



SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.
Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai – 515 134.

2017-18

Four Day Professional Development Programme

On 23/11/2017 to 27/11/2017

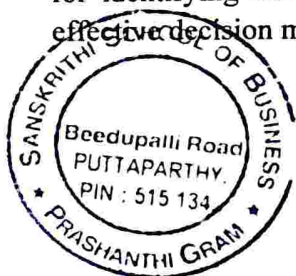
**Data Analytics Using R tool & SPSS
(Hands-on Training on R tool & SPSS)**



Introduction

In today's cut throat competition, business firms are focusing on predicting responses to proposed actions before actually spending valuable resources like people, time and money; all of which are crucial for building an effective decision making. Data is the most crucial element for any organization. Irrespective of the size of the business, transactional data is growing exponentially with time in terms of volume challenging not only the computational capacity but also timely decision making resulting leaving great difficulties for business managers. As such organizations are heavily relying on the process of examining the ever increasing data to uncover hidden patterns, unknown correlations and other useful information.

Data Analytics enables business firms to continuously drive innovation and make the best possible decisions. Business Managers, Data Analysts, Data Managers etc. can conduct data driven experiments to interpret data and create data models by using the most versatile tool like **R** and **SPSS** for identifying hidden data patterns from historical data and formulate data models to empower effective decision making.



Dr. Balakrishnan

PRINCIPAL

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Advanced **R Tool** allows participants to realize the power of advanced statistical analysis to understand data characteristics, identify trends and relationships among data, build, test and deploy data models.

Practical application of **SPSS** enables participants to learn techniques and tools used for handling quantitative data by running various statistical tests. It also facilitates for manipulating data, generating table and graphs.

This Training is organized as an interactive session to provide an understanding and effective application of advanced tools for Data Analytics like R tool and SPSS.

Objectives

The objective of this training is to provide Hands-on practices training in the space of data management and use of R tool and SPSS for rapid analytics. ☐

- ☐ Problem Definition ☐
- ☐ Technical and Video Presentation. ☐
- ☐

Data ☐ Analytics using R tool ☐

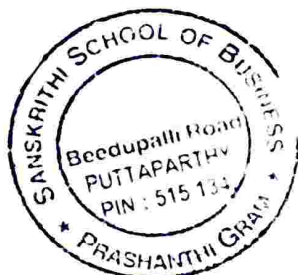
- ☐ Introduction to Machine Learning R ☐
- ☐ Understanding R Data Structures ☐
- ☐ Data Exploration with R ☐

Day-2:

- ☐ Data Visualization with R ☐
- ☐ Basic Classification Models & Techniques ☐
- ☐ Regression methods for forecasting-Simple, Multiple & Logistic Regression ☐
- ☐ K-Means Clustering ☐
- ☐ Evaluating and Improving Model Performance ☐

Day-3:

- ☐ Technical presentations on basics of Statistics and managerial disciplines.
- ☐ Understanding Structured and Unstructured data characteristics.
- ☐ Descriptive Statistical tools.



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Day4:□

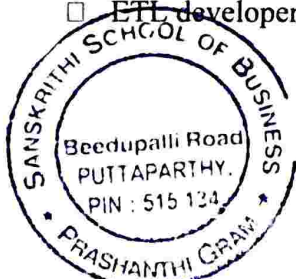
- ☐ Parametric Tests
 - ☐ ANOVA
 - ☐ Regression,
 - ☐ Correlation,
 - ☐ Chi-Square.
- ☐ Non-Parametric test
 - ☐ Factor Analysis
 - ☐ Cluster Analysis
 - ☐ Mann-Whitney U Test
 - ☐ Wilcoxon Pair Test
 - ☐ Run Test

Methodology:-

Methodology of the programme includes class room sessions with Lecture and Hands-on Practicals / case studies, debates, sharing of experiences etc. All the sessions will be interactive, demanding active participation from all the members.

Target Participants

- ☐ Faculty / Professors / Research scholars/ Technical staff members of Engineering Colleges and Universities/Students. ☐
- ☐ Business Managers, Data Managers, Data Analysts, Business executives Technical Managers, Scientist and
- ☐ People working in Government, Public sector, Private sector and Defense organizations ☐
- ☐ ETL developers/ Project Managers / Testing Professionals ☐



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Benefits to the participants

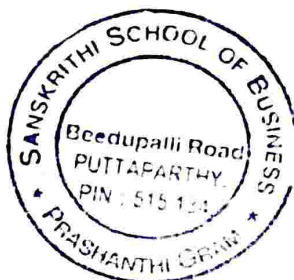
- ☐ ☐ Gain insights about identifying target customers for business. ☐
- ☐ ☐ Understand factors techniques for refining business processes that influence business outcome ☐
- ☐ Understand the need for data analytics for maximizing organizational profitability. ☐ ☐ Understand and learn to use various statistical techniques. ☐

Brief Profile of Dr.D.Maheswara Reddy

Dr. D. Maheshwara Reddy has vast teaching experience of 19 years in commerce and Management at reputed Business Schools including ICFAI Business School, ITM Business School. Dr Reddy is currently associated with National Institute of Tourism & Hospitality Management, Hyderabad, as Professor of Finance. He is a passionate trainer for Business Analytics and Data Analytics Using with SPSS. Currently he is involving in exploring the rampant use MS Excel in financial management teachings. He has done number of workshops on Data Analysis for Research Scholars and MBA Students across Business Schools and Management Institutes.

Brief Profile of Mr. P.Mohan

Mr. P. Mohan is a post graduate in Computer Science from Osmania University with an experience of over 14 years including Industry and Academics. With proven leadership capabilities in working as a team, handling multiple tasks, and with great adaptability to any enterprise's environment, he is currently working as IT consultant for reputed IT organization in Hyderabad. He is also a guest faculty in ICT & Research Methodologies for National Institute of Tourism and Hospitality Management, Hyderabad. He worked as faculty member for IT & Business Analytics, at Hyderabad Business School, GITAM University, Hyderabad. He is a continuous researcher in the field of Data Analytics and has conducted several Professional Development Programmes, Faculty Development Programmes and Management Development Programmes. He has trained several Engineering, Science and Commerce graduates through his innovative workshops on Data Analytics. He also delivered several guest lectures and knowledge transfer sessions on 'Data Analytics' to academic environments and the corporate world.



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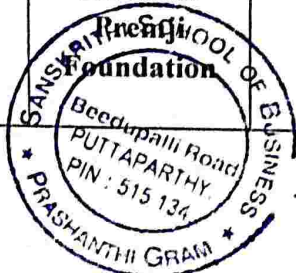
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Two Day Faculty Development Programme On TRANSFORMING TEACHING FACULTY INTO THE BEST PERFORMERS (December 22-23, 2017)

Organized by
Sanskriti Group of Institutions
Puttaparthi-515134
and
Collaboration with
Association of Indian Management Schools (AIMS)

S.N O.	Date and day	10.00AM - 11.15 AM	11.15A M - 11.30A M	11.30AM - 1.00PM	1.00P M - 2.00P M	2.00PM- 3.15PM	3.15P M - 3.30P M	3.30PM - 4.45PM
1.	22 nd Dec. 2017 Fri.	Inauguration Chief Guest : Prof.Rammakr ishna Reddy	Tea break	Teacher and Future of Education Dr.Kameswar Rao Ethiopia	LUN CH	Self- Empowered Teaching Mr.Sujit	Tea break	Class room manageme nt Prof.Nara yana reddy SGL.
2.	23 rd Dec. 2017 Sat.	Paradims in Education Prof.Joshi, Ex-Azim Premji Foundation		Reflective Teaching Prof.Joshi, Ex-Azim Premji Foundation		Ethics of teaching Prof.Joshi, Ex-Azim premji Foundation PRINCIPAL		Valedictor y Function



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INAUGURAL PROGRAMME

**Two Day Faculty Development programme on
TRANSFORMING TEACHING FACULTY INTO THE BEST PERFORMERS
22ND AND 23RD December 2017-12-21**

Organised by Sanskrithi Group of Institutions, Puttaparthi A.P.

Welcome to the Dias: Ms.Anjali Nair
Prayer: Students-MBA
Lighting the lamp: Guest on the Dias
Welcome address: Prof.Senthil Kumar, Principal SSE
Presidential Remarks: Sri.Vijay B reddy, chairman, SGI
Special Address: Prof.P.Narayana Reddy, GD
Inaugural address: Prof.Ramakrishna Reddy, EX- VC,SKU
Vote of thanks: Prof. Srinivasan, Principal, SSB



Dr. Balakoteswari

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FACULTY DEVELOPMENT PROGRAMME January 29 2017

TWO DAY FACULTY DEVELOPMENT PROGRAMME ON CASE METHOD OF TEACHING, WRITING AND BUSINESS GAME EXERCISE (28th– 29th January, 2017)

Submitted By: Sanskrithi School of Business

Name: U.J. Supraveen & Abdul Basheer

Designation: Asst. Professor

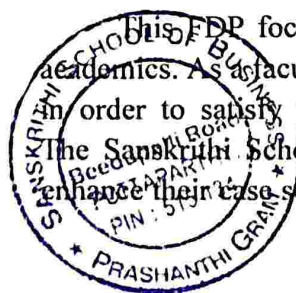
Department: MBA

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- 9. Feedback from the Participants**
- 10. Coordinators and Organizers**
- 11. Feedback**
- 12. Photographs**

1. Introduction

This FDP focused on how to deal the Case Methods of Teaching, case writing in academics. As a faculty it is mandatory for one to know the basics and have a core idea in order to satisfy the purpose of case solving and establish an acceptable conclusion. The Sanskrithi School of Business (SSB) gave this opportunity to the academicians to enhance their case study solving skills and understand the case solving methodologies. The



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FDP programme summarised the aspects relating to the method of teaching cases in class rooms and writing cases in academic point of view. This FDP intended to orient participants towards developing their own case solving plans with due attention to every stage of case.

2. Objectives

The major objectives kept in mind while framing this Faculty Development Programme were as follows:

- To understand what Case is?
- How to understand the case study?
- To make participants familiar with techniques for different Case study approaches.
- To understand the application of right ideas and techniques while teaching the case studies.
- To understand the use of case solving skills.
- Enhance the case solving techniques.
- Facilitate faculties in developing and solving case studies.

The programme was attended by 53 participants out of whom 11 were external participants (all over A.P.) 7 internal faculties and 35 senior MBA students of Sanskrithi School of Business, Puttaparthi. Attendees included Research Scholars & Academicians from varied background. While designing the structure of the programme it was kept in mind that there are going to be people from different background that's why emphasis was given on case method of teaching, writing and business game exercise as a whole not pertaining to one single field so that maximum can be benefitted out of it. 2 high tea (Morning & Evening) and Lunch was provided to participants for 2 days and one kit (including 1-bag, 1-pen, 1-material) was issued to each participant at the time of the registration

3. Outcome

This FDP has created a sense of justification among the learners and they are looking forward to do case reading, case writing and undertake some case solving project. This FDP has not only helped the scholars and academicians in their curriculum but has also helped them develop their personal skills and knowledge.



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4. List of Resource Persons



1. Prof. P. Narayana Reddy Rtd. Professor IIMB and Management Consultant

Prof. P. Narayana Reddy: Former Professor IIMB; Ex-First Director of few B-Schools; Ex-Academic Mentor ISME; Presently Management Consultant. He has over 55 years of experience in teaching, training, research and consultancy in the areas of management and economics, spread over premium institutions such as Delhi School of Economics, Indian Statistical Institute, Indian Institute of Management Ahmadabad, BITS, Pilani and IIMB. Prof Tagat was trained by the Harvard Faculty at IIMA in Case Method of teaching intensively and since then has been using it as an effective teaching pedagogy with appropriate adaptations for management faculty, students and executives through workshops and FDPs.in India and abroad. After retirement from IIMB as Professor in Marketing and International Business, Dr. Tagat was the first Director for many institutions. He has edited a book on "Management Aspects of Rural Development Process" released by Dr. A.B.J Abdul Kalam. His research publications are in the area of Marketing, International Business and Strategic Management in national and international journals. He visited several countries in Asia, Europe, Africa and Latin America in connection with professional work.



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2. Prof. P. Narayana Reddy, Group Director, Sanskrithi Group of Institutions, Puttaparthi

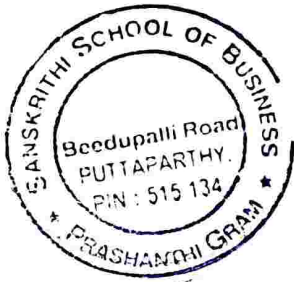


Prof. P. Narayana Reddy: He has over 3 decades of teaching & research experience in different institutions and universities, as professor, head and director. Prof. Reddy has to his credit 15 books on marketing research, research methodology and statistical tools, Entrepreneurship. He has published 45 papers in reputed journals. Prof. Narayana Reddy has completed 4 research projects sponsored by U.G.C and ICSSR New Delhi. He has successfully guided 7 research scholars for their Ph. Ds and 7 M. Phil students. He has been associated with more than 25 universities and institutions in various capacities. He is executive board member of AIMS. His special interests include conducting training Programs related to leadership, MDPs, case study workshops etc. Presently he is a board member, AIB MS, AICTE.

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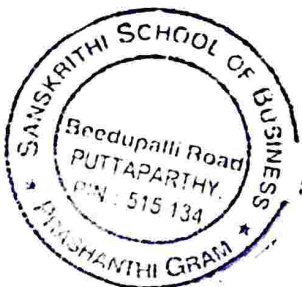
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5. Schedule

Sanskriti School of Business
TWO DAY (28TH AND 29TH February 2017)
NATIONAL WORKSHOP ON CASE TEACHING-WRITNG SIMULATION
METHODOLOGIES

Dates	Session - I 10.15-11.00 A.M	Tea Break 11.00 A.M. to 11.15 A.M.	Session – II 11.15- 12.45 Noon	Lunch 12.45.00- 1.45 P.M.	Session III 1.45- 3.00 P.M.	Tea Break 3.00 P.M. to 3.15 P.M.	Session IV 3.15-4.15 p.m	4.15-5.15 p.m
28-01-2017	Inauguration	T E A B R E A K	New teaching methods Prof. Ramesh G.Tagat,	L U N C H	Why Case study Prof.P.Narayana Reddy	T E A B R E A K	Case Mapping: Prof. Albert	case leads Prof.Ramesh G.Tagat
	Session –V 10.00-11-20 A.M.		Session – VI 11.30-1.00 Noon		Session – VII 1.45-4.00 P.M.		Session – VIII 4.00-4.30P.M.	
29-01-2017	Case analysis: Prof.Ramesh G.Tagat		simulation: Prof. Ramesh G.Tagat		Case Leads: Participants presentation		Valedictory	



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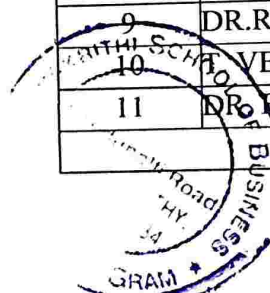
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6. Presented Budget

Budget proposals for the two day FDP program on CASE METHOD OF TEACHING, WRITING AND BUSINESS GAME EXERCISE			
Sl.No	Item Name	Proposed Budget	Description
1	Lunch	12000	Breakfast & Lunch for 50 participants and faculty for two days
2	snaks and Tea	2000	Snaks for 50 participants and faculty
3	Resource persons remuneration	5000	Two resource persons will come .For each person's Rs 5000
6	Kit	5000	one kit cost is 300 including pen, writing pad, bag & Material (for 50 persons)
7	Boquaes and Felicitation	500	bouques and mementos and felicitation
8	Flexi(Two)	1000	Two flexi required
Total		25500	

7. Revenue Generated from the Project

Sl. No	Name of the Participant	Amount
1	G. RAMANJANEYULU	500
2	SK. ABDUL RAFI	500
3	MEENAKSHI	500
4	S. DEEPTHI	500
5	MUNIAH	500
6	Dr. NOORJIA NASREEN	1000
7	NAVYATHA	500
8	LOHITH	500
9	DR.RAMESH NAIK	1000
10	DR. VENKATESH	500
11	DR. B. VENU GOPAL	1000
TOTAL		7000



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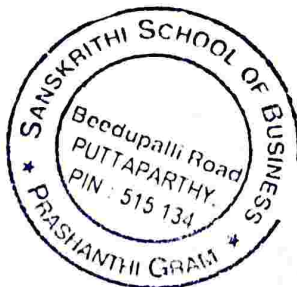
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8. List of Participants details

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	17HX1E0002	BASETTY BALA KRISHNA	B. Balakrishna
2	17HX1E0005	D KAVYA	D. Kavaya
3	17HX1E0006	DEVA REEKUMAR	D. Reekumar
4	17HX1E0008	GOLLA SRAVAN KUMAR	G. Sraavan Kumar
5	17HX1E0009	GAJULA BHARGAVA RAYUDU	G. Rayudu
6	17HX1E0010	GANDLA ASHOK	G. Ashok
7	17HX1E0011	GANGULAKUNTA VANI	G. Vani
8	17HX1E0012	GATTU CHOWDESWARI	G. Chandeswari
9	17HX1E0013	GATTU SREELEKHA	G. Sreelekha
10	17HX1E0014	GUDICI NOORMAHAMMAD	G. Noor
11	17HX1E0015	GOLLA SREENIVASULU	G. Sreenivasulu
12	17HX1E0016	JIKKI KALPANA	J. Kalpana
13	17HX1E0017	K SURYATHEJA	K. Suryatheja
14	17HX1E0018	KALAVANTHULA CHALAPATHI	K. Chalapati
15	17HX1E0019	KAMMA SIREESHA	K. Sireesha
16	17HX1E0020	KANAPANENI KALPANA	K. Kalpana
17	17HX1E0022	KONDAIAH GARI HARIKRISHNA	K. Hari
18	17HX1E0023	KOTLO CHANDRAMOULI	K. Chandramouli
19	17HX1E0024	KURUBA PRAVEEN KUMAR	K. Praveen Kumar
20	17HX1E0025	KURUBA UPENDRA	K. Upendra
21	17HX1E0026	LINGALA NARASIMHA REDDY	L. Narasimha Reddy
22	17HX1E0027	LINGAM YASODHARA DEVI	L. Yasodhara Devi
23	17HX1E0028	MUDDAPUKUNTA RAMYA	M. Ramya
24	17HX1E0029	MULLA VAHIDA BEGUM	M. Vahida Begum

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	17HX1E0030	MADINAPALLI SIREESHA	M. Sireesha
2	17HX1E0031	MAKANDAR RESHMA	M. Reshma
3	17HX1E0032	MARINENI TEJASWINI	M. Tejaswini
4	17HX1E0033	MARTHALA TRIVENI	M. Triveni
5	17HX1E0034	LAKKAIHAGARI RAJASEKHAR	L. Rajasekhara
6	17HX1E0035	NAYANI VEDASREE	N. Vedasree
7	17HX1E0036	NITTURU SRAVYA	N. Sravya
8	17HX1E0037	NOOTHANAKALUVA SADIQ	N. Sadiq
9	17HX1E0038	P SAVITHRAMMA	P. Savithamma
10	17HX1E0039	PALLA VEMAJYOTHI	P. Vemajyothi
11	17HX1E0040	PARSE LOKESH	P. Lokesh
12	17HX1E0041	PATIL GIRIDHAR REDDY	P. Giridhar
13	17HX1E0043	PESALA SURENDRA	P. Surendra
14	17HX1E0044	PUJARI BHARGAVI	P. Bhargavi
15	17HX1E0045	RAMAGANI PUSHPALATHA	R. Pushpalatha
16	17HX1E0046	RANGAPPAGARI TEJA	R. Teja
17	17HX1E0048	SHAIK ATHAULLA	S. Athulla
18	17HX1E0049	SHAIK SHAJAHAN	S. Shajahan
19	17HX1E0050	SIMHADRI SWATHI	S. Swathi
20	17HX1E0051	S ANANTHA SREENIVASULU	S. Anantha
21	17HX1E0052	SIRIVELLA BALAKRISHNA	S. Balakrishna
22	17HX1E0054	TALARI SRINIVASULU	T. Srinivasulu
23	17HX1E0055	UPPARA ARAVIND	U. Aravind
24	17HX1E0056	VADDE DHANUNJAYA	V. Dhannunja



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1	17HX1E0057	VAGGA PRATHYUSHA	V. Prathyusha
2	17HX1E0058	VURUVAKILI KRISHNAVENI	V. Krishna Veni
3	17HX1E0059	Y K LAVANYA	Y.K. Lavanya
4	17HX1E0061	AGISAM SRIKANTH	A. Sreedhara
5	17HX1E0062	ALLAM MAHESH NAIDU	A. Mahesh Naidu
6	17HX1E0064	BHULAGONDLA INDRAJA	B. Indraj
7	17HX1E0065	BUDATHATI SAIKUMAR	B. Saikumar
8	17HX1E0066	C NANDINI	C. Nandini
9	17HX1E0068	C JAGADISH YADAV	C. Jagadish Yadav
10	17HX1E0069	D V SHALINI	D.V. Shalini

9. Feedback from the Participants

The programme was attended by 53 participants out of whom 11 were external participants (all over A.P.) 7 internal faculties and 35 senior MBA students of Sanskrithi School of Business, Puttaparthi. Attendees included Research Scholars & Academicians from varied background. While designing the structure of the programme it was kept in mind that there are going to be people from different background that's why emphasis was given on case method of teaching, writing and business game exercise as a whole not pertaining to one single field so that maximum can be benefitted out of it.

The very first day Prof. Ramesh G. Tagat explained what case study was. He connected things starting from the rig Vedas to the modern philosophy of doing case analysis. He described how the process of metamorphosis takes place when it comes to finding answer to a case. The second issue which he emphasised on was the case generation.

He emphasised on the framing of the case and held it to be the fundamental and initial step to do investigation. He made the session interactive and based on various examples for better understanding of the academicians. Last but not the least when the house was open for questions the academicians were keen to ask and with the same level of enthusiasm they were justifiably answered by resource person.



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10. Coordinators and Organizers

CHIEF PATRONS

Mr. B. Vijay Bhaskar Reddy, Chairman
Prof. P. Narayana Reddy, Group Director.
Sanskriti Group of Institutions

CONVENER

Prof. Dr A. Srinivasan, Principal
Sanskriti School of Business

CO-ORDINATORS

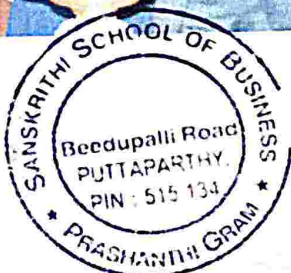
Prof. U. J Supraveen,
Associate Professor,
Sanskriti School of Business
Mobile – +91- 9505242629,

Prof. Abdul Basheer,
Asst. Professor,
Sanskriti School of Business
Mobile – +91-8977705397

11. Feedback

The two day faculty development programme on “Case Method of Teaching, Writing and Business Game Exercise” conducted in Sanskriti School of Business during 28th & 29th of January 2017. The two day FDP program at Sanskriti School of Business, Puttaparthi termed very good to excellent by majority of the participants.

12. Photographs



Dr. Bala Kotamraju

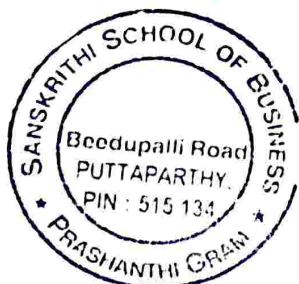
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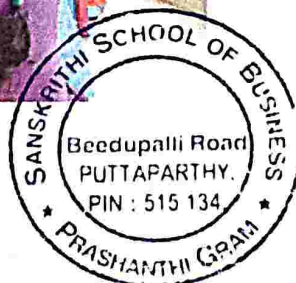


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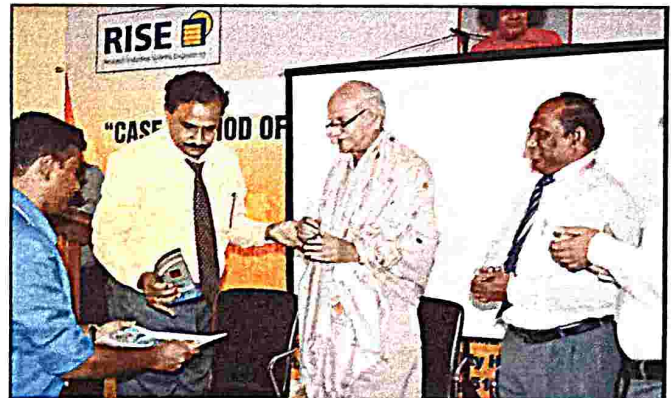


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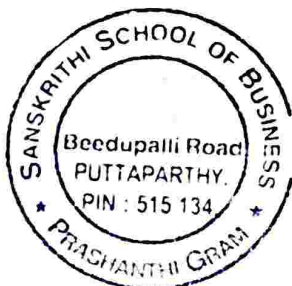
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KARVY – SEAL (STUDENT ENGAGEMENT AND APPLIED LEARNING) PROGRAM.

2 DAY FINANCIAL WORKSHOP ON 8TH & 9TH November 10, 2017

Schedule of workshop:

Day	Start Time	Break	End Time
8-Nov-17	10: 00 AM	Inaugural session	
8-Nov-17	11.00 AM	1 PM - 2 PM	5:00 PM
9-Nov-17	10: 00 AM	1 PM - 2 PM	4:00 PM
9-Nov-17	4:00 PM	Valedictory Session	

Coordinator: E.Prashanthi, Asst Prof.

Trainer:

Mr. Karunakar Kadali

Senior Manager – Training and Development

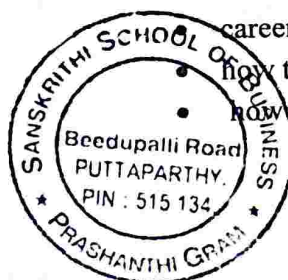
Karvy Stock Broking Limited

Karunakar Kadali has more than 18 years of industry experience. He has got extensive experience in handling back-office operations of Depository Services & Broking. Currently he is part of Training & Development team of Karvy Stock Broking Limited providing training to new recruits & existing employees. He also actively participates in training & educating students of various business management colleges & institutions. He is a commerce graduate and done is PGDBA from Symbiosis, Pune.

Participants: SSB MBA II Year 115 Students

Our workshop mission is to:

- Trading Strategies for investing in Stock Markets
- stock market for beginners
- career oriented courses in stock market
- how to make career in financial market
- how to get job in financial market



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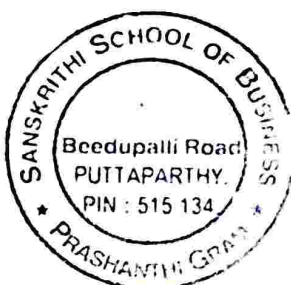
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Workshop on multi commodity exchange and its application

Coordinator: DR.VENKATESHAN

**As a part of workshop conducted in the title of “to be grown up is a state of mind”
(08/09/2018)**

2018-19

Workshop Report –SSB

Name of the Faculty: Dr. T.Venkatesan

Date: 08/09/2018

**As a part of Workshop conducted in the title of “To be grown up is a state of mind”
(08/09/2018)**

Established in 2003 and is based in Mumbai. It is India's largest commodity derivatives exchange where the clearance and settlements of the exchange happens and the turnover of the exchange for quarter ended December 2017 was 12.82 trillion rupees. MCX offers options trading in gold and futures trading in non-ferrous metals, bullion, energy, and a number of agricultural commodities (mentha oil, cardamom, crude palm oil, cotton and others).

Multi-Commodity Exchange appointed of Mrugank Paranjape as MD & CEO of the exchange on February 29, 2016 for a period of three years. Mrugank Paranjape has earlier working with Deutsche Bank for last 14 years. Last he was heading DB Center of the bank.



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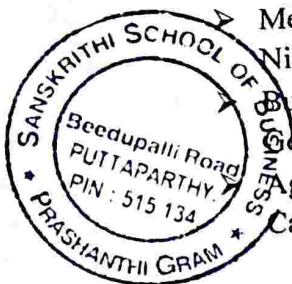
In 2016, MCX was seventh among the global commodity bourses in terms of the number of futures contracts traded, the latest yearly data from Futures Industry Association (FIA) showed. In 2017 MCX partnered with Thomson Reuters to develop India's first co-branded commodity index series, the iCOMDEX. iCOMDEX series consists of iCOMDEX Composite, iCOMDEX Base Metals, iCOMDEX Bullion, iCOMDEX Gold, iCOMDEX Copper and iCOMDEX Crude Oil. Recently, the exchange has set up a web-based application "ComRIS" (Commodity Receipts Information System) in order to maintain electronic record of commodities deposited at the Exchange accredited warehouses and ensure flow of real time information from the warehouses.

In February 2012, MCX had come out with a public issue of 6,427,378 Equity Shares of Rs. 10 face value in price band of Rs. 860 to Rs. 1032 per equity share to raise around \$134 million. It was the first ever IPO by an Indian exchange and made MCX India's only publicly listed exchange.

From September 28, 2015, MCX is being regulated by the Securities and Exchange Board of India (SEBI). Earlier MCX was regulated by the Forward Markets Commission (FMC), which got merged with the SEBI on September 28, 2015.

Commodities traded include -

Metal - Aluminium, Aluminium Mini, Copper, Copper Mini, Lead, Lead Mini, Nickel, Nickel Mini, Zinc, Zinc Mini, Brass (futures)
Bullion - Gold, Gold Mini, Gold Guinea, Gold Petal, Gold Petal (New Delhi), Gold Global, Silver, Silver Mini, Silver Micro, Silver 1000.
Agro Commodities - Cardamom, Cotton, Crude Palm Oil, Kapas, Mentha Oil, Castorseed, RBD Palmolien, Black Pepper.



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- Energy - Brent Crude Oil, Crude Oil, Crude Oil Mini, Natural Gas. Multi Commodity Exchange of India provides live feeds for all traded commodities

YEAR - 2018-2019

Date: 08-08-2018

Club: speakers club workshop

Event: situations arising to say wait for a while

Coordinator: Mr Smd. Karimulla Basha



Date: 10.08.2018

Club: marketing club

Event: business quiz

Coordinator: Dr. K. Rajendra prasad



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Date: 20/08/2018

Event: poster presentation

Coordinator: Mr. A. Rama krishna

Date: 24th & 25th aug, 2018

Event: international b-plan competition: on 24th & 25th Aug, 2018

Coordinator: TN ANIL KUMAR

**International B-Plan Competition**
In Association with MakeIntern & Echoe's (IIMK Event)





2 Days (16 Hours) Workshop @ SSB

Details
Topic: Digital Marketing + Entrepreneurship
Dates: AUG-24&25 2018
Faculty Co-ordinator:
Asst. Prof. Anil Kumar, TN
9100974538/07997522269
Registration Charges : 1150/- INR

Benefits:

- ★ Winners will be awarded by prize money of 50,000 INR.
- ★ Internship and Placement Assistance for all the Participants.
- ★ All the Participants will be Awarded with the Participation Certificate.
- ★ Merit certificate for Selected Students and Coordination Certificate for Coordinators.
- ★ Final Round will be in (IIM-Kozhikode).

Venue:
1st Round:
2 Days Training Program @
Sanskriti School of Business
Beedupalli Road, Puttaparthi
2 Days Finale
@ Echoes Event IIM Kozhikode

www.makeintern.com priyanka@makeintern.com +91 9582668797



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Date: 25-08-2018

Event: one day workshop on creativity - beyond the box.

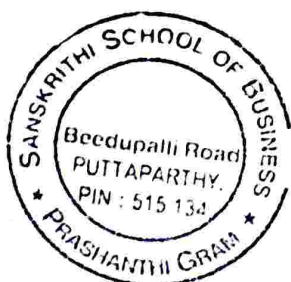
coordinator:- mr.rakesh burani



Date:- 03-10-2018

Event:- Management strategies from mahabharata

Coordinator:- Mr.karimulla basha



Dr. Balakrishnan

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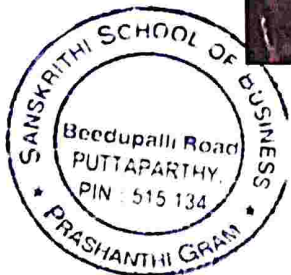
Remembering apj kalam on his birthday: 15th oct 2018

A student always feels proud and great in celebrating our beloved apj abdul kalam sir's birthday. Students of sgi and staff have celebrated in the remembrance of such great personality who have touched crores of people in the world.



World investor week: 6th oct, 2018

As part of world investor week, dr. Rajendra prasad - associate professor of sanskrithi school of business has given an awareness program in bukkapatnam and kothacheruvu for faculty, workers and students of nearby locations.



Dr. Balakrishna Dora

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Workshop on effective hrn practices for gaining a competitive advantage 5th oct,2018

Hrm practices actually make a difference in the performance of both the individuals as well as organizations. Participants of the event: i mba –i semester students of ssb date & time of the event: 05.10.2018 from 02.00 pm to 05.00 pm.venue: ssb seminar hall
Name of the faculty coordinator: MRS. RAMA KUMARI.M



Coordinator: DR.VENKATESHAN

As a part of workshop conducted in the title of “to be grown up is a state of mind with the help of yoga” (08/09/2018)



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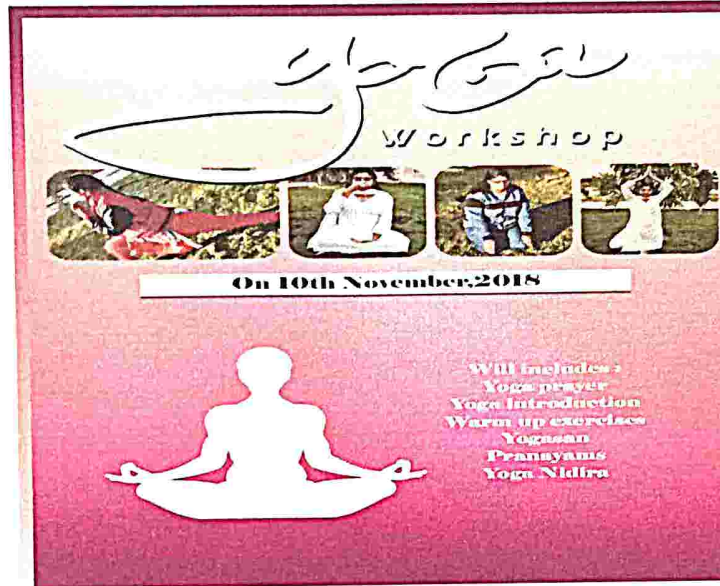


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Date: 10/11/2018

Event: yoga workshop



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Date: 13-10-2018

Coordinators: Mr. G.Raja sekhar,

Event: aarambh, an entrepreneurial carnival



4th December, 2018

We had an immense pleasure having **Dr. Anand Govindaluri - Founder CEO of Govin Capital Pvt Ltd** in our campus as a guest of honour and got enlightened with his value based talk on entrepreneurship and start-ups. He shared his experiences in his journey of entrepreneurship. In the process he himself become model for the young students. Chairman Mr. Vijay B.Reddy presided over the function.



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Guest Lecture: Dec 1st 2018

Dr. P Reddanna (Professor - University of Hyderabad), President, Federation of Asian Biotech Associations (FABA) India chapter- 2014 onwards - has visited our campus and graced the day with his extreme experience on Biosciences stream along with Entrepreneurship subject to all our Faculties and Students of SSB. It was an interesting experience for management students to visualise the bio sciences in the modern days



31st december, 2018 thanks giving treat

Thankfulness is the beginning of gratitude. Gratitude is the completion of thankfulness. may consist merely of words. Gratitude is shown in acts. Thus, students of mba who are placed in reliance had a thanks giving treat with our management and faculties



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2019-2020

5th Jan, 2019

Training programme for students on skills and knowledge

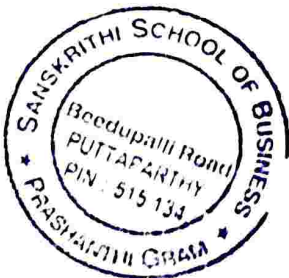
Ms. Sarika Rangani - CEO & Founder of The YouQ, has delivered an interactive lecture on "Let's Make Magic Together" for future integrated of skills and knowledge. In the session faculty participants got the knowledge about the different levels of leadership and responsibilities with some practical applications. She delivered three levels of leadership like self leadership, leading the followers and leading the leaders and also the faculties were gained with the knowledge of perception for 3D's success like dare, differ and dream. This engaging session utilises discussion, videos, examples, role-play, experiential exercises and motivational comments. Its structure and flow encourage participation and accountability while building leadership skills and confidence.



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A Guest Lecture on “ International Financial Markets & Services and Islamic Financial Markets Services organised by inviting Dr.Kallu Rao Ex-NSBI,Mumbai.



Jan 26th 2019 republic day was celebrated in the campus with patriotism and nationalism spirit. No. Of cultural events too presented by the students on the youth awakening activities.



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Guest Lecture on "Profitable growth strategies for the Global Emerging Markets" by Dr.Bhavani M.R.,

"PROFITABLE GROWTH STRATEGIES FOR THE GLOBAL EMERGING MARKETS

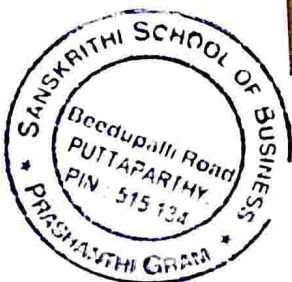
by

Dr.Bhavani.M.R ,Principal ,Nagarjuna College ,Yelahanka.



Date: 25th to 28th February, 2019

Placement and Training Program: One week Certification Course on English organised by the institute to improve the proficiency in English for the MBA 1st year students. 4 days/ 7 hours each day from 25th to 28th February, 2019



Dr. Bhavani M.R.
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27th Feb, 2019-03-23

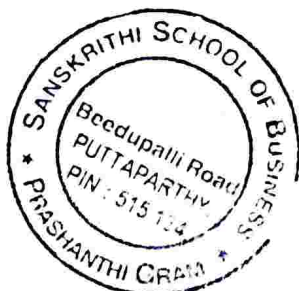
Students had a guest lecture by DR. SATISH AILAWADI, Director & Professor – Operations Management, Institute of Management Technology, IMT-Hyderabad and member in Vienna university, Austria.. Who have given a insight on the Decision making and Carrier Growth to our students with his interactive session.



Date: april 30th, 2019

Event: workshop on business opportunity analysis

Workshop on business opportunity analysis: dr. P narayana reddy garu - group director of sanskrithi group of institutions, puttaparthi has conducted the one day workshop on business opportunity analysis. In this contemporary world, business plays a vital role. As an entrepreneur, you can greatly increase your chances of success by analyzing the business concept, your market place, your industry and competition, and your financial and organizational structures. Whether you plan to expand an existing business, acquire an existing business, or start a new business, a feasibility analysis will evaluate a business idea to see if it is worth pursuing. Students of i mba had an interactive session with our group director.



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29th & 30th march, 2019

Ssb b-school management fest celebrations. The two day national level management fest witnessed day 1 with our special guest mr. Mvs prasad reddy, md premium honda and prof. Mls deva kumar - hod, sms, jntu-anantapuram graced the occasion. Nearly more than 250 students have registered the event from many colleges in andhra, karnataka. Best wishes to the participants.



Dr. Balakrishna Wari
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April 23rd, 2019

Guest lecture: mr. Sameer soni - director, international initiatives (the times of india group) has visited our campus and gave a guest lecture on drawing on his diverse experience in his 20 year long career and rich experience in various settings with people from different interests, business & cultures cross the globe, mr. Sameer is keen to share some of his life learning on self-empowerment, individuality, creative "tinkering", nurturing yourself, defining the goals and finding your own balance through life etc., his speech was so motivational and inspiration to all our students.



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4th may, 2019

A workshop on forex market and its applications in our sanskrithi school of business by Dr.T. Venkatesan, who is a professor at ssb having more than 8 years of experience in accounting in management. He has participated and presented papers in various national and international conferences. The workshop is all about forex markets and its applications, every management student should have a minimum knowledge about the forex markets. Dr.T. venkatesan is having a vast experience in accounting and business management system

WORKSHOP

ON FOREX MARKET

By Dr. T. Venkatesan



Dr. Balakrishna Dora
PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.



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3rd May, 2019

A workshop on approaches of project work by dr.k. Rajendra prasad in our sanskrithi school of business, who is a professor having more than 13 years of experience in teaching on 03/05/2019(today).

The workshop is all about the approaches of project work and how to do a project work on

WORKSHOP

ON APPROACHES FOR PROJECT WORK

By Dr. K. Rajendra Prasad



Dr. Bala Koteswari
PRINCIPAL

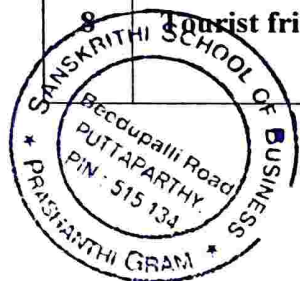
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Sl.No	PARTICULARS	DATE	Number of Activities	IMPACT
1	Event:Oxy Grow, trekking, for RURAL AND COMMUNITIES DEVELOPMENT	1/8/19	Tree plantation, seed sowing, trekking	Planted at 480 houses in two village divisions Sowed 3 kilos of Seed over 4 acres of land
2	Protection from Reptiles- Awareness campaign among the rural people	1/8/19	Protection from reptiles	Created awareness among 7 hamlets
3	Hygienic environment for healthy society- Campaign in rural schools	2/8/2019	5 schools/collages	650 participants
4	Prakruthi vyavasayam organic farming-a sustainable development- awareness camp	4/8/19	Training students Among farmers	Collector, Local MLA Principal secretary attended
5	self help groups a sustainable growth Build empire-small moves-smartly made to reach high(Entrepreneurship)	4/8/2019	Listening to their experiences.	27 member attended
6	Understanding the street Vendors(raitu bazzars)problems - suggestion for improvements	6/8/2019	Interaction, Identified problems, Suggestions to officials	More than 100 street hawkers
7	Organ donation – Live beyond your life campaign.	3/8/2019	At 5 places	700 youth registered to donate organs
8	Tourist friendly auto/taxi drivers.	5/8/2019	At 3 locations	174 auto drivers 69 Taxi drivers attended



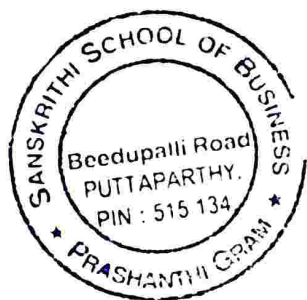
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9	Elderly care: Confidence Building among senior citizens – visit	6/8/2019	5 teams visited,	60 senior citizens, Health charts, food charts personal contacts for talking
10	Handlooms day celebration- Oath taking ceremony to buy handlooms regularly	7/8/2019	Visit to weavers houses, Handlooms exhibition	7 teams visited weavers houses. One exhibition in the campus
11	My village and my vision –case study-story telling.	7/8/2019	24 students shared their village profiles and their visions	24 students shared their village profiles and their visions



Dr. Balakrishna

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1st August Rural and Communities Development activities	2nd August Educational Development Activities
3rd August Blood Donation 	4th August Public & Student Awareness
MANAGEMENT WEEK 1st to 7th August, 2019	
5th August Training Small & Tiny Enterprise Owners & Managers	6th August Visit to Hospital and Old Age Homes & Persons
7th August Sports Including 2K & 5K Run	

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TREKKING and Seed sowing: A unique blend of Experience

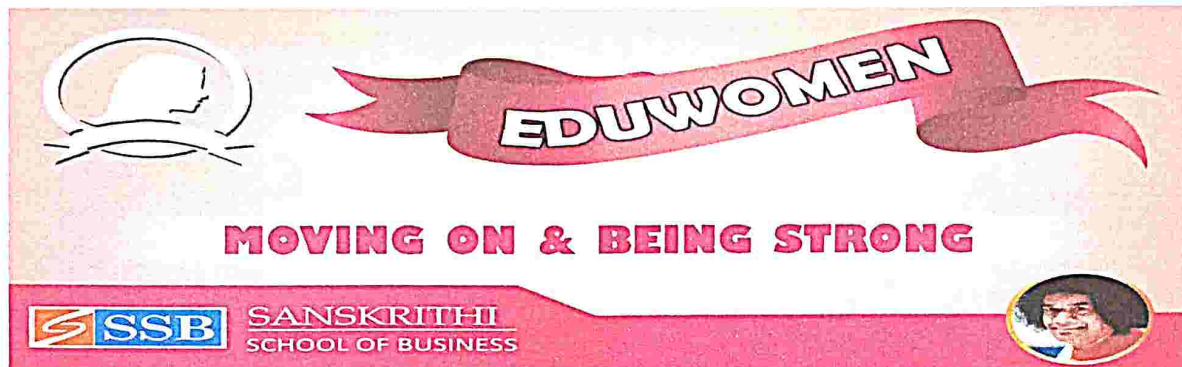
Dr. Balakotesu Vaddi
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EDU WOMEN EVENT---Move on Be Strong



ORGAN DONATION Awareness campaign



Dr. Bala Koteswari
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Prakruthi vvyavasayam (organic farming - Natural Farming) A Unique form visit and awareness campaign



Dr. Balakrishna
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National handlooms day celebration and exhibition

Date:-AUGUST 7, 2019

Organiser:-DR. K. RAJENDRA PRASAD, Associate Professor

DR. S. HARI PRASAD, Principal SSB



Dr. Balakrishnan
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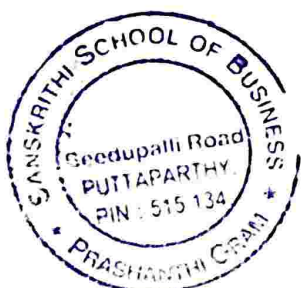




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Understanding the street Vendors (raityu bazzars)- suggestion for improvements



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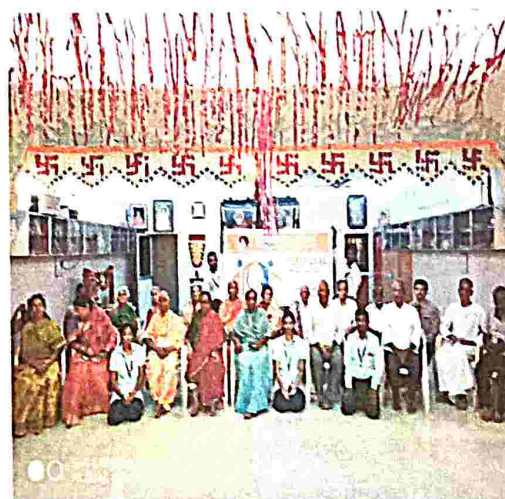
Elderly care

We aid your need

Date: 6th August, 2019

Location: SATHYA SAI ANUGHRA GHURHAM

Organiser: E.Prashanthi, Asst Prof, SSB & Dr. Hari Prasad, Principal of Sanskrithi school of Business



Dr. Balakrishna

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Hope- interaction with Women's Self-Help Groups and confidence building



Chakravyaha, SSB's B-QUIZ event held on Dec 14 , 2019. 150 students participated from various Degree colleges in Ananthapur district.

The event was spread into 5 rounds, each more exciting and testing than the other.

Out of 23 teams, the final round saw 8 teams pitted against each and the winners were from Government Arts College.

Runner up team from Sri Vivekananda Degree College, Dharmavaram.

All participants were given participation certificate.

Cash prizes were awarded to winners- 5000/- and for runner up team 3000/-



D. PRANJANA LON
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BE READY!
BE SMART!
BE NOTICED!

14
DECEMBER
2019

QUIZ

Unlocking the Knowledge at the Speed of Thought


QUIZ ROUNDS

PRELIMS - WRITTEN TEST
PUZZLES ROUND

PERSONALITY
IDENTIFICATION
ROUND

BUZZER ROUND &
RAPID FIRE ROUND

Follow the steps below !!!



FOR
REGISTRATION
SCAN QR CODE
OR
<http://bit.ly/33efpCe>

EVENT CO-ORDINATOR
D.Hemanath, Assist Prof., +91 9100974538.
E.Prashanthi, Assist Prof., +91 9100974544.
✉ : quizz2019@sanskritibschool.com

Winner Team:
₹5000 + certificate
1st Runner-up Team:
₹3000 + certificate



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**ADVANCED STATISTICAL DATA
ANALYSIS
WITH SPSS on
JUNE 27th & 28th, 2020**

**“SPSS Goal is to turn Data into information &
Information into INSIGHT”**

**Carly Fiorina, Former
CEO-HP**

Introduction

Researchers collect massive quantities of knowledge, from surveys, experiments and different types of observation. An applied math computing package provides a convenient means that to store this information, and derive descriptive and inferential statistics. The applied math Package for the Social Sciences (SPSS) could be a wide used all-purpose survey analysis package, and therefore a helpful one to master. It's necessary to permit some learning time to become at home with this package, and annual license fees may be a rational motive

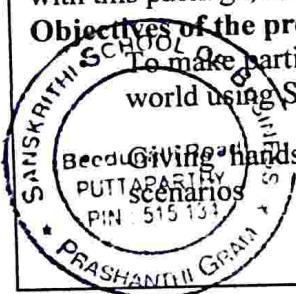
Objectives of the program:

To make participants to Analyse various live cases and business scenarios of the real world using SPSS.

Giving hands on experience in exploring, analyzing and modeling real world business scenarios

Dr. Bala Koteswari
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Advisors & Resource Persons

CHIEF PATRONS:

- MR.VIJAY REDDY, CHAIRMAN, SANSKRITHI GROUP OF INSTITUTIONS
- DR.P. NARAYANA REDDY, GROUP DIRECTOR, SANSKRITHI GROUP OF INSTITUTIONS
- PROF. HARI PRASAD SOMA, PRINCIPAL, SANSKRITHI SCHOOL OF BUSINESS

Resource persons of the programme



Dr. D. Maheshwara Reddy, Independent Research Consultant. Dr. D. Maheshwara Reddy has vast teaching experience of 21 years in Commerce and Management at reputed Business Schools including ICFAI Business School, ITM Business School. He is a passionate trainer for Data Analytics Using with SPSS. He has done number of workshops on Data Analysis for Research Scholars and MBA Students across Business Schools and Management Institutes.



Mr. P. Mohan is a post graduate in Computer Science from Osmania University with an experience of 17 years including Industry and Academic Research. He is currently working as Sr. Data Scientist at Tech Mahindra, Hyderabad. He was the former Head- Center for IT & Business Analytics, GITAM University, Hyderabad. To his credit, he has published various research papers in reputed national and international journals across diverse verticals like Information Technology, Marketing Research, Software Testing, Banking and Finance etc. He is a continuous researcher in the field of data analytics and data science has conducted several Professional Development Programmes, and Management



Dr. Palekote Veni
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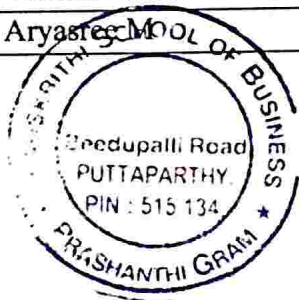
Development Programmes and Faculty Development Programmes. He has also trained several public and private sector personnel through his innovative workshops on Data Analytics

Program Scheduled and executed:

Date	Session Time	Topic/Module	Resource Persons
27-06-2020	10.00Am to 12.00 Pm	<ul style="list-style-type: none">Factor Analysis & MethodsData Normalization Techniques	DR. D. MAHESHWARA REDDY, Independent Research Consultant
27-06-2020	2.00Pm to 4.00Pm	<ul style="list-style-type: none">Scale Reliability TechniquesK-S Test	DR. D. MAHESHWARA REDDY, Independent Research Consultant
28-06-2020	10.00Am to 12.00 Pm	<ul style="list-style-type: none">Cluster Analysis & MethodsNeural Networks	DR. D. MAHESHWARA REDDY, Independent Research Consultant
28-06-2020	2.00Pm to 4.00Pm	<ul style="list-style-type: none">Data Normalisation Techniques With R	DR. P.MOHAN Senior Data Scientist,Tech Mahindra,Hyd

Our Participants from different states:

Name Of The Participant	Organisation Name
Hyma M	Kuriakose Gregorios College
Dr. Ritika Malik	Bvimr, New Delhi
Aparna Dhingra	Oriental College
Rakesh Kumar Maurya	University Of Lucknow, Lucknow
Mandeep Bhardwaj	Lovely Professional University
Naveen S	Canara Bank School Of Management Studies Jb Campus Bangalore University
Amit Kumar Jena	XLri, Bangalore
G V Rao	Gitam Hyderabad Business School
Suneetha Rapaka	Gayatri Vidya Parishad College For Degree And Pg Courses, Visakhapatnam
V.H.S.Pallavi	Rayalaseema University
Aryasree MOOL	Kuriakose Gregorios College



Dr. Balakrishna Dora

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Sudarsan Biswas	Ramakrishna Mission Vivekananda Educational And Research Institute (Rkmveri)
Sachin Arjun Kadam	Viva College
N Hanumanth	Gayatri Medical College, Vizag
M. Indhuja	G. Venkataswamy Naidu College
Prateek Mahindrakar	Icfai Business School, Hyderabad
D.Indra Kumar Ranadheer	Icfai Business School, Hyderabad
M Bavithra	Srm Institute Of Science And Technology , Chennai

Overview & Sessions Summary:

In this course participants learnt how to present, analyze and interpret data using the statistical analysis software package SPSS & R. This program gave virtual experience in every field of work, and made them being confident and competent in analyzing data and drawing conclusions which is extremely helpful. This FDP helped them to develop the skills using SPSS & R, which are the statistical packages widely used in business, industry, government, commerce and the education and health sectors.

COORDINATOR:

E.Prashanthi, Assistant Professor, Sanskrithi School of Busines, Puttaparthi.

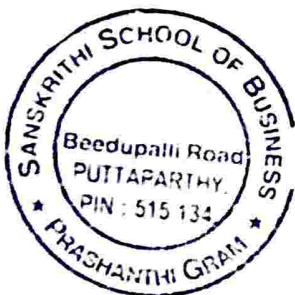
DEPARTMENT OF MBA,SSB

Prof. Hari Prasad Soma-Principal
Dr.Venkatesan T- HOD
Dr. Rajendra Prasad- Associate Prof.
Dr. Lilambeswar Singh-Associate Prof.
Mr. G.Rajasekar-Associate Prof.
Mr.Hemsnath- PRO
Mrs.Vijayasri- HRA & Digital Marketing

Dr. Balakrishnan

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2021-22

Name of the Event: FDP

Title of the FDP: Writing and publishing paper in High Impact Journals

Date: April 26th to 30th, 2021 (6- 8 PM)

MODE: Online ZOOM Platform

Link:

<https://us02web.zoom.us/j/81685909394?pwd=Q1Z5QVB5TTVWQnE0NzJ3c3FVREhkZz09>

Coordinators: Dr. T. Venkatesan.

Participants: Faculty, Research scholars from Andhra Pradesh, Maharashtra, Gujarat and Delhi

Programme Schedule:

S.NO	Date	Resource Person	Moderator	Topic
1	26.04.2021	Dr.Rahul Vishwanath	Dr. Bala Koteshwari	How to structure research paper and why to publish a quality research paper in high impact journals
2	27.04.2021	Mr.V.Ranganatham	Ms.Jayanandini devi	Tools for analysing data SPSS, EXCEL, SAS....
3	28.04.2021	MS.Padmaja	Mrs.E. Prashanthi	Hands on session on analysing data using JAMOVI Software
4	29.04.2021	Dr.Natika	Mr.D. Rajesh Babu	How to identify right journal for publication
5	30.04.2021	Dr.T. Venkateshan	Dr. Bala Koteshwari	Insights into DOI, SEI-HUB, Reference manager Citations and importance of digital presence of a researcher



Dr. Bala Koteswari

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DAY-WISE SESSION DETAILS

Day-1: 26.04.2021

Dr. Bala koteswari Principal and Dean of Sanskrithi School of Business introduced the theme of the FDP **“WRITING AND PUBLISHING OF PAPER IN HIGH IMPACT JOURNALS”**. She presented overview of the program. Resource person Dr. Rahul was introduced to the audience. The resource person has explained about, **how to structure research paper and why to publish a quality research paper in high impact journals.**

Dr. Rahul Vishwanath Dandage

Profile:



Dr. Rahul Vishwanath Dandage

Associate Professor and HOD, Automobile Engineering
Department, Head of Industry Institute Interaction Cell (IIIC)
Rajendra Mane College of Engineering & Technology
At. Po. Ambav (Devrukh) Tal- Sangamesh war, Dist.- Ratnagiri
State- Maharashtra, PIN- 415804

- Researcher in the field of Project Risk Management
 - Qualification:
B.E. (Mech. Engg.)- Finolex Academy of Management & Technology, Ratnagiri.
M.E. (Mech-Prod. Engg.)- KIT's College of Engineering, Kollhapur
Ph.D. (Mech. Engg.)- Sardar Patel College of Engineering, Mumbai
 - Experience: Teaching 16 Years ; Industry 03 Years
 - Research papers publication: 12
Scopus Indexed Journals: 04, UGC listed/ISSN journals:08
 - Conference papers presentation: 17
International Conference: 10, National Conferences:07
 - Books/Book Chapter Publication: 03
- Reviewer:
- Emerald Publication:
1. International Journal of Managing Projects in Business.
 2. Benchmarking: An International Journal
- Springer Publication:
1. International Journal of System Assurance Engineering and Management.
 2. Journal of Industrial Engineering International
- Inderscience Publication:
1. International Journal of Procurement Management
 2. International Journal of Productivity and Quality Management
- IGI Global Publication:
- International Journal of Project Management and Productivity Assessment (IJPMPA)



Snapshot of the session

Dr. Bala Koteswari
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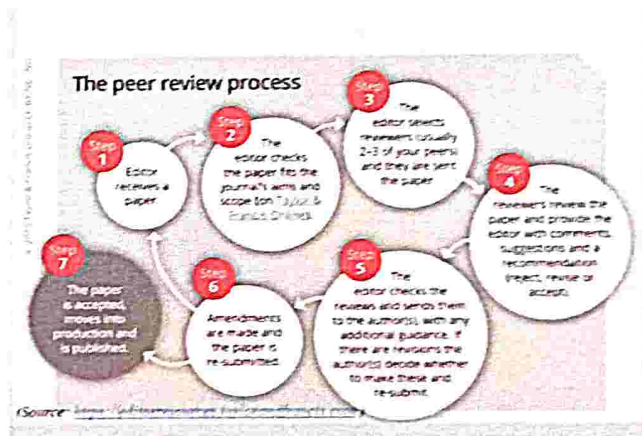


Youtube link of the session: <https://youtu.be/P-NaqWBO5E>

Glimpse of the PPT

Outline

- Research Paper & its Classification
- Structure of Research paper
- Peer review process of reputed journals
- Identifying Quality Journal & reputed publications
- Predatory Suspicious Journals and Publishers
- Standard timeline for paper publication
- Importance of Indexing- Scopus, Web of Science, ABDC, AJG
- 'h' index and Citations
- "i10" index
- Important points (Check list for quality research paper)
- Importance of Grammar, spellings and punctuations
- Common mistakes leading to paper rejection
- Writing a literature review paper
- Examples of Literature review papers published in quality journals
- Experience Sharing for paper writing, acceptance and rejections.



Dr. Balakoteswari

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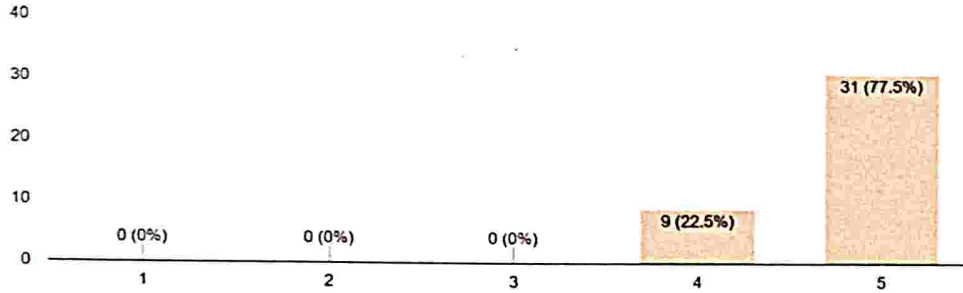
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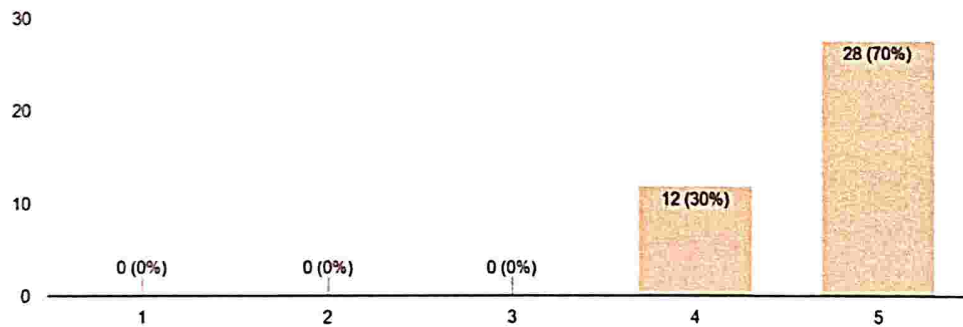
Presentation Skills of Resource Person

40 responses



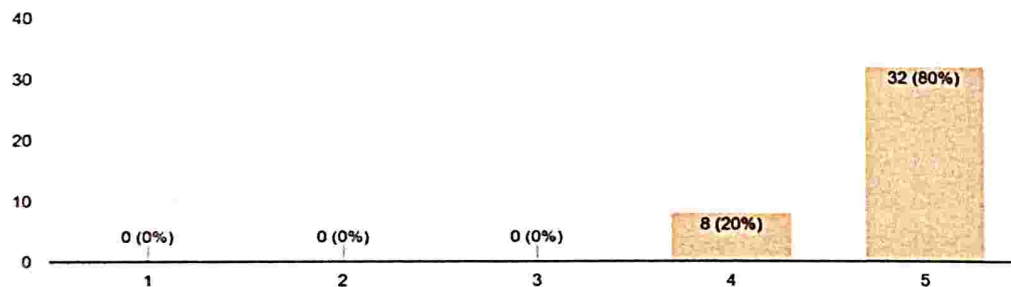
Power Point Presentation delivered by Resource Person

40 responses



Overall, how do you rate the program you attended in terms of usefulness and effectiveness? (On a scale of 1 to 5, 1 being lowest)

40 responses



Dr. Balakrishna
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On the Second day of the Online FDP Program was hands on session on topic “Tools for analysing data using EXCEL.” Ms. Jaya Nandini devi was the moderator and introduced the resource person Mr.Ranganatham to the audience and handed over to the resource person.

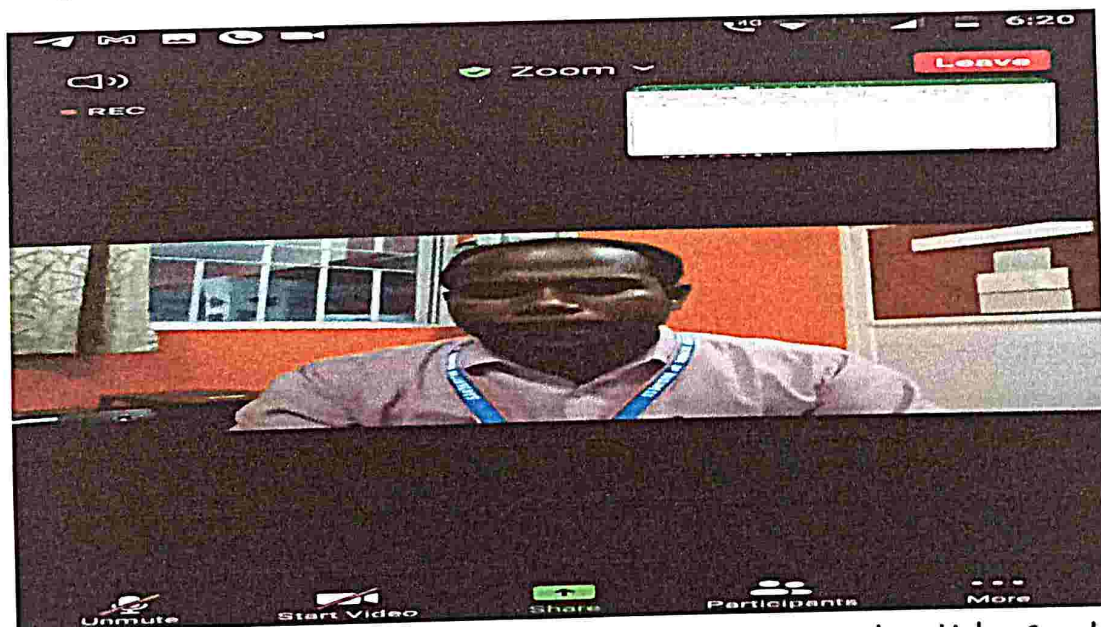
Mr. Ranganatham Profile:



Mr. Ranganatham, Assistant Professor, Sanskrithi School of Business

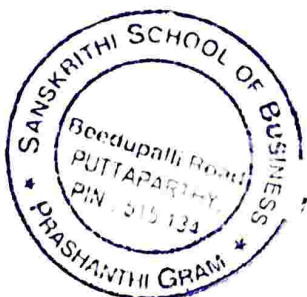
He holds an MBA Degree in Finance & HR from Sri Krishnadevaraya University, Anantapuram. His areas of interest in research and applying mathematical or statistical techniques to address practical issues in finance, such as derivative valuation, securities trading, risk management, or financial market regulation.

Snapshot of the session



Dr. Bala Koteswari
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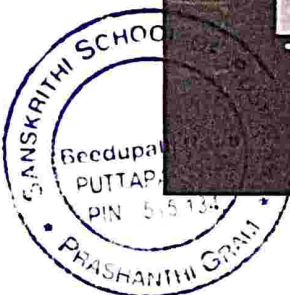
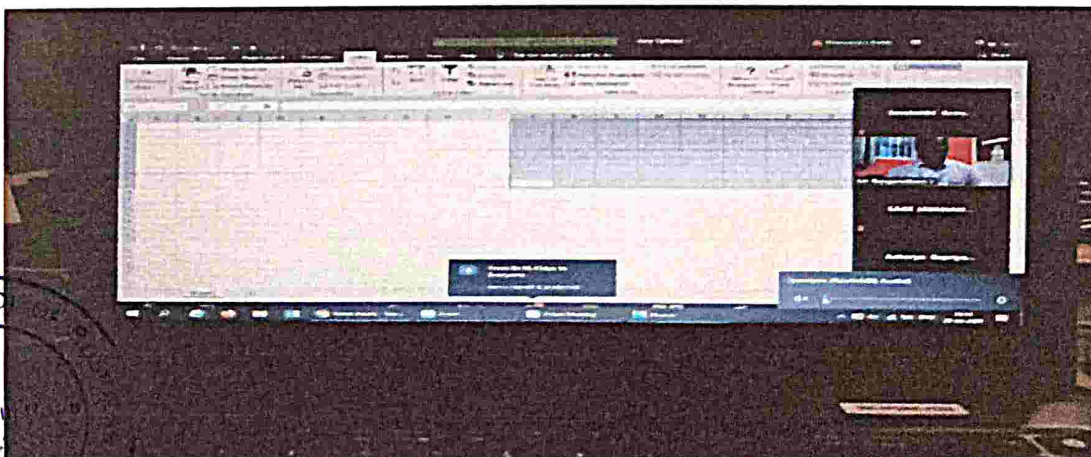
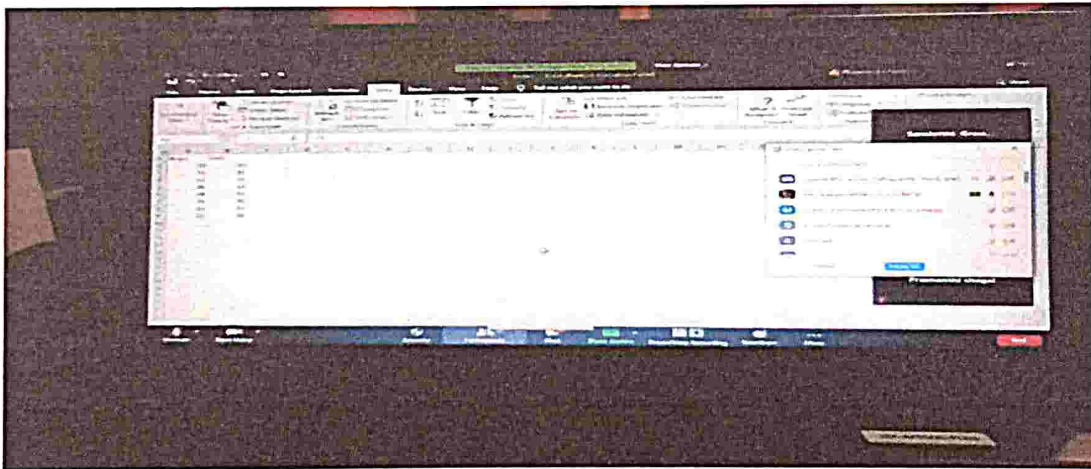
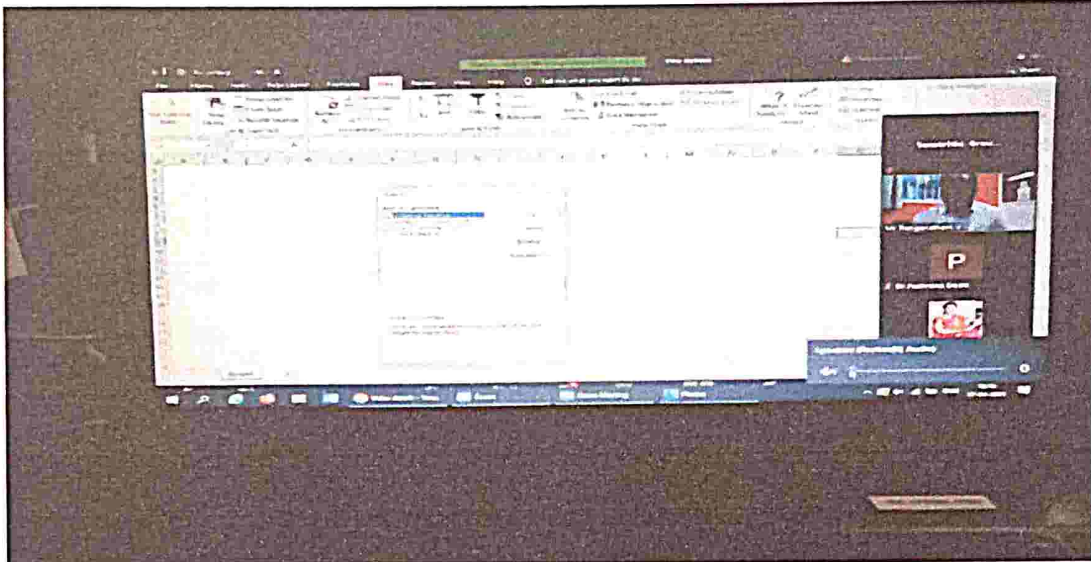




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Glimpse of PPT

Kruskal-Wallis Test:



- This is a non-parametric test to **analyses the variance – in ordinal data**.
- It analyses if there is any difference in the median values of three or more independent samples.
- The data values are ranked in an increasing order, and the rank sums calculated followed by calculation of the test statistic.
- **Friedman Test:**
 - This is a non-parametric test for **testing the difference between several related samples**.
- **Spearman Rank Test:**
 - This tests the **strength of a link between two sets of categorical data variables**.



Steps in conducting statistical Analysis:

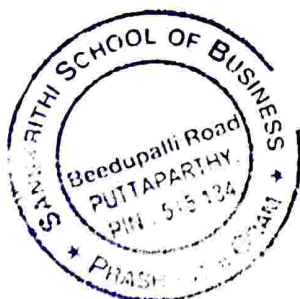
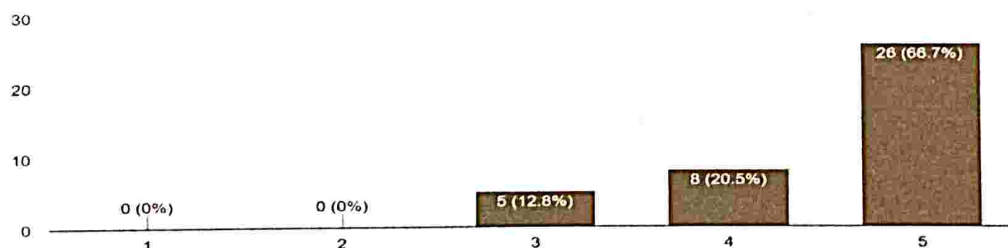
- The following are the steps that you need to consider in conducting statistical analysis
- You need to identify your research problem
- You describe the nature of the data to be analyzed based on your research problem.
- Employ applicable statistical techniques to run scenarios that will help you guide future actions and can answer your research problem.
- You see your research frameworks especially the empirical model to summarize understanding of how the data relates with each other.
- Prove (or disprove) the validity of the model using your hypothesis.

Day 2, video link: <https://drive.google.com/file/d/1E1eFdvMo1Bpym8-q2Ff-z-xIO-y7C3Y8/view?usp=sharing>

Feedback of participants

Overall, how do you rate the program you attended in terms of usefulness and effectiveness? (On a scale of 1 to 5, 1 being lowest)

39 responses



Dr. Balakrishna

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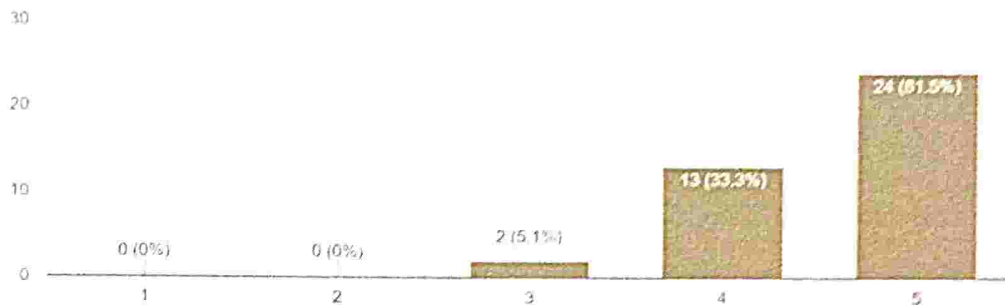
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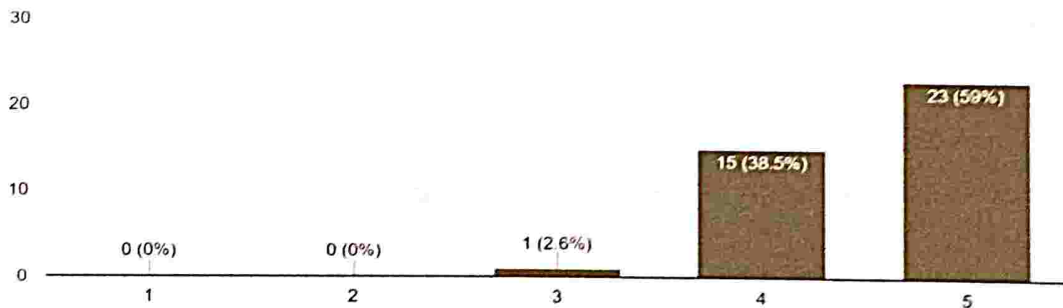
Power Point Presentation delivered by Resource Person

39 responses



Presentation Skills of Resource Person

39 responses



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Day 3: 28.04.2021

The session was hands on practice using JAMOVİ software. Mrs.E. Prashanthi introduced the resource person to the audience and handed over to the resource person. The resource person has explained about “analysing data using JAMOVİ Software”.

Resource Person Profile: MS. Padmaja

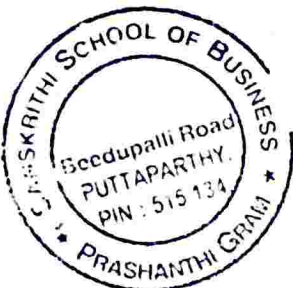


- Presently she is serving as Assistant professor, Oxford engineering college, Bengaluru.
- She is a committed and passionate teacher with over 11 years of teaching experience and transformed students who are from various social and cultural backgrounds
- He is an excellent administrator and has very good verbal communication and written skills
- She employs innovative and effective teaching methods that promote a stimulating learning environment.
- She has submitted her Ph.D. to Visvesvaraya Technologic University, Belagavi, Karnataka.
- She completed MBA (HRM) from T.J.P.SCollege, Nagarjuna University, A.P.
- She is B.Sc. (Comp) from S.K.O.B.R Degree College, Nagarjuna University, A.P.
- She has participated in various national and international conferences
- She published papers in Scopus indexed and UGC care listed journals to her credit

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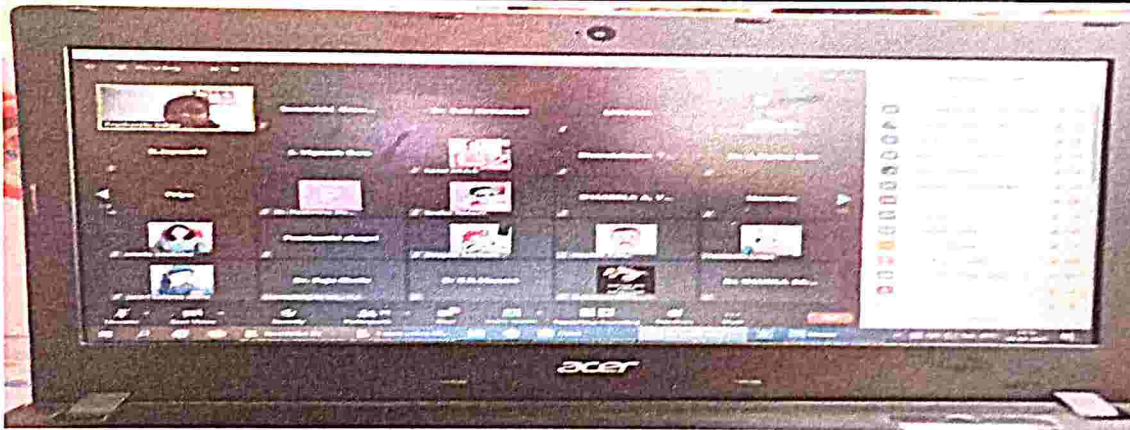
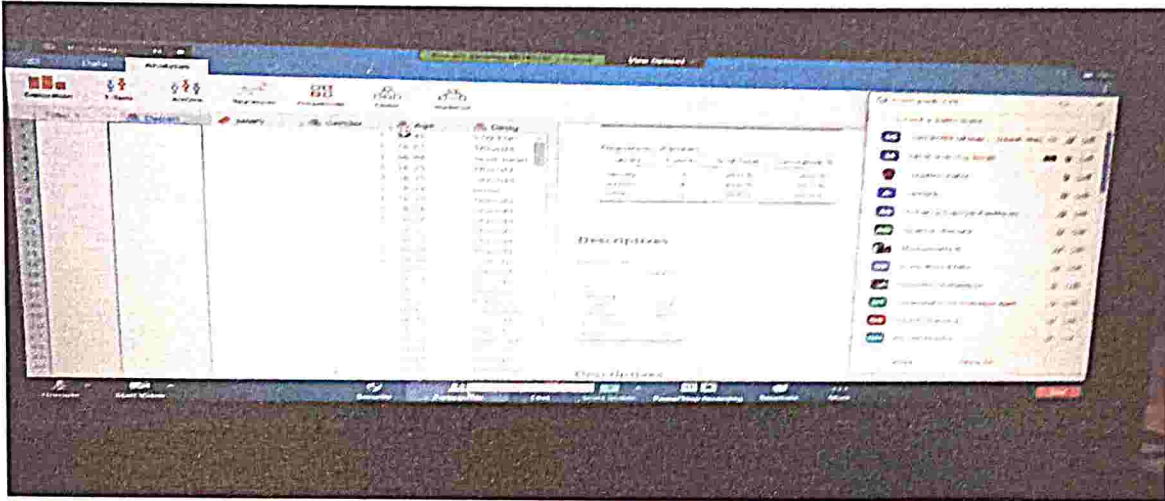




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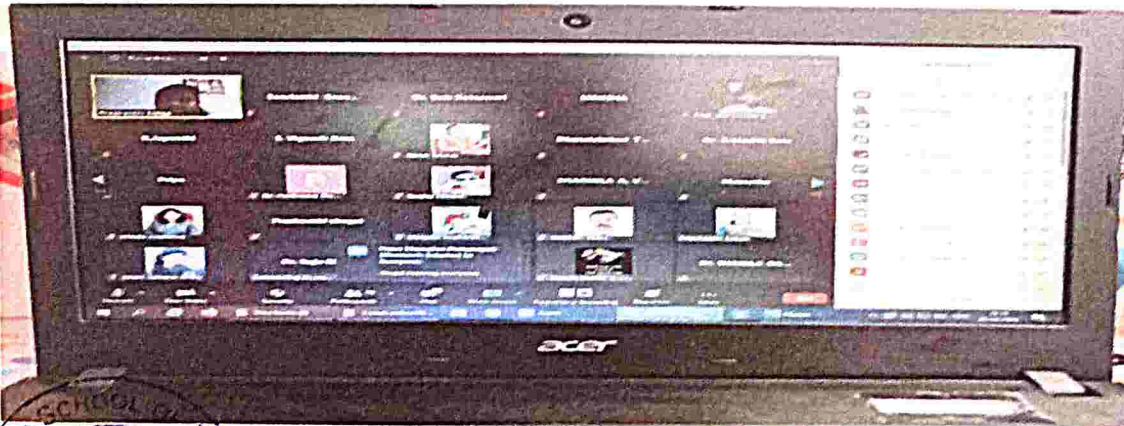
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Link to session video:

https://drive.google.com/file/d/1kqMQYLBSIFQGL0DS7hB_lrGcOCsld5Vv/view?usp=sharing



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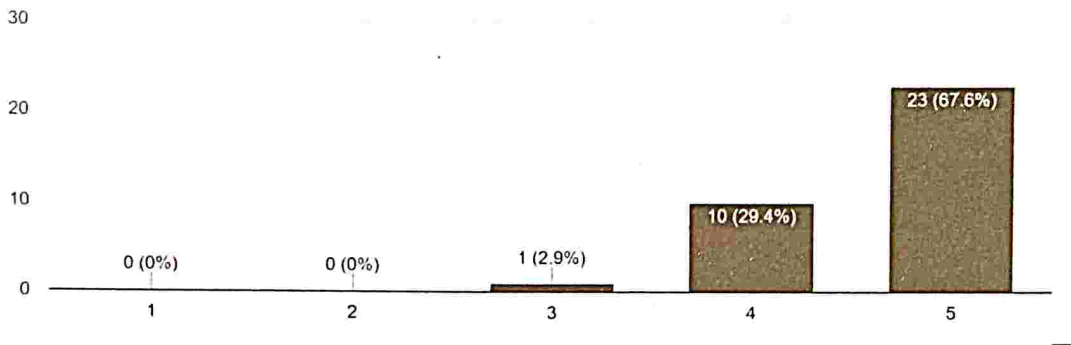
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Power Point Presentation delivered by Resource Person

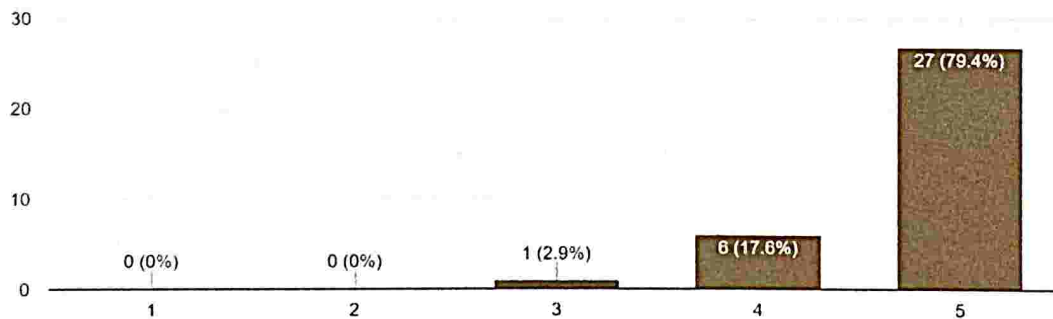
34 responses



Participants Feedback:

Overall, how do you rate the program you attended in terms of usefulness and effectiveness? (On a scale of 1 to 5, 1 being lowest)

34 responses



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Day 4: 29.03.2021

Mr. Rajesh babu introduced the resource person “Dr.Natika Poddar” to the audience and handed over to the resource person. The resource person has explained about, **how to identify the right journal for paper publication.**



Resource Person Profile:

CMA Dr. Nakita Poddar

Associate Professor-Finance

Chairperson-Examination & Attendance Committee (SFIMAR)

Head - Research (SFIMAR)

Recognized Post Graduate Faculty Member and Ph.D. Guide of the University of Mumbai.

- She has more than 15 years of teaching and research experience.
- She is Associate Professor at St. Francis Institute of Management and Research
- She is P.G.recognised faculty and Ph.D guide in Management studies for University of Mumbai.
- She was also professor in the Accountancy in KES College, M.K.Valia College and Ghanshyamdas Saraf College.
- She is Programme Head for MFM/MMM (University of Mumbai Programme)
- She is also Local Inquiry Committee Member and Convener for Continuation of Affiliation at University of Mumbai.
- She is Academic Advisory Committee Member
- She is Associate Editorial Board Member at Social Science International Research Network Journal ISSN 2231-4970.
- She is Author and Writer for Financial Express news paper
- She is Appointed as Vice-chancellor Nominee by University of Mumbai as a subject expert for the Appointment of Director's post.
- She is Reviewer of the following Journal
- International Journal of Project Management
- Theoretical Economic newsletters
- Indian Journal of Finance
- International Editorial Board Member in SKIREC Publications
- She is Winner of “Excellence in Teaching” category award at Indo-American Summit 2016.

She is Winner of Best professor in Finance Management” at Dewang Mehta Awards and 24th Business school affaire 25th November 2016.

Dr. Nakita Poddar
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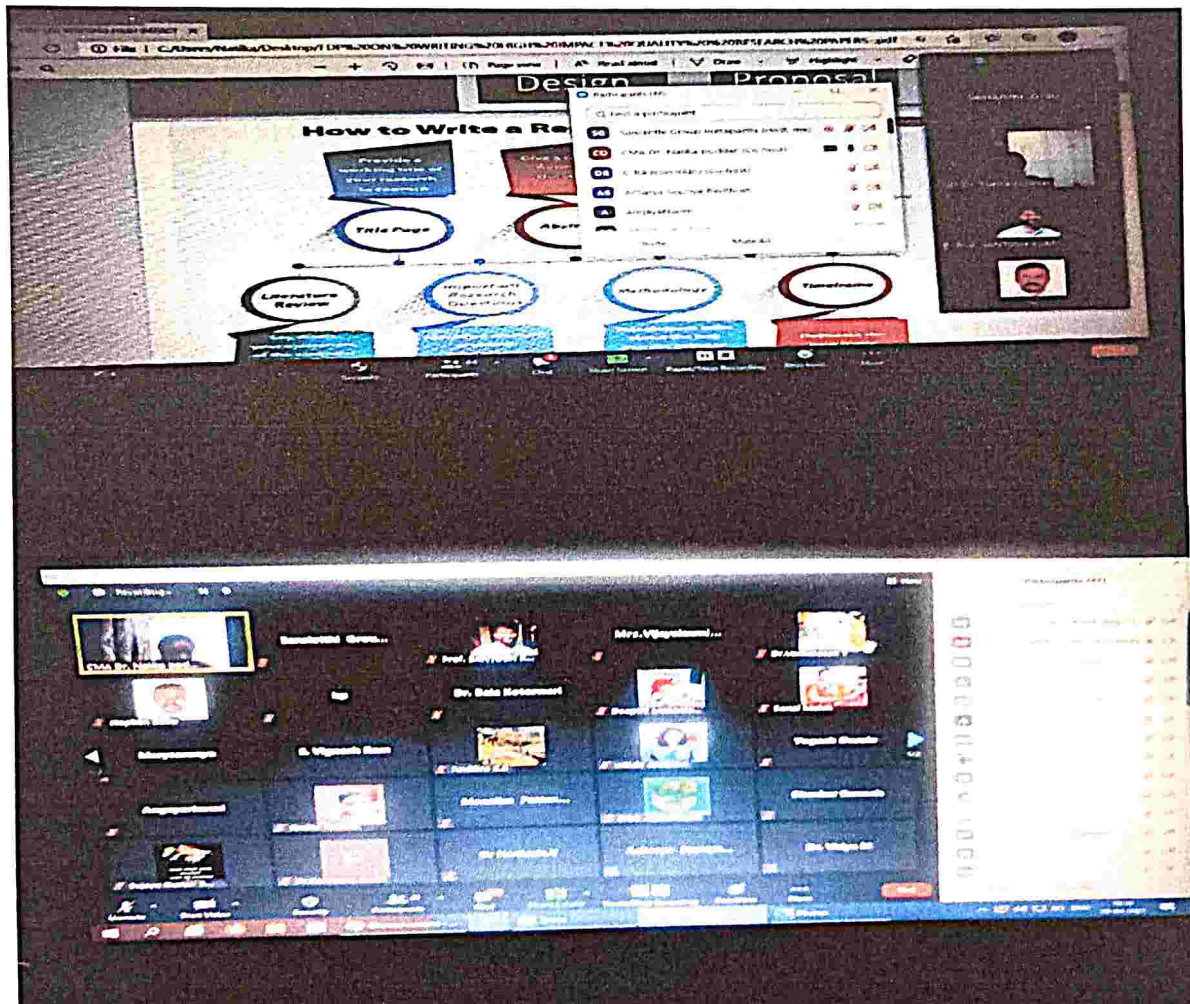


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- She is Winner of Distinguished Professor Award by CSI and IIT Bombay at Technext 2017-Symposia for Academics and I.T Industry 15th January 2017.
- She is Winner of "Best Professor in Financial Management at 9th Innovative Star Group Education Awards-DNA 17th Feb 2017.
- She is Recipient of Highly Global prestigious Award MTC "Distinguished Management Faculty" September 2017.



Dr. Balakrishna

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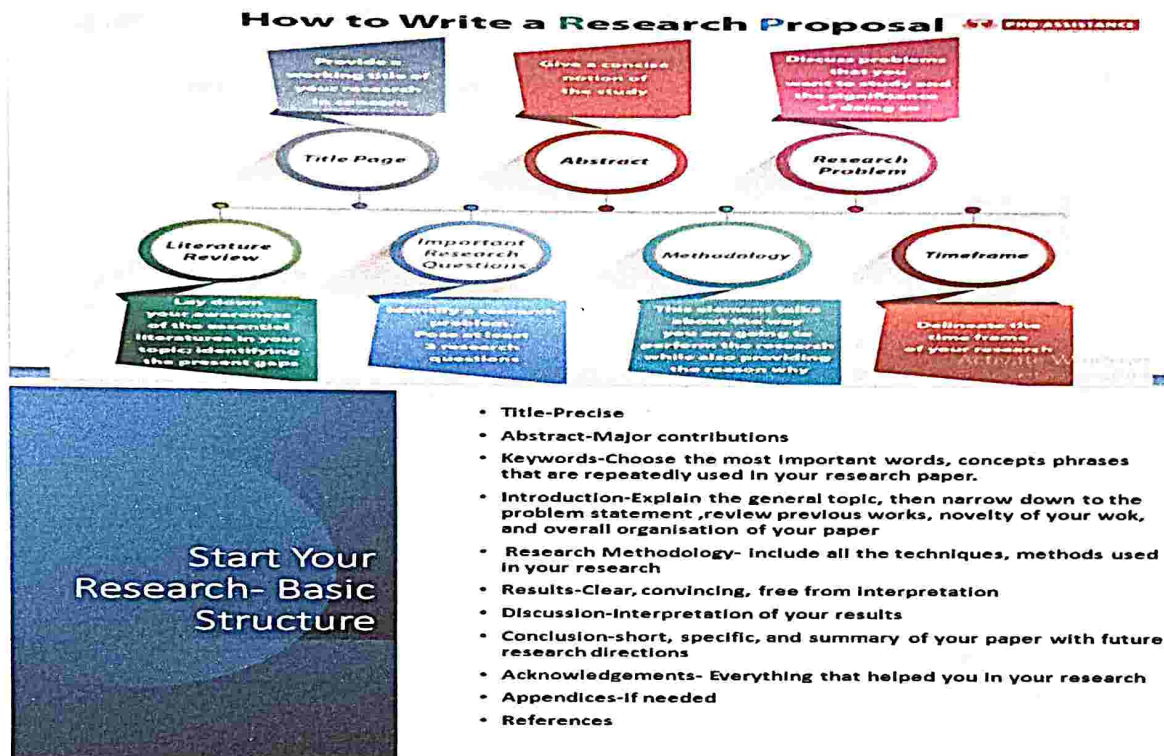
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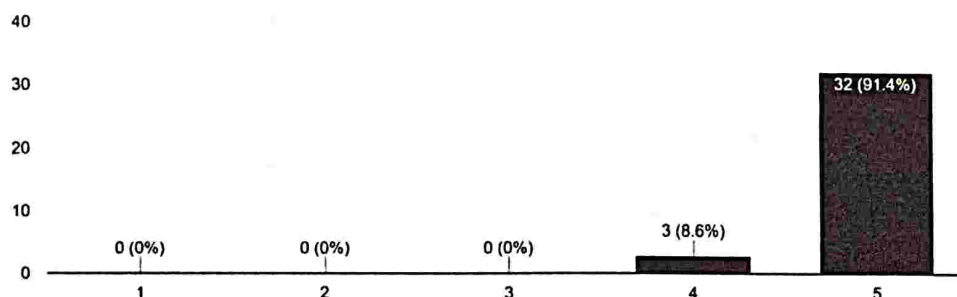


Youtube Link: <https://youtu.be/Gvm2QXwTlAs>

Feedback of

Presentation Skills of Resource Person

35 responses



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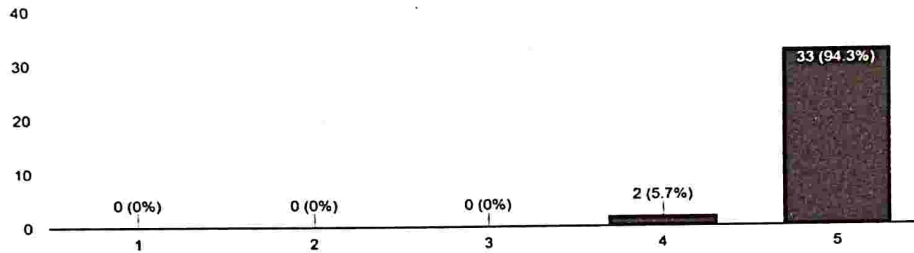
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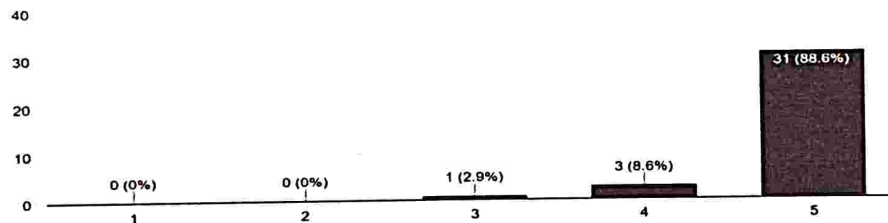
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Participants

Power Point Presentation delivered by Resource Person
35 responses



Overall, how do you rate the program you attended in terms of usefulness and effectiveness? (On a scale of 1 to 5, 1 being lowest)
35 responses



Day 5: 30.04.2021

Session was on "Insights into DOI, SEI-HUB, Reference manager Citations and importance

of digital presence of a researcher. ". Dr. Bala Koteswari introduced the resource person to the audience and handed over to the resource person.

Resource Person Profile:

Dr. Venkatesan Thangaraj

Associate Professor and HOD

Sanskriti School of Business,

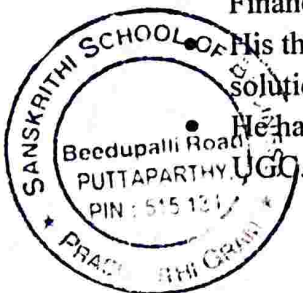
Puttaparthi, Anantapur District, Andhra Pradesh



- He is M.A (Public Administration), M.Com, M.Phil and MBA from Annamalai University and he completed his Ph.D Degree in Management Studies specialized in Finance from Bharathiar University, Tamilnadu.

His thirst to gain masters in every field has turned him to be a versatile innovative solution- finder.

• He has published more than 20 articles in national and international journals listed in UGC. He has conducted various workshops, seminars and Guest lectures. He has



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- organized four international conferences. He also served as a journal reviewer and editorial board member for Dhaka, Dubai and USA accounting journals.
- He is Authorized Urkund Anti-Plagiarist.
- His areas of interest are Finance and Management Accounting.
- He taught diverse set of subjects like Management Accounting, Financial Accounting, Advanced Corporate Finance, Derivatives and Investments.
- He is ratified Professor by staff selection committee, JNTU- Anantapur.
- He has been appointed by the University as Chief Examiner and Evaluator for External Examination and Paper Evaluation many times
- He was also appointed as member of ICSI Company Secretaries of India Examiner for Executive Programme.
- He was Invited as Chairperson for the International Conferences on Innovation, Entrepreneurship and Economy for Sustainable Development in 2018 at Sri Sai ram Institute of Management Studies, Chennai, Tamilnadu, India.
- He acted as Academic Audit member for Sacred Heart Institute of Management Studies, Sacred Heart College Tirupattur, Tamilnadu.
- He published two books namely Financial Accounting for managers and Working capital management



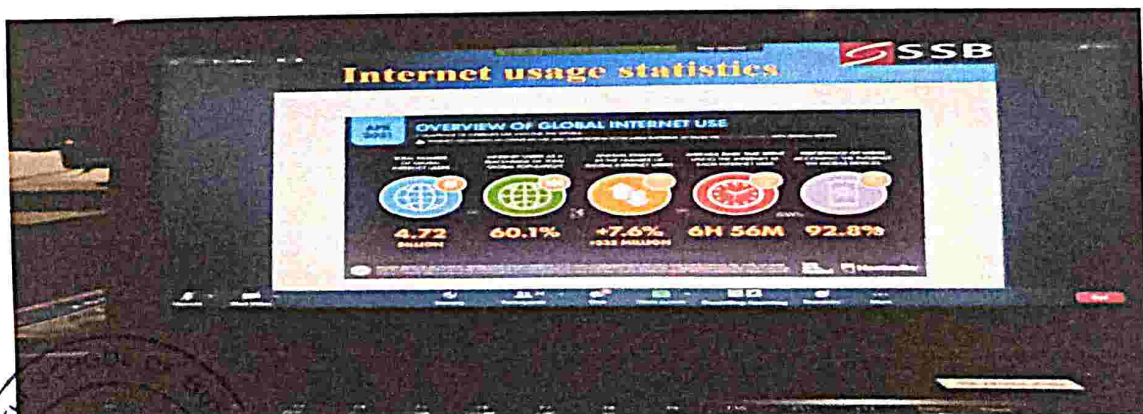
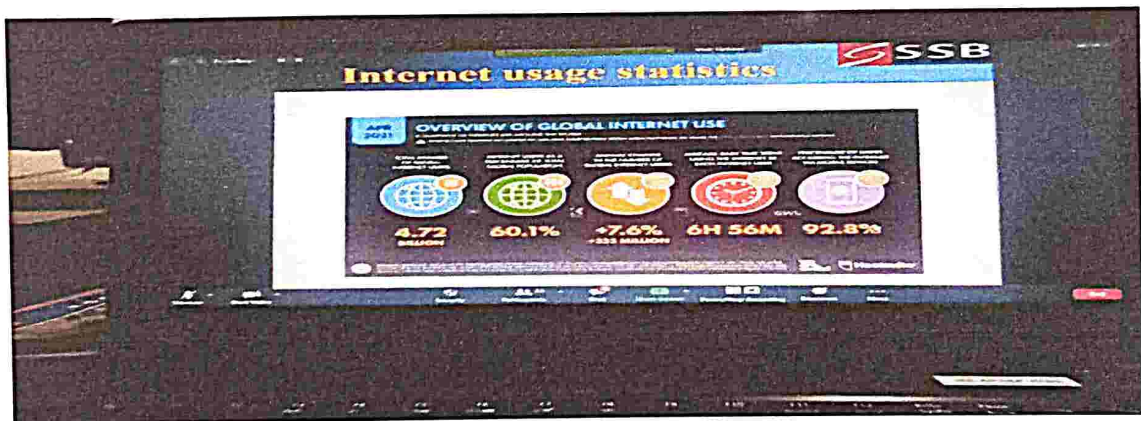
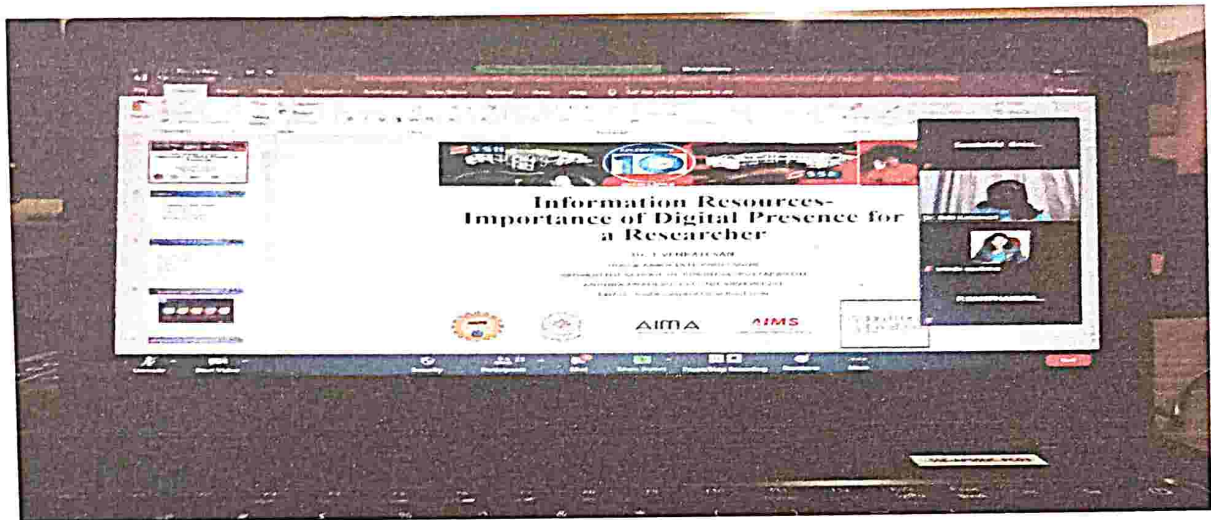
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D.P. Venkatesan
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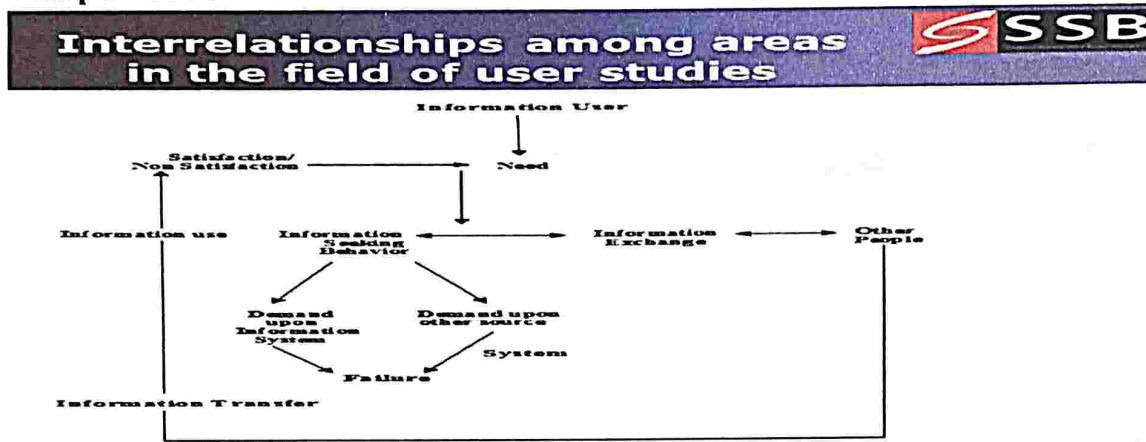


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Glimpse of PPT

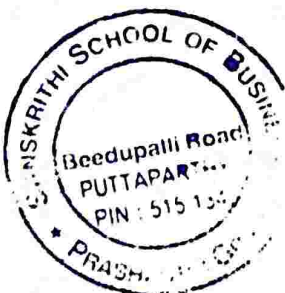
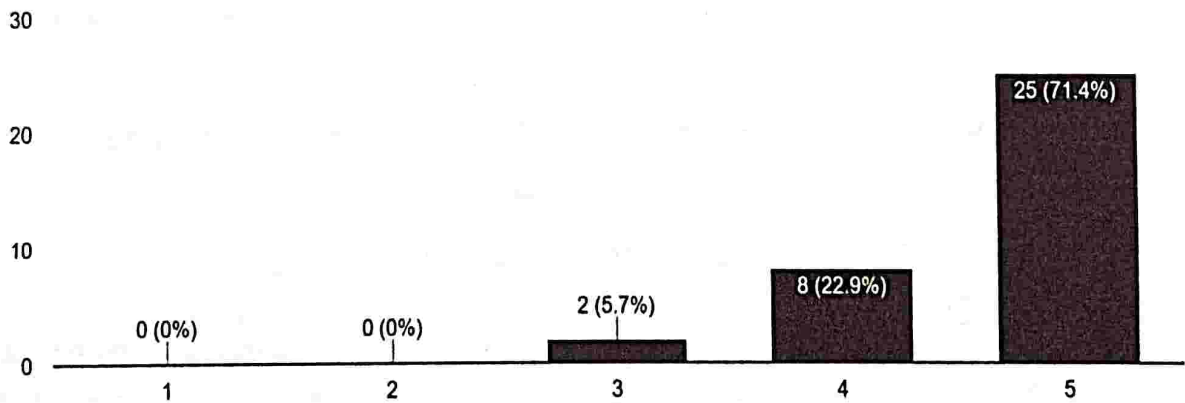


Youtube link: <https://youtu.be/5865na42Kyo>

Feedback of Participants

Presentation Skills of Resource Person

35 responses



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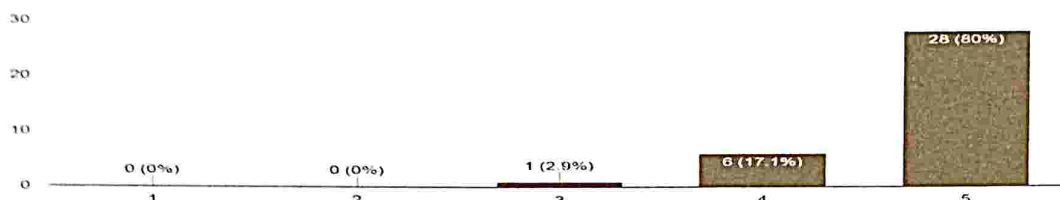


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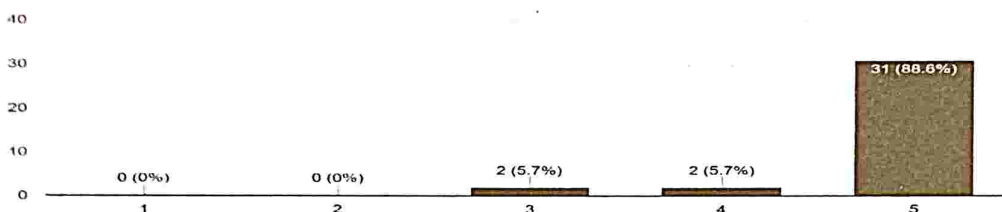
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Power Point Presentation delivered by Resource Person
35 responses

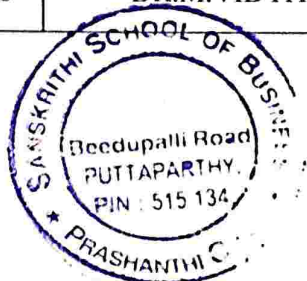


Overall, how do you rate the program you attended in terms of usefulness and effectiveness? (On a scale of 1 to 5, 1 being lowest)
35 responses



FDP participants

S. No	Name	Institute	Designation
1	MR.SHAIK ABDUL RAFI	YOGI VEMANA UNIVERSITY, KADAPA	RESEARCH SCHOLAR
2	MRS. S. RALIYA BEGUM	JAMAL MOHAMED COLLEGE	PHD SCHOLAR
3	DR. M.A. SHAKILA BANU	JAMAL MAHAMED COLLEGE	ASSOCIATE PROFESSOR
4	DR ANGAYARKANNI	SRM INSTITUTE OF SCIENCE AND TECHNOLOGY	ASSOCIATE PROFESSOR
5	MS.DIVYA LAKSHMI J	GRD ACADEMY OF MANAGEMENT	RESEARCH SCHOLAR
6	MS.P.BHANUMATHI	RAMAIAH INSTITUTE OF MANAGEMENT	ASST PROFESSOR
7	MS. ROHINI DESHPANDE AWALE	GONDWANA UNIVERSITY, GADCHIROLI	RESEARCH SCHOLAR
8	DR.M.VIDYA	SRI KRISHNA ARTS AND SCIENCE COLLEGE	ASSISTANT PROFESSOR



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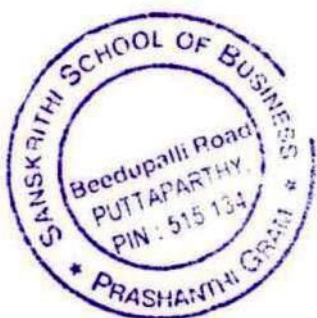


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9	MR. ABHIJITH	WELCOM GROUP GRADUATE SCHOOL OF HOTEL ADMINISTRATION	ASSISTANT PROFESSOR
10	DR.MARYSARANYA.J	SRI KRISHNA ARTS AND SCIENCE COLLEGE	ASSISTANT PROFESSOR
11	MS.APARNA DHINGRA	BARKATULLAH UNIVERSITY	RESEARCH SCHOLAR
12	MS DEEPTHI SHIRAHATTI	GARDEN CITY UNIVERSITY	RESEARCH SCHOLAR
13	MS.JAGRTHI V	SHESHADRIPURAM COLLEGE	ASSISTANT PROFESSOR
14	DR.PASHMINA DOSHI	VISHWAKARMA UNIVERSITY	LECTURER
15	MS.SNEHA J	BALLARI BUSINESS COLLEGE	ASSISTANT PROFESSOR
16	MS VRINDA COUTINHO	GARDEN CITY UNIVERSITY	RESEARCH SCHOLAR
17	PEARL SAHANA MITRA	BALLARI BUSINESS COLLEGE	ASSISTANT PROFESSOR
18	MR.NUZHATH FARHEEN	BALLARI BUSINESS COLLEGE	ASST. PROFESSOR
19	MR. YOGESH DESALE	VISHWAKARMA UNIVERSITY PUNE	ASSISTANT PROFESSOR
20	SONAL MANOHAR MULUK	MITWPU SCHOOL OF MANAGEMENT PG	ASSISTANT PROFESSOR
21	MR.SANTOSH KUMAR	H.K.E SOCIETY'S S.L.N. COLLEGE OF ENGINEERING, RAICHUR	ASSISTANT PROFESSOR
22	DR.M.S.VASU	SREE RAMA ENGINEERING COLLEGE	ASSOCIATE PROFESSOR & HOD
23	SHARMILA A	VIDYAVARDHAKA COLLEGE OF ENGINEERING	ASSISTANT PROFESSOR
24	DR HARILEELA VEMULA	MAHATMA GANDHI INSTITUTE OF TECHNOLOGY	ASSOCIATE PROFESSOR
25	DR. K RAJENDRA PRASAD	SANSKRITHI SCHOOL OF BUSINESS	ASSOCIATE PROFESSOR
26	MR. STEPHEN BABU	SACRED HEART GIRLS' FIRST GRADE COLLEGE	ASSISTANT PROFESSOR



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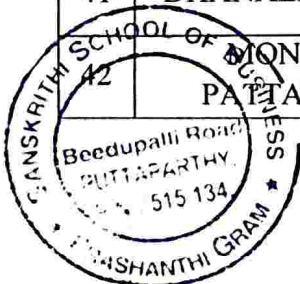


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27	SUDHA N	GARDEN CITY UNIVERSITY	RESEARCH SCHOLAR
28	MRS. MAMATHA.D	BMS COLLEGE FOR WOMEN	RESEARCH SCHOLAR
29	P. SANTHAKUMARI.	GOVT. LAW COLLEGE, DHARMAPURI. TAMILNADU.	ASSISTANT PROFESSOR.
30	MRS. VIJAYALAXMI MAHESH PUJARI	NESS WADIA COLLEGE OF COMMERCE	ASSISTANT PROFESSOR
31	TEENA JACOB	SACRED HEART GIRLS'FIRST GRADE COLLEGE	ASSISTANT PROFESSOR
32	MS. J PRIYA	SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN	ASSISTANT PROFESSOR, PART-TIME RESEARCH SCHOLAR
33	DR. B. MADHU BALA	AURORA'S PG COLLEGE	PROFESSOR
34	DR.C.B.PAVITHRA	SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN	ASSISTANT PROFESSOR
35	MS. ACHARYA SUPRIYA PAVITHRAN	GARDEN CITY UNIVERSITY	RESEARCH SCHOLAR
36	MR. S.VIGNESH RAM	KONGU COLLEGE OF ARTS &SCIENCE - KARUR, TAMILNADU	RESEARCH SCHOLAR
37	MS.R.JAYANTHI	KONGU COLLEGE OF ARTS AND SCIENCE, KARUR	ASSISTANT PROFESSOR
38	DR. B. MADHU BALA	AURORA'S PG COLLEGE, HYDERABAD	PROFESSOR
39	MR BENEDICT HURUMA PETER MWAKABUNGU	GUJARAT UNIVERSITY	RESEARCH SCHOLAR
40	A.MATHIAZHAGAN	SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE	ASSISTANT PROFESSOR
41	DHANALAKSHMI. T	AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI	ASST. PROFESSOR
42	MONALISA PATANAYAK	KL UNIVERSITY, VIJAYAWADA, ANDHRA PRADESH	PH.D RESEARCH SCHOLAR (FULL



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43	MS PRASHANTHI CHAGAL	YOGI VEMANA UNIVERSITY, KADAPA, AP.	PHD SCHOLAR
44	DR B.R.MANASA	CENTRAL UNIVERSITY OF ANDHRA PRADESH	ASSISTANT PROFESSOR
45	U M GOPAL KRISHNA	SANTHIRAM ENGINEERING COLLEGE	ASSISTANT PROFESSOR
46	MR S MAHABOOB BASHA	SANTHIRAM ENGINEERING COLLEGE	ASSISTANT PROFESSOR
47	DR. RAJU CHELLE	CENTRAL UNIVERSITY OF ANDHRA PRADESH	ASSISTANT PROFESSOR
48	MR. SUJAYA KUMAR S	VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY BALLARI, POST GRADUATE CENTRE- NANDIHALLI, SANDUR	RESEARCH SCHOLAR

FDP participant certificate sample

		
SANSKRITHI SCHOOL OF BUSINESS BEEDUPALLI KNOWLEDGE PARK, PUTTAPARTHI, ANANTHAPURAM (DT) AFFILIATED TO JNTUA, ACCREDITED BY AICTE		
CERTIFICATE OF PARTICIPATION This is to acknowledge that		
has participated in five day online faculty development program WRITING AND PUBLISHING PAPER IN HIGH IMPACT JOURNALS 26-04-2021 to 30-04-2021		
 Dr. BALA KOTESWARI Dean Academics & Principal	 Dr. T. VENKATESHAN Head Of The Department	



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Resource Person Certificate Sample:



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Beedupalli Knowledge Park, Puttaparthi, Ananthapuram (Dt)

Affiliated to JNTUA, Accredited by AICTE

CERTIFICATE OF APPRECIATION

CMA Dr.Natika Poddar

Associate Professor

St. Francis Institute of Management and Research

P.G. recognised faculty and Ph.D guide in Management studies for

University of Mumbai

was a speaker in

five-day online faculty development program

WRITING AND PUBLISHING PAPER IN HIGH IMPACT JOURNALS

From 26-04-2021 to 30-04-2021

Dr.BALA KOTESWARI
Dean Academics & Principal

Dr.T.VENKATESHAN
Head Of The Department

Activate Windows



Dr. Balakoteswari
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Poster and Invitation

WRITING & PUBLISHING PAPER

in High Impact Journals

Apr 26-30th, 2021
6-8pm

Dr. Rahul Vishwanath Dandage
Associate Professor, JNTUA
Department of Marketing
JNTUA, Anantapur
JNTUA, Anantapur

CMA Dr. Netika Poddar
Associate Professor, JNTUA
Department of Accounting
JNTUA, Anantapur
JNTUA, Anantapur

Ms. Padma
Associate Professor, JNTUA
Department of English
JNTUA, Anantapur
JNTUA, Anantapur

Dr. Venkatesan Thangaraj
Associate Professor, JNTUA
Department of Business
JNTUA, Anantapur
JNTUA, Anantapur

Mr. Ranganatham
Associate Professor, JNTUA
Department of Business
JNTUA, Anantapur
JNTUA, Anantapur

Sanskriti School of Business

Beedupalli Knowledge Park, Puttaparthi
www.sanskritibschool.com
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About FDP:
Understanding the need and interest of the academic peers and research aspirants, this FDP is initiated to throw light on the technical know-how of writing and publishing a good research paper. Hands-on session with practicing tools to analyse the research data shall be the highlight. Very often researchers are in dilemma of selecting right journal to publish their work. This forum shall help them to identify the right journal which has high impact value and also enlighten them of predator journals. This FDP program addresses the need of helping the participants to create their research identity digitally by helping them to create their ORCID, Google Scholar account, Academia.edu etc.

Objective:
Enriching the participants with the knowledge and skill of writing and publishing of a quality paper and identifying right journal.

Program shall help the participants in the capacity building and enhancing their career.

Topics to be covered:

Day 1: 26.04.21 – How to structure the research paper and why to publish a quality research paper in high impact journals.
Day 2: 27.04.21 – Tools for Analysing data – SPSS, EXCEL, SAS, JAMOVI
Day 3: 28.04.21 – Hands-on session on analysing data
Day 4: 29.04.21 – How to identify the right journal for publication
Day 5: 30.04.21 – Insights into DOI, SCI-HUB, Reference Manager, Citations, and importance of digital presence for a researcher

About College:
Sanskriti School of Business, Puttaparthi proudly celebrated 10 years of excellence in 2020. Backed by a vision to provide affordable world-class education driven by values, SSB has emerged as one of the best and most promising colleges in the Anantapur district. The college is committed to imparting the very best knowledge to its students and enhancing faculty through a wide spectrum of technical & professional workshops. Over the decade 1650 students have graduated. The Department of MBA constitutes of 22 faculty members with 8 PhD holders and an average of 9 years of teaching experience.

Target Audience:
Faculty, PhD scholars, Project students and Business researchers.

Registration Fee: 250/- per participant
Registration Link: <https://forms.gle/QuPj44AX9VGvA3J8>
All the participants are requested to transfer fee amount to the below given account details.
A/c no: 31633070000370
Name: Sanskriti School of Business
Bank: Syndicate bank
Ifsc code: SYND0003163
Branch: Beedupalli
Payment Details
Deadline to register:
Mode of delivery: Online
Date: 26.04.21 to 30.04.21
Time: 8.00 PM to 8.00 PM

CHIEF PARTON:
Dr. V. Jaybhaskar Reddy, Founder-Chairman, Research Group of Institutions
CONVENOR:
Dr. M. Balakoteswari, Deputy Academic Officer, Sanskriti School of Business
COORDINATOR:
Dr. T. Venkatesan, Head of the Department, Sanskriti School of Business

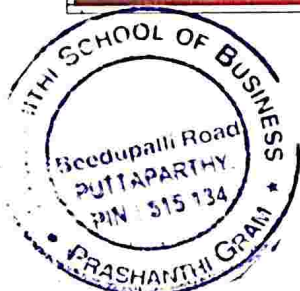
Faculty Development Program
On
WRITING AND PUBLISHING PAPER
IN HIGH IMPACT JOURNALS
26.4.2021 – 30.4.2021

Organised by
SANSKRITHI SCHOOL OF BUSINESS

Registration Fee:
250/- per participant

Register Here

Participation Certificate Will Be Given To Participants
Proof of payment and should be sent on or before
19.04.21 to the following email id
hod@sanskritibschool.com
Phone : 9100974516/44.43



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e-brochure



SANSKRITHI SCHOOL OF BUSINESS
BEEDUPALLI ROAD, PUTTAPARTHI, PRASANTHIGRAM DISTRICT, ANANTHAPURAM

INVITATION
ONLINE FACULTY DEVELOPMENT PROGRAM
ON
WRITING AND PUBLISHING PAPER IN HIGH IMPACT JOURNALS
26-04-2021 to 30-04-2021
Time: 6.00 Pm to 8.00 Pm

CONVENOR:
Dr. Bala Koteswari M
Dean, Academics and Principal, Sanskriti B School

Resource Persons

Dr. Venkatesan Thangaraj
Associate Professor and HOD
Sanskriti School of Business, Puttaparthi

Dr. Abdul Mohamath Emranige
Associate Professor and HOD
Rajendra Mada College of Engineering & Technology

Mr. Rangarajeshwar
Associate Professor
Sanskriti School of Business, Puttaparthi

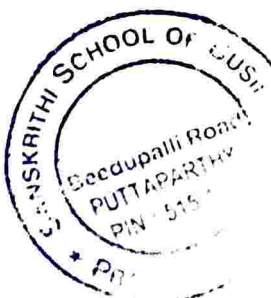
Dr. P. Madhavi
Associate Professor
The Oxford College of Engineering, Bangalore

Dr. M. P. Pradeep
Associate Professor
The Oxford College of Engineering, Bangalore

FOR DETAILS CONTACT: 9809748144 OR WWW.SANSKRITHISCHOOL.COM

Faculty Committees

1. **Dr.M.Bala Koteswari**- Resource persons / Poster follow up.
2. **Dr.T.Venkatesan**- Registration for the participants, what's app group and tracking the SSB accounts dept / Email. Finally Submit the FDP report to the principal.
3. **Mrs.E.Prasanthi**- Certificate design/ Sending Certificate to participants & Resource persons.
4. **Ms.D.Pranava Sree**- Every day end of the programme madam will send the feedback form to all the participants.



Dr. Bala Koteswari

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