



**KBN** COLLEGE  
ESTABLISHED IN 1965



ISO 9001-2015 CERTIFIED

NAAC 'A' GRADE CYCLE 3

# KAKARAPARTI BHAVANARAYANA COLLEGE

(AUTONOMOUS)

(Sponsored by S.K.P.V.V. Hindu High Schools' Committee), Kothapeta, Vijayawada - 520 001.

A College with Potential for Excellence (CPE) 3.5 Star Rating in Innovations & Start-Ups by MoE  
Recognized as Band PERFORMER in ARIIA by Ministry of Education, Govt. of India

3.3.1: Institution has created an ecosystem for innovations, Indian Knowledge System (IKS), including awareness about IPR, establishment of IPR cell, Incubation centre and other initiatives for the creation and transfer of knowledge/technology and the outcomes of the same are evident.

## **ADDITIONAL INFO.**

- Research and Development Cell Minutes & Activities
- IPR Cell Minutes & Activities
- EDC Cell Minutes & Activities
- Startups – About & Photos
- Interaction / Meet the CEO Programmes with Entrepreneurs / Start-Up Founders
- IIC Establishment in College
- IIC Quarter Plans & Activities – HEI Links
- NISP Establishment in College
- Traditional knowledge systems – Activities & Course Content info,
- Credit-based vernacular Language & National Language – Course content (Highlighting the Course Structure)
- Current Academic Year (2023-24) course structure (Highlighting the Indian Knowledge system – Course content)

## **RESEARCH AND DEVELOPMENT CELL MINUTES**

[https://kbncollege.ac.in/attachments/Research/RESEARCH  
%20&%20DEVELOPMENT%20CELL%20MINUTES-2018-  
19%20TO%202022-23.pdf](https://kbncollege.ac.in/attachments/Research/RESEARCH%20&%20DEVELOPMENT%20CELL%20MINUTES-2018-19%20TO%202022-23.pdf)

**& ACTIVITIES**

## ACADEMIC YEAR 2018-19 TO 2022-23

| Name of the Activity  | HEI Website URL Link  |
|---|---|
| A Three day Workshop on<br><u>“Customization of Commercialized<br/>Agricultural Drones” – 13<sup>th</sup> – 15<sup>th</sup><br/>October, 2022</u>   | <a href="https://kbncollege.ac.in/attachments/iqac/Research/AGRICULTURAL%20DRONES-13%20TO%2015%20OCTOBER,%202022.pdf">https://kbncollege.ac.in/attachments/iqac/Research/AGRICULTURAL%20DRONES-13%20TO%2015%20OCTOBER,%202022.pdf</a>   |
| ACIC Workshop on ‘Think, Make, Break, Repeat’ in association with Atal Innovation Mission, KL University – 6 <sup>th</sup> , ,11 <sup>th</sup> , 19 <sup>th</sup> July & 8 <sup>th</sup> August, 2022 | <a href="https://kbncollege.ac.in/attachments/iqac/Research/ACIC%20WORKSHOP%20-%20JULY,%202022.pdf">https://kbncollege.ac.in/attachments/iqac/Research/ACIC%20WORKSHOP%20-%20JULY,%202022.pdf</a>   |
| Awareness [Webinar] on ‘IPR’ – 26 <sup>th</sup><br>April, 2023  | <a href="https://u.pcloud.link/publink/show?code=XZNBmMVZV65Py2IV48bMt0Wt1GD32k4Sej9X">https://u.pcloud.link/publink/show?code=XZNBmMVZV65Py2IV48bMt0Wt1GD32k4Sej9X</a>   |
| Webinar on Intellectual Property Rights under NIPAM - National Intellectual Property Awareness Mission -28 <sup>th</sup><br>February, 2022  | <a href="https://kbncollege.ac.in/attachments/iqac/Research/IPR%20WORKSHOP-28.2.2022-RESEARCH%20PROMOTION%20&amp;%20MONITORING%20CELL.pdf">https://kbncollege.ac.in/attachments/iqac/Research/IPR%20WORKSHOP-28.2.2022-RESEARCH%20PROMOTION%20&amp;%20MONITORING%20CELL.pdf</a> |
| National webinar on Intellectual Property Rights – 30 <sup>th</sup> March, 2021   | <a href="https://kbncollege.ac.in/attachments/iqac/Research/NATIONAL%20WEBINAR%20ON%20IPR-30.3.pdf">https://kbncollege.ac.in/attachments/iqac/Research/NATIONAL%20WEBINAR%20ON%20IPR-30.3.pdf</a>   |
| One Day National Workshop on Intellectual Property Rights – 11 <sup>th</sup> March, 2020  | <a href="https://kbncollege.ac.in/attachments/iqac/Research/IPR%20WORKSHOP%20-%202011.3.2020.pdf">https://kbncollege.ac.in/attachments/iqac/Research/IPR%20WORKSHOP%20-%202011.3.2020.pdf</a>   |
| Orientation Programme on “Research Promotion” - 21 <sup>st</sup> September, 2019  | <a href="https://kbncollege.ac.in/attachments/iqac/Research/21.9.2019.pdf">https://kbncollege.ac.in/attachments/iqac/Research/21.9.2019.pdf</a>   |
| Awareness Programme on “Submission of Patents” – 31 <sup>st</sup> July, 2019  | <a href="https://kbncollege.ac.in/attachments/iqac/Research/patentbybhagavan.pdf">https://kbncollege.ac.in/attachments/iqac/Research/patentbybhagavan.pdf</a>   |

# IPR CELL MINUTES

## MINUTES OF MEETING – 2023-24

Minutes of meeting of IPR cell held on 20-07-2023 with the Principal in chair, Vice-Principal and Convener the members of IPR Committee to discuss the following.



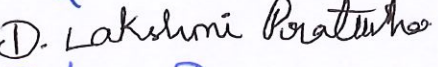

### **AGENDA:**

3. Appoint to the new convener and other members
4. Formation of new guidelines for IPR Cell
5. Collection of road map for during the year 2023-24

### **RESOLUTIONS**

3. Committee resolved the to Appoint to the new convener and other members
4. Resolved to formation of new guidelines for IPR Cell
5. Resolved the road map for during the year 2023-24

### **Members Present:**

- |                            |           |   |
|----------------------------|-----------|---|
| 1. Dr. V. Narayana Rao,    | Principal |  |
| 2. Dr. CH.Venu Babu,       | Convener  |  |
| 3. Dr.D.Lakshmi Pratyusha, | Member    |  |
| 4. Dr T.Bhagya Kumar,      | Member    |   |

## MINUTES OF MEETING – 2022-23

Minutes of meeting of IPR cell held on 10-9-2022 with the Principal in chair, Vice-Principal and Convener and the members of IPR Committee and discussed the following.

### **Agenda:**

1. An overview of IPR Cell and its functions.
2. Suggestions from committee and other members on the year 2022-23 programs.

### **Resolutions**

1. Resolved to overview the IPR Cell activities and guiding stakeholders in filing the patents.
2. It is resolved to organize workshops, awareness and training Programmes in future.

### **Members Present:**

- Dr. V. Narayana Rao,
- Dr. GVSRNSA Sastry,
- Dr. D. Lakshmi Pratyusha,
- Dr. T. Bhagya Kumar,

Principal

*Rao*

Convener

*GSM*

Member

*D. Lakshmi Pratyusha*

Member

*[Signature]*

## MINUTES OF MEETING – 2021-22

Minutes of meeting of IPR cell held on 22.01.2022 with the Principal in chair, Convener and members of IPR Committee to discuss the following.





### **Agenda:**

1. Webinar on 'IPR' in collaboration with NIPAM
2. Any other relevant matter

### **Resolutions**

1. Resolved to organize One-Day Webinar on "Intellectual Property Rights" on 28<sup>th</sup> February, 2022 in collaboration with NIPAM to the Commerce students of KBNC.
2. Resolved to invite Sri K.Veera Raghavulu (Examiner of Patents & Designs, Intellectual Property office, Govt. of India) as a Resource person for the Webinar.

### **Members Present:**

- |                              |           |   |
|------------------------------|-----------|---|
| 1. Dr. V. Narayana Rao,      | Principal |  |
| 2. Dr. GVSNSA Sastry,        | Convener  |  |
| 3. Dr. D. Lakshmi Pratyusha, | Member    |  |
| 4. Dr. T. Bhagya Kumar,      | Member    |  |



## ESTABLISHMENT OF INTELLECTUAL PROPERTY RIGHTS CELL IN KBN COLLEGE

2020-21

The primary objective of establishing an IPR cell is to promote and protect intellectual property rights among faculty, students, and researchers associated with the college. Intellectual property includes inventions, patents, copyrights, trademarks, and other creations of the mind.

### THE OBJECTIVES, ROLES AND RESPONSIBILITIES OF IPR CELL:

**Awareness and Education:** The IPR cell is responsible for creating awareness and promoting understanding of intellectual property rights among students, faculty, and researchers by conducting workshops, seminars, training sessions, and awareness campaigns.

**Policy Development:** To develop and implement an IPR policy for the institution which includes the principles, guidelines, and procedures related to intellectual property management within the college.




**IPR Filing Assistance:** The IPR cell assists researchers, faculty, and students in the process of filing patent applications, copyright registrations, or any other necessary legal procedures to protect their intellectual property.

**IPR Monitoring and Management:** The IPR cell monitors and manages the intellectual property generated within the college.

**Collaboration with Industry and Research Organizations:** The IPR cell may establish collaborations and partnerships with industry organizations, research institutions, and government agencies to leverage expertise, funding, and resources for the protection and promotion of intellectual property.

**Documentation and Records Management:** The IPR cell maintains proper documentation and records of all intellectual property-related activities, including filings, licenses, agreements, and any other relevant documents.

IPR Cell was established under the Chairmanship of Principal Sri E. Vara Prasad, with the following members on 13<sup>th</sup> August, 2020.

- |                             |            |  |
|-----------------------------|------------|--|
| 1. Dr. GVSRNSA Sastry       | - Convenor |  |
| 2. Dr. T. Bhagya Kumar      | - Member   |  |
| 3. Ms. D. Lakshmi Pratyusha | - Member   |  |

  
PRINCIPAL – FAC

  
CONVENOR

# **EDC CELL MINUTES & ACTIVITIES**

**Entrepreneurship Development Cell**  
**11/09/2021**

KAKARAPARTI BHAVANARAYANA COLLEGE (Autonomous) has initiated to start an Entrepreneurship Development Cell to assist the students who are having innovative and Creative mindsets to incorporate new business.

The objective of this cell is to develop spirit of Entrepreneurship among the students. Activities of this cell include Creating Awareness Programmes, Mentoring Students, and Assisting in getting financial support for Startups. In this connection the following faculty is nominated as Convener /Members for Entrepreneurship Development Cell (EDC) of KBN College. They are required to make it convenient to serve on the respective roles.

| Name                 | Department            | Designation             |
|----------------------|-----------------------|-------------------------|
| Dr. V. Narayana Rao  | Principal             | Head of the Institution |
| Sri N. Hemanth Kumar | Commerce & Management | Convener                |
| Sri Y. Jagadeesh     | MBA                   | Member                  |
| Sri S. Vasu          | Computers             | Member                  |
| Smt. V. Sailaja      | Commerce              | Member                  |

  
**CONVENOR**

  
**PRINCIPAL** 11/9/21.

**Entrepreneurship Development Cell**  
**5<sup>th</sup> December, 2021**

Entrepreneurship Development Cell of KBN College has conducted a meeting with the members of EDC on 5<sup>th</sup> December 2021 @ 11.30 am.

**Agenda**

- To discuss about Workshop on Digital Marketing.

**Resolution**

Entrepreneurship Development Cell of KBN College decided to organize A Three-Day Workshop on 'Digital Marketing' by Sri P. Sai Ramesh, Entrepreneur Mentor for Brainovision, Digital Marketing Consultant and Speaker - in the third week of December. The following members of EDC Cell were attended.

| Name                 | Department            | Designation             |
|----------------------|-----------------------|-------------------------|
| Dr. V. Narayana Rao  | Principal             | Head of the Institution |
| Sri N. Hemanth Kumar | Commerce & Management | Convener                |
| Sri Y. Jagadeesh     | MBA                   | Member                  |
| Sri S. Vasu          | Computers             | Member                  |
| Smt. V. Sailaja      | Commerce              | Member                  |

  
**CONVENER**

  
**PRINCIPAL** 5/12/21

**Entrepreneurship Development Cell**  
**21<sup>st</sup> January 2022 @12.30p.m.**

Entrepreneurship Development Cell of KBN College has conducted a meeting with the members of EDC on 21<sup>st</sup> January 2022 @ 12.30 pm.


**Agenda**

- To discuss the Awareness talk on "EXPOSURE TO IT & SAP'S ROLE IN THE BANKING SECTOR."

**Resolution**

Entrepreneurship Development Cell of KBN College decided to organize a "EXPOSURE TO IT & SAP'S ROLE IN THE BANKING SECTOR." by Sri. P. Lakshmi Sai Dutta Dev, teal Lead from Chennai in the last week of January. The following members of EDC Cell were attended.

| Name                 | Department            | Designation             |
|----------------------|-----------------------|-------------------------|
| Dr. V. Narayana Rao  | Principal             | Head of the Institution |
| Sri N. Hemanth Kumar | Commerce & Management | Convener                |
| Sri Y. Jagadeesh     | MBA                   | Member                  |
| Sri S. Vasu          | Computers             | Member                  |
| Smt. V. Sailaja      | Commerce              | Member                  |

  
**CONVENER**

  
**PRINCIPAL**

21/1/22

7

**Entrepreneurship Development Cell**  
**24<sup>th</sup> Marsh 2022 @12.30p.m.**

Entrepreneurship Development Cell of KBN College has conducted a meeting with the members of EDC on 24<sup>th</sup> March 2022 @12.30p.m.

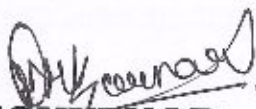
**Agenda**


- To discuss the Guest lecture on "HOW TO PLAN FOR START-UPS, LEGAL AND ETHICAL STEPS."

**Resolution**

Entrepreneurship Development Cell of KBN College decided to organize a Guest lecture on "HOW TO PLAN FOR START-UPS, LEGAL AND ETHICAL STEPS." By Dr. D. Prasanna Kumar, Assistant Professor from KI. University in the 1<sup>st</sup> Week of April 2022. The following members of EDC Cell were attended.

| Name                 | Department            | Designation             |
|----------------------|-----------------------|-------------------------|
| Dr. V. Narayana Rao  | Principal             | Head of the Institution |
| Sri N. Hemanth Kumar | Commerce & Management | Convener                |
| Sri Y. Jagadeesh     | MBA                   | Member                  |
| Sri S. Vasu          | Computers             | Member                  |
| Smt. V. Sailaja      | Commerce              | Member                  |

  
**CONVENOR**

  
**PRINCIPAL**  
24/3/22

**Entrepreneurship Development Cell**  
**2<sup>nd</sup> May 2022 @12.30p.m.**

Entrepreneurship Development Cell of KBN College has conducted a meeting with the members of EDC on 2<sup>nd</sup> May 2022 @12.30p.m.

**Agenda**

- To discuss the Guest lecture on 'Innovations & Start-Up' in view of National Technology Day,

**Resolution**

Entrepreneurship Development Cell of KBN College decided to organize a Guest lecture on 'Innovations & Start-Up' in view of National Technology Day, by Dr. A. Srinath, dean, Skill Development, KL University, Vaddeswaram & Dr. K. Samuel Johnson, Asst. Director, Centre for Teaching & Learning, VIT, AP in the 2<sup>nd</sup> Week of May 2022. The following members of EDC Cell were attended.

| Name                 | Department            | Designation             |
|----------------------|-----------------------|-------------------------|
| Dr. V. Narayana Rao  | Principal             | Head of the Institution |
| Sri N. Hemanth Kumar | Commerce & Management | Convener                |
| Sri Y. Jagadeesh     | MBA                   | Member                  |
| Sri S. Vasu          | Computers             | Member                  |
| Smt. V. Sailaja      | Commerce              | Member                  |

  
**CONVENER**

  
**PRINCIPAL**  
 2/5/22

**Entrepreneurship Development Cell**  
**10<sup>th</sup> September 2022 @ 10.30am**


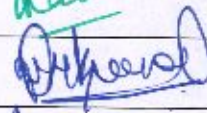
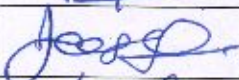
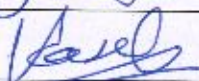
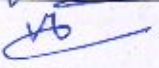
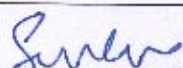
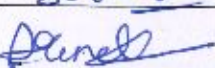
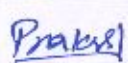
Entrepreneurship Development Cell of KBN College has conducted a meeting with the members of EDC on 10<sup>th</sup> Sep 2021 @ 12.30 p.m.

**Agenda**

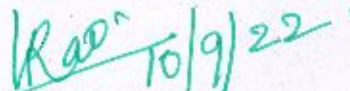
- To discuss about "Lean Entrepreneurship" to Young Prospective Entrepreneurs.

**Resolution**

Entrepreneurship Development Cell of KBN College decided to organize an interactive session on "Lean Entrepreneurship and Minimum Viable Product/Business" by Sri. M. Kartheek Varma, CEO, Prophecious Technologies Pvt Ltd in the Third week of August. The following members of EDC Cell were attended.

| S.NO | NAME OF THE FACULTY   | DESIGNATION             | SIGNATURE   |
|------|-----------------------|-------------------------|---|
| 1    | Dr. V. Narayana Rao   | Head of the Institution |  |
| 2    | Sri. N. Hemanth kumar | Convener                |  |
| 3    | Sri. Y. Jagadeesh     | Member                  |  |
| 4    | Sri. S. Vasu          | Member                  |  |
| 5    | Smt.V.Sailaja         | Member                  |  |
| 6    | Dr. P. Seshu Babu     | Member                  |  |
| 7    | Dr. B. Arun Kumar     | Member                  |  |
| 8    | Sri. A. H. D. Prakash | Member                  |  |

  
**CONVENOR**

  
**PRINCIPAL**



**Entrepreneurship Development Cell**  
**10<sup>th</sup> September 2022 @ 10.30am**

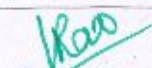
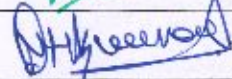
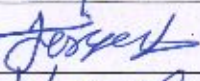

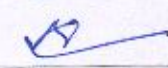
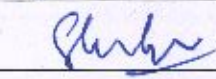

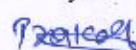
Entrepreneurship Development Cell of KBN College has conducted a meeting with the members of EDC on 10<sup>th</sup> Sep 2021 @ 12.30 p.m.

**Agenda**

- To discuss about Investment awareness session to Young Prospective Entrepreneurs.

**Resolution**

Entrepreneurship Development Cell of KBN College decided to organize an Investment awareness session to Young Prospective Entrepreneurs on "Angel Investment/Venture Capital Funding opportunities for Early Stage Entrepreneurs" by Dr. B. Sreedhar Reddy, Entrepreneurs Investment analyst from Acharya Nagarjuna University in the Third week of August. The following members of EDC Cell were attended.

| S.NO | NAME OF THE FACULTY   | DESIGNATION             | SIGNATURE   |
|------|-----------------------|-------------------------|---|
| 1    | Dr. V. Narayana Rao   | Head of the Institution |  |
| 2    | Sri. N. Hemanth kumar | Convener                |  |
| 3    | Sri. Y. Jagadeesh     | Member                  |  |
| 4    | Sri. S. Vasu          | Member                  |  |
| 5    | Smt.V.Sailaja         | Member                  |  |
| 6    | Dr. P. Seshu Babu     | Member                  |  |
| 7    | Dr. B. Arun Kumar     | Member                  |  |
| 8    | Sri. A. H. D. Prakash | Member                  |  |

  
**CONVENOR**

  
**PRINCIPAL**

10/9/22

**Entrepreneurship Development Cell**  
**25<sup>th</sup> November 2022 @12.30p.m.**

Entrepreneurship Development Cell of KBN College has conducted a meeting with the members of EDC on 25<sup>th</sup> November 2022 @ 12.30 pm.

**Agenda**

- To discuss about the Participation of "KBN College Start-Ups in Start-Up Expo organized at KL University in Collaboration with Atal Innovation Cell "

**Resolution**

Entrepreneurship Development Cell of KBN College decided to exhibit KBN College start-ups in "Start-Up Expo organized at KL University in Collaboration with Atal Innovation Cell" in the last week of November. The following members of EDC Cell were attended.

| S.NO | NAME OF THE FACULTY   | DESIGNATION             | SIGNATURE        |
|------|-----------------------|-------------------------|------------------|
| 1    | Dr. V. Narayana Rao   | Head of the Institution | <i>Rao</i>       |
| 2    | Sri. N. Hemanth kumar | Convener                | <i>Hemanth</i>   |
| 3    | Sri. Y. Jagadeesh     | Member                  | <i>Jagadeesh</i> |
| 4    | Sri. S. Vasu          | Member                  | <i>Vasu</i>      |
| 5    | Smt.V.Sailaja         | Member                  | <i>ve</i>        |
| 6    | Dr. P. Seshu Babu     | Member                  | <i>Seshu</i>     |
| 7    | Dr. B. Arun Kumar     | Member                  | <i>BA</i>        |
| 8    | Sri. A. H. D. Prakash | Member                  | <i>Prakash</i>   |

*NCR*  
**CONVENOR**

*Rao*  
**PRINCIPAL**  
25/11/22

**Entrepreneurship Development Cell**  
**6<sup>th</sup> January 2023 @12.30p.m.**


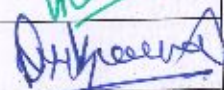
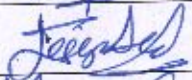
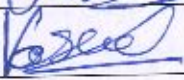

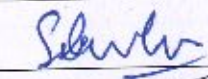

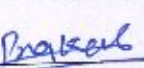
Entrepreneurship Development Cell of KBN College has conducted a meeting with the members of EDC on 6<sup>th</sup> January 2023 @12.30p.m.

**Agenda**

- To discuss about the Conduction of “ Business Ideas Expo “ in connection with National Youth Day,

**Resolution**

Entrepreneurship Development Cell of KBN College decided to organize a Business Ideas Expo 2023 by Inviting an Entrepreneur as a Resource Person in the 2<sup>nd</sup> Week of January 2023. The following members of EDC Cell were attended.

| S.NO | NAME OF THE FACULTY   | DESIGNATION             | SIGNATURE   |
|------|-----------------------|-------------------------|---|
| 1    | Dr. V. Narayana Rao   | Head of the Institution |  |
| 2    | Sri. N. Hemanth kumar | Convener                |  |
| 3    | Sri. Y. Jagadeesh     | Member                  |  |
| 4    | Sri. S. Vasu          | Member                  |  |
| 5    | Smt.V.Sailaja         | Member                  |  |
| 6    | Dr. P. Seshu Babu     | Member                  |  |
| 7    | Dr. B. Arun Kumar     | Member                  |  |
| 8    | Sri. A. H. D. Prakash | Member                  |  |

  
**CONVENOR**

  
**PRINCIPAL**

6/1/23



ISO 9001:2015



NAAC 'W' GRADE CYCLE 3

# KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

Sponsored by S.K.P.V.V. Hindu High Schools' Committee, Kothapeta, Vijayanagara - 520001

Affiliated to Krishna University Accredited with 'A' Grade in Cycle 3 by NAAC

A College with Potential for Excellence (CPE) All India 92nd Rank in NIRF by MHRD (2017) Recognized as Band PERFORMER in ARIIA by Ministry of Education, Govt. of India



## A REPORT ON BUSINESS MODEL CANVAS ORGANISED BY EDC CELL @ KBN

### About the Program.

In connection with IIC Calendar Schedule the EDC Cell of KBN College organized an Invited talk on Business Model Canvas by V. Sundar Singh **Manager from Hatchlab Research Centre SRM University AP on 13/05/2023** to build an overview of changes to be made to an existing business. This program served many students to think out of the box in creating new business ideas.

### Objectives of the Program.

- Its aim is to provide the central, common source of knowledge through which each department can add their unique input from their respective domains.
- To bring out the product's value propositions
- To know how to create a cost structure
- To learn about the usage of the methodology to implemented while framing a new business model.

### Highlights of the session.

- Initially the session started with the presentations from the students who have designed some new business ideas like Instadine, Gibbor, organic Moisturiser Creams, etc on this the Resource Person has added his valuable inputs what is needed at Ideation level.
- In his presentation he has explained the key parameters which are important to build a new Business model.

|                     |                |                    |                        |                   |
|---------------------|----------------|--------------------|------------------------|-------------------|
| KEY PARTNERS        | KEY ACTIVITIES | VALUE PROPOSITIONS | CUSTOMER RELATIONSHIPS | CUSTOMER SEGMENTS |
|                     | KEY RESOURCES  |                    | CHANNELS               |                   |
| COST STRUCTURE      |                | REVENUE STREAMS    |                        |                   |
| ENVIRONMENTAL COSTS | SOCIETAL COSTS | SOCIETAL BENEFITS  | ENVIRONMENTAL BENEFITS |                   |

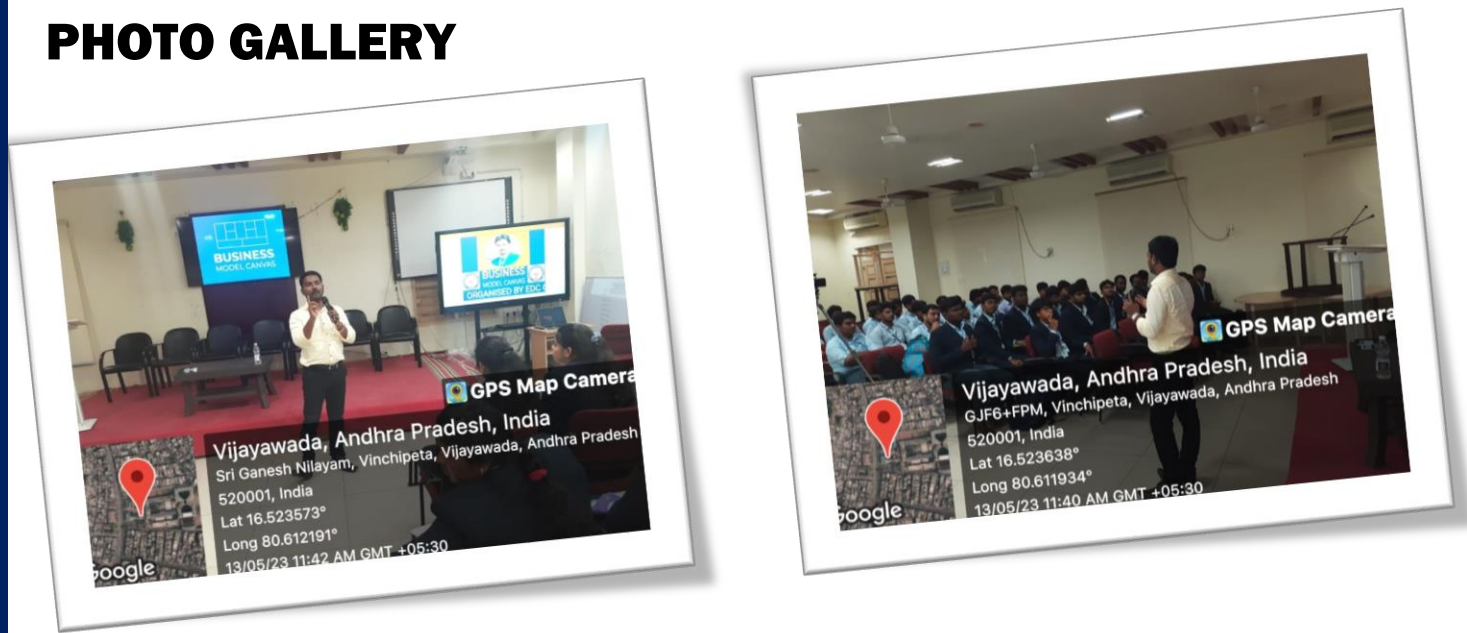
|  |  |  |  |  |
|--|--|--|--|--|
| <p><b>KEY PARTNERS</b></p> <p>Who are our key partners?<br/>Who are our key suppliers?<br/>Which key resources are we acquiring from our partners?<br/>Which key activities do partners perform?</p> | <p><b>KEY ACTIVITIES</b></p> <p>What key activities do our value propositions require?<br/>Our distribution channels?<br/>Customer relationships?<br/>Revenue streams?</p> | <p><b>VALUE PROPOSITIONS</b></p> <p>What value do we deliver to the customer?<br/>Which one of our customers' problems are we helping to solve?<br/>What bundles of products and services are we offering to each segment?<br/>Which customer needs are we satisfying?<br/>What is the minimum viable product?</p> | <p><b>CUSTOMER RELATIONSHIPS</b></p> <p>How do we get, keep, and grow customers?<br/>Which customer relationships have we established?<br/>How are they integrated with the rest of our business model?<br/>How costly are they?</p>                                   | <p><b>CUSTOMER SEGMENTS</b></p> <p>For whom are we creating value?<br/>Who are our most important customers?<br/>What are the customer archetypes?</p> |
|  | <p><b>KEY RESOURCES</b></p> <p>What key resources do our value propositions require?<br/>Our distribution channels?<br/>Customer relationships?<br/>Revenue streams?</p>   |  | <p><b>CHANNELS</b></p> <p>Through which channels do our customer segments want to be reached?<br/>How do other companies reach them now?<br/>Which ones work best?<br/>Which ones are most cost-efficient?<br/>How are we integrating them with customer routines?</p> |  |
| <p><b>COST STRUCTURE</b></p> <p>What are the most important costs inherent to our business model?<br/>Which key resources are most expensive?<br/>Which key activities are most expensive?</p>       |  | <p><b>REVENUE STREAMS</b></p> <p>For what value are our customers really willing to pay?<br/>For what do they currently pay?<br/>What is the revenue model?<br/>What are the pricing tactics?</p>  |  |  |

He explained the above block and makes the students to prepare new business ideas. Many students have created and presented their presentations in front of the resource person and he added many valuable inputs also.

**YOUTUBE LINK**

[https://www.youtube.com/live/aH7\\_wJIY5AU?feature=share](https://www.youtube.com/live/aH7_wJIY5AU?feature=share)

**PHOTO GALLERY**



**MR. V. SUNDHAR SINGH DELIVERING HIS LECTURE ON BUSINESS MODEL CANVAS**



**FELICITATION BY DR. V. NARAYANA  
RAO GARU, PRINCIPAL, KBN COLLEGE**



**GROUP PHOTO WITH RESOURCE  
PERSON MR. V. SUNDAR SINGH  
MANAGER FROM HATCHLAB  
RESEARCH CENTRE SRM UNIVERSITY**



# BUSINESS IDEAS EXPO 2023

(In view of National Youth Day)

12<sup>th</sup> January, 2023

Organized by

**ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)**



**KAKRAPARTI BHAVANARAYANA COLLEGE**  
A College with Potential for Excellence (UGC - CPE) (AUTONOMOUS) Sponsored by: S.K.P.V.V. Hindu High Schools' Committee,  
VIJAYAWADA, KRISHNA DISTRICT, ANDHRA PRADESH, INDIA.



## **INTRODUCTION OF THE PROGRAM**

The Institutions Innovation Cell and MHRD'S Innovation's Cell has initiated a National Youth Day on 12<sup>th</sup> January 2023 In connection with this the Entrepreneurship Development Cell of **KAKRAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)** Organized a **BUSINESS EXPO** in view of National Youth Day in Aallapati Seminar Hall. The program was inaugurated by Sri. T.Srinivasu garu (Secretary and Correspondent), Dr.V.Narayana Rao, Principal and an young Entrepreneur Sri. Devarapalli Venkata Lakshmana Reddy, Founder and CEO of **ZOYA LABS AND ZOYA HOMEOPATHY HOSPITALS** Vijayawada.

## **OBJECTIVES OF THE PROGRAM**

- To encourage the entrepreneurial mindset among the students.
- To make the students as entrepreneurs so as to build powerful youth for the future.
- Cultivating new business ideas so as to make the students as employment creators

## **ABOUT THE PROGRAM**

In view of National Youth Day the Entrepreneurship Development Cell of KBN College (A) has organized a Business Expo – a platform to showcase the new business ideas from the students from various disciplines. The program was inaugurated by Sri. T. Srinivasu garu a business entrepreneur and Correspondent of KBN College, an entrepreneur from ZOYA LABS and ZOYA HOMEOPATHY HOSPITALS VIJAYAWADA along with Principal Dr. V. Narayana Rao and Vice principal IIC Convener Dr. M.Venkateswara Rao joined in the Inaugural Session.

At 10 a.m. the program started with a brief introductory message about the program by Sri. N. Hemanth Kumar, Convener EDC Cell. Later on the president of the Inaugural Session Dr. V. Narayana Rao addressed the gathering about the significance of new ideas in the current business world and also to the

economy of our country. He also mentioned that the present youth is the future pride of our nation, therefore he encouraged the gathering with a nice sayings given by Swami Vivekananda.

**“STRENGTH IS LIFE WEAKNESS IS DEATH”**

Sri. T. Srinivasu garu a business entrepreneur and also the Secretary& Correspondent congratulated all the gathering who has come up with new business ideas on this occasion. He pointed out the importance of student era in the present society. If a student can come up with new Innovations and creativity then the India will be the super nation he added. He recollected some Swami Vivekananda’s quotes and motivated the gathering followed by invited entrepreneur Sri. Devarapalli Lakshmana Reddy’s message.

Sri. Devarapalli Venkata Lakshma Reddy Founder & CEO of ZOYA LABS AND ZOYA HOMEOPATHY HOSPITALS has tons of years of experience in Pharma and Homeopathy extended his valuable message on this special occasion. He congratulated the management and administration of KBN College who has taken a tremendous imitative in nurturing the young minds into Entrepreneurial minds. Later on he explained about how an entrepreneur has to struggle and how he has to face challenges in his entrepreneurial journey. He also quoted the life style of Swami Vivekananda and proclaimed that Swami Vivekananda is the model Icon to the present young generation.

After his message he was felicitated by Sri. T. Srinivasu garu and Dr. V. Narayana Rao garu for his valuable presence on this National Youth Day organized by Entrepreneurship Development Cell, KBN College (A), Vijayawada followed by visiting the new business idea stalls and also given some valuable insights to the students. Nearly 143 students has participated and exhibited 46 stalls with various technical and Non-Technical business ideas. Sri.T. Srinivasu garu, Dr. V. Narayana Rao garu, Sri. Devarapalli Lakshmana Reddy garu, Dr.M.Venkateswara Rao garu along with other faculty members visited all 46 stalls and students showed their enthusiasm in explaining their business ideas to the guests. The remarkable ideas were selected and awarded with 1,2,3 prizes and also 3 consolation prizes also been considered.

|                     |   |             |
|---------------------|---|-------------|
| I MCA               | - | I PRIZE     |
| II MBA              | - | II PRIZE    |
| III B.COM LOGISTICS | - | III PRIZE   |
| III DATA SCIENCE    | - | CONSOLATION |
| II BBA              | - | CONSOLATION |
| II BSC              | - | CONSOLATION |



# PHOTO GALLERY



**Students are ready with new ideas**



**Students explaining their business ideas to the Resource Person**



**Principal Dr.V.Narayana Rao addressing the gathering**



**Felicitation to the Resource Person by Sri. T. Stinivasu garu Secretary & Correspondent**



**Sri. T. Srinivasu garu Secretary & Correspondent addressing the gathering**

**Sri. T. Srinivasu garu Secretary & Correspondent listening to students ideas.**



సాక్షి

సృజనాత్మకతకు పదును పెట్టాలి

షన్టౌన్(విజయవాడపశ్చిమ): విద్యార్థులు తమలోని సృజనాత్మకతను పదును పెట్టి సూతన ఆవిష్కరణలకు చొరవ చూపాలని కేబీఎన్ కళాశాల కార్యదర్శి తూనుకుంట్ల శ్రీనివాసు అన్నారు. ఆ కళాశాల కామర్స్ అండ్ మేనేజిమెంట్ విభాగం ఆధ్వర్యంలో స్టార్టప్ బిజినెస్ ఐడియా ఎక్స్పోను గురువారం ఆ కళాశాల ప్రాంగణంలో నిర్వహించారు. కార్యక్రమంలో భాగంగా విద్యార్థులు వివిధ వ్యాపార ఆలోచనలను ప్రదర్శిస్తూ వాటిలోని విశేషాలను వివరించారు. కార్యక్రమాన్ని ప్రారంభించిన తూనుకుంట్ల శ్రీనివాసు మాట్లాడుతూ విద్యార్థులు ఉద్యోగాల కోసం కాకుండా వాటిని సృష్టించే పారిశ్రామికవేత్తలుగా ఎదగాలన్నారు. పారిశ్రామికవేత్త డి.లక్ష్మారెడ్డి మాట్లాడుతూ విద్యార్థులు సృజనాత్మక ఆలోచనలతో ముందడుగు వేస్తే అనేక అవకాశాలు వస్తాయన్నారు. మరో పారిశ్రామికవేత్త డాక్టర్ ఎం.వెంకటేశ్వరరావు మాట్లాడుతూ.. విద్యార్థులు సమాజంలో మారుతున్న పరిస్థితు



విద్యార్థులతో మాట్లాడుతున్న కార్యదర్శి శ్రీనివాసు

లను అవగాహన చేసుకోవాలన్నారు. కళాశాల ప్రిన్సిపాల్ డాక్టర్ వి.నారాయణరావు మాట్లాడుతూ విద్యార్థుల ఆలోచనలకు కళాశాల యజమాన్యం అండగా ఉంటుందన్నారు. కార్యక్రమంలో వైస్ ప్రిన్సిపాల్ డాక్టర్ ఎం.వెంకటేశ్వరరావు అధ్యాపకులు హేమంత్ కుమార్, వి.శైలజ, విద్యార్థులు పాల్గొన్నారు.

Date: 13/01/2023, Edition: Vijayawada(Vijayawada West), Page: 3  
Source : <https://epaper.sakshi.com/>



విద్యార్థులు వినూత్న ఆలోచనలు చేయాలి

షన్టౌన్, జనవరి 12: విద్యార్థులు తమ ఉజ్వల భవిత కోసం వినూత్న ఆలోచనలు చేయాలని కేబీఎన్ కళాశాల కార్యదర్శి తూనుకుంట్ల శ్రీనివాసు అన్నారు. గురువారం కళాశాలలో స్టార్టప్ బిజినెస్ ఐడియా ఎక్స్పో ఏర్పాటైంది. ఈ సందర్భంగా ఆయన విద్యార్థులు ప్రదర్శించిన నమూనాలను పరిశీలించి వివరాలు అడిగి తెలుసుకున్నారు. పారిశ్రామికవేత్త డి.లక్ష్మారెడ్డి మాట్లాడుతూ, విజయం కోసం పోరాడాలని సూచించారు. మరో పారిశ్రామికవేత్త

డాక్టర్ ఎం.వెంకటేశ్వరరావు మాట్లాడుతూ, సమాజంలో మారుతున్న పరిస్థితులకు అనుగుణంగా విద్యార్థులు తమ ఆలోచనలకు మెరుగు పెట్టాలన్నారు. ప్రిన్సిపాల్ డాక్టర్ వి. నారాయణరావు, వైస్ ప్రిన్సిపాల్ డాక్టర్ ఎం. వెంకటేశ్వరరావు, అధ్యాపకులు హేమంత్ కుమార్, వి. శైలజ పాల్గొన్నారు.

ఆంధ్రజ్యోతి దినపత్రికలో ప్రకటనల (ఆర్డర్లజీమెంట్) కొరకు సంప్రదించండి  
99854 11868, 99854 85777, 99854 1173  
99854 09286, 99854 09587

Date: 13/01/2023, Edition: NTR VIJAYAWADA(NTR VIJAYAWADA MAIN), Page: 9  
Source : <https://epaper.andhrajyothy.com>



ఆలోచనలకు పదును పెట్టాలి

చిట్టినగర్, న్యూఢిల్లీ: విద్యార్థులు తమ ఆలోచనలకు పదును పెట్టి సూతన ఆవిష్కరణలకు చొరవ చూపాలని కేబీఎన్ కళాశాల కార్యదర్శి తూనుకుంట్ల శ్రీనివాసు అన్నారు. కేబీఎన్ కళాశాల కామర్స్ అండ్ మేనేజిమెంట్ విభాగం ఆధ్వర్యంలో స్టార్టప్ బిజినెస్ ఐడియా ఎక్స్పోను గురువారం నిర్వహించారు. ఈ ఎక్స్పోలో విద్యార్థులు వివిధ వ్యాపార ఆలోచనలను ప్రదర్శిస్తూ వాటిలోని విశేషాలను వివరించారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ విద్యార్థులు ఉద్యోగాల కోసం కాకుండా వాటిని సృష్టించే పారిశ్రామికవేత్తలుగా ఎదగాలని సూచించారు. కార్యక్రమంలో పారిశ్రామికవేత్తలు లక్ష్మారెడ్డి, వెంకటేశ్వరరావు, ప్రిన్సిపాల్, వైస్ ప్రిన్సిపాల్స్, అధ్యాపకులు విద్యార్థులు పాల్గొన్నారు.



ప్రదర్శనాంశాలను అడిగి తెలుసుకుంటున్న కేబీఎన్ కళాశాల కార్యదర్శి శ్రీనివాసు

Date : 13/01/2023  
EditionName : ANDHRA PRADESH( AMARAVATI NTR )  
Page No :

# KBNC STARTUPS

**With the support of EDC, the Department of Computers has initiated 2 Startups i.e. 'Krupa Tech Services' by III BCA Students, which provides technical services through Online & Offline and 'I Believe Plants & Nursery' by III B.Com. (Comp.) Students, which provides indoor, outdoor, Flowering and Grafted Fruit Plants sale through online and offline.**

# START-UP 'KRUPA TECH SERVICES'



• KRUPA TECH SERVICES  
INVITES YOU TO OUR  
*Grand Opening*

• NEW START UP COMPANY OF TECH REPAIR SERVICES IN OUR COLLEGE •

20<sup>th</sup> October, 2022  
2:00 P.M. – 4:00 P.M

9-42-104 KT Road Opp. Srinivasa Mahal, Kothapet, Vijayawada, Andhra Pradesh 520001

**On 20<sup>th</sup> October, 2022, III BCA students of our college started a Startup company Krupa Tech Services which provides all technical services at very low price**

**It was inaugurated by Sri Konakalla Vidyadhar Rao, Chamber of Commerce President and Kondapalli Bujji, President, Arya Vysya Mahasabha, Vijayawada.**

**YOUTUBE LINK:**

**<https://www.youtube.com/watch?v=oryJWy3Bet8>**



## యువత పారిశ్రామికవేత్తలుగా ఎదగాలి

చిట్టిసగర్, న్యూస్టుడే: యువత పారిశ్రామికవేత్తలుగా ఎదగాలిని విజయవాడ చాంబర్ ఆఫ్ కామర్స్ అధ్యక్షుడు కొనకళ్ల విద్యాధరరావు ఆకాంక్షించారు. స్టార్టప్ కంపెనీలో భాగంగా కొత్తపేటలోని కేటీఎన్ కళాశాలలో కృష్ణా టెక్ సర్వీసెస్ పేరుతో చరవాణులు, ట్యాప్టాప్ల మరమ్మతుల కేంద్రాన్ని మంగళవారం ఆయన ప్రారంభించారు. కళాశాల అధ్యక్షుడు తొమ్మండ్రు శేషయ్య, కార్యదర్శి తూనికుంట్ల శ్రీనివాస్ మాట్లాడుతూ విద్యార్థులు ఉపాధి అవకాశాల కోసం ఎదురు చూడకుండా పరిశ్రమలను స్థాపించి ఉద్యోగాలు అందించే వ్యక్తులుగా ఎదగాలిని చెప్పారు. ప్రిన్సిపల్



చరవాణి, ట్యాప్టాప్ల మరమ్మతుల కేంద్రాన్ని ప్రాంబిస్తున్న చాంబర్ ఆఫ్ కామర్స్ అధ్యక్షుడు విద్యాధరరావు

వి.నారాయణరావు, బైస్ ప్రెసిసిపల్స్ ఎం. వెంకటేశ్వరరావు, పీఎల్. రమేష్, జిల్లా హోల్ సేల్ డ్రగ్ ట్రేడ్ అసోసియేషన్ ప్రధాన కార్యదర్శి మురళీకృష్ణ, ఐక్యూఎస్ కన్వీనర్ కృష్ణవేణి, తదితరులు పాల్గొన్నారు.

Date : 26/10/2022 EditionName : ANDHRA PRADESH  
( AMARAVATI NTR ) PageNo : 06



### మార్కెట్ అవకాశాలను అందిస్తున్నామని

విజయవాడ చాంబర్ ఆఫ్ కామర్స్ అధ్యక్షుడు విద్యాధరరావు

వనటాన్, అక్టోబరు 25: విద్యార్థులు మార్కెట్ అవకాశాలను అందిస్తున్నారని విజయవాడ చాంబర్ ఆఫ్ కామర్స్ అధ్యక్షుడు కొనకళ్ల విద్యాధరరావు అన్నారు. కేటీఎన్ కళాశాలలో స్టార్టప్ కంపెనీలో భాగంగా కృష్ణా టెక్ సర్వీసెస్ పేరుతో సెల్ ఫోన్, ట్యాప్టాప్ల రిపేర్ సర్వీస్ సెంటర్ను మంగళవారం కళాశాల నిర్వాహకులతో కలిసి ఆయన ప్రారంభించారు. ఈ సందర్భంగా ఆయన



సర్వీస్ సెంటర్ను ప్రారంభిస్తున్న కొనకళ్ల విద్యాధరరావు

మాట్లాడుతూ, ప్రభుత్వం అందించే పథకాలను విద్యార్థులు సద్వినియోగ పరచుకోవాలన్నారు. కళాశాల అధ్యక్ష, కార్యదర్శులు తొమ్మండ్రు శేషయ్య తూనికుంట్ల శ్రీనివాసులు మాట్లాడుతూ, విద్యార్థులు పరిశ్రమల స్థాపన వైపు దృష్టి పెట్టాలన్నారు. ప్రిన్సిపల్ డాక్టర్ వినాయకరావు, జిల్లా హోల్ సేల్ డ్రగ్ ట్రేడ్ అసోసియేషన్ ప్రధాన కార్యదర్శి మురళీకృష్ణ, బైస్ ప్రెసిసిపల్స్ డాక్టర్ ఎం. వెంకటేశ్వరరావు, పీఎల్ రమేష్, ఐక్యూఎస్ కన్వీనర్ డాక్టర్ జి కృష్ణవేణి పాల్గొన్నారు.



**START-UP**  
**‘I BELIEVE PLANTS & NURSERY’**



**I Believe Plants & Nursery**

**Go Green, Think Green, Be Green**

*Invites you to our*

**Opening Ceremony**

**A New Startup of Plants Sale through  
Online & Offline**

**Monday, 31<sup>st</sup> October, 2022 at 12.30 P.M.**

**Venue:**

**K.B.N. College, Kothapeta, Vijayawada.**





**31.10.2022, III B. Com Computer Science students of our college started a Startup company under the name "I Believe Plants and Nursery". The students are providing indoor and outdoor plants sale through online and offline at reasonable price. Online payment, cash on delivery and delivery at your door steps facilities are also available.**

**It was inaugurated by Sri Kondapalli Bujji, President, Arya Vysya Mahasabha, Vijayawada and Gubba Chandrasekhar, Chairman, AP Environment Management Corporation Ltd. In this programme Sri Golla Baba Vijay Kumar, Hindu High School Committee, our College president Sri T. Seshaiyah, our College Secretary & Correspondent Sri T. Srinivasu garu and our Principal Dr. V. Narayana Rao garu were participated**

**INTERACTION / MEET THE CEO  
PROGRAMMES WITH ENTREPRENEURS /  
START-UP FOUNDERS**

**MEET THE CEO PROGRAMMES /**  
**MEET THE EXECUTIVE PROGRAMMES**

| S. NO. | TITLE OF THE ACTIVITY  | HEI WEBSITE LINK   |
|--------|--|--|
| 2      | Meet the Executive for I MBA Students on 19 <sup>th</sup> April, 2023, organized by Department of MBA. Resource Person: Sri. B.Gopi Naik, Founder & CEO - Stepway Solutions (GNCS Pvt Ltd), Chartered Accountant, Business Startup Advisor & Tax Consultant.                                     | <a href="https://kbncollege.ac.in/attachments/mbaevents/meet%20the%20executive%20-%2019.04.2023%20report.pdf">HTTPS://KBNCOLLEGE.AC.IN/A<br/>TTACHMENTS/MBAEVENTS/ME<br/>ET%20THE%20EXECUTIVE%20-<br/>%2019.04.2023%20REPORT.PDF</a> |
| 3      | Meet the Executive for I MBA Students on 17 <sup>th</sup> April, 2023, organized by Department of MBA. Resource Person: Mrs. Tapasi Saha, Founder – Lead by Design, Co-Founder - AIM Edutech Solutions, Purpose Coach, Life-skills and Behavioral Trainer, NLP Practitioner, Soft Skills expert. | <a href="https://kbncollege.ac.in/attachments/mbaevents/meet%20the%20executive%20-%2017.04.2023%20report.pdf">HTTPS://KBNCOLLEGE.AC.IN/A<br/>TTACHMENTS/MBAEVENTS/ME<br/>ET%20THE%20EXECUTIVE%20-<br/>%2017.04.2023%20REPORT.PDF</a> |
| 5      | Meet the Executive for Final Year MBA students on 30 <sup>th</sup> September, 2022 organized by Department of MBA. Resource Person: Mr. A. Gopi Raja, CEO, Fopple Drone Tech Pvt Ltd.  | <a href="https://kbncollege.ac.in/attachments/mbaevents/meet%20the%20executive%20-%2030-9-2022.pdf">HTTPS://KBNCOLLEGE.AC.IN/A<br/>TTACHMENTS/MBAEVENTS/ME<br/>ET%20THE%20EXECUTIVE%20-<br/>%2030-9-2022.PDF</a>                     |
| 6      | MEET THE CEO Programme for MBA students on 27 <sup>th</sup> June, 2022 organized by Department of MBA. Resource Person: Mr. Satish Kamat, President, Sri City Operations, Andhra Pradesh   | <a href="https://kbncollege.ac.in/attachments/mbaevents/7.6-2022-meet%20the%20ceo%20programme.pdf">HTTPS://KBNCOLLEGE.AC.IN/A<br/>TTACHMENTS/MBAEVENTS/7.6<br/>2022-<br/>MEET%20TEH%20CEO%20PRO<br/>GRAMME.PDF</a>                   |
| 7      | MEET THE CEO Programme for MBA & M.Com. students on 23 <sup>rd</sup> March, 2022 organized by Department of MBA. Resource Person: Dr. M. Bala Krishna Rao, Managing Director, Maturi Group of Companies  | <a href="https://kbncollege.ac.in/attachments/mbaevents/10-meet%20the%20ceo%20-%202023.03.22.pdf">HTTPS://KBNCOLLEGE.AC.IN/A<br/>TTACHMENTS/MBAEVENTS/10-<br/>MEET%20THE%20CEO%20-<br/>%202023.03.22.PDF</a>                         |
| 8      | MEET THE CEO Programme for MBA & M.Com. Students on 2 <sup>nd</sup> December, 2021 organized by Departments of MBA & M.Com. Resource Person: Mr. Nagidi Vara Prasad, CEO, ARETE IT Services Pvt. Ltd., Vijayawada  | <a href="https://kbncollege.ac.in/attachments/mbaevents/2.1-2.2021-meet%20the%20ceo.pdf">HTTPS://KBNCOLLEGE.AC.IN/A<br/>TTACHMENTS/MBAEVENTS/2.1<br/>2.2021-<br/>MEET%20THE%20CEO.PDF</a>  |
| 9      | MEET THE CEO Program for BBA & B.Com. (Logistics) students on 8 <sup>th</sup> November, 2021 organized by Department of Commerce & Management. Resource  | <a href="https://kbncollege.ac.in/">HTTPS://KBNCOLLEGE.AC.IN/A</a>   |

|    |   |   |
|----|---|---|
|    | Person: Mr. T. Mahesh Kumar, CEO, Vedula Events.  | <a href="https://kbncollege.ac.in/attachments/ugcommerce/meet%20the%20ceo.pdf">TTACHMENTS/UGCOMMERCE<br/>/MEET%20THE%20CEO.PDF</a>  |
| 10 | MEET THE CEO Program for I MBA and I M.Com students on 24 <sup>th</sup> September, 2021 organized by Departments of MBA & M.Com. Resource Person: Mr. S. Sriram, Founder & CEO, 7 Cousins Group (a conglomerate of 3 enterprises Tonmetri Info Solutions, Istriwala and unflugged). | <a href="https://kbncollege.ac.in/attachments/mbaevents/3-meet%20the%20ceo-24.9.2021.pdf">HTTPS://KBNCOLLEGE.AC.IN/A<br/>TTACHMENTS/MBAEVENTS/3-<br/>MEET%20THE%20CEO-<br/>24.9.2021.PDF</a>  |
| 11 | MEET THE CEO on 3 <sup>rd</sup> July, 2019 organized by Department of BBA. Resource Person: Sri N. Vara Prasad, CEO of ARETE Solutions, Vijayawada  | <a href="https://kbncollege.ac.in/attachments/ugcommerce/6-3.7.2019.pdf">HTTPS://KBNCOLLEGE.AC.IN/A<br/>TTACHMENTS/UGCOMMERCE<br/>/6-3.7.2019.PDF</a>   |
| 12 | MEET THE CEO by the Department of BBA on 22 <sup>nd</sup> July, 2019. Resource Person: Mr. S. Sri Ram, Founder & CEO of Isthiwala, Vijayawada   | <a href="https://kbncollege.ac.in/attachments/ugcommerce/5-22.7.2019.pdf">HTTPS://KBNCOLLEGE.AC.IN/A<br/>TTACHMENTS/UGCOMMERCE<br/>/5-22.7.2019.PDF</a>   |
| 13 | MEET THE CEO by the Department of MBA on 21 <sup>st</sup> September, 2019. Resource Person: Mr. Tulasi Rama Chandra Prabhu, Industrialist, Tulasi seeds Pvt. Ltd.   | <a href="https://kbncollege.ac.in/attachments/mbaevents/9-21.9.2019-meet%20the%20ceo.pdf">HTTPS://KBNCOLLEGE.AC.IN/A<br/>TTACHMENTS/MBAEVENTS/9-<br/>21.9.2019-<br/>MEE%20THE%20CEO.PDF</a>   |
| 14 | MEET THE CEO by the Department of MBA on 31 <sup>st</sup> October, 2019. Resource Person: Sri Jayesh Shah, Director, TWILLS and Sri Akash Joshi, Head Corporate Office, TWILLS, Vijayawada  | <a href="https://kbncollege.ac.in/attachments/mbaevents/2-31.10.2019-meet%20the%20ceo.pdf">HTTPS://KBNCOLLEGE.AC.IN/A<br/>TTACHMENTS/MBAEVENTS/2-<br/>31.10.2019-<br/>MEET%20THE%20CEO.PDF</a>  |
| 15 | MEET THE CEO by the Department of MBA on 30 <sup>th</sup> November, 2019. Resource Person: Mr. N. Vara Prasad, Founder, ARETE Solutions, Vijayawada   | <a href="https://kbncollege.ac.in/attachments/mbaevents/4-meet%20the%20ceo%20programme%20on%2025th%20november,%202019.pdf">HTTPS://KBNCOLLEGE.AC.IN/A<br/>TTACHMENTS/MBAEVENTS/4-<br/>MEET%20THE%20CEO%20PRO<br/>GRAMME%20ON%2025TH%20<br/>NOVEMBER,%202019.PDF</a> |
| 16 | MEET THE CEO by the Department of MBA on 25 <sup>th</sup> January, 2020. Resource Person: Mr. Krishna, Captain Director, Efftronics, Vijayawada & Dr. Naga Lakshmi, MD, IMIS Pharmaceuticals Pvt. Ltd., Vijayawada  | <a href="https://kbncollege.ac.in/attachments/mbaevents/meet%20the%20ceo-25.1.2020.pdf">HTTPS://KBNCOLLEGE.AC.IN/A<br/>TTACHMENTS/MBAEVENTS/ME<br/>ET%20THE%20CEO-<br/>25.1.2020.PDF</a>  |
| 17 | MEET THE CEO by the Department of MBA on 22 <sup>nd</sup> February, 2020. Resource Person: Sri Lakshman, CEO, I-Catch Associates  | <a href="https://kbncollege.ac.in/attachments/mbaevents/meet%20the%20ceo-">HTTPS://KBNCOLLEGE.AC.IN/A<br/>TTACHMENTS/MBAEVENTS/ME<br/>ET%20THE%20CEO-</a>   |

|    |   |   |
|----|---|---|
|    |   | <a href="#">22.2.2020.PDF</a>   |
| 18 | MEET THE CEO by the Department of BBA on 3 <sup>rd</sup> March, 2020. Resource Person: Sri M. Rajesh Babu, CEO, AVONOVA   | <a href="https://kbncollege.ac.in/attachments/ugcommerce/meet%20the%20ceo%20report-3.3.2020.pdf">HTTPS://KBNCOLLEGE.AC.IN/ATTACHMENTS/UGCOMMERCE/MEET%20THE%20CEO%20REPORT-3.3.2020.PDF</a> |
| 19 | Meet the CEO Programme was organized by Department of MBA on 3 <sup>rd</sup> November, 2018. Resource Person: Mr. Dasari Rama Krishna, MD, Efftronics India Ltd.,                         | <a href="https://kbncollege.ac.in/attachments/mbaevents/5-event%205.pdf">HTTPS://KBNCOLLEGE.AC.IN/ATTACHMENTS/MBAEVENTS/5-EVENT%205.PDF</a>   |
| 20 | Meet the CEO Programme was organized by Department of MBA on 29 <sup>th</sup> December, 2018. Resource Person: Mr. K. Prasad, CEO, Three Edge Solutions, Chennai                          | <a href="https://kbncollege.ac.in/attachments/mbaevents/3-event%203.pdf">HTTPS://KBNCOLLEGE.AC.IN/ATTACHMENTS/MBAEVENTS/3-EVENT%203.PDF</a>   |
| 21 | Meet the CEO Programme was organized by Department of MBA on 2 <sup>nd</sup> February, 2019. Resource Person: Dr. N. Madhusudhana Rao   | <a href="https://kbncollege.ac.in/attachments/mbaevents/2-event%202.%20photo.pdf">HTTPS://KBNCOLLEGE.AC.IN/ATTACHMENTS/MBAEVENTS/2-EVENT%202.%20PHOTO.PDF</a>                               |
| 22 | Meet the CEO Programme was organized by Department of MBA on 13 <sup>th</sup> February, 2019. Resource Person: Radha Rani, Chairman, RR Sports, Vijayawada organized by Department of BBA | <a href="https://kbncollege.ac.in/attachments/ugcommerce/3-13.2.2019.pdf">HTTPS://KBNCOLLEGE.AC.IN/ATTACHMENTS/UGCOMMERCE/3-13.2.2019.PDF</a>   |

**IIC ESTABLISHMENT IN COLLEGE**

**<https://kbncollege.ac.in/IIC.php>**

**NISP ESTABLISHMENT IN COLLEGE**

**<https://kbncollege.ac.in/NISP.php>**



**IIC – QUARTER PLANS & ACTIVITIES – HEI  
LINKS**





## **KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**

(Sponsored by: S.K.P.V.V. Hindu High Schools' Committee)

Kothapeta, Vijayawada – 520 001

Estd: 1965

Affiliated to Krishna University, Machilipatnam

Accredited by NAAC with CGPA 3.11/7 at "A" Grade (3rd Cycle)

College with Potential for Excellence (UGC - CPE)

An ISO 9001:2015 Certified Institution

Recognized as Band 'PERFORMER' in ARIIA by Ministry of Education, Govt. of India

☎: 0866-2565679, 6699233

Web: [kbncollege.ac.in](http://kbncollege.ac.in)

Email: [info@kbncollege.ac.in](mailto:info@kbncollege.ac.in)

### **MINISTRY OF EDUCATION INNOVATION CELL (MIC)**

### **INSTITUTION'S INNOVATION COUNCIL (IIC)**

#### **QUARTER – 1**

##### **IIC CALENDAR ACTIVITY:**

- ⇒ Workshop on Entrepreneurship and Innovation as Career Opportunity
- ⇒ My Story – Motivational Session by Successful Entrepreneur / Start-up Founder
- ⇒ Session on 'Problem Solving & Ideation Workshop'
- ⇒ Exposure & Field Visit for Problem Identification
- ⇒ Intra – Institutional Idea Competition & Reward Best Ideas

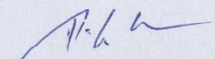
##### **IMPORTANT DAYS TO BE CELEBRATED:**

- ⇒ India Start-Up Day
- ⇒ National Innovation Day
- ⇒ National Education Day

##### **SELF-DRIVEN ACTIVITIES**

- ⇒ Interactive Session on 'Entrepreneurship'
- ⇒ Guest Lecture on 'Innovation'
- ⇒ Session on 'IPR'

  
CONVENOR

  
PRESIDENT



Estd: 1965

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### **MINISTRY OF EDUCATION INNOVATION CELL (MIC)**

### **INSTITUTION'S INNOVATION COUNCIL (IIC)**

### **QUARTER – 2 – ACTION PLAN**

#### **IIC CALENDAR ACTIVITY:**

- Workshop on Entrepreneurship and Innovation as Career Opportunity
- My Story – Motivational Session by Successful Entrepreneur / Start-up Founder
- Session on 'Problem Solving & Ideation Workshop'
- Exposure & Field Visit for Problem Identification
- Intra – Institutional Idea Competition & Reward Best Ideas

#### **IMPORTANT DAYS TO BE CELEBRATED:**

- India Start-Up Day
- National Innovation Day
- National Education Day

#### **SELF-DRIVEN ACTIVITIES**

- Interactive Session on 'Entrepreneurship'
- Guest Lecture on 'Innovation'
- Session on 'IPR'

  
CONVENOR

  
PRESIDENT

  
PRINCIPAL



Estd: 1965

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### **MINISTRY OF EDUCATION INNOVATION CELL (MIC)**

### **INSTITUTION'S INNOVATION COUNCIL (IIC)**

### **QUARTER – 3 – ACTION PLAN**

#### **(i) IIC CALENDAR ACTIVITY**

- *Session on 'Business Model Canvas'*
- *Exposure Visit to Pre-Incubation Units, Design Centres, etc.*
- *Session on 'How to Plan for Start-Up and Legal & Ethical Steps'*

#### **(ii) IMPORTANT DAYS TO BE CELEBRATED:**

- *International Women's Day*
- *World Creativity and Innovation Day*
- *World Intellectual Property Rights Day*

#### **(iii) SELF-DRIVEN ACTIVITIES:**

- *Session on 'Entrepreneurship'*
- *Field Visit to Industry*

  
CONVENOR

  
PRESIDENT

  
PRINCIPAL

## IIC ACTIVITIES

| Activity Detail  | HEI Website Link  |
|--|---|
| Two-Day Workshop on 'PCB Design' (Under Autonomous Funds) in collaboration with Microlink Peripheral (P) Ltd., Vijayawada organized by Department of Physics & Electronics on 9 <sup>th</sup> & 10 <sup>th</sup> December, 2022.   | <a href="https://kbncollege.ac.in/attachments/physics/PCB%20Design%20Workshop9,10-dec-2022.pdf">https://kbncollege.ac.in/attachments/physics/PCB%20Design%20Workshop9,10-dec-2022.pdf</a>   |
| Two-Day National Workshop on 'Blockchain and It's Applications' (Under autonomous Funds) in collaboration with APSCE organized by Department of Computer Science & Applications on 29 <sup>th</sup> & 30 <sup>th</sup> November, 2022. Resource Person: Mr. Ajinkya Lohakare, CTO at Ditto security  | <a href="https://www.kbncollege.ac.in/attachments/blockchain%2029&amp;30.11.2022.pdf">https://www.kbncollege.ac.in/attachments/blockchain%2029&amp;30.11.2022.pdf</a>   |
| Three-Day National Workshop on 'Clinical Research' in collaboration with CAVAXION Clinical Research Pvt. Ltd., Vijayawada, organized by Department of PG Chemistry on 19 <sup>th</sup> , 21 <sup>st</sup> & 22 <sup>nd</sup> November, 2022.   | <a href="https://www.kbncollege.ac.in/attachments/CLINICAL%20RESEARCH-%2019,21&amp;22%20NOVEMBER,%202022.pdf">https://www.kbncollege.ac.in/attachments/CLINICAL%20RESEARCH-%2019,21&amp;22%20NOVEMBER,%202022.pdf</a>   |
| Two-Day Workshop on 'Devops Core & Cloud Integration' on the occasion of World Students' Day 2022 to commemorate the Birth Anniversary of Dr. APJ Abdul Kalam organized by Department of Computer Science & Applications on 14 <sup>th</sup> & 15 <sup>th</sup> October, 2022. Resource Person: Sri NVS Mahesh, Solution Architect, Head of QA, AT & T Labs. | <a href="https://www.kbncollege.ac.in/attachments/TWO-DAY%20NATIONAL%20WORKSHOP%20-%2014&amp;15.10.2022-DEVOPS%20CORE%20&amp;%20CLOUD%20INTEGRATION.pdf">https://www.kbncollege.ac.in/attachments/TWO-DAY%20NATIONAL%20WORKSHOP%20-%2014&amp;15.10.2022-DEVOPS%20CORE%20&amp;%20CLOUD%20INTEGRATION.pdf</a>   |
| Three-Day Workshop on 'Customization of Commercialized Agricultural Drones' in association with Fopple Technologies Pvt. Ltd., Kanikipadu from 13 <sup>th</sup> to 15 <sup>th</sup> October, 2022. Resource Person: Mr.A.Gopi Raja, CEO, Fopple Drone Tech Pvt. Ltd.   | <a href="https://www.kbncollege.ac.in/attachments/physics/WORKSHOP%20ON%20CUSTOMIZATION%20OF%20COMMERCIALIZED%20AGRICULTURAL%20DRONES-13%20TO%2015%20OCTOBER,%202022%20BY.pdf">https://www.kbncollege.ac.in/attachments/physics/WORKSHOP%20ON%20CUSTOMIZATION%20OF%20COMMERCIALIZED%20AGRICULTURAL%20DRONES-13%20TO%2015%20OCTOBER,%202022%20BY.pdf</a> |
| Workshop on 'Think, Make, Break, Repeat' in association with ACIC-KL Startups Foundation on 6 <sup>th</sup> , 11 <sup>th</sup> , 19 <sup>th</sup> July and 8 <sup>th</sup> August, 2022.   | <a href="https://www.kbncollege.ac.in/attachments/iqac/Research/ACIC%20WORKSHOP%20-%20JULY,%202022.pdf">https://www.kbncollege.ac.in/attachments/iqac/Research/ACIC%20WORKSHOP%20-%20JULY,%202022.pdf</a>   |
| Virtual Guest Lecture on 'Intellectual Property Rights' in view of World Intellectual Property Rights Day was organized by Department of MBA on 26 <sup>th</sup> May, 2023. Resource Person: Dr. G. Subhalakshmi, Assistant Professor, School of Law, Pondicherry University, Pondicherry.   | <a href="https://www.kbncollege.ac.in/attachments/mbaevents/Guest%20lecture%20on%2026-04-2023%20Report.pdf">https://www.kbncollege.ac.in/attachments/mbaevents/Guest%20lecture%20on%2026-04-2023%20Report.pdf</a>   |
| Guest Lecture on 'Recent Approaches in Natural Products Research for Drug Discovery' was organized by Department of PG Chemistry on 1 <sup>st</sup> February, 2023. Resource Person: Dr. K. Suresh Babu, Asso. Prof., IICT, Hyderabad.   | <a href="https://www.kbncollege.ac.in/attachments/pgchemevents/Guest%20lecture%20on%20Natural%20Products(1-2-23).pdf">https://www.kbncollege.ac.in/attachments/pgchemevents/Guest%20lecture%20on%20Natural%20Products(1-2-23).pdf</a>   |
| Virtual Guest Lecture on 'Intellectual Property Rights' was organized by Department of Commerce & Management in collaboration with IOAC on 10 <sup>th</sup>  | <a href="https://www.kbncollege.ac.in/attachments/ugcommerce/ONLINE%20WEBINAR%20ON%20IPR.pdf">https://www.kbncollege.ac.in/attachments/ugcommerce/ONLINE%20WEBINAR%20ON%20IPR.pdf</a>   |

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|---|---|
| January, 2023. Resource Person: Dr. T. Pavan Kumar, Senior Scientist – Chemistry & IPR, Institute of Mineral & Materials Technology (IMMT), Bhubaneswar.  |   |
| Interactive session on 'Angel Investment/VC Funding Opportunities for Early Stage Entrepreneurs' organized by Department of Commerce and Management on 16 <sup>th</sup> August, 2022. Resource Person: Dr. B. Sridhar Reddy, Dept. of Acharya Nagarjuna University.   | <a href="https://www.kbncollege.ac.in/attachments/ugcommerce/IIC%20session%20on%20Angel%20Investment%20Venture%20Capital%20Funding%20opportunities%20for%20Early%20Stage%20Entrepreneurs.pdf">https://www.kbncollege.ac.in/attachments/ugcommerce/IIC%20session%20on%20Angel%20Investment%20Venture%20Capital%20Funding%20opportunities%20for%20Early%20Stage%20Entrepreneurs.pdf</a> |
| Lecture on 'Lean Start-Up & Minimum Viable Product / Business' organized by Department of Commerce and Management on 16 <sup>th</sup> August, 2022. Resource Person: Sri M. Karthik Varma, CEO, Prophecies Technologies Pvt. Ltd., Vijayawada.  | <a href="https://www.kbncollege.ac.in/attachments/ugcommerce/SESSION-KARTHIK%20VARMA-16.8.pdf">https://www.kbncollege.ac.in/attachments/ugcommerce/SESSION-KARTHIK%20VARMA-16.8.pdf</a>   |
| Faculty Development Programme on 'National Education Policy 2020' organized by IOAC on 19 <sup>th</sup> May, 2022. Resource Person: Dr. S. Sankar, Advisor, IOAC Cluster India, Retired Principal & Advisor, ANR College, Gudivada.   | <a href="https://www.kbncollege.ac.in/attachments/iqac/FDP-19.5.2022-PHOTOS%20&amp;%20REPORT.pdf">https://www.kbncollege.ac.in/attachments/iqac/FDP-19.5.2022-PHOTOS%20&amp;%20REPORT.pdf</a>   |
| Seven-Day Workshop on 'Data Analysis Using Python' organized by Department of Mathematics & Statistics from 6 <sup>th</sup> to 13 <sup>th</sup> April, 2022. Resource Person: Dr. P. Siva Kumar, Asst.Prof. Dept. of CSE, KL University, Vaddeswaram.   | <a href="https://www.kbncollege.ac.in/attachments/mathsevents/SIX%20DAY%20WORKSHOP%20REPORT-6-13.4.2022.pdf">https://www.kbncollege.ac.in/attachments/mathsevents/SIX%20DAY%20WORKSHOP%20REPORT-6-13.4.2022.pdf</a>   |
| Four-Day Workshop on 'High Performance Liquid Chromatography and Gas Chromatography' organized by Department of Chemistry in association with Shree ICON Pharmaceuticals, Vijayawada from 23 <sup>rd</sup> to 26 <sup>th</sup> March, 2022.   | <a href="https://www.kbncollege.ac.in/attachments/pgchemevents/Workshop%20on%20HPLC%20and%20GC.pdf">https://www.kbncollege.ac.in/attachments/pgchemevents/Workshop%20on%20HPLC%20and%20GC.pdf</a>   |
| One-Day Webinar on 'Intellectual Property Rights' under National Intellectual Property Awareness Mission (NIPAM) organized by Research Promotion & Monitoring Cell and Internal Quality Assurance Cell in association with Patent Office, Chennai on 28 <sup>th</sup> February, 2022. Resource Person: Sri K. Veera Raghavulu, Examiner of Patents & Designs, Intellectual Property Office, Govt. of India. | <a href="https://www.kbncollege.ac.in/attachments/iqac/Research/IPR%20WORKSHOP-28.2.2022-RESEARCH%20PROMOTION%20&amp;%20MONITORING%20CELL.pdf">https://www.kbncollege.ac.in/attachments/iqac/Research/IPR%20WORKSHOP-28.2.2022-RESEARCH%20PROMOTION%20&amp;%20MONITORING%20CELL.pdf</a>   |
| One-Day Workshop on 'Synthetic Strategies' in association with G.S. Phyto Labs P.L.C, Guntur on 10 <sup>th</sup> January, 2022 organized by Department of PG Chemistry. Resource Persons: Dr. T. Pavan Kumar, Sr.Scientist, Chemistry & IP, CSIR, IMMT, Bhubaneswar & Sri D. Gnana Bhaskar, MS Pharma, G.S. Phyto Labs P.L.C, Guntur.   | <a href="https://www.kbncollege.ac.in/attachments/pgchemevents/Workshop%20Report.pdf">https://www.kbncollege.ac.in/attachments/pgchemevents/Workshop%20Report.pdf</a>   |
| One-Day National Level Virtual Symposium on 'The Convergence of Biologists' organized by Department of Zoology on 27 <sup>th</sup> December, 2021.  | <a href="https://www.kbncollege.ac.in/attachments/zooevents/27.12.2021-NATIONAL%20VIRTUAL%20SYMPOSIUM.pdf">https://www.kbncollege.ac.in/attachments/zooevents/27.12.2021-NATIONAL%20VIRTUAL%20SYMPOSIUM.pdf</a>   |
| Three-Day Workshop on 'IoT with Raspberry PI'   | <a href="https://www.kbncollege.ac.in/attach">https://www.kbncollege.ac.in/attach</a>   |

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| <p>organized by Department of Physics &amp; Electronics from 20<sup>th</sup> to 22<sup>nd</sup> December, 2021. Resource Persons: Mr. K. Kalyan Kumar, Mr. B. Ramanjaneyulu, Pantech e-Learning Pvt. Ltd., Hyderabad.</p>  | <p><a href="#">ments/PHOTOS%20&amp;%20REPORT.pdf</a></p>   |
| <p>A Three-Day Workshop on 'Digital Marketing' organized by Department of MBA from 16<sup>th</sup> to 18<sup>th</sup> December, 2021. Resource Person: Sri P. Sai Ramesh, Entrepreneur Mentor for Brainovision, Digital Marketing Consultant and Speaker.</p>  | <p><a href="https://www.kbncollege.ac.in/attachments/mbaevents/6-DIGITAL%20MARKETING%20WORKSHOP-16-18.12.2021.pdf">https://www.kbncollege.ac.in/attachments/mbaevents/6-DIGITAL%20MARKETING%20WORKSHOP-16-18.12.2021.pdf</a></p> |
| <p>UGC Sponsored (Under Autonomous Funds) Six-Day Workshop on 'Game Design' organized by the Department of Computer Science &amp; Applications from 15<sup>th</sup> to 19<sup>th</sup> November, 2021. Resource Person: Mr. B. Srinivas, Founder &amp; CEO, Game Pro Animation Productions.</p>  | <p><a href="https://www.kbncollege.ac.in/attachments/ugcomputers/3-GAME%20DESIGN%20WORKSHOP-15.20.11.2021.pdf">https://www.kbncollege.ac.in/attachments/ugcomputers/3-GAME%20DESIGN%20WORKSHOP-15.20.11.2021.pdf</a></p>         |
| <p>Guest Lecture on 'Innovations &amp; Start-Up' in view of National Technology Day, organized by Department of Physics &amp; Electronics, on 11<sup>th</sup> May, 2022. Resource Persons: Dr. A. Srinath, Dean, Skill Development, KL University, Vaddeswaram &amp; Dr. K. Samuel Johnson, Asst. Director, Centre for Teaching &amp; Learning, VIT, AP.</p> | <p><a href="https://u.pcloud.link/publink/show?code=XZdpmMVZv2213UpDol7gOlaoEOoxNyfbQT4V">https://u.pcloud.link/publink/show?code=XZdpmMVZv2213UpDol7gOlaoEOoxNyfbQT4V</a></p>   |
| <p>Guest Lecture on 'How to Plan for Startups' and Legal &amp; Ethical Steps' organized by Department of Commerce &amp; Management on 1<sup>st</sup> April, 2022. Resource Person: Dr. D. Prasanna Kumar, Asst.Prof., KL University, Guntur.</p>   | <p><a href="https://www.kbncollege.ac.in/attachments/ugcommerce/Guest%20Lecture%20Report%20(4).pdf">https://www.kbncollege.ac.in/attachments/ugcommerce/Guest%20Lecture%20Report%20(4).pdf</a></p>                               |
| <p>Guest Lecture on '5G Mobile Technologies &amp; Internet of Things' organized by Department of Physics &amp; Electronics on 18<sup>th</sup> November, 2021. Resource Person: Sri P. Raju, Sub Divisional Engineer, BSNL, Vijayawada.</p>   | <p><a href="https://www.kbncollege.ac.in/attachments/GUEST%20LECTURE%20-%20PHOTOS%20&amp;%20REPORT.pdf">https://www.kbncollege.ac.in/attachments/GUEST%20LECTURE%20-%20PHOTOS%20&amp;%20REPORT.pdf</a></p>                       |
| <p>National Science Day Celebrations – Programme on Science for School Children – Practical Exposure at KBNC on 28<sup>th</sup> February, 2022 organized by Science Departments. Chief Guest: Prof. K.S. Jagannatha Rao, Pro-Chancellor, KL University, Guntur</p>   | <p><a href="https://www.kbncollege.ac.in/attachments/pgchemevents/Science%20Day%20report%20(1).pdf">https://www.kbncollege.ac.in/attachments/pgchemevents/Science%20Day%20report%20(1).pdf</a></p>                               |
| <p>Conducted PPT, Problem Solving Fit Competitions on the eve of National Mathematics Day Celebrations on 22<sup>nd</sup> December, 2021 organized by Department of Mathematics &amp; Statistics.</p>  | <p><a href="https://www.kbncollege.ac.in/attachments/mathsevents/PHOTOS%20&amp;%20REPORT-22.12.pdf">https://www.kbncollege.ac.in/attachments/mathsevents/PHOTOS%20&amp;%20REPORT-22.12.pdf</a></p>                               |



**TRADITIONAL KNOWLEDGE SYSTEMS –  
ACTIVITIES & COURSE CONTENT INFO,  
(Yoga, Vedic Maths, etc.)**

## INTERNATIONAL DAY OF YOGA – 21<sup>st</sup> JUNE

Annually, on the 21<sup>st</sup> of June, the College's Physical Education Department, in conjunction with the National Cadet Corps (NCC) and National Service Scheme (NSS) units, orchestrates a collective endeavour focused on the cultivation of yoga and meditation practices amongst students and faculty. This harmonious integration of yoga into their daily routines confers a myriad of advantages that bolster their comprehensive development.

### ACADEMIC YEAR -2022-23:

<https://kbncollege.ac.in/attachments/sports/YOGA%20DAY%20REPORT-21.6.pdf>

### ACADEMIC YEAR-2021-22:

<https://kbncollege.ac.in/attachments/nccevents/1-INTERNATIONAL%20DAY%20OF%20YOGA-21.6.2021.pdf>

### ACADEMIC YEAR-2020-21:

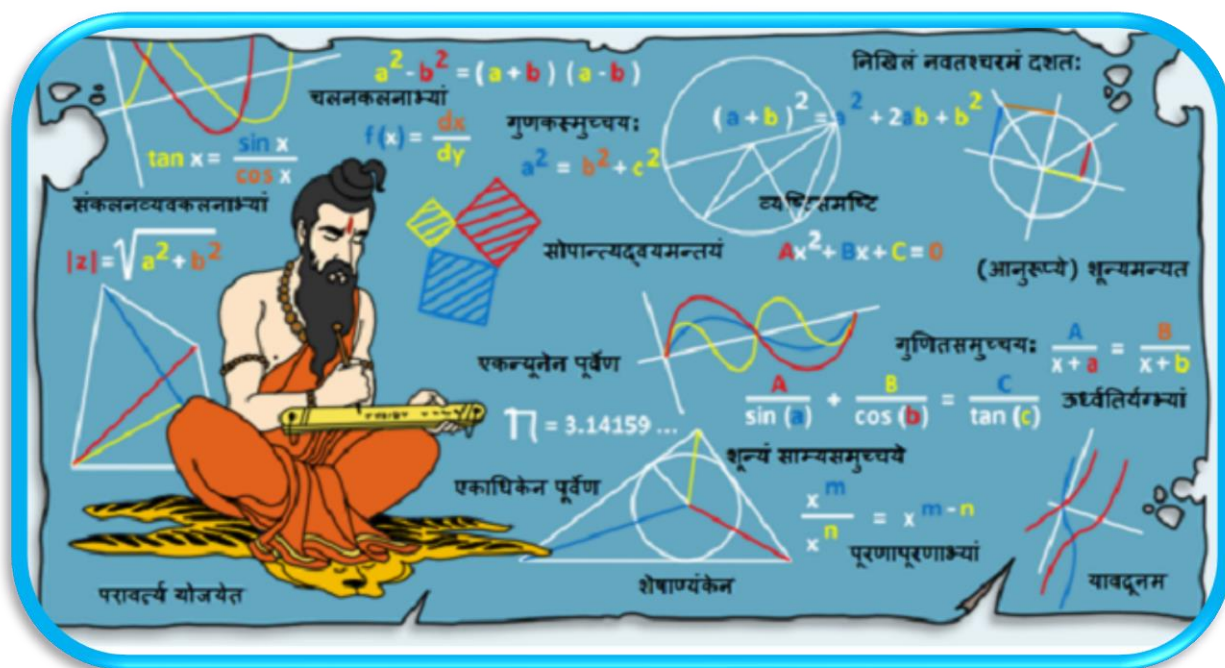
<https://kbncollege.ac.in/attachments/nss/YOGA%20DAY%20CELEBRATIONS-21.06.2020.pdf>

### ACADEMIC YEAR-2019-20:

<https://kbncollege.ac.in/attachments/sports/4-INTERNATIONAL%20YOGA%20DAY%20-%2021.6.2019.pdf>

### ACADEMIC YEAR-2018-19:

<https://kbncollege.ac.in/attachments/nss/5-YOGA%20DAY%20-%2021.6.2018.pdf>



## FACULTY DEVELOPMENT PROGRAMME ON 'VEDIC MATHEMATICS'

3<sup>rd</sup> to 16<sup>th</sup> AUGUST, 2022

**ORGANIZED BY: DEPARTMENT OF MATHEMATICS AND STATISTICS**

Department of Mathematics and Statistics was organized Faculty Development Programme on "VEDIC MATHEMATICS" by Smt. M. Lakshmi Prasanna, Head, Department of Mathematics, KBN College, Vijayawada and Dr. P. Satyanarayana Sarma, Retd. Lecturer, Montessori College of Education, Vijayawada.

### Objectives:

- The main objective is collection of methods or sutras to solve numerical computations quickly and accurately.
- To promote Indian Mathematics.
- Improve clarity on Mathematical concepts.
- Develop Analytical thinking through Vedic mathematics.
- It develops thinking capacity among faculty.

### **Outcomes :**

1. Usage of Vedic Mathematics sharpens mind.
2. It increases mental ability and intelligence.
3. It increases accuracy in solving a problem.

#### 4. It develops Speed Calculations.

Faculty Development Programme was wrapped up with a Valedictory Session. Principal I/c Sri P.L.Ramesh, Head of the Department Smt. M.L.Prasanna, faculty members of the Department and other faculty members participated in this FDP. Finally, the programme was concluded by a vote of thanks given by Ms. P. Kalma Begum, Lecturer, Dept. of Mathematics.



KBN College's postgraduate departments, encompassing MBA, MCA, and M.Sc. programs specializing in Organic & Analytical Chemistry, have instituted a comprehensive course entitled "Personality Development through Life Enlightenment Skills." This course is mandatory for all first-year students who have been enrolled in these prestigious postgraduate programs. The primary objective of this course is to imbue these students with a profound sense of moral and ethical values. To achieve this, the course incorporates teachings derived from the verses of the revered Srimadbhagavadgeetha. The syllabus content of the course is:

### **UNIT- I: Introduction to Personality Development**

The concept of personality - Dimensions of Personality – Theories of Personality development (Freud & Erickson) – The concept of Success and Failure – Factors responsible for Success –Hurdles in achieving Success and Overcoming Hurdles — Causes of failure – Conducting SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis.

### **UNIT- II:Attitude, Motivation and Self-esteem**

Conceptual overview of Attitude – Types of Attitudes – Attitude Formation – Advantages/ Disadvantages of Positive/Negative Attitude - Ways to Develop Positive Attitude **Concept of motivation:** Definition and Nature of Motivation/Motive – Internal and external motives – Theories of Motivation – Importance of self-motivation- Factors leading to de- motivation.

**Self-esteem** - Definition and Nature of self-esteem – Do's and Don'ts to develop positive self- esteem – Low self-esteem - Personality having low self-esteem - Positive and negative self-esteem.

### **UNIT -III:Other Aspects of Personality Development**

Body language - Problem-solving - Conflict Management and Negotiation skills - Decision-making skills - Leadership and qualities of a successful leader – Character building -Team-work – Time management - Work ethics – Good manners and etiquette – Emotional Ability/Intelligence – Dimensions of Emotional Intelligence – Building Emotional Intelligence.

### **UNIT- IV:Neetisatakam-Holistic Development of Personality**

Verses- 19,20,21,22 (wisdom) – Verses- 29,31,32 (pride and heroism) – Verses- 26,28,63,65 (virtue)

### **Personality of Role Model – Shrimad Bhagwadgeeta**

Chapter2-Verses 17, Chapter 3-Verses 36,37,42 – Chapter 4-Verses 18, 38,39 Chapter18 – Verses 37,38,63

### **UNIT -V: Yoga & Stress Management**

Meaning and definition of Yoga - Historical Perspective of Yoga - Principles of Astanga Yoga by Patanjali – Meaning and Definition of Stress - Types of Stress - Eustress and Distress –Stress Management – Pranayama-Pranayama: Anulom and Vilom Pranayama - Nadishudhi Pranayama– Kapalabhati-Pranayama - Bhramari Pranayama - Nadasandhana Pranayama – Meditation techniques: Om Meditation - Cyclic meditation : Instant Relaxation technique (QRT), Quick Relaxation Technique (QRT), Deep Relaxation Technique (DRT) (Theory & Practical).

**CURRENT ACADEMIC YEAR (2023-24)**  
**COURSE STRUCTURE**  
**(HIGHLIGHTING THE INDIAN KNOWLEDGE SYSTEM**  
**– COURSE CONTENT**

## KAKARAPARTI BHAVANARAYANA COLLEGE (Autonomous)

(Sponsored by S.K.P.V.V.Hindu High Schools Committee)

| <b>B.Sc (Honours) with Single Major</b>  |   |      |    |              |     |    |                  |   |    |                      |   |    |                                 |     |    |      |   |    |                 |   |    |       |    |     |
|--|---|------|----|--------------|-----|----|------------------|---|----|----------------------|---|----|---------------------------------|-----|----|------|---|----|-----------------|---|----|-------|----|-----|
| Semester   | Major* (4 Cr)   |      |    | Minor (4 Cr) |     |    | Languages (3 Cr) |   |    | Multi Disney' (2 Cr) |   |    | Skill Enhancement Courses (2Cr) |     |    | OOTC |   |    | Env. Edn (2 Cr) |   |    | Total |    |     |
|  | C   | H    | Cr | C            | H   | Cr | C                | H | Cr | C                    | H | Cr | C                               | H   | Cr | C    | H | Cr | C               | H | Cr | C     | H  | Cr  |
| Sem 1  | 2*  | 10   | 8  |              |     |    | 2                | 8 | 6  | 1                    | 2 | 2  | 2                               | 4   | 4  |      |   |    |                 |   |    | 7     | 24 | 20  |
| Sem 2  | 2   | 6+4  | 8  | 1            | 3+2 | 4  | 2                | 8 | 6  |                      |   |    | 2                               | 4   | 4  |      |   |    |                 |   |    | 7     | 27 | 22  |
| <b>Community Service Project of 180 hours with 4 Credits.</b><br>Student is eligible for Exit Option-1 with the award of Certificate in respective discipline  |   |      |    |              |     |    |                  |   |    |                      |   |    |                                 |     |    |      |   |    |                 |   |    |       |    |     |
| Sem 3  | 4   | 12+8 | 16 | 1            | 3+2 | 4  |                  |   |    | 1                    | 2 | 2  | 1                               | 2   | 2  |      |   |    |                 |   |    | 7     | 29 | 24  |
| Sem 4  | 3   | 9+6  | 12 | 2            | 6+4 | 8  |                  |   |    | 1                    | 2 | 2  | 1                               | 2   | 2  |      |   |    |                 |   |    | 7     | 29 | 24  |
| <b>Short-Term Internship/Apprenticeship/OJT of 180 hours with 4 Credits.</b><br>Student is eligible for Exit Option-2 with the award of Diploma in respective major with minor                               |   |      |    |              |     |    |                  |   |    |                      |   |    |                                 |     |    |      |   |    |                 |   |    |       |    |     |
| Sem 5  | 4   | 12+8 | 16 | 2            | 6+4 | 8  |                  |   |    |                      |   |    |                                 |     |    |      |   |    | 1               | 2 | 2  | 7     | 32 | 26  |
| Sem 6  | <b>Semester Internship/Apprenticeship/OJT with 12 Credits.</b><br>Student is eligible for Exit Option-3 with the award of Degree in respective major with |      |    |              |     |    |                  |   |    |                      |   |    |                                 |     |    |      |   |    |                 |   |    |       |    |     |
| IKS#   |   |      |    |              |     |    |                  |   |    |                      |   |    |                                 |     |    |      |   |    |                 |   |    |       |    |     |
| Sem 7  | 3   | 9+6  | 12 |              |     |    |                  |   |    |                      |   |    | 2*                              | 6+4 | 8  | 1    | 2 | 2  | 1               | 2 | 0  | 6     | 29 | 22  |
| Sem 8  | 3   | 9+6  | 12 |              |     |    |                  |   |    |                      |   |    | 2*                              | 6+4 | 8  | 1    | 2 | 2  | 1               | 2 | 0  | 6     | 29 | 22  |
|  | 21  |      | 84 | 6            |     | 24 | 4                |   | 12 | 3                    | 6 | 6  | 10                              | 32  | 28 | 2    | 4 | 4  | 2               | 4 | 0  | 47    |    | 160 |
| 20 Additional Credits for 10 month mandatory Internship/OJT/Apprenticeship<br>C Courses                      H Hours                      Cr Credits                      OOTC Open Online Transdisciplinary |   |      |    |              |     |    |                  |   |    |                      |   |    |                                 |     |    |      |   |    |                 |   |    |       |    |     |
| IKS# Indian Knowledge Systems - Audit Course   |   |      |    |              |     |    |                  |   |    |                      |   |    |                                 |     |    |      |   |    |                 |   |    |       |    |     |

## KAKARAPARTI BHAVANARAYANA COLLEGE (Autonomous)

(Sponsored by S.K.P.V.V.Hindu High Schools Committee)

| <b>B.A/B.Com/BBA (Honours) with Minor</b>  |   |    |    |              |   |    |                  |   |    |                      |   |    |                                 |    |    |      |   |    |                 |   |    |       |    |     |
|--|---|----|----|--------------|---|----|------------------|---|----|----------------------|---|----|---------------------------------|----|----|------|---|----|-----------------|---|----|-------|----|-----|
| Semester   | Major* (4 Cr)   |    |    | Minor (4 Cr) |   |    | Languages (3 Cr) |   |    | Multi Disney' (2 Cr) |   |    | Skill Enhancement Courses (2Cr) |    |    | OOTC |   |    | Env. Edn (2 Cr) |   |    | Total |    |     |
|  | C   | H  | Cr | C            | H | Cr | C                | H | Cr | C                    | H | Cr | C                               | H  | Cr | C    | H | Cr | C               | H | Cr | C     | H  | Cr  |
| Sem 1*   | 2   | 8  | 8  |              |   |    | 2                | 8 | 6  | 1                    | 2 | 2  | 2                               | 4  | 4  |      |   |    |                 |   |    | 7     | 22 | 20  |
| Sem 2  | 2   | 8  | 8  | 1            | 4 | 4  | 2                | 8 | 6  |                      |   |    | 2                               | 4  | 4  |      |   |    |                 |   |    | 7     | 24 | 22  |
| <b>Community Service Project of 180 hours with 4 Credits.</b><br>Student is eligible for Exit Option-1 with the award of Certificate in respective discipline  |   |    |    |              |   |    |                  |   |    |                      |   |    |                                 |    |    |      |   |    |                 |   |    |       |    |     |
| Sem 3  | 4   | 16 | 16 | 1            | 4 | 4  |                  |   |    | 1                    | 2 | 2  | 1                               | 2  | 2  |      |   |    |                 |   |    | 7     | 24 | 24  |
| Sem 4  | 3   | 12 | 12 | 2            | 8 | 8  |                  |   |    | 1                    | 2 | 2  | 1                               | 2  | 2  |      |   |    |                 |   |    | 7     | 24 | 24  |
| <b>Short-Term Internship/Apprenticeship/OJT of 180 hours with 4 Credits.</b><br>Student is eligible for Exit Option-2 with the award of Diploma in respective major with                                     |   |    |    |              |   |    |                  |   |    |                      |   |    |                                 |    |    |      |   |    |                 |   |    |       |    |     |
| Sem 5  | 4   | 16 | 16 | 2            | 8 | 8  |                  |   |    |                      |   |    |                                 |    |    |      |   |    | 1               | 2 | 2  | 7     | 26 | 26  |
| Sem 6  | <b>Semester Internship/Apprenticeship/OJT with 12 Credits.</b><br>Student is eligible for Exit Option-3 with the award of Degree in respective major with minor |    |    |              |   |    |                  |   |    |                      |   |    |                                 |    |    |      |   |    |                 |   |    |       |    |     |
| IKS#   |   |    |    |              |   |    |                  |   |    |                      |   |    |                                 |    |    |      |   |    |                 |   |    |       |    |     |
| Sem 7  | 3   | 12 | 12 |              |   |    |                  |   |    |                      |   |    | 2*                              | 8  | 8  | 1    | 2 | 2  | 1               | 2 | 0  | 6     | 24 | 22  |
| Sem 8  | 3   | 12 | 12 |              |   |    |                  |   |    |                      |   |    | 2*                              | 8  | 8  | 1    | 2 | 2  | 1               | 2 | 0  | 6     | 24 | 22  |
|  | 21  |    | 84 | 6            |   | 24 | 4                |   | 12 | 3                    | 6 | 6  | 10                              | 32 | 28 | 2    | 4 | 4  | 2               | 4 | 0  | 47    |    | 160 |
| 20 Additional Credits for 10 month mandatory Internship/OJT/Apprenticeship<br>C Courses                      H Hours                      Cr Credits                      OOTC Open Online Transdisciplinary |   |    |    |              |   |    |                  |   |    |                      |   |    |                                 |    |    |      |   |    |                 |   |    |       |    |     |
| IKS# Indian Knowledge Systems - Audit Course   |   |    |    |              |   |    |                  |   |    |                      |   |    |                                 |    |    |      |   |    |                 |   |    |       |    |     |