

A Two-Day Hands-on Workshop On Promotion Mix Techniques



The Department of Management Studies, VFSTR had organised a two-day workshop on Promotion Mix Techniques, coordinated by Dr. Bandaru Srinivasa Rao, Professor, MBA.

The two-day training on Promotion Mix Techniques' resource person was Mr. Gopy Satya, Editor at the VFSTR Media Centre and a specialist in digital marketing promotions. The course gave attendees a thorough knowledge of the many marketing strategies by covering a variety of themes, such as advertising, publicity, public relations, sales promotion, personal selling, and digital marketing.

Participants in the programme were able to learn and implement the principles of promotion mix tactics through theoretical sessions and hands-on activities. In order to help the participants, gain an understanding of the different digital marketing techniques, Mr. Gopy Satya shared his knowledge and unique insights into the field of digital marketing promotion with them.

Through a mix of theoretical sessions and practical exercises, participants were able to learn and apply the concepts of promotion mix techniques. The purpose of the workshop was to offer a thorough skills of the various promotion mix strategies and their importance in the field of marketing.

Speaking on the occasion, Dr. Bandaru Srinivasa Rao said, "The workshop was designed to equip the participants with the knowledge and skills required to develop effective marketing strategies using different promotion mix techniques.

Dr. Sarita Satpathy, Head., Department of Management Studies, said, "We are delighted with the positive response received from the participants, and we hope that they will be able to apply the concepts learned in the workshop in their future endeavours."

The workshop was well-received by the participants, who appreciated the efforts of the organisers in creating an engaging and interactive learning environment. The Department of Management Studies is committed to providing such learning opportunities to students and faculty members and looks forward to conducting more such workshops in the future.

The SAC Team Valedictory



The SAC Team 2022-23 has come to an end this academic year. The valedictory meet was held on May 22, 2023, in Sangamam Seminar Hall, which served as an opportunity to express one's gratitude and appreciation for the incredible contributions made by the students.

The meeting began with a reflection on the experiences within the SAC. The team members shared their best moments, highlighting the memories that will forever hold a special place in their hearts. The team strengthened their bond and celebrated the unity and camaraderie that defined their journey together.

Furthermore, each student had the chance to express what they had learned from being a part of the SAC. The team members undoubtedly gained invaluable skills and knowledge, but beyond that, they developed a deeper understanding of teamwork, leadership, and the importance of collaboration. These life lessons will continue to guide them in their future endeavours.

To commemorate their hard work and dedication, certificates were awarded to each student. As the SAC concluded this academic year, the profound impact that the SAC Team 2022-23 has had on VFSTR The memories created, the skills acquired, and the friendship formed will forever be cherished.

Hence, the valedictory meeting served as a reminder of the incredible journey that they had embarked upon and inspired the future SAC team to continue striving for excellence.



NPTL certificate to VFSTR Faculties



NPTEL-AICTE
Faculty Development Programme
(Funded by the MoE, Govt. of India)



This certificate is awarded to
P SRINIVASA RAO
for successfully completing the course
Electronic Theory of Solids
with a consolidated score of **83 %**



NPTEL Online Certificate (funded by the MoE, Govt. of India) to faculty members of VFSTR, P. Srinivasa Rao, successfully completed the course on 'Electronic Theory of Solids', with a consolidated score of 83%, It's a 12-week programme.

NPTEL Online Certification to Mr. Shah Al Mamun Sarkar, who has successfully completed the course 'Literature and Life'. With a consolidated score of 73%, it's a 12-week programme.

NPTEL Online Certification:

Mrs. Reema Chakrabarti, has successfully completed the course 'Indian Feminisms: Concepts and Issues.' With a consolidated score of 67%, it's a 12-week programme.

Staff Attendance Details on 24-05-2023

Staff	% of Attendance	% of Staff on duty	% of Staff on Leave	% of Staff on Absent
Teaching	-	-	-	-
Non teaching	-	-	-	-

Vignan Priyadarshini Girls Hostel 23.05.2023

Time	Present	Absent	Total	Wastage in kgs
Breakfast	938	387	1325	10
Lunch	941	384	1325	28
Snacks	897	428	1325	09
Dinner	946	379	1325	30

NTR Vignan Library 23.05.2023

NO. OF VISITORS (STUDENTS)	1982
NO. OF VISITORS (STAFF)	102
NO. OF BOOK ISSUES	160
NO. OF BOOK RETURNS	71

Vignan Vihar Boys Hostel 23.05.2023

Time	Present	Absent	Total	Wastage in kgs
Breakfast	1098	161	1257	04
Lunch	1130	152	1282	12
Snacks	1098	159	1257	04
Dinner	1108	149	1257	13

Finance 23.05.2023

Particulars	Amount in Lakhs
Promotional activity	68,880
BEO exam Expenses	1,75,000
Construction payments	1,04,242
Fee Collection from students - 79	30,84,750
Fee Collection New Admission -20	3,60,000
TOTAL	37,92,872

Birthday Wishes

Students, Staff and Management wishes

Happy Birthday to
24.05.2023

Dr. N. Usha Rani
Professor, ECE

Dr. Mahesh Ponnuru
Asst. prof., S&H
23.05.2023

Ms. Yamarthi Surekha
Jr. Asst., IT Services

Mr. B P S Ranganath
EM Asst., EEE (M)

Ms. Ravuri Suvarnakumari
Lab Asst., S&H
22.05.2023

Mr. Sk. Mahaboob Subani
Attendar, T&P
21.05.2023

Mr. Venkata Pandu Ranga Rao H
Site Engineer, Construction

Mrs. K. Veena
Jr. Asst., ECE

LAW Dept. wise consold. attend. (1st hour)

Branch	Act. Total	Reg. Total	Present	%
B.A (LLB)	17	16	14	82
B.B.A (LLB)	10	10	8	80
TOTAL	27	26	22	81

2 days Power Consumption on the campus

Mtr-1	(A, H, N, Pharmacy, Library, Girls & Boys hostel)	27690
Mtr-2	(U-Block & Guest house)	5973
TOTAL		33663

Lunch Aailed by Staff 24.05.2023

'A'-Block	140
'H'-Block	175
'U'-Block	129
CSE / Pharmacy	43
TOTAL	487

Girls Hostel Students Information Date : 23-05-2023

Total No. of students in hostel	Presen-tees	Students went to outing
-	-	-
Total no. of students attending for study hours	Attended	Not Attended
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Total no. of students engaging in sports/NCC	Participated	Not participated
Sports -100 NCC-50	0	150

No. of sick students in the hostel UG			
1 st year	2 nd year	3 rd year	4 th year
-	-	-	-

I B.Tech Dept. wise consold. attend. (1st hour)

Branch	Act. Total	Reg. Total	Present	%
MECH	6	6	6	100
BIOTECH	178	178	161	90
AIANDML	155	155	138	89
BI	109	109	97	88
CHEM	6	6	5	83
CSECS	60	60	50	83
DS	57	57	47	82
CSE	623	622	506	81
ECE	201	200	161	80
FT	34	34	27	79
RA	9	9	7	77
IT	125	125	96	76
BM	45	45	32	71
EEE	30	30	21	70
AG	3	3	2	66
CSBS	32	32	21	65
CIVIL	7	7	4	57
TOTAL	1680	1678	1381	82

M.Tech Dept. wise consold. attend. (1st hour)

Branch	Act. Total	Reg. Total	Present	%
CSE	6	6	6	100
PED	1	1	1	100
VLSI	3	3	3	100
FT	1	1	1	100
FM	1	1	1	100
CIVIL	2	2	1	50
ES	1	1	0	0
TOTAL	15	15	13	86

UG Dept. wise consold. attend. (1st hour)

Branch	Act. Total	Reg. Total	Present	%
BSC	13	12	11	84
B.PHARM	136	136	110	80
BSC HONS	233	200	159	68
BBA	97	92	54	55
TOTAL	479	440	334	69

Diploma Dept. wise consold. attend. (1st hour)

Branch	Act. Total	Reg. Total	Present	%
DECE	9	9	9	100
DCSE	27	27	18	66
TOTAL	36	36	27	75

PG Dept. wise consold. attend. (1st hour)

Branch	Act. Total	Reg. Total	Present	%
OC	28	28	25	89
MBA	103	103	85	82
CHEMISTRY	14	14	10	71
TOTAL	145	145	120	82

Branch Wise Attendance Entry Status Report 24-05-2023

Branch Name	Total No of Periods	No of Periods Posted Attendance In-Time	No of Periods Posted Attendance Late
S&H	164	68	96

Leave the world a little better than you found it.