

**CH.S.D.ST. THERESA'S COLLEGE FOR WOMEN(A),  
ELURU**

**DEPARTMENT OF MANAGEMENT STUDIES**



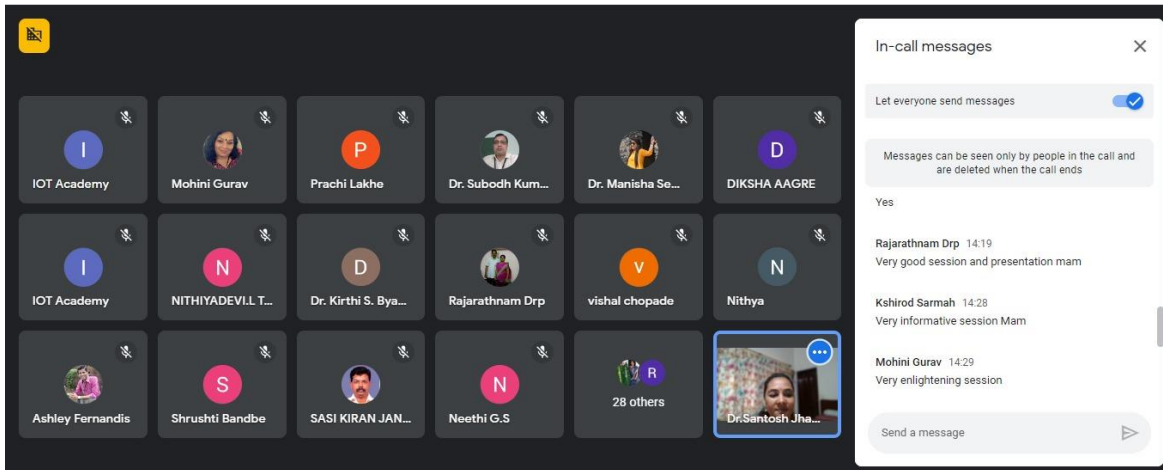
**ACTIVITIES OF MBA**

**2023-2024**

## MBA ACTIVITIES 2023-2024

### Faculty Achievement:

On 17<sup>th</sup> July 2023 Dr. Santosh Jhavar, Head of the Department of Management studies attended as a Resource Person for 7days National level FDP on “Stress and Time Management for Teachers in HEI’s”.



**IOT Academy**  
**7 Days National Level FDP on**  
**Quality Teaching and Learning in HEI's**  
**From 10th to 18th July, 2023**  
**from 1.30 to 2.30 PM**

The poster features a central image of Dr. Santosh Jhavar. Below her are circular portraits of other faculty members with their names and titles. The topics of the FDP are listed as:  
 - Innovative Teaching Techniques - Teaching Pedagogy - The Art of preparing PPT presentations  
 - E-content Development for Teaching - Online Tools and Resources for Teaching  
 - Stress and Time Management - Leadership Skills for Teachers

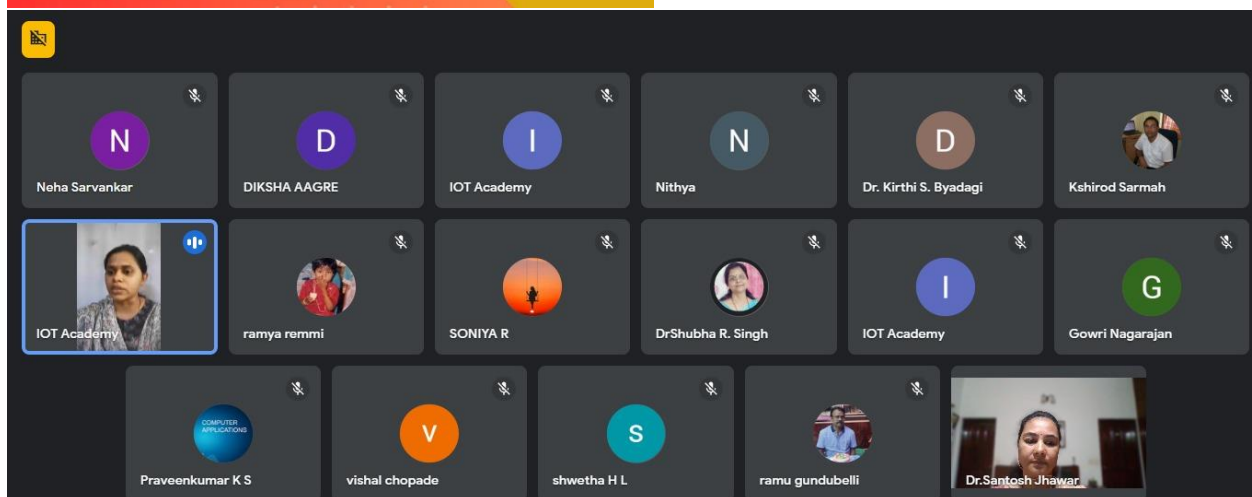
**General Information**  
 • Registration Fee Rs 300/-  
 • Google Pay or Phone Pe to 7825007500  
 • Send Payment Screenshot to 7825007500 through WhatsApp  
 • The Program will be conducted via Google Meet  
 • e-Certificate will be issued to all paid registered participants.  
 • No sessions on Saturday & Sunday

**Reg. Fee Rs 300**

**Scan & Pay**

**For More Details**  
[www.iotacademy.in/events](http://www.iotacademy.in/events) **7825007500**

Logos for YouTube and Google Meet are also present at the bottom.



### **Students Participation:**

The IIC cell of Ch.S.D.St.Theresa's College for Women(A), Eluru arranged the National Technology Week Inaugural Address delivered by the Hon'ble Prime Minister of India, with the theme "School to Startup" aimed at inspiring young individuals to innovate on 8<sup>th</sup> July 2023. The event signified the beginning of the festivities for the 25th anniversary of National Technology Day, which took place from May 11th to May 14th. Students were excited to be able to see highlights of National Technology Day celebrations, where the Prime Minister extended his best wishes to all citizens. The Prime Minister commended the focus of event, 'School to Start-ups - inspiring young minds to foster innovation'. Additionally, the Prime Minister emphasized that the fate of India will be determined by today's youth and children. According to him, the enthusiasm, vitality, and abilities of today's children and youth are significant advantages for India. The Prime Minister expressed assurance that the young people of India will not only keep up with but also surpass the rapid advancements happening in the technology sector. He discussed the emergence of groundbreaking AI tools, the countless opportunities in the healthcare field, advancements in drone technology, and the therapeutic sector. He emphasized that India should strive to be at the forefront of these transformative technologies. The session was organized by Dr.Santosh Jhavar, Head of the Department of Management Studies. A total of 46 students participated.







**Staff Achievement:**

In July 2023 Dr.Santosh Jhavar Head of The Department Studies,published Research Paper in IJRAR.org on the topic “ A Study on the role of Swachh Bharath Abhiyan Mission to control severe Acute Respiratory Syndrome Corona Virus 2 (COVID 19) in India :Case of South Indian states with Quantitative aptitude analysis”



# **A Study on The Role of Swacch Bharath Abhiyan Mission to Control Severe Acute Respiratory Syndrome Corona virus 2 (COVID-19) in India: Case of South Indian States with Quantitative Aptitude Analysis**

*Dr.N.Amruth Raj, Professor, Department of Business Management, PBR VITS Autonomous,Kavali, SPSR Nellore District, Andhra Pradesh*

*Dr.Santosh Jhawar, Asst Professor, Department of Management Studies, CH.S.D.Theresa College forWomans(Autonomous), Eluru, Eluru Dist, , Andhra Pradesh*

*Dr.Renuka Lakshmi Avvari, Associate Professor, Department of Humanities and Sciences, VVIT College , Guntur Dist, , Andhra Pradesh*

## **1. Introduction:**

Severe Acute Respiratory Syndrome Corona Virus (COVID-19) is the present challenging issue to the entire world which is a viral disease with no proper medicine or treatment. The disease was born in November 2019 in Wuhan market at Wuhan in China COVID-19 and it was spread almost entire world within a short time. All the developed, developing and under developed countries were suffered a lot about this disease. Especially in developing countries like India it (COVID-19) turns to be a big issue because of the highest population, i.e approximately 130 Billions of population. The virus was spread easily by contacting with the infected person through droplets, sweat and blood etc. Through the entire world the number of COVID-19 cases is increasing day to day .To control this disease the Govt of India takes certain actions by implementing in different sectors. Primarily on health sector, follow up with protection (Police) and Swacch Bharath Mission Abhiyan. The Govt of India achieved maximum success to control on COVID-19. To control this number of cases in India Swacch Bharath Abhiyan Mission (SBAM) plays a crucial role by making the India clean. The study would be aimed to find out the implementation level of SBAM in their respective areas to control the COVID-19 cases. SBAM initiatives like sanitation, waste collection, making clean of the environment, maintaining clean drainage system and swacch jal are the primary initiatives to control COVID-19.The study would be based on the secondary data from SBAM and primary data from their respective SBAM people. It would be a scope for the social scientists in future how the Govt policies were implementing to control this pandemic disease.

**2. Keywords:** COVID-19, Controlling measures, South Indian states, Swacch Bharath Abhiyan Mission, Quantitative Analysis

## **3. Review of Literature:**

Tiwari (2014) studied the objective of Swachh Bharat Mission. The study also focused on awareness level of this National Mission on Swachh Bharat: Swachh Vidyalaya in the middle school students of public and private schools.



### **Creative Display of Retail Stores Layout:**

On 5<sup>th</sup> September, 2023, the Department of Management Studies organized Fifth Retail models competition. The students of II MBA, constructed different models like Stop &shop, Shoppers Plaza, Fun zone based on the knowledge of retail outlets they studied in their subject Retail Management.

Dr. Sr. P. Mercy, Principal and Sr.M. Susheela, PG Directress & Controller of Examination encouraged the practice of this kind of practical application of theoretical knowledge. Mus.M. Padma Latha of English Department, is invited as judge for the competition. There were three groups. Each group explained about their store layout design and planning.

This competition enabled the students to plan a strategic store layout. This kind of experience will help them to take the role of retailer's consultants, store planners, interior designers and architects in their future career.



## Industrial Visit:

On 7th September 2023 MBA Students and BBA final years along with the Faculty Members Mrs. P. Vijaya Lakshmi and Ms. K. Bhuvaneshwari went to the Industrial Visit to Coca-Cola Plant, Sri Sarvaraya Sugar's Ltd, Bottling Unit, Vemagiri. The Industrial Visit to this plant was an enriching experience for students who understood the entire bottling process. This helped the students to get knowledge on Operations Management, Techniques involved in manufacturing the products. In this Industrial Visit students got an opportunity to witness the state of machineries, from the automated filling lines to the meticulous labelling and capping stations. The bottles whizzing through the conveyor belts, made clear how each step played a vital role in ensuring a flawless end product.





## Staff Achievements:

On 4<sup>th</sup> September 2023 Mrs. Vijaya Lakshmi and Mrs. Hephzibah Beulah attended Online Webinar on “Recent changes in Commerce Education –Impact of Digital advancements” organized by Department of Commerce, Sir CR Reddy College –Eluru.



## Viva-Voce:

The Final MBA students attended Viva-voce on 16<sup>th</sup> October 2023. External Examiner was Dr.T. Rajesh, Prof.Department of Management Studies, MBA Program, Sir CRR PG courses, Eluru. Internal Examiner is Mrs.P. Vijaya Lakshmi



### **Guest Lecture on Peter .F.Drucker Birth Anniversary:**

On 18<sup>th</sup> November 2023, 114<sup>th</sup> birth anniversary of Peter. Drucker was celebrated. On this occasion guest lecture was given by Dr.M. Rama from the Department of Chemistry for MBA & BBA students on “Implementation of Improved Management”. She expressed that Implementation of improved Management is a holistic approach which helps the organization to meet the present needs and regularly evaluate and adjust them for continuous improvement.









### **Sankranthi Sambaralu:**

On 12 January 2024 on the occasion of Sankranti sambaralu Women Cell has conducted competitions. In this the following students got the Prizes

Mehndi Competition --- A. Harini – I BBA--- III Prize

Hand painting ---- P. Divya--- I BBA-- II Prize

Mehndi Competition ---- B.V.V. Lakshmi ---I BBA-I Prize

Ethnic Wear----Krishna Satya---I MBA---III Prize

D.Vagdevi---I MBA --- II Prize

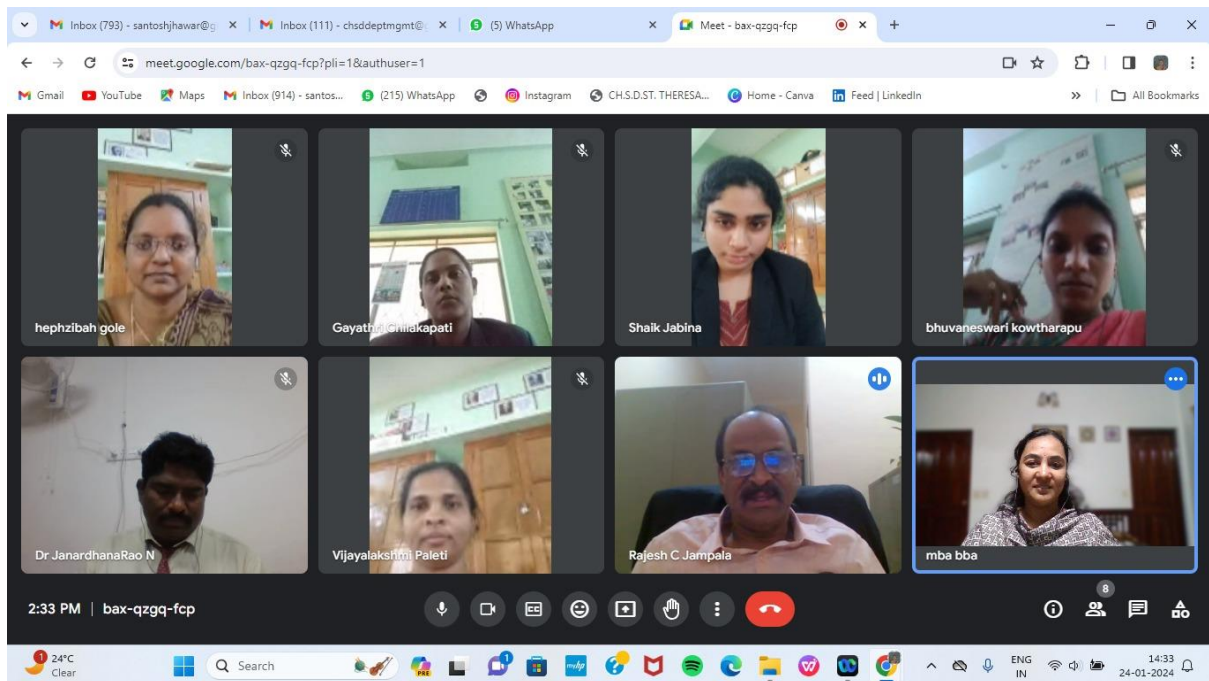
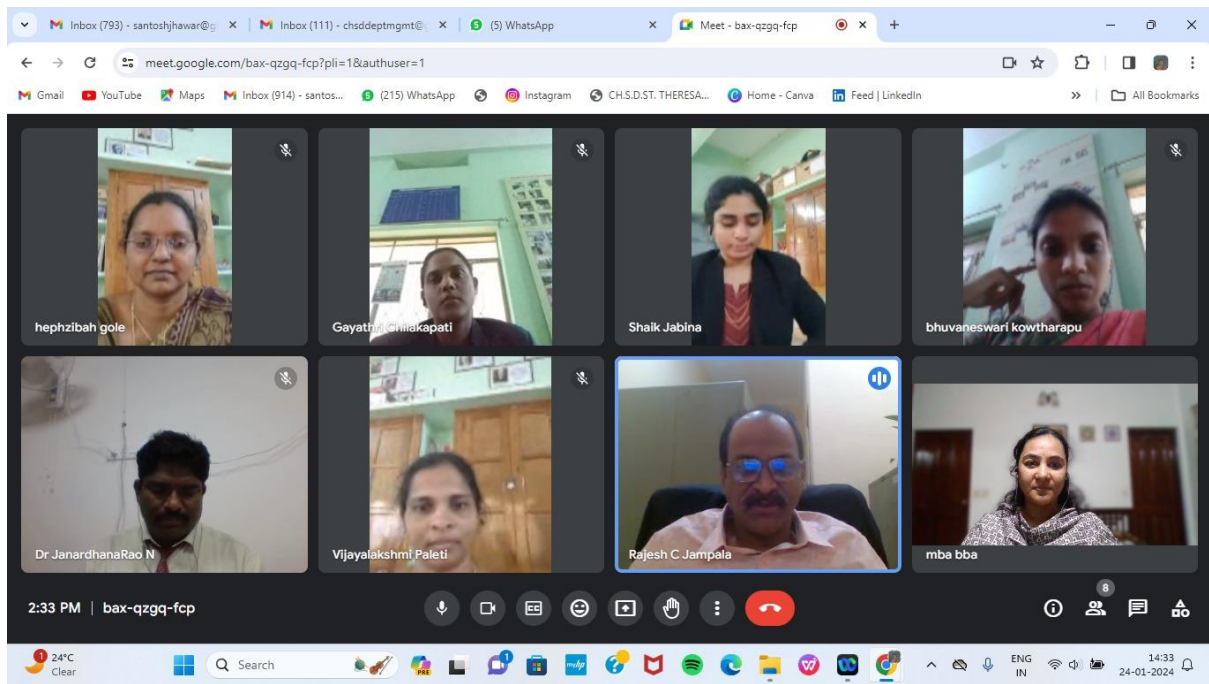
Rangoli Competition---S. Ramasai Druga Naga Venkata Lakshmi—II MBA-I Prize



**BOS Meeting for MBA:**

The MBA Board of Studies Meeting was held Online in the Department of Management Studies on 24<sup>th</sup> January 2024 at 2.30 pm. University Nominee is Dr. JanardhanaRao, Assoc Prof, Dept. of Business Administration, QIS college of Engineering &Technology (autonomous),Ongole. Subject Expert is Dr. Rajesh C Jampala, Dean (Academics& Administration), P.B. Siddhartha College of Arts & Science, Vijayawada





- Customized Corporate Training for Professional Development Launch:**

Virtual Batch Launch of CPBFI 546& 547(Certificate Program in Banking, Finance& Insurance) of Ch.S.D. St. Theresa's College for Women (A), Eluru in collaboration with Bajaj Finserv was held on 25-01-2024.

CPBFI is a customized 100-hour training program designed by Bajaj Finserv for graduates across India in collaboration with industry experts & educational institutes. The program aims to make graduates employable for the Banking, Financial Services and Insurance Sector.

90 Students from Final MBA, BBA, B. Com, B.A participated in this program as two batches 45 students each. Student Co-coordinators are selected for two batches. The coordinator of the program Mrs.P. Vijaya Lakshmi welcomed &introduced the Bajaj Team to the students. She briefed the students as how this program will equip the participants with right attitude, skills and industry knowledge, thereby going beyond a typical skill development program.

Ms. Kanika Kapahi, Senior Manager, Bajaj Finserv interacted with the students with an aim to discover new talent & potential in every student. Ms. Rashmi from Bajaj group set the technology platform and ensured smooth, effective delivery of the sessions.

Dr. Sr.P.Mercy, principal of the college, congratulated the Bajaj Finserv fraternity for taking up the National Initiative under CSR activity. She appreciated the idea of joining hands with many institutions to unlock the potential of students and build a talent pool for a resurgent India.



**Student's Achievement :** On 13<sup>th</sup> February M. Yamuna, and M. Jahnvi of 2<sup>nd</sup> MBA were selected as associate faculty at Sri Chaitanya school, Eluru branch .





### **Industrial visit by the Department of Management Studies**

On 16<sup>th</sup> March 2024 the BBA & MBA Students of CH.S.D.St.Theresa's college, along with the Faculty Members went to the Industrial Visit to Tagoor Laboratories Pvt. Ltd. in Tallapudi. This helped the students to get knowledge on Operations Management and Techniques involved in manufacturing the products.

Tagoor Laboratories Pvt. Ltd. is a prominent pharmaceutical company located in Tallapudi, Andhra Pradesh, specializing in the production of a wide range of pharmaceutical formulations. Tagoor Laboratories has established itself as a reliable provider of high-quality medicines. The company caters to both domestic and international markets, known for its focus on Research and Development. Tagoor Laboratories continues to innovate and expand its product portfolio to address diverse healthcare needs.

Industrial Visit is organized by the Department of Management Studies with an aim to go beyond academics and provide students with first-hand exposure to real-world industrial processes, operations, and practices. This visit offered valuable insights into industry-specific operations, technologies, and workplace environments, enhancing theoretical knowledge with practical experience.





### **Guest Lecture:**

On 18<sup>th</sup> March 2024 a guest lecture was conducted by the Department of Management Studies on “The role of Digital Marketing in Present world”. The guest speaker was Mrs. Lalitha, one of the Managing Director of Savidha Digitals Pvt, Ltd. She created awareness on how the Digital marketing shows an impact on business. She added that Digital Marketing helps to target more people than Traditional marketing, it’s a new way of earning and it suited for all categories of business. Our Principal Dr.Sr.P. Mercy congratulated Mrs. J. Lalaitha for creating awareness on role of Digital Marketing.







