

# THE ANNUAL QUALITY ASSURANCE REPORT

## (AQAR) OF THE IQAC

**Name of the Institution** : P.B. Siddhartha College of Arts & Science,  
Vijayawada-10

**Year of Report** : 2010-2011

### Part A

The Plan of action chalked out by the IQAC in the beginning of the year

Introduction of continual assessment in the internal component

Encouraging research activities.

Encouraging placement activities.

Development of question banks

Towards quality enhancement and the outcome achieved by the end of the year.

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### Part B

#### 1. ACTIVITIES REFLECTING THE GOALS AND OBJECTIVES OF THE INSTITUTION

##### The Mission

Parvathaneni Brahmayya Siddhartha College of Arts & Science will strive to meet the graduate and post-graduate educational needs of the region, imparting wholesome instruction for social, cultural and economic advancement.

##### Goals

In fulfillment of its mission the college seeks:

1. To respond to the educational needs of the region by starting the relevant Graduate, Post-graduate and Certificate programmes in arts, science and commerce.
2. To transmit and share knowledge by effective teaching, focusing on learning as well.
3. To develop critical abilities among the students in the process of learning.
4. To promote high levels of diverse achievements of the students by providing appropriate co-curricular and extra curricular support.
5. To prepare the students to lead productive, responsible and creative lives by applying the acquired knowledge, for the benefit of the society as a whole.
6. To serve the neighbourhood society.
7. The mission and the goals of the college guide the framing of curriculum and the syllabi and the delivery of academic programmes.

Encouraging faculty for paper publications and allowing them to attend faculty development programmes as much as possible in number and inculcating them to involve in research oriented programs, presenting papers in various national and international seminars. Organizing student meets in turn to enable them to realize their potential. Maintaining interaction with industry and identifying their requirements and suggesting them with expertise of academia in tune with ground realities of application oriented theories.

## **PG**

P.G. Centre has been organizing seminars, workshops, guest lectures and management meets continuously for the benefit of students and staff. We are also providing soft skill orientation and personality development programmes for making our students to prepare well for their career prospects.

## **2. NEW ACADEMIC PROGRAMMES INITIATED**

In the undergraduate level college has planned to introduce additional courses to improve the employability of students.

### **ADDITIONAL COURSES**

The following is the list of additional courses. These courses are offered to the students to improve their employment opportunities.

- i) Financial Accounting
- ii) Financial Management
- iii) Advanced English Communication-I
- iv) Advanced English Communication-II
- v) Salesmanship
- vi) MultiSIM
- vii) Network System Administration
- viii) Web Designing
- ix) Basic Medical Lab Technology
- x) Spoken English
- xi) Media Reporting
- xii) Translations
- xiii) Medical Botany
- xiv) Practice of Life Insurance
- xv) Industrial Chemistry
- xvi) Desk Top Publishing
- xvii) Basic Mathematics and Statistics
- xviii) Medical Chemistry

## **3. INNOVATIONS IN CURRICULAR DESIGN AND TRANSACTION**

More optional papers are introduced in commerce, Physics and Zoology.

## **PG**

The Department of M.Sc. Electronics introduced project work in the IV semester and syllabus also revised to suit the requirements of the industrial and scientific organization.

#### **4. CERTIFICATE COURSES STARTED**

- i. Computer Skills I
- ii. Computer Skills II
- iii. Financial Accounting
- iv. Financial Management
- v. Advanced English Communication-I
- vi. Advanced English Communication-II
- vii. Salesmanship
- viii. Multi SIM
- ix. Network System Administration
- x. Web Designing
- xi. Basic Medical Lab Technology
- xii. Spoken English
- xiii. Media Reporting
- xiv. Translations
- xv. Medicinal Botany
- xvi. Practice of Life Insurance
- xvii. Industrial Chemistry
- xviii. Desk Top Publishing
- xix. Basic Mathematics and Statistics
- xx. Medicinal Chemistry

#### **5. EXAMINATION REFORMS IMPLEMENTED**

##### **PG**

80% of student evaluation is done by the affiliating Acharya Nagarjuna University and the rest of the 20% marks are allotted on the basis of:

Class performance : 5%  
Attendance : 5%  
Internal Examinations : 10%

##### **UG**

75% of student evaluation is by Semester-end evaluation and other 25% by internal evaluation.

Internal evaluation:

Attendance : 5  
Unannounced tests : 5  
Announced tests : 15

#### **6. CANDIDATES QUALIFIED: NET/SLET/GATE ETC**

**PG** Five students of M.Sc.(Chemistry) have qualified in CSIR

## 7. INITIATIVE TOWARDS FACULTY DEVELOPMENT PROGRAMME

### PG

#### DEPARTMENT OF ELECTRONICS & PHYSICS:

- **Dr. K.Srinivasa Rao**, Reader, Department of Physics participated and presented a paper on “**Structural and Optical Studies on Nanocrystalline WO<sub>3</sub> thin films**” in International Symposium in Nanotechnology Present and Future Trends INSYN 2010 held at VIT University, Vellore on 25<sup>th</sup> & 26<sup>th</sup> August 2010.

#### DEPARTMENT OF MATHEMATICS:

##### **Mr.I.V.Venkateswara Rao:**

- Participated in the National Seminar on “Discrete mathematics and Its Applications (DMAA-11) held at Gayatri Vidya Parishad College of Engineering for Women, Visakhapatnam during 10<sup>th</sup> to 12<sup>th</sup> February, 2011.
- Participated in U.G.C. Sponsored National Seminar on recent trends in Algebra and its Applications, held at JMJ College, Tenali,A.P. during 11-12,July 2011

##### **Mr.J.L.Rama Prasad:**

- Participated in the National Conference on “Advanced Latex Workshop” held at Pune during 22-26, November 2010.
- Participated in U.G.C. Sponsored National Seminar on recent trends in Algebra and its Applications, held at JMJ College, Tenali,A.P. during 11-12,July 2011

#### DEPARTMENT OF CHEMISTRY:

- Dr.M.Manoranjani participated in a national seminar on “Nano Materials in Engineering Chemistry” on 13<sup>th</sup> September, 2010 sponsored by V.R.Siddhartha Engineering College, Vijayawada.
- Dr.M.Manoranjani delivered a guest lecture on “Green Synthesis and its Principles” at Maris Stella College on 23<sup>rd</sup> November,2010.
- Dr.M.David Raju presented a paper in UGC sponsored National seminar in the “Applications of Nano Technology in producing Solar Energy ” on 5<sup>th</sup> - 6<sup>th</sup> January, 2010 at Andhra Loyola College, Vijayawada.
- Dr.M.David Raju participated in the national workshop on “The Environmental Impacts of Chemical Industries and Mitigation Measures” Department of Chemistry, Hindu College, on 29<sup>th</sup> January, 2010.
- Dr.M.David Raju participated in a national seminar on “Recent advances in chemical Biology” on 27<sup>th</sup> February, 2010 sponsored by Vignan School of P.G.Studies, Guntur.
- Dr.M.David Raju participated in a national seminar on “Nano Materials in Engineering Chemistry” on 13<sup>th</sup> September, 2010 sponsored by V.R.Siddhartha Engineering College, Vijayawada.

- Dr.M.David Raju presented a paper in two day UGC & APPCB sponsored national seminar on “Effect of Pollution on climatic changes” on 29<sup>th</sup> & 30<sup>th</sup> September, 2010 by Sri V.Ramakrishna Memorial College, Nagaram, Guntur.
- Dr.M.David Raju presented a paper in XXIX Annual conference of Indian Council of Chemists on 19<sup>th</sup>-21<sup>st</sup> December, 2010 at department of chemistry, Punjab University, Chandigarh.
- Mr.T.N.V.S.S.Satya Dev participated in a national seminar on “Nano Materials in Engineering Chemistry” on 13<sup>th</sup> September, 2010 sponsored by V.R.Siddhartha Engineering College, Vijayawada.
- Dr. P.T.S.R.K.Prasad Rao presented a paper in the UGC sponsored National seminar on “Environmental Pollutants & the periodical methods for their controls held at Dharma Appa Rao College on 8<sup>th</sup> and 9<sup>th</sup> Febuary,2010.
- Dr.P.T.S.R.K.Prasada Rao participated in a national seminar on “Nano Materials in Engineering Chemistry” on 13<sup>th</sup> September, 2010 sponsored by V.R.Siddhartha Engineering College, Vijayawada.
- Dr.P.T.S.R.K.Prasada Rao delivered a invited lecture in two day UGC & APPCB sponsored national seminar on “Effect of Pollution on climatic changes” on 29<sup>th</sup> & 30<sup>th</sup> September, 2010 by Sri V.Ramakrishna Memorial College, Nagaram, Guntur.
- Dr.P.T.S.R.K.Prasada Rao presented a paper in the 47<sup>th</sup> Annual convention of chemists 2010 & International conference on Recent Research Advances in chemical sciences held at Pt.Ravi Shankar, Shukla University, Raipur, Chattisgarh, between 23<sup>rd</sup> to 27<sup>th</sup> December, 2010.
- Dr.P.T.S.R.K.Prasada Rao presented a Research paper in 98<sup>th</sup> Indian Science Congress held at SRM University, Chennai on 3<sup>rd</sup> to 7<sup>th</sup>, January,2011.
- Dr.P.T.S.R.K.Prasada Rao Presented a paper in National Seminar on “Recent Trends in Pharmaceutical Chemistry“ organized by Krishna University & APSHE, AP. Pollution Control Board on 30<sup>th</sup> & 31<sup>st</sup> ,January,2011.
- Mr.V.Sree ram participated in a national seminar on “Nano Materials in Engineering Chemistry” on 13<sup>th</sup> September, 2010 sponsored by V.R.Siddhartha Engineering College, Vijayawada.
- Mr.V.Sree Ram participated in two day UGC & APPCB sponsored national seminar on “Effect of Pollution on climatic changes” on 29<sup>th</sup> & 30<sup>th</sup> September, 2010 by Sri V.Ramakrishna Memorial College, Nagaram, Guntur.
- Mr.V.Sree Ram Presented a paper in National Seminar on “Recent Trends in Pharmaceutical Chemistry” organized by Krishna University & APSHE, AP. Pollution Control Board on 30<sup>th</sup> & 31<sup>st</sup>, January, 2011.

#### **DEPARTMENT OF ENGLISH:**

- **Mrs.G.Srilatha, Sr.Candy** participated and presented paper in an International Seminar organized by ANU on 17<sup>th</sup> December 2010.
- **T.Jaya Lakshmi**, participated and presented a paper on “Best Practices in Higher Educational Institutions with special reference to Teaching-Learning and Evaluation” UGC Sponsored Seminar organized by the Internal Quality Assurance Cell (IQAC). Sir C.R.Reddy Autonomous College, Eluru, on 30<sup>th</sup> January 2010.
- **T.Jaya Lakshmi**, participated and presented a paper on “Methods Materials and Techniques of Teaching English Language” on 24<sup>th</sup> & 25<sup>th</sup> June 2010. UGC Sponsored Seminar organized at JKC College, Guntur.

- **Mrs.G.Srilatha, K.Santha Kumari** participated and presented paper in All India Teachers Conference at JKC, Guntur, 10<sup>th</sup> January 2011.
- **T.Jaya Lakshmi**, participated and presented a paper on “Communication Skills and English Literature” on 25<sup>th</sup> February 2011. UGC Sponsored Seminar organized at DNR College, Bhimavaram.
- **Mrs.G.Srilatha, K.Santha Kumari, Sr.Candy** participated and presented paper in a National Conference organized by Krishna University on “English for Specific Purpose” on 4<sup>th</sup> February 2011.
- **Mrs.G.Srilatha, K.Santha Kumari**, participated and presented paper in a National Conference on contemporary poetry organized by P.U., Tirupathi on 27<sup>th</sup> & 28<sup>th</sup> June 2011.
- Mrs.G.Srilatha participated in a three week contact cum exam programme at EFLU, Hyderabad from 21<sup>st</sup> June to 18<sup>th</sup> July 2011 as part of PGCTE.
- Mrs. G.Srilatha participated in the two day national conference on Contemporary poetry organized by Sri Padmavathi Mahila University, Tirupati, on 28<sup>th</sup> and 29<sup>th</sup> June and presented a paper on ‘Jack Davis aboriginal poetry’.
- **Ms.K.Santha Kumari** participated in the two day national conference on Contemporary poetry organized by Sri Padmavathi Mahila University, Tirupati, on 28<sup>th</sup> and 29<sup>th</sup> and presented a paper on “Critical perspectives on Margaret Atwood poems with reference to Variations on the word love and variations on the word sleep”.
- **Mrs.G.Srilatha** participated in a national conference on Innovative Techniques towards Quality Enhancement in Higher Education: The Role of Scholars sponsored by NACC, organized by Maris Stella College, Vijayawada and presented a paper on “Innovation in Evaluation” on 29<sup>th</sup> and 30<sup>th</sup> of July.
- **Sr.Candy D Cunha** got her article published in International Journal of Contemporary Research titled Existential Dilemma in Diasporic Writings of Chitra Benerjee Divakaaruni.
- **Mrs.G.Srilatha** participated in a UGC sponsored National Seminar on Green Perceptions: Ecology and Texts organized by St. Pauls College, Kalamassery, Kerala on 15<sup>th</sup> and 16<sup>th</sup> September 2011.

#### **DEPARTMENT OF COMPUTER SCIENCE:**

- G.Siva Nageswara Rao participated in the **45<sup>th</sup> National Convention of Computer Society of India** organized at Mumbai during November 25, 2010- November 27, 2010.
- Mohammad Siraz and Kollipara Abhishek have attended the **Faculty enablement programme in Business Intelligence and Data Engineering** conducted by Infosys at V.R.Siddhartha College, Kanuru during 9<sup>th</sup> – 13<sup>th</sup> June, 2011.

#### **DEPARTMENT OF COMMERCE & BUSINESS ADMINISTRATION:**

1. **Prof.Murali Krishna** of JNTU, Kakinada has addressed our students regarding **How to Lead their Future** on 23-09-2010. This programme was organized in association with Rotary Club of Vijayawada, Midtown.
2. **Mr.Ram Mohan Reddy**, Business Development Executive of **Loreal India** who is an alumnus of our Department has addressed MBA Students on **Sales & Distribution Methods** adopted by FMCG Companies on 06-10-2010.

3. **Mr.Sekhar Kammula**, a noted Film Director visited our campus in search of new talent for his latest movie “**Life is Beautiful**” on 06-10-2010 and shared his experiences with students.
4. **Dr.L.S.Ganesh**, Professor, IIT-Chennai has delivered Invited Talk on “**Professionalism, Excellence and Learning in relation with Dharma**” as a part of MBA Orientation Programme on 08-10-2010.
5. **Mr.Ravi Kanth** of **APEX Institute** of English has delivered a lecture on “**Communication Skills**” on 22-10-2010 to MBA 1<sup>st</sup> year students.
6. **Shri M.Nageswara Rao**, General Manager (Finance), Kusalava International Pvt. Ltd., delivered talk on **Skills Development Methods** on 30-10-2010.
7. **Shri A.Gopala Krishna**, Consultant, Hyderabad, is the Key Resource Person in a workshop on “**Are you sure you have a Strategy - a case based approach**” organized on 08-11-2010.
8. **Mr.G.Narayana**, Safety Engineer on Fire and Safety has given a demo on **Prevention of Fire in Industries and Domestic Areas** on 09-11-2010. Students learned the Fire Fighting Methods and impressed with the demo.
9. **Shri T.Rama Rao**, General Manager, **Stovekraft** addressed MBA students on the occasion of **Freshers Day** and given several practical insights about Marketing on 10-11-2010.
10. **Ms.Joycee Dimple** has delivered a talk on “**Career Planning and Interview Skills**” on 13-11-2010.
11. **Shri K.Purna Chandra Rao**, Senior Director, **Capital IQ**, Group Company of **Standard and Poor** has delivered a lecture on “**Career Opportunities in Finance**” on 15-11-2010.
12. **Mr.Rajnish C Popat, Chairman** and **Mr.R.Chandra Sekhar Executive Officer** of **The Institute of Company Secretaries of India, Hyderabad Chapter** addressed the students regarding the importance of **Company Secretaries Course** and the prospectus of pursuing it on 21-12-2010.
13. National Seminar on ‘**Trends in Human Capital Management – The Emerging Talent Management Imperative**’ on 8-01-2011. **Prof.M.K.Durga Prasad**, Vice-Chancellor, Krishna University has inaugurated the seminar. **Dr.L.Prakash Sai**, Professor, IIT Chennai, **Prof.N.V.R.Jyothi Kumar**, Mizoram University, Aizawl, **Dr.Shaik Ibrahim Khalilulla**, Director & Principal Consultant, ABIA Consultancy, Dubai, **Mr. MVSN Murthy**, Chief Manager (HR), HAL, Hyderabad, **Prof.G.Singaiah**, North Eastern Hill University, Shillong, **Mr.Satish Kadiyala**, Director – HR, Capital IQ, **Ms.Jatinder Pal Kaur**, Manager (HR), HAL, Hyderabad, **Sri K.Satyanarayana**, President Emeritus, National HRD Network, Hyderabad Chapter were the resource persons.
14. **Col.P.V.Mohan** has delivered lecture on ‘**Opportunities in Indian Army**’ on 14-2-2011.
15. The Students of Commerce & Business Administration have attended **Business Line Club Inaugural Function** at PVP Siddhartha Institute of Technology, Kanuru on 22-2-2011. **Mr.Anurag**, DRM, SC Railway and **Mr.S.Rama Krishna**, Circle Chief Operation & Officer, Tata Tele Services Ltd., were the resources persons.
16. **Shri T.P.Rama Chandra Rao**, a successful Entrepreneur from Vijayawada has delivered a talk on 17-02-2011 **Challenges of Managing Small & Medium Enterprises**.
17. **Kurukshetra – 2011**, a State Level Management Student Meet witnessed active participation by 700 students from 50 colleges of Andhra Pradesh. To bring out the talents among young ones, we conducted Stock Market Simulation Game, Business

- Quiz, Young Manager, and Market Maker competitions and Cultural Events on the occasion organized on 23-02-2011.
18. **Ms.S.Kavitha** Business Development Manager, Everonn Education Limited has delivered lecture on **Career Opportunities** for MBA students on 26-02-2011
  19. **Dr.V.S.R.Krishnaiah**, Senior Technical Director, Government of India, Ministry of Communications & Information Technology, National Informatics Centre gave a lecture on **Building Knowledge Organization** to MBA students on 01-03-2011.
  20. Business Line Club has organized Interactive session on **Analysis of Union Budget 2011** on 09-03-2011. **Mr. K. Chandrasekaran**, Regional General Manager, THE HINDU, Vijayawada, **Mr S. Venkateswarulu**, Secretary, Siddartha Academy, **Dr. Rajesh Jampala**, Professor & HOD, Dept Business of Administration, P.B. Siddartha College of Arts and Science, **Mr Y.V. Krishna Mohan**, Chairman, Confederation of Indian Industry, Vijayawada Zone, **Mr. CA P. Subbarayudu**, Chairman Vijayawada Branch of Southern India Regional Council of Institute of Chartered Accountants of India, **Mr. Mani Sharma Avva**, Managing Director, Agri Gold Exims Limited, **Mr N. Parthasarathy**, Vice President and Circle Business Manager – Business Banking – Axis Bank, **Dr K. Krishnamurthy**, Director, PG Centre, P.B. Siddartha College of Arts and Science were the resource persons
  21. **Convergence – 2011**, a Commerce Student Meet organized on 12-03-2011.
  22. MBA Previous Students went for short Industrial Visit on 17-03-2011 – The Hindu.
  23. Faculty of Commerce & Business Administration, MBA, M.Com students went to Amma Vodi and donated things on 27-3-2011.
  24. Business Line Club has organized Interactive session on **Wealth Management** on 23-04-2011. **Mr. Raja Rao**, **Mr.Rama Krishna**, **Dr. Rajesh Jampala**, Professor & HOD, Dept Business of Administration, P.B. Siddartha College of Arts and Science,

Money, quite often, is mistaken for wealth. A uniform trend is witnessed across the world, where people are keen on making money rather than creating wealth. “There is a clear distinction between the two,” said Efftronics Systems Pvt. Ltd. managing director D. Ramakrishna while delivering a guest lecture on ‘Wealth Creation’ as part of *The Hindu Business Line* Club activity, in association with Tata Photon, for MBA students of P.B. Siddhartha College of Arts and Science on Saturday. He said that the quest to make money tantamount to “robbing others to fill your own pocket.” “Unlike the present generation, our forefathers believed in creation of wealth. Germany stands out in wealth creation, more than the U.S., which is much bigger in size than the former. Germans invest on development of assets and their development plans are phenomenal,” he observed.

### **Investment tips**

Doling out tips on investment, he said: “Start investing in yourself, focus on your health, and groom yourself by enhancing your knowledge base, your capabilities, skills, and attitude.” Finding fault with the “skewed” Indian education system, he regretted that “we are interested only in shortcuts. Education must teach us best practices, but students don’t seem to be interested in accumulating knowledge.” He said to be a successful businessman one must be innovative and productive. “Quality, cost, and time are the key factors for successful business,” he emphasised and said that “information, capacity to predict things, and their effective implementation” were other catchphrases. All sections of society had access to information, thanks to the internet, he added. “Put your knowledge to the best use and equip your manpower with adequate skills,” he advised and lamented what he called “poor understanding” of the term ‘skills’ in India.

## Green tech

Speaking about ‘Green Technology’, he described about the dynamics of future cars and expected it to undergo a sea-change. “Automobile industry and Nano technology will witness radical changes,” he predicted. Rajesh C. Jampala, Head of the Department of Business Administration in P.B. Siddhartha College, V.V. Raja Rao, and Regional Manager (Circulation), *The Hindu*, Vijayawada, were present.

25. Cholamandalam Campus Placements for MBA Final Students on 25-04-2011.
26. Shri Ram group Placements for MBA Final Students on 27-04-2011.
27. Dice Consultant Mr.Rakesh on 4-5-2011
28. Campus Placements-KOTAT SECURITIES on 27-05-11
29. Capital IQ placements during 26 June, 2011
30. Invited Talk on "**What's next after MBA? Career Progression in IT Services Industry**" by **Sri.V.Srinivasa Rao, Vice-President & Global Head - Oracle Practice at Mahindra Satyam** on **01-08-2011**.
31. Organized Invited Talk on "**Behavioural Competency Model of Hindustan Aeronautics Limited**" by **Sri MVSN Murthy, Chief Manager, HAL, Hyderabad** on **02-08-2011**.
32. Mr.Gangadhar, Soft skill Trainer delivered a Lecture on **Effective Career Tips** on 10-8-2011.
33. Organized Invited Talk on "**What Industry looks from a Management Graduate**" by **Mr.K.J.A.Swarup, Dy.General Manager (Human Resources), ITC Limited, Paperboards & Speciliatiy Papers Division** on **10-08-2011**.
34. A guest lecture on "**Impact of Global Financial Crisis on Emerging Markets**" by **Rakesh Kotti, Financial Market Expert from Pune** on 16-08-2011.
35. Mr.Prasanna Kumar our alumni presently working in Kusalava International has delivered Guest Lecture on **How to Read Stock Market Movements** on 18-08-2011.
36. Guest Lecture on "**Success for Body Language**" by **Mr.Raman Khandelwal**, was organized on **19-08-2011**.
37. A Guest lecture on "**Opportunities for Youth in Growing India**" by **Mr.N.Parthasarathy, Axis Bank, Vice-President & Circle Business Manager – Business Banking** on 24-08-2011 was organized by Business Line Club in association with P.B.Siddhartha Degree College.
38. **Mr.M.S.Rao, Manager – South India, Mr.Saladi Raja Rao, Officer, Market Development of Business Standard** have addressed the students on the importance of current knowledge in Financial Markets on 24-08-2011.
39. Planning session held for organizing MBA Induction program for the 2011-2012 on 27-8-2011
40. Work shop on "**Micro Analysis of Financial Statements**" by **Mr.Somisetty Chandrasekar, Corporate Trainer** was organized on 7<sup>th</sup> September, 2011.
41. Godfrey Philips India has conducted Campus placements for MBA students on 12-09-2011. Mr.G.Satish Kumar, HR Head visited the college in this regard.
42. Induction program to the MBA (P) students was organized during 12 – 15 September 2011. **Mr.M.Narayana Prasad, Chairman, Narayana Prasad Electrical Works Limited** has delivered lecture on **Entrepreneurial Spirit** on 14-9-2011.
43. Mr.M.V.Narasimham, Sales Manager, The Hindu delivered a talk on **How to Read a Business Daily?** on 14-09-2011.

44. **Mr.Siva Ram Prasad**, Softskill trainer from SRM Infotech has delivered a lecture on **Interview Skills and Group Discussion** on 20-09-2011. This program was organized in association with Rotary Club of Vijayawada, Sree Durga.
45. **Dr. Ayodhya**, a noted **Psychiatrist** has delivered a lecture on **Stress Management** on 20-09-2011. This program has been organized in association with Rotary Club of Vijayawada Midtown.
46. A Guest Lecture on – **Role of Social Movements in Public Policy** was organized on 21-09-2011. Sri D.Madhusudhana Rao noted social entrepreneur was the Resource Person.
47. Mr.Bhushan, Marketing Manager & Mr.Rakshan, Sales Manager of ING Vysya have addressed MBA students about the **Career Opportunities in Insurance Sector** on 27-09-2011.
48. **'Market Makers'** Competition for MBA students was organized on 29-09-2011 in association with Rotary Club of Vijayawada, Sree Durga.

### Dr.Rajesh C. Jampala

#### **Resource person:**

1. **Resource person** in National Seminar on Branding organized by Department of Business Administration, **Montessori Mahila Kalasala, Vijayawada on 27<sup>th</sup> November, 2010.**
2. **Given guest lecture on "Organizational Dynamics"** at **NTTPS, Vijayawada**, and Organized by Central Board for Workers Education, on 24<sup>th</sup> November, 2010.
3. **Participated in Round Table on Industrial Opportunities in Krishna District** Organized by Confederation of Indian Industry, on 19<sup>th</sup> November, 2010
4. Acted as **Resource person** for **technical session on 'Financial Services'** at two day national seminar on The Role of Service Sector Enhancing "Quality & Image" At Indian Market" Organized by Department of Commerce, **Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada, during 13<sup>th</sup> -14<sup>th</sup> September, 2010.**
5. Acted as **Chairman** for a technical session on **'Infrastructure Finance'** at 3 day **"International Conference on Infrastructure Finance"** organized by **Vinod Gupta School of Management, RCG School of Infrastructure and Design, and Indian Institute of Technology, Kharagpur** during 3-5, May, 2010

#### **Papers Presented in International Seminars / International Conferences:**

1. Presented a paper titled **"Regulatory Issues in Micro Finance Sector – A Case study of Andhra Pradesh"** in **"4<sup>th</sup> International Conference on Micro Finance (ICOMFI-2011)"** organized by **Department of Commerce, School of Management, Pondicherry University, Pondicherry** during 27 – 29, January 2011.
2. Presented a paper titled **"A study on Global Derivative Markets - post economic crisis"** in **International Conference on Financial Derivatives** organized by Department of Commerce, Pondicherry University, Pondicherry, during 17-19, December, 2010.
3. Presented a paper titled **"Relevance of PPPs in Indian Infrastructure Sector"** in **"International Conference on Infrastructure Finance"** organized by **Vinod Gupta School of Management, RCG School of Infrastructure and Design, and Indian Institute of Technology, Kharagpur** during 3-5, May, 2010

## **Papers Presented in National Seminars / National Conferences:**

1. Presented a paper titled **“A Study on the Extent of Financial Exclusion in Indian Forming Community”** in National Conference on **“Strategic Measures for Inclusive Growth”** organized by Department of Management Studies, Adikavi Nannaya University, Rajahmundry, Andhra Pradesh during 3-4 March, 2010.
2. Presented a paper titled **“Opportunities for new Entrepreneurial Ventures in India”** in **“ICSSR Sponsored National Seminar on Building up a Prosperous India Thriving on Entrepreneurial Sprit ”** organized by Department of Business Administration, P.V.P. Siddhartha Institute of Technology, Kanuru, Vijayawada on 8<sup>th</sup> October, 2010.

### **Mr.B.Jaya Prakash**

1. Participated in a National Seminar – **The Role of Services Sector Enhancing ‘Quality and Image’ at Indian Market**, organized by the Department of Commerce, Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada sponsored by APSCHE and presented a paper titled **Potential Growth of Tourism in India** during September 13 - 14, 2010.
2. Participated in a National Seminar on **Special Economic Zones** organized by Five Year Integrated MBA in International Business Department, Acharya Nagarjuna University and presented a paper titled **Historical Perspectives and Potentials of Special Economic Zones in India** on 26<sup>th</sup> September, 2010.
3. Participated in a National Seminar on Building up prosperous India: Thriving on Entrepreneurial Spirit organized by the Department of Business Administration, Prasad V. Potluri Siddhartha Institute of Technology sponsored by **ICSSR** and presented a paper titled **Need for Entrepreneurial Education in Changing Scenario in India** on 8<sup>th</sup> October, 2010.
4. Participated in a National Seminar on Branding – Most Powerful Weapon for Corporate Success organized by the Department of Business Administration Montessori Mahila Kalasala, Vijayawada and presented a paper titled **Branding in Tourism and Hospitality Services in India** 27<sup>th</sup> November, 2010.
  1. Attended **UGC Sponsored National Workshop on Research Methodology** at K.B.N.College, Vijayawada during 25<sup>th</sup> – 26<sup>th</sup> July, 2011.
  2. Attended a National Seminar on **“Performance of Microfinance Sector in India”** presented a paper titled **“A Social Performance of Micro Finance Institutions in India”** organized by Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada during 11<sup>th</sup> – 12<sup>th</sup> July, 2011.
5. An International Conference on **“Competency Building Strategies in Business and Technology”** for sustainable development organized by Sri Sai Ram Institute of Management Studies, Chennai. Attended and presented two papers titled **1. Untapped Potential of Medical Tourism Market in India. 2. Human Capital Management enhancing the best HRM Practices in Global Corporate World** during 22<sup>nd</sup> – 23<sup>rd</sup> September, 2011.

### **Mr.S.B.Rajendra Prasad**

#### ***FDP***

1. Participated in **Faculty Development Programme** organized by IIM, Kozhicode on **Econometrics for Management Research** during November 29 – December -03, 2010 with his own financial assistance.

### ***International Seminars:***

1. Participated in an **International Conference on Infrastructure Finance (ICIF-2010)** organized by IIT, Kharagpur and presented a paper titled **A Study on Performance of FDI in Telecom Sector in India** during June 03-05, 2010.
2. Participated in International HR Conclave on **Four E's of HR** organized by Mahatma Gandhi College, Guntur and co-authored a paper titled **Study of Reward System with Reference to Indian Companies** during October 29 - 31, 2010.

### ***National Seminars:***

1. Participated in a National Seminar on **Building up a Prosperous India – Thriving on Entrepreneurial Spirit** on 8<sup>th</sup> October, 2010 and presented a paper titled **Performance of Indian MSMEs** sponsored by ICSSR organized by Prasad V. Potluri Siddhartha Institute of Technology, Kanuru.
2. Attended **UGC Sponsored National Workshop on Research Methodology** at K.B.N.College, Vijayawada during 25<sup>th</sup> – 26<sup>th</sup> July, 2011.

### **Mr.R.Srinivas Rao**

1. Participated in a National Seminar – **Special Economic Zones in India** and presented a paper titled **Special Economic Zones in India Prospectus and Problems** organized by the Acharya Nagarjuna University on 26<sup>th</sup> September, 2010.
2. Participated in a National Seminar – **The Role of Services Sector Enhancing ‘Quality and Image’ at Indian Market**, organized by the Department of Commerce, Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada sponsored by APSCHE and presented a paper titled **Growth of Hospitality Industry in India – Issues and perceptives** during September 13 - 14, 2010.
3. Participated in a National Seminar on **Building up prosperous India: Thriving on Entrepreneurial Spirit** organized by the Department of Business Administration, Prasad V. Potluri Siddhartha Institute of Technology sponsored by **ICSSR** and presented a paper titled **Will Today's Education Leads to Entrepreneurship?** on 8<sup>th</sup> October, 2010. Attended a seminar on **“Personality and Professionalism in Teaching”** organized by YVRSCE, Vijayawada during 28<sup>th</sup> – 29<sup>th</sup> July, 2011.
4. Attended Chennupati Seshagiri Rao Memorial lecture by **‘Padma Bhushan’ Dr.P.M.Bhargav** at Vedika Function Hall on 19-07-2011.
5. Attended a seminar on **“Personality and Professionalism in Teaching”** organized by YVRSCE, Vijayawada during 28<sup>th</sup> – 29<sup>th</sup> July, 2011.
6. Attended Chennupati Seshagiri Rao Memorial lecture by **‘Padma Bhushan’ Dr.P.M.Bhargav** at Vedika Function Hall on 19-07-2011.

### **Mr.Md.S.Rahaman**

1. Participated in a National Seminar – **The Role of Services Sector Enhancing ‘Quality and Image’ at Indian Market**, organized by the Department of Commerce, Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada sponsored by APSCHE and presented a paper titled **Potential Growth of Tourism in India** during September 13 - 14, 2010.
2. Participated in a National Seminar on **Special Economic Zones** organized by Five Year Integrated MBA in International Business Department, Acharya Nagarjuna University and presented a paper titled **Historical Perspectives and Potentials of Special Economic Zones in India** on 26<sup>th</sup> September, 2010.
3. Participated in a National Seminar on **Building up prosperous India: Thriving on Entrepreneurial Spirit** organized by the Department of Business Administration, Prasad V. Potluri Siddhartha Institute of Technology sponsored by **ICSSR** and presented

a paper titled **Need for Entrepreneurial Education in Changing Scenario in India** on 8<sup>th</sup> October, 2010.

4. Participated in a National Seminar on Branding – Most Powerful Weapon for Corporate Success organized by the Department of Business Administration Montessori Mahila Kalasala, Vijayawada and presented a paper titled **Branding in Tourism and Hospitality Services in India** 27<sup>th</sup> November, 2010.
5. Attended **UGC Sponsored National Workshop on Research Methodology** at K.B.N.College, Vijayawada during 25<sup>th</sup> – 26<sup>th</sup> July, 2011.
6. Attended a National Seminar on “**Performance of Microfinance Sector in India**” presented a paper titled “**A Social Performance of Micro Finance Institutions in India**” organized by Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada during 11<sup>th</sup> – 12<sup>th</sup> July, 2011.
7. An International Conference on “**Competency Building Strategies in Business and Technology**” for sustainable development organized by Sri Sai Ram Institute of Management Studies, Chennai. Attended and presented two papers titled **1. Untapped Potential of Medical Tourism Market in India. 2. Human Capital Management enhancing the best HRM Practices in Global Corporate World** during 22<sup>nd</sup> – 23<sup>rd</sup> September, 2011.

### **Mr.J.Durga Prasad**

#### ***International Seminars:***

- 1 Participated in an **International Conference on Infrastructure Finance (ICIF-2010)** organized by IIT, Kharagpur and presented a paper titled **A Study on Performance of FDI in Telecom Sector in India** during June 03 - 05, 2010.
- 2 Participated in International HR Conclave on **Four E’s of HR** organized by Mahatma Gandhi College, Guntur and presented a paper titled **Study of Reward System with Reference to Indian Companies** during October 29 - 31, 2010.

#### ***National Seminars:***

1. Participated in a National Seminar – **The Role of Services Sector Enhancing ‘Quality and Image’ at Indian Market**, organized by the Department of Commerce, Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada. sponsored by APSCHE and presented a paper titled **Media and its Impact on Young Minds in India - The Role of Education** during September 13 - 14, 2010
  2. Participated in a National Seminar on **Building up a Prosperous India – Thriving on Entrepreneurial Spirit** on 8<sup>th</sup> October, 2010 and presented a paper titled **Performance of Indian MSMES** sponsored by ICSSR organized by Prasad V. Potluri Siddhartha Institute of Technology, Kanuru.
  3. Participated in a National Seminar on **Branding: Most Powerful Weapon for Corporate Success** on 27<sup>th</sup> November, 2010 and presented a paper titled **Branding in Rural India** organized by Montessori Mahila Kalasala, Vijayawada.
  4. Participated a National Seminar on “**Performance of Microfinance Sector in India**” presented a paper titled “**Micro Finance in India**” organized by Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada during 11<sup>th</sup> – 12<sup>th</sup> July, 2011.
1. Attended **UGC Sponsored National Workshop on Research Methodology** at K.B.N.College, Vijayawada during 25<sup>th</sup> – 26<sup>th</sup> July, 2011.

### **Mr.Y.Chakradhar**

1. Participated in a National Seminar on **The Role of Service Sector Enhancement “Quality and Image” at Indian Market** during September 13 – 14, September, 2010 and presented a paper titled **Media and its Impact on Young Minds in India - The**

- Role of Education** organized by Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada.
2. Participated in a National Seminar on **Building up a Prosperous India – Thriving on Entrepreneurial Spirit** on 8<sup>th</sup> October, 2010 and presented a paper titled **Entrepreneurship – Education** sponsored by ICSSR organized by Prasad V. Potluri Siddhartha Institute of Technology, Kanuru.
  3. Participated in a National Seminar on **Branding: Most Powerful Weapon for Corporate Success** on 27<sup>th</sup> November, 2010 and presented a paper titled **Branding in Rural India** organized by Montessori Mahila Kalasala, Vijayawada.
  4. Participated in National Seminar on **“Performance of Microfinance Sector in India”** presented a paper titled **“Micro Finance in India”** organized by Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada during 11<sup>th</sup> – 12<sup>th</sup> July, 2011.
  5. An International Conference on **“Competency Building Strategies in Business and Technology”** for sustainable development organized by Sri Sai Ram Institute of Management Studies, Chennai. Attended and presented a paper titled **“The Changing Face of Human Resource Management in Global Scenario”** during 22<sup>nd</sup> – 23<sup>rd</sup> September, 2011.

### Mrs.G.Madhu Sri

1. Participated in a National Seminar on **Building up prosperous India: Thriving on Entrepreneurial Spirit** organized by the Department of Business Administration, Prasad V. Potluri Siddhartha Institute of Technology sponsored by **ICSSR** and presented a paper titled **Will Today’s Education Leads to Entrepreneurship?** on 8<sup>th</sup> October, 2010. Participated in a International Seminar on **Micro Finance** organized by the Department of Commerce, School of Management, Pondicherry University, Puducherry and presented a paper titled **The Role of Micro Finance in Socio Economic Development - An Empirical Study with Special Reference to Krishna District, Andhra Pradesh** during January 27 - 29, 2011.

### UG

- Some of our Heads of the departments are members of Boards of Studies of other autonomous colleges.
- **Dr.A .Srinivasa Rao**, HOD, Telugu participated in a seminar and presented a paper on ‘Vurla Perlu – Chaaritraka Nepadhyam’ at A N R College, Gudivada.
- **Dr.A .Srinivasa Rao**, HOD, Telugu presented a paper ‘Amukta Maalyada – Jana Jeevanam’ in ‘Sri Krishnadevaraya Pattabhisheka Pancha Sata Jayanthi’ in association with Andhra Pradesh Cultural Association.
- **Sri V. Babu Rao**, HOD, Zoology presented a paper entitle ‘Biotechnology in Animal Agriculture’ in the National Seminar organized by VSR & NVR College, Tenali on ‘Biotechnology in the Conservation of Environment’.
- **Sri V. Babu Rao**, HOD, Zoology delivered a guest lecture on ‘Immunoglobulins’ organized by the Department of Zoology, Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada.
- **Sri G. Chakravarthy**, Lecturer in Statistics has attended a National Seminar at Coimbatore and presented a paper on ‘X-Chart using ANOM approach’ on 21-23 December, 2010.
- **Sri M. Ramesh**, HOD, Economics gave a guest lecture on ‘Oligapoly Market conditions in India’ in JKC College, Guntur on 24-12-2010.

- **Mr.D. Rajesh**, Lecturer in English presented a paper 'Teaching English as a second / foreign language' at the International seminar on 'Applied Linguistics' held at Acharya Nagarjuna University from 15<sup>th</sup> December 2010 to 18<sup>th</sup> December 2010.
- **Dr.A. Srinivasa Rao**, HOD, Telugu participated in a national seminar 'Gandhi Margam – Vartamaanam – Bhavishyat' and presented a paper "Tummala Sitarama Murthy Gandhiji – Srujana" organized by Visakhi Cultural Association in association with HouseLand from 28-1-2011 to 30-1-2011.
- **Smt.R. Deepa**, Lecturer in English presented a paper 'The Role of English in Business' at the National seminar on 'English for specific purposes' held at our college organized by Krishna University, Machilipatnam on 4<sup>th</sup> & 5<sup>th</sup> February 2011.
- **Mr.D. Rajesh**, Lecturer in English presented a paper 'Art of Business letter writing in ESP' at the National seminar on 'English for Specific purpose' held at our college organized by Krishna University, Machilipatnam on 4<sup>th</sup> & 5<sup>th</sup> February 2011.
- **Sri K. Manmadha Rao**, Lecturer in Telugu attended a National seminar on "Taratarala Taragani Telugu Haasyam" and presented a paper titled "Padyamlo Haasyam" organized by S.D.M. Siddhartha Mahila Kalasala, Vijayawada on 17-02-2011.
- **Dr. Y. Purnachandra Rao**, Lecturer in Telugu attended a National seminar on "Taratarala Taragani Telugu Haasyam" and presented a paper titled "Sri Kallakuri Vara Vikrayam – Haasyarasa Poshana" organized by S.D.M. Siddhartha Mahila Kalasala, Vijayawada on 17-02-2011.
- **Sri Maruthi Rao**, HOD, Hindi attended a National seminar on "Taratarala Taragani Telugu, Hindi Haasyam" and presented a paper titled "Kaaka Haatya Rasi ka - Kavya" organized by S.D.M. Siddhartha Mahila Kalasala, Vijayawada on 17-02-2011.
- **Sri S. Srinivasa Rao**, Department of English presented a paper on 'Dalit Autobiography – A discursive Discourse' in 3-day International conference on 'Diversity in New Literatures' organized by Department of English, Kakatiya University, Warangal.

## 8. TOTAL NUMBER OF SEMINARS / WORKSHOPS CONDUCTED

PG

### DEPARTMENT OF ELECTRONICS & PHYSICS:

- A guest lecture on "**Micro Controllers**" conducted on 14<sup>th</sup> August 2010 Sri.Y.Rama Krishna, Assistant Professor, KITE, Shabad, Hyderabad.
- The Department of Electronics conducted a guest lecture on "**VLSI**" by Sri. P.J. Chandra Bose, Director, Yagnamayya Institute, Chennai on 18<sup>th</sup> August 2010.
- The Department of Electronics and Physics organized a Seminar on "**Energy Concepts and its Applications**" on 25<sup>th</sup> Sep. 2010. Dr. N.K.Nagabhushana Raju, Dept. ofUSIC, SKDU, Anantapur and Sri. N. Ram Mohan, NEDCAP, Hyderabad were the resource persons for the seminar.
- The Department of Electronics & Physics conducted a guest lectures on "**RFMEMS**" by Prof.T.Radha Krishna, Emeritus Professor, JNTU, Hyderabad and Semi Conductor Applications in the Computer Memories" by Sri. P.J. Chandra Bose, Director, Yagnamayya Institute, Chennai on 16<sup>th</sup> Feb 2011.
- The Department of Physics conducted a guest lecture on "**Awareness of Ham Radio**" by Sri. A. Ramesh Babu, Chief Co-Ordinator, Academy of Ham Radio, Vijayawada on 27<sup>th</sup> August 2010.
- The Physics Association conducted a one day seminar on "**Advanced Materials and its Applications**" on 23<sup>rd</sup> January 2010. **Prof.A.R.C. Reddy** – NIT Warangal,

**Prof.D.L.Sastry** – A.U. Waltair and **Prof.Durga P Ojha**, - AL.I.E.T., Vijayawada were the resource persons for the seminar.

- The Department of Physics organized a Guest Lecture on “**Strange World of Quantum Mechanics & Quantum Dots**” by Prof. T.Radha Krishna, Dept. of Physics, JNTU, Hyderabad on **20<sup>th</sup> February 2010**.

#### **DEPARTMENT OF MATHEMATICS:**

- The Department organized a Seminar on “Solutions and Polynomial Equations in Matrices” on 9<sup>th</sup> August 2010. Prof.Venkata Rao Potluri, Department of Mathematics, Reed College, Oregon, USA was the resource person.
- The Department organized a seminar on “Complex Variables and its Applications “on 27<sup>th</sup> February 2010. Prof. Ch.V.Ramana Murthy, Lakireddy Balireddy College of Engineering, Mylavaram , was the resource person.

#### **DEPARTMENT OF CHEMISTRY:**

- The **Inaugural Function** of “Chemical Association: **2010-11**” was held on 26-08-2010 and the inaugural address was given by Prof.M.Basaveswara Rao, Professor & Head, Dept. of Pharmaceutical Sciences, Krishna University on “Wonders of Bio-degradable plastics”.
- The **Valedictory Function** of “Chemical Association: **2010-11**” was held on 14-03-2011 and the valedictory address was given by Prof.C.Ram Babu Professor & Head, Dept. of Chemistry, Nuzvid P.G.Centre, A.N.U.

#### **DEPARTMENT OF ENGLISH:**

- **Prof.Mohana Ramanan**, Dean, Central University, Hyderabad delivered 2 Lectures on Transcendentalism and Modern Poetry for final year and previous students on 28<sup>th</sup> August 2010.
- **Mrs.Celia Thompson**, working in American Embassy, Hyderabad, delivered a Lecture on “Emily Dickinson and Whitman on 14<sup>th</sup> September 2010.
- **Prof.V.Rangan**, delivered Guest Lectures on “Criticism and Shakespeare’s Hamlet” on 27<sup>th</sup> December 2010.
- Department of English, P.B.Siddhartha College of Arts & Science, organized a National Seminar on ESP [English for specific purposes, in collaboration with Krishna University, Machilipatnam on 4<sup>th</sup> and 5<sup>th</sup> February 2011 held at Siddhartha Academy, Vijayawada.

#### **DEPARTMENT OF COMPUTER SCIENCE:**

- The Department of Computer Science has organized a national seminar on “**Enterprise Risk Management**” in association with ISACA, Vijayawada Chapter on January 23rd, 2010. Sri Anand Prakash Jangid, Infosys Technologies Limited, Bangalore was the resource person. The faculty members from the Departments of Computer Science, Commerce and Business Administration and Chartered Accountants participated in this workshop.
- The Department of Computer Science has organized a national seminar on “**Emerging Trends in Information Security Management**” in association with Computer Society of India, Vijayawada Chapter, on February 19, 2011. Prof. Kannan Srinathan, IIIT-Hyderabad, Sri R.Siddhartha , RSA Labs , Bengaluru and Prof. K.Raja Sekhar, K.L.University, Vijayawada were the resource persons. MCA and M.Sc.(CS) Students participated in the Seminar.

## DEPARTMENT OF COMMERCE & BUSINESS ADMINISTRATION:

- National Seminar on “**Managing Inclusive Growth in India – A Look into the Socio Economic Perspectives**” on 13<sup>th</sup> March 2010 sponsored by ICSSR, New Delhi.

## UG

With a view of student progress, the college promotes and encourages the seminars, workshops and conferences by inviting eminent resource persons in the respective fields.

- A guest lecture was arranged on ‘NMR Spectroscopy’ by Prof. C. Nageswara Rao, HOD, Chemistry P.G., AG & SG Siddhartha College, Vuyyuru on 25-11-2010 by the Department of Chemistry.
- A guest lecture was arranged on ‘Ramayanamu – Lakshmanudu’ by Prof. Selaka Raghunadha Sarma, Sri Krishna Devaraya University, Anantapur on 23-10-2010 by the department of Telugu.
- Another guest lecture was arranged by the department of Telugu on ‘Adhunika Yuvata – Pathanaabhilasha’ by Dr.K. Siva Reddy, Poet, Retd.Lecturer in English, V.V. College, Hyderabad and Sri Vasireddy Naveen, Novel Writer, Warangal.
- A guest lecture was arranged on “Biodiversity” by Dr. M. Govinda Rao, IFS, Member Secretary, Board of Biodiversity, Tamilnadu by the department of Botany on 20-11-2010.
- A guest lecture was arranged on ‘Trends in Electronics Media’ by Sri Nagasuri Venugopal on 20-11-2010 by the department of Economics.
- Sri M S K Vasudeva Rao of Chennai gave a lecture demonstration on ‘Linkage of Rivers and its benefits to the Country’ on 16-12-2010 by the Department of Economics.
- Dr.N. Usha, Associate Professor and Head of the Department of English, Krishna University, Machilipatnam gave a presentation on the topic “From the grassroots Communication to Global Communication”.
- A guest lecture was conducted by the department of Physics on ‘Optics in Daily Life’ by Dr.G. Sahaya Bhaskaran, Andhra Loyola College, Vijayawada on 19-11-2010.
- A guest lecture was conducted by the department of Physics on ‘Particle Physics and Puzling Universe’ by Dr.Little Flower, Maris Stella College, Vijayawada on 27-11-2010.
- A guest lecture was conducted by the department of Physics on ‘Mechanics of Waves’ by Prof. Yadagiri Reddy, Osmania University, Hyderabad on 02-12-2010.
- Department of Mathematics conducted a guest lecture on “Ring Theory” on 30-11-2010. Prof. R. Srinivasa Rao, Department of Maths, RVR College of Engineering, Guntur was the resource person.
- A guest lecture was arranged by the department of Zoology on 04-12-2010 on by “Muscle Physiology” by Dr.B.N. Rao of Pinnamaneni Siddhartha Institute of Medical Sciences.
- A guest lecture was arranged by the department of Zoology on “The Debunking of Darwinism and Chemical Origin of life” by Dr.Susan Das and Dr.Nitin Das of Sri Chaitanya Matt, Kolkata on 29-01-2011.
- The department of Zoology has organized a seminar on ‘Cancer’ by Dr.N. Subba Rao, MD DM, Medical Oncologist, Anila Cancer Centre, Vijayawada on the eve of the ‘World Cancer Day’ on 04-02-2011.
- The department of English has conducted competitions in Spoken English for the students on 06-12-2010. The English club took active part on this occasion in conducting the competitions in story narration, jokes cracking and poetry rendering.
- The Department of Electronics EASS has conducted ‘Quiz Program’ for I & II year B.Sc. MECS by III B.Sc.MECS.

## RESEARCH & PUBLICATION

### PG

#### Mr.P.Sri Ram

1. Awarded the **Degree of Doctor of Philosophy (Ph.D)** in the Faculty of Commerce, by Osmania University, Hyderabad, on 07<sup>th</sup> February, 2011. He has done his research work under the guidance of Prof. V.Venkaiah, Professor in Management. The title of the research is '**A Study of Corporate Performance and Governance in India (An Assessment of implementation and effectiveness of Selected Corporate Units)**'.

### UG

- 5 research scholars have submitted their M.Phil theses to Acharya Nagarjuna University under the research guidance of **Dr.B. Sitaram**, Reader in Chemistry.
- **Dr.T.V. Reddy**, Reader in Chemistry guiding 2 Ph.D. and 4 M.Phil. scholars.
- A Paper of **Sri K. Manmadha Rao**, Lecturer in Telugu was published in 'Bhakti' Monthly from Kumudam, Madras about 'Bheeshmudu' on May 2010.
- A paper of **Sri K. Manmadha Rao**, Lecturer in Telugu was published in Visalandhra Daily on 28<sup>th</sup> July 2010 about 'Gurram Jashuva Jeevithamu – Kavithamu'.
- A paper titled "New Decision Lines for Comparing Counts using Analysis of Mean Method" of **Sri G. Chakravarthi**, Lecturer in Statistics was published in ANU Journal of Physical Sciences Vol.2 No.1 of June 2010.
- **Sri V. Babu Rao**, Head, Department of Zoology attended a meeting of release of text books by Telugu Akademi. He authored two text books 1. A textbook of Biotechnology 2. A textbook of Microbiology.
- **Sri S. Srinivasa Rao**, Department of English scripted an article 'Ranganayakamma's Balipeetham – A Fourth World Perspective' in the book titled 'Exploring Fourth World Literatures (Tribals, Adivasis, Dalits) Vol.2 edited by Raja Sekhar Patteti published by Prestige Books, New Delhi in 2011.

## 9. RESEARCH PROJECTS

### UG & PG

a) Newly implemented	-	----
b) Completed	-	1

## 10. PATENTS GENERATED, IF ANY

NIL

## 11. NEW COLLABORATIVE RESEARCH PROGRAMMES

### Activity Clubs

- In the light of increasing placements for IT graduates, the department has initiated a programme of **Activity Clubs** to improve soft skills and organizational capability of students. The students of B.C.A. are formed in to several clubs to conduct variety of activities viz. Paper Presentation, Group Discussion, IT Quiz, Seminar etc. Once in a week, each club is supposed to conduct an activity in the presence of other clubs. These clubs will function under the supervision of student coordinators and a teacher advisor.

### **CSA Book Bank launched**

- The students of Computer Science Association (CSA) launched a book bank to support the needy students by contributing their books after completion of course/semester. The book bank will be supervised by a teacher coordinator to monitor issues and returns.

### **Outreach Programmes**

- A voluntary social service programme initiated by final year B.C.A. students with the motto 'Together for Service'. It's objective is to help the needy people by contributing monetary help and service. The students gather the money by collecting a rupee a day per student on voluntary basis. So far the students gathered an amount of Rs.6,000/- during one semester and donated groceries to Nirmala Sishu Bhavan and rendered financial support to an alumnus of B.C.A. who is undergoing treatment for Brain Tumor.

### **Extension work**

- Conducted practicals, training classes and career guidance for X class students of B.S.R.K.M.C.H. School, Moghalrajpuram, Vijayawada on 28<sup>th</sup> and 29<sup>th</sup> December 2010 by the departments of Physics, Chemistry, Botany and Zoology.
- The Physics Association of P.B. Siddhartha College of Arts & Science donated Physics Practical Apparatus of worth sum thousands of rupees to the laboratory of local BSRK Municipal High School, Jammichettu centre on 5<sup>th</sup> December 2010.

## **12. RESEARCH GRANTS RECEIVED FROM VARIOUS AGENCIES**

PG & UG - ---- **NIL** ---

## **13. DETAILS OF RESEARCH SCHOLARS**

- (a) Completed --NIL--  
(b) In Progress --NIL--

## **14. CITATION INDEX OF FACULTY MEMBERS AND IMPACT FACTOR**

NIL

## **15. HONORS/AWARDS TO THE FACULTY**

### **PG**

- Dr.M.David Raju Honored by included in the list of Top 100 Scientists 2010 of International Biographical Centre (IBC) sponsored and Administrated by International Biographical Centre, Cambridge,England.(International Biographical Centre is an imprint of Melrose Press Ltd., registered in England (No.965274).
- Dr.M.David Raju Honored by inclusion of Biography in Morquise "who is who" in the world addition 2010 in the list of distinguished Researcher published from 890 mountain Ave, New Providence NJ 079741 – 800 – 473 – 7020 U.S.A.

## UG

- **Dr.A. Srinivasa Rao**, HOD, Telugu and Programme Officer, NSS was awarded 'Best Programme Officer' in NSS by Acharya Nagarjuna University, Nagarjuna Nagar.
- **Sri G. Chakravarthi**, Lecturer in Statistics was awarded M.Phil. Degree by Acharya Nagarjuna University in Feb.2011.

## 16. INTERNAL RESOURCES GENERATED

### PG

- Seminar Grant of Rs.10,000/- received from ICSSR for organizing a National Seminar by Department of Commerce & Business Management.

## 17. DETAILS OF DEPARTMENTS GETTING SAP, COSIST (ASSIST) /DST.FIST, ETC.

NIL

## 18. COMMUNITY SERVICES

### UG

- 8 volunteers have attended National camp selection at Acharya Nagarjuna University on 18-05-2010. Two are selected 1. S.L. Saranya II B.Sc.094303, 2. P. Manohar, II B.A.EMS 0900131. National Adventure camp at Hmachel Pradesh from 20-06-2010 to 29-06-2010.
- 150 volunteers have participated in camps clearing 8<sup>th</sup> July 2010.
- 100 volunteers have participated on 23-07-2010 in Sri Krishna Devarayan 150<sup>th</sup> Birthday celebrations at Ghantasala Kalamandapam.
- 30 volunteers have participated in Blood grouping of nearly 500 students from 29-07-2010 to 31-07-2010.
- 25 volunteers have donated Blood to P.S.I.M.I.R. on 24-09-2010.
- 100 volunteers participated on 25-09-2010 in Traffic awareness programme organized by Police Commissioner at Thummalapalli Kalashetram.
- 100 volunteers have participated in Traffic Awareness programme organized by Police Commissioner at Police Parade Ground on 06-10-2010.
- 10 volunteers have participated Pre Re-public Day parade selections at Acharya Nagarjuna University on 21-09-2010.
- 120 volunteers have participated from 10<sup>th</sup> October to 18<sup>th</sup> October in Durga festival at Durga temple for 10 days.
- 100 volunteers have participated in Filariasis camp at I Town area from 11-11-2010 to 13-11-2010.
- 25 volunteers have participated on the eve of Children's Day organized by Rajagopal Foundation on 13-11-2010 and 14-11-2010.
- 17 volunteers have attended Mega Blood group camp at Acharya Nagarjuna University and donated blood on 27-11-2010.
- 200 volunteers have participated in World AIDS Day celebrations on 01-12-2010.
- 100 volunteers have participated on 10<sup>th</sup> and 11<sup>th</sup> December in Srujanotsav conducted by Sree Durga Malleswara Siddhartha Mahila Kalasala.
- 10 volunteers and NSS Coordinator Sri Ch. Venkateswarlu have participated Red Ribbon Club meeting at Loyola college on 19-12-2010.

- Special camp is conducted at Kanuru. 100 volunteers participated from 07-01-2011 to 13-01-2011.
- On the eve of National Voters Day, Mega Blood donation camp is conducted in Parvathaneni Brahmayya Siddhartha College of Arts & Science. 150 volunteers have participated and donated blood to Red cross. P.S.I.M.I.R.F. on 25-01-2011.
- 35 volunteers have participated in Free Mega Health Checkup camp in Parvathaneni Brahmayya College of Arts & Science on 26-01-2011.
- 250 volunteers have participated in Right Information Act seminar on 08-02-2011 in our college.
- Every year our volunteers (150) donated blood to needy people.

## 19. TEACHERS AND OFFICERS NEWLY RECRUITED

### PG

#### LECTURERS

- 1.Mr.D.Anand, M.A., M.Phil.
- 2.Ms.Candy, M.A., M.Phil.
- 3.Mrs.M.Hema Latha, M.A., M.Phil.

#### Department of Physics

1. Mr.K.Srinivasa Rao,
2. Mr.S.Vijaya Krishna,
3. Mr.V.Om Praksh Yekkala

#### Department of Computer Science

1. Mr.K.Abhisekh
2. Mr.M.Mohammed Siraz

### UG

#### Teaching staff

S. No.	Name of the Lecturer	Department / Designation	Qualifications	% of Marks	Date of Joining
1	Ms. V. Anupama	Ad-hoc Lecturer in Computer Science	M.Tech.,(Cs)	72.70	10/6/2010
2	Ms.L. Haritha Bhargavi	Ad-hoc Lecturer in Computer Science	M.C.A	75.90	10/6/2010
3	Ms.B. Indira Priya Darsini	Ad-hoc Lecturer in Business Management	M.B.A	57.83	10/6/2010
4	Ms.G. Swetha	Ad-hoc Lecturer in Mathematics	M.Sc.,	76.60	10/6/2010
5	Mr.D. Rajesh	Ad-hoc Lecturer in English	M.A.,	60.00	10/6/2010
6	Ms.K. Kalpana	Ad-hoc Lecturer in Computer Science	M.Sc.	73.14	10/6/2010
7	Mr.A.S.V.S. Narayana	Ad-hoc Lecturer in English	M.A.,	57.70	14/6/2010
8	Mr.P. Subhakar	Ad-hoc Lecturer in Commerce	M.Com.,	60.25	13/07/2010
9	Ms.G. Jayasree	Ad-hoc Lecturer in Commerce	M.Com.,	57.25	22/07/2010
10	Ms.K. Kamala Priya	Ad-hoc Lecturer in Physics	M.Sc.,	71.55	05/07/2010
11	Dr.A. Srinivasa Rao	Ad-hoc Lecturer in Telugu	M.A., Ph.D.	70.00	08/11/2010
12	Ms. S. Aswini	Ad-hoc Lecturer in Business Management	M.B.A.	68.73	08/11/2010

13	Sri Ch. Krishna Mohan	Ad-hoc Lecturer in Computer Science	M.C.A.	70.45	10/11/2010
14	Sri J.S.N. Raju	Ad-hoc Lecturer in Computer Science	M.C.A.	69.10	10/11/2010

### Non-teaching staff

S.No.	Name of the Staff	Designation	Qualifications	Date of joining
1	Sri B. Venugopala Rao	Re-designated as Senior Assistant	M.Com., MBA	01-04-2010
2	Sri D. Vamsi Krishna	Data Entry Operator in Examination Cell	B.A.,D.T.P & English type writing Higher & I.T.I(Plate Making)	24-07-2010

### 20. TEACHING – NON-TEACHING STAFF RATIO

#### P.G

48:32

#### U.G.

59 : 58

### 21. IMPROVEMENT IN THE LIBRARY SERVICES

#### PG

- Library has a good collection on all disciplines. Besides it has general collection which are very useful for competitive examinations. Our collection reaches 24400 Books, 77 Journals & 61 Periodicals both National & International Journal.
- During this academic year 1063 Volumes of books have been procured and total amount spent on Books & Journals is Rs.4,10,644/-.
- The Library is kept open from 8.00 a.m. to 8.00 p.m. with a view to provide accessibility to the knowledge seekers and Open access is provided to the students.
- Library is providing Internet with Multimedia facility with five systems to fulfill the requirements of Staff and Students.

#### UG

- Our library has a collection of 57,245 books. We subscribe to 136 known periodicals and journals on Science & Technology, Business & Commerce, Literature & Economics and Career oriented issues. A good number of audio-visual materials in the form of CDs were procured during this academic year. The library consists of 1,524 CDs of which some are CBTs. Our students and staff make use of it to enhance the horizon of their erudition. The management provided Free Internet facility open for all students and the staff members. The library is kept open from 7.30 a.m. to 5.30 p.m. with a view to provide accessibility to the knowledge seekers.
- Knowledge Centre in the college includes e-library in which pdf files of rare manuscripts and palm leaf inscriptions are available to the stakeholders. Other e-books nearly 300 are at the disposal of students for browsing.

**22. NEW BOOKS/ JOURNALS SUBSCRIBED AND THEIR VALUE****PG**

<b>Department</b>	<b>Volumes</b>	<b>Amount(Rs.)</b>	<b>Journals</b>	<b>Amount(Rs.)</b>
Commerce & Business Administration	209	47406.00	54	55740.00
Mathematics	44	4668.00	09	6300.00
Computer Science	649	183512.00	25	42820.00
English	79	27154.00	04	1400.00
Chemistry	22	5444.00	16	10488.00
Physics	27	6744.00	09	10100.00
Electronics	10	2450.00	06	1895.00
General	23	1560.00	15	2963.00
<b>Total</b>	<b>1063</b>	<b>278938.00</b>	<b>138</b>	<b>131706.00</b>

**UG**

<b>Department</b>	<b>Volumes</b>	<b>Amount(Rs.)</b>	<b>Journals</b>	<b>Amount(Rs.)</b>
Telugu & Hindi	286	39251	2	350
English	131	65027	1	250
Economics	209	52807	5	3800
Commerce & Management	196	41417	21	18090
Mathematics	396	126359	1	300
Physics	170	56225	8	7700
Computer Science & Electronics	195	60884	10	7445
Chemistry & Biochemistry	141	61086	3	9600
Zoology & Microbiology	95	48407	2	5000
Botany & Genetics	89	48519	1	300
Career Guidance & General	791	158627	40	17464
<b>Total</b>	<b>2699</b>	<b>758609</b>	<b>94</b>	<b>70299</b>

**23. COURSES IN WHICH STUDENT ASSESSMENT OF TEACHERS IS INTRODUCED AND THE ACTION TAKEN ON THE STUDENT FEEDBACK**

Formal feedback from students has been obtained and the results were carefully analyzed. Teachers have been counselled by the Head of the institute and Management members. In some cases, informal feedback is taken by teachers from the students and necessary corrective actions were initiated.

**24. UNIT COST OF EDUCATION**

Rs.19830/- PER STUDENT PER ANNUM

**25. COMPUTERIZATION OF ADMINISTRATION AND THE PROCESS OF ADMISSIONS AND EXAMINATION RESULTS, ISSUE OF CERTIFICATES**

**PG**

Admissions are made by Acharya Nagarjuna University through ANUCET for all the PG courses except MBA & MCA. For both of these courses I-CET conducted by APSCH, Hyderabad will be considered. All admissions are centralised at affiliating university level.

**UG**

Administration, process of admissions and examination results, issue of marks lists, certificates etc. were computerized.

**26. INCREASE IN THE INFRASTRUCTURAL FACILITIES**

**PG & UG**

The College is providing all facilities for the Teaching Staff and Students in terms of Books and Internet access upto date.

**27. TECHNOLOGY UPGRADATION**

**PG**

The college is upgrading the technology every now and then. The students are provided with current new techniques.

**UG**

E-class room facility is provided to the staff and students to organize technical classes

**28. COMPUTER AND INTERNET ACCESS AND TRAINING TO TEACHERS AND STUDENTS**

**PG**

All the Departments at P.G.Centre are equipped with computer with Internet facility. M.B.A., M.C.A. Departments provide separate labs with Internet facility for Students & Teachers.

**UG**

The college has provided internet facility to all departments.

**29. FINANCIAL AID TO STUDENTS**

**PG**

Siddhartha Foundation is liberal in granting funds for financially poor students. Modesto Sisters grant is another fund provided for students who procure first in their class. A fund of \$1,000 is utilized for the above.

## UG

1. The college grants scholarships to eligible students who do not receive any aid from the government. Scholarships are also granted by *Siddhartha Foundation*, a charitable trust of the Siddhartha Academy. More than 10% of the students receive one form of aid or the other.
2. To encourage the students to excel in their studies, the Management has instituted the following awards.
3. Sri B. Srinivasa Rao Memorial Cash Prizes for securing the highest marks in Economics in B.A., and B.Com courses.
4. Nine Cash prizes of Rs.250/- each to the best student of B.A., B.Sc. and B.Com. courses in I, II & III years.
5. Sri Sureddy Ramabrahmam cash prize of Rs.2,500/- for the student who secures highest marks in B.Sc. course.
6. Department of Chemistry cash prize: A cash prize of Rs.1,116/- will be awarded to the candidate who secures highest marks in the Chemistry subject in the I to VI semester-end examinations in all the three years.

### **30. ACTIVITIES AND SUPPORT FROM THE ALUMNI ASSOCIATION**

#### **PG**

Alumni Association is helping the MBA students in getting placements.

#### **UG**

- Siddhartha Alumni Association is strengthening year by year. The hopeful sign is that more and more former students have come forward to join the association. The total strength of the association as on date is 5500. Its present corpus fund is Rs.9,65,633/-.

### **31. ACTIVITIES AND SUPPORT FROM THE PARENT-TEACHER ASSOCIATION**

Regular bimonthly meetings – parent counseling by Principal, Vice-Principal, Controller of Examinations and Tutor In-charges.

### **32. HEALTH SERVICES**

Health centre is provided for students and staff through regular medical checkups. Urban medical centre of Pinnamaneni Siddhartha Medical & Research Foundation is catering to the needs of both students and staff.

### **33. PERFORMANCES IN SPORTS ACTIVITIES**

#### **PG**

- The Physical Education department has conducted the Intra mural competitions among the P.G.students.

## UG

This year our college has participated in a good number of events at the Acharya Nagarjuna University Inter Collegiate Tournaments. The following players represented Acharya Nagarjuna University South Zone and All India Inter University Tournaments in various events held at different venues.

- Cricket - Mr. Kota Manu Rivath, II B.Sc. has represented the Acharya Nagarjuna University in South Zone Inter University competitions held at Kakaitya University, Warangal from 25<sup>th</sup> October to 3<sup>rd</sup> November 2010.
- Basket Ball – Mr. Ch. Sai Karthik, II B.Sc. has represented the ANU in South Zone Inter University competitions held at Annamalai University, Chidambaram, Tamilnadu from 15<sup>th</sup> December to 20<sup>th</sup> December 2010.
- Net Ball – Ms. P. Sri Lakshmi Durga, II B.Com. has represented the ANU in All India Inter University competitions held at Kurukshetra University, Kurukshetra from 5<sup>th</sup> March to 9<sup>th</sup> March 2010.
- The college CRICKET team has participated in the ANU Inter Collegiate Tournament and Secured I Place in North Zone and participated in the Inter Zone. Our team also participated in State Tournaments organised by Eenadu and KLU and won the 1<sup>st</sup> place in Zonal level.

Our college has conducted the Acharya Nagarjuna University Inter Collegiate Basket Ball Tournament and University team selections on 15<sup>th</sup> and 16<sup>th</sup> September 2010.

### 34. INCENTIVES TO OUTSTANDING SPORTS PERSONS

#### PG & UG

Rs.2000/- cash award is given to each sports man for outstanding performance at University / National level.

### 35. STUDENT ACHIEVEMENTS AND AWARDS

#### PG & UG

- Two of our students M. Saichand, III B.Sc., 081107 and N. Raviteja, III B.Sc. 081126 participated and won I prize in State level seminar 'Environmental Physics' conducted by ALPHA on 2-4<sup>th</sup> December 2010 at Andhra Loyola College, Vijayawada.
- The following students participated in "Scientiax' 10" a State Level competition conducted by Andhra Loyola College, Vijayawada and won various prizes.
  - N. Vaishnavi Ratnam - 1<sup>st</sup> Prize in Collage, Extempore
  - Sk. Salma, Sonal Kothari, Ankita Jain - 2<sup>nd</sup> Prize in Quiz
  - Sonal Kothari, Ch. Chiranjeevi - 1<sup>st</sup> Prize in Coding & Decoding
  - Khusboo - 1<sup>st</sup> Prize in Paper presentation
- The department of Zoology organized competition to biology students at Inter Collegiate level on Cardio-vascular system on 17-01-2011. Nearly about 15 colleges participated in the event. The competition is conducted on Power Point Presentation and poster presentation.
- The students of II B.Sc.(MECS) conducted "Electronic Exhibition" to I B.Sc.(MECS) students on 25-08-2010.
- The students of Final B.Sc.(MECS) participated 'Technoosis-10&11' organized by Andhra Loyola College, Vijayawada 08-12-2010.

- The students of Final B.Sc. (MECS) participated ‘Spark-10’ organized by Nalanda Degree college, Vijayawada on 13-12-2010.
- The students of III B.Sc.(MECS) participated in “Academic Exhibition 2011” from 29-01-2011 to 31-01-2011 conducted by Acharya Nagarjuna University and won consolation prize at ANU level.
- The students of II B.Sc.(MECS) presented a PPT’s on 03-01-2011.
- SAMS (Students Association of Management Studies) of BBM students organized a 2-Day Management meeting during the month of September 2010 at South India Level.
- In January 2011, students of BBM have participated in the following social welfare activities:
  - Distributed steel plates, steel glasses and towels to 50 Orphan children at Navajeevan Balabhavan, Purnanadampet, Vijayawada on 6<sup>th</sup> January 2011.
  - Distributed 50 luggage bags and a 15 litre steel flask to thirty blind children at Kalabharati Asram School for the Blind, Guntur on 6<sup>th</sup> January 2011.
  - Donated a sum of Rs.6000/- toward the Mega health camp organized by P.B. Siddhartha College of Arts & Science in collaboration with Dr. Pinnamaneni Siddhartha Institute of Medical Sciences on 26<sup>th</sup> January 2011.
- BBM students have organized a financial quiz with audio visual rounds on 26<sup>th</sup> November 2010.
- Staff and students of Computer Science Association (CSA) organized ‘**BLITZKRIEG’10**’, a one day programme of intercollegiate IT competitions for undergraduate students of colleges under the jurisdiction of Acharya Nagarjuna University on 3<sup>rd</sup> February 2011 at Siddhartha Auditorium.
- The following students participated in the State level ‘Sovereigns Meet-2010’ organized by SAMI-MBA of Guntur Engineering College, Guntur on 26<sup>th</sup> February 2011 and won the following prizes.
  1. Neha Chandanani & B. Divya Agarwal, II BBM 080460 & 080457 –  
**In Human Resource Management (Case study) – I Prize**
  2. Ch. Gokul, II BBM 080408  
**In Tech Fashion (Personality Contest) – I Prize**
- The students of our college participated in ‘Swetcha Gora Eye Bank’ competitions and won the following prizes.
 

Essay Writing Competition (English)	-	I Prize
Ms. B. Divya Agarwal, II BBM, 080457		
Essay Writing Competition (English)	-	II Prize
Ms. Sonu Bhansali, II BBM, 080456		
Drawing Competition	-	II Prize
Mr.J. Sudheer Yogi, III B.Com.070207		
- COMSA (Commerce Students Association) of B.Com. General & B.Com. TPP students organized a One Day Commerce Fest during the month of December 2010 at State level.
- Mr. Ch. Viswanath, 080277, III B.Com’ Mr.R. Vinay Kumar, 080518, B.Com.(TPP) and Ms.K.R. Reshma, 080503, III B.Com.(TPP) have participated in Inter Collegiate Commerce Quiz organized by Department of Commerce, TJPS College, Guntur and secured III Prize.

### 36. ACTIVITIES OF THE GUIDANCE AND COUNSELING UNIT

PG

All the departments are provided with Placement Coordinator who are in turn counseling the students and guiding them in their career choices.

37. **PLACEMENT SERVICES PROVIDED TO STUDENTS**

**PG**

The following students were selected for Placement by the following reputed organization:

**Department of Business Administration**

S.No	Reg.No.	Name of the Student	Company Name
1	Y10BU09007	CHAKRAVARTHI PRATHIPATI	LUPIN Laboratories
2	Y10BU09015	HARI HARAN .G	Capital IQ
3	Y10BU09016	HIMAGIRINATH SITARAM MARRAPU	Cholamandalam DBS
			Kotak Securities
4	Y10BU09021	KOTESWARA RAO PASUMARTHI	Capital IQ
5	Y10BU09024	B.LAKSHMI SRINIVAS	Shriram Life Insurance Co.Ltd.,
6	Y10BU09039	RANJITH THADAKAMALLA	GENPACT
			Cholamandalam DBS
			Kotak Securities
7	Y10BU09041	RAVI BAVINENI	SVEC Constructions Limited
8	Y10BU09047	SIVA REDDY TELUKUTLA	Angel Brokering Ltd.
9	Y10BU09052	SUNIL KUMAR BAPATALA	GENPACT
			Capital IQ
10	Y10BU09010	Y.ESWAR RAO	Abbott Laboratories
11	Y10BU09004	K.ASHOK KUMAR	Godfrey Philips India
12	Y9MC09105	P.UDAY BHANU	Virtusa
13	Y9MC09027	EEDETI V V S N CHOWDARY	iGate
14	Y9MC09037	HAVEELAH NEAL	iGate
15	Y9MC09038	I.B. KRISHNAJEE. K	iGate
16	Y9MC09053	MAHALAKSHMI UDETHA	iGate
17	Y9MC09058	NAGA SUDHEER DANDAMUDI	iGate
18	Y9MC09088	SRAVANA SANDHYA GANJI	iGate
19	Y9MC09099	SUSHMA KOTHAPALLI	iGate
20	Y9MC09103	M.SWETHA	iGate
21	Y9MC09030	G. SWETHA	Indian Servers
22	Y9MC09026	G. DURGA BHAVANI	Indian Servers
23	Y9MC09055	M. SANDHYA	Indian Servers

## UG

- The following students are selected in campus interviews as BPO's in various companies.
  1. Sonal Kothari - Amazon
  2. Ankita Jain - Wipro
  3. Srijith Nair - First American Corp.
  4. Madhura Vani - First American Corp.
- The following students are selected in campus interviews as 'Associate' in WIPRO Co., on 22-02-2011.
  1. N. Vaishnavi Ratnam
  2. Sonal Kothari
  3. Khushboo Surana
  4. Ankita Jain
- The students of I B.Sc. (MECS) have undergone on-job training during summer in various Industries ITL, Digitron, KB-Power, Efftronics etc. from 01-05-2010 to 31-05-2010.
- The students of II B.Sc.(MECS) have undergone on-job training during summer in ITL, Digitron, AIR etc. from 10-05-2010 to 22-05-2010.

### **38. DEVELOPMENT PROGRAMMES FOR NON-TEACHING STAFF**

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### **39. HEALTHY PRACTICES OF THE INSTITUTION**

#### **PG Courses**

- The P.G.Centre has provided healthy atmosphere to the students & staff by providing Acquagaurd facility for drinking water and good sanitation facility.

### **40. LINKAGE DEVELOPED WITH NATIONAL / INTERNATIONAL, ACADEMIC / RESEARCH BODIES**

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### **41. ANY OTHER RELEVANT INFORMATION THE INSTITUTION WISHES TO ADD**

#### **PG & UG**


Student meet will be organized in M.B.A. Department. Medical awareness camp will be conducted for boys & girls. Blood donation camp will be organized. Adoption of small schools is in progress. Career orientation program will be conducted in collaboration of Rotary International district 3020.

**Part C:**

**DETAIL THE PLANS OF THE INSTITUTION FOR THE NEXT YEAR.**

- Planning to introduce 4 year BBM programme.
- Planning to strengthen the research activities on the campus.
- Planning to undertake more extension activities on the campus.
- Planning to conduct more seminars and workshops on the campus.
- Requesting the management to provide seed money for research projects.
- Planning to undertake more number of curricular and extracurricular activities.

  
(L. DAKSHINA MURTHY)  
COORDINATOR, IQAC

  
(D. RAJAGOPALA RAO)  
PRINCIPAL &  
CHAIRPERSON, IQAC