



SIDDHARTHA

ACADEMY OF HIGHER EDUCATION

An Institution Deemed to be University
(Under Section 3 of UGC Act, 1956)

Kanuru, Vijayawada - 520 007, AP. www.vrsiddhartha.ac.in

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SOM Clubs

PR Club events

S NO	Date	Name of the event	Details of the event
1	14/08/2025	INVESTITURE CERMONY	The PR Club of the MBA department successfully conducted Investiture Ceremony, where new student leaders were formally appointed and inspired to take on responsibilities with confidence, teamwork, and enthusiasm.
2	22/08/2025	CAPTURE THE CAMPUS	The PR Club organized a campus capture event where students enthusiastically participated by clicking creative photographs showcasing the beauty and life of the campus.
3	11/10/2025	“Industry Visit”	Coco- Cola Manufacturing Plant
4	22/10/2025	UNBRAND THE BRAND	The PR Club conducted the “UNBRAND THE BRAND” workshop, helping students understand branding beyond logos through real-world insights and storytelling.
5	15-12-2025 to 20/12/26	Aptitude training programme (One week)	Value added course by Mr. Karthik KVN; A special training for MBA students for enhancing their skills in reasoning, athematic and logical.
6	05/01/2026	BOOK EXHIBITION	The PR Club organized a visit to the Vijayawada Book Festival, where students explored a wide range of books and gained inspiration through reading and learning.
7	20/01/2026	MBA UNPLUGGED	The PR Club conducted MBA Unplugged, creating a fun and interactive space for students to express ideas, talents, and experiences beyond academics.
8	10/3/26	WOMENS DAY	The PR club conducted women's day to celebrate the strength and wisdom of women
9	30/03/2026	VISION PITCH 2026	A 2-day B- plan competition, to encourage students to carry forward innovation, collaboration and entrepreneurship



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10	31/03/2026	FOUNDER'S FORGE	This is where, shaping ideas into impact highlights the journeys of dynamic entrepreneurs, who have transformed ideas into impactful ventures through resilience, innovation, and determination.
11	06/04/2026	CRESCENDO	It is a Vibrant platform that celebrated student achievements, showcased club activities, and highlighted spirit of teamwork, creativity, and growth within the Department.

SOM Initiators

S No	Date	Name of the event	Details of the event
1	12/9/2025	Movie Mania	A fun-filled and engaging activity designed to test participants' knowledge and love for cinema
2	22/09/2025	Step and Spin	A vibrant cultural dance event organized to celebrate the spirit of Navaratri through traditional forms like Dandiya and Garba
3	3/1/2026	From classrooms to startups: Enterprising higher Education in Action	Guest session delivered by Dr. Prasad Teegalapally
4	27/01/2026	COLD CASE	Solving a crime mystery case by connecting the dots and using logic

SOM Finance Club

S No	Date	Name of the event	Details of the event
1	3-9-2025	Interactive Session with Chancellor	Had interaction with Chancellor sir and enlightened the students with good ideas
2	19-09-2025	Arthavignana Quiz Competition 2025	The Finance Club organized "Arthavignana Quiz Competition" a team-building event with Basic Quiz, Logo Questions, Identify the personality, Rapid Fire.
3	3-11-2025	Guest Lecture on Future Trends In Standardization	A guest lecture on "Future Trends in Standardization" by Shri. K. Sai Kaushik



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4	06-01-2026	Guest Lecture on GST 2. O	A guest lecture on "GST 2.O" By MR. C. A Ashok Kumar Nelakurthi (FCA, ACMA, BCOM)
5	03-02-2026	Guest Lecture on UNION BUDGET 2026: AN ANALYTICAL PERSPECTIVE	A Guest lecture on "UNION BUDGET 2026: AN ANALYTICAL PERSPECTIVE" By MR. D. Papa Rao (Political and Economic Analyst)
6	04-02-2026	Budget Presentations on Union Budget 2026	Students of MBA Presented their Presentations on "Union Budget 2026"

SOM Marketing

S No	Date	Name of the event	Details of the event
1	30-08-25	An Outreach Program on Innovation and Entrepreneurship	Delivered content to school students
2	04-09-2025	Teacher's day	Teacher's day celebration
3	23-12-25	Ad ventures	Turning failures into Fame
4	10/03/2026	Women's Day Celebration	Theme focused on empowerment, equality, and recognizing women's achievements in various fields.
5	02/04/2026	Report on Corporate governance	Report on Corporate governance

SOM HR

No	Date	Name of the event	Details of the event
1	28/08/202	Guest Lecture on "HOW TO IMPROVE YOUR ONLINE PRESENCE FOR RECRUITERS ON JOB PORTALS"	A guest lecture on improving online presence for recruiters was conducted by Mr. Aayam Khanna, Vice President–Operations, IIMJobs.com, for MBA students



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2	10/10/2025	FUN FRIDAY	The HR Club organized "Fun Friday," a team-building event with HR games and activities to promote coordination, leadership, and fun-based learning among students.
3	30/12/2025	HR COLLOQUIUM	HR Colloquium 2K25 featured expert talks by industry HR professionals on future skills, digital HR practices, and next-generation talent management.
4	03/01/2026	Guest Lecture on "MASTERING RESUME & INTERVIEW SKILLS FOR MBA PLACEMENTS"	A guest lecture by Ms. Mobeena Syed focused on resume building, interview skills, and confidence development to enhance MBA placement