

PERSONAL PROFILE: V.CHITTIBABU

I	ACADEMIC QUALIFICATIONS			
02	I to B.Com	Various Govt Institutions in E.G.Distt	1976-1991	
03	M.Com	Andhra University, Waltair	1993	
04	B.L	Andhra University, Waltair	1997	
05	SLET	APPSC, Govt. of Andhra Pradesh	1997	
06	ACCOUNT TEST FOR EO	APPSC, Govt. of Andhra Pradesh	2022	
07	Ph.D.	Andhra University, Waltair	2024	
II	PREVIOUS SERVICE (IN GOVT. OF INDIA)			
01	Worked as an Admin Asstt.	Air Force HQs, New Delhi	1998-2006	
02	Worked as a PA to MoS (Def) Sri M.M.Pallam Raju	Ministry of Defence, Govt of. India, Delhi	2006-2009	
03	Worked as an Auditor	Area Accounts Office(Navy), Visakhapatnam	2009-2012	
III	PRESENT SERVICE (IN GOVT. OF ANDHRA PRADESH)			
01	Worked as a Lecturer in Commerce	GDC, Narasannapeta, SKLM Distt.	2012-2016	
02	Worked as a Lecturer in Commerce	GDC, Narsipatnam, Visakha Distt.	2016- 2021	
03	Working as Lecturer in Commerce	SGA GDC, Yellamanchili, AKP Dist	2021 to date	
IV	TRAINING/COURSES/ WORK SHOPS ATTENDED			
01	Orientation	“76 th Orientation Course “	Hyderabad Central University, Hyd	26 th Apr to 23 May 2012
02	Refresher Course	“ Education Technology”	Andhra University, Waltair	11 th to 31 st Jul 2016
03	Refresher Course	“ Research Methodology for Sciences &Social Sciences”	Andhra University, <u>Waltair</u>	19 th Aug to 01 st Sep 2019
04	TISS-JKC Training of Trainers	“ Introduction to Entrepreneurship”	Pithapur Rajah’s Govt.College, Kakinada	11 th to 13 th Feb 2016
05	ICT Training Programme	OER, Content Development, MOOCS and MOODLE”	NIT, Warangal	19 th to 24 th Nov 2018
06	NSS PO	204 th Orientation Course for NSS	Andhra University,	06 th to 12 th

	Training	Programme Officers”	Waltair	Feb 2017
07	FDP in Commerce	“Enterprise Applications-2020	APSSDC, Govt of AP	1 st to 3 rd Jul 2020
08	FDP in Commerce	“Unleashing Power of Commerce in the Digital Era”	CCE, Vijayawada, AP	20 th to 24 th Jul 2020
09	IP Awareness Programme	Participated in Intellectual Property Awareness Program	Intellectual Property Office India	22 Feb 2022
10	Workshop	“Read for Success @5.30AM”	Unstoppable Wisdom Academy	4 th Jul to 9 th Jul 2022
11	FDP on LSC	“Logistics and Supply Chain Management”	Visakha Women’s College, Visakhapatnam	3 rd to 7 th Aug 2022
12	FDP on LMS	“Training for content generation for LMS and Internship”	Dr.VS Krishna College, Visakhapatnam	23 rd to 25 th Jan 2023
13	FDP of English	“English Medium of Instruction, Proficiency in English”	Visakha Women’s College, Visakhapatnam	12 th Jun to 17 th Jun 2023
14	FDP on NEP 2020	“NEP 2020: Orientation & Sensitization”	MMTTP, JNV University, Jodhpur	4 th to 11 th Feb 2024
15	5 Day TOT on Commerce	“ 5Day Non-Residential Training of the Trainers Programme”	Dr.VS Krishna College, Visakhapatnam	18 th Mar to 22 Mar 2024
16	Edx Course	LB TechX1:Technology Entrepreneurship: Lab to Market	Harvard University	25 th May 2024
17	Edx Course	ECLLM002: E-Commerce logistics and Last mile	Logyca Innovations and Operations	15 th Jun 2024
18	Edx Course	DMO1: Fundamentals of Digital Marketing	University System of Maryland	16 th Jun 2024
19	PDP on Building Resilient EDCs	“Building Resilient EDCs: Infusing Entrepreneurship in Education”	Ni-MSME, Hyderabad	17 th Sep to 21 Sep 2024
20	IP Awareness Programme	Participated in Intellectual Property Awareness Program	Intellectual Property Office India	12 Nov 2024
21	PDP on IoT	“IoT Security and Security Operations Center (SOC) Practices”	VNR Vignana Jyothi Institute of Engineering and Technology,	20 th Jan to Jan 2025
22	SWAYAM	Retail management (8 weeks)	NPTEL on line	2025

	online Course		certification	
23	RC	“Indian Heritage & Culture”	MMTTC, SUV, Tirupathi	12 th Feb to 25 th Feb 25
24	FDP	“Applications of Artificial Intelligence- Commerce and Management-B2	Excelr	3 weeks w.e.f.4 th Mar 26
V	<i>PARTICIPATED IN SEMINARS</i>			
01	National Seminar	Paper presented on “ Human Responsibility on Climate Protection”	Brahmapur, Orisa	04 th Apr 2013
02	National Seminar	Paper presented on “ Trends & Progress of Limited Liability Partnership in India”	Govt.College, Rajahmahendravaram, AP	21 st & 22 nd Dec 2016
03	National Seminar	Paper presented on “ Impact of Demonetization in India”	Dantuluri Narayana Raju College (A), Bhimavaram, AP	16 th Dec 2016
04	International Seminar	Paper presented on “Harmonization of Accounting Standards”	Dept. of Commerce & Mgt Studies, AU & Indian Accounting Association, Visakhapatnam	11 th & 12 th Jan 2014
05	National Seminar	Paper presented on “ Entrepreneurship in small business: challenges and strategies”	Dept. of Commerce & Management Studies , AU	26 th Mar 2013
06	National Seminar	Paper presented on “ FDI’s effect on Retail Sector in India”	Girraj Govt. College, Nizamabad, Telangana	26 th & 27 th Sep 2014
07	National Seminar	Paper presented on “ Information Technology at present situation”	Dept. of Commerce & Management Studies , AU	31 st Dec 2018
08	National Seminar	Paper presented on “Role of e-commerce in India”	Pithapur Rajah’s Govt.College, Kakinada	5 th & 6 th Dec 2017
09	National Seminar	Paper presented on “Online Banking at present scenario”	Govt. Degree & PG college, Puttur, AP	18 th & 19 th Aug 2017
10	National Seminar	Paper presented on “Impact of GST implantation in India : Short run & Long run ”	Kakaraparti Bhavanarayana College(A), Vijayawada . AP	5 th & 6 th Jan 2018
11	National	Participated	Dr.V.S.Krishna	29 th & 30 th

	Seminar		Govt. Degree & PG College, Visakhapatnam . AP	Jan 2019
12	International Seminar	Paper presented on “Business Ethics in Corporate Social Responsibility : An Indian Perspective”	Kakarapartjo Bhavanarayana College (A), Machilipatnam, AP	19 th to 21 Feb 2016
13	National Seminar	Paper presented on “Sustainable Industry Institute Interaction in the changing global environment”	Dept. of Commerce & Management Studies , AU	25 th Jul 2014
14	National level seminar	Participated in “Importance of Intellectual Property Rights in Higher Education Institutions”	SRR&CVR Govt. Degree College(A), Vijayawada	06 May 2022
15	National level webinar	Participated in “Know your Bull & Bear of stock markets”	GDC (A) Ananthapuramu	04/08/2022
16	International Seminar	Paper presented on “A study on Goods and Services Tax (GST)”	Dr.VS Krishna PG& Degree College , Visakhapatnam	24 th & 25 th Jan 2023
17	Two-Day National Seminar	Paper presented on” Initiation of quantum valley- Opportunities and prospects: A research study with special reference to Visakhapatnam district”	Pithapura Rajah”s Govt. Degree College, Kakinada	24 th and 25 th Sep 2025
18	Two-Day National Seminar	Jointly presented on “ Skilling Human Capital in the State for Global Competitiveness: A case study of Visakhapatnam	Pithapura Rajah”s Govt. Degree College, Kakinada	24 th and 25 th Sep 2025
19	Two-Day National Seminar	Jointly Presented on” Fin Tech- The game Changer”	Pithapura Rajah”s Govt. Degree College, Kakinada	24 th and 25 th Sep 2025
VI	<i>PUBLICATIONS</i>			
01	International Journal of Multidisciplinary Research	Business Ethics in Corporate Social Responsibility: An Indian Perspective	IJMR, Vol.2, Issue 2	Feb 2016
02	International Journal of Management(IJM)	Role of Human Resource Development Practices in the Insurance Sector https://iaeme.com/Home/article_id/IJM_10_06_055	IJM, Vol.10, Issue 6	Nov-Dec 2019

03	International Journal of Management(IJM)	Recruitment Procedures in Life Insurance Corporation of India https://iaeme.com/Home/issue/IJM?Volume=11&Issue=8	IJM, Vol.11, Issue 8	Aug 2020
04	Organisation Development Journal	Assessing the influence of Human Resource Management Practices on Employee performance and Commitment with reference to LIC India https://odpublisher.com https://drive.google.com/file/d/1Jb_-qRl_qPTGiv-qdhgd5WzaPSzPiRlj/view	ODJ Vol.11, Issue 10	October 2023
05	Journal of Interdisciplinary Cycle Research	Effective implementation of HRM practices with reference to life insurance company : A detailed Examination”	JICR Vol.XV, Issue X!	November 2023
06	International Journal of Management Technology and Engineering	“Examination of HRM Practices for Effective Implementation in the Life Insurance Company” www.ijamtes.org https://drive.google.com/file/d/1y3vWKkZ90qN97CBQQtnLUiEb73Nh6Oon/view	IJMTE Journal, Vol.XV, Issue-VII	July 2025
07	Journal of Emerging Technology and Innovative Research	“Exploring the impact of Human Resource Management Practices on Employee Performance : A case study of LIC India www.jetir.org https://www.jetir.org/papers/JETIR2510066.pdf	JETIR, Vol.12, Issue 10	October 2025

<i>VII</i>	<i>SEMINARS/ WORKSHOPS ORGANISED</i>			
01	District lever Work Shop	“Project Work for B.Com final year Students”	GDC, Narsipatnam	2017
02	International level webinar	“Today’s Vision of youth”	Webinar	12 th Sep 2020
03	National level Webinar	Leadership and Ethical Values By Dr. Mohan Kanda , IAS Former CS of AP	Webinar	
04	Financial Literacy	By Smt. Payal Gupta CS,LL.B,B.Com,ERIX Advisors	Webinar	25.8.2025
05	Financial Literacy	By Sri Amith Agarwal CS,ICWA	Webinar	
<i>VIII</i>	<i>OTHER ASSIGNMENTS/RESPONSIBILITIES</i>			
01	BOS Member	BOS member for AU UG in Commerce for 3 years	Vide Lr No. L1(1)/BOS/ Commerce/(UG)/202 5 dated 21 st Jul 205	From 21 st July to 20 th July 28

VIII	OTHER ASSIGNMENTS IN THE COLLEGE	
01	Programme officer, National Service Scheme Unit-I, GDC, Narsipatnam	<p>*Organized four blood donations camps (2013-14, 2016-17, 2018-19, 2019-2020)</p> <p>*Constructed Rain Water Harvesting Pit in College with help of volunteers (2019-2020)</p> <p>*Keep the college campus clean and green with the help of volunteers</p> <p>*Celebrated all the national festivals</p> <p>* Organised Rallies to create awareness on various issues</p> <p>*Motivated students to involve in community service.</p> <p>*Inspired the students to donate blood by doing my self (I donated blood more than 15 times)</p> <p><i>*Made to involve our volunteers in collecting the fund for National Communal Harmony</i></p> <p style="text-align: center;"><u>ORGANIZED TWO NSS SPECIAL CAMPS</u> <u>(1) Ayyanna Colony- 2017-18 (2)Pakalapadu- 2019-2020)</u> <u>Activities at Special Camps</u></p> <p>* We didn't use plastic in any form and created awareness on hazardous of plastic in the villagers</p> <p>* Created awareness on importance of trees & water</p> <p>*Planted saplings and distributed some saplings to the villagers</p> <p>*Organized Eye Camps</p> <p>*Created awareness on cleanliness of surroundings</p> <p>*Created awareness on importance of education,</p> <p>*Created awareness on problems child marriage, child labor and other social evils</p> <p>*Made to involve local people in social activities</p> <p>* Volunteers were understood the problems of that area</p> <p>*Socio – economic survey conducted and analyzed.</p>
02	Coordinator, Indian Red Cross Society, GDC, Narsipatnam	<p>*Organised many programmes with collaboration of Indian Red Cross Society, Visakhapatnam Branch</p> <p>* Organised blood donation camps</p>
03	Coordinator, Red	*Organised programmes on HIV /AIDS

	Ribbon Club, GDC, Narsipatnam	*Organised lecturers on benefits of doing blood donation * Organised Rally on AIDS Day *Organised many programmes with collaboration of APSAC and Dept of. Health, Govt. of AP	
IX	MEMBER OF VARIOUS COMMITTEES IN THE COLLEGE		
01	JKC Committee, RUSA Committee, CPDC Committee IQAC Committee, Exam Committee etc.	GDC, Narsipatnam	
X	USING TECHNOLOGY IN TEACHING		
01	Conducting Quiz by using Kahoot APP	GDC, Narsipatnam	
02	Conducing Classes by using Google Class Room APP	GDC, Narsipatnam	
03	Conducting Classes by using Moodle cite.com	GDC, Narsipatnam	
04	Content Generated for LMS of APCCE, Vijayawada	Four Quadrants in seven topics in Business Statistics	2019-2020
XI	PERSONAL DETAILS		
01	Date of Birth	31 st Jul 1970	
02	Permanent Address	A.Kothapalli, Near : Annavaram Thondangi Mandal, E.G.District, Andhra Pradesh-533408	
03	Present Address	H.No. 43, Anandini Homes, Near AMAL College, Subramanyam Colony, Satyanarayana Puram Panchayat, Anakapalli, -531001	
04	Mobile No.	Mobile: 9951686098	
05	Email	chittibabu.013@gmail.com	
XII	<i>SERVICE TO THE SOCIETY</i>		
01	I donate blood every year	*On birth day of my children *I succeed in inspiring the students to	More than 15 times

		donate blood by donating blood	
02	Motivated the AIDS patients	* I gathered around 8 AIDS patients from the surrounding villages of my home place, Provided some needy items and created some courage in their minds.	2016-17
03	Distributed blankets to poor and needy people on the occasion of Swami Vivekananda Jayanthi	* With the collaboration of local Association we distributed 120 blankets and towels to need people in my village (A.Kothapalli, Thondangi Mdl, EGDt)	2017-18
04	Visited to Oldage Home at Rolugunta, Visakha District	* On the occasion of my child birth day, we distributed fruits to orphans in the Home and helped by donating some money to the organizer. I tried to inculcate the habit of helping to others in my children	2018-19
05	Distribution of Hand Sanitizers to villagers in my home town (A.Kothapalli, Thandangi Mdl, EGDt)	*Created awareness about COVID-19 And precautions to be taken for not infecting the disease. Importance of Use of Masks, hand sanitizers and maintaining the social distance. Distributed 224 hand sanitizers to the villagers	07 Jul 2020

U. Chand ..

V.CHITTIBABU, M.Com, B.L, SLET (Ph.D)
Lecture in Commerce

A.KOTHAPALLI, THONDANGI MANDAL, EAST GODAVARI DISTRICT, ANDHRA PRADESH -533408

Mobile: 9951686098, Email: chittibabu.013@gmail.com

01	Ist Std to Degree (B.Com)	East Godavari District, AP	1975-1991
02	M.Com	Andhra University, Waltair	1991-1993
03	B.L	Andhra University, Waltair	1994-1997
04	SLET	APPSC, Govt. of Andhra Pradesh	1997
PREVIOUS SERVICE			
01	Worked as Admin Asst.	O/o the Air Force HQs, New Delhi	1998-2006
02	Worked as PA to Minster of State for Defence	O/o the Ministry of Defence, Delhi	2006-2009
03	Worked as Auditor	O/o Area Accounts Office(Navy), Vizag	2009-2012
PRESENT SERVICE			
01	Worked as Lecturer	GDC, Narasannapeta, SKLM Dist	2012-2016
02	Working as Lecturer	GDC, Narsipatnam, Visakha Dist	2016 onwards
TRAININGS/COURSES			
01	Orientation Course	Hyderabad Central University, Hyd	2012
02	Refresher Course	Andhra University, Waltair	2017
03	Refresher Course	Andhra University, <u>Waltair</u>	2019
04	MOOCS & OER Course	NIT, Warangal	2018
05	NSS PO's Orientation	Andhra University, Waltair	2017
ASSIGNMENTS IN THE COLLEGE			
01	Programme Officer for National Service Scheme		
02	Nodal Coordinator for Red Ribbon Club		
03	Coordinator for Indian Red Cross Society		
MEMBER IN VARIOUS COMMITTEES IN THE COLLEGE			
01	JKC, RUSA, CPDC etc.	GDC, Narsipatnam	
USING TECHNOLOGY IN CLASS ROOM TEACHING			
01	Using Kahoot App & Google Class App and Moodle cite	GDC, Narsipatnam	