

# 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** : 2009-2010

### 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**

- Ms.M.Suresh, student of 2004-2006 batch was qualified for CSIR NET examination for JRF in 2009.
- Mr.P.Nageswara Rao, student of 2005-2007 batch was qualified for CSIR NET examination for LS in 2009.

## **7. INITIATIVE TOWARDS FACULTY DEVELOPMENT PROGRAMME**

### **PG**

Participated in UGC sponsored **21 days Refresher Course** on “Management Studies” at Academic Staff College, **University of Hyderabad** from January 18 to February 7, 2010. and obtained ‘A’ grade.

Participated in a Faculty development Program on “**Research Methodology & Computer Application**” from 7<sup>th</sup> – 13<sup>th</sup> September, 2009. Organised by Asian School of Business Management, Bhubaneswar.

Participated in the conference on “**Excellence in Research and Education**” (1-4<sup>th</sup> May, 2009) organized by Indian institute of Management, Indore.

Mr.Y.Chakradhar attended FDP on “Entrepreneurship Development” organized by ANU during 15-26 June 2010.

### **UG**

#### **FACULTY ON ACADEMIC BODIES**

- Sri V. Babu Rao, Lecturer in Zoology & Academic Officer attended Advisory Committee for EAMCET2010 organized by JNTU, Hyderabad on 13-08-2009.
- Sri V. Babu Rao, Lecturer in Zoology participated in book releasing ceremony of Telugu Academi, Hyderabad in Book Exhibition 2010, Vijayawada on 07-01-2010.

#### **REGISTERED FOR HIGHER DEGREES**

- Sri Y. Kishore Kumar, Lecturer in Commerce submitted his Ph.D. thesis to Nagpur University.
- Sri M. Madhu, Lecturer in Chemistry joined in M.Phil. in Acharya Nagarjuna university under the guidance of Dr.T.V. Reddy, Reader in Chemistry of our college in April 2009.
- Sri K.S.V. Sambasiva Rao, Ad-hoc Lecturer in Electronics completed Part-I in M.Phil. (Electronics) at Acharya Nagarjuna University on 24-04-2009.

## **8. TOTAL NUMBER OF SEMINARS / WORKSHOPS CONDUCTED**

### **PG**

#### **DEPARTMENT OF ELECTRONICS & PHYSICS**

#### **Guest Lectures & Seminars:**

- A guest lecture on “**Concepts of Embedded system**” conducted on **12<sup>th</sup> September 2009** by **Prof.K.S.Ravi**, K.L. University, Vaddeswaram.
- The Department of electronics conducted Guest Lectures on “**Linear Integrated Circuits**” by **Sri Y.Rama Krishna**, Asst. Professor, Dept. of ECE, KITE Women’s College & Professional Eng., Sciences on **9<sup>th</sup> and 10<sup>th</sup> November 2009**.

- 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**, - A.L.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**.

#### Faculty Improvement through Seminars & Research:

- **Prof.K.Krishna Murthy**, is nominated as a Board of Studies Member in Electronics of A.N.U. and JMJ College, Tenali.
- **Sri M.S.V.Vara Prasad**, Lecturer, Dept. of Electronics, was awarded M.Phil. Degree from A.N.U. in the month of February 2010 for his research studies on “**Detection of Micro and Macro Bending Losses in Optical Fibers**” under the guidance of **Prof.K.Krishna Murthy**.
- **Sri K.Srinivasa Rao**, Lecturer, Dept. of Physics, was awarded Ph.D. degree from Assam Central University in the month of January, 2010 for his research studies on “**Analysis of Vibrational Spectra of some Metalloporphyrins by using Lie algebra**”.
- **Dr. Srinivasa Rao K**, Lecturer in Physics published 6 research papers in good reputed International Journals.
- **Dr.Srinivasa Rao K**, published a research paper on “**Calculation of Vibrational Spectra by an Algebraic Approach: Applications to Copper Tetramesityl Porphyrin and its Cation Radicals**” in **Journal of Molecular Spectroscopy**, Vol.259, Page No.86-92(2010).
- **Dr.Srinivasa Rao K**, published a research paper on “**Analysis of Vibrational Spectroscopy of Cm-C/Cb-Cb stretching vibrations of Copper Tetramesityl Porphyrin: An algebraic approach**” in **Pramana Journal of Physics**, Vol.74(1), Page No.570-66(2010).
- **Dr.Srinivasa Rao K**, published a research paper on “**Analysis of Vibrational spectra of Copper Octaethyl Porphyrin by using U(2) algebraic technique**” in **International Journal of Computational and Mathematical Ideas**, Vol.1, Issue.3, Page No.68-21(2010).
- **Dr.Srinivasa Rao K**, published a research paper on “**Vibrational spectroscopy of Stretching and bending vibrations of Nickel Tetra Phenyl Porphyrin: An algebraic approach**” in **Chinese Physics Letters**, Vol.26(9), Page No.093301(2009).
- **Dr. Srinivasa Rao K**, published a research paper on “**Vibrational Spectrum of isotopes of CF4 in an algebraic model**” in **Pramana Journal of Physics**, Vol.74(3), Page No.881(2009).
- **Dr.Srinivasa Rao K**'s a research paper “**Vibrational Spectra of Bio-Molecules(Porphyrins) by an algebraic technique**” has been accepted in J.Sc.F(KC).
- **Dr.Srinivasa Rao K**, Lecturer in Physics presented a research paper in National Conference on “**Contemporary Areas in Physical and Life Sciences**” held at Karimganj College, association with Saha Institute of Nuclear Physics, Kolkatta on November 26-27, 2009.
- **Sri M.S.V.Vara Prasad**, Lecturer in Electronics attended a National Workshop on “**Microcontrollers: Interfacing and Programming**” held at A.N.U. on 25<sup>th</sup> & 26<sup>th</sup> February 2010.

#### DEPARTMENT OF COMMERCE & BUSINESS ADMINISTRATION

##### Guest Lectures & Seminars

- The Department organized a Workshop on “**Strategies for Managerial Success**” on **14<sup>th</sup> August, 2009**. **Dr. R. Ravi Kumar**, Professor of Organizational Behaviour and Human Resources Management, **Indian Institute of Management, Bangalore**, spoke elaborately on the various determinants of success. He said that effort, exposure and endurance (EEE) would play a key role in determining one's success.

- The Department organized Orientation Program for MBA first semester students on **“Building Business”** on **12<sup>th</sup> September, 2009** by **Mr. Sam Movva, Chairman, Emmeskay Financial Services.**
- **Mr. K. Poorna Chandra Rao**, Senior Director, **Capital IQ**, Hyderabad, has delivered guest lecture on Opportunities in Financial Sector on **12<sup>th</sup> October, 2009.**
- Five day **Management Development Programme** on **“Advertising and Media Management”** was organized in association with **Ministry of Small and Medium Enterprise**, Development Institute, Hyderabad during **12-16 October 2009.** As a part of the MDP the following talks by eminent experts in media and advertising world have been arranged:
  - ❖ **Sri Mangalagiri Aditya Prasad**, Station Director of **All-India Radio**, Vijayawada, who was the guest of honour, in the inaugural session of the MDP said that “Advertisement industry has surprised many with astonishing pieces of work. An advertisement should always be clubbed with a qualitative product because good quality in itself speaks volumes about a product.”
  - ❖ **Mr. N. Venkateswarlu**, Chairman, **OTS Advertising Ltd** said positive publicity was essential for selling a product. Students of business management must have self-confidence and the power of decision making, as these traits could take them places.
  - ❖ **Sri C. Raghava Chari, Sr. Journalist**, has highlighted the challenges faced by the media in present times in his talk on **Role of Media on Society**
  - ❖ **Sri. Anil Kumar Sarma**, authour of the book titled **“Kashmir... Feelings... For all... Forever...”** narrated his experiences of writing the book in his talk **“Writer’s perspective on Media”**
  - ❖ **Mr R Ravi Kumar, Regional Manager (Advertising) The Hindu** has delivered a talk on **“Advertising Need and Its Impact on Business”**
- The Department of Business Administration organized a Seminar on **“Creative HRM – For Corporate Excellence”** on **4<sup>th</sup> November, 2009.** **Sri M. Gopala Krishna, (Retd. IAS) Former Chairman of APSFC, & Former Managing Director, Godavari Fertilizers** has delivered the Key Note Address. **Mr. N. Satyanarayana, Executive Director NHRD Network, Sri Rajorshi Ganguli, Senior Director (HR), Dr. Reddy’s Laboratories Ltd., Sri K Pradeep Kumar, Head – HR, ITW India Limited, Hyderabad, Sri K J A Swarup, Deputy General Manager (HR), ITC Ltd, Hyderabad** ITC were the resource persons at the seminar.
- The Hindu Business Line Club has organized a talk on **“Opportunities for Management Graduates in Communication Industry”** by **Mr. L. Sreenu, Deputy General Manager (Optical Fibre Cable Projects), BSNL,** on **19<sup>th</sup> November, 2009.**
- A Special Invited Talk on **“Globalisation – The Role of Young Entrepreneurs”** by **Sri Nimmagadda Prasad, Chairman, VANPIC Group India, Founder & Vice Chairman, Matrix Laboratories Ltd** was organized on **25<sup>th</sup> November, 2009.**
- **Sri S.Krupakara Rao**, Mudrika Printing Press, an Entrepreneur with social thought has given a lecture on **“Education-Job-Life”** for the benefit of MBA First year students on **27<sup>th</sup> February, 2010.**
- The Business Line Club of The Hindu has organized talk on **Analysis of Union Budget 2010-11** on **3<sup>rd</sup> March 2010.** Confederation of Indian Industry Andhra Pradesh chairman Y. Harish Chandra Prasad, Andhra Bank Deputy General Manager T. Ramakanth and progressive farmer Goriparthi Narasimha Raju Yadav, Dr.Rajesh C Jampala were the speakers. The students actively participated in an interaction session that followed the presentations by the speakers.
- **Kurukshetra 2010**, Management students meet was organized on **5<sup>th</sup> March 2010.** Nearly 900 students from 57 colleges have participated in five events.
- Sri. Shaik Zakir Hussain of Artha Money has given a lecture on **“Basic Concepts of Capital Markets”** for the benefit of MBA Second year students on **11<sup>th</sup> March, 2010.**

- The Department has organized ICSSR sponsored National Seminar on “**Managing Inclusive Growth in India – A Look into the Socio Economic Perspectives**” on 13<sup>th</sup> March 2010. Prof.A.V.Subba Rao, School of Management, University of Ottawa, Ottawa, Canada was the Chief Guest. Mr.Barun Mitra, Liberty Institute, New Delhi, has delivered key note address on “*Democratisation of Information – Diffusion of Technology*”. Prof. Abdul Noor Basha, Acharya Nagarjuna University, Prof. P. Jyothi, University of Hyderabad, Hyderabad, Sri.S.Subrahmanian, Retd.Deputy General Manager, RBI, were the resource persons at the Seminar.

#### **Faculty Improvement through Seminars & Research**

##### **Dr Rajesh C Jampala:**

##### **Papers Published:**

- Article titled "**Performance Evaluation of SHG – Bank Linkage Programme in India**" published in Reference Book titled “**Microfinance – Enabling Empowerment**” (ISBN 10:81-8209-265-5) published by The Vijay Nicole Imprints Private Limited, Chennai.

##### **Books Published:**

- Authored a Book Titled “**Advertising & Sales Promotion and Distribution**” published by Duvurri Publications, 2009 (ISBN Number:978-81-908892-3-0).
- Co Authored a Book Titled “**Marketing Management**” published by Duvurri Publications, 2009.
- Dr Rajesh C. Jampala has guided Mr O. A.R. Kishore, Faculty Member of PVPSIT for his M.Phil degree from Acharya Nagarjuna University on the topic “A Study on the Work Related Stress among Employees of Banking, Finance and Insurance Sectors in Krishna District, Andhra Pradesh”.
- Presented a paper titled “**Performance Evaluation of SHG – Bank Linkage Programme in India**” in “**3ed International Conference on Micro Finance (ICOMFI- 2010)**” organized by Department of Commerce, School of Management, Pondicherry University, Pondicherry during 22 – 24, January 2010.
- Presented a paper titled “**Review of Indian Derivative Market**” in “**UGC Sponsored International Seminar on Recent Trends in Capital Markets and Financial Innovations**” organized by Department of Commerce and Financial Studies, Bharathidasan University and SMART Journal of Business Management Studies, Tiruchirappalli during 9 – 10, January 2010.
- Presented a paper on “**An inquiry into the performance management systems of selected corporates**” In the two day All Indian Council for Technical Education(AICTE) sponsored National seminar on **Emerging dominations of HRD in India**, organized by Alluri Institute of Management Science(AIMS), Warnagal, Andhra Pradesh on 19-20 September, 2009.
- Presented a paper on “**Methods of Meditation** ” In the two day UGC sponsored National Workshop on **Managing Self and Others**, organized by Post Graduate Department of Commerce, The Hindu College, Machilipatnam, Andhra Pradesh on 13 -14 August, 2009.
- Presented a paper titled “**India Ahead – Awaiting Structural Reforms**” in “**International conference on Global Competition and competitiveness of Indian Corporate**” organized by Indian Institute of Management Kozhikode (IIMK) and Indian Institute of Management Lacknow (IIML), Kozhikode on 21<sup>st</sup>-23 May 2009.
- Presented a paper titled “**Market Micro Structure: IPOs through Book Building: Testing of Under Pricing Phenomena in Indian Context**” in “**Excellence in Research and Education Conference**” organized by Indian Institute of Management Indore (IIMI), Indore during 1-4, May 2009.
- Presented a paper titled “**Transformational Leadership In Globalised World**” in “**International Conference on Transnational Business Challenges & Strategies**” conducted by Dept. of Management Studies, Dr MGR University on 3<sup>rd</sup> & 4<sup>th</sup> of April 2009.

**Achievements / Awards:**

- He received “**Chapter Patron Award for 2008-09**” by Computer Society of India at National Convention held at Pune.

**Dr. L. Anuradha:**

- Presented a Paper titled **Mind Stilling - A Necessity for Today’s organizations** in a UGC Sponsored National level Workshop on “**Managing Self and Others**” organized by Department of Business Administration, The Hindu College, Machilipatnam, from 13<sup>th</sup> – 14<sup>th</sup> August, 2009.
- Presented a paper titled “**Significance of Quality Management Systems in Global Economic Downturn**” that Organized by **Sai Ram Institute of Management Studies** in Chennai, from 24<sup>th</sup> – 25<sup>th</sup> September, 2009.
- Presented a paper titled **Significance of CRM in Services Marketing**, in a National seminar on “**New Vistas in Services Marketing**” organized by Department of Business Administration, Montessori Mahila Kalasala, Vijayawada on 7<sup>th</sup> November, 2009.

**Mr.B. Java Prakash:**

- Participated and Presented in “**International Conference**” on Impact of Economic Crisis in Global Business scenario and presented a Research paper on “**Quality Work Life and Work Life Balance in Services Sector**”, Organised by Sri Ram Institute of Management Studies, Chennai 24<sup>th</sup> – 25<sup>th</sup> September, 2009.
- Participated and Presented in “**International Conference**” on Impact of Economic Crisis in Global Business scenario and presented a Research paper on “**Customer Relationship Management Strategies**”, Organised by Sri Ram Institute of Management Studies, Chennai 24<sup>th</sup> – 25<sup>th</sup> September, 2009.
- Participated and Presented a Research Paper on “**Marketing of Tourism Services**” in a National level seminar “**New Vistas in Service Marketing**” organized by Department of Business Administration Montessori Mahila Kalasala, Vijayawada on 7<sup>th</sup> November, 2009.
- Participated and Presented a Research Paper on “**Innovation to Sustain Eco-friendly Environment**” in national Seminar on **INNOMAN** organized by St. Theresa’s College for Women, Eluru during 22-23 January, 2010.
- Participated and Presented in “**International Conference**” on **Management of Change** and presented a Research paper on “**Changes in Rural Entrepreneurship in India**”, Organised by Kristu Jayanthi College of Management &Technology, Bangalore during 2- 3 February, 2010.

**Mr.S.B. Rajendra Prasad:**

- Coauthored a presented paper titled “Creative HRM for corporate Excellence” at International Conference on “Management of Change” organized by MBA Department, Kristu Jayanti College of Management & Technology, Bangalore on Feb 02 and 03, 2010.
- Presented a paper titled “**Growth and Development of Debt Market in India**” at 3<sup>rd</sup> International Conference on “Impact of Economic Crisis in Global Business Scenario” organized by Department of Business Administration, Sri Sai Ram Institute of Management studies, Chennai on 24<sup>th</sup> & 25<sup>th</sup> September, 2009.
- Participated and acted as a rapporteur for a technical session at the National Seminar on “**New Vistas in Service Marketing**” organized by Montessori Mahila Kalasala, Vijayawada on 7<sup>th</sup> November, 2009
- Presented a paper titled “**Personality of The New Millenium**” at the UGC sponsored National Seminar on “**Managing Self And Others**” organized by Hindu College, Machilipatnam on 13-14 August, 2009.
- Participated in a National Seminar on “**Excellence in Research and Education Conference**” organized by **Indian Institute of Management, Indore** on 1<sup>st</sup>-4<sup>th</sup> May, 2009.

### Mr.R. Srinivas Rao:

- Participated and Presented a Paper titled **Mind Stilling - A Necessity for Today's organizations** in a UGC Sponsored National level Workshop on **"Managing Self and Others"** organized by Department of Business Administration, The Hindu College, Machilipatnam, from 13<sup>th</sup> – 14<sup>th</sup> August, 2009.
- Participated and Presented a paper titled **"Significance of Quality Management Systems in Global Economic Downturn"** that Organized by **Sai Ram Institute of Management Studies** in Chennai, from 24<sup>th</sup> – 25<sup>th</sup> September, 2009.
- Participated and Presented a paper titled **Significance of CRM in Services Marketing**, in a National seminar on **"New Vistas in Services Marketing"** organized by Department of Business Administration, Montessori Mahila Kalasala, Vijayawada on 7<sup>th</sup> November, 2009.

### Mr.Md. S. Rahaman:

- Participated in **"International Conference"** on Impact of Economic Crisis in Global Business scenario and presented a Research paper on **"Quality Work Life and Work Life Balance in Services sector"**, Organised by Sri Ram Institute of Management Studies, Chennai 24<sup>th</sup> – 25<sup>th</sup> September, 2009.
- Participated in **"International Conference"** on Impact of Economic Crisis in Global Business scenario and presented a Research paper on **"Customer Relationship Management Strategies"**, Organised by Sri Ram Institute of Management Studies, Chennai 24<sup>th</sup> – 25<sup>th</sup> September, 2009.
- Appointed as Question Paper Setter of Nagaland University by Chief Controller of Examination for Undergraduate Course –BBA in Marketing Specialized areas.
- Presented a Research Paper on **"Marketing of Tourism Services"** in a National level seminar **"New Vistas in Service Marketing"** organized by Department of Business Administration Montessori Mahila Kalasala, Vijayawada on 7<sup>th</sup> November, 2009.
- Participated and Presented a Research Paper on **"Innovation to Sustain Eco-friendly Environment"** in national Seminar on **INNOMAN** organized by St. Theresa's College for Women, Eluru during 22-23 January, 2010.
- Participated and Presented in **"International Conference"** on **Management of Change** and presented a Research paper on **"Changes in Rural Entrepreneurship in India"**, Organised by Kristu Jayanthi College of Management & Technology, Bangalore during 2- 3 February, 2010.
- Presented a Research Paper on **"The Role of ICT In Enhancing the quality of Higher Education in the Context of Globalization"** in national seminar on **Educational Reforms** organized by Indian Colleges forum in association with P.S.G. College, Coimbatore during 5-7 February, 2010.

### Mr.J. Durga Prasad:

- Presented paper titled **"Personality of the New Millennium"** in the UGC sponsored National work shop on "Managing self and others" (13 -14 August, 2009) organized by the Hindu college, Machilipatnam.
- Presented Paper titled **"An Inquiry into the reward systems of Indian Corporates"** in the international conference on Impact of Economic Crisis in Global Business Scenario, Organised by **Sia Ram institute of Management Studies**, Chennai (24-25 September, 2009).
- Presented paper titled **"Creative Human Resource Management for Corporate Excellence"** in international Conformance on Management of Change, Organised by **Kristu Jayanti College**, Bangalore (2-3 February, 2010)

## DEPARTMENT OF COMPUTER SCIENCE

### Guest Lectures & Seminars:

- The Department of Computer Science has organized a Seminar on **"Emerging Software Engineering Paradigms"** in association with Computer Society of India, Vijayawada Chapter, on September 11, 2009. **Dr.S.Lakshmi Narayana**, Scientist E1, National Institute of Oceanography, Visakhapatnam, **Prof.R.R.L.Kantam**, Department of Statistics, Acharya Nagarjuna University, **Sri S.R.T.Rama Swamy**, Executive Manager (R&D), Efftronics, Vijayawada and **Sri S.Rambabu**, CEO, SSIT, Vijayawada were the resource persons. MCA, M.Sc.(CS) and B.Tech. Students, Industry Experts and Faculty of various colleges participated in the Seminar.
- The Department of Computer Science has organized a workshop on **"Enterprise Risk Management"** in association with ISACA, Vijayawada Chapter on January 23<sup>rd</sup>, 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 42 hours workshop on “**Hardware and Networking**” sponsored by **MSME-Development Institute**, Government of India during February 2010 and March 2010.
- The Department organized a course on “**Core Java**” for Computer Science Students during August 2009. **V.Phani Praveen**, Programmer and **N.Vamsi Krishna**, Programmer were the resource persons.
- The Department has organized a guest lecture on “**Communication Skills**” by **Sri A.Ravi Kanth**, APEX Institute of English, Vijayawada for MCA and M.Sc.(CS) students during October 8-10, 2009.
- The Department has organized a guest lecture on “**Project Development Methodology**” by **Sri Y.Prasad**, CMTES, Vijayawada for M.Sc.(CS) Final Year students on October 10, 2009.
- The Department has organized a guest lecture on “**Software Engineering**” by **Sri N.Vara Prasad**, ARETE Servies, Vijayawada for M.Sc.(CS) final year students on November 11, 2009.
- **Sri A.Sudhakar**, General Manager, District Industries Center, Govt. of A.P. delivered a guest lecture on “**Micro Small Medium Enterprises**” on 17<sup>th</sup> February, 2010.
- **Sri D.Sai Satish**, Software Developer, Indian Servers, was one of the resource persons for workshop on “**Hardware and Networking**”, delivered lectures on “**Hacking and Network Security**” during February 2010.

#### **Faculty Improvement through Seminars and Research:**

- **Sri T.S.Ravi Kiran**, participated in seminar on “**Research practices in Computer Science Engineering**” at V.R.Siddhartha Engineering College on July 19<sup>th</sup>, 2009.
- **Sri G.Krsihna Mohan**, published a paper entitled “**A Scalable Classifier using B-Tree indexing**” in International Journal on Computer Engineering and Information Technology, Volume 07, No.12, June-August, 2009. P26-33. (ISSN 0974-2034).
- **Sri M.Kameswara Rao**, published a paper entitled “**A Study of Risk Factors of Lifestyle diseases in Adolescents using Data Mining**” in National Conference NCIS-2009 Proceedings, Manipal on 24<sup>th</sup> April, 2009.
- **Sri M.Kameswara Rao**, published a paper entitled “**A New Watermarking Technique for Copyright Protection of Gray Scale Images using (N,N) Secret Sharing Scheme**” in National Conference Proceedings of ISAN-2009 on 19<sup>th</sup> June, 2009.
- **Sri M.Kameswara Rao**, published a paper entitled “**Students Employability Classification using Neural Networks**” and “**A Fragile Watermarking based Image Authentication Technique using Whirlpool Hash Function**” in National Conference Proceedings of Recent Innovations in Computing & Networking, RICN-2009 ON 28<sup>th</sup> August, 2009, at Tangori, Mohali.
- **Sri M.Kameswara Rao**, published a paper entitled “**A Multi-party User Authentication and Key Agreement Protocol based on public key Crypto Systems**” in International Journal of Computer Science and Network Security (IJCSNS) – October 30, 2009, Vol-9, No-10, PP 80-84, ISSN-No:1738-7906.
- **Sri K.Kiran Kumar**, acted as a Board of Studies Member in Noble College, Machilipatnam on 16<sup>th</sup> February, 2010.
- **Sri K.Kiran Kumar**, presented a paper entitled “**M-Learning Issues and Limitations – An Indian Perspective**” in International Conference on Digital Library 2010 during 23<sup>rd</sup> – 26<sup>th</sup> February, 2010 in New Delhi.
- **Sri K.Kiran Kumar**, acted as a course writer for “**BPOI-007**” on IT Skills for Indira Gandhi National Open University.

- **Prof.K.Krishna Murthy** and **Prof.G.Rama Koteswara Rao**, published a paper on “**DNS Server Management Application Framework for Unix Family Systems**” in International Journal on Computer Engineering and Information Technology.
- **Prof.G.Rama Koteswara Rao**, acted as a Board of Studies Member at K.L.Univeristy, Vaddeswaram in the Department of MCA during June, 2009.
- **Prof.G.Rama Koteswara Rao**, and G.Siva Nageswara Rao published a paper on “**Data Migration for Business Publication**” in International Journal on Computer Engineering and Information Technology.
- **Prof.G.Rama Koteswara Rao**, participated in the **44<sup>th</sup> National Convention of computer Society of India** organized at Pune during October 8, 2009 – October 10, 2009.
- **Sri G.Siva Nageswara Rao**, delivered a Guest Lecture on “**Automation Theory**” at P.V.P.Siddhartha Engineering College on 28<sup>th</sup> September, 2009.

## DEPARTMENT OF CHEMISTRY

### Guest Lectures & Seminars:

- The **Inaugural Function** of “chemical Association: **2009-10**” was held on 26.08.2009 and the inaugural address was given by Dr.B.Kesava Rao, Associate Professor, Chairman, Board of Studies in Chemistry, ANU on “Wonders of Bio-degradable plastics”.
- **Valedictory function** of “Chemical Association: 2009-10” held on 05.02.2010 and the valedictory address was given by Prof.C.Venkat Rao, Dept. of Chemistry, Sri Venkateswara University, Tirupathi.

### Faculty Improvement Through Seminars and Research:

The Department has admitted 8 M.Phil. Students during the academic year 2009-10

#### **Dr. M.Manoranjani, Head I/c (Participations: 3, Presentations: 1):**

- Participated and presented a paper and chaired a session in the UGC sponsored National Seminar on “**The Promise of Nano-Science**” Organized by Department of Chemistry, P.B.Siddhartha College of Arts & Science” on 6<sup>th</sup> March, 2009.
- Participated in the National level workshop on “**Radio Chemistry**” Jointly organized by the Indian Association of Nuclear Chemists and Allied Scientists and the Department of Chemistry, Andhra Loyola College, on 23<sup>rd</sup> October, 2009, Vijayawada.
- Presented a paper in a UGC, DAE-BRNS & CSIR sponsored “**National Youth Forum on Green Energy Solutions Meeting Global Concerns**” on 19<sup>th</sup> and 20<sup>th</sup> November, 2009 organized by Maris Stella College, Vijayawada.
- Participated in the workshop on “**Chromatography Techniques**” organized by the Department of Chemistry, K.B.N. College, on 20<sup>th</sup> February, 2010, Vijayawada.

#### **Dr. M.David Raju, Reader (Paper Publications: 3, Presentations: 6, Participations: 3):**

- Presented a paper in a CSIR sponsored National Conference on “Recent Advances in Chemical Research” organized by Department of Chemistry, Osmania University, Hyderabad on 6<sup>th</sup> February, 2009.
- Presented 2 research papers in National Seminar in the “The Promise of Nano Science” on 6<sup>th</sup> - 7<sup>th</sup> March, 2009 at P.B.Siddhartha College of Arts & Science.
- Participated in a National Seminar on “Emerging Trends in Pharmaceutical Analysis on 4<sup>th</sup> – 5<sup>th</sup> February, 2009 sponsored by Siddhartha Academy of General and Technical Education, Vijayawada.
- Participated in the National Level Workshop on “Radio Chemistry” jointly organized by the Indian Association of Nuclear Chemists and Allied Scientists and the Department of Chemistry, Andhra Loyola College on 23<sup>rd</sup> October, 2009, Vijayawada.
- Presented a research paper at Indian Council of Chemists of 28<sup>th</sup> Annual Conference on “Synthesis and Spectroscopic Study of some organoantimony (IV) Derivatoves of N,N’ – O – Phenylenebis (Saliylideneimine)”.

- Presented a paper in the 46<sup>th</sup> Annual convention of Chemists 2009 & International conference on recent research trends in Chemical Sciences held at VIT University between 2<sup>nd</sup> and 6<sup>th</sup> December, 2009.
- 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.
- 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.
- 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.
- Published a research paper entitled Synthesis and Spectroscopic study of some organoantimony (IV) Derivatoves of N-N-O Phenylenebis (Saliylideneimine) “**Reviews in Inorganic Chemistry**” in International Journal, 2009, Vol.29, No.3.
- Published a research paper entitled “**Synthesis and Spectroscopic study of some organosilicon (IV) derivatives of N,N'-O- Phenylenebis (salicylideneimine)**” in International Journal, 2009. Main Group Metal Chemistry Vol.32, No.2.
- Published a research paper entitled “**Synthesis and Spectroscopic study of some organotitanium (IV) derivatives of N,N'-O-Phenylenebis (salicylideneimine)**” in International Journal, 2009. Review in inorganic chemistry Vol.36, No.3..

**Dr.P.T.S.R.K.Prasada Rao, Lecturer (Participations:1, Presentations:4):**

- Participated in the national level workshop on “**Radio Chemistry**” jointly organized by the Indian Association of Nuclear Chemists and Allied Scientists and the Department of Chemistry, Andhra Loyola college, on 24<sup>th</sup> October, 2009, Vijayawada.
- Presented a research paper in National conference on “**Emerging Advances in Chemistry**” on 14<sup>th</sup> & 15<sup>th</sup> November, 2009 organized by Indian Association of Chemistry Teachers, Gayatri Vidya Parishad, Visakhapatnam.
- Presented a paper in a UGC, DAE-BRNS & CSIR sponsored “**National Youth Forum on Green Energy Solutions Meeting Global Concerns**” on 19<sup>th</sup> & 20<sup>th</sup> November 2009 organized by Maris Stella College, Vijayawada.
- Presented a paper in the 46<sup>th</sup> Annual convention of Chemists 2009 & International Conference on “**Recent Research Trends in Chemical Sciences**” held at VIT University between 2<sup>nd</sup> & 6<sup>th</sup> December, 2009.
- 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> & 9<sup>th</sup> February, 2010.

**Sri.T.N.V.S.S.Datya Dev, Lecturer (Participations:2):**

- Participated in National Seminar on the “**The Promise of Nano Science**” on 6<sup>th</sup>, 7<sup>th</sup> March, 2009 at P.B.Siddhartha College of Arts & Science.
- Participated in the National level workshop on “**Radio Chemistry**” jointly organized by the Indian Association of Nuclear Chemists and Allied Scientists and the Department of Chemistry, Andhra Loyola College, on 24<sup>th</sup> October, 2009, Vijayawada.

**Sri V.Sree Ram, Lecturer (Participations:3, Publications:1):**

- Participated in National Seminar on the “**The Promise of Nano Science**” on 6<sup>th</sup>, 7<sup>th</sup> March, 2009 at P.B.Siddhartha College of Arts & Science.
- Participated in the National level workshop on “**Radio Chemistry**” jointly organized by the Indian Association of Nuclear Chemists and Allied Scientists and the Department of Chemistry, Andhra Loyola College on 24<sup>th</sup> October, 2009, Vijayawada.
- Participated a paper in a UGC, DAE-BRNS & CSIR sponsored “**National Youth Forum on Green Energy Solutions Meeting Global Concerns**” on 19<sup>th</sup> & 20<sup>th</sup> November, 2009 organized by Maris Stella College, Vijayawada.
- Published a paper entitled “**Dissolution profile of phenylephrine hydrochloride pellets**” in journal of chemical and pharmaceutical research, 2009.
- Published a research paper entitled “**Characterization and Deflouridation Studies of Activated Brassica Carbon**” in National Journal, December 2009.
- He has been awarded M.Phil. research degree by Acharya Nagarjuna University in April, 2009.

## DEPARTMENT OF MATHEMATICS

### Guest Lectures & Seminars:

- 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.

### Faculty Improvement through Seminars & Research:

- **Prof.V.Lakshmi Prasannam**, Head, published a research paper entitled “**Free Convection in a porous medium with magnetic field, variable physical properties and varying wall temperature**” in the International Journal of Computational Mathematical Ideas, Vol. 1 – No.3 – P.P . 87 – 91 (2009).
- **Prof.V.Lakshmi Prasannam**, Head a research paper entitled “**Mixed Convection in a porous medium with magnetic field, variable physical properties and varying wall temperature**” accepted for publication in the International Journal of Computational Mathematical Ideas.
- **Mr. J.L.Ram Prasad**, Lecturer, published a research paper entitled “Fuzzy cosets of Prime Fuzzy Submodules”, in “The Journal of Fuzzy Mathematics”, USA, Vol.17, No.3, 2009.
- **Mr.A.Siva Rama Prasad**, Lecturer, published a paper entitled “Analysis of vibrational spectra of Copper Octaethyl [Cu (OEP)] by using U (2) algebraic technique”, International Journal of computational & Mathematical Ideas, Vol.No.1(3), Page No.68-71, 2009.
- **Mr.A.Siva Rama Prasad**, Lecturer, a research paper entitled “**Vibrational Spectra of Bio-Molecules(Porphyrins) by an Algebraic technique**” has been accepted in J-Sc.F(KC).
- **Mrs.T.Anuradha**, Lecturer, Department of Mathematics, participated in the NBHM sponsored instructional workshop on “**Operator Theory**” held at Institute of Mathematics & Applications, Bhubaneswar during December 7<sup>th</sup>-12<sup>th</sup>, 2009.

## DEPARTMENT OF ENGLISH

### Guest Lectures & Seminars:

- The Department conducted three Guest Lectures inviting eminent Scholars.
  1. **Dr.S.Ramaswamy** Retired Professor from University of Bangalore delivered lecture on “**Drama and Shakespeare**”, on 26<sup>th</sup> October 2009.
  2. **Prof.Parvathi** from Andhra University delivered Lecture on “**Language**” on 11<sup>th</sup> February 2010.
  3. **Mrs.Girija Augustine**, return from Columbia University delivered lecture on “**Modern Poetry**” during 18<sup>th</sup> February 2010.

### Faculty Improvement through Seminars and Research:

- **Dr.N.Usha** was relieved on 30<sup>th</sup> September 2009 and joined Sri Krishna University. Mrs. G.Srilatha is made the Incharge.
- **Mrs.G.Srilatha** and **Ms.K.Santha Kumari** participated and presented and presented papers in an International Seminar Organized by Acharya Nagarjuna University on “**Understanding and Interrogating Fourth World Literatures**” on 9<sup>th</sup> September 2009.
- **Mrs.G.Srilatha** gave a talk in A.I.R, Vijayawada on “English Language and its prospects” during November 2009.
- **Mrs.M.V.Chalapathi Rao** gave a talk in A.I.R, Vijayawada on Aravind Adiga’s “White Tiger” during November 2009.
- **Ms.K.Santha Kumari** has completed P.G.Diploma in Communicative English with distinction and has submitted her M.Phil Thesis from Acharya Nagarjuna University..
- **Prof.S.Krishna Sarma** published a paper in “**The Journal of Indian Writing in English**” in January 2010.

## 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 seminar was conducted on 'Applications of Real Analysis' by Dr. B. Rami Reddy, HOD, Mathematics, Hindu College, Guntur on 02-07-2009 by the Department of Mathematics.
- A guest lecture was arranged by the Department of Telugu on "Videsalalo Bharatiya Sanskruti Mulalu" by Dr. M.M. Rao as resource person on 04-07-2009.
- A guest lecture was arranged by the Department of English on 'Simple Narration – Effective Use of English' by Dr. Girija Nambiar, Reader in English, Maris Stella College as resource person on 28-08-2009.
- In association with Indian Psychiatric Society, Vijayawada Chapter, our College arranged a talk on "Mental Health Awareness and Stress Management" by Dr. Ayodhya R.K. a leading Psychiatrist on 9<sup>th</sup> October 2009 on the occasion of Mental Health Week i.e. from 4<sup>th</sup> October to 10<sup>th</sup> October 2009.
- A guest lecture was arranged by the Department of Physics on "Physics Behind Information Technology" by Dr. G. Sahaya Bhaskaran, Resource Person at UGC, Academic Staff College, Tirupati as resource person on 12-11-2009.
- The Department of English organized a lecture on 'Accent and Intonation through Rhymes and Songs' inviting Dr. R. Madhavi, Reader in English, St. Theresa's College for Women, Eluru as speaker on 20-11-2009.
- The Department of Commerce & Business Management arranged a guest lecture on "Career Opportunity as Insurance Agent for LIC" by inviting Sri Krishna Prabhu, Business Development Officer, LIC as resource person on 24-11-2009.
- A guest lecture was arranged by the Department of Botany on "Stem Cell Technology" inviting Dr. P. Prakash Babu, Professor, Department of Biotechnology, Central University, Hyderabad as resource person on 27-11-2009.
- The Department of Economics arranged a guest lecture on "Creative Problem Solving in Small Scale Industry" by inviting Sri K. Anil Kumar Reddy, President, Federation of Corrugated Box Manufacturers of India as resource person on 03-12-2009.
- A guest lecture was arranged by the Department of Botany on "Biofertilizers, Biopesticides and Insecticides" by Dr. Ravi Kumar, HOD, Biotechnology, City Government College, Hyderabad as resource person on 08-01-2010.
- A guest lecture was arranged by the Department of Physics on "Light Emission from Nano Materials and Nano Semiconductors" by Prof. C.S. Sunandana, Department of Physics, University of Hyderabad as resource person on 21-01-2010.
- The Department of Botany arranged a guest lecture on "Fermentation Procedures" by inviting Dr. R. Sreenivasa Reddy, Associate Professor, Department of Biotechnology, K.L. University, Vaddeswaram as resource person on 25-01-2010.
- A seminar was conducted on "Proteomics" by Sri Md. N. Sharief, Assistant Professor, V.S. Lakshmi PG & Degree College, Kakinada on 04-02-2010 by the Department of Chemistry.
- A seminar was conducted on "NMR Principles & Applications" by Prof. C. Venkata Rao, Department of Chemistry, S.V. University, Tirupati on 05-02-2010 by the Department of Chemistry.
- The Department of Telugu arranged a guest lecture on "Sankshobhamlo Telugu Bhasha Jati" by inviting Dr. Samala Ramesh Babu as resource person on 28-01-2010.
- A seminar was conducted on "VLSI Technology" by P. Kalee Prasad on 02-02-2010 by the department of Electronics (EASS).
- The Department of Mathematics organized a guest lecture on "Finite Groups" by inviting Prof. R. Srinivasa Rao, Department of Mathematics, RVR & JC College of Engineering, Guntur as resource person on 06-02-2010.
- A guest lecture was arranged by the Department of Zoology on "Muscle Physiology and Nerve Impulse generation and Propagation" by inviting Dr. B.N. Rao, Assistant Professor, Dr. Pinnamaneni Institute of Medical Sciences and Research Foundation as resource person on 08<sup>th</sup> and 09<sup>th</sup> Feb. 2010.
- A lecture was arranged by the Department of Economics on "International Trade" by Sri D. Siva Sankara Rao, HOD, Economics, JKC College, Guntur as resource person on 10-02-2010.
- Another lecture was arranged by the Department of Economics on "Impact of Liberalisation" by inviting Sri D.V. Koteswara Rao, Lecturer in Economics, TJPS College as resource person on 10-02-2010.
- Another lecture was arranged by 'THE HINDU' in collaboration with A.P. Pollution Control Board on 27-02-2010. Dr. J.S. Yadav, Director, IICT made a beautiful presentation on "Biodiversity in Natural Products".

## RESEARCH & PUBLICATION

- Sri V. Babu Rao, Lecturer in Zoology wrote I Year Text books for Biotechnology published by Telugu Akademi of Andhra Pradesh.
- He also submitted the manuscripts for III Year Text books for Biotechnology, Microbiology and Zoology to be published by Telugu Akademi of Andhra Pradesh.
- The paper entitled 'Copper ion as a structural Probe in  $P_6O-CaF_2O-P_2O_5$  Glass System' of Dr. M.V.N. Padma Rao, Lecturer in Physics was published in Journal of Alloys and Compounds, ELSEVIER.
- The paper entitled 'Magnetic and Optical properties of molybdenum ions in  $PbO-CaF_2-P_2O_5$  glass system' of Dr. M.V.N. Padma Rao, Lecturer in Physics was published in Croatica Chemica Acta Vol.82 (2009).

## 9. RESEARCH PROJECTS

- a) Newly implemented -
- b) Completed -

## 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 IX and X class students of B.S.R.K.M.C.H. School, Moghalrajpuram, Vijayawada on 18<sup>th</sup> and 19<sup>th</sup> November 2009 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 students of Local BSRKMCH School in the presence of Deputy District Educational Officer Sri K. Durga Prasad. It is useful to improve their academic standard.

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

PG

---- NIL ---

UG

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

(a) Completed

(b) In Progress

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

NIL

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

- Sahitya Mandali, Helapuri, Eluru awarded "Paidipati Sahitya Puraskaram" to Dr.Y. Purnachandra Rao, Lecturer in Telugu received cash prize of Rs.4,000/- for his research work on Paidipati Subbrami Sastry.
- Dr.A. Srinivasa Rao, Head, Department of Telugu of our college received "State Award to College Teachers" for the year 2009.

## **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

- Mr. U. Srinivasa Rao, II B.A.(EMS) participated National Adventure Camp held at Simla from 22-06-2009 to 08-07-2009.
- 5 members participated in Red Cross meeting held at Red Cross Hospital at Gandhi Nagar on 25-06-2009.
- 8 members participated in National Youth Harmony Rally held from our college to PWD grounds on 27-06-2009.
- 50 members participated in campus cleaning held in our college on 20-07-2009.
- 30 members participated in Blood grouping for nearly 500 students on 22-07-2009.
- 130 members participated in 'Dasara Mahotsav' special camp from 19-09-2009 to 28-09-2009.
- 80 members rendered service in Flood Relief Camp held in our college from 03-10-2009 to 05-10-2009.

- 5 members participated in Flood Training Camp held at Acharya Nagarjuna University on 01-10-2009 and 02-10-2009.
- Sri Ch. Venkateswarlu, Programme Officer attended NSS Training and Orientation course at Acharya Nagarjuna University, Nagarjuna Nagar from 21-10-2009 to 30-10-2009.
- 10 members participated in Making of Flood Camp kits held at bank colony on 22-10-2009.
- 10 members participated in Red Cross Training meeting of AIDS held at Gandhi Nagar on 27-11-2009.
- Ms. Janaemiya II B.Sc.(BZC) and Ms. Kiranmai II B.Sc. MECS participated in R.D. Selections camp held at Jamshedpur on 29-11-2009.
- 50 members attended AIDS meeting held at our college auditorium on 01-12-2009.
- 120 members attended Filaria Pills camp held at difference places of Vijayawada, Moghalrajpuram, Kasturibaipet etc. from 11-11-2009 to 13-11-2009.
- 120 members participated in Hindu Acoderm Rally (Antiterrorism) held from our college to PWD grounds on 19-12-2009.
- 110 members participated in Srujanotsav-09 held in our college on 11-12-2009 & 12-12-2009.
- 60 members participated in Pulse Polio Camp held at difference places of Vijayawada on 10-01-2010.
- 60 members participated in Pulse Polio camp at Bus stand on 07-02-2010.
- 2 members, Ms. Himabindu and Mr. Devander Sethiya participated in National Youth Festival at Buvaneswar on 08-01-2010.
- 20 members participated in Republic Day parade held in our college on 26-01-2010.
- 2 members, Dr. A. Srinivasa Rao, Programme Officer and Mr.N. Rajesekhar, I B.Sc.(CAMS) attended National Integration Camp at Jaisalmer from 05-02-2010 to 19-02-2010.
- 120 members attended Maha Sivaratri camp at Yanamalakuduru on 12-02-2010 and 13-02-2010.
- 75 members participated in Blood donation at different dates by different volunteers on the request from public and processed through proper channel.

## **19. TEACHERS AND OFFICERS NEWLY RECRUITED**

### **PG**

#### **Department of English**

##### **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

S.No.	Name of the Lecturer	Department / Designation	Qualifications	Date of joining
1	Mr.E. Murali Krishna	Ad-hoc Lecturer in Statistics	M.Sc., M.Phil.	15-06-2009
2	Ms.Sk. Haseena	Ad-hoc Lecturer in English	M.A.	30-06-2009
3	Sri D Sreenivasa Reddy	Ad-hoc Lecturer in Electronics	M.Sc.	08-07-2009
4	Sri R Nischal	Ad-hoc Lecturer in Computer Science	B.Tech.	08-07-2009
5	Sri A Praneeth	Ad-hoc Lecturer in Computer Science	M.C.A.	08-07-2009
6	Ms.K. Naga Bhargavi	Ad-hoc Lecturer in Physics	M.Sc.	23-07-2009
7	Mr.D. Bhanu Prakash	Ad-hoc Lecturer in Physics	M.Sc.	06-11-2009
8	Ms.B. Gayatri	Ad-hoc Lecturer in Business Management	M.B.A.	06-11-2009
9	Smt.K. Siva Leela	Ad-hoc Lecturer in Business Management	M.B.A.	06-11-2009
10	Sri K Sridhara Rao	Ad-hoc Lecturer in Commerce	M.Com.,	09-11-2009
11	Sri K Narayana Rao	Ad-hoc Lecturer in Commerce	M.Com.,	23-11-2009
12	Ms.L. Lakshmi Prameela	Ad-hoc Lecturer in Computer Science	M.C.A.	23-12-2009
13	Sri D Vijay Kumar	Ad-hoc Lecturer in Computer Science	M.Sc.(CS)	05-01-2010

### Non-teaching

S.No.	Name of the Staff	Designation	Qualifications	Date of joining
1	Mr.T.S.N. Prasad	Jr.Programmer in Computer Science	M.Sc.(IT)	08-07-2009

## 20. TEACHING – NON-TEACHING STAFF RATIO

### P.G

1:1

### U.G.

88 : 56

## 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 57,158 books and 701 books purchased this year. 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.

## 22. NEW BOOKS/ JOURNALS SUBSCRIBED AND THEIR VALUE

### PG

Department	Volumes	Amount(Rs.)	Journals	Amount(Rs.)
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
Total	1063	278938.00	138	131706.00

**UG**

<b>Department</b>	<b>Volumes</b>	<b>Amount(Rs.)</b>	<b>Journals</b>	<b>Amount(Rs.)</b>
Telugu & Hindi	153	4482		
English	97	18196		
Economics	47	8925		
Commerce & Management	62	11675		
Mathematics	28	6184		
Physics	34	5236		
Computer Science & Electronics	54	13939		
Chemistry & Biochemistry	32	6170		
Zoology & Microbiology	25	4448		
Botany & Genetics	28	4975		
Career Guidance	9	3365		
Total	569	87595	65	57171

**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 APSICHE, 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**

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

**UG**

**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**

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 interested and come forward to join the association. The total strength of the association as on date is 5070. Though it is a small number compared to the total number of students passed out of the college it is a formidable number indeed. Its present corpus is Rs.8,56,186.33 with a view of doing some of the activities undertaken during the year are ...
  - Rendered financial assistance of Rs.5,000/- to Senior Under Office Capt.B. Sumanth of III B.Sc. to visit Russia under Youth Exchange programme.
  - Paid college fee of Mr.U. Reddenkaiah of III B.Sc.
  - Rendered financial assistance to retired employee Sri P. Subba Rao.
  - Felicitated all the retired employees during the academic year.

### **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**

- 25 teams participated in Acharya Nagarjuna University Inter Collegiate Softball Tournaments and also conducted selections to represent Acharya Nagarjuna University at South Zone Inter University Volleyball Tournament scheduled to be held at Kannanore University, Kerala from 25-10-2009 to 27-10-2009.
- Mr.K.M. Raivath of I B.Sc. selected for Acharya Nagarjuna University Cricket team to participate in the South Zone Inter University tournaments to be held at Osmania University, Hyderabad and Ms.P. Lakshmi, I B.Com.(Tax) selected to represent Acharya Nagarjuna University Netball team in the All India Inter University Tournaments held at Kurukshetra University, Haryana.

### 34. INCENTIVES TO OUTSTANDING SPORTS PERSONS

#### PG

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

#### UG

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

### 35. STUDENT ACHIEVEMENTS AND AWARDS

#### PG

#### Students Achievements:

- As to gain practical exposure MBA Students visited APHMEL, KCP Sugars, Hindustan Coca Cola Pvt. Ltd. & Navata Transport during the month of February 2010.
- The MBA students have participated in various Management Meets and Events at National and State level competitions and Won many prizes. The details are as follows.

No	Student Name	College	Place	Date	Event	Place Secured and Level of Competition
1	S. Deepti Sharmila	PVP Siddhartha College	Vijayawada	27-10-2009	Young Managers	2 <sup>nd</sup> prize
2	D.Dhana Laxmi	C.R.R College of Engineering.	Eluru	3-02-2010	Young Managers	2 <sup>nd</sup> prize
3	S.N.Satish M.Dhana Lakshmi	V. R. Siddhartha College	Guntur	29&30 October, '09	Finance Event	1 <sup>st</sup> prize and a Cash prize of rupees 2000/-
4	S.N.Sateesh , G.Jasmine B.Bhemeshwara Rao	ANR COLLEGE	Gudivada	31-10-2009	Stock Market	2 <sup>nd</sup> prize
5	K.Lakshmi Kanth N. Ravi, Durga Prasad.M	RVR&JC College Of Engineering	Guntur	26-02-2010	B-QUIZ	1 <sup>st</sup> prize.
6	K.Lakshmi Kanth N.Ravi.	SIR C.R.R College Of Engineering	Eluru	3-02-2010	B-QUIZ	2 <sup>nd</sup> prize
7	G. Ravi Kumar	Stella College	Vijayawada	24-02-2010	BIZ-PLAN	2 <sup>nd</sup> prize
8	Vara Lakshmi.M Swathi.M Naga Kalyani.R	MIC College Of Engineering &Technology	Vijayawada	10-03-2010	AD-MAKING	2 <sup>nd</sup> prize
9	Rangit.T, Sunil.B,Kalyan.M	RVR&JC	Guntur	26-02-2010	Market Makers	2 <sup>nd</sup> prize
1	D.Dhana Laxmi M.Dhana Lakshmi	KBN College	Vijayawada	14-11-2009	Changing dimensions on stock markets	1 <sup>st</sup> prize &cash prize of rupees 2000/-
11	G.Ravi Kumar K.Lakshmi Kanth	KBN College	Vijayawada	14-11-2009	Rural Marketing	3 <sup>rd</sup> prize &cash prize of rupees 1000/-
12	S.V.Srinivas	KBN College	Vijayawada	4 <sup>th</sup> -11-2009	Ethics In Business	1 <sup>st</sup> prize
13	Charisma	KBN College	Vijayawada	4 <sup>th</sup> -11-2009	MR PERSONALITY	1 <sup>st</sup> prize

## UG

- The project paper titled “Application of MBTH and Sulphanilic acid for the Quantitative Spectrophotometric Determination of Diacerein in bulk and formulations” of Ms. Y. Triveni, Ms.K. Divya and Ms.K. Naga Lakshmi of III B.Sc.(BBC) was published in Scholars Research Library.
- Ms. K. Naga Lakshmi, Ms.K. Umamaheswari and Ms.K. Divya of III B.Sc.(BBC) done summer mini project on Industrial Exposure in K.C.P. Pvt.Ltd., Vuyyuru during summer vacation.
- Mr.U. Redankaiah (071333) and Mr. Suheb (071152) of final year B.Sc. (MPC) participated in State Level Seminar on “Physics of Communication Technology” conducted by Andhra Loyola College, Vijayawada from 30-11-2009 to 02-12-2009.
- Mr.R. Suresh (071357) of final year B.Sc. (MPCS) gave a seminar presentation on ‘Important Physicists’ on 04-12-2009.
- Ms.Ch. Hemalatha and Mr.B.H.V. Chandu of III B.A. (EMS) 060107, participated in Acharya Nagarjuna University level ‘Economics Talent test’ conducted by Govt. Degree College, Movva and secured III and IV Places.
- The following students participated in the State level seminar on ‘e-Banking in India – Challenges and Opportunities’ organized by the department of Commerce, Andhra Loyola College, Vijayawada on 25<sup>th</sup> February 2010 and won the following prizes.

1. Prerna Baid, II BBM, 080485 - **1<sup>st</sup> Prize in Panel Discussion**
2. Divya Agarwal, II BBM, 080457 - **1<sup>st</sup> Prize in Paper presentation**
3. Likhith Jain, I BBM, 090464 - **3<sup>rd</sup> Prize in Panel discussion**

- Ms. Sonal Kothari of II B.C.A. appeared for 6<sup>th</sup> National IT Aptitude Test conducted by NIIT on 21<sup>st</sup> February 2010 and stood among top 3% of the candidates who participated in the same.
- S. Ramesh Babu of III B.Sc.(MECS), I. Sri Reshmi and K. Bhanu Praveen Kumar of III B.C.A. participated in Techno Meet-2009, an Inter Collegiate competition conducted by Maris Stella College, Vijayawada on 30-07-2009 and won II Prize in IT Quiz. Ch. Hima Bindu of III B.C.A. won III Prize in Paper Presentation.
- N. Gita Madhuri and I Sree Reshmi of III B.C.A. participated in TechnoHolix’09, a National Student symposium conducted by GITAM Institute of Science, GITAM University, Vizag from 27<sup>th</sup> to 28<sup>th</sup> August 2009 and won FIRST Prize in Express IT (paper presentation). S. Ramesh Babu of III B.Sc.(MECS), V. Manasa and K. Bhanu Praveen Kumar of III B.C.A. participated in Creative Minds and won II Prize by competing with M.C.A. students.
- SAMS (Students Association of Management Studies) of BBM students organized a 2-Day Management meet during the month of September 2009 at South India Level.
- The students participated in “BEMUS’09” (Management meet at Loyola College) and other events conducted by Maris Stella College, Vijayawada on 03-09-2009 and secured the following prizes.

### **BEMUS ’09 (Loyola College):**

#### **Case Study – I PLACE**

Hani Jain, III BBM, 070462

#### **Group Discussion – II PLACE**

Gurkirat Singh, III BBM, 070464

#### **Business Quiz – II PLACE**

Hitesh Jain, III BBM, 070474

Goutham Bafna, III BBM, 070486

Manish, III BBM, 070466

### **Maris Stella College**

#### **Paper Presentation**

**II PLACE** - Sandeep Jain, I BBM

**III PLACE** - Vishal, I BBM

**III PLACE** - Rahul Jain, II BBM

#### **Quiz – III PLACE**

Vikram, III BBM

Benny Joseph, III B.Com.

Vicky Jain, III B.Com.

- The following students participated in Elocution competition on “Role of Chemistry in protecting the Environment” conducted by S.D.M. Siddhartha Mahila Kalasala, Vijayawada on 15<sup>th</sup> September 2009.

Ms.D. Winnie Teja, III B.Sc. (BBC), 074125 - III PRIZE

Ms.P. Durga Bhavani, III B.Sc.(MBC), 071906

Ms.K. Divya, III B.Sc. (BBC), 074153

Ms.J. Vaishnavi, III B. Sc. (BBC), 074110

Sri B. Sumanth, III B.Sc.(MPC), 071116

- N. Vaishnavi of II B.C.A. participated in Techno Banquet-2009, an Inter Collegiate IT Paper Presentation contest conducted by K.B.N. College, Vijayawada on 16-09-2009 and won FIRST Prize.
- The students of III B.Sc. participated in State level Quiz Competitions on 16-09-2009 and 14-12-2009 organised by K.B.N. College and Andhra Loyola College, Vijayawada.
- Mr.B.H.V. Chandu, K.P. Reddy, K. Sairam Pathrudu of III B.A.(EMS) and Ms.E. Visali and Ms.S.M. Yasaswini of II B.A.(EMS) participated in ‘2 Day students Leadership Camp’ on 20<sup>th</sup> and 21<sup>st</sup> November 2009 conducted by the Department of Economics, Andhra Loyola College, Vijayawada and the Forum of Free Enterprise, Mumbai.
- **Ms. Sk. Parveen Sultana** of III B.Sc.(MBC) Roll No.074151 participated in Miss Fete Competition held in Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada on 21-11-2009 and **won Miss Fete 2009 Award.**
- Staff and students of Computer Science Association (CSA) organized ‘**BLITZKRIEG’09**’, a one day programme of intercollegiate IT competitions for undergraduate students of colleges under the jurisdiction of Acharya Nagarjuna University on 26<sup>th</sup> November 2009 at Siddhartha Auditorium. The programme was inaugurated by Prof.M.K. Durga Prasad, Vice Chancellor, Krishna University, Machilipatnam, Sri B.S. Appa Rao, Vice-President, SAGTE, Dr. N. Satyanarayana, Principal, P.B. Siddhartha college of Arts & Science. 300 students from 22 colleges participated in the events of Thesis (Paper Presentation), Omniscience (IT Quiz), Rostrum (Role Play), Collage and C’n’D (Coding and Decoding).
- The following students of our college participated in Sri D.J. Kanaka Raju Memorial Inter-Collegiate Quiz Competitions in Chemistry conducted by Andhra Christian College, Guntur on 02-12-2009 and won **I PRIZE and a cash award of Rs.700/-**.

1. D. Winnie Teja, III B.Sc. (BBC), 074125

2. G. Durga Indraja, III B.Sc.(BZC), 071559

- An old student from California University addressed our final year students about the research facilities and scholarships available in US and scholarships on 07-01-2010.
- The department of Electronics conducted EASS quiz programme for I & II year B.Sc. (MECS) by III B.Sc.(MECS) students on 11-01-2010.
- The students of III B.Sc.(MECS) participated in ‘TECHNOFEST2K10’ organised by V.R. Siddhartha Engineering College, Kanuru on 28<sup>th</sup> and 29<sup>th</sup> Jan.2010.
- The students of III B.Sc.(MECS) participated in paper presentation, Quiz, Robota at BITS PILANI, Goa on 04-02-2010.
- 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 2010 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**

### 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

#### Placement Record:

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

S.No	Name	Organization
1.	D. Chandram	Capital IQ
2.	G. Pavani Kumari	Capital IQ
3.	B. Soma Linga Chari	Capital IQ
4.	D. Dhana Laxmi	Capital IQ
5.	K. Lakshmikanth	FACTSET
6.	M. Dhana Lakshmi	FACTSET
7.	V. Priyadarshini	FACTSET
8.	G. Ravi	BIGBAZZAR / Coramandal International Ltd.
9.	D.Naga Mallikarjuna Rao	Coramandal International Ltd.
10.	M.Raveendra Babu	Coramandal International Ltd.
11.	B.Bhimeswara Rao	Coramandal International Ltd. / Cholamandalam DBS / Shriram Life Insurance Co.LTd.
12.	Ch.Srinivasa Rao	Cholamandalam DBS
13.	V.Dileep Kumar	Cholamandalam DBS / HDFC
14.	V.Srilatha	Shriram Life Insurance Co.LTd. / Cholamandalam DBS
15.	S.Deepthi Sharmila	Shriram Life Insurance Co.LTd./ Cholamandalam DBS
16.	K.Lakshmikanth	Shriram Life Insurance Co.LTd.
17.	P.Ramesh	Shriram Life Insurance Co.LTd.
18.	D.Swaroop Kumar	Shriram Life Insurance Co.LTd./ Cholamandalam DBS
19.	P.V.Srikanth	Cholamandalam DBS
20.	S.Balachandar	Shriram Life Insurance Co.LTd./ Cholamandalam DBS

UG

- Mr.B. Jagadeesh of III B.Sc.(GBC), Mr.B. Yerram Raju of III B.Sc.(BZC) and Mr.M. Sai Raghava of III B.Sc.(MBC) got selected as 'Trainees' of Matrix Young Talent program-2009 conducted by Matrix Laboratories Ltd., Hyderabad on 12-03-2009.
- Mahindra & Mahindra Financial Services Ltd., Graduate Trainees on 24-04-2009.
  1. P. Mohan Prabhu, III B.Com.A.
  2. T. Praveen Kumar, III B.Com.B.

- Allsec Technologies Pvt. Ltd., Bangalore – Customer Care Executive – 25-05-2009
  1. M. Ramakrishna, III B.C.A.
  2. K. Sushma, III B.C.A.
- Mr.J. Nagarjuna, Mr.K. Vijay Kiran of III B.Com.(TAX), Mr.N. Balaji of III B.A. (CAMS) and Ms.P. Anupama Chandra of III B.C.A. selected as ‘Sales Development Manager’ in HDFC Standard Life Insurance Co., Ltd., in the campus interview conducted on 08-02-2010.
- Matrix Laboratories Ltd., Hyderabad conducted campus interview to recruit ‘Trainees for Matrix Young Talent Program-2010’ on 18-02-2010 and results are awaited.
- Thermax Ltd., Pune is going to conduct campus recruitment for selecting ‘Trainees for Thermax Graduate Program’ soon.
- Mr. M. Sai Raghava, III B.Sc. (MBC) selected as ‘Chemist Trainee’ in Madras Cements Ltd., Jaggayyapet.
- Mr.K. Sumanth and Mr.K. Bhargava Ram of III B.Com. got selected as ‘Clerk Trainee’ in Andhra Sugars Ltd., Tanuku.
- Ms.V. Manasa, III B.C.A. and Ms.K. Swathi of III MECS selected as Process Associates in Infrastructure Management Services Division of Cognizant Technology Solutions, Hyderabad.
- Students of I B.Sc.(MECS) undergone on-job training during summer in various industries i.e. ITL, INCAP, EFFTRONICS etc, from 21-04-2009 to 20-05-2009.
- Students of II B.Sc.(MECS) undergone on-job training during summer in INCAP Industry from 04-05-2009 to 04-06-2009.

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

#### **Dept. of Computer Science**

- The department has organized the three days workshop on Hardware Training for Computer Programmers of all the Siddhartha group of Institutions.

### **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**

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 strengthen the biology programmes  
Planning to update the college web to give more brand value  
Planning to introduce student support services like online academic record of students.  
Planning to introduce online examination to select programmes.  
Planning to introduce centralized research centre.

(V. BABU RAO)  
COORDINATOR, IQAC

(Dr.N. SATYANARAYANA)  
PRINCIPAL &  
CHAIRPERSON, IQAC