

(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.

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s)	7500/-
	(Dr. G ShyamalaRao)	
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/-
Total amount		10500/-

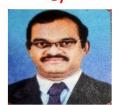


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Aditya Nagar ADR Road Surampalem)

Seminar on Marketing

By



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



Convenor:

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



Coordinator:

Associate Professor

Mr. G.B.Chandra Mouli

Department : H&BS-I









Gallery coverage of Marketing



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Recognized by UGC Under Section (2f) and 12(B) of UGC Act 1956
Aditya Nagar, ADB Road, Surampalem,

Title: Stock Market Operations

Date: 18-08-2017

Resource person: Dr. NarapareddiVisalakshi,

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.

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s)	7000/-
	(Dr.Narapareddi Visalakshi)	
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/-
Total amount		9400/-

Brochure













Gallery of Stock Market Operations



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Recognized by UGC Under Section (2f) and 12(B) of UGC Act 1956
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 ModellingFinancial Reporting, Cash Flow Management, Mathematics, Financial Management.

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s)	8000/-
	(Dr. Ch Krishnudu)	
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/-
Total amount		11512/-

Brochure



Gallery of Finance





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

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s)	3000/-
	(Dr. G ShyamalaRao)	
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/-
Total amount		11540/-

Brochure





Gallery coverage of Employability skills