకులు, విద్యార్థులు పాల్గొన్నారు.

IANS INDIA Tue, 08 January 2019
<https://epaper.prabhnews.com/c/35574830>



3. Department of Business Administration organised a Field trip to **Poolavaram Project** on 8th January 2019. Students of MBA (P) numbering 45 and one Faculty member

participated. This visit has given them exposure about Project Management Skills of such magnitude.



Students & Faculty at Polavaram Project

Students & Faculty at Pattiseema Project





Pattiseema Project

1. **Mr. I Krishna Kumar**, *Business Associate*, Franchise India alumni of our Department addressed students of MBA about importance of Industry readiness and also stress the need for internships on 03.01.2019.
2. Department of Commerce and Business Administration and EDC organised a **Three Day Entrepreneurship Awareness Camp (EAC)** for MBA, MCOM and BBA students during 22-24 January 2019. The camp is sponsored by Entrepreneurship Development Institute of India (EDII) under the **DST-NIMAT Project**. The objective of this programme is to enhance entrepreneurial skills of the young minds aspiring to be successful entrepreneurs. “**Sri Raveendra Reddy Alla**, *CEO Andhra Pradesh Drones Corporation* was the **Chief Guest**, **Ms. V.Krishna Kumari**, *President, Velagapudi Foundation* was the **Guest of honour** at the **Inaugural function**. **Dr.Yogeswara Rao.M**, *Ph.D, PMP*, **Mr.D.Durga Prasad**, *Founder, Takshasila, IAS Academy* were the chief resource persons.



Three-Day
ENTREPRENEURSHIP AWARENESS CAMP
 DST – NIMAT Project
 Entrepreneurship Development Institute of India
 22 – 24 January 2019

To create awareness among the youngsters about various facets of entrepreneurship as an alternative career option and to highlight the merits of pursuing such an option.

Topics Covered:

- ✓ Entrepreneurship in Indian scenario - Past & Present.
- ✓ Identification of Opportunities, Product selection & Choice of technology.
- ✓ Technical, Commercial & Financial aspects.
- ✓ Financial Assistance from Govt. agencies & Banks.
- ✓ Creativity and innovation in Business.
- ✓ Startup Ideas.
- ✓ Institutional Support.

Venue : Seminar Hall, P.B.Siddhartha College of Arts & Science, Vijayawada.

organised by
 Department of Commerce & Business Administration
 P.B.Siddhartha College of Arts & Science,
 Vijayawada.

- INAUGURAL FUNCTION**
 Date : 22-01-2019
 Time : 10.40 a.m.
 Venue : Seminar Hall
1. Prayer by : Ms.Y.Sai Gayathri & Priya Sowmika
 2. President's Opening Remarks : Dr.M.Ramesh
Principal
 3. Message by : Sri V. Babu Rao
Director
 4. Brief About Camp : Dr.Rajesh C. Jampala
Dean
 5. Introduction of Chief Guest : S.Jyothi
 6. Message by : Sri RAVEENDRA REDDY ALLA
CEO,
Chief Guest
Andhra Pradesh Drones Corporation
 7. Message by : Ms.Velagapudi Krishna Kumari
Guest of Honour
President
 8. Presentation of Memento to : Dr.M.Ramesh
Principal
Guests by
 9. Vote of Thanks : K.Lalithya

Entrepreneurial awareness camp begins



Abh Ramesh Reddy, CEO, AP Drones Corporation addressing a three-day awareness camp in Vijayawada on Tuesday

CHINA BUREAU:
 Vijayawada Youngsters pursuing entrepreneurship as a career option must always come up with innovative ideas, said Abh Ramesh Reddy, CEO, AP Drones Corporation at the inaugural of the

three-day Entrepreneurial awareness camp here on Tuesday.
 Ramesh Reddy was the chief guest of the awareness camp which was organised by the Department of Business Administration, P.B.Siddhartha College and sponsored by Entrepreneurship De-

velopment Institute of India.
 Reddy said that the idea has to be discussed and shared with many people. Since the audience will take place, implementation of ideas was the key differentiator before them through having conceptual understanding, he added.

Velagapudi Krishna Kumari, president, Velagapudi Foundation said that the business models should be framed with social responsibility orientation so that the benefits will reach wider base of stakeholders. Rajesh C. Jampala, Dean said entrepreneurial mindset was re-

quired for the employees also. College principal Dr.M.Ramesh advised the students to start entrepreneurial ventures. Ramesh, convener of Entrepreneurship Development Cell coordinated the event. College director Venkatesh Babu and faculty members were present.



యువత ఉద్యోగాలిచ్చే స్థాయికి ఎదగాలి



మాట్లాడుతున్న ఏపీ క్రోస్ కార్పొరేషన్ అధినేత ఆళ్ల రవీంద్రరాజ్, వెలగపూడి భృష్టకుమారి

మొగల్రాజపురం, జనవరి 22: యువత కేవలం ఉద్యోగాల కోసం ఎదురు చూడకుండా సామాజిక స్పృహతో పరిశ్రమలను ఏర్పాటు చేసి తామే ఉద్యోగాలు ఇచ్చే స్థాయికి ఎదగాలంటూ ఏపీ క్రోస్ కార్పొరేషన్ అధినేత ఆళ్ల రవీంద్రరాజ్ సూచించారు. వర్తమానం ప్రవృత్తయ్య సిద్దార్థ కళాశాలలో ఎంబీఏ విభాగం, ఎంట్రాపెన్యూర్ కార్పొరేషన్, ఎంట్రాపెన్యూర్ డెవలప్ మెంట్ ఇనిస్టిట్యూట్ ఆఫ్ ఇండియా సంయమన అధ్యక్షులలో మూడు కేజుల పాటు ఔత్సాహిక పారిశ్రామిక వేత్తల క్యాంప్ ను ఏర్పాటు చేశారు. మొదటి కేజు ముఖ్య అతిథిగా పాల్గొన్న ఆయన మాట్లాడుతూ క్రోస్ రంగం గురించి వివరిస్తూ మొదటి వారూ మంచి పట్టుకుంటే దాని, ఇప్పుడు కాలిఫోర్నియా గుర్తించడానికి వ్యవసాయ, సైకిల్, పోలీసు, పారిశుధ్య రంగాల్లో విస్తృతంగా వాడుతున్నారని ఆయన తెలిపారు. వెలగపూడి ఫౌండేషన్ అధినేత వెలగపూడి భృష్టకుమారి మాట్లాడుతూ ప్రతి మనిషి సామాజిక సేవలో భాగమవ్వాలని, అనారంభకు గురైన మహిళలను చేరదీసి వారికి కన్సై రంగాల్లో శిక్షణ ఇవ్వాలని చిన్న చిన్న పరిశ్రమలు నెలకొల్పాలా చేస్తున్నారని ఆమె తెలిపారు. కార్యక్రమానికి ప్రెస్ బిరో దాక్టర్ మేకా రమేష్ అధ్యక్షత వహించగా, డీన్ ప్రొఫెసర్ రాజేష్ సి జంపాల పర్యవేక్షించారు. దాక్టర్ రమామన్ సమన్వయకర్తగా వ్యవహరించారు. ఆ కార్యక్రమంలో డైరెక్టర్ వి. బాబురావు, అధ్యాపకులు, విద్యార్థులు పాల్గొన్నారు.

సాంకేతిక పరిజ్ఞానంతో యువత అడ్డుతాలు సృష్టించాలి



మాట్లాడుతున్న డి. శ్రీనివాస్ కార్పొరేషన్ అధినేత ఆళ్ల రవీంద్రరాజ్

మొగల్రాజపురం, జనవరి 22 (భృష్టకుమారి): యువత వివిధ పరిశ్రమలు, వ్యాపార సంఘాలు నెలకొల్పి మరింత మందికి ఉపాధి కల్పిస్తూ సమాజ ప్రగతిలో భాగస్వామ్యులవ్వాలంటూ ఏపీ క్రోస్ కార్పొరేషన్ అధినేత ఆళ్ల రవీంద్రరాజ్ అన్నారు. డి. టీ సిద్ధార్థ కళాశాల ఎంబీఏ, ఈజీపీ విభాగాలు, ఈజీపి ఎంటర్ ప్రెన్యూర్ షిప్ డెవలప్ మెంట్ ఇనిస్టిట్యూట్ ఆఫ్ ఇండియా సంయమన అధ్యక్షులలో కళాశాల వెబీవార్ హాల్లో మూడు కేజుల పాటు నిర్వహించే ఔత్సాహిక పారిశ్రామిక మేజర్ల అవగాహన కార్యక్రమాన్ని మంగళవారం ప్రారంభించారు. ఈ కార్యక్రమానికి ముఖ్య అతిథిగా హాజరైన రవీంద్రరాజ్ మాట్లాడుతూ ఔత్సాహిక వైద్యులను సాంకేతికతతో అడ్డుతాలు సృష్టించేస్తున్నారని, సమయాన్ని వృథా చేయకుండా కృషి చేస్తే ఉత్పాదక శక్తి ఉంటుంది సూచించారు. క్రోస్ రంగం ప్రభుత్వ రంగం నుండి వ్యవసాయం, సైనిక, పోలీస్, అటవీ, వీల్ ఇంజనీరింగ్ తదితర రంగాల్లో వినియోగిస్తున్నామని వెల్లడించారు. వెలగపూడి ఫౌండేషన్ అధినేత వి. కృష్ణకుమారి మాట్లాడుతూ జీవితంలో మరువలేనిది చిరస్థాయిగా మిగిలిపోయేది సామాజిక సేవ అన్నారు. అనేక మంది నిరాలంభకు గురైన మహిళలు, అనారంభించేరదీ శిక్షణ ఇప్పించి వీలు పరిశ్రమలు నెలకొల్పేవ్వాలంటూ తెలిపారు. ఆ కార్యక్రమానికి సేవ కోసం వినియోగిస్తున్నామని డి. శ్రీనివాస్ కార్పొరేషన్ అధినేత ఆళ్ల రవీంద్రరాజ్ మాట్లాడుతూ తెలిపారు. అనేక మంది నిరాలంభకు గురైన మహిళలు, అనారంభించేరదీ శిక్షణ ఇప్పించి వీలు పరిశ్రమలు నెలకొల్పేవ్వాలంటూ తెలిపారు. ఆ కార్యక్రమానికి సేవ కోసం వినియోగిస్తున్నామని డి. శ్రీనివాస్ కార్పొరేషన్ అధినేత ఆళ్ల రవీంద్రరాజ్ మాట్లాడుతూ తెలిపారు.





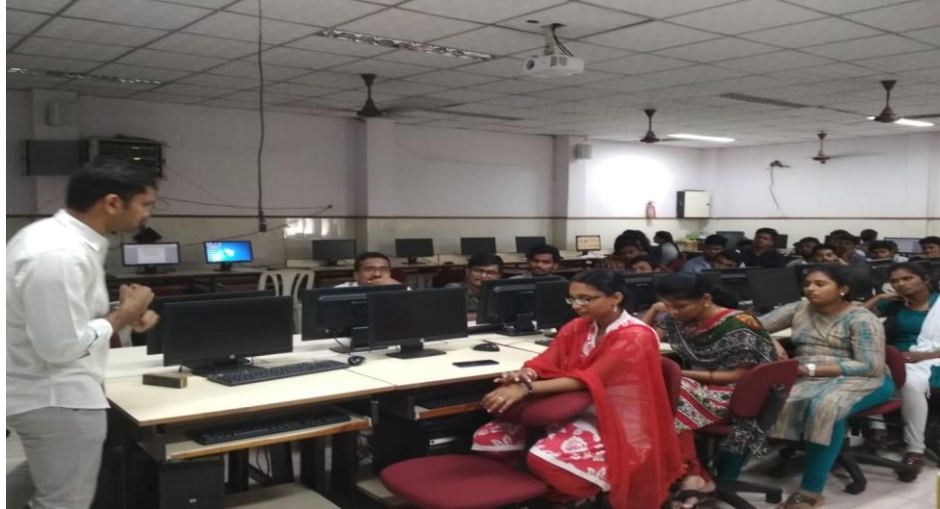
3. MBA students conducting field survey on **INFRASTRUCTURE SUFFICIENCY FOR BOOK KEEPING & TAX COMPLIANCE** in association with PMA Consultancy Services under Aspire program.
4. **Knowledge Session on Tools for Management Research** was organised in association with CMIE Prowess IQ by K.Janardhan Reddy, *Branch Manager – Hyderabad* was organised on 24.1.2019.

**KNOWLEDGE SESSION
ON
TOOLS FOR MANAGEMENT RESEARCH**
Powered by
CMIE Prowess IQ
Prowess for Interactive Querying
Most Comprehensive Database on Indian Companies
Organised by
Department of Commerce & Business Administration
P.B. Siddhartha College of Arts & Science
Mogalrajpuram, Siddhartha Nagar, Vijayawada.
On
24-01-2019 (3-5pm) Venue:- Seminar Hall



February 2019

1. **Mr Sudheer**, Dupont and **Mr Venkatesh**, State Street HCL Services Pvt Ltd both alumni members addressed MBA Final students on 13th February about the *Industry Expectations and Career Planning*.



2. ***Kurukshetra 2019*** Management Students Meet was organised on 15th February. The event is being organised successfully for the last Twenty Five years without any break. ***Mr Yadla Krishna Mohan***, MD, Surya Engineering Works and President of Rotary Club of Vijayawada was the Chief Guest at the inaugural session.



Develop creative skills, students told

HANS NEWS SERVICE

Vijaywada: Creativity and skills should be developed to reach new heights, said Yedla Venkata Krishna Mohan, CEO, Surya Engineering Works.

He participated as the chief guest at 'Kurukshetra 2K19' organised by the department of Business Administration of PB Siddhartha College of Arts and Science.

Addressing the gathering, he said that the corporate firms are expecting creative skills from the young management graduates. He advised the students to become entrepreneurs by improving creative and innovative ideas.

The government has been encouraging startups and the young managers to make use of such opportunities. This type of events will help the management graduates to develop communication, networking, team working and leadership skills, said the chief guest. Convener of the event Prof Rajesh C Jampala explained the importance of various formal and informal events of the Kurukshetra 2K19. He said that it was a good platform to share the knowledge, ideas and creative skills. Event coordinator Dr Md S Rahaman, Dr Meka Ramesh, principal of the college, V Babu Rao, Director and students from the various B-Schools and faculty were present.



Yedla Venkata Krishna Mohan, CEO, Surya Engineering Works addressing the students at Kurukshetra 2K19 in Vijaywada on Friday

HANS INDIA Sat, 16 February 2019 <https://epaper.thansindia.com/c/36769350>

నేడు సిద్ధార్థలో కురుక్షేత్ర -2019

రాష్ట్రంలోని వివిధ కళాశాలల నుంచి బీజినెస్ మేనేజ్మెంట్ విద్యార్థుల రాక

మొగ్గలాజపురం(విజయవాడ తూర్పు):బీజినెస్ మేనేజ్మెంట్ విద్యార్థుల్లో ఉన్న నైపుణ్యాలను ప్రదర్శించేందుకు శుక్రవారం విజయవాడ సిద్ధార్థ ఆడిటోరియంలో కురుక్షేత్ర-2019 పేరుతో వివిధ పోటీలను నిర్వహించనున్నామని పీఠీ సిద్ధార్థ కళాశాల డీన్ రాజేష్ చెప్పారు. కళాశాల ఆవరణలోని సెమినార్ హాలులో గురువారం ఉదయం జరిగిన విలేకరల సమావేశంలో రాజేష్ మాట్లాడుతూ 24 సంవత్సరాలుగా ఈ కురుక్షేత్రను నిర్వహిస్తున్నామని ఇప్పుడు సిల్వర్ జూబ్లీ కురుక్షేత్రను నిర్వహిస్తున్నామని వివరించారు. రాష్ట్ర వ్యాప్తంగా ఉన్న బీజినెస్ మేనేజ్మెంట్ కోర్సును చదివే విద్యార్థులకు నాయకత్వ లక్షణాలు, సృజనాత్మ



పోస్టర్ ఆవిష్కరించిన కళాశాల డీన్ రాజేష్, డైరెక్టర్ బాబూరావు, ప్రిన్సిపాల్ రమేష్

కత, వినూత్న ఆలోచనలను వృద్ధి చేసుకోవడానికి బీజినెస్ క్లిజ్, మార్కెట్ మేకర్, స్టాక్ గేమ్, యంగ్ మేనేజర్తో పాటు వివిధ సాంస్కృతిక కార్యక్రమాలు కూడా జరుగుతాయని తెలిపారు. కళాశాల డైరెక్టర్ వేమూరి బాబూరావు, ప్రిన్సిపాల్ రమేష్, కురుక్షేత్ర-2019 కో-ఆర్డినేటర్ ఎండిఎస్.రెహమాన్ పాల్గొన్నారు.

సాక్షి Fri, 15 February 2019 <https://epaper.sakshi.com/c/36739893>

3. **Smt Durga Sakthamma**, Senior Teacher, **Art of Living** and **Dr Vinod Kumar** Facilitator, **Drug Free India** addressed MBA students on *Evils of Drug Consumption* and urged students to hone up Leadership Skills by participating actively in socially relevant projects on 18th February. AICTE has given a mandate to AOL to spread this message across India.
4. **Ms A Sanjana** and **Mr P Raja Sekhar** our MBA final year were selected by Federal Bank as Probationary Officers with a package of Rs 9.5 lakhs per annum. This was the highest salary package offered to our students in our college history.



విద్యార్థులను అభినందిస్తున్న సిద్ధార్థ అకాడమీ కార్యదర్శి పాలడుగు లక్ష్మణరావు, ప్రిన్సిపాల్ మేకా రమేష్ తదితరులు

ఫెడరల్ బ్యాంకు అధికారులుగా పీబీ సిద్ధార్థ విద్యార్థులు

» ప్రాంగణ ఎంపికలో ఉద్యోగాలు

» కళాశాలలో ఇప్పటి వరకు వీరిదే అత్యధిక వేతనం

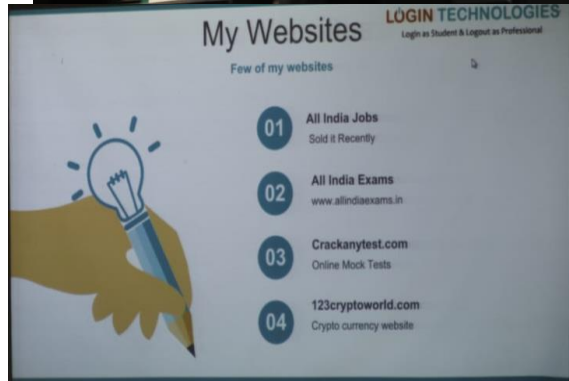
మొగ్గల్రాజపురం, జనవరి 8: ప్రైవేటు రంగ బ్యాంకుల్లో ప్రముఖ బ్యాంకు ఫెడరల్ బ్యాంకులో జూనియర్ మేనేజ్మెంట్ గ్రేడ్ ప్లస్ అధికారులుగా కళాశాల చరిత్రలో అత్యధిక వార్షిక వేతనంతో తమ విద్యార్థులు ప్రాంగణ ఎంపికల ద్వారా ఉద్యోగాలు సాధించారని పీబీ సిద్ధార్థ కళాశాల ప్రిన్సిపాల్ డాక్టర్ మేకా రమేష్ తెలిపారు. కళాశాలలో విలేకరుల సమావేశంలో ఆయన మాట్లాడుతూ ఈ నెల 7న పీఆర్ సిద్ధార్థ ఇంజనీరింగ్ కళాశాలలో ఇంటర్వ్యూ నిర్వహించగా ఎంపీపీ డ్వీటీయం సంవత్సరం విద్యార్థులు షేర్ రాజశేఖర్, ఆబోతుల సంజనలు ఎంపికయ్యారని తెలిపారు. వీరికి 9.5లక్షల వార్షిక వేతనంతో ఉద్యోగం రావడం కళాశాల చరిత్రలో అరుదైన మనత అని వారు తెలిపారు. ఈ సందర్భంగా విద్యార్థులను సిద్ధార్థ అకాడమీ కార్యదర్శి పాలడుగు లక్ష్మణరావు, డీన్ రాజేష్ సి జంపాల, ఛైరెక్టర్ వేమూరి బాబురావు, కళాశాల ఉపాధి విభాగం అధికారి కావూరి శ్రీధర్ అభినందించారు.



Wed, 09 January 2019
<https://epaper.andhrajyothy.com/c/35614347>



5. Department of Business Administration organised Guest Lecture on ‘**Entrepreneurial Opportunities in Digital Era**’, on 23rd February. **Mr Jagannath Raju**, MD, Login Technologies was the Resource Person.



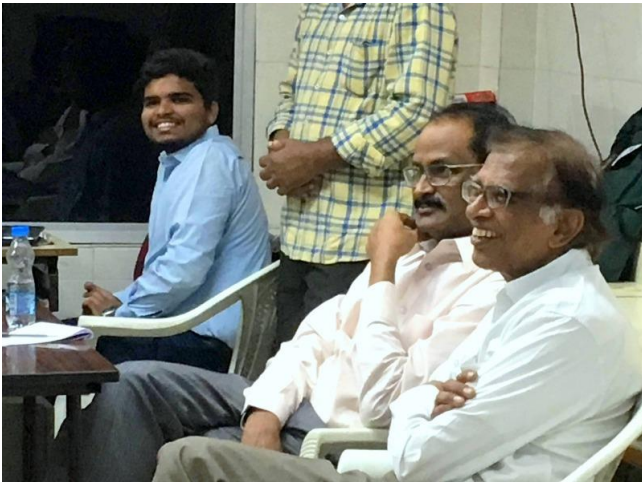


March 2019

1. National Seminar on Future of Work (FoW) in Changing Business Land Scape was organised by Department of Business administration on 23rd March. **Sri Dasari Rama Krishna**, MD, Efftronics Systems Pvt Ltd was the Chief Guest at the inaugural session. Theme address was delivered by **Mr Israel Inaba Raj**, GM-HR, TCS Ltd. **Mr S Sree Krishna**, Director, APNRT, **Mr R Prasad**, IGS-Gov. Advisory, KPMG, **Mr J V Siddharth**, KPMG, **Ms Deepa**, CEO, The Sedibus, Malaxmi Group, **Mr Sridhar Sharma**, Co-Founder & Product Head - Happy Minds, **Mr P Chalapathi**, CEO, Endo Life were the resource persons. At Valedictory **Prof Rajsekhar Kandepu**, Director, KLU Business School was the Chief Guest. The college hosted Interactive Session on '**Power of Networking for HR Professionals**' in association with **NHRD Network, Vijayawada Chapter** on 23rd March.
2. Department of Business Administration organised Career Awareness Programme to MBA students on 29th March. **Mr Dominic Godfred**, Assistant Manager, RMD, **Mr Srinivasa Rao Thirumalasety**, Officer, RMD **Mr SaiSrinivas Varanasi**, Assistant Manager of The Times of India Group, Bennett Coleman & Co Ltd addressed students.

April 2019

1. On 13th April **Brahmachari Amit** from **Amrita University** delivered invited talk on "**Life Skills**". He narrated several initiatives taken up by their university under '**Ayudh**', which is a body to promote compassionate values among young generation.



2. On 17th April **Mr. Hanoukson Desi**, Manager, **NJ Wealth** addressed MBA Students about opportunities of internship in *Financial Sector* .



3. **Mr.Chivukula Sridhar** alumni of our department presently working as Marketing Manager, narrated his life journey in various organisation in Sales and Marketing Field. He also highlighted about corporate practices in **Pharma, FMCG, Agricultural** Sectors on 18th April.



4. **Mr.S.Lingeswara Prasad, Senior Freelance Personality Development trainer** delivered a Lecture on ‘**Strategic Management practices in Indian Corporate World**’.



May 2019

1. Department of Business Administration organised a Guest Lecture on “**Financial Markets and Job Opportunities**” for MBA Students on 1st May 2019 by **Mr. Shaik Zakir Hussain, MD, M/s. ARTHA Professional Financial Institution, Vijayawada.**



Department of Business Administration organised Career Orientation Program titled '**Are you industry ready**' on 30 January 2020. **Mr Lalit Kant, Project Manager**, Wells Fargo, alumnus of PBSCAS (MBA 2006-08) presented Expert Talk and highlighted the importance of SWOT analysis and advised students to do their own analysis. He also narrated his job experiences collected in Project Management from working in various MNCs such as TMI, Accenture, UHG, GAP and Wells Fargo.



**P.B Siddhartha College of Arts & Science
Department of Commerce & Business Administrations
Webinars/FDPs/Workshops/E-Quizzes/Career Counselling Sessions**

Department of Commerce & Business Administration organized ‘Webinar on GST using Tally Release 6.6’ in collaboration with Tally Education Pvt. Ltd. Bengaluru on 15th May 2020. **Mr. Praveen P. G**, Manager - Product Designing and Developing, **Mr. Jai Jagadish Machamada**, Assistant Manager in **Tally Education Pvt. Ltd** are the resource persons.

**Parvathaneni Brahmaya
Siddhartha College of Arts & Science, Vijayawada.**

Under the jurisdiction of Krishna University, Machilipatnam
NAAC Accredited at 'A+' (Cycle III)

Department of Commerce
Presents
Faculty Development Programme on
GST using Tally
In collaboration with
Tally Education Pvt Limited, Bengaluru

Date: 15th May 2020 Time: 10.00 am to 12.00

Platform: **GoToMeeting**

Link: <http://forms.gle/MAJm3iArwPeyXfmX5>

No registration fees, e-Certificates will be issued

Department of Commerce & Business Administration organized ‘**International Webinar on Personal Branding**’ in collaboration with **NHRD Network, Vijayawada Chapter** on 23rd May 2020. **Mr. Brian Lariche**, CEO / Head of Community Development of **Make it Right Movement** was the resource person.



Department of Commerce & Business Administration organised FDP on ‘**Machine Learning**’ (Hands on Session) in collaboration with **Computer Society of India, Vijayawada Chapter** during 26-28 May 2020. **Mr. V.S. Pavan**, Founder & CXO-SQUPUS, Hyderabad was the resource person.



P.B Siddhartha College of Arts & Science

Department of Commerce & Business Administrations
Webinars/FDPs/Workshops/E-Quizzes/Career Counselling Sessions

Department of Commerce & Business Administration organized one day National Webinar on ‘**Accounting Standards**’ in association with *ICAI Vijayawada Chapter* on 18th July 2020. *CA Sasi Kumar Rampalli, B.Com,LLB,FCA,ACMA(India),ACMA(UK),CMA(USA),CIA(USA),CGMA* was the resource person.



PARVATHANENI BRAHMAYYA
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Recognized with 'A+' Grade by the NAAC (2016-17)
Siddhartha Road, Vijayawada-520 002

CORDIALLY INVITES YOU TO
One Day National Webinar On "ACCOUNTING STANDARDS"
Organised by the Department of Commerce, P.B. Siddhartha College of Arts & Science in
Collaboration with ICAI, Vijayawada Chapter

CA Sasi Kumar Rampalli
B.Com, LLB, FCA, ACMA (Ind), ACMA
(UK), CMA (USA), CIA (USA), CGMA

Registration Is Free
DATE: 18th July, 2020
Time: 10.30 am to 1.00 pm

Registration Link <https://forms.gle/9toPaT0w3VnaEoz26>

****NOTE****
E-certificates will be issued to the participants who submit feedback at the end of the session.

Department of Commerce & Business Administration organized one day National Webinar on ‘**Filing of Income Tax Returns –Law & Procedure**’ in association with Vijayawada Branch of *ICAI* on 25th July 2020. *CA. D. Siva Kishore, M.Com, FCA.,* and *CA. Nitta Ravi Kishore, FCA,ACMA,DISA* are the resource persons.



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Siddhartha Road, Vijayawada, Andhra Pradesh-520 002

Department of Commerce
In Collaboration With
Vijayawada Branch of 'ICAI'
CORDIALLY INVITES YOU
One Day National FDP on
"Filing of Income Tax Returns – Law & Procedure"

Date: 25th July, 2020
Time: 10.30 Am to 1.00 Pm

CA. D Siva Kishore
M. Com., FCA

CA, Nitta Ravi Kishore
FCA, ACMA, DISA

Registration Link: <https://forms.gle/9hewm6u87mruTU6u0R>

****NOTE****
Registration is free
E- Certificate will be issued

Department of Commerce & Business Administration organized ‘**Career Opportunities in Banking & Financial Institutions**’ in association with *NIIT Ltd.* on 29th July 2020. *M.S. Manju Singh*, NIIT IFBI was the resource person.



**P.B Siddhartha College of Arts & Science
Department of Commerce & Business Administrations
Webinars/FDPs/Workshops/E-Quizzes/Career Counselling Sessions**

Department of Commerce & Business Administration organized ‘**Mega Career Counselling about Chartered Accountancy Course**’ in association with *ICAI-Vijayawada Chapter* on 1st August 2020. *CA. Jalapathi K*, Vice Chairman, SIRC of ICAI was the Chief Guest, *CA China Masthan Ex-officio*, ICAI Vijayawada Branch was the Guest of Honor, *CAT. Ravi Shankar Reddy*, Career Counsellor, *CA Vignesh Kumar*, FCA are the resource persons.



Department of Commerce & Business Administration organized Webinar on ‘**Future of Work The Emerging Challenges for Business, Government & Society**’ in association with *PVP Siddhartha Institute of Technology, Vijayawada* and *NHRD Network-Vijayawada Chapter* on 5th August 2020. *Mr. Rama Krishna Dasari*, MD, Efftronics System Pvt. Ltd., *Dr. Lata Dayaram*, Associate Professor, DoMS, IIT Madras, Chennai, *Mr Srikanth Srinivasan*, Sr. Director & Head – Membership & Outreach, NASSCOM, *Mr Chandra Koduru*, General Manager, & Head – Academic Interface Programme TCS Ltd are the resource persons.

PRASAD V. POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY
PRASAD V. POTLURI SIDDHARTHA COLLEGE OF ARTS & SCIENCE
 Vijayawada, Andhra Pradesh, India
 Co-organised with NHRD

National Webinar on
FUTURE OF WORK: THE EMERGING CHALLENGES FOR BUSINESS, GOVERNMENT & SOCIETY
DATE: 29th August, 2020
Time: 11 to 1:00 Pm

Registration Link:
<https://forms.gle/DtHPhdKkXGTGuNeZ>

Dr. P. Shaji Babu
 PRINCIPAL
 P.B. Siddhartha Institute of Technology,
 Rajampeta, Andhra Pradesh

Dr. M. Ramani
 PRINCIPAL
 P.B. Siddhartha College of Arts & Science,
 Vijayawada, Andhra Pradesh

Resource Persons

Mr Rama Krishna Desari
 Chairman, C&BP
 COO
 Infosys System Pvt. Ltd.
 Theme Presenter

Dr. Lata Jayaram
 Associate Professor, DMS, IT Madras
 Chennai.
 Panel Speaker

Mr Srikanth Srinivasan
 Sr Director & Head, Membership & Outreach
 NASSCOM
 Panel Speaker

Mr Chandu Kaduru
 General Manager & Head, Analytics Interface Program
 TCSIS
 Panel Speaker

Prof. Rajesh C. Jampala
 Dean, P.B. Siddhartha College of Arts & Science
 President, NHRD Network, Vijayawada Chapter
 Moderator

Department of Commerce & Business Administration had organized a Webinar on ‘**New National Education Policy – Implications to HR**’ in association with **NHRD Network-Vijayawada Chapter** on 29th August 2020. **Sri Sudheesh Venkatesh**, Regional President – South National HRD Network, Chief People Officer, Azim Premji Foundation was the resource person.

Resource Person

Sri Sudheesh Venkatesh
 Regional President- South
 National HRD Network
 Chief People Officer
 Azim Premji Foundation

Moderator

Prof. Rajesh C. Jampala
 President
 National HRD Network
 Vijayawada Chapter

NHRD
VIJAYAWADA

National HRD NETWORK, Vijayawada Chapter

Cordially Invites You To

Webinar on
‘New National Education Policy - Implications to HR’

Date: 29th August, 2020 Time: 4.00 to 5.15 pm

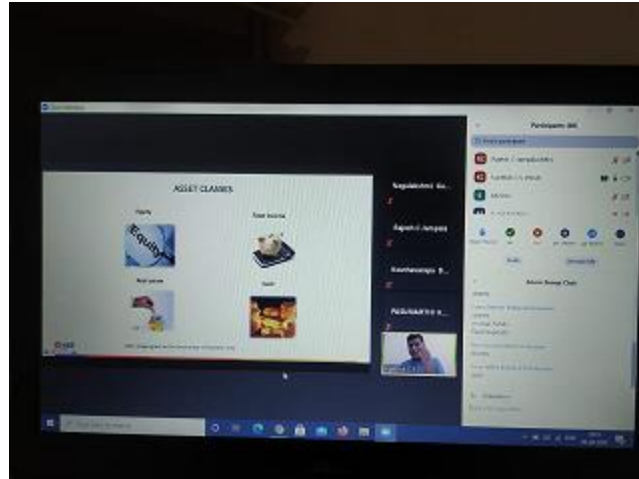
Registration Link: <https://forms.gle/xdRDWBaJ5XwDvcX18>

Powered by

P. B. Siddhartha College of Arts & Science, Vijayawada

P.B Siddhartha College of Arts & Science
Department of Commerce & Business Administrations
Webinars/FDPs/Workshops/E-Quizzes/Career Counselling Sessions

Department of Commerce & Business Administration organized ‘**Investor Awareness Program**’ to III semester students in association with **National Stock Exchange** on 9th September 2020. **Mr C S Karthick**, **Managing Director, Knowise Academy** was the Chief Resource Person.



Department of Commerce & Business Administration organized Webinar on ‘**Digital Marketing: Job Opportunities and Career Growth**’ in association with *AIM Academy* on 24th September 2020. *Prof. Dr. Shaik Ahamed Basha*, Ph.D (Marketing Management), Digital Marketing (IIM-J) WAS the resource person.

**PB SIDDHARTHA COLLEGE OF ARTS AND SCIENCE
PVP SIDDHARTHA INSTITUTE OF TECHNOLOGY**

Organising Webinar on

**“DIGITAL MARKETING : JOB OPPORTUNITIES
AND CAREER GROWTH”**

IN ASSOCIATION WITH

AIM ACADEMY™
LEARN. GROW. LEAD.

**24th Sept (Thursday)
11.00 AM-12.30 PM**

**Call & Register :
9491348818**

Guest Speaker
Prof. Dr. Shaik Ahamed Basha
Ph.D (Marketing Management), Digital Marketing (IIM-J)

**P.B Siddhartha College of Arts & Science
Department of Commerce & Business Administrations
Webinars/FDPs/Workshops/E-Quizzes/Career Counselling Sessions**

Department of Commerce & Business Administration organized Webinar on “**Indian Capital Markets-The Road Ahead**” in association with *Securities and Exchange Board of India (SEBI)* on 5th October 2020. *Sri M.K. Srikanth*, Deputy General Manager, SEBI, AP & Telangana, *Sri Harinatha Reddy*, Senior Manager, **National Stock Exchange**, Hyderabad was the resource persons.

Parvathaneni Brahmayya
Siddhartha College of Arts & Science
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Siddhartha Nagar, Vijayawada, Andhra Pradesh-52

Department of Commerce
In Association with
Securities and Exchange Board of India (SEBI), Vijayawada
Cordially Invites You To

Webinar on "Indian Capital Markets - The Road Ahead"

Sri. M. K. Srikanth
Deputy General Manager
Securities and Exchange Board of India (SEBI)
Andhra Pradesh & Telangana

Sri. Harinatha Reddy
Senior Manager
National Stock Exchange
Hyderabad, Telangana

Prof. Rajesh C. Jampala
Moderator
Dean
P. B. Siddhartha College of Arts & Science, Vijayawada

Registration Link: <https://forms.gle/G6Ca3uje195xAlu5>

Date: 05th October, 2020
Time: 11.00Am to 12.30 Pm

Note:
Registration is Free
Participants will get a certificate

Platform: Webex

Department of Commerce & Business Administration organized Webinar on “**New Education Policy-2020**” in association *PVPSIT* on 13th October 2020. *Dr. K. Balaverra Reddy*, Chair Person BoG, NITK, Surathkal was the resource person.

Resource Person

Dr. K. Balaverra Reddy
Chairperson BoG,
NITK, Surathkal

Moderator

Prof. Rajesh C. Jampala
Dean
P. B. Siddhartha College of Arts & Science

Prasad V. Potluri Siddhartha Institute of Technology
Accredited with "B" Grade by The NAAC, Autonomous, Perumanchi AP and is a UGC E-PAU, ISO 9001:2001 Certified
&
Parvathaneni Brahmayya Siddhartha College of Arts & Science
An Autonomous College under the Jurisdiction of Krishna State andhra Pradesh
Vijayawada, Andhra Pradesh

Cordially Invites You To
A Webinar on
New Education Policy – 2020

Date: 13th October, 2020
Time: 3.00 Pm to 5.00 Pm

Registration Link: <https://forms.gle/X66sryqbzAW3pnmC7>

Note:
Registration is Free
Participants will get an e- certificate

Students of MBA programme attended **Workshop Job Readiness** in online mode organized by *Global Talent Track* facilitated by *T&P Cell* during 19 - 21 October 2020.

Students of MBA programme attended Webinar on **Building Rural Entrepreneurship Models** Organized by *Mahatma Gandhi National Council of Rural Education (MGNCRE)* on 22nd October 2020.



**Schedule for Online Workshop on
Rural Entrepreneurship Development Cell
Action Plan (REDC) for Institutions**

S No	Topic	Duration	By	Workshop Objectives
1.	Introduction and Program Structure	10min	MGNCRE Resource Person	✓ Functionality of RED Cell ✓ Preparation and Implementation of Business Plan ✓ Strengthening the way for Business Plan Competitions
2.	Presentation of RED Action Plan Possibilities	10min	MGNCRE Resource Person	
3.	Guidelines and Process of Filling Action Plan – Google Form	10min	MGNCRE Resource Person	
4.	Filling of Action Plan and Submission	30min	Students	
5.	Discussion on Action Plan (submitted by students)	30min	MGNCRE Resource Person and Students	
6.	Sharing of experience by FFCs/Audio/Video on Successful Entrepreneur	30min	MGNCRE Resource Person/Guest Speaker/ Video Resources	

**P.B Siddhartha College of Arts & Science
Department of Commerce & Business Administrations
Webinars/FDPs/Workshops/E-Quizzes/Career Counselling Sessions**

Department of Commerce & Business Administration organized Webinar on **“Fixing the Missing”** in association **NHRD Network**, Hyderabad Chapter on 12th December 2020. **Mr Srinivudumula**, President, NHRD Network, Hyderabad Chapter.



Parvathaneni Brahmayya Siddhartha College of Arts & Science
Vijayawada, Andhra Pradesh



Department of Business Administration

Cordially Invites You To

Workshop on "Fixing The Missing"

in Association with

NHRD Network, Hyderabad Chapter

Date: 12th December, 2020

Time: 10.30 Am

Department of Business Administration in collaboration with **Women Cell, PVP Siddhartha Institute of Technology** organised a Webinar on 'Legal Awareness with Special Reference to Digital Etiquette' on 16th December 2020. **Ms Rahimunnisa Begum**, Advocate & Academician, Standing Committee Member, All India Women Conference, New Delhi was the Resource Person.



WOMEN CELL
of



Prasad V Potluri Siddhartha Institute of Technology

In Collaboration with

P. B. Siddhartha College of Arts & Science, Vijayawada

Cordially Invites You To

A Webinar on

"Legal Awareness with Special Reference To Digital Etiquette"

Resource Person



Rahimunnisa Begum

M. Com, M.L., M.HRM P. G. Dip in HRM & LW
P.G Dip in Social Exclusion & Inclusive Policy

Advocate & Academician,
Standing Committee Member,
All India Women Conference, New Delhi.

Date: 16th December, 2020.

Time: 11.30 Am to 12.30 Pm

For registration



[Click Here](#)

Note:

Registration Is Free


Participants will get an e -Certificate

Department of Commerce & Business Administration organised a Webinar on 'Cyber Laws' (With reference to Cyber Crimes) on 19th December. **Mr S.Samba Siva Reddy, LL.M., Additional Public Prosecutor Gr-Icum Deputy Director of Prosecutions**, Hyderabad was the Resource Person.

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Siddhartha Nagar, Vijayawada

Department of Commerce & Business Administration
Cordially invites you to the
Webinar on Cyber Laws (with reference to Cyber Crimes)

Resource Person



Sri. S. Samba Siva Reddy, LL.M.,
(Constitution & Administrative Law)
Additional Public Prosecutor Gr-1 cum Deputy Director of Prosecutions
Hyderabad.

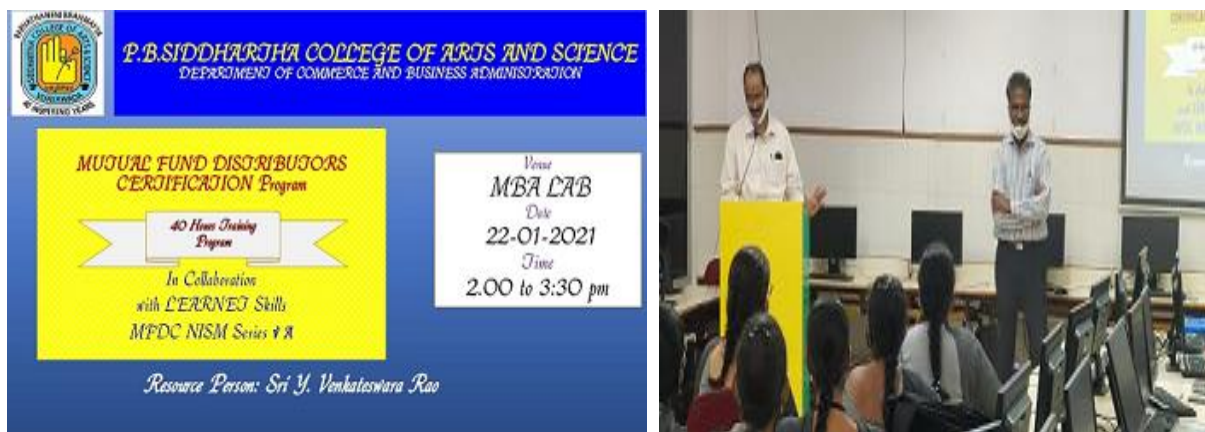
Date: 19th December, 2020
Time: 11.30 am to 12.30 pm

Department of Business Administration in collaboration with **PVP Siddhartha Institute of Technology & KVSR Siddhartha College of Pharmaceutical Sciences** on the Occasion of National Consumer Day, Theme on ‘**New Features of Consumer Protection Act ,2019**’ on 24th December 2020. **Ms Rahimunnisa Begum, Advocate & Academician, Standing Committee Member, All India Women Conference, New Delhi** was the Resource Person.

Department of Commerce & Business Administration organized Webinar on “**Fixing the Missing**” in association NHRD Network, Hyderabad Chapter on 12th December 2020. **Mr Srinivudumula**, President, NHRD Network, Hyderabad Chapter.

12th December fixing the missing Broucher

Department of Business Administration offered the *Certification Programme on Mutual Funds Distributors* in collaboration with **LEARNET Skills & MFDC NISM** to the final year students of Commerce & Business Administration by **Sri Y. Venkateswara Rao** on 22nd January 2021.



- Department of Commerce and Business Administration Organized Guest Lecturer on **Entrepreneurship Quotient** by **Dr.Devineni Madhu Sudhana Rao** on 17th May 2021.
- The Department of Commerce and Business Administration had organized a **Webinar on Securities Market** on 3rd June 2021. **Mr.Sri Harsha, MD, Shine Projects** addressed the participants. He extensively dealt with concepts of Financial Markets such as Market Capitalisation, IPO, Sensex and NIFTY etc




E-CERTIFICATE WILL BE PROVIDED TO ALL PARTICIPANTS

FREE WEBINAR ON STOCK MARKETS

- What is a share & what is an IPO.
- What is a stock exchange.
- Difference between SENSEX & NIFTY.
- What's market capitalisation and how exchanges segregate stocks?
- Which ones are the top stocks? & industries from which those stocks are made?
- Q & A



SRI HARSHA
MD - SHINE PROJECTS
Certified stock market analyst
Active speaker in share markets
Article writer
Macro economics expert

Connect with Sri Harsha on LinkedIn
3000+ Connections
500+ Recommendations
<https://www.linkedin.com/in/veritasatharsha>

FOLLOW US ON   

www.shineprojects.in



- Glad to share that our student of II MBA **Ms. Tejaswini** got selected as Marketing intern for **Byju's**, India's #1 online learning app with a stipend of Rs.18,000/- per month. The period of Internship is 3 months. Kudos to Tejaswini
- Department of Commerce Inaugural Event of Launching **CPBFI** by **Ms. Pallavi Gandhalikar** Deputy General Manager Bajaj Finserv, **Mr.Archana Bhat** Training Operations –CPBFI Sr.Manager Corporate Social Responsibility on 22nd June 2021.


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 H.H.Krishna Sagar, Vijayawada, Andhra Pradesh.

Department of Commerce & Business Administration
 Cordially invites you to the
Inaugural Ceremony of

 Listen to the Author
"5 KILLER Habits : BE A REBEL"
 by
Shree Krishna Jeehan


 For Registration


 Time: 11.59 am
 Event will be on **YouTube Live**


 RSVP
 X. Varun/
 Librarian
 FBSCAS

The Department of Commerce & Business Administration organized a **National webinar on Analytics for Business Excellence** on 6th July 2021 by Former General Manager –HR ITC Limited




Department of Business Administration
Prasad V. Potluri Siddhartha Institute of Technology
 in association with
Parvathaneni Brahmayya Siddhartha College of Arts & Science
 Vijayawada, Andhra Pradesh.

Cordially Invites You
National Webinar on
'Analytics for Business Excellence'

SPEAKER

Former General Manager - HR
ITC Limited


Time: 11.00 am

For Registration 

E – Certificate will be awarded.

Webinar will be on **YouTube Live**

Webinar Director
 Dr. P. Adi Lakshmi
 Prof & Head
 Department of Business Administration.

The Department of Commerce & Business Administration organised a Webinar on ‘**The Fourth Industrial Revolution** by

Theme Address –**Sri D.Rama Krishna** Managing Director, Efftronics System Pvt.Ltd

Key Note Address – **Dr.Aquil Busrai** CEO, Aquil Busrai Consulting are the Resource Persons on 10th July 2021

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**A One-Day National Webinar on
The Fourth Industrial Revolution
Opportunities and Challenges for Indian Industry**

**KNOWLEDGE PARTNER
National HRD Network**

ABOUT THE THEME
We stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. In its scale, scope, and complexity, the transformation will be unlike anything humankind has experienced before. We do not yet know just how it will unfold, but one thing is clear: the response to it must be integrated and comprehensive, involving all stakeholders of the global polity, from the public and private sectors to academia and civil society.

The First Industrial Revolution used water and steam power to mechanize production. The Second used electric power to create mass production. The Third used electronics and information technology to automate production. Now a Fourth Industrial Revolution is building on the Third, the digital revolution that has been occurring since the middle of the last century. It is characterized by a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres. When compared with previous industrial revolutions, the Fourth is evolving at an exponential rather than a linear pace. Moreover, it is disrupting almost every industry in every country. And the breadth and depth of these changes herald the transformation of entire systems of production, management, and governance. This webinar provides an opportunity to understand about the Challenges and Opportunities for India in the advent of The Fourth Industrial Revolution.

IMPORTANT DATES
- Last Date for Registration : 09.07.2021
- Date of Webinar : on 10.07.2021
- Webinar Timing : 10.30 am to 12.30 pm

SUB-THEMES
- Internet of Things
- Digital Twinning
- Future of Work
- Big Economy
- Collaborative Innovation
- New notions of Ownership
- 3-D Printing
- Cloud Technology
- Artificial Intelligence
- Quantum Computing
- Genetic Engineering

WHO CAN ATTEND
- Faculty/Students/Officers from all the disciplines across the country

REGISTRATION FEE PARTICULARS
- No registration fee for participation

REQUIREMENTS FOR THE WEBINAR
- Desktop/Laptop/smartphone with good internet speed and sufficient data pack

MODE OF DELIVERY
- Live web session through YouTube Live

CERTIFICATION CRITERIA
- E-certificate will be awarded to only those who successfully attend the webinar.

Registration Link: Please click the Registration link for submission of Registration form
[Click Here](#)

E-Mail:
Facebook: <https://www.facebook.com/pbsiddharthamba>

RESOURCE PERSONS

Theme Address

Key Note Address

**Sri. D. Rama Krishna
Managing Director
Efftronics Systems Pvt Ltd**

**Dr. Aquil Busrai
CEO
Aquil Busrai Consulting**

Founding CEO and Managing Director of Efftronics Systems Pvt. Ltd., established in 1985. He is instrumental in Efftronics growth and in positioning it as one of India's smart solutions company. Backed by rich R&D, Efftronics is now a leading provider of smart solutions for Railways signaling, Smart cities, Smart Buildings and Industries.

Highlights of Efftronics Systems Pvt Ltd
Efftronics Systems Pvt. Ltd. is a CMMI Div Level 3 (or 2) appraised Company. It is an end-to-end IoT solution provider catering Railways, Smart Cities, Smart Buildings and Industrial segments. With focus on continuous value identification, creation and delivery, Efftronics indigenously developed 50+ innovation solutions in last three decades. Solutions include
- Largest IoT network connecting 6 million+ signaling assets of Indian Railways spreading across 3000+locations improving system availability through predictive maintenance, increasing safety by eliminating accidents, optimizing train operations etc.
- Smart drinking water distribution system for cities ensuring 135 LPCD for every household, reducing un-accounted for water (UFW) by 20%, ensuring timely and equitable distribution of water supply.
- AI based Adaptive traffic management system for cities reducing travel times by reduction of traffic congestion, number of stoppages and ensuring smooth optimized traffic flow
- KNX compliant Smart LED lighting and building automation solutions exclusively made for Indian power and weather extremes.
- IoT services for industries to transform them into smart enterprises

I have over four decades of HR experience covering all aspects of HR including IR, Recruitment, Training, Remuneration, Policy, Operations, Divestment, cross-cultural workforce and HR Shared Services. Have a Degree in Commerce, an MBA in HR, a Post Graduate Degree in Law and a Post Graduate Diploma in Training and Development. I was awarded PhD in April 2012.

I have held senior positions in both operational and strategic HR, including start-ups, acquisition, mergers and re-structuring. I have worked with Unilever PLC in India and Kenya And with Motorola as Executive Director HR looking after Asia Pacific HR for Software business and HR for India Sub continent. I worked with Shell Malaysia as HR Director and MD for Shell People Services Asia Sdn Bhd. My last assignment was with IBM India where I worked as Executive Director HR for Global Delivery business. I was part of growing the business from 14k employees to 4k employees in four and half years.

I have now started my own consulting firm Aquil Busrai consulting offering 1) Executive Coaching 2) HR Strategy and 3) Leadership Development and Training. Having lived in Kenya, Malaysia and India and worked in 15 Asia Pacific countries, I am familiar with cultural, legal and operational issues of most Asian and African countries. Specialties: My passion is HR. I have been fortunate to work in ALL areas of HR from industrial relations to compensation to acquisition to growing the business 15 folds to downsizing. It has been a great journey.

The Department of Commerce & Business Administration organised a Webinar on “**Marketing Education in a Globalized Economic Era: Perspectives and Challenges**” by Dr Ch Jayasankar Prasad Senior Assistant Professor, Department of Business Management, Krishna University on 12th August 2021.



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Siddhartha Nagar, Vijayawada, Andhra Pradesh



Department of Commerce & Business Administration

Cordially invites you to the Nation's Webinar on

Marketing Education in a Globalized Economic Era: Perspectives and Challenges



Dr. Ch. Jayasankara Prasad
Senior Assistant Professor
Department of Business Management
Krishna University, AP

Date: 12th August, 2021.
Time: 11.00 am

For Registration



Event will be on YouTube Live

Webinar Convener
Prof. Rajesh C. Jangala
Dean

The Department of Business Administration organised a Talk on “**Start-ups and Incubation**” by Ms. Lakshmi Potluri CEO, DCF Ventures Jabong Co-founder and Mr. J V Murthy on “**Critical Thinking and Problem Solving Skills**” on 9th October 2021.



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ACCREDITED WITH 'A+' GRADE BY NAAC (CYCLE-III)
Machilipatnam Since 1982 ISO 9001 : 2015 Certified



A COLLEGE WITH POTENTIAL FOR EXCELLENCE, AWARDED BY THE UGC
Siddhartha Nagar, Vijayawada - 520 010.

Department of Business Administration
Presents

TALK:
"Start-ups and Incubation"

PANEL DISCUSSION:
Ms. Lakshmi Potluri and Mr. J V Murthy on "Critical Thinking and Problem Solving Skills."



DATE: 9th Oct, 2021
TIME: 9:30 AM

Ms. LAKSHMI POTLURI
CEO, DCF Ventures
Jabong Co-founder

VENUE: WEBINAR HALL

[fb/pbsiddharthacolg](#) [www.pbsiddhartha.ac.in](#) [/pbsiddharthacollege](#)

The Department of EISC in Collaboration with NEC, ECELL IIT BOMBAY an Invited Talk on “Enabling Entrepreneurial Quotient” by Mrs D.Aparna, CEO, Aparna Jute Creations, Vijayawada on 11th October 2021.

PARVATHANENI BRAHMAYYA SIDDHARTHA
COLLEGE OF ARTS AND SCIENCE
Vijayawada, Andhra Pradesh

ORGANIZED BY
PB SIDDHARTHA EISC IN COLLABORATION WITH
NEC, ECELL IIT BOMBAY

THEME: Enabling Entrepreneurial Quotient

Invited Talk
Mrs.D.APARNA
CEO, APARNA JUTE CREATIONS
Vijayawada

DATE:-11th
October 2021
TIME:-@11am
VENUE- online
platform



https://youtu.be/2f7_c0fn/rp8

- The Department of Commerce & Business Administration Organized a National Webinar on **The Advent of Crypto Currencies** on 9th November 2021 by **Mr Dharnesh Krishna Koganti**, Sustainability Professional, Director –Sales & Distribution, Livaah Innovations Pvt Ltd Bengaluru, Karnataka, India

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Siddhartha ACADEMY OF GENERAL & TECHNICAL EDUCATION
Vijayawada - 52-0014, Andhra Pradesh.

Department of Commerce & Business Administration
Cordially Invites You

National Webinar on
“The Advent of Crypto Currencies”

SPEAKER



Dharnesh Krishna Koganti
[Sustainability Professional]
Director – Sales & Distribution
Livaah Innovations Pvt Ltd
Bengaluru, Karnataka, India

November, 2021
09 Time: 11.00 am

For Registration 

E – Certificates will be awarded.

Webinar will be on  Live

Webinar Convenor
Prof. Rajesh C. Jampala
Dean - Academics

The Department of Commerce & Business Administration Organized an Entrepreneurship Awareness Programme Association with P B Siddhartha Entrepreneurship Cell at webinar hall on 9th November 2021 by **P.V.S. NAGESWARA RAO**,

Founder & CEO at DuChange Advisors and Business Consultancy Pvt. Ltd. DuChange Advisors and Business Consultancy Pvt. Ltd., Senior Vice President - Head of Procurement & Material Management at Thyssenkrupp (Pune, Maharashtra, India).

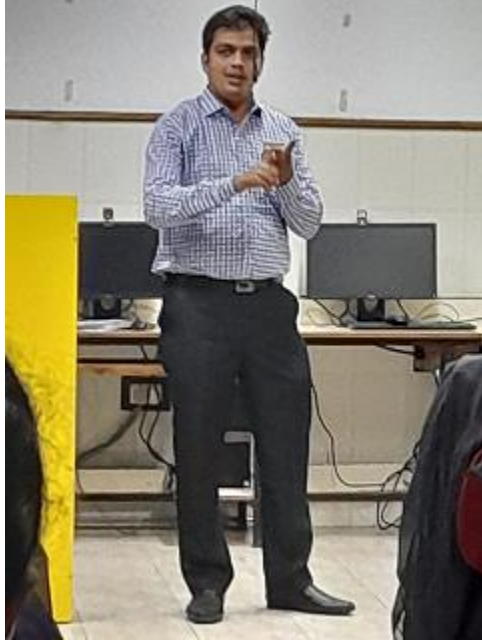


The Department of Commerce & Business Administration Organized a Workshop on Entrepreneurial Opportunities in Andhra Pradesh organized by Entrepreneurship Development Cell, P.B Siddhartha College Of Arts & Science on 15th November 2021 at webinar hall.

Mr. Devraj Dasari, Chairperson, Manufacturers Services and Marketing Entrepreneurs Chamber of Commerce.

Mr. Sri Ram, Senior Consultant, Grant Thornton Bharat LLP

Mr. V Vijay Sai Sharma, Chief Manager, Punjab National Bank.



The Department of Commerce & Business Administration Organized a Webinar on **Expectations of the Corporate from Budding Managers** by **Dr S.V. Ramana**, Principal Hindu College of Management, Guntur on 6th December 2021.

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Siddhartha Nagar, Vijayawada

Department of Commerce & Business Administration
Cordially invites you to the
Webinar on
"Expectations of the Corporate from Budding Managers"

Resource Person



Dr. S. V. Ramana,
MBA, M.P.H.E, Ph.D
Principal
Hindu College of Management,
Guntur

Date: 06th December, 2021
Time: 11.30 am to 12.30 pm

To Register in this webinar [CLICK HERE](#)

Note:
Registration is Free
Certificate will be issued to active Participants.

The Department of Commerce & Business Administration Organized a Webinar on **Emotional Intelligence & You** by **Dr K.S Arun Kumar**, Senior Assistant Professor, Villa College, Maldives on 7th December 2021.

Parvathaneni Brahmayya Siddhartha College of Arts & Science

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An Accredited with A+ Grade by the NIRAC
Siddhartha Nagar, Vijayawada

Department of Commerce & Business Administration

Cordially invites you to the
Webinar on

“Emotional Intelligence & You”

Resource Person



Dr. K. S. Arun Kumar

*Senior Assistant Professor
Villa College, Maldives.*

Date: 07th December, 2021

Time: 3.30 pm to 04.30 pm

Note:

Registration is Free

E certificate will be issued to active Participants.

To Register in this webinar



The Department of Commerce & Business Administration Organized a Webinar on **Consumer Awareness and Education** by **Dr Abubakkar Siddiq**, Associate Professor in Commerce, University of Mangalore **Dr Sapna Chadah**, Assistant Professor, Indian Institute of Public Administration, New Delhi on 15th December 2021.



The poster features a dark blue background with a world map silhouette. At the top left is the logo of P.B. Siddartha College of Arts and Science. The text is centered and reads: 'Consumer Advocacy Group in collaboration with P.B. Siddartha College of Arts and Science is conducting a webinar on CONSUMER AWARENESS AND EDUCATION'. Below this, the coordinators and guest speakers are listed. The coordinators are Prof. Rajesh C. Jampala and Dr. P.V.V.S. Murthy. The guest speakers are Dr. Abubakkar Siddique and Dr. Sapna Chadah. The date and time of the webinar are listed at the bottom: ON DEC 15TH AT 02:30 PM. There are two links: 'Watch On Youtube Link' and 'Click Here'.



Consumer Advocacy Group
in collaboration with
P.B.Siddartha College of Arts and Science
is conducting a webinar
on
**CONSUMER AWARENESS
AND
EDUCATION**

Coordinators
Prof. Rajesh C. Jampala
Dean,
P.B.Siddartha college of Arts & Science

Dr. P.V.V.S.Murthy

Guest Speakers
Dr. Abubakkar Siddique
Associate professor in Commerce
University of Mangalore

Speaks on
'Consumer - Are you rational or emotional?'

Dr. Sapna Chadah,
Assistant Professor
Indian Institute of Public Administration,
New Delhi

Speaks on
'Need for Consumer Protection'

[Watch On Youtube Link](#)
[Click Here](#)

**ON DEC 15TH
AT 02:30 PM**

The Department of Commerce & Business Administration Organized a Webinar on Innovation and Entrepreneurship by *Prof V. Siva Rama Krishnaiah*, Adjunct Professor, III TDM, Kurnool on 18th December 2021 at Webinar Hall.

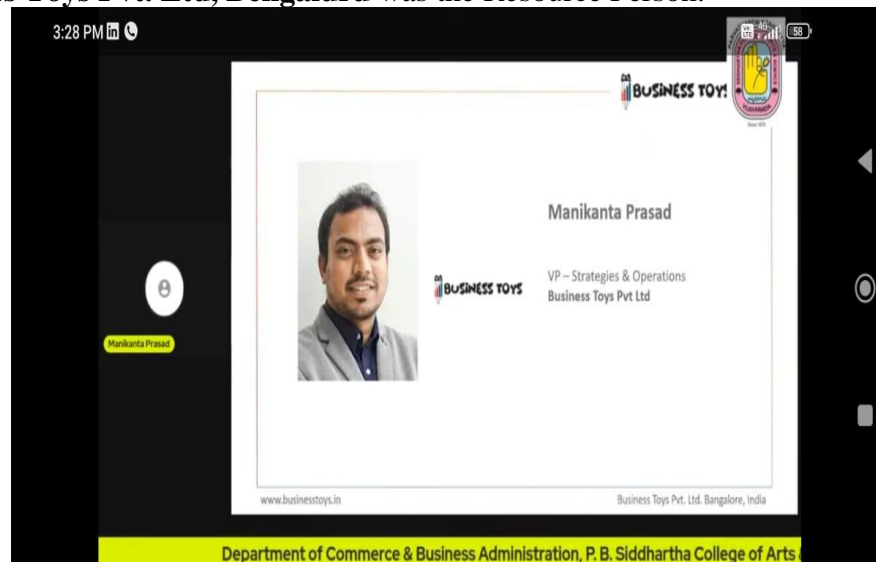


The Department of Commerce & Business Administration Organized the Competitions under the Theme of **Consumer Awareness** conducted for Management Students on the occasion of **National Consumer Day** on **24th December 2021**. **Dr. P.V.V.S Murthy**, Former Member, District Consumer Forum was the Chief Guest of the Valedictory Session.



Webinars / Guest Lectures Organized:

- A Webinar on “Analytics – The Whole New World of Opportunities” was organized on 11/01/2022. Mr Manikanta Prasad GVN, Vice President –Strategies & Operations, Business Toys Pvt. Ltd, Bengaluru was the Resource Person.



P.B Siddhartha College of Arts & Science
Department of Commerce & Business Administrations
Webinars/FDPs/Workshops/E-Quizzes/Career Counselling Sessions

Department of Commerce & Business Administration organized **interactive session** on "How to Crack Group Discussion and Interview for a successful career ahead" in collaboration with Rajagiri group of institutions, Rajagiri College of Social Sciences, Kochi, Kerala, on 15th February 2022. **Dr Susan Mathew, Associate Professor** Rajagiri group of institutions, Rajagiri College of Social Sciences, is the resource person.

RCSS RAJAGIRI COLLEGE OF SOCIAL SCIENCES (AUTONOMOUS)
P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE VIJAYAWADA Since 1975
RBS RAJAGIRI BUSINESS SCHOOL

HOW TO CRACK GROUP DISCUSSION AND INTERVIEW

organised by **RCSS and RBS**
in association with
P. B SIDDHARTHA COLLEGE OF ARTS AND SCIENCE VIJAYAWADA

DATE: 04/02/2022
TIME: 10-00AM

Zoom Meeting ID: 840 8883 3379
Passcode: RAJAGIRI

Resource Person:
Dr. SUSAN MATHEW
Associate Professor
Rajagiri College of Social Sciences
Kochi, Kerala



Department of Commerce & Business Administration organized ‘**National Level Quiz**’ in association with Securities and Exchange Board of India (SEBI) on the occasion of celebrating **Azadi ka Amrit Mahotsav** under the aegis of Ministry of Finance, in the months of January and February 2022. Around 650 Students of MBA, M.Com, BBA and B.Com Courses were participated.



Webinars / Guest Lectures Organized:

- An Interactive Session on “**How to Crack Group Discussion and Interview**” in association with Rajagiri College was organized on 04/02/2022. **Dr Susan Mathew, Associate Professor, Rajagiri College of Social Sciences, Kochi, Kerala** was the resource person.

RCSS
RAJAGIRI COLLEGE OF SOCIAL SCIENCES
AUTONOMOUS

P.B SIDDHARTHA COLLEGE OF ARTS AND SCIENCE
VIJAYAWADA

RBS
RAJAGIRI BUSINESS SCHOOL

HOW TO CRACK GROUP DISCUSSION AND INTERVIEW

organised by RCSS and RBS
in association with
P.B SIDDHARTHA COLLEGE OF ARTS AND SCIENCE
VIJAYAWADA

DATE: 04/02/2022
TIME: 10-00AM

Zoom Meeting ID: 840 8883 3379
Passcode: RAJAGIRI

Resource Person:
Dr. SUSAN MATHEW
Associate Professor
Rajagiri College of Social Sciences
Kochi, Kerala

-
-
- A Startup initiative on **New Product Launch** was organized on 12/02/2022. The product **Camper Trailer** which was designed by Ms Manisha Puppala, an alumna of our college was formally launched by **Dr K Rama Mohana Rao, Vice-Chairman, APSCHE.**



-
- A special event on **Entrepreneurship Development** on the occasion of Fresher's Day to welcome MBA 1st Year students was organized on 26/02/2022. **Ms Velagapudi Krishna Kumari, Founder**, Velagapudi Enterprises shared her entrepreneurial journey and displayed the jute products produced by their foundation.



- **MOUs:**

- Business Toys-Smart Quid (To promote digital skills) on 12-02-2022.



- Krishna Kumari, Founder, Velagapudi Enterprises shared her entrepreneurial journey and displayed the jute products produced by their foundation.
- A Guest Lecture on “**Career Opportunities for Management Graduates**” was organized on 27th January 2022. Mr T. Sivaji, Assistant Manager HR, Streak AI Technologies Private Ltd, Bangalore and alumnus of Business Administration was the Resource Person.

Staff Achievements:

- **Dr.Rajesh C. Jampala** acted as **Resource Person** in AICTE-ISTE Sponsored Online Refresher programme on “**Focus on Web-based Authoring Tools**” on the topic “Knowing Yourself – Way to Mindful Living” on 7th January 2022 organized by RVR&JC College of Engineering, Gunturu.

Webinars / Guest Lectures Organized:

- A ‘**Leadership Development Program**’ in association with Amaravati HR Association was organized on 13/03/2022. The session covered Leadership Styles, Logical thinking impact on situation tackling, and an engagement activity on problem-solving. **Mr Rajsekhar Kundepu, Director, KLU** shared his insights with the participants. Thirty HR managers from Amaravathi Region attended.



MOUs:

The department had initiated Memorandum of Understandings (MOUs) with the following institutions:

- Bharatheya Yuva Shakthi Trust (To foster Entrepreneur Support, Mentor Engagement, Project Location, and Mentoring India Program) (11-03-2022)



Publications:

- **Dr.Rajesh C. Jampala**, published a paper titled **“A short note on strategies made by the Government of India”** in SHANLAX International Journal of Management, Law and Social Sciences with E-ISSN 2581-9402, P-ISSN 2321-4643 Vol.IX, Issue 1, March 2022.

Dr. B. Jayaprakash published a paper titled “**The Cost of Indian Judicial Delays**” in International Journal of Humanities, Law and Social Sciences with ISSN 2348-8301, Vol.IX, Issue 1, March 2022

Dear Fellow Siddharthian,

April 2022

I am very much delighted to share that our UG students are participating in ‘**Community Service Projects**’ by undertaking various activities such as *Cleaning River Banks, Collecting Garbage, Conducting Social Awareness Programs, Collecting socio-economic data through surveys and promoting health awareness, etc.* The spirit of volunteerism has engulfed them and they are doing these activities remarkably well. This initiative will create some sense of social responsibility and paves the way for understanding citizen responsibilities. The understanding of the various challenges faced in the nearby communities will also help them to prepare themselves to address these issues in a better way in future.

The Department of Electronics organised ‘**ELECTROVISION 2K22**’ on 1st April 2022. **Sri Padma Janardhan Reddy, Chairman & Managing Director, APCPDC Ltd** was the Chief Guest at the inaugural session.

The Department of Computer Science organised a Guest Lecture on ‘*Significance of Projects and Internships*’ on 11th April 2022. **Mrs P. Lakshmi**, Managing Director, Vision Computers, Vijayawada was the resource person. She shed light on projects available in various areas of study like *Health Care, Natural Language Processing and Commercial Areas*, where students can develop and design solutions using Machine Learning.

In association with the 'Entrepreneurship Development Cell', the Department of Business Administration organized the ‘*Entrepreneurship Development Programme*’ on 12th April 2022. *This is* in collaboration with ‘**Bharatiya Yuva Shakthi Trust**’ with which we had an MoU.



'Leadership Speak Session' was organised by **EY GDS** on 26th April 2022. The event was facilitated by the Training and Placement Cell in association with the Department of Business Administration. **Mr Krishna Mohan**, *Manager Assurance*, and **Mr Manoj S. Mandela**, *Manager EY GDS Audit* are the Resource Persons.



The **Ethics Club** in association with the Department of Business Administration had organized an invited talk on **'Human Values'** on 27th April 2022. **Prof Vijaya Ragavacharyulu** former Director, SITA and former Principal, APRDC, Nagarjuna Sagar spoke on the importance of Human Values such as empathy, compassion, love, service, and understanding and also urged the students to follow the path of righteousness.

- An Invited Talk on **"Human Values"** was organized on 27/04/2022. **Prof Vijaya Ragavacharyulu**, **Former Director, SITA and Retired Principal, APRDC, Nagarjuna Sagar** was the Resource Person.



The Department of Computer Science organized a Seminar on '**Full Stack Technologies and Carrier Opportunities**' on 27th April 2022 in collaboration with BitLabs, Vijayawada. **Mr Sreedhar Tatavarthi**, CEO, BitLabs was the resource person. He shed light on Full Stack Technologies like *MEAN, MERN, Django Stack, Ruby on Rails, and LAMP Stack*. He explained the career opportunities in Full Stack Development.

Glad to share that, our college was awarded '**Industry Centre of Excellence**' by **EduSkills Foundation** for the period of five years. As a part of the initiative, we got many industry collaborations including *AWS Academy, Red Hat Academy, Microchip Academy, Palo Alto Networks, Cyber Security Academy, Celonis Academy, Blue Prism University and Juniper Networks Academy*. '*Siddhartha Alumni Association*' supported this skilling initiative.

It gives me immense satisfaction that our students and faculty members of Diploma of Yoga have enhanced the public image of our college by displaying their yoga skills at '*Kondapalli Khilla*' and '*Krishna River Bank*'.....The way to popularize yoga among the public.

Wishing you happy times ahead.

Truly yours

(Rajesh C Jampala)

- **Dr Rajesh C Jampala** published an article titled "Dynamic of Work from Home: Impact on Employee Stress Level" published in ECS Trans. The Electrochemical Society, Vol.107, Issue. 1, page no. 6577-6586, April, 2022.

<https://www.scopus.com/results/authorNamesList.uri?sort=count-f&src=al&affilName=PB+Siddhartha+College+of+Arts+and+Science&sid=6edc63b768ff60425f292d953457c88f&sot=al&sdt=al&sl=99&s=AUTHLASTNAME%28jampala%29+AND+AUTHFIRST%28rajesh+C.%29+AND+AFFIL%28PB+Siddhartha+College+of+Arts+and+Science%29&st1=jampala&st2=rajesh+C.&orcidId=&selectionPageSearch=anl&reselectAuthor=false&activeFlag=true&showDocument=false&resultsPerPage=20&offset=1&jtp=fa>

Webinars / Guest Lectures Organized:

- The "**Entrepreneurship Development Programme**" was organized in collaboration with 'Bharatiya Yuva Shakthi Trust' on 12th April 2022.
- A "**Leadership Speak Session**" was organized in association with Earnest & Young Global Delivery System (EY GDS) on 26th April 2022. Mr. Krishna Mohan, *Manager Assurance*, and Mr. Manoj S. Mandela, *Manager EY GDS Audit* are the Resource Persons.
- An Invited Talk on "**Human Values**" was organized on 27th April 2022. Prof Vijaya Ragavacharyulu, Former Director, SITA and Retired Principal, APRDC, Nagarjuna Sagar was the Resource Person.

- **MOUs:**

- Crypto University (To create awareness about digital currencies and technologies) was linked by our college on 11-04-2022.

MOUs:

The Department had initiated Memorandum of Understandings (MOUs) with the following institutions:

- **Bharatheya Yuva Shakthi Trust** (To foster Entrepreneur Support, Mentor Engagement, Project Location, and Mentoring India Program) (11/03/2022)



May

Community Service Projects

Our Students performed folk Orchestra in Talent Icon 2022 Awards organized by Imaginary Creations, Vijayawada. Our team was honoured with Best Performing Team of the year 2022. 1st May

Save Soil Awareness Programme

Yoga – Kondapalli Khilla 2nd may

Delighted to share that our college got recognized as Microchip Academic Partner. With effect to this recognition, the Department of electronics will offer basic certificate courses in design and development of embedded systems offered by renowned global corporate Microchip. Thanks to Team Eduskills for facilitating this.

16th May Sri Anne Vithal Rao memorial meet.

17th Electronics Expo4

The Department of Computer Science, P.B.Siddhartha College of Arts & Science had organized a “Guest Lecture on **Cyber Forensics and Dispute Resolution**” on the eve of Induction Program for M.Sc.(Computer Science) and M.Sc.(Computational Data Science) on 13th May 2022.

Mr. D.Nirnal Kumar, Manager Forensic and Dispute Resolution, Delloite, Hyderabad was the resource person. He explained *the need for Security steps to be taken while using Internet Banking. The ways in which the fraudsters are using to access and transfer the money illegally from our account. Types of attacks that can be launched remotely. Resolution of Disputes if money has be transferred without our knowledge. How to launch a complaint with RBI in case of fraud. Fraud detection and avoidance. He also explained about the disadvantages of remote access tools and spam mails and their detection.*

Number of Participants: 115 (5 Faculty Members + 110 Students)

Outcome of Workshop:

- Participants gained knowledge on *Frauds in Banking*
- Participants understood the ways hackers are launching attacks.
- Participants gained awareness on not sharing the Bank and Personal details to unknown persons.

Resource Person: Mr. D.Nirnal Kumar, Manager Forensic and Dispute Resolution, Delloite, Hyderabad
Mobile: 9347552233 Email: nirmal.dandabathula@gmail.com

Webinars / Guest Lectures Organized:

July - Department – Activities

Department of Business Administration

July 2022 – Activities

- **Mr UAV Prasad**, Business Development Manager and **Mr Shaik Akbar**, Senior Area Sales Manager of Berger Paints India Limited and our alumni (MBA 2006) addressed MBA students on the occasion of Farewell to the MBA 2022 Batch on 16th July 2022.



- **Mr Asgar Hussain**, Senior Sales Officer, Berger Paints India Limited and our alumni (MBA 2020 -18132) addressed MBA students on the ‘Importance of Internships’ as stepping stone to enter into corporate world and also shared the nuances of corporate life on 20th July 2022.



Staff Achievements:

- **Dr Rajesh C Jampala** acted as Resource Person at the Workshop on ‘Data Analysis – Making Data Work – A New Paradigm Shift’ organised by the *Department of Commerce and Business Administration, Acharya Nagarjun University* on 19th July, 2022.

- **Dr Rajesh C Jampala** published an article titled “Dynamic of Work from Home: Impact on Employee Stress Level” published in ECS Trans. The Electrochemical Society, Vol.107, Issue. 1, page no. 6577-6586, April, 2022.

<https://www.scopus.com/results/authorNamesList.uri?sort=count-f&src=al&affilName=PB+Siddhartha+College+of+Arts+and+Science&sid=6edc63b768ff60425f292d953457c88f&sot=al&sdt=al&sl=99&s=AUTHLASTNAME%28jampala%29+AND+AUTHFIRST%28rajesh+C.%29+AND+AFFIL%28PB+Siddhartha+College+of+Arts+and+Science%29&st1=jampala&st2=rajesh+C.&orcidId=&selectionPageSearch=anl&reselectAuthor=false&activeFlag=true&showDocument=false&resultsPerPage=20&offset=1&jtp=fa>

Student Achievements

- Sixteen students of MBA II semester commenced their internship of 31 days at **ITC Ltd** and they were assigned various retail outlets in Krishna and NTR Districts. They are exposed to the sales promotion schemes and direct marketing techniques.



- **Mr Bala Prasanth** and **Mr Prudhvi** of MBA II semester represented our college at Regional and National Round quiz competitions organized by **NISM** in collaboration with **Securities Exchange Board of India** at Mumbai during 23-24, July 2022. They were awarded with a cash prize of Rs. 5,000 each. Ms Siva Naga Lakshmi, Assistant Professor also accompanied them to the event.



Student Social Responsibility

- On **27-07-2022** our MBA and M.Com Students donated essential commodities worth of Rs. 12,500/- to **Deepa Nivas Navajeevan Bal Bhavan**, Vijayawada as a part of extension activity.



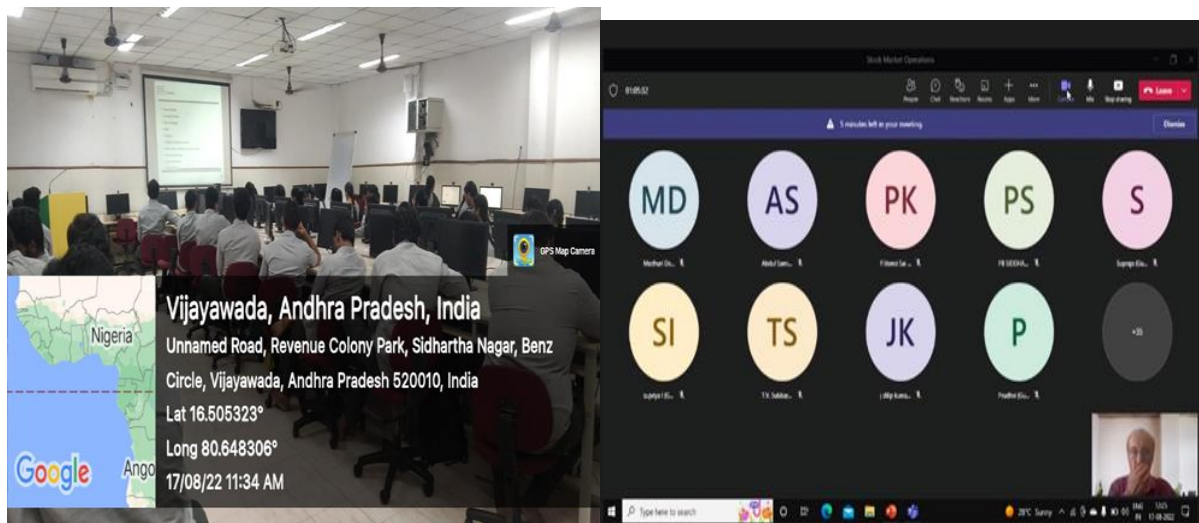
DEPARTMENT ACTIVITIES july 2022

- **Mr UAV Prasad**, Business Development Manager and **Mr Shaik Akbar**, Senior Area Sales Manager of Berger Paints India Limited and our alumni (MBA 2006) addressed MBA students on the occasion of Farewell to the MBA 2022 Batch on 16th July 2022.
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Webinars / Guest Lectures Organized:

August 2022

- The Department of Business Administration organized a Webinar on ‘**Capital Markets**’ as part of *Investors Awareness Programme* on 17/08/2022. **Mr. V Prabhakar**, from BSE Ltd was the resource person.




- The Department of Business Administration organized a ‘**CEO Speak Session**’ on 18/08/2022. **Mr.Surapaneni Ramesh**, CEO, Orbees Medical Business Services Pvt Ltd., CA, USA interacted with students. **Mr.Rakesh Valluru**, Operations Manager also attended the session.



- The Department of Business Administration in association with Training and Placement Cell organized a ‘**Fresher Road Show**’ on 23/08/2022. **Mr Balaji Raman**, Unit Head and other executives from the ‘**State Street HCL Services Pvt Ltd**’ addressed the Commerce & Management students and highlighted the career prospects in their organization.




- The Department of Business Administration organized a **Student Development Program** on **'Chanakya on Leadership'** on 29/08/2022. **Ms Mansi Yogesh Thakkar** Director, Windplus Pvt Ltd, Leadership Coach and Podcaster was the Chief Resource Person.



Hyderabad Management Association™
 (An ISO 9001: 2015 Certified)
 (Affiliated to the All India Management Association, New Delhi)
 Vision: Achieving progress and enriching the society through professional management
 Theme of the year: 'Innovate for Inclusive and Sustainable growth'

Invitation for
Student Development Program for the
P B Siddhartha College of Arts and Science on
Chanakya on Leadership

Monday, 29th August 2022
from 6.30 pm to 7.30 pm

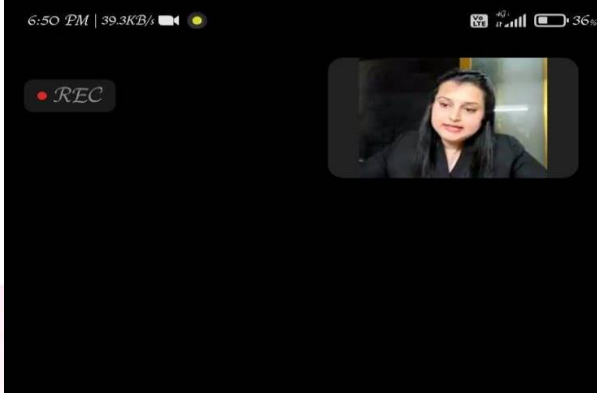


Ms. Mansi Yogesh Thakkar
 Director, Windplus Pvt Ltd
 Leadership Coach and Podcaster

This will be on the Zoom platform - registration link below
<https://us02web.zoom.us/j/8121985658>

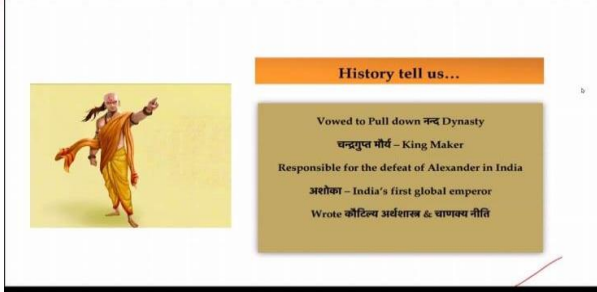
V Ramchander President
Prof. (Dr.) Renuka Sagar Convener
K Chandra Sekhar Secretary

Management House, 401, 4th Floor, Ratna Block, Raghava Ratna Towers
 Ph: 040 23205680 | Mobile No. 8121985658 | E-Mail: office@hmaindia.net, homehmaindia@hmaindia.net | Web: www.hmaindia.net



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REC



History tell us...

Vowed to Pull down Nand Dynasty
 चन्द्रगुप्त मौर्य - King Maker
 Responsible for the defeat of Alexander in India
 अशोक - India's first global emperor
 Wrote कौटिल्य अर्थशास्त्र & चाणक्य नीति

S.No.	Date	Name of the Event	Name of the Resource person
1.	17-08-2022	Webinar on Stock Markets Operations	Mr. V Prabhakar Bombay stock exchange
2.	18-08-2022	Intracton with CEO	Mr.Surapaneni Ramesh CEO, Orbees Medical Business Consulting and Services, Fremont, California
3.	23-08-2022	Freshers Road Show	HCL
4.	24-08-2022	Session on implementation of the new labour codes 2022	Ms Neelima Challagulla Chairperson - CII Vijayawada & Director - Incap Ltd Mr Noorul Hassan Partner Lakshmikumar & Sridharan Attorneys Mr Dinesh Babu Eedi Joint Partner Lakshmikumar & Sridharan Attorneys

			Mr SV Ramachandra Rao Promotor & Managing Director Resouree Inputs Pvt Ltd Dr A Venkata Ramana Founder & CEO Vice Chairman - CII Vijayawada & Avera New & Renewable Energy Moto Corp
5.	26-08-2022	“HOW TO CONVERT POSITIVE THOUGHTS INTO ACTION”	Prof P. Krishna Chaitanya
6.	29-08-2022	Chanakya on Leadership	Ms Mansi Yogesh Thakkar Director, Windplus Pvt Ltd Leadership Caoch

DEPARTMENT ACTIVITIES august 2022-may 2022

September 2022

Staff Achievements:

Dr. Rajesh C Jampala acted as Evaluator for Ph.D. Thesis of **Mr. Jivaraj S.Andhale**, Faculty of Commerce & Management in the subject of Management Science of *Dr. Babasaheb Ambedkar Marathwada University, Aurangabad* on 02/09/ 2022.

Industrial Visit:

The students of MBA Previous and two faculty members visited ‘**Sastri Balm Ltd**’, Mangalagiri, on 02/09/ 2022 as a part of Industrial visits.



MBA Previous students performed a **Flash Mob** on the occasion of **Azadi ka Amruth Mahotsav** organised by Government of Andhra Pradesh and received the appreciation certificates from the District Collector **Mr. S. Dilli Rao, IAS** on 09/09/2022.



The Department of Business Administration in association with the Hyderabad Management Association organized a Webinar on “**Assertiveness and Self Confidence**” on 19/09/2022. **Prof**

B.Renuka Sagar, Director, Raja Bahadur Venkata Rama Reddy Women's College, Hyderabad was the Resource Person.



The Department of Business Administration organized a FOP on **'How to Tap Funding for Research Projects'** on 22/09/2022. **Dr M.Sravani**, Associate Professor, Department of Veterinary Microbiology, and **Dr.Ch.Venkata Seshiah**, Professor, Department of Livestock Farm Complex, NTR College of Veterinary Science, Gannavaram were the Resource Persons.



The Department of Business Administration organized a Workshop on **'Recruitment & Analytics'** on 24/09/2022. **Ms. Anitha Govindha Raju**, Head HR, e-Zone Securities Pvt Ltd.

and **Mr Ravi Teja Tallam**, HR (Data & Analytics), Trigyn Technologies Limited were the Resource Persons.



Alumni Corner:

Mr Tarapatla Abhiteja, (Roll No.17141), 2017-19 MBA Batch, working as **Assistant Stores Manager** in **D-Mart** Ltd, Hyderabad addressed the MBA students and shared about the career opportunities in retail sector on 26/09/2022. He has also given tips about how to prepare for attending interviews.



Mr Jannu Ram Praveen, (Roll No 17114), 2017-19 MBA Batch, working as **Assistant Stores Manager**, Reliance Retail, Guntur narrated his job experiences and urged the students to update their inter-personal skills on 26/09/2022. He also advised the students about knowing the latest emerging trends in retail sector.



Nine Students of MBA Second semester are selected for '**Paid Internship**' by Reliance Retail Limited on 28/09/2022. Mr Rajesh State HR Lead, Mr E. Pranay Reddy, HR Manager, Mr Kumar Durga Prasad, HR Manager Mr Hari Krishna Operations Manager, Mr Dhavan Raj, HR Manager addressed the students and highlighted careers in the Retail sector.

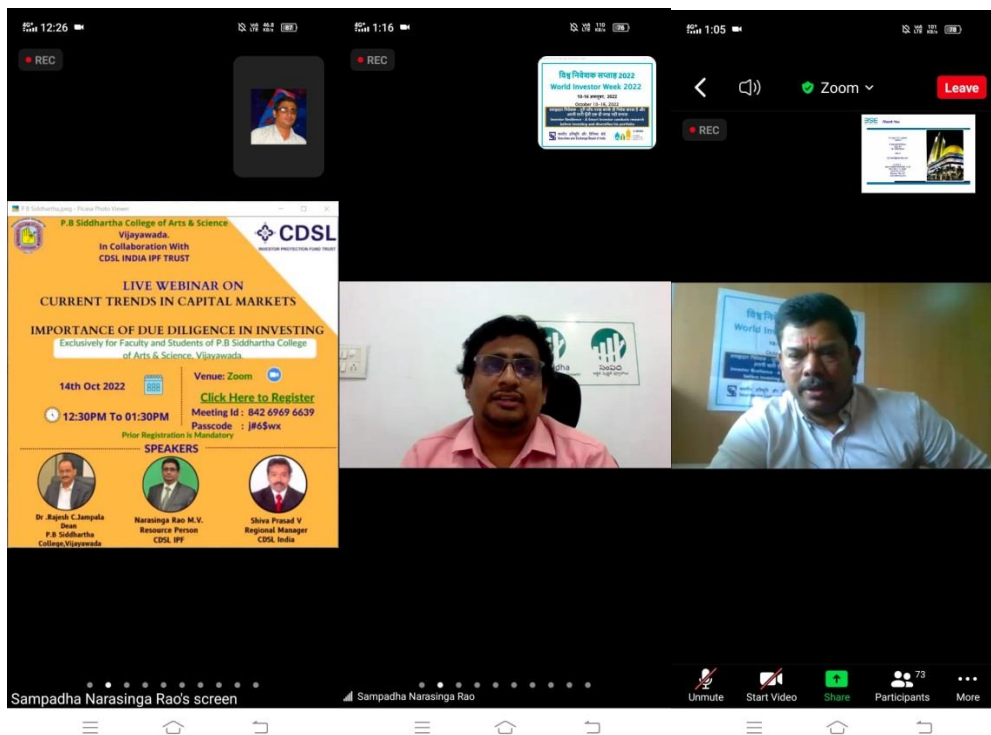


The Department of Business Administration organized a Guest lecture on **‘Emerging Dynamics of Corporate World’** on 29/09/2022. **Dr Chandrasekhar Guntupalli**, Chief Human Resource Officer, Athen Tech (India) Pvt Ltd. was the Resource Person.



October 2022

The Department of Business Administration organized a webinar on “**Current Trends in Capital Markets**” - **Importance of Due Diligence in Investing** on 14/10/2022. **Mr. M.V Narasinga Rao**, CDSL IPF, **Mr. V.Shiva Prasad CDSL**, **Mr. Mr. Konda Nagabhushanam**, BSE are the Resource Persons.





The Department of Business Administration organized a Faculty Orientation Program on **‘Investor Awareness Program’** on 18/10/2022. **Mr.V.Narendhar**, SEBI Empaneled Trainer was the Resource Person.



DEPARTMENT OF BUSINESS ADMINISTRATION
Department Activities
November 2022

The Department of Business Administration organized one-day Work Shop on ‘Class Room to Corporate’ for the MBA Students on 19-11-2022 on the occasion of ‘Birth Anniversary Celebrations’ of PETER F. DRUCKER the founder of Modern Management.

Resource Person: Mr Nagi Reddy, Corporate Trainer, Success aura.com. Hyderabad.



Industrial Visit

The students of MBA Final Year and faculty visited ULTRATECH Cements in Jaggayyapeta Andhra Pradesh, India, on 29/11/ 2022 as a part of Industrial visits.



Rangakumar J-Vice HR-UltraTech Cement



Rangakumar J-Vice HR-UltraTech Cement interacting with Students



December 2022

- The Department of Business Administration organized guest lecture on 'Emerging Opportunities for Management graduates in IT Sector' for the MBA Students on 03-12-2022. Mr. Prakash, CEO of SAADRAUSO Technology Ventures, Hyderabad, was the Resource Person.



- The Department of Business Administration in association with EDC, PBSCAS organized one-day Work Shop on **‘Gearing up for Changing Landscape of Workshops’** for the MBA Students on 15-12-2022. Dr T Vasudha, Chairperson, CHAPIWN & Head-Wellness Brandi India Apparel City, Ms C Neelima Chairperson, Ch. Vijayawada & Managing Director INCAP Pvt Limited were the Resource Persons.




P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE
 DEPARTMENT OF BUSINESS ADMINISTRATION

Workshop on
'Gearing up for Changing Landscape of Workspaces'

<p>Chief Resource person</p> <div style="border: 1px solid black; border-radius: 50%; padding: 10px; width: 80%; margin: 0 auto;"> <p>Dr T Vasudha Chairperson, CII AP IWV & Head-Wellness Brandix India Apparel City</p> </div>	<p>Guest of Honour</p> <div style="border: 1px solid black; border-radius: 50%; padding: 10px; width: 80%; margin: 0 auto;"> <p>Ms C Neelima Chairperson, CII Vijayawada & Managing Director Incap Pvt Limited</p> </div>
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Organized by EDC PBSC in Association with
Confederation of Indian Industry
 VENUE: P.B SIDDHARTHA SEMINAR HALL
 15-12-2022 @ 11.00a.m



Student Achievements

- MBA students participated in Krishna University's Krishna Tarang (Youth Festival) during 9-10, December and won many prizes and contributed to College bagging Overall Championship.



మంచిపట్నం: ముగిసిన 'కృష్ణాతరంగ్' యువజనోత్సవాలు

కృష్ణా విశ్వవిద్యాలయంలో గత రెండు రోజులుగా నిర్వహిస్తున్న 'కృష్ణా తరంగ్' యువజనోత్సవాలు ముగిసాయి. వివిధ రకాల పోటీల్లో విజయవాడ సీటి సిద్ధార్థ ఫార్మసీ కళాశాల ఓపెరాల్ ఛాంపియన్ గా నిలిచింది. నలంద డిగ్రీ కళాశాల ద్వితీయ, శ్రీ దుర్గామజ్జేశ్వర సిద్ధార్థ సుమీళా కళాశాల తృతీయ స్థానాలు సాధించగా విజేతలకు ఉపకులపతి ఆచార్య కేబీ చంద్రశేఖర్ బహుమతులు ప్రదానం చేశారు.

తుళ్లంత.. కప్పింత

ముగిసిన కృష్ణా వర్సిటీ యువజనోత్సవం



స్ట్రీక్ ప్రదర్శనలో అభ్యుదయ కల్యాణం

శ్రీనివాసకళ్యాణం (మనోహరి), త్యాగమణి మనక వర్ణన, మృగం, వీణలలో కృష్ణా విశ్వవిద్యాలయ చోరస్ట్రీమ్ కృష్ణా తరంగ్ నేరం నెలకు రోజు పాటు నిర్వహించిన యువజనోత్సవాల శ్రేణిలో విజయవాడలో ముగిసాయి. విశ్వవిద్యాలయంలో పాటు అడుగుల తాళాల విధానాలు వైదాన్ శ్రీ అంజనా పోటీయారు. కొంతమంది నాన వంద స్టూడెంట్ల అభ్యుదయం. మనోహరి పాల్గొన్న అనేకమంది నుండి లీడ్స్ కేసు పెట్టినారు. అలా వివిధ రంగాల నాటికలు, నాటకాలలో



వీణలలో ఉప కులపతి, అధ్యక్షుల వందనలు

- MBA students participated in the Management Meet on 12-12-2022 organized by the Department of Management Studies, Westin College, Vijayawada, and won 1st prize in 3 events.



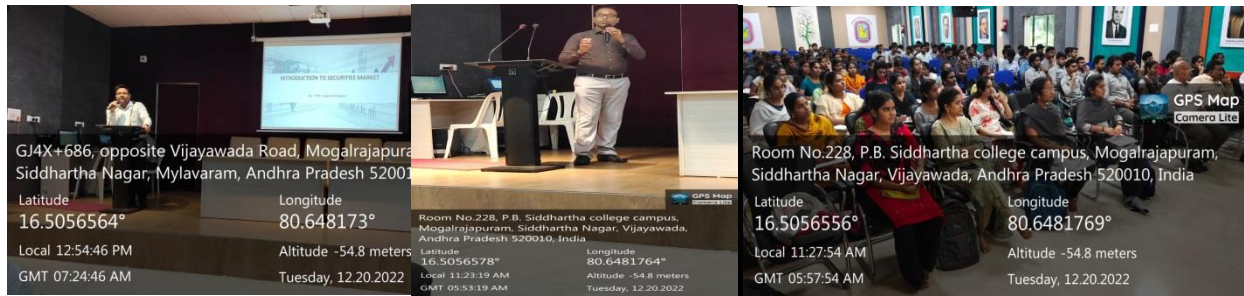
Alumni Corner

- Mr. Satish Kumar Saidu (18140) and Masoom Agarwal (18130) the alumni of the Department shared their Career Experiences and gave tips on how to achieve career objectives as per the expectations of the industry on 13-12-2022.



- The Department of Business Administration organized an **‘Investor Awareness Programme’** on **Introduction to Securities Market** for the MBA Students on 20-12-2022. Mr Sanjay Dhakite, Deputy General Manager, SEBI, Mr. Swapneel Puppala, Assistant Manager, NSDL, Mr. G S Vinayak, Manager, NSE were the Resource Persons.





- The Department of Business Administration organized a Guest Lecture on the occasion of **National Consumer Day** (as a part of week-long celebrations) on 21-12-2022. **Dr. P.V.V.S Murthy**, Former Member, District Consumer Forum and **Mrs P Komali Padma**, District Civil Supply Officer were the resource persons.



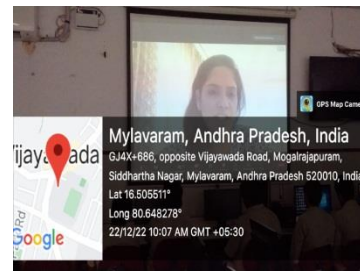
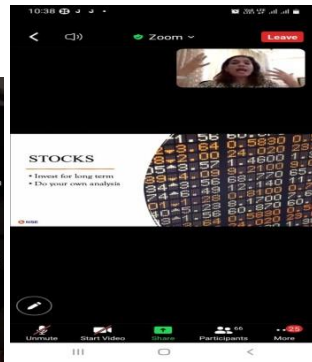
- The Department of Business Administration organized the Poster presentation Competition under the Theme of **Consumer Awareness** conducted for Management Students on the occasion of **National Consumer Day** on 24-12-2022.



- The Department of Business Administration organized a Guest lecture on the occasion of MBA Fresher's day celebrations. **Mr Nagveer Adusumilli CEO Tanvi Foods (India) Ltd.** was the Resource Person. He advised the students to have an eye & ear for the changing business opportunities and develop clarity of thought and to have specific goal to succeed in life



- The Department of Business Administration organized a Webinar in association with Knowise Learning Academy “Investor Awareness Program” on 22-12-2022., Ms Namrata Arora Director Knowise Learning Academy, Ms. Sonia Soman, Chief Programme Coordinator, FinEdu connect are the Resource Persons.



Department Activities of MBA

January - 2023

The Department of Business Administration organized Special session on Innovation and Entrepreneurship in collaboration with CII on 19 January 2023. Mr D Phanindra, Co-convener, CII AP Startups Panel & Co-founder, Vlift Technologies Pvt Ltd, Mr G S Naveen, Director, Twills Clothing Pvt Ltd, Mr B Teja, Director, Profit Shoe Company, Mr Chandan Patnaik, Head, CII Vijayawada Zone are the Resource Persons.

The key strategic difference between success and failure of business is Innovation. The way the organizations think and innovate makes all the difference. Innovation helps in scaling up the reach, betterment of product, services and processes said by Mr D Phanindra, Co-convener, CII AP Startups Panel & Co-founder, Vlift Technologies Pvt Ltd at Session on Innovation and Entrepreneurship organized by CII Vijayawada Zone at P B Siddhartha College, Vijayawada on 19-01-2023. He exhorts about the importance of deep knowledge in chosen field of activity and narrated many examples of how at times customers could be the main source of innovative ideas. Mr G S Naveen, Director, Twills Clothing Pvt Ltd shared how his retailing brand in fashion industry was established and urged the youngsters to design their own roadmap in starting up a business. The second generation entrepreneurial challenges in a family owned business entities are highlighted by Mr B Teja, Director, Profit Shoe Company. Establishing their own credentials by convincing the first generational promoters requires patience and convincing ability with compelling business idea. Rajesh C Jampala, Dean, P B Siddhartha College emphasized on how companies are using creative destruction to dismantle the existing products and business models to clock the growth and also explained the intricate relationship between Innovation and Entrepreneurship. Mr Chandan Patnaik, Head, CII Vijayawada Zone facilitated the event. Nearly two haundere post graduate students participated in the session.



Department of Business Administration
February 2023

✓ **Awareness Programme:**

The Department of Business Administration in collaboration with IQAC under the aegis of APSCHE and Krishna University organized an **Awareness Programme on 4-Tear Multi-Disciplinary Bachelor's Degree – The Road Ahead** to the Principals, Academic Officers, and other Senior Faculty members on 11-02-2023. **Prof K Rama Mohan Rao**, Vice Chairman, APSCHE and Vice-Chancellor (FAC), Krishna University addressed the participants and explained the Credit Framework, importance of Academic Bank of Credit and other implementation issues of Four-Year Undergraduate Programme as envisaged in National Education Policy 2020 from the next Academic Year.



✓ **Industrial Visits:**

The students of MBA III Semester as a part of their Industrial Visits went to **INCAP Ltd, Nidamanuru** on 09-02-2023. INCAP Ltd a public limited company with sound financial discipline is a leading supplier of electronic and electric products catering to domestic and international markets since 1992. **Mr. Madhu Sudhan, HR Manager** interacted with the students.



The students of MBA I Semester as a part of their Industrial Visits went to **The KCP Sugar & Industries Corporation Ltd, Vuyyuru** on 24-02-2023. The K.C.P Sugar and Industries Corporation Ltd is one among the leading sugar manufacturing companies in India. Its allied businesses consists of manufacturing and marketing of Rectified Spirit, Extra Neutral Alcohol, Ethanol, Incidental Cogeneration of Power, Organic Manure, Mycorrhiza Vam, Calcium Lactate and CO₂. Company has two sugar factories located in Krishna District Andra Pradesh having an aggregate crushing capacity of 11,500 tons per day. **Mr Y V Ratna Prasad, Additional Manager (Legal & IA)** explained the plant lay out and manufacturing process in detail.



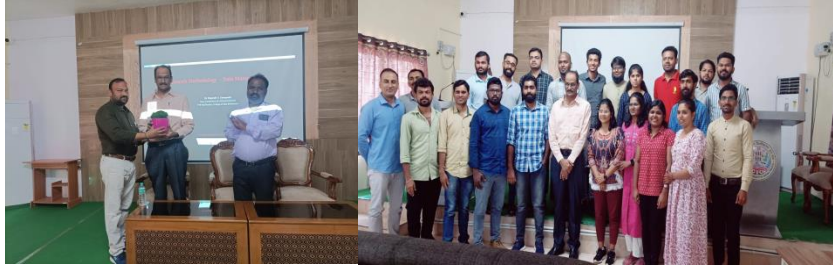
✓ **Book Review:**

The Department of Business Administration organised a Book Review Session of the book '**Modi@20: Dreams Meet Delivery**' by **Shri Prakash Keshav Javadekar**, Former Central Cabinet Minister for HRD, Environment, Forest and Climate Change, Parliamentary Affairs on 14-02-2023. "This book, a compilation of chapters authored by eminent intellectuals and domain experts including Sudha Murty, Sadhguru, Nandan Nilekani, and Amish Tripathi, among others, attempts a definitive and expansive exploration into the fundamental transformation of Gujarat and India over the last twenty years due to Modi's unique model of governance," said by him. He also narrated his experiences as minister for important portfolios and explained the successful implementation of GST, Carbon Tax and the **importance** of innovation, entrepreneurship and the spirit of competition. He said the wisdom of the common man of this country is having the power to topple governments is the testimony to the spirit of a vibrant democracy.



✓ **Faculty Achievements:**

Dr. Rajesh C. Jampala acted as Resource Person in Research Methodology Course for Ph.D Scholars in Social Sciences on 21-02-2023 organized by ICSSR, SRC in collaboration with Central Tribal University of AP, Vizianagaram.



- ✓ Dr. Rajesh C. Jampala acted as Resource Person for Technical session on 23-02-2023 organized by Loyola college of Engineering and Technology, Vijayawada



- ✓ **Invited Talk:**

The Department of Business Administration organized an Invited Talk on ‘Skills required for Management Graduates’ on 23-02-2023. **Ms. Nina Mandava**, Strategy Consultant, Health Care Expert, The Chartis Group, USA and **Mr. Manoj Mandava**, Senior Software Engineer, Capital One, USA addressed MBA students and narrated her consulting experience and the nuances of corporate culture for better work experience for the prospective employees.



✓ **MoU Signing:**

The Department facilitated an MOU with **Confederation of Indian Industry (CII)** to promote larger industry connect and facilitate students of our college to participate in **CII – YI** activities on 23-02-2023. **Mr. Mahesh Pinni** (Yi Amaravati Chapter YUVA team), **Mr. Chandan Patnaik**, Head – CII Vijayawada Zone, **Dr. Meka Ramesh**, Principal, PBSCAS are the signatories of the MoU.



MARCH 2023

Just like eating well and exercising, sleep is a behaviour that is foundational to one’s physical, mental and social well-being said by Dr. P.V. Radhika, Assistant Professor, Government Degree College, Pamarru on the occasion of **World’s Sleep Day** on 17-03-2023. The youngsters must cultivate good sleeping habits for proper health and achieve success in their life. Many people are suffering with sleep disorders such as sleep apnea, and insomnia said Dr. Rajesh. C. Jampala.





- Analytics plays a crucial role in getting the insights which are very helpful for making strategic business decisions said by **Mr. K.J.A. Swarup**, Former General Manager (HR) ITC Ltd, Hyderabad at the **Workshop on HR Analytics** organized in collaboration with Amaravathi HR Chapter on 18-03-2023. HR Executives from various organizations were given hands on training on HR Analytics by using MS Excel and Tableau. HR Analytics will help organizations to reduce employee attrition rates and enhance employee engagement said by **Mr. Raviteja Tallam**, Founder President, Amaravathi Chapter. **Ms Anitha Govindharaju** Vice President AHRC coordinated the event.



DEPARTMENT OF BUSINESS ADMINISTRATION (PG)
April 2023

- The Department of Business Administration organized an Invited Talk on '**Digital Marketing**' and '**Business Analytics**' in association with '**Adimission Arrow**' on 03-04-2023. **Dr Naresh** and **Ms Ajitha** faculty members from Acharya Bangalore Business School are the Resource Persons. On this occasion Prof Rajesh C Jampala, Dean formally launched the logo of '**Eduversetea Admissions Expo**'.



- The Department of Business Administration organized an Invited Talk on '**HR Framework of ONGC**' on 15-04-2023. **Shri G K Rao**, GM-HR, ONGC, Chennai was the resource person. **Mr Sunkara Ravi**, former Manager- HR, ONGC and our alumni also spoke about his job experiences to the budding managers.



- The students of MBA and M SC Chemistry along with three faculty members attended '**EDUVERSE TEA ADMISSION EXPO 2023**' on 16-04-2023 and promoted the various programs offered at our PBSCAS.



- An MoU was signed and exchanged between '**Star Health and Allied Insurance Company Ltd**' and '**PBSCAS**' on 16-04-2023. The Department of Business Administration facilitated this event. As a part of MoU and industry association Vocational Courses would be offered to our students to enhance their employability opportunities. **Dr Meka Ramesh**, Principal, **Sri S. Venkateswara Rao**, Treasurer, SAG&TE, **Sri Y Lakshmi Narayana**, Convener Committee Member, **Sri V Babu Rao**, Director, **Prof Rajesh C Jampala**, Dean were present at the MoU signing ceremony.



May 2023

The Department of Business Administration organized an invited talk on **‘Employment Opportunities in Financial Sector’** for the MBA Students on 08-05-2023. MD ZAKIR, CEO, ‘ARTH Financial Training Academy’ was the Resource Person.



The Department of Business Administration initiated **‘SAKSHAM’** a 12 Week Value Added Course in association with **Star Health And Allied Insurance Co. Ltd.**, for MBA Previous students In the month of May 2023.



June-2023

The Department of Business Administration organized a “**Workshop on Career Opportunities in Insurance Sector**” on 03-06-2023. **Mr P Sagar, Assistant Zonal Manager, G Uma Malleswara Rao, Training Manager, and M.Raja Sekhar, Branch Manager of STAR Health & ALLIED INSURANCE Company LTD.,** are the resource persons.



The Department of Business Administration in association with **CII YI** organized '**Brain Storming Session**' with theme '**A Dialogue Between Young Indian Achievers Towards Re-imagining Business for Future**' in collaboration with Ministry of Youth Affairs and Sports, GOI on 19-06-2023. **Mr Venkata Ramana**, Chairman, CII Vijayawada Zone, Promoter of **Avera New and Renewable Energy** and our alumni narrated the importance of electrical vehicles and future of sustainable mobility vehicles. **Mr Kotagiri Vijay**, Founder of '**Vayukah Drone Systems and Services Pvt Ltd**' spoke on the everyday challenges of entrepreneurs and shared his life experiences with the management graduates.



Awareness Programme on Higher Education Opportunities was organized by the Department of Business Administration in association with **Concordia University St Paul, Minnesota, USA**. **Ms Sowjanya** our alumna who did her M.Com at our college and presently working as Country Representative addressed the students and provided information about higher education opportunities on 30-06-2023.



Department of Business Administration

July 2023

- The Department of Business Administration organised a '**National Webinar of 'Consumer Education'**' in association with **Consumer Advocacy Group** on **08-07-2023**. **Dr. Inderpreet Kaur**, Principal, Universal Law College, Lalru addressed the participants on the plight of consumers in contemporary era. **Dr. Abubakkar Siddiq**, Associate Professor, Department of Commerce, Mangalore University spoke on the topic '**Marketing – Where Right is Wrong**'. **Ms Debina Mitra**, Practising Advocate, and presently pursuing her PhD from Mangalyatn University, Alighar dwells on a very interesting topic '**Space Exploration & Its Impact on Earth's Climate**'.



- **Alumni Corner:**

Mr Kondapaneni Venkateswarlu, Branch Manager, ICCI Prudential AMC, Vijayawada and our alumni (MBA Batch 2010-12) addressed the students on the Opportunities in Capital Markets in general and Mutual Fund Sector in specific on 04-07-2023.



- **Mr K. Udayavarman**, Sr DGM, Business HR (South), Exide Industries Limited and **Dr M Padma**, Managing Director of Centini Hospital addressed the Management students on the occasion of Farewell of MBA Class 2023 on 20-07-2023.



MBA August 2023

The Department of Business Administration in association with **CII, Yi Amaravati** has organized the third edition of the **Yi Youth Conclave – THE FUTURE 3.0**, with support from the Department of Youth Affairs, Ministry of Youth Affairs and Sports on 08-08-2023. The conclave focused on topics aligned with **G20's Young Entrepreneurs Alliance (GEA)**. The industry experts have counseled the students in the emerging areas: **1. The Future of Agritech**, Vijay Kumar Kotargiri, Founder, Vayukah Drone Systems and Services Pvt Ltd **2. The Future of Tech in Manufacturing**, Anvesh Dasari, Vice President, Efftronics Ltd, **3. The Future of Lifestyle for Sustainability**, Mr. Ram Nagarjunakonda, Founder-TVG, Kalamudra Arts LLP, **4. The Future of Education**, Mr. Bhaskar Nannapaneni, CEO, Nannapaneni Group, **5. The Future of Digital Economy**, Mr. Pradeep Kanneganti, CEO, Coretek Labs. **Ms. V Vandana**, Chair, and **Mr. Y Bhavan Chand**, Co- Chair, Yi Amaravathi coordinated the event.



October 2023

The Department of Business Administration organised '**Fireside Chat on E- Vehicles: Future Mobility Issues and Challenges**' with Mr A Venkata Ramana, CII, Vijayawada Zone, Chairman and Founder CEO, Avera New and Renewable Energy Moto Corp Pvt Ltd on 27-10-2023. He narrated the challenges faced by his organisation in manufacturing and marketing of e-vehicles and also spelled out the strategies to mitigate them.



November 2023

- Meditation if practiced diligently one can experience a total relaxation of their body, followed by the shutting out of unnecessary external stimuli and irrelevant thoughts and finally achieving an altered state of consciousness which allows them to concentrate on deeper inner levels said by **Mr Aman Ali Khan**, Founder, Himalaya Guru Arya Sri Mahavatar Babaji Trust and Meditation Master to the PG students on 01-11-2023. **Sri V N Rao**, Vice President, SAG&TE, **Mrs V Lalitha**, Member, SAG&TE also grace the occasion and asked the participants to practice meditation on daily basis and reap many benefits.



అక్షయం వరకే ఉత్సవాలు ప్రారంభం

సమస్త శ్రీలక్ష్మణులకు, విజయవరకే ఉత్సవం మొగిలాలవరకే సర్వం అందమీ అవనంతో ఆత్మపంధిపై ప్రాణివల్లీ అపారమీ అభి భారతీ అభ్యుదయలో వరల్డ్ అకాడమీ 2023 ఆగస్టు 27 నుండి 29 వరకు ఉత్సవాలను కలకాతా లోని రాజ్ గ్రాండ్ హాలు ప్రారంభించారు. ఈ సందర్భంగా ముఖ్య అతిథిగా విస్తీర్ణ భారతీ భాగ్యం అనంతో రాజ్ గ్రాండ్ హాలుల సభ్యులారాయన మోక్షాదుతూ కర్రా భారతీ మహాద్వారం ల భారతీ వరకే క్రోలకాచారి అనువదే ప్రపంచానికి ఆత్మపంధి పై ప్రాణి అభ్యుదయ వరల్డ్ హాల్ అభ్యుదయ వరకే విస్తీర్ణ భారతీ గుర్తు చేసారు. ఈ సందర్భంగా



తేదీ నుండి 15వ తేదీ వరకు ఆత్మపంధి ఉత్సవాలను అనుసరించారు. ఎన్నో భారతీ ప్రజలు ఈ అవకాశం వల్ల ప్రస్తుతం సాంప్రదించారు. అలాంటి సందర్భాల్లో అనువదే ప్రపంచానికి ఆత్మపంధి పై ప్రాణి అభ్యుదయ వరల్డ్ హాల్ అభ్యుదయ వరకే విస్తీర్ణ భారతీ గుర్తు చేసారు. ఈ సందర్భంగా

2023 అక్టోబరు 27 నుండి 29 వరకు ఆత్మపంధి ఉత్సవాలను అనుసరించారు. ఎన్నో భారతీ ప్రజలు ఈ అవకాశం వల్ల ప్రస్తుతం సాంప్రదించారు. అలాంటి సందర్భాల్లో అనువదే ప్రపంచానికి ఆత్మపంధి పై ప్రాణి అభ్యుదయ వరల్డ్ హాల్ అభ్యుదయ వరకే విస్తీర్ణ భారతీ గుర్తు చేసారు. ఈ సందర్భంగా

- As a part of World Acupuncture Day 2023 Celebrations **Dr Makala Satyanarayana**, Founder & General Secretary, ASPA BHARATH addressed the students of PG programmes on the importance of alternative therapy in heal care management on 01-11-2023. The energy transfer mechanism within the human body has to be maintained with due care to improve the overall functions of various organs of the body. He demonstrated various acupressure techniques and narrated how to release the pressure among these points.



- MBA III semester students participated in 7th Annual Conference of Amaravati Human Resource Chapter on 05-11-2023 at Hotel Novotel. Mr S.V. Nathan, HR Head, Deloitte, and Noted author was the Chief Guest. Many HR professionals from Amaravati region have participated in the event.



నైపుణ్య సామర్థ్యాలతోనే ఉద్యోగాభివృద్ధి

కార్యక్రమం: ప్రైవేట్లు, సామర్థ్యాలతోనే ఉద్యోగాభివృద్ధి సాధ్యమని, సంస్థ పురోగతిలో మానవ వనరుల విభాగం పాత్ర కీలకమని జాతీయ హెచ్ఆర్ కేంద్రం అధ్యక్షుడు ఎస్.వి. నాథన్ అన్నారు. ఆమరావతి హెచ్ఆర్ ఛాప్టర్ 7వ వార్షిక సమావేశం ఆదివారం స్టాన్ల నోటేలిటీలో నిర్వహించారు. నాథన్లో పాటు సీనీ నటుడు ప్రదీప్ ఆదివారం విశ్వసీ మాట్లాడుతూ హెచ్ఆర్ రంగంలో వస్తున్న మార్పులను, అదురకతను ఎప్పు టికప్పుడు అందిస్తున్నారోవారిని సూచించారు. సంస్థల ఆభివృద్ధికి, ఉద్యోగులకు మేలు చేయాలైన వార్షిక హెచ్ఆర్లపై ఉంటుందని తెలిపారు. ఆమరావతి హెచ్ఆర్ ఛాప్టర్ మొదట రాజశేఖర్ మాట్లాడుతూ హెచ్ఆర్లను ఒక లాజిస్టిక్ రీసు కొద్ది పరిస్థితి విజ్ఞానాన్ని ఆభివృద్ధి చేసుకోవడమే

ఛాప్టర్ ముఖ్య ఉద్దేశమని తెలిపారు. ఛాప్టర్ వ్యవ స్థాపకమం తల్లం రవిశేఖ మాట్లాడుతూ ఆర్టిఫిషి యల్ ఇంటెలిజెన్స్లో ఉద్యోగాలు ఛోలాయనే భయం చాలా మందిలో ఉంది. అలోమేషన్లు హెచ్ఆర్లకు టవ్ను సమన్వయం చేస్తూ హెచ్ఆర్ పాత్ర ఉంటుందని తెలిపారు. ఉద్యోగాలు మారు తాయి తప్ప ఎట్టికీకీ పోవన్నారు.

తోలి వెలిగిస్తున్న మహిళలు, ఎన్టీ నాథన్ తదితరులు

Kurukshetra

The Management Students' Meet **Kurukshetra2023** which is the flagship event of the Department of Business Administration was organised on 24-11-2023. **Sri Potluri Bhaskara Rao**, President, Andhra Pradesh Chambers of Commerce & Industry Federation and former CEO of Tata Nelico was the chief guest at the inaugural function. Various events such as *Business Quiz, Young Manager, Market Makers, Stock Game, HR Event, Business Startup Idea, Informal events and Cultural Events* were organised. 415 MBA students from various Business Schools attended the programme.

ఆంధ్రప్రదేశ్

మానవ వనరుల అభివృద్ధిలో హెచ్ఆర్ పాత్ర కోలకం

- దీర్ఘ కాలానికి ముగిసిన కార్యక్రమం
- వివిధ విద్యార్థులకు అవకాశాలు
- వివిధ విద్యార్థులకు అవకాశాలు
- వివిధ విద్యార్థులకు అవకాశాలు



హెచ్ఆర్ కేంద్రం ద్వారా వివిధ విద్యార్థులకు అవకాశాలు కల్పించడం ద్వారా మానవ వనరుల అభివృద్ధిలో హెచ్ఆర్ పాత్ర కోలకం.

హెచ్ఆర్ కేంద్రం ద్వారా వివిధ విద్యార్థులకు అవకాశాలు కల్పించడం ద్వారా మానవ వనరుల అభివృద్ధిలో హెచ్ఆర్ పాత్ర కోలకం.

హెచ్ఆర్ కేంద్రం ద్వారా వివిధ విద్యార్థులకు అవకాశాలు కల్పించడం ద్వారా మానవ వనరుల అభివృద్ధిలో హెచ్ఆర్ పాత్ర కోలకం.

వెబ్సైట్: www.hcrp.ac.in