

# SPOORTHY

## NEWS LETTER

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Chief Patron:

Mrs. Aarathy Sampathy, President & CEO

Patron: Dr. Sailesh Sampathy

Vice President & Dy. Chief Executive

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Assistant Professor - Marketing



## SIVA SIVANI INSTITUTE OF MANAGEMENT

NH-44, Kompally, Secunderabad - 500100, Telangana.

### VISION

To achieve global acclaim as a Centre of Excellence  
in Management Education



## Editor's Desk

### 2019!! New Year, New Beginnings!!

As we welcome the new year, with new hope and renewed confidence, Siva Sivani Institute of Management has geared up to carve the best for itself.

This issue presents the success stories of two flagship events of the institute – SAMAROH and SAMANVAY. It also recounts the beautiful parting moments with the outgoing 2017 – 2019 batch, during the farewell party – SMRITI.

“Without continual growth and progress, such words as, improvement, achievement, and success have no meaning” – Benjamin Franklin

The 16th issue proudly shares the remarkable achievement of the Vice President and Deputy Chief Executive, Shri Sailesh Sampathy, being conferred with Honorary Doctorate Degree by Lincoln University College, Malaysia.

Our pursuit of excellence is reflected by the contributions made; to management knowledge through academic research, to corporate world through training programs and to society through entrepreneurship programs.

In addition, it brings to you the compelling perspectives on employee value proposition by Mr U V Sakethnath – Group CHRO; Tropical Animal Genetics, and intellectual insights of outcome based education in management education by Dr. S.V. Ramana Rao – Director, SSIM.

Furthermore, the issue details out the promotional events and the laudable placements of final year students.

I hope this copy will encourage every unit of the institute to continue in the pursuit of excellence.

May 2019 be a year of resounding success!!!



# Events of SSIM

## SAMAROH 2019

Siva Sivani Institute of Management organized its Annual International Conference – Samaroh 2019 jointly with Lincoln University College, Malaysia, at Hotel Blue Wave, Shah Alam, Malaysia on 21st and 22nd February 2019. The conference with the theme, “A Paradigm Shift in Business Outlook in the Digital Era – A Need for Innovation”, was attended by 55 presenters from various parts of the world. Faculty, Research Scholars and Students from Malaysia, Indonesia, Bangladesh, Nepal, Myanmar and from the states of West Bengal, Madhya Pradesh and Telangana from India, contributed their intellectual thoughts in various areas of specializations. The confluence of intellectuals in the cultural, financial and economic center of Malaysia, Kaula Lumpur, engaged in exchange of scholarly findings and international networking.



The programme started with a prayer followed by inaugural address by Datuk Dr. Hjh. Bibi Florina Abdullah, Pro – Vice Chancellor of Lincoln University College. Dr. Amiya Bhaumik, Vice Chancellor & CEO, Lincoln University College welcomed all the guests and delegates. Dr. VG Chari, Assistant Vice President, Siva Sivani Institute of Management gave an introductory speech and briefed about Samaroh. Mr. S Choudhary, CEO, Vigilenz Medical Devices Sdn. Bhd. Delivered the key note address.

Post inaugural ceremony the technical sessions were held. Each technical session was chaired by two eminent personalities from Industry and academia. The valedictory ceremony was held in the evening of 22nd February. Dr. VG Chari, Assistant Vice President, SSIM, Dr NC Rajyalakshmi, Professor, SSIM & Coordinator, Samaroh – 2019, Dr. Abhijit Gosh – Coordinator, Lincoln University College and Dr. Sandeep Poddar, Coordinator, Lincoln University College delivered valedictory speech and expressed their views. All the participants and paper presenters were awarded with certificates.





# SAMANVAY

22nd Samanvay – 2019 was organized on 25th and 26th February and was beaming with activity at every corner of the campus. The event was a grand success attracting over 1500 paid registrations from colleges across the states of Telangana and Andhra Pradesh for the two-day fest which included various “Formal and Informal events”. The formal events were ‘Shresta: The best Manager’, ‘Start-up: Innovators Choice’, ‘Market Makers: Make your Way’, ‘Ad Venturer: Venture your Creativity’, ‘Bulls and Bears: Mock the Stock Market’ and ‘Business quiz: Test of Business Acumen’. Informal events were ‘Sangeet Sangam: Tune Up’, ‘Floor fusion: Move it’, ‘The Hunt: Treasure of Pleasure’, ‘Mock CID: Investigate the Case’ and ‘PubG’.

Sambodh: The Quiz, for undergraduate colleges enthralled everyone.

On 25th February, the inaugural function at 11:15 am was graced by luminous Chief Guest Shri Aravind Kumar Sharma, CEO of Dukes India, who unveiled the Sartaj of Samanvay trophy and also the swanky Yamaha Fascino Bikes to mark the beginning of intellectual and ingenious competitions of 22nd Samanvay. Later, a flash mob was performed by the students of SSIM to pep up the student community.

On 26th February, the valedictory function at 6:00 pm was graced by the Chief Guest Shri Ravindra Varma, PVS, CEO of Formula HR. Prize winners of every event were awarded with certificates and trophies. The cynosure was the Sartaj of Samanvay, which was won by Siva Sivani Degree College. The management and chief guest gave away the swanky Yamaha Fascino bikes and stunning Samsung Smart Phones to the winners of the SAMBODH quiz.

The event was sponsored by Incredible India Projects Pvt. Ltd., G.V. Mall, Axis Bank, Spies Securities, Marie Claire, Karnataka Soaps & Detergents Ltd., and Kamal Veer Solutions.

Food stalls from Munchies, Ice & Candy, and Lassi Hub and other business stalls such as Khadi and My Planet Finance were also set up.





## SMRITI



Smriti – A grand farewell party for the outgoing 2017 – 2019 batch was organized on 30th March. The event began with the invocation of the almighty's blessings by the junior students and farewell speeches from the Director, Dr. S V Ramana Rao and the Vice President & Deputy Chief Executive, Dr. Sailesh Sampathy. The gala party was filled with fun and beautiful renditions. It was an emotional parting with heartfelt wishes for a wonderful life ahead.





## SPECIAL EVENTS

### Dr. Sailesh Sampathy - Felicitation

On 9th March 2019, Siva Sivani Institute of Management's Faculty and Staff joined in the celebration of felicitating Dr. Sailesh Sampathy. Dr. Sailesh Sampathy was conferred an Honorary Doctorate Degree by Lincoln University College, Malaysia. The celebration was filled with immense pride and honour for the Vice President and Deputy Chief Executive as the video played glimpses of him receiving the award. The humble demeanor of an astute administrator and a selfless being captivated everyone with awe and respect.

Many shared their wonderful memories and experiences with Dr. Sailesh Sampathy.

Dr. Sailesh Sampathy expressed his thanks to every member of the institute and attributed the award to the efforts of the team.



**Dr. Sailesh Sampathy**  
Vice President & Deputy Chief Executive, Siva Sivani Institute of Management  
for being conferred the  
***Honorary Doctorate***  
by Lincoln University College, Malaysia  
*The Recognition is Well deserved achievement.*  
**It's a proud moment**



# EMPLOYEE VALUE PROPOSITION



– By **Mr. U V Sakethnath**,  
Group CHRO;  
Tropical Animal Genetics

Employees are the valuable resources for any organization's excellence. The focus on getting the right Human Resources over the decades for Corporations is changing the Talent Landscape and is throwing up new challenges to the Business owners and HR Professionals.

Whether it is to attract the best Talent in today's competitive market, engaging employees to achieve sustainable growth, or align employees' behaviour with your business and customer's needs, it is very important and critical to create and nurture a compelling Employment Value Proposition (EVP)

Some of the perspectives that were captured from Aons research are presented below for the benefit of the interested readers running Businesses or Institutions of repute. The most relevant of the EVP are:

- 1) Defining the EVP to employees
- 2) Telling a Story about what you are
- 3) Aligning your Experiences

EVP should reflect what your business needs are, what employees and candidates expect and the aspect of how you differentiate your organization from the other competing organizations that vie for your talent.

The Story is all about letting the others know your EVP and the offerings that you have for the employees. This aspect must cover the **Words** that are spoken, **Visuals** that appeal to them through the EVP, the **Style** that you follow as an organization to depict the organizational gravitas and your **Tone** as an Organization.

The third component is very crucial for the reality check where the story told is experienced. In essence, when the Rubber meets the Road with an IMPACT, it has to be a positive feeling and experience for all to feel good about and proud to share.

Telling a Story alone is not going to be the decider for onboarding people or helping employees stay with a company. Each employee involved with an organization must be able to see the EVP in action and feel it across the entire organization. This is more important for all the spectrum of profiles of millennials; who want to experience an organization than simply work in an organization.

Research has thrown up positive results consistently that having a strong EVP is one of the top three drivers of employee engagement, and that it has a positive impact on both customers and business results. It is proven that a strong EVP and Employer Brand go together, and the attrition rates in those companies were lower than the Industry trends and specific to their business.

Hence, every Organization must focus on the EVP and must see it as an effective and powerful tool. When done right, it tells a compelling story and guides how you

deliver the Employment Experience.

In short, if you want a compelling story and a solid EVP, define your EVP. This means, be clear as to what you want to be known as an Employer. Simple question. But needs a tremendous clarity on the part of the management. To achieve the same, a frame work of these questions will help in formulating the EVP.

- What are your business needs?

Start by understanding the type of talent that your business needs to be a successful entity. Involve your leaders to come up with ideas to come up with a Talent Strategy for developing the strategy and develop your EVP. The outcome of the same must inspire your workforce, which will help build your Organization.

- What do you expect from your employees?

A simple EVP will clarify what you need to do as an employer to drive your business and meet your customer needs. The EVP must be in alignment with the corporate brand to support what you stand for as a Company.

- What do employees and candidates want in an employer?

This is achieved by asking the stakeholders; employees and prospective employees as to what they think about your company and what do they want in you as an employer.

A study threw up interesting results when employees were asked which workplace characteristics had the potential to differentiate one employer from another.

The top differentiators identified are:

1. A workplace that is fun
2. A place that is flexible
3. A place which has a decent pay package on par with the Industry/Business
4. Good benefits

When you define your EVP, you create a foundation about making certain decisions about the employee experience needed to drive success. This also includes how you will attract, retain, develop and inspire the talent needed to achieve business results.

So what are you waiting for? Get on to define your EVP and get going!!!!

*This article is a collection of ideas from the white paper titled 'Creating a Compelling Employee Value Proposition' available at <http://www.aon.com/inpoint/bin/pdfs/white-papers/EVP.jsp>.*



# SHOULD EDUCATION BE OUTCOME-BASED?

- Dr. S V Ramana Rao; Director, SSIM

Is the education system outcome-based? Does outcome-based management education have relevance? There are different perspectives to answer these questions.

All management institutions have prescribed set of goals which supposedly guide their work. Traditional education system focused more on transmitting knowledge, delivering content and assessing students understanding. The approach is more of teacher centric rather than student centric.

Due to the growing technology and high expectation of agile based delivery; business environment is even more dynamic; demanding the dovetail of learning with graduate attributes to meet the expectations of industry. Hence, Outcome Based learning becomes the central focus as it emphasizes on what students will know or are able to do after completion of a course. It is the guiding force for faculty to design the teaching pedagogy and assessment components.

Outcome Based education is more of a philosophy than a set of practices. Outcome Based Education (OBE) is a student-centric teaching and learning methodology in which the course delivery, assessment are planned to achieve stated objectives and outcomes. OBE starts

with identifying what is important to students to perform at industry, then organize the curriculum, instruction and assessment to ensure assurance of learning.

According to Spady, there are four basic principles around which OBE revolves.

They are: 1. Clarity of focus 2. Curriculum design 3. Establish high, challenging standards of performance 4. Expanded opportunities to students

There is no fixed methodology to implement OBE, however; it is advisable to build knowledge assets based on skill development and enhance with workshops to augment knowledge. The progress of the graduates will be measured using THREE parameters namely Program Educational Objectives (PEO), Program Outcomes (PO) and Course Outcomes (CO).

The goal of OBE is to bridge education and employability. One of the parameters of responsive education is employability. Hence it is imperative to have Outcome Based Education Philosophy in Management Institutions.



## CENTRE FOR INTERNATIONAL STUDIES (CIS)



### Mr. Chris Chavez, President of Herzing University, Visit to Campus

On 13th March 2019, Mr. Chris Chavez, President – Herzing University, visited the campus and had an interaction with students.

A one hour session opened discussion on the prospects and procedure for pursuing higher studies in Herzing University, USA. It was an enlightening dialogue revealing details of the long term association with the Siva Sivani Institute of Management and the number of students completing their higher studies from Herzing University. In times of apprehension about the access to pursue higher studies in the United States of America, it provided a fresh outlook towards the process and encouragement to aspire for international degrees.



The business degrees in Herzing University, located in Downtown Atlanta, Georgia; include those with specializations in Accounting/Bookkeeping, Business Management, Entrepreneurship, Human Resources, Marketing, Project management, and MBA and Post-Masters certificates.

Mr. Chavez, also had a short meeting with the faculty of the institute. They deliberated upon the opportunities of student/faculty exchange programs and research collaborations.

# Entrepreneurship Cell

SSIM E-Cell continued its efforts in creating awareness and the scope of entrepreneurship in various events.

## Entrepreneurship Workshop



On 19th February 2019, a one day workshop was conducted by Dr. A Muralidhar Prasad at RBVRR College, Kacheguda.



On 14th March 2019, Dr. A. Muralidhar Prasad conducted a one day workshop for the final year students of BBA Program from Siva Sivani Degree College.

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## FACULTY ACHIEVEMENTS

### Ph.D GUIDANCE

#### Prof. B Krishna Reddy

1. Provided guidance and supervised the completion of thesis titled "Consumer Behaviour - A study on select personal care products" to Ms. M. Hima Bindu who was awarded Doctorate Degree from Osmania University.
2. Supervised Ms. A. Srilata in the completion of thesis titled "Urban Financial Inclusion - A study of Daravi area, Mumbai District". She was awarded Doctorate Degree from Osmania University.

#### Dr. Pavan Patel

1. Provided guidance and supervised the completion of thesis titled "Evaluation of Business Practices in Contract Research Organizations (CRO) with Reference to Selected CROs in Hyderabad" to Mr. PV. Rao who was awarded Doctorate Degree from Rayalaseema University.
2. Supervised Mrs.Srujana in the completion of thesis titled "A Study of Learning Process and Its Impact on Perceived Academic Performance Amongst the Management Students." She was awarded Doctorate Degree from Rayalaseema University.

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## RESEARCH PUBLICATIONS

#### Dr. N C Rajyalakshmi

1. Performance Evaluation of Insurance Industry In India, International Journal of Research - ISSN No. 2236-6124, VOL-VIII.
2. Du-Pont Analysis of General Insurance Companies, International Journal of Research and Analytical Reviews - ISSN 2349-5138 (Print) and 2348-1269 (online) Impact Factor 5.75, Special Issue.

#### Dr. A Muralidhar Prasad

1. Comparative Analysis of Tax Saving Selected Mutual Funds - Indian Scenario, International Journal of Research, ISSN No. 2236-6124, Volume-VIII.
2. Gender Diversity in Corporate Firms: A Literature Review, International Journal of Management Studies, ISSN (Print) 2249-0302 ISSN (Online) 2231-2528, Volume-5, Issue 4(9).

#### Dr. Pavan Patel

1. "All is well" (Ashok Leyland): A Case Study, Parikalpana, KIIT Journal of Management, ISSN 0974-2808, Volume-14(II).

#### Mr. M Nagendra

1. Impact of Corporate (Bonus Issue) Action on Stocks in India, International Journal Of Information And Computing Science: UGC No: 22940, ISSN NO: 0972-1347, Volume-5, Issue 12.

#### Dr. S V Ramana Rao and Mr. B Lohithkumar

1. Adoption of Mobile Wallets among College Students in Twin Cities of Telangana: An Empirical Study, LIBA Journal of Management, Volume-1, Issue 2.

## BOOK PUBLICATIONS

### Dr. V Jayalakshmi

Authored book for B.Com Students as per the CBCS Curriculum of Osmania University, for Professional Books Publishers, Hyderabad, titled: *Insurance Regulations (VI - Semester of B.Com)*

### Dr. K S Harish

Contributed for B.Sc. Students as per the CBCS Curriculum of Dr. B. R. Ambedkar Open University, for Dr. B. R. Ambedkar Open University Publishers, Hyderabad, titled: *Business Statistics*

### Dr. K Sasi Kumar

Contributed chapters for B.Com Students as per the CBCS Curriculum of Dr. B. R. Ambedkar Open University, for Dr. B. R. Ambedkar Open University Publishers, Hyderabad, titled: *Business Finance*

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## PARTICIPATION IN SEMINAR/ CONFERENCE/WORKSHOP

**Dr. S V Ramana Rao, Prof. B. Muralidhara Rao, Dr. M. Anil Ramesh, Dr. V. Annapurna, Dr. V. Jayalakshmi & Mr. B. Lohit Kumar**

- Outcome Based Education for Accreditation, organized by Vignana Jyothi Institute Of Management, Hyderabad, on 3rd January 2019.

### Dr. S V Ramana Rao

- One week workshop on NBA/NAAC Accreditation Process, organized by Madanapalle Institute of Technology and Science, Madanapalle, from 11th to 15th February 2019.

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## TELEVISION TALK SHOWS

### Dr. M Anil Ramesh

1. Participated in the show 'Discussion on Budget', on 1st February 2019, broadcasted on HMTV, Hyd.
2. Participated in 'Live Tele-Conference on Market Segmentation', hosted by DD-8, Yadadri, Hyderabad, on 10th February 2019.
3. Joined as an expert on HMTV on the topic 'Excessive use of Social Media and its Effects' on 18th Feb, 2019.

## NEW RECRUIT



**Prof. B Krishna Reddy,**  
Department of Data Science

**I never lose.  
I either win or learn.**

- Nelson Mandela

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## GUEST AT ACADEMIC EVENTS

### Dr. S F Chandra Sekhar

Guest of Eminence for the Graduation Day Celebrations of Vidhyadaini Group of Educational Institutions, Hyderabad on 3rd February 2019.

### Dr. M Anil Ramesh

Guest of Honour for the Annual Day Celebrations of Sharada Vidyalaya, Moosarambagh, Hyderabad on 6th March 2019.

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## BOARD MEMBERSHIP

### Dr. M Anil Ramesh

Member of Board of Studies of Department of Business Management, Vidya Jyothi Institute of Management, Hyderabad.

### Dr. P S Swathi

External Committee Member for Prevention of Sexual Harassment of Women Employees in the company for Hindustan Apparel Industries, Gundla Pochampally, Malkajgiri Dist., Hyderabad.

### Prof. B Krishna Reddy

1. Consulting Editor in the Editorial Board for Stress Management Professional - An International Journal.
2. Research Paper Reviewer for Statistics in Transition- New Series, International Journal, Warsaw, Poland.

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## EXTERNAL EXAMINERS

### Dr. S F Chandra Sekhar

- Examiner for PG Viva-Voce Exam at Shashank Degree and PG College, Nizamabad, on 6th February, 2019.
- Examiner for PG Viva-Voce Exam at PG College, Sec'bad, Osmania University, on 12th February 2019.

### Prof. B Krishna Reddy

- Chairperson of Board of Examiners for Award of Degree D.Litt - Vive-Voce Examination at Sambalpur University, Sambalpur, on 25th March, 2019.



## CONFERENCE/SEMINAR PAPER PRESENTATION

### Dr. K Sasi Kumar

- Presented research paper titled “Mergers and Acquisitions in India - An Application of Event Study Methodology” at National Conference on Multidisciplinary Research in Social Sciences and Management Studies, held at DY Patil Institute of Management Studies, Pune, from 1st to 2nd February 2019.

### Mrs. Kiranmayi Patel

- Presented research paper, in absentia, titled “Strategic Decisions and Competitive advantage through Human Resource Analytics”, at National Conference on Multidisciplinary Research in Social Sciences and Management Studies, held at DY Patil Institute of Management Studies, Pune, from 1st to 2nd February 2019.

### Dr. V G Chari

- Presented research paper titled “Business Outlook and Digital Era”, in International Conference Samaroh on 'A Paradigm Shift in Business Outlook in The Digital Era - A Need for Innovation', held at Lincoln University College, Kuala Lumpur, Malaysia, from 21st to 22nd February 2019

### Mr. MB Krishnamacharyulu, *Research Scholar SSIM & LUC and* Dr. N C Rajyalakshmi

- Presented research paper titled “Role of Artificial Intelligence in Transforming Business into Digital Mode.”, in International Conference Samaroh on 'A Paradigm Shift in Business Outlook in The Digital Era - A Need for Innovation', held at Lincoln University College, Kuala Lumpur, Malaysia, from 21st to 22nd February 2019.

### Dr. P S Swathi

- Presented research paper titled “A Study on Role of Directors in the realm of Corporate Social Responsibility to Ensure Society's Sustainability-

An analysis of Comapny's Act 2013 - Indian Perspective”, in International Conference Samaroh on 'A Paradigm Shift In Business Outlook in The Digital Era - A Need for Innovation', held at Lincoln University College, Kuala Lumpur, Malaysia, from 21st to 22nd February 2019.

### Dr. S F Chandra Sekhar

- Presented research paper, in absentia, titled “Work System, Organizational Support Quality of Work Experiences in Large Hospitals”, in International Conference Samaroh on 'A Paradigm Shift in Business Outlook in The Digital Era - A Need for Innovation', held at Lincoln University College, Kuala Lumpur, Malaysia, from 21st to 22nd Feb. 2019.

### Dr. Pavan Patel

- Presented research paper, in absentia, titled “Strategic Decisions and Competitive advantage through Human Resource Analytics” at National Conference on Multidisciplinary Research in Social Sciences and Management Studies, held at DY Patil Institute of Management Studies, Pune, from 1st to 2nd February 2019.
- Presented research paper titled “VLSI Technology: A Paradigm shift for the business ecosystems” at International Conference on Digitization of Business and Analytics-A Key Driver in the Paradigm Shift, Bengaluru, from 8th to 9th February 2019.

### Dr. K S Harish

- Presented research paper titled “Dynamic Relationship Between Spot Markets and Future Markets Price Volatility: A Study on Select Agricultural and Non-Agricultural Commodities”, in National Conference on Multidisciplinary Research in Social Sciences and Management Studies held on February 1st and 2nd, 2019 at Dr. D.Y. Patil Institute of Management Studies, Pune.

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## CONFERENCE SESSION CHAIR/COORDINATOR

### Dr. S V Ramana Rao

- Session Chair at 4th National Conference Management Strategies for Business Excellence held at Anurag Group of Institutions, Hyderabad, on 24th January 2019.
- Resource Person for two days workshop on “Managerial Skill Development – An Awareness Program on Corporate Readiness for Career Success”, organized by Malla Reddy College Of Engineering & Technology, Hyderabad, on 9th and 10th February 2019.

### Dr. N C Rajyalakshmi

- Coordinator of International Conference Samaroh – 2019 on 'A Paradigm Shift in Business Outlook in The Digital Era - A Need for Innovation', held at Lincoln University College, Kuala Lumpur, Malaysia, from 21st to 22nd February 2019.

## ACADEMIC LAURELS

### Dr. N C Rajyalakshmi

- Received the Best Paper Award at National Conference on Multidisciplinary Research in Social Sciences & Management Studies held at Dr. DY Patil Institute of Management, Pune, on 1st and 2nd February 2019 for the paper titled “Fundamental Analysis of Select Automobile Companies”.
- Received the Best Paper Award at International Conference on, ' Eminent Management Practices - A Vision for Sustainable Business Growth held at Department of Business Administration and Management, SRM Institute of Technology and Science, Chennai, on 20th March 2019 for the paper titled “ Du-Pont Analysis of General Insurance Companies”.



### Dr. K S Harish and Mr. Aditya Vikram

- Received the Best Paper Award at National Conference on Multidisciplinary Research in Social Sciences & Management Studies held at Dr. DY Patil Institute of Management, Pune, on 1st and 2nd February 2019 for the paper titled “Dynamic Relationship between Spot Markets and Future Markets Price Volatility : A Study on Select Agricultural and Non- Agricultural Commodities”.



## STUDENT ACTIVITIES



### Conference Paper Presentation

Mr. Mansoor Ali Khan, 2<sup>nd</sup> year PGDM-BIFAAS student, presented research paper titled “Digitalization of Payment in India”, in International Conference Samaroh on ‘A Paradigm Shift in Business Outlook in The Digital Era - A Need for Innovation’, held at Lincoln University College, Kualalumpur, Malaysia, from 21<sup>st</sup> to 22<sup>nd</sup> February 2019.

### ACE Mantra for Management Students

- Shreya Musti, 1<sup>st</sup> year PGDM – A



Journey of a management student is simple just like a straight line yet, is confusing like a maze!

In order to become successful in life many live for future rather than living in the present and learning things. One should have knowledge of certain cues which make it easy for them to enjoy the fruits of career. Life is all about challenges and opportunities! So, one should always be ready to face the challenges and grab the opportunities, else he will be left with the feeling of regret.

The biggest challenge for any management student is to make the right choices to build bridge between their talents, passion and ultimate goal. While the opportunity is to choose the course which will help them in facing the challenge; in the process of grabbing this opportunity, one should be smart and confident enough; confident in choosing the college, enquiring about admission details, applying for the desired course and finally getting enrolled. All these activities are considered as the first step to face the challenge.

The journey of a management student, call it a straight line or a maze, it is certainly like a cross road; for many. On one road we find people who would teach lessons, share experiences, guide us to take right decisions and motivate. On the other road we find people mocking, trying to discourage us. While heading towards any of these roads we should be confident and always remember that, while it is not important to attain 100% in whatever we do; we should focus on putting 100% efforts into a task to reach the finish line. We may not attain success at all the times. At times we get to face failures; at that phase of life we should not give up; as the very thought of giving up would be equal to first and final step of failure.

**ACE** is the mantra to build the bridge to the ultimate goal. We have to carry an **attitude** which will be our identity, face things with the in-built power; which is **confidence**. Those who have the ability to show confidence in whatever task they take up will cherish success. Remember, advice plays a very important role in a student's life. So, when someone gives an advice, appreciate them, for, they have the courage to share the lessons learnt from their **experiences**.



# TRAINING PROGRAMS

## Faculty Development Program

S. No.	Date	Place	Topic	No. of Participants
Dr. S F Chandra Sekhar				
1	31-1-19	Staff College, Osmania University	Conflict Management	40
2	28 <sup>th</sup> , 29 <sup>th</sup> Feb & 1 <sup>st</sup> March'19	ICSSR, Osmania University	Workshop on PSCP Software	30
3	25-3-19	Department of Economics, Osmania University	Workshop on SPSS	30
Mr. K Sasi Kumar				
1	18 <sup>th</sup> to 19 <sup>th</sup> March' 19	ICSSR, CBP- Research Methodology for Social Science Teachers - Rayalaseema University, Kurnool	Classification Techniques, Discriminant analysis, Dimension Reduction Techniques, Auto-correlation, Auto-regression Models	34
Dr. K S Harish				
1	18 <sup>th</sup> to 19 <sup>th</sup> March' 19	ICSSR, CBP- Research Methodology for Social Science Teachers - Rayalaseema University, Kurnool	Non Parametric Tests, Hypothesis Testing, Logit, Probit Models, Correlation, Cross Correlation, Regression Models - Quantitative and Qualitative Models	34

## Management Development Program

S. No.	Date	Place	Topic	No. of Participants
Dr. M R Senapathy				
1	21-1-19	National Academy for Agriculture and Rural Mgmt.	Ethics & Corporate Governance	23
2	21-1-19	Andhra Bank, Apex college, Hyd.	RBI, Banking Regulations act, Negotiable Instruments act & Limitation act	39
3	29 <sup>th</sup> Jan to 1 <sup>st</sup> Feb'19	Andhra Bank, Apex college, Hyd.	RBI, Banking Regulations act, Negotiable Instruments act & Limitation act	177
4	5 <sup>th</sup> to 8 <sup>th</sup> Feb'19	Andhra Bank, Apex college, Hyd.	RBI, Banking Regulations act, Negotiable Instruments act & Limitation act	154
5	11 <sup>th</sup> to 13 <sup>th</sup> Feb'19	Andhra Bank, Apex college, Hyd.	RBI, Banking Regulations act, Negotiable Instruments act & Limitation act	115
6	14 <sup>th</sup> to 15 <sup>th</sup> Feb'19	Andhra Bank, Apex college, Hyd.	Monitory policy and BASEL norms for risk mgmt.	116
7	18 <sup>th</sup> to 21 <sup>st</sup> Feb'19	Andhra Bank, Apex college, Hyd.	Monitory policy and BASEL norms for risk Mgmt.	151

## Student Development Program

S. No.	Date	Place	Topic	No. of Participants
Dr. S V Ramana Rao				
1	9-2-19	Marri Lakshma Reddy Institute of Tech.	Overview on Financial Derivatives	30
Dr. S F Chandra Sekhar				
1	9-2-19	Malla Reddy College of Engg. & Tech.	Managerial Skill Development – An Awareness Program on Corporate Readiness for Career Success	30

## WORKSHOPS & GUEST LECTURES AT SSIM

### Career Planning

- Mr. Charan Kamal Singh Parmar**, Director Operations of PAX Edutainment Pvt. Ltd. PAX (Mauritius) Ltd., addressed 1<sup>st</sup> year students of PGDM-BIFAAS and 2<sup>nd</sup> year students of PGDM programs on International internship opportunities at Mauritius on 16<sup>th</sup> March 2019.
- Mr. CA Praveen Kumar** (SFM Praveen), Founder, Planet Finance Institute of Financial Studies addressed 1<sup>st</sup> year students of PGDM program on Careers in Securities Markets and Investment Banking With (SEBI) Certificates on 16<sup>th</sup> March 2019.
- Mr. Radha Krishna Kandadai**, Sr. Manager Operations, CES Company in Financial Dist. Gachibowli, Hyderabad, addressed 1<sup>st</sup> year PGDM students and 2<sup>nd</sup> year PGDM – Marketing students on Skills required for Job Opportunities on 16<sup>th</sup> March 2019.
- One day workshop on Outcome Based Education (OBE)** was conducted for the faculty and staff of SSIM on 6<sup>th</sup> February 2019. **Dr. Somayajulu** shared his inputs on Principles of OBE, Developing Programme Educational Objectives(PEC), Course Learning Outcomes (CLO) and Mapping of assessments with CLOs and Achievement Reports. It was a great learning for all.

## PROMOTIONAL EVENTS

**SAMBODH 2019** started on an eventful note with Samanvay-2019, the annual management fest. The list of activities and a coordinating team was formulated and a new name was given to the quizzing event, Sambodh. This quiz has seen great success in the last two years and had most of the reputed under graduate colleges participating in the event. This year the students played an integral part in visiting all the colleges across the state and conducted preliminary round of quiz along with the promotions team. 30 teams were short listed for the grand finale on the eve of Samanvay-2019 at SSIM campus.

Aurora B-school's BBA class stood 1st, winning two scooters, a Yamaha Fascino each and St. Ann's, Mehdipatnam, undergraduates from final year grabbed the 2nd prize winning a Samsung smart phone each.



## INDUSTRY INSTITUTE INTERACTION

### Corporate Executives who visited the campus for Term V End-Term Viva – Voce

S.No	Name	Company Name	Designation
1	Mr. Vijay	Indegene Inc.	Healthcare Manager
2	Ms. R. Asha	Fission Infotech	HR Lead
3	Mr. Sridhar	Genpact	Sr. Process Analyst
4	Mr. Sai Kumar	Happi Mobiles	HR Manager
5	Mr. Shashank	Aditya Birlasun Life Insur.	Branch Manager
6	Mr. Pavan	Yash Technologies	Vice President
7	Mr. Arjun	Novartis	Marketing Manager
8	Mr. Hemanth	Payswiff	Vertical Head
9	Mr. Arun	C.K. Birla Cements	Asst. Manager-Marketing
10	Mr. Nayeem	TATA AIG	Area Sales Manager
11	Mr. Neeraj Dubey	H & R Johnson	Marketing Manager
12	Mr. Prabhakar Rao	Finacplus	Vice President
13	Mr. Mannan Sharma	Former HR Director of Soctronics & Invecas group	CEO
14	Ms. Poonam	UBS	Team Lead
15	Ms. Heena	Cognizant	Team Lead
16	Mr. Ramachandra Rao	Bajaj Allianz	Branch Manager

### Corporate Executives who visited the campus for Term II End-Term Viva – Voce

S.No	Name	Company Name	Designation
1	K.P Singh	Sharekhan	Branch Manager
2	Shashank	Birla Sunlife	Asst. Branch Manager
3	V.Himavan	S.S Infrastructure Consultants Ltd.	Business Dev. Manager
4	Ms. Likita	Times of India	Asst. Manager
5	Ms. Sneha	Kantar Operations	Manager
6	Mr. K.Raj Prasad	Squareyards	Manager
7	Ms. Khushboo Maniyal	Amazon	HR
8	Mr. Prashant	H&R Johnson	Manager
9	Mr. Rakesh	Access2enrich	Manager
10	Mr. Abhilash	SR. Techno Solutions & Yash Motor Sports	V.P
11	Prof. Anil Kumar	Adjunct Faculty	Professor
12	Prof. O.S. Rao	Adjunct Faculty	Professor
13	Mr. Madhusudan Kota	Adjunct Faculty	Professor
14	Mrs. Priyadarshini Savio Dominic	Adjunct Faculty	Professor
15	Prof. M. Gurumurthy	Adjunct Faculty	Professor

## PLACEMENTS FOR 2017 – 2019

### Placements Journey 2018 – 2019 at SSIM.

The year 2018 ended with the placement of 140 students. At the beginning of the New Year, we had the task of obtaining placements for 118 students, which needed all our efforts to gear up, get ready for the next mile stone. By the end of Jan 2019, 19 students were placed in the companies like AEGON life, Extra marks, GD Research, Green Park Hotels, IndusInd Bank, Mygate, SBFC, Shore Infotech.

In an effort to bring best brands with best job roles and best salary packages, the department continued its discussions with companies. At the same time, the department introduced specific training programmes for all the yet to be placed students. The training was delivered by in-house faculty experts and team placements. By the end of March 2019, the department was successful in obtaining placements for a total of 189 students. With renewed determination, the department is relentlessly working to attain 100% placements.

The Summer Internship Placements for the junior students is yet another feather on our hat. We are proud to have gained INDUSTRY INTERNSHIP PROGRAM – IIP 2019, for 2018 – 2020 batch in brands like, Hindustan Unilever Limited, Dukes, Marico, P&G, Heritage Foods Ltd., Deloitte, Aditya Birla Group, Reliance Retail, Britannia India, Force Motors, Bennett Coleman & Co. Ltd., KANATAR IMRB, HDFC Bank, TIME, TMI, Finac Plus, Karvy etc., 252 out of 269 received the internship.

We thank all our recruiters for recruiting from SSIM. With our belief that placements is not a static activity, but a continuous process of building relations, individuals and organizations, we extend our regard to all and expect to build a sustained collaboration.