



# SAMATA DEGREE COLLEGE

Affiliated to Andhra University & Approved by AICTE

An ISO 9001 : 2015 Certified Institution

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



## List of Non-Teaching staff participated in Professional Development Programs

AY:2021-2022

S.NO	Name of the Participant	Designation	Name of the program	Date and Duration
1	Mr.F.V.Ramam	Office superintendent	Student service Training	21-10-2021
2	Mr.J.Venkatish	Lab Incharge	Student service Training	21-10-2021
3	Mr.P.v.Suresh	Senior Assistant	Student service Training	21-10-2021
4	Mr.M.L.Sajitha	Librarian	Student service Training	21-10-2021
5	Mr.A.Ramakrishna	Junior Assistant	Student service Training	21-10-2021
6	Mr.D.V.Ramaa	Administ. Coordinaor	Student service Training	21-10-2021
7	Mr.M.Srinivas	Lab Incharge	Student service Training	21-10-2021
8	Mr.D.Ashok Kumar	Library Assistant	Student service Training	21-10-2021
9	Mr.E.Rajukumar	Attender	Student service Training	21-10-2021
10	Mr.G.Venkateshwar Rao	Physical Director	Student service Training	21-10-2021



  
 Director  
 DIRECTOR  
 SAMATA DEGREE COLLEGE  
 MVF Colony, VISAKHAPATNAM-17





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21<sup>st</sup>  
October  
2021

## STUDENT SERVICE TRAINING

### About us

Samata Degree College, Affiliated to Andhra University and Approved by AICTE was established in 1992 and has been offering holistic education. Samata offers BSc, BBA, BCA, B.Com, MSc. And MSA 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.

Resource Person  
**Mr. G. Ramesh**  
Assistant Professor

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 [www.facebook.com/samatacollege.ac.in](https://www.facebook.com/samatacollege.ac.in)





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## ATTENDANCE SHEET

Date and Time: 21/10/2021

Topic: "Student service Training"

Resource Person: Mr. G. Ramesh

S.No.	Name of Non-Teaching Faculty	Signature
1	Mrs. P.V. Satish	[Signature]
2	U VENKATESH	[Signature]
3	Mr. R.V. Suresh	[Signature]
4	M. S. SUDHA	[Signature]
5	A. RAMAKRISHNA	[Signature]
6	D.V. Ramesh	[Signature]
7	M. Srinivas	[Signature]
8	D. ANAND KUMAR	[Signature]
9	E. RASUKUMAR	[Signature]
10	G. Venkateswara Rao	[Signature]

[Signature]  
Director

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M.V.P. Colony, VISAKHAPATNAM-17



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Date: 25/10/2021

## PROGRAM REPORT

### **Report of Training session for Non-Teaching Faculty on "Student Service Training"**

Professional Development Program was conducted at the Samata College on 21/10/2021 for Non-Teaching Faculty of Samata College on "Student Service Training".

The Objective of the program is to knowledge and train the Non-Teaching faculty about having a Student Service Training. The resource person has explained the importance of Student support system.

Student services — also called student support services and student affairs — lends support to learners to help them develop and achieve success.

Student services offices should also promote inclusion and diversity by assisting students from underrepresented groups.

Some services aim to help students overcome unique barriers, such as learning and personal challenges. These offices also provide general counselling, tutoring, mentorship, and career planning assistance. You might also find here accessibility options and activities for students with limited English proficiency.



Director

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Email: [samatacollege@gmail.com](mailto:samatacollege@gmail.com) , [drsrav747@gmail.com](mailto:drsrav747@gmail.com)



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## List of Teaching staff participated in Professional Development Programs

AY:2021-2022

S.No	Name of the participant	Designation	Title of the EDP /NDP / professional development / administrative training program	Dates (From-to) (DD-MM-YYYY)
1.	Prof.G.Srinivasa Rao	Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
2.	Prof.S.Madhavi Latha	Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
3.	Ms.P.Pramila Kumari	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
4.	Mr.A.V.Koteswar Rao	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
5.	Dr.B.Rajesh Kumar	Associate Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
6.	Ms.H.Padmaja	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
7.	Ms.M.Satyasi	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
8.	Dr.L.Sreedevi	Associate Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022



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9	Mr.G.Banesh	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
10	Mr.U.Sridevi	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
11	Ms. D.Hymavathi	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
12	Ms.G.Sowjanya	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
13	Ms.N.Anantha Lakshmi	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
14	Ms.M.D.Mubeen Begum	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
15	Mr.P.Prasad	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
16	Ms.G.Suguna	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
17	Ms.M.Sirisha	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
18	Ms.K.Rajya Lakshmi	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022

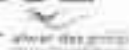


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19	Ms.K.Devika	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
20	Ms.M.S.Jaya Vanthani	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
21	Ms.P.Arana	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
22	Ms.R.Dimplethi	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
23	Ms.P.Rama Gopal	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
24	Ms.Dimple Singh	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
25	Ms.Princy Jayashu	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
26	Ms.D.Nimika	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
27	Dr.Hari Hara Raja	Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022
28	Dr.Henry James	Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022



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29	Mr.G.Raja Babu	Assistant Professor	National Education Policy and Discourse on Indian Languages	23-03-2022-25-03-2022
30	Mr/Vinay Kumar	Assistant Professor	National Education Policy and Discourse on Indian Languages	23-03-2022-25-03-2022
31	Ms.Nithani	Assistant Professor	National Education Policy and Discourse on Indian Languages	21-03-2022-25-03-2022



  
Director  
SAMATA DEGREE COLLEGE  
J.V.P. Colony, VISAKHAPATNAM-17





## REGISTRATION FORM

### PATRON



**PROF. S. VIJAYA RAVINDRA**  
Deans & Convener

### CONVENER



**PROF. G. SRIVATSAVA RAO**  
Director & Incharge, Principal



#### Organising Committee

Ms. M. Sreelakshmi  
Ms. P. Annapurna  
Ms. J. L. Prasanna  
Ms. Anand Pauli Devi  
Ms. G. Anand

#### Advisory Committee

Prof. S. Vijaya Ravindra  
Prof. G. Srivatsava Rao  
Prof. S. Madhusai Latha  
Dr. D. Hymavathi  
Dr. B. Rajesh Kumar

A One week Faculty Development  
Programme (FDP) on

## NATIONAL EDUCATION POLICY AND DISCOURSE ON INDIAN LANGUAGES

NAME

DESIGNATION

DEPARTMENT

ORGANISATION

ADDRESS

MOB

PHONE

NO

E-MAIL

Signature of the  
Participant

Signature of  
Head of the Institute

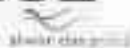


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## Schedule of FDP

National Education Policy and Discourse On Indian Languages

DATES: 21-03-2022 TO 25-03-2022

DAY 1 (21-03-2022) (Monday)	DAY 2 (22-03-2022) (Tuesday)	DAY 3 (23-03-2022) (Wednesday)	DAY 4 (24-03-2022) (Thursday)	DAY 5 (25-03-2022) (Friday)
Concept of Teacher and Teaching	Language and Communication at the Primary Level	National Education Policy and Language	National Education Policy and Language Discourse and Translation	Panel Discussion on the occasion of International Literacy Day. Panelists
Language and Culture in the Global Context.	Bhartiya Bhashaon Ki Ektaanta.	National Education Policy and Vocational Curriculum	National Education Policy and Future of Languages	National Education Policy and Sanskrit Education
Analysis of Language Related Recommendations	Shiksha Nir, Antarmunhasian aur Bhasha.	Contact tests and examination safety	Bhartiya Bhashaon Ke Vaivachhya Ka Yatharth	National Education Policy: Language and the Question of Gender
New Education Policy and the Language Question	The Significance of Education in the Mother Tongue in NEP	National Education Policy, Language and Globalisation	Education Policy in a Global Context.	National Education Policy, Language and Globalisation



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Name of the FDP: A One Week Faculty Development Program (FDP) on "National Education Policy and Discourse on Indian Languages"

S.No	Name of the Faculty	College Name	Signature				
			DAY 1 (21-01-2021) (Monday)	DAY 2 (22-01-2021) (Tuesday)	DAY 3 (23-01-2021) (Wednesday)	DAY 4 (24-01-2021) (Thursday)	DAY 5 (25-01-2021) (Friday)
1	Prof. G. Srinivas Rao	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
2	Prof. S. Madhukrishna	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
3	M. Pavanakumar	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
4	A.V. Koteswara Rao	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
5	Dr. P. Ramesh Kumar	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
6	B. Padmanaja	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
7	M. Satya Sai	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
8	Dr. L. Sankar	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
9	G. Parash	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
10	C. Sridhar	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
11	D. Hymanelli	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
12	G. Suresh Babu	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
13	N. Anantha Lakshmi	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
14	M. Mahesh Kumar	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
15	P. Prasad	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
16	G. Suresh	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
17	M. Srinath	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
18	K. Rajyalakshmi	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
19	K. Deevika	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
20	M.S. Jayashanker	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
21	P. Aruna	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
22	R. Deepthi	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]

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Email: [samatacollege@gmail.com](mailto:samatacollege@gmail.com) ; [drgrapp747@gmail.com](mailto:drgrapp747@gmail.com)



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22.	P. Parra Gopal	Samata College	CEP	CEP	CEP	CEP	CEP
24.	Dimple Singh	Samata College	CEP	CEP	CEP	CEP	CEP
25.	Prinay Suresh	Samata College	CEP	CEP	CEP	CEP	CEP
26.	D. Monica	Samata College	CEP	CEP	CEP	CEP	CEP
27.	Dr. Hanumanth Reddy	UAP	VME	VME	VME	VME	VME
28.	Henry James	Samata College	A. James	A. James	A. James	A. James	A. James
29.	G. Raja Babu	Samata College	G. Raja	G. Raja	G. Raja	G. Raja	G. Raja
30.	Vinay Kumar	Samata College	Vinay	Vinay	Vinay	Vinay	Vinay
32.	Triveni	Samata College	Triveni	Triveni	Triveni	Triveni	Triveni
33.	Dr. K. Jagan Mohan	VME	K. Jagan	K. Jagan	K. Jagan	K. Jagan	K. Jagan
34.	N. Raja Babu	VME	N. Raja	N. Raja	N. Raja	N. Raja	N. Raja
35.	N. Rama Krishna	VME	N. Rama	N. Rama	N. Rama	N. Rama	N. Rama
36.	Rajani Suresh	VME	Rajani	Rajani	Rajani	Rajani	Rajani
37.	Kesava Murthy	VME	Kesava	Kesava	Kesava	Kesava	Kesava
38.	R. N. Manoj	VME	R. N. Manoj	R. N. Manoj	R. N. Manoj	R. N. Manoj	R. N. Manoj
39.	D. Uma Sankar	VME	D. Uma	D. Uma	D. Uma	D. Uma	D. Uma
40.	C. Ananta Prasad	VME	C. Ananta	C. Ananta	C. Ananta	C. Ananta	C. Ananta
41.	K. Suresh Kumar	VME	K. Suresh	K. Suresh	K. Suresh	K. Suresh	K. Suresh
42.	S. P. Kantaraj	VME	S. P. Kantaraj	S. P. Kantaraj	S. P. Kantaraj	S. P. Kantaraj	S. P. Kantaraj
43.	Dr. D. Lakshminarayana Rao	VME	Dr. D. Lakshminarayana Rao	Dr. D. Lakshminarayana Rao	Dr. D. Lakshminarayana Rao	Dr. D. Lakshminarayana Rao	Dr. D. Lakshminarayana Rao
44.	Dr. G. Suresh Kumar	VME	Dr. G. Suresh Kumar	Dr. G. Suresh Kumar	Dr. G. Suresh Kumar	Dr. G. Suresh Kumar	Dr. G. Suresh Kumar
45.	Dr. E. Deepthi	VME	Dr. E. Deepthi	Dr. E. Deepthi	Dr. E. Deepthi	Dr. E. Deepthi	Dr. E. Deepthi

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Date: 28/03/2022

## PROGRAM REPORT

**Name of the Program:** A One Week Faculty Development Programme (FDP) on "National Education Policy and Discourse on Indian Languages"

**Organized by:** Samata college

**Date:** 21/03/2022 to 25/03/2022

**Resource Person:**

- o Dr. M.F. Rehman ; M.A. Hindi, Ph.D,
- o Professor, GVP College
- o Contact No. 9949150136
- o Email Id [mfhindi@gmail.com](mailto:mfhindi@gmail.com)

### **Objective:**

The objective of this faculty development programme is to understand the importance of regional Languages. It is said that the language was the most important thing necessary for a human being living in a society. Language is not only a channel of expression but also is a marker of our culture. The New Education Policy gives importance to local and regional languages. "Without language culture has no meaning, language has no character without culture." Language is very deeply associated with the existence of man. Education would greatly benefit by the use of adequate technical expertise.

'Language and Communication at a primary level'.

The National Education Policy is the first such education policy envisages the overall development of a nation. It is stated that the development of creative power as well as moral and human values in children has been emphasized in this education policy. In order to enrich the communication power in children at the primary level itself, it is required to inspire and motivate them to read and write more often. Emphasizing the need to improve the education system at the primary level, it is stated that a continuous learning attitude in teachers, interesting subject matter and education in one's mother tongue is extremely essential for it.



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## About the FDP:

Five-day FDP on "National Education Policy and Discourse on Indian Languages" from 21<sup>st</sup> March to 25<sup>th</sup> March in the Seminar Hall, Samata college. Language is an integral part of human existence and linguistic slavery is more dangerous than the political slavery. Teaching learning of Indian languages also needs to be seriously undertaken from a grammatical and scientific point of view. Only then will India have a spirit of unity and integrity. Students must rise above factual learning to achieve an exhaustive point of view. The teacher's job is to make the student rise beyond bookish knowledge and encourage original thinking. The speaker reiterated that primary education provided in the mother tongue would ensure the students' continued interest in education. The linguistic hegemony of English continues in India even today. Further opined that the National Education Policy aims at imparting instruction in Indian languages at the primary and middle level in schools and this was truly commendable. It was imperative, he pointed out that knowledge be disseminated in Indian languages so that dependence on English be reduced.

## Outcome:

It is stressed upon the importance of translation and proposed for a dedicated academic effort to promote translation and translators so that several ancient Indian texts can be translated in different languages. To achieve this, he proposed that every state should have a university of translation as translation is the only medium to provide a multidimensional bridge for languages.

Total no. of Participants: 49

Programme Coordinator

Director

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Email: [samatacollege@gmail.com](mailto:samatacollege@gmail.com) ; [director747@gmail.com](mailto:director747@gmail.com)



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms G. Srinivasa Rao  
has participated in One Week faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



# SAMATA DEGREE COLLEGE

Sector - 10, M.V.P. Colony, Visakhapatnam - 530017



## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms S. Madhavi Sathya  
has participated in One Week faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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Sector -10, M.V.P Colony, Visakhapatnam - 530017



## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms M. Rajimala kurnani  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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Sector -10, M.V.P Colony, Visakhapatnam - 530017



## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms A.V. Koteswara Rao  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.



Program Co-ordinator

Director



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Sector -10, M.V.P Colony, Visakhapatnam - 530017.



## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms B. Rajesh kumar has participated in One Week Faculty Development Program on "National Education Policy and Discourse on Indian Languages" organized by **Samata Degree College** from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms B. Padmaja  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



# SAMATA DEGREE COLLEGE

Sector -10, M.V.P Colony, Visakhapatnam - 530017



## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./  Ms. M. Satya Sri  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



# SAMATA DEGREE COLLEGE

Sector - 10, M. V. P. Colony, Visakhapatnam - 530017



## CERTIFICATE

### OF PARTICIPATION



This is to Certify that Prof./<sup>✓</sup>Dr./Mrs./ Ms L. Sridani  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



# SAMATA DEGREE COLLEGE

Sector -10, M.V.P Colony, Visakhapatnam - 530017



## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms G. Rameek  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



# SAMATA DEGREE COLLEGE

Sector -1G, M.V.P Colony, Visakhapatnam - 530017



## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms U. Sridevi  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.



Sd/-

Program Co-ordinator

Sd/-

Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms ✓ D. Hymanathi  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.



*Sd/*

Program Co-ordinator

*Sd/*

Director



# SAMATA DEGREE COLLEGE

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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms G Sowjanya  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms N Anantha Lakshmi  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

8/3/22

Program Co-ordinator



[Signature]

Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs. / Ms Ms. Mukesh Begum.  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms P. Prasad.  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms G. Suguna  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

81

Program Co-ordinator



[Signature]

Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms ✓ M. Sivitha  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms K Rajya Lakshmi  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms k Devika

has participated in One Week Faculty Development Program on "National Education Policy and Discourse on Indian Languages" organized by Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms M. S. Jaya Vaidhan.  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms ✓ P. Anilou

has participated in One Week Faculty Development Program on "National Education Policy and Discourse on Indian Languages" organized by Samata Degree College from 21-03-2022 to 25-03-2022.



Program Co-ordinator

Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms ✓ R. Deepika  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.



*[Signature]*

Program Co-ordinator

*[Signature]*

Director



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## CERTIFICATE

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This is to Certify that Prof./Dr./Mrs./ Ms P Parma Gopal  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Sobu

Program Co-ordinator



[Signature]

Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Dimple Singh  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
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Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Princy Tejusba has participated in One Week Faculty Development Program on "National Education Policy and Discourse on Indian Languages" organized by Samata Degree College from 21-03-2022 to 25-03-2022.



Program Co-ordinator

Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Dr. Monica  
has participated in One Week Faculty Development Program on "National  
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Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./<sup>✓</sup>Dr./Mrs./ Ms Hani Hana Raju  
has participated in One Week Faculty Development Program on "National  
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Samata Degree College from 21-03-2022 to 25-03-2022.



Program Co-ordinator

Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Henry Tanna  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.



*[Signature]*

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms G. Raja Babu  
has participated in One Week Faculty Development Program on "National  
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Samata Degree College from 21-03-2022 to 25-03-2022.

  
Program Co-ordinator



Director



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## CERTIFICATE

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This is to Certify that Prof./Dr./Mrs./ Ms Uinoy Kurran  
has participated in One Week Faculty Development Program on "National  
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Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./Ms Trivani  
has participated in One Week Faculty Development Program on "National  
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Samata Degree College from 21-03-2022 to 25-03-2022.

Sudh

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./Ms Dr. K. Gayatri Naidu  
has participated in One Week Faculty Development Program on "National  
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Suh

Program Co-ordinator



Director



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This is to Certify that Prof./Dr./Mrs./ Ms N. Raja Lakshmi  
has participated in One Week Faculty Development Program on "National  
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Program Co-ordinator





Director



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This is to Certify that Prof./Dr./Mrs./ Ms N. Rani Rajendra  
has participated in One Week Faculty Development Program on "National  
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This is to Certify that Prof./Dr./Mrs./ Ms Rajni Nalassani  
has participated in One Week Faculty Development Program on "National  
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This is to Certify that Prof./Dr./Mrs./ Ms K. Sugela Charya  
has participated in One Week Faculty Development Program on "National  
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Rub

Program Co-ordinator



Director



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This is to Certify that Prof./Dr./Mrs./ Ms K. N. Sangeetha  
has participated in One Week Faculty Development Program on "National  
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Director



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## CERTIFICATE

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This is to Certify that Prof./Dr./Mrs./ Ms S. Uma Sundari  
has participated in One Week Faculty Development Program on "National  
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Program Co-ordinator



Director



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OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms S. Sriniva Reddy  
has participated in One Week Faculty Development Program on "National  
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Program Co-ordinator



Director



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This is to Certify that Prof./Dr./Mrs./ Ms K. Lakshmi Sany Kumar has participated in One Week Faculty Development Program on "National Education Policy and Discourse on Indian Languages" organized by Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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This is to Certify that Prof./Dr./Mrs./ Ms S. J. P. Kameswari  
has participated in One Week Faculty Development Program on "National  
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Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms P. Kalyanasri Rao  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms K. Suresh Babu  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
**Samata Degree College** from 21-03-2022 to 25-03-2022.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms S. Seethi  
has participated in One Week Faculty Development Program on "National  
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Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms R.S. Ramasandra Murthy has participated in One-Week Faculty Development Program on "National Education Policy and Discourse on Indian Languages" organized by Samata Degree College from 21-03-2022 to 25-03-2022.



Sudha  
Program Co-ordinator



Director



# SAMATA DEGREE COLLEGE

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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms S. Sreethi  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

S.S.  
Program Co-ordinator



S.S.

Director



# SAMATA DEGREE COLLEGE

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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms L.S. Ramesh Babu Murthy has participated in One Week Faculty Development Program on "National Education Policy and Discourse on Indian Languages" organized by Samata Degree College from 21-03-2022 to 25-03-2022.



Program Co-ordinator

Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms R. Anil Kumar  
has participated in One Week Faculty Development Program on "National  
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Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Ms. Lakshmi  
has participated in One Week Faculty Development Program on "National  
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Program Co-ordinator





Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms S. Kumbika  
has participated in One Week Faculty Development Program on "National  
Education Policy and Discourse on Indian Languages" organized by  
Samata Degree College from 21-03-2022 to 25-03-2022.

Rubi  
Program Co-ordinator



(Signature)

Director



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## List of Teaching staff participated in Professional Development Programs

AY:2021-2022

S.No.	Name of the participant	Designation	Title of the FDP /MOU/ professional development / administrative training program	Date (from-to) (DD-MM-YYYY)
1	Prof.G.Srinivasa Rao	Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
2	Prof.S.Madhavi Latha	Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
3	Mr.P.Ramak Gopal	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
4	Ms. D.Hymavathi	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
5	Ms.M.Satyani	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
6	Ms. U.Padmaja	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
7	Dr.L.Seidevi	Associate Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
8	Mr.A.V.Koteswar Rao	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
9	Mr.G.Ramesh	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
10	Ms.M.D.Mubeen Begum	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022

Phone: 0991 - 2504622. Website: [www.samatacollege.co.in](http://www.samatacollege.co.in)

Email: [samatacollege@gmail.com](mailto:samatacollege@gmail.com); [dtgrao747@gmail.com](mailto:dtgrao747@gmail.com)

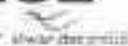


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11	Dr.B.Rajesh Kumar	Associate Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
12	Mr.P.Prasad	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
13	Ms.G.Sugama	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
14	Ms.G.Sowjanya	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
15	Ms.M.Sirisha	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
16	Ms.K.Rajya Lakshmi	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
17	Ms.U.Sridevi	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
18	Ms.K.Devika	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
19	Mr.M.S.Jaya Varthan	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
20	Ms.N.Amutha Lakshmi	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
21	Mr.K.Kishore Kumar	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
22	Ms.P.Arma	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
23	Ms.R.Deepti	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
24	Ms.P.Pamila Kaurari	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022

Phone: 0891 - 2504882 | Website: [www.samatacollege.co.in](http://www.samatacollege.co.in)

Email: [samatacollege@gmail.com](mailto:samatacollege@gmail.com) | [drgrao747@gmail.com](mailto:drgrao747@gmail.com)



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25	Mr. Dimple Singh	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
26	Ms. Priya Anshu	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
27	Ms. J. Manika	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
28	Mr. Hansy James	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
29	Dr. Harj Harj Raju	Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
30	Mr. G. Raja Babu	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022
31	Ms. Yincy Kumar	Assistant Professor	Emerging Trends and Challenges in Management and IT	24-01-2022-28-01-2022



Director

DIRECTOR

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

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Date: 07/01/2022

## CIRCULAR

This is to inform all the faculty that, Samata College is organising A One Week Faculty Development Program (FDP) on "Emerging Trends and Challenges in Management and IT" from 24<sup>th</sup> January 2022 to 28<sup>th</sup> January 2022.

Hence all the faculty members are requested to register and attend the program without fail and get benefited.

**Venue:** Seminar Hall

**Note:** The program schedule and brochure are enclosed.

**Co-Ordinator:** Prof. S. Madhavi Latha

In-charge, FDP

Mobile : 9246619078



**DIRECTOR**

**SAMATA DEGREE COLLEGE**  
M.V.P. Colony, VISAKHAPATNAM-53

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Signature of All HOD'S					TPO	Office	Library
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## Emerging Trends and Challenges in MANAGEMENT and IT



about us

Samata Degree College, established in 1992, is a premier educational institution in the state of Karnataka. The college has a long and illustrious history, and has been a pioneer in the field of higher education. The college has a strong focus on providing quality education to its students, and has a reputation for excellence in the field of management and IT. The college has a wide range of programs, including undergraduate and postgraduate degrees in management and IT. The college has a strong emphasis on research and innovation, and has a number of research centers and laboratories. The college has a strong focus on providing practical training to its students, and has a number of industry partnerships. The college has a strong focus on providing a well-rounded education to its students, and has a number of extracurricular activities. The college has a strong focus on providing a safe and secure environment for its students, and has a number of security measures in place. The college has a strong focus on providing a high-quality education to its students, and has a number of faculty members who are experts in their fields. The college has a strong focus on providing a well-rounded education to its students, and has a number of extracurricular activities. The college has a strong focus on providing a safe and secure environment for its students, and has a number of security measures in place. The college has a strong focus on providing a high-quality education to its students, and has a number of faculty members who are experts in their fields.



**SAMATA**  
DEGREE COLLEGE

Samata Degree College is offering A Class BBA Faculty Development Program (FDP) on

## Emerging Trends and Challenges in MANAGEMENT and IT

From 24<sup>th</sup> Jan, 2022

to 29<sup>th</sup> Jan, 2022

CONTACT US

📍 M.V.P Colony, Sector - 19,  
Mysuru - 570016  
Aacres Road

📞 0821 - 200-002

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# 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.)



## Schedule of FDP

Emerging Trends and Challenges in Management and IT

DATES: 24-01-2022 TO 28-01-2022

DAY 1 (24-01-2022) (Monday)	DAY 2 (25-01-2022) (Tuesday)	DAY 3 (26-01-2022) (Wednesday)	DAY 4 (27-01-2022) (Thursday)	DAY 5 (28-01-2022) (Friday)
INAUGURATION & INTRODUCTION TO FDP	Generative AI boosts Business Productivity	use of AI technology in biomedical images	Artificial Intelligence and Machine Learning	Machine Learning and its Applications
The Future of AI: how AI will transform industry in the next Decade	Time Management and Productivity	Introduction to AMOS Structural	Next Generation Artificial Intelligence	Python and stock market
Stress Management Techniques for a Healthy Mind & Body: Coping with Modern Primate	BI Tools	Equation Modelling Using AMOS	AI Image Processing and its Application in Biomedical sector	Effective Presentations using Google Slides
Effective goal setting for personal & Professional Success: Creating a roadmap to achievement	Binary Dependable Models in Quantitative Research	Structural Equation Modelling Using AMOS	Agile Software Development Methodology	Microsoft Office and other Additional Tools
AI Systems used by management for Information technology	Data Analysis Using SPSS	Suggestions on Writing an impressive Research Paper	Emerging trends on Block chain and its applications	Final Learning Outcome Assessment



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**Name of the FDP: A One Week Faculty Development Programme (FDP) on  
"Emerging Trends and Challenges in Management and IT"**

S.No	Name of the Faculty	College Name	Signature				
			DAY 1 (24-01-2023) (Monday)	DAY 2 (25-01-2023) (Tuesday)	DAY 3 (26-01-2023) (Wednesday)	DAY 4 (27-01-2023) (Thursday)	DAY 5 (28-01-2023) (Friday)
1	P. G. Srinivas Rao	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
2	Dr. S. Radhakrishna	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
3	P. Suresh Gopal	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
4	D. Hymanth	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
5	H. Satyasa	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
6	B. Lakshma	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
7	Dr. L. Srinivas	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
8	A. V. Lakshma Rao	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
9	G. Ramesh	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
10	M. Mubeen Begum	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
11	Dr. B. Jyoti	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
12	P. Jyoti	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
13	G. Suganya	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
14	G. Suresh	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
15	M. Sritha	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
16	K. Rajendrakumar	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
17	L. Ganga	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
18	K. Devika	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
19	M. S. Jaya Varadhan	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
20	K. Anandharaman	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
21	M. Anand Kumar	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]

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22	P. Divya	P. Divya	P. Divya	P. Divya	P. Divya	P. Divya	P. Divya
23	R. Deepthi	Samata Degree College	R. Divya	R. Divya	R. Divya	R. Divya	R. Divya
24	M. Parimala Kumar	Samata Degree College	M. Parimala Kumar	M. Parimala Kumar	M. Parimala Kumar	M. Parimala Kumar	M. Parimala Kumar
25	P. Sampath Singh	Samata Degree College	P. Sampath Singh	P. Sampath Singh	P. Sampath Singh	P. Sampath Singh	P. Sampath Singh
26	P. Prasad Tejaswini	Samata Degree College	P. Prasad Tejaswini	P. Prasad Tejaswini	P. Prasad Tejaswini	P. Prasad Tejaswini	P. Prasad Tejaswini
27	D. Manjira	Samata Degree College	D. Manjira	D. Manjira	D. Manjira	D. Manjira	D. Manjira
28	Herry James	Samata Degree College	Herry James	Herry James	Herry James	Herry James	Herry James
29	B. Vidya Divya Raju	Samata Degree College	B. Vidya Divya Raju	B. Vidya Divya Raju	B. Vidya Divya Raju	B. Vidya Divya Raju	B. Vidya Divya Raju
30	G. Raja Babu	Samata Degree College	G. Raja Babu	G. Raja Babu	G. Raja Babu	G. Raja Babu	G. Raja Babu
31	V. Vignesh Kumar	Samata Degree College	V. Vignesh Kumar	V. Vignesh Kumar	V. Vignesh Kumar	V. Vignesh Kumar	V. Vignesh Kumar
32	S. V. Suresh	SIAM	S. V. Suresh	S. V. Suresh	S. V. Suresh	S. V. Suresh	S. V. Suresh
33	S. Divya Lakshmi	SIAM	S. Divya Lakshmi	S. Divya Lakshmi	S. Divya Lakshmi	S. Divya Lakshmi	S. Divya Lakshmi
34	S. Divya Lakshmi	SIAM	S. Divya Lakshmi	S. Divya Lakshmi	S. Divya Lakshmi	S. Divya Lakshmi	S. Divya Lakshmi
35	A. Divya	SIAM	A. Divya	A. Divya	A. Divya	A. Divya	A. Divya
36	N. Kiran Kumar	SIMS	N. Kiran Kumar	N. Kiran Kumar	N. Kiran Kumar	N. Kiran Kumar	N. Kiran Kumar
37	R. Manjira	SIMS	R. Manjira	R. Manjira	R. Manjira	R. Manjira	R. Manjira
38	C. Rukmini	ACTS	C. Rukmini	C. Rukmini	C. Rukmini	C. Rukmini	C. Rukmini
39	K. Jagadeesh	ACTS	K. Jagadeesh	K. Jagadeesh	K. Jagadeesh	K. Jagadeesh	K. Jagadeesh
40	D. Raja Lakshmi	ACTS	D. Raja Lakshmi	D. Raja Lakshmi	D. Raja Lakshmi	D. Raja Lakshmi	D. Raja Lakshmi
41	H. Hemalatha	ACTS	H. Hemalatha	H. Hemalatha	H. Hemalatha	H. Hemalatha	H. Hemalatha
42	K. Thyagarathi	ACTS	K. Thyagarathi	K. Thyagarathi	K. Thyagarathi	K. Thyagarathi	K. Thyagarathi
43	P. Prasad	SIAM	P. Prasad	P. Prasad	P. Prasad	P. Prasad	P. Prasad

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Date: 31-01-2022

## PROGRAM REPORT

**Name of the Program:** One Week Faculty Development Programme(FDP) on "Emerging Trends and Challenges in Management and IT"

**Organized by:** Samata college

**Date:** 24/01/2022 to 29/01/2022

### **Resource Person:**

- o Dr. Priyanka Kumari Bhanjali; Ph.D, M.Tech.
- o Assistant Professor, Andhra University
- o Phone no. 9030765345
- o Email Id: [dr.priyankabhansali@andhrauniversity.edu.in](mailto:dr.priyankabhansali@andhrauniversity.edu.in)

### **Objective:**

The objective of this faculty development programme is to provide financial assistance to facilitate up-gradation of knowledge, skill and intends to provide opportunities for induction training to teachers employed in disciplines Engineering & Technology, AI, Machine learning and the related technologies. An award Faculty Development Programme (FDP) to cover areas such as technical education policy, new concepts, methods and techniques, theory and skills development and up gradation of pedagogy educational technology, motivation, communication skills, management and other relevant issues to keep pace with the changing scenario in Technical Education. The scheme is designed to enhance the teaching and other skills of the faculty. And to make them aware about modern teaching tools and methodologies. It provides an opportunity to acquire knowledge about current technological developments in relevant fields. It will not only promote the professional practices relevant to technical education but also motivates the faculty to achieve competitive teaching and learning environment, thus channelizing development with respect to academic qualifications and personal matters.



## About the FDP:

A six - Day Faculty Development Programme was organized on Emerging Trends and Challenges in Management and IT from 24th January to 29th January in the Seminar Hall Samata college. The organized FDP has academics and industrial scope. The FDP on emerging technology has its scope in government sector also. The FDP on emerging computational trends can be used to conduct big projects of government to develop smart system. The FDP is significant in the development of smart algorithms for robotic devices. The FDP on emerging trends in computation paradigm takes a role in multidisciplinary sector including electronics, mechanical, aeronautics, environment engineering etc.

## Outcome:

- ❑ After attending FDP, participants will get in depth understanding of research and its implications in decision making process.
- ❑ Gain better understanding on how to design a valid research project to answer specific research questions.
- ❑ Use descriptive and predictive statistical tools using robust analytical software's. To make the participants familiar with univariate, bivariate and multivariate statistical Techniques.
- ❑ The participants able to clear their doubts and challenges they face in using emerging technologies.
- ❑ All the speakers have shared his deep experience in emerging computational paradigms and also discussed the challenges inside it.
- ❑ Speakers discussed the implementation of emerging AI based technologies and its applications. Speakers also interacted with various participants and cleared their doubts.

Total no. of Participants: 44

Programme Coordinator

Director

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SECTOR 10, MVP COLONY, VAAKHAPATNAM-17

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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms C. Srinivasa Rao  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by Samata Degree  
College from 24-01-2022 to 28-01-2022.

  
Program Co-ordinator



Director



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This is to Certify that Prof./Dr./Mrs./ Ms S. Madhavi Latha  
has participated in A One Week Faculty Development Program on "Emerging  
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Program Co-ordinator



Director



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This is to Certify that Prof./Dr./Mrs./ Ms P. Rama Sural  
has participated in A One Week Faculty Development Program on "Emerging  
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Program Co-ordinator



Director



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This is to Certify that Prof./Dr./Mrs./ Ms. B. Srinavathi  
has participated in A One Week Faculty Development Program on "Emerging  
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This is to Certify that Prof./Dr./Mrs./ Ms M. Saiya Sivi  
has participated in A One Week Faculty Development Program on "Emerging  
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Director



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This is to Certify that Prof./Dr./Mrs./ Ms B. Padmaja  
has participated in A One Week faculty Development Program on "Emerging  
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This is to Certify that Prof./Dr./Mrs./ Ms Dr. Sridani  
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Director



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This is to Certify that Prof./Dr./Mrs./ Ms A.V. Koteswara Rao  
has participated in A One Week Faculty Development Program on "Emerging  
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Program Co-ordinator



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This is to Certify that Prof./Dr./Mrs./ Ms. S. Kamish  
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This is to Certify that Prof./Dr./Mrs./ Ms. Md. Nabeen Begum  
has participated in A One Week Faculty Development Program on "Emerging  
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Director



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This is to Certify that Prof./Dr./Mrs./ Ms B. Rajesh Kumar has participated in A One Week Faculty Development Program on "Emerging Trends and Challenges in Management and IT" organized by Samata Degree College from 24-01-2022 to 28-01-2022.

  
Program Co-ordinator



Director



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This is to Certify that Prof./Dr./Mrs./ Ms Dr. Prasad  
has participated in A One Week Faculty Development Program on "Emerging  
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Sudh

Program Co-ordinator



Dr. Prasad

Director



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This is to Certify that Prof./Dr./Mrs./ Ms G. Suguna  
has participated in A One Week Faculty Development Program on "Emerging  
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This is to Certify that Prof./Dr./Mrs./ Ms G. Saranya  
has participated in A One Week Faculty Development Program on "Emerging  
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This is to Certify that Prof./Dr./Mrs./ Ms M. Sirisha  
has participated in A One Week Faculty Development Program on "Emerging  
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This is to Certify that Prof./Dr./Mrs./ Ms S. Rajya Lakshmi  
has participated in A One Week Faculty Development Program on "Emerging  
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This is to Certify that Prof./Dr./Mrs./ Ms V. Sridhar  
has participated in A One Week Faculty Development Program on "Emerging  
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This is to Certify that Prof./Dr./Mrs./Ms K. Danka  
has participated in A One Week Faculty Development Program on "Emerging  
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This is to Certify that Prof./Dr./Mrs./ Ms M. S. Jaya Vasithan  
has participated in A One Week Faculty Development Program on "Emerging  
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for the benefit of the world



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This is to Certify that Prof./Dr./Mrs./ Ms M. Anantha Lakshmi  
has participated in A One Week Faculty Development Program on "Emerging  
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This is to Certify that Prof./Dr./Mrs./ Ms M. Kishore Kumar  
has participated in A One Week faculty Development Program on "Emerging  
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This is to Certify that Prof./Dr./Mrs./ Ms P. Aruna  
has participated in A One Week Faculty Development Program on "Emerging  
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This is to Certify that Prof./Dr./Mrs./ Ms. Dr. Deepthi  
has participated in A One Week Faculty Development Program on "Emerging  
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This is to Certify that Prof./Dr./Mrs./ Ms. Pavanala Kumari  
has participated in A One Week Faculty Development Program on "Emerging  
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This is to Certify that Prof./Dr./Mrs./ Ms Simola Singh  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by **Samata Degree  
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\_\_\_\_\_  
Program Co-ordinator



\_\_\_\_\_  
Director



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This Is to Certify that Prof./Dr./Mrs./ Ms Princy Terusha  
has participated in A One Week Faculty Development Program on "Emerging  
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This is to Certify that Prof./Dr./Mrs./ Ms D. Nirmala  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by **Samata Degree  
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This is to Certify that Prof./Dr./Mrs./ Ms Henry Jones  
has participated in A One Week Faculty Development Program on "Emerging  
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Sd/-

Program Co-ordinator



RS

Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Arani Hona Raju  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by Samata Degree  
College from 24-01-2022 to 28-01-2022.

*Ed*

Program Co-ordinator



Director



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This is to Certify that Prof./Dr./Mrs./ Ms S. Raja Babu.  
has participated in A One Week Faculty Development Program on "Emerging  
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College from 24-01-2022 to 28-01-2022.

SJ

Program Co-ordinator



Director



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Samata Group  
Higher Education

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This is to Certify that Prof./Dr./Mrs./ Ms Vinaya Kumarani  
has participated in A One Week Faculty Development Program on "Emerging  
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Director



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This is to Certify that Prof./Dr./Mrs./ Ms. Yil. Sathya  
has participated in A One Week Faculty Development Program on "Emerging  
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Program Co-ordinator



Director



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This is to Certify that Prof./Dr./Mrs./ Ms. Supriya Kadam  
has participated in A One Week Faculty Development Program on "Emerging  
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S.M.  
Program Co-ordinator



Director



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OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Sowjanya Siba OjhaMishra  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by **Samata Degree  
College** from 24-01-2022 to 28-01-2022.

Program Co-ordinator



Director



# SAMATA DEGREE COLLEGE

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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms. Azra Mehad  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by **Samata Degree  
College** from 24-01-2022 to 28-01-2022.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms N. Kanna Kumari  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by **Samata Degree  
College** from 24-01-2022 to 28-01-2022.

B. S. S.  
Program Co-ordinator



S. S. S.

Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms. R. Mary  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by Samata Degree  
College from 24-01-2022 to 28-01-2022.

Program Co-ordinator



Director



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This is to Certify that Prof./Dr./Mrs./ Ms. C. Sakrini  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by Samata Degree  
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Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms K. Jagadeesh  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by **Samata Degree  
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Program Co-ordinator



Director



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This is to Certify that Prof./Dr./Mrs./ Ms. Sr. Rajeshwari  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by **Samata Degree  
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Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms J. Hemalatha  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by **Samata Degree  
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Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms. K. Akhila  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by Samata Degree  
College from 24-01-2022 to 28-01-2022.

Sd/  
Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms. Premchand  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by **Samata Degree  
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Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms. K. Karanbabu  
has participated in A One Week Faculty Development Program on "Emerging  
Trends and Challenges in Management and IT" organized by **Samata Degree  
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Program Co-ordinator



Director



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## List of Teaching staff participated in Professional Development Programs

AY:2021-2022

S.No	Name of the participant	Designation	Title of the FDP (NDF) / professional development / administrative training program	Date (from to) (DD-MM-YYYY)
1	Prof.O.Srinivas Rao	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
2	Prof.S.Madhavi Latha	Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
3	Ms.D.Hymavathi	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
4	Ms.G.Sowjanya	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
5	Mr.G.Ramesh	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
6	Ms.D.Padma	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
7	Dr.L.Selvak	Associate Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
8	Dr.B.Rajesh Kumar	Associate Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
9	Ms.M.Surya Sri	Assistant	Impact of Digital Marketing on	22-11-2021-27-11-



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		Professor	Consumer Behavior	2021
10	Mr.A.V.Krishwar Raj	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
11	Mr.M.D.Muboor Begim	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
12	Ms.G.Sugama	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
13	Mr.M.Nirisha	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
14	Ms.U.Seetha	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
15	Mr.P.Prasad	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
16	Ms.K.Devika	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
17	Ms.K.Rajya Lakshmi	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
18	Mr.M.S.Jaya Vardhan	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
19	Ms.N.Aruntha Lakshmi	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
20	Ms.P.Prasanna	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021



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21.	Mr.M.Kishore Kumar	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
22.	Ms.P.Aruna	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
23.	Mr.G.Raja Babu	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
24.	Ms.H.Deepthi	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
25.	Ms.Dimple Singh	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
26.	Ms.Princy Jeevitha	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
27.	Ms.D.Monica	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021
27.	Ms.Henry Jones	Assistant Professor	Impact of Digital Marketing on Consumer Behavior	22-11-2021-27-11-2021



**Director**

**DIRECTOR**

**SAMATA DEGREE COLLEGE**  
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Date: 08/11/2021

## CIRCULAR

This is to inform all the faculty that, Department of Management and Commerce is organising Faculty Development Program (FDP) on "Impact of Digital Marketing on Consumer Behaviour" from 22<sup>nd</sup> November 2021 to 27<sup>th</sup> November 2021.

Hence all the faculty members are requested to register and attend the program without fail and get benefited.

**Venue:** Seminar Hall

**Note:** The program schedule and brochure are enclosed.






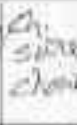


**Coordinator:** Prof. S. Madhavi Latha  
In-charge, FDP

Mobile: 9246619078



**Copy to:**

  
**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)		M. N. Sujatha



# Objective

The objective of locally-organized program will be to provide an effective model of digital marketing on business behavior. Digital marketing activities are crucial in quality business and organizations toward success in the global business world. By setting specific, measurable, and relevant with concrete can align their marketing efforts with their digital business objectives. Success requires business managers engage with their target audience effectively and drive meaningful results. Whether increasing website traffic, boosting leads, generating revenue, or enhancing customer loyalty, having well-defined, highly measurable objectives enables businesses to stay competitive, adapt to changing market trends, and ultimately stay relevant and successful in the dynamic, rapidly evolving digital marketing.

Dr. S. Sridhar  
Dr. Ravi Malhotra  
Dr. R. Srinivasan  
Dr. Vikas Kumar  
Dr. C. S. Prasad

Prof. S. Naga Venkata  
Prof. G. Anandaraman  
Prof. S. Bhaskarajulu  
Dr. S. Suresh  
Dr. S. S. Prasad

## PATRON



PROF. S. YUASA KASHIWAGA  
President of the Association

## CONVENER



PROF. G. SRINIVASAN RAGO  
President of the Association



## REGISTRATION FORM

A Chartered Faculty Development Programme (FDPP) on

Aspects of Digital Marketing in Emerging Markets

NAME

DESIGNATION

IDENTIFICATION

DESIGNATION

ADDRESS

PH

MOBILE

FAX

E-MAIL

Signature of the Participant

Signature of the Head of the Institute



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## Schedule of FDP

Impact of Digital Marketing on Consumer Behaviour

DATES: 22-11-2021 TO 27-11-2021

Day 1 (22-11-2021) (Monday)	Day 2 (23-11-2021) (Tuesday)	Day 3 (24-11-2021) (Wednesday)	Day 4 (25-11-2021) (Thursday)	Day 5 (26-11-2021) (Friday)	Day 6 (27-11-2021) (Saturday)
INAUGURATION & INTRODUCTION TO FDP	What is the consumer Behaviour theory in digital marketing	What are the factors affecting e-marketing	What are the 10 benefits of digital marketing	What are the types of digital marketing	Convenience and Accessibility
Understanding Consumer Needs and Desires	What is the impact of online marketing in society	How can consumers benefit from e-commerce	Consumers are Performing Online Research	What is the best type of digital marketing	Customers Look for Reviews and Feedback
What is the impact of e marketing on consumer	What is the impact of digital in marketing	How does digital technology influence consumer behaviour	Creating Brand Awareness and Perception	What are digital marketing tools	Consumers are Performing Online Research



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Name of the FDP: A One Week Faculty Development Programme (FDP) on "Impact of Digital Marketing on Consumer Behaviour"

S.No	Name of the Faculty	College Name	Signature					
			Day 1 (23-11-2023) (Monday)	Day 2 (24-11-2023) (Tuesday)	Day 3 (25-11-2023) (Wednesday)	Day 4 (26-11-2023) (Thursday)	Day 5 (27-11-2023) (Friday)	Day 6 (28-11-2023) (Saturday)
1	Prof. G. Srinivas Rao	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
2	Prof. S. Madhavi Lalitha	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
3	D. Abhinavathi	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
4	G. Sowjanya	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
5	G. Ramesh	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
6	B. Padmaja	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
7	Dr. L. Sridhar	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
8	Dr. B. Praveen Kumar	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
9	M. Satya Sai	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
10	A.V. Koteswara Rao	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
11	Ms. Mubeen Begum	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
12	G. Supriya	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
13	Ms. Sravika	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
14	U. Sindhu	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
15	P. Prasad	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
16	K. Devika	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
17	K. Rajyalakshmi	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
18	MS. Jaya Varsha	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
19	M. Anantha Lakshmi	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
20	P. Praveena	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]

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

Email: [samatacollege@gmail.com](mailto:samatacollege@gmail.com) ; [dnarao747@gmail.com](mailto:dnarao747@gmail.com)



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21.	M. Kishor Kumar	Samata College	M.K.K	M.K.K	M.K.K	M.K.K	M.K.K
22.	P. Jyoti	P. Jyoti	P.Jyoti	P.Jyoti	P.Jyoti	P.Jyoti	P.Jyoti
23.	G. Raja Babu	Samata College	G.Raj	G.Raj	G.Raj	G.Raj	G.Raj
24.	D. Deepthi	Samata College	D.D	D.D	D.D	D.D	D.D
25.	Ranga Singh	Samata College	R.Singh	R.Singh	R.Singh	R.Singh	R.Singh
26.	Prinay Thirumala	Samata College	P.Thirumala	P.Thirumala	P.Thirumala	P.Thirumala	P.Thirumala
27.	D. Harsha	Samata College	D.Harsha	D.Harsha	D.Harsha	D.Harsha	D.Harsha
28.	Hansy James	Samata College	H.James	H.James	H.James	H.James	H.James
29.	A. Kavya	VMC	A.Kavya	A.Kavya	A.Kavya	A.Kavya	A.Kavya
30.	B.V.V. Sathya	VMC	B.V.V.Sathya	B.V.V.Sathya	B.V.V.Sathya	B.V.V.Sathya	B.V.V.Sathya
31.	D. Venu Vardha	VMC	D.Venu Vardha	D.Venu Vardha	D.Venu Vardha	D.Venu Vardha	D.Venu Vardha
32.	Harshita Kalchani	SIAM	H.Kalchani	H.Kalchani	H.Kalchani	H.Kalchani	H.Kalchani
33.	Krishna	VIMS	K.Krishna	K.Krishna	K.Krishna	K.Krishna	K.Krishna
34.	Swathi Bhaskaraj	SIAM	S.Bhaskaraj	S.Bhaskaraj	S.Bhaskaraj	S.Bhaskaraj	S.Bhaskaraj
35.	V. Amrutha	SIMS	V.Amrutha	V.Amrutha	V.Amrutha	V.Amrutha	V.Amrutha
36.	M. Jyothi	ST. Jyoti	M.Jyothi	M.Jyothi	M.Jyothi	M.Jyothi	M.Jyothi
37.	Dr. N. Jyothi	St. Jyoti	Dr.N.Jyothi	Dr.N.Jyothi	Dr.N.Jyothi	Dr.N.Jyothi	Dr.N.Jyothi
38.	K. Prathibha	St. Jyoti	K.Prathibha	K.Prathibha	K.Prathibha	K.Prathibha	K.Prathibha
39.	Cybil Magappa J	St. Jyoti	Cybil Magappa J	Cybil Magappa J	Cybil Magappa J	Cybil Magappa J	Cybil Magappa J
40.	R.N. Murthy	St. Jyoti	R.N. Murthy	R.N. Murthy	R.N. Murthy	R.N. Murthy	R.N. Murthy
41.	Dr. S. Sumanth	St. Jyoti	Dr.S.Sumanth	Dr.S.Sumanth	Dr.S.Sumanth	Dr.S.Sumanth	Dr.S.Sumanth
42.	Smriti Chandra Babu	Siva	Smriti Chandra Babu	Smriti Chandra Babu	Smriti Chandra Babu	Smriti Chandra Babu	Smriti Chandra Babu

Phone: 0891 - 2504687. 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)





Date: 30/11/2021

## PROGRAM REPORT

**Name of the Program:** A One Week Faculty development Programme FDP on "Impact of Digital Marketing on Consumer Behaviour"

**Organized by:** Samata college

**Date:** 22/11/2021 to 27/11/2021

**Resource Person:**

- o Mr. M. Kotayya
- o Managing Director
- o Muzukanta Information System Pvt. Ltd.
- o Contact No. 9348459567
- o Email Id: [kotaysam@yaho.com](mailto:kotaysam@yaho.com)

**Objective:**

The objective of faculty development program is to have a clear idea about the impact of digital marketing on consumer behaviour. Digital marketing objectives are crucial in guiding businesses and organisations toward success in the digitally-driven world. By setting specific, measurable, and relevant goals, companies can align their marketing efforts with their overall business objectives, improve their online presence, engage with their target audience effectively, and drive meaningful results. Whether it's increasing website traffic, boosting brand awareness, generating leads, or optimizing conversion rates, having well-defined digital marketing objectives enables businesses to stay competitive, adapt to changing market trends, and maximise their return on investment in the dynamic world of digital marketing.

**About the FDP:**

A Six - Day Faculty Development Programme was organized on Outcome-based Education from 22<sup>nd</sup> November to 27<sup>th</sup> November in the Seminar Hall Samata college. The development and implementation of good academic processes in an institutionalized manner by involving all stakeholders for continuous improvement are paramount in assuring the quality of the programmes.



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The FDP has been conducted with sufficient discussions, deliberations in a case study approach, and provides a hands-on experience on re-engineering of fine-tuning the academic processes that improves the quality of the outcome education. Highly renowned professionals from academia and industry were invited to enlighten the participants on various areas.

## Outcome:

Digital marketing tools such as social media and email marketing can reach customers and inform them about new products, offers, discounts, or promotions. Consumers are more likely to purchase a particular product when they feel that the brand provides something unique. This helps build trust in the company and its products.

Moreover, digital marketing allows companies to track consumer behaviour to determine what content their audience wants. Companies can use this data to design campaigns that are tailored specifically for different segments of their customer base. This will help ensure better conversions from digital campaigns than conventional methods like television advertising or print ads.

Total no. of Participants: 43

Programme Coordinator

Director

DIRECTOR  
SAMATA DEGREE COLLEGE  
MVP Colony, VISAKHAPATNAM-17



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## CERTIFICATE OF PARTICIPATION



This is to Certify that *Prof./Dr./Mrs./ Ms G. Srinivasa Rao* has participated in A One Week Faculty Development Program on "Impact of Digital Marketing on Consumer Behaviour" organized by Samata Degree College from 22-11-2021 to 27-11-2021.

*Budh*

Program Co-ordinator



*[Signature]*

Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms S. Madhavi Latha has participated in A One Week Faculty Development Program on "Impact of Digital Marketing on Consumer Behaviour" organized by Samata Degree College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms ✓ D. Hymavathi  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.



SA

Program Co-ordinator

SA

Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Gr. Sowjanya has participated in A One Week Faculty Development Program on "Impact of Digital Marketing on Consumer Behaviour" organized by Samata Degree College from 22-11-2021 to 27-11-2021.

*[Signature]*

Program Co-ordinator



*[Signature]*

Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Gr. Ramesh  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms B. Padmaja  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



✓ This is to Certify that Prof./Dr./Mrs./ Ms L. Sri Devi  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
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Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./Ms B. Rajesh Kumar  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Sudh

Program Co-ordinator



[Signature]

Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms M. Satya Sri  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by **Samata Degree  
College** from 22-11-2021 to 27-11-2021.



*Sudh*

Program Co-ordinator

*Sudh*

Director



# SAMATA DEGREE COLLEGE

Sector -10, M.V.P. Colony, Visakhapatnam - 530017.

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Free and through information

## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms A.V. Koteswara Rao  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by **Samata Degree  
College** from 22-11-2021 to 27-11-2021.



Program Co-ordinator





Director



# SAMATA DEGREE COLLEGE

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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Md. Muheen Begim  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.



Program Co-ordinator



Director



# SAMATA DEGREE COLLEGE

Sector -10, M.V.P. Colony, Visakhapatnam - 530017



## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms ✓ G. Suguna  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



# SAMATA DEGREE COLLEGE

Sector -10, M.V.P. Colony, Myskhepatnam - 530017



## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms M. Sivisha  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Sul

Program Co-ordinator



[Signature]

Director



# SAMATA DEGREE COLLEGE

Sector -10, M.V.P Colony, Visakhapatnam - 530017



## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms U. Sridevi has participated in A One Week Faculty Development Program on "Impact of Digital Marketing on Consumer Behaviour" organized by Samata Degree College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms P. Prasad  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms. K. Devika

has participated in A One Week Faculty Development Program on "Impact of Digital Marketing on Consumer Behaviour" organized by Samata Degree College from 22-11-2021 to 27-11-2021.



Program Co-ordinator

Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms K. Rajya Lakshmi  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms M. S. Jaya Vardhini  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Sud

Program Co-ordinator



[Signature]

Director



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Sector - 10, M.V.P Colony, Virakhapatnam - 5300 17



## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms. N. Anandha Lakshmi  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

SA

Program Co-ordinator



SA

Director



# SAMATA DEGREE COLLEGE

Sector - 10, M.V.P. Colony, Visakhapatnam - 530017



## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms P. Praveena

has participated in A One Week Faculty Development Program on "Impact of Digital Marketing on Consumer Behaviour" organized by Samata Degree College from 22-11-2021 to 27-11-2021.



Program Co-ordinator

Director



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Sector -10, M.V.P Colony, Visakhapatnam - 530017

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for ever through education

## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms M. Kishore Kumar  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

83

Program Co-ordinator



[Signature]

Director



# SAMATA DEGREE COLLEGE

Sector -10, M.V.P Colony, Visakhapatnam - 530017.

alwar das group  
for social through products

## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms ✓ P. Aruna  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



# SAMATA DEGREE COLLEGE

Sector -10, M.V.P Colony, Visakhapatnam - 530017

al war das grüpp  
für mehr (through) schulung

## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Gr. Raja Kabra  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms ✓ R. Deepthi  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Dimple Singh  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by **Samata Degree  
College** from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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Sector - 10, M.V.P Colony, Visakhapatnam - 530017



## CERTIFICATE OF PARTICIPATION

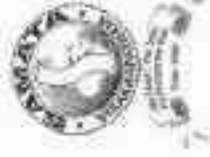


This is to Certify that Prof./Dr./Mrs./ Ms Princy Jenisha  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms D. Merica  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Henry James  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.



8/11

Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms A. Raviya  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.



S.A.

Program Co-ordinator



Director



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for women's empowerment

## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms. S.A.M. Sudha  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator.



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms. S. Uma Soodar  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by **Samata Degree  
College** from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms. Harishilla Zathora  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Sudh

Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Y. Vidya  
has participated in A One Week Faculty Development Program on "Impact of  
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This is to Certify that Prof./Dr./Mrs./ Ms Kamini Bhavadharaj  
has participated in A One Week Faculty Development Program on "Impact of  
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Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms. S. Anuradha  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
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Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms M. Jyothi  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION



This is to Certify that Prof./<sup>✓</sup>Dr./Mrs./ Ms. Al. Tyathi  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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## CERTIFICATE

OF PARTICIPATION

◆◆◆

This is to Certify that Prof./Dr./Mrs./ Ms Dr. Arundhathi  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Cybil Marysa  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Cybil

Program Co-ordinator



Cybil

Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms K.S.N. Murthy  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.



Program Co-ordinator





Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms S. Saranya Poo  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

*Sush*

Program Co-ordinator



Director



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## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Sripati Chandra Sekhar  
has participated in A One Week Faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.



*Rubi*

Program Co-ordinator



Director



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Sector -10, M.V.P Colony, Visakhapatnam - 530017

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for real thought education

## CERTIFICATE OF PARTICIPATION



This is to Certify that Prof./Dr./Mrs./ Ms Dr. the Sathya  
has participated in A One Week faculty Development Program on "Impact of  
Digital Marketing on Consumer Behaviour" organized by Samata Degree  
College from 22-11-2021 to 27-11-2021.

Program Co-ordinator



Director

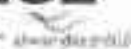


# SAMATA DEGREE COLLEGE

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



## List of Teaching staff participated in Professional Development Program

AY:2021-2022

S.No.	Name of the participant	Designation	Title of the FDP /MDP/ professional development / administrative training program	Date (from-to) (DD-MM-YYYY)
1	Prof.G.Srinivas Rao	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
2	Prof.S.Madhavi Latha	Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
3	Mr.A.V.Koteswara Rao	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
4	Dr.H.Rajesh Kumar	Associate Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
5	Mr.G.Ramesh	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
6	Ms.B.Padma	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
7	Ms.M.Sarja Sri	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
8	Dr.L.Sridevi	Associate Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
9	Ms.G.Sowjanya	Assistant Professor	Self-Control for Teachers Using	20-09-2021-25-09-2021

Phone: 0891 - 2504582 Website: [www.samatacollege.co.in](http://www.samatacollege.co.in)

Email: [samatacollege@gmail.com](mailto:samatacollege@gmail.com); [drsrarao747@gmail.com](mailto:drsrarao747@gmail.com)

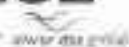


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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P)



			Technology	
10	Ms. D.Hymavathi	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
11	Ms.Princic Arushi	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
12	Mr.M.D.Mubeen Begam	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
13	Ms.N.Sirisha	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
14	Ms.K.Rajya Lakshmi	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
15	Ms.J.Sridevi	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
16	Ms.K.Devika	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
17	Mr.M.S.Jayavardhan	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
18	Ms.N.Aravinda Lakshmi	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
19	Mr.M.Kishori Kumar	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
20	Ms.P.Poojana	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021

Phone: 9991 - 2504682. Website: [www.samatacollege.ac.in](http://www.samatacollege.ac.in)

Email: [samatacollege@gmail.com](mailto:samatacollege@gmail.com) ; [drgerao747@gmail.com](mailto:drgerao747@gmail.com)



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



21	Ms.P.Arana	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
22	Mr.G.Rama Babu	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
23	Ms.R.Jyothi	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
24	Ms.D.Monika	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
25	Mr.Hery James	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021
26	Ms.Ria Mathuri	Assistant Professor	Self-Control for Teachers Using Technology	20-09-2021-25-09-2021



Director

DIRECTOR

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



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

www.samata.ac.in

Date: 06/09/2021

## CIRCULAR

This is to inform all the faculty that, Samata College is organising A One Week Faculty Development Program (FDP) on "Self-Control for Teachers Using Technology" from 20<sup>th</sup> September 2021 to 24<sup>th</sup> September 2021.

Hence all the faculties are requested to register and attend the program without fail and get benefited.

**Venue:** Seminar Hall

**Note:** The program schedule and brochure are enclosed.

**Co-Ordinator:** Prof. S. Mudhavi Latha

**In-charge, FDP**

**Mobile:** 9246639078



**Director**

**Copy to:**

MVP Colony, VISAKHAPATNAM-17

Signature of All HOD'S						TPO	Office	Library
B.Sc	BCA	BBA	B.Com	MDA	M.Sc (CS)			



Samata

## Self-Control for **TEACHERS** Using Technology



Samata Degree College, established in 1992, is a private educational institution established in 1992 and has been offering higher education through the B.A., B.Com, B.Sc., M.A., M.B.A., M.Com, B.Ed., B.Tech, Teaching Personality, B.Pharm, Degree College is one of the best in research and innovation with recognized faculty and facilities to provide quality education. It offers a variety of courses, which is evident from its infrastructure, well-qualified faculty, and high expectations. The placement at Samata Degree College is great with acquired agents both in domestic and abroad with its well-organized infrastructure.



**SAMATA**  
DEGREE COLLEGE

Samata College is offering a One Week Faculty Development Program (FFDP) on

## Self-Control for **TEACHERS** Using Technology

From 20th Sep. 2021  
to 24th Sep. 2021

CONTACT US

- M.V.P. Oboony-Garden - 60  
Vijayarajasthan - 500014  
Aiyappa Prapotha
- 0891 - 2501882
- samatacollege@gmail.com

## Objective

The objective of the present conference is to provide a platform for teachers to create a self-empowering culture with the utilization of ICT's tools in the classroom. It is to be a forum for teachers to share their experiences and to discuss the challenges and strategies in using ICT's tools in the classroom. The conference will also discuss the latest developments and trends in ICT's tools in the classroom and the role of ICT's tools in the classroom.

One of the major objectives of the conference is to provide a platform for teachers to create a self-empowering culture with the utilization of ICT's tools in the classroom. It is to be a forum for teachers to share their experiences and to discuss the challenges and strategies in using ICT's tools in the classroom. The conference will also discuss the latest developments and trends in ICT's tools in the classroom and the role of ICT's tools in the classroom.



Dr. H. K. Shivarama Murthy  
Dr. K. S. Shivarama Murthy

Dr. P. S. Shivarama Murthy  
Dr. S. S. Shivarama Murthy  
Dr. K. S. Shivarama Murthy



Dr. H. K. Shivarama Murthy  
Dr. K. S. Shivarama Murthy

Dr. P. S. Shivarama Murthy  
Dr. S. S. Shivarama Murthy  
Dr. K. S. Shivarama Murthy

## PATRON



**PROF. S. VIJAYA RAVINDRA**  
Dean & Coordinator

## CONVENER



**PROF. G. SRINIVASA RAO**  
Director & Principal



## REGISTRATION FORM

A Career and Faculty Development  
Programme (CFDP) on

## Self-Control for TEACHERS Using Technology

NAME

REGISTRATION

IDENTIFICATION

ORGANIZATION

ADDRESS

NO.

PHONE

FAX

E-MAIL

Signature of the  
Participant

Signature of  
Head of the Institution



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



## Schedule of FDP

Self-Control for Teachers Using Technology

DATES: 20-09-2021 TO 25-09-2021

DAY 1 (20-09-2021) (Monday)	DAY 2 (21-09-2021) (Tuesday)	DAY 3 (22-09-2021) (Wednesday)	DAY 4 (23-09-2021) (Thursday)	DAY 5 (24-09-2021) (Friday)
INAUGURATION & INTRODUCTION TO FDP	Pedagogical techniques for making an interactive classroom	Producing interactive courses/lessons with easy-to-use free and open online tools	Creating your students' portal courses	Creating Live Polls, Quizzes, and Q&A
Embedding Web page along with presentation	MSPowerpoint	Zoom, Cisco WebEx and Google Meet	Engage, assess, and save time with Google Forms	Learn to use Google Classroom to solve key teaching and learning challenges
Using free tools to make your presentations more engaging	MS Word, MS Excel	Conduct tests and examination safely	Google Spreadsheets	Effective Presentations using Google Slides
Collaborate, Create, share and manage documents.	Connect and collaborate with easy-to-use video conferencing - Google Meet	Google Classroom	Certificate Making	Microsoft Office and other Additional Tools
Represent ideas and concepts through mind mapping	Poster or Brochure Designing	PowerPoint for Education Professionals	Strategies and Tools to Reduce Cheating in Google Forms	Final Learning Outcome Assessment



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

Name of the FDP: A One Week Faculty Development Programme (FDP) on "Self-Control for Teachers Using Technology"

S.No	Name of the Faculty	College Name	Signature				
			DAY 1 (22/09/2021) (Monday)	DAY 2 (23/09/2021) (Tuesday)	DAY 3 (24/09/2021) (Wednesday)	DAY 4 (25/09/2021) (Thursday)	DAY 5 (26/09/2021) (Friday)
1.	Prof. G. Venkatesh	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
2.	Prof. S. Madhavi Lakshmi	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
3.	Dr. V. Lakshmi Devi	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
4.	Dr. B. Ramesh Kumar	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
5.	G. Ramesh	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
6.	B. Madhavi	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
7.	M. Satya Devi	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
8.	Dr. L. Sudeep	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
9.	G. Sowjanya	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
10.	D. Anuradha	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
11.	P. Srinivas Reddy	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
12.	M. J. Mahesh Babu	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
13.	M. Sathya	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
14.	K. Rajalakshmi	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
15.	D. G. Sathya	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
16.	K. Devika	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
17.	M. S. Jayaraman	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
18.	M. Anuradha	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
19.	M. Kishor Kumar	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
20.	P. Srinivas Reddy	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
21.	R. Lakshmi	Samata College	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]

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Sl. No.	Name	College	Year	Year	Year	Year	Year
20.	P. Sreenu	Samartha College	G. Kot	G. Kot	G. Kot	G. Kot	G. Kot
21.	G. Raja Babu	Samartha College	G. Kot	G. Kot	G. Kot	G. Kot	G. Kot
22.	R. Deepthi	Samartha College	DD	DD	DD	DD	DD
23.	D. Anitha	Samartha College	DD	DD	DD	DD	DD
24.	Henry James	Samartha College	J. J. J.	J. J. J.	J. J. J.	J. J. J.	J. J. J.
25.	Rini Madhuri	Samartha College	Rini	Rini	Rini	Rini	Rini
26.	N. Raja Sekhar	VMC	N. Raja	N. Raja	N. Raja	N. Raja	N. Raja
27.	T. Geetha	VMC	G	G	G	G	G
28.	Indira Santan	VMC	Indira	Indira	Indira	Indira	Indira
29.	Purushotham malada	ITAM	Purush	Purush	Purush	Purush	Purush
30.	M.V.S. Damodarashree	SIMS	Madani	Madani	Madani	Madani	Madani
31.	T. Venkata Anantharam	ACTS	Venkat	Venkat	Venkat	Venkat	Venkat
32.	Rantellona Srinava	ACTS	Ushil	Ushil	Ushil	Ushil	Ushil
33.	B. Rupa	VRS	Rupa	Rupa	Rupa	Rupa	Rupa
34.	B. Satish	ACTS	Satish	Satish	Satish	Satish	Satish
35.	N. Shashan Prashant	ACTS	N. Shashan	N. Shashan	N. Shashan	N. Shashan	N. Shashan
36.	Makandasa Reddy	ACTS	Makandasa	Makandasa	Makandasa	Makandasa	Makandasa
37.	V. K. P. Nagaramani	ACTS	V. K. P.	V. K. P.	V. K. P.	V. K. P.	V. K. P.
38.	P. Anjan Naicker	ACTS	P. Anjan	P. Anjan	P. Anjan	P. Anjan	P. Anjan
39.	A. Lalitha	SUN	Lalitha	Lalitha	Lalitha	Lalitha	Lalitha
40.	Geethika Srinani	SUN	Geethika	Geethika	Geethika	Geethika	Geethika

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Date: 27/09/2021

## PROGRAM REPORT

**Name of the Program:** A One Week Faculty Development Programme (EDP) on "Self-Control for Teachers Using Technology"

**Organized by:** Samata college

**Date:** 20/09/2021 to 24/09/2021

**Resource Person:**

- o Mr. Chukka Suresh, JME, B.Ed, MBA.
- o Senior Trainer, Data Pro PVT LTD
- o Phone No. 9866343846
- o Email Id: [chukkasuresh@gmail.com](mailto:chukkasuresh@gmail.com)

### **Objective:**

The objective of this faculty development programme is to summarize an extension far beyond merely incorporating gadgets into the classroom. The FDP is going to be immensely beneficial to faculty of all levels and in different disciplines. After completing this program, faculty will be able to Efficiently Manage and Evaluate Assignments, Tests, assigned work and Student Reports. Educate and Engage Students classes online with live Classes by using technology as a tool.

One of the prime objectives of educational technology is to enhance learning outcomes. By leveraging digital tools and resources, educators can cater to diverse learning styles and abilities, ensuring that students have access to customized learning experiences. Adaptive learning platforms, virtual simulations, and interactive multimedia content help students grasp complex concepts and retain knowledge more effectively. By using data analytics and artificial intelligence (AI) algorithms to track students' progress and tailor learning materials accordingly. This personalization ensures that each student's unique needs, interests, and pace are taken into account, leading to more effective learning.



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## About the FDP:

A Five- Day Faculty Development Programme was organized on "Self-Control for Teachers Using Technology" from 20<sup>th</sup> September to 25<sup>th</sup> September in the Seminar Hall Samata college. The development and implementation of good academic processes in an institutionalized manner by involving technology for continuous improvement are paramount in assuring the quality of the programmes. The FDP has been conducted with sufficient discussions, deliberations in a case study approach, and provides a hands-on experience on re-engineering or fine-tuning the academic processes that improves the quality of the outcome education. Highly renowned professionals from academia and industry were invited to enlighten the participants on various areas.

## Outcome:

- ❑ The participants acquired knowledge about Self Control for Teachers Using Technology and its essentials. The event would create the importance and Essential of the self-control using technology.
- ❑ The Prominent role of faculty in implementing Self Control Using Technology.
- ❑ Tips and Techniques in dealing with the challenges faced by them while delivering the Self Control Using Technology.
- ❑ Revolutionize education by enhancing learning outcomes, promoting engagement, increasing accessibility, facilitating personalized learning, encouraging lifelong learning, and supporting professional development.

Total no. of Participants: 62

Programme Coordinator

Director

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This is to Certify that Prof./Dr./Mrs./ Ms     *G. Subhina Rao*      
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This is to Certify that Prof./Dr./Mrs./ Ms Medhini Killa  
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This is to Certify that Prof./Dr./Mrs./ Ms AV Kishorena Das  
has participated in A One Week Faculty Development Program on "Self-Control  
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Program Co-ordinator



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This is to Certify that Prof./Dr./Mrs./ Ms. B. Rajesh Kumar  
has participated in A One Week Faculty Development Program on "Self-control  
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*[Signature]*

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*[Signature]*

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This is to Certify that Prof./Dr./Mrs./ Ms. F. Kanishk  
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6/3

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This is to Certify that Prof./Dr./Mrs./ Ms L. Sreedevi  
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This is to Certify that Prof./Dr./Mrs./ Ms Princy Tejada  
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This is to Certify that Prof./Dr./Mrs./ Ms MD. Mallesh. Begum  
has participated in A One Week Faculty Development Program on "Self-Control  
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This is to Certify that Prof./Dr./Mrs./ Ms V. Suresh  
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This is to Certify that Prof./Dr./Mrs./ Ms Dr. Madhuri  
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*S. Sankari*

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This is to Certify that Prof./Dr./Mrs./ Ms Purusha Hom mada lo  
has participated In A One Week Faculty Development Program on "Self-Control  
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This is to Certify that Prof./Dr./Mrs./ Ms. M.V. S. Ravina Lakshmi  
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This is to Certify that Prof./Dr./Mrs./ Ms. T. Venkata Arava Kumar has participated in A One Week Faculty Development Program on "Self-Control for Teachers Using Technology" organized by **Samata Degree College** from 20-09-2021 to 24-09-2021.

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This is to Certify that Prof./Dr./Mrs./ Ms Darsheswara Babu yoshi has participated in A One Week Faculty Development Program on "Self-Control for Teachers Using Technology" organized by **Samata Degree College** from **20-09-2021 to 24-09-2021.**

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This is to Certify that Prof./Dr./Mrs./ Ms B. Rupa  
has participated in A One Week Faculty Development Program on "Self-Control  
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This is to Certify that Prof./Dr./Mrs./ Ms Mukunda Rao Dola has participated in A One Week Faculty Development Program on "Self-Control for Teachers Using Technology" organized by **Samata Degree College** from 20-09-2021 to 24-09-2021.

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This is to Certify that Prof./Dr./Mrs./Ms. V. K. P. Nagawani has participated in A One Week Faculty Development Program on "Self-Control for Teachers Using Technology" organized by Samata Degree College from 20-09-2021 to 24-09-2021.

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This is to Certify that Prof./Dr./Mrs./ Ms I . Yesiram Maidu  
has participated in A One Week Faculty Development Program on "Self-Control  
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This is to Certify that Prof./Dr./Mrs./ Ms Gireethika Sravanit has participated in A One Week Faculty Development Program on "Self-Control for Teachers Using Technology" organized by **Samata Degree College** from 20-09-2021 to 24-09-2021.

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