

# SPOORTHY

## NEWS LETTER

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### In this Issue

1. Editor's Desk
2. ISR Activities
3. SSIM Events
4. International Yoga Day Celebrations
5. Research Publications
6. Faculty as Resource Persons
7. Webinars, Workshops and FDPs Conducted
8. Academic Laurels
9. MoU with [x] Cube LABS
10. Placement Journey
11. Media Coverage
12. Student Testimonials

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# SIVA SIVANI INSTITUTE OF MANAGEMENT

NH-44, Kompally, Secunderabad - 500100. Telangana.

### VISION

To be a Premier Management Institute significantly contributing to Corporate World and Society.

### MISSION

- To disseminate management knowledge through focused educational programmes.
- To contribute to management knowledge through extension and research activities.
- To develop responsible management graduates through ethics based education.
- To promote the culture of critical, innovative thinking and social entrepreneurship.

## Editor's Desk

**“Education is the most powerful weapon which you can use to change the world.” — Nelson Mandela**

“It's not how much we give, but how much we put into giving” is a famous saying of Mother Theresa. In line with the saying, the current issue highlights the institutional social responsibility activities conducted by the ISR team of Siva Sivani Institute of Management. This issue also provides glimpses of SSIM bidding adieu to the students of batch 2020-22 through the event of SMRITI.

The institute added a few more accolades to its existing list of awards and recognitions for its contribution towards academic excellence. Besides this, the issue focuses on the high-spirited energy of the faculty of SSIM in conducting and attending training programs, FDPs, workshops and research publications.

Furthermore, this issue also captured the highlights of the International Yoga Day celebrations and the result declaration for the Term II PGDM programme.

The highlights of the true success of SSIM – the placements and internship opportunities of our students and the rate at which they are placed are also drawn in this issue.

I thank the management of SSIM for their continuous support in all the activities we embark.

# ISR ACTIVITIES

## Social Immersion Project: Impact to Society

As part of Institutional Social Responsibility, Mr Balanji Reddy Mora, Assistant Professor and ISR Coordinator of SSIM, along with the students of SSIM, donated an air cooler to Manchi Kalalu Organisation, home to 50 orphan children, on 2nd May 2022. The need was identified by the students of SSIM when they visited the orphanage to do a social project. The management of the orphanage and the children were elated by this donation.



**Good Hygiene** is essential in today's world to protect ourselves from being affected by illnesses. To create awareness of the hygiene factor, team **SANGHIBHAV – ISR Team** of SSIM visited Government School at Nuthankal, a village in Suryapet District and conducted an awareness campaign on Health and Hygiene for Girls.



On the occasion of **International Yoga Day** celebrations on **21st June 2022**, an Awareness Program on Yoga was conducted by Mr. Balanji Reddy Mora, Assistant Professor and ISR Coordinator of SSIM at Machabollaram Zilla Parishad High School.



# SSIM EVENTS

## SMRITI

SMRITI – 2022, bid farewell to our outgoing PGDM, BIFS and Business Analytics Students of 2020-2022 batch on 7th May 2022 at Hotel Swagath Grand, Suchitra. All the faculty, staff and students attended the farewell and bid adieu to the outgoing batch. SSIM management and our director Dr S.V Ramana Rao, appreciate the students for being unique, putting in their efforts and giving their best in academics, extra and co-curricular activities. He also wished them to be agile in their respective job roles and be socially responsible in their future endeavors.



Memories from SMRITI – 2022, Cultural and Dance performance by our Junior Students

## INTERNATIONAL YOGA DAY CELEBRATIONS at SSIM

Yoga is an ancient practice in India to enhance the physical, mental and spiritual pursuits to achieve harmony of mind and body. It provides enormous benefits to an individual's physical and mental health. The UN General Assembly decided to celebrate International Yoga Day in December 2014.

SANGHIBHAV- The ISR wing of SSIM organized one-week yoga sessions from 14th to 21st June 2022 on the occasion of International Yoga Day celebrations. All the faculty and staff of SSIM actively participated in all the sessions conducted by Mr Balanji Reddy Mora- Assistant Professor of Finance, ISR Coordinator and Certified Yoga Trainer. These sessions enriched our knowledge of the importance of Yoga in day-to-day life.



## RESEARCH PUBLICATIONS

### Dr. Pavan Patel

- A Comprehensive Study on Foreign Direct Investment in India, The Indian Management Researcher, ISSN No: 2349-2090, Volume 9, Issue 1, January-June 2022.
- A Study on Financial Performance Using Dupont Analysis on Selected IT Companies, Journal of Engineering Services, ISSN No: 0377-9254, Volume 13, Issue 5, May 2022.

### Mr. Pardhasaradhi Madusu

- Cryptocurrency and Business Transactions: Salman's Catch-22 Situation, Case Centre, Case Reference no: 222-0018-1, 17th May 2022.

### Mrs. Sindhuja Guduru

- A Study on Performance Analysis of Select Life Insurance Companies, Global Journal of Research Analysis, ISSN No: 2277 8160, Volume 11 Issue 5, May 2022.

## FACULTY AS RESOURCE PERSONS

- Dr. P. Mathivanan, Assistant Professor in Data Sciences was the Resource Person in “National Level Workshop on Data Analysis using SPSS” organized by Dr.R.K.S College of Arts & Science, Kallakurichi, Tamil Nadu on 26th May 2022.



- Dr. S.V. Ramana Rao, Director of SSIM was one of the resource persons during “Virtual International Faculty Exchange Meet 2022 Oman” from June 13th-16th 2022.
- Dr. S.V. Ramana Rao, Director of SSIM participated as a resource person in “2-day National Seminar on Covidonomics: Economic Resilience amidst Covid” organized by “St. Joseph’s Degree and PG College” on 8th April 2022.
- Dr. Pavan Patel, Professor participated as a resource person in “9th Faculty Induction Programme” organized by the UGC-Human Resource Development Centre, Doctor Harisingh Gour Vishwavidyalaya, on 22nd June 2022 Sagar (MP) and delivered a lecture on “Strategic Management”.

# HANS CONFERENCE ON NATIONAL EDUCATION POLICY

The Hans India organized a conference on National Education Policy (NEP) 2020 at Shilpakala vedika, Hyderabad, on 18th and 19th June 2022. Dr. Sailesh Sampathy, Vice President & Deputy Chief Executive of SSGI, was the guest of honour for the conference, and Dr. K.S. Harish, Program Chair – PGDM BA, SSIM was one of the panellists at the conference. The topics of the panel discussions in this conference were: “Implementation of Dual Degree System and Credit Transfer Eco-System” and “Role of Public, Private and Industry Stakeholders and their Partnership” Smt. Tamilisai Soundaryarajan – Governor of Telangana and Lieutenant Governor of Puducherry, was the Chief Guest for this conference.



Glimpses of HANS 2022 Conference on- National Educational Policy

## WEBINARS CONDUCTED

**Dr. A. Dinesh**, Assistant Professor in Communications of SSIM conducted a webinar on Effective Business Communication on June 18th 2022. A good number of participants from various other institutes and our prospective students attended the webinar.

**Dr. K.S. Harish** – Professor in Data Sciences and Program Chair PGDM BA of SSIM, **Dr. P. Mathivanan** – Assistant Professor in Data Sciences and **Mr. Ramanaidu** – Business Analyst, acted as resource persons for the webinar on Business Analytics, which SSIM organized on June 2nd, 2022.

## WORKSHOPS CONDUCTED @ SSIM

A workshop on “Introduction to Case and Writing Methods” was conducted for the faculty of SSIM on June 21st 2022. **Dr. Srinivas R. Iyengar**, Director of Jamnalal Bajaj Institute of Management Studies, was the resource person. The workshop provided the faculty with the key ideas for developing a case and insights on the case teaching methodology.



*S. P. Sampath's*  
*Siva Sivani Group of Institutions*

# SIVA SIVANI INSTITUTE OF MANAGEMENT

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*Welcomes*



**Dr. Srinivasan R. Iyengar**  
Director  
Jamnalal Bajaj Institute of Management Studies (JBIMS),  
University of Mumbai, India

**Workshop on  
Introduction to  
Case and  
Writing Methods**  
21<sup>st</sup> June, 2022



## FDPs CONDUCTED @ SSIM

A 5-day Faculty Development Programme on “Teaching and Learning” was organized by SSIM from 7th to 11th June 2022 at Minerva Grand, Kompally. Dr. Rihana Shaik was the resource person. She is a Fellow in Management from IIM Indore and working as an Associate Professor at Jindal Global Business School. The three-day FDP also included other eminent resource persons who delivered the sessions virtually – Prof. Santosh Kumar Tiwari from IIM Amritsar; Prof. Viswa Prasad G from IMT Dubai; and Prof. Shashikant Srivastava from IIM Sirmaur. The FDP helps the faculties of SSIM to have a diverse perspective on the teaching-learning process from various premier institutions in India.



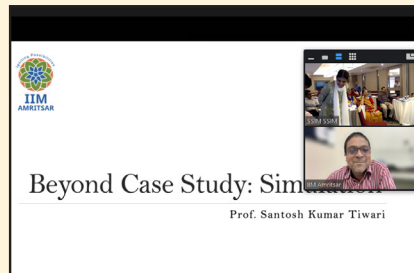
*Dr. Rihana Shaik interaction with our SSIM faculties*



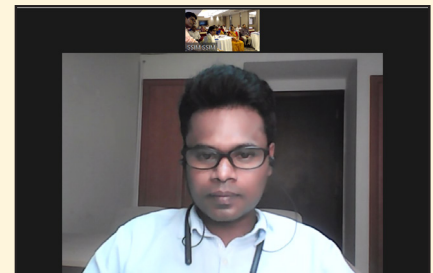
*Dr. Rihana conducted activities with our SSIM faculties*



*Prof. Shashikant Srivastava from IIM Sirmaur shared his ideas on innovative assessment practices.*



*Prof. Santosh Kumar Tiwari from IIM Amritsar explained the importance of using Simulation in pedagogy.*



*Prof. Viswa Prasad G from IMT Dubai shared his views on various approaches to drive lessons in the classroom.*



*Memories of FDP*

## ACADEMIC LAURELS

SSIM has been bestowed with a prestigious CSR Award by Competition Success Review for the year 2022 on 16th May 2022. The award was received by our Director, Dr. S.V. Ramana Rao.



SSIM was awarded with the “Economic Times – Best Education Brands 2022” award on 29th June 2022. Dr. S.V. Ramana Rao, Director of SSIM received the award from Dr. Ranaj Pegu, Hon’ble Minister of Education, Assam.



## MOU WITH [x] Cube LABS

SSIM is happy to announce that it has signed an MOU with [x] Cube LABS on 9th May 2022 to provide internships and preplacement offers to our students. This highlights the quality and dedication the institute has towards the placement opportunities for our students. Few students have already started internships with [x] Cube LABS this academic year.



## STUDENT'S CLUB - APPROVAL OF SPICES PROJECT

The SSIM students club has received Rs: 1,00,000/- approval from AICTE (All India Council for Technical Education) under the scheme SPICES (2022-2023). This would provide an excellent opportunity for the SSIM-Student Club members to conduct more events and offer an opportunity for themselves to enhance their learning. SSIM congratulates the coordinators of the student's club Dr. A. Dinesh - Assistant Professor in Managerial Communication, Mr Kishor Chandra Sahu- Assistant Professor in Marketing, and all the club members.



## RESULTS ANNOUNCEMENT (II Term-end)

SSIM is pleased and proud to share the highlights of II Term-end results for batch 2021-2023 announced on 9th May 2022. The PGDM, PGDM-BIFS, and PGDM-BA students have achieved excellent scores in all the subjects. SSIM offers scholarships to all the subject toppers across the trimester. The overall topper of each program is awarded Rs.10000/- in cash, the second topper is awarded Rs. 8000/-, and the third topper is awarded Rs.5000/-. The cash awards for subject-wise toppers include Rs.5000/- and Rs. 3000/- for the 2nd topper. The list of Term-II overall toppers is given below:

Reg No	Name	Rank
<b>PGDM TERM-II TOPPERS</b>		
30-001	SANJNA CHRISTINA XAVIER	1
30-048	AANCHAL SRIVASTAVA	2
30-062	RAZIUR RAHMAN	3
<b>PGDM-BIFS TERM-II TOPPERS</b>		
B15-15	CHEMBATH ASHWINI	1
B15-25	O J HIMANI	2
B15-07	KUMARI SANDHYA	3
<b>PGDM-BUSINESS ANALYTICS TERM-II TOPPERS</b>		
BA2-06	MADISHETTY HARSHITHA	1
BA2-14	LINE SUSMITHA	2
BA2-26	POTHUGANTY SUCHARITHA	3



*Sanjna Christina Xavier 30-001 receiving cash prize*



*Aanchal Srivastava – 30-048 receiving cash prize*



*Raziur Rahman –30-062 receiving cash prize*



*Chembath Ashwini – B15-15 receiving cash prize*



*O J Himani – B15-25 receiving cash prize*



*Kumari Sandhya – B15-07 receiving cash prize*



*Madishetty Harshitha – BA2-06 receiving cash prize*



*Line Susmitha – BA2-14 receiving cash prize*



*Pothuganty Sucharitha – BA2-26 receiving cash prize*

*The faculty and staff of SSIM extends their heartiest congratulations to all the toppers!!!*

## **PLACEMENT JOURNEY**

The placement team of SSIM, with immense pleasure, shares the news that they have successfully completed the placement cycle of 2021 – 2022 by achieving a record of 98.7% placements as of June 2022. The highest package being offered was Rs. 17.5 lakhs per annum. The highest package of the candidates selected was Rs 8.03 lakhs per annum from the Finance stream, followed by Marketing at Rs. 8 lakhs per annum, Business Analytics at Rs.7 lakhs per annum, and HR at Rs. 6.5 lakhs per annum. This huge achievement couldn't have been possible without the continuous support and services rendered by the faculty, staff and alumni of SSIM. Team placements extend their sincere thanks and gratitude to the SSIM family. The prominent companies for this year's recruitment include:

**Finance:** Deloitte Inc, CE Data Services, S&P Global, Anand Rathi, Ryan Tax, Verity Knowledge Solutions Ltd., Berkadia, Invesco, SuneraTech, IHS Markit, Alliantgroup India Talent Pvt. Ltd., ICICI Securities, GD Research Center Pvt. Ltd., Metrics4Analytics Pvt. Ltd., [x]cube LABS, Novo Insurance Broking Services Pvt Ltd.

**Marketing:** Asian Paints, Berger Paints, ITC, Brillon Consumer Products Pvt. Ltd., TATA AIG General Insurance, Bajaj Housing Finance Ltd., Aurobindo Realty & Infrastructure Pvt. Ltd., Vodafone Idea Ltd., Edelweiss Wealth Management, ICICI Prudential Life Insurance Co. Ltd., TIME, InfoEdge Limited, Lifestyle International Pvt. Ltd., Mediamint, Homevista Decor and Furnishing Pvt. Ltd, IDFC First Bank, IndiaMART.

**HR:** ADP Pvt. Ltd., Shore Group Associates LLC, ValueMomentum Software Services Pvt. Ltd., Verity Knowledge Solutions Ltd., Egen Solutions INC., Turing.Com, Techalpha Global Innovations Pvt Ltd.

**General & Business Analytics:** Tata Consultancy Services, Accenture, [x]cube LABS, Mordor Intelligence Pvt Ltd., Metrics4 Analytics Pvt Ltd., Brane Enterprises Pvt. Ltd. (NSL Hub), The Hackett Group.

The Summer Internships is also another achievement for the institute. We are delighted to have good companies offering the best-paid internships to our students. The placements team provided 100% internships to all the juniors in reputed companies. The placement team has also partnered with SHL to provide support in improving spoken English proficiency and ensured that every student attempted the series of SVAR - Spoken English tests and CRT sessions by a continuous follow-up. The SVAR test checks Pronunciation, Fluency, Active Listening, Spoken English Understanding, Vocabulary, and Grammar. A CEFR grade is generated after the test is taken by the student and the results report also suggests job suitability.

S.No	Particulars	Date of Conducting the Test
1.	SVAR Test	07/04/2022
2.	SVAR Test	20/04/2022
3.	SVAR Test	28/04/2022
4.	SVAR Test	29/04/2022
5.	SVAR Test	30/04/2022
6.	SVAR Test	05/05/2022
7.	MANDATORY SVAR	30/05/2022
8.	CRT Test	05/06/2022
9.	MANDATORY SVAR	06/06/2022
10.	MANDATORY SVAR	11/06/2022
11.	CRT Test	12/06/2022
12.	CRT Test	19/06/2022
13.	CRT Test	26/06/2022

The placement department extends their thanks to all the recruiters for recruiting our talent and would like to look forward to have a sustainable collaboration with the organizations.

## SSIM in NEWS

### ఆకట్టుకున్న సాంస్కృతిక ప్రదర్శనలు

కొంపల్లి(పేట్ బస్ స్టాండ్), న్యూస్ టుడే: కొంపల్లి శివ శివానీ ఇనిస్టిట్యూట్ ఆఫ్ మేనేజ్మెంట్ ఎంబీఏ విద్యార్థుల వీడ్కోలు సమావేశం సుచిత్రా కూడలి సమీపంలోని స్వాగత్ గ్రాండ్ హాటల్ లో శనివారం నిర్వహించారు. ఈ సందర్భంగా విద్యార్థులు ప్రదర్శించిన పలు సాంస్కృతిక ప్రదర్శనలు అందరినీ ఆకట్టుకున్నాయి. విద్యాసంస్థల చైర్మన్ హరతి సంపతి, వైస్ చైర్మన్ డాక్టర్ శైలేష్ సంపతి, ఆసోసియేట్ వైస్ ప్రెసిడెంట్ డిపికా సంపతి, డైరెక్టర్ డాక్టర్ ఎస్వీ రమణారావు తదితరులు పాల్గొన్నారు.



**విద్యార్థుల శుభ్ర విన్యాసం**

### అనాథాశ్రమానికి కూలర్ వితరణ

కొంపల్లి(పేట్ బస్ స్టాండ్), న్యూస్ టుడే: కొంపల్లిలోని శివ శివానీ ఇన్స్టిట్యూట్ ఆఫ్ మేనేజ్మెంట్.. ఇన్స్టిట్యూట్ ఆఫ్ సోషల్ రిస్పాన్సిబిలిటీ (ఐ.ఎస్.ఆర్) కింద వెస్ట్ మారేడుపల్లిలోని 'మంచికలలు' అనాథాశ్రమానికి సోమవారం కూలర్ అందజేశారు. ఐఎస్ఆర్ కో-ఆర్డినేటర్ బాలాంజిరెడ్డి పాల్గొన్నారు.

### భూగర్భ జలాలు పెంపొందించండి

పేట్ బస్ స్టాండ్, న్యూస్ టుడే: నీటిని పొదుపు చేయటం ద్వారానే భూగర్భ జలాలు పెంపొందించుకోవటానికి వీలు కలుగుతుందని శివ శివానీ ఇన్స్టిట్యూట్ ఆఫ్ మేనేజ్మెంట్ డైరెక్టర్ డా.ఎస్వీ రమణారావు తెలిపారు. అంతర్జాతీయ నీటి దినోత్సవం సందర్భంగా సోమవారం విద్యాసంస్థలో నీటి పొదుపుపై విద్యార్థులకు అవగాహన కల్పించారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ వర్షపు నీటిని సైతం ఇంకుడు గుంతల్లో మళ్ళించి నీటిని పొదుపు చేయవచ్చన్నారు. ఈ సందర్భంగా విద్యార్థులతో నీటి పొదుపుపై ప్రతిజ్ఞ చేయించారు. కార్యక్రమంలో శివ శివానీ విద్యాసంస్థల వైస్ చైర్మన్ శైలేష్ సంపతి తదితరులు పాల్గొన్నారు.



**అవగాహన కల్పిస్తున్న డా.ఎస్వీ రమణారావు**

STUDENT  
TESTIMONIALS



It is a good and decent college for people, who are hoping for decent packages and growth.

- Karthik Sistla



Good Infrastructure. Good Staff Well qualified and cooperative faculty. Understandable administrative department Good academics curriculum Good hostel Facility, Good food for residential students. Well maintained college atmosphere and greenery. 1st ever complete 100% solar campus. Global Business programme Superb Internship Scheduling. Affordable fee structure and payment options. Best in class teaching methods with Good campus.

- Shankar Shahi



Best faculty, teaching methods+application, resources, infrastructure, facilities.

- Sai Charan



My overall experience in this college is good. The infrastructure of our college is good and well facilitated with AC classrooms, wifi, laptop, etc. We also have sports meet, number of extra curricular activities were organized. In my opinion, our college is one of the best B-schools in Hyderabad.

- Manoj



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