

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

## **2019-2020 ACTIVITIES**

**A.** The three year **B.B.A** course has been introduced from the Academic year 2019-20. The course has been inaugurated on 4<sup>th</sup> July 2019. **Prof. R. Prabhakara Raya**, Former Dean, School of Management Studies Pondicherry University delivered the Inaugural Lecture.

### **GUEST LECTURES :02**

- The Department of Management Studies celebrated the U.N.O Day in association with the Lions Club, Narsapur on 24-10-19. **Sri R. V. Subba Rao**, Senior Scientist, Retd gave a talk on the Role and Activities of U.N.O.
- The Department of Management Studies arranged a Guest Lecture on “**Managerial Skills of Jagadguru Adi Sankaracharya**” by the Resource Person **Dr. Jayanthi Venkata Subbarao**, M.Sc., Ph. D., (Finance, USA), International Banking Consultant in USA, Professor in Chinmaya Viswa Vidya Peeth Ernakulam, Kerala on 22-02-2020.

## EXECUTIVE INTERACTION PROGRAMMES :05

- Executive Interaction Program was arranged with **Sri Rajesh Singh**, Asst. Director, Export Promotion Council for Handicrafts, New Delhi and **Sri Rahul**, Manager, International Lace Trade Center, Narsapur on 6<sup>th</sup> August 2019.
- The Department of Management Studies arranged an Executive Interaction Programme on “**Business Idea Generation**” with **B. Jagadeesh Chandra Bose**, Yaganamaya Tech Suite, PNP Trades, Chennai on 17<sup>th</sup> Dec 2019.
- The Department of Management Studies & U.G Dept of Commerce organized “**Executive Interaction Programme**” with **Dr. Prasad Thotakura**, Chief Operating Officer, ekNazar.com, Dallas, Texas, U.S.A on 23<sup>rd</sup> Dec 2019.
- The Departments of Management Studies & Computer Science organized “**Executive Interaction Programme**” on **Business Management & IT in the Digitalized World** with **Krishna Prasad Yerramilli**, Vice- President, Projects, Cognizant-Chennai on 20-02-2020.
- Organized Executive Interaction Programme on **The Dynamics of Trade Unions** with Sri. K. Suresh Kumar ,Dy. Gen. Secretary Southern Sector ONGC on 07-03-2020.

### **AWARENESS PROGRAMMES: 03**

- The Department of Management Studies arranged an Awareness Program on **Accupuncture** with **Dr. G. Arundhathi** on 2<sup>nd</sup> November 2019.
- The Department of Management Studies in Association with the U.G Commerce department arranged an Awareness programme on **Intellectual Property Rights** on 8<sup>th</sup> November 2019. **Sri Y.V. Rao**, M.Sc. M.Phil(Stat), Field Officer, Textiles Committee, Govt.of India, Ministry of Textiles was the resource persons.
- The Department of Management Studies arranged an Awareness Programme on “**Citizenship Amendment Act**” by **P. Manikyala Rao**, Ex- Endowment Minister on 20<sup>th</sup> Jan 2020.

**SEMINARS AND WORKSHOPS ORGANIZED BY THE  
DEPARTMENT : 02**

- The Dr.R.Pardhasaradhi and Mrs.G.Madhuri organized a Two-Day Training Programme on “Business Case Study Analysis” on 19<sup>th</sup> & 20<sup>th</sup> Sep 2019 under **RUSA 2.0** scheme. **Prof. G.Subramanyam**, Former Vice – Chancellor, GITAM University, **Prof. V. Krishna Mohan**, Registrar, Andhra-University, Visakhapatnam and **Mrs.T.Vasudha Rao**, Technical Specialist, Social Marketing & Behavioral Change Communication, World Bank, New Delhi attended as the Resource Persons.
  
- The Dr.P.V.Subba Rao & Sri A.V.Ramana and U.G Dept of Commerce organized **One Day National Seminar on Digitilization- Issues & Challenges** on 14<sup>th</sup> Nov 2019.**Prof K. Rama Mohana Rao**, Vice – Chairman, A.P State Council of Higher Education, Govt. of A.P was the Chief Guest and key Note Speaker. **Prof. N. Uday Bhaskar**, Dept. of Commerce & Management Studies, Adikavi Nannaya Unversity and **Mrs R. Rama Devi**, Sr. Manager, Axis Bank, Eluru were the Resource Persons. 100 Delegates from different Colleges of West & East Godavari and Visakhapatnam Districts Participated in the seminar and presented papers.

## **ONLINE WEBINARS AND WORKSHOPS ORGANIZED BY THE DEPARTMENT DURING COVID-19 LOCKDOWN**

- **Organized a Two Day “Online Workshop on Research Methodology” on 28<sup>th</sup> & 29<sup>th</sup>**

**May 2020** in association with Environmental Advisory for Sustainable Trust(EAST) Tirunelveli, Tamilnadu. 369 Academicians, Scholars and Students from 9 States of our country Participated in the Workshop.

**Day -1: 28-5-2020 Dr.V.ARULMURUGAN**, Assistant Professor of Commerce Pondicherry University engaged the sessions on the topic “**Scientific Research and Approach**”.

**Day -2 : 29-5-2020 Dr. SHANKAR CHATTERJEE**, Retired Professor and Head(CPME)

NIRD & PR(Govt. of India), Hyderabad, Telangana, India engaged the sessions on the topic “**Drafting Proposals for Research Projects**”

- **Organized a National Webinar on the Impact of Covid-19 on Global Economy on 10<sup>th</sup> June 2020** in association with Environmental Advisory for Sustainable Trust(EAST) Tirunelveli, Tamilnadu. 232 Academicians, Scholars and Students from different States of our country, Srilanka and Malaysia Participated in the Webinar.

10-11AM - **Keynote Address :**

Prof. V. Krishna Mohan, Registrar Andhra University

**11-11.30AM - Impact on Tourism:**

Dr. P. Arunachalam, Professor and Head Dept of Applied Economics,  
Cochin University of Science and Technology

**11.30-12 Noon-Impact on Unorganized Sector:**

Dr. S. Samuel Asir Raj, Professor and Head, Dept of Sociology,  
Manonmaniam Sundaranar University,  
Tirunalveli, Tamilnadu

**12-12.30 PM - Impact on Rural Women:**

Dr. N. Sivakami, Asst. Professor, Dept Social Work, Central University of  
Tamilnadu, Tiruvarur

## **F.MINOR RESEARCH PROJECTS UNDER RUSA 2.0 SCHEME : 02**

- Dr.R.Pardhasaradhi & Smt.S.Sita Smitha have been granted a Minor Research Project entitled “ Motivation of Management College Teachers in West Godavari District ” in July 2019 with a duration of six months. Total grant is Rs.60,000.

**The MRP has been completed and the final Report has been submitted in March 2020**

- Dr.G.S.Rama Krishna & Dr.Ch.Srinivas have been granted a Minor Research Project entitled “Socio Economic Working Conditions of Women Artisans in Crochet Lace Clusters,Narsapur”, in July 2019 with a duration of six months. The total grant is Rs.50,000.

**The MRP has been completed and the final Report has been submitted in March 2020**

## SEMINARS ATTENDED & PAPERS PRESENTED BY FACULTY MEMBERS

- **Dr. A.V.Ramana & Dr. G. S. Rama Krishna** Participated in U.G.C sponsored National Seminar on “**Role of IQAC**” towards Quality Enhancement and Sustenance from NAAC perspective in collaboration with NAAC Bangalore from 29<sup>th</sup> Nov to 30<sup>th</sup> Nov 2019 organized by Government College Autonomous Rajahmundry.
- **Dr. P.Venkata Subba Rao** Participated in a National Workshop on “**Recent Trends in Commerce & Management**” held on 7<sup>th</sup> Sept 2019 at Adikavi Nannaya University, RJY.
- In the one day National Seminar on Digitalization – Issues and Challenges organized by the department on 14<sup>th</sup> Nov 2019, the faculty members presented papers as mentioned below:
  1. Dr. R. Pardhasaradhi – Digitilization – A new Avenue for economic development.
  2. Dr. Ch. Srinivas – Digitalization of Business.
  3. Mr. Andey Venkata Ramana – The Digitalization Transformation of Innovation and Enterpreneurship: progress and challenges.
  4. Mr. G. Ranga Babu – Digitilization of Health Care Services
  5. Dr. G. S. Rama Krishna – Digitalization of Business
  6. Smt S. Smitha – Digitilization- Issues and Challenges
  7. Dr.P. Venkata Subbarao – The new rural reality through Digitilization of the economy
  8. Smt. K. Swathi -Digitilization of Banking Services.



- **Dr. A.V. Ramana** Participated in a UGC sponsored National Seminar on “ Role of IQAC towards Quality Enhancement and Sustenance from NAAC Perspective” organised by Government College, Rajahmundry in collaboration with NAAC, Bengaluru from 29<sup>th</sup> to 30<sup>th</sup> November,2019.
- **Dr.G.S.Rama Krishna** Participated in a UGC-RUSA sponsored 7 day Faculty Development Programme organized by Sri Y.N. College, Narsapur from 10<sup>th</sup> Dec to 17<sup>th</sup> Dec 2019.
- **Sri G. Ranga Babu** Participated in a Two day International Seminar on Social, Ethical& Cultural Values as Depicted in Drama on 13<sup>th</sup>&14<sup>th</sup> December, 2019 organized by the Departments of English, Telugu, Sanskrit,Hindi & IQAC, Sri Y N College,Narsapur.
- **Dr. P.Venkata Subba Rao** Participated in the UGC-RUSA sponsored 7 day FDP on 10<sup>th</sup> Dec to 17<sup>th</sup> Dec 2019 at Sri Y.N.College.
- **Dr. Gandham Sri Rama Krishna** presented a paper in an International Conference on “Impact of Information Technology on Emerging Business Trends” on 20<sup>th</sup> to 21<sup>st</sup> January, 2020 held at Immanuel Business School, Hyderabad.
- **Sri G. Ranga Babu** Participated and Presented a paper titled “ Poisson Regression with Data Analysis-A case study” in the U G C Sponsored National Seminar on Data Sciences Statistical perspective held on 22<sup>nd</sup> February, 2020 at D N R College(A), Bhimavaram.

- **Dr. A. V. Ramana** presented a paper titled “ Issues of MSMEs in India- Govt Initiatives for strengthen MSMEs in India “in International Conference on Global Trends in E -Commerce , Econometrics , Management and Social sciences -2020 , organized by Sir C R Reddy College , Eluru in collaborations with IMRF Institute of Higher Education and Research ,India on 28<sup>th</sup>& 29<sup>th</sup> Feb 2020.
- **Dr. R. Pardhasaradhi, Dr. Ch. Srinivas, Dr. Andey Venkata Ramana, Mr. G. Ranga Babu, Dr.P. Venkata Subbarao** Participated in the One Day National Workshop on **Digital Marketing- Imparatives Prospects And Challenges** organized by Sri A.S.N.M Government College, Palakol, West Godavari Dist on 28<sup>th</sup> Feb 2020.

## **STAFF PUBLICATIONS**

### **Dr. R. PARDHASARADHI**

- “Digitalization- A new Avenue for Economic Development” Digitalisation – Issues and Challenges ; ISBN: 978-93-83927-34-3 in Dec 2019 , PP 1-8

### **A.V.RAMANA**

- “The Digital transformation of Innovation and Entrepreneurship : Progress and challenges “ published in edited book ‘ Digitalization – Issues and challenges ‘ ,ISBN: 978-93-83927-34-3 by Sucharitha Publications Vishakapatnam in Dec 2019.
- “Issues of MSMEs in India – Govt Initiatives for strengthen MSMEs in India “ published in Business Sciences International Research Journal , ISSN 2321-3191, Biannual referred journal ,SE Impact factor 2.75, volume 8 , Issue 1 (2020).

### **Dr. Gandham Sri Rama Krishna**

- Authored a book, “**HR Interview Techniques and HR Concepts**” published by Vrindha Publishing House, Hyderabad in the year, 2019. ISBN: 978-93-87418-38-7.
- Published an article entitled “A study on Marginalized Women Artisans and Economic Development”, in the Journal of Management Research and Analysis, Vol.7 Issue NO.1, January-March-2020, PP.152-155. ISSN: 2394-2762.

**Dr.P. Venkata Subbarao**

- “The New Rural Reality through Digitilization of the economy” Digitalisation –Issuses and Challenges ISBN: 978-93-83927-34-3 in Dec 2019 PP 203-208.
- **“Recent trends in Banking Service in India”** Likhitha Publications , Kakinada and Visakhapatnam in the year, 2020 August, ISBN:978-81-946236-7-0.

**Mr. G. Ranga Babu**

- “Digitilization of Health Care Services” Digitalisation –Issuses and Challenges ;Dec 2019 ISBN: 978-93-83927-34-3 198-202

## **FDPs Attended by Faculty:**

### **Dr. CH. SRINIVAS :**

- Dec 10<sup>th</sup> to 17<sup>th</sup> participated as a Resource Person in a seven day FDP organised by Department Of Web Technology & Department of Electronics ,Sri Y.N College
- Jan 6<sup>th</sup>- addressed the participants on Teaching, Learning & Professional Ethics.
- March 14<sup>th</sup>- participated as a Resource Person in a one week Faculty Development Program organised by S.V.K.P College Penugonda.

### **Dr. P.Venkata Subba Rao**

Participated in a Faculty Development Programme( FDP) on Student Induction(FDP-SI) during 19-21 Dec, 2019 at G.Pullareddy Engineering College, Kurnool organized by AICTE

## **MEMBERSHIP ON BOS**

- Dr.R.Pardhasaradhi has been nominated as the member on the PG Board of Studies of Commerce and Management Studied, Adikavi Nannaya University for a period of 3 years from 2019-21.

## **ALLOTMENT OF RESEARCH SCHOLAR**

- Dr.R.Pardhasaradhi has been allotted a full time PhD Scholar by Adikavi Nannaya University.

## **EXTENSION LECTURES BY FACULTY MEMBERS**

### **Dr. CH.SRINIVAS:**

- Gave a lecture on Skill Development at Rotary club, Narsapur on 25<sup>th</sup> July 2019.
- Addressed students of MVN & JS College Malkipuram on Personality Development on 30<sup>th</sup> July 2019.
- Addressed students on “Personnel Development” at Karibandi Vidyasamstalu on 16<sup>th</sup> Nov 2019.
- Addressed students on “Personality Development” at Town Library, Narsapur on 18<sup>th</sup> Nov 2019.
- Attended as a Resource Person to the program “Awareness of Indian History Polity & Mahatma Gandhi, organized by Gandhian studies, History, Polity Dept during 26<sup>th</sup>- 28<sup>th</sup> Sep 2019
- Gave a lecture on Personality Development at SVKP and Vasavi Junior College, Penugonda on 2<sup>nd</sup> Dec 2019
- Attended as a Resource Person in the Faculty Development Program organized by Sri Y. N. College, Narsapur from 10<sup>th</sup> Dec to 17<sup>th</sup> Dec 2019.
- Addressed the staff at Montessori School on 3<sup>rd</sup> Jan 2020.
- Addressed the RTC employees on “Road Safety” on 21<sup>st</sup> Jan 2020, at R.T.C Depot.
- Attended as a resource person in NCC Golden Jubilee celebrations and addressed the NCC cadets on personality development at Rajendra community Hall, Narsapur.
- Participated as a Resource Person in a Personality Development Programme organized by Vasavi Junior College, Penugonda on 2-12-2019
- Addressed the RTC employees on Road Safety on 22-1-2020

- Addressed the students on Personality Development in Viveka Public School and Z.P.H.School,Mogaltur organised by the Gandhian Studies Centre on 6-2-2020
- Addressed the NSS volunteers of Sri.Y.N. College on Personality Development on 18-2-2020
- Addressed the Students on Personality Development at Sri Venkateswara Degree College,Bhimadollu 24-2-2020
- One day National Workshop on Digital Marketing Imperatives,prospects and challenges , organised by Department of Commerce, Sri A.S.N.M Government College,Palakollu on 28-2-2020.



**WEBINARS & ONLINE FDPs ATTENDED BY FACULTY MEMBERS  
DURING COVID -19 LOCK DOWN:**

**Dr. R. PARDHASARADHI:**

- Participated in a Workshop on Textbook Development Organized by State Council of Educational Research and Training (SCERT), Vijayawada on 20<sup>th</sup> and 21<sup>st</sup> March 2020 and edited Social Studies English Medium Text books from 3<sup>rd</sup> to 6<sup>th</sup> Standards.
- Participated in a Webinar on Role of us in Academic Planning and Execution in view of Covid-19 pandemic and subsequent lockdown organised by KGRL College Bhimavaram on 9-5-2020.
- Participated in a Webinar on CSR & SD: Lessons from the Pandemic organized by Institute of Public Enterprise and ANUR on 15<sup>th</sup> May 2020
- Participated in a the FDP on Data Science and Research Opportunities organized by Sri Rama Krishna College of Arts and Science , Coimbatore on 21-5-2020
- Participated in a Webinar on Integration of Game Applications in Classroom Teaching organized by BVM Engineering College Vallabh Vidyanagar on 23-5-2020
- Participated in a Webinar on Risk Management during COVID – 19 Organized by GOA Business School, EAST Tamilnadu on 22-6-2020
- Participated in an International Webinar on COVID – 19 and business @ Global Scenario organized by Manonmaniam Sundaranar University and EAST Tamilnadu on 24-6-2020

**Dr. CH.SRINIVAS :**

- Participated in a Webinar on Role of us in Academic Planning and Execution in view of covid-19 pandemic and subsequent lockdown Organised by KGRL College Bhimavaram on 9-5-2020.
- Participated in a webinar on Online Teaching Methods post covid-19, organised by Department of Computer Science ( UG&PG).Sri YN College20-5-2020.
- Participated in an Online Workshop on Research Methodology Organised by Department of Management Studies Sri YN College on 28<sup>th</sup>& 29<sup>th</sup> May 2020
- June 5<sup>th</sup> -Participated in a National Webinar on Nano Structured Materials for Controlling the flow of light organised by Department of Physics and Electronics ,Sri Y.N College.
- June 10<sup>th</sup>- Participated in a Webinar on the Impact of Covid 19 on Global Economy organised by Sri YN College.
- June 13<sup>th</sup>-National Webinar on Community Services Covid 19, organised by Department of Geography ,Sri YN College.
- 15<sup>th</sup> June- National Webinar on Intellectual Property Rights organised by Department of Commerce,Sri YN College.
- June 20<sup>th</sup> – Participated in a National Webinar on Teaching English Language & Literature Online in post covid-19 scenario organised by Department of English (UG& PG),Sri Y.N College.
- July 9<sup>th</sup>-Participated in a Webinar on Cyber Security organised by Jawahar Knowledge Centre& Department of Computer Application.
- July 6<sup>th</sup> to 11<sup>th</sup> organised a 6 day online coaching on Competitive Exams and Career Planning as coordinator ( UG &PG) in association with Chaitanya I A

S Academy Hyderabad.

- July 11<sup>th</sup>- National Webinar of Recent Perspectives and their Research of Indus Civilization , organised by Department of History & Tourism ,Sri YN College.
- July14<sup>th</sup>-Participated in a Webinar on Role Disinfectance in Controlling novel – Corona virus & COVID-19 organised by Department of Botany & Microbiology Sri YN College.

**Dr. A.V.RAMANA**

### **ONLINE FDPs**

- Participated in a three day National level online FDP on New challenges in Business Management – a strategic approach ( Pre and Post COVID-19 scenario ) , Organized by Andhra Loyola Institute of Engineering and Technology from June 8<sup>th</sup> to June 10<sup>th</sup> 2020
- Participated in a three day National level FDP on online teaching using ICT tools , Organized by SVKP & Dr K S Raju Arts and Science College ( Autonomous), Penugonda from 23<sup>rd</sup> June to 25<sup>th</sup> June 2020

### **WEBINARS PARTICIPATED :**

- Corporate Social Responsibility and Sustainable Development : Lessons from the pandemic , organized by Institute of Public Enterprise & Adikavi Nannaya University Rajamahendravaram on May 15 2020.
- Online Teaching Methods Post COVID-19, organized by the Department of Computer Science, Sri Y N College on May 20 2020
- Essential Academic Skills for Teaching Fraternity, organized by SRM Institute of Science and Technology Chennai on May 22, 2020.
- Opportunities and impact of COVID-19

- a) In IT industry
- b) Research Advancements in Management Studies &
- c) Impact of COVID-19 on Human Behaviour , organized by Vignan's Institute of Engineering for Women , Vishakapatnam on 30<sup>th</sup> May 2020
- Nano Structured Materials on Controlling the Flow of Light , organized by Sri Y N College on 5<sup>th</sup> June 2020
- How to improve Teaching Skills , organized by Sri Vasavi Engineering College (Autonomous) Tadepelligudam on 6<sup>th</sup> June 2020.
  
- Applications of Chemistry : Soldier and Society ,organized by Sri Y N College on June 9 2020
- Impact of COVID-19 on Global Economy conducted by EAST , Chennai & Sri Y N College on June 10 2020.
  
- Recent perspectives in the Research of Indus Civilization , Organized by Sri Y N College on 11<sup>th</sup> June 2020
- Community Services :COVID-19 ,Organized by Sri Y N College on June 13 2020
- Role of Atmanirbhar Bharat Abhiyan in Indian economy during post COVID-19 scenerio organized by Adikavi Nannaya University Rajamahendravaram& Vikrama Simhapuri University , Kavali on June 16 2020.
- Teaching English language and literature online in the post COVID-19 scenario , Organized by Sri Y N College on June 20 2020.

- The National webinar on Man Power Challenges and Employability Skills in current scenario , organized by the Dept of MBA Andhra Loyola College Vijayawada on July 24 2020

**G.RANGA BABU:**

- Participated in a National level two days online faculty development programme on open learning with open Online Tools organised by IQAC, Govt. College(A), Rajahmundry on 3<sup>rd</sup> & 4<sup>th</sup> May,2020.
- Participated in a Webinar on Role of us in Academic Planning and Execution in view of COVID-19
- Pandemic and Subsequent Lock-down organised by K G R L College(A), BVRM on 9<sup>th</sup> May 2020.
- Participated in a National Webinar on Demonstrations of ICT Tools for online Teaching, Learning & Assessment organized by D N R College(A),BVRM on 15<sup>th</sup> May, 2020.
- Participated in a Webinar on CSR and SD lessons from the Pandemic organised by IPE, Hyderabad & AKNU, Rajahmundry on 15<sup>th</sup> May, 2020.
- Participated in a National webinar on strategies for preparation & cracking Civil Services Examination organised by JKC for capacity building, Govt.Degree College,Ravulapalem held on 17<sup>th</sup> May,2020.
- Participated in a Webinar on Online Teaching Methods Post COVID-19 organised by the Dept.of Computer Science (UG&PG), Sri Y N College on 20<sup>th</sup> May,2020.
- Participated in a Three day Online Faculty Development Programme on Recent Trends in Research Methodology organised by BIET, Pennada during 19th-21st May, 2020.
- Participated in a National Webinar on Research Methodology jointly organised by SVD Govt.Degree College (W), Nidadavole & Andhra Pradesh

Chapter of English Language Teachers' Association of India on 21<sup>st</sup> May, 2020

- Participated in a UGC sponsored a Two day National Webinar on Data Science using Python on 25<sup>th</sup> & 26<sup>th</sup> May 2020 organized by Dept.of Computer Science and Applications, KBN College(A), Vijayawada in association with RAK Analytics Solutions Pvt.Ltd.and in collaboration with Krishna University Machilipatnam.
- Participated in a Two Day International FDP Webinar on Challenges and Opportunities in Higher Education in COVID-19 scenario: The way Forward organized by St.Joseph's College for Women (A) on 27<sup>th</sup> & 28<sup>th</sup> May 2020.
- Participated in an Online Workshop on Research Methodology Tuning your skills in Research Proposals, organised by the Department of Management Studies Sri YN College in association with the EAST, Tamilnadu on 28<sup>th</sup> & 29<sup>th</sup> May 2020.
- Participated in a Webinar on Strategy for Investment in Share Market during the period of COVID-19 organised by Dept.of Commerce on 29<sup>th</sup> May in association with IQAC- CH.S.D.St.Teresa's College for woman(A),Eluru.
- Participated in a Two Day Online National Faculty Development Programme on Mathematics for Computer Science organised by the Dept.of Mathematics, Statistics and Computer Science,Loyola Academy on 30<sup>th</sup> and 31<sup>st</sup> May 2020.
- Participated in a Completed Webinar on Cyber Security: Challenges and Opportunities on 31<sup>st</sup>May 2020 organised by B.V.Raju Institute of Technology, Narsapur,Medak Dist Hyderabad.

**Dr .G. Sri Rama krishna:**

- 1) “Conquering Less Attended Areas in NAAC & Outcome Based Education”, organized by IQAC Cluster India and White Code Technology Solutions Pvt. Ltd., Chandur Rly., on 1<sup>st</sup> June to 3<sup>rd</sup> June, 2020.
- 2) “Impact of COVID-19 on Global Economy”, organized by Sri Y.N.College, Narsapur and EAST, Palayamkotta, Tirunelvell on 10<sup>th</sup> June, 2020.
- 3) “Intellectual Property Rights: The Academic Perspective”, organized by Sri Y.N.College, Narsapur, on 15<sup>th</sup> June, 2020.
- 4) “Role of Atmanirbhar Bharat Abhiyan in Indian Economy during Covid-19 Scenario”, Organised by Adikavi Nannaya University, Rajamahendravaram and Vikrama Simhapuri University, Kavali, on 16<sup>th</sup> June, 2020.
- 5) “An Insight into Capital Market During Covid-19 Pandemic” organized by SDM College of Business Management, Mangalore, on 2<sup>nd</sup> July 2020.
- 6) “Environment and COVID-19: An Evolving Perspective”, organized by St. John’s College, Palayamkottai, on 4<sup>th</sup> July, 2020.
- 7) “Predatory Journals – A Growing Threat for Academicians” organized by Bishop Heber College, Tihuminappalli, on 4<sup>th</sup> July, 2020.
- 8) “Financial Management & Portfolio Management”, organized by Swarnandhra Institute of Engineering and Technology, Seetharamapuram, on 12<sup>th</sup> July 2020.
- 9) “Career Opportunities in Banking Sector after COVID- 19” organized by Rajarshi Chhatrapati Shahu College, Kolhapur, on 11<sup>th</sup> July, 2020.
- 10) “Covid-19 Pandemic – Role of Social Scienc” organized by MVN JS & RVR College of Arts and Science, Malkipuram, on 13<sup>th</sup> July, 2020.
- 11) “National Level Online Quiz on Human Resource Management” Organised by SVKP & KS Raju Arts & Science College, Penugonda on 15<sup>th</sup> July, 2020.

- Participated in a Webinar on “Online Teaching Methods Post COVID-19” conducted by Dept. of Computer Science, Sri Y.N.College, NSP on 20-05-2020
- Participated in a National Level Webinar on “Conquering Less Attended Areas in NAAC & Outcome based Education IQAC Cluster India & White Code Tech. Solutions Pvt. Ltd. On 01-06-2020
- Participated in a Webinar on “Impact of COVID-19 on Global Economy” Sri Y.N.College, NSP & EAST Environmental Advisory for Sustainable Trust, Palayamkottai on 10-06-2020.
- Participated in a National Level Webinar on “Intellectual Property Rights: The Academic Perspective” Dept. of Commerce, Sri Y.N.College, NSP on 15-06-2020.
- Participated in a Webinar on “Role of Atmanirbhar Bharat Abhityan in Indian Economy during Post Covid-19 Scenario” Adikavi Nannaya University & VikramaSimhapuri University P.G.Centre, Kavali on 16-06-2020.
- Participated in a National Level Webinar on “An Insight Into Capital Market During COVID-19 Pandemic” SDM College of Business Mgt. Mangaluru on 02-07-2020
- Participated in a National Level Webinar on “Environment and COVID-19: An Evolving Perspective, St. John’s College, Palayamkottai on 04-07-2020.
- Participated in a Webinar on “Predatory Journals – A Growing Threat for academicians, Bishop Heber College, Hinappalli on 04-07-2020



- Participated in a National Online Webinar on “Career Opportunities in Banking Sector after COVID-19”, RajarshiChhatrapatiShahu College, Kolhapur on 11-07-2020
- Participated in a Quiz on “Financial Mgt.& Portfolio Mgt.” SwarnandhraInstitute of Engg. & Technology, Seetharampuram on 12-07-2020
- Participated in a International Webinar on “COVID-19 Pandemic – Role of Social Sciences MVN JS & RVR College of Arts and Science, Malikipuram on13-07-2020
- Participated in a National Level Quiz on “Human Resource Management” National Level Quiz on “Human Resource Management ” on 15-07-2020.

## **ONLINE WORKSHOPS**

- IEEE reference management tools for research articles and thesis writing , Organized by Bangalore section researchers forum, IEEE SIGHT Bangalore on May 20 2020.
- Research methodology tuning your skills in research proposals , Organized by EAST , Chennai & Sri Y N College on May 28 & 29 2020.

## **Dr.P.Venkata Subba Rao**

- Online FDP on "Robotics and AL During Covid- 19" organised by the of Biomedical Engineering,Vels Institute of Science, Technology and Advanced Sciences(VISTAS) on 03.05.2020.

- Webinar on "Role of us in Academic Planning and Execution in View of COVID -19 Pandemic and Subsequent Lockdown" organised by K.G.R.L College, Bhimavaram on 9-May-2020.
- 5.3-day webinar series on "Python in Data Processing" organised by Department of Information Technology , Swarnandhra College of Engineering and Technology from 11th May to 13th May 2020.
- One day National Webinar entitled "Impact of SARS-COV-2 on Human Life:preparedness for the pandemic covid -19" organised by Govt Degree College, Ravulapalem,held on 11 May 2020.
- Online Faculty Development Program on "Cyber Security "organised by Department of Computer Science and Engineering of Swarnandhra College of Engineering and Technology in Association with Indian servers during 15th&16th May 2020.
- One Day E-Faculty Development Programme on "Learner Autonomy in ESL Classes"held on 16<sup>th</sup> May 2020 organised by Department of English, Faculty of Humanities,Dr.M.G.R Educational and Research Institute,Chennai.
- National Commerce Webinar on"Impact of COVID-19 on Indian Economy" organised by SIR CR Reddy College,Eluru on 16th May 2020.
- Two Day National Level Online Workshop on "ICT Tools for Teaching and Learning" organised by Department of Electronics, K.G.R.L College, Bhimavaram during 15th to 16th May,2020.
- National Webinar on " Strategies for Preperation and Cracking Civil Services Examination" organised by Jawahar knowledge Centre & Centre for Capacity Building.Govt Degree College, Ravulapalem held on 17th May 2020.

- Three Days Online Training Programme entitled "Research Methodology for Social Sciences" organised by Department of Social Work , Bharatidasan University held from 18 to 20 May 2020.
- Five Day National Level Online Course on "Research Methodology" organised by the Department of forum,Mar Gregorious College,Chennai from 19th to 23rd May 2020.
- Webinar on "Online Teaching Methods Post COVID-19" organised by Department of Computer Science ,Sri YN College on 20th May 2020.
- Webinar on" Recent Trends in Digital Image Processing" organised by Shri Krishna Swami College For Women,Chennai on 20th May 2020.
- A Three Day FDP Webinar Titled"Hadoop and Machine Learning" organised by Malla Reddy Institute of Technology from 18th to 20th May 2020.
- Webinar on "Improving Academic Standard in Management and Commerce Education and to match with industry Requirements" organized by School of Management Studies and Commerce,VISTAS on 21-05-2020.
- Quiz on " Literary forms in English Literature "held between 21th May and 25th May 2020 , organised by Department of English, Faculty of Humanities and Sciences,Dr.M.G.R.Educational and Research Institute, Tamilnadu.
- National Webinar on "Research Methodology" jointly organised by SVD Govt Degree College,Nidadavole and Khandesh Chapter of English Language Teacher's Association of India on 21 st May 2020.
- A 5-Day National Level Online FDP on "Artificial intelligence" from 22-May-2020 organised by the Department of Information Technology,SIR C.R.REDDY COLLEGE OF ENGINEERING,in association with National Youth Council of India and Brainovision solutions India Pvt.Ltd.

- Webinar on " Machine Learning Scratch level to Advance " hosted by research cell,Dayananda Sagar College of Arts, Science and Commerce,Banglore on May 23,2020.
- National Level Webinar on"Finding Equity investment opportunities during Crisis" organised by IQAC& Department of Investment Management, Thakur College of Science and Commerce on 23 May 2020.
- Webinar on " Vitamin D and its role in Prevention of COVID-19"Conducted by the Department of Nutrition and Dietetics,PSG College of Arts and Science, Coimbatore on 25 th May 2020.
- Two Day National Webinar on"Data Science using python" on 25 th and 26 th May 2020 in Association with RAK analytics solutions Pvt.Ltd and in collaboration with Krishna University,Machillipatnam organised by KBN College.
- Quiz On "International Survey on Continuous Professional Development"on 5/26/2020.
- Webinar on "Awareness and Readiness of COVID-19 "organised by Department of Zoology and Botany in Association with IQAC-Ch.S.D.St.Teresa's College For Women, Eluru on 26-5-2020.
- .One Day National online Symposium on"New VISTAS of global economic slowdown with special reference to India: Strategic reforms for recovery" organised by the Department of Commerce and Economics,Govt degree College, Ravulapalem on 26 th May 2020.
- International E-Seminar on "Invent the future: The New Normal for Hospitality and Tourism" organised by faculty of Hospitality,GNA University,Punjab in association with Indian Tourism and Hospitality Congress on May 27 2020.

- Two Day International FDP Webinar on "Challenges and Opportunities in Higher Education in Covid 19 scenario: The way Forward" organised by IQAC ,St.Joseph's College For Women from 27-28 May 2020.
- National Level Webinar on"A Sustainable Response to Covid-19-The New Normal" on May27th 2020 organised by CMS ,Jain University.
- Faculty Development Programme on"Data Science and AI "held on 25th May to 29th May 2020 organised by Mangalmay Institute of Engineering and Technology,Grater Noida,Up.
- Two Day International FDP Webinar on" Challenges and Opportunities in Higher Education in Covid 19 Scenario: The Way Forward" organised by IQAC,St.Joseph's College For Women, Vishakapatnam from 27 to 28 May 2020 .
- National Webinar on"Role of Online Teaching in Present Era" held on28th May 2020 organised by R.L.S Memorial Degree College, Uttarakhand.
- Three Day Online Faculty Development Programme entitled"R Programming Language" organised by the Department of Computer Science and Engineering ,Smt.Kamala and Sri Venkappa M.Agadi College of Engineering and Technology, Karnataka in association with Spoken Tutorial IIT Bombay from 28-30 May 2020 .
- Faculty Development Programme on" Capacity Building Programme for Teachers During Post Covid -19" organised by Department of Management Studies, Godavari Institute of Engineering and Technology, Rajamahendravaram on 28th and 29 th May 2020.
- Webinar on "Diabetis- Prevention and Management" organised by IQAC,St.Joseph's College For Women &IAPEN Vishakapatnam on 29th May2020.

- Online Workshop on " Research Methodology" Tuning you skills in Research Proposals" conducted on 28th and 29th of May 2020.
- Webinar on "Strategy for Investment in Share Market during the period of COVID-19 "organised by the Department of Commerce on 29 May 2020 in association with IQAC-Ch.S.D.St.Theresa's College For Women ,Eluru.
- National Level Quiz Competition conducted by IQAC and Women Development Cell on 30-5-2020.
- Webinar on " Education and Employment Challenges under post Covid-19" held on 30 th May2020 organised by L.R.Valia Arts and P.R.Mehta Commerce College,Gujarat
- .One Day Webinar on "Online Teaching Tools" on 30-5-2020 organised by Department of Computer Science,Bishop Heber College, Tiruchirapalli.
- A Quiz on" Nutrition Awareness Program" held on 30thMay 2020 by kalava vanijya mahavidhyalaya,Nasik.
- Two Day Online National Faculty Development Programme on "Mathematics for Computer Science" organized by the Department of Mathematics, Statistics and Computer Science,Loyala Academy on 30th and 31 st May 2020.
- National Webinar on "World's Largest Lockdown Impact on Air Pollution in India" organised by the Department of Physics and Chemistry on 31st May 2020 in association with IQAC- Ch.S.D.St.Theresa's College For Women,Eluru.
- Online Webinar on"Matlab Software for Power Electronics-Hands on Training "organised by the Department of Electrical and Electronics Engineering,Arasu Engineering College,Kumbakonam on 30-5-2020.

- ."National Level Online corpz Quiz" Competition on Cost Accounting held on 31 st May 2020 organised by the Department of B.com, Mohammad Sathak College of Arts, Science.
- .Webinar on "Cyber Security: Challenges and Opportunities" on 31st May 2020 organised by B.V.Raju Institute of Technology,Medak.
- "National Level Online Test on Aptitude and Reasoning-2020" conducted by career guidance and placement cell ,SVKP and Dr.K.S.Raju Arts and Science College on 31st May2020.
- .Online Quiz on "Business and Commercial Knowledge" organised by the Department of Management Studies,Vignan's Institute of Engineering For Women on 1-6-2020.
- National Quiz Programme on"Advertising and Media Planning" organised by Department of Commerce, Sir CR Reddy College ,Eluru on 1-6-2020.
- Webinar on" Post Covid -19 Transformation in Work Culture "organised by the Department of Management Studies in Association with IQAC-Ch.S.D.St.Theresa's College For Women, Eluru on 1-6-2020.
- The Indo-UK Virtual Conference" Current Innovation's and the Feature of Therapeutic Development's" CIFTD-2020 organised by Centre for Bio Materials Cellular and Molecular Theranostics at Vellore Institute of Technology India and Swansea University, UK during 1-3 rd June.
- National Webinar on" ICT Enabled Teaching Learning and Evolution of English Language and Literature" organised by the Department of English and IQAC Noble College, Machillipatnam on 5-6-2020.
- 55. 56. Online Webinar on "Covid 19 Pandemic Teacher Education "organised by St.Justin's College of Education,Madhurai on 8-6-2020.

- 46. Online National Quiz Programme on "Brand Management" on 06-02-2020 organised by Sir CR Reddy College, Eluru.
- Webinar on "Nutrition-Immune booster to fight against Viral Infections " organised by the Department of Nutrition and dietetics on 2 nd June 2020 in Association with IQAC-Ch.S.D.St. Theresa 's College for Women, Eluru.
- Quiz on " Virtual Learning in Visualise Numbers through MD- Power BI" on 6-5-2020 organised by SRM Institute of Science and Technology, Chennai.
- 51. National Webinar on "Nano Structured Materials for Controlling the flow of light" organised by the Department of Physics, Electronics in association with IQAC on 5 th June 2020 , Sri YN College, Narsapur.
- Participated in a in a in the programme "Understanding Gandhi" organised by Gandhi king Foundation on 5th July 2020.
- 52. Webinar on " Covid-19 impact on Higher Education" conducted on 5 th June 2020 organised by Sri Ayyappa College For Women, Nagarkoil.
- National Level Webinar on "Mindfulness For Educators " on 6th June 2020 organized by CMS , Jain University
- Quiz on " Internet of Things" Organised by Sri YN College, Narsapur from 9-15th June 2020.
- National Webinar on "Applications of Chemistry : Soldier and Society" organised by Sri YN College on 9th June 2020.
- 5. As a Co-editor publication book on "Digital Marketing- Issues & Challenges", 2019.
- Participated in a in a in the programme "Understanding Gandhi" organised by Gandhi king Foundation on 23rd July 2020.



- Participated in three day FDP Program on Student Induction during 19-21 December, 2019 at G. Pulla Reddy Engineering College Kurnool, Organized by All India Council for Technical Education(AICTE)

## **STUDENT ACTIVITIES**

- Students Participated in a in a in state level Adikavi Nannaya University Fest at Rajahmundry. 5 students from M.B.A final year and 9 students from first year took part in various competitionss.
- 5 M.B.A and 4 B.B.A Students Participated in a in a in blood donation camp organized by HDFC Bank in association with Indian Red Cross Society and Sri Y. N. College, Narsapur.
- MBA First year 12 students won the first prize in the ILM activity based competitions conducted on “**Skills of Trees**” among P.G Students on 17-02-2020.

.



Prof. G.Subramanyam addressing students in the training programme Business Case Study Analysis, 19<sup>th</sup> & 20<sup>th</sup> Sep 2019



National Seminar on Digitalization-Issues & Challenges, 14<sup>th</sup> Nov 2019



Executive Interaction on “**Business Idea Generation**” with **B. Jagadeesh Chandra Bose**, Yaganamaya Tech Suite, PNP Trades, Chennai on 17<sup>th</sup> Dec 2019





Felicitation to R.V.Subba Rao on U.N.O Day on 24<sup>th</sup> Oct 2019



Dr.P.V Subba Rao, P.D.V.N.Kumar and G.Kiran Varma Attending FDP in Kurnool during 19-21 Dec 2019



Executive Interaction programme by Krishna Prasad  
Yerramilli, VP-Projects, Cognizant-Chennai on 20-02-2020





**Executive Interaction Programme” on Business Management & IT in the Digitalised World with Krishna Prasad Yerramilli, Vice- President, Projects, Cognizant-Chennai on 20-02-2020.**





**Managerial Skills of Jagadguru Adi Sankaracharya”** by the resource person **Dr. Jayanthi Venkata Subbarao**, M. Sc., Ph. D.,(Finance, USA), International Banking Consultant in USA, Professor in chinmaya Viswa Vidya Peeth Ernakulam, Kerala on 22-02-2020.