



### 3.4.2\_file no: 2-List of Community Services

## SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.

Beedupalli Road, Prasanthi Gram, Puttaparthi, Anantapur – 515 134.

**Title of the Report: Swatch Bharath – Walk with Nature**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN

Ms. Tanuja

Ms. Keerthi

Mr. Prasananjeya Reddy

#### Summary:

"God made you, God made me.

God made trees, God made leaves.

God says: please take care of these..."

It's always fun to help and be with our green friends as they help to keep our environment clean, in purifying air and giving us oxygen to survive.

#### **Executive Summary of the Report:**

- Find the visuals in the Photo Album
- 04 Faculty Coordinators and 85 Engg. Students have participated in this event.
- Location: Amagundepalyam Trekking – Walk with Nature (35 KMS away from campus)

#### **Findings and Suggestions:**

The emphasis is not on finding out names or identifying things as one might do on a 'nature walk'. We find that we must develop the tenacity and patience needed to simply watch nature. Sometimes children are accustomed to the fast paced changes and excitement that nature shows on television can provide. But they soon learn that nature really has its own rhythm and takes time to unfold its movement; it is not an entertainment but more the reward of diligent observation and sustained interest.

After moving to our campus at Puttaparthi, the walks have become even more intense and relevant. They have helped us look at learning and attention in a direct sense. The duration of the walk is from three hours and a half. For a little while, we sit quietly watching the sunset on our own. For some students, this can be quite difficult — though they are silent, their hands remain restless! Even these students do have their quiet moments, when they are touched by the magic happening around them. We reach a beautiful and interesting spot, and spend a long time exploring and climbing. On these occasions, there isn't necessarily a focus



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on being quiet. These walks have also helped us get to know our neighbours more closely. Initially, none of the villagers could comprehend our strange and purposeless walks! Over time, we have become a regular fixture in the village surroundings. The students spend a long time playing with and fondling the cattle and their young. We watch and understand the rhythm of the farmers' lives, and we eat the crops they grow — rice, pulses and fruits.

Except from the books and courses let's teach our children to clean the resources.



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Mr. Anil Kumar TN (PO)  
Mr. Rama Krishna  
Mr. Rajasekhar  
Dr. Srinivasan  
Mr. Karimulla Basha (HoD)  
Ms. Prasanthi  
Dr. Venkateshan  
Prof. Kameshwararao (Principal)  
Ms. Khuteja  
Mr. Lingamaiah

### Our festival mission is to:

Conducted cleanliness drive for creating awareness among the public in the Beedupalli Village – Behind the Campus. The NSS volunteers actively participated in creating awareness by taking door to door campaign to the public, informing them about the importance of cleanliness. The students took the initiative to clean the surrounding of vicinity. The total number of students who participated in the campaign was 110.

### **Executive Summary of the Report:**

- a) Find the visuals in the Photo Album
- b) 10 Faculty Coordinators and 230 MBA Students have participated in this event.

### **Findings and Suggestions:**

There was a big push by all the students and faculties along with the Management in making this event a very grand success with the association of Department of Police and Municipal Corporation – Puttaparthi. As a guest of honour we have Mr. Ratnakargaru (Head of the Ptp), DSP, CI and team of Municipality who have started this event by flag hosting.

All the students had a wonderful time with more of energetic participation. All of them are very interested to have some new feeling and experience. This event was self financed by the Institution Management; we request to grant some funds from the university.



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# SANSKRITHI SCHOOL OF BUSINESS

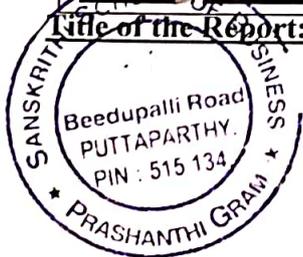
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**First clean then healthy will one day make you wealthy**



**Title of the Report: Swatch Bharath – Clean Campus**



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### Team Members: (Faculty Coordinators)

Mr. Anil Kumar TN (PO)

Mr. Rama Krishna

Mr. Venkateshan

### Our festival mission is to:

Conducted cleanliness drive for creating awareness among the students in the Campus. The NSS volunteers actively participated in creating awareness by taking class to class campaign to the students, informing them about the importance of cleanliness. The students took the initiative to clean the surrounding of vicinity. The total number of students who participated in the campaign was 95.

### Executive Summary of the Report:

- e) Find the visuals in the Photo Album
- d) 3 Faculty Coordinators and 95 MBA Students have participated in this event.

### Findings and Suggestions:

Swachh Bharat Mission runs by ministry of HRD in India from 2nd October 2014 to 2019. In this series once again Sanskrithi School of Business celebrated Swachh Bharat Mission in the College premises dated on 1/1/2018

The College campus was cleaned by the students, the cleaning of polythene bags, collecting dirty materials and fencing around the plant plantation site and the wastage was dispersed in to the dumping yard. The students also cleaned the playground which was partially covered with unnecessary plants. The students also watered the plants.

Various cleanliness and hygienic aspects were discussed in the morning assembly. Mr. Anil Kumar TN, PRO also highlighted the vision of Hon'ble Prime Minister of India about Swachh Bharat Mission. He also explained about Mahatma Gandhiji's dream of a clean India. He also told cleanliness is required to live healthy, as Cleanliness is equal to Godliness.



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**Our little contribution in Swachh Bharat mission can bring big changes.**



Heaven could be on earth,  
Cleanness is something  
Which has priceless worth.



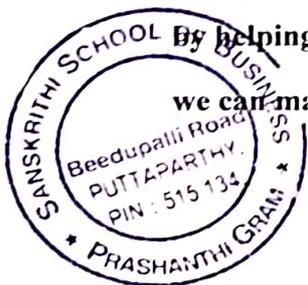
We call our country mother;

By helping in clean India mission

we can make her clean forever.

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Beedupalli Road, Prasanthi Gram, Puttaparthi, Anantapur – 515 134.

2019-20

**Title of the Report: Swatch Bharath – Beedupalli Village**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN (PO)

Mr. Rama Krishna

Mr. Sai Shankar

**Our festival mission is to:**

Conducted cleanliness drive for creating awareness among the public in the Beedupalli Village – Behind the Campus. The NSS volunteers actively participated in creating awareness by taking door to door campaign to the public, informing them about the importance of cleanliness. The students took the initiative to clean the surrounding of vicinity. The total number of students who participated in the campaign was 110.

**Executive Summary of the Report:**

- a) Find the visuals in the Photo Album
- b) 3 Faculty Coordinators and 110 MBA Students have participated in this event.

**Findings and Suggestions:**

All the students had a wonderful time with more of energetic participation. All of them are very interested to have some new feeling and experience. There were few villages who have also joined with us in this Swatch Bharath Mission. Only request is to grant some funds for the event through government to make this village unique and special, as to set an example from others.



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Mr. Rama Krishna

Mr. Sai Shankar

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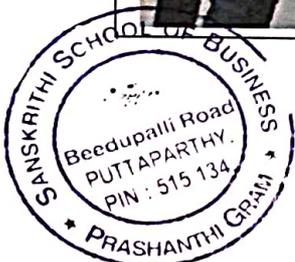


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Let's take the nature side and make Swachh Bharat Mission our pride.



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### UNNAT BHARAT ABHIYAN

#### Village Survey and Baseline Household Survey at Cluster Village Kotlapalle under Unnat Bharat Abhiyan Program

A Village survey and Baseline Household survey was conducted in the Cluster village **Kotlapalle** of Puttaparthi Mandal, Sri Sathya Sai District Andhra Pradesh as a part of “Unnat Bharat Abhiyan” program on 14.03.2022. About 30 student volunteers of our college formed into groups, had participated and successfully completed the Baseline Household Survey in the villages under the supervision of faculty in coordination with the villages’ Heads and villagers.



Unnat Bharat Abhiyan at Kotlapalle Village  
Principal  
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## **UNNAT BHARAT ABHIYAN**

### **Village Survey and Baseline Household Survey at Cluster Village Nidimamidi under Unnat Bharat Abhiyan Program**

A Village survey and Baseline Household survey was conducted in the Cluster village Nidimamidi of Puttaparthi Mandal, Sri Sathya Sai District Andhrapradesh as a part of “Unnat Bharat Abhiyan” program on 12.03.2022. About 30 student volunteers of our college formed into groups, had participated and successfully completed the Baseline Household Survey in the villages under the supervision of faculty in coordination with the villages’ Heads and villagers.



**Unnat Bharat Abhiyan at Nidimamidi Village**

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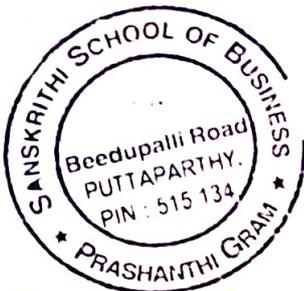
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### UNNAT BHARAT ABHIYAN

#### Village Survey and Baseline Household Survey at Cluster Village Brahmanapalli under Unnat Bharat Abhiyan Program

A Village survey and Baseline Household survey was conducted in the Cluster village **Brahmanapalli** of Puttaparthi Mandal, Sri Sathya Sai District Andhrapradesh as a part of “Unnat Bharat Abhiyan” program on 09.03.2022. About 30 student volunteers of our college formed into groups, had participated and successfully completed the Baseline Household Survey in the villages under the supervision of faculty in coordination with the villages’ Heads and villagers.



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**Unnat Bharat Abhiyan at Brahmanapalli**

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**Title of the Report: Children's Day**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN (PO)

Mr. Manian

Mr. Sai Shankar

**Executive Summary of the Report:**

- a) Find the visuals in the Photo Album
- b) 3 Faculty Coordinators and 15 MBA Students have participated in this event.

**Findings and Suggestions:**

While kids studying in private and international schools enjoy many amenities, for their government school counterparts, it's not the case often.

Mr. Naveen Kumar. Student of II MBA - SSB, a volunteer said, "We want to change the government school atmosphere into a 'modern' school environment on Children's Day (November 14) and we want to bring a sense of pride/ownership among children studying here. Call it an attempt to transform a government school into a modern one."

Mr. Sravan Kumar, Senior MBA grad – SSB, a volunteer said, "We believe that every child has equal rights to study, play, grow, stay healthy and shine in every aspect of life. These children are the future of the country. They will grow up just the way we mould them onto. They need a good healthy environment, proper facilities, plentiful love and attention to grow up."

We request the university to grand some funds, to make such events even more memorable to the volunteer as well the govt. Students.

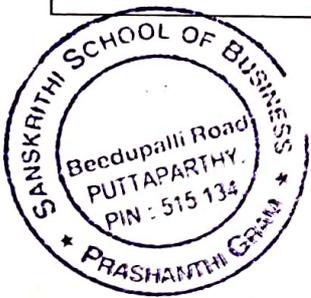


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PHOTO ALBUM



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### Title of the Report: Bike Rally (Kerala Relief Fund Program)

#### Team Members: (Faculty Coordinators)

Mr. Anil Kumar TN

#### Summary:

Kerala is in the midst of unprecedented flood havoc. The calamity has caused immeasurable misery and devastation. Many lives were lost. Hundreds of homes were totally destroyed and many more were damaged. For the first time in history, 27 dams in the State had to be opened. Never before had the State witnessed a calamity of this scale. In the fight against the flood, we have braved the odds.

Now it is our duty to help the affected rebuild their lives. The path to recovery can be long & arduous, but you can make a difference by joining the rebuilding efforts. Contribute generously to the Chief Minister's Distress Relief Fund. We the sanskrithians have planned to conduct the Bike Rally on Awareness and also to get some financial contribution from local rural people located in and around our campus.

We have collected approx. 8000 INR on behalf of our Sanskrithi Group of Institutions – Puttaparthi, which will be transferred to our CM Relief Fund soon.

#### Executive Summary of the Report:

- Find the visuals in the Photo Album
- 01 Faculty Coordinators and 25 Engg. Students and 10 MBA Students have participated in this event.
- Route Map: Puttaparthi, Bukkapatnam, Kothcheruvu and Prashanthi Gram



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PHOTO ALBUM



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### Title of the Report: Independence Day Celebrations

#### Team Members: (Faculty Coordinators)

Mr. Anil Kumar TN  
Ms. Prasanthi E  
Ms. Vijayasree  
Mr. Rajasekhar

#### Summary:

On 15 August 2018, Sanskrithi School of Business, celebrated Independence day with zeal and spirit befitting the occasion. Group Director of Sanskrithi Group of Institutions, Dr. P Narayana Reddy and staff and students graced the occasion. The Indian tricolor was unfurled in the school field in the morning. Thereafter, the cultural program began with the lighting of the lamp. The school choir set the pitch for the program with prayer songs. The school choir enthralled the audience with the patriotic songs they sang. Students also danced to the song 'Maa Thujey Salaam'. This colourful presentation received much deserved applause from the audience present. The Principal, Dr. Srinivasan thanked the students and staff for their encouraging presence. Post this cultural extravaganza, students participated in games that were organized by staff. There was a match between the Sanskrithi School of Engineering and Sanskrithi School of Business. The prizes they won added cheer to the day.

#### Executive Summary of the Report:

- Find the visuals in the Photo Album
- 05 Faculty Coordinators and students of both Engineering and MBA have participated in this program
- Date: August 15, 2018



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PHOTO ALBUM



సంస్కృతి ఇంజనీరింగ్ కళాశాలలో ట్రోఫి  
అందజేస్తున్న కళాశాల డైరెక్టర్ నారాయణరెడ్డి



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2018-19

**Title of the Report: Swatch Bharath – Sanskrithi Mahan**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN (PO)  
Mr. Rama Krishna  
Mr. Rajasekhar  
Dr. Srinivasan  
Mr. KarimullaBasha (HoD)  
Ms. Prasanthi  
Dr. Venkateshan  
Prof. Kameshwararao (Principal)  
Ms. Khuteja  
Mr. Lingamaiah

**Our festival mission is to:**

Conducted cleanliness drive for creating awareness among the public in the Beedupalli Village – Behind the Campus. The NSS volunteers actively participated in creating awareness by taking door to door campaign to the public, informing them about the importance of cleanliness. The students took the initiative to clean the surrounding of vicinity. The total number of students who participated in the campaign was 110.

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- b) 10 Faculty Coordinators and 230 MBA Students have participated in this event.

**Findings and Suggestions:**

There was a big push by all the students and faculties along with the Management in making this event a very grand success with the association of Department of Police and Municipal Corporation – Puttaparthi. As a guest of honor we have Mr. Ratnakargaru (Head of the Ptp), DSP, CI and team of Municipality who have started this event by flag hosting.

All the students had a wonderful time with more of energetic participation. All of them are very interested to have some new feeling and experience. This event was self financed by the Institution Management, we request to grant some funds from the university.



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PHOTO ALBUM



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**Title of the Report: Swatch Bharath – Clean Campus**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN (PO)

Mr. Rama Krishna

Mr. Venkateshan

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PHOTO ALBUM



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2017-18

**Title of the Report: Swatch Bharath – Beedupalli Village**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN (PO)

Mr. Rama Krishna

Mr. Sai Shankar

**Our festival mission is to:**

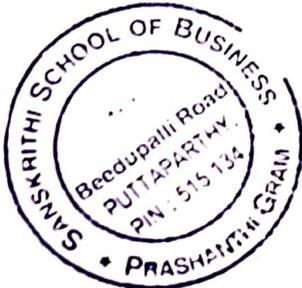
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## SANSKRITHI SCHOOL OF BUSINESS

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Beedupalli Road, Prasanthigram, Puttaparthi, Anantapur – 515 134.

2019-20

**Title of the Report: Swatch Bharath – Walk with Nature**

**Team Members: (Faculty Coordinators)**

Mr. Anil Kumar TN

Ms. Tanuja

Ms. Keerthi

Mr. Prasananjeya Reddy

### Summary:

”God made you, God made me.

God made trees, God made leaves.

God says: please take care of these..”

It’s always fun to help and be with our green friends as they help to keep our environment clean, in purifying air and giving us oxygen to survive.

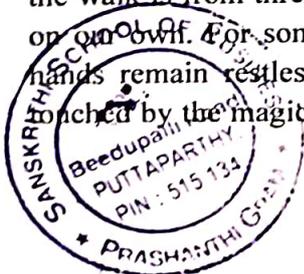
### **Executive Summary of the Report:**

- a) Find the visuals in the Photo Album
- b) 04 Faculty Coordinators and 85 Engg. Students have participated in this event.
- c) Location: Amagundepalyam Trekking – Walk with Nature (35 KMS away from campus)

### **Findings and Suggestions:**

The emphasis is not on finding out names or identifying things as one might do on a ‘nature walk’. We find that we must develop the tenacity and patience needed to simply watch nature. Sometimes children are accustomed to the fast paced changes and excitement that nature shows on television can provide. But they soon learn that nature really has its own rhythm and takes time to unfold its movement; it is not an entertainment but more the reward of diligent observation and sustained interest.

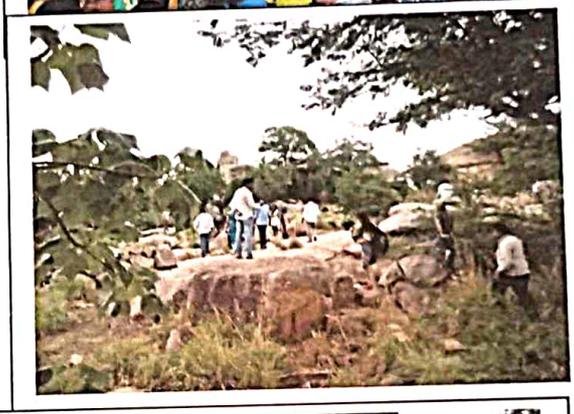
After moving to our campus at Puttaparthi, the walks have become even more intense and relevant. They have helped us look at learning and attention in a direct sense. The duration of the walk is from three hours and a half. For a little while, we sit quietly watching the sunset on our own. For some students, this can be quite difficult — though they are silent, their hands remain restless! Even these students do have their quiet moments, when they are touched by the magic happening around them. We reach a beautiful and interesting spot, and



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spend a long time exploring and climbing. On these occasions, there isn't necessarily a focus on being quiet. These walks have also helped us get to know our neighbours more closely. Initially, none of the villagers could comprehend our strange and purposeless walks! Over time, we have become a regular fixture in the village surroundings. The students spend a long time playing with and fondling the cattle and their young. We watch and understand the rhythm of the farmers' lives, and we eat the crops they grow — rice, pulses and fruits.

### PHOTO ALBUM



Dr. *[Signature]*  
 Sanskrithi School of Business,  
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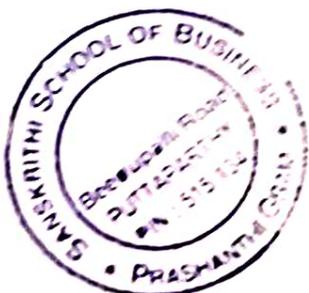


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8. Cooking competitions
9. Guest lectures
10. Industrial visits
11. Mini Projects
12. French classes
13. Swachha Bharath
14. Cultural activities



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## SANSKRITHIANS VISIT METRO

Industrial visit has its own importance in a career of a student who is pursuing a Professional degree. It is considered as a part of college curriculum, mainly seen in engineering/MBA courses. Objectives of industrial visit is to provide students an insight regarding internal working of companies. By visiting industries, they will get all answers for their Questions. They can communicate with different people who are already in the student's interesting field. The students can ask different questions to the professionals working with the industries and try to make a clear path to their career. Sanskrithi School of Business Students participated in the Namma Metro Bengaluru - Industrial Visit. They had a great interaction with the team officers and had a good response and positive feedback. MBA grads had a good work at place to know the operations, Management skills, Marketing Strategies etc. with Reference to the Metro Project on field.

### **National Management Week**

**Organized as a part of AIMS call  
By**

**Sanskriti School of Business, Puttaparthi, AP, India  
01—08-2017 to 07-08-2017**



*Dr. Balakoteswari*  
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## **MESSAGE FROM THE CHAIRPERSON**

Dear Reader,

All the students recruited from Sanskrithi Group of Institutions have proved to be a great asset to all the companies/organizations they joined. We have witnessed these students achieve great heights in their life. We shall leave no stone unturned to groom our students, not only in their chosen discipline, but also broaden their mind-sets and create positive attitudes thus equipping them with all qualities to make them an asset to whichever institute/organization they may join. The Students undergo a mandatory internship semester (6th Semester) at various industries in India & abroad, preparing them for future and enabling them to acquired required skills for corporate. Corporate Connect is a team of highly motivated teachers who form a link between the companies & students to ensure a smooth encounter of transition.

### **SUSTAINABLE LIVING — T. PAVAN KUMAR**

Mr Pavan Kumar the founder of Diabetic Food International (DFI) addressed our student this month, the session dealt with the importance of sustainable living and development of society.

Diabetic Food International (DFI) has been established with Social Objectives of bringing back Millets to daily diets world over and sup-porting millet farming and farming communities.

Reviving the different varieties of Millet and Millet products is one of the important goals of DFI. This Goal has been taken up realizing the nutritional potential of millets and its role in the prevention and manage-ment of diabetes, obesity, heart disease and other lifestyle diseases.



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### Schedule of the Programs

S.No	Date	Theme of the Programs
1	01-08-2017	Inauguration of the program and Debate on Role of Management Education for the Rural Society.
2	02-08-2017	A field visit to understand problems of Rural vendors on the market day-Report Submitted to the Municipal Authorities to solve the problems of Rural vendors
3	03-08-2017	Road safety Awareness campaign in Association with Traffic Police of Puttaparthi.
4	04-08-2017	Gurukula - One with nature : Trekking on Hillock (Learning Through Trekking)
5	05-08-2017	Street food hygiene: Awareness programme among unorganized street food vendors surrounding to Puttaparthi.
6	06-08-2017	New Agri-Business models for drought prone farmers.
7	07-08-2017	Valedictory and concluding Day



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August 7,

## NATIONEMENT WEEK CELEBRATIONS

### 2017 The Inauguration

Sanskriti School of Business is celebrating Management Week 2017 wherein a series of events are being organized. The celebration began on Tuesday.



Management Week Celebration  
get started by lightening the lamp



Sanskriti School of Business honoured the chief  
guest on the day Dr.P.Narayana Reddy, Group  
Director, Sanskriti Group Of Institutions  
On the Stage: Group Director,Dr.P.Narayana  
Reddy (Middle) ,Dr.A.Srinivasan, Principal-SSB  
(Right), Mr.S.Md. Karimulla Basha (left)

*Dr. Balakoteswari*



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The management week celebrations will include a programme on Inspirational Talk by Professors of management studies. Mr. Vijaya Baskar Reddy, chairman, Sanskrithi Group of Institutions addressed the management students it is very important to know the rural pulse to grow in the business. Dr. P. Narayana Reddy, Group Director of Sanskrithi Group of Institutions opined that management education is required to all disciplines to benchmark themselves in their respective field. Without management it is very much equivalent to grope the target under uncertainty. Dr. P. Srinivasan, Principal, Sanskrithi School of Business welcomed all the students and waved the green signal to start the programme.

August 7,

NATIONAL MANAGEMENT WEEK CELEBRATIONS

2017

ఘనంగా జాతీయ మేనేజ్మెంట్ వారోత్సవాలు



పుట్టపర్తి అర్చన: పుట్టపర్తి సమీపంలోని సంస్కృతీ విజినెస్ స్కూల్లో మంగళవారం ఘనంగా జాతీయ మేనేజ్మెంట్ వారోత్సవాలు నిర్వహించారు. ఏమిఎస్ సంస్థ ఇచ్చిన పలువురు మేరకు అన్ని మేనేజ్మెంట్ కళాశాలలు జాతీయ వారోత్సవాలు నిర్వహిస్తున్నట్లు చైర్మన్ విజయ భాస్కర్ రెడ్డి అన్నారు. వారం రోజుల పాటు ఎంటీపి విద్యార్థులంతా ఏడు రకాల కార్యక్రమాలపై ఆవగాహన కల్పించనున్నట్లు చెప్పారు. కార్యక్రమంలో భాగంగా సమాజం కోసం మేనేజ్మెంటు విద్య, రోడ్డు పక్కన చిరు వ్యాపారుల సమస్యలు, వ్యవసాయ పరిశ్రమల అభివృద్ధి, చిరుతిళ్లు, హోటళ్ల పరిశుభ్రత, వాహన దారుల రక్షణ వంటి కార్యక్రమాలపై ఆవగాహన పెంపొందిస్తున్నట్లు చెప్పారు. కార్యక్రమంలో విద్యార్థులు, ఆధ్యాపకులు పాల్గొన్నారు.

సాక్షి Wed, 02 August 2017  
epaper.sakshi.com/?c/21043817

Dr. Balakrishna



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The Management week conducted by Sanskrithi School of Business from 01-08-2017 to 07-08-2017

This News was published in the Local eminent news paper

1. Debate on — Role of Management for the Rural Society —



NATIONAL MANAGEMENT WEEK CELEBRATIONS

2017

**Objectives of the Debate :** The major objectives kept in mind while framing this Faculty Development Programme were as follows:

- To understand what Debate is?
- How to conduct the Debate?
- To make participants familiar with Participation.
- To understand the application of right ideas and techniques while Debating.
- To understand to be a good listener and speaker.



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**2. A Survey on — Problems faced by Rural Vendors  
on road side Market**

I



The students of marketing specialization collecting the data from the vendors in the Kotha Cheruvu market. Here they are interacting with the fruit vendors who are established there shop on the road side and their problems are recorded by the students of Sanskrithi school of Business.

Students and faculty members  
(Prof.Prasanthi, Prof.Karim) interacting with  
the small scale textile vendors to know their  
problems



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3. Road Safety Awareness Campaign



Road-Safety campaigning program Role play

by the MBA III-Semester Students

The Local Police and SSB faculty explaining the Road safety measures to the bike rider as Super Speciality Hospital, Puttaparthi.

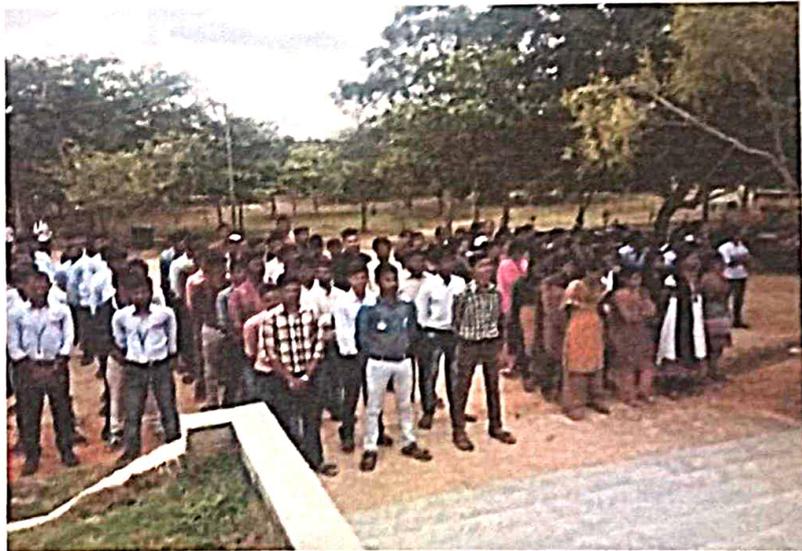


Dr. ~~Prashanthi~~  
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**4.Gurukula : One with Nature - Trekking on Hillock (Learning Through**

**Adventures with Rural People )**



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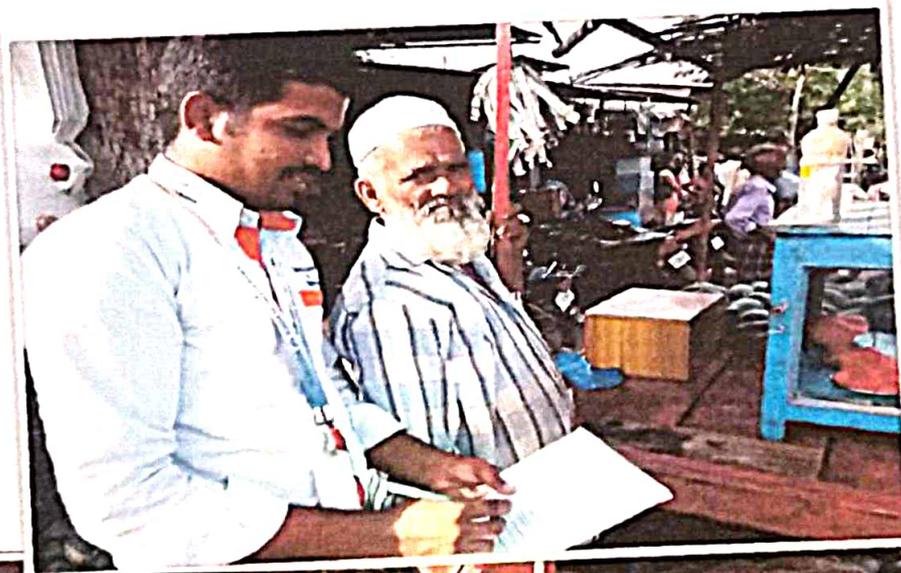
st 7,

## NATIONAL MANAGEMENT WEEK CELEBRATIONS

2017

Embarking on an educational adventure is probably the best way to have some fun-filled time and open minds to different spheres of knowledge. There are not many adventure activities apart from trekking that offer as much excitement and thrill. The urge to test one's physical endurance, discover unknown territories, understand the fragility of mountain ecology, study the existence of flora and fauna at high altitude, and learn about distinct geography is what drives people towards trekking. The senior students of Sanskrithi School of Business went on to experience one such different educational trekking mode section. Trekking is an activity that challenges the physical as well as the mental aspects of an adventure fanatic. This adventure activity offers an amazing adrenaline rush and you will be really surprised to know that trekking also leads to some permanent benefits. In the today's section, all the students have participated in ethical issues aspects and had a detailed group discussion followed by some cultural activities.

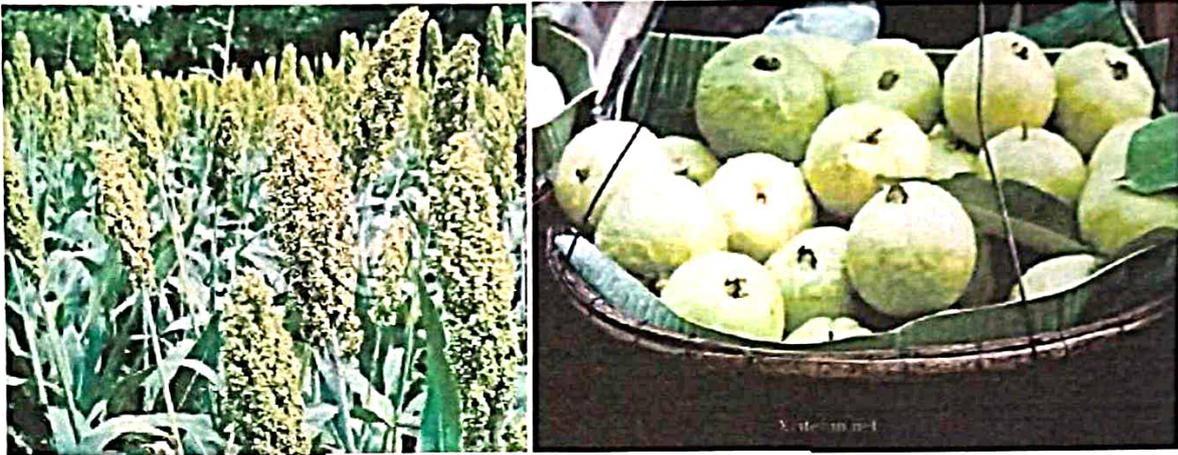
### 5. Health and Hygiene awareness



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August 7, 2017 TIONAL MANAGEMENT WEEK CELEBRATIONS

6. BUSINESS MODEL ON AGRI BASED PRODUCTS



Dr. Balakrishna



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**Student is explaining the prototype Models of agriculture based product and the strategies to market. Students gathered in the Seminar Hall of SSB to participate in the program.**



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## AGRI-BUSINESS MODELS FOR RURAL FARMERS

**Statement and Objectives:** Agriculture industry specifically in India is at the crossroad of a new revolution. The entire food chain is supposed to be modernized and the production is expected to be doubled in the coming 10 years. Apart from domestic demand, this industry brings in huge export prospects.

Today the senior students of Sanskrithi School of Business gave best seminars on the agriculture life and they gave the increasing impact of globalisation and advancing technologies, the food, agrienergy and agricultural industries are in a state of expansion and evolution. And students gave some new ideas which will help the farmers.

### **Executive Summary of the Report:**

- A) Mobile Fruit processing Unit for Oranges, Guava, Rose Apple, Maize.
- B) Students suggested mini-mobile
- C) The students were brain stormed together and suggested the many agri based products to the rural farmers by extracting the essence from different fruits and crops which are cultivated in the rural area.
- D) Students suggested various innovative entrepreneurial business models to uplift the income capacity farmer.

**Students suggested extracting the essence of Jumbo fruits and various marketing strategies they have discussed in the session**



*D. P. N. RAO*  
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On September 16 2017, **FRESHER'S DAY** was organised by the Senior engineering students. On this occasion, newly admitted students were formally welcomed to the campus. On this occasion, senior students and Chairman, Group director and principals addressed the students on do's and don'ts in the campus .At the end of the celebrations, students organised various cultural events.



**Training programme On life skills:** Dr.Krishna, trainer on life skills, conducted a training programme for MBA students. In his talk he stressed how small and simple steps makes a big change in our life. He narrated and explained experiences of great personalities as role models.



**విద్యార్థులకు వ్యక్తిగత నైపుణ్యం అవసరం**

పుట్టపర్తి ఆర్.ఎస్. విద్యార్థులకు విద్యార్థి పాటు వ్యక్తిగత నైపుణ్యం అవసరమని చర్చనాటిటీ డెవలప్ మెంట్ ట్రైనర్ శ్రీయేటర్ శ్రీష్ణ మేర్సా న్యూరు ఋదవారం పుట్టపర్తి సమీపంలోని సంస్కృతి ఇంజనీరింగ్ ఎం.డి.వి కళాశాలకు ఆయన విచ్చేశారు. కళాశాలలోని ఎం.డి.వి ఇంజనీరింగ్ విద్యార్థులకు వ్యక్తిగత నైపుణ్యంపై పలు సూచనలు ఇచ్చారు. ఈ సందర్భంగా విద్యార్థులచే వ్యక్తిగత నైపుణ్యంపై ప్రసంగాలు చేయించారు. ఉత్తమ ప్రసంగం చేసిన వారికి ప్రశంసాపత్రాలు అందించారు. కార్యక్రమంలో ఛైర్మన్ విజయ దాస్కులెడ్డి, ఛైలెజర్ నారాయణరెడ్డి, ప్రిన్సిపాల్ శ్రీనివాసరెడ్డి ఆధాపక బృందం, విద్యార్థులు పాల్గొన్నారు.

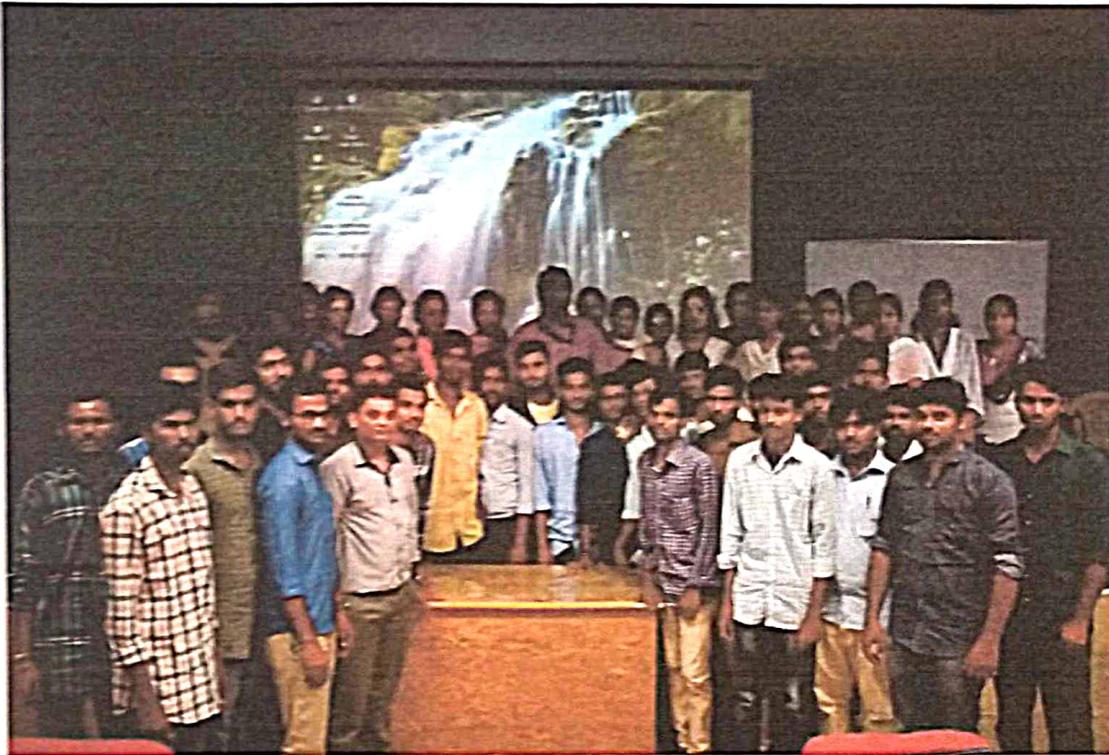
**విద్యార్థులకు ప్రశంసాపత్రాలు అందజేస్తున్న శ్రీయేటర్ శ్రీష్ణ**

**సాక్షి** This 15 October 2017  
 Published At 10:30 AM  
 Page No. 10

**DR. P. PRASHANTH**  
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**CAMPUS CONNECT:**

MBA students visited Metro project of Bangalore as a part of campus connect. Students of MBA college regularly visiting various industries and sites where they learn with better practical exposure.



**Prathibha Puraskar Award:** The Andhra Pradesh Govt, give prathibha Puraskar awards every year. This year our students from MBA got the Prathibha puraskar award.it is the proud movement for the entire student and teaching paternity for such a prestigious award got by our student. The student was facilitated by the principal and HOD.



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**Workshop: workshop on campus recruitment skills**

was organised by Sanskriti School of Business. Mr. Sreedhar Reddy, Store Manager of Louis Phillipe Bangalore visited and acted as trainer. All MBA students actively participated in the training programme.



**Special interaction with Ramakrishna Matt representatives:** The representatives of Ramakrishna Matt, Kadapa visited the Sanskriti School of Business and addressed the students on value systems, human values and culture orientation of education is the need of the hour.

**ವಿಶ್ವವಿದ್ಯಾರ್ಥಿ ವೇದಿಕೆಗೆ ವಿನ್ಯಾಸವಿಧಾನದ ಕ್ರಮ**

ವಿನ್ಯಾಸ ವಿಧಾನದ ಕ್ರಮವು ಉತ್ತಮವಾಗಿ ನಡೆಯಿತು. ಈ ಸಂದರ್ಭದಲ್ಲಿ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ವಿನ್ಯಾಸದ ಮಹತ್ವ ಮತ್ತು ಅದರ ಪ್ರಯೋಗಗಳನ್ನು ಬಗ್ಗೆ ಮಾಹಿತಿ ನೀಡಲಾಯಿತು. ಈ ಸಂದರ್ಭದಲ್ಲಿ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ವಿನ್ಯಾಸದ ಮಹತ್ವ ಮತ್ತು ಅದರ ಪ್ರಯೋಗಗಳನ್ನು ಬಗ್ಗೆ ಮಾಹಿತಿ ನೀಡಲಾಯಿತು.

ಈ ಸಂದರ್ಭದಲ್ಲಿ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ವಿನ್ಯಾಸದ ಮಹತ್ವ ಮತ್ತು ಅದರ ಪ್ರಯೋಗಗಳನ್ನು ಬಗ್ಗೆ ಮಾಹಿತಿ ನೀಡಲಾಯಿತು. ಈ ಸಂದರ್ಭದಲ್ಲಿ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ವಿನ್ಯಾಸದ ಮಹತ್ವ ಮತ್ತು ಅದರ ಪ್ರಯೋಗಗಳನ್ನು ಬಗ್ಗೆ ಮಾಹಿತಿ ನೀಡಲಾಯಿತು.



ವಿನ್ಯಾಸ ವಿಧಾನದ ಕ್ರಮ



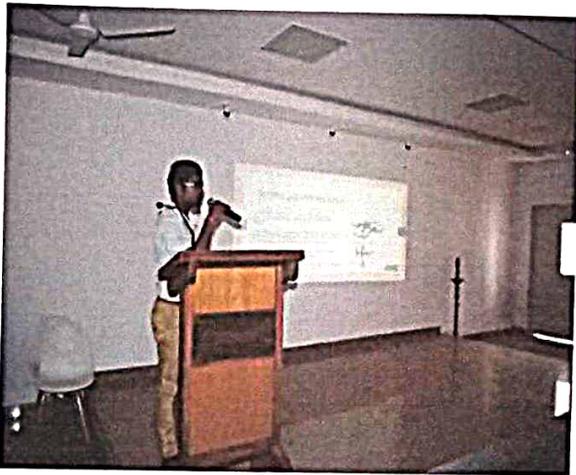
Dr. Balarajendra

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**Debate on Women empowerment:** Under the women empowerment cell of SSB, a debate is organised Among the Girl students on Social empowerment of Women. Director Prof.P. Narayana Reddy, Principal Dr.Srinivasan participated in the debate along with students. Mrs.Prashanthi, coordinator of the cell organised the programme.

**Mini Project presentation:** The first year MBA students have formed 34 teams and selected 34 themes and prepared a detailed project report on every theme. They gave a PPT presentation on every theme. For example, a project report is prepared on FMCG sector and gave presentation of the same. Similarly, students have done excellent work on Tourism and hospitality sector, dairy industry, manufacturing sector, agriculture and allied industries etc. —This exercise made the students to have better understanding about each sub element of Indian economy and business environment.



**Poster preparation:** To take the students from the routine academic activities, a poster preparation competition is organised on 28<sup>th</sup> October 2017 for the engineering students. 34 team participated during the competitions. Winners were given special appreciation certificates and mementos.



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**Food festival:** Sanskrithi School of Business organised Food Festival on 28<sup>th</sup> Oct.2017. Students not only prepared the variety of food items and exhibited for visitors. Interestingly, the neighbouring schools, and college students also visited the stalls and also poster competitions.



**Cultural programmes:** Students are showing a lot of enthusiasm in learning various traditional form of the country. As a part of this exercise, students are practicing classical dance form in the campus. This practice is month long activity.

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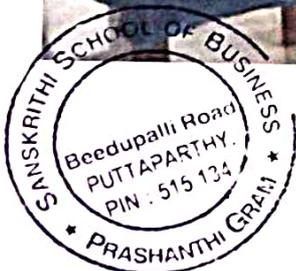
## A two day Faculty Development Programme on TRANSFORMING TEACHING

**FACULTY INTO THE BEST PERFORMERS** was organized on 22-12-2017 and 23-12-2017 by Sanskrith Group of Institutions at Sanskrithi School of Engineering in collaboration with Association of Indian Management Schools.. The objective of the programme was to help improve the efficiency of the teaching learning process during the ensuing even semester of 2017 – 2018. Sessions were conducted by a group of eminent academicians across the nation.

The inaugural programme was held at seminar hall, Sanskrithi School of Engineering at

10:00 am on 22-12-2017. Ms.Anjali Nair Assistant Professor (ECE) did the compering. Dr.A.Senthil Kumar, Principal, SSE delivered the welcome address. Prof.Dr.Narayana Reddy ,Group Director Sanskrithi Group of Institutions gave a special address. The inaugural address was delivered by Prof. Ramakrishna Reddy Former Vice Chancellor, S.K University. He spoke at length about the changing nature of academic landscape, evolution of teaching methodologies, How the technology is influencing the teaching learning process, The challenges for teachers in the current academic scenario, and how to tackle the challenges. His address was immensely informative and useful for the teaching community

International conference: Inaugural by Prof.Ramakrishna



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Press release note in various newspapers of the Inauguration of International Conference Brochure

**MANAGEMENT (THROUGH TRANSFORMATION OF POLICY FRAMEWORK) FOR BETTER SOCIETY**

సదస్సు ప్రచారపత్రాలను విడుదల చేస్తున్న అధ్యాపకులు

**5న అంతర్జాతీయ సదస్సు**

పుట్టవర్తి, న్యూస్ టుడే: నేటి పోటీ ప్రపంచంలో యువత రాణించాలంటే విలువలతో కూడిన విద్యలో పాటు పరివర్తన, మంచి సమాజంపై పూర్తి స్థాయిలో అవగాహన ఉంచాలని తెలియజేసేందుకు అంతర్జాతీయ సదస్సు నిర్వహిస్తున్నట్లు సంస్కృతి కళాశాల డైరెక్టర్ నారాయణరెడ్డి పేర్కొన్నారు. మంగళవారం సంస్కృతి ఇంజనీరింగ్ కళాశాలలో 5, 6 తేదీల్లో జరగనున్న అంతర్జాతీయ పరివర్తన, మంచి సమాజంలో సదస్సు ప్రచారపత్రాలను విడుదల చేశారు. సదస్సుకు దేశ, విదేశాలకు చెందిన మేధావులు హాజరవుతారన్నారు. దీనిలో విద్యార్థులకు పోటీ రంగంలో రాణించాలంటే ఆధునిక సాంకేతిక పరిజ్ఞానం, వ్యక్తిగత నైపుణ్యంతో పాటు పరివర్తన, మంచి సమాజంపై అవగాహన కల్పించడం జరుగుతుందన్నారు. ఈ అవకాశాన్ని యువతులు సద్వినియోగం చేసుకోవాలని కోరారు. ఈ చార్యక్రమంలో కళాశాల అధ్యాపకులు పాల్గొన్నారు.



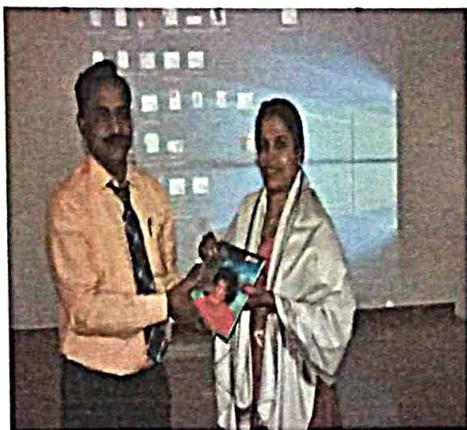
Inauguration of International conference on 5<sup>th</sup> Jan 2018, by Prof. P Narayana Reddy, Group Director of SGI, Prof Rachana Kumar, Dean California School of management, Prof Srinivasan, Principal of Sanskrithi School of Business, Prof Sandhil Kumar, Principal of Sanskrithi School of Engineering and Prof Karimulla Basha, HOD, Sanskrithi School of Business.



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Valedictory for the international conference on  
January 6<sup>th</sup>, 2018, by Prof. P Narayana Reddy,  
Group Director of SGI, Prof Srinivasan, Principal  
of Sanskriti School of Business, Prof Narayana Reddy, HOD of JNTU(A)



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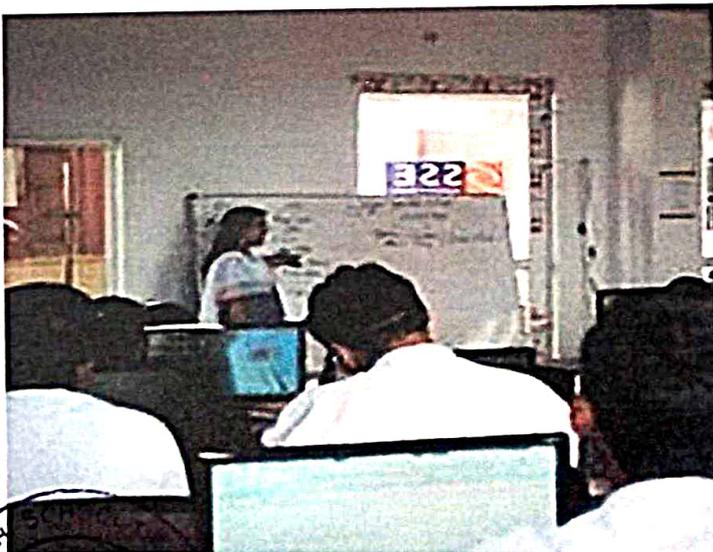
Issue of participation certificates by Prof. P Narayana Reddy, Group Director of SGI, Prof Srinivasan, Principal of Sanskrithi School of Business, Prof Narayana Reddy, HOD of JNTU(A)

Ethnic diversity adds richness to a society. In a world where everything is dependent on technology, there are still certain identities of us that are represented by what we wear, eat, believe and even celebrate. In spite of all these differences, the human race is bonded through peace and tranquillity. Ethnic day at Sanskrithi aimed at establishing the same phenomenon and thus successful in celebrating a single world. Students embraced different cultures through dressing up with costumes of different ethnicities and danced to their musical forms. Finally a lunch is hosted by management in traditional Andhra and Rayalaseema style .

### RISE THINK TANK

RISE THINK TANK is a strategic group of five people from SSE & SSB. It is a club in the organization which performs research and advocacy concerning topics of technology, sustainable energy, waste management and general management. THINK TANK meetings are conducted weekly and are hosted by Mr. Paul Spiesberger and Ms. Chloe Zimmermann. It has covered

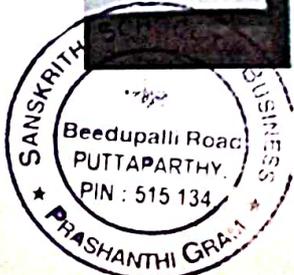
about fab lab ideas, collaboration of management studies with technology, how to use a mini computer called Raspberry Pi and developing a green campus. This week, RISE THINK hosted ways of waste management techniques (GREEN CAMPUS DAYS) by the department of chemistry and civil engineering. RISE THINK TANK is a strategic group of five people from SSE & SSB. It is a club in the organization which performs research and advocacy concerning topics of technology, sustainable energy, waste management and general management. THINK TANK meetings are conducted regularly.



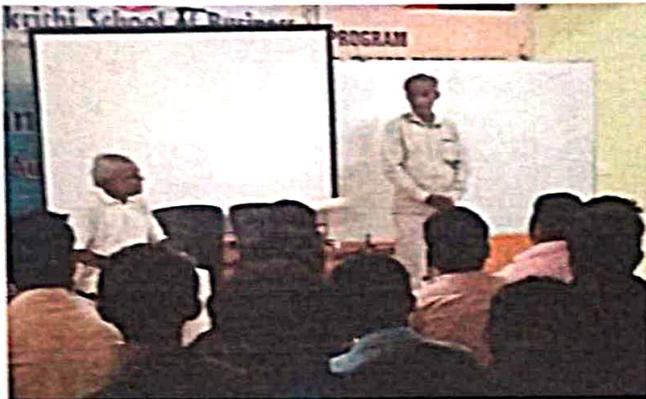
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**Dr.Geetharajaram, senior professor from NMIMs, Bangalore, conducted one day workshop on accounting process through excel for MBA second year students. She also delivered an expert lecture on securitisation of asserts for first year students on 19<sup>th</sup> September 2017.**



**Mr.Pavan Kumar budding entrepreneur delivered a lecture on commercialisation of conventional crops and awareness programme on various business opportunities in agro based products.**

**Green campus: This month RISE Austria and SGI hosted waste management techniques (GREEN CAMPUS DAYS) by the department of chemistry and civil engineering as a part of Swacha Bharath mission.**



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**International exchange programmes:** Under the international collaboration between Sanskrithi group of institutions and RISE Company Vienna, Austria, two experts visited the campus to conduct various FDPs, and certificate programmes. Dr.Raoul is a computer science expert having doctorate in Distributed software development from University of —Vienna. Dr.Raoul is conducting Advanced JAVA for 2<sup>nd</sup> and 3<sup>rd</sup> year CSE students. And, he is conducting FDP programme on Agile distributed software for computer science faculty on 28<sup>th</sup> Oct.2017.



**Teachers day celebrations:** As a part of teachers day celebrations on 5<sup>th</sup> September 2017, several programmes have been organised for teachers in the campus. Carom for lady faculty members, cricket for male faculty members. All faculty happily participated and finally rich tributes were paid to Dr.sarvepalle Radhakrishna in the valedictory function. Mrs.Prashanthi of Sanskrithi School of Business was given best teacher award for this year. Mr. Manian of mathamatics and Humanities dept in Sanskrithi School of Engineering were given best teacher award.



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**Conventional agriculture- A new business model:** There is a lot of debate is going on in the society on the burning problems faced by the agriculture sector in the recent days. Various alternative models are being thought of. On 13<sup>th</sup> September Mr.Nagaraju and Mr.Sreenivasulu reddy presented an awareness campus on conventional agriculture-A new business models. They suggested that there is a better business models even with conventional agriculture.

**World fashion day celebrations:** The sanskrithi Group of Institutions celebrated world fashion day on 23<sup>rd</sup> September 2017. Students from departments presented with various traditional dresses with various cultural backgrounds. On this occasion chairman Mr.vijay B.Reddy addressed the students and faculty about the fashion with dignity.



**SANSKRITHI GROUP OF INSTITUTIONS**  
Puttaparthi **SSB**

**FASHION DAY - SANSKRITHI WAY**

venue: SGI Campus  
Date : 23<sup>rd</sup>-SEP -2017  
Timings : 2 pm-5pm

1st-   
2nd-   
3rd- 

**sponsored by -The Management**



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**Cultural programmes:** Students are showing a lot of enthusiasm in learning various traditional form of the country. As a part of this exercise, students are practicing classical dance form in the campus. This practice is month long activity.



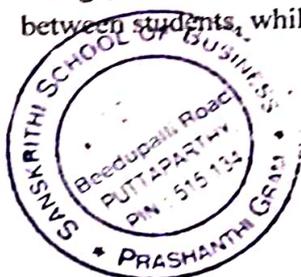
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**Two Day Faculty Development Program: 24th and 25<sup>th</sup> on Data Analytics using SPSS and R Software.** There was a two days faculty development program held at Sanskrithi School of Business on 24,25th November 2017. There were nearly 39 faculties who have come across the Anantapur district from various institutions for the FDP. The program was on Data Analytics using SPSS and R Software. The Chief guest are Dr. Maheshwar Reddy, Professor - National Institute of Tourism and Health Management and Mr. P Mohan Eminent IT Consultant from HBS.



**Poster Presentation Competition: 17<sup>th</sup> Nov 2017:** There was a colourful poster presentation competition by Students of I year MBA students on various concepts like soil erosion, climate change, Save child, Jai Jawan, Food safety and security etc. There was full of enthusiasm between students, while explaining the concepts to the guests and evaluation team.



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**Children's Day Celebrations: 14<sup>th</sup> Nov:** Students of SSB and SBI have participated in the celebrations of Children's Day at Beedupalli Government School with SSC Batch Students. Our Sanskritians have celebrated by gifting the exam pads, stationaries and Snacks to all the SSC students. Had a wonderful day with lot of fun and joy.

**Cooking & Trekking: 4<sup>th</sup> Nov:** Students of Sanskrithi Business had a special day with new classic event titled Cooking & Trekking at Pedaballi in Farm house. Students all enjoyed with fun and games with yummy filled tummy items made by Student themselves.



Group Director, delivered a lecture on excellence :A way of life, at ICBM B School Hyderabad on 30th Nov 2017



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Group Director, Prof.P.Narayana Reddy, attended and inaugurated the Aims telangana chapter inauguration on 30th November 2017 in Hyderabad along with Prof. Appa Rao, Vice Chancellor, University of Hyderabad , Prof.G.S.Rao, ProfMasood Ahmed, Prof.Chennam Reddy and others.

Group Director, Attended the Southern Regional Round Table Conference of AIMS at Coimbatore on 11<sup>th</sup> Nov.2017.



SANSKRITHI GROUP OF INSTITUTIONS Chairman Attended DevFest Vienna-2017 International Conference at Vienna University ,Austria, in collaboration with GOOGLE & ORACLE



పదమూడో పాల్గొన్న ఆంధ్రాంధ్ర కళాశాల చైర్మన్ బజయిభాష్యరెడ్డి

**సాంఘిక సైన్సింగ్ ఎంతో దోహదం**

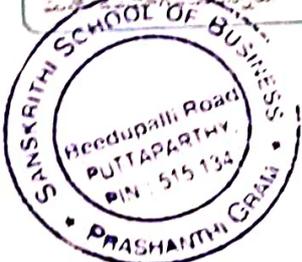
మొట్టమొదటి సార్వజనిక కార్యక్రమం. పరస్పర సహకారం, ప్రేమ, ప్రయత్నం, అభివృద్ధి అంశాలను సమగ్రంగా చూడటం దోహదపడుతుంది. సుస్థిర కళాశాల చైర్మన్ బజయిభాష్యరెడ్డి సోషల్ సైన్సింగ్ కళాశాల లోని విద్యార్థుల వికసనం కోసం సోషల్ సైన్సింగ్ అంశాలను ప్రోత్సహించే ఉద్దేశ్యంతో సాంఘిక సైన్సింగ్ అంశాలను ప్రోత్సహించే ఉద్దేశ్యంతో ఆంధ్రాంధ్ర కళాశాలలో ఆన్లైన్లోని విద్యార్థులకు ఆన్లైన్ అంశాలను అందిస్తుంది. ఈ సందర్భంగా ఆంధ్ర సోషల్ సైన్సింగ్ కళాశాలకు సాంఘిక సైన్సింగ్ అంశాలను ప్రోత్సహించే ఉద్దేశ్యంతో ఆంధ్రాంధ్ర కళాశాలకు సమగ్రంగా చూడటం దోహదపడుతుంది.

**ఆస్ట్రీయాలో పర్యటించిన సంస్కృతి కళాశాలల చైర్మన్**



పదమూడో పాల్గొన్న చైర్మన్ బజయిభాష్యరెడ్డి

పుట్టపర్తి అర్జున్, ఆస్ట్రీయా దేశ వియన్నా యూనివర్సిటీ ఆర్కైవ్స్ లో నిర్వహించిన డెవెలప్ మెంట్స్-2017 ఇంటర్నేషనల్ కాన్ఫరెన్స్ లో పాల్గొని, బుడవారం తిరిగి వచ్చినట్లు పుట్టపర్తి సమీపంలోని సుస్థిర కళాశాల చైర్మన్ బజయిభాష్యరెడ్డి అన్నారు. వియన్నా యూనివర్సిటీ ఆన్లైన్లో మేరకు ప్రముఖ సాఫ్ట్ వేర్ సంస్థలు గూగిల్, ఆర్కైవ్ నిర్వహించిన కాన్ఫరెన్స్ లో పాల్గొని గాఫ్ డివలప్ మెంట్స్ కు పాల్గొన్నారు. రాబోయే కాలంలో సంస్కృతి విద్యార్థులను విద్యార్థులకు వియన్నా యూనివర్సిటీ ప్రత్యేక శ్రద్ధ ఇవ్వనున్నట్లు ఆయన తెలిపారు.



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**Guest Faculty: 17<sup>th</sup> Nov, 2017:** Sanskrithi School of Business had a special guest of honor today Dr. Madhurani Gowda - Transformational Trainer & Founder Director, Queen's Global Management Solutions. Took special class to all our 1 Year MBA Students on global communication from academics to corporate sector,

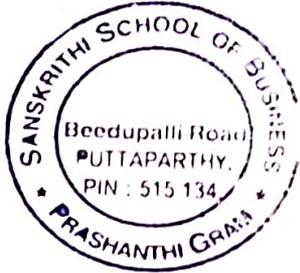
**కమ్యూనికేషన్ స్కిల్తో ఉద్యోగావకాశాలు**



**అవగాహన కల్పిస్తున్న ప్రొఫెసర్ మాధురీగాడ్**

పుట్టపర్తి అర్చన: ప్రతి విద్యార్థి కమ్యూనికేషన్ స్కిల్ పెంచుకోవడం ద్వారా ఉద్యోగావకాశాలు పుష్కలంగా వస్తాయని గ్లోబల్ కమ్యూనికేషన్ స్కిల్ ట్రైనర్, మైసూర్ కాలేజీ డైరెక్టర్ మాధురీగాడ్ అన్నారు. శుక్రవారం ఆమె పుట్టపర్తి సమీపంలోని సంస్కృతీ కళాశాలకు విచ్చేశారు. ఎంటీఏ, ఇంజనీరింగ్ విద్యార్థులకు కమ్యూనికేషన్ స్కిల్పై అవగాహన కల్పించారు. చాలా మంది విద్యార్థులు ఇన్ఫీరియారిటీ కాంప్లెక్స్ తో ఉద్యోగావకాశాలను కోల్పోతుంటారన్నారు. సెల్స్ రాన్సిడెన్స్, స్కిల్స్ పెంచుకోవాలన్నారు. కార్యక్రమంలో డైరెక్టర్ విజయబాస్కర్ రెడ్డి, డైరెక్టర్ డాక్టర్ నారాయణ రెడ్డి, ప్రెసిసిపాల్ డాక్టర్ శ్రీనివాసన్ పాల్గొన్నారు.

**సాక్షి** Sat, 18 November 2017



*Dr. Balakrishna*

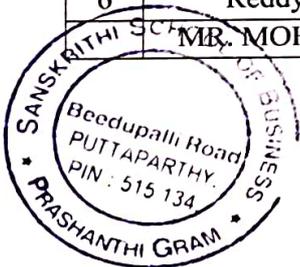
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GUEST LECTURES

**SANSKRITHI SCHOOL OF BUSINESS, PUTTAPARTHI**

**Academic Year 2017-18 Odd Semester  
Guest Lecture Details**

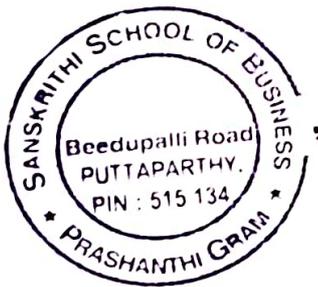
S.No	Speaker name	Designation & Place	Date	Topic
1	DR.ALBERT FERRER	Professor	08.08.2017	Human Values And Professional Ethics
2	Prof.Geetha.	Professor @ Indus Business school, Bangalore	18.09.2017	One Day Work Shop Financial Modelling Through Excel
3	MR.NAGA RAJU	Renowned Person In Organic Farming	13.09.2017	Management Concepts On Agriculture And Allied Sectors
4	Ms. CHRISTIANE,	Professor, Environment Engineering, Vianna University	22.10.2017	Energy Management With Referance To Iso 5001
5	Mr. Karunakar Kadali	Senior Manager – Training And Development	8/9.11.2017	Karvy – Seal (Student Engagement And Applied Learning) Program -Two Day
6	Dr.D.Maheswar Reddy*	Karvy Stock Broking Limited	24/25.11.17	Work Shop On Financial Markets
	MR. MOHAN'	*Professor (National Institute Of Tourism & Hospitality Management, Hyderabad)		FDP ON DATA ANALYTICS USING R And SPSS



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		'CORPORATE TRAINER FOR R SOFTWARE		
		Ex- Azim Premji Foundation And		Faculty Development Programme On "Paradims In
7	Prof. Joshi	Prof.Rama Krishna Reddy, Ex-VC, SKU,	22/23.12.17	Education, Reflective Teaching And Ethics Of Teaching" —Management (Through Transformation Of Policy Framework) For Better Society
8	Dr.Rachana Kumari	Dean, Colifornia School Of Management, USA	5/6/.01.201 8	—
9	Mr. Sudheer	CEO Of Mudar Group	16.03.2018	Meet Your Entrepreneur Marketing And Business
10	Mr. Paul Spiceberger	Associate, Rice, Vianna	21.03.2018	Operations Through The Specified Apps

*DY. Balakrishna*



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Ananthapuramu (D.T. 2018)



# FAREWELL FOR SENIOR STUDENTS OF SSB

## అంబరాన్నంటిన సంబరాలు

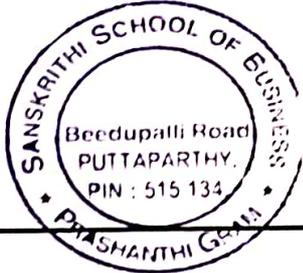
• 2016-18 ఎంబీఏ విద్యార్థుల వీడ్కోలు కార్యక్రమం

పుట్టపర్తి అర్చన: పుట్టపర్తి సమీపంలోని సంస్కృతి స్కూల్ ఆఫ్ బిజినెస్ లో మిక్స్ పా-2018 సంబరాలు అంబరాన్నంటాయి. 2016-18 బ్యాచ్ కు చెందిన ఎంబీఏ విద్యార్థులు ఆదివారం మిక్స్ పా పేరుతో వీడ్కోలు కార్యక్రమాన్ని మనంగా నిర్వహించారు. ఈ సందర్భాన్ని పురస్కరించుకొని పలు సాంస్కృతిక కార్యక్రమాలు, ఆటల పోటీలు నిర్వహించారు. మొదట కళాశాలకు ముఖ్య అతిథిగా విచ్చేసిన పవన్ రెడ్డి చైర్మన్ విజయభాస్కర్ రెడ్డి, డైరెక్టర్ డాక్టర్ నారాయణ రెడ్డి, ప్రెసిసిపాల్ డాక్టర్ కామేశ్వరరావు తదితరులు ప్రసంగించారు. మేనేజ్ మెంట్ విద్య ఒక కళ లాంటిదన్నారు. కార్పొరేట్ రంగంలో మేనేజ్ మెంట్ విద్యార్థుల పాత్ర కీల మైందన్నారు. పలువురు సీనియర్ విద్యార్థులు తమ కళాశాలలోని భావాలను సంతోషంగా వంచుకున్నారు. సంస్కృతిలో చేరడం ఒక చక్కటి అవకాశమని, ఇక్కడ నేర్చిన ప్రాజెక్టర్ నాలెడ్జ్ డిప్యోగ అవకాశాలలో ఎంతో దోహద పడుతుందన్నారు. క్యాంపస్ సెలక్షన్ లలో ఎంపికైన



విద్యార్థులకు బహుమతి ప్రధానం చేస్తున్న కళాశాల యాజమాన్యం

పలువురు విద్యార్థులు తమ మనోభావాలను విద్యార్థులతో పంచుకున్నారు. ప్రశాంతి బృందం విద్యార్థులు నిర్వహించిన కూచిపూడి నాట్యం అద్భుతం రిచింది. అనంతరం పలు డ్యాన్స్ లతో విద్యార్థులు హోరెత్తించారు. సంగీత కవేరి, నృత్యాలు, అంత్వాక్షరి, క్రికెట్ పోటీలు నిర్వహించారు. ప్రతిభ కనబరిచిన విద్యార్థులకు బహుమతులు అందించారు. ఫ్యాకల్టీ మెంబర్స్ వురు షోత్తమాచారి, ప్రశాంతి, కోఆర్డినేటర్స్ గిరిదర్ రెడ్డి, భార్గవరాముడు, వినోద అశోక్, గోవర్ధన్, ప్రత్యూష, శ్రీనివాస్, శోభ, అనంతలక్ష్మి పాల్గొన్నారు.



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**మార్కెటింగ్ విధానంలో  
నూతన ఒరవడి**



**వర్క్ షాపుకు విచ్చేసిన ప్రతినిధులు**

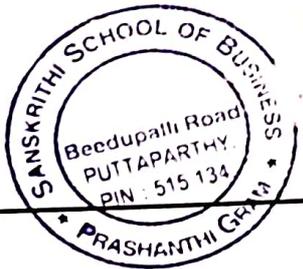
పుట్టపర్తి అర్జున్: మారుచున్న కాలానికి అనుగుణంగా మార్కెటింగ్ విధానంలో నూతన ఒరవడి సృష్టించి లాభాలను ఆర్జించవచ్చని సంస్కృతీ స్కూల్ ఆఫ్ బిజినెస్ డైరెక్టర్ డాక్టర్ నారాయణరెడ్డి అన్నారు. గురువారం పుట్టపర్తి సమీపంలోని సంస్కృతీ స్కూల్ ఆఫ్ బిజినెస్ లో కరెంట్ ట్రెండ్స్ ఇన్ మార్కెటింగ్ అనే అంశంపై వర్క్ షాపు నిర్వహించారు. ప్రస్తుత పోటీ ప్రపంచంలో సోషల్ మీడియాను వినియోగించి ఏవిధంగా మార్కెటింగ్ చేయవచ్చనే అంశంపై చర్చించారు. పోటీ తత్వాన్ని ఎదుర్కోవడానికి ప్రతి విద్యార్థి అప్ డేట్ అవ్వాలన్నారు. మార్కెటింగ్ విధానాలపై సూచనలను ప్రాజెక్టర్ ద్వారా ప్రదర్శించారు. ఎంబీఏ మొదటి సంవత్సరం విద్యార్థులు అనుమానాలను నివృత్తి చేసుకున్నారు. ఛైర్మన్ విజయభాస్కర్ రెడ్డి, ప్రిన్సిపాల్ డాక్టర్ కామేశ్వరరావు, ఫ్యాకల్టీ కోఆర్డినేటర్ రాజశేఖర్ తదితరులు పాల్గొన్నారు.

**సాక్షి** Fri, 11 May 2018  
epaper.sakshi.com/c/2857544

**ONE DAY WORKSHOP**  
**—DIGITAL TRENDS IN**  
**MARKETINGI**  
**10-05-2018**

**సంకల్ప విధానాలతో మార్కెటింగ్ లో రాణించాలి**

పుట్టపర్తి, న్యూస్టుడే: వినియోగదారుల అభిరుచులను అనుగుణంగా మార్కెటింగ్ లో రంగంలో రాణించేందుకు నూతన ప్రయోగాలతో ముందుకు వెళ్లాలని సంస్కృతీ కళాశాల ఛైర్మన్ నారాయణరెడ్డి మార్గదర్శించారు. వారు సంస్కృతీ ఎంబీఏ కళాశాలలో ఏర్పడిన మార్కెటింగ్ విధానాలపై నడి పోటీలో రాణించాలంటే, యువకులు నూతన ప్రయోగాల మైపుల్ దృష్టితో మార్కెటింగ్ విధానాలపై అవగాహన లభించాలి. మార్కెటింగ్ సమస్యలను సులభంగా పరిష్కరించాలి. ప్రస్తుత కమర్షియల్ మార్కెటింగ్ లో ప్రాజెక్టర్ ద్వారా ప్రదర్శించారు. ఎంబీఏ మొదటి సంవత్సరం విద్యార్థులు అనుమానాలను నివృత్తి చేసుకున్నారు. ఛైర్మన్ విజయభాస్కర్ రెడ్డి, ప్రిన్సిపాల్ డాక్టర్ కామేశ్వరరావు, ఫ్యాకల్టీ కోఆర్డినేటర్ రాజశేఖర్ తదితరులు పాల్గొన్నారు.



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**ఊడిదుడుకులు అధిగమిస్తే లక్ష్యాన్ని చేరుకోగలం**

పుట్టుపత్తి అక్కర్లే ఏ వ్యాపారులలోనైనా లక్ష్యదుడుకులు అధిగమిస్తే లక్ష్యాన్ని చేరుకోగలమని ఆధారిత ఊబిల్ అయిల్ ఎక్స్‌పోజర్ ముదార్ ఎక్స్‌పోజర్స్ డైరెక్టర్ సుధీర్ అగ్నాల్ గురువారం పుట్టుపత్తి సమీపంలోని కలెక్ట్రేట్ స్కూల్ ఆఫ్ బిజినెస్ లో ఊబిల్ యువర్ ఎంటర్ ప్రీన్యూర్ కార్యక్రమం డైరెక్టర్ విజయ బాస్కర్‌రెడ్డి సమక్షంలో జరిగింది ఈ సందర్భంగా సుధీర్ మాట్లాడుతూ సామాన్య కుటుంబం నుంచి వచ్చి ప్రస్తుతం ఎక్స్‌పోజర్‌గా తన అనుభవాలను విద్యార్థులకు పంచారు ఏ వ్యాపారులలోనైనా నాణ్యతను పొందిన కల సమయోగతులగా ప్రజలకు అందిం కడం దరల గురువారం తదితర కారణాల వల్ల మంచి వ్యాపారవేత్తగా ఎదిగవచ్చన్నారు.



ముదార్ సుధీర్‌ను సన్మానిస్తున్న సంస్కృతి కళాశాల యాజమాన్యం కార్యక్రమంలో డైరెక్టర్ దాక్టర్ నారాయణరెడ్డి, ప్రీన్యూర్ కామేశ్వరరావు, 300 మంది ఎంటర్ ప్రెన్యూరులు పాల్గొన్నారు.

**సాక్షి** 11.11.16 గుంటూరు జిల్లా  
 ప్రాంతం - 515134, ముదార్, 27004418

**ONE DAY PROGRAMME**

**16, MARCH 2018**

**—MEET YOUR**

**ENTREPRENEUR**

By: Mr. SUDHEER, CEO OF MUDAR GROUP

**పోటీతీర్చుకోవే మార్కెటింగ్ లో రాణింపు**

పుట్టుపత్తి, న్యూస్ ఊబిల్: నేటి పోటీ ప్రపంచంలో యువత మార్కెటింగ్ రంగంలో రాణించాలంటే నూతన ఉత్పత్తుల వైపు వ్యక్తి సామర్థ్యం ముదార్ ఎగమతుల సుస్థ నీతడో సుధీర్‌మార్ పేర్కొన్నారు గురువారం సుస్థం ఎంటర్ ప్రెన్యూర్ మాస్టర్ క్లాస్ లో మార్కెటింగ్ రంగం, ఉత్పత్తుల తయారీ సమస్యల జరిగింది సమస్యను డైరెక్టర్ విజయబాస్కర్‌రెడ్డి ప్రారంభించారు వినియోగదారుల అవసరాలను అనుగుణంగా సరి కొత్త అలోచనలతో నూతన ఉత్పత్తుల తయారీపై పనులు సుదారన్నారు మారుతున్న అవసరాలను అనుగుణంగా నూతన పుష్టపం ఉత్పత్తుల తయారీపై వ్యక్తి పెద్దలన్నారు. కష్టపడి, అభ్యుత్సాహంతో ఉత్తర స్థాయికి చేరుతున్నారని ఆయన తన అనుభవాలను వివరించారు ఈ సమస్యలో ప్రతిద కనుగొన విద్యార్థుల ప్రోత్సాహ బహుమతులు అందజేశారు ఈ కార్యక్రమంలో డైరెక్టర్ నారాయణరెడ్డి, ప్రీన్యూర్ కామేశ్వరరావు, విద్యార్థులు పాల్గొన్నారు.

*Dr. Balakota...*

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**A TWO DAY INTERNATIONAL**

**PROGRAMME**

05 – 06 January 2018

**—MANAGEMENT (THROUGH  
TRANSFORMATION OF POLICY  
FRAMEWORK)**

**FOR BETTER SOCIETY —**

Dr.Rachana kumar , Dean, Colifornia School of

Management, USA



*Dr. Balakrishna*  
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**A TWO DAY FACULTY DEVELOPMENT  
PROGRAMME**  
on "Paradims in Education, Reflective Teaching and  
Ethics of Teaching"

By: Prof. Joshi, Ex- Azim Premji Foundation and  
Prof. Rama Krishna Reddy, Ex- VC, SKU, Ananthapur



*Dr. B. dekees copy*

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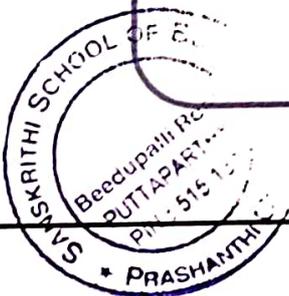
**FDP ON DATA ANALYTICS USING R and SPSS  
TWO DAY 24 and 25 NOVEMBER 2017**

By: 1. Dr.D.Maheswar Reddy (Professor National  
Institute of Tourism & Hospitality Management, Hyderabad)  
2) MR.MOHAN,CORPORATE TRAINER FOR R SOFTWARE

*Dr. Balakrishna*

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## TWO DAY WORK SHOP ON FINANCIAL MARKETS

8<sup>TH</sup> & 9<sup>TH</sup> November 10, 2017

SSB students had an interactive and demo explanation on stock market with live

streaming. There was so much interesting facts to know and learn about the stock market. It's a hope of earning money's with certain profits - said by Mr. Parthasarathy and Mr. Vema Reddy students of MBA II year's.



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## ONE DAY WORKSHOP HUMAN VALUES AND

### PROFESSIONAL ETHICS ON 8TH, AUGUST, 2017

Special Guest in Sanskriti School of Business *Mr. Albert Ferrer from Europe...*  
Sanskritians were guided on the topic *Human Values and Professional Ethics for upcoming managers...* Students were more interested to ask questions and *wanted to have such interactive sessions...*



*Dr. Rajeshwari*  
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PUTTAPARTHI - 515134,  
Ananthapuramu Dist. T. N. P.



**A TWO DAYS NATIONAL LEVEL FDP**

**on Case Method of Teaching, Writing and Business Game Exercise: FDP on "Case Method of Teaching, Writing and Business Game Exercise, conducted in my B-School with IIMB retired professor Prof. Ramesh Tagat sir on 28th and 29th January – 2017.**



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Ananthapuramu Dist. A.P.



**A NATIONALLEVEL MANAGEMENT MEET \*\*VIJAYYOUTHSAV 2K17\*\*...**

**(11 -12, March 2017): It's a Great**

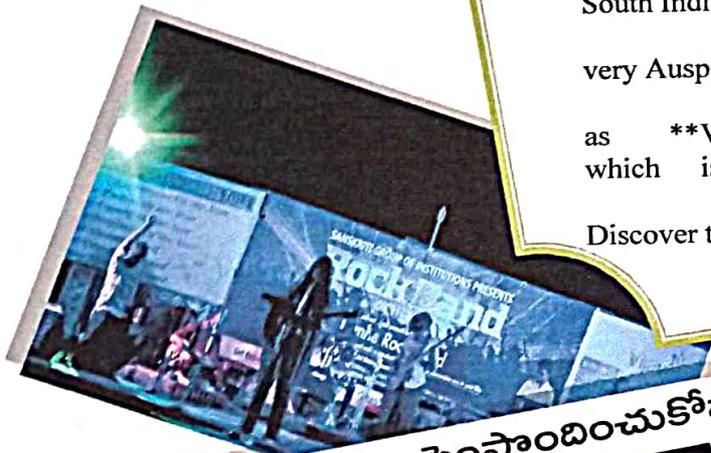
day with a Warm & Enlighten Talk which gathered all the students of

South India on to a single roof on the

very Auspicious Day which is Echoed

as **\*\*VIJAYYOUTHSAV 2K17\*\*...** which is intentionally bound to

Discover the URGE in YOU...



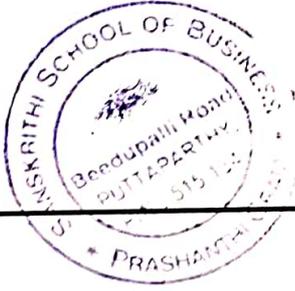
**వైపుణ్యాలు పెంపొందించుకోవాలి**

- శ్యామ్ లాక్ష్మన్ కైరెక్టర్ మనోహర్ దత్తవారి
- సంస్కృతి విద్యార్థులందరినీ కలిగించే వేదిక



ప్రసాంత్ కృష్ణ శ్యామ్ లాక్ష్మన్ కైరెక్టర్ మనోహర్ దత్తవారి...  
 విద్యార్థులను ఉత్తేజించే మాట్లాడారు విద్యార్థులలో ఉన్న  
 పరిష్కారాలపై ప్రయోగశాలలలోగా అనుభవజ్ఞు  
 శ్యామ్ మనోహరిని కలిగించే విద్యార్థులను కృషి చేయ  
 లాగి అవసరం ఉన్నప్పుడు విద్యార్థులలోని వెంటనే  
 విద్యార్థులను కలిగించే విద్యార్థులలోని వెంటనే  
 విద్యార్థులను కలిగించే విద్యార్థులలోని వెంటనే

సాంఘిక అభివృద్ధికి అనుకూల వేదికగా  
 శ్యామ్ లాక్ష్మన్ కైరెక్టర్ మనోహర్ దత్తవారి  
 విద్యార్థులను కలిగించే విద్యార్థులలోని వెంటనే  
 విద్యార్థులను కలిగించే విద్యార్థులలోని వెంటనే  
 విద్యార్థులను కలిగించే విద్యార్థులలోని వెంటనే

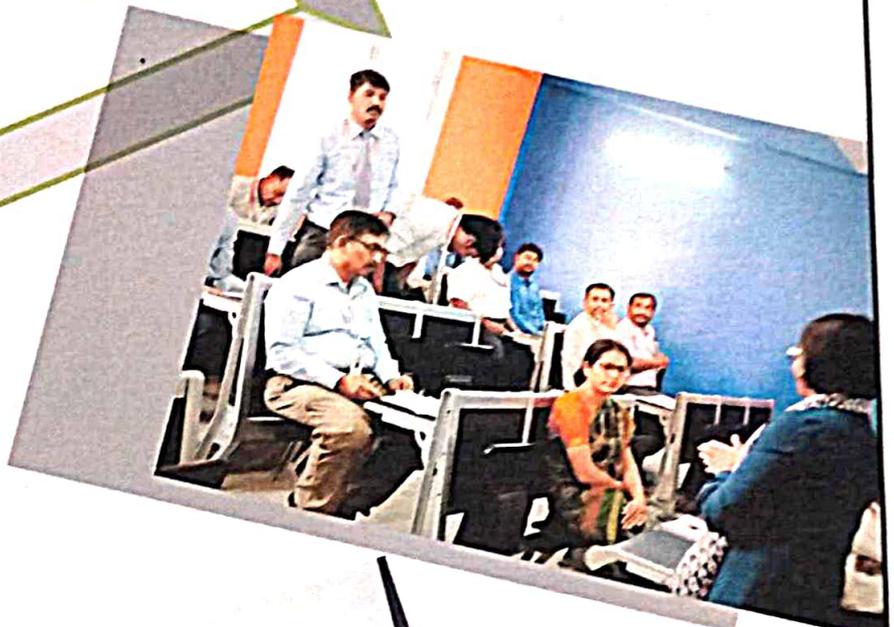


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 Ananthapuramu (Dt.) A.P.

**ONE DAY NATIONAL LEVEL FACULTY  
DEVELOPMENT PROGRAM**

14th April 2017

on  
**GOAL SETTING AND MOTIVATION**



Ms. Sarika Rangani, Founder

- 'The You Q', A  
Personality  
Development Trainer



*DY. Balakotla*

**PRINCIPAL**

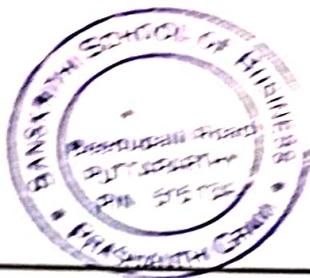
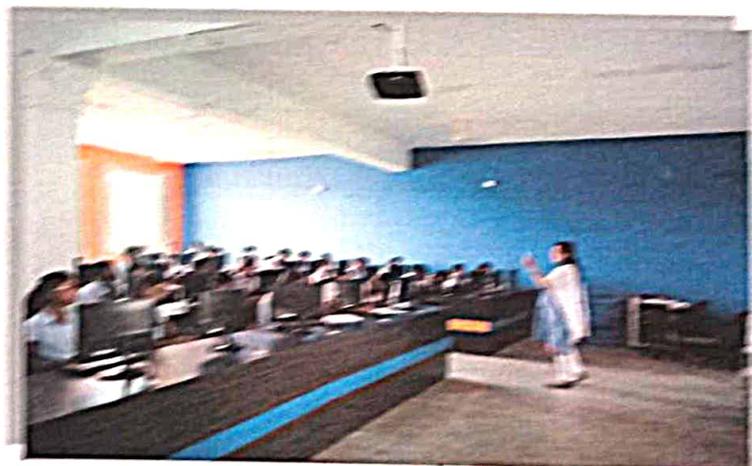
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Beedupalli Road, Prasanthigram  
PUTTAPARTHI - 515134,  
Ananthapuramu (Dt.) A.P.





The Guest Lecture by Dr.  
Geetha M. Rajaram from Reva

University Bangalore  
On 18-09-2017  
—“Cost Management and  
Securitization of Assets”



*Dr. Balakrishna*  
PRINCIPAL

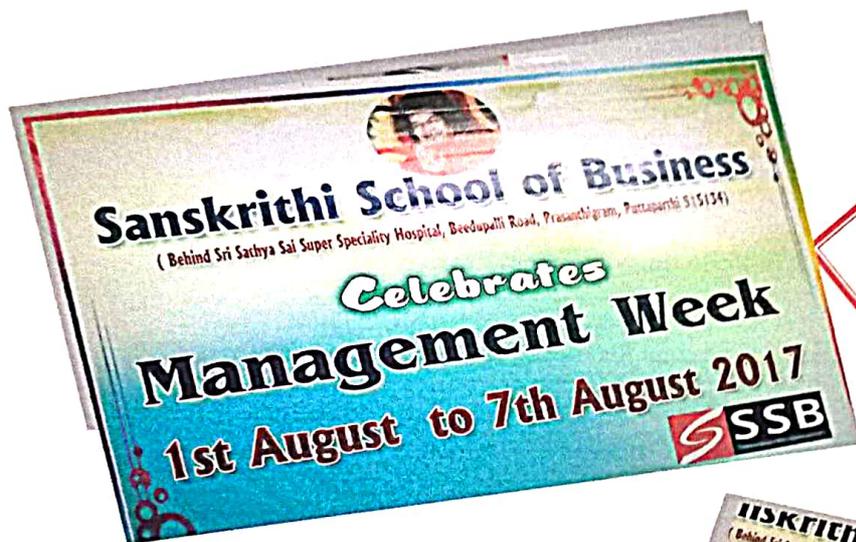
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PUTTAPARTHI - 515134,  
Ananthapuramu (DL) A.P.

One Week Management

August 1st to 7th August, 2017

Sanskritians Conducts

Management Week for New Batch...Dr.P.Narayan Reddy Group Director of sanskriti Group of Institutions gave a motivational speech to students for conducting such an event for new comers...



Dr. Balakoteswary

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Ananthapuram, A.P.