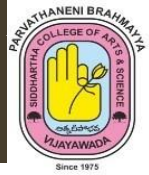


Newsletter

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Departmental Events
Achievements
NSS Activities



EMBLAZON

Aim
Action
Achieve

ALL ABOUT THE COLLEGE

EXCLUSIVE NEWS

Upbeat Yourself!!

Teaching and learning at P.B. Siddhartha Arts & Science College is rigorous-every aspect is geared to prepare students to tackle future challenges! College provides an exceptional education for graduates and professional students. It has an open and collaborative academic environment where faculty and students thrive hard to excel in professional life.

PATRIOTISM



The NCC cadets of the college performed their parade with great fervour



75th Independence Day Celebrated in a gigantic way:

Independence Day 2022: Today, we celebrated **75th Independence Day** with zest and zeal. Flag hoisting ceremonies, cultural programs, sports events were a part of the Independence Day celebrations. We lit up with the color of the national flag as part of the Centre's Har Ghar Tiranga campaign. "Flag hoisting was done in the campus today on the auspicious occasion of 75th Independence Day. P.B. Siddhartha college of Arts & Science has always been a front runner when it comes to nation-building. Vivacious Students are actively participated Independence Day celebration to mark 75 years of India's independence as a part of Azadi ka Amrit Mahotsav.



75th INDEPENDENCE DAY CELEBRATIONS



The 75th Independence Day on 15th August, 2022 with great patriotic spirit and zeal. With the motive and intention to inculcate patriotic fervor among students, college has organized plethora of events.

HERITAGE WALK



College has organized a **Prabhat Pheri** for 3 Kms to mark the glorious celebration of Azadi Ka Amrit Mahotsav. Higher echelons, Staff members and 1000+ students actively participated. Students carried a **1000** foot-long tricolor flag Heritage walk as part of the "Har Ghar Tiranga" campaign. Students with tricolors, marched in rows, raised slogans including 'Bharat Mata ki Jai', 'Vande Mataram' and 'Har Ghar Tiranga, Har Mann Tiranga' as part of the Azadi Ka Amrit Mahotsav.



It gives me immense pleasure to share with you that we are embarking on a new and unique initiative to send our final year undergraduate students for internships at various leading business and social organizations for six months. This experience will give them an understanding of the working environment and various functions of how the organizations operate practically. This will be the stepping stone for them to have better career prospects. They get first-hand experience of knowing various tasks, business models, organization structure, roles and responsibilities and work culture of the unit they are doing their internship. This will pave the way for a smooth transition from college to corporate. It enhances their subject understanding and learning quotient. There are many advantages to internships if the students do it sincerely. I urge the faculty co-coordinators to guide them and check periodically their progress. Internships equip students with more than just technical skills but also enhance their social skills. Internships will help them to know about their strengths and weaknesses and also about the emerging opportunities outside. The internship experience will help them to build skills such as critical thinking, creativity, problem-solving, information literacy, communication, perseverance, etc. This mandatory internship program will also help our college to get better industry connect and further the industry-academia collaboration. This is one such initiative to implement the National Education Policy 2020 at our institutional level.

Wishing you all a happy and fulfilling experience!

Rajesh C Jampala
Dean

Editorial Team:

- Dr. M. Ramesh, Chief Editor
- Prof Rajesh C Jampala, Editor
- Dr. V. Srinivas, Sub Editor
- Dr. C. Rajeswari, Sub Editor
- Y. Triveni, Designer



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.

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
How to Convert Positive Thoughts into Action
FRIDAY, 26TH AUGUST 2022 FROM 11.30 AM TO 12.30 PM

Prof. P. Krishna Chaitanya
Director, IBMR B School Hyderabad
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 Sekha (Secretary)
Management House, 401, 4th Floor, Ratna Block, Raghava Ratna Towers
Ph: 040 23205680 | Mobile No. 8121985658 | E-Mail: office@hmaindia.net, homehna@hmaindia.net | Web: www.hmaindia.net

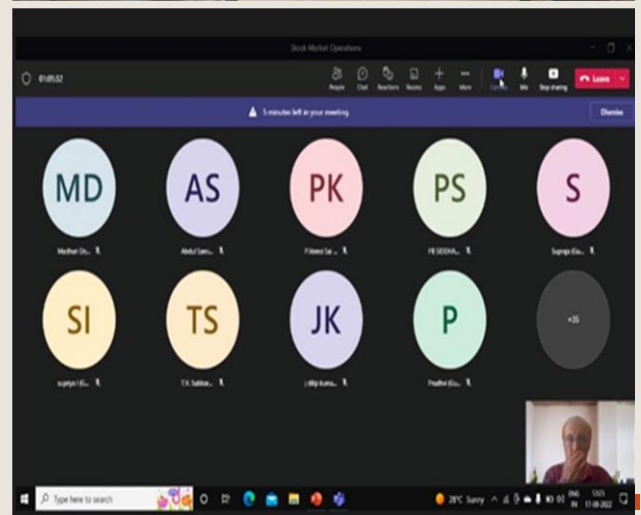
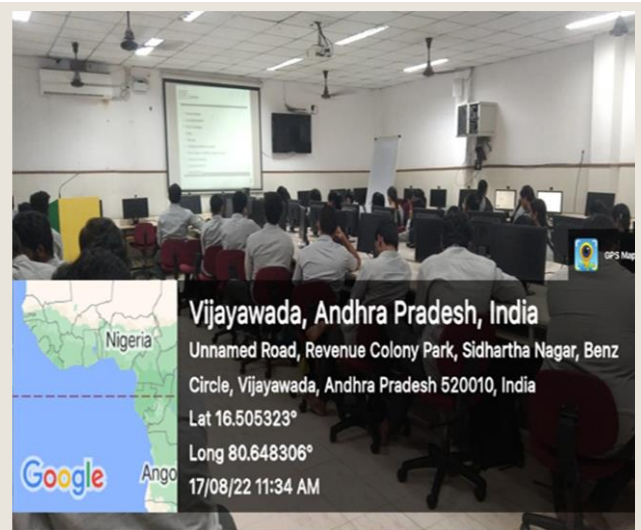
The Department of Business Administration organized a Student Development Program on 'How to Convert Positive Thoughts into Action' in association with Hyderabad Management Association on 26/08/2022. Prof P. Krishna Chaitanya, Director, IBMR B School, Hyderabad was the Chief Resource Person.

DEPARTMENTAL ACTIVITIES

DEPARTMENT OF BUSINESS ADMINISTRATION



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 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.



Hyderabad Management Association
(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

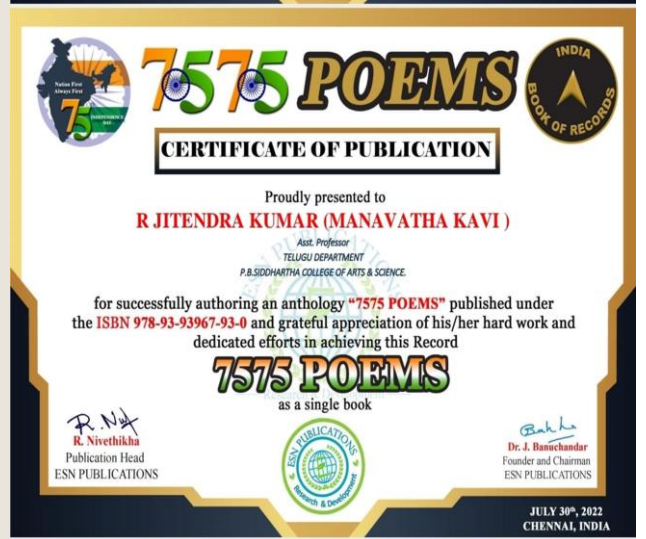
This will be on the Zoom platform - registration link below
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V Ramchander President
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K Chandra Sekhar Secretary
Management House, 401, 4th Floor, Raina Block, Raghava Raina Towers
Ph: 040 23205680 | Mobile No. 8121985058 | E-Mail: office@hmaindia.net, hmaindia@hmaindia.net | Web: www.hmaindia.net

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.

DEPARTMENTAL ACTIVITIES

DEPARTMENT OF TELUGU



ది. 29-08-2022న ఉదయం 11.45గం.లకు పర్యతనేనిబ్రహ్మయ్యసిద్ధార్థజూనియర్ కళాశాల తెలుగు విభాగం ఆధ్వర్యంలో "తెలుగు భాషాదినోత్సవం" వేడుకలకు అతిథి గా(Dr. Y Purnachandra Rao) ఆహ్వానించగా, విద్యార్థులకు సందేశం తోపాటు "భాషా పునాదులు" శీర్షిక తో కవిత్యాన్ని నందించిన సందర్భంగా కళాశాల ప్రిన్సిపాల్ ఎం. సాంబశివరావుగారు కవిని సన్మానిస్తున్న దృశ్యం.....



DEPARTMENT OF CHEMISTRY



Dr.Vijaya Saradhi Settaluri, Senior Level Teaching, Administration Professional, Oman, delivered a Guest Lecture on **“How to turn student projects into research papers”** on **02-08-2022**.



Mr.A.Uma Mahesh and Mr.V.Pradeep of M.Sc(Previous) secured **third prize (cash prize Rs.2000/-)** in painting competitions held by Vijayawada Municipal Corporation (VMC) on the eve of 75 years of Independence held on **11-08-2022**.



All the 22 students of M.Sc(Chemistry) of 2020-2022 batch secured placements in reputed pharma industries like M/s.Larus Labs Ltd., M/s.Larus Labs Ltd., M/s.Divis Labs Ltd.,

INDUSTRY CONNECT



Industrial visits provide students with an opportunity to learn practically through interaction, working methods and employment practices. It gives students an exposure to current work practices as divergent to theoretical knowledge being taught in their classrooms. In addition to that, industrial visits bridge the gap between theoretical learning and practical exposure.

MOCK DRILL

-How to curd disaster



The objective of mock drill is to review the emergency preparedness plan of the organization and evaluate standard operating procedure, so that concerned persons would deliver their duties effectively while keeping in cognizance of life and property. Mock drill has enlightened teaching faculty, supporting staff, and students how to tackle disaster/fire accidents.

NSS ACTIVITIES



NSS volunteers are participated in Sri Krishna Janmashtami celebrations, organized by ISKON Vijayawada. Our NSS Volunteers won 2nd prize in Rangoli competition.

The True purpose of education is manifestation of Mankind. Service to fellow human beings is vital for Personality development.

Parvathaneni Brahmaya
Siddhartha College of Arts & Science
 Siddhartha Nagar, Vijayawada-520 010.

National Service Scheme

వినాయకవితి శుభాకాంక్షలు



**మట్టి విగ్రహాలనే
 వాడుదాం
 పర్యావరణాన్ని
 కాపాడుకుందాం**



Eco-friendly clay Ganesh Idols made by NSS volunteers on the eve of Ganesh Chaturdhi. Being responsible citizens we can accomplish something for our environment Plaster of Paris is non-biodegradable made of poisons and unsafe colors and it severely pollutes the sea-going life and water bodies. To spare and secure our nature, we should hold hands and do our bit, and go for eco-friendly items.

DEPARTMENT OF COMMERCE



ఉద్యోగాలు కాదు.. సంస్థలు ప్రారంభించండి

మొగల్రాజు మురం (విజయవాడ సిటీ), న్యూస్ టుడే
 ప్రపంచ ఆర్థిక వ్యవస్థలోని మార్పులను విద్యార్థులు గమనించాలని విల్లూ కళాశాల (మాల్దీవులు) సీనియర్ సహాయ ఆచార్యులు కేఎస్ అరుణ్ కుమార్ అన్నారు. పీఠీ సిద్ధార్థ కళాశాల కామర్స్ విభాగంలో డిజిటల్ మార్కెటింగ్ అనే అంశం పై అవగాహన సదస్సు గురువారం నిర్వహించారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ విద్యార్థులు ఉద్యోగాలు కోసం పరుగులు తీయకుండా సొంతంగా వ్యాపార సంస్థలను ప్రారంభించాలని సూచించారు. ఈ కార్యక్రమంలో కళాశాల ప్రిన్సిపల్ మేకా రమేష్, డైరెక్టర్ వేమూరి బాబురావు, డీన్ ఆచార్య రాజేష్ సి.జంపాల, వాణిజ్యశాస్త్ర విభాగాధిపతి కె.నారాయణరావు తదితరులు పాల్గొన్నారు.

Department of Commerce organized a Guest Lecture on ' Digital Marketing'. Resource person is Dr.K.S. Arun Kumar, Senior Assistant Professor, Villa College, Maldives. Dr. Arun Kumar opined that there are huge employment opportunities and growing demand for digital marketing professional. He advised students grab every opportunity and move forward in digital economy. He affirmed that students should observe the changes in world economies and embrace change. Students should update digital literacy to survive in this digital era. He also advised students, try to start own business enterprises rather than running after jobs.

పలుముఖ ప్రతిభ

వీడియో కళాశాల ఆచార్య రాజేష్ సి.జంపాల 33 ఏళ్ల సువి విద్యారంగంలో సేవలందిస్తున్నారు. అధ్యాపకుడిగా ప్రస్తావన ప్రారంభించి పాఠ్యపుస్తకాల రచయితగా, పరిశోధకుడిగా, పరిశోధకులకు మార్గదర్శకుడిగా, పరిపాలకుడిగా, సామాజిక సేవకుడిగా బహుముఖ ప్రతిభ కనబరుస్తున్నారు. జాతీయ, అంతర్జాతీయ స్థాయిలో అవార్డులు అందుకోవడంతో పాటు వివిధ దేశాలను సందర్శించారు. జాతీయ, అంతర్జాతీయ స్థాయిలో వందకు పైగా పరిశోధన పత్రాలు సమర్పించారు. మేనేజ్మెంట్, మార్కెటింగ్, ఎడ్యుకేషన్, నాలెడ్జ్ మేనేజ్మెంట్ విభాగాల్లో అనేక పాఠ్యాంశ పుస్తకాల ప్రచురణలో సహాయ రచయితగా ఉన్నారు. ఎనిమిది మంది విద్యార్థులకు పీహెచ్.డి., 11 మందికి ఎంఫిల్, అరుగురికి పరిశోధన స్కాలర్షిప్ అందించి ఉన్నతికి తోడ్పాలు అందించారు. అధ్యాపక వృత్తిలో రాగానే హోదా వచ్చిందని ఆనందంతో ఏమీ సాధించలేమని, నిత్య విద్యార్థిలా శ్రమిస్తూ తోడన శ్రేష్ట వ్యాలు మెరుగుపరచుకుంటే రాజీనామని రాజేష్ తెలిపారు.



ఆచార్య రాజేష్ సి.జంపాల



Students of MSDS and BBA BA won I and II prizes for Quiz competition organized by AP journalist Association (at hotel Leela grand) on the eve of Azadi ka Amrit Mahotsav.
 I prize: 218712P-Ch.Harshitha, 218761P-D.Yukta from 1st MSDS
 II prize: 218715P-P.Kalyani (I MSDS), 215219 -T.Divya-1st BBA(BA)