



# ADITYA DEGREE COLLEGE

Affiliated to Andhra University & Approved by AICTE

An ISO 9001: 2015 Certified Institution

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



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

## List of Seminars /Workshops

AY 2018-2019

S.No	Name of the Programme	Date	No. of Participants	Details of the Resource Person
1.	A Research Seminar on How to enhance Research Paper Writing Skills.	16-04-2019	23	Dr. K. Jagadeeswara Rao, Principal, Aditya College, Visakhapatnam Contact No: 9492278948, e-Mail Id: jagadeeshchid@gmail.com
2.	A Research Seminar on Tools & Techniques used in Formulating Hypothesis	12-03-2019	29	Mrs. P. Shobha Rani, Assistant Professor, VIPS College. Contact No: 9346437115, e-Mail Id: shobharamani@gmail.com
3.	A Research Seminar on Formulation of Hypothesis in Research	29-01-2019	26	Dr. Raja Talluri Director, AIMS College, Visakhapatnam. Contact No: 9440428812, e-Mail-Id: rajatalluri2212@gmail.com
4.	A One Day Seminar on Entrepreneurship and their Market Research Strategies	21-12-2018	33	Mrs. V. Anitha, Assistant Professor, Alliance College. Contact No: 9398223244, e-Mail-Id: anitharathana.v@gmail.com
5.	A One Day Seminar on The Major Drivers of Entrepreneurial Growth.	09-10-2018	30	Dr. G. Sravanrao Rao, Assistant Professor, Dr. V S Krishna Govt Degree College. Contact No: 9290812640, e-Mail-Id: ghermivas@gmail.com
6.	A One Day Seminar on Role of Education in Entrepreneurship Development.	29-09-2018	26	Prof. S. Madhavi Latha, Director, SIMS COLLEGE. Contact No: 9236619078, e-Mail Id: madhasivakulu@gmail.com



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Cont...

7.	A One Day Seminar on Determinants of Successful Entrepreneurship	31-08-2018	32	Dr. K. Hari Hara Raju, Assistant Professor, Pydah College. Contact No: 9642237707, e-Mail Id: drkhhrr@gmail.com
8.	A One Day Seminar on Characteristics of Successful Young Entrepreneurs	03-07-2018	30	Mrs. P. Shobha Ram, Assistant Professor, VIPS College. Contact No: 9346437115, e-Mail Id: shobharammolla@gmail.com
9.	A One Day Seminar on Role of women Entrepreneurs at District Level	29-06-2018	31	Mrs. D. Archana, Assistant Professor, IAM COLLEGE. Contact No: 8600023546, e-Mail Id: archana01@gmail.com
10.	A Research Seminar on Case Study Approach in Research	20-06-2018	30	Prof. S. Madhavi Latha, Director, SIMS COLLEGE. Contact No: 9246619078, e-Mail Id: madhavi@vskulac@gmail.com



  
**DIRECTOR**

**DIRECTOR**  
SAMATA DEGREE COLLEGE  
M.V.P. Colony, VISAKHAPATNAM - 530 017.



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Date: 4/04/2019

## CIRCULAR

This is to inform you that the Research Cell of our college is organizing "A Research Seminar on how to enhance Research Paper Writing Skills" by Dr. Jagadeesh, Principal, SVVPVMC College, Visakhapatnam on 16/04/2019. The students from BBA and B. Com: 6<sup>th</sup> and 4<sup>th</sup> Semesters are instructed to email your names with the coordinator.

Venue: Seminar Hall 1

Time: 10:30am



*Dr. Jagadeesh*  
D. DIRECTOR  
SAMATA DEGREE COLLEGE  
MVP Colony, VISAKHAPATNAM-17

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B.Sc	B.C.A	BBA	B.Com	MBA	M.Sc.(CS)			



**CHIEF PATRON**

Prof. B. Suresh Kumar  
VIT-AP

**CONVENER**

Prof. A. Madhusu Lakshmi  
Samata College

**CO-CONVENER**

Dr. J. Prasad  
Associate Professor  
Department of Management Studies

**RESOURCE PERSON**

Dr. A. Srinivasan  
Professor, Anna College  
Chennai  
Contact No: 9842776666

**ORGANISER**

Ms. P. Srinivasan  
Ms. Anitha  
Department of Management Studies

**ORGANISING ASSISTANTS**

Ms. P. Srinivasan, Ms. Anitha  
Ms. P. Srinivasan, Ms. Anitha  
Ms. P. Srinivasan, Ms. Anitha

**STUDENT COORDINATORS**

Sanjay Prasad  
Sudhakar Reddy



We Teach, We Learn,  
We Produce the Best

Prof. Debali, Gupte  
Ms. P. Srinivasan  
Ms. Anitha

Department of Management Studies  
Contact No: 9842776666  
e-mail: 1111111111@gmail.com

**REGISTRATION FORM**

A research Seminar on How to Enhance  
Research Paper Writing Skills

Name: Mr./Ms. \_\_\_\_\_  
 Regd. No. \_\_\_\_\_  
 Department: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_

Signature of Participant \_\_\_\_\_

**SAMATA DEGREE COLLEGE**  
**MVP COLONY, VISAKHAPATNAM-17, A.P.**  
 Phone Number: 9841 2504488  
 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 How to Enhance Research Paper Writing Skills.  
Date: 16/04/2019

S.No	Name of the Participant	Year & Program	Signature
1	B. Yasoda	MBA II <sup>nd</sup> yr	Yasoda
2	B. Indu	MBA 2 <sup>nd</sup> Year	Indu
3	B. Thani	MBA 2 <sup>nd</sup> Year	Thani
4	Bargu Srinivas	MBA 2 <sup>nd</sup> Year	Srinivas
5	Alla Avinash	MBA II	Avinash
6	K. Raja	MBA II <sup>nd</sup> yr	Raja
7	K. Lakshmi	MBA II <sup>nd</sup> yr	Lakshmi
8	Potta Kusuma	MBA II <sup>nd</sup> yr	Kusuma
9	Besudumuri Vinod	MBA II yr	B. Vinod
10	Bargu Srinivas	MBA II yr	Srinivas
11	Balamyathi	MBA II yr	Myathi
12	Ravi	MBA II yr	Ravi
13	Balamyathi	MBA II yr	Myathi
14	S. Rupa	MBA II yr	S. Rupa
15	Sahana Begum	MBA II yr	Sahana
16	Abhishek Pandey	MBA	Abhishek Pandey
17	S. Pratyusha	MBA II year	S. Pratyusha
18	M. Sai Prakash	MBA II <sup>nd</sup> year	M. Sai Prakash
19	S. Abhinav	MBA II <sup>nd</sup> year	S. Abhinav
20	M. Anurag	MBA 2 <sup>nd</sup> Year	M. Anurag
21	K. Praveen	MBA II <sup>nd</sup> year	K. Praveen
22	G. Anurag	MBA II <sup>nd</sup> year	G. Anurag
23	V. Anurag	MBA II <sup>nd</sup> year	V. Anurag
24	N. Murali	MBA II <sup>nd</sup> year	N. Murali

Page No: 1

  
Program Coordinator





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Samata Degree College

## LIST OF FACULTY ATTENDED

Name of the Program: A Research Seminar on How to Enhance  
Date: 16/04/2019 Research paper writing skills

S. No	Name of the Faculty	Department	Signature
1.	Prof. S. Madhav Latha	Mgt Studies	S.L.
2.	H. Satya Sri	Mgt Studies	H. Satya Sri
3.	A. V. Sankaranarayanan Rao	Mgt. Studies	A. V. Sankaranarayanan Rao
4.	Mrs. P. J. Sarada Devi	Mgt. Studies	P. J. Sarada Devi
5.	Dr. P. L. Parimala	Mgt Studies	P. L. Parimala
6.	Mrs. P. Praveena	Mgt. Studies	P. Praveena
7.	Dr. Umasathi	Mgt. Studies	U. Umasathi
8.	G. Ramesh	Mgt Studies	G. Ramesh
9.	P. Usha	mgmt studies	P. Usha
10.	Y. Uma Sutha	mgmt studies	Y. Uma Sutha



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Date: 17/04/2019

## PROGRAMME REPORT

Programme Name	A Research Seminar on How to Enhance Research Paper Writing Skills
Resource Person	Dr. Jagadeesh, Principal, S.V.V.P.V.M.C College, Visakhapatnam Contact No: 9492278948, E-Mail. Id: jagadeeshcbd@gmail.com
Date of Activity	16/04/2019
Organised by	Samata Degree College
Venue	Seminar Hall-1
No of Students Attended	25

## Seminar: How to Enhance Research Paper Writing Skills

### Objectives:

- Equip participants with the essential skills and knowledge for writing high-quality research papers.
- Build confidence in navigating the research paper writing process, from conception to publication.
- Develop critical thinking and analytical skills to effectively communicate research findings.
- Introduce participants to key resources and tools for successful research paper writing.

### Topics Covered:

1. Demystifying Research Paper Writing:
  - Understanding the structure and components of a research paper.
  - Identifying different types of research papers and their specific requirements.
  - Developing a strong research question and hypothesis.



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2. Literature Review and Research Methodology:
  - Effective strategies for literature search and analysis.
  - Choosing appropriate research methodology based on the research question.
  - Data collection, analysis, and interpretation techniques.
3. Citation and Referencing:
  - Understanding different citation styles (APA, MLA, Chicago) and their proper use.
  - Avoiding plagiarism and maintaining academic integrity.
  - Utilizing reference management software for efficient bibliography creation.
4. Revision, Editing, and Publication:
  - Strategies for self-editing and proofreading to ensure accuracy and clarity.
  - Receiving feedback from peers and advisors.
  - Navigating the peer-review process and publication in academic journals.

## Outcomes:

- Participants will gain a comprehensive understanding of the research paper writing process.
- They will be equipped with the skills to develop strong research questions, conduct efficient literature reviews, and analyze their data effectively.
- Participants will learn to write with clarity, precision, and proper academic style.
- They will be familiar with various citation styles and reference management tools.

*Dr. S. S. Srinivasulu*  
Programme Coordinator



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



## A Research Seminar on How to enhance Research Paper Writing Skills





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Date: 1/3/2019

## CIRCULAR

All the Students of MBA I & III Semesters are hereby informed to attend "A Research Seminar on Tools & Techniques used in formulating Hypothesis" by Mrs. P. Shobha Rani, Assistant Professor, VIPS College Visakhapatnam is being organized by our College on 12/3/2019.

Venue: Room No 17

Time: 10:30am



*R.N.L.*  
DIRECTOR

SAMATA DEGREE COLLEGE  
MVP Colony, VISAKHAPATNAM-17

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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 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 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 dives into the toolbox of researchers, exploring methods for crafting strong hypotheses. Discover techniques to leverage existing knowledge, identify patterns, and ask focused questions that guide your research journey.

## TOPICS COVERED

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

- Introduction to Hypothesis
- Tools and Techniques
- Factors to Consider
- Evaluating Hypotheses
- Practical Applications

## A RESEARCH SEMINAR ON TOOLS & TECHNIQUES USED IN FORMULATING HYPOTHESIS

12-03-2019  
ORGANIZED BY

SAMATA DEGREE COLLEGE



SAMATA DEGREE COLLEGE

APPROVED BY AICTE & AFFILIATED TO  
MADRASA UNIVERSITY

MUPH COLONY, VISAKHAPATNAM- 530017

**CHIEF PATRON**

Dr. S. Vijaya Raveendra  
Principal

Prof. G. Srinivasa Rao  
Director

**CONVENER**

Prof. S. Madhavi Latha  
Research Director

**CO-CONVENER**

Mr. S. Harmesh  
Asst. Professor

**RESOURCE PERSON**

Mrs. P. Shobha Rani  
Asst. Professor  
VIPS College  
Visakhapatnam  
Contact No: 9346437115

**COORDINATOR**

Mrs. K. Ramya Priya  
Asst. Professor

**ORGANISING COMMITTEE**

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

Mrs. P. Praveena Asst. Professor

**STUDENT COORDINATORS**

Ruchita Tejani Devi  
Giteeda Raghunvarma

**REGISTRATION FORM**

**A Research Seminar on Tools & Techniques used in Formulating Hypothesis.**

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.**

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E-mail: samatacollege@gmail.com

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

**For Details, Contact:**

Mrs. K. Ramya Priya

Asst. Professor

Department of Management Studies

Contact No: 9618045696

e- Mail Id: ramya.andreddy@gmail.com



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(14)

## LIST OF PARTICIPANTS

Name of the Program: A Research Seminar on tools & techniques used in formulating hypothesis  
Date: 12-3-2019

S. No	Name of the Participant	Year & Program	Signature
1.	S. Kiran Pai	MBA 1 <sup>st</sup> yr	Kiran
2.	D. Bhosroth Kumar	MBA 1 <sup>st</sup> year	D. Bhosroth
3.	K. Azul Kumar	MBA 1 <sup>st</sup> year	Azul
4.	P. Himani	MBA 1 <sup>st</sup> year	Himani
5.	S. Sreedham	MBA 1 <sup>st</sup> yr	Sreedham
6.	M. Maheshwar	MBA 1 <sup>st</sup> year	Maheshwar
7.	J. Debbapathy Singh	MBA 1 <sup>st</sup> year	Debbapathy
8.	S. Suresh Chandra	MBA 1 <sup>st</sup> year	Suresh Chandra
9.	R. Kumar Babu	MBA 1 <sup>st</sup> year	Kumar Babu
10.	S. Prasad	MBA 1 <sup>st</sup> year	S. Prasad
11.	H. Haralatha Bindukran	MBA 1 <sup>st</sup> year	Haralatha
12.	K. Kumar Babu	MBA 1 <sup>st</sup> year	Kumar Babu
13.	T. Pushpa	MBA 1 <sup>st</sup> year	T. Pushpa
14.	S. Babesha Babu	MBA 1 <sup>st</sup> year	Babesha Babu
15.	P. D. V. G. Prasad Chary	MBA 1 <sup>st</sup> year	P. D. V. G. Prasad Chary
16.	R. Suresh Kumar	MBA 1 <sup>st</sup> year	Suresh Kumar
17.	T. Asha	MBA 1 <sup>st</sup> year	Asha
18.	N. Srinivas	MBA 1 <sup>st</sup> year	N. Srinivas
19.	V. Pulavathi	MBA 1 <sup>st</sup> year	V. Pulavathi
20.	C. Divya	MBA 1 <sup>st</sup> year	Divya
21.	A. Anusha	MBA 1 <sup>st</sup> year	Anusha
22.	M. Maheshwar	MBA 1 <sup>st</sup> year	Maheshwar
23.	R. Mohan	MBA 1 <sup>st</sup> year	R. Mohan
24.	S. Raghava	MBA 1 <sup>st</sup> year	S. Raghava

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K. Ranjya Prasad  
Program Coordinator





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## LIST OF FACULTY ATTENDED

Name of the Program: A Research Seminar on tools & techniques used in formulating Hypothesis  
Date: 12-3-2019

S. No	Name of the Faculty	Department	Signature
1.	Prof. S. Madhavi Latha	Mgt Studies	Sid
2.	G. Ramek	Mgt Studies	G. Ramek
3.	Mrs. P. J. Sankha Devi	Mgt. Studies	P. J. Sankha Devi
4.	A. V. Kalahansa Rao	Mgt. Studies	A. V. Kalahansa Rao
5.	M. Satya Devi	Mgt. Studies	M. Satya Devi
6.	Mrs. D. Himavathi	Mgt. Studies	M. Himavathi
7.	Dr. P. J. Padmaja	Mgt. Studies	Dr. P. J. Padmaja
8.	P. Usha	Mgt. Studies	P. Usha
9.	Mrs. K. Ramya Priya	Mgt. Studies	Mrs. K. Ramya Priya
10.	A. Nagabharan Rao	Mgt. Studies	A. Nagabharan Rao
11.	Mrs. B. Madhavi	Mgt. Studies	Mrs. B. Madhavi
12.	Mrs. P. Praveena	Mgt. Studies	Mrs. P. Praveena



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Date: 13/3/2019

## PROGRAMME REPORT

Programme Name	A Research Seminar on Tools & Techniques used in formulating Hypothesis
Resource Person	P. Shobha Rani, Asst. Professor, VIPS College Visakhapatnam. Contact No: 9346437115; e-mail id: shobharani@gmail.com
Date of Activity	12/3/2019
Organized by	Samata Degree College
Venue	Room No 17
No of Students Attended	29

### Objectives:

- Equip participants with a comprehensive understanding of the concept of a hypothesis and its vital role in research and scientific inquiry.
- Explore various tools and techniques available for effectively formulating testable and insightful hypotheses.
- Highlight the importance of considering different factors, such as existing knowledge, theoretical frameworks, and research design, when framing hypotheses.
- Develop participants' critical thinking skills to assess the quality and viability of formulated hypotheses.

### Topics Covered:

- **Introduction to Hypothesis:**
  - Definition and purpose of a hypothesis.
  - Types of hypotheses (e.g., null, alternative, directional, non-directional).
  - Characteristics of a good hypothesis.
- **Tools and Techniques:**
  - **Observational methods:** Identifying patterns, correlations, and anomalies.
  - **Literature review:** Examining existing research and theoretical frameworks.



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- **Logical reasoning:** Deductive and inductive approaches
- **Piloting and exploratory studies:** Gathering preliminary data
- **Questioning techniques:** Generating testable research questions
- **Operationalization of variables:** Defining concepts for measurement
- **Evaluating Hypotheses:**
  - Criteria for assessing strength and clarity
  - Identifying potential flaws and weaknesses
  - Refining and modifying hypotheses based on feedback
- **Practical Applications:**
  - Case studies and group exercises to apply tools and techniques
  - Feedback and discussion on participant-generated hypotheses
  - Resources and tips for continued development of hypothesis formulation skills

## Outcomes:

- Participants will gain a deeper understanding of the importance and practical application of hypothesis formulation in research.
- They will be equipped with a diverse toolbox of techniques and strategies for crafting clear, testable, and impactful hypotheses.
- Participants will develop critical thinking skills for evaluating the strength and limitations of their own and others' hypotheses.

*K. Ranya Priya*  
Programme Coordinator



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## A Research Seminar on Tools & Techniques used in formulating Hypothesis.





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



Date: 21/1/2019

## CIRCULAR

All the Students of MBA II & IV Semesters are hereby informed to attend "A Research Seminar on Formulation of Hypothesis in Research" by Dr. Raja Tuluri, Director, AIMS College Visakhapatnam is being organized by our Department of Management Studies on 29/01/2019.

Venue: Seminar Hall I.

Time: 11:00 am



*B.H.K.*  
DIRECTOR

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

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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 1962 and has been offering holistic education for the last 41 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 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 dives into the essential skill of crafting a strong hypothesis. Learn how to transform your research question into a testable prediction. We'll explore different types of hypotheses and how to identify variables for effective research design. Gain the confidence to develop a foundation for your research project.

## TOPICS COVERED

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

- Characteristics of a good hypothesis
- Formulating hypotheses
- Sources of hypotheses
- Evaluating hypotheses
- Communicating hypotheses

## A RESEARCH SEMINAR ON FORMULATION OF HYPOTHESES IN RESEARCH

29-01-2019  
ORGANIZED BY  
SAMATA DEGREE COLLEGE



SAMATA DEGREE COLLEGE

APPROVED BY AICTE & AFFILIATED TO  
ANDHRA UNIVERSITY

MVP-COLONY, VESABHARA THAMMABOJIP

**CHIEF PATRON**

Prof. B. Murali Krishna  
Director

**CONVENER**

Prof. S. Madhavi Latha  
Research Director

**CO-CONVENER**

Dr. P. L. Padmaja  
Associate Professor  
Department of Management Studies

**RESOURCE PERSON**

Dr. Raja Talluri  
Director, AMMS College  
Visakhapatnam  
Contact No. 9440428822

**COORDINATOR**

Mrs. B. Padmaja  
Asst. Professor

**ORGANISING COMMITTEE**

Mrs. N. V. K. Kiranmayee (Math's  
Faculty)

Mrs. K. L. Prasanna (Math's faculty)

**STUDENT COORDINATORS**

Balaji Gayatri  
Nodigala Neelash



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We Create the Best

**REGISTRATION FORM**

A Research Seminar on Formulation of  
Hypothesis in research

Name, Mr./Ms.: \_\_\_\_\_

Regd. No.: \_\_\_\_\_

Department: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Pin: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

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. B. Padmaja  
Asst. Professor

Contact No: 8885033445

e-Mail Id: padmajafeb@gmail.com



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

Always Give Your Best

## LIST OF PARTICIPANTS

Name of the Program: A Branch Seminar on Circulation of Hyphs in Research  
Date: 29/1/2019

S. No	Name of the Participant	Year & Program	Signature
1.	N. Srinivas	MBA 2 <sup>nd</sup> Year	N. Srinivas
2.	S. Deepam	MBA T.Y.	S. Deepam
3.	Thiruvachula Anuraj	MBA 1 <sup>st</sup> Year	T. Anuraj
4.	Reda Kumar Paul	MBA 2 <sup>nd</sup> Year	Kumar Reda
5.	N. Srinivas	MBA 1 <sup>st</sup> Year	N. Srinivas
6.	V. Pulavathi	MBA 1 <sup>st</sup> Year	V. Pulavathi
7.	G. Anuraj Babu	MBA 1 <sup>st</sup> Year	G. Anuraj Babu
8.	P. D. V. K. Subramanyam	MBA 1 <sup>st</sup> Year	P. D. V. K. Subramanyam
9.	T. Asha	MBA 1 <sup>st</sup> Year	T. Asha
10.	S. Kisan Pai	MBA 1 <sup>st</sup> Year	S. Kisan Pai
11.	D. Bharath Kumar	MBA 1 <sup>st</sup> Year	D. Bharath Kumar
12.	M. Anil Kumar	MBA 1 <sup>st</sup> Year	M. Anil Kumar
13.	P. Himani	MBA 1 <sup>st</sup> Year	P. Himani
14.	Sampath Narayan	MBA 1 <sup>st</sup> Year	Sampath Narayan
15.	Priyanka	MBA 1 <sup>st</sup> Year	Priyanka
16.	J. Deborah Singh	MBA 1 <sup>st</sup> Year	J. Deborah Singh
17.	V. Chitti Babu	MBA 1 <sup>st</sup> Year	V. Chitti Babu
18.	Ravada Manjuna	MBA 1 <sup>st</sup> Year	Ravada Manjuna
19.	D. Rohit	MBA 1 <sup>st</sup> Year	D. Rohit
20.	D. Venkata Sai Suresh	MBA 1 <sup>st</sup> Year	D. Venkata Sai Suresh
21.	I. Asha	MBA 1 <sup>st</sup> Year	I. Asha
22.	A. Maheshwari	MBA 1 <sup>st</sup> Year	A. Maheshwari
23.	Bonika Gupta	MBA 1 <sup>st</sup> Year	Bonika Gupta
24.	S. Vikram Narayan	MBA 1 <sup>st</sup> Year	S. Vikram Narayan





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## LIST OF FACULTY ATTENDED

Name of the Program: A Research Seminar on Formulation of Hypothesis  
in Research

Date: 29.1.2019

S. No	Name of the Faculty	Department	Signature
1	Prof. S. Madhavi Latha	Mgt Studies	
2	G. Ramesh	Mgt Studies	
3	A.V. Kotimrao Rao	Mgt. Studies	
4	M. Satya Sri	Mgt Studies	
5	Mrs. D. Hymanthi	Mgt Studies	
6	Mrs. P.J. Sarada Devi	Mgt. Studies	
7	Dr. P.L. Padmaja	Mgt Studies	
8	Mrs. K. Rama Priya	Mgt Studies	
9	Mrs. B. Padmaja	Mgt Studies	
10	P. Usha	Mgt Studies	
11	Mrs. P. Praveena	Mgt Studies	
12	P. Padmaja	Mgt Studies	



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Date: 30/01/2019

## PROGRAMME REPORT

Programme Name	A Research Seminar on Formulation of Hypothesis in research
Resource Person	Dr. Raja Talluri, Director, AIMS College, Visakhapatnam. Contact no.: 9440428812. Email: rajatalluri2212@gmail.com
Date of Activity	29/01/2019
Organised by	Samata Degree College
Venue	Seminar Hall-I
No of Students Attended	26

### Objectives:

- Equip participants with a thorough understanding of the concept of a hypothesis and its role in research.
- Develop strong skills in formulating clear, testable, and falsifiable hypotheses.
- Provide tools and frameworks for identifying research questions and generating meaningful hypotheses.
- Explore different sources and strategies for hypothesis development.
- Critically evaluate existing hypotheses and assess their strengths and weaknesses.
- Gain confidence in communicating hypotheses effectively to others.

### Topics Covered:

- What is a hypothesis? Understanding the definition, purpose, and importance of hypotheses in research.
- Characteristics of a good hypothesis: Exploring key attributes of testable, falsifiable, and specific hypotheses.
- Formulating hypotheses:



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- Identifying research questions and their relationship to hypotheses.
- Using different frameworks and models for hypothesis development.
- Turning observations, existing knowledge, and theory into testable predictions.
- Sources of hypotheses:
  - Reviewing existing literature and identifying gaps in knowledge.
  - Utilizing personal experience, observations, and anecdotal evidence.
  - Drawing from established theories and experimental models.
- Evaluating hypotheses:
  - Assessing the clarity, feasibility, and logical coherence of hypotheses.
  - Identifying potential weaknesses and limitations of proposed hypotheses.
  - Recognizing alternative explanations and potential confounding variables.
- Communicating hypotheses:
  - Writing clear and concise hypothesis statements using appropriate language.
  - Explaining the rationale behind the hypothesis and its connection to the research question.
  - Presenting hypothesis in a visually appealing and understandable way.

## Outcomes:

- Participants will gain a deeper understanding of the critical role of hypotheses in research and their essential characteristics.
- They will develop the skills and knowledge to formulate testable and meaningful hypotheses for their own research projects.
- They will gain confidence in critically evaluating existing hypotheses and identifying their strengths and weaknesses.
- Participants will improve their communication skills in presenting and explaining hypotheses effectively to others.

*B. Padarajä*  
Programme Coordinator



# SAMATA DEGREE COLLEGE

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



## A Seminar on Formulation of Hypothesis in Research





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



Date: 29/12/2018

## CIRCULAR

All the Students of MBA II & IV Semesters are hereby informed to attend "A One Day Seminar on Entrepreneurship & their Market Research Strategies" by Mrs. V. Anitha, Assistant Professor, Alliance College, Visakhapatnam is being organized by Our College Entrepreneurship Development Cell (EDC) on 29/12/2018.

Venue: Seminar Hall 1

Time: 12:00 Pm



*B.rr.k*  
**DIRECTOR**  
**DIRECTOR**

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

Signature of All HOD'S						TPO	OFFICE	LIBRARY
<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
B. Sc	BCA	BBA	B.Com	MBA	M.Sc. (CS)			

Samata Degree College, affiliated to Andhra University and Approved by AICTE was established in 1997 and has been offering higher education for the last 21 years. Samata offers B.A., B.B.A., B.Com, M.Com, and MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with digital research cell affiliated to Andhra University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities, and sports facilities. The placement at Samata Degree College is carried with fruitful outcomes such as corporates and public sector as well as entrepreneurship.

## RESEARCH CELL

Entrepreneurship Development is gradually becoming very significant in various areas of economic development. Innovative start-ups and new enterprises are a catalyst for the economy. We at Entrepreneurship Development Cell, aim to believe, the 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 backing the entrepreneurial talent as a prime motive for us, we try to provide complete resources, extensive network and all kinds of support along with the applicable platform for aspiring young entrepreneurs to hone their ideas.

## A ONE-DAY SEMINAR ON ENTREPRENEURS & THEIR MARKET RESEARCH STRATEGIES

29-12-2019  
ORGANIZED BY

ENTREPRENEURSHIP  
DEVELOPMENT CELL



## SAMATA DEGREE COLLEGE

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ANDHRA UNIVERSITY

MVP COLONY, VISAKHAPATNAM-530037

## ABOUT THE PROGRAM

Dive into the world of entrepreneurship! This one-day seminar equips you with the market research strategies used by successful founders. Learn how to identify customer needs, analyze competition, and validate your business idea. Gain the insights needed to launch and thrive in today's market.

## TOPICS COVERED

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

- The Importance of Market Research for Entrepreneurs
- Defining Your Target Market
- Quantitative and Qualitative Research Methods
- Analyzing and Interpreting Data
- Leveraging Market Research in Different Business Stages
- Case Studies and Examples
- Interactive Q&A Session

**CHIEF PATRON**

Dr. S. Satya Mohan Babu  
 Professor

Prof. G. Srinivasa Rao  
 Director

**CO-CHAIRMAN**

Prof. G. Satya Rajaram  
 Head of the Department-MBA

**CO-CONVENOR**

Dr. G. Anandam  
 Asst. Professor  
 Department of Management Studies

**RESOURCE PERSON**

Mrs. V. Anitha  
 Asst. Professor  
 Adorned College  
 Contact No: 9789222244

**COORDINATOR**

Dr. M. Satya Sri  
 Dept. of Management Studies

**ORGANISING COMMITTEE**

Mr. A.V. Appaswami Rao, Asst. Professor  
 Mr. D. Hanumanthi, Asst. Professor

Mrs. P. V. S. Kumudini, Asst. Professor

**STUDENT ORGANIZATIONS**

Adorned Society - 2012-2013 year  
 Entrepreneurial Studies - MBA 2013 year

**ENTREPRENEURSHIP DEVELOPMENT CELL****ENTREPRENEUR****REGISTRATION FORM****A One-Day Seminar on Entrepreneurs & their Market Research Strategies**

Name: Mr./Ms. \_\_\_\_\_

Regd. No: \_\_\_\_\_

Department: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Pin: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Signature of Participant

**ENTREPRENEURSHIP DEVELOPMENT CELL**  
**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:**

**Mrs. M. Satya Sri**  
 Asst. Professor  
 Department of Management Studies  
 Contact No: 8897262500  
 e-Mail: satya.mba.2010@gmail.com



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## LIST OF PARTICIPANTS

Name of the Program: A one day Seminar on entrepreneurship & their market Research strategies  
Date: 29/12/2018

S.No	Name of the Participant	Year & Program	Signature
1.	J. Asha	MBA 3 <sup>rd</sup> year	Asha
2.	S. Kiran Pai	MBA 1 <sup>st</sup> yr	Kiran
3.	D. Bhavathi kumar	MBA - I <sup>st</sup> year	D. Bhavathi
4.	K. Anil Kumar	MBA I <sup>st</sup> year	K. Anil
5.	S. Suresh	MBA 1 <sup>st</sup> yr	Suresh
6.	Sampath Chandra	MBA 1 <sup>st</sup> yr	Sampath
7.	P. Himani	MBA - 1 <sup>st</sup> year	Himani
8.	J. Debochi Singh	MBA - 1 <sup>st</sup> year	Debochi
9.	P. B. V. G. Venkateswararao	MBA 1 <sup>st</sup> year	V. G. Venkateswararao
10.	Jani Rujitha	MBA - 1 <sup>st</sup> year	J. Rujitha
11.	Chiranjeevi Anand	MBA 1 <sup>st</sup> yr	Chiranjeevi
12.	Maheshwari Anjali	MBA 1 <sup>st</sup> year	Anjali
13.	Ravi Kumar Reddy	MBA 1 <sup>st</sup> year	Ravi Kumar
14.	N. Srinivas	MBA 1 <sup>st</sup> year	Srinivas
15.	V. Pulamthi	MBA 1 <sup>st</sup> year	V. Pulamthi
16.	Sk. Balasubrahmanyam	MBA 1 <sup>st</sup> year	Sk. Balasubrahmanyam
17.	Timirachandha Pushpa	MBA 1 <sup>st</sup> year	T. Pushpa
18.	Rohit Dubey	MBA 1 <sup>st</sup> year	Rohit Dubey
19.	M. S. S. S. S.	MBA 1 <sup>st</sup> yr	M. S. S. S. S.
20.	K. H. Kiran mai	MBA 1 <sup>st</sup> yr	K. H. Kiran mai
21.	Ravi S	MBA - 1 <sup>st</sup> year	Ravi S
22.	B. S. Chandra	MBA - 1 <sup>st</sup> yr	Chandra
23.	K. Krishna Saiya	MBA 1 <sup>st</sup> yr	K. Krishna Saiya
24.	P. Rama Raju	MBA 1 <sup>st</sup> yr	P. Rama Raju

Program Coordinator





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



## LIST OF FACULTY ATTENDED

Name of the Program:

Date: 29.12.2018

S. No	Name of the Faculty	Department	Signature
1	Dr. Savitri Jayanth	Hgt Studies	[Signature]
2	A. V. Venkateswara Rao	Hgt. Studies	[Signature]
3	Mrs. P. J. Sarada Devi	Mgt. Studies	[Signature]
4	G. Prasad	Mgt. Studies	[Signature]
5	Mrs. Fathima Sha	Mgt. Studies	[Signature]
6	Mrs. H. K. Mankur	Mgt. Studies	[Signature]
7	Mrs. P. L. Padmaja	Mgt. Studies	[Signature]
8	M. Satya Sa	Management Studies	[Signature]
9	D. Hymavathi	Management Studies	[Signature]
10	Mrs. P. Usha	Mgt. Studies	[Signature]
11	Mrs. K. Ramya priya	Mgt. Studies	[Signature]
12	Mrs. P. Praveena	Mgt. Studies	[Signature]

[Signature]

Page No:

Program Coordinator



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



Date: 30/12/2018

## PROGRAMME REPORT

Programme Name	A One-Day Seminar on Entrepreneurs & their Market Research Strategies
Resource Person	Mrs. V. Anitha, Assistant Professor, Alliance College, Visakhapatnam. Ph. No: 9398223244, e-Mail Id: anithavatsaviya@gmail.com
Date of Activity	29/12/2018
Organised by	Samata Degree College
Venue	Seminar Hall-1
No of Students Attended	33

## Entrepreneurs & Their Market Research Strategies

### Objectives

- Equip aspiring and existing entrepreneurs with practical knowledge and tools for conducting effective market research.
- Explore diverse market research strategies that cater to different business needs and budgets.
- Empower participants to gain valuable insights into their target markets and customers.
- Encourage data-driven decision-making and reduce business risks through informed market research.

### Topics Covered:

- The Importance of Market Research for Entrepreneurs: Understanding the crucial role of market research in validating business ideas, identifying opportunities, reducing risks, and achieving success.
- Defining Your Target Market: Techniques for pinpointing your ideal customer segment, including demographics, psychographics, and buyer personas.



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- **Quantitative and Qualitative Research Methods:** Exploring various methods for gathering data, including surveys, interviews, focus groups, online research tools, and competitor analysis.
- **Analyzing and Interpreting Data:** Turning raw data into actionable insights through effective data visualization and analysis techniques.
- **Leveraging Market Research in Different Business Stages:** Applying market research throughout the entrepreneurial journey, from ideation and product development to marketing and expansion.
- **Case Studies and Examples:** Examining successful entrepreneurial ventures that utilized market research to achieve their goals.
- **Interactive Q&A Session:** Addressing specific questions and challenges faced by participants in their market research endeavors.

## Outcomes:

- Students gain a comprehensive understanding of the value of market research and its application in the entrepreneurial environment.
- Attendees acquire practical skills and knowledge for conducting their own market research projects.
- Individuals leave equipped with actionable takeaways, including targeted customer profiles, relevant data analysis techniques, and strategies for utilizing market research insights in their business ventures.
- The seminar fosters a network of entrepreneurs and fosters knowledge sharing through interactive discussions and case studies.

Programme Coordinator



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



## A One Day Seminar on Entrepreneurs and their Marketing Research Strategies





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



Date: 3/10/2018

## CIRCULAR

All the Students of MBA I and III Semesters are hereby informed to attend "A One Day Seminar on The Major Drivers of Entrepreneurial Growth" by Dr. G. Srinivasa Rao, Assistant Professor, Dr.V.S.Krishna Govt. College is being organized by Our College Entrepreneurship Development Cell (EDC) on 9/10/2018.

Venue: Seminar Hall I

Time: 11:00 am



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

Signature of AS HOD'S						TPO	OFFICE	LIBRARY
<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
B. Sc	BCA	BBA	B. Com	MLA	M.Sc. (CS)			

## ABOUT COLLEGE

Samata Degree College, Affiliated to Andhra University and Approved by AICTE was established in 1993 and has been offering holistic education for the last 31 years. Services offered are MBA, 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 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 EDG CELL

Entrepreneurship Development is gradually becoming very significant in various areas of economic development. Innovative start-ups and new ventures 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. Nurturing 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 disciplines pertinent for aspiring young entrepreneurs to hone their ideas.

## ABOUT THE PROGRAM

This intensive one-day seminar gives deep into the key factors that propel businesses forward. Join us as we explore market validation, customer acquisition strategies, financial management, and building a high-performing team. Gain insights from successful entrepreneurs and leave with actionable steps to accelerate your venture's growth.

## TOPICS COVERED

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

- Defining entrepreneurial growth
- Internal drivers of growth
- External drivers of growth
- Case studies and examples Tools and frameworks for growth
- Tools and frameworks for growth

## A ONE-DAY SEMINAR ON "THE MAJOR DRIVERS OF ENTREPRENEURIAL GROWTH"

ON-10-2024  
ORGANIZED BY

ENTREPRENEURSHIP  
DEVELOPMENT CELL



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



## LIST OF PARTICIPANTS

Name of the Program: *A one day seminar on the major drivers of entrepreneurial growth.*  
Date: *09/10/2018*

S. No	Name of the Participant	Year & Program	Signature
1	Shaik basheera beebi	MBA 1 year	basheera
2	S. Kisan Pai	MBA 1st	Kisan
3	P. D. V. G. Krishna chakravarthy	MBA 1st yr	G. Krishna chakravarthy
4	Sampath Chandra	MBA 1st	Sampath
5	P. D. V. G. Krishna chakravarthy	MBA 1 year	Krishna chakravarthy
6	S. Sreenam	MBA 1 year	sreenam
7	Yanabapalli chitti Babu	MBA I year	chitti Babu
8	I. Asha	MBA I Year	Asha
9	P. Himani	MBA I year	Himani
10	N. Srinivas	MBA I year	Srinivas
11	J. Deborah Singh	MBA I year	Deborah
12	Tiruvachana Pushpa	MBA I year	T. Pushpa
13	Divya Kumari Baid	MBA 1 year	kumari Baid
14	V. pulamonty	MBA 1st year	v. pulamonty
15	H. A. Popolu	MBA 1st year	H. A. Popolu
16	K. Anil Kumar	MBA 1st year	Anil
17	Vijaya Sankar Jena	MBA 1st year	Vijaya Sankar
18	D. Rohit	MBA 1st year	Rohit
19	M. Gunthee kanya	MBA 1st year	G. Gunthee
20	Srijanika S	MBA 1st year	S. Srijanika
21	M. AMPOLU	MBA	M. AMPOLU
22	K. Sampath Kumar	MBA 1st year	K. Sampath
23	K. Manika	MBA 1st year	K. Manika
24	K. Siva Pragas	MBA 1st year	K. Siva Pragas





## ABOUT COLLEGE

Samata Degree College, Affiliated to Andhra University and Approved by AICTE, was established in 1980 and has been offering holistic education for the last 31 years. Samata offers B.A., B.B.A., B.Com., B.Com. (Hons.) and MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with renowned 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 vibrant, with recruitment systems both in corporate and public sector as well as entrepreneurship.

## ABOUT THE EDG 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 jobs are formed in young minds. 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 enterprise platform for aspiring young entrepreneurs to hone their ideas.

## ABOUT THE PROGRAM,

This intensive one-day seminar gives deep into the key factors that propel businesses forward. Join us as we explore market validation, customer acquisition strategies, financial management, and building a high-performing team. Gain insights from successful entrepreneurs and leave with actionable steps to accelerate your venture's growth.

## TOPICS COVERED

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

- Defining entrepreneurial growth
  - Internal drivers of growth
  - External drivers of growth
  - Case studies and examples
- Tools and frameworks for growth
- Tools and frameworks for growth

## A ONE-DAY SEMINAR ON "THE MAJOR DRIVERS OF ENTREPRENEURIAL GROWTH"

09-10-2018  
ORGANIZED BY

ENTREPRENEURSHIP  
DEVELOPMENT CELL



**SAMATA DEGREE COLLEGE**

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ANDHRA UNIVERSITY

AMP COLONY, VISHAYAPATNAM- 530017

**CHIEF PATRON**

Dr. S. Vijaya Prasad  
Principal

Prof. B. Murali Krishna  
Director

**CONVENER**

Prof. D. Senthil Jagannath  
Head of the Department-MBA

**CO-CONVENER**

Mr. G. Ramesh  
Asst. Professor  
Dept. of Management Studies

**RESOURCE PERSON**

Dr. D. Srinivasa Rao  
Asst. Professor  
Dr. V. S. Krishna Dept. Degree College,  
Vijayashastriam.

**COORDINATOR**

Mrs. K. Ramya Priya  
Asst. Professor  
Dept. of Management Studies

**ORGANISING COMMITTEE**

Mr. A. V. Koteswara Raja, Asst. Professor  
Mrs. B. Hymavathi, Asst. Professor

**STUDENT COORDINATORS**

Sanjiva Murthy  
K. Revathi

**REGISTRATION FORM**

A One-Day Seminar on "The major drivers of  
entrepreneurial growth"

Name: Mr./Ms. \_\_\_\_\_

Roll No. \_\_\_\_\_

Department: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Pin: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Signature of Participant

**ENTREPRENEURSHIP DEVELOPMENT CELL,  
SAMATA DEGREE COLLEGE  
MVP COLONY, VISAKHAPATNAM-17, A.P.**  
Phone Number: 0891-2504582  
E-mail: samatacollege@gmail.com  
Website: <https://samatacollege.co.in/>

**For Details, Contact:-**  
Mrs. K. Ramya Priya  
Asst. Professor  
Contact No. 96160-45696  
e-Mail: [ramya\\_endreddy@gmail.com](mailto:ramya_endreddy@gmail.com)



# SAMATA DEGREE COLLEGE

Affiliated to Andhra University & Approved by AICTE

An ISO 9001 : 2015 Certified Institution

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

www.samata.ac.in

## LIST OF PARTICIPANTS

Name of the Program: A one day Seminar on the major drivers of  
Date: 09/10/2018 entrepreneurial growth.

S.No	Name of the Participant	Year & Program	Signature
1	Shaik basheera bechi	MBA 1 year	basheera
2	S. Kilar Bai	MBA 1 yr	Kilar Bai
3	P. D. V. G. Anshumantharayudu	MBA 1 yr	G. Anshumantharayudu
4	Sampath Chandra	MBA 1 yr	Sampath
5	P. D. V. G. Krishna Chandra	MBA 1 yr	Krishna Chandra
6	S. Sreeram	MBA 1 yr	Sreeram
7	Yashu palli chitti Babu	MBA 1 year	chitti Babu
8	I. Asha	MBA 1 year	Asha
9	P. Himani	MBA 1 year	Himani
10	N. Divinivas	MBA 1 year	Divinivas
11	J. Deborah Singh	MBA 1 year	Deborah
12	Tiruvaditula Kishora	MBA 3 years	T. Pushpa
13	Rishi Kumar Reddy	MBA 1 year	Rishi Kumar
14	V. Pulamonty	MBA 1st year	V. Pulamonty
15	N. Anjali	MBA 1st year	N. Anjali
16	K. Anil Kumar	MBA 1st year	Anil Kumar
17	Vikram Nanda Jena	MBA 1st year	Vikram Nanda
18	D. Rohit	MBA 1st year	Rohit
19	M. Sunitha Rupa	MBA 1st year	Sunitha
20	Rishantha S	MBA 1st year	Rishantha
21	M. Anjali	MBA	M. Anjali
22	K. Sampath Kumar	MBA 1st year	K. Sampath
23	K. Manika	MBA 1st year	K. Manika
24	E. Sri Kiran	MBA - 1st year	E. Sri Kiran

Page No: 1

K. Ramesh Reddy  
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 the major drivers of entrepreneurial growth*  
Date: *9-10-2018*

S. No	Name of the Faculty	Department	Signature
1.	<i>Mrs. J.M. Mandala</i>	<i>Mgt Studies</i>	<i>JM</i>
2.	<i>A.V. Kateshwar Rao</i>	<i>Mgt. Studies</i>	<i>AVKR</i>
3.	<i>M. Satya Sri</i>	<i>Mgt Studies</i>	<i>Satya Sri</i>
4.	<i>Ms. D. Hymavathi</i>	<i>Management studies</i>	<i>DH</i>
5.	<i>Mrs P. Praveena</i>	<i>Mgt Studies</i>	<i>Praveena</i>
6.	<i>G. Raveek</i>	<i>Mgt Studies</i>	<i>GR</i>
7.	<i>Dv Savitri Jayanth</i>	<i>Mgt Studies</i>	<i>SV</i>
8.	<i>Mrs. P.J. Sabada Devi</i>	<i>mgt. Studies</i>	<i>P.J. Sabada Devi</i>
9.	<i>Mrs. P.L. Padmaja</i>	<i>Mgt Studies</i>	<i>Padmaja</i>
10.	<i>MVS Padma Sita</i>	<i>Mgt Studies</i>	<i>Padma Sita</i>



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



Date: 10/10/2018

## PROGRAMME REPORT

Programme Name	A One-Day Seminar on "The major drivers of Entrepreneurial Growth"
Resource Person	Dr. G. Srinivasa Rao, Assistant Professor, Dr. V S Krishna college. Contact no : 92908121640; e-Mail id: gtsrinivas@gmail.com
Date of Activity	09/10/2018
Organised by	Samata Degree College
Venue	Seminar Hall-1
No of Students Attended	30

### Topic: The major drivers of entrepreneurial growth

#### Objectives

- Equip participants with the knowledge and understanding of the key factors driving entrepreneurial growth.
- Analyze the different internal and external forces that influence the success and expansion of businesses.
- Develop participants' ability to identify and leverage growth opportunities for their own ventures or existing businesses.
- Provide practical insights and strategies for implementing growth-oriented practices.
- Foster a network of aspiring and established entrepreneurs for knowledge sharing and collaboration.



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## Topics Covered:

- Defining entrepreneurial growth: Understanding different stages of growth and key performance indicators.
- Internal drivers of growth: Leadership, innovation, talent management, operational efficiency, financial management, marketing, and sales strategies.
- External drivers of growth: Market trends, technological advancements, economic conditions, funding opportunities, government policies, and regulatory landscape.
- Case studies and examples: Analyzing successful entrepreneurial journeys and identifying key drivers of their growth.
- Tools and frameworks for growth: Assessing growth potential, developing growth plans, and implementing sustainable growth strategies.
- Emerging trends and future of entrepreneurial growth: Exploring new avenues for scaling businesses and adapting to changing markets.

## Outcomes:

- Students gained a comprehensive understanding of the major drivers of entrepreneurial growth.
- Students will be able to identify and assess growth opportunities for their own ventures or existing businesses.
- Develop and implement practical strategies to drive growth, improve performance, and achieve their entrepreneurial goals.
- Increase their confidence and ability to navigate the challenges and opportunities of scaling a business.
- Build valuable connections with other entrepreneurs and potential collaborators or investors.

*K. Ramya Prasad*  
Programme Coordinator



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



## A One –Day Seminar on The Major Drivers of Entrepreneurial Growth





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An ISO 9001: 2015 Certified Institution  
Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date: 20/09/2018

## CIRCULAR

All the Students of MBA I and III Semesters are hereby informed to attend "A One Day Seminar on Role of Education in Entrepreneurship Development" by Prof. S. Madhavi Latha, Director, SIMS College, Visakhapatnam is being organized by Our College Entrepreneurship Development Cell (EDC) on 28/09/2018.

Venue: Room No 17:

Time: 11:00 am



*B.P.K.*  
DIRECTOR  
DIRECTOR

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

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

## ABOUT THE PROGRAM

This one-day seminar explores how education empowers aspiring entrepreneurs. Learn essential business skills, develop creative problem-solving, and gain insights from successful founders. Leave equipped to navigate the exciting world of entrepreneurship.

## TOPICS COVERED

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

- Entrepreneurship Education Landscape
- Essential Skills and Competencies
- Curricular Integration and Innovation
- Future of Entrepreneurship Education

## A ONE-DAY SEMINAR ON "ROLE OF EDUCATION IN ENTREPRENEURSHIP DEVELOPMENT"

20-07-2021  
ORGANISED BY

ENTREPRENEURSHIP  
DEVELOPMENT CELL



**SAMATA DEGREE COLLEGE**

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MVP COLONY, ROAD NO.68 THAM-530023





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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 Role of Education in Entrepreneurship Development  
Date: 28/09/2018

S. No	Name of the Participant	Year & Program	Signature
1	Manaswan Ampaw	MBA 1 <sup>st</sup> year	Manaswan
2	J. Debanah Singh	MBA 1 <sup>st</sup> year	Debanah
3	V. Chilli Babu	MBA 1 <sup>st</sup> year	V. Chilli Babu
4	S. Kiran Pai	MBA 1 <sup>st</sup> yr	Kiran
5	D. Bharath Kumar	MBA - 1 <sup>st</sup> year	D. Bharath
6	K. Anil Kumar	MBA - 1 <sup>st</sup> year	Anil
7	P. Himani	MBA - 1 <sup>st</sup> year	Himani
8	N. Sarinusa	MBA - 1 <sup>st</sup> year	N. Sarinusa
9	S. Sarechan	MBA 1 <sup>st</sup> yr	S. Sarechan
10	P. D. V. B. Krishnamacharya	MBA 1 <sup>st</sup> yr	P. D. V. B. Krishnamacharya
11	Rishi Kumar Paul	MBA - 1 <sup>st</sup> year	Kumar Rishi
12	Tiviveedhula Roshni	MBA - 1 <sup>st</sup> year	T. Roshni
13	S. Bandura Eeshi	MBA - 1 <sup>st</sup> year	S. Bandura Eeshi
14	Tiviveedhula Roshni	MBA - 1 <sup>st</sup> year	T. Roshni
15	J. Asha	MBA 1 <sup>st</sup> year	Asha
16	V. Pulakha	MBA 1 <sup>st</sup> year	V. Pulakha
17	D. Rohit	MBA 1 <sup>st</sup> yr	Rohit
18	D. Srinivas	MBA 1 <sup>st</sup> year	D. Srinivas
19	Kalathapudi Krishanram	MBA 1 <sup>st</sup> yr	Kalathapudi
20	R. Mouvica	MBA 1 <sup>st</sup> yr	R. Mouvica
21	K. Srinivas Kumar	MBA 1 <sup>st</sup> year	K. Srinivas
22	B. Anitha Roshni	MBA 1 <sup>st</sup> yr	B. Roshni
23	K. Siva Roshni	MBA 1 <sup>st</sup> yr	Siva
24	Ch. Divya	MBA 2 <sup>nd</sup> year	Divya

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 Seminar on Role of Education  
Date: 28/09/2018 in Entrepreneurship Development

S.No	Name of the Faculty	Department	Signature
1.	Dr. Savitri Jayanth	Mgt Studies	[Signature]
2.	Mrs. H.K. Madhuri	Mgt. Studies	H.K. Madhuri
3.	H. Satya Sri	Mgt. Studies	[Signature]
4.	G. Lakshmi	Mgt Studies	[Signature]
5.	A.V. Koteswara Rao	Mgt. Studies	[Signature]
6.	MYS. Padma Devi	Mgt Studies	Padma Devi
7.	D. Himavalli	Entrepreneurship Studies	[Signature]
8.	Mrs. J.M. Madhuri	Mgt Studies	[Signature]
9.	MRS. P. Usha	Mgt studies	[Signature]
10.	Mrs. P. Praveena	Mgt Studies	Praveena

Page No: 1

Program Coordinator



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



Date: 29/09/2018

## PROGRAMME REPORT

Programme Name	A One-Day Seminar on Role of education in Entrepreneurship Development
Resource Person	Prof. S. Madhavi Latha, Director, SIMS College, Visakhapatnam, Contact No: 9246619078; E-Mail Id: madhusivakula@gmail.com
Date of Activity	28/09/2018
Organized by	Samata Degree College
Venue	Room No 17
No of students Attended:	26

### Objectives:

- Highlight the crucial role of education in fostering entrepreneurial thinking and skills.
- Explore different educational approaches and methods to cultivate entrepreneurial mind sets and behaviors.
- Equip educators and stakeholders with strategies to integrate entrepreneurship education into curricula and learning environments.
- Showcase successful models and programs for developing aspiring entrepreneurs through education.
- Spark discussions and collaborations to strengthen the ecosystem for entrepreneurship education.

### Topics Covered:

#### Entrepreneurship Education Landscape:

- Understanding the different approaches to entrepreneurship education (formal, informal, experiential).
- Analyzing the benefits and challenges of integrating entrepreneurship into various educational levels.



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## Essential Skills and Competencies:

- Identifying key skills for entrepreneurs, such as creativity, problem-solving, risk-taking, communication, and financial literacy.
- Understanding how education can foster these skills through interactive learning, project-based work, and real-world applications.
- Exploring resources and tools available to educators for effective entrepreneurship education delivery.

## Future of Entrepreneurship Education:

- Emerging trends and innovations in entrepreneurship education, such as personalized learning and social entrepreneurship.
- Addressing existing gaps and challenges in providing equity and inclusivity in entrepreneurial opportunities.
- Advocating for policy changes and resource allocation to support effective entrepreneurship education at all levels.

## Outcomes:

- Enhanced understanding of the crucial role of education in cultivating entrepreneurial spirit and skills.
- Educators and stakeholders equipped with strategies and resources to integrate entrepreneurship education into their programs.

**Programme Coordinator**



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



## A One-Day Seminar on Role of Education in Entrepreneurship Development





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



Date: 13/08/2018

## CIRCULAR

All the Students of MBA I and III Semesters are here informed to attend "A One Day Seminar on Determinants of Successful Entrepreneurship" by Dr. K. Hari Hara Raju, Associate Professor, Pydah College is being organized by Our College Entrepreneurship Development Cell (EDC) on 21.08.2018.

Venue: Seminar Hall 1

Time: 10:00 am



*B.H.K.*  
DIRECTOR

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

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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 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 valued, 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 is a prime motive for us. We try to provide adequate resources, extensive network and all kinds of support along with the appropriate platform for aspiring young entrepreneurs to hone their ideas.

## ABOUT THE PROGRAM

Dive into the world of successful entrepreneurship! This one-day seminar explores the key factors that influence business ventures. Learn about essential traits, market analysis, financial planning, and building a strong foundation for your dream company. Gain valuable insights from experts and walk away equipped to navigate the exciting path to entrepreneurial success.

## TOPICS COVERED

- Understanding Entrepreneurial Success
- Essential Traits and Skills
- Foundational Resources

A ONE-DAY SEMINAR ON  
"DETERMINANTS OF  
SUCCESSFUL  
ENTREPRENEURSHIP".

24-08-2024  
ORGANIZED BY

ENTREPRENEURSHIP  
DEVELOPMENT CELL



SAMATA DEGREE COLLEGE

(APPROVED BY AICTE & AFFILIATED TO  
ANDHRA UNIVERSITY)

MAP CODE: 505414, 505414, 505414, 505414

**CHIEF PATRON**

Prof. B. Murali Krishna  
Director

**CONVENER**

Prof. S. Madhavi Lalitha  
Research Director

**CO-CONVENER**

Mr. A. V. Koteswara Rao  
Asst. Professor

**RESOURCE PERSON**

Dr. K. Hari Haru Raju  
Asst. Professor,  
Puducherry College.

**COORDINATOR**

Mrs. D. Hymavathi  
Asst. Professor,  
Department of Management Studies

**ORGANISING COMMITTEE**

Mrs. P. Prevedha, Asst. Professor

Mrs. K. Ramiyamma, Asst. Professor

Mrs. P. Usha, Asst. Professor

**STUDENT COORDINATORS**

Rangala Pavan Sai Kumar  
Mylapalli Sujana

ENTREPRENEURSHIP DEVELOPMENT CELL

ENTREPRENEUR

**REGISTRATION FORM**

A One-Day Seminar on "Determinants of Successful Entrepreneurship".

Name: Mr./Ms. \_\_\_\_\_

Regd. No. \_\_\_\_\_

Department: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Post: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Signature of Participant

**For Details, Contact:**

Mrs. D. Hymavathi

Assistant Professor

Department of Management Studies

Phone No. 7893572003

e-Mail id: hymadh@gmail.com

ENTREPRENEURSHIP DEVELOPMENT CELL

SAMATA DEGREE COLLEGE

MVP COLONY, VISAKHAPATNAM-IT, A.P.

Phone Number: 0991 2804682

E-mail: samatacollege@gmail.com

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





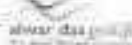


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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



## LIST OF FACULTY ATTENDED

Name of the Program: A one-day seminar on "Determinants of Successful Entrepreneurship"  
Date: 21/08/2018

S. No	Name of the Faculty	Department	Signature
1	Dr. Savitri Jayanthi	Mgt Studies	[Signature]
2	H. Satya Sri	Mgt Studies	[Signature]
3	G. Ponchole	mgt studies	[Signature]
4	A. V. Koteswarao Rao	Mgt - Studies	[Signature]
5	Mrs. P. S. Sarada Devi	mgt. studies	P.S. Sarada Devi
6	Miss D. Hymavathi	Management studies	[Signature]
7	Ms. PL Padmaja	mgt studies	[Signature]
8	Ms. P. Praveena	Mgt studies	Praveena
9	Ms. J. M. Maheshwari	mgt studies	[Signature]
10	MS Fathima Sha	Mgt Studies	[Signature]

Page No: 1

[Signature]  
Program Coordinator



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An ISO 9001 : 2015 Certified Institution  
Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date: 23/08/2018

## PROGRAMME REPORT

Programme Name	A One-Day Seminar on "Determinants of Successful Entrepreneurship."
Resource Person	Dr. K. Hari Hara Raju, Associate Professor, Pydah College Visakhapatnam. Contact no : 9642237207 Email: dr.khrr@gmail.com
Date of Activity	21.08.2018
Organized by	Samata Degree College
Venue	Seminar Hall-1
No of Students Attended:	32

### Objectives:

- Equip Students with a comprehensive understanding of the key factors that contribute to successful entrepreneurship.
- Analyse the different personality traits, skills, and resources needed to thrive in the entrepreneurial journey.
- Develop critical thinking skills to assess personal strengths and weaknesses in relation to entrepreneurial success.
- Formulate strategies to cultivate the essential qualities and acquire the necessary resources for building a successful venture.

### Topics Covered:

- **Understanding Entrepreneurial Success:**
  - ✓ Defining success in the context of entrepreneurship (financial, impact, personal fulfillment).
  - ✓ Exploring different pathways to entrepreneurial success and identifying individual motivations.

Phone: 0891 - 2504682. Website: [www.samatacollege.co.in](http://www.samatacollege.co.in)  
Email: [samatacollege@gmail.com](mailto:samatacollege@gmail.com) ; [drgsrao747@gmail.com](mailto:drgsrao747@gmail.com)



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



- Analyzing case studies of successful and unsuccessful ventures to identify common threads.
- **Essential Traits and Skills:**
  - ✓ Identifying key personality traits like resilience, risk-taking, creativity, and passion.
  - ✓ Developing essential skills like problem-solving, decision-making, communication, and leadership.
  - ✓ Cultivating a growth mind set and adaptability to face challenges and seize opportunities.

#### Outcomes:

- ✓ Students will gain a deeper understanding of the complex factors that determine entrepreneurial success.
- ✓ They will be equipped to assess their own strengths and weaknesses in relation to these factors.
- ✓ Students will develop strategies to cultivate the essential skills and resources needed for their entrepreneurial journey.
- ✓ The seminar will foster a critical and analytical approach to evaluating business ideas and planning for success.
- ✓ Students will be empowered to leverage their unique strengths and navigate the challenges of building a successful venture.

  
Programme Coordinator



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## A One-Day Seminar on Determinants of Successful Entrepreneurship





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



Date: 26/06/2018

## CIRCULAR

All the Students of B. Com II & VI Semesters are hereby informed to attend "A One Day Seminar on Characteristics of Successful Young Entrepreneurs" by Mrs. P. Shobha Rani, Asst. Professor, VIPS College-Visakhapatnam is being organized by Our College Entrepreneurship Development Cell (EDC) on 03/07/2018.

Venue: Room No 17

Time: 11:00 am



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

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B. Sc	BCA	BBA	B. Com	MBA	M.Sc. (CS)			

## ABOUT THE PROGRAM

This one-day seminar dives deep into the minds of successful young entrepreneurs. Learn the key characteristics - passion, resilience, and adaptability - that propel them to success. Gain insights on crafting a winning idea, navigating challenges, and building a thriving business. Walk away inspired and equipped to launch your own entrepreneurial journey.

## TOPICS COVERED

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

- Mindset and Motivation
- Skills and Knowledge
- Building a Network and Support System

## A ONE-DAY SEMINAR ON CHARACTERISTICS OF SUCCESSFUL YOUNG ENTREPRENEURS

03-07-2018  
ORGANIZED BY

ENTREPRENEURSHIP  
DEVELOPMENT CELL



SAMATA DEGREE COLLEGE

(APPROVED BY AICTE & AFFILIATED TO  
KAPURTHALA UNIVERSITY)

NAFEEED CITY, BESAPURHATHAM-500017

Samata Degree College, affiliated to Andhra University, and approved by AICTE, and established in 1997 and has been offering higher education for the last 21 years. Samata Degree College, B.S.P. HATHAM, NAFEEED CITY, BESAPURHATHAM-500017. The college has been a pioneer in offering a variety of courses and programs, and has been recognized for its quality of education. The college has been a pioneer in offering a variety of courses and programs, and has been recognized for its quality of education. The college has been a pioneer in offering a variety of courses and programs, and has been recognized for its quality of education. The college has been a pioneer in offering a variety of courses and programs, and has been recognized for its quality of education.

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**CHIEF PATRON**

Dr. V. V. Narayana Murthy  
Principal

Prof. A. Suresh Babu  
Vice-Chancellor

**CONVENER**

Prof. A. Bhargava Lakshmi  
Secretary, Cell

**CO-CONVENER**

Dr. M. Adarsh  
Head, Centre of IASIA

**RESOURCE PERSON**

Dr. M. Anil Kumar  
Vice-Chancellor  
VIT-AP  
Vellore, Tamil Nadu

**COORDINATOR**

Mr. S. S. Srinivasan / Mr.  
Arun / Assistant  
Head of Management Studies

**ORGANISING COMMITTEE**

Dr. M. S. Srinivasan, Asst Professor  
Dept of Marketing, VIT, Chennai

Dr. M. S. M. Srinivasan, Asst Professor

**STUDENT COORDINATORS**

Dr. M. S. Srinivasan, Asst Professor  
Dept of Marketing, VIT, Chennai

**ENTREPRENEURSHIP DEVELOPMENT CELL****ENTREPRENEUR****For Details, Contact**

Mr. A. V. Koteswara Rao

Asst. Professor

Department of Management Studies

Contact No. 76744886246

e-Mail Id: avk@vits@gmail.com

**REGISTRATION FORM**

**A One-Day Seminar on Characteristics of  
Successful Young Entrepreneurs**

Name: Mr./Ms./\_\_\_\_\_

Regd. No.: \_\_\_\_\_

Department: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Pin: \_\_\_\_\_

Phone: \_\_\_\_\_

Fac: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Signature of Participant \_\_\_\_\_

**ENTREPRENEURSHIP DEVELOPMENT  
CELL**

**SAMATA DEGREE COLLEGE**

**MVP COLONY, VISAKHAPATNAM-17, A.P.**

Phone Number: 0891 3504582

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 Seminar on characteristics of Successful Young Entrepreneurs  
Date: 03/07/2018

S.No	Name of the Participant	Year & Program	Signature
1	V. Hemu	MBA 1 <sup>st</sup> Year	V. Hemu
2	S. Suresham	MBA 1 <sup>st</sup> Year	Suresham
3	V. Pulavarthy	MBA 1 <sup>st</sup> Year	Pulavarthy
4	P. Himani	MBA 1 <sup>st</sup> Year	Himani
5	N. Sriharsha	MBA 1 <sup>st</sup> Year	N. Sriharsha
6	S. Jagan Pai	MBA 1 <sup>st</sup> Year	Jagan
7	J. Deborah Singh	MBA 1 <sup>st</sup> Year	Deborah
8	Yasalapati Chitti Babu	MBA 1 <sup>st</sup> Year	Chitti Babu
9	Riya Kumar BADA	MBA 1 <sup>st</sup> Year	Riya
10	Tiruvuchchala Pushpa	MBA 1 <sup>st</sup> Year	T. Pushpa
11	Shakir Bashara Babu	MBA 1 <sup>st</sup> Year	Bashara
12	Mohamed Anjali	MBA 1 <sup>st</sup> Year	Anjali
13	J. Asha	MBA 1 <sup>st</sup> Year	Asha
14	Samrith Charanya	MBA 1 <sup>st</sup> Year	Samrith
15	Pulavarthy	MBA 1 <sup>st</sup> Year	Pulavarthy
16	D. Bhavani Kumar	MBA 1 <sup>st</sup> Year	Bhavani
17	K. Anil Kumar	MBA 1 <sup>st</sup> Year	Anil
18	V. Pulavarthy	MBA 1 <sup>st</sup> Year	V. Pulavarthy
19	CHERU LAKSHMI SRI PRASAD	BBA 1 <sup>st</sup> Year	Ch. Lakshmi
20	P.D.V. Gopal	MBA 1 <sup>st</sup> Year	P.D.V. Gopal
21	B. Anuragini	BBA 1 <sup>st</sup> Year	B. Anuragini
22	R. Bharathi	BBA 1 <sup>st</sup> Year	R. Bharathi
23	K. S. Pinesh	BBA 1 <sup>st</sup> Year	K. S. Pinesh
24	S. Nishu Nishu	BBA 1 <sup>st</sup> Year	S. Nishu





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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 characteristics  
Date: 03/07/2018 of successful young Entrepreneurs.

S. No	Name of the Faculty	Department	Signature
1	Dr. Savitri Jayanth	Mgt. Studies	<i>[Signature]</i>
2	G. Raveek	mgt stud	<i>[Signature]</i>
3	Mrs. J. M. Manohar	Mgt. studies	<i>[Signature]</i>
4	H. Satya Sri	Mgt. Studies	<i>[Signature]</i>
5	Mr. P. L. Padmanab	mgt. studies	<i>[Signature]</i>
6	A. V. Katakam Rao	Mgt. Studies	<i>[Signature]</i>
7	Mrs. P. J. Sarada Devi	Mgt. Studies	<i>[Signature]</i>
8	Mrs. D. Hymavalli	management studies	<i>[Signature]</i>
9	Ms. Fatima Sha	Mgt. studies	<i>[Signature]</i>
10	Mrs. H. K. Mathuri	mgt. studies	<i>[Signature]</i>
11	Mrs. P. Praveena	Mgt. studies	<i>[Signature]</i>



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



Date: 04/07/2018

## PROGRAMME REPORT

Programme Name	A One-Day Seminar on Characteristics of Successful Young Entrepreneurs
Resource Person	Mrs. P. Shobha Rani, Asst. Professor, VIP's College, Visakhapatnam Email id: shobharanisipilla@gmail.com ; Contact no: 9346437115
Date of Activity	3/07/2018
Organized by	Samata Degree College
Venue	Room No.17.
No. of Students Attended	30

Seminar: Characteristics of Successful Young Entrepreneurs

### Objectives:

- Equip participants with knowledge of the key characteristics that contribute to success in young entrepreneurs.
- Provide practical insights and strategies for developing these characteristics in themselves.
- Encourage participants to identify their own entrepreneurial strengths and areas for improvement.
- Connect young entrepreneurs with a network of peers and mentors for ongoing support and growth.

### Topics Covered:

#### 1. Mindset and Motivation:

- Passion and Purpose: Identifying a driving force and aligning it with a profitable venture.
- Growth Mindset: Cultivating a willingness to learn, adapt, and embrace challenges.



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## 2. Skills and Knowledge:

- **Problem-solving and Innovation:** Thinking creatively and identifying market needs.
- **Planning and Execution:** Setting achievable goals and developing actionable plans.
- **Financial Management:** Understanding basic financial concepts and managing resources effectively.
- **Leadership and Communication:** Inspiring and motivating others, and expressing ideas clearly.
- **Technology and Digital Adoption:** Leveraging technology to streamline operations and reach customers.

## 3. Building a Network and Support System:

- **Networking Strategies:** Expanding professional connections and building valuable relationships.
- **Mentorship and Coaching:** Seeking guidance and support from experienced entrepreneurs.

## Outcomes:

- Participants will gain a deeper understanding of the characteristics that successful young entrepreneurs possess.
- They will develop practical strategies for cultivating these characteristics within themselves.
- Participants will leave with a clear vision for their own entrepreneurial journey and a network of connections for support.
- The seminar will foster a sense of community and empower young entrepreneurs to pursue their ventures with confidence.

  
**Programme Coordinator**



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



## A One-Day Seminar on Characteristics of Successful Young Entrepreneurs





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



Date: 23/06/2018

## CIRCULAR

All the Students of BBA I, III & V Semesters are hereby informed to attend "A One Day Seminar on Role of Women Entrepreneurs at District Level" by Mrs. D. Archana, Assistant Professor, IAM College, Visakhapatnam is being organized by Our College-Entrepreneurship Development Cell (EDC) on 29/06/2018.

Venue: Seminar Hall I

Time: 09.30am



*B.R.K.*  
**DIRECTOR**  
**DIRECTOR**

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

Signature of All HOD'S						TPD	OFFICE	LIBRARY
<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
B. Sc	BCA	BBA	B. Com	MBA	M.Sc. (CS)			

Phone: 0891 - 2504682. Website: [www.samatacollege.co.in](http://www.samatacollege.co.in)

Email: [samatacollege@gmail.com](mailto:samatacollege@gmail.com); [drsrao747@gmail.com](mailto:drsrao747@gmail.com)

## A ONE-DAY SEMINAR ON "ROLE OF WOMEN ENTREPRENEURSHIP AT DISTRICT LEVEL"

29-06-2018  
ORGANIZED BY

ENTREPRENEURSHIP  
DEVELOPMENT CELL



SAMATA DEGREE COLLEGE

IMPROVED BY AICTE & AFFILIATED TO  
ANDHRA UNIVERSITY

MVF COLONY, VISAKHAPATNAM-530017

## ABOUT THE PROGRAM

This one-day seminar empowers aspiring women entrepreneurs at the district level. It explores the crucial role they play in the local economy. Through workshops and talks, participants gain valuable knowledge on starting and running a successful business. Success stories from local women entrepreneurs will provide inspiration and guidance.

## TOPICS COVERED

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

- Women Entrepreneurship at a Glance
- Success Stories and Role Models
- Essential Skills and Tools for Success
- Overcoming Obstacles and Challenges

## SAMATA DEGREE COLLEGE

Samata Degree College, affiliated to Andhra University and approved by AICTE, was established in 1993 and has been offering higher education for the last 25 years. Samata offers B.E., B.A., B.C.A., B.Com., M.A., and M.B.A. courses. Besides a regular teaching faculty, Samata Degree College is also a leader in research and innovations with recognized research cell affiliated to Andhra University. Focus is given to activities helping students which is evident from its infrastructure, extracurricular activities, and sports recognition. The placement of Samata Degree College is well, with placements being in companies and jobs sector as well as entrepreneurship.

## THE EDC CELL

Entrepreneurship Development Cell is gradually becoming very significant in various areas of various departments. Initiative started and now workshops act as a catalyst for the growth.

As a single workshop Development Cell cannot balance that original and innovative ideas having the potential to change industry by creating value are formed. It plays a vital role in having these ideas and providing support and tapping the complete potential as a prime objective. We try to provide adequate resources, knowledge network and all kinds of support along with the appropriate allocation for helping young entrepreneurs to raise their





# 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  
Visakhapatnam

## LIST OF PARTICIPANTS

Name of the Program: A one-day Seminar on Role of women Entrepreneurship at District level.  
Date: 29/06/2018

S. No	Name of the Participant	Year & Program	Signature
1	VELUSWAI ROOPA	BBA III Year	V. Roopa
2	SIDIQUILLAH	BBA III yr	Sidi Quillah
3	P. Sushritha	BBA III yr	P. Sushritha
4	F. Anuradha	BBA III yr	Anuradha
5	Pilla. Sushritha	BBA III yr	Pilla. Sushritha
6	P. Chiranjeevi	BBA III yr	Chiranjeevi
7	Manjethi. Likhita	BBA III yr	Manjethi. Likhita
8	Mahesh	BBA III yr	Mahesh
9	M. AHMAD	BBA III yr	Ahmad
10	M. Ahmad	BBA III yr	Ahmad
11	A. Anusuya	BBA III yr	Anusuya
12	Sudhanta. Sushritha	BBA III yr	Sushritha
13	G. Lakshmi	BBA III Year	G. Lakshmi
14	C. Sumanth	BBA III yr	Sumanth
15	S. Yamini	BBA III yr	Yamini
16	L. RISHYNDRA	BBA III yr	Rishyendra
17	Dr. Sushritha	BBA III yr	Sushritha
18	M. Jameer	BBA III yr	Jameer
19	N. Bhavana	BBA III yr	Bhavana
20	P. J. Sushritha	BBA III yr	Sushritha
21	S. P. ANUSUYA	BBA III yr	Anusuya
22	G. Sushritha	BBA III yr	Sushritha
23	M. Sushritha	BBA III yr	Sushritha
24	D. Sanyas	BBA III yr	Sanyas

Page No: /

Official  
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 Role of women  
Date: 29/06/2018 Entrepreneurship at District level

S. No	Name of the Faculty	Department	Signature
1	Dv Savitri Jayanth	Hgt Studies	
2	Ms. T. M. Manohar	Mgt. Studies	
3	H. Satya Sni	Hgt Studies	
4	Srinavathi D	Management Studies	
5	Mrs. P. Praveena	mgt. studies	
6	G. Raveek	mgt. stud	
7	A.V. Katakamma Rao	Mgt. Studies	
8	Mrs. P. J. Sathula Devi	mgt. studies	
9	Ms. P. L. Padmaja	mgt. Studies	
10	Mrs. Fathima Sha	Mgt. Studies	



# 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.)



Date: 30/06/2018

## PROGRAMME REPORT

Programme Name	A One-Day Seminar on Role of Women Entrepreneurship at District level.
Resource Person	Mrs. Archana Vinay Kumar, Assistant professor, IAM College, Visakhapatnam. Contact No: 8660023546, e-mail id: mchanad8@gmail.com
Date of Activity	29/6/2018
Organized by	Samata Degree College
Venue	Seminar Hall-I
No of Students Attended	33

### Objectives:

- Highlight the vital contributions of women entrepreneurs to local economic development at the district level.
- Empower women entrepreneurs with knowledge, skills, and resources to thrive in their businesses.
- Spark discussions and collaborations to overcome challenges and foster a supportive ecosystem for women entrepreneurship.
- Advocate for policies and initiatives that promote and celebrate the success of women entrepreneurs in districts.

### Topics Covered:

- **Women Entrepreneurship at a Glance:**
  - ✓ Understanding the global and national landscape of women's participation in entrepreneurship.
  - ✓ Analyzing the unique challenges and opportunities faced by women entrepreneurs at the district level.
  - ✓ Identifying key sectors and industries where women entrepreneurs are making significant contributions.



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



- **Success Stories and Role Models:**
  - ✓ Inspiring stories of women entrepreneurs who have overcome obstacles and built successful businesses in districts.
  - ✓ Learning from their experiences, strategies, and challenges encountered.
  - ✓ Building a network of mentors and role models for aspiring and existing women entrepreneurs.
- **Overcoming Obstacles and Challenges:**
  - ✓ Addressing gender-specific challenges like access to finance, lack of networks, and societal stereotypes.
  - ✓ Building resilience and navigating legal and regulatory hurdles faced by women entrepreneurs.
  - ✓ Fostering a supportive community and mentorship networks to overcome collective challenges.

## Outcomes:

- Increased awareness and appreciation for the crucial role of women entrepreneurs in driving local economic growth.
- Empowered women entrepreneurs equipped with the knowledge, skills, and resources to succeed in their businesses.
- Strengthened networks and collaborations among women entrepreneurs, leading to mutual support and knowledge sharing.
- Concrete action plans and advocacy strategies to address challenges and foster a more supportive ecosystem for women's entrepreneurship.
- Enhanced visibility and recognition of the achievements of women entrepreneurs at the district level.

  
Programme Coordinator



# SAMATA DEGREE COLLEGE

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



## A One Day Seminar on Role of Women Entrepreneurs at District Level





# SAMATA DEGREE COLLEGE

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



Date: 06/2018

## CIRCULAR

All the Students of M.Sc.(CS) II & MBA II Semesters are hereby informed to attend "A Research Seminar on Case Study Approach in Research" by Prof.S. Madhavi Latha, Director, SIMS College, Visakhapatnam is being organized by our Department of Computer Science on 20/06/2018.

Venue: Seminar Hall I

Time: 11:00 am



*B. V. K.*  
DIRECTOR

DIRECTOR  
SAMATA DEGREE COLLEGE  
MVP Colony, VISAKHAPATNAM-17.

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

## ABOUT COLLEGE

Samata Degree College, Affiliated to Anitha University and Approved by AICTE, was established in 2002 and has been offering honours education for the last 11 years. Samata offers BSc, BA, BEd, B.Com, MSc and MBA courses, flexible x-credits teaching pedagogy. Samata Degree College is also a leader in research and innovation with recognized research cell affiliated to Anitha University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities, and Sports highlights. 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 seminar dives into the world of case study research! Explore how researchers use in-depth analysis of single cases to understand complex issues. Learn about different types of case studies, data collection methods, and the strengths and limitations of this approach. Gain valuable insights for applying case studies to your own research endeavors.

## TOPICS COVERED

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

- Introduction to Case Studies
- Types of Case Studies
- Conducting Case Studies
- Writing and Presenting Case Studies
- Applications of Case Studies

## A RESEARCH SEMINAR ON CASE STUDY APPROACH IN RESEARCH

20-06-2023

ORGANIZED BY  
SAMATA DEGREE COLLEGE



**SAMATA DEGREE COLLEGE**

(APPROVED BY ANITHA UNIVERSITY  
ASSOCIATE UNIVERSITY)

MAIN CAMPUS, VISAKHAPATNAM - 520017

**CHIEF PATRON**

Dr. S. Vijaya Raveendran  
Principal

Prof. G. Srinivasa Rao  
Director

**CONVENER**

Prof. G. Sankar Jayanth  
Professor

**CO-CONVENER**

Dr. H. L. Padmaja  
Asst. Professor

**RESOURCE PERSON**

Prof. S. Madhavi Latha  
Director, SIMS College

**COORDINATOR**

Mrs. P. J. Sarada Devi  
Asst. Professor

Department of Management Studies

**ORGANISING COMMITTEE**

Mr. Fathima Sha, Asst. Professor

Mr. J. Manohar, Asst. Professor

**STUDENT COORDINATORS**

NEERA CHHILEEP KUMAR  
BROGATHA BHAVANI

**For Details, Contact:**

Mrs. P. J. Sarada Devi,  
Asst. Professor

Department of Management Studies  
Contact No: 9989341374  
e-Mail id: pstaradadi@gmail.com

**REGISTRATION FORM**

**A Research Seminar on Case Study Approach  
in Research.**

Name: Mr./Ms. \_\_\_\_\_

Regd. No. \_\_\_\_\_

Department: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Pin: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Signature of Participant

**SAMATA DEGREE COLLEGE**

**MVP COLONY, VISAKHAPATNAM-17, A.P.**

Phone Number: 0881 2504582

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.)

www.sdc.ac.in

## LIST OF PARTICIPANTS

Name of the Program: *A Research seminar on case study approach in Research*  
Date: *20.06.2018*

S. No	Name of the Participant	Year & Program	Signature
1	B. Suresh	M.Sc 1 <sup>st</sup> year	B. Suresh
2	B. Srinivas	M.Sc 1 <sup>st</sup> year	B. Srinivas
3	D. Prayanka	M.Sc 1 <sup>st</sup> year	D. Prayanka
4	D. Sarath	M.Sc 1 <sup>st</sup> year	D. Sarath
5	M. Nivikarani	M.Sc 1 <sup>st</sup> year	M. Nivikarani
6	<del>M.</del> D. Somnath	M.Sc 1 <sup>st</sup> year	D. Somnath
7	K. Shivarajaram	M.Sc 1 <sup>st</sup> year	K. Shivarajaram
8	K. P. Dhruvan	M.Sc 1 <sup>st</sup> year	K. P. Dhruvan
9	K. Babitha	M.Sc 1 <sup>st</sup> year	K. Babitha
10	P. Nikhitha	M.Sc 1 <sup>st</sup> year	P. Nikhitha
11	K. Divya	M.Sc 1 <sup>st</sup> year	K. Divya
12	P. Bhaskara Rao	M.Sc 1 <sup>st</sup> year	P. Bhaskara Rao
13	D. Prayanka Vignu	M.Sc 1 <sup>st</sup> year	D. Prayanka Vignu
14	V. Sivurakara Rao	M.Sc 1 <sup>st</sup> year	V. Sivurakara Rao
15	D. Prayathi	MBA 2 <sup>nd</sup> sem	D. Prayathi
16	B. Lakshmana	MBA 2 <sup>nd</sup> sem	B. Lakshmana
17	N. Neelish	MBA 2 <sup>nd</sup> sem	N. Neelish
18	K. Lavanya	MBA 2 <sup>nd</sup> sem	K. Lavanya
19	A. Harika	MBA 2 <sup>nd</sup> sem	A. Harika
20	R. Jagadeesh	MBA 2 <sup>nd</sup> sem	R. Jagadeesh
21	V. Susirani	MBA 2 <sup>nd</sup> sem	V. Susirani
22	K. Harini	MBA 2 <sup>nd</sup> sem	K. Harini
23	Nahid Perveen	MBA 2 <sup>nd</sup> sem	Nahid Perveen
24	Abhishek Pandey	MBA 2 <sup>nd</sup> sem	Abhishek Pandey

Page No:

*P. J. Sarada*  
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 case study approach in Research.*  
Date: *20-6-2018*

S. No	Name of the Faculty	Department	Signature
1.	<i>Dv Savitri Jayanth</i>	<i>Mgt Studies</i>	<i>[Signature]</i>
2.	<i>G. Raveesh</i>	<i>mgt studies</i>	<i>[Signature]</i>
3.	<i>H. Satya Sai</i>	<i>Mgt Studies</i>	<i>[Signature]</i>
4.	<i>Ms. T. M. Manohar</i>	<i>Management studies</i>	<i>[Signature]</i>
5.	<i>Ms. D. Hymavathi</i>	<i>Management studies</i>	<i>[Signature]</i>
6.	<i>Ms. P. Sravana</i>	<i>Mgt studies</i>	<i>[Signature]</i>
7.	<i>A. V. Kothanand Rao</i>	<i>mgt. studies</i>	<i>[Signature]</i>
8.	<i>Mrs. P. S. Sasada Devi</i>	<i>mgt. studies</i>	<i>P. S. Sasada Devi</i>
9.	<i>Mrs. Fatima Sha.</i>	<i>mgt. studies</i>	<i>Fatima Sha.</i>
10.	<i>Ms. P. L. Padmaoja</i>	<i>Mgt. Studies</i>	<i>[Signature]</i>

Page No:

*P. S. Sasada Devi*  
Program Coordinator



# SAMATA DEGREE COLLEGE

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An ISO 9001 : 2015 Certified Institution

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



Date: 21/06/2018

## PROGRAMME REPORT

Programme Name	A Research Seminar on Case Study Approach in Research
Resource Person	Prof. S. Madhavi Latha, Director, SIMS College, Visakhapatnam, Contact No: 9246619078 ; e-Mail Id- madhavivakula@gmail.com
Date of Activity	20/6/2018
Organised by	Samata Degree College
Venue	Seminar Hall-1
No of Students Attended	30

### Seminar Topic: Case Study Approach in Research

#### Objectives:

- Equip participants with a thorough understanding of the case study approach in research.
- Explore the strengths and limitations of case studies as a research method.
- Delve into the different types of case studies and their specific applications.
- Provide practical guidance on designing, conducting, and analyzing case studies.
- Enhance participants' ability to critically evaluate and refine case studies in their own research endeavors.

#### Topics Covered:

- Introduction to Case Studies:
  - Definition and characteristics of the case study approach.
  - Comparison with other research methods (e.g., surveys, experiments).
  - Advantages and disadvantages of using case studies.



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- Types of Case Studies:
  - Single-case, multiple-case, and comparative case studies.
  - Exploratory, explanatory, and evaluative case studies.
- Writing and Presenting Case Studies:
  - Structuring and organizing the case study report.
  - Communicating findings effectively in written and oral forms.
  - Addressing issues of ethical research in case studies.
- Applications of Case Studies:
  - Case studies in various academic disciplines (e.g., business, education, medicine, social sciences).
  - Using case studies for decision-making, policy development, and program evaluation.

## Outcomes:

- Participants will gain a comprehensive understanding of the case study approach and its diverse applications in research.
- They will be equipped with the skills and knowledge to effectively design, conduct, and analyze case studies in their own research projects.
- Participants will be able to critically evaluate existing case studies and identify their strengths and weaknesses.

*P. J. Sarada*  
Programme Coordinator



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## A Research Seminar on Case Study Approach in Research

