

# Report on Alumni Engagement Activity

**Title of the Activity:** Alumni Interaction Session on Career Readiness and Professional Development

**Date:** 16/02/2026

**Organised for:** III & II BBA Students

**Total Participants:** 37

**Resource Person:** Mr. P. Durga Ganesh Peetha (BBA (H)– 2025 Batch)

## **Objective of the Activity:**

The Alumni Interaction Session was organized to strengthen alumni engagement and provide career mentoring support to current students by leveraging the practical experiences and professional journey of an accomplished alumnus.

## **Profile of the Alumnus:**

Mr. P. Durga Ganesh Peetha (BBA – 2025 Batch) is a high-performing graduate with academic and internship exposure in digital marketing, business intelligence, and data analytics. He has demonstrated proficiency in SEO, paid advertising, Power BI, Tableau, and advanced Excel, and has completed internships in Digital Marketing and Data Intelligence. He is currently pursuing Master of Arts in Economics (MAEC) at Indira Gandhi National Open University (July 2025 – July 2027) and is preparing for the Civil Services Examination, reflecting his commitment to higher education, public service aspirations, and continuous professional development.

## **Description of the Activity:**

As part of initiatives under **NAAC Criterion 5.4 (Alumni Engagement)**, the department invited Mr. P. Durga Ganesh Peetha to interact with the girl students of II BBA (Hons.). During the session, the alumnus shared:

- Insights into the **current employment landscape for women**, highlighting increased opportunities and organizational preference for skilled female professionals.
- Preparation strategies for **competitive examinations such as CAT and CUET**, based on his personal experience.
- The importance of recognizing access to higher education as a privilege, especially when many girls in rural areas face socio-cultural constraints.
- Practical guidance on **resume preparation**, emphasizing measurable achievements, internships, certifications, and skill enhancement.
- The significance of **professional grooming, dress code, and first impressions** in career growth.
- The importance of learning from internships, projects, and day-to-day academic experiences to build employability skills.

He also shared his academic journey, internship experiences, research exposure, and skill development strategies to demonstrate how consistent effort and strategic preparation lead to career advancement.

## Alignment with NAAC Criterion 5.4

This activity reflects:

- Active alumni participation in student mentoring.
- Contribution of alumni toward employability enhancement.
- Strengthening of alumni–student academic networking.
- Promotion of career awareness and higher education progression.

## Outcomes

- Increased awareness regarding career planning and competitive exam preparation.
- Improved understanding of resume building and professional etiquette.
- Enhanced motivation for higher education and skill acquisition.
- Strengthened alumni–institution relationship.

## Impact

The session provided experiential learning, peer inspiration, and practical career guidance. It reinforced the role of alumni as mentors and role models, contributing to student progression and institutional alumni engagement initiatives.

## Photo Gallery



**Dr Prathima interacting with Druga Ganesh on professional grooming**



**Generations of Excellence:** A wonderful gathering of our **BBA Alumni**, faculty, and current students. Proof that the BBA bond only gets stronger with time!

# Attendance Sheet

## DEPARTMENT OF COMMERCE AND MANAGEMENT Government College (Autonomous), Rajahmundry ATTENDANCE SHEET

Name of the Programme: Alumni Engagement Activity

Date: 16/02/2026

Time: 11AM to 12.30 PM

Venue: Room:504, Commerce Block

Total Participants: 37

S. No	Program Name & Year	Reg No	Name of the Student	Signature
1.	II BBA (H)	32422514	K. Bhavani Srisisha	K. Bhavani Srisisha
2.	II BBA (H)	32422509	G. Purnima Reddy	G. Purnima Reddy
3.	II BBA (H)	32422504	Ch. Sravan	Ch. Sravan
4.	II BBA (H)	32422505	Ch. somani Teja sai	Ch. somani Teja sai
5.	II BBA (H)	32422528	N. Naga Divya	N. Naga Divya
6.	II BBA (H)	32422513	K. Swathi	K. Swathi
7.	II BBA (H)	32422517	K. Lavakshmi	K. Lavakshmi
8.	II BBA (H)	32422525	M. Raja Nandhini	M. Raja Nandhini
9.	II BBA (H)	32422526	M. chintu	M. chintu
10.	II BBA (H)	32422510	G. Venkata Ramana	G. Venkata Ramana
11.	II BBA (H)	32422529	N. RANA Chandra rao	N. RANA Chandra rao
12.	II BBA (H)	32422524	P. Manikanta	P. Manikanta
13.	II BBA (H)	32422521	K. Bala sathish	K. Bala sathish
14.	II BBA (H)	32422516	K.S.V.N. Surya teja	K.S.V.N. Surya teja
15.	II BBA (H)	32422541	T. Saranya	T. Saranya
16.	II BBA (H)	32422511	T. Navya	T. Navya
17.	II BBA (H)	32422533	P. Prasanthi	P. Prasanthi
18.	II BBA (H)	32422522	L. Jayanthi	L. Jayanthi
19.	II BBA (H)	32422518	K. Vinay Kumar	K. Vinay Kumar
20.	II BBA (H)	32422527	M. Saiji	M. Saiji
21.	II BBA (H)	32422542	U. Ravi Teja	U. Ravi Teja
22.	III BBA (DM)	32322613	K.L. Harshitha	K.L. Harshitha
23.	III BBA (DM)	32322665	M. Rajeswari Devi	M. Rajeswari Devi
24.	III BBA (DM)	32322608	R. Tarun Kumar	R. Tarun Kumar
25.	III BBA (DM)	32322634	T.L.M. Chandra kanth	T.L.M. Chandra kanth
26.	III BBA (DM)	32322657	P. Navyasri Akilakshmi	P. Navyasri Akilakshmi
27.	III BBA (DM)	32322650	V. Thansi	V. Thansi
28.	III BBA (DM)	32322614	M. Shyam	M. Shyam
29.	III BBA (DM)	32322655	Ch. Surya Teja	Ch. Surya Teja
30.	III BBA (DM)	32322654	V. Hema Phani chandra	V. Hema Phani chandra
31.	III BBA (DM)	32322653	N. Nagaswara Rao	N. Nagaswara Rao
32.	III BBA (DM)	32322646	T. Sanjay	T. Sanjay
33.	III BBA (DM)	32322620	A. Paya Prashanth	A. Paya Prashanth
34.	III BBA (DM)	32322661	A. Anuradha	A. Anuradha
35.	III BBA (DM)	32322615	Pr. Sathish	Pr. Sathish
36.	III BBA (DM)	32322607	S. Naga Sai Sathish	S. Naga Sai Sathish
37.	III BBA (DM)	32322642	M. TARANA Nayana	M. TARANA Nayana

# Annexure I: Professional Resume of the Resource Person

## Durga Ganesh Peetha

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[🌐 linkedin.com/in/durga-ganesh-peetha](https://www.linkedin.com/in/durga-ganesh-peetha)



### Skills

**Paid Advertising & BI:** Google Ads | Meta Ads (Facebook/Instagram) | LinkedIn Ads, Campaign Management, Conversion Rate Optimization (CRO).

**Search Marketing & Analytics:** Technical SEO-On-Page/Off-Page | SEO-Google Analytics (GA) | Google Search Console (GSC), Local SEO.

**Content & Strategy:** Content Marketing Strategy, Email Automation | Advertising Strategy-Market Analysis & Research | Rural Marketing Adaptation.

**Social Media & Presentation:** Social Media Strategy Development | Content Creation, Community Management | Technical Presentation | Canva Designs.

**Business Intelligence (BI):** Power BI (DAX, Data Modeling, Power Query) | Tableau (Dashboard Design, Data Visualization) | Excel (Data Analysis, Power Query & Automation).

**Data & Technical Analysis:** Data Management, Impactful & Customized Visualizations, Proficient use of Formulas & Functions, Contextual Problem Solving.

### Internship

IACCT Rajahmundry Mar 2025

#### Digital Marketing & Strategic Campaign Management

- Secured the highest performance ranking in the college cohort with a score of **195/200**, signifying expert-level knowledge across **7 core digital disciplines** including **Technical SEO** (On-Page/Off-Page) and **Paid Advertising** (Meta/Google/LinkedIn Ads).
- Executed high-fidelity simulations for complex MarTech functions, including **Google Analytics** reporting, **Google Search Console** auditing, and Email Automation workflows, bridging theory and practical execution.
- Developed and deployed comprehensive digital strategies, focusing on **Rural Marketing** adaptation, target market identification, and a strategic **Advertising and Sales Promotion Mix**, validated by trainers for effective organizational impact.

Data Pro Computers Pvt Ltd Mar 2024

#### Data Intelligence & Social Media Analytics

- Secured **Elite Academic Performance:** Achieved an **A Grade (111/150)** and ranked in the **Top 7 college cohort** for proficiency across six core data and marketing disciplines.
- Mastered **Business Intelligence (BI) Tools:** Achieved functional mastery in **Power BI (DAX, Data Modelling, Power Query)** and **Tableau**, deploying analytical solutions for effective **data management** and producing impactful, customized visualizations and dashboards.
- Drove **Strategic Communication:** Utilized advanced **Excel** (Power Query/automation) for rigorous data analysis, while simultaneously executing **Social Media Strategy** and developing **Technical Presentation** skills to ensure data-driven insights were communicated effectively and assessed for audience impact.

### Education

Indira Gandhi National Open University New Delhi Pursuing (July 2025 - July 2027)

Master of Arts in Economics (MAEC)

Relevant Coursework: Econometric Methods, Advanced Quantitative Methods, Macroeconomic Analysis, Computer Applications in Economic Analysis, Indian Economic Development and Policy.

Government College Autonomous Rajahmundry |Oct 2022 - Mar 2025|

B.B.A. in General CGPA: 8.69/10

Relevant Coursework: Business Statistics & Analytics Fundamentals, Business Research Methods, Financial & Management Accounting, Marketing Management & Strategy-Organizational Behavior, E-Commerce and Digital Business Principles, International Business.

### Project Work

- **Agricultural Marketing & Impact:**
- Pioneered a primary research project investigating **Agricultural Marketing Awareness** and financial dynamics across Itikayalapalli village, setting the foundation for community development initiatives.
- Conducted **rigorous analysis** to reveal critical farming inefficiencies: **45%** of technological expense was allocated to pesticides and **40%** to manual labour, informing future resource optimization strategies.
- Secured **tangible social change** by documenting infrastructure gaps (street lights) and engaging local governance, resulting in the **repair and installation of new street lights**, demonstrating effective governance liaison and stakeholder management.