

**Prasad V. Potluri Siddhartha Institute Of Technology
Kanuru, Vijayawada-520 007, Andhra Pradesh, India**

Department of Business Administration

Programmes organised AY. 2025-2026

S.No.	Event/Items of Nomination		Number
S.No.	Topic	Resource Person	Dates
1.	organized two day ICSSR-SRC Sponsored National Conference on “Revitalizing the Economy: Future Growth Trajectories of India’s Core Sectors Post-GST Reforms”, sponsorship amount received from ICSSR Rs. 90,000.	Prof. R. Sivarama Prasad, Rector, Acharya Nagarjuna University, Guntur Mr. P. Lakshmana Rao, Honorori Director, ICSSR-SRC, Hydearabad Dr. Jampala C Rajesh, Dean, PB Siddhartha College of arts & Science, Vijayawada Sr. Kona Narayana, Associate Professor, PB Siddhartha College, Vijayawada Sri P. Lakshman Rao, Senior Auditor, M/s. P. L:akshmana Rao & Co., Vijayawada Sri CA K. Purnachandra Rao, Auditor , Sri CA Sudheer P. Tax and Transfer Pricing Expert, Hyderabad Sri CA Jayanth Uppuluri, Chairman, ICAI, Vijayawada	March 25–26, 2026
2.	Department has organized two day AIMS Sponsred FDP on Empowering Youth in Building INDIA’S Vikasit Bharat 2047: The Role of The Faculty amount received from AIMS Rs. 50,000	Prof. S. VIJAYA BHASKARA RAO, Vice-Chairman, Andhra Pradesh State Council of Higher Education (APSCHE) Dr. P. NARAYANA REDDY, Director General (South), Association of Indian Management Schools (AIMS) Dr. Ch.S. DURGA PRASAD, Executive Director Association of Indian	17-18 October, 2025

		Management Schools (AIMS) 4. Prof. B. RAMESH, Professor Goa Business School, Goa University, Goa 5. Prof. A. ADISESHA REDDY, Chairman, Association of Indian Management Schools (AIMS) A.P. Chapter 6. Prof. RAJESH C. JAMPALA, Dean (Academics & Administration) P.B. Siddhartha College of Arts and Science, Vijayawada 7. SRI NARESH VASAMSETTI, Founder & CEO Mavion Aerospace Private Limited, Vijayawada 8. SRI GANESH, Director Co-Founder and Executive Mavion Aerospace Private Limited, Vijayawada 9. Dr. V. NAGA LAKSHMI, Managing Director IMIS Pharmaceuticals Private Limited	
3.	Conducted 100 hours the Certificate Programme in Banking, Finance and Insurance in association with Bajaj Finance Limited;	1. Mr. A. Ravikanth, Director, APEAX Spoken English 2. Mr. Sai Pavan Kumar 3. Mr. Satya Dev 4. Smt. Abhisha Shieley	
4.	Department of Business administration received Rs.20,000/- from Reserve Bank of India (RBI) for organizing Workshop on Financial Literacy Program For College Students	1. Sri Rohit Agarwal, Manager, Financial Inclusion and Development Department, RBI, Vijayawada 2. Sri Avu Rama Krishna, Manager, Financial Inclusion and Development Department, RBI,	2 nd January, 2026.

		Vijayawada	
5.	Organized Management Development Programme (MDP) on Entrepreneurship, In Collaboration with Ministry of Micro, Small & Medium Enterprises Government of India	1. Sri. Somala Venkata Krishna, Dy. Director (Training/APCU) 2. P. Chandra Sekhar, Training officer (Central Institute of Tool Design)- Sub Centre vijayawada 3. Gummadi Sivanarayana, Master Trainer (NIESUBD), (ILO)	10 th – 14 th November, 2025
6.	Interaction With Media Experts	1. Mr. Sridhar Arnala, Vice President, S&D Circulation, 2. Mr.S.D.T. Rao, General Manager, AP, TG, Odissa, The Hindu Group	18 th August, 2025
7.	Two day workshop on KONA KONA SHIKSHA in collaboration with National Institute of Security Markets (NISM)	Ch. Vijaya Kumar, Master Trainer, NISM, Bombay	6-7, November 2025
8.	Workshop on Human Values and Professional Ethics	Sriman Hg. Dayanidhi Prabhuji Motivational Speaker & Life Coach Founder President of Gollapudi Sri Jagannatha Mandir and Pavitra Sangama Sri Jagannath Mandi	9 th January, 2026
9.	Orientation Programme On Entrepreneurship	Prof. Dr. Gaddam Sudarshan CEO, Startup Mentor & Business Development Services, Hyderabad, Telangana, India	25 th September, 2025

Other Achievements

1. Department of Business Administration got the 263 rank (All over India), 88 rank (South Zone), 17 rank (ROI – All over India) conducted by Business Today – MDRA Business School Ranking – 2025

**ICSSR—SRC SPONSORED
NATIONAL CONFERENCE ON REVITALIZING THE
ECONOMY: FUTURE GROWTH
TRAJECTORIES OF INDIA'S CORE SECTORS POST-
GST REFORMS
(25th – 26th March, 2026)
Detailed Report**



**Prasad V. Potluri Siddhartha Institute of Technology
(Autonomous)**
Kanuru, Vijayawada - 520007
AICTE Approved, NBA Accredited, NAAC 'A+' Accredited, ISO 21001, 2018 Certified Institution
Permanently Affiliated to JNTUK, Kakinada
Department of Business Administration



ICSSR-SRC

Academic Year 2025—2026



**ICSSR—SRC SPONSORED
NATIONAL CONFERENCE ON
REVITALIZING THE ECONOMY: FUTURE GROWTH
TRAJECTORIES OF INDIA'S CORE SECTORS POST-GST REFORMS**

**Hearty Welcome to the
*Delegates, Resources Persons, Practitioners, and Academicians***

25th March, 2026 at 10-00 AM, Venue: Seminar Hall Ground Floor



Indian Council of Social Science Research,
Southern Regional Centre (ICSSR SRC), Hyderabad
Sponsored - National Conference



**Revitalizing the Economy: Future Growth Trajectories of
India's Core Sectors Post - GST Reforms**

MARCH 25th – 26th, 2026

Organised by

**Department of Business Administration
Prasad V. Potluri Siddhartha Institute of Technology
Kanuru, Vijayawada, Andhra Pradesh**





**Two - Day Faculty Development Programme (FDP) on
Empowering Youth in Building India's Viksit Bharat 2047:
The Role of the Faculty**

Organised by

**Department of Business Administration
Prasad V.Potluri Siddhartha Institute of Technology
Kanuru, Vijayawada , Andhra Pradesh**



in association with

Association of Indian Management Schools , AP Chapter

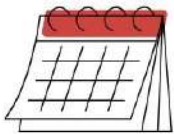
OCTOBER 17 - 18 , 2025

Registration Link

[https://forms.gle/
EUr4FkZz2pdTY
MhUA](https://forms.gle/EUr4FkZz2pdTYMhUA)



Last Date to Register



**14
October , 2025**

Payment QR Code



Registration Fee:

- Rs. 300/- for Research Scholars
- Rs.400/- for Faculty Members
- Rs.500/- for other participants

Venue



**Seminar Hall, Ground Floor,
PVP Siddhartha Institute
of Technology**

Chief Patron

**Dr. K. Sivaji Babu
Principal
Prasad V. Potluri Siddhartha Institute Of Technology
Kanuru, Vijayawada-520 007,
Andhra Pradesh, India**

FDP Director

**Dr. P. Adi Lakshmi
Professor & Head
Department of Business Administration
E-mail ID: hodmba@pvpsiddhartha.ac.in,
lakshmi_jampala@yahoo.com
Mobile. + 91 94913 48818**

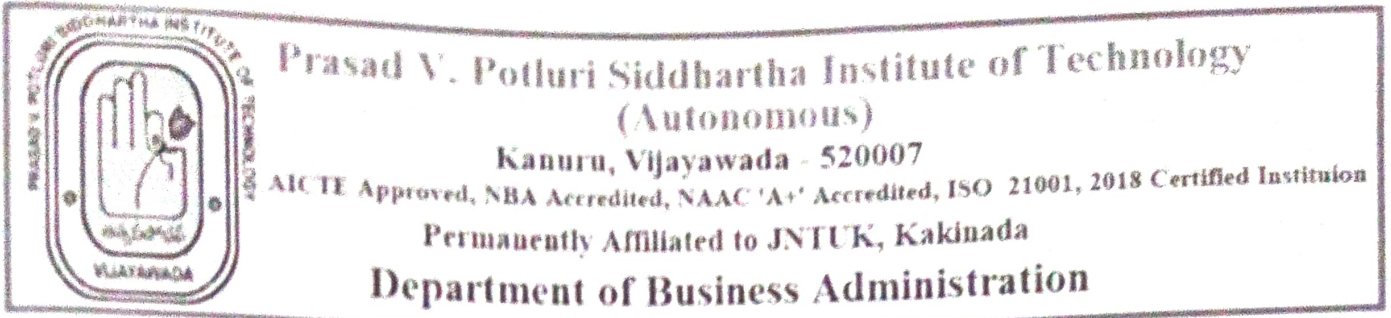


Website: www.pvpsiddhartha.ac.in

Coordinators

**Dr. D. Srinivasa Rao, Associate Professor, Ph: 9885344115
Dr. M. Dhadurya Naik, Assistant Professor, Ph: 9848280815
Dr. N. Siva Surendra, Assistant Professor, Ph: 9885385676**

OFFLINE MODE



Academic Year 2025 – 2026

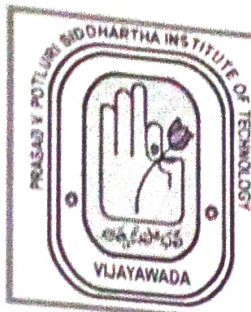
6th January, 2026

CIRCULAR

All the I MBA I Semester students are hereby informed that, Certificate Course on Banking, Finance and Insurance (CPBFI) programme is scheduled from 09-00 AM to 05-00 PM from 7th January, 2026 to 10th January, 2026. On 10th January, 2026 the sessions are scheduled from 09-00 AM to 01-00 PM. Hence, all the students are instructed to attend the sessions without fail.

P. Adi 
Head of the Department

HEAD
Department of Business Administration
PRASAD V. POTLURI
SIDDHARTHA INSTITUTE OF TECHNOLOGY
KANURU, VIJAYAWADA-520 007



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Department of Business Administration

Academic Year 2025 – 2026

120 HOURS CERTIFICATE PROGRAM ON BANKING, FINANCE AND INSURANCE (CPBFI)

Date	28th December, 2025 to 14th January, 2026
Time	09-00 AM – 05-00 PM
Participants	I MBA Students
Batch	2024 – 2026
Venue	I MBA Class Room (466)
Collaboration with	Bajaj Finserv
Mode	Online/Offline

Rationale of the Programme

Certificate Programme in Banking, Finance, and Insurance (CPBFI) is a Corporate Social Responsibility (CSR) activity of Bajaj Finserv Limited. The above is the flagship programme of Bajaj Finance Limited. The prime motto of the programme is to create employment opportunities in the Banking, Finance and Insurance Sector through a customized training programme encompassing product knowledge, communication and other soft skills. The above programme is partnered with Department of Business Administration, Prasad V.Potluri Siddhartha Institute of Technology, Kanuru, Vijayawada. A 100-hour Certificate Programme in Banking, Finance and Insurance (CPBFI) for final year post graduation students.

The CPBFI Includes 4 courses:

- 1. Managing Self (12 hours)**
- 2. Communication and Workplace Skills (36 hours)**
- 3. Overview of Retail Banking (24 hours)**
- 4. Overview of Insurance (24 hours)**

Trainers for technical subjects have corporate experience, trainers for

communication skills have corporate training experience At the end of CPBFI, Bajaj recruiters conduct mock interviews during an HR Workshop. Only students with requisite attendance and minimum score in online assessment qualify for certificate

Significant medium-term benefits with better outgoing students

- Ψ CPBFI significantly enhances the employability of graduates by building right attitude and skills and relevant industry knowledge. Students receive 2 certificates after completion of the 30 day programme.
- Ψ The training leads to improvement in participation and performance in the college itself.
- Ψ Unlike most value added programmes, CPBFI is an intense 100 hour programme that allows students to practice their skills and knowledge. Attendance and passing of online assessment is mandatory and students receive a "Certificate of Completion" in the end.
- Ψ Having a national level training programme like CPBFI can help the college attract top recruiters for campus placement.
- Ψ Partnership with a top corporate for conducting an industry designed programme enhances the credits in college accreditations such as NAAC or NIRF.

Program Highlights

Recruitment Opportunities: The program concludes with mock interviews conducted by recruiters and provides career opportunities in the BFSI sector.

Partnerships: CPBFI is conducted in partnership with various colleges and universities.

Skill Development: Focuses on both technical knowledge and soft skills (attitude, professionalism).

Curriculum of CPBFI

Managing Self

- Σ Orientation;
- Σ My Self;
- Σ Self-belief - staying assertive;
- Σ Mind-body connections and Self-talk;
- Σ What are emotions;
- Σ Regulating emotions;
- Σ What is belief;
- Σ ABC Principle of REBT;
- Σ Rational and irrational beliefs;
- Σ Decision making;
- Σ Daily challenges

Overview of Retail Banking

- Σ Introduction to Banking;
- Σ Introduction to Branch Banking;
- Σ Customers and Their Needs;
- Σ Overview of Banking Products;
- Σ Liability Products; Asset Products;
- Σ Third Party and Fee-based
- Σ Products; Business Development;
- Σ Transaction Processing; Customer
- Σ Service; Compliance and Ethics;
- Σ Future of Banking; Inclusive
- Σ Banking; Introduction to NBFCs;
- Σ Overview of Corporate Banking;
- Σ Banking and Me

Overview of Insurance

- Σ Need for Insurance; Evolution of
- Σ Insurance; Overview of an
- Σ Insurance Company;
- Σ Overview of Retail Insurance Products;
- Σ Overview of the Companion
- Σ Products;
- Σ Overview of Insurance
- Σ Distribution Channels; Selling
- Σ Insurance Operations;
- Σ Customer Service; Ethics

Details of Resource Person(s)

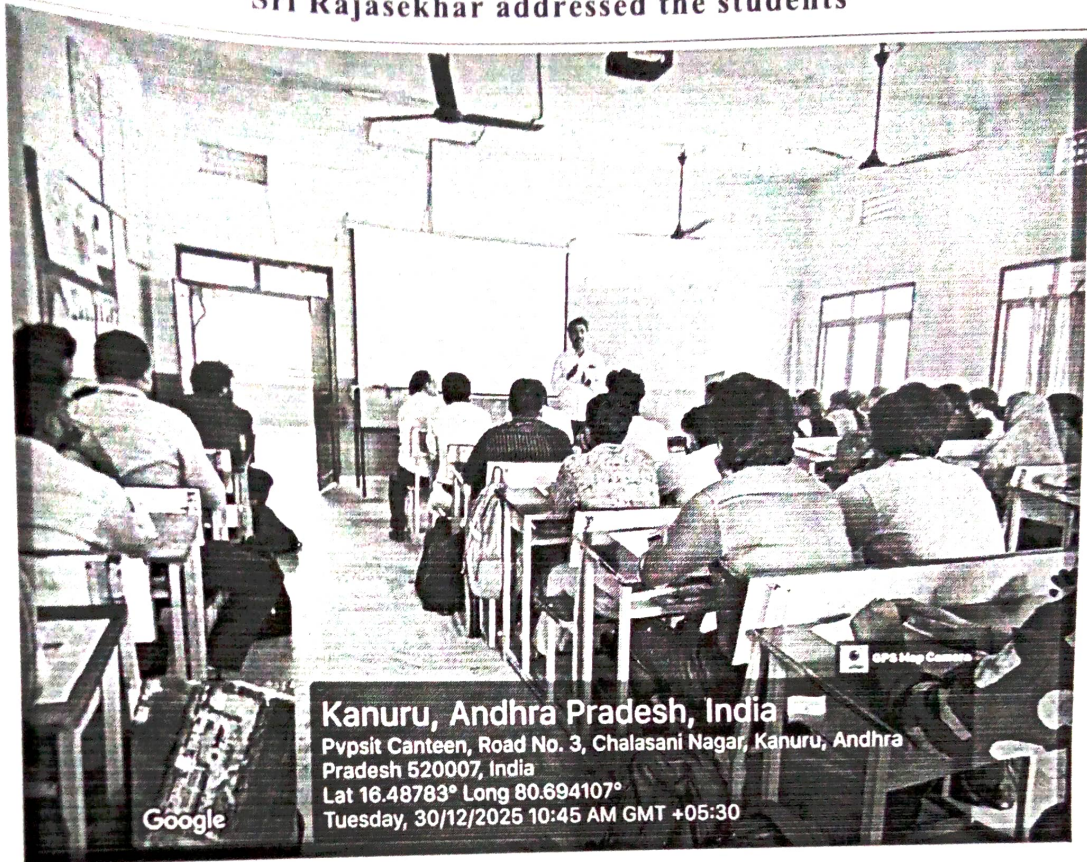
S.No.	Topic Covers	Acronym	Details of the Resource Person
1.	Communication and Workplace Skills	CAWS	Sri A. Ravi Kanth,
2.	Overview of Insurance	OOI	Sri Pavan Kumar
3.	Overview of Retail Banking	ORB	Dr. Satya Dev
4.	Managing Self (Swaroop)	MS	Smt. Abhisha Shirley

Glimpses of Programme

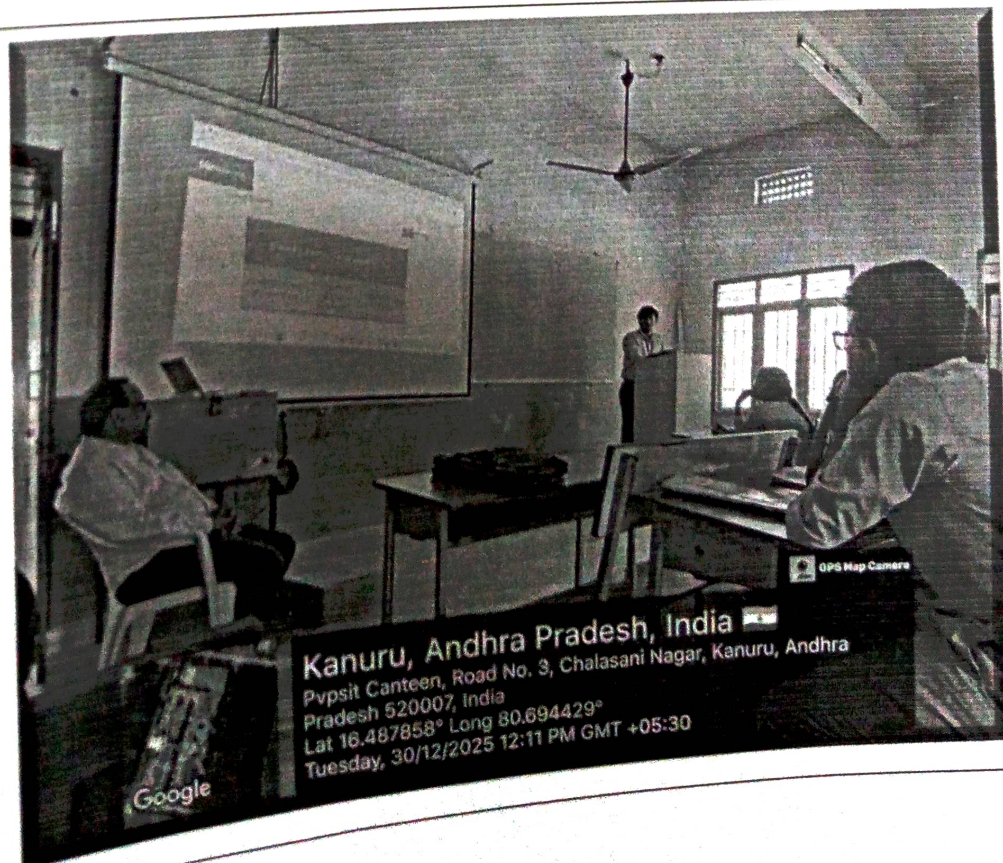
Sri Pavan Kumar delivering the session Insurance



Sri Rajasekhara addressed the students



Student Presentation – Retail Baning Session





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Department of Business Administration

Academic Year 2025—2026

Workshop on

FINANCIAL LITERACY PROGRAM FOR COLLEGE STUDENTS



Sri Rohit Agarwal

**Manager,
Financial Inclusion and Development Department
RBI, Vijayawada**

Sri Avu Rama Krishna,

**Manager,
Financial Inclusion and Development Department
RBI, Vijayawada**

2nd January, 2026 at 11-00 AM, Venue: Seminar Hall Ground Floor



MSME TOOL ROOM - HYDERABAD

CENTRAL INSTITUTE OF TOOL DESIGN

(Sub - Centre: Vijayawada)



5 DAYS TRAINING PROGRAM : 11-03-2025

MANAGEMENT DEVELOPMENT PROGRAM (MDP)

UNDER ENTREPRENEURSHIP SKILL DEVELOPMENT PROGRAM

(E-SDP) SCHEME SPONSORED BY GOVERNMENT OF INDIA, MINISTRY OF MSME

Organized by

Department of Business Administration

in Association with Entrepreneurship Development Cell



PRASAD V. POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY (AUTONOMOUS)

Kanuru, Vijayawada - 520007.



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Kamuru, Vijayawada, Andhra Pradesh - 520007

DEPARTMENT OF BUSINESS ADMINISTRATION

Academic Year 2025—2026

INTERACTION WITH MEDIA EXPERTS

BY



Mr SRIDHAR ARANALA,
Vice President,
S&D, Circulation Department

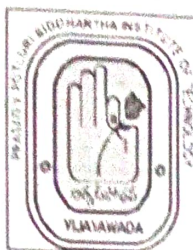


THE HINDU



Mr. S.D.T. RAO,
General Manager,
A.P. Telangana & Odisha

18th August, 2025 at 11-30 AM, Venue: Auditorium, First Floor



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Kannu, Vijayawada, Andhra Pradesh - 520007

DEPARTMENT OF BUSINESS ADMINISTRATION

Academic Year 2025-2026

CIRCULAR

Date: 03.11.2025

This is to inform all IMBA students and staff that the Department of Business Administration will be hosting a Two Day VIVRITI Capital's CSR Initiative to Promote Financial Literacy In India Education Program on "Kona Kona Shiksha" in collaboration with the National Institute of Securities Market (NISM) from 06.11.2025 to 07.11.2025. All students must attend the training programme and will receive certificates from NISM.

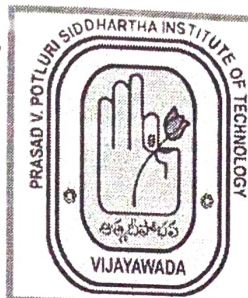
Time: 10.00 AM – 05-00

Dress code: strictly formals

Venue: Class Room (Room No. 466)

P. V. L. K.
Head of the Department

HEAD
Department of Business Administration
PRASAD V. POTLURI
SIDDHARTHA INSTITUTE OF TECHNOLOGY
KANNURU, VIJAYAWADA - 520007.



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Academic Year 2025 – 2026

VIVIRITI CAPITAL'S CSR INITIATIVE TO PROMOTE FINANCIAL LITERACY IN INDIA

Date	6th November, 2025 to 7th November, 2025
Time	9-00 AM – 05-00 PM
Participants	I MBA Students
Batch	2025 – 2027
Venue	Ground Floor Seminar Hall
Collaboration with	Vivriti Capital and NISM

About the Programme

CSR & Content creation- Financial literacy and inclusion Vivriti Capital promotes financial literacy in India through its CSR initiative, "Vivriti FinLit," in partnership with the National Institute of Securities Markets (NISM), a SEBI subsidiary, focusing on college students in Tier 2 & 3 cities, especially women and specially-abled students, to educate them on basic finance, investment, capital markets, and Alternative Investment Funds (AIFs). This pan-India program aims to enhance understanding of financial concepts and potential career opportunities in the securities market, aligning with national financial inclusion goals.

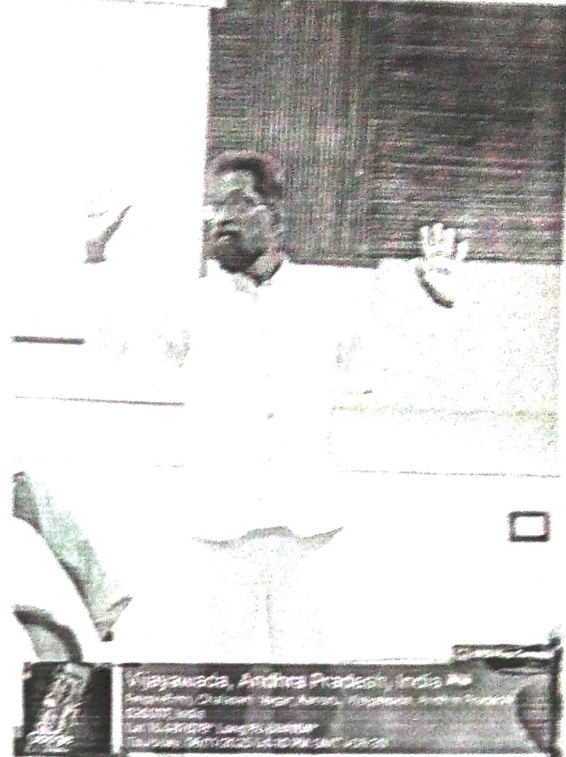
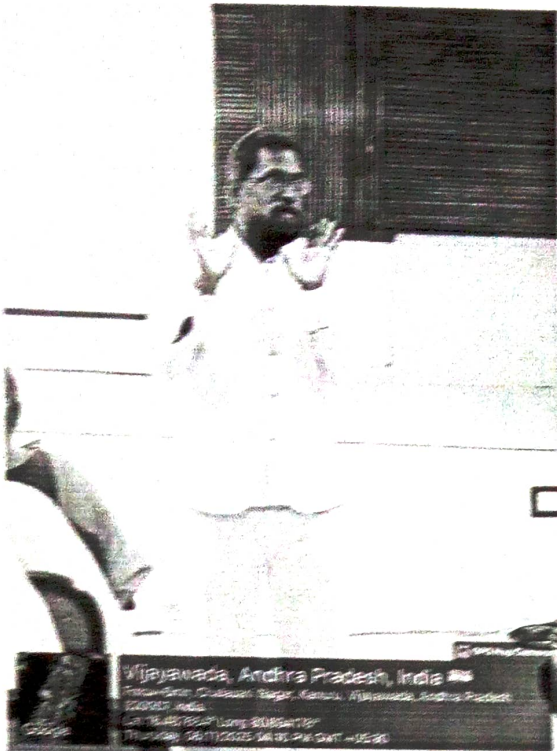
Objectives of the Programme

- **Empowerment:** To empower students with knowledge and skills essential for navigating today's financial landscape.
- **Awareness Building:** To build awareness around personal finance fundamentals, including budgeting, saving, and investing.
- **Risk Management:** To educate participants on risks associated with investing and necessary precautions to take.



Sri Vijay Kumar Delivering lecture to students





Group Photo with Students (Girls)



Group Photo with Students (Boys)





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Department of Business Administration

Academic Year 2025—2026

Workshop on

HUMAN VALUES AND PROFESSIONAL ETHICS

BY



Sri HG. DAYANIDHI DAS SWAMI MAHARAJ

Disciple of HH. Bhaktivyasa Tirtha Swami Maharaj – ISKCON Manipur

Motivational Speaker & Life Coach

Founder President of Gollapudi Sri Jagannatha Mandir and

Pavitra Sangama Sri Jagannath Mandir

Founder Managing Trustee of Sri Krishna Balarama Gouseva Ashram Trust

Founder Chairman of Vedalya Foundation, Guntur

9th January, 2026 at 10-00 AM, Venue: Seminar Hall Ground





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DEPARTMENT OF BUSINESS ADMINISTRATION

Academic Year 2025—2026

ORIENTATION PROGRAMME ON ENTREPRENEURSHIP

BY



Prof. Dr. GADDAM SUDARSHAN

CEO, Startup Mentor & Business
Development Services

25th September, 2025 at 10-00 AM, Venue: