

## A Report on Expert Lecture “Passion for Earning during learning”

<b>Expert Lecture Topic</b>	“Passion for Earning during learning”
<b>Date</b>	03 <sup>rd</sup> Jan 2023
<b>Time</b>	10.30 am onwards
<b>Venue</b>	MBA Seminar Hall
<b>Expert Speaker</b>	Ms. Baran Umme Aiman Entrepreneur, COO, Youtuber, Motivational Speaker and Writer.
<b>Inaugurated by</b>	Dr. Narendra Viswanath Principal Shridevi Institute of Engineering and Technology, Tumkur
<b>Organising Chairman</b>	Dr. K.S. Ramakrishna Head & Professor, SIET, Tumkur
<b>Staff members</b>	Mrs. Grace Hemalatha, Asst. Professor, Dept. of MBA, SIET, Tumkur Mr. Prathap B.N, Asst. Professor, Dept. of MBA, SIET, Tumkur Mr. Praveen Kumar T.M, Asst. Professor, Dept. of MBA, SIET, Tumkur Mrs. Bindu R, Asst. Professor, Dept. of MBA, SIET, Tumkur Ms. Divya S, Asst. Professor, Dept. of MBA, SIET, Tumkur
<b>Target Audience</b>	3 <sup>rd</sup> Sem MBA Students
<b>Association with</b>	Institute Innovation Council and Ministry of Education, New Delhi

### Key Takeaways of Expert Lecture

Ms Baran Umme Aiman explained the concept of Earning During Learning for MBA Students. Earning during Learning provides opportunities for the students to earn while they are learning. She also explained how it gives hands-on experience and confidence thereby preparing them better for taking up jobs in future.

- Students know the various opportunities.
- The speaker motivated students to earn while learning.
- Students know the various online platforms to start their Careers while learning.
- A student must make money while studying to fulfil their requirements.

The expert Lecture was very useful to the business management postgraduate students and people had interaction with Expert Speaker.

The session was very interesting students gained the knowledge of Earning during Learning in the business world.

## A Photo Gallery on Expert Lecture “Passion for Earning during learning”



**SHRIDEVI INSTITUTE OF ENGINEERING & TECHNOLOGY**  
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Sira Road, Tumakuru - 572 106, Karnataka. | Website: www.shrideviengineering.org

**Department of MBA**

Organizes an Expert Lecture on  
**“Passion for Earning during Learning”**

By Ms. Baran Umme Aiman  
Entrepreneur, COO, Youtuber  
Motivational Speaker & Writer

Date: 03/01/2023  
Time: 10.30 am Venue: MBA Seminar Hall

Organizing Secretary  
Dr. K.S. Ramakrishna  
Professor and Head, SIET, Tumkur



Co-Ordinator  
Mr. Praveen Kumar T.M  
Assistant Professor

HOD Sign  
Dr. K.S. Ramakrishna  
Professor and Head

## A Report on Guest Lecture “Interpersonal Skills, Ethics and Etiquettes at Workplace”

<b>Guest Lecture Topic</b>	“Interpersonal Skills, Ethics and Etiquettes at workplace”
<b>Date</b>	02 <sup>nd</sup> Feb 2023
<b>Time</b>	02 pm onwards
<b>Venue</b>	MBA Seminar Hall
<b>Expert Speaker</b>	Dr. Gururaj B Urs Professor, MSRIM, Bangalore.
<b>Inaugurated by</b>	Dr. Narendra Viswanath Principal Shridevi Institute of Engineering and Technology, Tumkur
<b>Organising Chairman</b>	Dr. K.S. Ramakrishna Head & Professor, SIET, Tumkur
<b>Staff members</b>	Mrs. Grace Hemalatha, Asst. Professor, Dept. of MBA, SIET, Tumkur Mr. Prathap B.N, Asst. Professor, Dept. of MBA, SIET, Tumkur Mr. Praveen Kumar T.M, Asst. Professor, Dept. of MBA, SIET, Tumkur Mrs. Bindu R, Asst. Professor, Dept. of MBA, SIET, Tumkur Ms. Divya S, Asst. Professor, Dept. of MBA, SIET, Tumkur
<b>Target Audience</b>	3 <sup>rd</sup> Sem MBA Students
<b>Association with</b>	Institute Innovation Council and Ministry of Education, New Delhi
<b>Key Takeaways of Expert Lecture</b>	
<p>Dr Gururaj B. Urs explained the concept of Interpersonal skills, Ethics and Etiquette in the Workplace for MBA Students. The Speaker explained the importance of Interpersonal skills, Ethics and Etiquette in the Workplace. Interpersonal skills mean the ability to communicate well with others, Ethics is the concept of what is good, bad, right and wrong and Etiquette is a code of behavior within the organization.</p> <p>Interpersonal skills are extremely important for creating and maintaining meaningful personal relationships in the workplace.</p> <ul style="list-style-type: none"> <li>• Students understand the concept of Interpersonal skills, Ethics and Etiquette.</li> <li>• Importance of Interpersonal skills, Ethics and Etiquettes at Workplace.</li> </ul> <p>The expert Lecture was very useful to the business management postgraduate students and people had interaction with Expert Speaker. The session was very interesting students gained the knowledge of why Interpersonal skills, Ethics and Etiquette are required in the Workplace.</p>	

## A Photo Gallery on Guest Lecture “Interpersonal Skills, Ethics and Etiquettes”

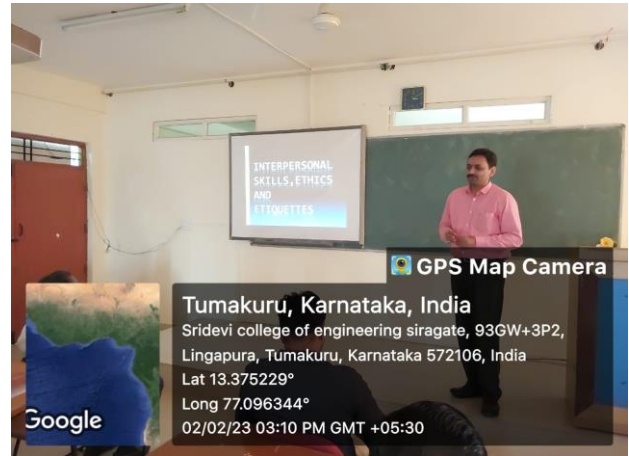


Sri Shridevi Charitable Trust (R.)  
**SHRIDEVI INSTITUTE OF ENGINEERING & TECHNOLOGY**  
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 Sira Road, Tumakuru - 572 106, Karnataka. | Website: www.shrideviengineering.org

**Department of MBA**

Expert Talk on  
**“INTERPERSONAL SKILLS, ETHICS AND ETIQUETTS AT WORKPLACE”**  
 by  
**Dr. Gururaj B. Urs**  
 Professor  
 MSRIM – Bangalore

Date: 02/02/2023 Time: 2 PM Venue: MBA Seminar Hall  
 Organizing Secretary  
**Dr. K.S. Ramakrishna**  
 Professor and Head, SIET, Tumkur



**Co-Ordinator**  
**Mr. Praveen Kumar T.M**  
 Assistant Professor

**HOD Sign**  
**Dr. K.S. Ramakrishna**  
 Professor and Head



## A Report on One Day Workshop “Case Analysis”

<b>One Day Workshop</b>	“Case Analysis”
<b>Date</b>	04 <sup>th</sup> Feb 2023
<b>Time</b>	10 am onwards
<b>Venue</b>	MBA Seminar Hall
<b>Expert Speaker</b>	Mr. G N Visweswara National Program Manager CPM India Sales & Marketing Pvt. Ltd, New Delhi
<b>Inaugurated by</b>	Dr. Narendra Viswanath Principal Shridevi Institute of Engineering and Technology, Tumkur
<b>Organising Chairman</b>	Dr. K.S. Ramakrishna Head & Professor, SIET, Tumkur
<b>Staff members</b>	Mrs. Grace Hemalatha, Asst. Professor, Dept. of MBA, SIET, Tumkur Mr. Prathap B.N, Asst. Professor, Dept. of MBA, SIET, Tumkur Mr. Praveen Kumar T.M, Asst. Professor, Dept. of MBA, SIET, Tumkur Mrs. Bindu R, Asst. Professor, Dept. of MBA, SIET, Tumkur Ms. Divya S, Asst. Professor, Dept. of MBA, SIET, Tumkur
<b>Target Audience</b>	3 <sup>rd</sup> Sem MBA Students
<b>Association with</b>	Institute Innovation Council and Ministry of Education, New Delhi
<b>Key Takeaways of On Day Workshop:</b>	
Mr G.N. Visweswara has taken the Mumbai Dabbawallas Case and he explained how to analyse the case, he also explained the qualities required for a leader to 3rd MBA Students.	
<ul style="list-style-type: none"> <li>• Students gained knowledge about how to analyse the case.</li> <li>• Students also gained knowledge about the framing of SWOT Analysis of that Particular Case.</li> <li>• Qualities required for a Leader.</li> </ul>	
The expert Lecture was very useful to the business management postgraduate students and people had interaction with Expert Speaker. The session was very interesting students gained knowledge of Case Analysis.	

## A Photo Gallery on One Day Workshop “Case Analysis”



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**Department of MBA**

**Organizes One Day Workshop on "Case Analysis"**

By  
**Mr. G.N. Visweswara**  
National Program Manager  
CPM India Sales & Marketing Pvt Ltd, New Delhi

Date: 04/02/2023  
Time: 10 am  
Venue: MBA Seminar Hall

Organizing Secretary  
**Dr. K.S. Ramakrishna**  
Professor and Head, SIET, Tumkur



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**Department of MBA**

**Organizes One Day Workshop on "Case Analysis"**

By  
**Mr. G.N. Visweswara**  
National Program Manager  
CPM India Sales & Marketing Pvt Ltd, New Delhi

Date: 04/02/2023  
Time: 10 am  
Venue: MBA Seminar Hall

Organizing Secretary  
**Dr. K.S. Ramakrishna**  
Professor and Head, SIET, Tumkur



**GPS Map Camera**

Tumakuru, Karnataka, India  
Sridevi college of engineering siragate, 93GW+3P2,  
Lingapura, Tumakuru, Karnataka 572106, India  
Lat 13.375145°  
Long 77.096452°  
04/02/23 11:21 AM GMT +05:30



**GPS Map Camera**

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**Co-Ordinator**  
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Assistant Professor

**HOD Sign**  
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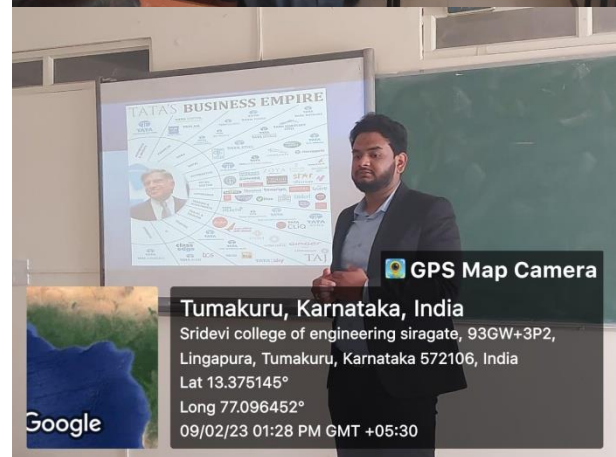
## A Report on Expert Lecture “Opening Doors to Corporate Industry and Opportunities for MBAs”

<b>Expert Lecture Topic</b>	“Opening Doors to Corporate Industry and Opportunities for MBAs”
<b>Date</b>	09 <sup>th</sup> Feb 2023
<b>Time</b>	10.30 am onwards
<b>Venue</b>	MBA Seminar Hall
<b>Expert Speaker</b>	Mr. Suhail CDM – North Head TATA Consultancy Services, Bangalore.
<b>Inaugurated by</b>	Dr. Narendra Viswanath Principal Shridevi Institute of Engineering and Technology, Tumkur
<b>Organising Chairman</b>	Dr. K.S. Ramakrishna Head & Professor, SIET, Tumkur
<b>Staff members</b>	Mrs. Grace Hemalatha, Associate Professor, Dept. of MBA, SIET, Tumkur Mr. Prathap B.N, Asst. Professor, Dept. of MBA, SIET, Tumkur Mr. Praveen Kumar T.M, Asst. Professor, Dept. of MBA, SIET, Tumkur Mrs. Bindu R, Asst. Professor, Dept. of MBA, SIET, Tumkur Ms. Divya S, Asst. Professor, Dept. of MBA, SIET, Tumkur
<b>Target Audience</b>	3 <sup>rd</sup> Sem MBA Students
<b>Association with</b>	Institute Innovation Council and Ministry of Education, New Delhi
<p><b>Key Takeaways of Expert Lecture</b></p> <p>Mr Suhail explained the concepts of Opening Doors to Corporate industries and opportunities for MBAs. Students gained knowledge about various opportunities and fields in corporate industries. Students also understood how to choose a good company to start their career.</p> <ul style="list-style-type: none"> <li>• Gained knowledge about GPTW (Great Place to Work)</li> <li>• Knowledge about employment skills</li> <li>• Motivated students to choose a good workplace</li> </ul> <p>The expert Lecture was very useful to the business management postgraduate students and Students interacted with Expert Speaker. The session was very interesting students gained knowledge about GPTW.</p>	

## A Photo Gallery on Expert Lecture “Opening Doors to Corporate Industry and Opportunities for MBAs”



**Department of MBA**  
**“Opening Doors to Corporate Industry and Opportunities for MBAs”**  
 By  
**Mr. Suhail**  
 CDM-North Head  
 TATA Consultancy Services, Bengaluru  
 Date: 09/02/2023  
 Time: 10.30 am  
 Venue: MBA Seminar Hall  
 Organizing Secretary  
**Dr. K.S. Ramakrishna**  
 Professor and Head, SIET, Tumkur



**Co-Ordinator**  
**Mr. Praveen Kumar T.M**  
 Assistant Professor

**HOD Sign**  
**Dr. K.S. Ramakrishna**  
 Professor and Head



## A Report on Expert Lecture “Integrated Marketing Communications”

<b>Expert Lecture Topic</b>	“Integrated Marketing Communications”
<b>Date</b>	19 <sup>th</sup> May 2023
<b>Time</b>	10.00 am onwards
<b>Venue</b>	MBA Seminar Hall
<b>Expert Speaker</b>	Dr. K P Venkataswamy Assistant Professor, School of Management, Reva University, Bangalore
<b>Inaugurated by</b>	Dr. Narendra Viswanath Principal Shridevi Institute of Engineering and Technology, Tumkur
<b>Organising Chairman</b>	Dr. K.S. Ramakrishna Head & Professor, SIET, Tumkur
<b>Staff members</b>	Dr. Grace Hemalatha, Associate Professor, Dept. of MBA, SIET, Tumkur Mr. Prathap B.N, Asst. Professor, Dept. of MBA, SIET, Tumkur Mr. Praveen Kumar T.M, Asst. Professor, Dept. of MBA, SIET, Tumkur Mrs. Bindu R, Asst. Professor, Dept. of MBA, SIET, Tumkur Ms. Divya S, Asst. Professor, Dept. of MBA, SIET, Tumkur
<b>Target Audience</b>	1 <sup>st</sup> Sem MBA Students
<b>Association with</b>	Institute Innovation Council and Ministry of Education, New Delhi
<p><b>Key Takeaways of Expert Lecture</b></p> <p>An expert lecture on integrated marketing communication would provide students with a deep understanding of how various marketing channels and strategies can be harmoniously combined to create a unified and effective message for a brand. The outcomes for students might include enhanced knowledge of:</p> <ol style="list-style-type: none"> <li>1. Strategic Planning: Students will learn how to develop comprehensive marketing plans that integrate different communication tools to achieve specific business objectives.</li> <li>2. Consistent Branding: They'll understand the importance of maintaining consistent messaging and branding across different platforms and media to build a strong brand identity.</li> <li>3. Audience Segmentation: Students will gain insights into segmenting target audiences and tailoring messages to each segment for maximum impact.</li> <li>4. Media Mix: They'll learn to select and utilize a mix of traditional and digital media (e.g., advertising, public relations, social media) to effectively reach and engage customers.</li> <li>5. Message Crafting: Students will be able to craft messages that resonate with the intended audience, considering cultural, emotional, and psychological factors.</li> <li>6. Measurement and Evaluation: They'll grasp how to measure and analyze the effectiveness of integrated marketing campaigns, using data-driven insights to optimize future strategies.</li> <li>7. Real-world Applications: The lecture can provide real-world examples and case studies showcasing successful integrated marketing communication campaigns, offering practical insights.</li> </ol> <p>By the end of the lecture, students should be better equipped to develop and execute integrated marketing communication plans that drive brand awareness, customer engagement, and business growth.</p>	

## A Photo Gallery on Expert Lecture “Integrated Marketing Communications”



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**Department of MBA**

Organizes Expert talk on  
“Integrated Marketing Communications”  
By  
**Dr. K.P. Venkataswamy**  
Assistant Professor, School of Management,  
Reva University, Bengaluru  
Date: 19/05/2023 Time: 10 am Venue: MBA Seminar Hall

Organizing Coordinator  
**Mr. Praveen Kumar T.M**  
Assistant Professor, SIET, Tumkur



Co-Ordinator  
**Mr. Praveen Kumar T.M**  
Assistant Professor

HOD Sign  
**Dr. K.S. Ramakrishna**  
Professor and Head

## A Report on Expert Lecture “Entrepreneurial Mindset”

<b>Expert Lecture Topic</b>	“Entrepreneurial Mindset”
<b>Date</b>	24 <sup>th</sup> June 2023
<b>Time</b>	11.00 am onwards
<b>Venue</b>	MBA Seminar Hall
<b>Expert Speaker</b>	J F M Rajeev G P Provisional National Trainer, JCI India, In association with JCI Tumkur, Metro
<b>Inaugurated by</b>	Dr. Narendra Viswanath Principal Shridevi Institute of Engineering and Technology, Tumkur
<b>Organising Chairman</b>	Dr. K.S. Ramakrishna Head & Professor, SIET, Tumkur
<b>Staff members</b>	Dr. Grace Hemalatha, Associate Professor, Dept. of MBA, SIET, Tumkur Mr. Prathap B.N, Asst. Professor, Dept. of MBA, SIET, Tumkur Mr. Praveen Kumar T.M, Asst. Professor, Dept. of MBA, SIET, Tumkur Mrs. Bindu R, Asst. Professor, Dept. of MBA, SIET, Tumkur Ms. Divya S, Asst. Professor, Dept. of MBA, SIET, Tumkur
<b>Target Audience</b>	4 <sup>th</sup> Sem MBA Students
<b>Association with</b>	Institute Innovation Council and Ministry of Education, New Delhi
<p><b>Key Takeaways of Expert Lecture</b></p> <p>An expert lecture on the entrepreneurial mindset would aim to instill a set of attitudes, behaviors, and perspectives that empower students to think and act like entrepreneurs. The outcomes for students could include:</p> <ol style="list-style-type: none"> <li>1. Creativity and Innovation: Students will develop the ability to generate new ideas, solutions, and opportunities, fostering a mindset of continuous innovation.</li> <li>2. Risk-taking and Resilience: They'll learn to embrace calculated risks, manage uncertainty, and bounce back from failures, building resilience and adaptability.</li> <li>3. Problem Solving: Students will gain skills in identifying and solving complex problems, often with limited resources, a crucial trait for entrepreneurship.</li> <li>4. Networking and Relationship Building: They'll understand the importance of building and nurturing relationships with mentors, peers, and industry experts.</li> <li>5. Flexibility and Agility: Students will appreciate the need to pivot and adapt their strategies based on changing market conditions and feedback.</li> </ol> <p>By the end of the lecture, students should be better equipped to approach challenges with an entrepreneurial mindset, whether they choose to start their own ventures or apply entrepreneurial thinking within existing organizations.</p>	

## A Photo Gallery on Expert Lecture “Entrepreneurial Mindset”



The poster features a yellow and white background with a tree logo in the top left. It includes the text: 'Sri Shridevi Charitable Trust (R.)', 'SHRIDEVI INSTITUTE OF ENGINEERING & TECHNOLOGY', 'Department of MBA', 'In Association with JCI Tumkur Metro Conducting Training Program on', 'ENTREPRENEURIAL MINDSET', 'Date: 24<sup>th</sup> June, 2023', 'RESOURCE PERSON', 'JFM RAJEEV GP', 'Provisional National Trainer', 'JCI India', and a list of Patrons and Co-ordinator names.

Sri Shridevi Charitable Trust (R.)  
**SHRIDEVI INSTITUTE OF ENGINEERING & TECHNOLOGY**  
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20 YEARS Academic Excellence

**Department of MBA**  
In Association with JCI Tumkur Metro Conducting Training Program on  
**ENTREPRENEURIAL MINDSET**  
Date: 24<sup>th</sup> June, 2023

**RESOURCE PERSON**  
**JFM RAJEEV GP**  
Provisional National Trainer  
JCI India

**Patrons**  
Dr. M. R. Hulinaykar  
Chairman & Managing Trustee,  
Sri Shridevi Charitable Trust (R), Tumakuru  
Sri. M. S. Patil  
Director, HR & IT  
Sri Shridevi Charitable Trust (R), Tumakuru  
Dr. Narendra Viswanath  
Principal, SIET, Tumakuru  
Academic Senate Member, VTU Belagavi

**Co-ordinator**  
Dr. Ramakrishna. K. S  
HOD - MBA, SIET, Tumakuru

MBA Seminar Hall, SIET

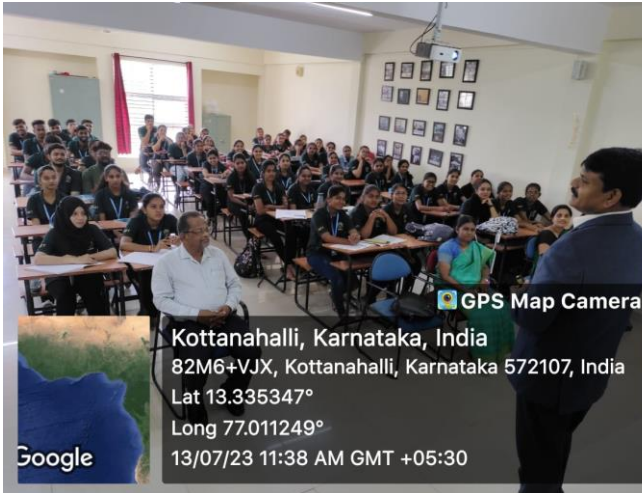
**Co-Ordinator**  
**Mr. Praveen Kumar T.M**  
**Assistant Professor**

**HOD Sign**  
**Dr. K.S. Ramakrishna**  
**Professor and Head**

## A Report on Expert Lecture “Soft Skills and Resume Building”

<b>Expert Lecture Topic</b>	“Soft Skills and Resume Building”
<b>Date</b>	13 <sup>th</sup> July 2023
<b>Time</b>	11.00 am onwards
<b>Venue</b>	MBA Seminar Hall
<b>Expert Speaker</b>	Mr. Ravish Kumar M D Managing Director, SITG, M G Road, Tumkur
<b>Inaugurated by</b>	Dr. Narendra Viswanath Principal Shridevi Institute of Engineering and Technology, Tumkur
<b>Organising Chairman</b>	Dr. K.S. Ramakrishna Head & Professor, SIET, Tumkur
<b>Staff members</b>	Dr. Grace Hemalatha, Associate Professor, Dept. of MBA, SIET, Tumkur Mr. Prathap B.N, Asst. Professor, Dept. of MBA, SIET, Tumkur Mr. Praveen Kumar T.M, Asst. Professor, Dept. of MBA, SIET, Tumkur Mrs. Bindu R, Asst. Professor, Dept. of MBA, SIET, Tumkur Ms. Divya S, Asst. Professor, Dept. of MBA, SIET, Tumkur
<b>Target Audience</b>	2 <sup>nd</sup> and 4 <sup>th</sup> Sem MBA Students
<b>Association with</b>	Institute Innovation Council and Ministry of Education, New Delhi
<b>Key Takeaways of Expert Lecture</b>	
<ol style="list-style-type: none"> <li>1. Communication Skills: Explain the importance of effective verbal and written communication, active listening, and non-verbal cues. Outcome: Improved communication abilities for both personal and professional interactions.</li> <li>2. Teamwork and Collaboration: Discuss the value of working harmoniously in a team, understanding roles, resolving conflicts, and leveraging diverse perspectives. Outcome: Enhanced ability to collaborate effectively in group settings.</li> <li>3. Problem-Solving: Teach strategies for identifying, analyzing, and solving complex problems, emphasizing critical thinking and creativity. Outcome: Strengthened problem-solving skills for various challenges.</li> <li>4. Structuring a Resume: Explain the key components (contact information, summary/objective, education, experience, skills, achievements) and their order. Outcome: Ability to create a well-organized resume.</li> <li>5. Showcasing Achievements: Guide students on quantifying accomplishments, using action verbs, and providing specific examples. Outcome: Effective communication of one's value to potential employers.</li> <li>6. Formatting and Design: Cover the use of consistent fonts, bullet points, white space, and a professional layout. Outcome: Creating visually appealing and easy-to-read resumes.</li> </ol> <p>By the end of this lecture, students should have a solid understanding of essential soft skills, how to create an impressive resume, and the practical knowledge needed to present themselves effectively to potential employers.</p>	

## A Photo Gallery on Expert Lecture “Soft Skills and Resume Building”



Sri Shridevi Charitable Trust (R.)  
**SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
 Sira Road, Tumkur - 572 106, Karnataka, India.

Phone: 0816 - 2212629 | Principal: 0816 - 2212627, 9686114899 | Telefax: 0816 - 2212628  
 Email: info@shrideviengineering.org, principal@shrideviengineering.org | Website: www.shrideviengineering.org  
 (Approved by AICTE, New Delhi, Recognised by Govt. of Karnataka and Affiliated to Visvesvaraya Technological University, Belagavi)



**Department of MBA**

*Organizes Expert talk on*  
**“Soft Skills and Resume Building”**

By  
**Mr. Ravish Kumar M.D**  
*Managing Director*  
**School of Intensive Training and Guidance (SITG)**  
**M.G. Road, Tumkur**

*Date: 13/07/2023 Time: 11 am Venue: MBA Seminar Hall*

Organizing Secretary  
**Dr. K.S. Ramakrishna**  
*Professor and Head, SIET, Tumkur*



**Co-Ordinator**  
**Mr. Praveen Kumar T.M**  
**Assistant Professor**

**HOD Sign**  
**Dr. K.S. Ramakrishna**  
**Professor and Head**



Sri Shridevi Charitable Trust (R.)

# SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY

Sira Road, Tumkur - 572 106, Karnataka, India.

Phone: 0816 - 2212629 | Principal: 0816 - 2212627, 9686114899 | Telefax: 0816 - 2212628

Email: [info@shrideviengineering.org](mailto:info@shrideviengineering.org), [principal@shrideviengineering.org](mailto:principal@shrideviengineering.org) | Website: [www.shrideviengineering.org](http://www.shrideviengineering.org)

(Approved by AICTE, New Delhi, Recognised by Govt. of Karnataka and Affiliated to Visvesvaraya Technological University, Belagavi)

ESTD: 2002

