



## ADITYA COLLEGE OF ENGINEERING & TECHNOLOGY

(Permanently Affiliated to JNTUK, Kakinada, Approved by AICTE, New Delhi, Accredited by NAAC-UGC)

Recognized by UGC Under Section (2f) and 12(B) of UGC Act 1956

Aditya Nagar, ADB Road, Surampalem,

**Title:** Seminar on Marketing

**Date:** 24-08-2017

**Resource person:** Dr. G ShyamalaRao.  
M.com, MBA, M.Phil., Ph.D.  
Dept. of Management studies

**Objective of workshop:** The objective of this seminar is to create awareness among students about marketing

**Beneficiaries:** Faculty and Students

**Outcome of the event:** This session help student able to gain huge knowledge how to Increase sales. Build brand awareness, Grow market share, Launch new products or services. Target new customers, Enter new markets internationally or locally, improve stakeholder relations, Enhance customer relationships. Marketing objectives are goals set by a business when promoting its products or services to potential consumers that should be achieved.

### Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr. G ShyamalaRao)	7500/-
2.	T.A/D.A	1500/-
3.	Venue related Expenditure (Banner printing, Bouquets)	100/-
4.	Snacks and Drinks ( 40X Rs.30/-)	1200/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
<b>Total amount</b>		10500/-



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### Seminar on Marketing

By



Dr. G. Shyamala Rao.  
M.com, MBA, M.Phil., Ph.D.  
Dept. of Management studies  
Date : 24-08-2017



#### Coordinator:

Mr. G.B.Chandra Mouli  
Associate Professor  
Department : H&BS-I

#### Convenor:

T.Padma Praveen  
Associate Professor&HOD  
Department : H&BS-I



Gallery coverage of Marketing



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Aditya Nagar, ADB Road, Surampalem,

**Title:** Stock Market Operations

**Date:** 18-08-2017

**Resource person:** Dr. Narapareddi Visalakshi,  
Professor in Management,  
ADTP, Surampalem.

**Objective of workshop:** The objective of this seminar is to build management skills in students

**Beneficiaries:** Faculty and Students

**Outcome of the event:** With this session students able to know about stock exchange is to formulate policies for easy transactions and the safety of the investors and companies. A stock exchange informs investors which way the investment wind is blowing. Stocks represent ownership equity in the firm and give shareholders voting rights as well as a residual claim on corporate earnings in the form of capital gains and dividends. Individual and institutional investors come together on stock exchanges to buy and sell shares in a public venue.

### Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr.Narapareddi Visalakshi)	7000/-
2.	T.A/D.A	300/-
3.	Venue related Expenditure (Banner printing, Bouquets)	100/-
4.	Snacks and Drinks ( 60X Rs. 30/-)	1800/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
<b>Total amount</b>		<b>9400/-</b>

## Brochure



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Aditya Nagar, ADB Road, Surampalem.)

## Seminar on Stock Market Operations

By



**Coordinator:**  
Mr. G.B.Chandra Mouli  
Associate Professor  
Department : H&BS-I

**Dr. Narapareddi Visalakshi,**  
Professor in Management,  
**ADTP, Surampalem**  
On 18-08-2017

**Convenor:**  
T.Padma Praveen  
Associate Professor & HOD  
Department : H&BS-I

Venue:

Room no 318  
VB Bhavan  
(Third Floor)  
ACET



Gallery of Stock Market Operations





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Aditya Nagar, ADB Road, Surampalem,

**Title:** Seminar on Finance

**Date:** 28-07-2017

**Resource person:** Dr. Ch Krishnudu,  
Assistant professor  
SKIM  
SKU  
FINANCE SPECIALIST

**Objective of workshop:** The objective of this workshop is to create awareness among students and Faculty about the importance of finance

**Beneficiaries:** Faculty and Students

**Outcome of the event:** This session helps students and Faculty to build financial skills in different ways Analytical thinking. Verbal communication, Persuasiveness, Problem-solving. Decision-making. Detail-oriented, Financial planning. Budgeting. Analytical Thinking. Analytical thinking is a crucial skill for finance professionals. Accounting Skills, Business Intelligence, Financial Modelling. Financial Reporting, Cash Flow Management, Mathematics, Financial Management.

### Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr. Ch Krishnudu)	8000/-
2.	T.A/D.A	1400/-
3.	Venue related Expenditure (Banner printing, Bouquets)	112/-
4.	Snacks and Drinks ( 60X Rs. 30/-)	1800/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
<b>Total amount</b>		<b>11512/-</b>

## Brochure



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Aditya Nagar, ADR Road, Surampalem.)

## Seminar on Finance

By



Dr Ch Krishnudu  
Assistant professor  
SKIM  
FINANCE SPECIALIST  
Date : 28-07-2017

**Venue:**  
Room no 318  
VB Bhavan  
(Third Floor)  
ACEY

**Coordinator:**  
Mr. G.B.Chandra Mouli  
Associate Professor  
Department : H&BS-I

**Convenor:**  
T.Padma Praveen  
Associate Professor&HOD  
Department : H&BS-I

## Gallery of Finance





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Aditya Nagar, ADB Road, Surampalem,

**Title:** Employability Skills

**Date:** 20-06-2017

**Resource person:** Dr. G ShyamalaRao.  
M.com, MBA, M.Phil., Ph.D.  
Dept. of Management studies

**Objective of workshop:** The objective of this Workshop is to build Employability skills in students

**Beneficiaries:** Faculty and Students

**Outcome of the event:** Employability Skills can be defined as the transferable skills needed by an individual to make them 'employable'. Along with. This session helped students to build different types of Employability skills like

- Communication.
- Team work.
- Problem solving.
- Initiative.
- Planning and organising.
- Decision making.
- Self-management.

### Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr. G ShyamalaRao)	3000/-
2.	T.A/D.A	1400/-
3.	Venue related Expenditure (Banner printing, Bouquets)	140/-
4.	Snacks and Drinks ( 60X Rs.30/-)	1800/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
<b>Total amount</b>		<b>11540/-</b>



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### Guest Lecture Employability skills

By



**Coordinator:**  
Mr.M. Rajesh  
Associate Professor & HOD  
Department : EEE

Dr.G Shyamala Rao.  
M.com, MBA, M.Phil., Ph.D.  
Dept. of Management studies  
Date : 20-06-2017

**Convenor:**  
Dr.R.V.S.Lalitha  
Professor  
Department : CSE

Venue:

Room no 318  
VB Bhavan  
(Third Floor)  
ACET



Gallery coverage of Employability skills