



Adusumilli Gopalakrishnaiah & Sugarcane Growers Siddhartha Degree College of Arts & Science

Vuyyuru-521165, Krishna District, Andhra Pradesh

(Managed by Siddhartha Academy of General & Technical Education, Vijayawada)

An Autonomous Institution under the jurisdiction of Krishna University

Accredited by NAAC with "A" Grade

An ISO 9001:2015 Certified Institution



Language and communication skills

ADUSUMILLI GOPALA KRISHNAIAH AND SUGARCANE GROWERS (AG&SG)

**SIDDHARTHA DEGREE COLLEGE OF ARTS & SCIENCE,
(AUTONOMOUS) VUYYURU**



NAAC Accredited at A (Cycle -II)

ISO 9001:2015 Certified



DEPARTMENT OF ENGLISH

Name of the Event: **Guest Lecture cum Interactive Workshop**

Topic: **“Business Communication”**

Date : **12th September, 2022**

Resource person: **Ms.G.Soni**, Head, Department of English, Government Degree College, Ravulapalem,
Dr.B.R.Ambedkar Konaseema District

Report on Guest lecture

The Department of English arranged a Guest Lecture cum Interactive Workshop on **“Business Communication”** by Ms.G.Soni, Head, Department of English, Government Degree College, Ravulapalem, Dr.B.R.Ambedkar Konaseema District on 12th September, 2022.

Objective

Business communication refers to exchanging information, knowledge, ideas, thoughts and messages between individuals or groups within or between organizations. The objective of this Guest lecture cum Interactive workshop is to create awareness on business communication. Business Communication is to convey information effectively and efficiently to achieve the goals and objectives of the organization. Effective business communication helps to build and maintain relationships, facilitate decision-making and promote understanding among employees, customers, suppliers and other stakeholders. It enables organizations to share information, coordinate activities and achieve common goals.

Notes on lecture

The way we communicate with others is such a habitual part of us that we rarely stop and think about it. This translates into business communication too. Organizations, after all, aren't faceless entities, but groups of real people. Effective communication affects processes, efficiency, and every layer of a company. In this guide, we'll cover all you need to know to set up a successful business communication process.

Business communication is the process of sharing information between people within the workplace and outside a company. Effective business communication is how employees and management interact to reach organizational goals. Its purpose is to improve organizational practices and reduce errors. It's important to work on both your communication skills and communication processes to achieve effective business communication.

Outcome

Learners are well aware of

- Write effective business writing.
- Effective business communications.
- research approaches and information collection.
- developing and delivering effective presentations.
- effective interpersonal communications.
- good time management.
- effective problem solving.



B. Paul
Head,
Department of English

Life skills

(Yoga, Physical Fitness, Health and Hygiene, Self-Employment and Entrepreneurial Skills)

ACEDMIC YEAR 2022-23

- “International Yoga Day” has been celebrated in the college premises on 21st June, 2022.



International Yoga Day

- The volunteers of NSS units – I & II participated in the **COVID-19 vaccination camp** organized in the college premises on 16th September, 2022. 39 NSS Unit-I and II Val enters are Participated.

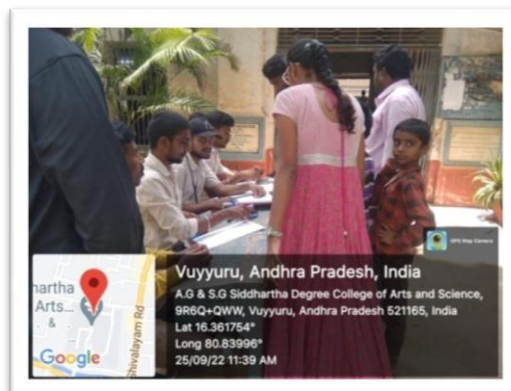


Vaccination Camp

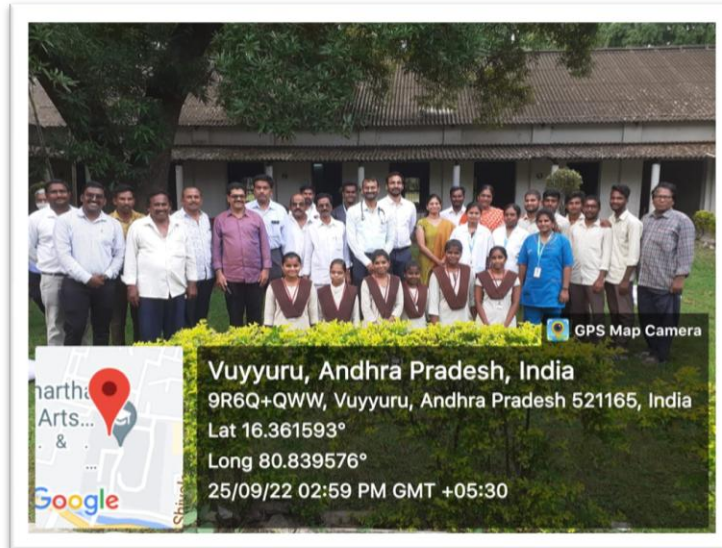
- The NSS units - I & II College in collaboration with Mithra Multi Specialty Hospital Vijaywada and Walker's association Vuyyuru organised a **Mega Medical Camp** on 25/9/22 in our college campus. The Doctor's of Mithra hospital provided various treatments to the patients in this medical camp. Nss volunteers rendered their services for patients. . 31 NSS Unit-I and II Val enters are Participated.



Vuyyuru, Andhra Pradesh, India
A.G & S.G Siddhartha Degree College of Arts and Science,
9R6Q+QWW, Vuyyuru, Andhra Pradesh 521165, India
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Long 80.833996°
25/09/22 11:28 AM



Vuyyuru, Andhra Pradesh, India
A.G & S.G Siddhartha Degree College of Arts and Science,
9R6Q+QWW, Vuyyuru, Andhra Pradesh 521165, India
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Mega Medical Camp

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.



Guest Lecturer by Dr. S. Srinivasa Rao

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.



Guest Lecturer by Sri D.Krishnarjuna Rao