

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

NAME OF THE EVENT: GUEST LECTURE

- Topic : **Cost of Production**
- Date Conducted : **16/09/2023**
- Name and Designation of the Resource person:**Sri. K. ChandrasekharRao.**
(Retd. HOD of Economics . AG&SGS degree college. Vuyyuru)
- Report on the guest lecturer :

1) Objectives: a)To know the cost of production.

b) To know different types of cost for Ex: Variable cost,

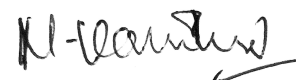
c)Fixed cost, marginal cost, Average cost, total cost etc...

2) Notes on lecture:Production cost include things such as laborRaw materials or consumable supplies. Cost of production defined as the expenditure incurred organization that are needed in the production process of a product.

3) Outcome: a) Students can able know todifferent types of cost revenue.

b) Students can able to know to differences between costs.

c) Students can able to know scale of Economics.



Signature of the HOD



Resource person: **Sri. K. Chandrasekhar Rao.** (Retd. HOD of Economics .
AG&SGS degree college. Vuyyuru)



II B.com (Comp.) Students

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

NAME OF THE EVENT: GUEST LECTURE

- Topic : **Career Counselling**
- Date Conducted : **13/02/2023**
- Name and Designation of the Resource person: **Sri D.Krishnarjuna Rao**
(Chartered Accountant Vijayawada)

1) Objectives:a) To Create awareness and identity develop talents and Potentials of students.

b) The process of improving or transforming the personality development.

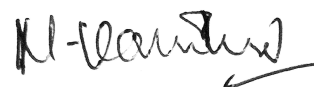
c) To understand the moral values that ought to guide the profession.

2) Notes on lecture: most of the people underestimate the importance of having a pleasing personality. Majority think it just means being good looking but personality development is quite broad. Personality development gives more confidence to people. Personality development makes people more credible. A value is detained as principles that promotes well being or prevents harm. Values are guidelines for our success.

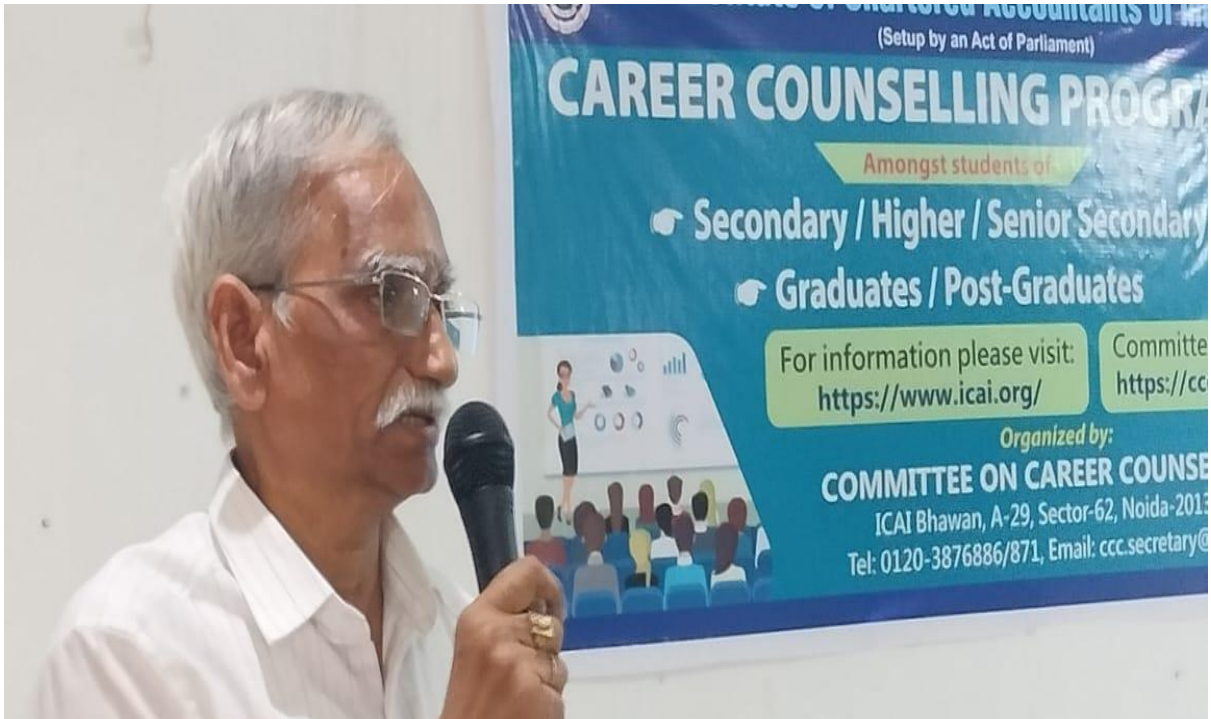
3) Outcome: a) Students able to learn how to develop their mental ability.

b) Students able to learn set of relating among the people.

c) Students able to develop their body language.



Signature of the HOD



Resource person: **Sri D.Krishnarajuna Rao** (Chartered Accountant Vijayawada)



I, II & III B.com (gen, Com. & E.com.) Students.

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

NAME OF THE EVENT: GUEST LECTURE

- Topic :**Digital Marketing**
- Date Conducted : **07/02/2023**
- Name and Designation of the Resource person:**Dr. S. Srinivasa Rao**
(Associate professor T.J.P.S. college, Guntur)
- Report on the guest lecturer :

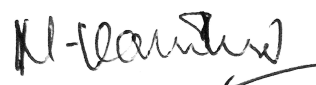
- 1) Objectives:**
- a) Study able to learn Brand awareness.
 - b) promotion for new products and services.
 - c) Digital marketing full fill the company completing business goals.
 - d) Digital marketing improves new customers.

2) Notes on lecture:The term digital marketing refers to the use of digital channels to market products and services to consumers. Digital marketing involves the use of websites, mobile devices, social media, search engines and other similar channels. Digital marketing became popular with the account of Internet in the 1990. Digital marketing involves save the same principles as traditional marketing principles.

3) Outcome: a) Digital marketing involves marketing to consumers through digital channels including websites, mobile devices and social media platforms.

b) This form of marketing is different from internet marketing which is excluding which is excluding are on websites.

c) Digital marketing relates to attracting customers through emails, websites, social media and more.



Signature of the HOD

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

NAME OF THE EVENT: GUEST LECTURE

- Topic: **Constitutional values**
- Date Conducted : **27/09/2022**
- Name and Designation of the Resource person:**Dr. Ch. Diwakar Babu**
(principal V.D.S. Law college. Kanuru.)
- Report on the guest lecturer :
 - 1) Objectives:** a) To learn about constitution of India.
b) Students able to learn fundamental right and Articles of constitution.

2) Notes on lecture:The constitution of India is is the best constitution in the world. The constitution if India has certain values which make it really unique. Most hole worthy the constitutional values are those values which safeguard human rights of every citizen of India. Moreover these values ensure there should be no unfairness or injustice towards any citizen of India. There are manytypes of constitutional values of India. Democracy, socialism and equality are more important values of Indian constitution.

3) Outcome: a) Students can able to learn sovereignty, socialism, secularism, democracy.

b) Students can able to learn principles and rules and procedures.



Signature of the HOD



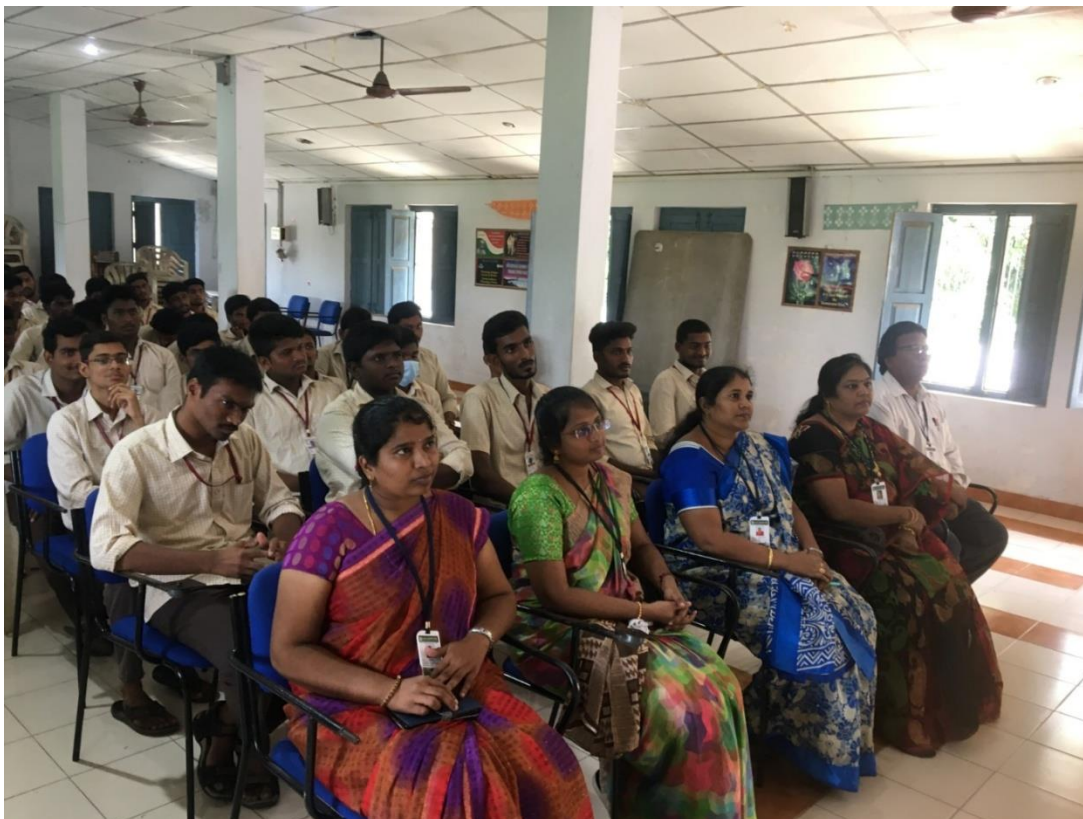
Resource person:**Dr. S. Srinivasa Rao** (Associate professor T.J.P.S. college, Guntur)



I, II & III B.com (gen, Com. & E.com.) Students.



- Resource person: **Dr. Ch. Diwakar Babu**
(principal V.D.S. Law college. Kanuru.)



I, II & III B.com (gen, Com. & E.com.) Students.

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

NAME OF THE EVENT: GUEST LECTURE

- Topic : **Social media and youth – An intricate relationship**
- Date Conducted : **21/01/2022**
- Name and Designation of the Resource person: **Dr. Surya Chandra Rao.**
(Professor in Dept. of Commerce . Krishna University)
- Report on the guest lecturer :
 - 1) Objectives:** a) To Understand the purpose of using social media.
b) To Study the influence of social media to words
Youngsters.
c) To analyze the impact of social media as youth.

2) Notes on lecture: Social media has both an upside and down side and when it comes to the social media effects on youth there are significant pros and cons to take into account. The impact of socialmedia on youth canalso be significantly be terminates to mental health. On the other side social media helped youth increase access to needed services and resources

3) Outcome: a) Students able to learn how to use social media.

b) Useful for educational purpose and free to use.



Signature of the HOD



Resource person: **Dr. Surya Chandra Rao.**
(Professor in Dept. of Commerce . Krishna University)



I, II, III B.com Students (Gen, Comp. & Ecom.)

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

NAME OF THE EVENT: GUEST LECTURE

- Topic :**Time Management**
- Date Conducted : **29/01/2020**
- Name and Designation of the Resource person:**Dr. M.S. Narayana.**
K.L. University

- Report on the guest lecturer :

1) Objectives:

- a) It help to decide the most expeditious and economic method of coning at the work consistently with the available resources.
- b) Provide Continues productive work for all labor and equipment employed, reducing unproductive time to a minimum.

2) Notes on lecture:Time management is the coordination of tasks and activities to maximize the effectiveness of as individuals efforts. Essentially the purpose of timemanagement is to enable people to get more and better work done in less time. The 4Ds delete, delegate, defer and do make it easier for product managers todisserve what tastes truly matter.

3) Outcome: a) Better worklife balance.

b) Greater focus.

c) Higher levels of productivity.



Signature of the HOD



- Resource person: **Dr. M.S. Narayana**. K.L. University



I, II M.com Students

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

NAME OF THE EVENT: GUEST LECTURE

- Topic : **Personality Development**
- Date Conducted : 27/01/2020
- Name and Designation of the Resource person:**K.Madhu Babu . Sr. Asst.
Prof. Dept. of MHRM, ANU, Guntur**

- Report on the guest lecturer :

1) Objectives:

- a) To help Student to develop an impressive personality and makes you stand apart from the rest.
- b) To improve soft skills, Communicate effectively & grow as a professional.
- c) To develop overall personality and gain confidence in your daily encounters and present yourself assertively.

2) Notes on lecture:The development process that enhance the personality, attitude, behavior and making unique from the crowd. Every one possesses the qualities that make him/her different from the rest. Every person has a mix of good and bad qualities which determinates their response towards people and situations. The factors such as genetics, environment, parenting etc... Can influence personality among different people.

3) Outcome: a) Increased confidence and communication skills.

b) Improve self awareness.



Signature of the HOD



Resource person: **K. Madhu Babu . Sr. Asst. Prof.** Dept. of MHRM, ANU, Guntur.



I, II M.com Students.

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

NAME OF THE EVENT: GUEST LECTURE

- Topic : **Indian Contract Act 1872 and Consumer protection Act 1986.**
- Date Conducted : **10/01/2020**
- Name and Designation of the Resource person:**Dr. D.Ch. Apparao.**
Lecturer in commerce GOVT Degree College. Movva.
- Report on the guest lecturer :

1) Objectives:

The Indian Contract Act.1872 was enacted to ensure that contract are entered into freely and fairly and with full knowledge of the rights and obligations of all parties involved. It also aims to protect the interest of both parties in a contract by spelling out the consequences of breaking it.

2) Notes on lecture:

1) It determines the circumstance in which promises made by the parties to a contract shall be legally binding u/s-2(h) , the Indian contract Act defines a contract as agreement enforceable by law.

2) The old Act just started six types of unfair trade practices. The Act of 2019 Acts as the advisory body for the promotion & protection of consumer right.

3) Outcome:

a) Awareness on Business laws & Business contracts.

b) Students learned about consumer rights.



Signature of the HOD



- Resource person: **Dr. D.Ch. Apparao.**
Lecturer in commerce GOVT Degree College. Movva.



I, II & III B.com (gen, Com. & E.com.) Students.

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

NAME OF THE EVENT: GUEST LECTURE

- Topic :**Banking reforms**
- Date Conducted : 20/09/2019
- Name and Designation of the Resource person:**Sri. G. Vasanth.**
Manager, SBI. Ongole.
- Report on the guest lecturer :

1) Objectives:

The main objective is to improve operational efficiency and promote banks health and financial reliability so that Indian banks can meet internationally recognized standards of performance.

2) Notes on lecture: As a part of the growing trend towards globalization and economic liberalization various banking reforms and acts have been introduced in India to upgrade the operation efficiency so that Indian banks can meet globally accepted performance standards.

3) Outcome:

- a) Consolidation of banks & new players to bring competition innovation and productivity.
- b) Higher technology usage to help up gradation design more e-products also sustain and scale business.



Signature of the HOD



- Resource person: **Sri. G. Vasanth.** Manager, SBI. Ongole.



I, II & III B.com (gen, Com. & E.com.) Students.

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

NAME OF THE EVENT: GUEST LECTURE

- Topic : **Financial Planning by NABARD**
- Date Conducted : **18/02/2019**
- Name and Designation of the Resource person: Sri. **K.Chandrasekhra Rao.** (Retd. HOD of Economics . AG&SGS degree college. Vuyyuru)
- Report on the guest lecturer :

1) Objectives: a) To learn about NABARD.

b) Students able to learn fundamental NABARD Rights and Responsibilities.

2) Notes on lecture: NABARD has been enmeshing collaboration with its stake holders to increase the financial inclusion at the grass root level through its interventions of financial literacy programs providing gates for adopting banking technology i.e. increased use of Micro-ATMs pos/corns, green pin facility etc...

3) Outcomes:

- a) It was established in 1982 during the beginning years of the technology and revolution in the country.
- b) Indian agriculture needs extensive modernization and development to improve rural incomes.



Signature of the HOD



- Resource person: Sri. **K.Chandrasekhra Rao.**
(Retd. HOD of Economics . AG&SGS degree college. Vuyyuru)



I, II & III B.com (gen, Com. & E.com.) Students.

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

NAME OF THE EVENT: GUEST LECTURE

- Topic : **G.S.T.**
- Date Conducted : **12/08/2018**
- Name and Designation of the Resource person: **S. Sampath Kumar** (Finance manager, K.C.P. Sugar and Ind. Corporation. Vuyyuru.)
- Report on the guest lecturer :

- 1) Objectives:**
- a) To know what are indirect taxes like VAT, Exiseduty, Sales tax etc...
 - b) To know the ideologies of “one nation- one tax”.
 - c) To eliminate the cascading effect of taxes.

2) Notes on lecture: Goods and service tax is an indirect tax, which has replaced many indirect taxes in India such as the VAT, Exiseduty , sales tax etc.. The goods and service tax Act passed in the parliament on 29th March 2017 and in to effect on 1st July 2017. GST law in India is a comprehensive multistage destination based tax that is levied on every tax law to the entire country.

- 3) Outcome:**
- a) Students can learn the basics of taxation and tax structure.
 - b) Students can understand the development and different sub structures of G.S.T.
 - c) Students can identity taxable commodities and their rates.
 - d) Students can examine the process of implementation of G.S.T.



Signature of the HOD



Resource person: **S. Sampath Kumar** (Finance manager, K.C.P. Sugar and Ind. Corporation. Vuyyuru.)



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A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

NAME OF THE EVENT: GUEST LECTURE

- Topic : **G.S.T.**
- Date Conducted :**18/08/2017**
- Name and Designation of the Resource person:**Dr. D. PapaRao .**
(Economic Analyst)
- Report on the guest lecturer :
 - 1) Objectives:** a) To know what are indirect taxes like VAT, Exiseduty, Sales tax etc...
 - b) To know the ideologies of “one nation- one tax”.
 - c) To eliminate the cascading effect of taxes.
 - 2) Notes on lecture:** Goods and service tax is an indirect tax, which has replaced many indirect taxes in India such as the VAT, Exiseduty, sales tax etc.. The goods and service tax Act passed in the parliament on 29thMarch 2017 and in to effect on 1stJuly 2017. GST law in India is a comprehensive multistage destination based tax that is levied on every tax law to the entire country.
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 - c) Students can identity taxable commodities and their rates.
 - d) Students can examine the process of implementation of G.S.T.



Signature of the HOD



Resource person: Dr. D. PapaRao . (Economic Analyst)



Organised by II & III B.com (Gen& Comp.) Students.

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

NAME OF THE EVENT : GUEST LECTURE

- Topic : **Consumer Rights**
- Conducted date : **15/03/2017**
- Name and Designation of the Resource Person : **Sri G. Krishna Kumar**
- Report on the guest lecturer:

- 1) Objectives:**a)To Create awareness as out the rights of consumers.
b) To Provide better and all round protection to consumers.
c) To create a frame work for consumers to seek redressal.

2) Notes on lecture: The Consumer Protection Act. 1986, which came in the existence and it was implemented in 1986, provides consumer rights to protect consumer from fraud or specified unfair practices. It safe and encourages and gives an opportunity to consumers to speak against insufficiency and flows in goods and services.

- 3) Outcome:**a) Able to understand the meaning of consumer.
b) Understand the concept of consumer protection.
c) Understand the rights of consumers.
d) Understand the provisions of consumer protection

Act.1986.



Signature of the HOD



Resource Person : Sri G. Krishna Kumar



Organised by III B.com Students (Gen.& Comp.)

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

NAME OF THE EVENT:GUEST LECTURE

- Topic : Personality **Development and Human values**
- Date Conducted : **21/01/2017**
- Name and Designation of the Resource person: **Dr. KalaHasti.** (Community Radio Speaker, Nagarjuna University.)
- Report on the guest lecturer :

1) Objectives:a) To Create awareness and identity develop talents and Potentials of students.

b) The process of improving or transforming the personality development.

c) To understand the moral values that ought to guide the profession.

2) Notes on lecture: most of the people underestimate the importance of having a pleasing personality. Majority think it just means being good looking but personality development is quite broad. Personality development gives more confidence to people. Personality development makes people more credible. A value is detained as principles that promotes well being or prevents harm. Values are guidelines for our success.

3) Outcome: a) Students able to learn how to develop their mental ability.

b) Students able to learn set of relating among the people.

c) Students able to develop their body language.



Resource person: Dr. KalaHasti. (Community Radio Speaker, Nagarjuna University.)



Organised by I & II M.com Students

K. V. L.

Signature of the HOD