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VISHWA CHETHANA DEGREE COLLEGE

College Code : 8D

36, 1st Main 4th Cross Rajarajeshwari Layout, Hosur Road
Anekal Taluk, Bangalore District - 562 106
Mob : 9742607366, 9066544442 Ph : 080-29785502

Ref. No. :

Date :

REPORT ON WORKSHOP

ONE DAY WORKSHOP ON ADVENT 2018

Vishwa Chethana Degree College,
Anekal - 562106
(Affiliated to Bangalore University)
Visit: www.vcpdc.org
Inviting You To One Day Workshop
Advent
Resource person:
Srinivasa.R
Venue:
Business Lab
On 17/10/2018
Welcome

Advent is a One Day workshop conducted in our Vishwa Chethana Degree College Anekal. On 17/10/2018, Srinivasa.k was the chief guest and Resource person for the workshop of Advent. This workshop was conducted for the benefit of the student, to exchange of knowledge on the theme of Innovative skill to become an entrepreneur and to Face an Interview. Workshop was started at 11.00 am by lightening the lamp by our Principal Sir Prakash Reddy.T and our chief guest Srinivasa.k is the Principal of Florence College. The event had begun with the felicitation of our beloved **principal Mr. Prakash Reddy sir**. This event wouldn't be a great without the words of our beloved principal Mr. Prakash Reddy sir who was spoke about the event significance and also given the advices to the participants. Participants exhibited their talent by exchanging of their Innovative Skill for many of the concepts. Like facing of interview, Risk associated to become an entrepreneur etc. After the student interaction Resource person started explaining technical session of workshop. His words gave solution to our student's confusion. And motivated positively. Last 1 hour conducted Mock Interview to the participants to give practical experience of interview. Those who attended well and participated well issued certificates also.

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Ref. No. :

Date :

Resource Person:SRINIVASA.K

SRINIVASA .K
MAI, EcoI, ALPHI, MBA (Marketing)
(Phd)
Contact No. : +91 9449525452
E-mail: Srinivasapra@gmail.com

No. 36, Narayanaghatta,
Bommasandra Via,
Muthanallur Post,
Bangalore-560099



Career Profile

I am a skilled, talented and qualified college Principal and senior faculty With more than 16 years of experience in the lecturing administration And management of college activities. Expertising in giving coaching for IAS, KAS, BBM, M.Com, MBA, PUC. Looking for a challenging position in a Dynamic environment.

Core Competencies:

- Posses 16 years of progressive experience in teaching and implementing academic policies
- Possess good result oriented coaching skills
- Ability to conduct mentor classes for students
- Ability to solve issues in a quick and efficient manner.
- In-depth knowledge of tools and techniques for effective teaching and learning activities.
- Good motivator and ability to handle multiple tasks.
- Determined and goal oriented
- Ability to research and review new teaching material and technologies with focus on Quantitative and Qualitative elements

Professional Experience:

Florence PUC and Degree college Academic Principal and Economics and Management Lecturer from July 16th 2014 to till date.

- Responsible for getting number of students for admissions to the college.
- Responsible for getting good academic results in annual examinations.
- Perform the tasks of supervising and monitoring the activities of managers, teachers, support staffs, counselors, librarians and coaches.
- Coordinated and planned academic programmes
- Supervised and participated in preparing study materials for PUC, BBM and B.Com, MBA.

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**Seminars Workshops &
Paper Presented:**

- Participated in Seminar on Emerging Trends in Retailing held on 20.05.2009 at Vivekananda Degree College, Bangalore.
- Presented a paper on the topic **Green Packaging A Green Business Practice** In the National Conference on Exploring **Green Management Initiatives**, which was held at New Horizon College of Engineering, Bangalore on 24th April, 2009.
- Attended MDP (Management Development Programme) at Nanyang University, Singapore.
- Attended International Conference on **Innovative Pedagogy in Business and Management Education** at Hotel Atria, Palace Road, on 10th October, 2009, Bangalore.
- Participated in the programme on International Finance Organized at M S Ramaiah Institute of Technology on 6th May, 2010, Bangalore.
- Participated one day Faculty Development Programme on **Teaching and Research in Economics in the Context of Changing Business Scenario on 24.04.2014** at Vivekananda Degree College, Bangalore.
- Participated in 2nd International Conference on Economics and Finance at Katmandu Nepal- Nepal Rastra Bank.

Awards:

- Winner of State Level Drama Competition which was held at Ravindra Kala Kshetra successfully for 3 years from 1991 to 1994 as a participant of Winning Team from Christ College.

References:

- Prof. Abdul Aziz Ex- Planning Commission Member, ISEC, Bangalore.
- P.M. Mathew- Professor Department of Economics Christ University.
- Prof. Babu Professor at ISEC.
- Prof. Ashwathappa Former Dean Canara School of Management.

Educational Qualifications:

- BA (HEP) Passed with 52% from Christ College, Bangalore.
- MA (Economics) Passed with 1st Class (64.4%) from Bangalore University in 1996.
- M.Phil from Vinayaka Mission University in 2008-09.

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- Responsible for conducting lectures in Economics management and also achieved good results.

Alliance University IIPM and Amity University from July 30th 2013 to July 25th 2014.

Assistant Professor: Visiting faculty

- Responsible for conducting lectures in Economics and management and achieved good results.

Jain University : CMS centre for management studies from 25th July 2001 To 30th August 2013.

Assistant Professor and chief cultural coordinator:

- Responsible for coordinating Annual Theatre fest ABHINAYA 6 times.
- Coordinated planned and participated in seminars and state govt and satellite programmes.
- Taking special mentor classes for BBM and MBA students.
- Worked as a project guide for BBM and MBA students.
- Responsible for solving papers and related works for Bangalore University & Jain University.

PES Degree College Bangalore: 2001-2005

Faculty BBM, B.Com and NSS officer

- Responsible for conducting lectures on Economics & Management
- Worked as a NSS Officer.
- Worked as a cultural coordinator

BTL Degree and PUC College: from 1997 to 2001

Faculty and Public relation officer and Liaisoning work.

- Handled the tasks of conducting regular lectures.
- Coordinated all public relations responsibilities.
- Handled all University and Examination related works.

Academic Project :

- Field Investigator in Decentralization Government and Planning of Panchayat Raj.
- Place: ISEC(Institute of Socio Economic Change, Bangalore)
- Project Guidance under Prof. Abdul Aziz Ex Planning Commission Member.

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Date :

• MBA Marketing Vinayaka Mission University passed with 1st Class 64%

• Phd Shortly Joining in Jain University.

**Core subjects Thought for
BBM, BCOM, LAW :**

- International Business
- Entrepreneurship
- Financial Marketing & Services
- Micro Economics
- Macro Economics
- Business Economics
- Business Environment
- Indian Constitution
- Banking Theory & Practice
- Business Law
- Business Ethics

Personal Profile :

- Date of Birth : 20.07.1972
- Father's Name : N. Krishna Reddy
- Marital Status : Married
- Age : 47 years

Place : Bangalore
Date : 18/05/2020

(K. SRINIVASA)

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INAUGURATION OF ADVENT WORKHOP-2018



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FIRST SECESSION OF ADVENT



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REPORT OF WEBMINAR ON EMPOWER YOURSELF

 **VISHWA CHETHANA DEGREE COLLEGE, ANEKAL**
(AFFILIATED TO BANGALORE UNIVERSITY)
Website: www.wpcdc.org
PG DEPARTMENT OF COMMERCE

Presents Webinar on
"EMPOWER YOURSELF"

Date: 31/08/2020 (Monday) **Time: 1.30 PM to 3.30 PM**

CHIEF PATRON Prakash Reddy T. Principal	RESOURCE PERSON Dr. Jeyalakshmi R. Asst. Professor Sairam Institute of Management studies, Chennai	CONVENER Amrin Samar Sultana Coordinator PG Dept of Commerce
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Personal empowerment is about taking control of your own life, and making positive decisions based on what you want. It's closely linked to attributes like self-esteems and self-confidence, but true empowerment comes when you convert intention into action. So, in this special aspect the webinar meeting of the "Empower yourself" was held on August 31st 2020. Which was organized by Mrs., Amrin samar sultana (Department of commerce) through the online and as the organizer had done a great job. The event had begun with the felicitation of our beloved principal Mr. Prakash Reddy sir as a chief guest of this event. This event wouldn't be a great without the words of our beloved chief guest Mr. Prakash Reddy sir who was spoke about the event significance and given the advices to the participants. And it was a great pleasure to introduce the resource person Dr Jeyalakshmi reflected their profound knowledge on the topic "Empower yourself" and highlighted the important topics of the event in an excellent manner and which helped the participants to know more about the topic and that made them more interesting to enhance their knowledge.

The main objective of conducting this event is to gain some knowledge and information regarding "Empower yourself" during this conference participants had the opportunity to discuss regarding the topic.


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Resource Person: Jeyalakshmi.

<p>Jeyalakshmi R</p> <p>H. Utsav Blue Bells 1 Cross Street, 30 Ft. road, Balaji Nagar Anagaputhur, Chennai- 70 e-mail id: jeyalakshmi.lmbu@gmail.com Ph. No : 9840537810</p> <hr/> <p>Objectives:</p> <p>To learn and update myself in the field of management and to impart the knowledge I gained to the student's community to nourish their entrepreneurial and managerial skills.</p> <p>Educational qualification:</p> <ul style="list-style-type: none">• Ph.D(Finance) -Completed Ph.D with Highly Commended in the title " Impact of selected macroeconomic variables on stock market – A Study w.r.to India and China" in Bharathiar University, April 2019.• MBA(Finance & Marketing) with 76% from Panimalar Engineering College, Chennai, June 2009• B.Sc.,(Mathematics) with 67% from Alagappa University, Karnikudi, April 2007• HSC-+2(Physics, Chemistry, Maths, Biology) with 84% from N.S.M.V.P.S Hr.Sec.School, Devakottai• SSLC-10+ with 93% from St.Marys Girls Hr.Sec. School, Devakottai. <p>Experience:</p> <p>1) Assistant Professor (Grade III) in Sri Sairam Institute of Management Studies</p> <p>Period: 1st June 2011 to till date. During this tenure handled classes on Integrated Marketing Communication, Retail Management, International Business Management, Written Communication, Principles of Management for B.E(E.C.E)& B.E(Civil), Total Quality Management for B.E (C.S.E) & B.E(E.I.E) and Business application software.</p> <p>Constantly achieving 100% result in Retail Management, Business Ethics, Corporate Social Responsibility and Corporate Governance, Principles of Management and Total Quality Management.</p> <p>2) Lecturer in Sri Sairam Institute of Management Studies</p> <p>Period: 4th June 2010 to 31st May 2011</p> <p>During this tenure handled classes on Service Operations Management, Business Application Software, Engineering Economics and Financial Accounting B.Tech(IT). Achieved 100% result in above three papers.</p> <p>3) Lecturer in St.Michael College of Engineering, Kalaiyarkoil</p> <p>Period: 17.7.2009 to 31.5.2010</p> <p>During this tenure handled classes on Security Analysis and Portfolio Management, Organisational Behaviour, Retail Management, International Business Management, Total</p>

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Quality Management for B.E (C.S.E) & B.E(E.I.E) and Business application software. Has achieved 100% result in Security analysis and portfolio management.

Area of Excellence

- Security Analysis and Portfolio Management
- Professional Skill Development
- Retailing
- Total Quality Management
- Soft Skill development
- Macroeconomics
- R Programming
- SPSS

MEMBER

- Appointed as question paper scrutinizing board member in Anna University Distance education from December 2018.
- Appointed as question paper setter in Anna University Distance education from April 2019.

Resource Person

- Acted as a resource person for an online workshop titled "Statistical Analysis using SPSS" on 6th June 2020 organised by PG and Research Department of commerce, DRBCCC Hindu college, Chennai.
- Delivered a speech titled " Job opportunities in digital era" in a career development program on 9th January 2019 organised by Mohammed sathak college of arts and science, sozhinganallur, chennai.

RESEARCH PAPERS PUBLISHED

1. Published a paper titled "Correspondence between Monetary Policies and Stock Prices" on International Journal of Innovative Technology and Exploring Engineering (IJITEE)
ISSN: 2278 -3075, Volume-9 Issue -4, February 2020, pp: 2809-2811.
2. Published a paper titled " Impact of Direct-To-Home (DTH) on Indian Television Viewers on International Journal of Recent Technology and Engineering (IJRTE)
ISSN: 2277-3878, Volume-8, Issue-2S11, September 2019, pp: 3064-3068.
3. Published a paper titled " An Empirical Analysis on Promotional Strategies of Packed Savouries With Reference to Retailer's Brands" in the International Journal on Global

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Business Management and Research, Volume 8, Issue 2, August 2019, ISSN 2278 8425, pp- 53-59.

4. Published a paper titled "Nexus between new age marketing tools and buying behaviour of Echo boomers", in International Journal for Research in Engineering Application & Management(IJREAM), ISSN:2454-9150, Vol-05, Issue-02, May 2019, pp: 96-100.
5. Published a paper titled "Effect of TQM Practices in Large and Small Medium Electronic Companies in Tamil Nadu" in International Journal of Mechanical Engineering and Technology(IJMET), vol-9(4), April 2018, pp-802-808, Journal impact factor(2016):9.2286.
6. Published a paper titled "Potential Market identification for Petroleum Coke in South India" in M-Infiniti- Journal of Management, vol-12(1), April 2018, ISSN 0973-7197, pp-198-205.
7. Published a paper titled "Effectiveness of Print Advertising among Parenting Magazines- A Study with reference to Parent Circle, The Child and Mother and Baby" in Annamalai International Journal of Business Studies and Research, vol-8(2), ISSN: 0975-749X, September 2017, pp-57-64.
8. Published a paper titled "Credit Appraisal Process using Z-Score - A Study with reference to State Bank of India" in Sankalan International Multidisciplinary Peer Reviewed Research Journal, ISSN: 2454-9266vol-2(2), pp-594-597
9. Published a paper titled "Monetary Policies and the Indian Stock Market" in International Journal of Trade and Global Business Perspectives , ISSN(p):2319-9059, vol-5(3), July-September' 2016, pp-2714-2719.
10. Published a paper titled "Macroeconomic Variables And Stock Market Volatility In China -A Study With Reference To Shanghai Stock Exchange Composite Index" in International Journal On Advanced Research, Special Issue, ISSN-2347-8446, October 2015,pp -165-169.
11. Published a paper titled "The Impact of Macro Economic Factors- Indian Stock Market" in Annamalai International Journal of Business Science and Research, Special Issue, April 2015, ISSN- 0975-749X, pp-8-13.
12. Published a paper titled "A Study on Consumer Perception & Awareness towards Mitsubishi" in Sankhya International Journal of Management & Technology, ISSN 0975-3915, Vol 4, Issue 1, June 2013, pp-48-51.
13. Published a paper titled "A Study on CSR and Profitability- A Study with reference to P&G and HLL" in the Proceedings of National Conference held at Adhiparasakthi Engineering College, pp-45-49.

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14. Mobile Commerce in India" in A Compendium of essays on Opportunities and Challenges in the current global business scenario, pp-144-145.

BOOK CHAPTER

- Authored Chapter titled "Traceability of manufactured parts in supply chain" in Book named - Holistic Research Perspectives Volume 4, Published by Bonfring DOI: 10.9756/BP2019.1002/16, ISBN: 978-93-87862-82-1, PP 188- 193.

SEMINARS ATTENDED

- Participated in one day FDP on "Machine learning and Artificial Intelligence for Business Solutions" Organised by SRM School of Management, Chennai on 20.9.2019
- Participated in the two weeks FDP on Data Science and Exploratory Data Analytics with R and Python organised by Department of Computer Science Engineering, Sri Sai Ram Engineering College, Chennai from 07.06.2019 to 20.06.2019.
- Participated in the six days AICTE Sponsored Refresher Course on "The Challenges of teaching millennials and the changing role of teacher" organised by Ethiraj College for Women, Chennai on 23.07.2018 to 26.07.2018
- Participated in the two day national level workshop on Structural Equation modelling(SEM) using SPSS & AMOS for quantitative data analysis organised by Sri Sai Ram Engineering College held on 21st & 22nd November, 2016.
- Participated in the One day Workshop on Enhancing QWL: Role of Soft Skills organised by Tamil Nadu Open University on 30th November 2015.
- Participated in the National Level Workshop on Social Science Research Analytics using SPSS organised by Sri Sai Ram Institute of Management Studies on 17th April 2015.
- Participated in the two day national level workshop on Structural Equation Modelling(SEM) using AMOS and SPSS organised by Sri Sairam Institute of Management Studies on 16th & 17th April, 2014.
- Participated in the Doctoral Colloquium organised by Easwari Engineering College on 25th October 2013.
- Participated in the National level FDP on Retailing Strategy for retention of customers organised by Sri Sai Ram Engineering College held on 12th & 13th August, 2013.
- Participated in the AICTE Sponsored Entrepreneurship Summit organised by ED Cell of Sri Sai Ram Engineering College on 8th -10th January, 2013.
- Participated in the national level seminar on Innovations in branding organised by Sri Sairam Engineering College on 28.7.2012.
- Participated in the FDP on "A Paradigm Shift in Management Education- A learner orientation to teaching -learning" organised by M.O.P. Vaishnav College for women (Autonomous) on 24th & 25th January, 2012.
- Participated in the National Level FDP on Research Report Writing organised by Sri Sairam Institute of Management Studies on 10th March 2011

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Bharath Educational Trust (B)
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- Participated in the Staff Development Program on Recent Development in Manufacturing and Management organised by Sri Sairam Engineering College on 25th - 30th July 2011
- Participated in the International FDP on Global Education Strategy for Business & Technology organised by Sri Sairam Institute of Management Studies on 26th July 2011.
- Participated in a training program on "Winning a habit" conducted by Career Cell on 13.3.2010.

PAPERS PRESENTED IN CONFERENCES

- Presented a paper titled "Potential market for Petroleum Coke in South India" in the AIMS Regional Conference on Management Practices for Sustainable Development" held on 5th May, 2018.
- Presented a paper titled "Effectiveness of Print Advertising among Parenting Magazines- A Study with reference to Parent Circle, The Child and Mother and Baby" in the 7th International Conference on Social Science Research for Sustaining Business & Economy in Global Market (ICSRBEGM-17) held on 20th & 21st September, 2017.
- Presented a paper titled "Marketing Strategies and Consumer Satisfaction - A Study with reference to Auto Component vendors in Chennai" in the 4th International Conference on Contemporary management organised by University of Jaffna, Sri Lanka on 25th -26th July, 2017.
- Presented a paper titled "Impact of Financial crisis on financial integration- A Comparative study between India and China in the National Conference on Emerging Business Paradigms: Present context and Future Perspectives organised by Sinhgad Technical Education Society's S.K.N Sinhgad school of Business Management, Pune in association with Savitribai Phule Pune University, Pune on 16th and 17th February 2017.
- Presented a paper titled "Credit Appraisal Process using Z-Score - A Study with reference to State Bank of India" in the Southern Regional Conference on Management Education- A Global Perspective organised by PSG Institute of Management and Association of Indian Management Schools held on 6th January 2017
- Presented a paper titled "Impact of global financial crisis on the level of financial integration between China & Indian Stock market" in the UGC Sponsored 11th International seminar on Financial Markets-Issues and Challenges-(FIMIC-2016) held between 9th January and 10th January 2016.
- Presented a paper titled "Monetary Policies and the Indian stock market" in the National Conference on Emerging Trends in Management organised by Prof.Dhanapalan College of Arts and Science held on 23rd September 2016.
- Presented a paper titled "A Study on Consumer Perception & Awareness towards Mitsubhi in International Conference on Innovative & Competent Business Strategies

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