

MOST CLEAN CAMPUS

IN SOUTH CENTRAL REGION



Smt. Koneru Kanchana Latha, Secretary, KLEF, receiving the Clean Campus Award from AICTE Chairman Prof. Anil Sahasrabudhe

President's Message



President
Er. Koneru Satyanarayana

Dear Reader,

KLEF had begun as a seedling in 1980 and aimed to provide quality education and mould the future of the country into better citizens. The institution has been in the forefront in ensuring high standards of education by providing an environment that facilitates an all-round development by enhances research through the best, State of the art infrastructural facilities.

It is said "Reap the hay while the sun shines". In KLEF we try to provide as much shine as possible to encourage the students reap their hay. We provide various platforms where the students get exposed to multitude of opportunities available to build their careers and achieve their dreams.

KLEF has been awarded with many prestigious awards from various institutions over the world. The campus holds pride for its cleanliness and greenery and also has the first ever green building in all of South India as the Library block. Every person of the fraternity maintains a sense of responsibility to keep the university premises clean as they nurture the feeling of belongingness. The harvest of that can be seen in the form of many cleanliness awards like, AICTE clean campus in 2017 and many more. Apart from cleanliness, this Deemed to be University has been topping the priority list in terms of recruitment by many national and multinational companies. It takes the pride of providing placements to all the registered students and leaves no stone unturned to achieve the same.

The students are exposed to the various happenings around the world through various international conferences and workshops conducted by various industrial experts. This enables an easy upgradation of the education system in the college and channelling

the minds of the young, into a common direction to achieve a common goal.

Apart from education, KLEF encourages the students to grow and shine in their fields of interest, be it sports or otherwise. The annual Koneru lakshmaiah memorial trophy projects the support extended to sports and other events in our college apart from the annual techno-management fest Samyak and cultural fete, Surabhi, provide a platform for the students to showcase their technical and cultural skills.

At the end we are a rendezvous where the students are moulded into responsible citizens of the country and all-rounders needed by the nation. I wish all the students that they exceed in their lives and come out with flying colours.

This issue of newsletter covers the events by Academic Staff College, Activities of CIIE , Series of guest lectures, workshops, training programs and sports related activities. Experts from academic and corporate sectors visited the University on various occasions and shared their experiences with the students and faculty members. The achievement by our faculty members in the form of paper publications, books and Ph.D. awarded are also recorded in this issue.

Happy Reading !!

- Er. Koneru Satyanarayana
President - KLEF

Vice Chancellor's Message

Dear Reader,

Don't be afraid to dream too big, nothing is impossible if you believe in yourself you can achieve it. Here in KL we make them capable of dreaming big, aspiring to impossible, and designing their own lives. We bring out the best in them, we try to focus on strengthening the inbuilt skills of the students while inculcating new abilities. We aim at bringing better citizens to the society who can raise the bars of example setting.

I take this is an opportunity to congratulate the staff members who have been very supportive who have moulded students in the best way possible. It is due to their immense efforts that KL is able to maintain a stable position in one of the best university list of South India. Students changed themselves according to the system and rendered their support to the university. I hope that the legacy continues further and wish all outgoing students for their future endeavours.



Dr. L S S Reddy
Vice Chancellor -KLEF

Pro-Vice Chancellor's Message

Dear Reader,

K L has maintained its name and fame constantly and is ranked among one of the top universities in south India. The students are exposed to the working society and are made to interact with various experienced people in their respective fields. It sets an example for collaborative learning and redefines student teacher relation which helps in increasing the scope of the subject. This also promotes out of the box thinking and skills by discovering the dormant talents within themselves. Students have left no stones in activities and sports, 22 year old Jyothi Surekha winner of Arjuna Award is one who can be showed as an example to the society. The university supports budding talent by conducting workshops, guest lectures and other events. I take this opportunity to convey my heart felt wishes to all those who have graduated and who will graduate from this university for a bright future..



Dr.K.Satya Prasad
Pro-Vice Chancellor- KLEF

Registrar's Message

Dear Reader,

K L deemed to be university has been at it's top form and proven itself from time and again by producing ingenious students who bring laurels to the society. I take pride in the fact that the university has been recognized by AICTE as the "Most clean campus in South central region". Furthermore the students are encouraged to participate in international events like Hackathon to promote "out-of-the-box-thinking". Success doesn't come overnight and has to be achieved by rigorous practice and also interaction with great people. KLEF provided that opportunity by celebrating the World Space Week ,conducted by the Civil dept. Faculty are the key to any student's success and KLEF is proud to announce 400 PhD. graduates faculty. I would like to convey my best regards to all the students and faculty who have raised the name of our institute by their endless contributions and I hope this is just the beginning.

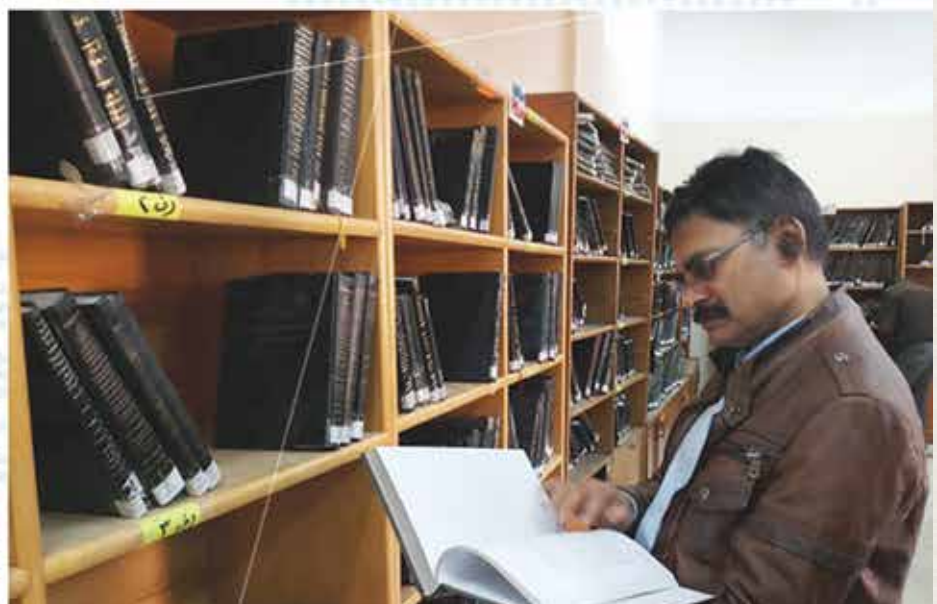


Dr. T Uma Maheswarar Rao
Registrar -KLEF



K L E F - President Visits Zagazig University - Egypt

Er. Koneru Satyanarayana (President -KLEF) visited Zagazig University during December 2017. Zagazig University is an Egyptian university in the city of Zagazig, the capital of Al Sharqia Governorate. Zagazig University is the seventh university founded in Egypt. The institution now has 33 colleges and institutes in different specialties of engineering, agriculture, Commerce, veterinary medicine, nursing, medicine, arts, computers and information. Er. Koneru Satyanarayana (President -KLEF) took a round of various Colleges, Excellence Centre's, Labs and Library within the campus. He was impressed by the advanced facilities available for teaching and research in the University. He also interacted with the Management and Faculty of the University.



K L Vice President Er Koneru Havish Promotes Seva Bharathi's- **“Run For A Girl Child”.**



Run for Girl Child is an annual Awareness and Fund Raising event for Kishori Vikas Project which is currently running more than 100 centers in slums taking care of Girl Children by providing Education, Health, Self Defense, Yoga, Digital education, Vocational Training and Skill Development to more than 2,500 beneficiaries. The mission is to empower 10,000 girl children and have footprints in 400 slums by the year 2019 / 2020. The organisation supports more than 100 Kishori Vikas centres in slums, which includes an expansion to 400 centres benefiting 10,000 girls.

K L Vice President Er Koneru Havish , in a video for the movement, adds “This run is aimed to empower girl children residing in slums and low income areas by helping them in their education, health and skill development. School drop outs needs to be addressed and girls must continue their education and pursue higher education. This program will put confidence in the girl child and will help them take care of the family and pursue career”.



Women's

Contribution towards Economic Growth of India



KLEF women's forum organised a talk on "Role of women in today's Economy" on 6/12/2017. Smt Koneru Kanchana Latha, Secretary KLEF addressed the gathering and she motivated the students with her speech about contribution towards Economy growth of India. Ms Vanitha Datla, CEO Indian Women Network South Region, India is the chief Guest of the function. She interacted with students and gave advises on how to become a challenging woman in today's society. Mrs Nagalakshmi CEO Indian Women Network, Andhra Pradesh, India is the Guest of honour of this program. She talked about Indian women network and how IWN is helping the students to shape their carriers. Dr L.S.S.Reddy Vice Chancellor KLEF addressed the gathering and he talked about the impact of women in today's economy. Vote of Thanks is given by Dr M.Sreedevi Coordinator Women's Forum.BBA and MBA students participated along with women faculty and staff in this program.



LEGAL RIGHTS OF WOMEN

K L University women's forum conducted an Elocution competition on "Legal rights for Women" sponsored by National Commission For Women, government of India on 31/10/2017 in K L University, Green Fields, Vaddeswaram. Smt Nannapaneni Rajakumari, Chairperson, AP Women's Commission, Andhra Pradesh is chief guest of the Function. 200 members (students, staff and faculty) from different streams/Branches attended to this program. 63 students had participated in this Competition. Smt Rajakumari distributed Cash Prizes for the Winners of the competition.

S.No	Name of the Student	Prize Awarded
1	Ms V.Mounika(ECE Dept)	First Prize
2	Ms Amrutha(BA Arts)	Second Prize
3	Ms Rith Mallik(BBA Dept)	Third Prize
4	Ms Pooja(BBA Dept)	Third Prize
5	Ms Vasavi (BBA Dept)	Third Prize
6	Ms Namratha(ECE Dept)	Third Prize
7	Ms Charishma(CSE Dept)	Third Prize



మహిళలపై హింస సమాజానికి చేటు

కేసీఆర్ యూనివర్సిటీ రిజిస్ట్రార్ బి. ఉమామహేశ్వరరావు

కాకతీపల్లి : మహిళలపై జరుగుతున్న హింసాత్మక ఘటనలు సామాజిక నీతిని కేసిఆర్ యూనివర్సిటీ రిజిస్ట్రార్ బి. ఉమామహేశ్వరరావు ఆవేదన వ్యక్తం చేశారు. కేసిఆర్ వెర్సిటీ మహిళా దొంగ అధ్యక్షులు మహిళలపై అంతర్జాతీయంగా జరుగుతున్న హింసను గురించి వివేకవంతి సెంట్రాల్స్ అండ్ కమ్యూనిటీ కేంద్రాల ద్వారా ప్రారంభించారు. సమాజ అభివృద్ధికి మహిళల పాత్ర ఎంతో అవసరమని అయిన అన్నింటి మహిళల పురుషులతో సమానంగా శాంతిభద్రతలు, రక్షణ విధానంలో మహిళా సాధారణీకరణ వ్యవహారాలు ప్రధానంగా ఉండాలని మహిళల రక్షణ కోసం చూపించుకునే రిజిస్ట్రారు బి. ఉమామహేశ్వరరావు, ఆమెను కేసిఆర్ యూనివర్సిటీ రిజిస్ట్రార్ బి. ఉమామహేశ్వరరావు



Awareness on Swachhata App and Swachh Survekshan 2018 Survey



Sri J. Nivas, I.A.S., COMMISSIONER, VIJAYAWADA MUNICIPAL CORPORATION addressing the Students

To encourage cities to improve urban sanitation, Minister of Housing and Urban Affairs (formerly Ministry of Urban Development) is conducting 'Swachh Survekshan-2018' survey for the ranking all the cities. Dynamic Ranking of Cities based on usage of Swachhata App. Ranking is calculated everyday on the basis of User Engagement, Agency Responsiveness and User Happiness.

Cities are ranked based on marks obtained from Data provided by Municipal Body , Data Collection through direct observation, Collection of Direct Citizen Feedback through Swachhata App .

Since citizen participation is a very crucial component of this survey, social media and other traditional media channels will be used strategically at both national, state and city levels in order to educate citizens about the objectives of the survey and survey methodology.

The objective of the survey is to encourage large scale citizen participation and create awareness amongst all sections of society about the importance of working together towards making towns and cities a better place to live in. Additionally, the survey also intends to foster a spirit of healthy competition among towns and cities to improve their service delivery to citizens, towards creating cleaner cities.

In an effort to improve the rank and to make Vijayawada in the list of top 10 clean cities in Swachh Survekshan-2018 survey of the Union Government, Sri J. Nivas, COMMISSIONER, VIJAYAWADA MUNICIPAL CORPORATION briefed the students about the efforts of VIJAYAWADA MUNICIPAL CORPORATION in keeping the environment clean, avoiding open defecation and public urination, segregation of waste and composting biodegradable waste at houses individual toilets, garbage segregation and the ill effects of open defecation.

Dr K.Satya Prasad ,Pro Vice Chancellor-KLEF ,Dr.K.Sarat Kumar ,Dean (Planning & Development) -KLEF , Dr.Habibulla Khan ,Dean (Student Affairs)-KLEF also participated in this awareness program.





KLU Business School

RESEARCH PUBLICATIONS

•**P V Vijay Kumar Reddy** ,A study on determinants of online Ads quality ; International journal of research in computer application and management(IJRCM)

•**P V Vijay Kumar Reddy** ,A study on dimensions of service quality relation to customer satisfaction with reference to private sector banks ; International journal of commerce economics & Management(IJRCM)

•**P V Vijay Kumar Reddy** ,A study on waste management practices in private hospitals in khammam district ; International journal of research in commerce and management(IJRCM)

•**P V Vijay Kumar Reddy** ,Impact of online customer appraisal on online shopper buying decisions ; International journal of commerce IT & Management(IJRCM)

•**Dr.K.S.Sekhara rao** ; A Study On Currency Depreciation: Impact On Indian Economy ; International journal of commerce economics & Management(IJRCM)

•**Dr.A.Bala Saraswathi** ; A Study On Human Resources Management Practices On Employee Commitment At Hotel Gateway - Vijayawada ; International journal of commerce IT & Management(IJRCM)

•**Dr.K.Srinivasulu** ; A Study On Option Strategies In Equity Derivatives With Reference To The Indian Bulls Securities Ltd ; International journal of commerce economics & Management(IJRCM)

•**Jikku susan kurien** ; A Study On Indian Start-Ups And Hr Challenges ; International journal of research in commerce and management(IJRCM)

•**Dr.V.N.Sailaja** ; A Study On Usage Of Technology In Banking Sector With Reference To Selected Banks ; International journal of commerce IT & Management(IJRCM) volume 7 issue 11(november)

•**Dr.D.Srinivasa Rao,B.Anusha** ; A Study On Issues Of Employee Retention In Indian It Industry: A Study On Issues Of Employee Retention In Indian It Industry ; International journal of research in computer application and management(IJRCM)

•**Dr.D.Srinivasa Rao,B.NIKHITHA** ; Job Satisfaction And Mental Health Of It Professionals ; International journal of commerce IT & Management(IJRCM)

•**Dr.B.Kishore Babu** ; A Study On Awareness Of Customers In Selecting Over The Counter (Otc) Drugs In Vijayawada ; International journal of business management and allied sciences(IJBMAS)

•**Dr.P.V.Vijay kumar reddy** ; Determinants Of Impulse Buying Attitude Of Organized Retail Shoppers ; International journal of business management and allied sciences(IJBMAS)

•**Dr.D.Prasanna Kumar** ; A Study On Consumer Behaviour Towards Bathing Soaps (Lux, Dove, Pears) ; International journal of business management and allied sciences(IJBMAS)

•**Dr.A.V.S.Kamesh** ; Sales Competencies In Telecom Sector: A Study Of Vodafone In Guntur ; International journal of business management and allied sciences(IJBMAS)

•**Dr.Bindu Madhavi** ; Patient Satisfaction Towards Multi Speciality Hospital - A Case Study Of Ramesh Hospitals, Vijayawada ; International journal of business management and allied sciences(IJBMAS)

•**Dr.Bindu Madhavi** ; A Study On Market Potential For Exclusive Store Based Plastic Household Retail Units In Andhra Pradesh & Telangana ; International journal of business management and allied sciences(IJBMAS)

•**Dr.Bindu Madhavi** ; Factors Influencing Post Purchase Behaviour Of Passenger Car Customers Of Hyundai ; International journal of business management and allied sciences(IJBMAS)

•**Dr.D.Prasanna Kumar** ; A Study On Consumer Perception Towards Online Shopping In Vijayawada ; International journal of business management and allied sciences(IJBMAS)

•**Dr.B.Kishore Babu** ; A Study On Awareness About Management Education Among Hotel Management Students In Vijayawada ; International journal of business management and allied sciences(IJBMAS)

•**Dr.P.Raja babu** ; A Study On Cost-Benefit Analysis Of Installing Solar Panels In Favour To Society In Vijayawada: Andhra Pradesh ; International journal of business management and allied sciences(IJBMAS)

•**Dr.A.V.N.Murthy** ; Impact Of Profitability On The Financial Performance Of Industries (A Study On Select Pharmaceutical Industries In India) ; International journal of business management and allied sciences(IJBMAS)

•**Dr.D.Prasanna Kumar** ; A Study On Customer Perception Towards Online Advertisements An Empirical Study In Vijayawada ; International journal of business management and allied sciences(IJBMAS)

•**Dr.D.Prasanna Kumar** ; A Study On Crm Activities And Its Impact On Customer Satisfaction In Big Bazaar, Vijayawada ; International journal of business management and allied sciences(IJBMAS)

•**Dr.A.V.S.Kamesh** ; Employee Perception On The Impact Of HRIS On Productivity: A Study Of Select IT Organizations In Hyderabad. ; International journal of business management and allied sciences(IJBMAS)

•**Prof.T.Umamaheswara Rao** ; A STUDY ON PERCEPTION OF WOMEN CONSUMERS TOWARDS PRIVATE LABEL APPARELS; BOTH IN ONLINE AND OFFLINE STORES IN VIJAYAWADA. ; International journal of business management and allied sciences(IJBMAS)

•**Jikku susan kurien** ; Social Media Recruitment in India: An Empirical Study ; Kaav international journal of economics commerce and business management(KAAV)

•**Dr.P.Raja babu** ; A STUDY ON ANTI-MONEY LAUNDERING POLICIES AND ITS PRACTICES IN BANKING SECTOR ; Kaav international journal of economics commerce and business management(KAAV)

•**Dr.D.Prasanna Kumar** ; A STUDY ON FACTORS INFLUENCE CUSTOMERS TO E-COMMERCE SITES' ; Kaav international journal of economics commerce and business management(KAAV)

•**Dr.A.Bala Saraswathi** ; A STUDY ON IMPACT OF ORGANIZATIONAL CUTURE ON ORGANIZATIONAL DEVELOPMENT WITH SPECIFIC REFERENCE TO

FORTUNE MURALI PARK HOTEL IN VIJAYAWADA ; Kaav international journal of economics commerce and business management(KAAV)

•**Dr.K.Srinivasulu** ; A STUDY ON NON-PERFORMING ASSETS MANAGEMENT w.r.to Select public setor banks ; Kaav international journal of economics commerce and business management(KAAV)

•**Dr.D.Prasanna Kumar** ; A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN AXIS BANK VIJAYAWADA ; International journal of business management and allied sciences(IJBMAS)

•**Dr.Venu Madhav** ; INDIA'S MACROECONOMIC CHALLENGES FOR ACHIEVING ALL ROUND DEVELOPMENT DURING PRE AND POST-GLOBAL 2008 CRISIS ; Journal press of India(JPI)

•**Dr.D.Prasanna Kumar** ; A STUDY ON CREDIT CARD USERS IN VIJAYAWADA ; International journal of business management and allied sciences(IJBMAS)

•**Dr.D.Prasanna Kumar** ; A COMPREHENSIVE REVIEW OF CONSUMER SWITCHING BEHAVIOUR IN MOBILE TELEPHONY INDUSTRY IN HYDERABAD ; International journal of business management and allied sciences(IJBMAS)

•**M.V.A.L.Narasimha Rao** ; CONSUMER PERCEPTION TOWARDS ORGANIZED & UNORGANIZED retail store in Vijayawada ; International journal of business management and allied sciences(IJBMAS)

•**M.V.A.L.Narasimha Rao** ; CUSTOMER RELIANCE ON SOCIAL MEDIA INFORMATION FOR BUYING DECISIONS: A STUDY ABOUT THE reliability on SMI WITH REFERENCE TO VIJAYAWADA ; International journal of business management and allied sciences(IJBMAS)

•**M.V.A.L.Narasimha Rao** ; A STUDY ON PROBLEMS FACED BY ONLINE CONSUMERS AT VIJAYAWADA ; International journal of business management and allied sciences(IJBMAS)

•**M.V.A.L.Narasimha Rao** ; EFFECT OF GREEN MARKETING STRATEGIES ON CONSUMER BEHAVIOR: SPECIAL REFERENCE TO VIJAYAWADA ; International journal of business management and allied sciences(IJBMAS)

STUDENT ACTIVITIES

KLUBS Students conducted around 50 awareness programmes on various social issues like Impact of pollution on children, Aids awareness, Marketing skills to SHGs, Digital literacy, Mobile Banking, Financial literacy, Right to Information act and voters enrollment drive in Vaddeswaram, Ippatam, Kolankonda, Sitanagaram, Revendra padu, Kunchana Palli and also in surrounding villages.

CAREER COUNSELLING

కృష్ణవేణిలో కెరీర్ గైడెన్స్ పై అవగాహన సదస్సు

నరసరావుపేట లీగల్ : పట్టణం లోని కృష్ణవేణి డిగ్రీ కళాశాలలో మంగళ వారం ఆరవ సెమిస్టర్ విద్యార్థులకు కెరీర్ గైడెన్స్ పై అవగాహన సదస్సు నిర్వహించారు. సదస్సులో ముఖ్య అతిథిగా పాల్గొన్న కేఎల్ యూనివర్సిటీ ప్రొఫెసర్ డాక్టర్ బీబీ మాధవ మాట్లాడుతూ విద్యార్థులు లక్ష్యాన్ని ఏ విధంగా నిర్ణయించుకోవాలి, ఎటువంటి ప్రణాళికలు నిర్ణయించుకోవాలి, ఏ విధంగా ఆమలు పరుచుకోవాలి తదితర అంశాల పై వివరించారు. కార్యక్రమంలో ప్రీన్సిపల్ నారాణి వెంకటేశ్వర్లు, డీపీవీ ఎం.బాలకోటేశ్వరరావు, కేఎల్ యూనివర్సిటీ బృందం పాల్గొన్నారు.

సదస్సులో మాట్లాడుతున్న డాక్టర్ బీబీ మాధవ



by Dr. V. Venu Madhav on 11th November 2017 @ Krishnaveni Degree College, Vijayawada



Career Counselling by Dr. M. Kishore Babu on 13th December 2017 @ Nalanda Degree College, Vijayawada.



Training Program by Dr. V. Venu Madhav on 13th December 2017 @ ASN Degree College for Science Graduates.



Career Counselling by Dr. M. Kishore Babu on 13th December 2017 @ Nalanda Degree College, Vijayawada.



Career Counselling by Dr. P. V. Vijaykumar Reddy on 22nd December 2017 @ Sri Balasai Degree College, Machilipatnam.



Career Counselling by Dr. P. V. Vijaykumar Reddy on 14th December 2017 @ Chalapathi Engineering College, Guntur



Career Counselling by Dr. V. Venu Madhav on 29th December 2017 @ Loyola Institute of Technology and Management, Guntur.



Career Counselling by Dr. V. Venu Madhav on 29th December 2017 @ Nalanda Engineering College, Sattenapally

INDUSTRY TRAINING/VISIT:

As a part of Industrial visit, III BBA, IV BBA and II MBA students visited many industries such as Bangalore Micro Labs, Ooty Quality's coffee, Bench Mark Tea and Chocolate company in November 2017



Industrial visit @ Micro Labs in Bangaluru



Industrial visit @ Tea Factory in Ooty

Dr. V. Venu Madhav, Associate Professor, K L Business School, addressing Govt. School Pupils on AIDS as a part of AIDS Awareness Campaign on 1st December, 2017.



A procession of anti AIDS on 1st December 2017 in Vaddeswaram Village.

BBA Students of K L Business creating awareness on Govt. Programs at Ippatam Village



GUEST LECTURES



A guest lecture given by Dr. A. Udayashankar, Associate Professor, K L Business School on e-Procurement Best Practices at APHRDI, Bapatla on 5th January 2018



A two Management development program titled by "Disha" Inaugurated by Senior Divisional Manager, IOCL and Principal, K L Business @ the premises of K L Business School on 5th January 2018.



A guest lecture given by Mr. K. S. Venkateswara Kumar, Associate Dean (SA) & Assistant Professor, K L Business School on e-Procurement Procedures and Policies at APHRDI, Bapatla on 5th January 2018.



Certificate awarding ceremony held on 6th January, 2018 on the occasion of valedictory @ K L Business School



A guest lecture given by Mr. K. S. Venkateswara Kumar, Associate Dean (SA) & Assistant Professor, K L Business School on e-Procurement – A Strategy for Organizational Excellence at APHRDI on 5th January 2018 @ Bapatla



Mr. Sri Ram, Assistant General Manager, Geojit Financial Services, Chennai, addressing the gathering of students, on financial Services on 8th January 2018.



A guest lecture given by Dr. A. Vasudeva Reddy, Assistant Professor, K L Business School on e-Procurement – Security & Authentication Concerns at APHRDI, Bapatla on 5th January 2018.



Faculty interface with Assistant General Manager, Geojit Financial Services held on 8th January 2018 with Capital Markets- Real Time Experiences- Stock market Operations@ Faculty Conference Hall, K L Business School



Appreciation to Mr Satya Nikhit by Dr Habibulla Khan Dean Students Affair, Dr Hari Kishore Associate dean Sports and Games and Dr John H Kamalesh



Appreciation to Mr J Naveen Kumar by Dr Habibulla Khan Dean Students Affair, Dr. K Hari Kishore Associate Dean and Dr J H Kamalesh.

SPORTS NEWS



విజయవాడలో జరిగిన 12వ రాష్ట్రస్థాయి కెడాబీ పోటీలలో బంగారు పతకం సాధించిన కే.ఎల్.ఎం. పీఏఎస్ అకాడమీ డిప్యూటీ డైరెక్టర్లు విద్యార్థి జె. నవీన్ కుమార్ కు అభినందిస్తున్న ఆచార్యులు.

సౌత్ జోన్ ఇంటర్ యూనివర్సిటీ బ్యాడ్మింటన్ టోర్నీ ప్రారంభం

విజయవాడ సోన్స్ సుబూరు ఉల్ల వర్సిటీలోని కె.ఎల్.ఎం. పీఏఎస్ అకాడమీలో జరిగిన 11వ కే.ఎల్.ఎం. పీఏఎస్ బ్యాడ్మింటన్ టోర్నీ ప్రారంభం. ఈ సందర్భంగా కే.ఎల్.ఎం. పీఏఎస్ అకాడమీ డిప్యూటీ డైరెక్టర్లు విద్యార్థి జె. నవీన్ కుమార్ కు అభినందిస్తున్న ఆచార్యులు.



బ్యాడ్మింటన్ అతిథిగా ప్రారంభమైన మంత్రి కొల్లు రవీంద్ర రాజుగారి ఆధ్వర్యంలో జరిగిన కే.ఎల్.ఎం. పీఏఎస్ బ్యాడ్మింటన్ టోర్నీ ప్రారంభం. కే.ఎల్.ఎం. పీఏఎస్ అకాడమీ డిప్యూటీ డైరెక్టర్లు విద్యార్థి జె. నవీన్ కుమార్ కు అభినందిస్తున్న ఆచార్యులు.

దేశ ప్రతిష్ఠను పెంచిన జ్యోతిసురేఖ

అతేపల్లి, న్యూఓటేడే: బంగారే రాజధాని రాకాలో జరిగిన ఆసియా విలువిద్య రాంపియన్ షిప్ పోటీల్లో అతేపల్లి అచార్య గ్రూప్ జ్యోతిసురేఖ మూడు పతకాలు సాధించి దేశ ప్రతిష్ఠతో పాటు అందరూ ప్రార్థనలు చేశారు. కే.ఎల్.ఎం. పీఏఎస్ అకాడమీ డిప్యూటీ డైరెక్టర్లు విద్యార్థి జె. నవీన్ కుమార్ కు అభినందిస్తున్న ఆచార్యులు.



జ్యోతిసురేఖను అభినందిస్తున్న కే.ఎల్.ఎం. పీఏఎస్ అకాడమీ డిప్యూటీ డైరెక్టర్లు.

విలువిద్య క్రీడాకారిణి జ్యోతిసురేఖకు సత్కారం

వడేశ్వరం (అతేపల్లి), న్యూఓటేడే: అంతర్జాతీయ స్థాయిలో రాష్ట్ర ప్రతిష్ఠను ఇనమడింపజేయడమే కాకుండా విలువిద్యలో తన ప్రత్యేకతను చూపుతున్న క్రీడాకారిణి జ్యోతిసురేఖను బుధవారం క్రీడాశాఖ మంత్రి కొల్లు రవీంద్ర ఘనంగా సన్మానించారు. మండలంలోని వడేశ్వరం వద్దనున్న కే.ఎల్.ఎం. పీఏఎస్ అకాడమీలో జరిగిన సత్కారం.



జ్యోతిసురేఖను సత్కరిస్తున్న క్రీడా మంత్రి కొల్లు రవీంద్ర.

క్రీడలకు ప్రభుత్వ ప్రోత్సాహం



విజయవాడలో జరిగిన 12వ రాష్ట్రస్థాయి కెడాబీ పోటీలలో బంగారు పతకం సాధించిన కే.ఎల్.ఎం. పీఏఎస్ అకాడమీ డిప్యూటీ డైరెక్టర్లు విద్యార్థి జె. నవీన్ కుమార్ కు అభినందిస్తున్న ఆచార్యులు.

విజయవాడలో జరిగిన 12వ రాష్ట్రస్థాయి కెడాబీ పోటీలలో బంగారు పతకం సాధించిన కే.ఎల్.ఎం. పీఏఎస్ అకాడమీ డిప్యూటీ డైరెక్టర్లు విద్యార్థి జె. నవీన్ కుమార్ కు అభినందిస్తున్న ఆచార్యులు.

కరాటేలో కేఎల్ యూ విద్యార్థికి బంగారు పతకం

తాడేపల్లి, న్యూస్ టుడే: కేఎల్ డిమ్స్ విశ్వవిద్యాలయానికి చెందిన విద్యార్థి సత్యనిఖిల్ కరాటే పోటీల్లో బంగారు పతకం సాధించారని విశ్వవిద్యాలయం వ్యాయామ విద్యావిభాగ అధిపతులు



సత్యనిఖిల్ తో ఆచార్యులు

డాక్టర్ హరికిషోర్, డాక్టర్ కమలేష్ మంగళవారం సంయుక్త ప్రకటనలో తెలిపారు. విశాఖపట్నంలో ఈనెల 9, 10 తేదీల్లో జరిగిన ఒకిన్వా స్పోర్ట్స్ కరాటే అసోసియేషన్ నిర్వహించిన పోటీల్లో విద్యార్థి సత్యనిఖిల్ బంగారు పతకం సాధించారని తెలిపారు. ఈ సందర్భంగా విశ్వవిద్యాలయ యాజమాన్యం సత్యనిఖిల్ ని అభినందించింది.

జాతీయ రోలర్ హాకీ జట్టు ఎంపిక

తాడేపల్లి, డిసెంబరు 27 : ఈ నెల డిసెంబర్ 15 నుంచి 18 వరకు విశాఖపట్నంలోని విశాఖ స్టేట్ స్పాంట్ ప్రాంగణంలో జరిగిన అంతర్ జిల్లాల రోలర్ హాకీ పోటీల్లో క్యాడ్ హాకీలో బంగారు పతాకాన్ని ఇన్ లైన్ హాకీ విభాగంలో నాలుగు రజక పతకాలను కేఎల్ యూ విద్యార్థులు సాధించారని కేఎల్ యూ స్పోర్ట్స్ అసోసియేట్ డీన్ కె. హరికిషోర్, ఇన్ చార్జ్ శ్రీహరి తెలిపారు. డిసెంబర్ 26 నుండి జనవరి 12 వరకు విశాఖ స్టేట్ స్పాంట్ లో జరిగే జాతీయస్థాయి పోటీలకు గెలుపొందిన కీడాకారులు హాజరవుతారని, అలాగే జనవరి 18 నుంచి 24 వరకు హర్యానా రాష్ట్రంలోని కురుక్షేత్రలో జరిగే జాతీయస్థాయి రోలర్ హాకీ ఛాంపియన్ షిప్ పోటీల్లో పాల్గొంటారని పేర్కొన్నారు. ఎంపికైన విద్యార్థులను కేఎల్ యూ అధ్యక్ష, ఉపాధ్యక్షులు కోసేరు సత్యనారాయణ, లక్ష్మణ హవీష్, రాజాహరీస్, చాన్సులర్ రామ్మూర్తి, వీసీ డాక్టర్ ఎల్ ఎస్ ఎస్ రెడ్డి, డీన్ హేబీబుల్లాఖాన్లు అభినందించారు.



జాతీయ రోలర్ హాకీకి ఎంపికైన కేఎల్ యూ విద్యార్థులు



జ్యోతి సురేఖకు కాంస్యం

భా: బంగాళాదేశ్ లో జరుగుతున్న ఆసియా ఆర్చరీ ఛాంపియన్ షిప్ లో పేస్ ఆర్చర్ వెన్సం జ్యోతి సురేఖ మహిళల వ్యక్తిగత కాంపౌండ్ విభాగంలో కాంస్య పతకం గెలుపొందింది. మూడోస్థానం కోసం బుధవారం జరిగిన పోరులో జ్యోతి సురేఖ 146-142 స్కోరుతో ఉ బింగ్ బింగ్ (చైస్ లెవెల్) ని ఓడించింది. అంతకు ముందు క్వార్టర్ ఫైనల్లో సురేఖ 146-140 స్కోరుతో ప్రవీణపై గెలుపొందింది. ఆయితే సెమీఫైనల్లో చోయ్ జోమిన్ (కొరియా) చేతిలో 138-144 స్కోరుతో పరాజయం పాలైంది. పురుషుల కాంపౌండ్ కేటగిరీలో జారత్ కు చెందిన ఆఫ్ షిక్ వర్మ స్వర్ణ పతకం చేజిక్కించుకున్నాడు.

హోరా హోరీగా..

- బ్యాడ్మింటన్ లో సత్తా చాటుతున్న క్రీడాకారులు
- నేటి నుంచి క్వార్టర్, సెమీ ఫైనల్స్



తాడేపల్లి: కేఎల్ డిమ్స్ విశ్వవిద్యాలయంలో జరుగుతున్న సోల్ టోకే అంతర్ విశ్వవిద్యాలయ బ్యాడ్మింటన్ పోటీలు శుభ్రంగానే మూడవ రోజుకు చేరుతున్నాయి. ఆస్ట్రేలియా క్రీడాకారులు పోల్యాథోడిగా అనుభవజ్ఞుడై ప్రధాన పోటీ ఆడుతున్నారని, కేరళ రాష్ట్రాల మధ్య సాగుతుంది. వ్యక్తిగత, బృంద విభాగం పోటీల్లో హుడా ఈ మూడు రోజుల క్రీడాకారులను కల్పింట్, కెలంగాణ, పాండేచేరి క్రీడాకారులపై అవసరమైన ప్రదర్శిస్తున్నారన్నారు. నాలుగువ రోజున కనివారం మధ్యాహ్నం నుంచి క్వార్టర్, సెమీఫైనల్స్ మూడవ జరుగుతాయని కేఎల్ యూ క్రీడా విభాగం



బ్యాడ్మింటన్ లో తలపెట్టుతున్న క్రీడాకారులు

అసోసియేట్ డీన్ డాక్టర్ హరికిషోర్ తెలిపారు.

నిజోతల వివరాలు

తమిళనాడుకు చెందిన ఎస్ ఆర్ ఎం యూనివర్సిటీ తమిళనాడు రాష్ట్రానికి చెందిన తిరువళ్ళూర్ యూనివర్సిటీపై 3-0 తో, తమిళనాడుకు చెందిన ఎంఎస్ యూనివర్సిటీ తిరువతి ఎస్వీ యూనివర్సిటీపై 3-1 తో, యూనివర్సిటీ ఆఫ్ కేరళ ఏపీకి చెందిన శ్రీషై యూనివర్సిటీపై 3-0 తో, హైదరాబాద్ ఉస్మానియా యూనివర్సిటీ కొల్లాయంకు చెందిన ఎంకీ యూనివర్సిటీపై 3-2 తో, కర్ణాటక యూనివర్సిటీ ఆఫ్ సైన్స్

అండ్ బెంగాల్, రాజమండ్రికి చెందిన నన్నయ్య యూనివర్సిటీపై 3-0 తో, తెలంగాణకు చెందిన యూనివర్సిటీ ఆఫ్ మద్రాస్ విశాఖపట్నం గీతమ్ యూనివర్సిటీ పై 3-0 తో, యూనివర్సిటీ ఆఫ్ మైసూర్ కర్నూలుకు చెందిన రాంబలసీమ యూనివర్సిటీపై 3-0 తో, కేఎల్ యూనివర్సిటీ వజ్రేశ్వరం విజ్ యూనివర్సిటీపై 3-1 తో, పాండేచేరి యూనివర్సిటీ తమిళనాడుకు చెందిన సెంట్రల్ యూనివర్సిటీపై 3-0 తో, యూనివర్సిటీ ఆఫ్ కాలిఫోర్నియా స్టాన్ఫోర్డ్ తిరువతిపై 3-0 తో మూడవ రోజు పోటీలలో విజయం సాధించారు.





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MOST CLEAN CAMPUS

IN SOUTH CENTRAL REGION



Smt. Koneru Kanchana Latha, Secretary, KLEF, receiving the Clean Campus Award from AICTE Chairman Prof. Anil Sahasrabudhe



President
Er. Koneru Satyanarayana

Dear Reader,

K L University, in the past three months has received international accolades by updating its standards to reach the highest levels. Technology has grown in the ways making life much easier and better. It is our turn to contribute a part to the society. One such move is transforming our capital city, Amaravati into a Smart city. K L University has been declared as the nodal centre for smart cities by Govt. of A.P and UC Berkely in the hack- a-thon held recently. Two of the fifteen teams from our university have excelled in this hack-a-thon and received appreciation from our Honourable chief minister sri Nara Chandra Babu Naidu.

This university is also known for cleanliness, greenery and energy conservation. All India Council for Technical Education (AICTE) recognized K L University as the "Most Clean Campus in South Central Region". To our motive that cleanliness is Godliness, KLU achieved All India Rank 2 under Swacchta Institute Rankings -2017 given by MHRD. We take immense pride that our university has set a path that encourages the society towards these basic requirements for a healthy society.

Drastic change in the climate is one of the major problems which have to be looked at immediately. Hack-4- Climate is a hack- a- thon being conducted at Bonn, Germany which has invited 100 technology aspirants across the globe and 2 students from K L

University have been selected of the total of 5 from the country.

University of California has offered University Innovation Fellowship to those students who can transform their university to reach international standards. It has given this extra- ordinary opportunity to 4 of our students. These students will represent K L University at the Silicon Valley.

K L University has its own mark in the field of sports education. Our MBA student Ms. Jyothi Surekha Vennam has received the most prestigious 'ARJUNA AWARD', in the field of Archery. I hope the students passing out from the premises of the campus come out with flying colours and help develop the society around them. If each of you work towards a betterment of your surroundings, it will lead to a large scale development and upgradation. It will restore the lost glory of this country and make it shine again..

- Er. Koneru Satyanarayana
President - KLEF



Vice - President’s Message



Er. K L Havish

Vice-President, Planning & Projections, KLEF

Dear all,

I would like to congratulate the entire team of K L University to make the establishment of the Off-Campus, at Hyderabad, a success story. Our motivated and experienced team’s diligent work has made it possible to take this first step of a highly ambitious project and there is still a long way to go.

In the era of digital learning, the pathway to success is constantly changing. The place of print media, books, magazines, projects, face to face mode competitions have been taken by online and digital learning. Hence, members of educational community must embrace the essence of digital knowledge by accepting challenges of doing online business, learning and creating new technologies which solves the grass root problems of society. K L University H prepares students to become global technical experts by teaching technical skills necessary for a successful life.

Our experienced faculty employ multi-faceted strategies to guide students to learn complex subject matter. The class assignments are comprised of real-world tasks which prepares students to address the problems they may encounter in their careers. The focus of our teaching learning process is on knowledge rather than on grades. We believe in an education which not only provides certification but also educates a person to make a living and a life.

We aim at establishing a global university with students from across the world. It would be a great privilege to create successful professional in the fast-paced international industry. ‘Intelligence and values’ are our guiding principles which help us create characters who are beyond self into selflessness and closer to humanity..

Er. K L Havish

Vice-President, Planning & Projections, KLEF



Er. K Raja Harin

Vice-President, Operations & Services, KLEF

Dear All,

Welcome to the October Issue of the Panorama, the KL University (KLU) Newsletter. We are happy to secure All India 2nd Rank in “Swachhta Ranking of Higher Educational Institutions” on 14th September 2017 from MHRD. We are also recognized as the “Most Clean Campus in South Central Region” by AICTE. We celebrate the awards and accolades that the University has earned in the last few months and the honors and prizes that our faculty and students have brought from various regional and national level events. The students on the campus have maintained their winning spree not only in academics but also co-curricular activities.

This issue of newsletter covers the events by Academic Staff College, Activities of CIIE , Series

of guest lectures, workshops, training programs and sports related activities. Experts from academic and corporate sectors visited the University on various occasions and shared their experiences with the students and faculty members. The achievement by our faculty members in the form of paper publications, books and Ph.D. awarded are also recorded in this issue. We look forward to your comments and suggestions. The Graphics Design team made efforts to present this issue in aesthetic and appealing way. The Editorial Team hopes that the issue will meet the expectations of the web readers

Er. K Raja Harin

Vice-President, Operations & Services, KLEF



Vice Chancellor's Message

Dear Reader,

To dream is to achieve, and anything that is dreamt can be achieved. Here in KLU, we don't want our students to think out of the box, we want them to think what they can do with the box. In KLU we teach the students to dream, to aspire, and to design beautiful lives for themselves. Helping the students to focus on their overall development, and become icons on their respective fields of interest is what we aim at.

I take this as an opportunity to congratulate all the staff members for their outstanding work and never-ending commitment towards value based quality education and unstinted efforts put in to ensure that the lives of students grew brighter each day, and that light will create the pavement in making the students of this university the sunshine of the future.

Last but not the least I would like to wish the outgoing students of this year all the wish for their future endeavors!!



Dr. L S S Reddy
Vice Chancellor -KLEF

Pro-Vice Chancellor's Message

Dear Reader,

This university has been ranked as one of the top universities in South India and has maintained its position as the same. The students are made to interact with various scientists, industrialists and academicians from over the world during various events. This helps them to broaden their minds and look for better opportunities. The students have the capability to improve their knowledge and skills by discovering the dormant talent within them. The university helps them water such talents and help lay the foundation that ultimately yields a fruitful tree that helps and nourishes the society. I wish to convey my heart felt congratulations to those who have excelled well in life and wish the same for the students who will graduate from the university premises.



Dr.K.Satya Prasad
Pro-Vice Chancellor- KLEF

Registrar's Message

Dear Reader,

It is very pleasant to learn that K L University has been producing stalwarts who are in a position to employ rather than searching for employment. The university has been moulding students in various fields and setting a platform for the students to improve in their fields of interest and come out in flying colours. Their hidden talents are well nourished and brought out through many events and opportunities. The industrial exposure given improvises the mind-set of the students and channels them into a direction that help them work towards the betterment of the society. I take this opportunity to wish the students the best in their lives and pray, everyone shines in their lives and stand out as examples to the people around.



Dr. T Uma Maheswarar Rao
Registrar -KLEF



K L UNIVERSITY AWARDED

"THE MOST CLEAN CAMPUS IN SOUTH-CENTRAL REGION FOR THE YEAR 2017" BY AICTE

The All India Council for Technical Education (AICTE) has awarded K L University (Koneru Lakshmaiah Education Foundation) as "The Most Clean Campus in South-Central Region for the Year 2017 " at AICTE Clean Campus Awards 2017. At National level K L University is recognized as one among the Top 10 academic institutions implementing Swachh Bharat Mission by AICTE.

The award was conferred based on the available facilities and best processes being adopted by Koneru Lakshmaiah Education Foundation University for Solid waste management, Water conservation and management including waste water management and reuse, rain water harvesting ,Energy conservation and Electronic waste management.

Recently The Ministry of Human Resource Development has awarded K L University (Koneru Lakshmaiah Education Foundation) with 2nd Rank at National Level in "Swachhta Ranking of Higher Educational Institutions" on 14th September 2017 for its clean campus initiative.

To recognize the contribution of AICTE approved academic institutions in implementing Swachh Bharat Mission, AICTE has decided to give "AICTE Clean Campus Award 2017" on October 2, the birth date of Sri. Mahatma Gandhi.

On behalf of K L University Smt Koneru Kanchana Latha, Secretary, KLEF and Dr K Sarat Kumar Dean (Planning & Development) K L University received the award from Prof.

Anil Sahasrabudhe, Hon'ble Chairman, AICTE. The Award Ceremony was conducted at College of Engineering (CoEP), Pune.

AICTE had given merit points for keeping the campus clean all the time. AICTE honored K L University for this achievement with a tree (**Tree Id: Clean_Campus_008**) planted in AICTE Campus on 2nd October 2017 whose care shall be taken by AICTE.



Tree planted in AICTE Campus honouring K L University



Smt Koneru Kanchana Latha, Secretary, KLEF, at the AICTE Clean Campus Awards Ceremony

SWACCTHA INSTITUTE RANKINGS-2017

All India 2nd Rank for Koneru Lakshmaiah Education Foundation under Technical Institutions category



Dr K Sarat Kumar ,Dean (P&D) K L University receiving the Award from Sri Prakash Javadekar , Hon'ble Minister of HRD.

The Ministry of Human Resource Development has awarded K L University (Koneru Lakshmaiah Education Foundation) with 2nd Rank in "Swachhta Ranking of Higher Educational Institutions" on 14th September 2017, feeling that hygiene is an integral part of education. The ranking is done based on two components – in-campus hygiene, which will have 85 percentage weightage, and activities outside the campus, which will have 15 percentage of weightage.

Campus hygiene will include the availability of toilets in hostels, academic building condition, toilet condition and maintenance, running water facility, garbage clearance in campus and frequency and disposal system of garbage among other things.

It has also taken into account of any innovative technology used for solid and liquid waste management, hostel and kitchen hygiene, apparel of staff, the extent of mechanisation of food preparation, availability of cooking gas, chimneys, water storage and pipeline systems, quality of drinking water and green cover on campus.

In activities outside campus, the Ministry has awarded marks for adopting village or neighbourhood and activities taken to achieve the spread of cleanliness and hygiene.

Dr. K. Sarat Kumar, Dean - Planning and Development has received the award in behalf of K L E F from Shri Prakash Javadekar, Central Minister, MHRD at Hotel Ashoka, New Delhi on 14 September 2017.

Anil Dattatraya Sahasrabudhe - AICTE chairman and Virander Singh Chauhan – UGC Chairman also graced the award ceremony. Koneru Lakshmaiah Education Foundation (K L University) established in the year 1980 situated in Green Fields of Vaddeswaram, has been conducting many programs giving high importance to Cleanliness, clean mind and clean and green society.

ARJUNA AWARD TO K L U ARCHER MS. VENNAM JYOTHI SUREKHA

Ms. V JYOTHI SUREKKA, presently pursuing MBA in our University, received prestigious "ARJUNA AWARD" for the year 2017 in "ARCHERY". This award was conferred on her by Hon'ble President of India on 29th August-2017 at Rashtrapati Bhavan, New Delhi. Andhra Pradesh Chief Minister N. Chandrababu Naidu awarded her a cash prize of Rs. 1 crore along with a housing site of 500 sq. yards in Vijayawada or Amaravati after she was awarded the Arjuna Award for her achievements in the field of Archery. Surekha was youngest to be awarded this award in South India and also the first sportsperson to receive it after the Andhra Pradesh state bifurcation. K L University Management, University administration, Faculty, Non-teaching Staff and Students felicitated her for her achievement and recognition by the Government of India



KLU Business School

FACULTY DEVELOPMENT PROGRAM ON BUSINESS ANALYTICS

A two weeks Faculty Development Program on Business Analytics Conducted at K L U Business School from 6th to 18th July 2017. Dr. D. Srinivasa Rao, Professor, Resource Person, delivered series of lectures.



Certificates Presentation to the participants by Dr. V. Rajesh, Principal, Staff College on valedictory



INDUCTION PROGRAM FOR NEWLY JOINED MANAGEMENT STUDENTS



Prof. Dr. T. Umamaheswara Rao, Registrar, explaining dynamics of management education.



Prof. Dr. Akhilesh Kumar, Academic Advisor, addressing the newly joined management students

Dr. AVS Kamesh, Associate Dean (Consultancy) Presenting the prelude about K L U Business School.



Mr. Vijay Vedantam, Secretary HMA & Industrialist, Hyd., Chief Guest, addressing the gathering on "Dynamic Business Environment - New Challenges" on 19th July 2017.



Mr. Satya Pamula, Vice President, Integral PR, Hyd, delivered guest lecture on "significance of Management Education and required skills to develop" on 20th July, 2017



Prof. Dr. N. Rangaiah, Principal, College of Law, addressing the new joiners



Prof. Dr. M. Kishore Babu, Principal, College of Management & Director (International Relations), addressing budding young



An Inspirational lecture delivered by Prof. Dr. M. Kishore Babu , Principal College of Management on 21st July 2017.





Mr. L. Vijaya Krishna, Sr. Manager, HDFC, Hyd, delivered guest lecture on “Banking Sector – A Career” on 22nd July, 2017



An orientation lecture on “Case Analysis” delivered by Dr. V. V. Madhav, on 24th July, 2017



A Guest Lecture by Mr. Mr. Umesh Kulakarni, Managing Director, ETV2 Andhra Pradesh, ETV2 Telangana, ETV Abiruchi, and ETV Life, on “Marketing Strategies” for Management Graduates Held on 26th July, 2017.



A Guest Lecturer on “Team versus Group” by R. S. Rama Rao, Chief Manager HR ONGC, Rajahmundry on 27th July 2017.



A Guest Lecture on "CAREER PLANNING AND TIME MANAGEMENT"

A Guest Lecture by Mr. Sundar Yellapragada, General Manager, Care Hospitals, Hyderabad on "Career Planning and Time Management" Held on 29th July 2017



A GUEST LECTURE ON "TEAM BUILDING"



A Guest Lecturer by Professor. M. L. Sai Kumar on "Team Building" held on 31st July 2017.

YOUTH DAY CELEBRATIONS

Youth Day Celebrated at K L U Business School on the eve of International Youth Day on 12th August 2017



Collage competitions conducted on account of International Youth Day



District youth officer along with Secretary, Red Cross Society Guntur addressing the gathering on International Youth Day.

MOCK PARLIAMENT

Mock Parliament conducted on the day of international Youth Day





2k Run held on 12th August 2017 on the occasion of International Youth Day



Face Painting competitions held on the eve of International youth Day



A Guest Lecture on Employability Skills by Prof. Krishna Mohan, Andhra University held on 12th August 2017

సాంకేతిక పరిజ్ఞానాన్ని పెంపొందించుకోవాలి

కేఎల్ యూలో 'హ్యాండ్స్' శిక్షణ తరగతులు



విద్యార్థులకు సూచనలిస్తున్న అధ్యాపకులు

తాడేపల్లి : ఈ రిసోసెర్చ్ను ఉపయోగించి విద్యార్థులు విజ్ఞానాన్ని పెంపొందించుకోవాలని కేఎల్ యూనివర్సిటీ ఎంబీఏ ఆచార్యులు డాక్టర్ రాజబాబు సూచించారు. కేఎల్ యూలోని సెంట్రల్ లైబ్రరీ డిజిటల్ సెక్షన్లో సోమవారం హ్యాండ్స్ ట్రైనింగ్ ప్రోగ్రామ్ను నిర్వహించారు. రాజబాబు మాట్లాడుతూ ప్రస్తుత పరిస్థితులలో ప్రతి విషయంలోనూ ఈ రిసోసెర్చ్ ప్రాధాన్యం పెరిగిందని చెప్పారు. నేడు టెక్నాలజీకి అనుగుణంగా విద్యార్థులు తమ పరిజ్ఞానాన్ని పెంపొందించుకోవాలని పలు అంశాలను వివరించారు. కార్యక్రమంలో లెక్చిన్ ఇండియా ట్రైనర్ తరణి, సీఎంఐఈ ట్రైనర్ జనార్ధన్ రెడ్డి, లా కళాశాల ప్రెసిడెంట్ డాక్టర్ రంగయ్య, సెంట్రల్ లైబ్రరీ లైబ్రేరియన్ డాక్టర్ కేఎస్ శివరాజ్, పరిపాలన మేనేజర్ సునీత, తదితరులు పాల్గొన్నారు. సెంట్రల్ లైబ్రరీలో ఈ కార్యక్రమాన్ని ఏర్పాటు చేసినందుకు కేఎల్ యూ అధ్యక్షులు కోనేటి సత్యనారాయణ, వీసీ డాక్టర్ ఎల్ఎస్ఎస్ రెడ్డి, రిజిస్ట్రార్ ఉమామహేశ్వరరావు, లైబ్రరీ అసోసియేట్ డీన్ రామకృష్ణ హర్షం వ్యక్తం చేశారు.

కేఎల్ యూలో హ్యాండ్స్ ఆన్ ట్రైనింగ్ ప్రోగ్రామ్

పడేపల్లి (తాడేపల్లి రూరల్) : చుకోవాలని విద్యార్థులకు సూచించారు. సెంట్రల్ లైబ్రరీయన్ డాక్టర్ కేఎస్. శివరాజు, అడ్మినిస్ట్రేటివ్ మేనేజర్ కె.సునీత ఈ కార్యక్రమాన్ని నిర్వహించి విద్యార్థులకు నేటి టెక్నాలజీకి అనుగుణంగా లైబ్రరీ డిజిటల్ సెక్షన్లోని ఈ-రిసోర్స్ను దాని ప్రాముఖ్యతను వివరించారు. ఈ సందర్భంగా కేఎల్ యూ అధ్యక్షుడు కె.సత్యనారాయణ, ఉప కులపతి డాక్టర్ ఎల్ఎస్ఎస్. రెడ్డి, రిజిస్ట్రార్ డాక్టర్ టి.ఉమామహేశ్వరరావు, డీన్ పి అండ్ ఓ డాక్టర్ కె.శరత్ కుమార్, అసోసియేట్ డీన్ లైబ్రరీ డాక్టర్ రాజబాబు ప్రసంగిస్తూ ఈ-రిసోర్స్ టీవీ రామకృష్ణ తదితరులు ఈ కార్యక్రమం యొక్క ఆవశ్యకతను గుర్తెరిగి వాటిని ఎక్కువగా వినియోగించి విజ్ఞానాన్ని పెంపొందించుకోవడం వ్యక్తం చేశారు.



MBA 1st year students participated in Industrial Visit at Coca Cola Plant, At Atmakur, Guntur on 11th August 2017



DIGITAL FINANCIAL LITERACY CAMPAIGN:

KLUBS organized an NSS event on 'DIGITAL FINANCIAL LITERACY CAMPAIGN'.

Digital literacy is the knowledge, skills, and behaviours used in a broad range of digital devices such as smartphones, tablets, laptops and desktop PCs, all of which are seen as a network rather than computing devices.

The students of 1st year MBA went to Seetha Nagaram for educating the localities about Digital Financial literacy.

There were about 50 people and the students covered the following aspects:

- Aadhar enabled payment system
- BHIM
- Debit and credit card transactions
- Mobile payments
- Paytm
- UPI

AADHAR ENABLED PAYMENT SYSTEM

Aadhaar Enabled Payment System is a way to get money from the bank account. This system of getting money neither requires your signature nor Debit card. You don't even need to visit a bank branch for getting money through the Aadhaar Enabled Payment System. Rather, it uses Aadhaar data for the authentication. Like UPI and USSD, this is another initiative by the NPCI.

Transactions through the AEPS

The Aadhaar Enabled Payment System gives you banking facility on the go. However, It gives you only basic services. These 4 services can be done through the AEPS.

1. Balance Check
2. Cash Deposit
3. Cash Withdrawal
4. Aadhaar to Aadhaar Fund Transfer

Except Fund transfer, you can perform all the transactions through the banking correspondent of any bank. For fund transfer, you need the BC of your own bank.

BHIM

BHIM (Bharat Interface for Money) is a Mobile App developed by National Payments Corporation of India (NPCI), based on the Unified Payment Interface (UPI). It was launched by Narendra Modi, the Prime Minister of India, at a Digi Dhan programme at Talkatora Stadium in New Delhi on 30 December 2016. It has been named after Bhim Rao Ambedkar and is intended to facilitate e-payments directly through banks and as part of the 2016 Indian banknote demonetisation and drive towards cashless transactions.

This UPI app supports all Indian banks which use that platform, which is built over the Immediate Payment Service infrastructure and allows the user to instantly transfer money between the bank accounts of any two



parties. It can be used on all mobile devices.

Benefits:

BHIM allow users send or receive money to other UPI payment addresses or scanning QR code or account number with IFSC code or MMID (Mobile Money Identifier) Code to users who do not have a UPI-based bank account.

BHIM allows users to check current balance in their bank accounts and to choose which bank account to use for conducting transactions, although only one can be active at any time.

Users can create their own QR code for a fixed amount of money, which is helpful in merchant — seller — buyer transactions. They can also have more than one payment address.

If the 12-digit Aadhaar is listed as a payment ID on the BHIM app will not require any biometric authentication or prior registration with the bank or Unified Payment Interface (UPI).

MOBILE PAYMENTS

Mobile payment (also referred to as mobile money, mobile money transfer, and mobile wallet) generally refer to payment services operated under financial regulation and performed from or via a mobile device. Instead of paying with cash, cheque (or check), or credit cards, a consumer can use a mobile phone to pay for a wide range of services and digital or hard goods. Although the concept of using non-coin-based currency systems has a long history, it is only recently that the technology to support such systems has become widely available.

PAYTM:

Paytm is India's largest mobile payments and commerce platform. It started with online mobile recharge and bill payments and has an online marketplace today. In a short span of time we have scaled to over 180Mn registered users. Paytm is the consumer brand of India's leading mobile internet company One97 Communications. One97 investors include Ant Financial (AliPay), SAIF Partners, Mediatek, Sapphire Venture and Silicon Valley Bank. We strive to maintain an open culture where everyone is a hands-on contributor and feels comfortable sharing ideas and opinions. The team spends hours designing each new feature and obsesses about the smallest of details.

Firstly, the students gave a brief introduction and spoke about the uses of the above aspects.

Later groups were divided and everyone was given practical exposure on how to use the apps.

The localities found the session very interactive useful and also said that they've passed the starting stage.

The session was concluded by saying- India would become a very powerful digitally connected world. This would lead to a good architecture for electronic delivery of service. The Digital India project provides a huge opportunity to use the latest technology to redefine the paradigms of service delivery. A digitally connected India can help in improving social and economic condition of people living in rural areas through development of non-agricultural economic activities apart from providing access to education, health and financial services. However, it is important to note that ICT alone cannot directly lead to overall development of the nation. The overall growth and development can be realized through supporting and enhancing elements such as literacy, basic infrastructure, overall business environment, regulatory environment, etc. Further, Security should be the most important area at all level of operation for the digitally empowered knowledge economy of the country.



AWARENESS PROGRAMME ON PRE-MATRIC SCHOLARSHIPS !

KLUBS organised a CEA event on 'Awareness programme on Pre-Matric Scholarships'.

The students of 3rd Year BBA went to Seeta nagaram for educating the downtrodden communities about Pre-Matric Scholarships for students studying in classes IX & X.

Pre-Matric Scholarship to the SC Students studying in classes IX & X Pre-Matric Scholarship to the SC Students studying in classes IX & X is a Centrally Sponsored Scheme and implemented through State Government and UT administration. The Objectives of the scheme are:

To support parents of SC children for education of their wards studying in classes IX and X so that the incidence of drop-out, especially in the transition from the elementary to the secondary stage is minimized, and

To improve participation of SC children in classes IX and X of the pre-matric stage, so that they perform better and have a better chance of progressing to the post-matric stage of education.

The Scheme will be available for studies in India only and will be awarded by the Government of the State/Union Territory to which the applicant belongs i.e. where he is domiciled.

CONDITIONS OF ELIGIBILITY:

Student should belong to Scheduled Caste.

His/ her Parent/Guardian's income should not exceed Rs. 2 lakh per annum.

She / he should not be getting any other Centrally-funded Pre-Matric Scholarship.

She/ he should be a regular, full time student studying in a Government School or in a School recognized by Govt. or a Central/State Board of Secondary Education.

Scholarship for studying in any class will be available for only one year. If a student has to repeat a class, she / he would not get scholarship for that class for a second (or subsequent) year.



HEALTHY FOOD HABITS CAMPAIGN'

KLUBS organised an event on 'Healthy Food Habits Campaign'. The students of IVth year BBA went to Seeta nagaram for educating the localities about the importance of Healthy Food Habits.

The goal of health promotion is to help people establish an active lifestyle and healthy eating habits early in life and to maintain these behaviors throughout their lives. To be most effective in the long run, public health programs should focus on health promotion as well as disease prevention. For example, by promoting breastfeeding to pregnant women and new mothers and supporting their efforts to breastfeed, public health organizations can help children develop healthy eating habits during infancy. Because appropriate physical activity levels and healthy eating behaviors should be instilled in childhood and maintained throughout life, prevention efforts that target older children and schools are equally important, as are interventions for adults who are inactive or have poor dietary habits even though they have not yet developed chronic diseases. All interventions should be appropriate to the target audience, and different strategies may be required to reach different segments of the population. Interventions may address individuals, institutions, communities, policies, or the environment and can be effectively implemented in various settings, such as schools, work sites, health care facilities, and places of worship.

The problems associated with poor diet, physical inactivity, and obesity affect most population segments however, there are marked disparities in the impact that these problems have on various groups of people, particularly



by race/ethnicity and by education level. It indicates that physical inactivity, vegetable intake, breastfeeding, and weight status vary by race/ ethnicity, gender, educational level, and age.

Because poor dietary habits and physical inactivity are associated with many adverse health outcomes, most adults and children could benefit from interventions designed to improve their eating habits and increase their activity levels.

School-Based Programs for Children and Adolescents Coordinated school health programs have the potential to help young people adopt and maintain healthy eating and physical activity and possibly to prevent and control obesity and other chronic diseases. School-based programs should use a coordinated School health model to Provide students with opportunities to engage in healthy eating and physical activity behaviors. Help students develop the



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