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**SRINIVASA INSTITUTE OF MANAGEMENT STUDIES**

(Affiliated to Andhra University & Approved by AICTE, Govt. of INDIA)

alwar das group  
free mind through education

# ANNUAL REPORT

2022-23



*M. P. Reddy*

Principal  
Srinivasa Institute of Management Studies  
P.M. Palem, Madhurawada,  
Visakhapatnam - 530041

Opp. International Cricket Stadium, Madhurawada, Visakhapatnam - 530041, A.P, India

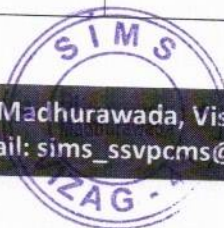
Ph: +91 891 2781366, Fax: +91 891 2781887 e-mail: [sims\\_ssvpcms@yahoo.co.in](mailto:sims_ssvpcms@yahoo.co.in) Web: [www.simsvizag.com](http://www.simsvizag.com)

**RESEARCH PUBLICATIONS**

S. No	Title of the Paper	Name of the Author/s	Department of the teacher	Name of the Journal
1	Reading Habits among the Students of Sri Siddaganga Matta, Tumkur, Karnataka: A Survey	Mr.G.SUDHAKAR	MANAGEMENT	International journal of basic and applied research
2	Awareness of Copyright and its Policies among the PG Teaching	Dr. M JAGADISH	MANAGEMENT	International journal of basic and applied research

**ORGANIZED SEMINARS AND WORK SHOPS**

S.No	Name of the Program	Date	No. of Participants	Details of the Resource Person
1	One Day Workshop on "Innovation and Entrepreneurship"	17-04-23	40	Mr. Krish Dhanam, CEO SkyLife Success, Texas USA.
2	One day seminar on "Innovation Management and Entrepreneurship Development"	20-03-23	39	Dr. P Phani, Asst.Professor, GITAM college, Vizag.
3	One day seminar on "Intellectual Property Rights Innovation and Patent Initiation"	10-02-23	38	Dr. D. Archana, Director, CMT B School, Vizag.
4	One-day seminar on "Advanced Data Analysis"	30-01-23	39	Dr. Satish Ailawadi, Director General, IIAM B School, Vizag.
5	One-day seminar on "Research and Data Modeling using Power BI"	24-11-22	40	T. Rama Krishna, Asst.Professor, IIAM, Vizag.
6	One-day workshop on "Entrepreneurship, growth and competitiveness"	03-09-22	40	Mr. T.S.S. Vinay Kumar, Managing Partner of Bharati & co.
7	One-day workshop on "Research Methodology and Data Analysis using R and Python"	12-08-22	35	Mrs. Neha Sharma, IT, Personality Enhancement trainer, Vizag.



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**ORGANISED FACULTY DEVELOPMENT PROGRAMMES**

S. No	Title of the Program	Date	No. of Participants
1	A Six Day Training Program on Outcome Based Education	25.11.2022 To 30.11.2022	43

**SOFT SKILLS AND LIFE SKILLS PROGRAMS**

S. No	Title of the Program	Date	No. of Participants	Name of the Resource Person
1	"YOGA - Peace in body"	21-06-22	53	Mr. Venkata Gangadhar, Yoga Trainer, Vizag.
2	Three days Program on "Presentation Skills & Body Language"	17-10-2022 to 19-10-2022	52	Mr. Gibu Gebriel, Consultant Overseas Education, vizag
3	One-day workshop on "Artificial intelligence (AI)"	05-12-22	50	Mrs. Asma Begum, Grafix IT Solutions, Vizag.
4	Three days program on "Basic Grammar on communication"	03-01-2023 To 05-01-2023	50	Mrs. Nazima, Greendale, Vizag



*M. Jayachandran*  
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### STUDENTS OPTED FOR HIGHER EDUCATION

A total of 3 students opted for higher studies

### PLACEMENT DETAILS

A total of 67 students were placed

S.NO	NAME OF THE EMPLOYER/COMPANY	NO.OF STUDENTS PLAED
1	Dogicraft	23
2	Kevinpage	21
3	Hirotoind Technologies	23

### Industrial Visit

S.NO	Course	Year/Semester	Place of visit	Duration	No of Students Attended
1	BBA	IIISem	BHEL, Visakhapatnam	26.08.2022	40
2.	MCA	III Sem	Symbiosis, IT Hub , Visakhapatnam	22.12.2022	25

### Training Program for Non-Teaching Staff

S.No.	Name of the Activity /Guest	Venue	Date
1	A One-Day Training Program on Optimizing Administrative capabilities with Software Solutions	SIMS College, Visakhapatnam	24.11.2022



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# ANNUAL REPORT

2021-22

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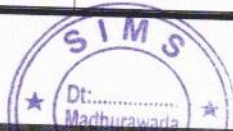


**RESEARCH PUBLICATIONS**

S. No	Title of the Paper	Name of the Author/s	Department of the teacher	Name of the Journal
1	Information Literacy Competency among Students of Kittur Rani Chennamma College of Horticulture, Arabhavi (Belagavi), Karnataka: A Study	A. PAVANI	MANAGEMENT	International journal of basic and applied research
2	Effective use of E-Resources by faculty members in Engineering College Libraries of Thanjavur District: A Case Study	K. RAJINI PRIYA	MANAGEMENT	International journal of basic and applied research

**ORGANIZED SEMINARS AND WORK SHOPS**

S.No	Name of the Program	Date	No. of Participants	Details of the Resource Person
1	One Day Workshop on "Indian scenario of IPR"	03-11-21	34	Mrs. Sree Vidya Tatavarthy, Bharati & co, Vizag.
2	One-day seminar on "Financing options for small business and startups for aspiring entrepreneur"	29-01-22	38	Mrs. G. Bharathi, Sr HR manager HPCL Vizag.
3	One-day seminar on "Understanding Research Methods in Business"	07-02-22	33	Mr. P. Srinivas, TCI consultancy.
4	One-day seminar on "Patent Databases"	25-03-22	36	Dr. VaraLakshmi, consultant at Green HRM Solutions, Vizag.
5	One-day seminar on "Research Methodology and Data Analysis using SPSS"	16-04-22	35	Mrs. Laura Kishore, Corporate Trainer, Vizag.
6	One-day workshop on "Entrepreneurship and creation of wealth for Economies, Organization and People"	28-05-22	35	Dr. Suresh Betha, CEO Dhrona Consultancy, Vizag.



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**ORGANISED FACULTY DEVELOPMENT PROGRAMMES**

S. No	Title of the Program	Date	No. of Participants
1	A Six Day Faculty Development Program on "Well Being and Work Life Balance"	17.11.2021 To 22.11.2021	42

**SOFT SKILLS AND LIFE SKILLS PROGRAMS**

S. No	Title of the Program	Date	No. of Participants	Name of the Resource Person
1	One-day program on "Internet of Things (IoT)"	01-10-2021	52	Mr. Santhosh Mahapatro, Graftix IT Solutions, Vizag.
2	"A YOGA -Morning gram."	30-11-21	50	Mrs. D. Naga Bhargavi, Yoga Trainer, Vizag.
3	A three days program on "Leadership qualities & Managerial skills"	13/12/2021 To 15/12/2021	55	Mrs. Bisma, Greendale, Vizag
4	A Three days program on "Tenses and correction of sentences"	21-02-2022 To 23-02-2022	52	Mrs. Kanchana, Greendale, Vizag



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**PLACEMENT DETAILS**

A total of 65 students were placed

S.NO	NAME OF THE EMPLOYER/COMPANY	NO.OF STUDENTS PLAED
1	Edigi skills	23
2	Duf6	19
3	Piston screws.in	23

**Industrial Visit**

S.NO	Course	Year/Semester	Place of visit	Duration	No of Students Attended
1	MBA	IIISem	Incubation Center,Rushikonda,Visakha patnam	03.12.2021	20
2	BBA	III Sem	Sri Parameswari Fabricators , Sriharipuram,Visakahapatnam.	12.11.21	30

**Training Program for Non Teaching Staff**

S.No.	Name of the Activity /Guest	Venue	Date
1	A One Day Training Program On "Communication and Personality Development "	SIMS College, Viskahapatnam	23.11.2021



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# ANNUAL REPORT

2020-21



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**RESEARCH PUBLICATIONS**

S. No	Title of the Paper	Name of the Author/s	Department of the teacher	Name of the Journal
1	Use of Electronic Databases by Market Research Professional in Bengaluru, Karnataka: A Case Study	S.P.M DIVYA DAS	MANAGEMENT	International Journal Of applied Science Engineering And Management
2	Perspective of Library Resource and Services and its Use Pattern in Government First Grade College, Honnali, Davanagere District: A Study	D UMA SUNDARI	MANAGEMENT	International Journal Of applied Science Engineering And Management
3	Research Methodology on Code Clone Detection with Refactoring Using Textual and Metrics Analysis in Software	Ms. BANDARU MAKARA JYOTHI		International journal of information technology and computer engineering

**ORGANIZED SEMINARS AND WORK SHOPS**

S.No	Name of the Program	Date	No. of Participants	Details of the Resource Person
1	One-day seminar on "Enforcement of Intellectual Property Rights (IPR)"	04-03-21	40	Mrs. Archana Madhiraju Senior Consultant UK.



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**ORGANISED FACULTY DEVELOPMENT PROGRAMMES**

S. No	Title of the Program	Date	No. of Participants
1	A Six Day Training Program on Research Methods and Research Design	10.12.2020 To 15.12.2020	44

**SOFT SKILLS AND LIFE SKILLS PROGRAMS**

S. No	Title of the Program	Date	No. of Participants	Name of the Resource Person
1	Three days program "Vocabulary and Reading Comprehension"	26-11-2020 to 28-11-2020	57	Mrs. Tasleen,
2	Three days program on "Personality Development"	01-12-2020 To 03-12-2020	58	Mrs. Geethika, Greendale, Vizag
3	"Inhale the future, exhale the past"	19-12-2020	56	Mrs. G Lakshman, Yoga Trainer, Vizag.

**STUDENTS OPTED FOR HIGHER EDUCATION**

A total of 2 students opted for higher studies



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## PLACEMENT DETAILS


A total of 64 students were placed

S.NO	NAME OF THE EMPLOYER/COMPANY	NO.OF STUDENTS PLAED
1	Smart selection solutions	23
2	The stage productions	19
3	Attic informatics	23

## Training Program for Non Teaching Staff

S.No.	Name of the Activity /Guest	Venue	Date
1	A One-Day Training Program on Financial Management, Accounting, Tally and Book Keeping	SIMS College, Viskahapatnam	16.12.2020



  
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## ANNUAL REPORT

2019-20



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**RESEARCH PUBLICATIONS**

S. No	Title of the Paper	Name of the Author/s	Department of the teacher	Name of the Journal
1	Optimal Control in Manufacturing Areas Increase the Productivity in the Aerospace Industry of Mexicali, Baja California, México	Mrs. MADHAVI SOMAYAJULA	MANAGEMENT	International Journal Of applied Science Engineering And Management
2	Analysis of Economic Models for Cloud Computing Resource Management	Mrs.R.SANTHI SRI	MCA	International Journal Of Information Technology And Computer Engineering

**ORGANIZED SEMINARS AND WORK SHOPS**

S.No	Name of the Program	Date	No. of Participants	Details of the Resource Person
1	One Day Workshop on “Mastering Research Methods: A Comprehensive Workshop”	16-11-19	30	Mrs. Asma Begum Center Head, GRAFX IT Solution, IFLM Academy Vizag.
2	One day seminar on “How to Search, Draft & File Patent”	29-02-20	35	Mr. Balmohan Das former VC of Acharya Nagarjuna University, Guntur.



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**ORGANISED FACULTY DEVELOPMENT PROGRAMMES**

S.No	Name of the Program	Date	No. of Participants
1	A Six Day Training Programme on Communication and Presentation Skills	18.12.2019 To 23.12.2019	39

**SOFT SKILLS AND LIFE SKILLS PROGRAMS**

S. No	Title of the Program	Date	No. of Participants	Name of the Resource Person
1	"Yoga: Nurturing wellness, one breath at a time"	21-06-2019	57	Mr. Siva Rama Krishna Appikonda, Yoga Trainer, Vizag.
2	A three days program on "Effective Communication"	22-08-19 To 24-08-19	58	Mr. Vishnu, Asst.Professor IIAM, Vizag
3	One-day program on "Java Technology"	15-10-2019	55	Dr. G. R. S. Murthy, Asst.Professor, GVP College, Vizag.
4	A Three days program "Verbal Ability & Placement Papers"	11-12-2019 To 13-12-2019	56	Mr. Jhon Jhosaf, Vignan Institutions, Vizag
5	One-day workshop on "Programming on Python"	11-03-2020	55	Mr. PRaju, SDE, Amazon, USA.

**STUDENTS OPTED FOR HIGHER EDUCATION**

A total of 1 students opted for higher studies



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## PLACEMENT DETAILS

A total of 63 students were placed

S.NO	NAME OF THE EMPLOYER/COMPANY	NO.OF STUDENTS PLAED
1	Dreamsmedia techno loge	22
2	Attic information	18
3	Grease bolts	23

## Industrial Visit

S.NO	Course	Year/Semester	Place of visit	Duration	No of Students Attended
1	BBA	III Sem	Steel Plant Museum, Visakhapatnam	16.11.2019	24
2	MBA	I Sem	Visakha Container Terminal Pvt. Ltd. Viskhapatnam	21.12.2019	30

## Training Program for Non-Teaching Staff

S.No.	Name of the Activity /Guest	Venue	Date
1	A One-Day Administrative Training Program on Time Management and Stress Management In Balancing Work Load.	SIMS College, Viskahapatnam	24.12.2019



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## ANNUAL REPORT

2018-19

Principal

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## RESEARCH PUBLICATIONS

S. No	Title of the Paper	Name of the Author/s	Department of the teacher	Name of the Journal
1	Selection of Celebrity Endorser and Purchase Intention: A New Model	Mrs. NELSON MERCY PANGA	Management	International Journal Of applied Science Engineering And Management

## ORGANIZED SEMINARS AND WORK SHOPS

S.No	Name of the Program	Date	No. of Participants	Details of the Resource Person
1	One-day seminar on "Understanding Research Methods in Business"	18-05-19	37	Mrs. Priyanka Khandka asst.Professor IIAM vizag
2	One-day workshop on "Entrepreneurship Awareness Workshop"	22-02-19	35	Mr. Srinivas chanda Vice President RB/BB/RL & Products Axis Bank Vizag.
3	One-day workshop on "Basics of Research Methodology"	20-08-18	40	Mr. Gowtham Consultant of the PWC Deloitte in USA
4	One-Day workshop On "Introduction to Intellectual Property Rights (IPR), Importance of IPR in modern global economic environment"	13-12-18	36	Mr. Kesavan (The Vice President of Walmart) Vizag.



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Principal

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**ORGANISED FACULTY DEVELOPMENT PROGRAMMES**

S.No	Name of the Program	Date	No. of Participants
1	A Six Day Training Program on Enhancing Research Skills In Teaching and Learning	16.06.2018 To 21.06.2018	40

**SOFT SKILLS AND LIFE SKILLS PROGRAMS**

S. No	Title of the Program	Date	No. of Participants	Name of the Resource Person
1	"Discover the power of yoga and unlock your potential"	21-06-18	50	Mrs. Usha, Yoga Trainer, Vizag.
2	A Three days training program on "Team work and collaboration skills"	17-09-2018 To 19-09-2018	52	Ms. Pooja singh, Placement Park, Vizag.
3	A Three days program on "Cloze Test & Error Detections in English grammar"	25-10-2018 To 27-10-2018	52	Dr. G. Ananthram, Asst. Professor, Vizag
4	One-day program on "Competitive learning on C"	28-11-18	52	Mrs. Shalini Ranjan

**STUDENTS OPTED FOR HIGHER EDUCATION**

A total of 3 students opted for higher studies




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## PLACEMENT DETAILS

A total of 64 students were placed

S.NO	NAME OF THE EMPLOYER/COMPANY	NO.OF STUDENTS PLAED
1	ANU DIGTALS	22
2	SMART INNOVATIONS	22
3	CROSERA	20


## Industrial Visit

S.NO	Course	Year/Semester	Place of visit	Duration	No of Students Attended
1	BBA	II Sem	BHEL , Visakhapatnam	27.10.2018	20
2	MBA	III Sem	Brandix Apparel Pvt. Ltd., Atchyuthapuram, Visakhapatnam	30.11.2018	30

## Training Program for Non Teaching Staff

S.No.	Name of the Activity /Guest	Venue	Date
1	A One-Day Training Program on Record Keeping and Documentation	SIMS College, Visakhapatnam	22.06.2018



  
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