

**SRI Y.N. COLLEGE**  
**DR. C.S. RAO P.G. CENTRE**  
**DEPARTMENT OF MANAGEMENT STUDIES – MBA**

**ACADEMIC/EXTRA-CURRICULAR ACTIVITIES DURING  
THE YEAR 2016-17'**

<b>SL. NO.</b>	<b>DATE</b>	<b>NATURE OF ACTIVITY</b>	<b>DETAILS OF ACTIVITY</b>
<b>A.</b>		<b>GUEST LECTURES &amp; EXECUTIVE INTERACTION</b>	
1	19.08.2016	<b>Prof. G. Hara Gopal,</b>  Former Professor, Central University & Prof. in Tata Institute of Social Sciences, Bangalore	Mahatma Gandhi as a Management Guru
2	24.08.2016	<b>Sri V. Vidya Sagar Naidu, IPS</b>  <b>Sri B. Dinesh Aditya, IRS</b>	Prospects & Approach for Civil Services
3	20.09.2016	<b>Dr. N.L. Narasimha Rao</b>  Professor in Commerce  School Of Distance Education  Andhra University  Visakhapatnam	Evolution Of Management Thought
4	21.09.2016	<b>Sri K. Satyanarayana</b>  Dy.General Manager, HR  Visakhapatnam Steel Plant  <b>Sri J. Ravindranath</b>  Dy.Gen.Manager, Marketing  Salem Steel Plant	Managing HR in a Complex Organisation
5	25.10.2016	<b>Sri I.V.S. Pardhasaradhi</b>  Asst.Regional Manager	Importance of Communication Skills

		The HINDU Vijayawada	
6	01.11.2016	<b>Prof. B. Ramesh,</b> Goa University	Issues & Causes on <b>BREXIT</b>
7	25.01.2017	<b>Sri.P.Satyanarayana Prasad,</b> Chief General Manager & Legal Advisor Reserve Bank Of India Mumbai	Demonetisation
8	07.02.2017	<b>Prof.S.Teki,</b> Professor, Dept. of Mgt.Studies Adi Kavi Nannaya University	Financial planning for students
<b>B.</b>		<b>EXTENSION LECTURES BY FACULTY MEMBERS</b>	
1.	21.08.2016	Dr. Ch. Srinivas participated as a Resource person in ACADEMIA 2016 organised by Dr.C.S.N.College, Bhimavaram	Soft Skills
2.	15-10-2016	Dr. R. Pardhasaradhi participated as a Resource person in the inauguration of the English Club, Chaitanya School, Narsapur.	Ethics & Values
3	15-10-2016	Dr. Ch. Srinivas participated as Resource person for the World Students Day Celebration organized by S.V.K.P College, Penugonda.	Role of students in the development of India

4	15-10-2016	Dr. Ch. Srinivas participated as Resource in person Personality Development Programme Organised by Poornodhaya Degree College, Maruteru	Personality Development
5	24-01-2017	Dr. Ch. Srinivas participated as a Resource person in Personality Development Programme organised by Dr.C.S.N.College, Bhimavaram	Personality Development
6	24-01-2017	Dr. Ch. Srinivas participated as a Resource person in Training Programme organised by APSRTC, Bhimavaram	Personality Development
7	06-02-2017	Dr. Ch. Srinivas participated as a Resource person in Personality Development Programme organised by Karibandi Educational Institution, Tadepalligudem	Personality Development
8	18-02-2017	Dr. Ch. Srinivas participated as a Resource person for Career Guidance Programme for 10 <sup>th</sup> class students at Narsapur organized by the Government of AP.	Career Guidance
9	21-02-2017	Dr. Ch. Srinivas participated as a Resource person in Personality Development Programme organised by Surya College, Narsapur	Personality Development Programme
10	10-03-2017	Dr. Ch. Srinivas participated as a Resource person for the Training Programme on Entrepreneurship & Career Counselling organized by KGRL,Bhimavaram	Entrepreneurship & Career Counselling
11	07-06-2017 To 09-06-2017	Dr. Ch. Srinivas participated as a Resource person in Navanirmanam Deeksh Government Programme	

12	11-06-2017	Dr. Ch. Srinivas participated as a Resource person for PST Seminar & Workshop organization, Lions Club International, Eluru	
13	17-06-2017	Dr. Ch. Srinivas participated as a Resource person in Workshop on English Language Skills, Lions Club International, Eluru	
<b>C</b>		<b>BOOKS WRITTEN BY STAFF</b>	
<b>1</b>	Aug. 2016	Dr. G.S. Rama Krishna authored a book, “Encyclopedia of Personality Development and Career Management”, published by the Himalaya Publishing House, Mumbai, Oct. 2016, ISBN: 978-93-5262-288-7	
<b>2</b>	Oct. 2016	Ch. Srinivas is a co-author of the book, <b>Commerce and Career Opportunities</b> , published by Roshan publications in Oct 2016.	
<b>3</b>	Nov. 2016	Dr. R. Pardhasaradhi is a co-author of the book, <b>Leadership Education</b> , AP Common Core for Degree, published by Himalaya Publications in Nov 2016	
<b>C.</b>		<b>ARTICLES &amp; PUBLICATIONS BY FACULTY MEMBERS</b>	
<b>1</b>	December 2016	Dr. R. Pardhasaradhi	Published a paper “Sustainable Rural Tourism Development: A tool for Academic Growth” in the International Journal for Economics and Business Management” ISSN:2250-2750,

			Vol. 6, Issue 1.
2.	Dec.2016	Dr.G.Sri Rama Krishna	Published a paper “OCB and its Role in creating Social Capital in an Organization” in Personnel Today, NIPM, Kolkata, Dec 2016, Vol XXXVII, No.2, ISBN:09708504
<b>D.</b>		<b>SEMINARS AND WORKSHOPS ATTENDED AND PAPERS PRESENTED BY FACULTY MEMBERS</b>	
1	29 <sup>th</sup> July to 2 <sup>nd</sup> August, 2016	Sri A.V. Ramana	Attended a seminar on <b>“Emerging Global Trends in Commerce and Management Studies”</b> in a seminar conducted by Commerce and Management Studies, organized by Adikavai Nannaya University, Rajahamahendravaram and University of the Virgin Islands, USA.
3	December 2016	Dr.R.Pardhasaradhi Smt.G.Madhuri Smt.S.S.Smitha	Presented a paper, “ Stress – A concomitant of modern complex jobs” in a seminar organized by DCMS, Adikavi Nannaya University, Rajahmundry
2	December 2016	Sri G. Samuel Mores	Presented a paper, “ A study on Lecturers’ Work Life Balance” in a seminar organized by DCMS, Adikavi Nannaya University, Rajahmundry
3	December 2016	Sri G. Samuel Mores	Presented a paper, “Work Life Balance” in a seminar organized by Aditya Business School, Surampalem.

4	March 2017	Dr.R.Pardhasaradhi Smt..G.Madhuri	Presented a paper, “A Pragmatic Approach to Corporate Social Responsibility”, in a UGC sponsored-3-Day International Seminar by Acharya Nagarjuna University, Guntur.
5	June 2017	Dr.R.Pardhasaradhi Ch. Srinivas	Participated in a One Day -FDP on Companies Act 2013, Goods & Services Tax (GST), organized by Adikavi Nannaya University, Rajamahendravaram.
<b>E.</b>		<b>ACTIVITIES OF FACULTY</b>	
1	May 2016	Dr. N. Chinta Rao attended as Viva-Voce examiner in KGRL college, appointed by Andhra University, Visakhapatnam	
2	21.08.2016	Dr.Ch.Srinivas participated as a Resource person in ACADEMIA 2016 organised by Dr.C.S.N.College, Bhimavaram	Soft Skills
3	15-10-2016	Dr.R.Pardhasaradhi participated as a Resource person in the inauguration of the English Club, Chaitanya School, Narsapur.	Ethics & Values
4	15-10-2016	Dr.Ch.Srinivas participated as Resource person for the World Students Day Celebration organized by S.V.K.P College, Penugonda.	Role Of student in Developed India
5	15-10-2016	Dr.Ch.Srinivas participated as Resource in person Personality Development Programme Organised by Poornodhaya Degree College, Maruteru	Personality Development

6	<p>Oct 2016</p> <p>Nov 2016</p>	<p>Dr. R. Pardhasaradhi</p> <p>attended as Viva-Voce examiner in:</p> <p>BEST College of Technology &amp; Manangement, Tadepalligudem</p> <p>DVR &amp; Dr. HS MIC College Of Technology, Kanchikacherla, E.G. Dist.</p> <p>AKRG College Of Engineering &amp; Technology, Nallajerla</p>	
7	Feb 10 <sup>th</sup> -12 <sup>th</sup> 2017	Smt.G.Madhuri participated in National Women's Parliament organized by Govt of AP at Amaravati	Women Empowerment
<b>F.</b>		<b>STUDENT ACTIVITIES</b>	
1	01.10.16	<p>(2015-17'BATCH) III SEM</p> <p>&amp;</p> <p>(2016-18' BATCH) I SEM</p> <p>No Of participants:24</p>	<p>Management Meet – TECHNO SCET 2K16 Organised by ManagementMeet-Swarnanadhra College of Engineering &amp; Technology, Seetharampuram and won <b>2<sup>nd</sup> Prize in Business Plan</b></p>
2	<p>06.10.2016</p> <p>&amp;</p> <p>07.10.2016</p>	<p>(2015-17'BATCH) III SEM</p> <p>&amp;</p> <p>(2016-18' BATCH) I SEM</p> <p>No Of participants:7</p>	<p>Management Meet - SPLASH 2K16 Organised BY Adikavi Nannayya University, Rajamahendravaram and won <b>2<sup>nd</sup> Prize in Cultural Event</b></p>
3	<p>21.10.2016</p> <p>&amp;</p> <p>22.10.2016</p>	<p>(2014-16'BATCH) III SEM</p> <p>&amp;</p> <p>(2016-18' BATCH) I SEM</p> <p>No Of participants:14</p>	<p>MAGNUS 2K16 Management Meet Organised by Godavari Institute of Engineering &amp; Technology and won <b>1<sup>st</sup> Prize in Cultural Event</b></p>

4	07.12.2016	(2014-16'BATCH) III SEM & (2016-18' BATCH) I SEM	Students conducted an extension activity in Kalyani Rehabilitation Centre, Narsapur and donated fruits and stationery.
5	10.02.2017 To 12.02.2017	(2014-16'BATCH) IV SEM	6 students participated in "National Women's Parliament" organized by the Govt. of AP at Amaravati
6	21.02.2017 To 28.02.2017	(2014-16'BATCH) IV SEM & (2016-18' BATCH) II SEM	23 students participated in cultural events organized and won 1 <sup>st</sup> prize in Essay writing, Mime ,Skit, Semi-Classical songs & Folk songs .2 <sup>nd</sup> prize in Quiz, Essay writing, Group folk song &Elocution, 3 <sup>rd</sup> prize in Essay writing, Elocution, Light Vocal and consolations in Mono action & Light vocal organized by the college at PG level
7	17.02.2017	(2014-16'BATCH) IV SEM	4 students participated in sports events organized by the college at PG level and got 1 <sup>st</sup> prize in Shotput and 3 <sup>rd</sup> prizes in Discuss Throw & Running(800mts)
8	29.04.2017	(2014-16'BATCH) IV SEM	32 MBA students got selected and were placed in different companies in Job Mela organized by the HRD centre in Sri.Y.N.College





Prof. G. Haragopal, Tata Institute of Social Science, Bangalore delivering lecture on 19-08-2016



Guest Lecture by Prof. N.L. Narasimha Rao, Director, School of Distance Education, AU on 20-09-2016





Prof.B.Ramesh Former Head & Dean, Faculty Of Commerce & Management,  
Goa University delivering a Guest Lecture







Prof.S.Teki, Dept of Management Studies Adi kavi Nannaya University Delivering a Guest Lecture