



V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

(Approved by AICTE, New Delhi & Affiliated to JNTUK, KAKINADA)

Gudivada, Krishna District, Andhra Pradesh - 521301

Mobile: +91 92465 42188/91546 05555 E mail: principalh2008@gmail.com URL: <http://www.vkrvnbcoe.org>

Date: 25-04-2018

CIRCULAR

This is to inform that "A one day Workshop on Research methodology: Methods & Techniques" by Dr. T. SIVA PRASAD. M.Tech., Ph.D. Professor, Srinivasa Institute of the Technology & Science, Kadapa. Being organized by our V.K.R., V.N.B & A.G.K College of Engineering on 28.04.2018. I request you all register immediately and attend the program.

Venue: Seminar Hall, V.K.R, V.N.B & A.G.K College of Engineering

Timing: 10:00AM

Gayakumar
PRINCIPAL P A L
VKR VNB & AGK COLLEGE OF ENGINEERING
Eluru Road, GUDIVADA, Kri Dt. A.P. 521 301

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| CSE | ECE | CIVIL | MECH | FED | EEE | MBA | | | |



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Mobile –91 92465 42188/91546 06555 E mail: principalnh2008@gmail.com URL : <http://www.vknbc.co.org>

DATE: 29-04-2018

PROGRAMME REPORT

| | |
|------------------|---|
| Programme Name | A one day Workshop on Research methodology: Methods & Techniques |
| Resource Person | Dr. T. SIVA PRASAD. Ph.D. Professor Srinivasa Institute of the Technology & Science Kadapa 9391387460 |
| Date of Activity | 28.04.2018 |
| Organized by | V.K.R, V.N.B & A.G.K College of Engineering, Gudivada, Krishna District, AP |
| Venue | Mechanical Seminar Hall |

The objective of the program

- To understand research philosophy
- To enhance the understanding of the research process
- To develop skills required by the researcher and understand different applications of Research
- To explore different techniques of research
- To acquire mandatory skills and competencies to conduct a medium scale research and to produce a report with tested substance

Program Outcome

- Understand the Research Philosophy
- Research Problem Identification
- Develop Research Questions and Formulate the Research Objectives
- Critically Analyzing the Literature
- Qualitative and Quantitative Research Design
- Qualitative and Quantitative Data Analysis



Dr. T. SIVA PRASAD interacted with students



Dr. T. SIVA PRASAD interacted with students


Program Coordinator



V.K.R, V.N.B & A.G.K COLLEGE OF ENGINEERING

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An ISO 9001:2015 Certified Institute

Gudivada, Krishna District, Andhra Pradesh – 521301

Student Attendance Sheet for the program

of

“A one day Workshop on Research Methodology: Methods & Techniques”

| S.NO | REGD. NO | NAME OF THE STUDENT | Signature |
|------|------------|----------------------|--------------------------|
| 1 | 17NH1A0301 | AHMAD AHMAD | A. Ahmad |
| 2 | 17NH1A0302 | TEJA | Teja |
| 3 | 17NH1A0303 | SAI MANIKANTA MOHANA | Sai |
| 4 | 17NH1A0304 | BABU VINNI | Vinni |
| 5 | 17NH1A0305 | KUMAR PRAVEEN | Praveen Kumar |
| 6 | 17NH1A0306 | KUMAR SAI SATEESH | Sateesh |
| 7 | 17NH1A0308 | SUBRAMANYAM BALA | Bala |
| 8 | 17NH1A0312 | RAM BABU RAM BABU | Ram |
| 9 | 17NH1A0313 | RAJESH RAJESH | Rajesh |
| 10 | 17NH1A0314 | KUMAR YUVA | Kumar |
| 11 | 17NH1A0315 | DURGA SAI DURGA SAI | Durga Sai Durga Sai |
| 12 | 17NH1A0316 | KUMAR KUMAR | Kumar |
| 13 | 17NH1A0317 | KRISHNA RAMA | Krishna Rama |
| 14 | 17NH1A0319 | TEJA TEJA | Teja Teja |
| 15 | 17NH1A0320 | KRISHNA RAMA | Krishna Rama |
| 16 | 17NH1A0321 | NANDAKUMAR ESWARA | Nandakumar Eswara |
| 17 | 17NH1A0323 | RAJA VENKATA | Raja Venkata |
| 18 | 17NH1A0324 | SAI PURNA | Sai Purna |
| 19 | 17NH1A0325 | BHASKAR PAVAN | Bhaskar Pavan |
| 20 | 17NH1A0327 | SHAREEF SHAREEF | Shareef |
| 21 | 17NH1A0328 | JAYARAM JAYARAM | Jayaram Jayaram |
| 22 | 17NH1A0329 | GOPI GOPI | Gopi Gopi |
| 23 | 17NH1A0332 | KRISHNA LAL | Krishna Lal |
| 24 | 17NH1A0334 | HARISH HARISH | Harish Harish |
| 25 | 18NH5A0301 | KIRAN PAUL | Kiran Paul |
| 26 | 18NH5A0302 | BHARGAV BHARGAV | Bhargav |
| 27 | 18NH5A0303 | KISHORE TULASI | Kishore Tulasi |
| 28 | 18NH5A0304 | BABU MANOHAR | Babu Manohar |


Program Coordinator


PRINCIPAL

ABOUT THE INSTITUTION

V.K.R, V.N.B. & A.G.K. College of Engineering, Gudivada established in the year 2008 is one of the best known self-financing co-education institutions aiming to achieve excellence in Engineering Education. It is governed by General & Technical Education Society (GATES) to uplift aspiring students with a good academic background. It offers five UG programs (B.Tech in ECE, CSE, EEE, Mechanical, and Civil) and four PG programmes (M.Tech in VLSI, CSE, Thermal Engineering and MBA). It has a strong Industry-Institute Partnership Cell, Entrepreneurship Development Cell and R&D Cell to enhance the practical knowledge of the student.

ABOUT THE R&D CELL

The R&D Cell promotes and enables the students to carry out research activities in the respective domains and interdisciplinary areas with a set of guidelines. To promote and accelerate quality research within the institute and in collaboration with industry, other institutes and R&D organizations. To promote Innovation and consultancy activities through development of Research Centers and Centers of Excellence. To integrate Teaching and Research. To ensure integrity, quality and ethics in research. To promote generation of intellectual capital.

ABOUT PROGRAMME

Objectives:

- ❖ Introducing students to the concept of Research Methodology and its importance in promoting innovation and creativity.
- ❖ To understand research philosophy
- ❖ To enhance the understanding of the research process.
- ❖ To develop skills required by the researcher and understand different applications of Research.
- ❖ To explore different techniques of research.

LEARNING OUTCOMES

- ❖ Understand the Research Philosophy
- ❖ Research Problem Identification
- ❖ Develop Research Questions and Formulate the Research Objectives
- ❖ Critically Analysing the Literature
- ❖ Qualitative and Quantitative Research Design
- ❖ Qualitative and Quantitative Data Analysis.

A one day Workshop
On
**“Research Methodology:
Methods & Techniques”**

28TH April 2018
Organized by

**RESEARCH AND
DEVELOPMENT CELL**



**V.K.R, V.N.B. & A.G.K. COLLEGE OF
ENGINEERING**

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RESOURCE PERSON

Dr T. SIVA PRASAD
Professor

CONVENER

Mr. K. DURGA PRASAD
HOD, Dept. of ME

COORDINATOR

Sri MANIPAUL
Assistant Professor, Dept. of ME

ORGANIZING COMMITTEE

Mr. M. SAI SANTOSH Assistant Professor

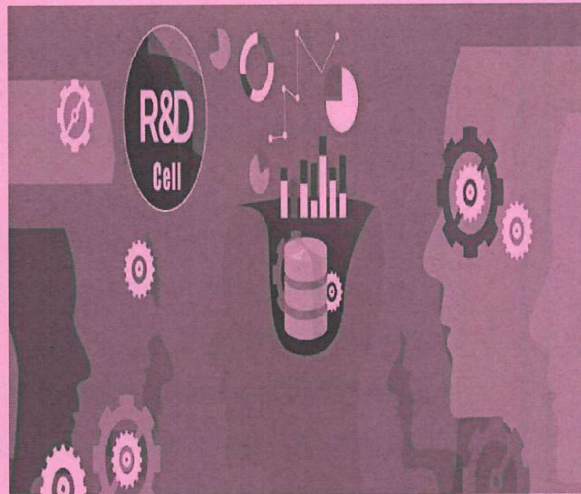
Mr. K.V.J. P. NARAYANA Assistant Professor

Mr. P. KRISHNAM RAJU Assistant Professor

STUDENT COORDINATORS

1. G. SIVA RAO

2. G B GANESH KRISHNA



REGISTRATION DETAILS



REGISTRATION FORM

**A one day Workshop
On**

**“Research Methodology: Methods &
Techniques”**

Name: Mr./Ms.: _____

Roll Number: _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-mail: _____

Signature of participant

Signature of Head of the Institution
(With the official seal)

RESEARCH & DEVELOPMENT CELL

V.K.R, V.N.B. & A.G.K. College of Engineering Eluru

Road, Gudivada - 521301, A.P

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PRINCIPAL

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| Resource Person | Dr. T. SIVA PRASAD. Ph.D. Professor Srinivasa Institute of the Technology & Science Kadapa 9391387460 |
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Dr T. SIVA PRASAD
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Mr. K. DURGA PRASAD
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Sri MANIPAUL
Assistant Professor, Dept. of ME

ORGANIZING COMMITTEE

Mr. M. SAI SANTOSH Assistant Professor

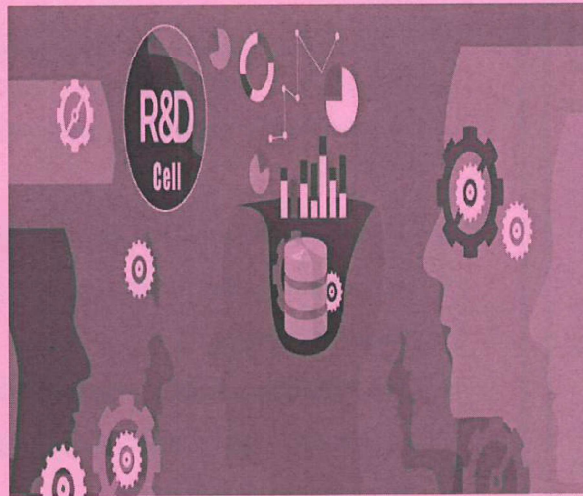
Mr. K.V.J. P. NARAYANA Assistant Professor

Mr. P. KRISHNAM RAJU Assistant Professor

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1. G. SIVA RAO

2. G B GANESH KRISHNA



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**A one day Workshop
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Roll Number: _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-mail: _____

Signature of participant

Signature of Head of the Institution
(With the official seal)

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Date: 12-04-2018

CIRCULAR

All the students of Final year Electronics & Communication Engineering are informed to attend "A One day seminar on Understanding the concept of Intellectual property" by Mr. V. Sudhakar, Head of the Department, Sarojini Institute of Technology, Telaprolu is being organized by our R&D cell on 19-04-2018.

Venue: ECE Class Room

Time: 10:30AM

Gayathri
PRINCIPAL
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VKR VNB & AGK COLLEGE OF ENGINEERING
Eluru Road, GUDIVADA, Krishna Dist. A.P. 521 301

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Mobile: +91 92465 42188/91546 05555 E-mail: principalsh2008@gnssil.com URL: <http://www.vknbcce.org>

Date: 23- 04-2018

PROGRAMME REPORT

| | |
|------------------|---|
| Programme Name | A One day seminar on Understanding the concept of Intellectual property |
| Resource person | Mr. V. Sudhakar, Head of the Department, Sarojini Institute of Technology, Telaprolu, +919030968662 |
| Date of Activity | 19-04-2018 |
| Organized By | V.K.R., V.N.B & A.G.K COLLEGE OF ENGINEERING |
| Venue | ECE Class Room |

Objective of the programme

- ❖ To understand the legal framework for protecting creative works and inventions:
- ❖ To promote innovation and creativity: Intellectual property laws encourage individuals and entities to create and innovate by granting them exclusive rights to their works and inventions.
- ❖ To protect the economic interests of creators and inventors: Intellectual property laws help to protect the economic interests of creators and inventors by giving them control over the use and distribution of their works and inventions.
- ❖ To prevent the unauthorized use and exploitation of creative works and inventions: Intellectual property laws provide legal remedies for individuals and entities whose works and inventions have been infringed upon or misused.
- ❖ To encourage the dissemination of knowledge and information: Intellectual property laws strike a balance between protecting the rights of creators and inventors and allowing for the dissemination of knowledge.

Topics Covered

- Meaning of IPR
- Different category of IPR instruments - Patents, Trademarks, Copyrights, Industrial Designs, Plant variety protection, Geographical indications, Transfer of technology etc.

- Importance of IPR in Modern Global Economic Environment: Theories of IPR, Philosophical aspects of IPR laws, Need for IPR, IPR as an instrument of development



V. Sudhakar addressing the session

Outcomes of Programme:

To safeguard inventions and creative work from unauthorized exploitation, students were made aware of the Intellectual Property Rights.

- Students will be able to define what Intellectual Property is and understand its importance in today's knowledge-based economy.
- Identify the different types of IP, including patents, trademarks, copyrights, trade secrets, and industrial designs.
- Understand the purpose of IP: You will learn about the purpose of IP, which is to protect and incentivize the creators and innovators of new ideas, products, and services.
- Learn about IP laws and regulations: Students will be introduced to the laws and regulations that govern IP, such as the Patent Act, Copyright Act, and Trademark Act.
- Understand the benefits and limitations of IP: Students will learn about the benefits and limitations of IP, such as how it can foster innovation and economic growth, but also how it can limit access to knowledge and technology.

- Learn about IP infringement: Students will be introduced to the concept of IP infringement and the legal remedies available to IP owners in cases of infringement.



V. Sudhakar explaining about the concept

On 19-04-2018 from our college students and faculties have participated in the understand the concept of Intellectual property


Programme coordinator



V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

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Mobils: +91 92465 42188/91 546 05555 E mail: principal@vkrvnbcoe.org URL: <http://www.vkrvnbcoe.org>

LIST OF PARTICIPANTS

Name of the Programme: "A One day seminar on Understanding the concept of Intellectual property"

Date: 19-04-2018

| S.no | REGD.NO | NAME OF THE STUDENT | Course & Year | Signature |
|------|------------|--------------------------------|---------------|-------------------------|
| 1 | 14NH1A0401 | ALLA SAI RAMA KRISHNA | IV E.C.E | A. Sai Rama Krishna |
| 2 | 14NH1A0402 | ANGADALA VENKATA KANAKA JYOTHI | IV E.C.E | A. Jyothi |
| 3 | 14NH1A0403 | ARJA HEMA SREE | IV E.C.E | A. Hema Sree |
| 4 | 14NH1A0404 | ATHUKURI SARANYA LAKSHMI | IV E.C.E | A. Saranya Lakshmi |
| 5 | 14NH1A0405 | BEZAWADA MOUNIKA | IV E.C.E | B. Mounika |
| 6 | 14NH1A0406 | BHAVARAJU TEJASAI KOWSIK | IV E.C.E | B. Tejasai Kowsik |
| 7 | 14NH1A0407 | CH.SOWMYASRI | IV E.C.E | Ch. Sowmyasri |
| 8 | 14NH1A0408 | CHAVALI NEELIMA | IV E.C.E | C. Neelima |
| 9 | 14NH1A0409 | CH.MURALI KRISHNA | IV E.C.E | Ch. Murali Krishna |
| 10 | 14NH1A0411 | DAMERLA SRAVANTI | IV E.C.E | D. Sravanti |
| 11 | 14NH1A0412 | DATTI NAGA PRAVALLIKA DEVI | IV E.C.E | D. Naga Pravallika Devi |
| 12 | 14NH1A0413 | DESU HARITHA | IV E.C.E | D. Haritha |
| 13 | 14NH1A0414 | GANAPATHI NAGA SIVA | IV E.C.E | G. Nagasiva |
| 14 | 14NH1A0415 | GANDU SAI SURYA | IV E.C.E | G. Sai Surya |
| 15 | 14NH1A0416 | GORIPARTHI PAVANI | IV E.C.E | G. Pavani |
| 16 | 14NH1A0417 | GOURI NAGA GAYATRI | IV E.C.E | G. N. Gayatri |
| 17 | 14NH1A0418 | J GIRIBHAVANI SANKAR | IV E.C.E | Abent |

| | | | | |
|----|------------|----------------------------|----------|-----------------|
| 18 | 14NH1A0420 | KHAIRUNISSA | IV E.C.E | khairunissa |
| 19 | 14NH1A0421 | KIMIDI MANOJ KUMAR | IV E.C.E | K. MANOJ KUMAR |
| 20 | 14NH1A0422 | KOLUSU GAYATRI | IV E.C.E | K. Gayatri |
| 21 | 14NH1A0423 | KONDAPALLI SAI BHARGAVI | IV E.C.E | K.S. Bhargavi |
| 22 | 14NH1A0424 | KUNAPAREDDI SUNITHADEVI | IV E.C.E | K. Sunitha Devi |
| 23 | 14NH1A0426 | MALLELA USHA RANI | IV E.C.E | Absent |
| 24 | 14NH1A0427 | MAMILLAPALLI ANUSHA | IV E.C.E | M. Anusha |
| 25 | 14NH1A0428 | M. M. K.RATNA | IV E.C.E | M.M.K. Ratna. |
| 26 | 14NH1A0429 | M S CHANDANA | IV E.C.E | M. S. Chandana |
| 27 | 14NH1A0430 | M. D. KUMAR | IV E.C.E | Keema |
| 28 | 14NH1A0431 | M.GEETAVALI | IV E.C.E | M. Geeta Vali |
| 29 | 14NH1A0432 | M APPI REDDY | IV E.C.E | Absent |
| 30 | 14NH1A0433 | M. T K. TEJA | IV E.C.E | M.T.K. Teja |
| 31 | 14NH1A0434 | N.NIKHILA | IV E.C.E | N. Nikhila |
| 32 | 14NH1A0435 | N. M. JAHNAVI | IV E.C.E | N. M. Jahnavi |
| 33 | 14NH1A0436 | NULU DIVYA TEJA | IV E.C.E | N. Divya Teja |
| 34 | 14NH1A0437 | O.LAVYANA | IV E.C.E | O. Lavvana |
| 35 | 14NH1A0438 | OSURI BINDU | IV E.C.E | Absent |
| 36 | 14NH1A0439 | P.N.V.JYOTHSNA | IV E.C.E | P.N.V. Jyothsna |
| 37 | 14NH1A0440 | P J SRAVANI | IV E.C.E | P.J. Sravani |
| 38 | 14NH1A0441 | P S LALITHA | IV E.C.E | P.S Lalitha |
| 39 | 14NH1A0442 | P R KISHORE | IV E.C.E | Kishore P. |
| 40 | 14NH1A0443 | P N BHAVANI | IV E.C.E | P. N. Bhavani |
| 41 | 14NH1A0444 | PINNINTI RAVI | IV E.C.E | P. Ravi |
| 42 | 14NH1A0445 | P. SRAVANI | IV E.C.E | P. SRAVANI |
| 43 | 14NH1A0446 | PUDI SIREESHA | IV E.C.E | P. Sireesha |
| 44 | 14NH1A0447 | PULI DEVI SAI VARA LAKSHMI | IV E.C.E | Absent |



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Gudivada, Krishna District, Andhra Pradesh - 521301

Mobile: +91 92465 42188/91545 05555 E-mail: principalb2008@gmail.com URL: <http://www.vkrnbcoa.org>

Name of the Programme: "A One day seminar on Understanding the concept of Intellectual property"

Date: 19-04-2018

| S. No | Name of the Faculty | Department | Signature |
|-------|---------------------|------------|-----------|
| 1 | Mr. G Rajendra | ECE | |
| 2 | Mr.SK. Abdul Azeez | ECE | |
| 3 | Ms. N Gowthami | ECE | |
| 4 | Ms.Ch Sree Lakshmi | ECE | |
| 5 | Ms. K Nandini | ECE | |
| 6 | Mr. K Rajesh | ECE | |

ABOUT THE INSTITUTION

V.K.R, V.N.B. & A.G.K. College of Engineering, Gudivada established in the year 2008 is one of the best known self-financing co-education institutions aiming to achieve excellence in Engineering Education. It is governed by General & Technical Education Society (GATES) to uplift aspiring students with a good academic background. It offers five UG programs (B.Tech in ECE, CSE, EEE, Mechanical, and Civil) and four PG programmes (M.Tech in VLSI, CSE, Thermal Engineering and MBA). It has a strong Industry-Institute Partnership Cell, Entrepreneurship Development Cell and R&D Cell to enhance the practical knowledge of the student.

ABOUT THE R&D CELL

The R&D Cell promotes and enables the students to carry out research activities in the respective domains and interdisciplinary areas with a set of guidelines. To promote and accelerate quality research within the institute and in collaboration with industry, other institutes and R&D organizations. To promote Innovation and consultancy activities through development of Research Centres and Centres of Excellence. To integrate Teaching and Research. To ensure integrity, quality and ethics in research. To promote generation of intellectual capital.

ABOUT PROGRAMME

Objectives:

- ❖ To understand the legal framework for protecting creative works and inventions:
- ❖ To promote innovation and creativity: Intellectual property laws encourage individuals and entities to create and innovate by granting them exclusive rights to their works and inventions.
- ❖ To protect the economic interests of creators and inventors: Intellectual property laws help to protect the economic interests of creators and by giving them control over the use and distribution of their works and inventions

LEARNING OUTCOMES

- ❖ Students will be able to define what Intellectual Property is and understand its importance in today's knowledge-based economy.
- ❖ Identify the different types of IP, including patents, trademarks; copy rights trade secrets, and industrial designs.
- ❖ Understand the purpose of IP: You will learn about the purpose of IP, which is to protect and incentivize the creators and innovators of new ideas, products, and services.
- ❖ Understand the benefits and limitations of IP

A One day Seminar

On
*Understanding the concept of
Intellectual property*

APRIL 19TH, 2018

Organized by

**RESEARCH AND
DEVELOPMENT CELL**



**V.K.R, V.N.B. & A.G.K. COLLEGE OF
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Chairman

Sri VEMULAPALLI VENKATESWARA RAO
Secretary

Sri V.V.KODANDA RAMAIAH
Correspondent

PATRON

Dr. G.VIJAY KUMAR
Principal

RESOURCE PERSON

Sri V. SUDHAKAR,
HoD, Dept. of CSE,
Sarojini Institute of Technology, Telaprolu

CONVENER

Dr. V.J.DEVA RAAJ
HOD, Dept. of FED

COORDINATOR

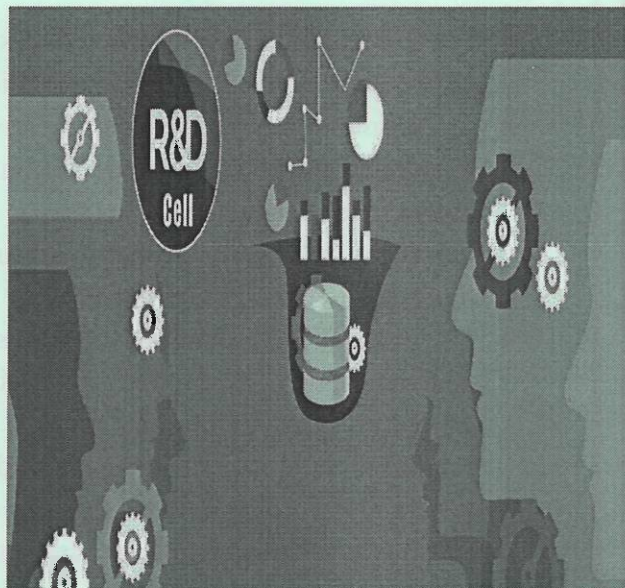
Sri V.RAMESH BABU
HOD, Dept. of ECE

ORGANIZING COMMITTEE

Mr. G Rajendra Assistant Professor
Ms.Ch Sree Lakshmi Assistant Professor
Ms. N Gowthami Assistant Professor

STUDENT COORDINATORS

1. D.MANIKANTA
2. G.RAVI TEJA



REGISTRATION DETAILS



REGISTRATION FORM

A One day seminar
On

**“Understanding the concept of
Intellectual property”**

Name: Mr./Ms.: _____

Roll Number: _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-mail: _____

Signature of participant

Signature of Head of the Institution
(With the official seal)

RESEARCH & DEVELOPMENT CELL

V.K.R, V.N.B. & A.G.K. College of Engineering Eluru
Road, Gudivada - 521301, A.P
Phone number: 08674 242188
E-mail: vkrvnbengineering@gmail.com
Website: www.vkrvnbcoe.org



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Gudivada, Krishna District, Andhra Pradesh – 521301

Mobils: +91 92465 42188/91546 05555 E-mail: principalnh2008@gmail.com URL: <http://www.vkrvnbcoe.org>

Date: 02-02-2018

CIRCULAR

All the students of Final year Civil Engineering are informed to attend “A One day seminar on Enforcement of Intellectual Property Rights” by Dr. G.V.N.B Prabhakar, Professor, NRI College, Agiripalli, is being organized by our R&D cell on 09-02-2018.

Venue: Civil Class Room

Time: 10:00AM

Gayamouf
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Eluru Road, GUDIVADA, Kri Dt. A.P. 521 301

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| | | | | | | | | | |
| CSE | ECE | CIVIL | MECH | FED | EEE | MBA | | | |



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Mobile: +91 92465 42188/91546 05555 Email: principalnh2008@gmail.com URL: <http://www.vkrvnbcoe.org>

Date: 12-02-2018

PROGRAMME REPORT

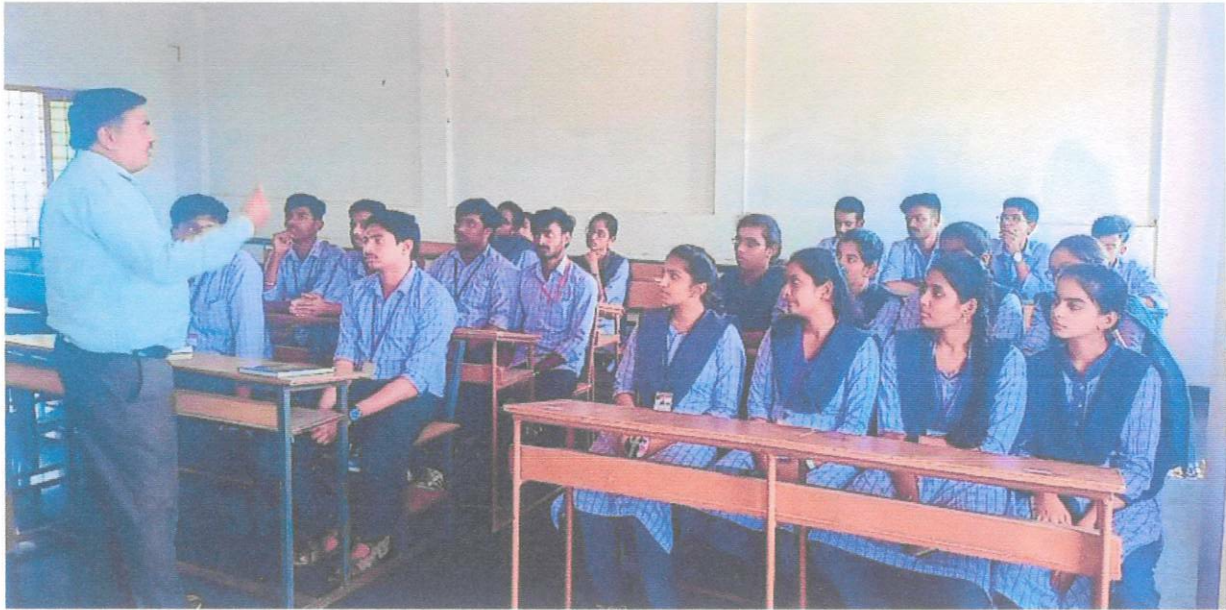
| | |
|------------------|---|
| Programme Name | A One day seminar on Enforcement of Intellectual Property Rights |
| Resource person | Dr. G.V.N.B Prabhakar, Professor, NRI College, Agiripalli, +91 6301595271 |
| Date of Activity | 09-02-2018 |
| Organized By | V.K.R., V.N.B & A.G.K COLLEGE OF ENGINEERING |
| Venue | Civil Class Room |

Objective of the programme

- Understanding the fundamentals of intellectual property law
- Analyzing enforcement strategies: The course should help students analyze different strategies for enforcing intellectual property rights, including proactive measures such as monitoring and surveillance, and reactive measures such as cease-and-desist letters and litigation.
- Evaluating international frameworks: The course should provide an overview of the international legal framework for the protection and enforcement of intellectual property rights, including international treaties and agreements, and the role of international organizations in this field.

Topics Covered

- Enforcement of Intellectual Property Rights: Introduction, Magnitude of problem, Factors that create and sustain counterfeiting/piracy, International agreements, International organizations (e.g. WIPO, WTO) active in IPR enforcement.
- Indian Scenario of IPR: Introduction, History of IPR in India, Overview of IP laws in India, Indian IPR, Administrative Machinery, Major international treaties signed by India, Procedure for submitting patent and Enforcement of IPR at national level etc.



Dr. G.V.N.B Prabhakar interacting with students about session

Outcomes of Programme:

To safeguard inventions and creative work from unauthorized exploitation, students were made aware of the Intellectual Property Rights.

- Understanding the basics of Intellectual Property (IP) laws.
- Knowledge of different enforcement mechanisms.
- Awareness of the global nature of IP.
- Knowledge of the role of different stakeholders: Different stakeholders play a crucial role in the enforcement of IP rights, including IP owners, law enforcement agencies, regulatory bodies, and the judiciary.
- Understanding their respective roles and responsibilities is essential for effective enforcement.
- Ability to identify and address IP infringement: To effectively enforce IP rights, it is necessary to identify instances of infringement and take appropriate action.
- Familiarity with alternative dispute resolution methods: In some cases, alternative dispute resolution methods such as mediation and arbitration can be more efficient and cost-effective than traditional litigation. Knowledge of these methods is essential for choosing the best approach for a given case.

- Understanding the ethical and practical considerations involved: Enforcing IP rights involves various ethical and practical considerations, including the potential impact on innovation, fair competition, and access to knowledge. Understanding these issues is essential for making informed decisions and balancing competing interests.

On 09-02-2018 from our college students and faculties have participated in the Enforcement of Intellectual Property Rights

14 - 7/2018
Programme Coordinator



V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

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Gudivada, Krishna District, Andhra Pradesh – 521301

Mobils: +91 92465 42188/91546 05555 E-mail: principalnh2008@gmail.com URL: <http://www.vkrvnbcoe.org>

LIST OF PARTICIPANTS

Name of the Programme: "A One day seminar on Enforcement of Intellectual Property Rights"

Date: 09-02-2018

| S.NO. | REGD NO | NAME OF THE STUDENT | Course & Year | Signature |
|-------|------------|----------------------------|---------------|---------------------|
| 1 | 14NH1A0101 | A.UMA DEVI | IV CIVIL | Uma Devi |
| 2 | 14NH1A0102 | A.VENKATA REDDY | IV CIVIL | A. Venkata Reddy |
| 3 | 14NH1A0103 | B.ADITYA KRISHNA | IV CIVIL | B. ADITYA KRISHNA |
| 4 | 14NH1A0104 | C.KUSUMA TEJASWI | IV CIVIL | C. Kusuma Tejaswi |
| 5 | 14NH1A0105 | D.MANIKANTA G.RAVI TEJA | IV CIVIL | Absent |
| 6 | 14NH1A0106 | G.RAVI TEJA | IV CIVIL | G. Ravi Teja |
| 7 | 14NH1A0107 | G.VAMSI | IV CIVIL | Vamsi |
| 8 | 14NH1A0108 | J.LAKSHMI NARAYANA | IV CIVIL | J. Lakshmi Narayana |
| 9 | 14NH1A0109 | K.NOMU NAGA SAI RAM GANESH | IV CIVIL | Absent |
| 10 | 14NH1A0110 | K.NAGA MANIKANTA | IV CIVIL | K. Naga Manikanta |
| 11 | 14NH1A0111 | L.GANESH BABU | IV CIVIL | L. Ganesh |
| 12 | 14NH1A0112 | M.SIVA SANKAR | IV CIVIL | M. Siva Shankar |
| 13 | 14NH1A0113 | M.NAVYA | IV CIVIL | M. Navya |
| 14 | 14NH1A0114 | M.VAMSI | IV CIVIL | M. Vamsi |
| 15 | 14NH1A0115 | M.VAMSI | IV CIVIL | M. vamsi |
| 16 | 14NH1A0116 | M.RAJ KUMAR | IV CIVIL | M. Raj Kumar |
| 17 | 14NH1A0117 | M.SAI TEJA | IV CIVIL | M. Sai Teja |
| 18 | 14NH1A0118 | M.LAKSHMI PRASANNA | IV CIVIL | M. Prasanna |
| 19 | 14NH1A0119 | Md.JAFFAR ALI | IV CIVIL | Md. ALI |

| | | | | |
|----|------------|---------------------------------|----------|---------------------------------|
| 20 | 14NH1A0120 | N.SYAM PRASAD REDDY | IV CIVIL | N. Syam Prasad Reddy |
| 21 | 14NH1A0121 | N.RESHMA | IV CIVIL | N. Reshma |
| 22 | 14NH1A0122 | P.DIPIKA RANI | IV CIVIL | P. Dipika Rani |
| 23 | 14NH1A0123 | P.HARIKA | IV CIVIL | P. Harika |
| 24 | 14NH1A0125 | P.BHARGAVI | IV CIVIL | P. Bhargavi |
| 25 | 14NH1A0126 | P.LAKSHMI PRASANNA | IV CIVIL | S. Naga Abhis |
| 26 | 14NH1A0127 | S.NAGA AJAY | IV CIVIL | Absent |
| 27 | 14NH1A0128 | S.NITEESH | IV CIVIL | S. Niteesh |
| 28 | 14NH1A0129 | T.BHARGAVI | IV CIVIL | T. Bhargavi |
| 29 | 14NH1A0131 | V.JAYA SRI | IV CIVIL | V. Jaya Sri |
| 30 | 14NH1A0132 | V.VENKATA GOPAL | IV CIVIL | V. Venkata gopal |
| 31 | 14NH1A0133 | V.RATNASAI LAALITHYA | IV CIVIL | V. Ratnasai Lalith |
| 32 | 15NH5A0101 | BAIRISETTI VENKATANAGA PRASAD | IV CIVIL | Absent |
| 33 | 15NH5A0102 | BANDIREDDI GANESH | IV CIVIL | B. Ganesh |
| 34 | 15NH5A0103 | SURYA PAVAN EERANKI | IV CIVIL | S. P. eeranki |
| 35 | 15NH5A0104 | GOPISETTI LAKSHMI DURGA BHAVANI | IV CIVIL | G. L. D. BHAVANI |
| 36 | 15NH5A0105 | IMMANDI NAGABABU | IV CIVIL | I. Naga Babu |
| 37 | 15NH5A0106 | KANDRU PRASANNA | IV CIVIL | K. Prassanna |
| 38 | 15NH5A0107 | KILARAPU VINAY KUMAR | IV CIVIL | Absent |
| 39 | 15NH5A0108 | MEESALA SOMULU | IV CIVIL | M. Somulu |
| 40 | 15NH5A0109 | A. MUNNIRUNNISA | IV CIVIL | A. Munnirunnisa |
| 41 | 15NH5A0110 | PALETI NITISH | IV CIVIL | P. Nitish |
| 42 | 15NH5A0111 | PEEKA SANDEEP | IV CIVIL | P. Sandeep |
| 43 | 15NH5A0112 | PIDATHALA PRATHYUSHA | IV CIVIL | P. Prathusha |
| 44 | 15NH5A0113 | P.H.N.S.C. VENKATESWARA RAO | IV CIVIL | P. H. N. S. C. Venkateswara Rao |
| 45 | 15NH5A0114 | RACHAMALLA .V. VENKATA LAKSHMI | IV CIVIL | R. V. V. Lakshmi |



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Gudivada, Krishna District, Andhra Pradesh - 521301

Mobile +91 92465 42188/91546 05555 Email: principalnh2008@gmail.com URL: <http://www.vkrnbcoe.org>

Name of the Programme: "A One day seminar on "Enforcement of Intellectual Property Rights"

Date: 09-02-2018

| S. No | Name of the faculty member | Department | Signature |
|-------|----------------------------|------------|-----------|
| 1 | Ms. ChAnusha | CIVIL | |
| 2 | Mr. G Srinu | CIVIL | |
| 3 | Mr.SK NagurSharief | CIVIL | |
| 4 | Mr. M Mallikarjuna | CIVIL | |
| 5 | Ms. M Tejaswi | CIVIL | |

ABOUT THE INSTITUTION

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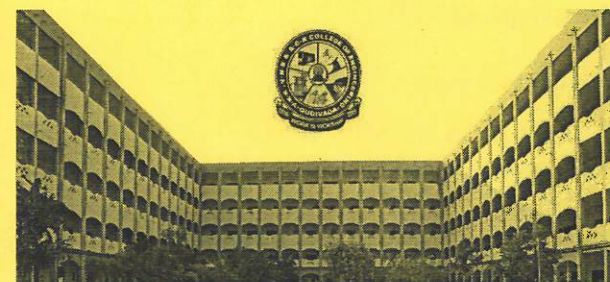
LEARNING OUTCOMES

- Understanding the basics of Intellectual Property (IP) laws
- Knowledge of different enforcement mechanisms:
- Awareness of the global nature of IP
- Knowledge of the role of different stakeholders: Different stakeholders play a crucial role in the enforcement of IP rights, including IP owners, law enforcement agencies, regulatory bodies, and the judiciary.

A One day Seminar On Enforcement of Intellectual Property Rights

FEBRUARY 9TH, 2018
Organized by

RESEARCH AND
DEVELOPMENT CELL



**V.K.R, V.N.B. & A.G.K. COLLEGE OF
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Sri V.V.KODANDA RAMAIAH
Correspondent

PATRON

Dr. G.VIJAY KUMAR
Principal

RESOURCE PERSON

Dr. G.V.N.B PRABHAKAR, Professor,
NRI College, Agiripalli

CONVENER

Dr. V.J.DEVA RAAJ
HOD, Dept. of FED

COORDINATOR

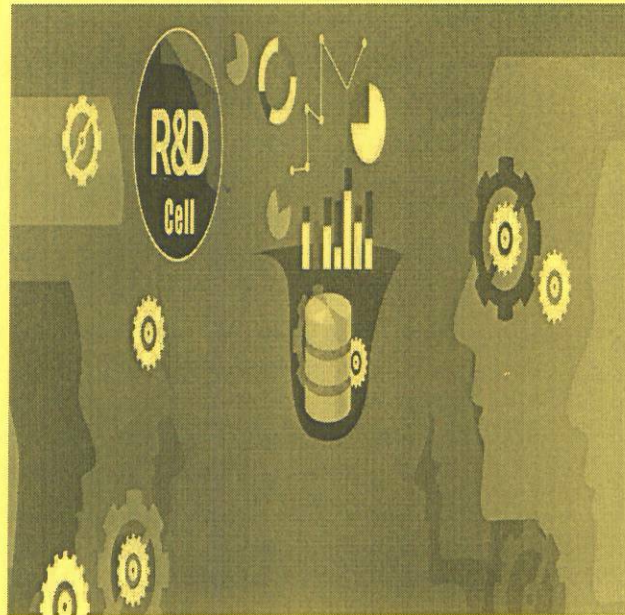
Sri K RAMA SESHA RAO
HOD, Dept. of CIVIL

ORGANIZING COMMITTEE

Mr. G Srinu Assistant Professor
Ms. Ch Anusha Assistant Professor
Mr. M Mallikarjuna Assistant Professor

STUDENT COORDINATORS

1. D.MANIKANTA
2. G.RAVI TEJA



REGISTRATION DETAILS



REGISTRATION FORM

A One day seminar
On

**“Enforcement of Intellectual
Property Rights”**

Name: Mr./Ms.: _____

Roll Number: _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-mail: _____

Signature of participant

Signature of Head of the Institution
(With the official seal)

RESEARCH & DEVELOPMENT CELL

V.K.R, V.N.B. & A.G.K. College of Engineering Eluru
Road, Gudivada - 521301, A.P
Phone number: 08674 242188
E-mail: vkrvnbengineering@gmail.com
Website: www.vkrvnbcoe.org



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Gudivada, Krishna District, Andhra Pradesh - 521301

Mobila -91 92-465 42188/91546 05555 Email: principalh2008@gmail.com URL: <http://www.vkrvnbce.org>

Date: 20-01-2018

CIRCULAR

All the students of third year Computer Science Engineering are informed to attend "A One day seminar on "Identifying the role of an Entrepreneur" by Mr. V. Subash Chandra Bose Assistant Professor, West Godavari Institute of Science and Engineering, Prakasaraopalem Andhra Pradesh is being organized by our EDC cell on 25-01-2018.

Venue: CSE seminar hall

Time: 10:00AM

V. Subash Chandra Bose
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V.K.R. V.N.B. & A.G.K. COLLEGE OF ENGINEERING
Eluru Road, GUDIVADA Kri. Dt. A.P. 521 301

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Date: 27-01-2018

PROGRAMME REPORT

| | |
|------------------|--|
| Programme Name | A One day seminar on Identifying the role of an Entrepreneur |
| Resource person | Mr. V. Subash Chandra Bose Assistant Professor, West Godavari Institute of Science and Engineering, Prakasaraopalem Andhra Pradesh +919989383327 |
| Date of Activity | 25-01-2018 |
| Organized By | V.K.R., V.N.B & A.G.K COLLEGE OF ENGINEERING |
| Venue | CSE seminar hall |

Objective of the programme

Entrepreneurship is the capacity and willingness to develop and participate in a business venture with the intention of making a profit regardless of the financial risks involved. The role of entrepreneurship in any economy is critical, as it contributes to the socio-economic development of societies.

Entrepreneurship is vital for any country's economy as it supports the contribution of the government in the provision of goods and services. It is therefore important for ease of doing business, puts in place measures that support establishment and development of business ventures so as to improve the contribution of entrepreneurship to the economy.

Topics Covered

- ✓ Identifying existing opportunities in the market
- ✓ Creating employment opportunities
- ✓ Contributing to national income
- ✓ Infrastructural Development
- ✓ Contributing to Community Development



Mr. V. Subash Chandra Bose presenting the role of an Entrepreneur

Outcomes of Programme:

The students and faculty learned about identifying the role of an Entrepreneur

They gain the knowledge on:

- ✓ **Innovation and Creativity:** Entrepreneurs are often associated with new ideas and innovations that can transform industries, create new markets, and improve existing products or services.
- ✓ **Economic Growth and Job Creation:** Entrepreneurship can stimulate economic growth by creating new businesses and jobs, which can contribute to the development of local and national economies.

- ✓ **Financial Rewards:** Successful entrepreneurs can enjoy financial rewards in the form of profits, dividends, or the sale of their businesses.
 - ✓ **Personal Satisfaction:** Many entrepreneurs report a high level of personal satisfaction from building something from scratch and seeing it succeed.
 - ✓ **Social Impact:** Some entrepreneurs focus on social or environmental causes and use their businesses as a platform to make a positive impact in their communities and beyond.
-



Mr. V. Subash Chandra Bose presenting the innovation and creativity

On 25-01-2018 from our college students and faculties have participated in the Identifying the role of an Entrepreneur


Programme Coordinator



V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

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Gudivada, Krishna District, Andhra Pradesh - 521301

Mobile: +91 92465 42188/91 546 05555 E-mail: principalmh2008@gmail.com URL: <http://www.vkrvncba.org>

LIST OF PARTICIPANTS

Name of the Programme: A One day seminar on Identifying the role of an Entrepreneur

Date: 25-01-2018

| S. No | Name of the Participant | Roll No. | Course and Year | Signature |
|-------|-------------------------------------|------------|-----------------|----------------------------|
| 1 | ABDUL SABIRUNISSA | 15NH1A0501 | III CSE | A. Sabirunissa |
| 2 | ABDUL RAFI UNNISA | 15NH1A0502 | III CSE | A. Rafiunnisa |
| 3 | ABDUL SHAHINA BEGUM | 15NH1A0503 | III CSE | A. Shahina Begum |
| 4 | ACHANTA VARUN SAI | 15NH1A0504 | III CSE | A. VARUN SAI |
| 5 | ADAPA SHARMILA | 15NH1A0505 | III CSE | A. Sharmila |
| 6 | ADAPALA CHARITHA | 15NH1A0506 | III CSE | A. Charitha |
| 7 | AGNIHOTRAM KHELA SRAVANI | 15NH1A0507 | III CSE | A. Khela Sravani |
| 8 | ALLU SYAM DURGA TIRUMALA SAI | 15NH1A0508 | III CSE | A. Syam Durga Tirumala Sai |
| 9 | ALUGOLU DEEPAK RAJA | 15NH1A0510 | III CSE | A. Daefak Raja |
| 10 | ANGADALA MANEESHA | 15NH1A0511 | III CSE | A. Manisha |
| 11 | ANNE LAHARI SRUTHI MOUNIKA | 15NH1A0513 | III CSE | A. L. Sruthi Mounika |
| 12 | ATTALURI GAYATHRI | 15NH1A0514 | III CSE | A. Gayathri |
| 13 | BOYAPATI NAGA PAVAN SAI KRISHNA | 15NH1A0515 | III CSE | B. Sai Krishna |
| 14 | CHANDANA NAGA PRUDHVI | 15NH1A0517 | III CSE | C. Naga Prudhvi |
| 15 | CHILAKALAPUDI DEEPTHI | 15NH1A0518 | III CSE | C. Deepthi |
| 16 | CHITTETI BHARATHI | 15NH1A0520 | III CSE | C. Bharathi |
| 17 | DAGGULA SAHITHYA | 15NH1A0521 | III CSE | D. SAHITHYA |
| 18 | DARISI CH V ROHIT | 15NH1A0522 | III CSE | D. Chv Rohit |
| 19 | DIMMITI KAVYA | 15NH1A0523 | III CSE | D. Kavya |
| 20 | DONEPUDI DAYA SUSHMITHA | 15NH1A0524 | III CSE | D. Daya Sushmitha |
| 21 | ELLA CHANDRA LEKHA | 15NH1A0525 | III CSE | E. Chandra Lekha |
| 22 | GADIREDDY MADHURI | 15NH1A0526 | III CSE | G. girish |
| 23 | GALLA GIRISH | 15NH1A0527 | III CSE | G. Girish |
| 24 | GANDIKOTA LAKSHMI DURGA PAVAN KUMAR | 15NH1A0528 | III CSE | G. to Pavan Kumar |

| | | | | |
|----|--|------------|---------|----------------------------------|
| 25 | GODAVARTHI NAGA MANJUSHA | 15NH1A0529 | III CSE | G.N. MANJUSHA |
| 26 | GOLI DIVYA | 15NH1A0530 | III CSE | G. Divya |
| 27 | GOLLAPALLI KUSUMA PRIYA | 15NH1A0531 | III CSE | G. Kusuma Priya |
| 28 | GORLA DEVIKA | 15NH1A0532 | III CSE | G. Devika |
| 29 | GOTTIPATI SRI KRISHNA | 15NH1A0533 | III CSE | G. Sri Krishna. |
| 30 | JAMPANI SURYA VENKATA YATISH KUMAR | 15NH1A0534 | III CSE | J. Surya Venkata Yatish Kumar |
| 32 | JASTI LAHARI | 15NH1A0535 | III CSE | J. Lahari |
| 33 | KAMBAMPATI SIRI CHANDHANA | 15NH1A0536 | III CSE | K. Siri Chandana |
| 34 | KANAKAMEDALA LAVYANA | 15NH1A0537 | III CSE | K. Lavanya |
| 35 | KANURI SUSMITHA | 15NH1A0538 | III CSE | K. Susmitha |
| 36 | KATTA GEETHANJALI | 15NH1A0540 | III CSE | K. Geethanjali |
| 37 | KODAVALLA NAVYA SRI | 15NH1A0542 | III CSE | K. Navya Sri |
| 38 | KOLLAREDDY NANDINI | 15NH1A0543 | III CSE | K. Nandhini |
| 39 | KOMMINENI LAKSHMI PRASANNA | 15NH1A0544 | III CSE | K. Lakshmi Prasanna |
| 40 | KONATHAM SESHU KUMARI | 15NH1A0545 | III CSE | K. Seshu Kumar |
| 41 | KONDURU TEJASWI | 15NH1A0546 | III CSE | K. Tejaswi |
| 42 | KUNAPAREDDI PRIYANKA | 15NH1A0549 | III CSE | K. Priyanka |
| 43 | KUNAPAREDDY NAGA VENKATA MOULIKA | 15NH1A0550 | III CSE | K. Naga Venkata Moulika |
| 44 | KUNDA ISWARYA | 15NH1A0551 | III CSE | K. Iswarya |
| 45 | KUNDETI PUJITHA | 15NH1A0552 | III CSE | K. Pujitha |
| 46 | KURAKULA MAMATHA | 15NH1A0553 | III CSE | K. Mamatha |
| 47 | KURAKULA JAHNAVI | 15NH1A0554 | III CSE | K. Jahnavi |
| 48 | KURCHETI LALITHA | 15NH1A0555 | III CSE | K. Lalitha |
| 49 | LIGAMANENI ARUN RAJ | 15NH1A0556 | III CSE | L. Arun Raj |
| 50 | MAMILLAPALLI SAI SINDHU | 15NH1A0557 | III CSE | M. Sai Sindhu |
| 51 | MAREEDU LOKESH BABU | 15NH1A0558 | III CSE | M. Lokesh Babu |
| 52 | MARREDDY SAI PRASANTH REDDY | 15NH1A0559 | III CSE | M. Sai Prasanth Reddy. |
| 53 | MERUGUMALA NANDINI | 15NH1A0560 | III CSE | M. Nandini |
| 54 | MOGANTI SRI DURGA SIREESHA | 15NH1A0561 | III CSE | M. Sri Durga Sireesha |
| 55 | MONDI LAKSHMI TIRUPATHAMMA | 15NH1A0562 | III CSE | M. Tirupathamma |
| 56 | MOTAMARRI NUTHANYA | 15NH1A0563 | III CSE | M. Nuthanya. |
| 57 | MUNAGALA VEERA VENKATA JAGAN | 15NH1A0564 | III CSE | m. veera venkata Jagan. |



V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

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Gudivada, Krishna District, Andhra Pradesh – 521301

Mobile: +91 92465 42188/91546 05555 E-mail: principalnh2006@gmail.com URL: <http://www.vkrvncol.org>

LIST OF PARTICIPANTS

Name of the Programme: A One day seminar on identifying the role of an Entrepreneur

Date: 25-01-2018

| S. No | Name of the faculty member | Department | Signature |
|-------|----------------------------|------------|-----------------------------|
| 1 | Mr. G Venkata Ratnam | CSE | <i>G Venkata Ratnam</i> |
| 2 | Mr.L N V Rao | CSE | <i>L N V Rao</i> |
| 3 | Mr.K Jeevan Kumar | CSE | <i>Jeevan Kumar</i> |
| 4 | Mr. T Mothilal | CSE | <i>T. Mothilal</i> |
| 5 | Ms.Y Anjani | CSE | <i>Y. Anjani</i> |
| 6 | Mr.K Rupa Narendra Babu | CSE | <i>K Rupa Narendra Babu</i> |

G. Jayaram

PRINCIPAL

V.K.R. V.N.B. & A.G.K. COLLEGE OF ENGINEERING
Eluru Road, GUDIVADA Kri. Dt. A.P.521 301

ABOUT THE INSTITUTION

V.K.R, V.N.B. & A.G.K. College of Engineering, Gudivada established in the year 2008 is one of the best known self-financing co-educational institutions aiming to achieve excellence in Engineering Education. It is governed by General & Technical Educational Society (GATES) to uplift aspiring students with a good academic background. It offers five UG programs (B.Tech in Civil, EEE, Mechanical, ECE and CSE) and four PG programmes (M.Tech in VLSI, CSE, Thermal Engineering and MBA). It has a strong Industry-Institute Partnership Cell, Entrepreneurship Development Cell and R&D Cell to enhance the practical knowledge of the student.

ABOUT THE EDC CELL

India, poised on the threshold on becoming a superpower, is in a need of strong citizens with the ability to hold the helm and steer the nation towards a brighter tomorrow. Those with this ability and the will to lead are the entrepreneurs of tomorrow. Entrepreneurship Cell, VKRVNB hopes to play its part in realizing this vision. We at Entrepreneurship Development Cell VKRVNB believe that original and innovative ideas having the potential to change industry by creating value are formed in young mind. Moulding these ideas into successful ventures and tapping the entrepreneurial talent or such young minds stands as the prime motive for us. We try to provide adequate resources, extensive network and all kinds of support along with the appropriate platform for aspiring young entrepreneurs to hone their ideas.

ABOUT THE PROGRAMME

The training programme would help to provide:

Entrepreneurship is the capacity and willingness to develop and participate in a business venture with the intention of making a profit regardless of the financial risks involved. The role of entrepreneurship in any economy is critical, as it contributes to the socio-economic development of societies.

TOPICS COVERED

Contents of the course would touch upon following aspects, to achieve the objectives:

- Identifying existing opportunities in the market
- Creating employment opportunities
- Contributing to national income
- Infrastructural Development
- Contributing to Community Development

A One day seminar on “Identifying the role of an Entrepreneur”

JANUARY 25th , 2018

Organized by

**ENTREPRENEURSHIP
DEVELOPEMENT CELL**



**V.K.R, V.N.B. & A.G.K. COLLEGE OF
ENGINEERING**

(Approved by AICTE and Affiliated to JNTUK, Kakinada)
Eluru Road, Gudivada – 521301

CHIEF PATRONS

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Chairman

Sri. V. VENKATESWARA RAO
Secretary

Sri. V.V.KODANDA RAMAIAH
Correspondent

PATRON

Dr. G. VIJAY KUMAR
Principal

CONVENER

Sri. G VENKATA RATNAM
HOD, Dept. of CSE

RESOURCE PERSON

Mr. V. SUBASH CHANDRA BOSE
Assistant Professor,
West Godavari Institute of Science and Engineering,
Prakasaraopalem

COORDINATOR

Sri. K.HARI KISHAN
HOD, Dept. of MBA

ORGANIZING COMMITTEE

Mr. K Jeevan Kumar Assistant Professor

Mr. T Mothilal Assistant Professor

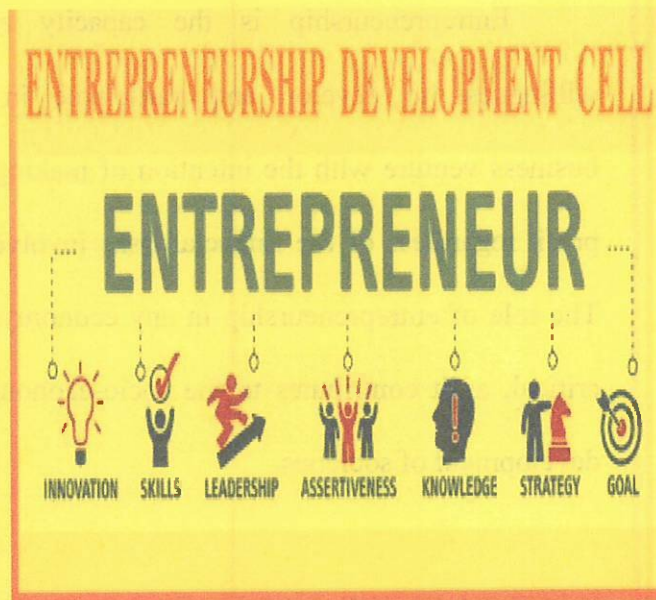
Ms. Y Anjani Assistant Professor

STUDENT COORDINATORS

1. Ms. A Gayathri
2. Mr. M Lokesh Babu

ADDRESS FOR COMMUNICATION

Sri K.HARI KISHAN
HOD, Dept of MBA
E mail: edc@vkrvnbcoe.org



REGISTRATION DETAILS



REGISTRATION FORM

**A One day seminar on
On**

“Identifying the role of an Entrepreneur”

Name: Mr./Ms.: _____

Regd. No: _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-mail: _____

Signature of participant

ENTREPRENEURSHIP DEVELOPMENT CELL
V.K.R, V.N.B. & A.G.K. College of Engineering Eluru Road,
Gudivada - 521301, A.P
Phone number: 08674 242188
E-mail: vkrvnbengineering@gmail.com
Website: www.vkrvnbcoe.org



V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

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Gudivada, Krishna District, Andhra Pradesh - 521301

Mobile: +91 92465 42188/91546 05555 E mail: principalnh2008@gmail.com URL: <http://www.vkrvnbcce.org>

Date: 19-12-2017

CIRCULAR

This is to inform that "A one day Seminar on Research methodology: for Beginners" by Mr. Gunjuluri Anvesh. M.Tech. Environmental Engineer, Vitya Consultancy Pvt LTD, Hyderabad, Telangana. Being organized by our V.K.R., V.N.B & A.G.K College of Engineering on 22.12.2017. I request you all register immediately and attend the program.

Venue: ECE Seminar Hall, V.K.R, V.N.B & A.G.K College of Engineering

Timing: 09:30AM

Gayakumar T.
PRINCIPAL
VKR VNB & AGK COLLEGE OF ENGINEERING
Eluru Road, GUDIVADA, Kri Dt. A.P. 521 301

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| Signature of all HODs | | | | | | | TPO | OFFICE | LIBRARY |
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| | | | | | | | | | |
| CSE | ECE | CIVIL | MECH | FED | EEE | MBA | | | |



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Gudivada, Krishna District, Andhra Pradesh – 521301

Mobile: +91 92465 42188/91546 05555 E mail: principalnh2008@gmail.com URL: <http://www.vknvbeo.org>

DATE: 23-12-2017

PROGRAMME REPORT

| | |
|------------------|--|
| Programme Name | A one day Seminar on Research methodology: for Beginners |
| Resource Person | Mr. Gunjuluri Anvesh. M.Tech. Environmental Engineer, Vitya Consultancy Pvt LTD, Hyderabad, Telangana +91 9963917530 |
| Date of Activity | 22.12.2017 |
| Organized by | V.K.R, V.N.B & A.G.K College of Engineering, Gudivada, Krishna District, AP |
| Venue | ECE Seminar Hall |

The objective of the program

- To understand research philosophy
- To enhance the understanding of the research process
- To develop skills required by the researcher and understand different applications of Research
- To explore different techniques of research
- To acquire mandatory skills and competencies to conduct medium-scale research and to produce a report with tested substance

Program Outcome

- Understand the Research Philosophy
- Research Problem Identification
- Develop Research Questions and Formulate the Research Objectives
- Critically Analysing the Literature
- Qualitative and Quantitative Research Design
- Qualitative and Quantitative Data Analysis



Mr. Gunjului Anvesh Garu presented the PPT to the students

Gunjului Anvesh Garu
Program Coordinator



V.K.R, V.N.B & A.G.K COLLEGE OF ENGINEERING

(Approved by AICTE, New Delhi & Affiliated to JNTUK, KAKINADA)
An ISO 9001:2015 Certified Institute

Gudivada, Krishna District, Andhra Pradesh – 521301

DATE: 22-12-2017

Student Attendance Sheet for the program

Of

“A one day Seminar on Research Methodology: For Beginners”

| S.No | STUDENT NAME | REGD. NO | BRANCH | Signature |
|------|-----------------------|------------|--------|-----------|
| 1 | ALLA SAI RAMA KRISHNA | 14NH1A0401 | ECE | |
| 2 | A V KANAKA JYOTHI | 14NH1A0402 | ECE | |
| 3 | ARJA HEMA SREE | 14NH1A0403 | ECE | |
| 4 | A SARANYA LAKSHMI | 14NH1A0404 | ECE | |
| 5 | BEZAWADA MOUNIKA | 14NH1A0405 | ECE | |
| 6 | B TEJASAI KOWSIK | 14NH1A0406 | ECE | |
| 7 | CH.SOWMYASRI | 14NH1A0407 | ECE | |
| 8 | CHAVALI NEELIMA | 14NH1A0408 | ECE | |
| 9 | CH.MURALI KRISHNA | 14NH1A0409 | ECE | |
| 10 | DAMERLA SRAVANTI | 14NH1A0411 | ECE | |
| 11 | DESU HARITHA | 14NH1A0413 | ECE | |
| 12 | GANAPATHI NAGA SIVA | 14NH1A0414 | ECE | |
| 13 | GANDU SAI SURYA | 14NH1A0415 | ECE | |
| 14 | GORIPARTHI PAVANI | 14NH1A0416 | ECE | |
| 15 | GOURI NAGA GAYATRI | 14NH1A0417 | ECE | |
| 16 | J GIRIBHAVANI SANKAR | 14NH1A0418 | ECE | |
| 17 | KHAIRUNISSA | 14NH1A0420 | ECE | |

| | | | | |
|----|----------------------|------------|-----|----------------|
| 18 | KIMIDI MANOJ KUMAR | 14NH1A0421 | ECE | Manj |
| 19 | KOLUSU GAYATRI | 14NH1A0422 | ECE | Gayatri.K |
| 20 | MALLELA USHA RANI | 14NH1A0426 | ECE | Usha |
| 21 | MAMILLAPALLI ANUSHA | 14NH1A0427 | ECE | Anu |
| 22 | M. M. K.RATNA | 14NH1A0428 | ECE | K Ratna |
| 23 | M S CHANDANA | 14NH1A0429 | ECE | CH |
| 24 | N. M. JAHAVI | 14NH1A0435 | ECE | JAH |
| 25 | NULU DIVYA TEJA | 14NH1A0436 | ECE | Divya Teja |
| 26 | O.LAVYANA | 14NH1A0437 | ECE | LADJ |
| 27 | OSURI BINDU | 14NH1A0438 | ECE | O Bindu |
| 28 | P.N.V.JYOTHSNA | 14NH1A0439 | ECE | JYoti |
| 29 | P R KISHORE | 14NH1A0442 | ECE | Kishore RP |
| 30 | P. SRAVANI | 14NH1A0445 | ECE | Sravani |
| 31 | P D SAI VARA LAKSHMI | 14NH1A0447 | ECE | Lakshmi |
| 32 | PUSUNURI SUMANTH | 14NH1A0448 | ECE | Sumanth Pusuri |
| 33 | SAYANA HARIKA | 14NH1A0453 | ECE | HARIKA |
| 34 | SUKHAVASI SAI RAMYA | 14NH1A0457 | ECE | Sai Ramya |
| 35 | V B DURGA SIVA BINDU | 14NH1A0461 | ECE | Bindu |
| 36 | YADALA VIDYA | 14NH1A0463 | ECE | Y. Vidya |
| 37 | A ADITYA | 15NH5A0401 | ECE | Aditya |


Program Coordinator


PRINCIPAL

ABOUT THE INSTITUTION

V.K.R, V.N.B. & A.G.K. College of Engineering, Gudivada established in the year 2008 is one of the best known self-financing co-education institutions aiming to achieve excellence in Engineering Education. It is governed by General & Technical Education Society (GATES) to uplift aspiring students with a good academic background. It offers five UG programs (B.Tech in ECE, CSE, EEE, Mechanical, and Civil) and four PG programmes (M.Tech in VLSI, CSE, Thermal Engineering and MBA). It has a strong Industry-Institute Partnership Cell, Entrepreneurship Development Cell and R&D Cell to enhance the practical knowledge of the student.

ABOUT THE R&D CELL

The R&D Cell promotes and enables the students to carry out research activities in the respective domains and interdisciplinary areas with a set of guidelines. To promote and accelerate quality research within the institute and in collaboration with industry, other institutes and R&D organizations. To promote Innovation and consultancy activities through development of Research Centers and Centers of Excellence. To integrate Teaching and Research. To ensure integrity, quality and ethics in research. To promote generation of intellectual capital.

ABOUT PROGRAMME

Objectives:

- ❖ Introducing students to the concept of Research Methodology and its importance in promoting innovation and creativity.
- ❖ If resources allow parents to place their offspring and themselves into an alternative setting with better conditions, most take it for the survival of the family through the next generation and such choices can be more conducive to greater creativity and innovation.
- ❖ Patronage – this can be worked on if a researcher takes steps to expose their ideas for input and to engage other researchers.
- ❖ To understand research philosophy. To develop skills required by the researcher and understand different applications of Research

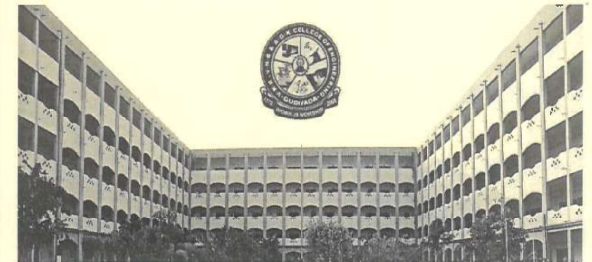
LEARNING OUTCOMES

- ❖ Understand the Research Philosophy
- ❖ Research Problem Identification
- ❖ Develop Research Questions and Formulate the Research Objectives
- ❖ Critically Analysing the Literature
- ❖ Qualitative and Quantitative Research Design
- ❖ Qualitative and Quantitative Data Analysis

**A one day Seminar
On
“Research methodology: for
Beginners”**

**22nd December 2017
Organized by**

**RESEARCH AND
DEVELOPMENT CELL**



**V.K.R, V.N.B. & A.G.K. COLLEGE OF
ENGINEERING**

(Approved by AICTE and Afiliated to JNTUK, Kakinada)
Eluru Road, Gudivada – 521301

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Chairman

Sri VEMULAPALLI VENKATESWARA RAO
Secretary

Sri V.V.KODANDA RAMAIAH
Correspondent

PATRON

Dr. G.VIJAY KUMAR
Principal

RESOURCE PERSON

Mr. GUNJULURI ANVESH
Environmental Engineer,
Vitya Counciltancy Pvt LTD, Hyderabad.

CONVENER

Mr. V. RAMESH BABU
HOD, Dept. of ECE

COORDINATOR

Sri G. RAJENDRA
Associate Professor, Dept. of ECE

ORGANIZING COMMITTEE

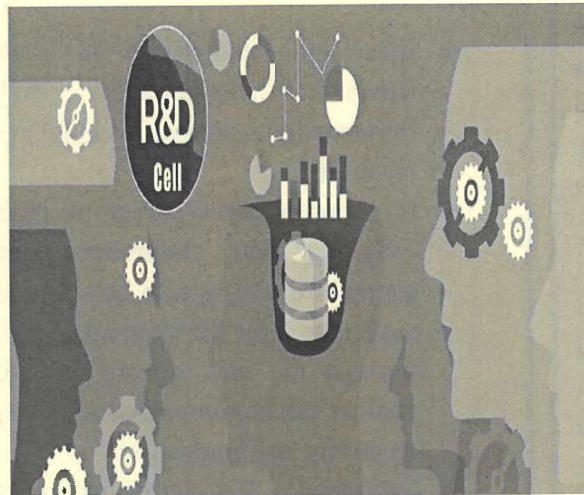
Ms. SRI LAKSHMI Assistant Professor

Mr. PRAVEEN KUMAR Assistant Professor

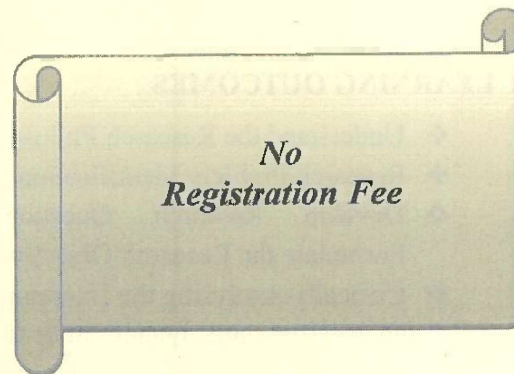
Ms. N. KIRANMAYEE Assistant Professor

STUDENT COORDINATORS

- B. T. KOWSHIK**
- CH. MURALI KRISHNA**



REGISTRATION DETAILS



REGISTRATION FORM

A One day workshop

On

**“Research methodology: for
Beginners”**

Name: Mr./Ms.: _____

Roll Number: _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-mail: _____

Signature of participant

Signature of Head of the Institution
(With the official seal)

RESEARCH & DEVELOPMENT CELL
V.K.R, V.N.B. & A.G.K. College of Engineering Eluru
Road, Gudivada - 521301, A.P
Phone number: 08674 242188
E-mail: rnd@vkrvnbcoe.org
Website: www.vkrvnbcoe.org



V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

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Gudivada, Krishna District, Andhra Pradesh – 521301

Mobile: +91 92465 42188/91546 05555 Email: principal@vkrvnbcce.org URL: <http://www.vkrvnbcce.org>

Date: 03-11-2017

CIRCULAR

All the B.Tech students of Final year Computer Science Engineering are informed to attend “A One day seminar on Importance of IPR in Modern Global Economic Environment” by Dr. CH. NIRMAL CHAND Head of the Department, Seshadri Rao Gudlavalleru Engineering College, Gudlavalleru, is being organized by our R&D cell on 10-11-2017.

Venue: CSE Seminar Hall

Time: 10:00AM

Gayam...
PRINCIPAL
V.K.R. V.N.B. & A.G.K. COLLEGE OF ENGINEERING
Eluru Road, GUDIVADA, Kri Dt. A.P. 521 301

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|-----------------------|-----|-------|------|-----|-----|-----|--------|--------|---------|
| | | | | | | | | | |
| CSE | ECE | CIVIL | MECH | FED | EEE | MBA | K. Das | A. Das | K. Das |



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Mobile: +91 92465 42188/91546 05555 E-mail: principalahk2008@gmail.com URL: <http://www.vkrnbcoe.org>

Date: 13- 11-2017

PROGRAMME REPORT

| | |
|------------------|---|
| Programme Name | A One day seminar on Importance of IPR in Modern Global Economic Environment |
| Resource person | Dr. CH. NIRMAL CHAND; Head of the Department, Seshadri Rao Gudlavalleru Engineering College, Gudlavalleru, +91 9502233581 |
| Date of Activity | 10-11-2017 |
| Organized By | V.K.R., V.N.B & A.G.K COLLEGE OF ENGINEERING |
| Venue | CSE Seminar Hall |

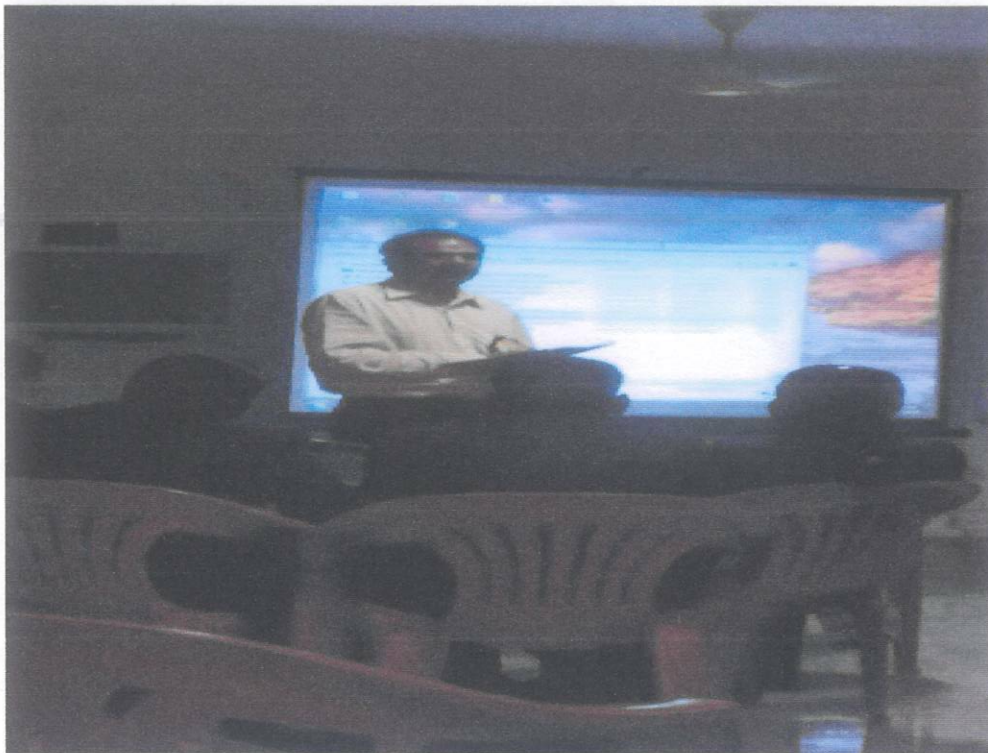
Objective of the programme

Intellectual property rights (IPR) play a crucial role in the modern global economic environment, particularly in the areas of innovation, investment, and trade. Here are some outcomes of IPR in the modern global economic environment:

- Encouraging innovation: IPR provides legal protection for innovations, ideas, and creative works, encouraging individuals and companies to invest in research and development. This, in turn, promotes innovation and the development of new products, technologies, and services.
- Promoting investment: IPR helps to attract investment, as companies can protect their innovations and intellectual property from infringement by competitors. This encourages investors to invest in new and innovative technologies, as they know that their investment is protected.
- Driving economic growth: The protection of IPR can create jobs and drive economic growth by promoting innovation, investment, and entrepreneurship. This is particularly true in industries such as technology, where innovative ideas can lead to significant economic benefits.
- Enhancing competitiveness: IPR helps companies to differentiate themselves from their competitors by protecting their unique innovations and products. This can give them a competitive advantage in the marketplace and help them to attract customers and investors.

Topics Covered

- Theories of IPR, Philosophical aspects of IPR laws, Need for IPR, IPR as an instrument of development
- Enforcement of Intellectual Property Rights.
- Factors that create and sustain counterfeiting/piracy, International agreements,
- International organizations (e.g. WIPO, WTO) active in IPR enforcement
- Indian Scenario of IPR.
- India, Overview of IP laws in India, Indian IPR, Administrative Machinery, Major International treaties signed by India, Procedure for submitting patent and Enforcement of IPR at national level etc.



Dr. Nirmal Chand explaining the importance of IPR in modern economy

Outcomes of the Programme:

The students and faculty learned about Importance of IPR in Modern Global Economic Environment

They gain the knowledge on:

- Increased global trade: Globalization has led to increased trade between nations, with goods and services flowing more freely across borders. This has resulted in increased economic growth and development, as well as greater competition and access to goods and services.
- Technological advancement: The rapid pace of technological innovation has transformed many industries, leading to new products and services, greater efficiency, and new business models. This has created new opportunities for businesses and consumers alike.
- Growing income inequality: While globalization and technological advancement have led to economic growth, they have also contributed to growing income inequality within and between nations. This has resulted in social and political tensions, as well as concerns about the fairness of the global economic system.
- Environmental impact: The modern global economic environment has had a significant impact on the environment, with increased consumption and production leading to pollution, resource depletion, and climate change. This has led to increased awareness of the need for sustainable development and environmental protection.
- Political implications: The global economic environment has also had political implications, with international institutions such as the World Trade Organization and the International Monetary Fund playing an increasingly important role in shaping economic policies and governance. This has led to debates about the role of international institutions and the distribution of power and influence in the global economy.

On 10-11-2017 from our college students and faculties have participated in the Importance of IPR in Modern Global Economic Environment


Programme Coordinator



V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

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Gudivada, Krishna District, Andhra Pradesh – 521301

Mobile: +91 92465 42188/91546 05555 Email: principalh2008@gmail.com URL: <http://www.vkrabce.org>

LIST OF PARTICIPANTS

Name of the Programme: "A One day seminar on Importance of IPR in Modern Global Economic Environment"

Date: 10-11-2017

| S. No | Name of the Participant | Roll No. | Course and Year | Signature |
|-------|-------------------------|-------------------------------|-----------------|---------------------|
| 1 | 14NH1A0501 | ALLAM GOWTHAMI | IV CSE | A. Gowthami |
| 2 | 14NH1A0502 | ANGADALA HEMA PRASANNA | IV CSE | A.H.P |
| 3 | 14NH1A0503 | ARIGE MADHURI | IV CSE | A. madhuri |
| 4 | 14NH1A0504 | AVULA DEEPTHI | IV CSE | A. Deepthi |
| 5 | 14NH1A0505 | BANDARU OME SANKEERTHANA | IV CSE | Bankerthana |
| 6 | 14NH1A0506 | BATHULA DAVALIKA | IV CSE | B. Davalika |
| 7 | 14NH1A0507 | BOBBA GEYA | IV CSE | B. Geyya |
| 8 | 14NH1A0508 | BONDALAPATI BHUVAN CHOWDARY | IV CSE | B. chowdary |
| 9 | 14NH1A0509 | BOYANA PADMA SAI | IV CSE | B. padma sai |
| 10 | 14NH1A0510 | BOYAPATI SAIPRADEEP | IV CSE | B. Sai |
| 11 | 14NH1A0511 | CHALLAGULLA ANAND SAI PRAKASH | IV CSE | C. A. S. Prakash |
| 12 | 14NH1A0513 | DIMMITI KRANTHISAI | IV CSE | D. kranthisai |
| 13 | 14NH1A0514 | EDA PRATHYUSHA | IV CSE | E. Prathyusha |
| 14 | 14NH1A0515 | GADIREDDY HARSHAVARDHAN | IV CSE | G. Harshavardhan |
| 15 | 14NH1A0516 | GANTA PUJITHA | IV CSE | Pujitha G |
| 16 | 14NH1A0517 | GELLI PRASANNALAKSHMI | IV CSE | G. Prasanna Lakshmi |
| 17 | 14NH1A0518 | GOGULLAMUDI SOWJANYA | IV CSE | G. Sowjanya |
| 18 | 14NH1A0519 | GOLLA JYOTHIRMAYI | IV CSE | G. Jyothi |

| | | | | |
|----|------------|---------------------------|--------|------------------------|
| 19 | 14NH1A0520 | GOTTIPATI DATTA SAI KIRAN | IV CSE | G. Saikiran |
| 20 | 14NH1A0521 | GUNDAPU SRAVANI | IV CSE | G. Sravani |
| 21 | 14NH1A0522 | GURINDAPALLI CHANDINI | IV CSE | G. Chandini |
| 22 | 14NH1A0523 | IRRINKI AMRUTHA | IV CSE | I. Amrutha |
| 23 | 14NH1A0524 | JAJULA ROOPA DEVI | IV CSE | J. Roopa Devi |
| 24 | 14NH1A0525 | JAMPANI AJAY BABU | IV CSE | J. Ajay Babu |
| 25 | 14NH1A0526 | JANNU RICHITHA | IV CSE | J. Richitha |
| 26 | 14NH1A0527 | JONNALAGADDA PRAVEENA | IV CSE | J. Praveena |
| 27 | 14NH1A0528 | JONNALAGADDA SOWMYA SRI | IV CSE | J. Sowmya |
| 28 | 14NH1A0529 | KAKARLA LAKSHMI TEJASWI | IV CSE | K. Lakshmi |
| 29 | 14NH1A0530 | KODEBOYINA SAISRI NAIDU | IV CSE | K. Saisri Naidu |
| 30 | 14NH1A0531 | KOGANTI DIVYASREE | IV CSE | K. Divya Sree |
| 31 | 14NH1A0533 | KOMMA TEJASWI | IV CSE | K. Tejaswi |
| 32 | 14NH1A0534 | KOMIREDDY SUHASINI REDDY | IV CSE | K. Suhagini Reddy |
| 33 | 14NH1A0535 | KONDAPALLI UMAREDDY | IV CSE | K. Uma Reddy |
| 34 | 14NH1A0536 | KONIDINA RAMESH | IV CSE | K. Ramesh |
| 35 | 14NH1A0537 | KONIJETI HARSHINI | IV CSE | K. Harshini |
| 36 | 14NH1A0538 | KOTA RAJITHA | IV CSE | K. Rajitha |
| 37 | 14NH1A0539 | KOTNALA HARITHA | IV CSE | K. Haritha |
| 38 | 14NH1A0541 | KUNDETI RUPA SREE | IV CSE | K. Sree |
| 39 | 14NH1A0542 | LOYA NEEHARIKA | IV CSE | L. Neeharika |
| 40 | 14NH1A0543 | LOYA SAI SRI HARSHITHA | IV CSE | Loya Sai Sri Harshitha |
| 41 | 14NH1A0544 | MANDA GEETHA SREE REDDY | IV CSE | M. Geetha Sree Reddy |
| 42 | 14NH1A0545 | MANGINENI PRASANNA | IV CSE | M. Prasanna |



V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

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Gudivada, Krishna District, Andhra Pradesh – 521301

Mobile +91 92465 42188/91546 05555 Email: principalnh2008@gmail.com URL: <http://www.vkrvnbcoe.org>

Name of the Programme: "A One day seminar on Importance of IPR in Modern Global Economic Environment"

Date: 10- 11-2017

| S. No | Name of the faculty member | Department | Signature |
|-------|----------------------------|------------|--------------|
| 1 | Mr.L N V Rao | CSE | |
| 2 | Mr.K Jeevan Kumar | CSE | |
| 3 | Ms.Y Anjani | CSE | Y. Anjani |
| 4 | Mr. T Mothilal | CSE | T. Mothilal. |
| 5 | Mr.K Rupa Narendra Babu | CSE | |

ABOUT THE INSTITUTION

V.K.R, V.N.B. & A.G.K. College of Engineering, Gudivada established in the year 2008 is one of the best known self-financing co-education institutions aiming to achieve excellence in Engineering Education. It is governed by General & Technical Education Society (GATES) to uplift aspiring students with a good academic background. It offers five UG programs (B.Tech in ECE, CSE, EEE, Mechanical, and Civil) and four PG programmes (M.Tech in VLSI, CSE, Thermal Engineering and MBA). It has a strong Industry-Institute Partnership Cell, Entrepreneurship Development Cell and R&D Cell to enhance the practical knowledge of the student.

ABOUT THE R&D CELL

The R&D Cell promotes and enables the students to carry out research activities in the respective domains and interdisciplinary areas with a set of guidelines. To promote and accelerate quality research within the institute and in collaboration with industry, other institutes and R&D organizations. To promote Innovation and consultancy activities through development of Research Centres and Centres of Excellence. To integrate Teaching and Research. To ensure integrity, quality and ethics in research. To promote generation of intellectual capital.

ABOUT PROGRAMME

Objectives:

- Encouraging innovation: IPR provides legal protection for innovations, ideas, and creative works, encouraging individuals and companies to invest in research and development.
- Promoting investment: IPR helps to attract investment, as companies can protect their innovations and intellectual property from infringement by competitors.
- Driving economic growth: The protection of IPR can create jobs and drive economic growth by promoting innovation, investment, and entrepreneurship

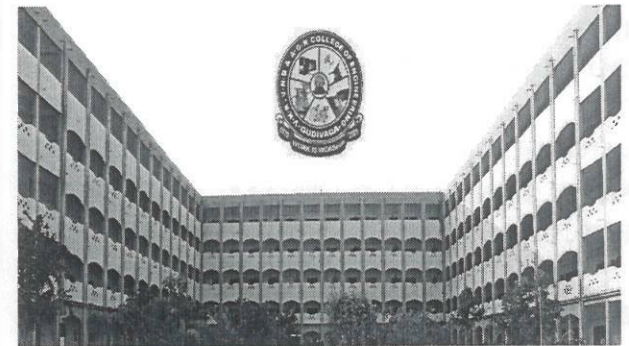
LEARNING OUTCOMES

- Theories of IPR, Philosophical aspects of IPR laws, Need for IPR, IPR as an instrument of development
- Enforcement of Intellectual Property Rights: Introduction, Magnitude of problem
- Factors that create and sustain counterfeiting/piracy, International agreements
- International organizations (e.g. WIPO, WTO) active in IPR enforcement

A One day Seminar On Importance of IPR in Modern Global Economic Environment

NOVEMBER 10th, 2017
Organized by

RESEARCH AND
DEVELOPMENT CELL



**V.K.R, V.N.B. & A.G.K. COLLEGE OF
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PATRON

Dr. G.VIJAY KUMAR
Principal

RESOURCE PERSON

Dr. CH NIRMAL CHAND
Professor & HoD, Dept. of MBA.
SR Gudlavalleru Engineering College, Gudlavalleru,

CONVENER

Dr. V.J.DEVA RAAJ
HOD, Dept. of FED

COORDINATOR

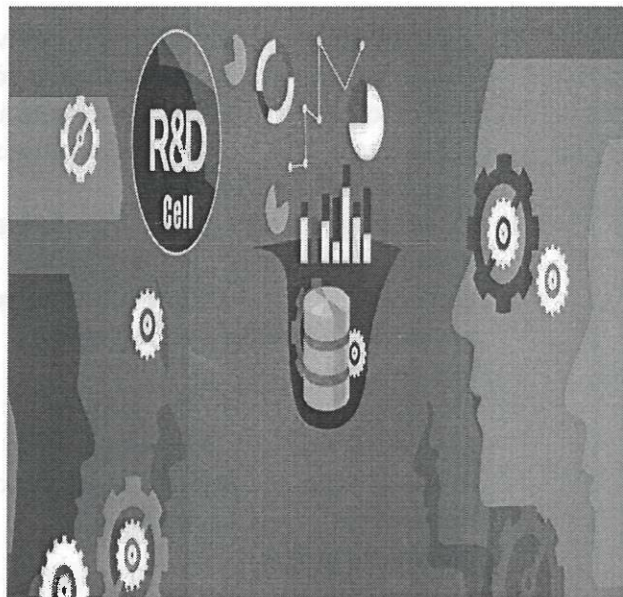
Sri G.VENKATA RATNAM
HOD, Dept. of CSE

ORGANIZING COMMITTEE

| | |
|---------------------------|----------------------------|
| Mr. L N V Rao | Associate Professor |
| Mr. K Jeevan Kumar | Assistant Professor |
| Ms. Y Anjani | Associate Professor |

STUDENT COORDINATORS

1. J.AJAY BABU
2. K. TEJASWI



REGISTRATION DETAILS



REGISTRATION FORM

**A One day seminar
On**

**“Importance of IPR in Modern Global
Economic Environment”**

Name: Mr./Ms.: _____

Regd No: _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-mail: _____

Signature of participant

Signature of Head of the Institution
(With the official seal)

RESEARCH & DEVELOPMENT CELL

V.K.R, V.N.B. & A.G.K. College of Engineering Eluru
Road, Gudivada - 521301, A.P
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V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

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Date: 13-10-2017

CIRCULAR

All the students of third year Electronics & Communication Engineering are informed to attend "A One day seminar on Marketing Practices of Small and medium Enterprises (SMEs) "by Mrs. U.HARINI HR Executive, Medico Healthcare Services & Technologies, Telangana is being organized by our EDC cell on 17-10-2017.

Venue: ECE Seminar Hall

Timing: 10:30AM

V. Srinivas
PRINCIPAL
PRINCIPAL

V.K.R. V.N.B. & A.G.K. COLLEGE OF ENGINEERING
Eluru Road, GUDIVADA Kri. Dt.A.P.521 301

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| CSE | ECE | CIVIL | MECH | FED | EEE | MBA | | | |



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Mobile –91 92465 42188/91546 05555 E mail: principalnh2008@gmail.com URL : <http://www.vkrvbcoe.org>

Date: 19-10-2017

PROGRAMME REPORT

| | |
|------------------|---|
| Programme Name | A One day seminar on Marketing Practices of Small and medium Enterprises (SMEs) |
| Resource person | Mrs. U.HARINI HR Executive, Medico Healthcare Services & Technologies, Telangana. +917386288142 |
| Date of Activity | 17-10-2017 |
| Organized By | V.K.R., V.N.B & A.G.K COLLEGE OF ENGINEERING |
| Venue | ECE Seminar Hall |

Objective of the programme

Increase sales: The primary objective of SMEs' marketing practices is to increase their sales and revenue. By promoting their products or services to potential customers through various marketing channels, SMEs aim to increase their customer base and generate more sales.

Build brand awareness: SMEs often have limited brand recognition and face intense competition in the market. Effective marketing practices can help SMEs build brand awareness among their target audience and differentiate themselves from their competitors.

Enhance customer loyalty: SMEs rely heavily on their existing customers for repeat business and referrals. By implementing effective marketing practices, SMEs can strengthen their relationship with their existing customers and enhance customer loyalty.

Expand market share: SMEs may look to expand their market share by entering new markets or targeting new customer segments. Marketing practices that help SMEs reach new customers and increase their brand awareness can help them achieve this objective.

Improve profitability: Effective marketing practices can help SMEs improve their profitability by reducing customer acquisition costs, increasing customer retention rates, and boosting overall sales.

Stay competitive: Marketing practices can help SMEs stay competitive in their industry by keeping up with the latest trends and customer demands. This can help SMEs adapt to changing market conditions and stay ahead of their competitors.

Topics Covered

- ✓ Importance of marketing for Small and Medium Enterprises (SMEs)
 - ✓ Types of marketing strategies used by SMEs
 - ✓ Challenges faced by SMEs in implementing effective marketing practices
 - ✓ Digital marketing strategies for SMEs
 - ✓ Social media marketing for SMEs
 - ✓ Influencer marketing for SMEs
 - ✓ Content marketing for SMEs
 - ✓ Word-of-mouth marketing for SMEs
 - ✓ Co-marketing partnerships for SMEs
 - ✓ Guerrilla marketing tactics for SMEs
 - ✓ Measuring the success of marketing efforts for SMEs
 - ✓ Building a strong brand identity for SMEs
 - ✓ Customer relationship management for SMEs
 - ✓ Sustainable marketing practices for SMEs
 - ✓ Marketing automation for SMEs.
-



Mrs. U.HARINI presenting Digital marketing strategies for SMEs

Outcomes of Programme:

The students and faculty learned about Marketing Practices of Small and medium Enterprises (SMEs)

They gain the knowledge on:

- Understanding the unique challenges faced by SMEs in the marketing landscape: SMEs often have limited resources, limited budgets, and may not have the expertise to develop a marketing strategy. Studying marketing practices of SMEs can help students understand how these businesses navigate the marketing landscape.
- Developing marketing strategies tailored to the needs of SMEs: By studying successful marketing practices of SMEs, students can learn how to develop effective marketing strategies for small businesses. This can include understanding how to leverage digital marketing, social media, and other cost-effective marketing channels.
- Identifying and addressing market gaps and opportunities: SMEs often operate in niche markets and can identify gaps and opportunities that larger businesses may not be able to see. By studying SME marketing practices, students can learn how to identify these opportunities and leverage them to drive business growth.
- Learning how to measure marketing success: Measuring marketing success can be challenging for SMEs, as they may not have the same resources as larger companies. Students can learn how SMEs measure marketing success, including through customer feedback, social media engagement, and sales data.
- Understanding the importance of brand identity: Brand identity is important for businesses of all sizes, but it can be especially important for SMEs. Students can learn how SMEs develop and maintain their brand identity, including through storytelling, messaging, and visual elements.
- Developing skills in marketing research: Understanding consumer behavior and market trends is critical for developing effective marketing strategies. By studying marketing practices of SMEs, students can develop skills in marketing research and analysis, including identifying customer needs and preferences, and tracking market trends.
- Exploring ethical considerations in SME marketing: Small businesses operate in a different context than larger corporations, and ethical considerations can be different as well. Studying marketing practices of SMEs can help students understand the ethical considerations that arise when marketing to smaller audiences or in niche markets.



Mrs. U.HARINI presenting Digital marketing strategies for SMEs

On 17-10-2017 from our college students and faculties have participated in the Marketing Practices of Small and medium Enterprises (SMEs)


Programme Coordinator



V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

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Gudivada, Krishna District, Andhra Pradesh - 521301

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LIST OF PARTICIPANTS

Name of the Programme: A One day seminar on Marketing Practices of Small and medium Enterprises (SMEs)

Date: 17-10-2017

| S. No | Name of the Participant | Roll No. | Course and Year | Signature |
|-------|-----------------------------|------------|-----------------|-------------------|
| 1 | ABDUL AYESHA SULTANA | 19NH1A0401 | III ECE | A |
| 2 | ADAPA NAGA LALITHA DEVI | 19NH1A0402 | III ECE | ANL Devi |
| 3 | ALLU SRINIVAS | 19NH1A0403 | III ECE | SRINIVAS |
| 4 | ANGATA DHARANI | 19NH1A0404 | III ECE | Dharani |
| 5 | ANGADALA PRAVEEN | 19NH1A0405 | III ECE | Praveen |
| 6 | AYESHA BEGUM | 19NH1A0406 | III ECE | AYESHA BEGUM |
| 7 | BAGI NAGA PUJITHA | 19NH1A0407 | III ECE | Bagi |
| 8 | BASTATI KEERTHI | 19NH1A0408 | III ECE | B. Keerthi |
| 9 | RAVULAKOLLU SWATHI | 19NH1A0409 | III ECE | R-swathi |
| 10 | BHOGADI BINDU MADHAVI | 19NH1A0410 | III ECE | B. Bindu Madhavi |
| 11 | BOLLA NAGA RAVI KISHORE | 19NH1A0411 | III ECE | Naga Ravi Kishore |
| 12 | BUDHARAPU JAGADEESWAR | 19NH1A0412 | III ECE | Jagadeeswar |
| 13 | CHINTALA LAKSHMI SRUTHI | 19NH1A0413 | III ECE | Ch. Lakshmi |
| 14 | CHITTURI SUPRIYA | 19NH1A0414 | III ECE | Ch. Supriya |
| 15 | DASARI SUSHMA SREE | 19NH1A0415 | III ECE | D. Sushma |
| 16 | DHEEKOLLU NISHITHA | 19NH1A0416 | III ECE | D. Nishitha |
| 17 | DINTAKURTHI AYYAPPA MAVULLU | 19NH1A0417 | III ECE | D. Ayyappa |
| 18 | DONE RADHIKA | 19NH1A0418 | III ECE | D. R. |
| 19 | DUSANPUDI RAJASRI | 19NH1A0419 | III ECE | D. Rajasri |
| 20 | GANTETI SANGEETHA | 19NH1A0420 | III ECE | G. Sangeetha |
| 21 | GOWRISETTI DHARANI | 19NH1A0421 | III ECE | G. Dhara |
| 22 | GUDISEVA BHAVANA | 19NH1A0422 | III ECE | G. Bhavana |
| 23 | GUDIVADA SNIGDHA | 19NH1A0423 | III ECE | G. Snigdha |
| 24 | GURRAM SRAVANTHI | 19NH1A0424 | III ECE | G. Sravanthi |
| 25 | JALASUTRAM PUJITHA | 19NH1A0425 | III ECE | J. Pujitha |
| 26 | JALLURI SAI TEJA | 19NH1A0426 | III ECE | Sai Teja |

| | | | | |
|----|--|------------|---------|-------------------|
| 27 | JAMPANA MOUNIKA | 19NH1A0427 | III ECE | J. Mounika |
| 28 | KALE VEERA VENKATA SWAPNA | 19NH1A0428 | III ECE | Swapna |
| 29 | KASETTI JEEVANA HARSHA | 19NH1A0430 | III ECE | K. Jeevana Harsha |
| 30 | KETHANA MANI KANTA VENKATA SAI KRISHNA | 19NH1A0431 | III ECE | KM V Sai |
| 31 | KODALI RAVALI | 19NH1A0432 | III ECE | Raveli |
| 32 | KOLUSU UMA BALA | 19NH1A0433 | III ECE | Uma Bala |
| 33 | KONA ASA MANI DEEPTHI | 19NH1A0434 | III ECE | Mani Deepthi |
| 34 | KORASIGA KEERTHI | 19NH1A0435 | III ECE | K. Keerthi |
| 35 | KORAPATI LAKSMI SREE | 19NH1A0436 | III ECE | |
| 36 | KOTA DIVYA MALIKA | 19NH1A0437 | III ECE | K. Divya |
| 37 | LINGAM VENKATA CHINNA BRAHMAIAH | 19NH1A0438 | III ECE | X. Brahmaiah |
| 38 | MATTA SHANMUKESWARI | 19NH1A0440 | III ECE | M. Shanmukeswari |
| 39 | MEERJA SHINY FATHIMA | 19NH1A0441 | III ECE | M. Shiny |
| 40 | MOHAMMAD SALEEM | 19NH1A0442 | III ECE | M. Saleem |
| 41 | MOLLA JAGADEESH KUMAR | 19NH1A0443 | III ECE | Jagadeesh |
| 42 | NANDIPATI VIDYA | 19NH1A0444 | III ECE | N. Vidya |
| 43 | NERUSU VENKATA NAGA RAJU | 19NH1A0445 | III ECE | N. Raju |
| 44 | PAMARTHI SRINIVAS | 19NH1A0446 | III ECE | P. Srinivas |
| 45 | PARUPUDI GREESHMA KAMALA | 19NH1A0447 | III ECE | P. Greeshma |



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LIST OF PARTICIPANTS

Name of the Programme: A One day seminar on Marketing Practices of Small and medium Enterprises (SMEs)

Date: 17-10-2017

| S. No | Name of the faculty member | Department | Signature |
|-------|----------------------------|------------|-----------|
| 1 | Mr. S.Sreedhar Babu | ECE | |
| 2 | Mr.P.Naveen Trinadh | ECE | |
| 3 | Mr. G.Sanath Kumar | ECE | |
| 4 | Mr.P.Ramesh | ECE | |
| 5 | Ms K Devaki | ECE | |
| 6 | Mr.N.SivaNagaRaju | ECE | |

ABOUT THE INSTITUTION

V.K.R, V.N.B. & A.G.K. College of Engineering, Gudivada established in the year 2008 is one of the best known self-financing co-educational institutions aiming to achieve excellence in Engineering Education. It is governed by General & Technical Educational Society (GATES) to uplift aspiring students with a good academic background. It offers five UG programs (B.Tech in Civil, EEE, Mechanical, ECE and CSE) and four PG programmes (M.Tech in VLSI, CSE, Thermal Engineering and MBA). It has a strong Industry-Institute Partnership Cell, Entrepreneurship Development Cell and R&D Cell to enhance the practical knowledge of the student.

ABOUT THE EDC CELL

India, poised on the threshold on becoming a superpower, is in a need of strong citizens with the ability to hold the helm and steer the nation towards a brighter tomorrow. Those with this ability and the will to lead are the entrepreneurs of tomorrow. Entrepreneurship Cell, VKRVNB hopes to play its part in realizing this vision. We at Entrepreneurship Development Cell VKRVNB believe that original and innovative ideas having the potential to change industry by creating value are formed in young mind. Moulding these ideas into successful ventures and tapping the entrepreneurial talent or such young minds stands as the prime motive for us. We try to provide adequate resources, extensive network and all kinds of support along with the appropriate platform for aspiring young entrepreneurs to hone their ideas.

ABOUT THE PROGRAMME

The training programme would help to provide: Entrepreneurship is the dynamic process of developing something new with value by devoting the required time and effort, taking up financial risks and relishing the monetary rewards associated with it. This product may or may not be new, but the entrepreneur has infused its value. He/she has done it by using the skills and resources effectively and efficiently.

TOPICS COVERED

Contents of the course would touch upon following aspects, to achieve the objectives:

- ✓ Importance of marketing for Small and Medium Enterprises (SMEs)
- ✓ Types of marketing strategies used by SMEs
- ✓ Challenges faced by SMEs in implementing effective marketing practices
- ✓ Digital marketing strategies for SMEs
- ✓ Social media marketing for SMEs
- ✓ Marketing automation for SMEs.

A One day seminar on “Marketing Practices of Small and medium Enterprises” (SMEs)

OCTOBER 17th, 2017
Organized by

**ENTREPRENEURSHIP
DEVELOPEMENT CELL**



**V.K.R, V.N.B. & A.G.K. COLLEGE OF
ENGINEERING**

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Correspondent

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Dr. G.VIJAY KUMAR
Principal

CONVENER

Sri. V RAMESH BABU
HOD, Dept of Electronics & Communication Engineering

RESOURCE PERSON

Mrs.U.HARINI
HR Executive Medico Healthcare Services &
Technologies, Telangana

COORDINATOR

Sri. K.HARI KISHAN
HOD, Dept of MBA

ORGANIZING COMMITTEE

Mr. S.Sreedhar Babu Associate Professor

Mr.P.Naveen Trinadh Associate Professor

Mr. G.Sanath Kumar Associate Professor

COORDINATORS

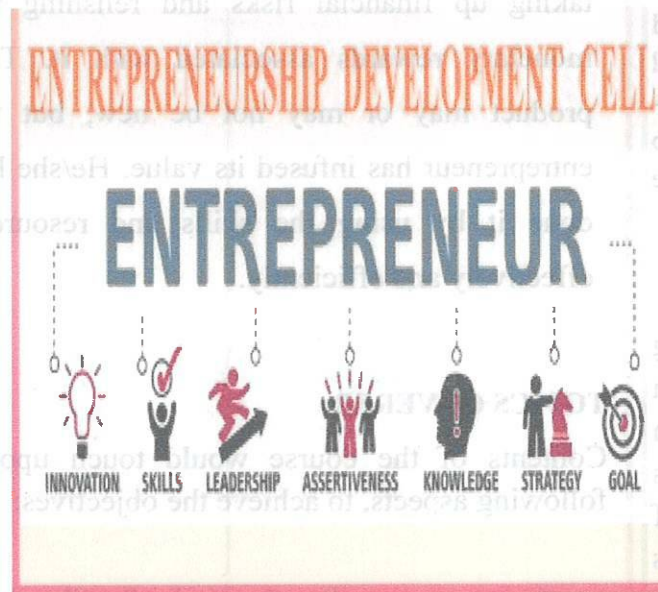
1. **Mr. A. Srinivas**

2. **Ms.G. Bhavana**

ADDRESS FOR COMMUNICATION

Sri K.HARI KISHAN
HOD, Dept of MBA
+91 9441865086

Email : edc@vkrvnbcoe.org



REGISTRATION DETAILS



REGISTRATION FORM

A One day seminar on "Marketing Practices of Small and medium Enterprises" (SMEs)

Name: Mr./Ms.: _____

Regd. No: _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-mail: _____

Signature of Participant

ENTREPRENEURSHIP DEVELOPMENT CELL
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Date: 03-09-2017

CIRCULAR

This is to inform that A one day research programme on “Aluminium based metal matrix composites using friction stir processing (FSP)” by Mr. G. V. N. B. PRABHAKAR, Associate Professor, Department of Mechanical Engineering, NRI Institute of Engineering, Agiripalli, Krishna. Being organized by our V.K.R., V.N.B & A.G.K College of Engineering on 07-09-2017. I request you all to register immediately and to attend the program.

Venue: Mechanical Seminar Hall, V.K.R, V.N.B & A.G.K College of Engineering

Timing: 10:00 AM

G Jaykumar

PRINCIPAL

VKR VNB & AGK COLLEGE OF ENGINEERING
Eluru Road, GUDIVADA. Kri Dt. A.P. 521 301

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Gudivada, Krishna District, Andhra Pradesh – 521301

Mobilx –91 92465 42188/91546 06655 E mail: principalnh2008@gmail.com URL: <http://www.vkrvnbco.org>

DATE: 08-09-2017

PROGRAMME REPORT

| | |
|------------------|--|
| Programme Name | A one day research programme on “Aluminium based metal matrix composites using friction stir processing (FSP)” |
| Resource Person | Mr. G. V. N. B. PRABHAKAR, M.Tech., (PhD) Associate Professor, Department of Mechanical Engineering, NRI Institute of Engineering, Agiripalli, Krishna Contact no: 6301595271 |
| Date of Activity | 07-09-2017 |
| Organized by | V.K.R, V.N.B & A.G.K College of Engineering, Gudivada, Krishna District, AP |
| Venue | Mechanical Seminar Hall |

The objective of the programme

1. To develop surface MMCs of Al5083 alloy- fly ash using friction stir processing.
2. To study the mechanism behind the composite formation and the distribution of the secondary phase particles by micro-structural analysis
3. To investigate the mechanical behavior of the composites such as hardness, tensile strength and corrosion behavior.

Topic covered

Surface Metal Matrix Composites (MMC'S)

Metal matrix composites (MMCs) are a group of composite materials in which any metal is used as matrix material dispersed with suitable secondary phase in the form of continuous or discontinues fibres

Surface composites are produced by two methods

1. Liquid state processing method.

Ex: centrifugal casting, laser melting, vapour deposition and plasma spraying

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Ex: powder metallurgy, Friction stir processing (FSP)

FSP - a rotating non consumable tool is used which consist a pin is inserted into the surface of the work piece and plunged across the surface to form a surface MMCS

- Al5083(0.085%Si,4.56%Mg,0.72%Mn,0.19%Cr,0.14%Fe,remaining being Al) is one of commercially available aluminium alloys widely used in automobile, aerospace and marine applications.
- Several dispersing phases such as SiC, Al₂O₃, MWCNTs, TiC, B₄C, graphite and pure Ni particles were used as fibre material in developing aluminium based composites by FSP
- Al5083 aluminium alloy was selected as matrix material and fly ash was selected as dispersing phase to develop surface MMCs by FSP.



Mr. G.V.N.B Prabhakar Garu interacted with students


Program Coordinator



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An ISO 9001:2015 Certified Institute

Gudivada, Krishna District, Andhra Pradesh – 521301

Date: 07-09-2017

Department of Mechanical Engineering

A one day research programme on “Aluminium based metal matrix composites using friction stir processing (FSP)”

Participants Attendance

| S.NO | REGD NO | NAME OF STUDENT | Signature |
|------|------------|------------------------|---------------------|
| 1 | 15NH1A0301 | ABDUL AMEERKHAN | A. |
| 2 | 15NH1A0302 | ADAPA VENKAT | A. Venkat |
| 3 | 15NH1A0303 | B LOHITH SAI KRISHNA | R. Sai Krishna |
| 4 | 15NH1A0305 | DASU. ANVESH KUMAR | D. Anvesh |
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| 7 | 15NH1A0308 | GORIPARTHI BONESH | G. Bonesh |
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| 30 | 15NH1A0332 | R SRIMANNARAYANA | R. Sriman |


Programme Coordinator


PRINCIPLE

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- ❖ Introducing students to the concept of Friction stir processing (FSP) and its importance in promoting innovation and creativity.
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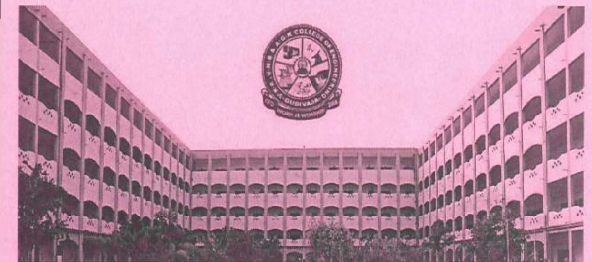
LEARNING OUTCOMES

- ❖ Surface Metal Matrix Composites: Metal matrix composites (MMCs) are a group of composite materials in which any metal is used as matrix material dispersed.
- ❖ Surface composites are produced by two methods
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**A one day research programme
on “Aluminium based metal
matrix composites using friction
stir processing (FSP)”**

**07th September 2017
Organized by**

**RESEARCH AND
DEVELOPMENT CELL**



**V.K.R, V.N.B. & A.G.K. COLLEGE OF
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Principal

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Associate Professor, Dept. of ME
NRI Institute of Engineering, Agiripalli.

CONVENER

Mr. K. DURGA PRASAD
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COORDINATOR

Sri MANIPAUL
Assistant Professor, Dept. of ME

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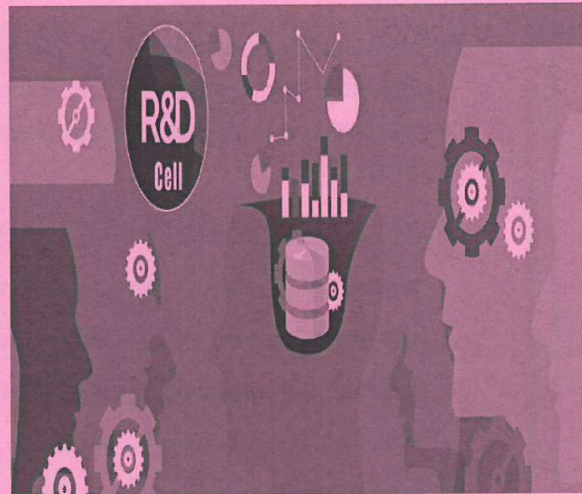
Mr. K.V.J. P. NARAYANA Assistant Professor

Mr. P. KRISHNAM RAJU Assistant Professor

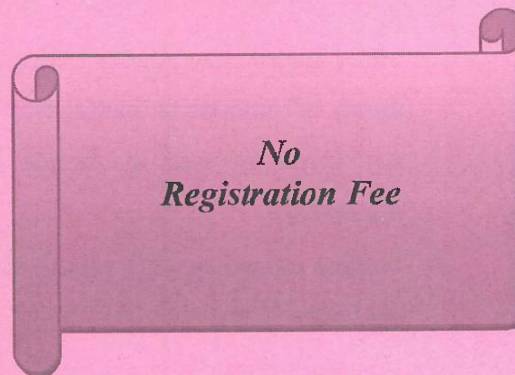
STUDENT COORDINATORS

1. G. SIVA RAO

2. G B GANESH KRISHNA



REGISTRATION DETAILS



REGISTRATION FORM

**A one day research programme
On
“Aluminium based metal matrix
composites using friction stir
processing (FSP)”**

Name: Mr./Ms.: _____

Roll Number: _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-mail: _____

Signature of participant

Signature of Head of the Institution
(With the official seal)

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Program Coordinator



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Programme Coordinator


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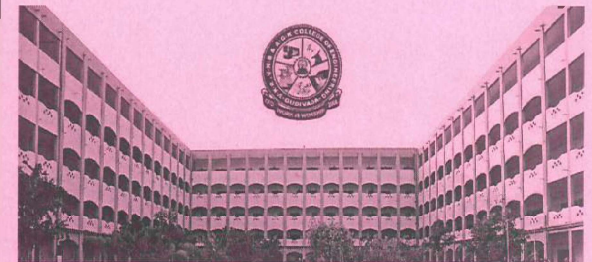
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**A one day research programme
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**07th September 2017
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RESOURCE PERSON

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CONVENER

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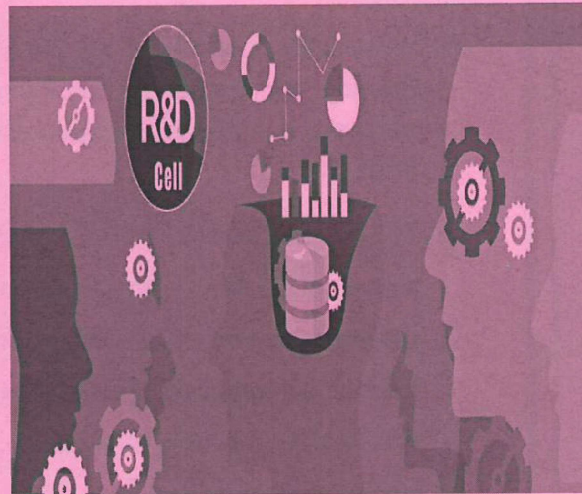
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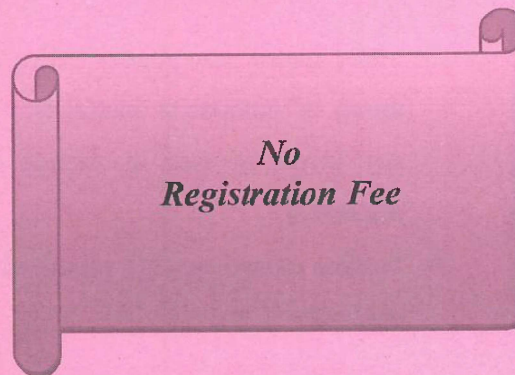
STUDENT COORDINATORS

1. G. SIVA RAO

2. G B GANESH KRISHNA



REGISTRATION DETAILS



REGISTRATION FORM

**A one day research programme
On
“Aluminium based metal matrix
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processing (FSP)”**

Name: Mr./Ms.: _____

Roll Number: _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-mail: _____

Signature of participant

Signature of Head of the Institution
(With the official seal)

RESEARCH & DEVELOPMENT CELL

V.K.R, V.N.B. & A.G.K. College of Engineering Eluru

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Gudivada, Krishna District, Andhra Pradesh - 521301

Mobile: +91 92465 42188/91546 05555 E mail: principalnh2008@gmail.com URL: <http://www.vkrnbcoa.org>

Date: 03-09-2017

CIRCULAR

This is to inform that A one day research programme on "Aluminium based metal matrix composites using friction stir processing (FSP)" by Mr. G. V. N. B. PRABHAKAR, Associate Professor, Department of Mechanical Engineering, NRI Institute of Engineering, Agiripalli, Krishna. Being organized by our V.K.R., V.N.B & A.G.K College of Engineering on 07-09-2017. I request you all to register immediately and to attend the program.

Venue: Mechanical Seminar Hall, V.K.R, V.N.B & A.G.K College of Engineering

Timing: 10:00 AM

G Jaykumar
PRINCIPAL

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PROGRAMME REPORT

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| Resource Person | Mr. G. V. N. B. PRABHAKAR, M.Tech., (PhD) Associate Professor, Department of Mechanical Engineering, NRI Institute of Engineering, Agiripalli, Krishna Contact no: 6301595271 |
| Date of Activity | 07-09-2017 |
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| 20 | 15NH1A0322 | MOHAMMAD HUMAYUN | |
| 21 | 15NH1A0323 | MOHMMAD BASHA | |
| 22 | 15NH1A0324 | MUKHETHUR RAHMAN | |
| 23 | 15NH1A0325 | MUPPIDI YUVA RAJESH | |
| 24 | 15NH1A0326 | N VENKATA REDDY | |
| 25 | 15NH1A0327 | NERELLA GOWTHAM | |
| 26 | 15NH1A0328 | NITTA. SRINATH | |



V.K.R, V.N.B & A.G.K COLLEGE OF ENGINEERING

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An ISO 9001:2015 Certified Institute

Gudivada, Krishna District, Andhra Pradesh – 521301

| | | | |
|----|------------|-------------------------|---------------|
| 27 | 15NH1A0329 | PALADUGU VAMSI KRISHNA | Vamsi Krishna |
| 28 | 15NH1A0330 | PANDIRAPALLI GAUTAM | P.G. |
| 29 | 15NH1A0331 | PERUMALLA CHAYA SIRISHA | Chaya Sidi |
| 30 | 15NH1A0332 | R SRIMANNARAYANA | R. Sriman |


Programme Coordinator


PRINCIPLE

ABOUT THE INSTITUTION

V.K.R, V.N.B. & A.G.K. College of Engineering, Gudivada established in the year 2008 is one of the best known self-financing co-education institutions aiming to achieve excellence in Engineering Education. It is governed by General & Technical Education Society (GATES) to uplift aspiring students with a good academic background. It offers five UG programs (B.Tech in ECE, CSE, EEE, Mechanical, and Civil) and four PG programmes (M.Tech in VLSI, CSE, Thermal Engineering and MBA). It has a strong Industry-Institute Partnership Cell, Entrepreneurship Development Cell and R&D Cell to enhance the practical knowledge of the student.

ABOUT THE R&D CELL

The R&D Cell promotes and enables the students to carry out research activities in the respective domains and interdisciplinary areas with a set of guidelines. To promote and accelerate quality research within the institute and in collaboration with industry, other institutes and R&D organizations. To promote Innovation and consultancy activities through development of Research Centers and Centers of Excellence. To integrate Teaching and Research. To ensure integrity, quality and ethics in research. To promote generation of intellectual capital.

ABOUT PROGRAMME

Objectives:

- ❖ Introducing students to the concept of Friction stir processing (FSP) and its importance in promoting innovation and creativity.
- ❖ To develop surface MMCs of Al5083 alloy- fly ash using friction stir processing. To study the mechanism behind the composite formation and the distribution of the secondary phase particles by micro-structural analysis.
- ❖ To investigate the mechanical behavior of the composites such as hardness, tensile strength and corrosion behavior

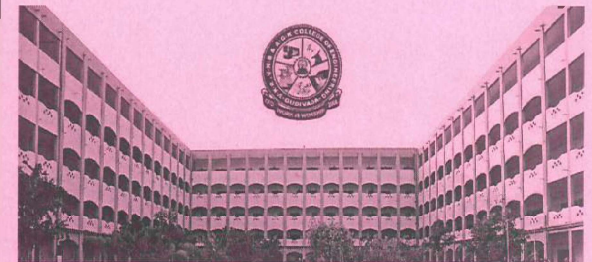
LEARNING OUTCOMES

- ❖ Surface Metal Matrix Composites: Metal matrix composites (MMCs) are a group of composite materials in which any metal is used as matrix material dispersed.
- ❖ Surface composites are produced by two methods
- ❖ Liquid state processing method.
- ❖ centrifugal casting, laser melting, vapour deposition
- ❖ Solid state processing method.

**A one day research programme
on “Aluminium based metal
matrix composites using friction
stir processing (FSP)”**

**07th September 2017
Organized by**

**RESEARCH AND
DEVELOPMENT CELL**



**V.K.R, V.N.B. & A.G.K. COLLEGE OF
ENGINEERING**

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Eluru Road, Gudivada – 521301

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Secretary

Sri V.V.KODANDA RAMAIAH
Correspondent

PATRON

Dr. G. VIJAY KUMAR
Principal

RESOURCE PERSON

Mr. G. V. N. B. PRABHAKAR
Associate Professor, Dept. of ME
NRI Institute of Engineering, Agiripalli.

CONVENER

Mr. K. DURGA PRASAD
HOD, Dept. of ME

COORDINATOR

Sri MANIPAUL
Assistant Professor, Dept. of ME

ORGANIZING COMMITTEE

Mr. M. SAI SANTOSH Assistant Professor

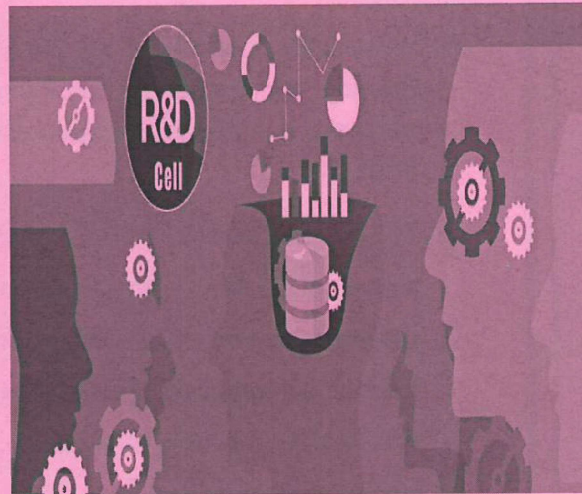
Mr. K.V.J. P. NARAYANA Assistant Professor

Mr. P. KRISHNAM RAJU Assistant Professor

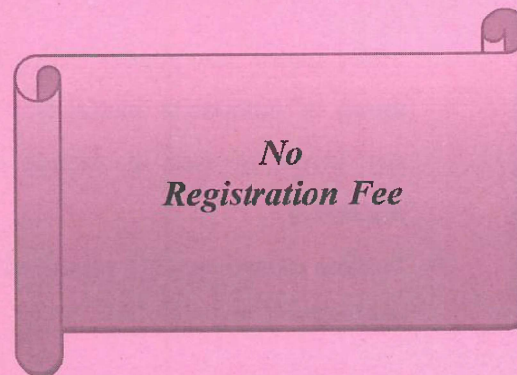
STUDENT COORDINATORS

1. G. SIVA RAO

2. G B GANESH KRISHNA



REGISTRATION DETAILS



REGISTRATION FORM

**A one day research programme
On
“Aluminium based metal matrix
composites using friction stir
processing (FSP)”**

Name: Mr./Ms.: _____

Roll Number: _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-mail: _____

Signature of participant

Signature of Head of the Institution
(With the official seal)

RESEARCH & DEVELOPMENT CELL

V.K.R, V.N.B. & A.G.K. College of Engineering Eluru

Road, Gudivada - 521301, A.P

Phone number: 08674 242188

E-mail: rnd@ykrvnbcoe.org

Website: www.ykrvnbcoe.org



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Gudivada, Krishna District, Andhra Pradesh - 521301

Mobile: +91 92465 42188/91546 05555 Email: principalh2008@gmail.com URL: <http://www.vkrvnbcoe.org>

Date: 01-08-2017

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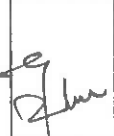






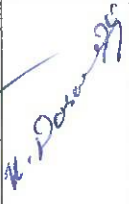

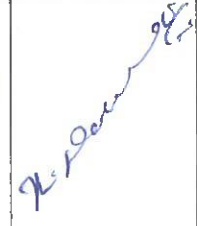
All the students of Final year Mechanical Engineering are informed to attend "A One day seminar on Indian Scenario of IPR" by Mr. R. Mani Kiran, ICICI Bank Manager, Gudivada is being organized by our R&D cell on 08-08-2017.

Venue: Mechanical Seminar Hall

Time: 10:30AM


PRINCIPAL
V.K.R. V.N.B. & A.G.K. COLLEGE OF ENGINEERING
Eluru Road, GUDIVADA, Kri Dt. A.P. 521 301

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| CSE | ECE | CIVIL | MECH | FED | EEE | MBA | | | |



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Gudivada, Krishna District, Andhra Pradesh – 521301

Mobile: +91 92465 42188/91546 05555 Email: principalnh2008@gmail.com URL: <http://www.vkrnbcoe.org>

Date: 11-08-2017

PROGRAMME REPORT

| | |
|------------------|---|
| Programme Name | A One day seminar on Indian Scenario of IPR |
| Resource person | Mr. R. Mani Kiran, ICICI Bank Manager, Gudivada, +91 728896143 |
| Date of Activity | 08-08-2017 |
| Organized By | V.K.R., V.N.B & A.G.K COLLEGE OF ENGINEERING |
| Venue | Mechanical Seminar Hall |

Objective of the programme

To make students understand the concept of Intellectual

Property, its importance and its need **Covered**

- ❖ Introducing students to the concept of intellectual property and its importance in promoting innovation and creativity.
- ❖ Familiarizing students with the legal framework and policies related to IPR in India, including the relevant laws and regulations.
- ❖ Providing students with a comprehensive understanding of the different forms of intellectual property, including patents, trademarks, copyrights, and designs.
- ❖ Developing students' skills in drafting and filing patent applications, trademark applications, and copyright registrations.
- ❖ Equipping students with the knowledge and skills necessary to conduct legal research and analysis related to IPR issues, including infringement, licensing, and enforcement.
- ❖ Examining the economic, social, and cultural impacts of IPR on various stakeholders, including consumers, businesses, and society as a whole.
- ❖ Analyzing the international dimensions of IPR, including global treaties and agreements, and their implications for India.
- ❖ Encouraging students to think critically and reflectively about the ethical and moral issues related to IPR, including the tension between protecting intellectual property and promoting access to knowledge and innovation.




Fig. Mr. R. Mani Kiran, presentation on Indian Scenario of IPR for knowing about rights on ideas.

Outcomes of Programme:

To safeguard inventions and creative work from unauthorized exploitation, students were made aware of the Intellectual Property Rights.

- ❖ Understanding the concept and importance of intellectual property and its various forms such as patents, trademarks, copyrights, and designs.
- ❖ Understanding the legal framework and policies related to IPR in India, including the relevant laws and regulations, and their historical development.
- ❖ Understanding the roles and responsibilities of different stakeholders in the IPR system, such as inventors, creators, businesses, and government agencies.
- ❖ Analyzing the economic, social, and cultural impacts of IPR on various stakeholders, including consumers, businesses, and society as a whole.
- ❖ Developing skills in conducting legal research and analysis related to IPR issues, including infringement, licensing, and enforcement.

On 08-08-2017 from our college students and faculties have participated in the Indian Scenario of IPR


Programme Coordinator



V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

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Gudivada, Krishna District, Andhra Pradesh – 521301

Mobile: +91 92465 42188/91546 05555 E mail: principalnh2008@gmail.com URL: <http://www.vkrnbcoa.org>

LIST OF PARTICIPANTS

Name of the Programme: "A One day seminar on Indian Scenario of IPR"

Date: 08-08-2017

| S. No | Roll No | Name of the Participant | Course and Year | Signature |
|-------|------------|--------------------------------|-----------------|--------------------|
| 1 | 14NH5A0308 | M. VINOD KUMAR | IV Mechanical | M. Vinod Kumar |
| 2 | 14NH1A0301 | AKKENA. RANGA BHASKARA RAO | IV Mechanical | A. Bhaskara Rao. |
| 3 | 14NH1A0302 | A. BRAMESWARAO | IV Mechanical | A. Brameswarao. |
| 4 | 14NH1A0303 | BANDI. JAGADEESH VARMA | IV Mechanical | B. Jagadeesh Varma |
| 5 | 14NH1A0304 | BANDI. MAHENDRA | IV Mechanical | B. Mahendra |
| 6 | 14NH1A0305 | BATTULA VENKATA RAJESH | IV Mechanical | B. mahendra |
| 7 | 14NH1A0306 | CHALLAGULLA. KRISHNA TEJA | IV Mechanical | CH. TEJA |
| 8 | 14NH1A0307 | CHEELI.HARSHITH BABU | IV Mechanical | Ch.H. Babu |
| 9 | 14NH1A0308 | CHERUKURI. BALA NAGA SAI KUMAR | IV Mechanical | Absent |
| 10 | 14NH1A0309 | CHIDARABOITYANA. CHINARAJU | IV Mechanical | Ch. Chinara |
| 11 | 14NH1A0310 | CHINTA.UPENDRA | IV Mechanical | C. Upendra |
| 12 | 14NH1A0311 | DANDAMUDI. ROHIT KRISHNA | IV Mechanical | D.R. Krishna |
| 13 | 14NH1A0312 | DASARI.RAGHUNATH | IV Mechanical | D. Raghunath |
| 14 | 14NH1A0313 | DOMATHOTI. SRIDHAR | IV Mechanical | D. Sridhar |
| 15 | 14NH1A0314 | ELETI. SANDEEP | IV Mechanical | Eleti. Sandeep |
| 16 | 14NH1A0315 | G DURGA SAI KIRAN | IV Mechanical | G. Sai Kiran. |
| 17 | 14NH1A0316 | GUBILI. LEELE RAMESH | IV Mechanical | Absent |
| 18 | 14NH1A0317 | GUJJARLAMUDI. RAJU | IV Mechanical | G. Raja. |
| 19 | 14NH1A0318 | GURUJA. SAI SATEESH | IV Mechanical | G. Sateesh |
| 20 | 14NH1A0319 | INTURI. RAJ KUMAR | IV Mechanical | INTURI. Raj Kumar |

| | | | | |
|----|------------|---------------------------------------|---------------|------------------|
| 21 | 14NH1A0320 | JUJUVARAPU. SAI KIRAN | IV Mechanical | J. Sai Kiran |
| 22 | 14NH1A0321 | KALAVAGUNTA. SRIKANTH | IV Mechanical | K. Sri. |
| 23 | 14NH1A0322 | KANAPARTHI. UDAY KUMAR | IV Mechanical | K. Uday |
| 24 | 14NH1A0323 | KANCHARLA. JOGESWARA RAO | IV Mechanical | Absent |
| 25 | 14NH1A0324 | KANCHARLA. SURESH BABU | IV Mechanical | K.S Babu |
| 26 | 14NH1A0325 | KATUMALA. SIRIHAS | IV Mechanical | K. Sirihap |
| 27 | 14NH1A0326 | MAGANTI.PRABHU CHAITANYA | IV Mechanical | M. Prabhu |
| 28 | 14NH1A0327 | MASIMUKKU. KASI SUBBA RAO | IV Mechanical | Absent |
| 29 | 14NH1A0328 | MENDA. AJAY | IV Mechanical | MENDA. Ajay |
| 30 | 14NH1A0329 | MENDA. AKSHAY | IV Mechanical | M. Akshay |
| 31 | 14NH1A0330 | MERUGUMALA. SURYA TEJA | IV Mechanical | M. Surya Teja |
| 32 | 14NH1A0331 | MOSHANAM. NAGA JAYA CHANDRA SINGH | IV Mechanical | M. N. J. C Singh |
| 33 | 14NH1A0332 | NALLABOLLU. HEMANTH | IV Mechanical | Hemant |
| 34 | 14NH1A0333 | NERUSU. SESHU | IV Mechanical | N. Seshu. |
| 35 | 14NH1A0334 | NUNNA. PRABHU SAI KUMAR | IV Mechanical | N.p. Sai Kumar |
| 36 | 14NH1A0335 | PAMARTHI. NAGA KISHORE | IV Mechanical | P. NAGA KISHORE |
| 37 | 14NH1A0336 | SUDABATHULA. HARI KRISHNA | IV Mechanical | Hari Krishan. |
| 38 | 14NH1A0337 | V ARAVINDA RAMA SAI | IV Mechanical | V.A.R. Sai |
| 39 | 14NH1A0338 | VEERAM. HANUMA SAI | IV Mechanical | V. Hanuma Sai |
| 40 | 14NH1A0339 | MURARI SIVA KOMALESH | IV Mechanical | M.S. Komalesh |
| 41 | 15NH5A0301 | ALLU AVINASH | IV Mechanical | A. Avinash |
| 42 | 15NH5A0302 | BONAM VINAY BABU | IV Mechanical | Vinay Babu |
| 43 | 15NH5A0303 | GORLA HANUMATH NAGA SAI RAMA KARISHNA | IV Mechanical | Absent |



V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

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Gudivada, Krishna District, Andhra Pradesh - 521301

Mobile: +91 92465 42188/91546 05555 E-mail: principalah2008@gmail.com URL: <http://www.vknvbcoc.org>

Name of the Programme: A One day seminar on "Indian Scenario of IPR"

Date: 8-08-2017

| S. No | Name of the faculty member | Department | Signature |
|-------|----------------------------|------------|-----------|
| 1 | Mr. K Durga Prasad | Mechanical | |
| 2 | Mr. K Manipaul | Mechanical | |
| 3 | Mr. M SaiSantosh | Mechanical | |
| 4 | Ms. N Kiranmayee | Mechanical | |
| 5 | Ms. B Swathi | Mechanical | |

ABOUT THE INSTITUTION

V.K.R, V.N.B. & A.G.K. College of Engineering, Gudivada established in the year 2008 is one of the best known self-financing co-education institutions aiming to achieve excellence in Engineering Education. It is governed by General & Technical Education Society (GATES) to uplift aspiring students with a good academic background. It offers five UG programs (B.Tech in ECE, CSE, EEE, Mechanical, and Civil) and four PG programmes (M.Tech in VLSI, CSE, Thermal Engineering and MBA). It has a strong Industry-Institute Partnership Cell, Entrepreneurship Development Cell and R&D Cell to enhance the practical knowledge of the student.

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ABOUT PROGRAMME

Objectives:

- ❖ Introducing students to the concept of intellectual property and its importance in promoting innovation and creativity.
- ❖ Familiarizing students with the legal framework and policies related to IPR in India, including the relevant laws and regulations.
- ❖ Providing students with a comprehensive understanding of the different forms of intellectual property, including patents, trademarks, copyrights, and designs.
- ❖ Developing students' skills in drafting and filing patent applications, trademark applications, and copyright registrations.

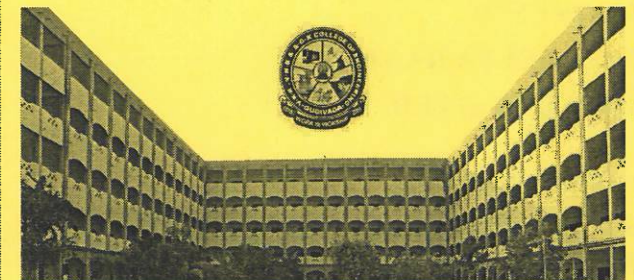
LEARNING OUTCOMES

- ❖ Understanding the concept and importance of intellectual property and its various forms such as patents, trademarks, copyrights, and designs.
- ❖ Understanding the legal framework and policies related to IPR in India, including the relevant laws and regulations, and their historical development.
- ❖ Understanding the roles and responsibilities of different stakeholders in the IPR system, such as inventors, creators, businesses, and government agencies.

A One day Seminar On Indian Scenario of IPR

AUGUST 8th, 2017
Organized by

**RESEARCH AND
DEVELOPMENT CELL**



**V.K.R, V.N.B. & A.G.K. COLLEGE OF
ENGINEERING**

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Correspondent

PATRON
Dr. G.VIJAY KUMAR
Principal

RESOURCE PERSON
Mr. R. MANI KIRAN
ICICI Bank Manager,
Gudivada

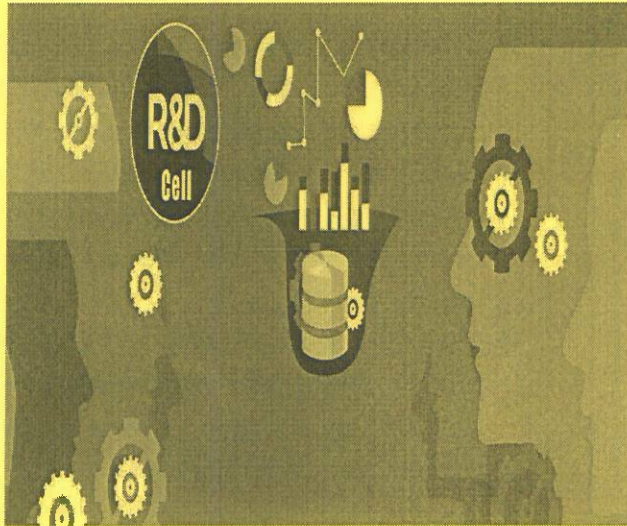
CONVENER
Dr. V.J.DEVA RAAJ
HOD, Dept. of FED

COORDINATOR
Sri K. DURGA PRASAD
HOD, Dept. of ME

ORGANIZING COMMITTEE
Mr. K Manipaul Assistant Professor
Mr. M Sai Santosh Assistant Professor
Ms. N. Kiranmayee Assistant Professor

STUDENT COORDINATORS

1. CH. UPENDRA
2. E. SANDEEP



REGISTRATION DETAILS



REGISTRATION FORM

**A One day seminar
on**

“Indian Scenario of IPR”

Name: Mr./Ms.: _____

Roll Number: _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-mail: _____

Signature of participant

Signature of Head of the Institution
(With the official seal)

RESEARCH & DEVELOPMENT CELL

V.K.R, V.N.B. & A.G.K. College of Engineering Eluru

Road, Gudivada - 521301, A.P

Phone number: 08674 242188

E-mail: vkrvnbengineering@gmail.com

Website: www.vkrvnbcoe.org



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Gudivada, Krishna District, Andhra Pradesh - 521301

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Date: 10-07-2017

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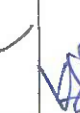


All the students of third year Mechanical Engineering are informed to attend "A One day seminar on Entrepreneurship Development" by Mr. K Bhaskar Mutyalu Associate Professor, Sai Spurthi Institute of Technology Sathupally, Telangana is being organized by our EDC cell on 18-07-2017

Venue: Mechanical Seminar Hall

Time: 10:30AM


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Mobils –91 92465 42188/91546 05555 E mail: principalnh2008@gmail.com URL : <http://www.vkrvnbcoc.org>

Date: 20-07-2017

PROGRAMME REPORT

| | |
|------------------|--|
| Programme Name | A One day seminar on Entrepreneurship Development |
| Resource person | Mr. K Bhaskar Mutyalu Associate Professor, Sai Spurthi Institute of Technology Sathupally, Telangana.+917386055277 |
| Date of Activity | 18-07-2017 |
| Organized By | V.K.R., V.N.B & A.G.K COLLEGE OF ENGINEERING |
| Venue | Mechanical Seminar Hall |

Objective of the programme

Entrepreneurship is the dynamic process of developing something new with value by devoting the required time and effort, taking up financial risks and relishing the monetary rewards associated with it. This product may or may not be new, but the entrepreneur has infused its value. He/she has done it by using the skills and resources effectively and efficiently.

Entrepreneurship development focuses on training individuals who are interested in commencing their venture or expanding their existing one. Furthermore, it concentrates more on encouraging innovation and evaluating the growth potential of an enterprise. This development process helps new firms to perform better and achieve their goals and expand their businesses. As a result, the economy of a nation also improves. Moreover, it enables entrepreneurs to develop and manage their business better along with the financial insecurities associated with it.

Topics Covered

- ✓ Develop Entrepreneurial qualities and habits among the upcoming youth via the help of proper training and expert counseling.
- ✓ Search and identify the best existing and upcoming business ideas and opportunities.
- ✓ Motivating and guiding various individuals for launching their own new businesses and startups. Thus, becoming a contributor to the economy.
- ✓ Reach risk mitigation to the youth of the nation.
- ✓ Provide and conduct various programs to spread the idea of Entrepreneurship in rural areas and villages.



Mr. K BhaskarMutyalu, demonstrating Entrepreneurial Skills.

Outcomes of Programme:

The students and faculty learned about Entrepreneurship Development

They gain the knowledge on:

- Demonstrate a fundamental comprehension of business opportunity evaluation, from the perspective of a prospective investor
- Identify the most recognized sources of potential funding and financing for business start-ups and/or expansion
- Demonstrate basic computer proficiency, including the use of word processing, presentation, and spreadsheet software packages, as well as a basic facility with the internet and other research tools.
- Demonstrate extemporaneous speaking skills developed through in-class discussion of text materials, case study analyses, and current entrepreneurship-related issues.
- Assess their own personal work product(s) - and critique those of their colleagues - with regard to thoroughness, creativity and how those could apply to their own real life, future business ventures.



Mr. K Bhaskar Mutyalu, presenting on potential funding and financing for business start-ups.

On 18-07-2017 from our college students and faculties have participated in the Entrepreneurship


Programme Coordinator



V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

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Gudivada, Krishna District, Andhra Pradesh - 521301

Mobile: +91 92465 42188/91646 05665 E-mail: principal@vkrvbce.ac.in URL: <http://www.vkrvbce.ac.in>

LIST OF PARTICIPANTS

Name of the Programme: A One day seminar on Entrepreneurship Development

Date: 18-07-2017

| S. No | Name of the Participant | Roll No. | Course and Year | Signature |
|-------|------------------------------------|------------|-----------------|-------------------------|
| 1 | ABDUL AMEER KHAN | 15NH1A0301 | Mechanical | A. Amurkhan |
| 2 | ADAPA VENKAT | 15NH1A0302 | Mechanical | A. Venkat |
| 3 | BONDU LOHITH SAI KRISHNA | 15NH1A0303 | Mechanical | B. LOHITH |
| 4 | CHILUKURI SAI SANDEEP | 15NH1A0304 | Mechanical | C. Sai Sandeep |
| 5 | DASU ANVESH KUMAR | 15NH1A0305 | Mechanical | D. Anvesh Kumar |
| 6 | EDUPALI NAGA RAJU | 15NH1A0306 | Mechanical | E. Naga Raju |
| 7 | GOLLAPALLI RAVITEJA | 15NH1A0307 | Mechanical | G. Raviteja |
| 8 | GORIPARTHI BONESH | 15NH1A0308 | Mechanical | G. Bonesh |
| 9 | GORLA UDAY AGANESH | 15NH1A0309 | Mechanical | G. Uday Ganesh |
| 10 | G NAGA PAVAN KUMAR | 15NH1A0310 | Mechanical | G. N. P. Kumar |
| 11 | GUDIVADA SIVA RAMA KRISHNA KISHORE | 15NH1A0311 | Mechanical | G. S. R. K. Kishore |
| 12 | J BALA GOPI KRISHNA | 15NH1A0312 | Mechanical | J. B. G. Krishna |
| 13 | J NARENDRA SRISAI | 15NH1A0313 | Mechanical | J. Narendra |
| 14 | JUVVANAPUDI SUNIL BABU | 15NH1A0314 | Mechanical | J. Sunil Babu |
| 15 | KANAKAMEDALA VISHNU | 15NH1A0315 | Mechanical | K. Vishnu |
| 16 | KATAM SYAM KUMAR | 15NH1A0316 | Mechanical | K. Syam Kumar |
| 17 | KOTTI SAI KRISHNA | 15NH1A0317 | Mechanical | K. Sai Krishna |
| 18 | KUKKALA UDAY PAVAN KUMAR | 15NH1A0318 | Mechanical | K. Uday Pavan Kumar |
| 19 | MANEPALLI VINAY BHANU | 15NH1A0320 | Mechanical | M. Vinay Bhanu |
| 20 | M V RAMANJANEYA SWAMY | 15NH1A0321 | Mechanical | M. V. Ramanjaneya Swamy |
| 21 | MOHAMMAD HUMAYUN | 15NH1A0322 | Mechanical | M. Humayun |
| 22 | MOHAMMAD BASHA | 15NH1A0323 | Mechanical | M. Basha |
| 23 | MUKHETHUR RAHMAN | 15NH1A0324 | Mechanical | M. Rahman |
| 24 | MUPPIDI YUVA RAJESH | 15NH1A0325 | Mechanical | M. Yuva Rajesh |
| 25 | NANDIPATI VENKATA REDDY | 15NH1A0326 | Mechanical | N. Venkata Reddy |
| 26 | NERELLA GOWTHAM | 15NH1A0327 | Mechanical | N. Gowtham |
| 27 | NITTA SRINADH | 15NH1A0328 | Mechanical | N. Srinadh |
| 28 | PALADUGU VAMSI KRISHNA | 15NH1A0329 | Mechanical | P. Vamsi Krishna |
| 29 | P GAUTAM | 15NH1A0330 | Mechanical | P. Gautam |
| 30 | PERUMALLA CHAYA SIRISHA | 15NH1A0331 | Mechanical | Perumallichaya Sirisha |
| 31 | R.SRIMANNARAYANA | 15NH1A0332 | Mechanical | R. Srimannarayana |

G. Jayakumar
PRINCIPAL

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Eluru Road, GUDIVADA Kri. Dt. A.P. 521 301



V.K.R., V.N.B. & A.G.K. COLLEGE OF ENGINEERING

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Gudivada, Krishna District, Andhra Pradesh - 521301

Mobile: +91 92465 42188/91546 05555 Email: principal@vkrvnb.org URL: <http://www.vkrvnb.org>

Name of the Programme: A One day seminar on Entrepreneurship Development

Date: 18-07-2017

| S. No | Name of the faculty member | Department | Signature |
|-------|----------------------------|------------|-----------|
| 1 | Mr. K Durga Prasad | Mechanical | |
| 2 | Mr. K Manipaul | Mechanical | |
| 3 | Mr. M Sai Santosh | Mechanical | |
| 4 | Ms. N Kiranmayee | Mechanical | |
| 5 | Ms. B Swathi | Mechanical | |

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ABOUT THE INSTITUTION

V.K.R, V.N.B. & A.G.K. College of Engineering, Gudivada established in the year 2008 is one of the best known self-financing co-education institutions aiming to achieve excellence in Engineering Education. It is governed by General & Technical Education Society (GATES) to uplift aspiring students with a good academic background. It offers five UG programs (B.Tech in Civil, EEE, Mechanical, ECE and CSE) and four PG programmes (M.Tech in VLSI, CSE, Thermal Engineering and MBA). It has a strong Industry-Institute Partnership Cell, Entrepreneurship Development Cell and R&D Cell to enhance the practical knowledge of the student.

ABOUT THE EDC CELL

India, poised on the threshold on becoming a superpower, is in a need of strong citizens with the ability to hold the helm and steer the nation towards a brighter tomorrow. Those with this ability and the will to lead are the entrepreneurs of tomorrow. Entrepreneurship Cell, VKRVNB hopes to play its part in realizing this vision. We at Entrepreneurship Development Cell VKRVNB believe that original and innovative ideas having the potential to change industry by creating value are formed in young mind. Moulding these ideas into successful ventures and tapping the entrepreneurial talent or such young minds stands as the prime motive for us. We try to provide adequate resources, extensive network and all kinds of support along with the appropriate platform for aspiring young entrepreneurs to hone their ideas.

ABOUT THE PROGRAMME

The training programme would help to provide: Entrepreneurship is the dynamic process of developing something new with value by devoting the required time and effort, taking up financial risks and relishing the monetary rewards associated with it. This product may or may not be new, but the entrepreneur has infused its value. He/she has done it by using the skills and resources effectively and efficiently.

TOPICS COVERED

Contents of the course would touch upon following aspects, to achieve the objectives:

- Develop Entrepreneurial qualities and habits
- Search and identify the best existing and upcoming business ideas and opportunities.
- Motivating and guiding various individuals for launching their own new businesses and startups.
- Reach risk mitigation to the youth of the nation.
- Provide and conduct various programmes to spread the idea of Entrepreneurship in rural areas and villages.

A One day Seminar on “Entrepreneurship Development”

JULY 18th, 2017
Organized by

**ENTREPRENEURSHIP
DEVELOPEMENT CELL**



**V.K.R, V.N.B. & A.G.K. COLLEGE OF
ENGINEERING**

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Kakinada) **Eluru Road, Gudivada – 521301**

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Secretary

Sri. V.V.KODANDA RAMAIAH
Correspondent

PATRON

Dr. G. VIJAY KUMAR
Principal

CONVENER

Sri. K DURGA PRASAD
HOD, Dept. of M.E

RESOURCE PERSON

Sri. K BHASKAR MUTYALU
Associate Professor,
Sai Spurthi Institute of Technology

COORDINATOR

Sri. K.HARI KISHAN
HOD, Dept of MBA

ORGANIZING COMMITTEE

Mr. K Manipaul Assistant Professor

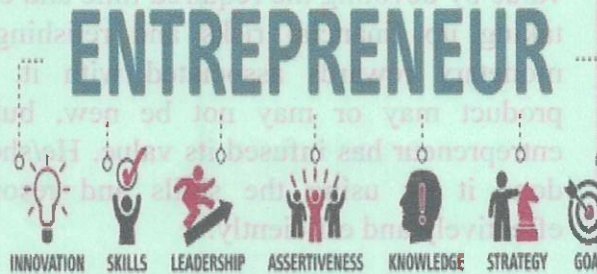
Mr. M Sai Santosh Assistant Professor

Ms. B Swathi Assistant Professor

STUDENT COORDINATORS

1. **Mr K. Sai Krishna**
2. **Mr P. Vamsi Krishna**

ENTREPRENEURSHIP DEVELOPMENT CELL



REGISTRATION DETAILS

No
Registration Fee

ADDRESS FOR COMMUNICATION

Sri K.HARI KISHAN
HOD, Dept of MBA
+91 9441865086
Email : edc@vkrvnbcoe.org

REGISTRATION FORM

A One day seminar on
On
"Entrepreneurship Development"

Name: Mr./Ms.: _____

Regd. No: _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-mail: _____

Signature of Participant

ENTREPRENEURSHIP DEVELOPMENT CELL
V.K.R, V.N.B. & A.G.K. College of Engineering Eluru Road,
Gudivada - 521301, A.P
Phone number: 08674 242188

E-mail: vkrvnbengineering@gmail.com

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Gudivada, Krishna District, Andhra Pradesh – 521301

Mobile: +91 92465 42188/91546 05555 E-mail: principalnh2008@gmail.com URL: <http://www.vkrvnbcoe.org>

Date: 12-06-2017

CIRCULAR

This is to inform that A one day Seminar on “Big Data Analytics Tools” for Researchers by Mr. V. Sudhakar. M.Tech. Associate Professor & HOD, Computer Science & Engineering, Sarojini Institute of Technology, Telaprolu, AP. Being organized by our V.K.R., V.N.B & A.G.K College of Engineering on 17.06.2017. I request you all register immediately and attend the program.

Venue: CSE Seminar Hall, V.K.R, V.N.B & A.G.K College of Engineering

Timing: 10:00

Gayathri
PRINCIPAL
VKR VNB & AGK COLLEGE OF ENGINEERING
Eluru Road, GUDIVADA, Kri D.A.P. 521 301

Copy to:

| Signature of all HODs | | | | | | | TPO | OFFICE | LIBRARY |
|-----------------------|-----|-------|------|-----|-----|-----|--------------|---------|--------------|
| | | | | | | | | | |
| CSE | ECE | CIVIL | MECH | FED | EEE | MBA | K. Dasu 20/6 | A. Dasu | K. Dasu 20/6 |



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Gudivada, Krishna District, Andhra Pradesh – 521301

Mobile +91 92465 42188/91546 05555 E mail: principalnh2008@gmail.com URL: <http://www.vknbcce.org>

DATE: 18-06-2017

PROGRAMME REPORT

| | |
|------------------|---|
| Programme Name | A one day Seminar on “Big Data Analytics Tools” for Researchers |
| Resource Person | Mr. V. Sudhakar. M.Tech. Associate Professor Head of Department Computer Science & Engineering Sarojini Institute of Technology, Telaprolu, AP 9030968662 |
| Date of Activity | 17.06.2017 |
| Organized by | V.K.R, V.N.B & A.G.K College of Engineering, Gudivada, Krishna District, AP |
| Venue | CSE Seminar Hall |

The objective of the program

Big Data Analytics software is widely used in providing meaningful analysis of a large set of data. These software analytical tools help in finding current market trends, customer preferences, and other information. A large amount of data is very difficult to process in traditional databases. So that's why to use big data tools and manage the huge data size very easily. Big data analysis challenges include capturing data, data storage, data analysis, search, sharing, transfer, visualization, querying, updating, information privacy, and data source. Big data was originally associated with three key concepts: volume, variety,

and velocity. The analysis of big data presents challenges in sampling, and thus previously allowing for only observations and sampling. Thus a fourth concept, veracity, refers to the quality or insightfulness of the data. Without sufficient investment in expertise for big data veracity, then the volume and variety of data can produce costs and risks that exceed an organization's capacity to create and capture value from big data.

Following is a handpicked list of Best Big Data Analytics Tools, with popular features and latest download links. The list contains both open-source (free) and commercial(paid) software.

Topic covered

- Highly Scalable Algorithms
- Artificial Intelligence for Data Scientists
- It allows data scientists to visualize and understand the logic behind ML decisions
- Sky tree via the easy-to-adopt GUI or programmatically in Java
- Model Interpretability
- It is designed to solve robust predictive problems with data preparation capabilities
- Programmatic and GUI Access





V. Sudhakar Garu presenting the topic to the participants

V. Sudhakar Garu
Program Coordinator



V.K.R, V.N.B & A.G.K COLLEGE OF ENGINEERING

(Approved by AICTE, New Delhi & Affiliated to JNTUK, KAKINADA)

An ISO 9001:2015 Certified Institute

Gudivada, Krishna District, Andhra Pradesh - 521301

DATE: 17.06.2017

Computer Science Engineering

Student Attendance

| S.No | STUDENT NAME | REGD. NO | BRANCH | Signature |
|------|-------------------------------|------------|--------|-----------------|
| 1 | ALLAM GOWTHAMI | 14NH1A0501 | CSE | A. Gowthami |
| 2 | ANGADALA HEMA PRASANNA | 14NH1A0502 | CSE | A. Hema Prasnna |
| 3 | ARIGE MADHURI | 14NH1A0503 | CSE | A.M |
| 4 | BATHULA DAVALIKA | 14NH1A0506 | CSE | B. Davalika |
| 5 | BOBBA GEYA | 14NH1A0507 | CSE | B. Geyya |
| 6 | BONDALAPATI BHUVAN CHOWDARY | 14NH1A0508 | CSE | B. B. Chowdary |
| 7 | BOYANA PADMA SAI | 14NH1A0509 | CSE | B. Padma Sai |
| 8 | BOYAPATI SAIPRADEEP | 14NH1A0510 | CSE | B. Sai Pradeep |
| 9 | CHALLAGULLA ANAND SAI PRAKASH | 14NH1A0511 | CSE | Prakash |
| 10 | GELLI PRASANNALAKSHMI | 14NH1A0517 | CSE | G. Lakshmi |
| 11 | GOLLA JYOTHIRMAYI | 14NH1A0519 | CSE | G. Jyothi |
| 12 | GUNDAPU SRAVANI | 14NH1A0521 | CSE | G. Sravani |
| 13 | IRRINKI AMRUTHA | 14NH1A0523 | CSE | I. Amrutha |
| 14 | JAJULA ROOPA DEVI | 14NH1A0524 | CSE | J. Roopa |
| 15 | JAMPANI AJAY BABU | 14NH1A0525 | CSE | J. Ajay |
| 16 | JANNU RICHITHA | 14NH1A0526 | CSE | J. Richitha |
| 17 | JONNALAGADDA PRAVEENA | 14NH1A0527 | CSE | Praveena |
| 18 | JONNALAGADDA SOWMYA SRI | 14NH1A0528 | CSE | Sowmya |



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| | | | | |
|----|--------------------------|------------|-----|----------------------|
| 19 | KOGANTI DIVYASREE | 14NH1A0531 | CSE | K. Sree |
| 20 | KOMMA TEJASWI | 14NH1A0533 | CSE | K. Tejaswi |
| 21 | KOMIREDDY SUHASINI REDDY | 14NH1A0534 | CSE | K. Reddy |
| 22 | KONDAPALLI UMAREDDY | 14NH1A0535 | CSE | K. Uma |
| 23 | KONIJETI HARSHINI | 14NH1A0537 | CSE | K. Harshini |
| 24 | KOTA RAJITHA | 14NH1A0538 | CSE | Ko Rajitha |
| 25 | KOTNALA HARITHA | 14NH1A0539 | CSE | K. Haritha |
| 26 | LOYA NEEHARIKA | 14NH1A0542 | CSE | L. Neelharika |
| 27 | LOYA SAI SRI HARSHITHA | 14NH1A0543 | CSE | L. Harshitha |
| 28 | MANDA GEETHA SREE REDDY | 14NH1A0544 | CSE | M. Geetha Sree Reddy |
| 29 | MANGINENI PRASANNA | 14NH1A0545 | CSE | M. Prasanna |
| 30 | MATURI MEGHASREE | 14NH1A0546 | CSE | M. Meghasree |

K. Sree
Program Coordinator

J. Jayaram
PRINCIPAL

ABOUT THE INSTITUTION

V.K.R, V.N.B. & A.G.K. College of Engineering, Gudivada established in the year 2008 is one of the best known self-financing co-education institutions aiming to achieve excellence in Engineering Education. It is governed by General & Technical Education Society (GATES) to uplift aspiring students with a good academic background. It offers five UG programs (B.Tech in ECE, CSE, EEE, Mechanical, and Civil) and four PG programmes (M.Tech in VLSI, CSE, Thermal Engineering and MBA). It has a strong Industry-Institute Partnership Cell, Entrepreneurship Development Cell and R&D Cell to enhance the practical knowledge of the student.

ABOUT THE R&D CELL

The R&D Cell promotes and enables the students to carry out research activities in the respective domains and interdisciplinary areas with a set of guidelines. To promote and accelerate quality research within the institute and in collaboration with industry, other institutes and R&D organizations. To promote Innovation and consultancy activities through development of Research Centers and Centers of Excellence. To integrate Teaching and Research. To ensure integrity, quality and ethics in research. To promote generation of intellectual capital.

ABOUT PROGRAMME

Objectives:

- ❖ Introducing students to the concept of Big Data and its importance in promoting innovation and creativity.
- ❖ Highly Scalable Algorithms and AI for Data Scientists
- ❖ It allows data scientists to visualize and understand the logic behind ML decisions
- ❖ Sky tree via the easy-to-adopt GUI or programmatically in Java
- ❖ Model Interpretability and Programmatic and GUI Access

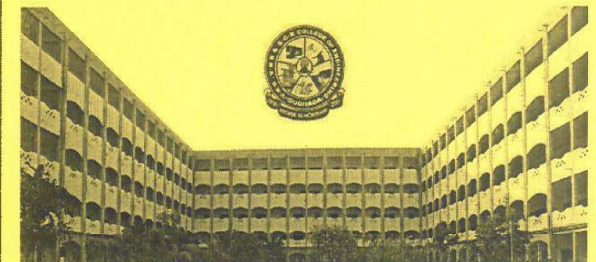
LEARNING OUTCOMES

- ❖ Big Data Analytics software is widely used in providing meaningful analysis of a large set of data. These software analytical tools help in finding current market trends, customer preferences, and other information
- ❖ A large amount of data is very difficult to process in traditional databases.
- ❖ Big data analysis challenges include capturing data, data storage, data analysis, sharing, transfer, visualization, querying, updating, information privacy, and data source.
- ❖ It is designed to solve robust predictive problems with data preparation capabilities.

A One day Seminar On “Big Data Analytics Tools” for Researchers

17th June 2017
Organized by

RESEARCH AND
DEVELOPMENT CELL



**V.K.R, V.N.B. & A.G.K. COLLEGE OF
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Correspondent

PATRON

Dr. G.VIJAY KUMAR
Principal

RESOURCE PERSON

Mr. V. Sudhakar
HOD, Dept. of Computer Science and Engineering,
Sarojini Institute of Technology, Telaprolu

CONVENER

Mr. G. Venkataratnam
HOD, Dept. of CSE

COORDINATOR

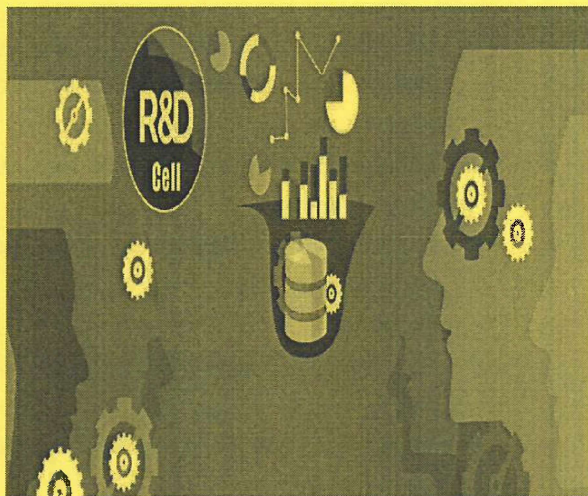
Sri JEEVAN KUMAR
Associate Professor, Dept. of CSE

ORGANIZING COMMITTEE

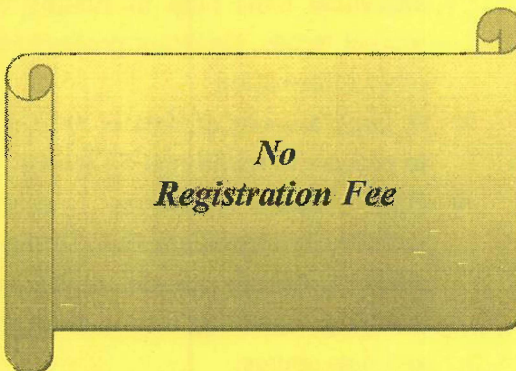
| | |
|--------------------------------|---------------------|
| Mr. G. RAJA SEKAR REDDY | Assistant Professor |
| Mr. S. SAI KRISHNA | Assistant Professor |
| Ms. N. KIRANMAYEE | Assistant Professor |

STUDENT COORDINATORS

1. **K. RAMU**
2. **G. SIVA RAO**



REGISTRATION DETAILS



REGISTRATION FORM

**A One day seminar on
On
“Big Data Analytics Tools”
For Researchers**

Name: Mr./Ms.: _____
Roll Number: _____
Department: _____
Organization: _____
Address: _____

Pin: _____
Phone: _____
Fax: _____
E-mail: _____

Signature of participant

Signature of Head of the Institution
(With the official seal)

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