

## Departmental activities

2017-2018

### 1.Exhibition On Store Designs & Store Layouts

The students of second M.B.A. conducted an exhibition on Retail Store Design Models on 25<sup>th</sup> January 2018. The students from 6 groups had displayed the models of different store layouts under the guidance of Mr. Santosh Jhavar. Dr. Sr. Marietta D'Mello, the P.G. Directress graced the occasion and motivated the students with her talk. Dr. A.U. Durga Devi, Head of the Department of Management Studies, Mrs. Rani, from the Department of Home Science and Dr. Mrs.I Annapurna from Department of P.G. Economics were the judges. They evaluated the students on the basis of their knowledge, presentation skills and creativity.

The team headed by T. Sirisha stood first for the store layout of a "Book Store- Jalakam."

### 2. International B-Plan Championship:

From 2<sup>nd</sup> -4<sup>th</sup> February 2018, International B- Plan Championship was conducted by Makeintern.com in collaboration with Echoes IIM Kozhikode. BBA students Ms. S.J.L. Nivedita, P. Priyanka & P. Archana participated in the event in IIM Kozhikode.

### 3.Innoman 2k18

On 7<sup>th</sup> February,2018, The Department of Management Studies organized one Day State Level Management Meet Innoman-2k18, where students from nearly 10 neighbouring colleges participated.

There were formal events like

- Cognition Expo- Judges for the event were Dr. Mrs. I. Annapurna, Associate Prof, P.G. ECONOMICS & Dr. R.S.N Sarma, Lecturer in Commerce
- Young Manager: Judges for the event were Mrs. R. Saraswati, former HOD of MBA & DR. Mrs. R. Madhavi, HOD , English
- Market Myopia: Judges for the event were Dr. Nirmala Jyotsna, HOD of Physics, Dr. M. Padmaja, Lecturer in Home Science

Informal Events were also conducted:

- Rock the floor-Judges for the events were Dr.Mrs.N.Nagavardhanam,HOD of Botany& Mrs. Y.Neeraja,Lecturer in Microbiology.
- Mr &Miss INNOMAN-Judges for the event were Dr.Mrs.C.A.Jyothirmayi,HOD of P.G.Chemistry& Dr.Mrs.P.Jyothi Kumari,HOD of Nutrition.

Dr.D Lalitha Rani Professor in the Department of Commerce and Management Studies, Andhra University was the chief Guest for the Inaugural Session & Dr. Pamulapati Venkata Seshaiiah M.V.Sc. (Pharmacology & Toxicology) Chairman & Managing Director - PVS GROUP was the chief Guest for the Valedictory Session

Dr J. Chandra Prasad, Prof & Director,S.D.College of Information Technology, Former Director, P.G. Courses & Research Centre, and Former Principal D.N.R.College(Autonomous), Bhimavaram was the special Guest.

Dr A.U Durga Devi was the Convener and Mrs. Santosh Jhawar was the Organizing Secretary.



#### **4. International Multi-Disciplinary Research Conference on Women on 21<sup>st</sup> Century**

On February 9<sup>th</sup> & 10<sup>th</sup> February 2018, Department of Management Studies, Dept of Social Sciences, & Women Studies in association with PRIMAX Foundation conducted International Conference

Dr A.U Durga Devi was the Convener. Faculty of the Department Mrs. Santosh, Mrs K. Hymavathi, Mrs. R. Mohini submitted & presented papers.

**Mrs. Santosh bagged the “Best Paper Presenter “Award for the paper Education as a ladder for Indian Women-An Overview:**



#### **5. Workshop on Communication & Interview Skills:**

On February 14<sup>th</sup>, a workshop was organized by the Department of English where the students of Management Studies participated and interacted with Mrs. G. Suwarna Lakshmi, the resource person for the day.

## **6.Participation by students in Management Meet in other college:**

On 16<sup>th</sup> February, 2018 students of MBA participated in PRERANA-2k18” Management Meet of Sir CRR College of Engineering. In the Movie Quiz Ms. Mobeen Kouser, Ms. Siva Priya, Ms. Mounica of final MBA participated and bagged the prizes as winners

## **7.Paper Publication:**

Mrs. K. Hymavathi from the Department of Management Studies published a paper on “**A STUDY ON THE CONCEPT OF QUALITY OF WORK LIFE WITH RESPECT TO JUTE INDUSTRY- A LITERATURE REVIEW**” in **International Journal of Civil Engineering and Technology (IJCIET)** Volume 9, Issue 1, January 2018, pp. 597–607, Article ID: IJCIET\_09\_01\_058 ISSN Print: 0976-6308 and ISSN Online: 0976-6316 © **IAEME** Publication **Scopus** Indexed

## **8. Selection for Job:**

Ms. V.L.S.Vidhyadhari, Ms. T. Karuna, Ms. K. Sukanya, Ms. I.V. Prathima of Final MBA were selected for Raj Group Constructions, Vijayawada as HR Managers in off- campus drive.

## **9. Participation by students in Management Meet in other college:**

On 16<sup>th</sup> March, 2018 students of MBA participated in YODHA-2k18” Management Meet of Rama Chandra College of Engineering, Eluru. In Bizwiz V.L.S. Vidhyadhari, Ms.T.Ratna Ravali, Ms.P. Ramya sree, of final MBA participated and bagged the prizes as winners, In ADS ADDA- Ms. SK. Mobeen Kouser, N. Mounika won the 1st prize, Ms.T.Pratyusha in MAD: Ms. V.L.S. Vidhyadhari Bagged the prize in Miss YODHA-2K18 :

Overall Championship Trophy also bagged by these students