



Sri YN College
Dr. C.S Rao PG Centre
Department of Management Studies
2022-2023 ACTIVITIES

A. EXECUTIVE INTERACTION PROGRAMMES : 02

- Arranged an “Executive Interaction Programme” by the Resource Person **Smt.B.Prameela Vani .**, Sr .Manager Cap Gemini .,Hyderabad on 13-08-2022.
- Arranged an “Executive Interaction Programme” by the Resource Person **Sri.N.Lakshmikanth.,**Vice President., FormFactor., California., USA on 17-8-2022

B. Institutional Membership in The Association of Indian Management Schools (AIMS)

Dr C S Rao PG Centre (A) of Sri YN College (A) has obtained the Life time Institutional Membership in the Association of Indian Management Schools (AIMS) (Membership No: AIMS/LF/AP/SZ/2533) on 12th May 2022.

C. ONLINE WEBINARS AND WORKSHOPS :03

- Department of Management Studies, Sri YN College in Collaboration with CDSL Central Depository Services Ltd organised Live Webinar on Importance of Due Diligence in Investing and IPO & Securities Market –Do’s and Dont’s on 16-09-2022.

Speakers:

1. Dr.N.Chinta Rao.,Director, Dr C.S.Rao PG Centre., Sri YN College
2. Dr.R.Pardhasaradhi., HOD of MBA., Dr C.S.Rao PG Centre., Sri YN College
3. Sri Narasinga Rao M.V.,Resource Person.,CDSL.,IPF
4. Sri Shiva Prasad V.,Regional Manager.,CDSL .,India

- Department organized a Two Day Workshop on “**Financial Education for Young Citizens**” Resource Person: Sri Chilukuri Vijay Kumar., Corporate Trainer & M.D Muves Consultancy Pvt Ltd.,Vijayawada on 15th & 16th February, 2023.
- Department organized a One Day Workshop on “**5 SKILLS TO ACE IN ANY CAREER**” Resource Person: Rahul Jain., Entrepreneur, Life Coach, Motivational speaker on 19/4/2023.

D. Faculty and Student Exchange Programme

- The Department of Management Studies of Sri YN College and the Faculty and Students of CH.S.D.St.Theresa's College for Women (A) organised the Faculty and the Student Exchange Programme on 15-11-2022 in the College premises. 87 Students of BBA & MBA from CH.S.D.St.Theresa's College and Four Faculty members visited our College. The MBA & BBA students of YN College along with the MBA & BBA students with CH.S.D.St.Theresa's College visited Toys city and International Lace Trade Centre at Rustumbad in the morning session. Elocution Competition and fun games were conducted for the students in the Seminar hall.

E.PUBLICATIONS

Dr R Pardhasaradhi

- Published an article titled **“Role of Service Quality in Higher Education with Special Reference to the Student Expectations”** in International Journal of Research in Academic World ., E-ISSN :2583-1615., 11th Jan 2023 PP 47-50
- Published an article titled **“Impact of Service Quality in Higher Education – with Reference to student Satisfaction and Loyalty - A Case of Costal Area of Andhra Pradesh”**., in International Journal of Research in Academic World E-ISSN 2583-1615 , 11th Jan 2023 PP 51-53.

Dr Ch Srinivas and Ms. G.Rupanjani

- Jointly Published an article titled **“Economics is the Mother of Marketing”** in the edited book **“Marketing Strategies To Go Vibrant In Digital Era”** of an International Seminar, published in the year 2023.ISBN:978-93-92257-52-0, PP-76-80

Dr. Gandham Sri Rama Krishna

- Published an article titled **“Micro Small Medium Enterprises in India: An Insight into Problems of Financial Issues”**, published in Mukta Shabd Journal, UGC Care Group – I Journal, Vol. XII, Issue I, January, 2023. ISSN: 2347-3150.

- Published an article titled “**Emerging Trends in Capital Markets in India**” in the edited book “India’s Financial Markets: Recent Trends”, in the year 2022 Published by Kripa Drishti Publication, Pune, ISBN: 978-93-90847-81-5. PP 39 – 46

Dr. P.V.Subbarao and Sri I Prabhakara rao

- Jointly Published an article titled “**Digitalization of Banking in India: practices, challenges and security issues**” in the edited book “Marketing Strategies To Go Vibrant In Digital Era” , in the year 2023 ISBN: 978-93-92257-52-0. PP-263-266.

Sri I Prabhakara rao

- Published an article in the “**Journal of Pharmaceutical Negative Results**”, published in the year 2023. ISSN:0976-9234; online ISSN: 2229-7723.

F. Research Centre : Award of Ph.D Degree

K Venkata Ramana , Full -Time Ph.D Scholar of Sri YN College Management Studies Research Centre has been awarded Ph.D Degree by the Adikavi Nannaya University on 6-5-2023 for his Thesis titled “**Marketing Challenges of Medical Sales Representatives in Select cities of Andhrapradesh**”.

He is the First Scholar of the Research Centre to get Ph.D under the Guideship of Dr R Pardhasaradhi.

G.SEMINARS ,WORKSHOPS & FDPs ATTENDED BY STAFF

- All the 11 Faculty members of the Department of Management Studies participated in the FDP - **Paradigms of Outcome-Based Teaching & Learning**”, organized by IQAC, Sri Y.N. College, Narsapur from 6th to 11th June, 2022.
- **Dr.Ch.Srinivas:**
 - Acted as Chairman for a Technical Session in a Two Day International Seminar on **“Marketing Strategies to Go Vibrant in Digital Era”** , and presented a paper on **“Economics is the Mother of Marketing”** organized by the Department of Management Studies of Ideal College Arts and Sciences (A) Kakinada on 8th & 9th February 2023.
- **Dr. A.V.Ramana and Kum. G.Rupanjani** have participated in a National level Executive Seminar conducted by Export Promotion Council For Handicrafts, at International Lace Trade Centre in Narsapur about **“Capacity Building of Exporter Oriented Skill Development Training, Export Packing And Design And ECGC For Promotion of Indian Export Products And Services”** on 26 Nov 2022.

Dr. A.V.Ramana & Dr P.V Subba Rao

- Participated a Five Day National Level Virtual FDP on **“Skills Reengineering in Business Management”** organised by the Department of Master of Business Administration ,Andhra Loyola insitute of Engineering and Technology , Vijayawada from 23rd to 27th May 2023.

- **Dr. Gandham Sri Rama Krishna**

--- Participated in **“One-Day Level Workshop for Autonomous & NAAC Accredited Degree Colleges on India Rankings -2023”** organised by Quality Assurance Cell, Andhra Pradesh State Council of Higher Education at Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada on 21-11-2022.

--- Participated in a Two Day National Seminar on **“Diversity,Equity and Inclusion at Workplace – DEL-2023”** and presented a paper on **“Emerging Diverse Talent in the Corporate Sector” organized by Department of HRM”,** Acharya Nagarjuna University on 25th - 26th March 2023.

- **Sri M.Manikyarao**

--- Participated in a Two Day National Seminar on **“Diversity, Equity and Inclusion at Workplace – DEL-2023”** and presented a paper on **“The Role of Talent Management’s Challenges in attracting and Retaining Talented Employees”** Acharya Nagarjuna University on 25th - 26th March 2023.

--- Participated a One Week International Virtual Faculty Development Programm on Impact of AL in Higher Education and Research: Future World organized by the Internal Quality Assurance Cell (IQAC) Mendipathar College ,Mendipathar , Meghalaya , India in Collaboration with Cape Comorin Trust, India From 25th -31st May 2023.

H. FACULTY AS RESOURCE PERSONS

Dr.R.Pardhasaradhi:

--- Participated as a Resource Person in the One Week FDP organized by Sri YN College on “ **Paradigms of Outcome-Based Teaching & Learning**” from 6th to 11th June 22. Made a Presentation to the staff on “NAAC Awareness & Preparedness on 8 June 22.

-- Participated as a resource person in an Orientation Program arranged for the College faculty members on “**Community Service Project**” on 16-7-2022.

--- Delivered a Guest Lecture on “**Community Service Project**” in Chambers Degree College Palakol on 20-7-2022.

-- Participated as a Resource person in the “**NSS National Integration Camp**” organized by Sri YN College and addressed the NSS Volunteers on “Ethics and Values” on 4-3-2023 .

--- Participated as a Resource person in an Orientation Programme on “**Internship for the Students**” of B.R.R.& G.K.R Chambers Degree & PG College .,Palakol on 26-03-2023.

Dr.Ch.Srinivas:

---- Participated as a Resource Person in The One Week FDP organized by Sri YN College on “ **Paradigms of Outcome-Based Teaching & Learning**” from 6th to 11th June 22. Made a Presentation to the staff on “NAAC Awareness & Preparedness on 8 June 22.

--- participated as a Resource Person in Spandana Eda International foundation on Occasion of World Suicide Prevention day 2022 spoke on “**Creating hope through action**” and gave a message that “Life is Precious – Value it” at Sri YN College Narsapur on 9-9-2022.

--- Participated as a Resource person for “**Personality development**” program organized by BRR & GKR Chamber’s Degree & PG College., Palakol on 21-09-2022.

--- Participated as a Resource person “**FDP Programm**” on Viveka English Medium School ., Mogaltur on 27-09-2022.

--- Participated as a Resource person for “**Personality development**” program for X Class Students organized by Viveka English Medium School ., Mogaltur on 27-09-2022.

---Addressed the Students on “**Vote awareness**” program organised by NSS Unit Sri YN College on 9-11-2022.

----Addressed the Students on the Occasion of **Children’s Day** organised by Lions Club.,Narsapur on 14-11-2022.

---- Addressed the Students on the Occasion of **National Library Week** Celebrations organised by Town Library Narsapur on 16-11-2022.

---- Addressed the Students on Personality Development to Chittavaram High School Students organised by HRD Centre.,Sri YN College Narsapur on 22-11-2022.

--- Addressed the Students on **Personality Development** to Mutyalapalli High School Students organised by HRD Centre., Sri YN College.,Narsapur on 23-11-2022.

--- Addressed the Students on **Personality Development** to ZP High School , Sarava Students organised by HRD Centre., Sri YN College.,Narsapur on 23-11-2022.

--- Addressed the Students on **Personality Development** to Municipal High School , Peechupalem Students organised by HRD Centre., Sri YN College.,Narsapur on 24-11-2022.

--- Addressed the Students on **Personality Development** to ZP High School , Mogaltur Students organised by HRD Centre., Sri YN College., Narsapur on 26-11-2022.

--- Addressed the Students on **Personality Development** to ZPH High School, LB Cherla Students organised by HRD Centre., Sri YN College.,Narsapur on 28-11-2022.

--- Addressed the Students on **Personality Development** to Taylor High School , Narsapur Students organised by HRD Centre., Sri YN College.,Narsapur on 28-11-2022.

--- Addressed the Students on **Personality Development** to ZPH School, Durbarevu Students organised by HRD Centre., Sri YN College.,Narsapur on 14-12-2022.

--- participated as a Resource Person in a Corporate Social Responsibility project by **INDIA EXPOSITION MART LIMITED** in association with EPCH e.NURTURE ., One Day Skill Development Orientation Program-Physical ,28th Jan ,2023- ILTC ,Narsapur.

---- Participated as a Resource person for **National integration camp** and addresses the NSS Volunteeres on Mind Set Management on 4-3-2023

---- Addressed the Students in Personality Development to **NSS Volunteers** at LB Cherla Special camp organised by NSS Unit Sri YN College on 28-03-2023.

Dr AV Ramana

- Participated as a Resource Person for “**Inspection of Infrastructure Projects Set-Up Under Comprehensive Handicrafts Cluster Development Scheme**” at Narsapur organized by O/o Development Commissioner (Handicrafts),Ministry of Textiles ,Govt.of India on 25th May 2023.

Dr. Gandham Sri Rama Krishna

- Acted as a Resource Person to Spanda Eda International Foundation activities to “**Capacity Building & Skill Development**” for Students of Sri Y.N. Diamond Jubilee Jr. College, conducted in Sri Y.N.College, Narsapur as on 9th September, 2022.
- Acted as a Resource Person to **National Integration Camp-2023** (Sponsored by Ministry of Youth Affairs & Sports, Govt. of India), organized by NSS Regional Directorate, Hyderabad and Sri Y.N. College, Narsapur. “Skills Development and Career Management” for 12 States NSS Volunteers were participated in this Intellectual Session on 5-3-2023.
- Acted as a Resource Person to “**Life is Precious – Value It awareness**” programme conducted by SEIF, Guntur on 8th March, 2023, on the occasion of NIC-2023 at PG Seminar Hall, Sri Y.N. College.

I. STAFF ACHIEVEMENTS

Dr.R.Pardhasaradhi:

- Elected as the **Staff representative** on the College Governing Body on 20-10-2022 for a period Two years .
- APSCHE Nominated as a Member on the “**6 Member Committee**” to Align the UG/Degree Curriculum with NSQF NOS (National Occupational Standards) on 19-10-2022. Attended the first meeting of the committee at APSHE office Tadepalli on 21-10-2022 and submitted the given assigned work on 20-12-2022.
- Adikavi Nannaya University Nominated as the **University Subject Expert** –
 - on the Board of Studies of BBA in Ch.S.D. & Saint Theresa’s College for Women Eluru
 - on the Board of Studies of MBA SKVP & Dr KS Raju College of Arts & Science Penugonda
 - on the Board of Studies of BBA KGRL College BhimavaramAppointed by the JNTU Kakinada as the **Subject expert** on the interview panel for Staff Ratification at Swarnandhra College of Engineering & Technology on 6-03-2023. The Management staff ratification was done on 10-3-2023.

Dr G S Ramakrishna

- Received “**Guru Spandana Puraskar-2022**” appreciation Certificate from SpandanaEda International Foundation, Guntur, on the occasion of Guru Spandana Programme at Aditya Engineering College, Surampalem, on 13-11-2022.

- **Sri .M.Manikya Rao** has been awarded **PhD Degree** by Acharya Nagarjuna University-Guntur in May 2023.
- **Ms G.Rupanjani** bagged First Prize in **Kuchipudi Dance** at the Zonal Level competitions conducted in Rajahmundry by the Ministry of Cultural Affairs of Andhra Pradesh Govt. on 30 Nov 2022.
- **Ms G.Rupanjani** acted in a traditional 'Padyanatakam' by name 'Bhaktha Pothana' on 16-05-2023 and played dual roles as a dancer and Goddess Saraswathi.

J. INDUSTRIAL VISITS:

- M.B.A & BBA students were taken to **Coca Cola Bottling Unit** Company.,Gopalapuram on 6-08-2022.
- 50 Students from MBA & BBA were taken to **Toy City and International Lace Trade Centre (ILTC).**, Narsapur on 15-11-2022.

K. STUDENTS ACTIVITIES

- **Students Presentation in Innovation & Entrepreneurship Summit 2022**

This event was conducted by I U THINK with collaboration with Innovation and Entrepreneurship Development Cell, Sri Y.N. College on 3rd and 4th of Aug, 2022.

Seven teams of MBA & BBA Students have participated in this event and presented their business ideas with a power point presentation.

- As a part of Completion of 75 Years of Independence, by Government Initiative ,we have conducted various competitions on 13th ,14th,&15th August for both UG & PG.
- Our Students have participated and bagged various prizes.

1. K.Vandana I MBA II Prize in Solo Singing

2. M.Surya I MBA Mono Action of Alluri Seetarama Raju

3. T.Suresh babu I MBA Mimicry of Various Famous Personalities

4.E.Vijay , V.Sai,

R.Bala Savitri , P.Indu I MBA Ist Prize in Class Board Decoration

5. P.Indu, Uma Maheswari

M.Surya, K.Sivaji

A.Anusha I MBA Ist Prize in Quiz Competition

6. M.Surya I MBA Consolation Prize in Essay Writing

7. Drawing Competitions Students from MBA Successfully Participated in Drawing & Painting Competition.

- Scholar's day was celebrated in the Auditorium and First & Second Rankers were awarded medals & prizes winners of Competitions were given mementoes on 15th August 2022

MBA (2020-22 Batch)

1.N.Kalavathi - Ist Rank

2. D.Sivani - IInd Rank

MBA (2019-21) Batch

1. Mounika Lahari - Ist Rank

2.Nikhil Jain – IInd Rank

And Students secured Endowment Prizes i.e., Merit Scholarships by Padmabhushan Dr.B.V Raju Foundation on 15th August 2022

MBA (2021-23) Batch

1. G.Ravi Kiran 3. Ch Prasanthi 5. Ch.Amulya

2. Y.Pujitha 4. K.Vijaya 6. T.George Mullar

- Yuvajanothsavalu 2022: The District Level Youth Festivals were conducted by Youth Services of Andhra Pradesh Government at SRKR Engineering college on 18/11/22. Our students from Both MBA & BBA have participated in various participants and bagged various prizes.

1. D. Uma maheswari of final MBA stood IInd in the Telugu essay writing.

2. V.L.Sunitha of 3rd B BA Stood 2nd in Modern dance

3. V.L.Sunitha of 3rd B BA Stood 2nd in Solo Singing.

4. Anchal Jain of 3rd B BA Stood 3rd in Painting

5. Anchal Jain of 3rd B BA Stood 1st in Group Discussion.

- A total of 40 students from MBA and BBA have participated in a seminar conducted by Export Promotion Council For Handicrafts, At International Lace Trade Centre on the topic:

“Capacity Building of Exporter Oriented Skill Development Training, Export Packing And Design And ECGC For Promotion of Indian Export Products And Services.” On 26 Nov 2022.

- **CRAFT DEMOSTATION PROGRAMME (CDP)**

ELOCUTION COMPETITION

THEME: INDIAN HANDICRAFTS – PROBLEMS & PROSPECTS

All the Degree and PG Students were encouraged to participate in the elocution and Painting competitions regarding the concept of Indian Handicrafts – Problems & Prospects. Out of four, two prizes were bagged by management students on 21-12-2022

III PRIZE : Diya Jain – III BBA

CONSOLATION PRIZE : V.Sai Meghana - II MBA

- **CRAFT DEMOSTATION PROGRAMME (CDP)**

DRAWING COMPETITION

THEME: INDIAN HANDICRAFTS – PROBLEMS & PROSPECTS

As a part of craft demonstration program, a drawing competition was held. Following Students won II and III prizes in the competitions on 21-12-2022.

II PRIZE : E.Vijay Kumar – II MBA

III PRIZE : Ch.Swathi – II MBA

- All the MBA & BBA Students were encouraged to participate in the B-plan presentation. 20 teams, 8 from MBA and 12 from BBA have presented their ideas and were applauded by the judges. The 8 best presentations, 3 from MBA and 3 From BBA and consolations in both categories were awarded with momentos and certificate of appreciation by Dr. Sk. Suleman , founder of Meeraaziz foundation of Education 9-12-2022.

- **SANKRATHI Rangoli Competitions on 11-01-2023**

On the eve of sankranthi celebrations in the college, Rangoli competitions were conducted in college, promoting the tradition of Andhra Pradesh, the Girls team from MBA won the second prize.

II Prize

II MBA

K.Bhavani

P.Aswini

Y. Pujitha

Saviskara 2K23

Four Students , i.e two from MBA and two from BBA participated in the Saviskara 2k23 fest organized by Adikavi Nannaya University on 25-03-2023 at Rajamahendravaram and bagged various prizes.

1. S. Hema, IBBA won II place in Business Plan & Ms. Saviskara 2k23 award

2.V.L.Sunitha, III BBA bagged I place in Western Dance solo

3. U. Raviteja, II MBA secured Mr. Saviskara 2k23 award

- MBA (2021-23) Batch Students Participated Sports events organized by the college at PG level and got 1st prize in Cricket on 30-4-2023.
- Miss Padma Priya (BBA 2022-25) Batch obtained an Appreciation Award from **SriSailam Devasthanam for her Bharatanatyam Dance Performance and got “Sivapadamanjeeramu Puraskaram award “** on 17-4-2023.

She has participated in the - Gurukulam Kuchipuddi Workshop conducted by **the Save Kuchipudi Artistes & Potti Sriramulu Telugu University on 27th April 2023.**

L. CAMPUS PLACEMENTS

- Four M.B.A final year students of 2021-23 batch got selected in the Campus Interviews conducted by **Muthoot Finance Ltd.**, Rajamahendravaram on 29-04-23.

AIMS

ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

This is to certify that

**Dr C S Rao P G Centre (A), Sri Y N College (Autonomous)
(Formerly Institute of Post-Graduate Studies, Sri Y N College)
College Street, Narsapur, West Godavari Dist – 534275, Andhra Pradesh**

*is awarded Life Time Institutional Membership of
Association of Indian Management Schools (AIMS)*

Membership No: AIMS/LF/AP/SZ/2533

Hyderabad
Date: 12th May, 2022



M Venkateshwarlu
Executive Secretary



**Students Presentation in Innovation & Entrepreneurship Summit
3rd and 4th of August 2022**



**Exective Interaction Programme by the Resource Person
Smt.B.Prameela Vani.,Sr.Manager.,Capgemini .,Hyderabad on
13-08-2022**

వై.యన్.కళాశాలలో ఎగ్జిక్యూటివ్ ఇంటరాక్షన్



సర్వాభరణం, మేజర్స్ న్యూస్ : స్థానిక వై యన్ కళాశాలలో ఎగ్జిక్యూటివ్ ఇంటరాక్షన్ పై సదస్సు నిర్వహించారు. శనివారం పీజీ సెమినార్ హాల్లో జరిగిన ఈ సదస్సుకు హైదరాబాద్, కేప్ జెమిని, సీనియర్ మేనేజర్, బి. ప్రమీల వాణి, విచ్చేసి ప్రసంగించారు. ఈ సందర్భంగా ప్రమీల వాణి మాట్లాడుతూ ప్రతి విద్యార్థి మనోదైర్యం తో ముందడుగు వేసినప్పుడు మాత్రమే విజయం సాధించవచ్చని అన్నారు. భయపడితే

ఏమీ సాధించ లేమని అన్నారు. చదువు, పని చేసే విషయం ఆమెరికా వారికి మన వారికి తేడా ఏమిటంటే వారు ఎవరూ ఏమీ చెప్పకుండా వారికి వారుగా రెస్పాండ్ ఫీల్ అయ్యా వని చెప్పారు. మన భారతీయులు ఒకరు చెప్పితే తప్ప రెస్పాండ్ అవ్వరు. ప్రోఆక్టివ్ గా ఉండాలి అంటే కాని రీఆక్టివ్ గా ఉండ కూడదు. జాబ్ వస్తే చేద్దాం అనికాకుండా ఏ రంగంలో జాబ్ కావాలి ఎంచుకొని అందుకు తగ్గ కృషి చేస్తే సాధించగలం. ఉద్యోగ అవకాశాలు పెంపొందించుకొని మనం అనుకోన్న రంగంలో ఉన్నత స్థానం సాధించ వచ్చును. ప్రతి మహిళా, నేను మహిళను అనుకోకుండా మనిషిగా ఆలోచించి మనలో ఉన్న శక్తి సామర్థ్యాలను వెలికి తీసి దైర్యంగా ముందడుగు వేస్తే విజయాలు సాధించవచ్చును అన్నారు.ఈ కార్యక్రమంలో పి.జి. డైరెక్టర్ డా.ఎస్.చింతారావు, ఎం.బి.ఎ విభాగం అధిపతి డా.ఆర్. పార్థసారథి, కళాశాల డీన్ డా.గంధం శ్రీరామకృష్ణ, హెచ్.ఆర్.డి. డైరెక్టర్ డా.సిహెచ్. శ్రీనివాస్, బిక్యూఎస్ కి అర్జినేటర్ డా. ఎ.వి. రమణ, డా. పి.వి. సుబ్బారావు, ఇంటి ప్రభాకర్, ఎం. మాణిక్యరావు, కల్పన, కుమారి కోటిపల్లి గీత, గ్రంథి రూపాంజని, విద్యార్థిని విద్యార్థులు పాల్గొన్నారు.



☎ 08814 - 274939
E-mail sriyncpgcourses.nsp@gmail.com

SRI Y. N. COLLEGE

Dr. C.S.RAO P.G. CENTRE

Autonomous and Affiliated to Adikavi Nannaya University

Thrice Accredited By NAAC at 'A' Level

NARSAPUR - 534 275, W.G.Dist, A.P.

Dr. N.Chinta Rao, M.Com., Ph.D.
DIRECTOR

DI: 30-07-2022

To
The Manager HR,
Coca Cola Bottling Company,
Vemagiri

(S) / (A) / (S)
please for reply
Dear Sir
on 6/8/2022
Dear Sir

I am writing this on behalf of Sri Y.N. College, Narsapur which was established in 1949. It offers several courses at Inter, Degree and PG levels. Among 5 PG courses, The MBA Programme is being successfully run since 1991-92 with the approval of the AICTE (All India Council for Technical Education), New Delhi.

I wish to present to you our 30th batch of M.B.A. students who are now pursuing their IV Semester. As part of their curriculum, they need to visit organizations like yours to gain practical exposure.

In this regard, I request you to kindly accord permission to our 60 students to visit your prestigious Organisation on Dt. 6-08-2022 at 3.00PM. Three teacher guides will accompany the students. I assure you that the students will not cause any inconvenience to you during the visit

I shall be obliged for a favourable reply.

With regards,

Yours sincerely,

(N.Chinta Rao)
(N.Chinta Rao)

Sir,
please give permission
to this college to visit
Gopalapuram plant on
6th Aug 2022.





M.B.A & BBA students were taken to Coca Cola Bottling Unit Company.,Gopalapuram on 6-08-2022



“Executive Interaction Programme” by the Resource Person Sri.N.Lakshmi., Vice President., FormFactor., California., USA on 17-8-2022

శ్రీ వై ఎస్ ఎమ్ కాలేజ్ లో ఎక్జిక్యూటివ్ ఇంటరాక్షన్ సదస్సు



నరసాపురం, కోస్తాప్రభ : పబ్లిక్ గోదావరి జిల్లా నరసాపురం పట్టణం లో గల శ్రీ వై ఎస్ ఎమ్ కాలేజ్ పి జి సెమినార్ హాల్లో ఎక్జిక్యూటివ్ ఇంటరాక్షన్ సదస్సు జరిగింది ఈ సదస్సు కు అమెరికా లో కాలిఫోర్నియా నందు గల ఫామ్ ఫ్యాక్టర్ అర్గనేజీషన్ వైస్ ప్రెసిడెంట్ శ్రీ నంబూరి లక్ష్మీకాంత్ గారు ముఖ్య అతిథిగా విచ్చేసి ప్రసంగించారు ఈయన మాట్లాడుతూ ఈ పోటీ ప్రపంచంలో విద్యార్థిని విద్యార్థులు నైపుణ్యత ను పెంచుకొని ఉద్యోగా అవకాశాలను మెరుగు పరుచుకోవలసి అన్నారు అంతే కాకుండా పోటీ తత్వాన్ని అలవరుసుకొని అవకాశాలు ను అందిపుచ్చు కోవాలని అన్నారు పట్టణం తో మనం నిర్ణయించు కొన్న గమ్యాన్ని చేరే వరకు కృషి చేసి విజయాలను అందుకోవటమే అసలు రహస్యం అని విద్యార్థిని విద్యార్థులు కు సందేశం ఇచ్చారు ఈ సదస్సు కు పి జి సెంటర్ ఇంఛార్జి డైరెక్టర్ డాక్టర్ పి. పార్వసారధి అధ్యక్షత వహించారు కళాశాల డీన్ డాక్టర్ గంధం శ్రీరామకృష్ణ హెచ్ ఆర్ డి డైరెక్టర్ సి హెచ్ శ్రీనివాస్ %అ స యి % కో ఆర్డినేటర్ డాక్టర్ ఎ వి రమణ ఇంటి ప్రభాకర్ జీ రంగబాబు మాణిక్యాలాపు కల్పన కోటిపల్లి గీత రూపంజి తది తరులు పాల్గొన్నారు ఈ సందర్భంగా %ఎ ఎ యి % ,ఎ ఎ యి% విద్యార్థిని విద్యార్థులు బిజినెస్ ప్లాన్ ల గురించి తెలియజేశారు



**Sri Yerramilli Narayana Murthy
College, Narsapur.**

**In Collaboration With
CDSL INDIA IPF TRUST**



LIVE WEBINAR ON

**IMPORTANCE OF DUE DILIGENCE IN INVESTING
AND
IPO & SECURITIES MARKET - DO'S AND DONT'S**

Exclusively for Faculty and Students of
Sri YN Murthy College , Narsapur

16th Sept 2022



Venue: Zoom



[Click Here to Register](#)



10:30AM To 12:30PM

Meeting Id :

Prior Registration is Mandatory

SPEAKERS



Dr N.Chinta Rao
Director, Dr C.S.Rao PG
Centre
Sri Y.N college



Dr.R.Pardhasaradhi
HOD Of MBA, Dr C.S.Rao PG
Centre
Sri Y.N College



Narasinga Rao M.V.
Resource Person
CDSL IPF



Shiva Prasad V
Regional Manager
CDSL India



**Webinar on Importance of Due Diligence in Investing And IPO & Securities Market –Do's and Dont's on
16-09-2022**



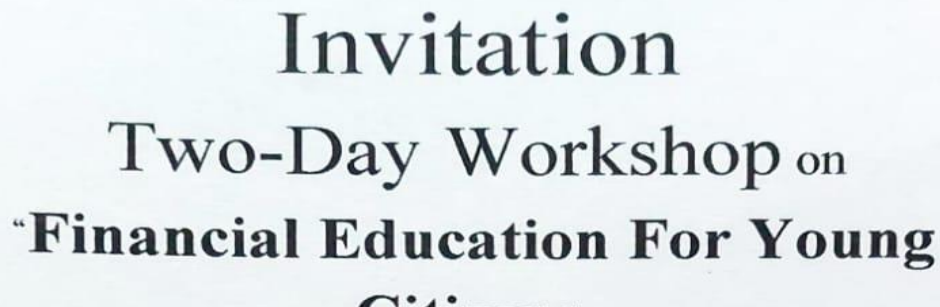
Dr. Ch.Srinivas , M.B.A., PhD., spoke at various events as resource person and enlightened the people on different topics.



YuvJnothsavalu 2022 Conducted by Youth Services of Andhra Pradesh Government at SRKR Engineering College on 18/11/22. Our students from Both MBA & BBA have participated in various participants and bagged various prizes.



Dr. CH.SRINIVAS HAS ADDRESSED STUDENTS OF VARIOUS SCHOOLS AND COLLEGES AT VARIOUS EVENTS ABOUT PERSONALITY DEVELOPMENT AND MOTIVATED THEM.



Invitation
Two-Day Workshop on
“Financial Education For Young
Citizens”

(A CSR Initiative Kotak Securities.)

Kona Kona Shiksha

Programme Delivered by National Institute of
Securities Markets (NISM)

An Educational Initiative of SEBI
On 15th and 16th February 2023.

Resource Person

Sri. Chilukuri Vijaya Kumar,
Corporate Trainer
Vijayawada.

Venue:

PG Seminar Hall



Organized by :

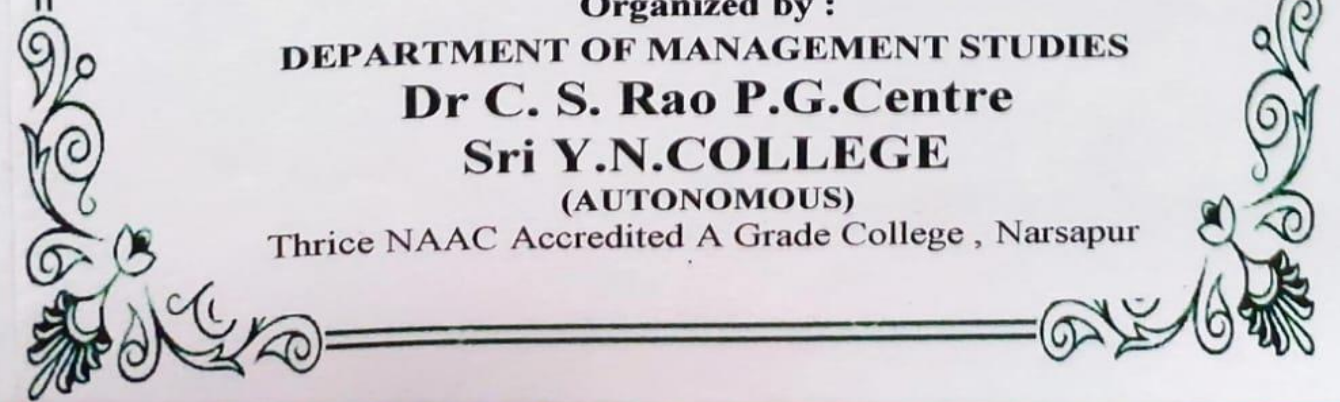
DEPARTMENT OF MANAGEMENT STUDIES

Dr C. S. Rao P.G.Centre

Sri Y.N.COLLEGE

(AUTONOMOUS)

Thrice NAAC Accredited A Grade College , Narsapur





Two Day Workshop on “Financial Education for Young Citizens” Resource Person: Sri Chilukuri Vijay Kumar., Corporate Trainer & M.D Muves Consultancy Pvt Ltd., Vijayawada on 15th & 16th February, 2023.



Students visit toy factory

HANS NEWS SERVICE
ELURU

AS part of student exchange programme between Ch S D St Theresa's College for Women and Y N (A) College, Narsapur, students of Department of Management Studies of both the colleges visited Toy Factory at Narsapur. Company founder Radha Ishma Murthy explained about the operations in manufacturing and production of toy designing to the students.

The students visited International Lace Trade Center and Southern Regional Convener of Export Promotion Council for Handicrafts (EPCH) RN Tulasi Rao spoke about export promotion of lace products. He emphasized on the need of training women in this field in order to make them financially independent.

After the industrial visit, faculty



Students of Department of Management Studies of Ch S D St Theresa's College for Women and Y N (A) College, Narsapur, at Toy Factory in Narsapur on Thursday

and student exchange programme was conducted by Department Management Studies, wherein YN College Principal Dr APV Appa Rao, College Autonomous Governing Body member RV Subbarao, MBA Head of the Department Dr R Parthasaradhi, St Theresa Col-

lege Management Studies HOD Dr Santosh Jhavar, YN College Academic Affairs Dean Dr G Rama Krishna and Dr Ch Srinivas addressed the students.

Competitions were held for students and prizes were distributed to the winners.

MBA & BBA Students Visited to Toy city and International Lace Trade Centre (ILTC)., Narsapur as a Part of Industrial Visit on 15- 11-2022.



వై ఎస్ కళాశాలలో హెచ్ ఆర్ డి సెంటర్, మీరా ఆజిజ్ ఫౌండేషన్ సాయముక్త వై ఎస్ కళాశాలలో "బిజినెస్ ప్లాన్ అండ్ ఇనోవేషన్స్" అనే అంశంపై సెమినార్

వై ఎస్ కళాశాలలో సెమినార్

సంస్థాపనం జనం రిపోర్ట్



సంస్థాపనం, (హియంగోదాపరి హ్యూస్) : వై ఎస్ కళాశాలలో హెచ్ ఆర్ డి సెంటర్, మీరా ఆజిజ్ ఫౌండేషన్ సాయముక్త అధ్యక్షులలో జనవారిం దిజినెస్ ప్లాన్ అండ్ ఇనోవేషన్స్ అనే అంశంపై జనవారిం సెమినార్ నిర్వహించారు. ఈ సెమినార్ కు ముఖ్య అతిథిగా ఈ డి యు ఎల్ జనరల్ మేనేజర్ డాక్టర్. సురేష్ మోహన్ హాజరయ్యారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ విద్యార్థుల్లో సృజనాత్మకతలో పాటు చేశ్వరీ గమ్యాన్ని ఎంచుకోవాలన్నారు. ప్రస్తుతం డిమాండ్ ఉన్న రంగాలను ఎంచుకోని వాటిని సాధించడానికి నిరంతరం

వై ఎస్ కళాశాలలో హెచ్ ఆర్ డి సెంటర్, మీరా ఆజిజ్ ఫౌండేషన్ సాయముక్త అధ్యక్షులలో జనవారిం దిజినెస్ ప్లాన్ అండ్ ఇనోవేషన్స్ అనే అంశంపై సెమినార్ నిర్వహించారు. ఈ సెమినార్ కు ముఖ్య అతిథిగా ఈ డి యు ఎల్ జనరల్ మేనేజర్ డాక్టర్ సురేష్ మోహన్ హాజరయ్యారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ విద్యార్థుల్లో సృజనాత్మకతలో పాటు చేశ్వరీ గమ్యాన్ని ఎంచుకోవాలన్నారు. ప్రస్తుతం డిమాండ్ ఉన్న రంగాలను ఎంచుకోని వాటిని సాధించడానికి నిరంతరం ప్రయత్నం చేయాలన్నారు. హెచ్ ఆర్ డి సెంటర్, కల్పన, జి రూపాంబి, విద్యార్థులు సాల్వారు.



A Seminar on 'Essentials of Start up' was conducted by Dept of Management Studies in collaboration with Mera Aziz Foundation , followed by presentation of business ideas by the students on 9-12-2022



వైయస్ కాలేజీలో సదస్సు

స్టేట్ టైమ్స్-సరసాపురం, ఏప్రిల్ 19 : శ్రీవైయస్ డిగ్రీ కళాశాల కామర్స్, మేనేజ్ మెంట్ విభాగాల సంయుక్త ఆధ్వర్యంలో బుధవారం వర్చువేప్ నిర్వహించారు. ఈ కార్యక్రమానికి ముఖ్య అతిథిగా రిపోర్ట్ పర్సన్ రాహుల్ జైన్ పాల్గొని విద్యార్థులకు కావలసిన 5 రకాల నైపుణ్యాలు" అను అంశం పై ప్రసంగించారు. విద్యార్థులకు సాంకేతిక పరమైన పద్ధాల ఉంత మాత్రాన జీవితంలో విజయాలను సాధించలేరని ఆ నైపుణ్యాలను వినియోగించుకున్నప్పుడే విజయాలను సాధించ గలరని తెలియ చేసారు. ప్రతి విద్యార్థి భయాన్ని వీడినప్పుడే జీవితంలో అనుకొన్నది సాధించగలరని తెలిపారు. అదేవిధంగా ప్రతి ఒక్కరూ కూడా మరింత ఎక్కువ మందితో స్నేహ పూర్వక సంబంధాలను పెంపొందించు కొవాలని, దాని వలన మరిన్ని నైపుణ్యాలను ఇతరుల నుండి నేర్చుకోవచ్చని వివరించారు. ప్రతి విద్యార్థి మంచి వైచారి, ప్రవర్తన, స్వభావా



లను అవలంబించు కొవాలని సూచించారు. ఈ కార్యక్రమంలో శ్రీ వైయస్ డిగ్రీ కళాశాల ప్రిన్సిపల్ అప్పారావు, మేనేజ్ మెంట్ కోర్సులు డైరెక్టర్ పార్వసారధి, కామర్స్ విభాగ అధిపతి చి వెంకటరత్నం కళాశాల అకడమిక్ డీన్ రామకృష్ణ, కామర్స్ అధ్యాపకులు, మేనేజ్మెంట్ అధ్యాపకులు, విద్యార్థులు పాల్గొన్నారు

One Day Workshop on "5 SKILLS TO ACE IN ANY CAREER"
Resource Person: Rahul Jain on 19/4/2023.



ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM

ANUR/R&D/T-69/2023/02

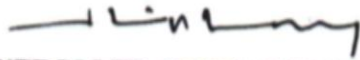
Dt.06.05.2023

NOTIFICATION
AWARD OF RESEARCH DEGREE
IN
DEPARTMENT OF MANAGEMENT STUDIES

It is hereby notified that the Vice-Chancellor on the recommendations of the Board of Examiners is pleased to order that **Mr. Venkata Ramana Karri, Research Scholar (Full Time), Reg. No. 18101008** be declared qualified for the **Degree of Doctor in Philosophy(Ph.D.) in Management Studies** on the thesis entitled "**A Study on Marketing Challenges of Medical Representatives in Select Cities of Andhra Pradesh**".

(BY ORDER)

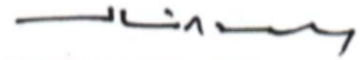
Central Administrative Office
Rajamahendravaram
Date 03.05.2023.


CONTROLLER OF EXAMINATIONS

Endt. No. ANUR/R&D/T-69/2023/03

Dt. 06.05.2023

Forwarded to the Commissioner of printing and stationary Vijayawada, Andhra Pradesh, for favors of Publication in the next issue of Andhra Pradesh Gazette and supply to this office with six spare copies of notification.


CONTROLLER OF EXAMINATIONS

25 copies to the Coordinator/PRO, Adikavi Nannaya University, Rajamahendravaram for arranging publications as News item in all dailies at free of charges.

Copy to all Sections of the University
Copy to PS to VC, PA to Registrar.
OOF.



ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM

ANUR/R&D/T-69/2023/04

Dt.06.05.2023

NOTIFICATION
AWARD OF RESEARCH DEGREE
IN
DEPARTMENT OF MANAGEMENT STUDIES

It is hereby notified that the Vice-Chancellor having considered the reports of the following examiners appointed to adjudicate the thesis entitled "A Study on Marketing Challenges of Medical Representatives in Select Cities of Andhra Pradesh".

S.No.	Name of the Ph.D. Adjudicator
1.	Prof. Ravi Kumar Jasti, Dept. of Commerce and International Business, Central University, Kerala
2.	Dr. G.V.R.K. Acharyulu, School of Management Studies, University of Hyderabad.
3.	Prof. N. Kishore Babu, Dept. of Commerce and Management Studies, Andhra University, Visakhapatnam.


On the recommendations of the following examiners who have conducted the Viva-Voce examination on 02.05.2023, the Vice-Chancellor is pleased to order that **Mr. Venkata Ramana Karri, Research Scholar (Full time), Reg. No. 18101008** be declared qualified for the Degree of Doctor of Philosophy (Ph.D.) in Department of Management Studies.

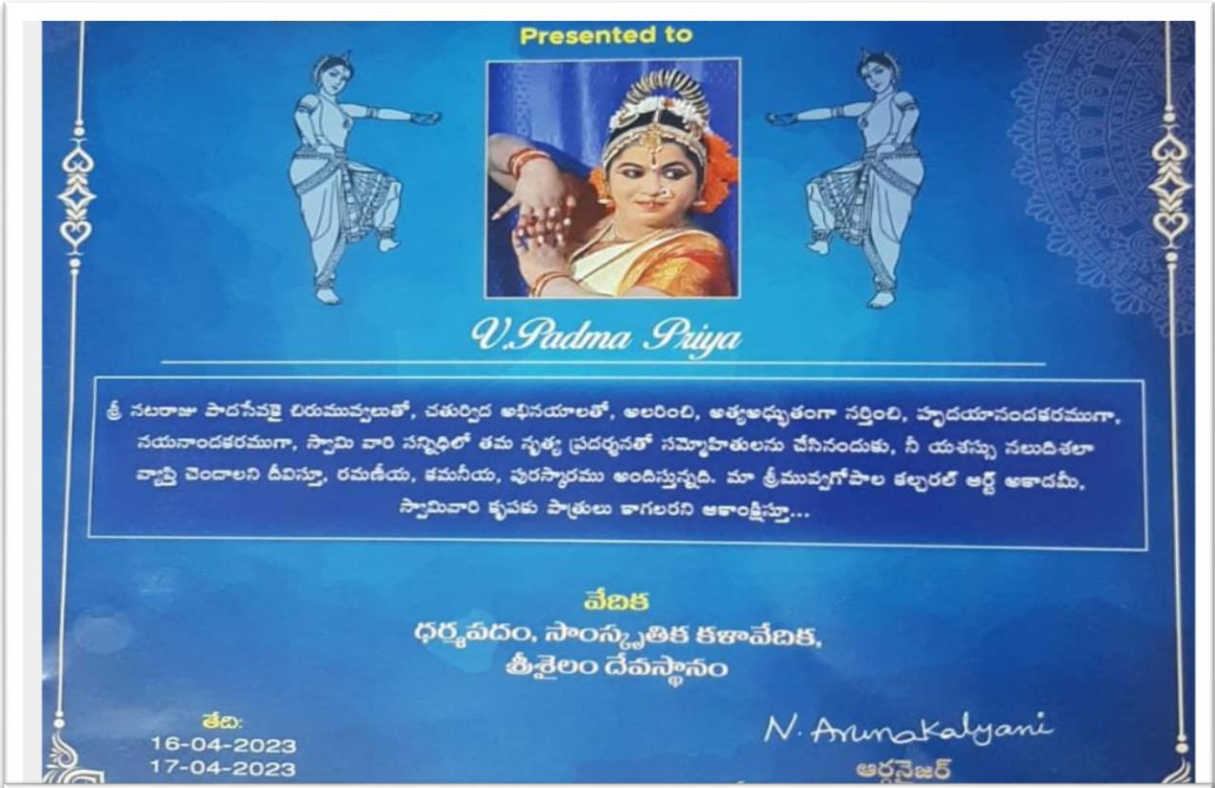
S.No	Name of the Faculty	Designation
1	Prof. S. Teki	Dean, Faculty of Commerce and Management Studies, ANUR.
2	Dr. N. Udaya Bhaskar	Research Co-Guide, Head, DCMS & BOS Chairman, Adikavi Nannaya University
3	Dr. R. Pardhasaradhi, HOD. Dept. of Management Studies, Sri Y.N. College(A), Narsapur	Principal Guide
4	Prof. Ravi Kumar Jasti, Central University, Kerala	External Examiner

Date of submission of Thesis:19.10.2022

(BY ORDERS)

Central Administrative Office.
Rajamahendravaram
Date: 02.05.2023.


CONTROLLER OF EXAMINATIONS



Miss Padma Priya (BBA 2022-25) Batch obtained an Appreciation Award from SriSailam Devasthanam for her Bharatanatyam Dance Performance



Miss Padma Priya (BBA 2022-25) Batch Participated in the - Gurukulam Kuchipuddi Workshop conducted by **the Save Kuchipudi Artistes & Potti Sriramulu Telugu University** on 27th April 2023.



MBA (2021-23) Batch Students Participated Sports events organized by the college at PG level and got 1st prize in Cricket on 30-4-2023.



యూనివర్సిటీలో సత్తా చాటిన వై.ఎన్. మేనేజ్మెంట్ విద్యార్థులు



నరసాపురం(నేటి సత్తా చిత్రం) వై.ఎన్. కళాశాల మేనేజ్మెంట్ విద్యార్థులు ఇటీవల రాజమండ్రి లో, ఆదికవి నన్నయ యూనివర్సిటీ వారు నిర్వహించిన సావిస్కర 2023 పోటీలలో పాల్గొని, ఉత్తమ బహుమతులు సాధించారని కళాశాల సెక్రటరీ అండ్ కరస్పాండెంట్ డాక్టర్ చినమిల్లి సత్యనారాయణ రావు తెలిపారు. విజెస్ ఫైనల్ ఈవెంట్ లో ఓ. హేమ ద్వితీయ బహుమతి పొందగా, పి. లక్ష్మి సునీత పాశ్చాత్య నృత్యం లో మొదటి బహుమతి గెలిచింది. యూ. రవి శేఖ . సావిస్కర 2023 టైటిల్ ను, అలాగే ఓ. హేమ సావిస్కర 2023 టైటిల్ ను అందుకున్నారని డాక్టర్ చినమిల్లి తెలిపారు. బహుమతులను సాధించిన విద్యార్థులను ఆయనతో పాటు కళాశాల ప్రిన్సిపాల్ డాక్టర్ అప్పన ఫణి, పీజీ డైరెక్టర్ డాక్టర్ ఎన్. చింతారావు, హెచ్.పీ. డాక్టర్ అర్ పార్వసారధి, డీన్ డాక్టర్ గంధం శ్రీరామకృష్ణ, డాక్టర్ చినమిల్లి శ్రీనివాస్, డాక్టర్ పి.పి సుబ్బా రావు, డాక్టర్ అందే వెంకట రమణ, జి.రంగ బాబు, కె. కల్పనా, జి. రూపాంజని, కె. గీత తదితరులు అభినందించారు.

సావిస్కర 2023లో సత్తా చాటిన వైఎన్ కళాశాల విద్యార్థులు

నరసాపురం నుంచి న్యూ గోదావరి నెట్వర్క్ ప్రతినిధి: ఇటీవల రాజమండ్రి ఆదికవి నన్నయ యూనివర్సిటీ నిర్వహించిన సావిస్కర 2023 పోటీలలో సానిక వై ఎన్ కళాశాల మేనేజ్మెంట్ విద్యార్థులు ఉత్తమ బహుమతులు సాధించారు. విజెస్ ఫైనల్ ఈవెంట్ లో హేమ ద్వితీయ బహుమతి పొందగా పి. లక్ష్మి సునీత పాశ్చాత్య నృత్యం లో మొదటి బహుమతి గెలిచింది. యూ. రవి శేఖ మిస్టర్ సావిస్కర 2023 టైటిల్ ను, ఎన్. హేమ మిస్ట్రెస్ సావిస్కర 2023 టైటిల్ ను కైవసం చేసుకున్నారు. బహుమతులను సాధించిన విద్యార్థులను కళాశాల సెక్రటరీ అండ్ కరస్పాండెంట్ డాక్టర్ చినమిల్లి సత్యనారాయణ రావు, కళాశాల ప్రిన్సిపాల్ డాక్టర్ అప్పన ఫణి, పీజీ డైరెక్టర్ డాక్టర్ ఎన్. చింతారావు, హెచ్.పీ. డాక్టర్ అర్ పార్వసారధి, డీన్ డాక్టర్ గంధం శ్రీరామకృష్ణ, డాక్టర్ చినమిల్లి శ్రీనివాస్, డాక్టర్ పి.పి సుబ్బా రావు, డాక్టర్ అందే వెంకట రమణ, జి.రంగ బాబు, కె. కల్పనా, జి.రూపాంజని, కె. గీత తదితరులు అభినందించారు.

Students participated in the Adikavi Nannaya University at Saviskara 2k23 fest and bagged various prizes on 25-3-2023