



SAMATA DEGREE COLLEGE

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SECTOR 10, MVP COLONY, VISAKHAPATNAM - 530 017, (A.P.)



Number of workshops/seminars conducted on Intellectual Property Rights (IPR) during the last five years.

List of Seminars /Workshops

AY 2022-2023

S.No	Name of the Programme	Date	No. of Participants	Details of the Resource Person
1.	A Research Seminar on Uses of Correlation and Regression Analysis in Research	11-04-2023	33	Mr. M. Padma Rao, Assistant Professor, ACTS Degree College, Visakhapatnam. Contact No: 9908236083, e-Mail Id: 9908236083mail@gmail.com
2.	A Research Seminar on layout of a research report	10-03-2023	30	Dr. Krishna Kumar, Associate Professor, GITAM College, Visakhapatnam. Contact No: 9490263234, e-Mail Id: kkrishna@gitam.edu
3.	A One-Day Workshop on legal Protection of Trade Secrets	21-02-2023	32	Mr. M. Sambhush Raju, Assistant Professor, NVP Law College, Visakhapatnam. Contact no: 9640777714, e-Mail Id: sambhushraju099@gmail.com
4.	A One-Day Workshop on Artificial Intelligence and its Applications	27-01-2023	31	Dr. K. Hari Hara Raju, Assistant Professor, Pydah College. Contact No: 9642237707, e-Mail Id: khkhar@gmail.com
5.	A One Day Seminar on Impact in Entrepreneurial Education on Venture Success	08-01-2023	33	Mrs. Niveditha Naluk, Guest Faculty, Andhra University. Contact No: 6300898112, e-Mail Id: nree123118@gmail.com
6.	A One-Day Seminar on Social Media Marketing for Entrepreneurs	29-12-2022	33	Dr. G. Raju Kumar HOD-Commerce, Dr. V S Krishna Govt. Degree College, Visakhapatnam. Contact No: 9885623910, e-Mail Id: rajukumar.gtm09@gmail.com



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7.	A One Day Seminar on Analysis of the role of leadership in the success of the Start Ups.	13-12-2022	29	Mrs. V. Lakshmi Prasanna, Head-Hr, INDBA Value Mangement, Hyderabad. Contact No: 9885599883
8.	A Research Seminar on Writing Objectives, Research Questions & Hypothesis	23-11-2022	27	Dr. V. Sai Prasanth, Associate Professor, SIMS College, Visakhapatnam. Contact no.: 8374714324, Email: saiprasanthv@gmail.com
9.	A one-Day Workshop on Critical thinking & Problem Solving	12-11-2022	29	Mr. Imtiaz Ashraf, CEO & Secretary, Skill Development Institute, Visakhapatnam. Contact No: 8372864450, e-Mail id: imtiaz@iocl.in
10.	A Research Seminar on What Motivates people to undertake different research activities	28-10-2022	25	Dr. T. Phuminder Kumar, Assistant Professor, SIMS College, Visakhapatnam. Contact no.: 9849227238, Email: phumiked@gmail.com
11.	A One Day Seminar on Significance of Entrepreneurial Network on Business Performance	22-10-2022	31	Dr. M. Rahiman, Director, GVP College, Visakhapatnam. Contact No: 9949150136, e-Mail id: mrahim1@gmail.com
12.	A One-Day Workshop on Effective Research writing Skills	21-09-2022	30	Mr. G. Suresh, Common Faculty, Dr. L. Bhalayya College, Visakhapatnam. Contact No: 7416672892, e-Mail id: gni@morenta@gmail.com
13.	A One Day Seminar on Positive Attitude Building for Budding Managers	15-09-2022	34	Capt. R. S. kal Pinal, Secretary- Merchant Navy Officers Welfare Association. Contact No: 9618125126, eMail id: rskal@gmail.com
14.	A Research Seminar on Understanding Research Methodology	17-08-2022	33	Mr. U. V. Chandra Sekhar Assistant Professor, SIMS College, Visakhapatnam Contact no.: 8639264848 ; Email: u.v.chandrasekhar.75@gmail.com



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Cont.....

15.	A one-Day Workshop on Categories of JPR	20-07-2022	08	Mr. U. V. Chandra Sekhar, Assistant Professor, SIMS College, Visakhapatnam Contact no.: 8639264848; Email: u.v.chandrasekhar.75@gmail.com
16.	A One-Day Workshop on Career Opportunities	16-07-2022	33	Mr. G. Suguna, Assistant Professor, Pydah College, Visakhapatnam. Contact No: 7874813351, e-Mail id: gubayilmsuguna@gmail.com
17.	A Research Seminar on Principles of report writing.	26-06-2022	33	Mr. B. Ashok, Assistant Professor, Gayatri College, Visakhapatnam Contact no. 9883983216, email id: urishokhata@gmail.com



DIRECTOR & I/C PRINCIPAL

DIRECTOR
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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date: 1/04/2023

CIRCULAR

All the Students of MBA II & IV Semesters are hereby informed to attend "A Research Seminar on Uses of Correlation and Regression Analysis in Research" by Mr. M. Padma Ran, Assistant Professor, ACTS Degree College, is being organized by our college on 11/04/2023.

Venue: Seminar Hall 1

Time: 10.30 am



Director & /c Principal

DIRECTOR

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Signature of A/RHOD'S						TPO	OFFICE	LIBRARY	IQAC COORDINATOR
B.Sc	BCA	BBA	B.Com	MBA	M.Sc.(CS)			M.L. Srinivas	

Phone: 0891 - 2504682; Website: www.samatacollege.co.in

Email: samatacollege@gmail.com, drgrao747@gmail.com

ABOUT COLLEGE

Samata Degree College, Affiliated to Andhra University and Approved by AICTE was established in 1982 and has been offering holistic education for the last 31 years. Samata offers BSc, BBA, BCA, B.Com, MSc and MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with recognized research cell affiliated to Andhra University focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities and Sports recognitions. The placement at Samata Degree College is varied, with recruitment options both in corporate and public sector as well as entrepreneurship.

ABOUT THE RESEARCH CELL

The Research Cell also organizes workshops, seminars, and guest lectures on various research topics. These events provide students with the opportunity to learn from experts and network with other researchers. The Research Cell's efforts have resulted in a significant increase in the number of research publications by Samata Degree College faculty and students. The Cell has also played a key role in attracting research funding from various government and non-government agencies.

ABOUT THE PROGRAM

This seminar explores Correlation & Regression Analysis, powerful tools for researchers. Learn how to identify relationships between variables and even predict values using these statistical methods. Gain insights into various research applications!

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- Correlation Analysis
- Regression Analysis
- Hands-on Practicum
- Communicating Findings

A RESEARCH SEMINAR ON USES OF CORRELATION AND REGRESSION ANALYSIS IN RESEARCH

11-04-2023
ORGANIZED BY
SAMATA DEGREE COLLEGE



SAMATA DEGREE COLLEGE

APPROVED BY AICTE & AFFILIATED TO
ANCHRA UNIVERSITY

MVP COLONY, VISAKHAPATNAM-530022



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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



LIST OF PARTICIPANTS

Name of the Program: A Research Seminar on uses of correlation & Regression Analysis in Research
Date: 11/04/2023

S.No	Name of the Participant	Year & Program	Signature
1.	Mangy Bhavadwaj	MBA - II nd year	Mangy Bhavadwaj
2	D. Roshini	B.A. MBA - II nd year	Roshini
3	V. Lakshmya Lakshmi	MBA - II nd year	V. Lakshmya Lakshmi
4	Sobita Samant Ray	MBA 2 nd year	Sobita
5	N. Akhila Bhavana	MBA 2 nd year	Akhila
6	Feethala Suresh	MBA 2 nd year	Suresh
7	P. Akhil Kumar	MBA - II year	Akhil
8	A. Kishore	MBA - II year	Kishore
9	Reddy Dileep Kumar	MBA - II nd year	Dileep
10.	S. Venkata Sai	MBA - II nd year	Venkata Sai
11	Apurtha	II nd year MBA	Apurtha
12	B. Sagar	II nd year MBA	Sagar
13.	M. Manikanta Reddy	MBA II nd year	Manikanta
14	M. Bhavani Suresh	MBA II nd year	Bhavani
15	Jayansh	II nd year MBA	Jayansh
15	Tosaka Ravankhil Shetty	II nd year MBA	Ravankhil
16	Gedala Santosh Kumar	II nd year MBA	Santosh
17	G. Srikanta	II nd year MBA	Srikanta
18	C. Pav Kumar	II nd year MBA	Pav Kumar
19	A. Dileep	MBA I st year	A. Dileep
20	A. Lakshmi Suman	II nd year MBA	A. Lakshmi Suman
21	A. Prathivisha	II nd year MBA	A. Prathivisha
22	S. Rajat Ryan Varma	MBA I st year	Rajat
23	G. Tejashree	MBA I st year	Tejashree

Program Coordinator

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LIST OF FACULTY ATTENDED

Name of the Program: *A Research Seminar on uses of correlation & regression analysis in Research*
Date: *11/4/2023*

S. No	Name of the Faculty	Department	Signature
1	Prof. S. Madhavi Lalha	Mgt Studies	<i>Sul</i>
2	Mrs. D. Hymavalli	Mgt Studies	<i>PH</i>
3	G. Dandekar	Mgt Studies	<i>G D</i>
4	A.V. Kothandaram Rao	Mgt Studies	<i>A.V. Rao</i>
5	M. Satya Sri	Mgt Studies	<i>Satya Sri</i>
6	Dr. Henry James	Mgt Studies	<i>Henry James</i>
7	Dr. K. Hari Hara Raju	Mgt Studies	<i>K. H. Raju</i>
8	Mrs. B. Padmaja	Mgt Studies	<i>Padmaja</i>
9	Mrs. K. Devika	Mgt Studies	<i>K. Devika</i>
10	P. Jayathi	Mgt Studies	<i>Jayathi</i>

Program Coordinator

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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date: 12/04/23

PROGRAMME REPORT

Programme Name	A Research Seminar on Uses of Correlation and Regression Analysis in Research
Resource Person	Mr. M. Padma Ram, Asst Professor ACTS Degree College, Visakhapatnam. Contact no: 9908236063 e-Mail-Id: 9908236063mva@gmail.com
Date of Activity	11/04/2023
Organised by	Samata Degree College
Venue	Seminar Hall-1
No of Students Attended	33

Objectives:

- Equip Students with a comprehensive understanding of correlation and regression analysis as quantitative research tools.
- Develop critical thinking skills to identify appropriate applications of these analyses in various research contexts.
- Master the theoretical foundations and practical implementation of both correlation and regression analysis.
- Interpret and communicate the findings of correlation and regression analysis accurately and effectively.
- Expand Students' research toolkit for exploring relationships and drawing meaningful conclusions from data.

Topics Covered:

Correlation Analysis:

- Understanding the concept of correlation and different types of correlation coefficients (Pearson, Spearman, Kendall).
- Interpreting the strength and direction of relationships between variables.
- Identifying limitations of correlation analysis and potential pitfalls to avoid.
- Applying correlation analysis to real-world research examples in various fields.



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Regression Analysis:

- Differentiating between correlation and regression analysis, recognizing their distinct purposes.
- Introduction to linear regression (single and multiple) and understanding the regression model.
- Interpreting regression coefficients and coefficients of-determination (R-squared).
- Assessing the goodness-of-fit and statistical significance of regression models.
- Identifying potential violations of assumptions and strategies for addressing them.

Hands-on Practicum:

- Utilizing statistical software (e.g., SPSS, R) to conduct correlation and regression analysis on provided datasets.
- Interpreting the results and addressing research questions through these analyses.
- Discussing common challenges and troubleshooting techniques in data analysis.

Outcomes:

- Students will gain a strong theoretical and practical understanding of correlation and regression analysis.
- They will be equipped to critically evaluate the applicability of these techniques to their research questions.
- Students will develop analytical skills to interpret and communicate the findings of correlation and regression analysis confidently.
- They will possess a valuable research toolset for exploring relationships between variables and drawing data-driven conclusions.
- The seminar will empower Students to conduct more robust and insightful research across various disciplines.

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A Research Seminar on Uses of Correlation & Regression Analysis in Research





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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date: 01/3/2023

CIRCULAR

All the Students of MHA IV & BBA V Semesters are hereby informed to attend "A Research Seminar on Layout of a Research Report" by Dr. Krishna Kumari, Associate Professor, GITAM College, Visakhapatnam is being organized by our Department of Commerce & Management Studies on 10/03/2023.

Venue: Room No 17

Time: 11:00 am



Director & I/c Principal

DIRECTOR
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Signature of AHHOD'S						TPO	OFFICE	LIBRARY	IQAC COORDINATOR
B.Sc	BCA	BBA	B.Com	MHA	M.Sc./CSI			M. L. Srinivas	

ABOUT COLLEGE

Samata Degree College, Affiliated by Andhra University and Approved by AICTE was established in 1997 and has been offering degree education for the last 21 years. Samata offers BSc, BBA, BCA, B.Com, MSc And other courses besides a retail training (podology). Samata Degree College is also a leader in research and innovation with recognized research cell affiliated to Andhra University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities, and sports recognition. The placements at Samata Degree College is vibrant, with recruitment stations both in corporate and public sector as well as entrepreneurship.

ABOUT THE RESEARCH CELL

The Research Cell also organizes workshops, seminars, and guest lectures on various research topics. These events provide students with the opportunity to learn from experts and interact with other researchers. The Research Cell's efforts have resulted in a significant increase in the number of research publications by Samata Degree College faculty and students. The Cell has also played a key role in attracting research funding from various governments and non-government agencies.

ABOUT THE PROGRAMSM

This one-day seminar unpacks the essential elements, from crafting a compelling abstract to presenting results and drawing conclusions. Gain the knowledge to write clear, impactful research reports.

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- Understanding Report Structures
- Building the Blueprint
- Formatting for Clarity and Impact
- Content Flow and Logic
- Tailoring the Layout

A ONE-DAY SEMINAR ON LAYOUT OF A RESEARCH REPORT

10-03-2023
ORGANIZED BY
SAMATA DEGREE COLLEGE



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



LIST OF PARTICIPANTS

Name of the Program: A. Research Seminar on layout of a Research Report
Date: 10/03/2023

S. No	Name of the Participant	Year & Program	Signature
1	B. Sagar	MBA - 1 st year	Sagar
2	M. Maulikanta Reddy	MBA - 1 st year	M. Maulikanta
3	MA. Ganesh	MBA - 1 st year	Ganesh
4	Jawana. J	MBA - 1 st year	Jawana
5	T. Prabhakar Reddy	MBA - 1 st year	Prabhakar
6	G. Srikant	MBA - 1 st year	G. Srikant
7	Ch. Ravi Kumar Reddy	MBA - 1 st year	Ravi
8	G. Suresh Kumar	MBA - 1 st year	Suresh Kumar
9	Manoj Khadarway	MBA - 1 st year	Manoj
10	D. Rashmi	MBA - 1 st year	Rashmi
11	V. Lakshmi Tarun	MBA - 1 st year	V. Lakshmi Tarun
12	B. Babu Samanth	MBA - 1 st year	Babu
13	N. Akhila Bhavana	MBA - 1 st year	Akhila
14	P. Prabhakar Reddy	MBA - 1 st year	Prabhakar
15	P. Akhil Kumar	MBA - 1 st year	Akhil
16	A. Anand Kumar	MBA - 1 st year	Anand
17	R. Dilip Kumar Reddy	MBA - 1 st year	Dilip
18	J. Venkata Sai	MBA - 1 st year	Venkatasai
19	S. Anitha Vidha	MBA - 1 st year	Anitha Vidha
20	Ch. Ravi Kumar Reddy	MBA - 1 st year	Ch. Ravi
21	A. Naveen Kalyan	BBA - 1 st year	Naveen Kalyan
22	S. Suresh	BBA - 1 st year	Suresh
23	S. Neelima	BBA - 1 st year	Neelima
24	K. Harika	BBA - 1 st year	Harika

(Signature)
Program Coordinator

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LIST OF FACULTY ATTENDED

Name of the Program: A. Research Seminary on layout of a
Date: 10/03/2023 Research Report.

S. No	Name of the Faculty	Department	Signature
1.	Prof. S. Madhavi Latha	Mgt Studies	Sul
2.	Mrs. D. Hymavathi	Acms	Hs
3.	H. Satya Sri	D.C.M.S	Satya Sri
4.	G. Raveek	Mgt Studies	Raveek
5.	A.V. Kalchauer Rao	Mgt Studies	A.V. Rao
6.	Dr. Henry James	Mgt Studies	Henry James
7.	Dr. K. Hari Hara Raju	Mgt Studies	H. H. Raju
8.	Mrs. B. Padmaja	Mgt Studies	Padmaja
9.	Mrs. K. Devika	Mgt Studies	K. Devika
10.	P. Jyothi	Mgt Studies	Jyothi

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Program Coordinator



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Sector – 10, MVP Colony, Visakhapatnam – 530 017. (A.P.)



Date: 11/03/23

PROGRAMME REPORT

Program Name:	A Research Seminar on Layout of a Research Report
Resource Person	Dr. Krishna Kumari, Associate Professor, Gitam College, Visakhapatnam. Contact No: 9490263234; e-mail id: kbandaru@gmail.com
Date of Activity	10/03/2023
Organized by	Samata Degree College.
Venue:	Room No 17
No of Students Attended	30

Objectives:

- Equip Students with a comprehensive understanding of the structure and purpose of different research report sections.
- Develop skills in crafting organized and logical report layouts tailored to specific research types.
- Enhance clarity and coherence in presenting research findings through effective formatting and content hierarchy.
- Foster confidence in building impactful and reader-friendly research reports that impress audiences.

Topics Covered:

Understanding Report Structures:

- Differentiating research report structures based on project types (quantitative, qualitative, mixed methods).
- Analyzing common elements across different structures (preliminaries, main body, references, appendices).
- Exploring variations in sections and subsections based on discipline or institutional guidelines.



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Building the Blueprint:

- Mapping the research question or objectives to corresponding report sections.
- Defining the purpose and content of each section: Abstract, Introduction, Literature Review, Methodology, Results, Discussion, Conclusion, References, Appendices.
- Determining appropriate content hierarchies and subheadings for clear navigation.

Tailoring the Layout:

- Adapting the report structure and presentation style to specific target audiences (academic reviewers, industry professionals, policymakers).
- Incorporating institutional or publication guidelines for consistent formatting and presentation.
- Highlighting key findings and recommendations effectively for maximum impact.

Outcomes:

- Students will gain a deep understanding of various research report structures and their purposes.
- They will be equipped to design logical and audience-specific layouts for their reports.
- Students will develop advanced formatting and content organization skills for enhanced clarity and readability.
- They will possess the confidence to present research findings in a visually appealing and impactful manner.


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A Research Seminar on Layout of a Research Report





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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date: 10/02/2023

CIRCULAR

All the Students of Department of Management Studies of MBA I & IV Semesters are hereby informed to attend "A One Day Workshop on Legal Protection of Trade Secrets" by Dr. M. Santosh Raju, NVP Law College is being organized by our Department of Management Studies on 21/02/2023.

Venue: Seminar Hall I

Time: 12:00 am



Director & Ue Principal

DIRECTOR
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M.V.P. COLONY, VISAKHAPATNAM-17.

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B.Sc	BCA	MBA	B. Com	MBA	M.Sc. (CS)			M.L. Sujatha	

ABOUT COLLEGE

Samata Degree College, affiliated to Anandra University and Approved by AICTE was established in 1982 and has been offering holistic education for the last 31 years. Samata offers BSc, BBA, BCA, B.Com, MSc and MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with recognised research cell affiliated to Anandra University. Focus is given to activities beyond academics which is evident from its infrastructures, extracurricular activities, and Sports recognitions. The placement at Samata Degree College is varied, with recruitment options both in corporates and public sector as well as entrepreneurship.

ABOUT WORKSHOP

Samata Degree College organizes Intellectual Property Rights (IPR) seminars to educate students on their rights as creators. These seminars, typically hour-long, cover topics like copyrights, patents, trademarks, and how to register them. Experts from legal and IP fields deliver talks, followed by interactive sessions where students can ask questions and gain practical knowledge. Attending these seminars empowers students to protect their own creative works and fosters an environment of innovation and respect for intellectual property.

A ONE DAY WORKSHOP ON LEGAL PROTECTION OF TRADE SECRETS

21-02-2023
ORGANIZED BY
SAMATA DEGREE COLLEGE



SAMATA DEGREE COLLEGE

APPROVED BY AICTE & AFFILIATED TO
ANANDRA UNIVERSITY

MVP COLONY, VISHAKHAPATNAM-530017.

ABOUT THE PROGRAM

This one-day workshop dives into legal strategies for protecting your trade secrets. Learn to identify valuable information, build a strong defense, and enforce your rights. Gain confidence in safeguarding your competitive advantage.

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives.

- Defining Trade Secrets
- Legal Framework for Protection
- Protecting Your Trade Secrets
- Recognizing and Addressing Threats
- Ethical Considerations

CHIEF PATRON

Dr. S. Vijaya Ravindra
Dean & Correspondent

Prof. G. Srinivasa Rao
Director & Vice Principal

CONVENER

Mr. G. Ramesh
Head of the Department- MBA

CO-CONVENER

Mrs. M. Saranya Sri
Head of the Department- BBA

RESOURCE PERSON

Mr. M. Santosh Reddy
Asst. Prof.
MVP Law College,
Visakhapatnam

COORDINATOR

Mrs. D. Hymavathi
Asst. Prof.
Department of Management Studies

ORGANISING COMMITTEE

Mr. A. V. Koteswara Rao, Asst.
Professor

Mrs. K. Jyothi, Asst. Professor

STUDENT COORDINATORS

Y. Tejeswara Rao
Ch. Veena

**REGISTRATION FORM**

**A One Day Workshop on Legal Protection
of Trade Secrets***

Name: Mr./M/s. _____

Regd. No. _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fac: _____

E-Mail: _____

Signature of Participant

SAMATA DEGREE COLLEGE

MVP COLONY, VISAKHAPATNAM-53, A.P.

Phone Number: 0891 2504682

E-mail: samatacollege@gmail.com

Website: <https://samatacollege.co.in/>

For Details, Contact:

Mrs. D. Hymavathi

Asst. Professor

Department of Management Studies

Contact No: 7893572003

e-Mail Id: hymadh@gmail.com



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www.samata.ac.in

LIST OF PARTICIPANTS

Name of the Program: A one-day workshop on legal protection of Trade Secrets.
Date: 21/02/2023

S. No	Name of the Participant	Year & Program	Signature
1	K. Vamsi	MBA 1 st Year	Vamsi
2	R. RADHAKRISHNA	MBA 1 st Year	Ra
3	NIVEDITHA VAN	MBA 1 st Year	N.
4	J. Rakesh Paul	MBA 1 st Year	Rakesh Paul
5	N.R. Vamsi	MBA 1 st Year	Vamsi
6	P. Sunda	MBA 1 st Year	Sunda
7	P. Jitendra Ruddy	MBA 1 st Year	Jitendra
8	A. Dilip	MBA 1 st Year	A. Dilip
9	A. Satya Suman	MBA 1 st Year	A.S.
10	A. Pradyumna	MBA 1 st Year	Pradyumna
11	S. Rajesh Syam Varma	MBA 1 st Year	Rajesh
12	G. Jyotika	MBA 1 st Year	Jyotika
13	V. Spandana Devi	MBA 1 st Year	Spandana
14	V. Pragnathi Varshini	MBA 1 st Year	Pragnathi
15	V. Panchasaradhi	MBA 1 st Year	Panchasaradhi
16	K. Keerthi Sri	MBA 1 st Year	Keerthi
17	V. Venkatesh	MBA 1 st Year	Venkatesh
18	K. Srivalli	MBA 1 st Year	Srivalli
19	V. Manoj Kumar	MBA 1 st Year	V. Manoj
20	Gadivath Sankanti	MBA 1 st Year	Gadivath
21	G. Santhosh Kumar	MBA 1 st Year	G. Santhosh
22	P. Abhil Kumar	MBA 1 st Year	Abhil
23	A. Kishore Kumar	MBA 1 st Year	Kishore
24	N.R. Vamsi Spandana Devi	MBA 1 st Year	Vamsi Spandana

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[Signature]
Program Coordinator



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LIST OF FACULTY ATTENDED

Name of the Program: *A one-day workshop on legal protection of Trade Secrets*

Date: *21-02-2023*

S. No	Name of the Faculty	Department	Signature
1	<i>Prof. S. Madhavi Latha</i>	<i>Mgt Studies</i>	<i>Sul</i>
2	<i>G. Raveek</i>	<i>DCMS</i>	<i>G. Raveek</i>
3	<i>H. Satya Sri</i>	<i>Mgt Studies</i>	<i>H. Satya Sri</i>
4	<i>Mrs. D. Hymavalli</i>	<i>DCMS</i>	<i>Mrs. D. Hymavalli</i>
5	<i>A.V. Kateshwar Rao</i>	<i>DCMS</i>	<i>A.V. Kateshwar Rao</i>
6	<i>Dr. Henry James</i>	<i>Mgt Studies</i>	<i>Henry James</i>
7	<i>Dr. K. Hari Hara Raju</i>	<i>Mgt Studies</i>	<i>Dr. K. Hari Hara Raju</i>
8	<i>Mrs. B. Padmaja</i>	<i>Mgt Studies</i>	<i>Padmaja</i>
9	<i>Mrs. K. Devika</i>	<i>Mgt Studies</i>	<i>M. Devika</i>
10	<i>P. Jyothi</i>	<i>Mgt Studies</i>	<i>Jyothi</i>

Page No: *1*

Hymavalli
Program Coordinator



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Date: 22/02/2023

PROGRAMME REPORT

Programme Name	A One-Day workshop on legal Protection of Trade Secrets
Resource Person	Dr. M. Santhosh Raju, Assistant Professor, NVP Law College, Visakhapatnam. Contact No: 9640777714, E-Mail, Id: santhoshraju999@gmail.com
Date of Activity	21/02/2023
Organized by	Samata Degree College
Venue	Seminar Hall-1
No of Students Attended	32

Objectives:

- **Demystify the concept of trade secrets:** Provide a clear understanding of what constitutes a trade secret, its value, and its role in competitive advantage.
- **Navigate the legal landscape of trade secret protection:** Explore the relevant laws and regulations governing trade secrets, both nationally and internationally.
- **Equip participants with practical strategies for protecting trade secrets:** Discuss best practices for implementing security measures, confidentiality agreements, and other preventive measures.

Topics Covered:

- **Defining Trade Secrets:**
 - What information qualifies as a trade secret?
 - Deriving and maintaining commercial value through secrecy.
 - Differentiating trade secrets from other forms of intellectual property.
- **Legal Framework for Protection:**
 - Key national and international laws (e.g., Uniform Trade Secrets Act, Defend Trade Secrets Act, TRIPs agreement).



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- Legal standards for establishing trade secret protection.
- Available legal remedies for misappropriation.
- **Protecting Your Trade Secrets:**
 - Implementing effective security measures (physical, technological, administrative).
 - Using non-disclosure agreements and confidentiality policies.
 - Controlling access to sensitive information.
 - Monitoring for potential leaks and breaches.
- **Ethical Considerations:**
 - Balancing trade secret protection with transparency and innovation.
 - Promoting fair competition and preventing unfair trade practices.
 - Upholding ethical standards in the business environment.

Outcomes:

- Participants will gain a comprehensive understanding of trade secret law and its practical application.
- They will be equipped with valuable strategies for protecting their confidential business information.
- Increased awareness of potential threats will enable proactive risk management and mitigation.


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A One Day Workshop on Legal Protection of Trade Secrets





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Date: 21/1/2023

CIRCULAR

All the Students of MBA I & IV Semesters are hereby informed to attend "A One Day Workshop on Artificial Intelligence and its Applications" by Dr. K. Hari Hari Raju, Associate Professor, Pysala College is being organized by our Department of Computer Science on 27/01/2023.

Venue: Room No 17

Time: 09.30 am




Director & Principal
DIRECTOR
SAMATA DEGREE COLLEGE
M.V.P. Colony, VISAKHAPATNAM-17

Signature of AIBOD'S						TPD	OFFICE	LIBRARY	IQAC COORDINATOR
									
B.Sc.	BCA	BBA	B.Com	MBA	M.Sc.(CN)				

ABOUT COLLEGE

Samata Degree College, affiliated to Acharya University and approved by AICTE, was established in 1982 and has been offering higher education for the last 33 years. Samata offers BSc, BBA, BCA, B.Com, MSc, and MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with recognized research cell affiliated to Acharya University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities, and sports recognitions. The placement of Samata Degree College is varied, with recruitment options both in corporate and public sector as well as entrepreneurship.

ABOUT THE RESEARCH CELL

The Research Cell also organizes workshops, seminars, and guest lectures on various research topics. These events provide students with the opportunity to learn from experts and network with other researchers. The Research Cell's efforts have resulted in a significant increase in the number of research publications by Samata Degree College faculty and students. The Cell has also played a key role in attracting research funding from various governmental and non-governmental agencies.

ABOUT THE PROGRAM

This one-day workshop explores the fundamentals of Artificial Intelligence and its real-world applications. Learn how AI is shaping our future and get hands-on with practical examples. This workshop is perfect for anyone curious about AI's potential.

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- Introduction to AI
- Impactful Applications
- Technical Deep Dives
- The Future of AI

A ONE DAY WORKSHOP
ON ARTIFICIAL
INTELLIGENCE AND ITS
APPLICATIONS.

27-01-2025
ORGANIZED BY
SAMATA DEGREE COLLEGE



SAMATA DEGREE COLLEGE

APPROVED BY AICTE & AFFILIATED TO
ACHARYA UNIVERSITY

WILSON ROAD, VILASAPUR, HUBLI-576007



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An ISO 9001 : 2015 Certified Institution

Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)

www.samata.ac.in

LIST OF PARTICIPANTS

Name of the Program: A one day workshop on Artificial Intelligence
Date: 27/01/2023 and its Applications.

S.No	Name of the Participant	Year & Program	Signature
1	S. Pratyusha	MBA 2 nd year	[Signature]
2	S. Rijesh shyam varma	MBA 1 st year	[Signature]
3	M. Tyathika	MBA 1 st year	[Signature]
4	V. Spandana devi	MBA 1 st year	[Signature]
5	A. Dilip	MBA 1 st year	[Signature]
6	A. Satya sravani	MBA 1 st year	[Signature]
7	K. Parvathi venkat	MBA 1 st year	[Signature]
8	V. Anshasandhya	MBA 1 st year	[Signature]
9	K. Teerthi Sini	MBA 1 st year	[Signature]
10	V. Venkatesh	MBA 2 nd year	[Signature]
11	K. Srivalli	MBA 1 st year	[Signature]
12	NIVEDITHA VAN	MBA 1 st year	[Signature]
13	V. Pooja	MBA 1 st year	[Signature]
14	M.S. K. V. S. R.	MBA 1 st year	[Signature]
15	P. Sarada	MBA 1 st year	[Signature]
16	P. Jitesha Reddy	MBA 1 st year	[Signature]
17	V. Mangi Kumar	MBA 1 st year	[Signature]
18	K. Varun	MBA 1 st year	[Signature]
19	R. RADHAKRISHNA	MBA 1 st year	[Signature]
20	P. Veeksha Sai	MBA 1 st year	[Signature]
21	A. Sreya	MBA 1 st year	[Signature]
22	B. Sagar	MBA 1 st year	[Signature]
23	M. Manikanta Reddy	MBA 1 st year	[Signature]
24	M. Anas	MBA 1 st year	[Signature]

Page No: /

[Signature]
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afmc.org

LIST OF FACULTY ATTENDED

Name of the Program: A one day workshop on Artificial Intelligence and its Applications
Date: 23/01/2023

S. No	Name of the Faculty	Department	Signature
1	Prof. S. Harshav Lakha	Mgt Studies	Sid
2	Mrs. B. Hymavalli	Mgt. Studies	Hymavalli
3	G. Sobala	Mgt. Studies	G. Sobala
4	M. Satya Sai	Mgt. Studies	Satya Sai
5	A.V. Katchanrao Rao	Mgt. Studies	A.V. Katchanrao Rao
6	Dr. Henry James	Mgt. Studies	Henry James
7	Dr. K. Hari Harad Raju	Mgt. Studies	H. H. Raju
8	Mrs. B. Padmasa	Mgt. Studies	Padmasa
9	Mrs. K. Devika	Mgt. Studies	K. Devika
10	P. Jyothi	Mgt. Studies	Jyothi

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Program Coordinator



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



Date: 28/01/23

PROGRAMME REPORT

Programme Name:	A One-Day Workshop on Artificial Intelligence and its Applications.
Resource Person:	Dr. Hari Hara Raja, Associate Professor, Pydah College, Visakhapatnam, Contact No: 9642237307; e-mail id: dr.khara@gmail.com
Date of Activity:	27/01/2023
Organised by:	Samata Degree College
Venue:	Room No.17
No of Students Attended:	31

Objectives:

- Equip Students with a clear understanding of what artificial intelligence (AI) is and its core principles.
- Explore the diverse range of applications where AI is transforming various industries and sectors.
- Analyze the potential benefits and challenges of AI implementation in different contexts.
- Spark critical thinking about the ethical and societal implications of AI development and use.

Topics Covered:

Introduction to AI:

- Defining AI and its different forms (machine learning, deep learning, computer vision, natural language processing).
- Understanding the historical evolution of AI and its current capabilities.
- Debunking myths and misconceptions surrounding AI and its potential impact.



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SECTOR 10, MVP COLONY, VISAKHAPATNAM – 530 017. (A.P.)



A One Day Workshop on Artificial Intelligence & its Applications



Phone: 0891-2504682. Website: www.samatacollege.co.in

Email: samatacollege@gmail.com; trgsrao747@gmail.com



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



Date: 28/12/2022

CIRCULAR

All the Students of MBA I & III Semesters are hereby informed to attend "A One Day Seminar on Impact on Entrepreneurial Education on Venture Success" by Mrs. Nivedita Nahak, Guest Faculty, Andhra University, Visakhapatnam is being organized by our college on 8/1/2023.

Venue: Room No:17

Time: 10:00 am



DIRECTOR & In-PRINCIPAL
DIRECTOR
SAMATA DEGREE COLLEGE
M.V.P. Colony, VISAKHAPATNAM-17

Signature of ABHOD'S						TPO	OFFICE	LIBRARY	IQAC COORDINATOR
B.Sc	BCA	BBA	B.Com	MBA	M.Sc.(CS)				

ABOUT COLLEGE

Samata Degree College, affiliated to Anna University and Approved by AICTE, was established in 1989 and has been offering holistic education for the last 33 years. Samata offers B.A., B.A. (Hons.), B.Com., M.Com. and MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with recognized research cell affiliated to Anna University. Focus is given to activities beyond academics which is achieved from its infrastructure, extracurricular activities and sports recognitions. The placement at Samata Degree College is varied with recruitment offers from IT companies and other sector as well as entrepreneurship.

ABOUT EDC CELL

Entrepreneurship Development Cell is gradually becoming very significant in various areas of economic development. Innovative startups and new enterprises act as a catalyst for the economy. We as Entrepreneurship Development Cell Samata believe that original and innovative ideas, having the potential to change industry by creating value are formed in young mind. Moulding these ideas into successful ventures and tapping the entrepreneurial talent as a prime motive for us we try to provide adequate resources, extensive network and all kinds of support along with the appropriate platform for applying young entrepreneurs by taking their ideas.

ABOUT THE PROGRAM

This seminar explores how entrepreneurship education equips individuals with the knowledge, skills, and mindset to launch and grow successful ventures. Gain insights on how education fosters opportunity recognition, business planning, and navigating challenges to increase your venture's chance of thriving.

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- The Landscape of Entrepreneurial Education
- Understanding Venture Success
- Impact of Entrepreneurial Education
- Evaluating Effectiveness
- Optimizing Entrepreneurial Education

A ONE SEMINAR ON
IMPACT ON
ENTREPRENEURIAL
EDUCATION ON VENTURE
SUCCESS*

05-01-2024
ORGANIZED BY
ENTREPRENEURSHIP
DEVELOPMENT CELL



SAMATA DEGREE COLLEGE

ANNA UNIVERSITY
MADRAS

NEW COLONY, VEERANANTHURAM - 600117



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)

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LIST OF PARTICIPANTS

Name of the Program: A One-day Seminar on Impact on Entrepreneurship Education on Venture Success.

Date: 08/01/2023

S.No	Name of the Participant	Year & Program	Signature
1	A. Dilip	MBA - 2 nd year	A. Dilip
2	A. Satish Chavan	MBA - 1 st year	A. Satish
3	A. Pradhusha	MBA - 1 st year	A. Pradhusha
4	S. Rishi Rajan Varma	MBA - IV	Rishi
5	G. Triloka	MBA - II	G. Triloka
6	V. Spandana Devi	MBA I	V. Spandana
7	S. Prasad Venkat	MBA 1 st year	Prasad
8	V. Parthasaradhi	MBA 1 st year	V. Parthasaradhi
9	K. Sreehari Sani	MBA 1 st year	K. Sani
10	Y. Venkatesh	MBA 1 st year	Y. Venkatesh
11	K. Srivalli	MBA 1 st year	Srivalli
12	V. Manoj Kumar	MBA 1 st year	V. Manoj
13	K. Vamsi	MBA 1 st year	Vamsi
14	R. RADHAKRISHNA	MBA 1 st year	R. Radha
15	M. Vardhita	MBA 1 st year	M. Vardhita
16	V. Ruben	MBA 1 st year	V. Ruben
17	M. Vamsi	MBA 1 st year	M. Vamsi
18	P. Suresh	MBA 1 st year	P. Suresh
19	P. Jitendra Reddy	MBA 1 st year	P. Jitendra
20	Manoj Bhaxadwaj	MBA - 1 st year	Manoj
21	D. Rashmi	MBA - II nd year	Rashmi
22	V. Lalitha Lakshmi	MBA - III rd year	V. Lalitha Lakshmi
23	Babita Samantony	MBA 2 nd year	Babita
24	M. Archita Bhavana	MBA 2 nd year	M. Archita



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Samata Degree College
Visakhapatnam

LIST OF FACULTY ATTENDED

Name of the Program: A. weekday seminar on Impact on Entrepreneurial Education on venture success
Date: 08/10/2023

S.No	Name of the Faculty	Department	Signature
1.	Prof. S. Madhavi Kotha	Mgt. Studies	Sol.
2.	Mrs. D. Hymanalli	Mgt. Studies	Hy
3.	G. Pancha	Mgt. Studies	Pancha
4.	M. Satya Devi	Mgt. Studies	Satya Devi
5.	Dr. Hema Janga	Mgt. Studies	Hema Janga
6.	A. V. Kotemurug Rao	Mgt. Studies	Kotemurug Rao
7.	Dr. K. Hari Hara Raju	Mgt. Studies	Hari Hara Raju
8.	Mrs. B. Padmaja	Mgt. Studies	Padmaja
9.	Mrs. K. Devika	Mgt. Studies	K. Devika
10.	P. Sripathi	Mgt. Studies	Sripathi

Page No: 1


Program Coordinator



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



Date: 18/01/2023

PROGRAMME REPORT

Programme Name	A One-Day Seminar on Impact on Entrepreneurial Education on Venture Success
Resource Person	Mrs. Niveditha Nahak, Guest Faculty, Andhra University, Visakhapatnam. Contact No: 6300898112, E-Mail. Id: nmi113118@gmail.com
Date of Activity	08/1/2023
Organized by	Samata Degree College
Venue	Room No 17.
No of Students Attended	33

Objectives:

- Analyse the key ways in which entrepreneurial education can positively impact the success of ventures.
- Examine the different types of knowledge and skills offered by entrepreneurial education that contribute to venture success.
- Explore the challenges and opportunities in measuring the effectiveness of entrepreneurial education on venture outcomes.
- Facilitate dialogue and exchange of ideas among diverse stakeholders in the entrepreneurial ecosystem (educators, entrepreneurs, investors, policymakers).

Topics Covered:

- **Understanding Venture Success:** Defining and measuring success; common challenges faced by ventures, role of innovation and adaptability.
- **The Landscape of Entrepreneurial Education:** Different types of programs (academic, bootcamps, online courses), pedagogical approaches, key areas of focus (business planning, finance, marketing, leadership).



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- **Impact of Entrepreneurial Education:**

- Knowledge and skill acquisition (financial literacy, market research, risk management, communication)
- Development of entrepreneurial traits (creativity, resilience, problem-solving, risk-taking)
- Networking and access to resources (mentoring, funding, collaboration)
- Building confidence and entrepreneurial self-efficacy

Outcomes:

- Participants will gain a deeper understanding of the link between entrepreneurial education and venture success.
- They will be equipped with knowledge about the key skills and resources provided by entrepreneurial education programs.
- Participants will be able to critically evaluate the effectiveness of different educational approaches.
- The seminar will foster collaboration and knowledge sharing among stakeholders in the entrepreneurial ecosystem.
- Recommendations for improving the quality and impact of entrepreneurial education will be formulated.



Programme Coordinator



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SECTOR 10, MVP COLONY, VISAKHAPATNAM - 530 037, (A.P.)



A One Day Seminar on Impact on Entrepreneurial Education on Venture Success





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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date: 20/12/2022

CIRCULAR






All the Students of MBA I and IV Semesters are hereby informed to attend "A One Day Seminar on Social Media Marketing for Entrepreneurs" by Dr. G. Raju Kumar, HOD of Commerce Dr. V. S. Krishna Degree College, Visakhapatnam is being organized by Our College Entrepreneurship Development Cell (EDC) on 28/12/2022.

Venue: Seminar Hall I

Time: 09.30 am




DIRECTOR
DIRECTOR
SAMATA DEGREE COLLEGE
M.V.P. Colony, VISAKHAPATNAM-17

Signature of All HOD'S					TPG	OFFICE	LIBRARY
							
B. Sc	BCA	BBA	B. Com	MBA	M.Sc. (CS)		M. L. Sagar

Phone: 0891 - 2504682. Website: www.samatacollege.co.in

Email: samatacollege@gmail.com; dirgato747@gmail.com

ABOUT COLLEGE

Samata Degree College, affiliated to Andhra University and Approved by AICTE was established in 1992 and has been offering holistic education for the last 31 years. Samata offers BSc, BBA, BCA, B.Com, MSc, And MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with recognised research cell affiliated to Andhra University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities and Sports recognitions. The placement at Samata Degree College is varied, with recruitment options both in corporates and public sector as well as entrepreneurship.

ABOUT THE EDC CELL

Entrepreneurship Development is gradually becoming very significant in various areas of economic development. Innovative start-ups and new enterprises act as a catalyst for the economy.

We at Entrepreneurship Development Cell, Samata believe that original and innovative ideas having the potential to change industry by creating value are formed in young mind. Moulding these ideas into successful ventures and tapping the entrepreneurial talent as a prime motive for us, we try to provide adequate resources, extensive network and all kind of support along with the appropriate platform for aspiring young entrepreneurs to hone their ideas.

A ONE-DAY SEMINAR ON SOCIAL MEDIA MARKETING FOR ENTREPRENEURS.

29-12-2022
ORGANIZED BY

ENTREPRENEURSHIP
DEVELOPMENT CELL



SAMATA DEGREE COLLEGE

(APPROVED BY AICTE & AFFILIATED TO
ANDHRA UNIVERSITY)

MWP COLONY, VISA AKHAPATNAM- 530017

ABOUT THE PROGRAM

This one-day social media marketing seminar dives deep into strategies for entrepreneurs. Learn which platforms ignite results, craft engaging content, and build a loyal following. Leave with a roadmap to leverage social media and watch your brand flourish.

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives.

- Social Media Landscape for Entrepreneurs
- Building a Powerful Brand Presence
- Crafting Effective Content
- Engaging Your Audience
- Measuring Success and Optimizing Campaigns

CHIEF PATRON

Prof. B. Srinivasa Rao
Director

CONVENER

Dr. K. Hari Hargu Rao
Associate Professor
HOD MBA

CO-CONVENER

Mr. A.V. Koteswara Rao
Asst. Professor
Department of Management Studies

RESOURCE PERSON

Dr. D. Raju Kumar
HOD-Commerce,
Dr. V. Srikrishna College,
Vishakhapatnam

COORDINATOR

Mrs. P. Jyothi
Asst. Professor, Management Deptt.

ORGANISING COMMITTEE

Mr. B. Ramiah, Asst. Professor
Mrs. D. Ajayavathi, Asst. Professor
Mr. K. D. K. Srinil, Asst. Professor

STUDENT COORDINATORS

Tippart Pijindla
Varapoti Lakshmy Tarun

ENTREPRENEURSHIP DEVELOPMENT CELL**ENTREPRENEUR****REGISTRATION FORM**

A One-day Seminar on Social Media Marketing
for Entrepreneurs.

Name: Mr./Ms. / _____

Regd. No. _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-Mail: _____

Signature of Participant

ENTREPRENEURSHIP DEVELOPMENT CELL
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MVP COLONY, VISAKHAPATNAM-17, A.P.

Phone Number: 0891 2504682

E-mail: samatacollege@gmail.com

Website: <http://samatacollege.co.in/>

For Details, Contact:

Mrs. P. Jyothi

Asst. Professor

Department of Management Studies

Phone No: Contact No: 9885480362

e-Mail Id: jyothicwa@gmail.com



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Sector - 10, MVP Colony, Veehapatnam - 830 017, (A.P.)



LIST OF PARTICIPANTS

Name of the Program: *A one day Seminar on Social media marketing for entrepreneurs*
Date: *29/12/2022*

S. No	Name of the Participant	Year & Program	Signature
1	A. Kichore Kumar	MBA 3 rd year	A. Kichore Kumar
2	Restley Dileep Kumar	MBA 1 st year	Dileep
3	I. Venkata Sai	MBA 3 rd year	Venkatesh
4	S. Anitha Dasarasala	MBA 2 nd Year	S. Anitha Dasarasala
5	K. Sagar	MBA 1 st year	Sagar
6	M. Mani Kanta Reddy	MBA 1 st year	M. Mani Kanta Reddy
7	M. Anitha	MBA 1 st year	Anitha
8	Lavanya S	MBA 1 st year	Lavanya
9	T. Pankaj Chetty Gulika	MBA 1 st year	Pankaj Chetty Gulika
10	G. Srikanth	MBA 1 st year	G. Srikanth
11	P. Paul Kumar	MBA 1 st year	P. Paul Kumar
12	G. Sathish Kumar	MBA 1 st year	Sathish Kumar
13	Manoj Bharadwaj	MBA 1 st year	Manoj Bharadwaj
14	D. Rashmi	MBA 1 st year	Rashmi
15	V. Lakshmi Takkuri	MBA 1 st year	V. Lakshmi Takkuri
16	Babita Simantony	MBA 2 nd year	Babita
17	G. Ganesh Kumar	MBA 2 nd year	G. Ganesh Kumar
18	Pethala Ananth	MBA 2 nd year	Pethala Ananth
19	P. Akhil Kumar	MBA 1 st year	Akhil
20	K. Varasi	MBA 1 st year	Varasi
21	K. Rupa Krishna	MBA 1 st year	K. Rupa Krishna
22	NIVEDITHA VAN	MBA 1 st year	N. Niveditha Van
23	U. Ruben	MBA 1 st year	U. Ruben
24	N. Varasi	MBA 1 st year	N. Varasi

P. Syathi

Program Coordinator

Page No: 1



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



LIST OF FACULTY ATTENDED

Name of the Program: 1 one day Seminars on Social media marketing
for entrepreneurs.

Date: 29-12-2022

S.No	Name of the Faculty	Department	Signature
1	Prof. S. Madhavi Latha	Mgt Studies	Sudh
2	G. Ganesh	Mgt Studies	G. Ganesh
3	A.V. Rameshwar Rao	Mgt Studies	A.V. Rameshwar Rao
4	Ms. D. Hymavathi	Mgt Studies	D. Hymavathi
5	H. Satya Sai	Mgt Studies	H. Satya Sai
6	M.S.M. Jaya Vardhan	Mgt Studies	M.S.M. Jaya Vardhan
7	R. Deepthi	Mgt Studies	R. Deepthi
8	Dr. Henry James	Mgt Studies	Henry James
9	P. Jyothi	Mgt Studies	P. Jyothi
10	Mr. K. Kirithi	Mgt Studies	K. Kirithi

Page No:

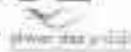
P. Jyothi
Program Coordinator



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



Date: 30/12/22

PROGRAMME REPORT

Programme Name:	A One-day Seminar on Social Media Marketing for Entrepreneurs.
Resource Person:	Dr. G. Raju Kumar, HOD of Commerce Dr.V.S Krishna Degree College Visakhapatnam. Contact no.: 9885623910 Email: rajukumar.gattu0@gmail.com
Date of Activity:	29/12/2022
Organised by:	Samata Degree College
Venue:	Seminar Hall, I
No of Students Attended:	33

Objectives:

- Equip entrepreneurs with the knowledge and skills to leverage social media effectively for marketing their businesses.
- Increase understanding of different social media platforms and their unique strengths for targeting specific audiences.
- Develop a strategic approach to social media marketing, including content creation, engagement, and analytics.
- Build confidence in managing and monitoring social media marketing campaigns for optimal results.

Topics Covered:

Social Media Landscape for Entrepreneurs:

- Overview of major social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.) and their potential for different businesses.
- Analyzing your target audience and choosing the most relevant platforms to reach them.
- Understanding the latest trends and algorithms on each platform.

Building a Powerful Brand Presence:

- Creating a consistent and engaging brand identity across all social media channels.
- Developing your brand voice and storytelling techniques to connect with your audience.



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- Utilizing visual content, such as images and videos, to enhance brand communication.

Crafting Effective Content:

- Identifying different types of content that resonate with your target audience (educational, informative, entertaining, etc.)
- Content planning and scheduling tools to maintain a consistent posting strategy.
- Mastering different content formats (text, images, videos, live streams) for maximum impact.

Engaging Your Audience:

- Building and nurturing communities around your brand through interactions, contests, and Q&A sessions.
- Leveraging comments, direct messages, and social listening tools to understand audience feedback and preferences.
- Utilizing social media advertising options to reach a wider audience and target specific demographics.

Outcomes:

- Entrepreneurs will have a clear understanding of how to use social media to achieve their business goals.
- They will be equipped with the skills to create engaging content, build communities, and track their progress.
- Students will gain confidence in managing their own social media presence or delegating effectively to a team.
- The seminar will encourage the development of a strategic and data-driven approach to social media marketing.

P. Jyothi
Programme Coordinator



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A One Day Seminar on Social Media Marketing for Entrepreneurship





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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date: 03/12/2022

CIRCULAR

All the Students of MBA I & III Semesters are hereby informed to attend "A One Day Seminar on Analysis of the Role of Leadership in the Success of Startups" by Mrs. V. Lakshmi Prasanna, Head- IIR, INHA Value-Momentum, Hyderabad is being organized by our College Entrepreneurship Development Cell (EDC) on 13/12/2022.

Venue: Seminar Hall 1

Time: 11:00 am onwards



DIRECTOR Principal
SAMATA DEGREE COLLEGE
M.V.P. Colony, VISAKHAPATNAM-17

Signature of All HOD'S						TPO	OFFICE	LIBRARY
								M.L. Sujatha
B.Sc	BCA	BBA	B. Com	MBA	M.Sc. (CS)			

● ABOUT COLLEGE

Samata Degree College, Affiliated to Jaijiva University, and Approved by AICTE, was established in 1982 and has been offering holistic education for the last 35 years. Samata offers BBA, BCA, B.Com, M.Com And MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation, with recognised research cell affiliated to Andhra University. Focus is given to strives beyond academics which is evident from its ethanofore extracurricular activities and sports recognitions. The placement at Samata Degree College is varied, with recruitment options both in corporate and public sector as well as entrepreneurship.

● ABOUT EDC CELL

Entrepreneurship Development is gradually becoming very significant in various areas of economic development. Innovative start-ups and new enterprises act as a catalyst for the economy. We at Entrepreneurship Development Cell, Samata believe that original and innovative ideas having the potential to change industry by creating value are formed in young mind. Mounting stress steps into successful ventures just tapping the entrepreneurial talent as a prime motive for us we try to provide adequate resources, interactive network and all kinds of support along with the appropriate platform for aspiring young entrepreneurs to bring their ideas.

● ABOUT THE PROGRAM

The crucial role of leadership in shaping the success of entrepreneurial ventures. We will delve into the specific leadership qualities and styles that are most effective in navigating the dynamic and often turbulent startup landscape.

Topics Covered

Contents of seminar would touch up the following aspects, to achieve the objectives.

- Defining leadership in the startup context
- Effective leadership for building a successful startup culture
- Leadership for strategic growth and decision-making
- Leadership in diverse startups

A One Day Seminar on Analysis of the role of leadership in the success of the startups

13-12-2022
Organized by

**ENTREPRENEURSHIP
DEVELOPMENT
CELL**



SAMATA DEGREE COLLEGE

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to
Andhra University

AVS College, Visakhapatnam - 531027

CHIEF PATRON

Prof. G. Srinivasan Kap
Director & VC, Principal

CONVENOR

Prof. S. Madhusu Laksh
Research Director

CO-CONVENOR

Mr. G. Hamesh
Asst. Professor

RESOURCE PERSON

Mrs. V. Lakshmi Prasad
HEAD HR, INRIA, Value Morningstar,
Hyderabad
Contact No: 9885580663

COORDINATOR

Mrs. M. Satya Sai
Head of Department, MBA
Department of Management Studies

ORGANISING COMMITTEE

Mrs. D. Hymavathy, Asst. Professor
Mr. Anand Das-Paul

STUDENT COORDINATORS

L-Grace Swaroopa Rani MBA 1st year
2 p. Jyoti Kulkarni MBA 1st year

REGISTRATION FORM

A One Day Seminar on Analysis of the role of
Leadership in the Success of the Start-ups

Name: Mr./Ms. _____

Regd. No: _____

Cellar/Contact: _____

Organization: _____

Address: _____

City: _____

Pincode: _____

State: _____

College: _____

Signature of Participant: _____

ENTREPRENEURSHIP DEVELOPMENT CELL

SAMATA DEGREE COLLEGE
MADRAS ROAD, WASHAMARAPALLYM ST, A.P.
Phone Number: 0884 2551162
E-mail: satamadracollege@gmail.com
Website: <http://satamadracollege.com>



For Details, Contact:

Mrs. M. Satya Sai

Asst. Professor

Department of Management Studies

Contact No: 9885580663

at Mail Id

satya.mba.2010@gmail.com

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LIST OF PARTICIPANTS

Name of the Program: One Day Seminar on Analysis of the Role of Leadership in the Success of Startups
Date: 13/12/2022

S. No	Name of the Participant	Year & Program	Signature
1	K. Vamsi	MBA 1 st year	Vamsi
2	Reddy. Balu Krishna	MBA 1 year	Reddy Krishna
3	NRVITHA VAN	MBA 1 st year	Nrvitha
4	O. Ruben	MBA 1 st year	O. Ruben
5	NRVITHA VAN	MBA 1 st year	Nrvitha
6	P. Saradha	MBA 1 st year	Saradha
7	P. Venkata Reddy	MBA 1 st year	Venkata Reddy
8	A. Dilip	MBA 1 st year	A. Dilip
9	A. Satya Saravani	MBA 1 st year	Satya Saravani
10	A. Prathibha	MBA 1 st year	Prathibha
11	S. Divya Lakshmi	MBA 1 st year	Divya Lakshmi
12	G. Jyoti	MBA 1 st year	G. Jyoti
13	Y. Srinidhi Devi	MBA 1 st year	Srinidhi Devi
14	V. Divya Lakshmi	MBA 1 st year	Divya Lakshmi
15	V. Nandhanthi	MBA 1 st year	Nandhanthi
16	K. Keerthi Devi	MBA 1 st year	Keerthi Devi
17	Z. Venkatesh	MBA 1 st year	Venkatesh
18	K. Srivalli	MBA 1 st year	Srivalli
19	V. Manoj Kumar	MBA 1 st year	V. Manoj Kumar
20	A. Vishal Kumar	MBA 1 st year	Vishal Kumar
21	Reddy. Dilip Kumar	MBA 1 st year	Dilip Kumar
22	T. Venkata Sai	MBA 1 st year	Venkata Sai
23	S. Anitha	MBA 1 st year	Anitha
24	P. Sagar	MBA 1 st year	Sagar


Program Coordinator



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Sector - 19, MVP Colony, Visakhapatnam - 530 017. (A.P.)



LIST OF FACULTY ATTENDED

Name of the Program: *One-day Seminar on Analysis of the Role of Leadership in the Success of Strategy*
Date: *13-12-2022*

S. No	Name of the Faculty	Department	Signature
1.	Prof S. Hadhavi Satha	Hgt Studies	<i>S.H.</i>
2.	Mr. D. Hymavathi	Hgt Studies	<i>D.H.</i>
3.	<i>E. Seneela</i>	Hgt Studies	<i>E.S.</i>
4.	H. Satya Sai	Hgt Studies	<i>H.S.</i>
5.	A.V. Koteswarao Rao	Hgt Studies	<i>A.V.K.R.</i>
6.	M.S.N. Jaya Vardhan	Hgt Studies	<i>J.V.</i>
7.	R. Deepthi	Hgt Studies	<i>R.D.</i>
8.	Dr Henry James	Hgt Studies	<i>H.J.</i>
9.	P. Jyothi	Hgt Studies	<i>P.J.</i>
10.	Ms. K. Kirithi	Hgt Studies	<i>K.K.</i>

Polya



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Sector – 10, MVP Colony, Visakhapatnam – 530 017. (A.P.)



Date: 14/12/22

PROGRAMME REPORT

Programme Name	A One Day Seminar on "Analysis of the Role of Leadership in the Success of Startups"
Resource Person	Mrs. V. Lakshmi Prasanna, Head- HR, (INDIA Value Momentum, Hyderabad, 9885559983)
Date of Activity	13/12/22
Organised by	Samata Degree College
Venue	Seminar Hall-I
No. of Students Attended	29

Objective of the Program:

This seminar aims to explore the crucial role of leadership in shaping the success of entrepreneurial ventures. We will delve into the specific leadership qualities and styles that are most effective in navigating the dynamic and often turbulent startup landscape.

Key leadership qualities and styles essential for startup success: Explored the specific traits and behaviors that differentiate effective startup leaders from traditional leaders.

Challenges and opportunities unique to startup leadership: The seminar addressed the specific obstacles and opportunities leaders face within the fast-paced and dynamic startup environment.

Topics Covered:

Defining Leadership in the Startup Context:



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Differentiating leadership in startups from traditional leadership styles. Identifying key leadership traits and behaviors for startup success. Exploring the role of vision, mission, and values in driving startups forward.

Effective Leadership for Building a Successful Startup Culture:

Fostering innovation, creativity, and risk-taking within the team. Building a collaborative and supportive work environment. Inspiring and motivating employees to achieve their full potential.

Leadership for Talent Acquisition and Retention:

Attracting and hiring top talent in a competitive market. Providing opportunities for growth and development within the organization. Creating a culture that fosters employee engagement and satisfaction.

Leadership in Diverse Startups:

Exploring the unique challenges and opportunities faced by women and minority entrepreneurs. Identifying effective leadership strategies for diverse teams. Promoting inclusivity and diversity within the startup ecosystem.

Outcomes of the Program:

The Faculty and Students gained the knowledge, skills, and connections they need to become more effective leaders and contribute to the success of the startups.

They gained knowledge on:

Increased Knowledge and Awareness:



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- Participants will gain a deeper understanding of the critical leadership competencies and styles necessary for startup success.
- They will learn about the impact of leadership on various aspects of startups, including innovation, agility, decision-making, team dynamics, employee motivation, and talent retention.

Enhanced Skills and Abilities:

- Participants will develop practical strategies and tools for enhancing their own leadership effectiveness, whether they are aspiring or current startup leaders.
- They will acquire skills in areas such as strategic thinking, communication, conflict resolution, and team building.
- They will learn how to adapt their leadership style to different situations and challenges.

Actionable Insights and Recommendations:

- The seminar will generate valuable insights into the relationship between leadership and startup success.
- The seminar may also lead to the development of practical resources and tools to support startup leaders.

Programme Coordinator



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A One Day Seminar on Analysis of the Role of Leadership in the Success of the Start Up's





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Sector - 16, MVP Colony, Visakhapatnam - 530 017. (A.P.)



Date: 16/11/22

CIRCULAR

All the Students of M.Sc. (CS) IV & MBA IV Semesters are hereby informed to attend "A Research Seminar on Writing Objectives, Research Questions & Hypotheses" by:

Dr. V. Sai Prashanth, Associate Professor, SIMS College, Visakhapatnam is being organized by our Department of Computer Science on 23/11/2022.

Venue: Seminar Hall I

Time: 10:00 am



DIRECTOR

DIRECTOR
SAMATA DEGREE COLLEGE
M.V.P. Colony, VISAKHAPATNAM-17

Signature of All HOD'S					TPO	OFFICE	LIBRARY
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ABOUT COLLEGE

Samata Degree College, Affiliated to Andhra University and Approved by AICTE was established in 1987 and has been offering holistic education for the last 31 years. Samata offers BSc, BBA, BCA, B.Com, MSc. And MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with recognized research cell affiliated to Andhra University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities, and sports recognitions. The placement at Samata Degree College is varied, with recruitment options both in corporates and public sectors as well as entrepreneurship.

ABOUT THE RESEARCH CELL

The Research Cell also organizes workshops, seminars, and guest lectures on various research topics. These events provide students with the opportunity to learn from experts and network with other researchers. The Research Cell's efforts have resulted in a significant increase in the number of research publications by Samata Degree College faculty and students. The Cell has also played a key role in attracting research funding from various government and non-government agencies.

ABOUT THE PROGRAM

Learn to craft clear objectives, research questions, and testable hypotheses. These foundations are crucial for a focused and successful research project. Gain valuable skills to guide your inquiry and strengthen your analysis. Don't miss this opportunity to take your research to the next level!

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- Introduction
- Writing Effective Objectives
- Constructing Research Questions
- Developing Hypotheses
- Common Pitfalls and Best Practices

A RESEARCH SEMINAR
ON WRITING
OBJECTIVES, RESEARCH
QUESTIONS, AND
HYPOTHESES.

23-11-2022

ORGANIZED BY

SAMATA DEGREE COLLEGE



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ANDHRA UNIVERSITY

M.P. COLDHY, VISAKHAPATNAM-520017

CHIEF PATRON

Prof. G. Sujayadasa Reddy
Director & V. Principal

CONVENER

Prof. S. Maheshwari Latha
Research Director

CO-CONVENER

Dr. K. Hari Hara Raju
Associate Professor
Head of the Department - MBA

RESOURCE PERSON

Dr. V. Sai Prabhakar
Associate Professor
SIMS College
Contact No: 8374734324

COORDINATOR

Mrs. P. Jyothi
Asst. Professor
Department of Management Studies

ORGANISING COMMITTEE

Mr. A. V. Subrahwarao, Asst. Professor
Mrs. K. Devika, Asst. Professor

Mr. K. D. K. Kiran, Asst. Professor

STUDENT COORDINATORS

MAHANTHI LOKESH- MSc. 2ND YEAR
NANDARAJU JYOTHI- MBA 2ND YEAR



We Teach, We Learn,
We Predict the Future

For Details, Contact:

Mrs. P. Jyothi
Asst. Professor
Department of Management Studies
Contact No: 9885480302
e- Mail Id: jyothi_treva@gmail.com

REGISTRATION FORM

A Research Seminar on Writing Objectives,
Research Questions, and Hypotheses.

Name, Mr./Ms. : _____

Regd. No. : _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-Mail: _____

Signature of Participant: _____

SAMATA DEGREE COLLEGE

MVP COLONY, VISAKHAPATNAM-57, A.P.

Phone Number: 0891 2504682

E-mail: samatacollege@gmail.com

Website: <https://samatacollege.co.in/>



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LIST OF PARTICIPANTS

Name of the Program: A Research Seminar on writing objectives, research questions & hypotheses.
Date: 23/11/2022

S. No	Name of the Participant	Year & Program	Signature
1	M. Maulkata Reddy	MBA-1 st year	Maulkata
2	MB Anesh	MBA - II nd year	Anesh
3	Jayanta	II nd year MBA	Jay
4	A. Lakshmi Devi	MBA - II nd year	Lakshmi Devi
5	G. Chaitanya	MBA 2 nd year	G. Chaitanya
6	C. Ravi Kumar	MBA - II nd year	Ravi Kumar
7	G. Senthosh Kumar	MBA 2 nd year	Senthosh
8	P. Akhil Kumar	MBA - II nd year	Akhil
9	T. Guel Shree	MBA - II nd year	T. Guel Shree
10	Reddy Nileep Kumar	MBA II nd yr	Nileep
11	T. Venkata Sai	MBA - II nd yr	Venkatesai
12	S. Anitha Varaha	MBA 2 nd year	Anitha
13	B. Sagar	MBA - II nd yr	B. Sagar
14	Kanji Chandrabaj	MBA - II nd yr	Kanji Chandrabaj
15	D. Pashini	MBA - II nd yr	Pashini
16	V. Lakshmi Tejaswini	MBA - II nd year	V. Lakshmi Tejaswini
17	Abitha Samant	MBA - II nd year	Abitha
18	V. Akhila Bhavana	MBA - II nd yr	Akhila
19	Peethala Anand	MBA - II nd year	Anand
20	Ch. Sai Manoj	MBA - II nd year	Ch. Sai Manoj
21	S. Bhav Teja	MBA - II nd year	S. Bhav Teja
22	P. Chinakonda	MBA 2 nd year	Chinakonda
23	D. Nayanraha Bapi Raju	MBA II nd yr	Raju
24	V. BHADRABAJA	MBA II nd year	Bhadrabaja

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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)

Share the spirit
of knowledge

LIST OF FACULTY ATTENDED

Name of the Program: A Research Seminar on writing objectives, Research

Date: 23.11.2022

Questions & Hypotheses.

S. No	Name of the Faculty	Department	Signature
1.	Prof. S. Madhavi Latha	Mgt Studies	[Signature]
2.	M. S. N. Jaya Vardhan	Mgt Studies	[Signature]
3.	M. Satya Sai	Mgt Studies	[Signature]
4.	Ms. B. Hymavathi	Mgt Studies	[Signature]
5.	G. Parvathi	Mgt Studies	[Signature]
6.	A. V. Koteswara Rao	Mgt. Studies	[Signature]
7.	R. Deepthi	Mgt. Studies	[Signature]
8.	Dr. Henry James	Mgt Studies	[Signature]
9.	P. Jyothi	Mgt Studies	[Signature]
10.	Mr. K. Kiran	Mgt Studies	[Signature]



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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date: 24/11/2022

PROGRAMME REPORT

Programme Name	A Research Seminar on Writing Objectives, Research Questions, and Hypotheses.
Resource Person	Dr. V. Sai Prashanth, Associate Professor SIMS College Visakhapatnam. Contact no : 8374714324 Email: saiprasanthv@gmail.com
Date of Activity	23/11/2022
Organised by	Samata Degree College
Venue	Seminar Hall-1
No of Students Attended	27

Seminar on Writing Objectives, Research Questions, and Hypotheses

Objectives:

- Equip participants with a clear understanding of the distinctions and relationships between objectives, research questions, and hypotheses.
- Provide practical guidance on formulating effective objectives, research questions, and hypotheses for various research projects and academic disciplines.
- Enhance participants' ability to apply these concepts to strengthen their own research proposals and studies.
- Cultivate critical thinking skills for evaluating the quality and feasibility of research questions and hypotheses.

Topics Covered:

- Introduction:
 - Importance of clear objectives, research questions, and hypotheses in research.
 - Differentiating between the three key elements.



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- Writing Effective Objectives:
 - SMART criteria for formulating strong objectives.
 - Aligning objectives with the research project's broader goals.
 - Examples of well-written objectives across different disciplines.
- Constructing Research Questions:
 - Characteristics of good research questions: clarity, conciseness, focus on knowledge gaps.
 - Types of research questions: descriptive, explanatory, evaluative.
 - Turning research objectives into testable research questions.
- Developing Hypotheses:
 - Introduction to hypotheses and their role in research.
 - Key properties of a strong hypothesis: specificity, testability, falsifiability.
 - Types of hypotheses: directional, non-directional, null.
 - Deriving hypotheses from research questions and existing literature.

Outcomes:

- Participants will gain a deeper understanding of the crucial role played by objectives, research questions, and hypotheses in the research process.
- They will develop practical skills and frameworks for formulating strong and relevant elements for their own research projects.
- Enhanced ability to critically evaluate and refine research questions and hypotheses, leading to more robust and impactful research studies.

P. Jyothi
Programme Coordinator



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SECTOR 10, MVP COLONY, VISAKHAPATNAM – 530 017. (A.P.)



A Research Seminar on Writing Objectives, Research Questions & Hypotheses





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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date: 01/11/2022

CIRCULAR

This is to inform all the students of MBA II year that Department of Commerce & Management Studies is organizing "A One Day Workshop on Critical Thinking & Problem Solving" in this regard all the students are hereby instructed to participate in this program on 12/11/2022.

Resource person: Mr. Intiyas Arshad, CVO & Secretary, Skill Development Institute, Visakhapatnam.

Venue: Seminar Hall I

Time: 10.00 am



Director & In Charge Principal

DIRECTOR
SAMATA DEGREE COLLEGE
MVP. Colony, VISAKHAPATNAM-17.

Signature of All HOD'S						TPO	OFFICE	LIBRARY
B.Sc	BCA	BBA	B.Com	MBA	M.Sc.(CS)			

ABOUT COLLEGE

Samata Degree College, Affiliated to Andhra University and Approved by AICTE was established in 1992 and has been offering holistic education for the last 31 years. Samata offers B.Sc, BBA, BCA, B.Com, M.Sc. And MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with recognised research cell affiliated to Andhra University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities, and Sports recognitions. The placement at Samata Degree College is varied, with recruitment options both in corporates and public sector as well as entrepreneurship.

ABOUT WORKSHOP

Empower yourself with sharper thinking! This seminar equips you with critical thinking and problem-solving skills. Learn to analyse situations effectively, identify issues, and generate creative solutions. Gain frameworks to evaluate options and make sound decisions. This interactive workshop will boost your confidence in tackling any challenge!

ABOUT THE PROGRAM

This seminar equips you with critical thinking and problem-solving skills. Learn to analyse situations, evaluate solutions, and make effective decisions. Boost your success in academics, career, and everyday life!

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- What is Critical Thinking
- The Problem-Solving Process
- Critical Thinking Tools and Techniques

A ONE DAY WORKSHOP
ON CRITICAL THINKING &
PROBLEM SOLVING

12-11-2022

ORGANIZED BY
SAMATA DEGREE COLLEGE



SAMATA DEGREE COLLEGE

(APPROVED BY AICTE & AFFILIATED TO
ANDHRA UNIVERSITY)

/ MVP COLONY, VEENAHWATNAM - 530011

CHIEF PATRON

Dr. S. Vijaya Raviendra
Principal

Prof. G. Srinivasa Rao,
Director

CONVENER

Prof.S. Madhavi Latha
Research Director, Samata College

CO-CONVENER

Dr. Hari Hara Raju
Head of the Department- MBA

RESOURCE PERSON

Mr. Imtiaz Arshad
CEO & Secretary,
SRI DAVISONSANT INSTITUTE,
Vizianagaram
Contact No: 8330884490

COORDINATOR

Mr. G. Ramesh
Asst. prof -MBA

ORGANISING COMMITTEE

Mr. A. V. Koteswara Rao, Asst. Professor

Mrs. M. Satya Sri, Asst. Professor

Mr. Anand Paul Deva, Asst. Professor

STUDENT COORDINATORS

Ashis Bhavana
Rudra Krishna



For Details, Contact Mrs. G. Ramesh
Asst. professor

Department Of Management Studies
Contact No: 9392370537
e-Mail: drganita2579@gmail.com

REGISTRATION FORM**A One Day Workshop on Critical thinking & Problem Solving**

Name: Mr./Ms. _____

Regd. No. _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-Mail: _____

Signature of Participant _____

SAMATA DEGREE COLLEGE
MVP COLONY, VIZIANAGARAM-17, A.P.
Phone Number: 0891 2504682
E-mail: samatacollege@gmail.com
Website: <https://samatacollege.co.in/>



SAMATA DEGREE COLLEGE

Affiliated to Andhra University & Approved by AICTE

An ISO 9001 : 2015 Certified Institution

Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



LIST OF PARTICIPANTS

Name of the Program: A one day workshop on critical thinking and problem solving
Date: 12/11/2023

S.No	Name of the Participant	Year & Program	Signature
1	B. Sankhachalam	MBA 2 nd	B. Sankhachalam
2	D. Roshini	MBA 2 nd	Roshini
3	C. Ravi Kumar Reddy	MBA 1 st year	Ravi
4	Bobita Somantra	mBA 2 nd year	Bobita
5	N. BHAVANA	MBA 1 st year	N.B.
6	Pachama Bhargya	MBA 1 st year	Pachama
7	F. Abhil Kumar	MBA - II year	Abhil
8	Bondari Venkata Bhargya Reddy	MBA - II year	Bondari
9	Reddy Dileep Kumar	MBA 1 st year	Dileep
10	Ippili Venkata Sai	MBA 1 st year	Ippili
11	B. Chaitanya	MBA II year	B. Chaitanya
12	ABHILASHA RINI	MBA 3 rd year	Abhilasha
13	M. Manikanta Reddy	MBA - III year	Manikanta
14	P. Santoshi Bhargya	MBA 1 st year	P. Santoshi
15	Janganna S	MBA 1 st year	Janganna
16	V. Ravi Kumar	MBA 1 st year	V. Ravi
17	B. Hrushika	MBA II year	B. Hrushika
18	P. Dilip Kumar	MBA 2 nd year	P. Dilip
19	G. Srikanth	MBA 1 st year	G. Srikanth
20	E. Ramabharisham	MBA 1 st year	E. Ramabharisham
21	A. Meena	MBA 1 st year	A. Meena
22	P. Vantata Sai	MBA - II year	Vantata Sai
23	D. Raj Kumar	MBA - II year	D. Raj
24	Yalapa Ranjita	MBA - II year	Y. Ranjita

Program Coordinator

Page No: 1



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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



LIST OF FACULTY ATTENDED

Name of the Program: A one day workshop on critical thinking and problem solving
Date: 12/11/2022

S. No	Name of the Faculty	Department	Signature
1	Prof S Madhavi Lalha	Mgt Studies	Sul
2	M. Satya Sree	Mgt Studies	Satya Sree
3	Mrs. D. Hymavalli	Mgt Studies	Hymavalli
4	G. Ramesh	Mgt Studies	Ramesh
5	M.S.N Jaya Vardham	Mgt Studies	Jaya Vardham
6	A.V. Koteswara Rao	Mgt. Studies	Koteswara Rao
7	R. Deepthi	Mgt Studies	R. Deepthi
8	Dr Henry James	Mgt Studies	Henry James
9	P. Jayalaxmi	Mgt Studies	Jayalaxmi
10	Md. K. Kirili	Mgt Studies	K. Kirili



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Date: 13/11/2022

PROGRAMME REPORT

Programme Name	A one-Day Workshop on Critical thinking & Problem Solving
Resource Person	Mr. Imtiaz Arshad, CEO & Secretary, Skill Development Institute, Visakhapatnam. Contact No: 8332864450, e-Mail-Id: arshad@hpcpl.in
Date of Activity	12/11/2022
Organized by	Samata College
Venue	Seminar Hall-1
No. of Students Attended	29

Objectives:

- Equip participants with the fundamentals of critical thinking and problem-solving skills.
- Enhance analytical and decision-making capabilities in various situations.
- Foster creative approaches to tackling complex challenges.
- Develop skills for evaluating information and arguments effectively.
- Build confidence in applying critical thinking and problem-solving in real-world contexts.

Topics Covered:

- What is Critical Thinking?
 - Defining key concepts: analysis, synthesis, evaluation, inference, argumentation.
 - Identifying common thinking traps and biases.
 - Cultivating intellectual curiosity and questioning attitudes.



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- **The Problem-Solving Process:**

- Recognizing, defining, and framing problems effectively.
- Generating creative and diverse solutions through brainstorming and divergent thinking.
- Evaluating and selecting the most appropriate solution based on evidence and criteria.
- Implementing and monitoring solutions with adaptability and resilience.

- **Critical Thinking Tools and Techniques:**

- Asking powerful questions to deepen understanding and explore possibilities.
- Identifying assumptions and underlying agendas in information and arguments.
- Distinguishing facts from opinions and recognizing persuasive strategies.
- Analyzing evidence and weighing its credibility and relevance.
- Constructing sound arguments and communicating them effectively.

Outcomes:

- Participants will gain a clearer understanding of critical thinking and its role in problem-solving.
- They will be able to analyze situations critically and make informed decisions.
- They will develop skills for generating creative solutions to complex problems.
- They will be equipped to evaluate information critically and avoid common biases.

Programme Coordinator



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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date: 17/10/2022

CIRCULAR

All the Students of BBA III & V Semesters are hereby informed to attend "A Research Seminar on What Motivates people to undertake different research activities" by Dr. T. Phanindra Kumar, Associate Professor, SIMS College Visakhapatnam, is being organized your college on 28/10/2022.

Venue: Seminar Hall I

Time: 11:00am




DIRECTOR
SAMATA DEGREE COLLEGE
M.V.P. Colony, VISAKHAPATNAM-17

Signature of All HOD'S						TPO	OFFICE	LIBRARY
								
B.Sc	BCA	BBA	B.Com	MBA	M.Sc.(CS)			

Phone: 0891 - 2504682. Website: www.samatacollege.co.in

Email: samatacollege@gmail.com, drgsrao747@gmail.com

ABOUT COLLEGE

Samata Degree College, Affiliated to Amrita University and Approved by AICTE was established in 1997 and has been offering holistic education for the last 31 years. Samata offers B.Sc. B.A., B.Com. M.Sc. And MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with recognised research cell affiliated to Amrita University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities, and sports. Recreations. The placement at Samata Degree College is varied, with recruitment arising from IT companies and public sector as well as entrepreneurial.

ABOUT THE RESEARCH CELL

The Research Cell also organizes workshops, seminars, and guest lectures on various research topics. These events provide students with the opportunity to learn from experts and interact with other researchers. The Research Cells efforts have resulted in a significant increase in the number of research publications by Samata Degree College faculty and students. The Cell has also played a key role in attracting research funding from various government and non-government agencies.

ABOUT THE PROGRAM

Join us for a stimulating seminar on "What Motivates People to Undertake Different Research Activities?" Explore the driving forces behind research, from intellectual curiosity to solving real-world problems. Gain insights into the motivations of researchers across various fields.

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- Intrinsic Motivations
- Extrinsic Motivations
- Individual and Field-Specific Variations
- Challenge and Opportunities

A RESEARCH SEMINAR
ON "WHAT MOTIVATES
PEOPLE TO UNDERTAKE
DIFFERENT RESEARCH
ACTIVITIES?"

28-10-2022

ORGANIZED BY

SAMATA DEGREE COLLEGE



SAMATA DEGREE COLLEGE

(APPROVED BY AICTE & AFFILIATED TO
AMRITA UNIVERSITY)

MAIN COLONY, VISHAYAPATHAM-530017

CHIEFPATRON

Dr. S. Vijaya Raviendra
Principal

Prof. G. Srinivasa Rao
Director

CONVENOR

Prof. S. Madhavi Lakshmi
Research Director

CO-CONVENOR

Dr. K. Hari hara Raju
Associate Professor
Head of the Department - MBA.

RESOURCE PERSON

Dr. T. Prasadra Kumar
Assistant Professor
SIMS College

COORDINATOR

Mrs. P. Jyothi
MBA DEPARTMENT

ORGANISING COMMITTEE

Mrs. K. Devika, Asst. Professor

Mrs. P. Padmaja Asst. Professor

STUDENT COORDINATORS

P. Anoma Charita
D. Sowmya
S. Anveshi

**For Details, Contact :**

Mrs. P. Jyothi
Asst. Professor
Department of Management Studies
Contact No.: 985480362
E-Mail ID: jyothi.jwll@gmail.com

REGISTRATION FORM

A Research Seminar on "What Motivates people to undertake different research activities"

Name: Mr/Ms.:

Regd. No.

Department: _____

Organisation: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-Mail: _____

Signature of Participant

SAMATA DEGREE COLLEGE

MVP COLONY, VISAKHAPATNAM-17, A.P.

Phone Number: 98917504637

E-mail: samatacollege@gmail.com

Website: <https://samatacollege.co.in/>



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)

www.samata.ac.in

LIST OF PARTICIPANTS

Name of the Program: *Research Seminar on what motivates people to undertake different research activities*
Date: *28/10/2022*

S. No	Name of the Participant	Year & Program	Signature
1	B. Lalitha	BBA III year	Lalitha
2	Chinnai Karthik	BBA III year	C. Karthik
3	DARSHA SOWMYA	BBA III year	D. Sowmya
4	Chiranjit Dhadani	BBA III year	C. Dhadani
5	Durga Namita	BBA III year	D. Namita
6	G. Simalusa	BBA III year	G. Simalusa
7	K. Dakeep	BBA III year	K. Dakeep
8	K. Haritha	BBA III year	K. Haritha
9	M. SATHI	BBA III year	M. Sathi
10	M. Neezaj	BBA III year	M. Neezaj
11	Munam Shama	BBA III year	M. Shama
12	N. Haripal	BBA III year	N. Haripal
13	P. Saravani	BBA III year	P. Saravani
14	Parthala Prameen	BBA III year	P. Prameen
15	Geeta Satwik	BBA III year	G. Satwik
16	P. Jyothna	BBA III year	P. Jyothna
17	G. Haripal	BBA III year	G. Haripal
18	P. Krishna Charita	BBA III year	P. Charita
19	G. Yajna	BBA III year	G. Yajna
20	T. D. Sri Lakshmi Devi	BBA III year	T. D. Sri Lakshmi Devi
21	Ravathi G.	BBA III year	R. Ravathi
22	K. Lakshmi	BBA III year	K. Lakshmi
23	K. Anitha	BBA III year	K. Anitha
24	P. SRAVANI	BBA III year	P. SRAVANI

Page No: |

P. Jyothna
Program Coordinator



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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



LIST OF FACULTY ATTENDED

Name of the Program: *A Research Seminar on what motivates people to undertake research activities.*

Date: *23-10-22*

S. No	Name of the Faculty	Department	Signature
1.	Prof. S. Madhavi Lakshmi	Hgt. Studies	<i>Sid</i>
2.	A.V. Kirtanrao Rao	Mgt. Studies	<i>A.V. Kirtanrao Rao</i>
3.	H. Satya Sai	Hgt. Studies	<i>H. Satya Sai</i>
4.	Mrs. S. Hymavathi	Hgt. Studies	<i>S. Hymavathi</i>
5.	G. Ramesh	Mgt. Studies	<i>G. Ramesh</i>
6.	M.S.N. Jaya Vardhan	Mgt. Studies	<i>M.S.N. Jaya Vardhan</i>
7.	R. Deepthi	Mgt. Studies	<i>R. Deepthi</i>
8.	Dr. Henry James	Mgt. Studies	<i>Henry James</i>
9.	P. Jayathi	Mgt. Studies	<i>P. Jayathi</i>
10.	Mr. K. Kirithi	Mgt. Studies	<i>K. Kirithi</i>
11.	P. Jayathi	Mgt. Studies	<i>P. Jayathi</i>

Page No: _____

P. Jayathi
Program Coordinator



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Sector – 10, MVP Colony, Visakhapatnam – 530 017. (A.P.)



Date: 29/10/2022

PROGRAMME REPORT

Programme Name	A Research Seminar on "What Motivates people to undertake different research activities"
Resource Person	Dr. T. Phaniender kumar, Associate Professor, SIMS College Visakhapatnam. Contact no.:9849227238; Email: phanikel@gmail.com
Date of Activity	28/10/2022
Organized by	Samata Degree College
Venue	Seminar Hall-1
No of Students Attended	25

Objectives

- Explore the diverse motivations driving individuals to engage in research across various fields.
- Analyze the interplay between intrinsic and extrinsic factors influencing research pursuits.
- Discuss the role of personal interest, societal impact, career advancement, and other driving forces in shaping research agendas.
- Identify challenges and opportunities in fostering sustainable research motivation.
- Encourage meaningful dialogue and knowledge sharing among researchers from different disciplines.

Topics Covered:

- **Intrinsic Motivations:**
 - Intellectual curiosity and the thrill of discovery
 - Desire to solve complex puzzles and advance understanding
 - The creative joy of exploring uncharted territory
 - Personal growth and intellectual fulfillment
 - Sense of purpose and contribution to knowledge



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- **Extrinsic Motivations:**
 - Career advancement and academic recognition
 - External funding and resource acquisition
 - Societal impact and potential for practical applications
 - Pressure from institutions and supervisors
 - Competition and achievement within the research community
- **Challenges and Opportunities:**
 - Maintaining intrinsic motivation amidst external pressures
 - Fostering research environments that nurture diverse motivations
 - Encouraging ethical and responsible research practices
 - Promoting collaboration and knowledge transfer across disciplines

Outcomes:

- Participants will gain a deeper understanding of the complex factors that motivate people to undertake research.
- They will be able to critically reflect on their own motivations and those of their peers.
- The seminar will stimulate discussions about fostering a sustainable and ethical research culture.
- To equip participants with a clear understanding of the concept of hypothesis testing.
- To guide participants through the key steps involved in conducting a valid and reliable test of hypothesis.
- To introduce participants to different statistical tests used for hypothesis testing and their appropriate application.
- To enable participants to interpret the results of a hypothesis test and draw meaningful conclusions.

P. Jagathai
Programme Coordinator



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SECTOR 10, MVP COLONY, VISAKHAPATNAM – 530 017. (A.P.)



A Research Seminar on What Motivates People to Undertake different Research Activities



Phone: 0891 – 2504582. Website: www.samatacollege.co.in

Email: samatacollege@gmail.com, dgsrao747@gmail.com



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



Date: 12/10/22

CIRCULAR

All the Students of BBA I, III & V Semesters are hereby informed to attend "A One Day Seminar on Significance of Entrepreneurial Network on Business Performance" by Dr. M.F. Bahaman, Director, Gayatri Vidya Parishad College, M.V.P Colony, Visakhapatnam, is being organized by Our College Entrepreneurship Development Cell (EDC) on 22/10/2022.

Venue: Seminar Hall 1

Time: 10:30am



DIRECTOR
SAMATA DEGREE COLLEGE
M.V.P. COLONY, VISAKHAPATNAM-17

Signature of All HOD'S						TPO	OFFICE	LIBRARY
B.Sc	B.A	BBA	B.Com	MBA	M.Sc. (CS)			

ABOUT COLLEGE

Samata Degree College, Affiliated to Andhra University and Approved by AICTE, was established in 1992 and has been offering notice admission for the last 31 years. Samata offers B.Ec, BBA, BCA, B.Com, M.Com. And MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with recognized research cell affiliated to Andhra University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities and sports recognitions. The placement at Samata Degree College is varied with recruitment options both in corporates and public sector as well as entrepreneurship.

ABOUT THE EDC CELL

Entrepreneurship Development is gradually becoming very significant in various areas of economic development. Innovative start-ups and new enterprises act as a catalyst for the economy. We at Entrepreneurship Development Cell, Samata believe that original and innovative ideas having the potential to change industry by creating value are formed in young mind. Molding these ideas into successful ventures and tapping the entrepreneurial talent as a prime motive for us, we try to provide adequate resources, extensive network and all kinds of support along with the e-aptians platform for inspiring young entrepreneurs to hone their ideas.

ABOUT THE PROGRAM

This one-day seminar dives deep into how strategic networks fuel business success. Learn how to build valuable relationships, access vital resources, and gain insights from industry leaders. Walk away with actionable strategies to leverage your network and propel your business forward.

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- Defining Entrepreneurial Networks
- Benefits of Strong Networks
- Building and Nurturing Networks
- Network Types and Applications
- Challenges and Solutions
- The Future of Entrepreneurial Networks

A ONE-DAY SEMINAR ON
SIGNIFICANCE OF
ENTREPRENEURIAL
NETWORKS ON
BUSINESS
PERFORMANCE

25-10-2022

OR
ONLINE

ENTREPRENEURSHIP
DEVELOPMENT CELL



SAMATA DEGREE COLLEGE

APPROVED BY AICTE AFFILIATED TO
ANDHRA UNIVERSITY

MAHECOLONY, VESANTHAPALLEM- 530017

CHIEF PATRON

Dr. S. Vijaya Raveendran
Principal

Prof. B. Srinivasa Rao
Director

CONVENER

Dr. K. Yash Hars Ragh
Head of the Department - MBA

CO-CONVENER

Dr. G. Hishiy James
Asst. Professor
Department of Management Studies

RESOURCE PERSON

Dr. M. Bahimian
Director
Gayatri Vidya Parishad - Degree & PG College
Contact No: 9949150136

COORDINATOR

Mrs. K. Devika
Asst. Professor
Department of Computer Science

ORGANISING COMMITTEE

Mr. G. Raja bhatu (Commerce Faculty)
Mr. Anand Paul Deva (Commerce Faculty)

STUDENT COORDINATORS

Charulis Sowmya - BBA 2nd year
M. Shruthi - BBA 2nd year

**REGISTRATION FORM**

**A One-Day Seminar on Significance of
Entrepreneurial Networks on Business
Performance**

Name: Mr./Ms. _____
Regd. No: _____
Department: _____
Organization: _____
Address: _____

Pin: _____
Phone: _____
Fax: _____
E-Mail: _____

Signature of Participant

ENTREPRENEURSHIP DEVELOPMENT CELL

SAMATA DEGREE COLLEGE
MVF COLONY, VISAKHAPATNAM-17, A.P.
Phone Number: 0891 2504682
E-mail: samatacollege@gmail.com
Website: <https://samatacollege.co.in/>

For Details, Contact:

Mrs. K. Devika
Asst. Professor
Department of Computer Science
Contact No: 8178602580
e-Mail Id: devika_samatabca@yashro.com

LIST OF PARTICIPANTS

Name of the Program: A one-day Seminar on Significance of entrepreneurship network.
 Date: 22/10/2022

S. No	Name of the Participant	Year & Program	Signature
1	Chiranjanti Dhanani	BBA III Year	Chiranjanti
2	D. Nirmitha	BBA III year	D. Nirmitha
3	Gentali Srinilava	BBA III year	Srinilava
4	K. Nileep	BBA III year	Nileep
5	Harika	BBA II year	Harika
6	M. Soukhi	BBA II year	Soukhi
7	P. Krishna Charita	BBA II year	Charita
8	A. Jagann	BBA II year	A. Jagann
9	N. Lavitha	BBA II year	Lavitha
10	P. Sarvani	BBA II yr	P. Sarvani
11	A. Satish	BBA II yr	A. Satish
12	Neehika Mallath	BBA II yr	N. Neelika
13	Gayatri Hanabath	BBA II nd year	G. Hanabath
14	P. Pragna	BBA II nd year	Pragna
15	P. Pragna	BBA II nd yr	P. Pragna
16	Wanda Sri Lakshmi	BBA II nd yr	W. Sri Lakshmi
17	G. Ananya Nanda	BBA II nd year	Ananya
18	G. Ananya Nanda	BBA II nd year	Ananya
19	Jyoti Kollit	BBA II nd year	J. Kollit
20	M. Jyoti	BBA II nd year	Jyoti
21	W. Ananya	BBA II nd year	Ananya
22	P. Pragna	BBA II nd yr	P. Pragna
23	Baladevi Jahnave	B. Year	B. Jahnave
24	G. Mahalakshmi	B. Year	G. Mahalakshmi



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)

Samata Degree College
Visakhapatnam

LIST OF FACULTY ATTENDED

Name of the Program: *A one-day seminar on significance of entrepreneurial networks on business performance.*
Date: *22-10-2022*

S. No	Name of the Faculty	Department	Signature
1	Prof S. Madhavi Latha	Mgt. Studies	<i>[Signature]</i>
2	H. Satya Sri	Mgt. Studies	<i>[Signature]</i>
3	Mrs. D. Hymavathi	Mgt. Studies	<i>[Signature]</i>
4	G. Ramesh	Mgt. Studies	<i>[Signature]</i>
5	A.V. Kotamrao Rao	Mgt. Studies	<i>[Signature]</i>
6	M.S.N. Jaya Vardhan	Mgt. Studies	<i>[Signature]</i>
7	R. Deepthi	Mgt. Studies	<i>[Signature]</i>
8	Dr. Henry James	Mgt. Studies	<i>[Signature]</i>
9	P. Jyothi	Mgt. Studies	<i>[Signature]</i>
10	Mr. K. Kiriti	Mgt. Studies	<i>[Signature]</i>



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Sector – 10, MVP Colony, Visakhapatnam – 530 017, (A.P.)



Date: 23/10/22

PROGRAMME REPORT

Programme Name	A One-Day Seminar on Significance of Entrepreneurial Networks on Business Performance
Resource Person	Dr. M.F. Rahiman, Director GVP College, M.V.P, Visakhapatnam. Contact no.: 9949150130; Email: mfrahiman@gmail.com
Date of Activity	22/10/22
Organised by	Samata Degree College
Venue	Seminar Hall-I
No of Students Attended	33

Seminar: Significance of Entrepreneurial Networks on Business Performance

Objectives:

- Provide participants with a comprehensive understanding of the critical role entrepreneurial networks play in driving business performance.
- Explore the various benefits of building and leveraging strong network connections, including access to resources, knowledge sharing, and collaboration opportunities.
- Equip participants with practical strategies for developing and nurturing effective entrepreneurial networks.
- Analyse the impact of specific network types and connections on different business stages and industries.
- Stimulate a dialogue about overcoming challenges and maximizing the potential of entrepreneurial networks for enhanced business success.



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Topics Covered:

- **Defining Entrepreneurial Networks:** Understanding the types and composition of networks relevant to entrepreneurs.
- **Benefits of Strong Networks:** Examining the impact of networks on resource acquisition, knowledge exchange, market access, innovation, and risk mitigation.
- **Building and Nurturing Networks:** Effective strategies for identifying, connecting with, and maintaining valuable network contacts.
- **Network Types and Applications:** Exploring the strengths and weaknesses of different networks (e.g., industry associations, angel investor groups, online communities) for specific business needs.
- **Case Studies and Examples:** Real-world success stories showcasing how entrepreneurs have leveraged networks to achieve their goals.
- **Challenges and Solutions:** Identifying common hurdles in network building and strategies for overcoming them.

Outcomes:

- Participants will gain a deeper appreciation for the critical role of entrepreneurial networks in business success.
- They will be equipped with practical knowledge and skills for building and leveraging their own networks effectively.
- Participants will be able to identify and access valuable resources, knowledge, and support through their networks.

K. Deivika
Programme Coordinator



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A One Day Seminar on Significance of Entrepreneurial Network on Business Performance



Phone: 0891 - 2504682. Website: www.samatacollege.co.in

Email: samatacollege@gmail.com; drjrao747@gmail.com



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Date: 12/09/2022

CIRCULAR

This is to inform all the Students of the MBA 1 & II Year that Department of Commerce & Management Studies is organizing "A One Day Workshop on Effective Research writing SKILLS" in this regard all the teaching faculty & students are hereby informed to participate in this program on 21/09/2022.

Resource person: Mr. G. Surendera, Commerce Faculty, Dr. Balleyya College, Visakhapatnam.

Venue: Seminar Hall 1

Time: 10:30 am



DIRECTOR
DIRECTOR
SAMATA DEGREE COLLEGE
M.V.P. Colony, VISAKHAPATNAM-17

Signature of All HOD'S						TPO	OFFICE	LIBRARY
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ABOUT COLLEGE

Samata Degree College, affiliated to Andhra University and Approved by AICTE, was established in 1992 and has been offering holistic education for the last 31 years. Samata offers BSc, BBA, B.Com, M.Com, And MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with recognized research cell affiliated to Andhra University. Faculty is given 50 activities beyond academics which is endorsed from its infrastructure, extracurricular activities and sports recognitions. The placement at Samata Degree College is varied, with recruitment options both in corporates and public sector as well as entrepreneurship.

ABOUT THE RESEARCH CELL

The Research Cell also organizes workshops, seminars, and guest lectures on various research topics. These events provide students with the opportunity to learn from experts and network with other researchers. The Research Cell's efforts have resulted in a significant increase in the number of research publications by Samata Degree College faculty and students. The Cell has also played a key role in attracting research funding from various government and non-government agencies.

ABOUT THE PROGRAM

This one-day workshop equips you with the skills to craft impactful research papers. Learn effective structuring, clear writing, and essential elements for publication success.

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- Effective Writing Skills
- Research Skills
- Integrating Writing and Research

ONE-DAY WORKSHOP ON "EFFECTIVE RESEARCH WRITING SKILLS"

28-09-2022

ORGANIZED BY
SAMATA DEGREE COLLEGE



SAMATA DEGREE COLLEGE

(APPROVED BY AICTE & AFFILIATED TO
ANDHRA UNIVERSITY)

MSP-COLONY, VESAVAMPETHURAM-530013

CHIEF PATRON

Dr. B. Vijaya Sankar
Principal

Prof. G. Suresh Reddy
Director

COMMITTEE

Dr. B. Hanumanth Reddy
Head of the Department- MBA

CO-COORDINATOR

M. A. V. Subramani Reddy
Asst. Professor

RESOURCE PERSON

Mr. B. Suresh Babu
Commerce Faculty
Dr. J. Anand of College
Institutions
Contact No. 9897262500

COORDINATOR

Sudhakar Reddy
Asst. Professor
Head of the Department- BBA

ORGANISING COMMITTEE

Dr. M. Suresh (Associate Professor)
Dr. E. Vijayalakshmi (Asst. Professor)

STUDENT COORDINATORS

Aravind Kumar
Aravind Kumar



We Teach, We Train,
We Produce the Best

For Details, Contact:

Mrs. M. Satya SH
Asst. Professor
Department of Management Studies
Contact No. 9897262500
E- Mail ID: satya.mba.2010@gmail.com

REGISTRATION FORM**One-Day Workshop on Effective Research Writing Skills**

Name: Mr./Ms.:

Regd. No.:

Department:

Organization:

Address:

Pin:

Phone:

Fax:

E-Mail:

Signature of Participant

SAMATA DEGREE COLLEGE

MVP COLONY, VISA KHAPATNAM-17, A.P.

Phone Number: 0851 2504682

E-mail: samatacollege@gmail.com

Website: <https://samatacollege.co.in/>



SAMATA DEGREE COLLEGE

Affiliated to Andhra University & Approved by AICTE

An ISO 9001 : 2015 Certified Institution

Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)

Samata Degree College

LIST OF PARTICIPANTS

Name of the Program: A one-day workshop on effective Research writing skills
Date: 21-9-22

S.No	Name of the Participant	Year & Program	Signature
1	A. Laxmi	MBA 2 nd year	A. Laxmi
2	A. Meena	MBA 2 nd year	A. Meena
3	B. Sagar	MBA 2 nd year	B. Sagar
4	B. Sarada	MBA 2 nd year	B. Sarada
5	B. Hruditha	MBA 2 nd year	B. Hruditha
6	K. Ramakrishna	MBA 2 nd year	K. Ramakrishna
7	K. Sreerika	MBA 2 nd year	K. Sreerika
8	K. Harshita	MBA 2 nd year	K. Harshita
9	N. Jyothi	MBA 2 nd year	N. Jyothi
10	P. Nagayyana	MBA 2 nd year	P. Nagayyana
11	P. Chandra	MBA 2 nd year	P. Chandra
12	P. Bharathi	MBA 2 nd year	P. Bharathi
13	P. Anu	MBA 2 nd year	P. Anu
14	V. Anudeep	MBA 2 nd year	V. Anudeep
15	Anusha	MBA 2 nd year	Anusha
16	A. Sarathkumar	MBA 2 nd year	A. Sarathkumar
17	Shruti Sampath	MBA 2 nd year	Shruti Sampath
18	B. Anu	MBA 2 nd year	B. Anu
19	A. Divya	MBA 2 nd year	A. Divya
20	G. Trishika	MBA 2 nd year	G. Trishika
21	K. Praveen Kumar	MBA 2 nd year	K. Praveen Kumar
22	K. Anusha	MBA 2 nd year	K. Anusha
23	K. Sarika	MBA 2 nd year	K. Sarika
24	Nivitha	MBA 2 nd year	Nivitha

Program Coordinator

Page No:

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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)

LIST OF FACULTY ATTENDED

Name of the Program: *A one day workshop on effective Research writing skills.*

Date: *23/09/2022*

S. No	Name of the Faculty	Department	Signature
1.	<i>Prof. S. Haddhari Kotha</i>	<i>Mgt Studies</i>	<i>[Signature]</i>
2.	<i>H. Satya Sai</i>	<i>Mgt Studies</i>	<i>[Signature]</i>
3.	<i>M.S.V. Jaya Vardhan</i>	<i>Mgt Studies</i>	<i>[Signature]</i>
4.	<i>A.V. Kotamraju Rao</i>	<i>Mgt Studies</i>	<i>[Signature]</i>
5.	<i>G. Raveek</i>	<i>Mgt Studies</i>	<i>[Signature]</i>
6.	<i>R. Deepthi</i>	<i>Mgt Studies</i>	<i>[Signature]</i>
7.	<i>Dr. Henry James</i>	<i>Mgt Studies</i>	<i>[Signature]</i>
8.	<i>P. Jyothi</i>	<i>Mgt Studies</i>	<i>[Signature]</i>
9.	<i>Mr. K. Kiriti</i>	<i>Mgt Studies</i>	<i>[Signature]</i>
10.	<i>Dr. B. Laxmanya</i>	<i>Mgt Studies</i>	<i>[Signature]</i>

Page No:

[Signature]
Program Coordinator

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Sector – 10, MVP Colony, Visakhapatnam – 530 017, (A.P.)



Date: 22/09/2022

PROGRAMME REPORT

Programme Name:	A One-Day Workshop on Effective Research writing Skills
Resource Person:	Mr. G. Sarendra, Commerce Faculty, Dr. L. Bullayya College, Contact No: 7416672892, e-Mail Id: gajulasarendra@gmail.com
Date of Activity:	21/09/2022
Organized by:	Samata College
Venue:	Seminar Hall-1
No. of Students Attended:	29

Objectives:

- Equip participants with the skills to identify and locate credible sources for research.
- Develop critical thinking abilities to evaluate and analyze research information.
- Enhance writing skills to effectively structure, present, and cite research findings.
- Foster best practices for academic integrity and ethical research conduct.

Topics Covered:

- **The Research Process:**
 - Developing a research question and formulating a thesis statement.
 - Strategies for effective source identification and evaluation (scholarly journals, databases, etc.)
- **Critical Analysis of Research Information:**
 - Techniques for distinguishing credible sources from biased or unreliable information.
 - Evaluating the methodology and research design of different studies.



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- **Academic Writing Skills:**
 - o Crafting a clear and concise research paper structure.
 - o Integrating and citing sources using appropriate citation styles (APA, MLA, etc.).
 - o Developing a strong academic voice and avoiding plagiarism.
- **Ethical Research Conduct:**
 - o Understanding and upholding principles of academic integrity.
 - o Proper citation practices to avoid plagiarism.

Outcomes:

- Participants will gain the ability to conduct independent research using effective search strategies.
- They will be equipped to critically evaluate research information and identify credible sources.
- Participants will develop strong writing skills to effectively communicate their research findings.
- The seminar will foster a commitment to ethical research practices and academic integrity.

Programme Coordinator



SAMATA DEGREE COLLEGE

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An ISO 9001: 2015 Certified Institution

SECTOR 10, MVP COLONY, VISAKHAPATNAM – 530 017, (A.P.)



A One Day Workshop on Effective Research Writing Skills



Phone: 0891 - 3504662 | Website: www.samatacollege.ap.gov.in

Email: samatacollege@gmail.com; dsjstao747@gmail.com



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Sector - 10, MVP-Colony, Visakhapatnam - 530 017. (A.P.)



Date: 08/09/2022

CIRCULAR

This is to inform all the students of BBA I, II & III Years that Department of Commerce & Management Studies is organizing "A One Day Seminar on Positive Attitude Building for Budding Managers" in this regard all the faculty & students are hereby instructed to participate in this program on 15/09/2022.

Resource person: Capt. R S Kall Prasad, Secretary- Merchant Navy Officers Welfare Association.

Venue: Seminar Hall I

Time: 10.00 am



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SAMATA DEGREE COLLEGE
MVP Colony, VISAKHAPATNAM-17

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ABOUT COLLEGE

Samata Degree College, affiliated to Andhra University and Approved by AICTE was established in 1992 and has been offering holistic education for the last 31 years. Samata offers BSc, BEd, BCA, B.Com, MSc, and MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with recognised research cell affiliated to Andhra University. Focus is given to various beyond academics which is evident from its infrastructural, extracurricular activities, and sports recognitions. The placement at Samata Degree College is varied, with recruitment options both in corporates and public sector as well as entrepreneurship.

ABOUT SEMINAR

Samata Degree College hosted a series of seminars aimed at equipping management students with valuable skills and fostering a positive attitude. The sessions addressed topics essential for professional success, like communication, teamwork, and problem-solving. Experts emphasized the importance of developing a growth mindset and maintaining a positive outlook in navigating the dynamic business world. Students actively participated in discussions and workshops, gaining practical strategies to excel in their academic and future careers.

A ONE DAY SEMINAR ON POSITIVE ATTITUDE BUILDING FOR BUDDING MANAGERS

15-07-2022
ORGANIZED BY

SAMATA DEGREE COLLEGE.



SAMATA DEGREE COLLEGE

(APPROVED BY AICTE & AFFILIATED TO
ANDHRA UNIVERSITY)

(MYP-COLONY, VESAO-HDAILNAB-500017)

ABOUT THE PROGRAM

This one-day seminar equips aspiring managers with tools to cultivate a positive attitude, learn to motivate teams, navigate challenges, and foster a thriving work environment. Walk away with practical strategies for success!

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- The power of positivity
- Recognizing negativity
- Shifting your mindset
- Maintaining positivity under pressure
- Creating a positive work environment.

CHIEF PATRON

Dr. S. Vijaya Raviindran
Principal

Prof. G. Srinivasa Rao
Director

CONVENER

Prof. S. Madhavi Latha
Research Director

CO-CONVENER

Dr. K. Hari Hara Raja
Associate professor

RESOURCE PERSON

Capt. R. S. Kail Prasad
Secretary- Merchant Navy Officers
Welfare Association.
Contact No. 9618128126

COORDINATOR

Dr. B. Lavanya
MBA DEPARTMENT

ORGANISING COMMITTEE

Mr. A. V. Kotawara Rao, Asst. Professor

Mrs. M. Satyil Sel, Asst. Professor

STUDENT COORDINATORS

P. Sravanthi
A. Srinivas



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REGISTRATION FORM

**A One Day Seminar on Positive Attitude:
Building for Budding Managers**

Name: Mr./Ms.:

Regd. No:

Department:

Organization:

Address:

For:

Phone:

Fax:

E-Mail:

Signature of Participant

SAMATA DEGREE COLLEGE

MVP COLONY, VISAKHAPATNAM-17, A.P.

Phone Number: 0891 2504662

E-mail: samatacollege@gmail.com

Website: <https://samatacollege.co.in/>

For Details, Contact:

Dr. B. Lavanya

Associate Professor

Contact No: 9848992062

e- Mail Id: samatacollege@gmail.com

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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)

LIST OF PARTICIPANTS

Name of the Program: A one Day Seminar on positive Attitude Building for Building Manager.
Date: 15/09/2022.

S.No	Name of the Participant	Year & Program	Signature
1	G. Prasanthi	3 rd year	G. Prasanthi
2	G. Vardhan Kumar	BBA 3 rd year	G. Vardhan Kumar
3	G. Srusiya Begum	BBA 3 rd year	G. Srusiya Begum
4	W. Anurupa	3 rd year	W. Anurupa
5	K. Nisha	BBA 3 rd year	K. Nisha
6	Thak. Yashwanth	BBA 3 rd year	Thak. Yashwanth
7	Nasubilli Bhakthavathi	BBA 3 rd year	N. Bhakthavathi
8	A. Anirash	BBA 3 rd year	A. Anirash
9	G. Revathi	BBA II year	G. Revathi
10	K. Lakshmi Naidu	BBA II year	K. Lakshmi Naidu
11	K. Nishi	BBA II year	K. Nishi
12	G. Anurupa	BBA 3 rd year	G. Anurupa
13	P. Krishna Chaitra	BBA II year	P. Krishna Chaitra
14	N. Harshitha	BBA II year	N. Harshitha
15	G. Revathi	BBA II yr	G. Revathi
16	Kalle Lakshmi Naidu	BBA II yr	K. Lakshmi Naidu
17	B. Anurupa	BBA II year	B. Anurupa
18	G. Anurupa	BBA II Year	G. Anurupa
19	G. Yogesh	BBA II year	G. Yogesh
20	K. Nishi	BBA II yr	K. Nishi
21	G. Anurupa	BBA II yr	G. Anurupa
22	M. Anurupa	BBA II Year	M. Anurupa
23	W. Anurupa	BBA II year	W. Anurupa
24	P. Anurupa	BBA II year	P. Anurupa

Page No: 2

B. Anurupa
Program Coordinator



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



LIST OF FACULTY ATTENDED

Name of the Program: A one day seminar on positive Attitude Building
for Building Managers.
Date: 15-09-2022

S. No	Name of the Faculty	Department	Signature
1.	Prof S. Madhavi Lakshmi	Mgt Studies	S. Lakshmi
2.	Ms. D. Hymavathi	Mgt Studies	D. Hymavathi
3.	M. Satya Sri	Mgt Studies	Satya Sri
4.	G. Ramesh	Mgt Studies	G. Ramesh
5.	M.S.N. Jaya Vardhan	Mgt Studies	Jaya Vardhan
6.	A.V. Koteswara Rao	Mgt Studies	A.V. Koteswara Rao
7.	Mr. O. Aravind	Mgt Studies	O. Aravind
8.	Ms. K. Kirithi	Mgt Studies	K. Kirithi
9.	Dr. B. Lavanya	Mgt Studies	B. Lavanya
10.	Dr. K. Hantham Raju	Mgt Studies	Hantham Raju



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Sector – 10, MVP Colony, Visakhapatnam – 530 017. (A.P.)



Date: 16/09/2022

PROGRAMME REPORT

Programme Name	A One Day Seminar on Positive Attitude Building for Building Managers
Resource Person	Capt. R S Kati Prasad, Secretary- Merchant Navy Officers Welfare Association. Contact No: 9618125126, e-Mail Id: rskati@prasad@yahoo.co.uk
Date of Activity	15/09/2022
Organized by	Samata College
Venue	Seminar Hall-1
No. of Students Attended	34

Objectives:

- Equip budding managers with the knowledge and tools to cultivate and maintain a positive attitude in the workplace.
- Understand the impact of a positive attitude on individual and team performance.
- Develop skills for navigating challenges and maintaining optimism in demanding situations.
- Foster a growth mindset and an eagerness to learn and adapt.
- Create a foundation for building a positive and productive team culture.

Topics Covered:

- The power of positivity: Examining the research and evidence linking positive attitudes to success in leadership and management.
- Recognizing negativity: Identifying negative thought patterns and their detrimental effects on leadership.
- Shifting your mindset: Strategies for replacing negative thinking with positive self-talk and optimism.

Phone: 0891 – 2504682; Website: www.samatacollege.co.in

Email: samatacollege@gmail.com; drjrao747@gmail.com



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Sector – 10, MVP Colony, Visakhapatnam – 530 017. (A.P.)



- Maintaining positivity under pressure: Building resilience and emotional intelligence to handle stress and setbacks effectively.
- Motivating yourself and others: Techniques for fostering enthusiasm, engagement, and a positive team spirit.
- Creating a positive work environment: Building a culture of trust, appreciation, and open communication.

Outcomes

- Participants will gain a deeper understanding of the importance of a positive attitude in a leadership role.
- They will develop practical skills for cultivating and maintaining their own positive outlook, even in challenging circumstances.
- Participants will learn techniques for motivating and inspiring their teams to adopt a more positive approach to work.
- They will be equipped to create a more positive and productive work environment that fosters collaboration, innovation, and success.

B. Lavanya
Programme Coordinator



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Date: 10/08/2022

CIRCULAR









All the Students of MBA II & BBA II Semesters are hereby informed to attend a Seminar on "Understanding Research Methodology" by Mr. U. V. Chandra Sekhar, Assistant Professor, SIMS College, Visakhapatnam is being organized by Our College on 17/08/2022.

Venue: Seminar Hall 1

Time: 11:00 am




DIRECTOR
SAMATA DEGREE COLLEGE
M.V.P. Colony, VISAKHAPATNAM-17

Signature of A/HOD'S					TPO	OFFICE	LIBRARY
							
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ABOUT COLLEGE

Samata Degree College, Affiliated to Andhra University and Approved by AICTE, was established in 1982 and has been offering holistic education for the last 31 years. Samata offers BSc, BBA, BCA, B.Com, MSc, and MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with recognized research cell affiliated to Andhra University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities, and Sports recognitions. The placement at Samata Degree College is varied, with recruitment options both in corporates and public sector as well as entrepreneurship.

ABOUT THE RESEARCH CELL

The Research Cell also organizes workshops, seminars, and guest lectures on various research topics. These events provide students with the opportunity to learn from experts and network with other researchers.

The Research Cell's efforts have resulted in a significant increase in the number of research publications by Samata Degree College Faculty and students. The Cell has also played a key role in attracting research funding from various government and non-government agencies.

ABOUT THE PROGRAM

Delve into the world of research! This seminar equips you with the tools to understand research methodology. Explore how to define a research question, choose the right methods (quantitative or qualitative), and analyze your findings. Gain the confidence to embark on your own research journey!

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- Introduction to Research
- Developing a Research Question
- Research Design
- Data Collection
- Data Analysis
- Communication of Research Findings

A RESEARCH SEMINAR
ON UNDERSTANDING
RESEARCH
METHODOLOGY

17-08-2022

ORGANIZED BY

SAMATA DEGREE COLLEGE



SAMATA DEGREE COLLEGE

APPROVED BY AICTE & AFFILIATED TO
ANDHRA UNIVERSITY

MAIN COLONY, VILASAPALLEM-530017

CHIEF PATRON

Dr. S. Vijaya Raveendra
Principal

Prof. G. Srinivasa Rao
Director

CONVENER

Prof. S. Madhavi Latha
Research Director

CO-CONVENER

Dr. X. Hari Haru Raju
Associate Professor
Head of the Department- MBA

RESOURCE PERSON

Mr. U. V. Chandra Sekhhar
Asst. Professor
SIIMS College

COORDINATOR

Dr. G. Henry James
Associate Professor
Department of Management Studies

ORGANISING COMMITTEE

Mr. A. V. Koteswara Rao, Asst. Professor

Mrs. K. Devika, Asst. Professor

Mr. M. S. N. Jayawardhan, Asst. Professor

STUDENT COORDINATORS

Ashu Ojila
& Esther Ratna

**REGISTRATION FORM**

A Research Seminar on Understanding
Research Methodology

Name: Mr./Ms. _____

Regul. No. _____

Department: _____

Organization: _____

Address: _____

Phn: _____

Phone: _____

Fax: _____

E-Mail: _____

Signature of Participant

RESEARCHCELL

SAMATA DEGREE COLLEGE
MVP COLONY, VISAKHAPATNAM-17, A.P.
Phone Number: 0891-2504682
E-mail: samatacollege@gmail.com
Website: <https://samatacollege.co.in/>

For Details, Contact:

Dr. G. Henry James
Associate Professor
Department of Management Studies
Contact No: 9010137644
e-Mail id: g.henryjames@gmail.com

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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)

LIST OF PARTICIPANTS

Name of the Program: *A Research Seminar on Understanding Research Methodology.*
Date: *15/08/2022*

S. No	Name of the Participant	Year & Program	Signature
1	G. JyotiK	MBA I st year	G. JyotiK
2	V. Srujanada Devi	MBA I	Srujanada
3	V. Parthasarathi	MBA 1 year	Parthasarathi
4	S. Praveen Venkit	MBA I	Praveen
5	K. Keerthi Sri	MBA I year	Keerthi
6	Y. Venkatesh	MBA I year	Venkatesh
7	K. Srivalli	MBA I yr	Srivalli
8	V. Manj Kumar	MBA 5 yr	V. Manj Kumar
9	A. Dillip	MBA 2 year	A. Dillip
10	A. Sakshi Sreedevi	MBA I year	A. Sakshi Sreedevi
11	A. Pratyusha	MBA 5 th year	A. Pratyusha
12	S. Rijesh sivan Varma	MBA I st yr	Rijesh
13	K. Varun	MBA I year	Varun
14	R. RAJAKRISHNA	MBA I st yr	R. RAJAKRISHNA
15	NIVEDITHA VAN	MBA I st year	N. NIVEDITHA VAN
16	D. Rishika	MBA I st year	D. Rishika
17	N. Lakshmi	MBA I st year	N. Lakshmi
18	P. Sarada	MBA 2 nd year	P. Sarada
19	P. Anitha Reddy	MBA I yr.	P. Anitha Reddy
20	Pallaresetti Charita	BBA I year	Pallaresetti Charita
21	N. Dineth Kumar	BBA I year	N. Dineth Kumar
22	N. Anitha	BBA I year	N. Anitha
23	Y. Rohit	BBA I year	Y. Rohit
24	K. Soujanya	BBA I st year	K. Soujanya

Page No: 1

H. Jais
Program Coordinator



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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



LIST OF FACULTY ATTENDED

Name of the Program: *A Research Seminar on understanding research methodology*
Date: *17-05-2022*

S. No	Name of the Faculty	Department	Signature
1	Prof. S. Madhavi Lalitha	Hgt Studies	<i>[Signature]</i>
2	Mr. O. Aravind	Mgt Studies	<i>[Signature]</i>
3	M. Satya Sri	Hgt Studies	<i>[Signature]</i>
4	Mrs. B. Hymavalli	Mgt Studies	<i>[Signature]</i>
5	G. Lavesh	Mgt Studies	<i>[Signature]</i>
6	A.V. Koteswarao Rao	Mgt Studies	<i>[Signature]</i>
7	Dr. B. Saranya	Mgt Studies	<i>[Signature]</i>
8	Dr. K. Hariharan Raju	Mgt Studies	<i>[Signature]</i>
9	Mr. K. Kirithi	Mgt Studies	<i>[Signature]</i>
10	M.S.N. Jaya Vardhan	Mgt Studies	<i>[Signature]</i>



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



Date: 19/08/2022

PROGRAMME REPORT

Programme Name	A Research Seminar on Understanding Research Methodology
Resource Person	Mr. U. V. Chandu Sekhar, Assistant Professor, SIMS College, Visakhapatnam. Contact no.: 8639264848 Email: u.v.chandrasekhar.75@gmail.com
Date of Activity	17/08/2022
Organized by	Samata Degree College
Venue	Seminar Hall-1
No of Students Attended	35

Understanding Research Methodology

Objectives:

- Equip participants with a foundational understanding of research methodology
- Demystify common research terms and concepts
- Explore different research approaches and their applications
- Develop critical thinking skills for evaluating research
- Guide participants in identifying a research topic and formulating a research question

Topics Covered:

- Introduction to Research
 - Definition and purpose of research
 - Key components of a research study
 - Types of research (quantitative, qualitative, mixed methods)
- Developing a Research Question
 - Identifying research gaps and formulating hypotheses.



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- Refining research questions to be clear, concise, and feasible
- **Research Design:**
 - Popular research designs (experimental, quasi-experimental, case studies, surveys)
 - Selecting an appropriate design based on research goals
 - Ethical considerations in research design
- **Data Collection:**
 - Quantitative data collection methods (surveys, experiments, observation)
 - Qualitative data collection methods (interviews, focus groups, document analysis)
 - Sampling techniques and their importance
- **Data Analysis:**
 - Introduction to quantitative and qualitative data analysis techniques
 - Analyzing and interpreting data according to the research question
 - Ensuring data validity and reliability
- **Communication of Research Findings:**
 - Effective research writing and presentation skills
 - Disseminating research findings to diverse audiences

Outcomes:

- Participants will gain a clear understanding of the basic principles of research methodology.
- They will be able to differentiate between different research approaches and choose the most suitable one for their specific needs.
- They will develop the skills to formulate a relevant research question and design an effective research study.

H. Jaiswal
Programme Coordinator



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A Research Seminar on Understanding Research Methodology





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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date: 09/07/2022

CIRCULAR

All the Students of Department of Management Studies-BBA II, IV & VI Semesters are hereby informed to attend "A One Day Workshop on Categories of IPR" by Mr.U. V. Chandra Sekhar, Assistant Professor, SIMS College, Visakhapatnam is being organized by our Department of Management Studies on 20/07/2022.

Venue: Seminar Hall 1

Time: 10.30 am



DIRECTOR
SAMATA DEGREE COLLEGE
M.V.P. Colony, VISAKHAPATNAM-17

Signature of All HOD'S						TPO	OFFICE	LIBRARY
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ABOUT COLLEGE

Samata Degree College, Affiliated to Andhra University and Approved by AICTE was established in 1999 and has been offering notable education for the last 23 years. Samata offers BSc, BBA, BCA, B.Com, M.Sc. And MBA courses besides robust teaching pedagogy. Samata Degree College is also a leader in research and innovation with recognised research cell affiliated to Andhra University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities, and SoCra recognitions. The placements at Samata Degree College is varied, with recruitment options both in corporates and public sector as well as entrepreneurship.

ABOUT WORKSHOP

Samata Degree College is hosting an Intellectual Property Rights (IPR) seminar on campus. This interactive session is designed to equip students and faculty with a strong understanding of IPR. The seminar will discuss the IPRs topics like patents, copyrights, trademarks, and how to safeguard your Intellectual property. This is a valuable opportunity to gain knowledge and empower yourself in the realm of innovation.

ABOUT THE PROGRAM

This one-day workshop dives into patents, copyrights, trademarks, and more. Learn how to protect your creations and gain a competitive edge.

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- Introduction to IPR
- Core Categories of IPR
- Applications of IPR
- Challenges & Opportunities

A ONE DAY
WORKSHOP ON
CATEGORIES OF IPR

20-07-2022
ORGANIZED BY
SAMATA DEGREE COLLEGE



SAMATA DEGREE COLLEGE

APPROVED BY AICTE & AFFILIATED TO
ANDHRA UNIVERSITY

AMP COLONY, VISAKHAPATNAM-530011

CHIEF PATRON

Dr. S. Vijaya Bhaskara
Principal

Prof. B. Srinivasa Rao
Director

CONVENER

Dr. B. Narayana Raju
Head of the Department- MBA

CO-CONVENER

Dr. Henry James
Head of the Department- MBA

RESOURCE PERSON

Mr. U. V. Chandrini Sankar
Assistant Professor
SIES College
Contact No: 9139101848

COORDINATOR

Mr. A. V. Srinivasan Pillai
Assistant Professor
Department of Management Studies

ORGANISING COMMITTEE

Mr. M. S. N. Jaya Vardhan, Asst. Professor

Mrs. D. Jayalakshmi, Asst. Professor

STUDENT COORDINATORS:

M. Deepthi Devi
P. Chandra



SARV JALAM,
VIVIT HRETH,
JALAM SAMAM

REGISTRATION FORM**A One Day Workshop on our Categories of IP's**

Name: Mr./Ms. _____

Field No. _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-Mail: _____

Signature of Participant

SAMATA DEGREE COLLEGE

MVP COLONY, VISAKHAPATNAM-17, A.P.

Phone Number: 0893 2504662

E-mail: samatacollege@gmail.com

Website: <https://samatacollege.co.in/>

For Details, Contact:

Mr. A. V. Srinivasan Pillai

Asst. professor

Department of Management Studies

Contact No: 787488248

e-Mail id: sarv303@gmail.com



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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)

www.samatacollege.ac.in

LIST OF PARTICIPANTS

Name of the Program: A one-day workshop on catalogue of IPR

Date: 20/07/2022

S.No	Name of the Participant	Year & Program	Signature
1	B. Jyostna	BBA 1 st yr	Jyostna
2	B. Chandu	BBA 1 st yr	B. Chandu
3	C. Venkatesh	BBA 1 st yr	C. Venkatesh
4	G. Satwik	BBA 1 st year	G. Satwik
5	G. Jagath	BBA 1 st year	G. Jagath
6	G. Harmanth	BBA 1 st year	G. Harmanth
7	G. Revathi	BBA 1 st year	G. Revathi
8	G. Abhinav	BBA 1 st year	G. Abhinav
9	K. Soujanya	BBA 1 st year	K. Soujanya
10	K. Srujan	BBA 1 st year	K. Srujan
11	K. Rohan	BBA 1 st year	K. Rohan
12	P. Priya	BBA 1 st year	P. Priya
13	P. Pranshu	BBA 1 st year	P. Pranshu
14	P. Anshu	BBA 1 st year	P. Anshu
15	Y. Adithi	BBA 1 st year	Y. Adithi
16	L. Karthik	BBA 1 st year	L. Karthik
17	D. Gowriya	BBA 1 st year	D. Gowriya
18	Durga Narsimha	BBA 1 st year	Durga Narsimha
19	G. Srinidhi	BBA 1 st year	G. Srinidhi
20	J. Chaitanya	BBA 1 st year	J. Chaitanya
21	K. Dilip	BBA 1 st year	K. Dilip
22	K. Harika	BBA 1 st year	K. Harika
23	M. Srujan	BBA 1 st year	M. Srujan
24	M. Neelam	BBA 1 st year	M. Neelam

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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)

LIST OF FACULTY ATTENDED

Name of the Program: A one-day workshop on categories of IPP

Date: 20/07/2022

S. No	Name of the Faculty	Department	Signature
1.	Prof. S. Hachari Latha	Mgt Studies	Sul
2.	Dr. R. Hariharan Raju	Mgt Studies	D. H. Raju
3.	G. Raveesh	Mgt Studies	Raveesh
4.	Mr. K. Kirithi	Mgt Studies	K. Kirithi
5.	A. V. Kotamrao Rao	Mgt Studies	A. V. Kotamrao Rao
6.	H. Satya Sri	Mgt Studies	H. Satya Sri
7.	Hrs. D. Hymavathi	Mgt Studies	H. D. Hymavathi
8.	Mr. O. Anand	Mgt Studies	O. Anand
9.	Dr. B. Lavanya	Mgt Studies	B. Lavanya
10.	Hrs. B. Padmaja	Mgt Studies	B. Padmaja

Page No: 1


Program Coordinator



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Sector – 10, MVP Colony, Visakhapatnam – 530 017, (A.P.)



Date: 21/07/2022

PROGRAMME REPORT

Programme Name	A One-Day Workshop on Categories of IPR
Resource Person	Mr. U. V. Chandru Sekhar, Assistant Professor, SIMS College, Visakhapatnam. Contact no.: 8639264848 Email: u.v.chandrasekhar.75@gmail.com
Date of Activity	20/07/2022
Organized by	Samata Degree College
Venue	Seminar Hall-1
No of Students Attended	28

Seminar: Categories of IPR

Objectives:

- Equip participants with a comprehensive understanding of the different categories of intellectual property rights (IPR).
- Explain the unique characteristics and legal protections associated with each category.
- Explore the practical applications of IPR in various fields, such as technology, business, and creative industries.
- Discuss the challenges and opportunities related to IPR protection in the globalized world.
- Cultivate critical thinking skills in applying IPR principles to real-world scenarios.

Topics Covered:

- Introduction to IPR:**
 - Definition and importance of IPR.
 - The evolution of IPR systems.
 - International frameworks for IPR protection.
- Core Categories of IPR:**
 - Patents:** Protecting inventions and innovations.



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Always do your best

- Utility patents, design patents, and plant variety patents.
- Patentability requirements and application process.
- **Trademarks:** Distinguishing brands and products.
 - Trademark types, registration procedure, and infringement.
 - Brand management and enforcement strategies.
- **Copyrights:** Safeguarding original creative works.
 - Copyrightable subject matter, duration of protection, and limitations.
 - Fair use, licensing, and copyright in the digital age.
- **Trade Secrets:** Protecting confidential information.
 - Types of trade secrets, safeguarding measures, and legal remedies.
 - Non-disclosure agreements and trade secret litigation.
- **Other categories:** Industrial designs, geographical indications, plant variety protection, etc.
- **Challenges and Opportunities:**
 - Global harmonization of IPR laws and enforcement.
 - Balancing IPR protection with public interest and access to knowledge.
 - Emerging technologies and their impact on IPR landscape.
 - Case studies and real-world examples of IPR challenges and successes.

Outcomes:

- Participants will gain a clear understanding of the different categories of IPR and their applications.
- They will be able to identify and analyze IPR issues in various contexts.
- They will develop critical thinking skills for making informed decisions related to IPR protection and management.
- The seminar will foster dialogue and discussion on the challenges and opportunities presented by the evolving IPR landscape.


Programme Coordinator



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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date:06/7/2022

CIRCULAR

This is to inform all the students of BBA I, II & III years that Department of Commerce & Management Studies is organizing "A One Day Workshop on Career Opportunities" in this regard all the students are hereby instructed to participate in this program on 16/07/2022.

Resource Person: Mrs. G. Suguna, Asst. Professor, Pydah College, Visakhapatnam.

Venue: Seminar Hall 1

Time:10.30 am



Director & Principal
DIRECTOR
SAMATA DEGREE COLLEGE
M.V.P. Colony, VISAKHAPATNAM-17

Signature of All HOD'S						TPO	OFFICE	LIBRARY
B.Sc	B.A	BBA	B.Com	MBA	M.Sc.(CS)			M.L. Suguna

Phone: 0891 - 2504682. Website: www.samatacollege.co.in

Email: samatacollege@gmail.com, drgsrao747@gmail.com

ABOUT COLLEGE

Samata Degree College, Affiliated to Anjala University and Approved by AICTE was established in 1992 and has been offering holistic education for the last 31 years. Samata offers B.Sc, BBA, BCA, B.Com, M.Sc. And M.Phil courses besides a robust teaching pedagogy. Samata Degree College is also a leader in research and innovation with recognized/research cent affiliated to Anjala University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities, and sports programmes. The placement at Samata Degree College is varied, with recruiters coming from IT companies and public sector as well as entrepreneurship.

ABOUT WORKSHOPS

Samata Degree College conducts sessions to equip students beyond academics. These sessions, led by experts, address career paths, skill development, and higher education opportunities. From workshops on resume building to talks on specific industries, students gain valuable insights to prepare for their futures. These sessions empower them to make informed decisions and navigate the world after graduation.

ABOUT THE PROGRAM

Dive into your future at our one-day Career Opportunities Workshop! Explore diverse fields, discover your strengths, and gain the skills to land your dream job. This interactive session equips you for success!

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- Current Industry Landscape
- Demystifying Career Paths
- Specialization & Skill Development
- Networking & Personal Branding
- Entrepreneurial Opportunities
- Work-Life Balance & Career Growth

A ONE DAY WORKSHOP
ON CAREER
OPPORTUNITIES

16-07-2022
ORGANIZED BY
SAMATA-DEGREE COLLEGE



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ANJALA UNIVERSITY

MAP COLOM, VISAKHAPATNAM- 520027

CHIEF PATRON

Dr. S. Vijaya Balachandra
Principal

Prof. D. Srinivasa Rao,
Director

CONVENER

Prof. S. Madhavi Latha
Research Director

CO-CONVENER

Mr. G. Srinivas
Asst. Professor
Department of Management Studies

RESOURCE PERSON

Mrs. G. Sujatha
Assistant Professor
Piyath College,
Vizianagaram

COORDINATOR

Mrs. D. Hymavathi
Assistant Professor
Department of Management Studies

ORGANISING COMMITTEE

Mr. A. V. Kotteeswara Rao, Asst. Professor
Mrs. P. Padmapriya, Asst. Professor

STUDENT COORDINATORS

V. Anudeep
M. Gayatri Devi

**REGISTRATION FORM**

A One Day Workshop on Career Opportunities

Name: Mr./Ms. _____
 Regd. No: _____
 Department: _____
 Organization: _____
 Address: _____

 Pin: _____
 Phone: _____
 Fax: _____
 E-Mail: _____

Signature of Participant _____

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Phone Number: 0891 2504682

E-mail: samatacollege@gmail.com

Website: <https://samatacollege.co.in/>

For Details, Contact:

Mrs. D. Hymavathi

Asst. Professor

Department of Management Studies

Contact No: 7693372003

e-Mail id: hymadhs@gmail.com



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)

www.samata.ac.in

LIST OF PARTICIPANTS

Name of the Program: A one-day workshop on career opportunities

Date: 16/07/2022

S. No	Name of the Participant	Year & Program	Signature
1	N. Harilal	BBA 1st yr	Harilal
2	P. SARAVANA	BBA 1st yr	Saravani
3	G. Subit	BBA 1st yr	Subit
4	P. Praveen	BBA 1st yr	Praveen
5	G. Hemanth	BBA 1st yr	Hemant
6	A. Yogesh	BBA 1st yr	A. Yogesh
7	Rahul	BBA	Rahul
8	V. Pooja	BBA	V. Pooja
9	N. Tejaswini	BBA	Tejaswini
10	Waseefa	BBA	Waseefa
11	P. Praveen	BBA 1st year	P. Praveen
12	Balika Jahnabi	1st year	B. Jahnabi
13	G. Mahalakshmi	1st year	G. Mahalakshmi
14	G. Bharani	1st year	G. Bharani
15	C. Divyani	1st year	C. Divyani
16	Durga Nanditha	1st year	Durga Nanditha
17	G. Sindhu	1st year	Sindhu
18	K. Nileep	BBA 1st year	Nileep
19	A. Neeraj	1st year	Neeraj
20	Mahantny Smiti	1st year	M. Smiti
21	G. Prasaanthi	1st year	Prasaanthi
22	G. Varshan Kumar	1st year	G. Varshan Kumar
23	Arushiya Begum	1st year	Arushiya Begum
24	Nayan Gupta	1st year	Nayan Gupta

Page No: 1

Program Coordinator



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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



LIST OF FACULTY ATTENDED

Name of the Program: A one-day workshop on career opportunities

Date: 16/07/2022

S. No	Name of the Faculty	Department	Signature
1.	Prof. S. Madhavi Latha	Hgt. Studies	[Signature]
2.	Mrs. D. Srinivasulu	Mgt. Studies	[Signature]
3.	A.V. Kotabandhu Rao	Mgt. Studies	[Signature]
4.	G. Ramesh	Mgt. Studies	[Signature]
5.	M. Satya Sai	Mgt. Studies	[Signature]
6.	Dr. B. Saranya	Mgt. Studies	[Signature]
7.	Mr. K. Kiran	Mgt. Studies	[Signature]
8.	Mr. O. Aravind	Mgt. Studies	[Signature]
9.	P. Jyothi	Mgt. Studies	[Signature]
10.	Dr. K. Hari Hanu Raju	Mgt. Studies	[Signature]

Page No: |

[Signature]
Program Coordinator



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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date: 16/7/2022

Programme Report

Programme Name	A One-Day Workshop on Career Opportunities
Resource Person	Mrs. G. Suguna, Assistant Professor, Pysdah College, Visakhapatnam. Contact No: 7674813351, e-Mail id: gkdavillasuguna@gmail.com
Date of Activity	16/7/2022
Organised by	Samata Degree College
Venue	Seminar Hall-I
No of Students Attended	33

Objectives:

- Equip students with comprehensive knowledge about diverse career paths available to them based on their educational background.
- Provide insights into current market trends and in-demand job roles within various industries.
- Develop students' career planning skills, including self-assessment, resume writing, and interview preparation.
- Bridge the gap between academic qualifications and industry expectations.
- Inspire and motivate students to pursue fulfilling careers aligned with their interests and aspirations.



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Topics Covered:

- **Current Industry Landscape:** Understanding the dynamic job market, emerging technologies, and key business sectors offering ample opportunities.
- **Demystifying Career Paths:** Exploring diverse career options for MBA, BBA, and B.Com graduates across various domains like finance, marketing, human resources, operations, entrepreneurship, and more.
- **Specialization & Skill Development:** Highlighting the significance of specialization and identifying industry-relevant skills required for different career paths.
- **Entrepreneurial Opportunities:** Exploring the path of entrepreneurship for students with business acumen and innovative ideas.
- **Work-Life Balance & Career Growth:** Balancing professional aspirations with personal well-being and navigating career progression effectively.

Outcomes:

- Increased awareness of diversified career opportunities after graduation.
- Enhanced understanding of skills and qualifications required for different job roles.
- Stronger resume writing and interview preparation skills.
- Confidence in pursuing chosen career paths.
- Developed networking strategies and personal branding techniques.


Programme Coordinator



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SECTOR 10, MVP COLONY, VISAKHAPATNAM – 530 017, (A.P.)



A One Day Workshop on Career Opportunities



Phone: 0891 - 2504682. Website: www.samatacollege.co.in

Email: samatacollege@gmail.com; drsrsp747@gmail.com



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



Date: 15/06/2022

CIRCULAR

All the Students of MBA II & BBA II Semesters are hereby informed to attend "A Research Seminar on Principles of Report Writing" by Mr. B. Ashok, Assistant Professor, Guyuri College, Visakhapatnam is being organized by our Department of Commerce & Management Studies on 20/06/2022.

Venue: Room No 17

Time: 11:00 am



Director & In-charge Principal

DIRECTOR

SAMATA DEGREE COLLEGE
M.V.P. Colony, VISAKHAPATNAM-17

Signature of A/BHOD'S						TPO	OFFICE	LIBRARY
B.Sc	BCA	BBA	B.Com	MBA	M.Sc.(CS)			

Phone: 0891 - 2504682; Website: www.samatacollege.co.in

Email: samatacollege@gmail.com, drgsrao747@gmail.com

ABOUT COLLEGE

Samata Degree College, Affiliated to Andhra University and Approved by AICTE was established in 1992 and has been offering holistic education for the last 31 years. Samata offers BSc., BBA, BCA, B.Com, M.Sc. And MBA courses besides a robust teaching pedagogy. Samata Degree College is also a leader in research and innovation with recognised research cell affiliated to Andhra University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities, and Sports recognitions. The placement at Samata Degree College is varied, with recruitment options both in corporate and public sector as well as entrepreneurship.

ABOUT THE RESEARCH CELL

The Research Cell also organizes workshops, seminars, and guest lectures on various research topics. These events provide students with the opportunity to learn from experts and network with other researchers. The Research Cells efforts have resulted in a significant increase in the number of research publications by Samata Degree College faculty and students. The Cell has also played a key role in attracting research funding from various government and non-government agencies.

A ONE-DAY SEMINAR ON PRINCIPLES OF REPORT WRITING

20-06-2022
ORGANIZED BY
SAMATA DEGREE COLLEGE



SAMATA DEGREE COLLEGE

APPROVED BY AICTE & AFFILIATED TO
ANDHRA UNIVERSITY

SMP COLONY, VIMAKHAPATNAM - 530032

ABOUT THE PROGRAM

This seminar equips participants with essential report writing skills. It covers planning, structure, clarity, conciseness, and visual aids. Attendees will draft strong reports for various audiences.

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives.

- Understanding the purpose of Reports
- Structure and Organization
- Effective Writing Techniques
- Visual Presentation and Formatting
- Critical Thinking and Analysis
- Ethical Considerations

CHIEF PATRON

Prof. G. Srinivasa Rao
Director

CONVENER

Prof. S. Madhusri Laxmi
Research Consultant

CO-CONVENER

Mr. G. Ramesh
Asst. Professor, Management Deptt.

RESOURCE PERSON

Mr. B. Ashok
Sesst. Professor
Gayatri Vidya Parishad Degree & Pg
College
Visakhapatnam

COORDINATOR

Mrs. D. Hymavathi
Asst. Professor, Management Deptt.

ORGANISING COMMITTEE

Mr. G. Anand/ Asst. Professor
Mrs. P. Jayitha, Asst. Professor
Mr. Anand Pauli Devi, Asst. Professor

STUDENT COORDINATORS

Sundarapalli Anitha Varshini
Teaching/ Kusumunjati

**For Details, Contact:**

Mrs. D. Hymavathi
Asst. Professor
Department of Management Studies,
Contact No: Contact No: 7893572003
e-Mail: idhymadh@gmail.com

REGISTRATION FORM

One day Seminar on
Principles of Report Writing

Name: Mr./Ms. _____

Regd. No. _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-Mail: _____

Signature of Participant

SAMATA DEGREE COLLEGE

MVF COLONY, VISAKHAPATNAM-17, A.P.

Phone Number: 0891 2504682

E-mail: samatacollege@gmail.com

Website: <http://samatacollege.ap.in/>



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



LIST OF PARTICIPANTS

Name of the Program: A Research Seminars on principles of Report writing.

Date: 20/06/2022

S. No	Name of the Participant	Year & Program	Signature
1	Pethala Sumanth		[Signature]
2	P. Akhil Kumar	MBA - II Year	Akhil
3	A. Kishor Kumar	MBA 1 year	Kishor Kumar
4	R. Tulasa Kumar	MBA 1 year	R. Tulasa
5	J. Venkata Sai	MBA 1 year	Venkatasai
6	S. Ariftha	MBA 1 year	[Signature]
7	B. Sagar	MBA - 1st year	Sagar
8	M. Mahaveera Reddy	MBA - 1st year	Mahaveera
9	M. Anand	MBA 1st year	Anand
10	Jayanya S	MBA 1 year	Jayanya
11	T. prakrmbhikrishna/andhra	MBA 1 year	Prakrmbhikrishna
12	G. Lakshmi	MBA 1 year	G. Lakshmi
13	C. Ravi Kumar	MBA - 1st year	Ravi
14	D. Rashmi	MBA - II year	Rashmi
15	V. Lakshmi Tarun	MBA II Year	V. Lakshmi Tarun
16	Bhika Sumantra	MBA 1 year	Bhika
17	N. BHAVANA	MBA 1 year	N. Bhavana
18	G. Aditya Nandini	BBA 1st year	Aditya
19	G. Sathish	BBA 1st year	G. Sathish
20	G. Harath	BBA 1st year	Harath
21	Aditya Jeevitha Jilva	BBA 1st year	Aditya
22	Y. Rohit	BBA 1st year	Y. Rohit
23	B. Nishi	BBA 1st year	B. Nishi
24	N. Venkatesh Babu	BBA 1st year	N. Venkatesh Babu

Page No: |

[Signature]
Program Coordinator



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



LIST OF FACULTY ATTENDED

Name of the Program: A Research Seminar on principles of
Date: 20/06/2022 Report writing

S. No	Name of the Faculty	Department	Signature
1.	Prof. S. Madhavi Latha	Mgt Studies	S.L.
2.	Mr. D. Anand	Mgt Studies	D. Anand
3.	G. Ramesh	Mgt Studies	G. Ramesh
4.	A.V. Kotamraju Rao	Mgt Studies	A.V. Kotamraju Rao
5.	Miss D. Himavathi	Mgt Studies	D. Himavathi
6.	H. Gayatri Devi	Mgt Studies	H. Gayatri Devi
7.	Mr. K. Kiran	Mgt Studies	K. Kiran
8.	Dr. Henry James	Mgt Studies	Dr. Henry James
9.	P. Jayathi	Mgt Studies	P. Jayathi
10.	Dr. S. Laxman	Mgt Studies	S. Laxman

[Signature]
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Date: 21/06/2022

PROGRAMME REPORT

Programme Name	A Research Seminar on Principles of Report Writing.
Resource Person	Mr. B. Ashok, Assistant Professor Gayatri College Visakhapatnam, contact no. 9885983216; email id: ashokboota@gmail.com
Date of Activity	20/06/2022
Organized by	Samata Degree College
Venue	Room No 17
No of Students Attended	33

Objectives:

- Equip Students with a comprehensive understanding of the fundamental principles of effective report writing.
- Develop strong writing skills necessary for crafting clear, concise, and impactful reports.
- Enhance critical thinking and analytical abilities to process information and present findings logically.
- Build confidence in structuring reports, addressing different audiences, and adhering to ethical standards.

Topics Covered:

Understanding the Purpose of Reports:

- Identifying different types of reports (informative, persuasive, analytical) and their specific goals.
- Tailoring report content and style to meet the needs of various readers.
- Defining the key message and ensuring clarity of purpose throughout the report.

Structure and Organization:

- Mastering the essential sections of a report (introduction, body, conclusion) and their functions.
- Building a logical flow of information, transitioning smoothly between sections.



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- Utilizing headings and subheadings to enhance navigability and readability.

Effective Writing Techniques:

- Developing a clear and concise writing style, avoiding jargon and ambiguity.
- Utilizing active voice and strong verbs to enhance engagement and clarity.
- Incorporating accurate and relevant data and evidence to support findings.

Critical Thinking and Analysis:

- Evaluating information sources and distinguishing credible evidence from bias.
- Analyzing data objectively and drawing sound conclusions based on findings.
- Presenting conclusions and recommendations logically and persuasively.

Ethical Considerations:

- Maintaining academic integrity and avoiding plagiarism in research and writing.
- Citing sources accurately and consistently as per chosen style guides.
- Ensuring objectivity and fairness in data presentation and interpretation.

Outcomes:

- Students will gain a strong foundation in the core principles of effective report writing.
- They will be equipped with the skills to write clear, concise, and impactful reports for various purposes.
- Students will develop critical thinking and analytical abilities to process information and present findings logically.
- They will possess the confidence to structure reports, address different audiences, and adhere to ethical standards.
- The seminar will empower students to confidently tackle any report writing task with accuracy, clarity, and professionalism.


Programme Coordinator



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A Research Seminar on Principles of Report Writing

