



YOGI VEMANA UNIVERSITY

NAAC Accreditation 'B' Grade with CGPA 2.54

Department of Urdu

Two Day National Webinar on

Digitalization and E- LMS in Urdu



11th & 12th August, 2021



Prof. M. Surya Kalavathi
Vice Chancellor
Yogi Vemana University
Kadapa

Click here to register

<https://forms.gle/mq6xtYn8fTVHMFabA>



Cheif Guest

Dr. Shaik Aqueel Ahmed
Director NCPUL, New Delhi



Prof. Khwaja Ekramuddin
Jawaharlal Nehru University
New Delhi



Dr. Rahamath Yousuf Zai
Retd professor Dept of Urdu,
University of Hyderabad, Hyderabad



Dr. Amanullah M. B
University of Madras,
Chennai



Prof. A M Syed Fazlullah
Head Dept. of Urdu
University of Hyderabad
Hyderabad



Dr. Ataullah Khan Kak cenjary
Head Dept. of Urdu
Sree Shankara Charya Sanskrit University,
Kerala



Dr. Pervez Ahmed
Central University of Kashmir



Prof. Vijaya Raghava Prasad
Registrar
Yogi Vemana University
Kadapa



Prof. P. Chandramati Shankar
I/C Principal,
Y. V. University College,
Kadapa

Coordinated by



Dr. Khasim Ali Khan
Retd. Professor & Head
Dept. of Urdu, Dr. B. R Ambedkar
open University, Hyderabad



Dr. S. A Sattar Sahir
Retd. Professor & Head,
Dept. of Urdu, S.V University,
Tirupati

Organised by
Dept. of Urdu
Yogi Vemana University
Kadapa

Scan here
to Register



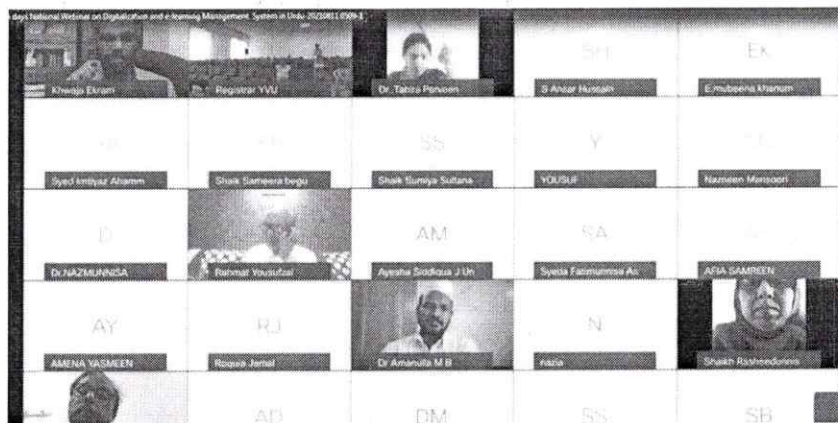
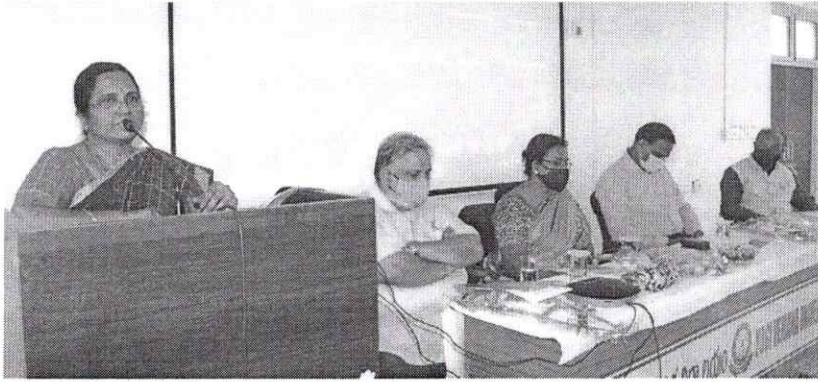
- Free registration
- E-Certificate will be issued to all the participants
- Cisco WebX meeting link will be given

**A REPORT ON TWO DAY NATIONAL WEBINAR ORGANISED BY THE
DEPARTMENT OF URDU
YOGI VEMANA UNIVERSITY, KADAPA DURING 11TH AND 12TH AUGUST, 2021.**

A two day National Webinar on “ **Digitalization and e - LMS in Urdu** ” was organized by the Department of Urdu during 11th and 12th August, 2021. Mrs. M. Reehana Parveen, Academic Consultant, Dept. of Urdu, welcomed the dignitaries, distinguished speakers and participants and gave a brief account about the activities of the department and the importance of the Webinar. The event was inaugurated by the Hon’ble Vice Chancellor and the Chief Guest Prof. M. Surya Kalavathi. In his message to the participants of the webinar she glorified the value and worth of “ **Digitalization and e - LMS in Urdu.** ” Prof. D. Vijaya Raghava Prasad addressed the participants and appreciated the efforts of the department in organizing the webinar. The Principal of the University College Prof. P. Chandramati Shankar was the distinguished guest of honor. Dr. Shaik Aqueel Ahmed, Director NCPUL, New Delhi, introduced the keynote address to the participants. Prof. Khawaja Ekramuddin, Jawaharlal Nehru University, New Delhi, gave brief information regarding “**Urdu Tadrees Aur Nayi Technology.**” Prof. Rahamath Yousuf Zai, Dept of Urdu, Central University of Hyderabad, gave wonderful speech on “**Urdu Aur Digitalization**”. Finally, Dr. Amanulla M.B. Dept. of Arabic, Persian & Urdu, University of Madras, Chennai speaks on “**LMS: Google Class Room Nizam.**” At the end of first day of the Webinar, Prof. P.S. Sha Valli Khan, Hed, Dept. of Urdu, proposed vote of thanks.

The second day of the webinar started by Professor A.M Fazlullah, Head, Dept. of Urdu, Central University of Hyderabad. He talked on the topic of “**Digital Taleem Aur Urdu**”. After him, Dr. Pervez Ahamed, Dept. of Urdu, Central University of Kashmir, Duderhama, Gandeal, talked on “**Urdu Me Digitization: Samt o Raftar Aur Mustaqbil**”. Then Dr. Ataullah Khan Kak Cenjary, Head, Dept. of Urdu, Sree Shankaracharya University of Sanskrit, Kerala, gave speech on “**Urdu Wikipedia Ki Na Gufta Ba Soorat e Haal – Darkar Hikmat e Aml**”. The two days programme was coordinated by Dr. Khasim Ali Khan, Rtd. Prof & Head De.pt. of Urdu, DR. B.R. Ambedkar Open University, Hyderabad and Dr. S.A. Sattar Sahir, Rtd. Prof. & Head, De.pt. of Urdu, S.V. University, Tirupati.

Valedictory address given by Prof. T.Rama Prasad Reddy, Dean Faculty of Arts & Education, Dept. of Telugu. Finally, special remarks given by Prof. P Padma, Head, Controller of Examination, Dept. of English. Syed Imtiyaz Ahamed, Academic Consultant, proposed vote of thanks.




REGISTRAR
YOGI VEMANA UNIVERSITY
KADAPA-516 005.



Orientation Programme on Office Procedures and Audit Rules

Organized by

IQAC, Yogi Vemana University, Kadapa

(Date: 2nd August, 2021 & Time: 10:30 AM)



Resource Person

Sri J. Krishnama Raju

Senior Audit Officer

Regional Training Institute

The Principal Accountant General (Audit)

Hyderabad

Convener

Dr. R. V. Jayanth Kasyap, IQAC, YVU

Co-convener

**Dr. P. Ramachandra Reddy, Assistant
Director, IQAC, YVU**

Organising Secretary

Dr. T. Sudarsana Reddy, IQAC, YVU

Chief Patron



Prof. M. Surya Kalavathi
Hon'ble Vice-Chancellor
Yogi Vemana University

Patrons



Prof. D. V. R. Prasad
Registrar
Yogi Vemana University



**Prof. P. Chandramathi
Shankar, Principal In-
charge, YVU College**

Organizing committee:

**Prof. Y. Nazeer Ahammed, Prof. M. V.
Shankar, Dr. K. Raghu Babu, Dr. L.
Madhavi, Dr. D. Vijaya Lakshmi, Dr. N.C.
Gangi Reddy, Dr. L.S. Sarma, Dr. M.
Subhosh Chandra, Dr. V. Anuprasanna.**

**E-certificates will be
issued to the participants**

Register by the following link: <https://docs.google.com/forms/d/e/1FAIpQLSfhxFgpWcjhOs5bxae8tHxJPkRXUgjkcznGNMWqdp2wFMdDkQ/viewform>

ORIENTATION PROGRAMME ON
"OFFICE PROCEDURES AND AUDIT RULES"

Programme Schedule

Time	Programme
10:30 to 10:35	Welcome by Smt. N. Hima Bindu
10:35 to 10:40	Invocation Song
10:40 to 10:45	Introductory remarks by the Director, IQAC – Prof. M.V. Shankar garu
10:45 to 10:50	Address by the Principal I/c ,YVU college – Prof. P.Chandramathi Shankar garu
10:50: to 10:55	Address by the Registrar of YVU – Prof. D. Vijaya Raghava Prasad
10:55 to 11:00	Address by the Hon'ble Vice-Chancellor – Prof. M.Surya Kalavathi garu
11: 00 to 11:05	Introduction of Resource Person by Smt. B.Sandhya, Lab Assistant
11:05 to 11:10	Brief Message by the Resource person
11:10 to 11:15	Felicitation to the Resource Person and Dignitaries Felicitation to Resource Person – V.C. Madam Felicitation to V.C. Madam – by Smt. Neelima and Smt. Vani Felicitation to Registrar – by K. Nagamani & Prasanna Bharathi Felicitation to Principal I/c – Smt. Laxminarasamma & Smt. Gayatri Felicitation to Director, IQAC – Sri S. Mahesh & Sri C. Chenna Reddy
11:15 to 11:20	Vote of Thanks by Sri K.Sreenivasa Prasad, Superintendent
11:20 to 11:30	Tea Break
11:30	Orientation Programme begins
	Vote of Thanks to Resource Person
	National Anthem

**Orientation Programme on “Office Procedures and Audit Rules” Organized
by IQAC, Yogi Vemana University, Kadapa**

(Date: 2nd August, 2021 & Time: 10:30 AM)

Brief report

Conduct of One Day Orientation Program on Office Procedures and Audit Rules by the IQAC, Yogi Vemana University, Kadapa.

Internal Quality Assurance Cell, Yogi Vemana University, Kadapa, organized one day Orientation program on “Office Procedures and Audit rules” on 2nd August 2021, for the benefit of non-teaching staff. Sri J. Krishnama Raju, Senior Audit Officer, Regional Training Institutes/ Principal Accountant General (Audit) office, Hyderabad, was the resource person. The Chief Guest for the program was Prof. M. Surya Kalavathi, Hon’ble Vice-Chancellor and the Registrar Prof. D. Vijaya Raghava Prasad, Presided over the meeting. The Director IQAC, Prof. M.V Shankar, briefed the participants about the program and mentioned that it is first of its kind, exclusively organized to create awareness among the non-teaching staff about office procedures and audit rules. Prof. P. Chandramathi Shankar, Principal I/C, YVU college addressed the gathering and appreciated the efforts of IQAC in conducting such a meaningful event. Prof. D. Vijaya Raghava Prasad, Registrar, in his address hailed the efforts of non-teaching staff in the welfare and progress of the University. He advised the personnel to be conversant and aware of rules in conducting day to day work in various sections.

Prof. M. Surya Kalavathi, Hon’ble Vice-Chancellor addressed the inaugural session, virtually and welcomed the initiative of IQAC for organizing the program. She said that non-teaching staff are crucial for effective functioning of the University and they have to be enthusiastic to learn and update their skills. She wanted them to be professional in up keep of records, maintenance of accounts and files. Mr. J. Krishnam Raju, Resource Person, in his brief address during the inaugural event expressed his gratitude for inviting him and appealed to the participants to work for the University with honesty, commitment and loyalty. Dr. R.V Jayanth Kasyap convener of the program also spoke on the occasion.



Ms. Bindu, Establishment section, welcomed the gathering and Mr. Srinivas Prasad of the same section proposed vote of thanks. During the orientation program, Mr. Krishnam Raju touched upon all relevant aspects about procedures and audit rules. In his presentation, he stressed the need to maintain appropriate registers and monitoring of cash book statements, hostel accounts and transactions related to income and expenditure of the University on regular basis. He advised the administration to appoint one nodal officer to periodically evaluate the transactions and check their appropriateness as per the rules and procedures. He clarified the queries raised by the staff and provided then suitable information by citing Audit Rules. He interacted with the Assistant Registrar and superintendents of various sections and advised them suitably when certain issues were put forth. The resource person visited IQAC office and interacted with the team involved in AQAR and SSR preparation and showed his experience about Audit Statement and student data useful for audit.



Sri. P. Siva Reddy, Asst. Registrar, Establishment and Smt. Veni Sujatha, Asst Registrar, Finance provided excellent support in coordinating the program which was conducted by following covid-19 Rules.



Group photo of University authorities, resource person and participants

వర్సిటీ ప్రగతిలో బోధనేతర సిబ్బంది కీలకం

యోగి వేమన విశ్వవిద్యాలయం, న్యూస్టుడే : విశ్వవిద్యాలయం ప్రగతిలో బోధనేతర సిబ్బంది కీలకం కమని యోగి వేమన విశ్వవిద్యాలయం కులసచివులు విజయరామవప్రసాద్ అన్నారు. అంతర్గత నాణ్యతా ప్రమాణాల హామీ కేంద్రం (ఐక్యూఎస్) ఆధ్వర్యంలో బోధనేతర సిబ్బందికి 'కార్యాలయ విధానాలు- ఆడిట్ నియమాలు' అనే అంశంపై ఒక రోజు అవగాహన కార్యక్రమం సోమవారం నిర్వహించారు. రిజిస్ట్రార్ మాట్లాడుతూ.. ఆడిట్ సంబంధిత విషయాలపై వర్సిటీలో మొదటిసారిగా బోధనేతర సిబ్బందికి ప్రత్యేక కార్యక్రమాలు నిర్వహించడం మంచి పరిణామమన్నారు. ఈ విధానాలతో విశ్వవిద్యాలయం ప్రగతి పథంలో నడుస్తుందన్నారు. హైదరాబాద్ కు చెందిన ఆడిట్ శిక్షకుడు జె.కృష్ణమరాజు అధ్యాపకులకు ఆడిట్ పై అవగాహన కల్పించారు. బోధనేతర సిబ్బంది అనుసరించాల్సిన విధివిధానాలను విశదీకరించారు. కార్యక్రమంలో ప్రిన్సిపల్ చంద్రమతి శంకర్, ఉప ప్రిన్సిపల్ రఘునాథరెడ్డి, కన్వీనర్ జయంత్ కశ్యప్, ఏక్యూఎస్ సంచాలకులు శంకర్, రామ చంద్రారెడ్డి, బోధనేతర సిబ్బంది పాల్గొన్నారు.



అవగాహన కల్పిస్తున్న ఆడిట్ శిక్షకులు జె.కృష్ణమరాజు

REGISTRAR
YOGI VEMANA UNIVERSITY
KADAPA-516 005.



National Webinar on "In and Out of University: Enter into Real Life"

Jointly organized by

IQAC and Alumni Cell, Yogi Vemana University, Kadapa

(Date: 7th July, 2021 & Time: 11:00 AM to 1:00 PM)



Prof. Arjula Ramachandra Reddy

Fellow, Indian Academy of Sciences
Emeritus Professor, University of Hyderabad
Hyderabad
Founder Vice Chancellor - Yogi Vemana
University, Kadapa

Chief Patron

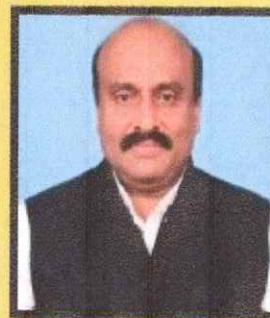


Prof. M. Surya Kalavathi
Hon'ble Vice-Chancellor
Yogi Vemana University

Patrons



Prof. D. V. R. Prasad
Registrar
Yogi Vemana University



Prof. K. Krishna Reddy
Principal, YVU College

Conveners

Prof. M.V. Shankar, Director IQAC, YVU
Dr. P. Ramachandra Reddy, Assistant
Director, IQAC, YVU

Honorary Members

Dr. S. Govardhana Naidu
Dr. Y. Subba Rayudu
Dr. G. Vijaya Bharathi
Dr. N.C. Gangi Reddy
Mr. B.P. Santhosh Kumar

Organising Secretary

Dr. T. Suresh Babu, President Alumni Cell,
YVU

Organizing committee:

N. Manasa, P. Chitti Babu, Dr. P. Suresh Yadav,
M. Sasi Kumar Naik, G. Rama Sudha, Dr. N.
Rajesh Dr. M. Pramod Kumar, Dr. B. Muralidhar
Reddy, Dr. B. Raghavendra Reddy, M.
Nagarjuna Reddy, D. Prasad Reddy, T.
Manohar, Dr. N. Siva Gangi Reddy, G. Siva
Sankar, Dr. G. Krishna Kumar

**E-certificates will be
issued to the participants**

Register by the following link: <https://forms.gle/QyfvnixJbVhzPeax9>

National Webinar on
“In and Out of University: Enter into Real Life”
Jointly Organized by
IQAC and Alumni Cell, Yogi Vemana University, Kadapa, A. P., INDIA
(7th July 2021)

Programme Sheet

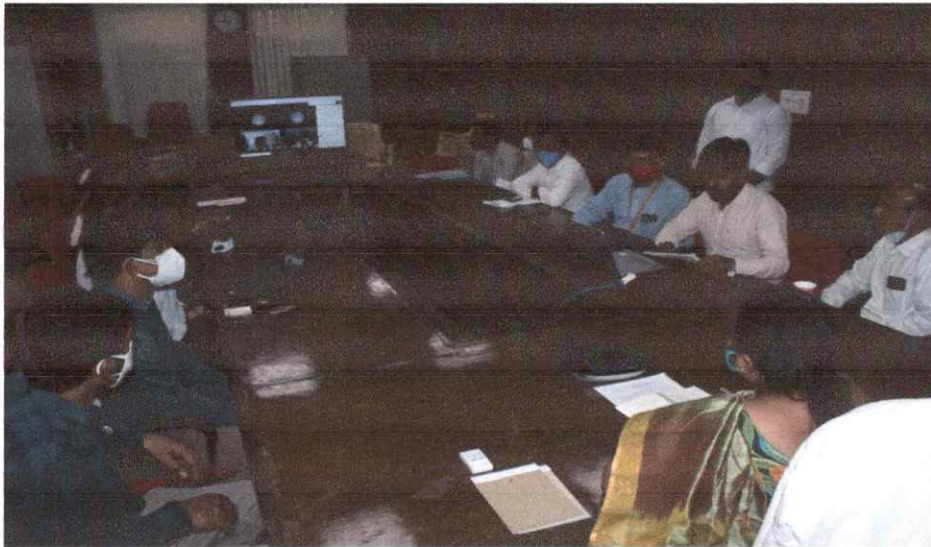
11.00 – 11.05 AM	Welcome address by Dr. P. Suresh Yadav, Joint Secretary, Alumni Cell, YVU, Kadapa.
11.05 – 11.10 AM	Invocation
11.10 – 11.20 AM	About the Webinar by P. Chitti Babu, General Secretary, Alumni Cell, YVU, Kadapa.
11.20 – 11.30 AM	Address by Chief Patron, Prof. M. Surya Kalavathi, Hon’ble Vice-Chancellor, YVU, Kadapa
11.30 – 11.40 AM	Speaker Citation by Dr. T. Suresh Babu, President, Alumni Cell, YVU, Kadapa.
11.40 – 12.45 PM	Talk on “In and Out of University: Enter into Real Life” by Prof. Arjula Ramachandra Reddy, Fellow, Indian Academy of Sciences Emeritus Professor, University of Hyderabad Hyderabad, Founder Vice Chancellor - Yogi Vemana University, Kadapa
12.45 – 1.00 PM	Concluding Remarks Mrs. N. Manasa, Vice-President, Alumni Cell, YVU, Kadapa.



**A Brief Report of National Webinar on
“In and out of University: Enter into Real Life”
Jointly Organized by IQAC and AlumniCell,
Yogi Vemana University on 07th July 2021 between 11:00 AM to 1.00 PM**

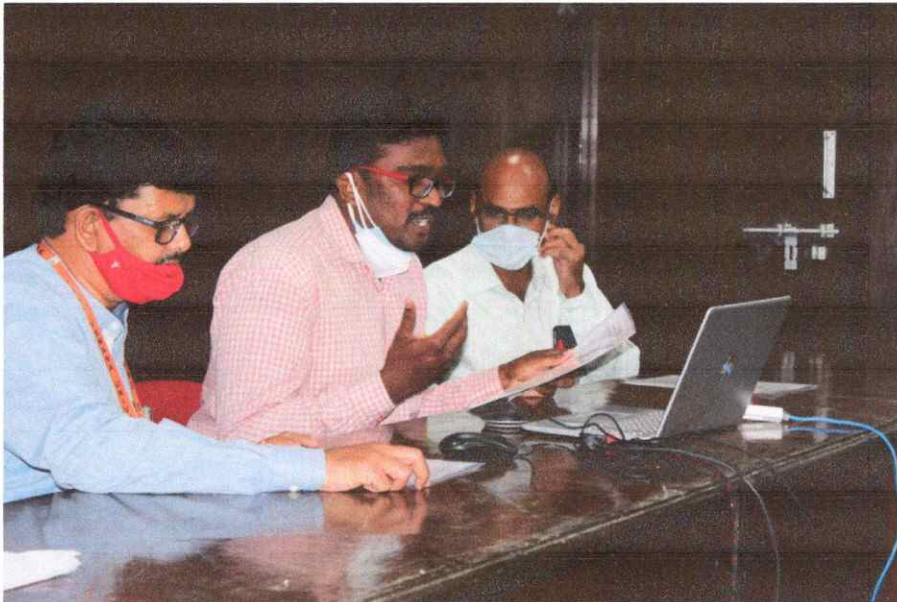
The IQAC and Alumni Cell of Yogi Vemana University Jointly organized a National Webinar on “**In and out of University: Enter into Real Life**” on 07th July 2021 between 11:00 AM to 1.00 PM.

The Joint secretary of YVU Alumni association, **Dr. P. Suresh Yadav** welcomed all the dignitaries of Yogi Vemana University and Alumni, **Prof. Arjula Ramachandra Reddy** (Resource Person), Fellow, Indian Academy of Sciences, emeritus Professor, University of Hyderabad, Hyderabad, Founder Vice Chancellor Yogi Vemana University, and online participants. Around **279 participants** comprising University faculty, Principal, Faculty from various Institutes/universities, Research scholars and Alumni students of YVU participated in the event.





The webinar started with opening remarks by **Mr. P Chittibabu**, General Secretary, YVU Alumni Yogi Vemana University, he said about the intension behind the webinar. He also expressed the opinion that this is the platform to reunite recollect and rejoice.



The Vice-chancellor of YVU **Prof. Munagala Surya Kalavathi** Garu addressed the alumni and asked the alumni to carry the good will of the university. She said that the alumni is the ambassador of the university. She expressed her support for the smooth running of the old students association of YVU. She was happy for that the alumni has started during her tenure.

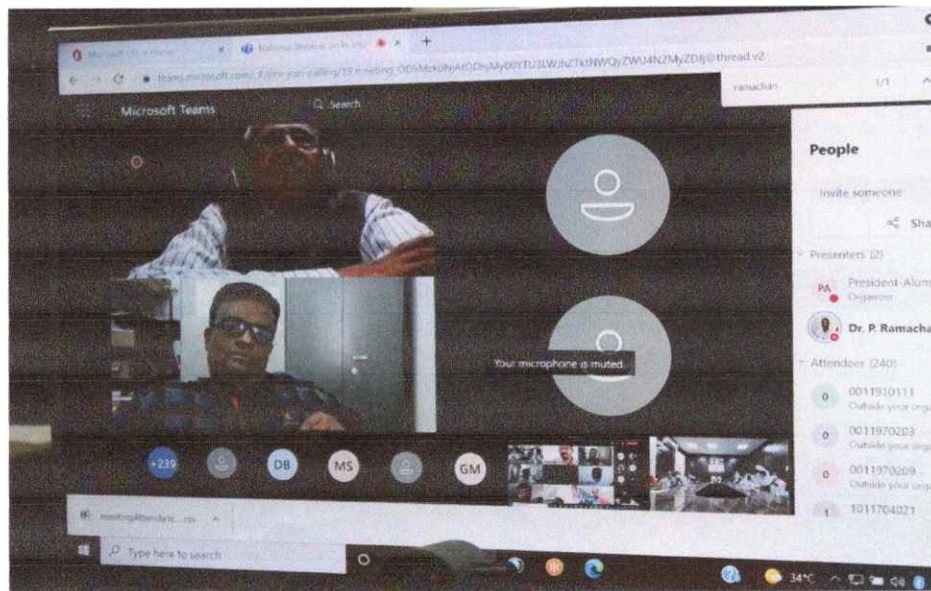


The President of YVU Alumni, **Dr.T. Suresh Babu** introduced the speaker, **Prof. ArjulaRamachandra Reddy**, Former Vice-chancellor of YVU, Fellow, Indian Academy of Sciences, emeritus Professor, University of Hyderabad, Hyderabad. The President of YVU Alumni Cell, **Dr.T. Suresh Babu** chaired the session of the aforementioned National Webinar.



Prof. A. R Reddy, Fellow, Indian Academy of Sciences, emeritus Professor, is kind enough to accept our invitation as Resource Person to enlighten the faculty & Alumni members of Yogi Vemana University and Research Scholars and YVU present registered alumni on the importance of Alumni Role in enhancing the reputation of the University. During his talk, he emphasized on the importance of National Educational Policy and its implementation without affecting the individuality of the universities and etc. **Prof. A. R Reddy** (Resource Person), discussed the aim and importance of the national webinar on “**In and out of University: Enter into Real Life**”. **Prof. A. R Reddy** enthused the YVU Alumni to earn recognition by helping the poor students by affording money for their education as you support and strengthen the Alumni with the financial support. He also expressed Alumni to be in touch with the university and to visit frequently the Alma mater etc. **Prof. A. R Reddy** Garu responded to the

queries raised by the participants. The Alumni and faculty members actively participated in the interactive session.





Finally, **Mrs. Manasa** Vice President of YVU Alumni Y. V. University proposed a vote of thanks. She expressed special thanks to **Prof. A. R Reddy**(Resource Person), Fellow, Indian Academy of Sciences, emeritus Professor, University of Hyderabad for his interesting and more informative presentation. She expressed sincere thanks to the University administration for their constant encouragement and support in conducting the Webinar and Alumni in making the WEBINAR a grand success.





National Webinar on “Intellectual Property Rights and its Role in Research and Innovation”

Jointly organized by

IQAC and Innovation Cell, Yogi Vemana University, Kadapa.

(Date: 3rd July, 2021 & Time: 02:30 PM to 04:30 PM)



Dr. R. S. Praveen Raj
Principal Scientist
IP Management and Technology Transfer
CSIR – NIIST
Ministry of Science and Technology
Kerala.

Convener

Prof. M.V. Shankar, Director, IQAC, YVU

Co-convener

Dr. P. Ramachandra Reddy, Assistant
Director, IQAC, YVU

Organising Secretary

Dr. N.C. Gangi Reddy, President, IC,
YVU.

Chief patron

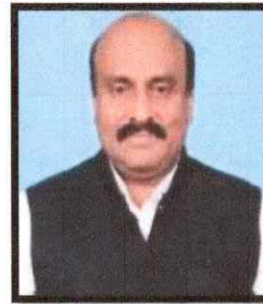
Patrons



Prof. M. Surya Kalavathi
Hon'ble Vice-Chancellor
Yogi Vemana University



Prof. D. V. R. Prasad
Registrar
Yogi Vemana University



Prof. K. Krishna Reddy
Principal, YVU College

Organizing committee:

Prof. Y. Nazeer Ahammed, Dr. D. Vijaya
Lakshmi, Dr. L.S. Sarma, Dr. M.
Subhosh Chandra Dr. L. Madhavi, Dr. K.
Raghu Babu, Dr. V. Anuprasanna, Dr.
R.V. Jayanth Kasyap, and Dr. T.
Sudarsana Reddy

**E-certificates will be
issued to the participants**

Register by the following link: https://docs.google.com/forms/d/e/1FAIpQLSdK8DLD5LcaMFB6OakwPUn4eagj0u4ZJF8g7h2R_RckHEvDXg/viewform

2h

**National Webinar on
“Intellectual Property Rights and its Role in Research and
Innovation”**

Jointly Organized by

IQAC and Innovation Cell, Yogi Vemana University, Kadapa, A. P., INDIA

Programme Sheet

02:30 ~ 02:35 PM	Welcome address by Dr. D. Vijaya Lakshmi, Vice-President, IC & Member, IQAC, YVU, Kadapa.
02:35 ~ 02:40 PM	Invocation
02:40 ~ 02:50 PM	About the Webinar by Prof. M. V. Shankar, Director, IQAC, YVU, Kadapa.
02:50 ~ 03:00 PM	Speaker Citation by Dr. P. Ramachandra Reddy, Assistant Director, IQAC, YVU, Kadapa.
03:00 ~ 4:20 PM	Talk on “Intellectual Property Rights and its Role in Research and Innovation” by Dr. R. S. Praveen Raj, Principal Scientist, IP Management and Technology Transfer, CSIR – NIIST, Kerala and the session is chaired by Dr. N. C. Gangi Reddy.
04:25 ~ 04:30 PM	Concluding Remarks Dr. L. Subramanyam Sarma, Member, IQAC, YVU, Kadapa.

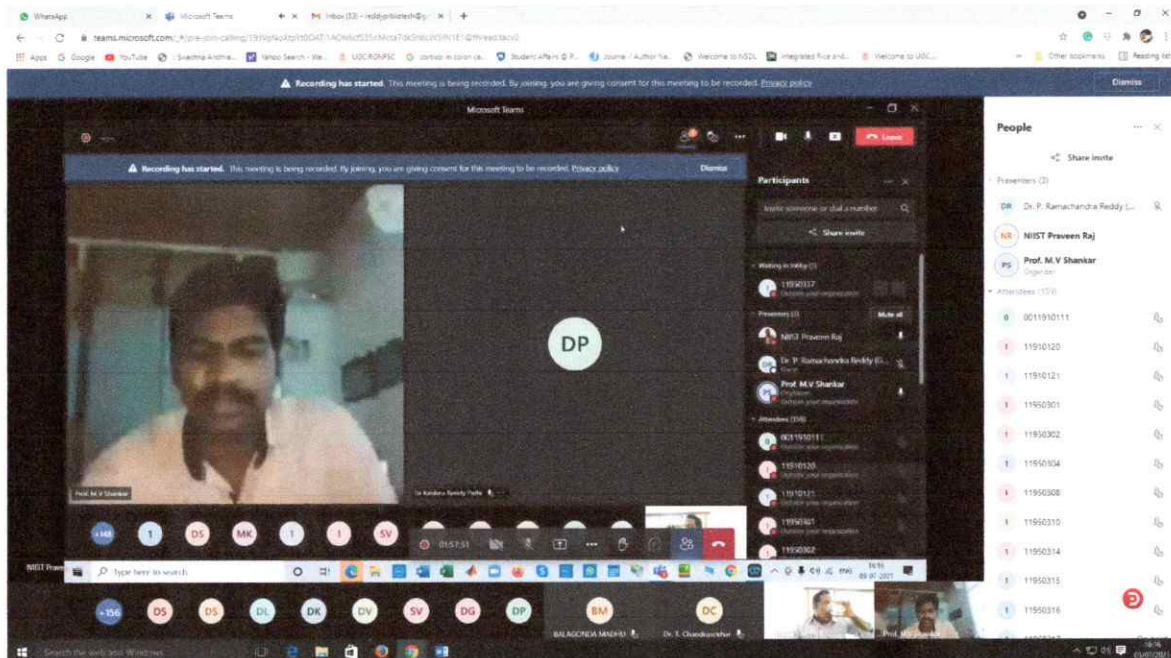


**A Brief Report of National Webinar on
“Intellectual Property Rights and its Role in Research and
Innovation” Jointly Organized by IQAC and Innovation Cell ,
Yogi Vemana University on 03rd July 2021 at 02:30 PM**

The IQAC and Innovation Cell of Yogi Vemana University Jointly organized a National Webinar on “**Intellectual Property Rights (IPRs) and its Role in Research and Innovation**” on 03rd July 2021 at 02:30 PM. The Vice-President of Innovation Cell, **Dr. D. Vijaya Lakshmi** welcomed all the dignitaries of Yogi Vemana University, **Dr. R. S. Praveen Raj** (Resource Person), Principal Scientist, CSIR – NIIST, Kerala and online participants. About 279 participants comprising University faculty, Principal, Faculty from various Institutes/universities, Research scholars and students. The event started with opening remarks by **Prof. M. V. Shankar**, Director, IQAC, Yogi Vemana University, and Kadapa.

Prof. Shankar extended warm welcome to the participants and resource person of the Webinar, **Dr. R. S. Praveen Raj** (Resource Person), Principal Scientist, CSIR – NIIST, Kerala. He discussed the aim and importance of the national webinar on IPRs and **their** role in research and innovation.

The Assistant Director of IQAC, **Dr. P. Ramachandra Reddy** introduced the speaker, **Dr. R. S. Praveen Raj**, Principal Scientist, CSIR–NIIST, Kerala.



The President of Innovation Cell, **Dr. N. C. Gangi Reddy** chaired the session of the aforementioned National Webinar. **Dr. R. S. Praveen Raj**, Principal Scientist, CSIR – NIIST, Kerala is kind enough to accept our invitation as Resource Person to enlighten the faculty members of Yogi Vemana University, Faculty members from other institutes/universities, Research Scholars and students on the importance of Intellectual Property Rights and its Role in Research

and Innovation. During his talk, he emphasized on Intellectual Property Rights and the key role of intangible assets like technology, design, patents, trademarks, trade names etc. **Dr. Praveen Raj** enthused the participants to earn recognition or financial benefit from what they invent and create. He also mentioned that the number of patents filed by an enterprise indicating its innovation intensity and output of innovation. He covered several issues like the functionalities and responsibilities of IPR Cell, how to file a patent in India *etc.* **Dr. Praveen Raj** responded the queries raised by the participants. The faculty members actively participated in the interactive session.

The screenshot shows a Microsoft Teams meeting interface. The main content is a presentation slide titled "INTELLECTUAL PROPERTY RIGHTS". The slide features a hierarchical diagram with the following components:

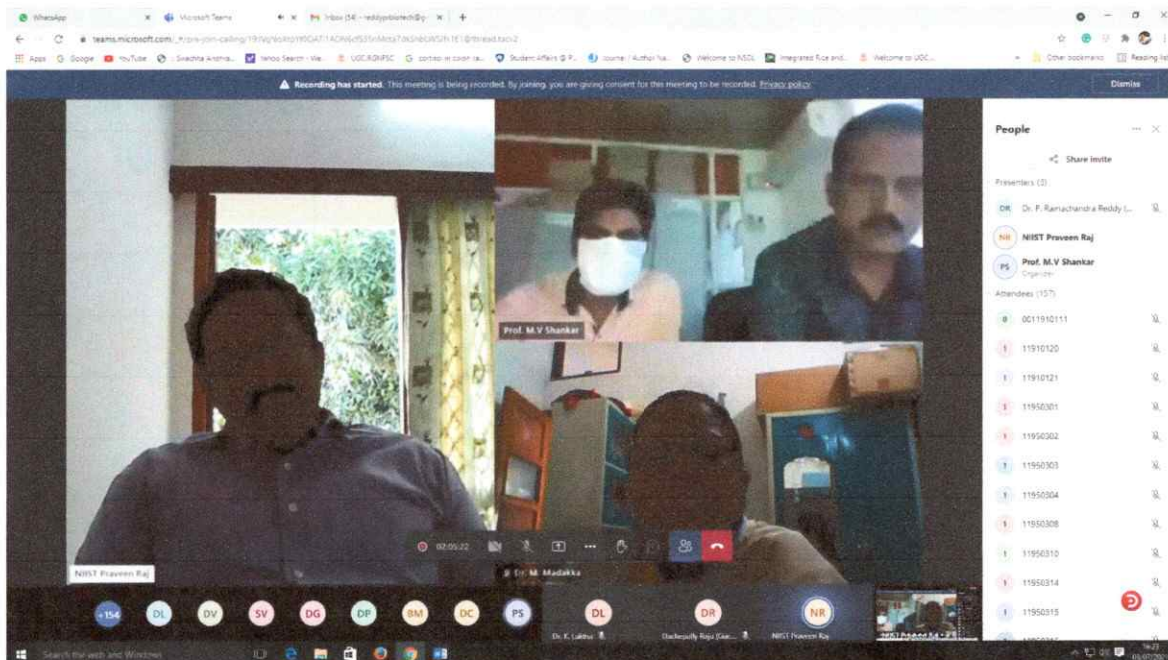
- INTELLECTUAL PROPERTY RIGHTS (top level)
- COPYRIGHT AND RELATED RIGHTS (middle level)
- INDUSTRIAL PROPERTY RIGHTS (middle level)
- PATENT (bottom level, under Industrial Property Rights)
- RIGHTS ON DESIGNS (bottom level, under Industrial Property Rights)
- TRADEMARK (bottom level, under Industrial Property Rights)
- PLANT BREEDER'S RIGHTS (bottom level, under Industrial Property Rights)

The Teams interface includes a "Recording has started" notification, a "People" list on the right with participants like Dr. P. Ramachandra Reddy and NIST Praveen Raj, and a bottom toolbar with various meeting controls.

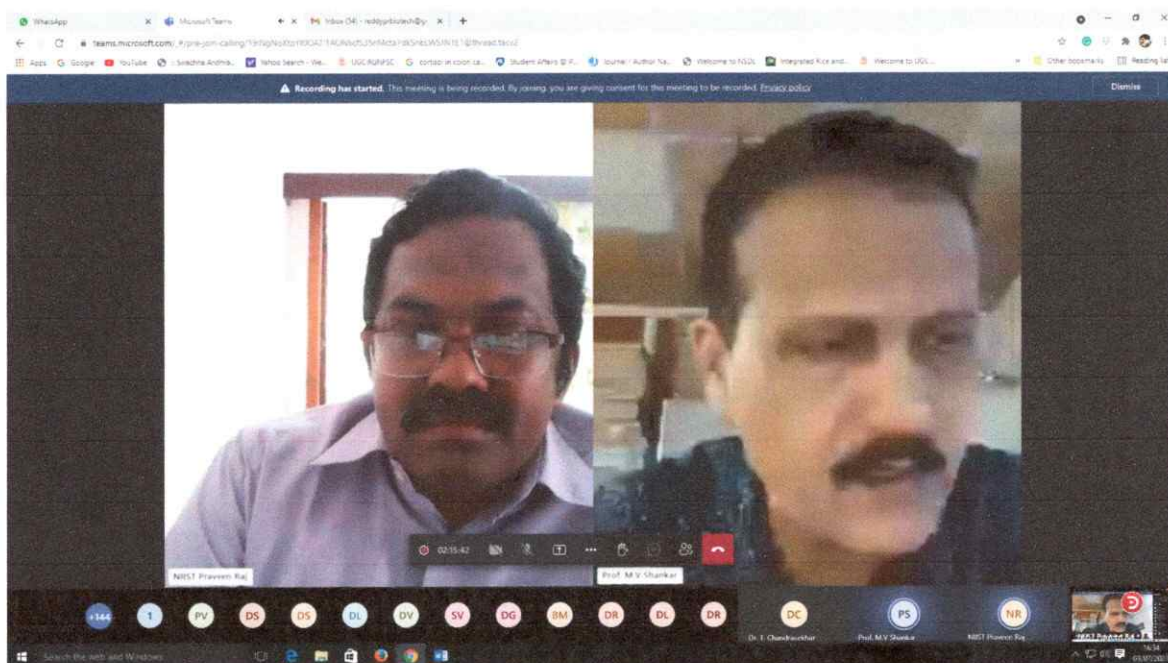
This screenshot shows the same Microsoft Teams meeting from a different perspective, displaying a grid of video feeds for several participants. The participants visible include:

- NIST Praveen Raj
- Prof. M.V. Shankar
- Dr. T. Chandrasekhara
- Dr. K. Jithu
- Dr. P. Chandrasekhara
- NIST Praveen Raj

The interface also shows the "Recording has started" notification, the "People" list on the right, and the bottom toolbar with meeting controls.



Finally, **Dr. L.S. Sarma**, Member, IQAC of Y. V. University proposed a vote of thanks. He expressed special thanks to **Dr. R. S. Praveen Raj** (Resource Person), Principal Scientist, CSIR – NIIST, Kerala for his interesting and more informative presentation. He expressed sincere thanks to the University administration for their constant encouragement and support in conducting the Webinar and participants in making the WEBINAR a grand success.



LR
 Convener

N. Chappu Reddy
 Organising Secretary

DR
 REGISTRAR
 YOGI VEMANA UNIVERSITY
 KADAPA-516 005.

**Webinar on Youth in Agriculture- Opportunities, possibilities and challenges
in the post-COVID-19 scenario"**



యోగి వేమన విశ్వవిద్యాలయం కడప
ఆంధ్రప్రదేశ్

**Yogi Vemana University, Kadapa,
Andhra Pradesh**

**National Webinar
on**

**"Youth in Agriculture: Opportunities Possibilities and Challenges in the
Post COVID 19 Scenarios"**



Chief Patron

Prof. M. Surya Kalavathi
Hon'ble VC, YVU



WELCOME ADDRESS

Prof. G. Samba Siva Reddy
Principal, YVU College



INTRODUCTORY REMARKS

Prof. D. Vijaya Raghava Prasad
Registrar, YVU



KEYNOTE SPEAKER

Dr. K GIREESAN
Associate Professor
Dept of Public Administration
Rajiv Gandhi National Institute of
Youth Development, Tamilnadu

**On 30th March 2021
From 11 AM to 1.00 PM**

INTRODUCTION TO THE WEBINAR

BY

**Dr. D. Ravindra Satish Babu,
Convenor**

ORGANIZED BY

**Department of Political Science & Administration
Yogi Vemana University, Kadapa
Andhra Pradesh-516005**



యోగి వేమన విశ్వవిద్యాలయం కడప
YOGI VEMANA UNIVERSITY

Department of Political Science & Administration
Yogi Vemana University, Kadapa
Andhra Pradesh-516005

**Invites you to a
National Webinar**

On

**“Youth in Agriculture: Opportunities Possibilities and
Challenges in the Post COVID 19 Scenarios”**

Date: 30th March 2021
Time: 11.00 AM to 1.00 PM

Programme Schedule

11.00 AM - 11.05 AM	Invocatory Song
11.05 AM - 11.15 AM	Introduction to the Webinar: Dr. R. Satish Babu, Convenor & Coordinator, PS&PA
11.15 AM - 11.20 AM	Welcome Address: Prof. G. Samba Siva Reddy Principal, YVU
11.20 AM - 11.25 AM	Introductory Remarks by Prof. D. Vijaya Raghava Prasad, Registrar, YVU
11.25 AM - 11.35 AM	Presidential address, Hon'ble Vice Chancellor Prof. M. Surya Kalavathi, VC, YVU
11.35 AM - 11.40 AM	Introducing the invited Speaker by Dr. S. Govardhana Naidu Co-convenor, Associate Professor, PS&PA
11.40 AM - 12.40 PM	Keynote Lecture on Youth in Agriculture: Opportunities Possibilities and Challenges in the Post COVID 19 Scenarios Dr. K GIREESAN Associate Professor Dept of Public Administration Rajiv Gandhi National Institute of Youth Development, Tamilnadu
12.45 PM - 12.50 PM	Discussion
12.50 PM - 12.59 PM	Vote of Thanks: Dr. G. Parvathi, Assistant Professor, PS&PA

Convener : Dr. D. Ravindra Satish Babu, Coordinator
Co-Convener : Dr. S. Govardhana Naidu

Organizing team : Dr. G. Parvathi
Dr. P. Prameela Margaret, Treasurer
Dr. A.T. Vinay Kumar

Significance of Attracting, Motivating and Sustaining Youth in Agriculture in the Post-COVID-19 Scenario

Despite the surge in urbanisation and modernisation during the past few decades in India, the country predominantly remains rural. According to Census 2011, majority of the rural households (58 %) in the country still depend on agriculture, animal husbandry, fisheries, poultry, and other allied sectors. And, these sectors continue to contribute as the principal means of livelihood for the majority of households. In terms of Gross Domestic Product (GDP), Agriculture and allied sectors contribute to the Indian economy by about 16 %, which is a significant aspect. This figure is quite valuable not just in terms of number of people engaged in these sectors as a primary source of livelihood, but in view of the potentials, scope and varied options for livelihood provided by these sectors, and also considering their contribution towards 'Food Security and Nutrition Security' of the citizens.

Despite several issues leading to a reduction in the number of families and persons considering agriculture as a primary source of livelihood, this sector continues to be important for addressing the livelihood issues in a developing country like India. This is because of the fact that a significant segment of the population continues to be living below poverty line tackling the basic issues of food security and mal-nutrition, coupled with poor status in several socio-economic parameters, including Human Development Index (HDI).

Along with the urbanisation and modernisation in India, the agrarian base in the country was declining, which was a natural phenomenon. However, the slide down was much more than anticipated over the last one decade. As of now, the decline of agrarian base has not significantly made any impact in the field of productivity and the country has acquired reasonable self-sufficiency in food grains, except import of certain edible products.

During the field visits and interactions with the farmers, it was noted that not many youth get attracted towards agriculture. This aspect becomes more significant as the Government of India has set a target of doubling farmers' income by the year 2022.

Considering the 'near stagnation' in the percentage of farmers engaged in the sector on a steady scale, this target seems to be quite unrealistic and unachievable unless the Union Government and State Governments come up with certain focused strategy in this direction. It is in this context that an attempt has been made to discuss and analyse on a broad topic 'Youth in agriculture'.

In a country like India with a huge magnitude of population (about 135 crores plus as in May 2020), the agriculture sector has a very high significance to ensure food security. Considering the demographic status of the population, this sector ought to receive a higher order of priority towards realising as well as sustaining food security as well as nutrition security. Despite the fact that a large segment of youth were not attracted towards agriculture, most of the young respondents shared that agriculture is an important sector for the individual, family, community, state and nation. Quite surprisingly, most of them expressed that reviving

agriculture shall be the most important agenda for all Governments in India, both at the Central and States.

Drawing inferences from the field visits and detailed interactions with the farmers and youth, I wish to put forward the following questions.

- * Can we expect that the present youth will carry forward the agenda for agricultural development in India?
- * Is there anything in India to 'Attract' its youth towards Agriculture ?
- * Is there any strategy to 'Motivate' the young farmers?
- * How do we ensure 'Sustainability' to the efforts by the young farmers if they take up the agenda towards agricultural development?

An attempt has been made here to outline the opportunities and challenges of farmers based on the primary and secondary data. The presentation will also explore and analyse the way forward to enhance the scope and prospects in the field in a futuristic note. And, an attempt will be made to examine the policies/ programmes/ schemes towards boosting agricultural development in India. Significance of recasting of Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) in the post-COVID-19 scenario also will be presented. This was specially made to boost the agriculture sector as well as to address the issues of the target population by taking up unique activities under MGNREGS. In addition, certain key aspects of women in agriculture also will be taken up for a rapid assessment to understand how much the gender inequality impacts the sector. Towards the end, a brief on the measures for rejuvenation of economy through boosting agriculture sector with special reference to COVID-19 pandemic also will be put made.


REGISTRAR
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KADAPA-516 005.



Yogi Vemana University

Kadapa-516005, Andhra Pradesh, India
(Accredited by NAAC with "B" Grade with CGPA 2.54)

Department of Applied Mathematics One-Day National Webinar

ON

MATHEMATICAL APPROACHES IN SCIENCE AND ENGINEERING (MASE-2021)

Date: 1st March, 2021 Time: 02:00 PM to 04:00 PM

Chief Patron



Dr. M. Surya Kalavathi
Deputy Vice-Chancellor
Y.V.U., Kadapa

Patrons



Prof. D. Vijaya Raghava Prasad
Registrar
Y.V.U., Kadapa



Prof. G. Samba Siva Reddy
Principal
Y.V.U., Kadapa

Resource Persons



Prof. Venkata Sundaranand Putcha
Registrar (FAC)
Professor in Department of Mathematics
RAYALASEEMA UNIVERSITY
Kurnool, A.P.



Prof. Shibesh Kumar Jas Pacif
Assistant Professor (Senior)
Department of Mathematics
School of Advanced Sciences (SAS)
Vellore Institute of Technology, Vellore, TN

Convener (MASE-2021)



Dr. S. Suneetha
Assistant Professor (Senior)
Dept of Applied Mathematics
Y.V.U., Kadapa.

Organizing Committee

Prof. T. Vasanti, HOD

Dr. G. Kathyayini, Asso. Professor
M. Sreedhar Babu, Asst. Professor

Dr. L. Madhavi, Asst. Professor
Dr. B. Sreenivasa Reddy, Asst. Professor



Click on Webex icon to join the meeting



Meeting ID: 84 473 6489
Password: qwerty@1234

E- Certificates will be provided to all the registered participants.



Dept. of Psychology
Yogi Vemana University, Kadapa
And
National Commission for Women, New Delhi
Sponsored

Oneday National webinar on
MENTAL HEALTH AND QUALITY OF LIFE OF MARRIED WORKING WOMEN
18th December, 2020
(Friday) at 2:00 pm to 6:00 pm

Inaugural session		
2.00 p.m	Welcome Speech	Dr. S.Suneetha
Invocation song		
2.05 p.m	Concept of the Webinar	Dr. K. Lalitha, Convener & Moderator
2.10 p.m	Opening address	Prof. M. Surya Kalavathi, Hon. Vice Chancellor, Y.V.U., Kadapa
2.20 p.m	Message by	Prof. G.Sambasiva Reddy Principal, Y.V.U.College, Kadapa
2.45 p.m	Special Message & Key note address	Prof. Duvvuru Jamuna, Hon. Vice Chancellor, SPMVV, Tirupati
2.45 p.m	Lecture-I	Dr. Indla Ramasubba Reddy, VIMHANS Vijayawda, A.P.
3.30 p.m	Lecture-II	Prof. B. Revathy, Manonmaniam Sundaranar University, Tirunelveli, T.N.
3.45 p.m	Lecture-III	Prof. Ahalya Raguram, NIMHANS, Bangalore, Karnataka
4.30 p.m.	Lecture-IV	Ms. Tirumala Nandini, Canada
Valedictory Session		
5.30 p.m	Valedictory message	Prof. D.Vijaya Raghava Prasad, Registrar, Y.V. University, Kadapa
5.45 p.m	Vote of Thanks	Dr. V. Lazar
National Anthem		



Department of Psychology
**YOGI VEMANA UNIVERSITY,
KADAPA**

Organises



**NATIONAL COMMISSION
FOR WOMEN, NEW DELHI**

Sponsored

One - day National Webinar on

**MENTAL HEALTH AND QUALITY OF LIFE
OF MARRIED WORKING WOMEN
(NCWNW-2020)**

18th December, 2020 | Friday at 2:00 pm to 6:00 pm

Chief Patron



Prof. M. Surya Kalavathi
Hon'ble Vice - Chancellor,
Y.V.U., Kadapa

Patrons



**Prof. D. Vijaya
Raghava Prasad**
Registrar, Y.V.U., Kadapa



**Prof. G. Samba Siva
Reddy**
Principal,
Y.V.U.C., Kadapa

Guest of Honour



Prof. Duvvuru Jamuna,
Hon'ble Vice - Chancellor
S.P.M.V.V., Tirupati-02

**Webinar Convener
& Moderator**



Dr.K. Lalitha
Asst. Professor
Dept. of Psychology
Y.V.U., Kadapa

Resource Persons



Dr. Indla Ramasubbareddy
Consultant Psychiatrist & Director
Vijayawada Institute of Mental
Health and Neurosciences
(VIMHANS), Vijayawada, A.P.



Prof. Ahalya Raguram
Senior Consultant Clinical
Psychologist & Former Professor
and Head, NIMHANS,
Bangalore.



Prof. B. Revathy
Director, Centre for Women
Empowerment and Women's
Studies, Manonmaniam Sundaranar
University, Tirunelveli-627-012,
Tamilnadu



Ms. Nandini Tirumala,
Lead Mental Health Consultant,
Community-Based Mental
Health Programs, Windsor
Ontario, Canada

Registration Link

<https://forms.gle/wNSdskkWXsUUX7kX6>

Link for joining the WhatsApp
group for further communication
and Participation link

[https://chat.whatsapp.com/
EeupSxtbjYV3iYDriaIrbN](https://chat.whatsapp.com/EeupSxtbjYV3iYDriaIrbN)

Organizing Committee



Dr. V. Lazar
Co-Convener, Co-ordinator,
Dept. of Psychology
Staff & students



Dr. P. Saritha
Asst. Professor, Dept. of
Business Management



Dr. S. Suneetha
Dept. of Applied
Mathematics

Webinar Rapporteurs

CLICK HERE TO REGISTER

Please feel free to contact for any queries:

Dr. K. Lalitha - 8309276615 | Dr. V. Lazar - 9290075744

Detailed session wise summary

2.00 p.m.

Inaugural session

The webinar was started with the Opening message by Prof.M. Surya Kalavathi, on. Vice-Chancellor, Yogi Vemna University, Kadapa. She focused on changes in our society like globalization, modernization, industrialization, and many others, the role of women in our society has also changed because of better education, mindset and morals. The ever-increasing duties that a woman has today are not only concerned with usual tasks of a housewife but further of a working woman too another thing which has been the same all these years is the fixed attitude of the society which demands that a woman has to take care of the family needs in all situations despite the fact that she also has a professional work life. Prof. S. Raghunatha Reddy, Vice- Principal emphasized women's' role as mother and . Women are expanding their life to include work while maintaining their traditional role. They work in the office 6 to 8 hours, but their work does not end there, after coming home she takes care of children, husband, parents and in-laws. Her responsibilities make a very demanding schedule. Academic wellbeing of women helps to enhance and acquiring independent sources of income, self-esteem, thereby increasing overall level of community wellbeing.

2.30 p.m

Research trends on Mental Health Issues of Women in India- Prof. D. Jamuna

The aim of course is to achieve such a state of wellbeing with vital in health promotion on a holistic approach. As per the global reports mental health issues contribute to 14% of the global burden of disease and it is steadily increasing year by year. Yet still the studies say that we tend to underestimate and the database stemming from the stigma associated with mental illness, dearth facilities, and resources also poor survival. As rightly recognized that the determinants of mental health are social and economic rather than purely medical. Conditions like unequal distribution of recourses, nutrition, education, healthcare and so on between gender groups and social classes would trigger mental health issues.

3.00 p.m

Mental health and quality of life in married working women- Prof. Ahalya Raguram,

She emphasized on challenges related to working women such as individual career ambition, competition, inability to prioritize, inefficient time management, lack of proper facilities, increased pressure on being productive, sexual harassment at workplace, attitudes of the society about her interest in profession compared to family and no such expectations centered around men. While balancing these demands women has less time for herself leading to negative effect of subjective wellbeing. He has also **presented how a married woman should improve her skills in managing workplace and family with joyful way.**

3.45 p.m

Promoting Gender Equality and Women's Empowerment- Prof. B. Revathy,

Gender equality is a human fight not female fight. India's progress towards gender equality on Gender Development Index has been disappointing despite rapid rates of economic growth. Prominent gender inequality issues in India includes dowry system and violence related to it, physical and sexual abuse, preference for sons, illiteracy, unequal wages, only 11% women MPs against 89% of male MPs, killing female in the womb itself etc. Social taboos superstitions, lack of freedom, discouragement from family and environment, lack of safety, poverty, lack of education, gender inequality, exploitation, illness, malnutrition, etc., Inclusive measure are to be taken to overcome the above. Men should appreciate and support women in all the areas.

4.45 p.m | **Being Women: Work-Life Balance among Married working women-Dr. India Ramasubba Reddy,**

Although women contribute tremendous amount of contribute to the economy of the nation much of it is not accounted for in statics as much of their work is in informal or unorganized sector like domestic help or other unskilled labor etc. There is a significant amount of discrimination faced by many women in the form of gender inequality, or family responsibilities, paying less wage etc. The glass Ceiling effect is a classic example of discrimination. Work life balancing includes prioritizing work, learn how to say, organizing your things, remember no one is perfect, practice good time management, reward yourself rather than waiting for others, maintain self-care, maintain good relationships.

5.45 p.m. | **Mental Health of Immigrant Working women-Ms. Tirumala Nandini,**

She emphasized on mental health of immigrant women in India. The economic need of the situation makes the women to start working immediately or look for work, which is not the same what they are used to do. For which one has to learn new skills, new language, and new weather etc. and find it very challenging along with usual roles. No extended family, not enough money, new culture, multiple life demands etc lead to various mental health issues. Also there is a very less help seeking behavior in women. Support in terms of lot of employment support, how to access jobs, learn new skills, and support other mental health issues. Also they need a counselor who can speak their mother tongue. Help them develop new coping strategies cause the coping they have from India such as calling a friend, go to a movie, or temple, but in a new culture one needs a person to do all this.

6.00 p.m | **Valedictory Session**

Prof. D. Vijaya Raghava Prasad, Chief guest for Valedictory emphasized there is a very less help seeking behavior in women. Support in terms of lot of employment support, how to access jobs, learn new skills, and support other mental health issues. Dr. V. Lazar Co-convenor and coordinator of the department thanked National commission for Women, New Delhi.

JAI HIND

National webinar on
"Mental Health and Quality of Life of Married working Women"
18th December, 2020- Webinar Pictures





వెబినార్లో మాట్లాడుతున్న వీసీ సూర్యకళావతి

భూగర్భ జలాల పెరుగుదలపై శాస్త్రీయ అధ్యయనం అవసరం

జిమ్ ఎడ్యుకేషన్, టెంబెల్ 18 (ఫ్రంట్ స్టాఫ్) | అధ్యయనం చేసిన వారి అవసరం. భూమిగర్భ ప్రజలను సైతం పెంచుతూ వాటిని వికలం చేయకూడదు.

వీసీ సూర్యకళావతి ఆయా వైవీయోలో ఈ విషయం గురించి వివరాలను తెలియజేసింది. వీసీ సూర్యకళావతి ఆయా వైవీయోలో ఈ విషయం గురించి వివరాలను తెలియజేసింది. వీసీ సూర్యకళావతి ఆయా వైవీయోలో ఈ విషయం గురించి వివరాలను తెలియజేసింది.

మహిళలు బహుముఖ ప్రజావంతులు

యోవేలి, న్యూస్ టుడే : ఉద్యోగ బాధ్యతలు, కుటుంబం రెండు కళ్ళగా బావింది సంరక్షించుకుంటూ మహిళలు బహుముఖ ప్రజ్ఞ చూపుతూ రాణిస్తున్నారని యోగి వేమన విశ్వ విద్యాలయం ఉపకులపతి ఆచార్య మునగాల సూర్యకళావతి అన్నారు. శుక్రవారం యోవేలి సైకాలజీ శాఖ, జాతీయ మహిళా కమిషన్ ఆధిక సహాయంతో 'మెంటల్ హెల్త్ అండ్ కాలిటీ ఆఫ్ లైఫ్ మ్యూరిటీ వర్కింగ్ ఉమెన్' అనే అంశంపై నిర్వహించిన జాతీయ సదస్సుకు ముఖ్య ఆతిథిగా హాజరైన ఆచార్య సూర్యకళావతి మాట్లాడుతూ, 'నేను మహిళలు ప్రవేశించని రంగమంటూ లేదని, ప్రతి రంగంలోనూ మహి



సదస్సులో మాట్లాడుతున్న వీసీ ఆచార్య సూర్యకళావతి

ళలు ఉన్నత స్థానంలో రాణిస్తున్నారని ఉద్ఘాటించారు. కుటుంబీకులు ఆచార్య డి.విజయరామ్ వస్త్రసాధ్, ఉప ప్రధానాచార్యలు ఎస్.రఘునాథ్ రెడ్డి, తిరుపతి పద్మావతి విశ్వవిద్యాలయం ఆచార్యులు దువ్వూరు జయమన మాట్లాడారు.

బహుముఖ ప్రజ్ఞ మహిళామణుల సొంతం

- జాతీయ వెబినార్లో వీసీ సూర్యకళావతి వైవీయో: ఉద్యోగ బాధ్యతలు, కుటుంబం రెండు కళ్ళగా బావింది సంరక్షించుకుంటూ మహిళలు బహుముఖ ప్రజ్ఞ చూపుతూ రాణిస్తున్నారని వైవీయో వీసీ ఆచార్య మునగాల సూర్యకళావతి అన్నారు. జాతీయ మహిళా కమిషన్ డిప్టీ సహ కారంతో వైవీయో సైకాలజీ విభాగం ఆధ్వర్యంలో 'మెంటల్ హెల్త్ అండ్ కాలిటీ ఆఫ్ లైఫ్ ఆఫ్ మ్యూరిటీ వర్కింగ్ ఉమెన్' అన్న అంశంపై జాతీయ వెబినార్ శుక్రవారం వైవీయోలో నిర్వహించారు. ఈ సందర్భంగా వీసీ మాట్లాడుతూ మహిళలు ప్రవేశించని రంగమంటూ లేదని, అన్ని రంగాల్లో ఉన్నతస్థానం లో రాణిస్తున్నారని ఉద్ఘాటించారు. రిజిస్ట్రార్ ఆచార్య డి. విజయరామ్ వస్త్రసాధ్, గౌరవ అతిథి తిరుపతి పద్మావతి విశ్వ



సదస్సులో మాట్లాడుతున్న వీసీ సూర్యకళావతి

విద్యాలయం వీసీ ఆచార్య జయమన మహిళల జీవనశైలి గురించి వివరించారు. వైస్ ఛీఫ్ సుధామణి రఘునాథరెడ్డి, సదస్సు కన్వీనర్ లలిత, రీసోర్స్ పర్సన్ గా వ్యవహరించారు.

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YOGI VEMANA UNIVERSITY
KADAPA-516 005.

Convener



YOGI VEMANA UNIVERSITY

NAAC Accreditation 'B' Grade with CGPA 2.54
Kadapa-516005, Y.S.R.Dt., A.P, India

Department of Political Science & Public Administration

National Webinar on

NATIONAL EDUCATION POLICY 2020 - MAKING IT HAPPEN

27th November 2020 10-30 A.M

Chief Patron



Prof. M. Surya Kalavathi
Hon'ble Vice Chancellor-Y.V.U.

Patrons



Prof. D. Vijaya Raghava Prasad
Registrar - Y.V.U.



Prof. G. Sambasiva Reddy
Principal - Y.V.U.



Prof. S. Raghunatha Reddy
Vice Principal-Y.V.U.

Resource Persons



Prof. E. Venkatesu
Department of Political Science
University of Hyderabad



Prof. Amir Ullah Khan
Centre for Management Development
MCRHRDI - Telangana



Prof. B. Venkata Chalapati (Rtd.)
Department of Political Science
S. V. University, Tirupathi

Organising Committee



Convener
Dr. G. Parvathi
Asst. Professor & Co-ordinator

Dr. P. Prameela Margaret
Dr. D.R. Satish Babu
Dr. A.T. Vinay Kumar
Research Scholars & Students



Co-Convener
Dr. S. Govardana Naidu
Associate Professor

Free Registration link: <https://forms.gle/sNiTtRDhk8UVS48WA>
e-Certificates will be provided



NATIONAL EDUCATION POLICY 2020- MAKING IT HAPPEN

Dept of Political Science & Public Administration

NATIONAL WEBINAR

Date: 27th November 2020

27 th November 2020	
SESSION 1	
OPENING CEREMONY	
10:30 – 10:35 am	Welcome Address by Dr. G.Parvathi
10:35 – 11:00 am	Opening Remarks by Prof. M. Surya Kalavathi Vice Chancellor, Yogi Vemana University, Kadapa, A.P., India Prof.G. Sambasiva Reddy Principal, Yogi Vemana University, Kadapa, A.P., India Prof. S.Raghunath Reddy Vice Principal, Yogi Vemana University, Kadapa, A.P., India Prof.P.Padma Dean, Faculty of Arts, Yogi Vemana University, Kadapa, A.P., India
WEBINAR SESSION 1	
11:00– 12.30 pm	KEYNOTE SPEECH – 1 Prof. E.Venkatesu, Dept of Political Science, HCU, Hyderabad Topic: National Education Policy- 2020
12:35– 2.00 pm	KEYNOTE SPEECH – 2 Prof. Amir Ullah Khan, Center for Management Development, MCRHRDI, Hyderabad Topic: NEP- Making it Happen
2 .00-2.30 pm	Closing Remarks by Dr.G.Parvathi Vote of Thanks by Dr.A.T.Vinay Kumar



**NATIONAL EDUCATION POLICY 2020- MAKING
IT HAPPEN**

Dept of Political Science & Public Administration

Date: 27th November 2020

Chief Patron: Prof. Munagala Suryakalavathi, Hon'ble Vice Chacellor

Patrons: Prof.D. Vijaya Raghava Prasad, Registrar

Prof.G. SambaSiva Reddy,Principal

Prof Raghunath Reddy, Vice Principal

Convener: Dr.G.Parvathi, Assistant Professor & Coordinator

Co- Convener: Dr. S. Govardhana Naidu, Associate Professor

Organizing Committee: Dr.P.Prameela Margaret, Assistant Professor

Dr.D.R.Satish Babu, Assistant Professor

Dr.A.T.Vinay Kumar, Academic Consultant

Research Scholars & Students

Resource Persons: Prof. E.Venkatesu, Dept of Political Science, HCU, Hyderabad

Prof. Amir Ullah Khan, Center for Management Development, MCRHRDI, Hyderabad

About 200 registered for the webinar and about 120 attended the webinar.

VC Madam's Remarks on the Occasion:

Education is fundamental for achieving full human potential, developing an equitable and just society, and promoting national development. Providing universal access to quality education is the key to India's continued ascent, and leadership on the global stage. . India will have the highest population of young people in the world over the next decade and our ability to provide high-quality educational opportunities to them will determine the future of our country. Goal 4 (SDG4) of 2030 Agenda for Sustainable Development, adopted by India in 2015 - seeks to

“ensure inclusive and equitable quality education and promote lifelong learning opportunities for all” requires entire education system to be reconfigured.

We are in the age of IT enabled knowledge society. The world is engulfed with problems of climate change, increasing pollution, and depleting natural resource, outbreak of pandemics, increased Natural & Manmade calamities which decides how we meet our energy, water, food, and sanitation needs, which again results in the need for new skills, new education. Keeping in line with changed needs of the society, National Education Policy 2020 was made.

This National Education Policy 2020 is the first education policy of the 21st century and third after independence. This Policy proposes the revision and revamping of all aspects of the education structure, including its regulation and governance, to create a new system that is aligned with the aspirational goals of 21st century education, including SDG4, while building upon India’s traditions and value systems. NEP 2020 tries to address the unfinished agenda of Quality and Equity of the Education Policy 1986, modified in 1992. The new education policy aims to provide to all students, irrespective of their place of residence, a quality education system, with particular focus on historically marginalized, disadvantaged, and underrepresented groups.

Prof.G. SambaSiva Reddy, Principal, Prof Raghunath Reddy, Vice Principal , Prof.P.Padma , Dean of Arts gave their message on the Occasion. Dr.Mula Mallikarjuna Reddy,Associate Professor was also present.

Prof. E.Venkatesu, Dept of Political Science, HCU, Hyderabad, gave a detailed speech on the Context NEP, Different perspectives of Education, Principles of NEP, Higher Education- Issues and Challenges, way forward and the Issues of NEP.

Prof. Amir Ullah Khan, Center for Management Development, MCRHRDI, Hyderabad gave an insight into the critical Issues of NEP and stressed on what best can be done for the best implementation.



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M.A. Political Leadership & Governance

Draft Outline of the Programme

Semester	Course Title (Suggested)	No. of Credits*
I	Indian Constitution (includes working of Indian democracy)	
	Theories of Political Leadership & Indian Administration (includes an overview of key Development and welfare Departments of Union and State Governments)	
	Understanding Society, Economy and Polity (with thrust on Political & Economic Ideologies and Regionalism)	
	Political Communication (with thrust on oratory / debating skills)	
	Research Methods for Political Leadership (with thrust on Participatory Methods & Basic computer skills (MSOFFICE, SPSS))	
	Field Study - Mini Project Work 1 (includes study of Rural/ Urban/ Tribal/ Coastal areas)	
	No. of Credits – I Semester	
II	Legislative Procedures & Practices	
	Election and Campaign Management (incl. Manifesto preparation)	
	Local Governments in India	
	Leadership for Good Governance	
	Public Finance & Budget Analysis	
	Field Immersion – Mini Project Work 2 (Election Study/ Pre-poll)	
	No. of Credits – II Semester	
III	Data Analytics & Political Leadership	
	Development & Welfare Programmes	
	Constituency Building	
	Constituency Management	
	Ethics and Values for Political Leadership	
	Internship – Project Work (with NGO/CBO/ Media/ Research Institute/ Training Institute)	
No. of Credits – III Semester		
IV	Media Management & Leadership	
	Science & Technology for Political Leadership	
	Study Tour	
	Internship – Dissertation (with Political Leaders/ Parties/ Political Consultancy Agencies)	
	No. of Credits – IV Semester	
	Total No. of Credits	

* As per the approved pattern of the YVU, Kadapa.

Note: To make the programme successful, the following aspects shall be considered:

Quality: Thrust on Content and Delivery of the programme.

Commitment: Commitment of the faculty to 'discover' the syllabus rather than to 'cover' the syllabus.

Willingness to bring in multi-disciplinary approach, diversity and innovative approaches and practices in Teaching-Learning process including evaluation.

Attractability: Aggressive branding and promotion of the programme realising the non-conventional nature of the programme.

Sustainability:

Special support from the State Government on **social responsible**, initiation of '**YSR Centre of Excellence for Political Leadership**' with seed funding of Rs 10 crores. Explore possibilities of CSR from industries, Special grant from the University for Research, Development & Training.

BOS: After approval of the programme the off-line BOS will be organised for the designing units in the syllabus.

Employability: Keeping the new education policy 2020, the students may be employable in NGOs, Advisors, Journalism, political analysts, Political consultants, Election Campaign Managers, Social Media Managers, Constituency Development Managers.

Initiation of the course: From the year 2023- academic year

Panel of the Experts participated in the workshops**1. Prof. Munagala Surya Kalavathi**

Honorable Vice Chancellor
Yogivemana University
Kadapa, YSR District, AP.

2. Prof. Vijaya Raghava Prasad

Registrar
Yogivemana University
Kadapa, YSR District, AP.

3. Prof. Ragunath Reddy

Vice Principal
Yogivemana University
Kadapa, YSR District, AP.

4. Prof. Koteswara Prasad

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5. Prof. K. Gireeshan

Director
School of Government
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6. Prof. Mrudul Nile

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8. Prof. Anand Naidu

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9. Dr. S. Govardhana Naidu

Dept of Political Science & Public Administration, BOS Chairman
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10. Dr. D.R. Satish Babu

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దాత రావాల

ఇప్పటి వరకు కరోనాతో జిల్లా వ్యాప్తంగా 197 మంది మృత చందారు.

భారతీయ ఆంగ్లసాహిత్యం గణనీయమైనది

భారతీయ ఆంగ్ల సాహిత్యం-సమకాలీన దృక్పథాలు వెబినార్ లో వైపీయూ వీసీ సూర్యకళావతి

కడప ఎడ్యుకేషన్, నవంబర్ 3 (ప్రభ న్యూస్) :

యోగివేమన విశ్వవిద్యాలయం ఆంగ్లశాఖ ఆధ్వర్యంలో భారతీయ ఆంగ్లసాహిత్యం-సమకాలీన దృక్పథాలు అన్న ఆంశంపై జరిగిన రెండు రోజుల వెబినార్ ప్రారంభోత్సవ కార్యక్రమం జరిగింది. ఈ కార్యక్రమాన్ని వీసీ యం.సూర్యకళావతి ప్రారంభించారు. ఈ సందర్భంగా వీసీ మాట్లాడుతూ భారతీయ ఆంగ్లసాహిత్యం గణనీయమైనదని, మన రచయితలు చేసే కృషి వలన వారి రచనల ద్వారా భారతీ అధ్యాత్మికత, వేదాంత సంపద పాశ్చాత్య దేశాలకు కూడా అందుబాటులోనికి వచ్చినదని కొనియాడారు. ప్రస్తుత పరిస్థితుల్లో ఆంగ్లభాషా ప్రావీణ్యం విద్యార్థులకు ఎంత అవసరమో సామిత్యంలోని నిగూఢంగా ఉన్న మానవతా విలువలు



వెబినార్ లో మాట్లాడుతున్న వైపీయూ వీసీ

ముఖ్యమైనవి పేర్కొన్నారు. ఆంగ్లశాఖ సమన్వయకర్త , వెబినార్ నిర్వహకులు డా.ఆర్.వి.జయంత్ కశ్యప్, ఆంగ్లశాఖ గురించి, వెబినార్ నేపథ్యం గురించి పాల్గొన్న సభ్యులకు తెలియజేశారు. ఈకార్యక్రమంలో డా.అంకన్న, అకడమిక్ కన్సల్టెంట్ టీమోజస్, చిట్టిబాబు, పరిశోధక విద్యార్థులు పాల్గొన్నారు.



పాల్గొన్నారు.

కార్యక్రమంలో కమల

దేశ ఔన్నత్యాన్ని చాటిన ఆంగ్ల సాహిత్యం

కడపఅర్బన్ : మనదేశ ఆంగ్ల సాహిత్య రచయితల కృషి ఫలితంగా భారతీయ ఆధ్యాత్మికత, వేద సంపద, ప్రాశాస్త్ర్య దేశాలకు చేరిందని, వైవీయూ విసి సూర్యకళావతి అన్నారు. మంగళవారం 'భారతీయ ఆంగ్ల సాహిత్యం - సమకాలీన దృక్పథాలు' అనే అంశంపై రెండు రోజుల వెబినార్‌ను విసి ప్రారంభించారు. ఈ సందర్భంగా ఆమె మాట్లాడుతూ ప్రస్తుత పరస్థితుల్లో ఆంగ్లభాషా ప్రావీణ్యం విద్యార్థులకు ఎంత అవసరమో సాహిత్యంలో నిగూఢంగా ఉన్న మానవతా విలువలు అంతే అవసరమన్నారు. కార్యక్రమంలో ఆంగ్లశాఖ ఆచార్యులు పద్మ వెబినార్ నిర్వాహకులు డాక్టర్ ఆర్.వి.జయంత్ కవ్వప్, రిజిస్ట్రార్ విజయరాఘవ ప్రసాద్, ప్రిన్సిపల్ సాంబశివారెడ్డి, సహాయాచార్యులు డాక్టర్ ఆంకన్న, ఆకడమిక్ కన్సల్టెంట్లు విద్యార్థులు పాల్గొన్నారు.

స్థలదాత విగ్రహం ఏర్పాటు చేస్తాం .. సి.పి.బ్రౌన్ స్మారక గ్రంథాలయ ఏర్పాటుకు 20 సెంట్ల స్థలాన్ని బహుకరించిన స్థలదాత సి.కె.సంపత్కుమార్ విగ్రహాన్ని త్వరలో ఏర్పాటు చేస్తామని వైవీయూ విసి సూర్యకళావతి తెలిపారు. మంగళవారం స్థలదాత 81వ జయంతి కార్యక్రమం బ్రౌన్ శాస్త్రి మందిరంలో నిర్వహించారు. కార్యక్రమంలో కేంద్రం బాధ్యులు డాక్టర్ మూల మల్లికార్జునరెడ్డి, డాక్టర్ భూతపురి గోపాలకృష్ణ శాస్త్రి, సిబ్బంది, నీలకంఠేశ్వర్, చంద్రకిశోర్, రాణి పాల్గొన్నారు.

భారతీయ రచయితల కృషితో సంస్కృతి విస్తరించింది

వైవీయూ వీసీ ఆచార్య
మునగాల సూర్యకళావతి

వైవీయూ : భారతీయ ఆంగ్లభాషా రచయితల కృషి వలన భారతీయ ఆధ్యాత్మికత, వేదాంత సంపత్తి, సంస్కృతి, సంప్రదాయాలు పాశ్చాత్యదేశాలకు సైతం విస్తరించాయని వైవీయూ వైస్ చాన్సలర్ ఆచార్య మునగాల సూర్యకళావతి అన్నారు. మంగళవారం వైవీయూ ఆంగ్లశాఖ ఆధ్వర్యంలో 'భారతీయ ఆంగ్ల సాహిత్యం-సమకాలీన దృక్పథాలు' అన్న అంశంపై రెండురోజుల వెబ్ నాన్ ను వీసీ ప్రారంభించారు. ఈ సందర్భంగా ఆమె మాట్లాడుతూ భారతీయ ఆంగ్ల సాహిత్యం ఎంతో గణనీయమైనదన్నారు. ప్రస్తుత పరిస్థితుల్లో ఆంగ్లభాషా ప్రావీణ్యం విద్యార్థులకు ఎంతో అవసరమన్నారు. సాహిత్యంలో నిగూఢంగా ఉన్న మానవత విలువల గురించి వివరించారు. ఆంగ్లశాఖ సమన్వయకర్త, వెబ్ నాన్ నిర్వాహకుడు డాక్టర్ ఆర్.వి. జయంతకశ్యప్ మాట్లాడుతూ భారతీయ ఆంగ్లసాహిత్యంలోని వివిధ ప్రక్రియల గురించి



వెబ్ నాన్ లో మాట్లాడుతున్న వైస్ చాన్సలర్ ఆచార్య మునగాల సూర్యకళావతి

సూక్ష్మంగా విశ్లేషించారు. ముఖ్యవక్తగా విచ్చేసిన మధురాంతకం నరేంద్ర నవీనసాహిత్యం ప్రోత్సహిస్తూనే సంప్రదాయ విలువలకు తగిన గౌరవం ఇవ్వాలని కోరారు. కార్యక్రమంలో రిజిస్ట్రార్ ఆచార్య డి. విజయరాఘవప్రసాద్, ప్రిన్సిపాల్ ఆచార్య జి. సాంబశివారెడ్డి, పరీక్షల నిర్వహణాధికారి ఆచార్య పి. పద్మ, ఆంగ్లశాఖ అధ్యాపకులు డా. మెర్సీ విజేత, డాక్టర్ అంకన్న, అకడమిక్ కన్సల్టెంట్లు టి. మోజెస్, పి. చిట్టిబాబు పాల్గొన్నారు.

ఆంగ్ల రచయితల కృషి అమోఘం: ఉపకులపతి

యోవేవి: దేశంలోని ఆంగ్ల సాహిత్య రచయితల కృషి ఫలితంగానే భారతీయ అధ్యాత్మికత, వేద సంపద, పాశ్చాత్య దేశాలకు చేరిందని యోగి వేమన విశ్వవిద్యాలయం ఉపకులపతి ఆచార్య మునగాల సూర్యకళావతి అన్నారు. 'భారతీయ ఆంగ్ల సాహిత్యం-సమకాలీన దృక్పథాలు' అనే అంశంపై రెండు రోజుల వెబినార్‌ను వీసీ ఆచార్య ఎం.సూర్య కళావతి మంగళవారం ప్రారంభించారు. ఆంగ్లశాఖ ఆచార్యులు పి.పద్మ, ఆంగ్లశాఖ సమన్వయకర్త, వెబినార్ నిర్వాహకులు డాక్టరు ఆర్.వీ.జయంత్ కశ్యప్, కుల సచివులు ఆచార్య విజయ రాఘవప్రసాద్, ప్రధానాచార్యులు జి.సాంబశివారెడ్డి సదస్సు నిర్వాహకులను అభినందించారు. సహాయాచార్యులు డాక్టరు అంకన్న, అకడమిక్ కన్సల్టెంట్లు టి.మోజెస్, పి.చిట్టిబాబు, పరిశోధక విద్యార్థులు పాల్గొన్నారు.



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International E-Conference on New Horizons in "Biochemistry, Microbiology and Food Technology - 2020"



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Jointly Organized by
Yogi Vemana University & Universiti Malaysia Kelantan

(Dept. of Biochemistry & Microbiology, YVU, India and Faculty of Agro-based Industry, UMK, Malaysia)

(12th & 13th October, 2020)

About Conference:

Welcome to the International E-Conference on New Horizons in Biochemistry, Microbiology and Food Technology - 2020 (BMFT - 2020). The conference will be held online (Webex/Zoom) from 12th & 13th October, 2020. BMFT-2020 intends to provide a platform for scientists, researchers and students to exchange knowledge, challenges, recent advances and future perspectives in the multidisciplinary areas of Biochemistry, Microbiology and Food Technology. Both international and national pioneer researchers deliver keynote and plenary talks.

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Keynote/Invited Speakers

Prof. Nasib Qureshi

Biochemical Engg., ARS-USDA, USA

Prof. T.A. Narasa Raju

School of Med., Oklahoma State Univ., USA

Prof. P. Sreenivasula Reddy

Dept. of Zoology, SVU, Tirupati, India

Prof. K. Anu Appaiah

Dept. of M&FT, CFTRI, Mysore, India

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UT Southwestern Medical Center, Dallas, USA

Dr. Mukhtar Ahmed

King Saud University, Riyadh, KSA

Prof. K.N.S. Sirajudeen

UIA, Malaysia

Dr. Darukeshwara Joladarashi

Houston Methodist Hospital, Houston, TX, USA

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IECBMFT-2020

International E-Conference on New Horizons in Biochemistry, Microbiology and Food Technology – 2020



Date: 12 – 13 October 2020

DAY 1: 12 OCTOBER 2020 (MONDAY)	
SESSION 1	
OPENING CEREMONY	
9:00 – 9:05 am	Welcome Address by Dr. P. Ramachandra Reddy
9:05 – 9:30 am	Opening Remarks by Prof. M. Surya Kalavathi Vice Chancellor, Yogi Vemana University, Kadapa, A.P., India Prof. Dato' Ts. Dr. Noor Azizi Bin Ismail Vice Chancellor, Universiti Malaysia Kelantan, Prof. Nik Marzuki Bin Sidik , Dean, FIAT, UMK Launching of IECBMFT-2020 Abstract Book
CONFERENCE TECHNICAL SESSION 1	
Chairperson: Dr. L. Veerananjaneya Reddy Co-chairperson: Dr. Khairiyah Binti Mat	
9:30 – 10:30 am	KEYNOTE SPEECH – 1 Prof. Nasib Qureshi Dept. of Biochemical Engineering, ARS-USDA, USA & Prof. Thaddeus Ezeji Dept. of Animal Science and Ohio State Agricultural and Development Center (OARDC), Ohio State University (OSU), USA Title: Past, Present, and Future of Bioenergy: An Example of Butanol with special reference to Intellectual Property Rights
10:30 – 10:45 am	Coffee break
10:45 – 11:30 am	KEYNOTE SPEECH – 2 Prof. T.A. Narasa Raju School of Medicine, Oklahoma State University, USA Title: Influenza Virus Pathogenesis – Therapy
11:30 – 12:00 pm	PLENARY TALK 1 Prof. K.N.S. Sirajudeen Kulliyyah of Medicine, IIUM, Malaysia, Malaysia Title: Tualang Honey Action on Experimentally Induced Excitotoxicity
ORAL PRESENTATION SESSION A	
Panel of Evaluators Chairperson: Dr. M. Subhosh Chandra Co-chairperson: Dr. Khomaizon Binti Abdul Kadir Pahirul Zaman	
12:00 – 1:30 pm	<i>Oral Presentations</i> Abstract book OP (Oral Presentation) 1-10

Lunch Break	
CONFERENCE TECHNICAL SESSION 2	
Chairperson: Dr. D. Vijayalakshmi	
Co-chairperson: Dr. Kumara Thevan Krishnan	
2:00 - 2:45 pm	KEYNOTE SPEECH – 3 Prof. V. K. Joshi Retd. Professor, Department of Food Science Technology, Dr.Y.S. Parmar University, Solan, H.P., India Title: Microbiology and biochemistry in food processing, stainability, quality, health, and safety: a perspective
3:00 - 3:30 pm	PLENARY TALK – 2 Dr. K. Madhusudhana Rao Yeungnam University, South Korea Title: Polysaccharide based polyelectrolyte complex hydrogels for biomedical applications
3:30 - 4:00 pm	PLENARY TALK – 3 Dr. C.V. Suresh Department of Biotechnology, AIMST University, Malaysia Title:
4:15 - 7:00 pm	Oral/E-Poster presentations Panel members: Chairperson: Dr. P. Ramachandra Reddy, Dr. L. Veeranjanya Reddy, Dr. Mannur Ismail Shaik and Shaik Ibrahim Khalivulla
<i>Oral/ E-Poster Presentations</i>	
Abstract book	
OP (Oral Presentation) 11-35	
EPP (E-Poster Presentation) 1-40	
DAY 2: 13 October 2020 (TUESDAY)	
CONFERENCE TECHNICAL SESSION 3	
Chairperson: Dr. Arifullah Mohammed	
Co-chairperson: Dr. Ikarastika Rahayu Binti Abdul Wahab	
8:15 - 9:00 am	KEYNOTE SPEECH – 4 Dr. Narasimha Kumar Karanam UT Southwestern Medical Center, Dallas, USA Title: Tumor Treating Fields: New modality of cancer therapy
9:00 – 9:30 am	PLENARY SPEECH – 4 Dr. Darukeshwara Joladarashi, Ph. D Department of Cardiology Houston Methodist Hospital Houston, Texas, USA Title: Strategies to Improve Stem Cell Functions: Role of microRNA
9:30 – 9:45 am	BREAK
9:45 - 10:30 am	KEYNOTE SPEECH – 5 Prof. K. Anu Appaiah Department of Microbiology & Fermentation Technology, CFTRI, Mysore, India Title: Is Waste Management a Sustainable Alternate Livelihood
10:30 - 11:15 am	KEYNOTE SPEECH – 6 Dr. Mukhtar Ahmed King Saud University, Riyadh, KSA Title: Electron Microscopy and its Applications in Agro - Based Industry

11:15 - 12:00 pm	PLENARY SPEECH – 5 Dr. Jay Prakash Verma Banaras Hindu University, India. Title: PGPR and phytomicrobiome for enhancing sustainable agriculture
12.00 – 12.30 pm	PLENARY SPEECH – 6 Dr. Risyawati Mohamed Ismail Universiti Utara Malaysia(UUM),Kedah, Malaysia Title: Assessment of antibacterial capability of <i>Entada spiralis</i> extract on selected bacteria
12.30 – 1.00 pm	PLENARY SPEECH – 7 Dr. Santhosh Valeja, Scientific Manager, Biocon Ltd., Bangalore Title: Hydrogen/Deuterium Exchange, Supercharging and Top-down Analysis of Complex Mixtures, MAb, ADCs – Method Developments and Applications.
Break 3.30 – 4.00PM (1.00 – 1.30 pm)	
SESSION 4	
Chairperson: Dr. P. Ramachandra Reddy Co-chairperson: PM Dr. Seri Intan Binti Mokhtar	
1:30 - 2:15 pm	KEYNOTE SPEECH – 7 Prof. P. Sreenivasula Reddy Dept. of Zoology, SVU, Tirupati, India Title:
2:15 - 2:45 pm	PLENARY SPEECH -8 Dr. K. Suresh Kumar Dept. of Applied Chemistry, SVNIT, Surat, India Title: Nanomaterials in bioanalytical applications: Detection, Imaging and Drug delivery
2:45 - 3:15 pm	PLENARY SPEECH – 9 Dr. Wee Seng Kew Universiti Malaysia Kelantan, Malaysia Title: Iron-reducing-bacteria from South China Sea Marine Environments
3.15 – 3.30 pm	Break
3:30 – 5.00 pm	Oral/E-Poster Session Panel members: Chairperson: Dr. P. Ramachandra Reddy, Dr. L. Veeranjanya Reddy, Dr. Mannur Ismail Shaik and Shaik Ibrahim Khalivulla
<i>Oral/E-Poster Presentations</i> Abstract book OP (Oral Presentation) 36-54 EPP (E-Poster Presentation) 41-80	
5:00 -5:30 pm	Valedictory Speech: Prof. D. Vijaya Raghava Prasad, Registrar, YVU, Kadapa, India Prof. G. Samba Siva Reddy, Principal, YVU, Kadapa, India PM Dr. Seri Intan Binti Mokhtar, Universiti Malaysia Kelantan Closing Ceremony: Vote of Thanks: Dr. L. Veeranjanya Reddy



IECBMFT-2020

International E-Conference on New Horizons in Biochemistry, Microbiology and Food Technology – 2020



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A Brief Report

The Department of Biochemistry and Department of Microbiology of Yogi Vemana University, India and Faculty of Agro-based Industry of Universiti Malaysia Kelantan, Malaysia jointly organized an international two-day E-conference on “**New Horizons in Biochemistry, Microbiology and Food Technology - 2020**” on 12 and 13th October 2020. **Dr. P. Ramachandra Reddy, one of the Organizing Secretary** extended warm welcome to all the dignitaries of Yogi Vemana University, University Malaysia Kelantan and participants and made a brief introduction on purpose of the conference. The conference was officially inaugurated with opening remarks by **Prof. M. Surya Kalavathi**, Vice-Chancellor, YVU, **Prof. Dato' Ts. Dr. Noor Azizi Bin Ismail**, Vice-Chancellor, UMK and **Prof. Nik Marzuki Bin Sidik** Dean, FIAT, UMK. Inauguration session ended by the launching of Digital Abstract by all the dignitaries. A total of 560 candidates were registered all-over the globe and about 185 were participated in the inauguration. The conference totally comprises 6 key note talks by eminent scholar, 7 plenary talks by reputed young researchers along with 56 oral and 80 E-poster presentations from different countries. The conference was started 9:00 AM and closed 9:00 PM in the night to adjust time between different countries.

The first day scientific session was started by **Dr. L. Veeranjanya Reddy** by introducing Key note speakers **Prof. Nasib Qureshi**, Dept. of Biochemical Engineering, ARS-USDA, USA and **Prof. Thaddeus Ezeji** Dept. of Animal Science and Ohio State Agricultural and Development Center (OARDC), Ohio State University (OSU), USA. The title of keynote speech is **Past, Present, and Future of Bioenergy: An Example of Butanol with special reference to Intellectual Property Rights**. The speakers are kind enough to accept the invitation and enlighten the participants on need and importance of biofuels, processes used in the production and purification with their vast experience in the area. They have stressed the isolation, selection of hyper butanol producers and need of genetically modified microbes. In total the presentation covered microbiology, biochemistry, food technology, and chemical engineering involved in the production of butanol biofuel. They emphasized the role of **Intellectual Property Rights** in the field of bioenergy in the past, present and future.

Prof. D. Vijaya Raghava prasad, Registrar, YVU and organizing committee member introduced the second keynote speaker, **Dr. T. Narasaraju**, Department of Physiological Sciences, Oklahoma state University, USA. He presented on the topic of Influenza Virus Pathogenesis and Therapy. He emphasized on frequent outbreaks of influenza viruses with high mortality rates represent a major public health problem. Both virus- and host-mediated factors contribute to influenza virus pathogenesis and neutrophil-induced acute lung pathology in severe influenza pneumonia.

First day first plenary talk given by **Prof. K.N.S. Sirajudeen Kulliyah** of Medicine, IIUM, Malaysia, Malaysia on Tualang Honey Action on Experimentally Induced Excitotoxicity. He showed pre-treatment with Tualang honey significantly attenuated oxidative stress and

neuroinflammation and thus provide neuroprotection against excitotoxicity. Therefore, Tualang honey could be considered as a potential candidate in mitigating the oxidative stress and inflammation in neurodegenerative diseases. Clinical studies on these neuroprotective agents are needed to confirm their protective effect. The session was chaired and co-chaired by Dr. L. Veeranjanya Reddy and Dr. Khairiyah Binti Mat respectively.

First day first oral presentation session A was stated and presentation from 1-10 completed on various important topics. The session was chaired and co-chaired by Dr. Subhosh Chandra and Dr. Khomaizon Binti Abdul Kadir Pahirul Zaman respectively. Followed by lunch break and second technical session was started at 2:00 PM. The technical session 2 was started with Key note speech 3 by an eminent microbiologist and wine specialist of India **Prof. Vinod Kumar Joshi**, Retd. Professor, Department of Food Science Technology, Dr. Y.S. Parmar University, Solan, H.P., India. Topic of his presentation is Microbiology and biochemistry in food processing, sustainability, quality, health, and safety: a perspective. The main message that Professor Joshi conveyed in his speech aptly exemplified how the combination of biochemistry and microbiology provide innovations in food science and technology sector. Immediately in plenary speech – 2 **Dr. K. Madhusudhana Rao**, International Research professor Yeungnam University, South Korea spoke on “Polysaccharide based polyelectrolyte complex hydrogels for biomedical applications”. Then **Dr. C.V. Suresh** from the Department of Biotechnology, AIMST University, Malaysia given plenary speech – 3 on his very favorite topic “Identification and characterization of non-protein coding RNAs in pathogenic bacteria”. This session was ended by 9:00 PM with oral (OP:11-35) and E-poster presentations (EPP:1-40). The session was chaired and Co-Chaired by Dr. D. Vijayalakshmi and Dr. Kumara Thevan Krishnan.

In the second day, Technical session 3 was started with keynote speech by **Dr. Narasimha Kumar Karanam**, UT Southwestern Medical Center, Dallas, USA on the important topic “Tumor Treating Fields: New modality of cancer therapy”. He explained the role of Tumor Treating Fields of cancer therapy now and said it is approved for recurrent and newly diagnosed glioblastoma multiforme (GBM) in combination with temozolomide, and unresectable locally advanced or metastatic malignant pleural mesothelioma (MPM) in combination with platinum-based chemotherapy. Concluded that the CDK-RB-E2F axis as a novel druggable target that can be used in combination with Tumor Treating Fields for cancer therapy. PLENARY SPEECH – 4 was given by **Dr. Darukeshwara Joladarashi**, Department of Cardiology Houston Methodist Hospital Houston, Texas, USA on “Strategies to Improve Stem Cell Functions: Role of microRNA”. He emphasized on Micro-RNAs (miRNA/miR) dysregulation and implicated in cardiac remodeling after injury or stress, however its effects on Human CD34+ cells (hCD34+) biology and function, particularly in the context of cell-based therapy for cardiomyopathy. Followed by Tea break.

Prof. K. Anu Appaiah, Department of Microbiology & Fermentation Technology, CFTRI, Mysore, India provided keynote speech-5 on “Is Waste Management a Sustainable Alternate Livelihood”. It is really thought-provoking presentation with suitable examples and questions such as where does we through our garbage? How good is our milk? Snow in Bengaluru?. Prof. was so kindly interacted with participants and provided meaning full answers. Then **Dr. Jay Prakash Verma** Banaras Hindu University, India given his plenary speech – 5 on “PGPR and phytomicrobiome for enhancing sustainable agriculture”. He exemplified how the green revolution, high yielding varieties and imbalance chemical fertilizers, and pesticides causing the serious problem for increasing soil water and air pollution, and major problem is the loss of beneficial microbial flora and fauna in soil to

decrease soil health. Suggested PGPR (*Pseudomonas*, *Azospirillum*, *Azotobacter*, *Klebsiella*, *Enterobacter*, *Alcaligenes*, *Arthrobacter*, *Burkholderia*, *Bacillus* and *Serratia*) have can enhance nutrient content and yield of food crops. Plenary speech – 7 by Dr. Santhosh Valeja, Scientific Manager, Biocon Ltd., Bangalore spoke on Hydrogen/Deuterium Exchange, Supercharging and Top-down Analysis of Complex Mixtures, MABs, ADCs – Method Developments and Applications. The session was Chaired and Co-chaired by Dr. Arifullah Mohammed and Dr. Ikarastika Rahayu Binti Abdul Wahab respectively.

Final session of the IECMBF-2020, Technical session-4 was began after the lunch break. The session was started by **Prof. P. Sreenivasula Reddy**, Dept. of Zoology, SVU, Tirupati, India in Keynote speech – 7 on “Aqua foods for human welfare”. Professor experienced some technical problem and unable to present successfully. Then in plenary speech-8 **Dr. K. Suresh Kumar**, Dept. of Applied Chemistry, SVNIT, Surat, India on “Nanomaterials in bioanalytical applications: Detection, Imaging and Drug delivery”. He enlighten the participants on how Nanomaterials are becoming an integralof all application-oriented researchthat is being carried out inmultidisciplinary areas.He showed functional nanomaterialsbasedanalytical techniques selectivity towards target analytesand impressive limit of detection for various target molecules, whichcan be visualized with naked-eye and measured by UV visible/ fluorescence/ MALDI-MS techniques. The final plenary speech – 9, was addressed by **Dr. Wee Seng Kew**, Universiti Malaysia Kelantan, Malaysia on Iron-reducing-bacteria from South China Sea Marine Environments. He explained the significant role of Iron reducing bacteria (IRB) in iron geochemical cycles and their isolation and characterization methods. He finally concluded that IRB isolated are currently testing for their capability to generate electricity in Microbial Fuel Celland also bioleaching of iron-containing mineral ores.The session was Chaired and Co-chaired by Dr. Ramachandra Reddy and Dr. Seri Intan Binti Mokhtar respectively.

Followed by tea break at 3.30 PM Oral/E-Poster Session was continued from OP 36-54 and EPP 41-80. Impressive presentations by Many young scholars their research work from different countries and the session was continued till 8.30 PM. The Chaired by Dr. P. Ramachandra Reddy, Dr. L. Veeranjanya Reddy, Dr. Mannur Ismail Shaik and Shaik Ibrahim Khalivulla.

In the Valedictory ceremony Valedictory Speech given by **Prof. G. Samba Siva Reddy**, Principal, YVU, Kadapa, India and **Dr. Seri Intan Binti Mokhtar**, Universiti Malaysia Kelantan.In Closing CeremonyVote of Thanks read by **Dr. L. Veeranjanya Reddy**. He expressed heartfelt thanks to all themembers supportedandparticipants in making the E-conference a grand success.


(Organizing Secretary)


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YOGI VEMANA UNIVERSITY

NAAC Accreditation 'B' Grade with CGPA 2.54
Kadapa-516005, Y. S. R. Dt., Andhra Pradesh, India

National WEBINAR ON

Mathematics Perspectives in Applied Sciences

Dates: 29 September, 2020 & 30 September, 2020
Time : 10.00 am to 12.30 pm

Chief Patron



Prof. M. Surya Kalavathi
Hon'ble Vice - Chancellor,
Y.V.U., Kadapa

Patrons



**Prof. D. Vijaya
Raghava Prasad**
Registrar, Y.V.U., Kadapa



**Prof. G. Samba Siva
Reddy**
Principal,
Y.V.U.C., Kadapa

RESOURCE PERSONS



Prof G.Sarojamma
Former Vice Chancellor
SPMVV, Tirupati



Prof.G.Radhakrishnamacharya
Professor of Mathematics
IIIT,DM Kurnool



Prof B.Maheswari
Department of Applied
Mathematics
SPMVV, Tirupati



Prof S.Sreenadh
Department of Mathematics,
S.V.University, Tirupati

Heat Transfer Analysis
in Nano Fluids

Fascinating World of
Mathematics and its
applications to Bio- Fluid
Dynamics.

Upper Unidomination
number of a Path

Effects of Velocity on
Peristaltic transport of
Biofluids

Members

Convener
Dr.B.Sreenivasa Reddy

1. Prof.T.Vasanthi
2. Dr.G.Kathyayani
3. Dr.L.Madhavi
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5. Dr.B.Sreenivasa Reddy
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Kadapa-516005, Y. S. R. Dt., Andhra Pradesh, India

Department of Psychology & Department of Business Management
Jointly Organising
Five-day National Interdisciplinary Webinar on

HOLISTIC APPROACHES TO PREVENT COVID - 19 PANDEMIC

Dates: from 25th to 29th September, 2020 | Time: 3.00 to 4.00 p.m

Chief Patron



Prof. M. Surya Kalavathi
Hon'ble Vice - Chancellor,
Y.V.U., Kadapa

Patrons



**Prof. D. Vijaya
Raghava Prasad**
Registrar, Y.V.U., Kadapa



**Prof. G. Samba Siva
Reddy**
Principal,
Y.V.U.C., Kadapa

RESOURCE PERSONS

DAY - 1



Dr. V. S. DhanaSree Naidu
Head & Professor
Department of Physiology
MRIMS, Hyderabad

Role of health practices in
the present pandemic
of Covid-19

DAY - 2



Dr. D. Jyothi
Assistant Professor
Department of Sanjya Yoga
National Sanskrit University

Immunity boosting yogic
practices to combat
Covid-19 pandemic

DAY - 3



Dr. K V Sucharitha
Associate Professor
Food and Nutrition Sciences
St. Venkateswara University

Nutrition for boosting
immunity to fight COVID-19

DAY - 4



Dr. Padmaja Priyadarshini
Managing Director of
M/s Home Plan Guru, Civil
Consultants Pvt Ltd., Chennai

Life style and life balance of
working women during
Covid-19 Pandemic

DAY - 5



Dr. Sreenivas. M
Associate professor & coordinator
Department of Psychology
Jnananarathi Bangalore University
Bengaluru-560056

Psychological well-being
during Covid-19 Pandemic

Conveners

Dr. K. Lalitha,
Coordinator & Asst. Professor,
Dept. of Psychology,
Y.V. University, Kadapa.

Dr. P. Saritha
Assistant Professor
Dept. of Business Management
Y.V. University, Kadapa

Co-Conveners

Dr. S. Subba Reddy
Coordinator & Asst. Professor
Dept. of Business Management
Y.V. University, Kadapa.

Dr. V. Lazar
Assistant Professor
Dept. of Psychology
Y.V. University, Kadapa

Free Registration E-Certificates will be provided

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PROGRAMME SCHEDULE

3.00 p.m	Welcome Speech	Dr. P. Saritha
3.05 p.m	Concept of the Webinar	Dr. K. Lalitha, Moderator & Convener
3.10 p.m	Opening address	Prof. M. Surya Kalavathi, Hon. Vice Chancellor, Y.V.U., Kadapa
3.15 p.m	Introduction of the Speaker	Dr. K. Lalitha
3.15 p.m.	Invited speech by	Dr. Dhanasree Naidu, Hyderabad. <i>Role of Health practices in the present Pandemic of Covid-19.</i>
4.00 p.m	Vote of Thanks	Dr. V. Lazar



YOGI VEMANA UNIVERSITY: KADAPA-05
Five-Day Interdisciplinary National Webinar
on
Holistic Approaches in Preventing Covid-19 Pandemic
25th -29th September, 2020

The World Health Organization (WHO) declared COVID-19 a public health emergency of international concern on 30 January 2020 and, because of the worldwide spread, a pandemic on 11 March 2020. COVID-19, a biomedical disease has serious physical and tremendous mental health implications as the rapidly spreading pandemic. Asian countries like India, are currently facing the issue of the exponential growth of spread of transmission of SARS-CoV-2. Keeping the above in view the five-day webinar was planned with multidisciplinary approach.

The webinar was inaugurated by the Hon. Vice-chancellor Prof. M. Surya Kalavathi and she addressed the following issues. The global community can adopt a One Health approach in the fight against COVID-19 by the following steps. First, conduct an interdisciplinary coordinated surveillance and monitoring during the pandemic with a view to studying the disease patterns and trends, intensity of transmission, geographical spread, and impact of the pandemic for modification of the existing response strategies. Second, establish integrated human and animal health laboratories that will help to strengthen the capacity to conduct integrated studies on COVID-19. Third, collaborate and share protocols, ideas, and guidelines on COVID-19 diagnosis, interpretation of results, a reporting system, and data sharing. This will ensure that the same standards are observed worldwide for diagnosis, reporting, and results sharing. Fourth, governments should coordinate multi-sectoral engagement and partnership with One Health stakeholders in the fight against COVID-19 so as to speed up prevention and disease response.

The five days webinar was started by the invited talk by Prof. Dhanasree Naidu from Hyderabad emphasized on Role of Health practices in the present Covid-19 pandemic. She explained incidence of pandemic situation and health practices need to be follow during pandemic situation. Second day lecture was delivered by Dr. D. Jyothi, National Sanskrit University, Tirupati. She delivered talk on "Immunity boosting yogic practices to combat covid-19 pandemic". Dr.K. V. Sucharitha, Nutritionist from S.V. University, Tirupati delivered an invited talk on "Nutrition for boosting immunity to fight Covid-19 pandemic". Fourth day webinar was delivered by Dr. Padmaja Priyadarshini, Chennai. She worked "Life style and Life balance of working women during Covid-19 Pandemic". Fifth day webinar lecture was delivered by Dr. M. Sreenivas, Bangalore University, Bangalore. He focused on "Psychological well-being during Covid-19 Pandemic" and to overcome Pandemic situation through skill based courses and skill based personnel. The ways **to improve the skills of frontline workers and diagnostic laboratories** was emphasized in his talk.



Dell India

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ఆరోగ్యకర విధానాలతోనే కరోనా కట్టడి : వీసీ



వెబినార్ ద్వారా మాట్లాడుతున్న వీసీ సూర్యకళాపతి

కడప(వైపీయూ), సెప్టెంబరు 25: ఆరోగ్యకరమైన విధానాలతోనే కరోనాను నివారించవచ్చని వీసీ సూర్యకళాపతి అన్నారు. శుక్రవారం వైపీయూలోని సైకాలజీ మేనేజ్మెంట్ విభాగాల సంయుక్త ఆధ్వర్యంలో కోవిడ్-19 నివారణ-సంహార విధానాలు అనే అంశంపై 5 రోజుల వెబినార్ను వీసీ ప్రారంభించారు. ఈ సందర్భంగా మాట్లాడుతూ కరోనా వ్యాప్తి స్థితిగతులను అంచనా వేసి కట్టడికి ప్రణాళికలను రచించుకోవాలని సూచించారు. మానవ, జంతు ఆరోగ్య సంబంధిత ప్రయోగ శాఖలు సంయుక్తంగా పరిశోధనలు, ప్రయోగాలు చేయాల్సిన అవసరం ఉందన్నారు. వెబినార్లో ఆరోగ్య విధానాలు, యోగా సాధన, పోషకాహారం వంటి అంశాలు చేర్చడం సంశోధించ దగ్గ విషయమన్నారు. రిజిస్ట్రార్ విజయరాఘవప్రసాద్, ట్రైనింగ్ డివిజన్ వారెడ్డి, ఘోషరాజుడు ఎంఆర్ఎ ఎంఎస్ సైకాలజీ ప్రొఫెసర్ డాక్టర్ దనుశ్రీ నాయుడు, వెబినార్ కన్వీనర్ డాక్టర్ లలిత, డాక్టర్ సరిత పాల్గొన్నారు.


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One - Day Webinar on

Research Methodology

Date 29.09.2020 | Time 5.00 Pm to 7.00 Pm

Chief Patron



Prof. M. Surya Kalavathi
Hon'ble Vice - Chancellor

Patrons



Prof. D. Vijaya Raghava Prasad
Registrar



Prof. G. Samba Siva Reddy
Principal,



Prof. S. Raghunatha Reddy
Head of the Department & Vice-Principal



Dr. Irala Lokanandha Reddy
Associate Professor
University of Hyderabad
Telangana



Prof. A. V. Ramana
Dept. of Commerce
S.K. University
Anantapur, AP



Prof. J. B. Komaralah
Department of Economics
Banaras Hindu University
Varanasi, UP

Selecting an Appropriate
Tool for Data Analysis

Recent Trends in Social
Science Research.

Writing of Research Papers
for Quality / Scopus Indexed
Journals

Committee Members

Dr. G. Haranath, Asst. Professor
Dr. L. Rajani, Academic Consultant
Dr. O. Mohammad Rafee, Academic Consultant
Mr. P. Harinatha Reddy, Academic Consultant



Convener
Dr. G. Vijaya Bharathi
Associate Professor

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One – Day National Webinar on Research Methodology – 2020

Date: 29th September 2020

OPENING CEREMONY	
5:00 – 5:05 pm	Welcome Address by Dr. G. Vijaya Bharathi
5:05 – 5:30 pm	Inaugural address by Prof. M. Surya Kalavathi , Vice-Chancellor, YVUniversity, Kadapa Prof. D. Vijaya Ragava Prasad , Registrar, YVU Prof. G. Samba Siva Reddy , Principal, YVU Prof.S.Ragunatha Reddy , Head of the Department & Vice-Principal YVU
Webinar Session	
5:30 – 6:00 pm	KEYNOTE SPEECH – 1 Dr. Irala Lokanada Reddy Associate Professor, University of Hyderabad, Telangana Title: Selecting an Appropriate Tool for Data Analysis
6:00 – 6:30 pm	KEYNOTE SPEECH – 2 Prof. A.V. Ramana Department of Commerce, S.K University, Anantapur. AP Title: Recent Trends in Social Science Research
6:30: – 6:45 pm	KEYNOTE SPEECH – 3 Prof. J.B. Komaraiah Department of Economics, Banaras Hindu University, Varanasi. UP Title: Writing of Research Papers for Quality/Scopus Indexed Journals

6:45 -7:00 pm

Vote of Thanks:

P. Harinath Reddy, Academic Consultant

Department of Commerce, YVU, Kadapa - 516005



On – Day National Webinar on Research Methodology – 2020

A Brief Report

The Department of Commerce, Yogi Vemana University, India organized a One day Webinar on “**Research Methodology**” on **29th September 2020**. **Dr. G. Vijaya Bharathi, Convener** extended warm welcome to all the dignitaries of Yogi Vemana University, Speakers, and participants and gave a brief introduction on purpose of conduction the webinar. The webinar was officially inaugurated with opening remarks by **Prof. M. Surya Kalavathi**, Vice-Chancellor, YVU, **Prof. D. Vijaya Raghava Prasad**, Registrar, YVU, **Prof. G. Samba Siva Reddy**, Principal, YVU and **Prof. S. Raghunatha Reddy**, Head of the Department & Vice-Principal, YVU. A total of **400 candidates were registered** all-over the nation and **about 335 were participated in the inauguration**. The conference totally comprises 3 key note talks by Eminent Professors. The webinar was started 5:00 PM and closed 7:00 PM.

The First session was started by **Dr. L. Rajani**, by introducing Key note speaker **Dr. Irala Lokanandha Reddy**, Associate Professor, University of Hyderabad, Telangana. An insight is provided on **Selecting An Appropriate Tool For Data Analysis**.

Dr.G. Haranath, Asst. Professor, YVU and organizing committee member introduced the second speaker, **Prof. A.V. Ramana**, Department of Commerce, Sri Krishna Devaraya University, Andhra Pradesh. A relevant knowledge is given by him to the participants on **Recent Trends In Social Science Research**. The speaker is kind enough to accept the invitation and enlighten the participants on the recent trends in social science research.

Dr. O. Mohammad Rafee, Academic consultant, YVU and organizing committee member introduced the third speaker, **Prof. J.B. Komaraiah**, Department of Economics, Banaras Hindu University, Varanasi, UP. He presented on the topic **Writing Of Research Papers For Quality/ Scopus Indexed Journals**.

In the Valedictory ceremony Valedictory Speech given by **Prof. G. Samba Siva Reddy**, Principal, YVU, Kadapa, India.

In Closing Ceremony, Vote of Thanks is proposed by **P.Harinath reddy**, Academic Consultant, YVU. He expressed heartfelt thanks to all the members supported and participants in making the webinar a grand success.

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REPORT ONFirst day seminar 3 September 20203-DAY INTERNATIONAL WEBINAR ON"EMERGING TRENDS IN BIOTECHNOLOGY AND BIOINFORMATICS"

Three day International webinar on "Emerging trends in biotechnology and bioinformatics" has started in Yogi Vemana University, Kadapa today (3 September 2020), and conducting by the department of Biotechnology & Bioinformatics. **Prof. D. Karunakaran, a Biotechnology Professor of Indian Institute of Technology Madras (IITM, Chennai)** has delivered key note address on this event in the presence of chief guest of function as **Prof G. Sambasiva Reddy, Principal of Yogi Vemana University College** and **Dr. V. Ramakrishna, Convener of webinar**. He has made significant contributions in the field of development of human cancers particularly cervical cancer and also discovered drugs to prevent the same disease. In the seminar he mainly talked over on the microRNAs (miRNAs) role in development of metastatic cancer and how can we prevent the cancer with help of microRNAs. He has been working over on the cervical cancer and colon cancer. Prof G. Sambasiva Reddy, Principal of YVU College said this emerging technology should be used for the application in social and other frontier technologies in the event of COVID-19 pandemic. The convener of the webinar Dr. V. Ramakrishna gave a brief note on the objectives of the seminar. He said that biotechnology in the twenty-first century has impacted almost every aspect of human life from medicine to food, fuel and environmental control with major implications on present and future economic expectations. The emergence of new markets has led to the spread of biotechnology well beyond the borders of a few countries, creating a global enterprise. This webinar will provide a unique platform for scientists/experts from academia and industry globally to catalyze the networking between the various branches of biotechnology, and bioinformatics. **Dr. Budheswar Dehury, Scientist, University of Cambridge, England** has delivered talk on use of bioinformatics in the drug discovery against Alzheimer disease. He discussed about the all tools/software used for analysis of molecular structures of proteins and used in the drug discovery process. **Dr. Badri Kameswara Rao, Scientist of Morehouse School of Medicine, Cardiovascular Research Institute, Atlanta, GA, USA** has delivered talk on "Adipose tissue in health and metabolic disorders: The good, the bad, and the ugly". Staff of department Dr. C. Madhava Reddy, Coordinator, Dr. K. Riazunnisa, and Dr. M.Madakka also present in the webinar. Around **700 participants are registered and participated in this webinar from all around the world**. Webinar will be continued for another two days with eminent speakers from USA and United Kingdom.

Dr. V. Ramakrishna, Convener of Webinar

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Second day seminar 4 September 2020

3-DAY INTERNATIONAL WEBINAR ON

“EMERGING TRENDS IN BIOTECHNOLOGY AND BIOINFORMATICS”

Three day International webinar on “Emerging trends in biotechnology and bioinformatics” is going in Yogi Vemana University, Kadapa today, and conducting by the department of Biotechnology & Bioinformatics. On the 2nd day of webinar, **Dr. Sridhar Radhakrishnan, Scientist of Research Diets, New Jersey, USA** has delivered a talk use of functional diets in the prevention of liver diseases. He has elaborated how to prepare pure diets for experimental animals for studying diseases and how to use them in biotechnology experiments. Second speaker **Dr. Shiva Kumar Angala, Scientist of Colorado State University, Fort Collins, USA** has delivered a talk on understanding how cell wall biosynthesis modulates the survival and pathogenesis of drug resistant Mycobacterium tuberculosis (TB bacteria). Third speaker **Dr. Muppala Santhoshi, Scientist of Cleveland Clinic foundation, Ohio, USA** has delivered talk on breast cancer development and its prevention. Last speaker of the day **Dr. Sruthi Ravindranathan, Scientist, Emory Unvisited, Atlanta, USA** has delivered a talk on the pancreatic cancer and its treatments in the prevention of pancreatic cancer.

In this webinar, Dr. Sridhar Radhakrishnan also discussed about on Intellectual Property Rights (IPR), Ethical concerns, and patents during in his talk while discussing on diets in prevention of diseases.

The convener of the webinar Dr. V. Ramakrishna has introduced all the speakers and organized the seminar systematically for the participants. Coordinator of Department Dr. C. Madhava Reddy, Dr. K. Riazunnisa, and Dr. M. Madakka also present in the webinar. Around 700 participants are participated in this webinar from all around the world. Webinar will be continued up to Saturday with eminent speakers from USA and United Kingdom.

Dr. V. Ramakrishna, Convener of Webinar

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Third day seminar 5 September 2020

3-DAY INTERNATIONAL WEBINAR ON

"EMERGING TRENDS IN BIOTECHNOLOGY AND BIOINFORMATICS"

Third day of seminar started with **Dr. Bommireddy Ramireddy of Emory University, Atlanta, USA** on the topic cancer immunotherapy. He delivered an impressive talk to inspire our students and scholars how techniques used in identification of drugs in prevention of cancer. After this talk, followed by **Dr. Madhu Sudhana Saddala, Scientist of University of Missouri, Columbia, USA** given talk on use of bioinformatics in the study of gene expressions in neural cells and explained experimentally in rat models. In his talk he narrated to use of bioinformatics tools in the identification of molecular structures and their interactions with ligands. Afterwards he gave how he experimentally proven the same in animal models. Dr. Manoj Kumar Gupta has presented talk on Evolutionary medicine in the drug discovery. Followed with this talk Dr. Dariya Begum, Ph.D Student from Banasthali Univeristy, Rajasthan has presented her research work on small molecule inhibitors against pancreatic cancers.

Valedictory function

Three day International webinar on "Emerging trends in biotechnology and bioinformatics" is concluded with Valedictory function in Yogi Vemana University, Kadapa today, and it was been conducting by the department of Biotechnology & Bioinformatics since 3rd September 2020. In the Valedictory function, **Prof. Munagala Surya Kalavathi garu, Honorable Vice-Chancellor of Yogi Vemana University** is attended as a chief guest and given message by saying that **"Biotechnology and bioinformatics research hold enormous promise for improving human health and welfare"**. She also told that India has the second-most astounding number of US Food and Drug Administration (USFDA)–approved plants, after the USA and is the biggest maker of recombinant Hepatitis B immunization. Out of the main 10 biotech organizations in India (by income), seven have aptitude in bio-pharmaceuticals and three have some expertise in Agri-biotech. India is the major vaccine exporter to the world. Bioinformatics has got so much recognition in the drug discovery particularly in COVID-19 pandemic. Biotechnology & Bioinformatics provide a greater opportunities in both academic and research institutes. She explained the exploration of bioinformatics with artificial intelligence in neural network and artificial intelligence which mimics the brain. Adaptation of engineering to the biological sciences provides wider scope for their applications in the detection of diseases, designing artificial organs, etc. Even Vice-Chancellor told that National Education policy recognized the importance of biotechnology and bioinformatics and their applications in various fields. VC madam and Registrar Prof D. Vijaya Raghava Prasad appreciated the organizing committee particularly Dr. V. Ramakrishna for his initiative to conduct international webinar on biotechnology & bioinformatics which is useful to the post graduate students, research students and faculty of academia and industry.

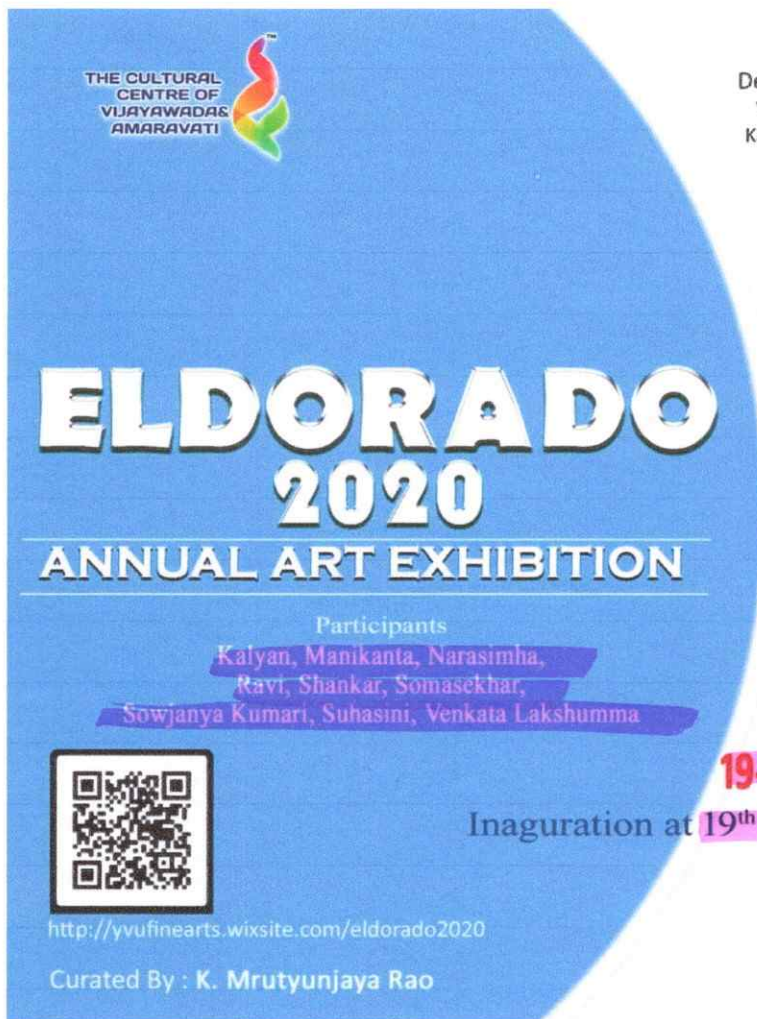
The convener of the webinar Dr. V. Ramakrishna has presented 3-day webinar report to the participants and organized entire webinar successfully. Coordinator of Department Dr. C. Madhava Reddy, Dr. K. Riazunnisa, and Dr. M.Madakka also present in the webinar. Around 700 participants are participated in this webinar from all around the world.

Dr. V. Ramakrishna, Convener of Webinar

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Eldorado2020.

A creative spark was ignited at the Eldorado 2020 the annual art exhibition put up by students of bachelor of fine arts from Yogi Vemana University, Kadapa. The exhibition was organized by the cultural centre of Vijayawada and Amaravathi (CCVA) and the head of department of fine arts Dr. K. Mrutyunjaya Rao on Thursday. Prof K. Hema Chandra Reddy Chairman. A.P Higher Education Council Inaugurated the Show Speaking as the Chief Guest of the Event Hema Chandra said that the students continue their journey of self expression through their illuminating artworks Vice Chancellor Prof Munagala Surya Kalavathi Said that the work of the student reflect a stroke of genius within them . Fine Arts Department Head and Curator of the Show Mrutyunjaya Rao said that the Eldorado – 2020 exhibited more than 65 art works and five sculptures celebrating culture and lifestyle. Dr. Gomati Gowda , KL University Mr Chaitram Sudheer director Chitram Arts . Mr Sandeep Mahadeva CEO Mahalaxmi Properties Realcon Pvt. . Ltd . And K Minaakshi. Chairperson Minaakshi Arts and Handicrafts Welfare Society attended the event as Guest of Honour . They felt that Eldorado is a new initiative of YVU to keep art pertinent The Artworks of Kalyan, Manikanta, Narasimha Reddy, ravi, Shankar, Somasekhar, Sowjanya, Suhasini, Venkatealakshmi supported by the faculty Members Namely Venkatesh, Santosh and Manohar has givend a new look to the art gallery of CCVA . the expo showcasing young talent draw a huge to CCVA.




THE CULTURAL CENTRE OF VIJAYAWADA & AMARAVATHI

ELDORADO 2020

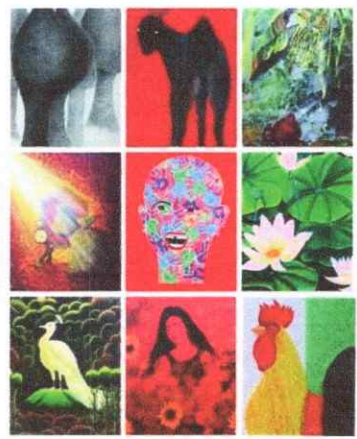
ANNUAL ART EXHIBITION

Participants
 Kalyan, Manikanta, Narasimha,
 Ravi, Shankar, Somasekhar,
 Sowjanya Kumari, Suhasini, Venkata Lakshumma



<http://yvufinearts.wixsite.com/eldorado2020>
 Curated By : K. Mrutyunjaya Rao

Department of Fine Arts
 Yogi Vemana University
 Kadapa, Andhra Pradesh .



19-03-2020 to 21-03-2020

Inaguration at 19th March 2020 at 9.10 am

Venue

The Cultural Centre of Vijayawda
 Madhu Malaxmi Chambers
 Mogalrajpuram, Vijayawada






REGISTRAR
YOGI VEMANA UNIVERSITY
KADAPA-516 005.

Brochure of the e-FDP:



YOGI VEMANA UNIVERSITY

Kadapa, Andhra Pradesh, India

Department of Chemistry

Organizes

Faculty Development Programme on

“RECENT DEVELOPMENTS IN CHEMICAL RESEARCH FOR SOCIETAL APPLICATIONS”

Dates :
3rd to 8th
August, 2020



Prof. M. Surya Kalavathi
Hon'ble Vice-Chancellor
Y. V. University



Prof. D. V. Raghava Prasad
Registrar, Y. V. University



Prof. G. Sambasiva Reddy
Principal, Y. V. University College

DAY 1: CHEMICAL BIOLOGY [Date: 03-08-2020, Time 10:30 am to 12:30 pm]



Prof. S. Rajagopal, FNASc
Department of Plant Sciences, School of Life Sciences,
University of Hyderabad.
Title: Molecular Interactions of Various Drugs
with Plasma Proteins



Prof. A.G. Damu
Department of Chemistry, Yogi Vemana University
Title: Development of Multi Target Directed Ligands
Against Alzheimer's Disease

DAY 2: SMALL MOLECULE DRUGS [Date: 04-08-2020, Time 10:30 am to 12:30 pm]



Dr. Naveen Mulakayala
SVAK Life Sciences, Hyderabad
Title: Repurposing Small Molecule Drugs Against
COVID-19: Synthesis and Their Mechanism of Action



Dr. N.C. Gangi Reddy
Department of Chemistry, Yogi Vemana University
Title: α -Bromoketones: Key Starting Materials for
Bioactive Organic Molecules

DAY 3: BIOMATERIALS [Date: 05-08-2020, Time 10:30 am to 12:30 pm]



Dr. K. Madhusudana Rao
School of Chemical Engineering, Yeungnam University,
Gyeongbuk, 38541, South of Korea
Title: Hydrogels from Mussel-Inspired Chemistry for
Tissue Engineering Applications



Dr. K.S.V. Krishna Rao
Department of Chemistry, Yogi Vemana University
Title: Importance of Nanomaterials for
Targeted Drug Delivery

DAY 4: ORGANIC CATALYSIS [Date: 06-08-2020, Time 10:30 am to 12:30 pm]



Dr. Kalluri VS Ranganath
Department of Chemistry,
Banaras Hindu University, Varanasi.
Title: Surface Modification of Nanomaterials using
various molecules (N-Heterocyclic Carbenes) for
Catalytic Applications



Dr. P. Vasu Govardhana Reddy
Department of Chemistry, Yogi Vemana University
Title: Synthesis of Novel N-Heterocyclic carbenes
and Their Applications Towards Catalytic Perspective

DAY 5: SYNTHETIC METHODS [Date: 07-08-2020, Time 10:30 am to 12:30 pm]



Dr. Rambabu Chegondi
Organic Synthesis & Process Chemistry Department,
CSIR-IIT, Hyderabad
Title: Organocatalysis in Stereoselective
Synthesis and its Applications



Dr. K. Venkateswarlu
Department of Chemistry, Yogi Vemana University
Title: AWEs for Sustainable Synthesis

DAY 6: NANOMATERIALS [Date: 08-08-2020, Time 10:30 am to 12:30 pm]



Prof. K. Pandian
Department of Inorganic Chemistry,
University of Madras, Chennai
Topic: Nanomaterials for Environmental Applications



Dr. L. Subramanyam Sarma
Department of Chemistry, Yogi Vemana University
Title: Electro Catalysis at Nanoscale:
Challenges and Opportunities

E-Certificate will be provided to
participants who attended
all the sessions

Registration Link
<https://forms.gle/qdH3Brfb6CGF5cqW7>

Contact us on
9704278890, 9966927978, 9177888961
9985200965, 9490420982, 9966715535

Report on e-Faculty Development Programme on “Recent Developments in Chemical Research for Societal Applications” conducted by the Department of Chemistry, Yogi Vemana University, KADAPA – 516 005, Andhra Pradesh from 03-08-2020 to 08-08-2020 .

The department of chemistry with a view to give knowledge on latest developments in chemical research for societal applications to the University and college teachers conducted a six-day faculty development programme through online mode (go to meeting platform) from 3rd August to 8th August, 2020 by inviting experts from academia, research institutes and industry. To showcase the expertise available with the department of chemistry, Y. V. University faculty members of the department also involved in delivering lectures on the contemporary issues of chemical research.

The programme was started with an inaugural address by the Hon’ble vice-chancellor of Yogi Vemana University Prof. Munagala Suryakalavathi gaaru. In the inaugural address Madam Vice-Chancellor stressed the importance of chemical research in solving the issues related to health, environment and energy. She congratulated the team Chemistry for their efforts in organizing the event with more than 600 participants from across India and few participants from abroad (countries like South Korea, Taiwan, Portugal). Later, Registrar of Yogi Vemana University Prof. D. Vijaya Raghava Prasad commented that developments in pharmaceutical chemistry research played an instrumental role in developing new drugs. Principal Prof. G. Sambasiva Reddy lauded the efforts of Chemistry faculty in conducting the e-FDP programme despite the troubles associated with COVID-19 pandemic. He assured that all the participants will be benefitted with the deliberations of the e-FDP.

The session started with a scintillating talk on “Molecular Interactions of Various Drugs with Plasma Proteins” by Prof. S. Rajagopal, FNASc of Department of Plant Sciences, School of Life Sciences, University of Hyderabad. Prof. Rajagopal elaborated various key aspects of drug chemistry and its binding protocols with plasma proteins. Later, Prof. A. G. Damu of the department of Chemistry, Yogi Vemana University presented a lecture on “Development of Multi Target Directed Ligands Against Alzheimer’s Disease”. He particularly focussed on how to synthesize organic ligands, and its associated efficacies in Alzheimer’s disease control. On day two Dr. Naveen Mulakayala delivered a lecture on topic “Repurposing Small Molecule Drugs Against COVID-19”. Dr. Naveen emphasized the synthesis and mechanistic aspects of

drugs based on organic molecules in combating coronavirus. This lecture was followed by a lecture on versatilities of Alfa-bromoketones as key starting materials for bioactive organic molecules by Dr. N. C. Gangi Reddy of Dept. of Chemistry. On the third day, Dr. K. Madhusudana Rao of Yengnam University, Republic of South Korea delivered a promising talk on “Hydrgels from Mussle-inspired Chemistry for Tissue Engineering Applications”. Dr. Rao stressed the importance of development of synthetic strategies for hydrogels revolutionized the growth of tissue engineering. Later, Dr. K. S. V. Krishna Rao delivered a talk on the importance of nanomaterials for targeted drug delivery. On day four, Dr. K. V. S. Ranganath of Banaras Hindu University presented a detailed talk on “Surface Modification of Nanomaterials using N-Heterocyclic Carbenes for Catalytic Applications”. Dr. Ranganath stressed the importance of surface modification of nanomaterials in achieving higher yields of targeted molecules. Later, Dr. Vasu Govardhana Reddy of dept of chemistry gave a lecture on the synthesis and catalytic applications of N-heterocyclic carbenes. On day five, Dr. Rambabu of Indian Institute of Chemical Technology delivered an informative talk on organocatalysis in stereoselective synthesis. He emphasized advances in organocatalysis leads to develop several useful drug molecules. Dr. K. Venkateswarlu of the department of chemistry in his talk discussed the importance of agro waste derived extracts for sustainable synthesis. On the final day Prof. Kannian Pandiyan of University of Madras discussed various aspects of synthesis, characterization of nanomaterials for energy and environmental application. He particularly focussed on fabrication of graphene-based composites for the production of hydrogen, environmental pollutants treatment etc. Later, Dr. L. Subramanyam Sarma of Chemistry department presented a talk on electrocatalysis at nanoscale and its associated challenges and opportunities”.

In the concluding session, organizers of the e-FDP requested feedback from all the participants and witnessed a very good feedback from the participants. Finally, the six-day e-FDP programme was successfully closed with a closing remarks by Dr. L. Subramanyam Sarma, Coordinator, Dept. of Chemistry in which he thanked the University administration, faculty from the chemistry department and other department and participants for their excellent cooperation.

అభివృద్ధికి పరిశోధనలు కీలకం

యోగి వేమన విశ్వవిద్యాలయం, న్యూస్ టుడే: సమాజ శ్రేయస్సుతో పాటు దేశ భవిష్యత్తుకు రసాయన శాస్త్ర పరిశోధనలు అత్యంత కీలకమని యోవేవి ఉపకులపతి ఆచార్య మునగాల సూర్యకళావతి తెలిపారు. సోమవారం యోగి వేమన విశ్వవిద్యాలయంలో రసాయనశాస్త్ర శాఖ ప్యాకల్జీ డెవలప్ మెంట్ ప్రోగ్రామ్ (ఎఫ్ డీపీ) ఆరు రోజుల సదస్సును వీసీ ఆచార్య సూర్యకళావతి ముఖ్య అతిథిగా హాజరై ప్రారంభించారు. ఈ సందర్భంగా వీసీ మాట్లాడుతూ, కొవిడ్ మహమ్మారితో ప్రతికూల వాతావరణం నెలకొన్నా యోవేవి శాస్త్రీయ పరిజ్ఞానాన్ని పెంపొందించడంలో క్రియాశీలకంగా వ్యవహరిస్తోందన్నారు. రసాయన శాస్త్రం అధ్యాపకులకు పరిశోధన, బోధనపరమైన నైపుణ్యాలు మరింత విస్తృతంగా ఈ సదస్సు ద్వారా లభిస్తాయని ఆశాభావం వ్యక్తం చేశారు. కుల సచివులు ఆచార్య డి.విజయ రాఘవప్రసాద్ మాట్లాడుతూ, ఆరో రోజుల ఈ సదస్సు డిగ్రీ, పీజీ అధ్యాపకులకు ఉపయోగపడుతుందన్నారు. పీజీ కళాశాల ప్రధానాచార్యులు జి. సాంబశివారెడ్డి, ఉప ప్రధానాచార్యులు ఎస్. రమణాద్ రెడ్డి మాట్లాడుతూ, రసాయన శాస్త్ర పరిశోధన ఆవశ్యక

తను పరిశోధనలో నూతన పోకడలను వివరించడానికి దేశ విదేశాలకు చెందిన శాస్త్రవేత్తలు ఈ సదస్సులో భాగస్వాములు అయ్యారని తెలిపారు. హైదరాబాద్ కేంద్రీయ విశ్వవిద్యాలయం ఆచార్యులు రాజగోపాల్, యోవేవి ఆచార్యులు ఏజీ. దాము కెమికల్ బయాలజీ గురించి వివరించారు. హైదరాబాద్ ఎస్వీ ఏకే లైఫ్ సైన్సెస్ కు చెందిన డాక్టర్ నవీన్, దక్షిణ కొరియాకు చెందిన కె. మదుసూదన్ రావు, బనారస్ హిందూ విశ్వవిద్యాలయం శాస్త్రవేత్త డాక్టర్ కె. రంగనాథ్, హైదరాబాద్ నుంచి డాక్టర్ రాంబాబు, మద్రాస్ విశ్వవిద్యాలయం నుంచి ఆచార్య పాండియన్ రసాయనశాస్త్ర పరిశోధనలు గురించి వివరించారు. ఈ సదస్సు రసాయనశాస్త్ర సమన్వయ కర్త డాక్టర్ సుబ్రహ్మణ్యం శర్మ, సహాయకులు డాక్టర్ ఎన్. సీ. గంగిరెడ్డి, డాక్టర్ ఎస్వీ కృష్ణారావు, డాక్టర్ పి. వసుగోవర్ధనరెడ్డి, డాక్టర్ కె. వెంకటేశ్వర్లు ఆధ్వర్యంలో జరిగింది. అధ్యాపకులు, పరిశోధకులు, ప్రముఖులు వివిధ ప్రాంతాల నుంచి ఆన్ లైన్ లో పాల్గొన్నారు.



సమావేశంలో పాల్గొన్న యోవేవి అధికారులు, అధ్యాపకులు

సమాజానికి మేలుచేసే పరిశోధనలపై దృష్టి

- కెమిస్ట్రీ ఎఫ్డీపీ సదస్సులో వైస్ చాన్సలర్
- వైవీయూలో ప్రారంభమైన అంతర్జాల సదస్సు

వైవీయూ: సమాజానికి మేలుచేసే పరిశోధనలపై మరింత దృష్టిసారించాలని వైవీయూ వీసీ ఆచార్య మునగాల సూర్యకళావతి సూచించారు. సోమవారం వైవీయూ రసాయనశాస్త్ర విభాగం ఆధ్వర్యంలో 'రీసెంట్ డెవలప్ మెంట్స్ ఇన్ కెమికల్ రీసెర్చ్ ఫార్ సస్టెటల్ అప్లికేషన్స్' అన్న అంశంపై ఫ్యాకల్టీ డెవలప్ మెంట్ ప్రోగ్రాం నిర్వహించారు. ఈ నెల 3 నుంచి 8వ తేదీ వరకు నిర్వహించే అంతర్జాల సదస్సుకు సంబంధించిన ఈ-ప్రారంభోత్సవ కార్యక్రమాన్ని వీసీ ప్రారంభించారు. ఈ సందర్భంగా ఆమె మాట్లాడుతూ సమాజానికి ఉపయోగపడే పరిశోధనలు తీసుకు రావడంలో రసాయనశాస్త్రం ఎంతో కీలకమైందన్నారు. కరోనా సమయంలో సాంకేతికతను అందిపుచ్చుకుని పుత్తినైపుణ్యాలు మెరుగుపరుచుకోవడం అభినందనీయమన్నారు. రిజిస్ట్రార్ ఆచార్య డి.విజయరాఘవప్రసాద్ మాట్లాడుతూ 6 రోజుల పాటు నిర్వహించే ఈ సదస్సు డిగ్రీ, విశ్వవిద్యాలయ అధ్యాపకులకు ఉపయోగకరమన్నారు. రసాయనశాస్త్ర విభాగం సమన్వయకర్త డాక్టర్ ఎల్. సుబ్రమణ్యంశర్మ సదస్సు ఉద్దేశ్యాన్ని వివరించారు.



సదస్సులో పాల్గొన్న వైవీయూ వీసీ సూర్యకళావతి, అధికారులు, అధ్యాపకులు

అనంతరం నిర్వహించిన ఈ సదస్సులో హైదరాబాద్ కేం ద్రీయ విశ్వవిద్యాలయానికి చెందిన ఆచార్య ఎస్. రాజగో పాల్, వైవీయూ ఆచార్యుడు ఏజీ దాము అల్లీమర్స్ వ్యాధి గురించి, నిరోధించే మార్గాలను వివరించారు. వీరితో పాటు సదస్సులో హైదరాబాద్ కు చెందిన ఎస్.వి.ఎ.కె. లైఫ్ సైన్సెస్ నుంచి డా. నవీన్, దక్షిణ కొరియా నుంచి డా. కె. మధుసూదన్ రావు, బనారస్ విశ్వవిద్యాలయం నుంచి డా. కె. రంగనాథ్, హైదరాబాద్ ఐఐసీటీ నుంచి డా. రాం బాబు, మద్రాసు విశ్వవిద్యాలయం నుంచి ఆచార్య పాం డియన్లు వెబ్ నాల్ లో భాగస్వాములయ్యారు. సదస్సులో ప్రిన్సిపాల్ ఆచార్య జి.సాంబశివారెడ్డి, వైస్ ప్రిన్సిపాల్ ఆచార్య ఎస్.రఘునాథరెడ్డి పాల్గొన్నారు.


 REGISTRAR
 YOGI VEMANA UNIVERSITY
 KADAPA-516 005.

(12)

**National Commission for Women(NCW), New Delhi
sponsored
A Two-Day National Seminar on**

**“ISSUES, CHALLENGES AND PROSPECTS OF WOMEN PARTICIPATION
IN RESEARCH AND DEVELOPMENT ACTIVITIES IN INDIA :: PAST,
PRESENT AND FUTURE SCENARIO (ICPWRD-2020)”**

organised by


**Department of Business Management, Yogi Vemana University, Kadapa,
Andhra Pradesh, India
(during February 14-15, 2020)**

Programme Schedule for Inaugural Session


On February 14th, 2020, 10.00 – 12.30 p.m.

Inviting the guests on to the Dais	:	Ms. M.K. Jyothi
President of the Function		Prof. S. RAGHUNATHA REDDY Vice-Principal, University College, Yogi Vemana University, Kadapa
JyothiPrajvalana	:	Lightening by all the guests
Invocation	:	University Prayer Song
Presidential Opening Remarks		Prof. S. RAGHUNATHA REDDY Vice-Principal, University College, Yogi Vemana University, Kadapa
Profile of the Department		Dr. S. SUBBA REDDY Coordinator & AssistantProfessor Department of Business Management, YVU
Speech by the Chairperson		Prof. T. SREENIVAS Chairman, BOS Yogi Vemana University, Kadapa
Theme of the National Seminar	:	Dr. P. SARITHA Convener, ICPWRD-2020
Releasing of Souvenir		by the Chief Guest of the function
Profiles of the Guests		Dr. A. AMRUTH PRASAD REDDY AssistantProfessor Department of Business Management, YVU
Address by the Chief Guest	:	MS. B. CODANAYAGUY Sr. Scientist, Group Director, Quality Division (EICS), SDSC SHAR, Sriharikota
Address by the Keynote Speaker		Prof. P. MOHAN REDDY Sri Venkateswara University, Tirupati
Speech by the Guest of Honour	:	Dr. MANORAMA V SUNKARA Chief Scientist, Nano Materials Laboratory, CSIR-Indian Institute of Chemical Technology, Hyderabad

Felicitations to the Guests	By the President and Chairperson of the Seminar
Presidential Closing Remarks	Prof. S. RAGHUNATHA REDDY Vice-Principal, University College, YVU, Kadapa
Vote of Thanks	Dr. P. V. VARAPRABHAKAR Assistant Professor Department of Business Management, YVU, Kadapa



National Commission for Women (NCW)
New Delhi



Sponsored





Two-Day National Seminar

on

**ISSUES, CHALLENGES AND PROSPECTS OF
WOMEN PARTICIPATION IN RESEARCH AND
DEVELOPMENT ACTIVITIES IN INDIA:: PAST,
PRESENT AND FUTURE SCENARIO**

(ICPWRD-2020)

(during February 14th & 15th, 2020)

organised by

DEPARTMENT OF BUSINESS MANAGEMENT
YOGI VEMANA UNIVERSITY
KADAPA – 516005, YSR DISTRICT
ANDHRA PRADESH, INDIA

www.yogivemanauniversity.ac.in

The seminar has proved to meet the thrust and objectives of the theme of the seminar with the sharing of experiences, knowledge, queries and insights from various resource persons, delegates and participants attended for the seminar during February 14-15, 2020 throughout India and Malaysia also. It was as an effective platform for all the concerned stakeholders to introspect about **“ISSUES, CHALLENGES AND PROSPECTS OF WOMEN PARTICIPATION IN RESEARCH AND DEVELOPMENT ACTIVITIES IN INDIA :: PAST, PRESENT AND FUTURE SCENARIO (ICPWRD-2020)”** in the Two-Day national Seminar with the support of National Commission for Women .

Mrs. Jyothi, Research Scholar from Department of Business Management Yogi Vemana University, Kadapa while welcoming all the resource persons, dignitaries, delegates and participants, expressed her immense pleasure that Department of MBA, Yogi Vemana University is hosting the NCW sponsored seminar in inaugural session. On the first day, the inaugural session was presided by Prof. K. RaghunathaReddy, Vice-Principal, Yogi Vemana University College and President of Inaugural session. The seminar started with the University prayer song in the inaugural session, lightening of lamp was performed by **Chief guest Ms.Codanayaguy, Senior Scientist, SHAR, ISRO Branch, Sriharikota, Prof. Mohan Reddy from Sri Venkateswara University, Tirupati and Keynote Speaker for the Inaugural Session, Prof. Manorama V Sunkara, Senior Scientist from CSIR-IICT, Hyderabad as a Guest of honour, Prof. T.Sreenivas, Chairman, BOS, Department of Business Management, Yogi Vemana University, Kadapa, Dr.S.Subba Reddy, Coordinator (Head), Department of Business Management, Yogi Vemana University, Kadapa and Dr. P. Saritha, Convener of the Seminar and Assistant Professor, Department of Business Management, Yogi Vemana University, Kadapa** were participated in the lightening of lamp.

We need to understand that the richest person is not the one who has the most but the one who ‘needs the least’. In the presidential remarks of Prof. Raghunatha Reddy, highlighted how work life and personal life need to be balanced by the women and the role of women in research and development activities in India. Ms. Codanayaguy, Chief Guest of Inaugural session expressed her gratitude to be a part of this thought provoking platform and

she was delivered nice PPT presentation on **Issues, Challenges of Women and Future initiatives for Women in Research and Development activities in Science and Technology especially in Space research**. The one of the guests of honour

Prof. P. Mohan Reddy in his keynote address emphasized the importance of research and highlighted the challenges and issues of research and development activities, how the women issues resolved by research with live examples. Further, Prof. T. Sreenivas emphasized that the outcome of this seminar will definitely stimulate and aims and objectives of the programme at different level. He concluded that proceedings of this conference would give directions to educationists and policy makers for futuristic plan. Dr. P. Saritha, Convener, expressed her gratitude and thank the National Commissioner for Women, New Delhi for the support for organising the National Seminar and shared her views as it is a matter of great pleasure to be with this gathering and shared the views on various current issues related to issues and challenges related to women and need and thrust of organizing the seminar in the present day context. She declared that more than **110 papers were received throughout India and Malaysia**. Dr. S. Subba Reddy, Head of the Department explained about the progress of the department and need for the women participation in research when compared with the men researchers. Dr. P.V. VaraPrabhakar was proposed vote of thanks to the gathering in the Inaugural Session on February 14th, 2020 at 10.00 t 1.00p.m.

Rapporteur Dr. G. VijayaBharathi, Associate Professor from YVU, Kadapa by Mrs. Jyothi for the Technical Session – 2. All the resource persons were shared and various case studies about problems and prospects of women in research in India followed by paper presentations by Geetha Devi, Krupathi, Katyyani, Neelima, Murali Mohan etc. Thus, the resource persons and delegates on 14.02.2020 ended Two technical sessions with excellent deliberations.

The day two of the seminar i.e., on 15.02.2020 was started with special invited talk by the Chairperson of the Technical Session-3, Prof. T. Vasanthi from Yogi Vemana University, Kadapa and speeches by Prof. P. Narayana Reddy, Co-chair and Director, Samsrithi Educational Institues, Puttaparthi, Ananthapur District, Dr. Kalpalatha Reddy, Keynote Speaker and Principal, SV College of Engineering, Tirupati and Dr. Seshamaheswari, Rapporteur and Assistant Professor, JNTU Pulivendula. Prof. Narayana Reddy delivered a lecture on the topic “Role of Women in Research and Development Activities in India and facing Problems”. Dr. Kalpalatha Reddy, Keynote Speaker was initiated the lecture on “Role and participation of Women in Research and Development Activities in Science and Technology” was followed by technical session.

Technical session –IV was chaired by Dr. Indira from Pondicherry and followed by paper presentations. In the two day national seminar One Inaugural session there are four technical sessions by eminent professors from different institutions, invited talks, 40 paper presentation and majority of the participants presented effectively and clarified the doubts raised by the delegates.



Registrar

**REGISTRAR
YOGI VEMANA UNIVERSITY
KADAPA-516 005.**



ఆపిష్యన్

పాత్రికేయ ప్రసార మార్గము శాఖ

యోగివేమన విశ్వవిద్యాలయం, కడప - 516 005.

ప్రసారమార్గములు - భాషా వికాసం
జాతీయ కార్యశాల

వేదిక : 27 ఫిబ్రవరి, 2020 వేదిక : ఆర్ట్స్, కామర్స్ భవనం, యోగివేమన విశ్వవిద్యాలయం

ప్రారంభ సమావేశం : 27-02-2020 ఉదయం 10.00 గం||

— సభాధ్యక్షులు —

ఆచార్య జి. సాంబశివారెడ్డి, ప్రిన్సిపాల్, వైపీయు కళాశాల

— ముఖ్య అతిథి —

ఆచార్య యం. సూర్య కళావతి, వైస్ ఛాన్సలర్, వైపీయు, కడప

— విశిష్ట అతిథి —

ఆచార్య యం. రామకృష్ణారెడ్డి, రెక్టర్, వైపీయు, కడప

— గౌరవ అతిథులు —

ఆచార్య పి. కుసుమ కుమారి, పూర్వ వైస్ ఛాన్సలర్

శ్రీ భూమన్, రాయలసీమ అధ్యయనాల సంస్థ, తిరువతి.

శ్రీ గోరేటి వెంకన్న, ప్రజాకవి

ముగింపు సమావేశం : 27-02-2020, సాయంత్రం 4:30 గం||

వేదిక : సిమినార్ హాల్-1, యోగివేమన విశ్వవిద్యాలయం, కడప

— సభాధ్యక్షులు —

ఆచార్య పి. పద్మ, డీన్, ఫ్యాకల్టీ ఆఫ్ ఆర్ట్స్, ఆంగ్లశాఖ, వైపీయు, కడప

— ముఖ్య అతిథి —

ఆచార్య డి. విజయ రాఘవ ప్రసాద్, కులసచివులు, వైపీయు, కడప

— విశిష్ట అతిథి —

ఆచార్య యస్ రఘునాథ రెడ్డి, వైస్ ప్రిన్సిపాల్, వైపీయు, కడప

అధ్యాపకులు, అధ్యాపకేతర సిబ్బంది, విద్యార్థులు

పాత్రికేయ, ప్రసారమార్గముశాఖ, వైపీయు, కడప.

కార్యక్రమం వివరాలు

ప్రారంభ సమావేశం : 27-02-2020 ఉదయం 10.00 గం||

వేదిక : ఆర్ట్స్, కామర్స్ భవనం, యోగివేమన విశ్వవిద్యాలయం

10.00 - 10.30 గం|| ప్రారంభ సమావేశం

10.30 - 01.00 గం|| ప్రత్యేక ప్రసంగాలు

ఆచార్య పి. కుసుమ కుమారి

మార్గములు భాషా వికాసం

శ్రీ భూమన్

రాయలసీమ పత్రికలు భాషా వికాసం

శ్రీ గోరేటి వెంకన్న

సినిమా సాహిత్యం తీరుతెన్నులు, భాషావికాసం

01.00 - 02.00 గం|| భోజన విరామం

02.00 - 04.00 గం|| చర్చా కార్యక్రమం - పాల్గొనువారు

ఆచార్య తప్పెట రామప్రసాదరెడ్డి

తెలుగుశాఖ, వైపీయు, కడప

డా.ఎన్. ఈశ్వర రెడ్డి

తెలుగుశాఖ, వైపీయు, కడప

28-02-2020

10.30 - 01.00 గం|| ప్రత్యేక ప్రసంగాలు

శ్రీ పాలగిరి విశ్వ ప్రసాద్

కవి, రచయిత, సీనియర్ జర్నలిస్ట్

శ్రీ కర్రాటి వెంకట శివారెడ్డి

రెక్టర్, సీనియర్ జర్నలిస్ట్

శ్రీ జి.ఎల్.ఎన్. చంద్రశేఖర్

కాలమిస్ట్, ప్రధానాచార్యులు, జిడిసి, రాజంపేట

04.00 - 04.30 గం|| విద్యార్థులకు తెలుగు క్విజ్

04.30 - 05.00 గం|| ముగింపు సమావేశం

5



Department of Communication and Journalism
YOGI VEMANA UNIVERSITY

NATIONAL SYMPOSIUM – PRASARA MADHYAMALU- BASHA VIKASAM

February 27th – February 28th 2020

Venue – Seminar Hall – 1- Room No. 120 - New Arts and Commerce Block, YVU

Programme Schedule

DAY – 1 – FEBRUARY 27th - 2020	
DAY 1: 09.00 am to 10.00 am - SESSION 1 – Inaugural Session	
9:00 – 9:05 am	Welcoming of the Guests to the Dias – T. Shyam Swaroop
9:05 – 9:10 am	Lighting of the Lamp by the Dignitaries on the dais
9:10 – 9:15 am	Invocation Song
9:15 – 10:00 am	Presidential remarks by Prof. G. Sambasiva Reddy Principal, YVU College
	Brief summary of the Department and Theme of the Symposium by the Convener of the Symposium, Coordinator of the Dept of Communication and Journalism- T. Shyam Swaroop
	Address by the Chief Guest Prof. M. Ramakrishna Reddy, Rector, Yogi Vemana University, Kadapa
	Brief remarks by the Resource Person Prof. P. Kusuma Kumari, Ex- Vice-Chancellor, Sri Krishna Devaraya University, Anantapur
	Brief remarks by the Resource Person Sri. Bhuman, Rayalaseema Adhyanala Samstha, Tirupahti
	Brief remarks by the Resource Person Sri. Goreti Venkanna, Hyderabad
	Vote of Thanks – Dr. T. Suresh Babu, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University.
DAY 1: 10.00 am to 1.00 pm - SESSION 2 – Technical Session-1	
Session Chaired by – T. Shyam Swaroop, Coordinator, Department of Communication and Journalism, Yogi Vemana University, Kadapa.	
10.00- 11.00 am	Special Lecture by Prof. P. Kusuma Kumari, Ex- Vice-Chancellor, Sri Krishna Devaraya University, Anantapur. Topic: Prasara Madhyamalu – Basha Vikasam
11.00 – 12.Noon	Special Lecture by Sri. Bhuman, Rayalaseema Adhyanala Samstha, Tirupati Topic: Rayalaseema Patrikalu – Basha Vikasam.
12.00- 1.00pm	Special Lecture by Sri. Sri. Goreti Venkanna, Poet, Hyderabad Topic: Cinema Sahityam – Teeru Tennulu – Basha Vikasam.
1.00 – 2.00 pm	LUNCH BREAK
DAY 1: 2.00 pm to 5.00 pm - SESSION 3 – Technical Session-2	
Session Chaired by – Prof. L. Vijaya Krishna Reddy, Registrar, Vikram Simhapuri University, Nellore	
2.00 – 2.30 pm	Introductory Remarks by the Chair – Prof. L. Vijaya Krishna Reddy, Registrar, Vikram Simhapuri University, Nellore
2.30 – 3.00 pm	Special Lecture by Prof. T. Ramaprasada Reddy, Department of Telugu, Yogi Vemana University, Kadapa. Topic: Madhyamalalo Telugu Padala adana pradanam.
3.00 – 3.30pm	Special Lecture by Dr. N. Eswara Reddy, Department of Telugu, Yogi Vemana University, Kadapa. Topic: Telugu Prasara Madhyamalu – Padaprayogam.
3.30– 4.00pm	COFFE / TEA BREAK
4.00 – 5.00pm	DISCUSSION SESSION -1

DAY – 1 – FEBRUARY 28th - 2020**DAY 2: 10.00 am to 1.00 pm - SESSION 4 – Technical Session-3**

Session Chaired by – T. Shyam Swaroop, Coordinator, Department of Communication and Journalism, Yogi Vemana University, Kadapa

10.00- 11.00 am	Special Lecture by Sri.Palagiri Viswaprasad, Poet, Writer, Sr. Journalist Topic: Telugu Vaarthapatrikalu – Padavikasam
11.00 – 12.Noon	Special Lecture by Sri. I.L.N. Chandrasekhar, Columnist, Principal, Govt. Degree College, Rajampeta. Topic: Television Channellu – Basha prayogam- Teerutennulu.
12.00- 1.00pm	Special Lecture by Sri. Karnati Venkata Siva Reddy Lecturer, Sr. Journalist. Topic: Prasara Madhyamalu - Telugu Sahityam
1.00 – 2.00 pm	LUNCH BREAK

DAY 2: 2.00 pm to 5.00 pm - SESSION 5 – Technical Session-4

Session Chaired by – Dr. T. Suresh Babu, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University.

2.00 – 3.30 pm	DISCUSSION SESSION -2
3.30 – 3.45pm	TEA / COFFEE Break
3.45- 4.30pm	Telugu Quiz for Students.

DAY 2: 4.30 pm to 5.30 pm - SESSION 6 – Valedictory Session

Session Chaired by – Prof. P. Padma, DEAN, Faculty of Arts, Dept of English, Yogi Vemana University, Kadapa.

4.30- 4.45pm	Brief Remarks by the Chair Prof. P. Padma, DEAN, Faculty of Arts, Dept of English, Yogi Vemana University, Kadapa.
4.45- 5.00 pm	Address by Special Guest Prof. S. Raghunatha Reddy, Vice-Principal, Yogi Vemana University, Kadapa.
5.00 - 5.15pm	Address by Chief Guest Prof. D. Vijaya Raghva Prasad, Registrar, Yogi Vemana University, Kadapa
5.15 – 5.30 pm	Presentation of Certificates Vote of Thanks by G.Ramasudha, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University.



Department of Journalism and Communication

Brief Report on National Symposium on Prasara Madhyamalu – Basha Vikasam

The Department of Communication and Journalism of Yogi Vemana University, India organized two days National Symposium on the theme “Prasara Madhyamalu – Basha Vikasam” from March 27th to March 28th 2018. The workshop started on March 27th in the New Arts and Commerce Block in the University Campus with the Inaugural Session from 9am to 10 pm. The inaugural session started by Inviting the dignitaries on to the dais by T. Shyam Swaroop, Assistant Professor & Coordinator of the Department of Communication and Journalism, with the lighting of the lamp and playing of the University Invocation Song. The meeting was chaired by Prof. G. Samba Siva Reddy, Principal of Yogi Vemana University College and initially he gave his remarks about the workshop. T. Shyam Swaroop, Coordinator of the Department of Communication and Journalism gave brief information about the department activities and introduced the theme and importance of the Symposium. The Chief Guest of the function, Rector of Yogi Vemana University Prof. M. Ramakrishna Reddy delivered his address to the gathering. Later the Guest of Honor Prof. P. Kusuma Kumari, Ex- Vice-chancellor of Sri Krishna Devaraya University gave her brief remarks followed by Sri Bhuman, Rayalaseema Adhyanala Samstha, Tirupati and Sri. Goreti Venkanna, Hyderabad. The session vote of thanks was presented by Dr. T. Suresh Babu, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University

The first day First Technical Session (10.00am – 1.00pm) was started by T. Shyam Swaroop, Coordinator, Department of Communication and Journalism, Yogi Vemana University, Kadapa by introducing the Resource Persons. He also gave a brief information on the role played by media in development of language and linguistic skills among the masses. Prof. P. Kusuma Kumari, Ex- Vice-chancellor of Sri Krishna Devaraya University delivered lecture on the topic “Prasara Madhyaalu – Basha Vikasam”. She acclaimed the role of media in creating credibility to the language apart from giving a wider base by developing the people’s language which can be understood by people speaking different dialects of a language. The different mediums especially the print medium has enhanced the role of language and was instrumental in much experimentation she said. Another resource person Mr. Bhuman from Rayalaseema Adhyanala Samstha, Tirupati delivered a special lecture on the topic “Rayalaseema Patrikalu – Basha Vikasam”. Speaking on the occasion he informed that the newspapers and magazines printed from Rayalaseema has aided in the development of Rayalaseema culture and literature in a big way. The proliferation

of newspaper readers in the Rayalaseema region was instrumental in awakening of cultural and political ideologies in the region he added. The movement towards the development of language i.e “Bashavudyamam” goes hand in hand with the development of mass media especially news papers “patrikaviakasm” in Rayalaseema region he informed the audience. The Poet, “prajakavi” from Hyderabad Sri. Goreti Venkanna delivered a lecture on the topic “Cinema Sahityam – Teeru Tennulu – Basha Vikasam”. Tracing the development of language among the film songs and film literature he reiterated that the richness of language was presented in the films in various formats of songs, poems and dialogues. The language that was more native and rural based has now transformed into more urbane with the inclusion of more foreign and other language words he analyzed. He explained works of many film writers like Sri etc and said that many of them were great poets and had used the film medium to express their ideologies and thoughts.

The first day Second Technical Session (2.00pm- 5.00pm) was started by Prof. L. Vijaya Krishna Reddy, Registrar, Vikram Simhapuri University, Nellore. In his introductory remarks of the session he explained about the common language mistakes committed by media writers. He said that the present day media is more worried about the deadlines rather than presentation of good language. He remarked that there is a gradual but certain degradation in the use of language in both print and electronic medium in the present day context. The resource person Prof. T. Ramaprasada Reddy, Department of Telugu, Yogi Vemana University, Kadapa spoke on the topic “Madhyamalalo Telugu Padala adana pradanam”. Speaking on the occasion he said that most of the Telugu words used in the print medium are evolved from the native Telugu Rayalaseema literature. He explained with examples the etymology of many words and their usage in the media. Another resource person Dr. N. Eswara Reddy, Department of Telugu, Yogi Vemana University, Kadapa. Topic: Telugu Prasara Madhyamalu – Padaprayogam. In his talk he stated that Print media has played an exemplary role in creating new words and extending the life and utility of the language. Terming the language used in the present day media as the “patrika basha” he stated that today many people speaking different dialects are unified with the prevalence of “patrika basha”. The final hour of the session was dedicated to the discussion and deliberations on various issues of the session.

On the second day i.e. February 28th 2020 the Third Technical session (10am-1.00pm) was started by T. Shyam Swaroop, Coordinator, Department of Communication and Journalism, Yogi Vemana University, Kadapa. He introduced the resource persons and introduced the topics to be presented by them in the session. The

first resource person of the day Sri.Palagiri Viswaprasad, Poet, Writer, Sr. Journalist gave a lecture on the topic “Telugu Vaarthapatrikalu – Padavikasam”. He elaborated the contribution of various Telugu news papers in the development of Telugu language. He highlighted that most of the language reforms “bashasamskaaranalu” were initiated and executed with the help of news papers. Newspapers became the primary vehicles for the exchange of various opinions on language he added. Another resource person Sri I.L.N. Chandrasekhar, Columnist, Principal, Government Degree College, Rajampeta spoke about the topic “Television Channellu – Bashaa prayogam-Teerutennulu”. Illustrating with examples he explained the use of various mixed and other language words in the Telugu news channels. More than their usage the frequency of their usage in creating more trouble and leading to the normalization of the other language words he said. Expressing concern over the language skills of the present day television news readers and presenters he said that apart from other forms of training they need to be given special training on language use and delivery. The third resource person of the session Sri Karnati Venkata Siva Reddy Lecturer, Sr. Journalist spoke on the topic “Prasara Madhyamalalu - Telugu Sahityam”. He explained the role of mass media especially the print media in developing the Telugu literature. The present day newspapers and magazine have rejuvenated the reader’s interest in the literary works he added.

The second day fourth technical session from (2.00pm- 5.00pm) was conducted by Dr. T. Suresh Babu, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University. A deluge language quiz was conducted for students. **More than 120 students from various disciplines of the University campus participated** in the quiz. The top three winners were given the cash Prize of Rs.1000/- Rs.750/- and Rs.500/- respectively.

The Valedictory Session was conducted 4.30 pm to 5.30 pm. The session was chaired by – Prof. P. Padma, DEAN, Faculty of Arts, Dept of English, Yogi Vemana University, Kadapa. After brief introductory remarks the session was addressed by the Special Guest Prof. S. Raghunatha Reddy, Vice-Principal, Yogi Vemana University, Kadapa. **Later the** Chief Guest of the session Prof. D. Vijaya Raghava Prasad, Registrar, Yogi Vemana University, Kadapa addressed the gathering. The session concluded with the presentation of participation certificates to the students and vote of thanks by G.Ramasudha, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University.

అమ్మభాష రక్షణ అందరి బాధ్యత

తెలుగు జర్నలిజానికి మాతృక రాయలసీమ ♦ భాషల అభివృద్ధిలో పత్రికలు మాధ్యమాల పాత్ర కీలకం

యోగి వేమన విశ్వవిద్యాలయం, న్యూస్ టుడే : భాష సృష్టి ఆ భాష సంస్కృతి జీవనం అంతరిస్తాయి.. అందుకే అమ్మభాష అంతరించుకుండా ప్రతి ఒక్కరూ కాపాడుకోవాలి. ప్రపంచీకరణ నేపథ్యంలో ప్రసార మాధ్యమాల కొత్త పదాలను కలుపుకోంటూ వెళ్లినప్పుడే తెలుగు భాష జీవద్దామగా ఉంటుందని వక్రలు ఉద్ఘాటించారు. యోగి వేమన విశ్వవిద్యాలయం జర్నలిజం శాఖ విభాగాధిపతి తమ్మిసేని శ్యాంస్వరూప్ అధ్యక్షులు 'ప్రసార మాధ్యమాల - భాషా వికాసం' అనే అంకంపై యోగివేమన హ్యామానిటీస్ భవనంలో జర్నలిజం శాఖ విభాగాధిపతి తమ్మిసేని శ్యాంస్వరూప్ అధ్యక్షులు గురువారం జాతీయ కార్యక్రమం నిర్వహించారు. ఈ సందర్భంగా గౌరవ అతిథి ప్రజాపతి, సిసీ గేయ రచయిత గౌరవ వెంకన్న మాట్లాడుతూ.. భాష సృష్టి ఆ భాష సంస్కృతి జీవనం అంతరిస్తాయన్నారు. అధిపత్య భావనలను దిద్దివేసిన భాషవారు



జ్యోతి వెంగిస్సున్న ఎస్సీయూ పూర్వ వీసీ ఆచార్య పి.కుసుమకుమారి చిత్రలో రెక్కాన్ ఎంటర్కే.రెడ్డి, ప్రిన్సిపల్, గౌరవ వెంకన్న, భూమనీ తదితరులు

లుగా పేర్కొన్నారు. ఎన్నోయూ పూర్వ వీసీ ఆచార్య పి.కుసుమకుమారి మాట్లాడుతూ.. రాయలసీమలోని విశ్వవిద్యాలయాల్లో లేని జర్నలిజం శాఖను యోగివేమన నిర్వహించడం, ఇంత అలోచనాత్మకమైన కార్యక్రమం నిర్వహించడం మంచి పరిణామమని, దీని వల్ల భాషపై మరింత చర్చ జరుగుతుందన్నారు. రాయలసీమ అధ్యయన సంస్థ అధ్యక్షులు భూమనీ మాట్లాడుతూ.. రాయలసీమ జర్నలిజానికి మాతృక అని చరిత్రలోని అంశాలను ఉదహరించారు. వృత్తాంతిని అనే పత్రికను 1895లో మండిగల వెంకట రాయ శాస్త్రి తీసుకొచ్చారని, గాడిపల్లె హరిసర్వోత్తమ రావు ఎడిటర్ అనే పదానికి ప్రత్యామ్నాయంగా సంపాదకుడు అనే పదం తొలుత ఉపయోగించారని చెప్పారు. మాధ్యమాల్లోని భాష ప్రజల బాషగా ఉన్నప్పుడే పత్రికలు, ప్రసార మాధ్యమాల కలుపుకోని దిరస్థాయిగా నిలుస్తాయన్నారు. ముఖ్య అతిథిగా హాజరైన రెక్కాన్ ఆచార్య ఎం.రామకృష్ణారెడ్డి మాట్లాడుతూ.. ప్రసార మాధ్యమాల ప్రజల పురోగతికి తోడ్పడే సాధనాలన్నారు. ప్రతి జర్నలిస్టు వాస్తవాలను తెలుసుకోసేందుకు శ్రేణిస్థాయికి వెళ్లాలన్నారు. ప్రిన్సిపల్ జి.సాంబశి రెడ్డి మాట్లాడుతూ.. భారత స్వాతంత్ర్య పోరాటంలో పత్రికల పాత్ర ఎనలేనిదన్నారు. కార్యక్రమం సందర్భంగా తమ్మిసేని శ్యాంస్వరూప్ మాట్లాడుతూ.. కార్యక్రమం అర్థవంతంగా ముగిసినట్లుగా, అనంతరం ముగింపు సమావేశానికి ఆచార్య పి.పద్మ అధ్యక్షత వహించగా యోగివేమన కలుపుకుంటూ ఆచార్య డి.విజయ రామప్రసాద్ హాజరై పత్ర సమర్పకులను సత్కరించారు. కార్యక్రమంలో ఆంధ్రప్రదేశ్ సార్వత్రిక విశ్వవిద్యాలయం ఉపసందాలకులు ఎల్.విజయ కృష్ణారెడ్డి, కవి, రచయిత పాలగిరి విశ్వప్రసాద్, ఆచార్య తప్పెట రామప్రసాద్ రెడ్డి, ఈశ్వరరెడ్డి, అధ్యాపకులు వి.సునీత, జి.రామసుంద, కె.స్వప్న, డాక్టరు వైఎం.మణికర్ణిక, డాక్టరు ఎం.శ్రీరాములు, డాక్టరు డి.సురేష్ బాబు, అధ్యాపకులు, విద్యార్థులు, స్కాలర్లు పాల్గొన్నారు.



హాజరైన అధ్యాపకులు, విద్యార్థులు

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తెలుగు జర్నలిజానికి మాతృక 'సీమ'

- భాషాభివృద్ధిలో పత్రికలు మాధ్యమాల పాత్ర కీలకం
- 'ప్రసార మాధ్యమాల-భాషా వికాసం' సదస్సులో వక్రలు

వైవేయా: ప్రపంచీకరణ నేపథ్యంలో ప్రసార మాధ్యమాల కొత్త పదాలను కలుపుకుంటూ వెళ్లినప్పుడే తెలుగు భాష జీవద్దామగా ఉంటుందని పలువురు వక్రలు పేర్కొన్నారు. యోగివేమన విశ్వవిద్యాలయం జర్నలిజం శాఖ విభాగాధిపతి తమ్మిసేని శ్యాంస్వరూప్ అధ్యక్షులు 'ప్రసార మాధ్యమాల-భాషా వికాసం' అన్న అంకంపై జాతీయ వర్క్ షాపు గురువారం వైవేయాలోని హ్యూమానిటీస్ బ్లాక్ లో నిర్వహించారు. ఈ కార్యక్రమానికి విచ్చేసిన వైవేయా రెక్కాన్ ఆచార్య ఎం. రామకృష్ణారెడ్డి మాట్లాడుతూ ప్రసార మాధ్యమాల ప్రజల పురోగతికి తోడ్పడే సాధనాలన్నారు. ప్రతి జర్నలిస్టు వాస్తవాలను తెలుసుకునేందుకు శ్రేణిస్థాయికి వెళ్లాలన్నారు. గౌరవ అతిథిగా విచ్చేసిన ప్రజాపతి, సిసీ గేయ రచయిత గౌరవ వెంకన్న మాట్లాడుతూ భాష సృష్టి ఆ భాష సంస్కృతి జీవనం అంతరిస్తాయన్నారు. అధిపత్య భావనలను దిద్దివేసిన భాషవారు లుగా పేర్కొన్నారు. రేతివృత్తులు కొనసాగినప్పుడే భాష సజీవంగా ఉంటుందని ఉదాహరణతో వివరించారు. వెంకన్న తన సహచరులైన గాయకురాలు చైతన్య, రామాంజనేయలు, జాన్ పాల్ బృందంతో పల్లె కన్నీరు పెడుకోంది.. ఎలమంద, పల్లె కన్నీరు పెడుకోందంటూ, ననుగన్న నా తల్లి రాయలసీమ వంటి పాలితో పాలు జానపదగేయాలతో ఉద్రాక



జ్యోతివైవేయాల చీఫ్ న్యూస్ ఎడిటర్ యూ మాజీ ఉపకులపతి కుసుమకుమారి

లో అన్ని పదాలను కలుపుకుని వెళితేనే తెలుగు జీవభాషగా విలసిల్లుతుందన్నారు. కార్యక్రమానికి అధ్యక్షత వహించిన ప్రిన్సిపల్ ఆచార్య జి. సాంబశి వారెడ్డి మాట్లాడుతూ భారత స్వాతంత్ర్య పోరాటంలో పత్రికల పాత్రను గురించి వివరించారు. గౌరవ అతిథిగా విచ్చేసిన ప్రజాపతి, సిసీ గేయ రచయిత గౌరవ వెంకన్న మాట్లాడుతూ భాష సృష్టి ఆ భాష సంస్కృతి జీవనం అంతరిస్తాయన్నారు. అధిపత్య భావనలను దిద్దివేసిన భాషవారు లుగా పేర్కొన్నారు. రేతివృత్తులు కొనసాగినప్పుడే భాష సజీవంగా ఉంటుందని ఉదాహరణతో వివరించారు. వెంకన్న తన సహచరులైన గాయకురాలు చైతన్య, రామాంజనేయలు, జాన్ పాల్ బృందంతో పల్లె కన్నీరు పెడుకోంది.. ఎలమంద, పల్లె కన్నీరు పెడుకోందంటూ, ననుగన్న నా తల్లి రాయలసీమ వంటి పాలితో పాలు జానపదగేయాలతో ఉద్రాక



మాట్లాడుతున్న ప్రజాపతి గౌరవ వెంకన్న

లుగించారు. వర్క్ షాపు డైరెక్టర్ తమ్మిసేని శ్యాంస్వరూప్ మాట్లాడుతూ వర్క్ షాపు అర్థవంతంగా సాగించిన, ఆగించిన లక్ష్యం నెరవేరిందన్నారు. అనంతరం నిర్వహించిన చర్చా కార్యక్రమంలో బి.ఆర్. అంబేద్కర్ సార్వత్రిక విశ్వవిద్యాలయం ఉప సందాలకులు ఎల్. విజయకృష్ణారెడ్డి మాట్లాడుతూ నేటి పత్రికల్లో డార్లుతున్న భాషాపాలను వివరించారు. రచయిత పాలగిరి విశ్వప్రసాద్ రెడ్డి, రాజంపేట ప్రభుత్వ డిగ్రీ కళాశాల వైసి ప్రిన్సిపల్ ఎం.ఎన్. చంద్రశేఖర్, వైవేయా తెలుగుశాఖ అధ్యక్షులు తప్పెట రామప్రసాద్ రెడ్డి, డా. ఎన్. ఈశ్వరరెడ్డి ఉపన్యాసించారు. ముగింపు సమావేశానికి ఫ్యాకల్టీ ఆఫ్ ఆర్ట్స్ డి.వి.జయరామప్రసాద్ హాజరై పత్ర సమర్పకులను సత్కరించారు. కార్యక్రమంలో జర్నలిజం అధ్యాపకులు తుమ్మలూరు సురేష్ బాబు, ఎం. శ్రీరాములు, ఎం. మణికర్ణిక, వి. సునీత, జి. రామసుంద, కె. స్వప్న, వివిధ విభాగాల అధ్యాపకులు, విద్యార్థులు పాల్గొన్నారు.

తెలుగు జర్నలిజానికి రాయలసీమ పుట్టినిల్లు

● వర్కషాపులో వక్రలు

కడప (వైపీయూ), ఫిబ్రవరి 27: తెలుగు జర్నలిజానికి రాయలసీమ పుట్టినిల్లు అని వైపీయూనివర్సిటీలో జర్నలిజం శాఖ ఆధ్వర్యంలో జరిగిన ప్రసార మాధ్యమాలు, భాషా వికాసం జాతీయ వర్కషాపులో వక్రలు అభిప్రాయ పడ్డారు. శుక్రవారం వర్సిటీలోని న్యూఆర్ట్స్ భవనంలో జరిగిన వర్కషాపుకు ముఖ్య అతిథిగా హాజరైన రెక్టార్ రామకృష్ణారెడ్డి హాజరై మాట్లాడుతూ ప్రసార మాధ్యమాలు ప్రజల అభివృద్ధికి తోడ్పడే సాధనాలన్నారు. వాడుకలో ఉన్న భాషను ప్రసారం చేయడం బాధ్యతగా తీసుకోవాలని, క్షేత్ర స్థాయిలో సమాచారం సేకరించాలన్నారు. ఎన్కెయూ మాజీ వీసీ కుసుమకుమారి మాట్లాడుతూ వర్సిటీలో విద్యార్థులకు, జ్ఞాన కేంద్రాలని రోజురోజుకూ మార్పులు చెందుతుండన్నారు. రాయలసీమ అధ్యయనాల సంస్థ భూమన్ మాట్లాడుతూ తెలుగు జర్నలిజానికి రాయలసీమ పుట్టినిల్లు అని మాధ్యమాల భాష ప్రజల భాషగా ఉండా



పాటలు పాడుతున్న గోరటి వెంకన్న

లన్నారు. ప్రపంచీకరణ నేపథ్యంలో కలిసి పోయిన సంస్కృతిభాష, జీవన విలువలను అర్థం చేసుకోవాలన్నారు. సదస్సు కన్వీనర్ శ్యాం స్వరూప్ వర్కషాపు సంబంధించి విశ్లేషించారు. ప్రజాకవి, గాయకుడు, గేయ రచయిత గోరటి వెంకన్న మాట్లాడుతూ భాష

నశస్త్ర ఆ భాషలోని జీవం పోతుండన్నారు. ఆదిపత్యాలను దిక్కురించి వారే అసలైన భాష వాడులుగా ఉంటారని తెలిపారు. ఇంకా ప్రిన్సిపాల్ సాంబశివారెడ్డి తదితరులు పాల్గొన్నారు. రెండో సెషన్లో చర్చా కార్యక్రమం జరగా కార్యక్రమంలో ప్రొఫెసర్ రాంప్రసాద్ రెడ్డి, డాక్టర్ ఈశ్వరీరెడ్డి, పాలగిరి విశ్వప్రసాద్, వెంకటశివారెడ్డి, ఐఎల్ఎన్ చంద్రశేఖర్, రిజిస్ట్రార్ విజయ రామవప్రసాద్, ప్రొఫెసర్ డీన్ పద్మముగింపు సభలో పాల్గొని జర్నలిజంపై విశ్లేషించారు. జర్నలిజం అధ్యాపకులు స్వప్న, సునీత, రామసుధ, సురేష్, శ్రీరామ్, పరిశోధకులు పాల్గొన్నారు. అనంతరం విద్యార్థులకు క్వీజ్ నిర్వహించి విజేతలను ఎంపిక చేశారు.



భాషాభివృద్ధిలో పత్రికల పాత్ర కీలకం

ప్రజాశక్తి - కడపలర్డన్

ప్రపంచీకరణ నేపథ్యంలో ప్రసార మాధ్యమాలు కొత్త పదాలను కలుపుకుంటూ వెళ్లినప్పుడే తెలుగుభాష జీవభాషగా ఉంటుందని వక్రలు ఉద్ఘాటించారు. వైపీయూ జర్నలిజం శాఖ 'ప్రసార మాధ్యమాలు-భాషా వికాసం' అనే అంశంపై జాతీయ కార్యశాల హ్యూమానిటీస్ బవనంలోని జర్నలిజంశాఖ అధిపతి తమ్మినేటి శ్యాం స్వరూప్ ఆధ్వర్యంలో నిర్వహించారు. ఈ సందర్భంగా వైపీయూ రెక్టార్ ఆచార్య ఎం.రామకృష్ణారెడ్డి మాట్లాడుతూ ప్రసార మాధ్యమాలు ప్రజల పురోగతికి తోడ్పడే సాధనాలన్నారు. జర్నలిస్టులు క్షేత్రస్థాయికి వెళ్లి వార్తలు రాయాలని పేర్కొన్నారు. గౌరవ అతిథిగా హాజరైన ఎన్కెయూ పూర్వ విసి ఆచార్య కుసుమకుమారి మాట్లాడుతూ వైపీయూలో జర్నలిజంశాఖ రాయలసీమలోని విశ్వవిద్యాలయాల్లో కేవలం వైపీయూలో నిర్వహించడం అభినందనీయమని పేర్కొన్నారు. భాషపై మరింత చర్చ అవసరమని చెప్పారు. రాయలసీమ అధ్యయన సంస్థ అధ్యక్షులు భూమన్ మాట్లాడుతూ రాయలసీమ జర్నలిజానికి మాతృక అని, చరిత్రలోని అంశాలను ఉదహరించారు. సినిగేయ రచయిత గోరటి వెంకన్న



జ్యోతిప్రజ్ఞాన చేస్తున్న వూర్వపు విసి కుసుమ కుమారి

మాట్లాడుతూ భాష నశస్త్ర ఆ భాష సంస్కృతి జీవనం అంతరిస్తాయని పేర్కొన్నారు. సంచాలకులు తమ్మినేటి శ్యాం స్వరూప్ మాట్లాడుతూ అర్థవంతంగా నడంబు ముగిసిందని చెప్పారు. కార్యక్రమంలో ఆచార్య పద్మ జర్నలిజంశాఖ అధ్యాపకులు వి.సునీత, రామసుధ, స్వప్న, డాక్టర్ వై.ఎం.మణికర, డాక్టర్ శ్రీరాములు, డాక్టర్ సురేష్బాబు, అధ్యాపకులు, విద్యార్థులు పాల్గొన్నారు.



తెలుగు జర్నలిజానికి మాతృక రాలయసీమ

-భాషాభివృద్ధిలో పత్రికలు మాధ్యమాల పాత్ర కీలయం

-పాత్రికేయశాఖ జాతీయ సదస్సులో వక్తలు



పాత్రికేయశాఖ జాతీయ సదస్సును జ్యోతి ప్రజ్వలన చేసి ప్రారంభిస్తున్న విశ్రాంత వీసీ కుసుమకుమారి, రెడార్ రామకృష్ణరెడ్డి, పాత్రికేయశాఖ జాతీయ సదస్సులలో పాటలు పాడుతున్న ప్రజా గాయకుడు గోరేటి వెంకన్న తదితరులు

వైపీయూ, ఫిబ్రవరి 27, ప్రభాతవార్త:
ప్రసార మాధ్యమాలు కొత్త పరిణామ కలుపుకొంటున్నాయి. తెలుగు భాషాభివృద్ధికి కీలక పాత్ర వహించే వక్తలు ఉద్ఘాటించారు. యోగి వేమన విశ్వవిద్యాలం జర్నలిజంశాఖ ప్రసార మాధ్యమాలు - భాషా విశాసం అనే అంశంపై జాతీయ కార్యకలాప వైపీయూలోని ప్యానెల్ డిస్కషన్ లో భాగం అయింది. జర్నలిజంశాఖ అధ్యక్షులు, కార్యకలాప సంఘాలకు తప్పనిసినీ క్యామెన్ స్వరూప్ అధ్యక్షులు గురవారం జరిగింది. ముఖ్య అతిథిగా పాల్గొన్న రెడార్ ఆచార్య ఎం. రామకృష్ణారెడ్డి మాట్లాడుతూ ప్రసార మాధ్యమాలు ప్రజల ప్రయోజనానికి పాటుపడే సాధనాలు అయ్యాయి. ప్రతి జర్నలిస్టు వాస్తవాల తెలుసుకోవాలంటూ శ్రేణిస్థాయిలో వెళ్ళాలన్నారు. గౌరవ అతిథిగా పాల్గొన్న శ్రీకృష్ణవేదవరయ విశ్వవిద్యాలయం పూర్వపు ఉపకులపతి ఆచార్య పి. కుసుమకుమారి మాట్లాడుతూ వైపీయూలో జర్నలిజంశాఖ రాయలసీమలోని విశ్వవిద్యాలయాల్లో కేవలం వైపీయూలో ఉండడం శుభ వేరీదామం అని, భాషపై మరింత చర్చ జరగాలన్నారు. మరో గౌరవ అతిథి రాయలసీమ అధ్యయన సంస్థ అధ్యక్షులు భూషన్ మాట్లాడుతూ రాయలసీమ జర్నలిజానికి మాతృక అని చరిత్రలోని అంశంను ఉదాహరించారు. వృత్తాంశం పత్రిక 1835 మందిగల వెంకటరాయశాస్త్రి తీసుకొచ్చారని అలానే గాడిపల్లె పాలవల్కల్ వంశాధిపతి ఎడిటర్ అనే వదానికి ప్రత్యామ్నాయంగా సంపాదకుడు అనే పదం తొలుత ఉపయోగించారని చెప్పారు. ప్రపంచీకరణ నేపథ్యంలో అన్ని పరిణామ కలుపుకొని వెలికితే తెలుగు బీదాపాగా వెలసిల్లుతుందన్నారు. మాధ్యమాల్లోని ప్రజల భాష ఉన్నప్పుడే పత్రికలు ప్రసార మాధ్యమాలు దిరస్థాయిగా నిలుస్తాయన్నారు. కార్యక్రమానికి విశ్వవిద్యాలయ ప్రధానాచార్యులు జి. సాంబశివారెడ్డి మాట్లాడుతూ భారత స్వాతంత్ర్య

చోరాలయంలో పత్రికల పాత్ర ఎవలనిందన్నారు. గౌరవ అతిథి ప్రజా కవి, సినిగేయ రచయిత గోరేటి వెంకన్న మాట్లాడుతూ భాషా సృష్టి ఆ భాషా సంస్కృతి బీజమం అంటున్నాయన్నారు. అదేవంతు భాషను దిక్కురించిన వేమన, అన్నమయ్య, చోతులూరి వీరభద్రాంజనేయ అనేలు సిసలైన భాషా వారులుగా పేరొన్నారు. ఉత్పత్తి కుర్రాలు కొనసాగిస్తున్న భాష సజీవంగా ఉంటుంది ఉదాహరణలో వివరించారు. గోరేటి వెంకన్న తన సహచరులైన చైతన్య, రామాంజనేయులు, జానపాల్ బృందంతో పల్లె కప్పిర్లు పెడుతోంది, ఎలమంద, సమగన్న నాల్గి రాయలసీమ అనే పాటలతో పాటు జానపదంతో క్షురూతలూగించారు. కార్యకలాప సంఘాలకు తప్పనిసినీ క్యామెన్ స్వరూప్ మాట్లాడుతూ కార్యకలాప అర్థమం తంగా ముగిసిందన్నారు. మార్గదర్శకత్వం లంది దిన వీసీ సూర్యకావతి, ఇతర అధికారులకు కృతజ్ఞులు తెలిపారు. ఆనంతరం జరిగిన చర్చకార్యక్రమానికి అధ్యక్షత వహించిన ఆంధ్రప్రదేశ్ సార్వజనీన విశ్వవిద్యాలయం ఉప సంఘాలకు ఎల్. విజయకృష్ణారెడ్డి మాట్లాడుతూ నేటి పత్రికల్లో దొర్లతున్న భాషా బోధనలు వివరించారు. కవి రచయిత పాలగిరి విశ్వప్రసాద్ మాట్లాడుతూ సాహిత్యం పట్ల అవగాహన ఉన్నవారు మంచి కథనాలు రాస్తారన్నారు. రాజంపేట ప్రభుత్వ డిగ్రీ కళాశాల ఉప ప్రధానాచార్యులు ఐదేపిన్ చంద్రశేఖర్ మాట్లాడుతూ భాషలో ప్రమాణీకరణ రావాలంటే,



సదస్సుకు పాల్గొన్న జర్నలిస్టులు, ఆధ్యాపకులు, విద్యార్థులు

భాషా భాషంపై వట్టు పెంచుకోవాలన్నారు. తెలుగు శాఖ ఆచార్యులు తప్పకుండా రామప్రసాదరెడ్డి మాట్లాడుతూ తెలుగు పత్రికల్లో ఉపయోగించాల్సిన ముందరికాలను వివరించారు. సహాయ ఆచార్యులు దార్ల ఎస్. ఈశ్వరరెడ్డి మాట్లాడుతూ పరిణామ వారులు విలేజరులు తీసుకోవాల్సిన జాగ్రత్తలు వివరించారు. తన జాగ్రత్తలు తీసుకోవడంతో ఎదురయ్యే ఇబ్బందులను కూడా వివరించారు. ఆనంతరం జరిగిన ముగింపు సమావేశానికి ఆచార్య పి. పద్మ అధ్యక్షత వహించగా, వైపీయూ కులసచివులు ఆచార్య విజయరాఘవప్రసాద్ పాల్గొన్న వత్త సమగ్రకులను సత్కరించారు. విద్యార్థులకు నర్సిఫిరెట్టు అందజేశారు. ఈ కార్యక్రమంలో జర్నలిజం శాఖ ఆధ్యాపకులు దార్ల తమ్మలూరు సురేష్బాబు, దార్ల మణిశర్మ, కె. స్వప్న, పి. సునీత, జి. రాముమధ, దార్ల మాదిసేని శ్రీరాములు, భాషా ఆధ్యాపకులు, స్కాలర్లు విద్యార్థులు పాల్గొన్నారు.



తెలుగు జర్నలిజానికి మాతృక రాయలసీమ



మాట్లాడుతున్న ప్రజాకవి గోరేటి వెంకన్న

కడప ఎడ్యుకేషన్, ఫిబ్రవరి 27 (ప్రభ న్యూస్): ప్రపంచీకరణ నేపథ్యంలో ప్రసార మార్గమాల కొత్త పదాలను కలుపుకొంటూ వెళ్ళినప్పుడే తెలుగు భాష జీవద్బాహుగా ఉంటుందని వక్రలు ఉద్ఘాటించారు. యోగివేమన విశ్వ విద్యాలయం జర్నలిజం శాఖ ప్రసార మార్గాలు - భాషా వికాసం అనే ఆంధ్రపై ఈ కార్యశాల వైవీయూలోని హ్యూమానిటీస్ భవనం జర్నలిజం శాఖ అధిపి శ్యామ్ స్వరూప్ ఆధ్వర్యంలో గురువారం జరిగింది. ముఖ్య అతిథిగా హజరైన రెక్టార్ రామకృష్ణారెడ్డి మాట్లాడుతూ ప్రసార మార్గ మాలు ప్రజల పురోగతి కోర్కెడే సాధనాలన్నారు. ప్రతి జర్నలిస్టు వాస్తవాలను తెలుసుకునేందుకు శ్రీత్రస్థాయికి వెళ్ళాలన్నారు. గౌరవ అతిథిగా హజరైన ఎస్కెయూ వీసీ కుసుమకుమారి మాట్లాడుతూ వైవీయూలో జర్నలిజం శాఖ రాయలసీమలోని విశ్వ విద్యాలయాల్లో కేవలం వైవీయూలో నిర్వహించడం ఇంత అలోచనాత్మకమైన కార్యశాలలు నిర్వహించడం మంచి పరిణామమన్నారు. కార్యక్రమానికి విశ్వవిద్యాలయ ప్రధాన

భాష అభివృద్ధిలో పత్రికలు మార్గమాల పాత్ర కీలకం

చార్యులు సాంబశివారెడ్డి మాట్లాడుతూ భారత స్వాతంత్ర్య పోరాటంలో పత్రికల పాత్ర ఎనలేనిదన్నారు. గౌరవ అతిథిగా హజరైన ప్రజాకవి, సినిగేయరచయిత గోరేటి వెంకన్న మాట్లాడుతూ భాష నశిస్తే ఆ భాషపై సంస్కృతి జీవనం అంతరిస్తాయన్నారు. ఆధిపత్య భావనలను దిక్కరించిన వేమన, అన్నమయ్య, పోతులూరి వీరబ్రహ్మం ఆనలసినట్లైన భాసవాదులుగా పేర్కొన్నారు. ఉత్పత్తి కులాల కొనసాగినట్లదే భాషనజీవంగా ఉంటుందని ఉదాహరణతో వివరించారు. వెంకన్నతో సహచరులైన గాయ కురాలు చైతన్య, రామంజనేయులు, జాన్సాల్ బృందంతో పల్లె కీర్తిరు పెడుతంది, ఎలమంద, ననుగన్న రాయలసీమ పాటలతో పాటు జాన పద గేయాలతో ఉద్రూతలూగించారు. కార్యశాల సంచాలకులు తమ్మి నేని శ్యామ్ స్వరూప్ మాట్లాడుతూ కార్యశాల అర్థవంతంగా ముగిసిన దన్నారు. మార్గదర్శకత్వం అందించిన వీసీ మునుగాల సూర్య కూవతి, అధికారులకు కృతజ్ఞతలు తెలిపారు. తెలుగు ఆచార్యులు తప్పట రామ ప్రసాద్ రెడ్డి మాట్లాడుతూ తెలుగు పత్రికలతో ఉపయోగించాల్సిన జాగ్రత్తలు వివరించారు. తగు జాగ్రత్తలు తీసుకోకపోతే ఎదురయ్యే ఇబ్బందులను వివరించారు. అనంతరం జరిగిన ముగింపు సమావేశానికి ఆచార్య పద్మ అధ్యక్షత వహించగా వైవీయూ కులసచీవులు విజయరామవ ప్రసాద్ హజరై పత్రసమర్పణకులను సత్కరించారు. విద్యార్థులకు సరిఫీకెట్లు అందజేశారు. కార్యక్రమంలో జర్నలిజం శాఖ అధ్యాపకులు సునీత, రామసుధ, స్వప్న, డా.వైఎం మణికర్ణిక, డా.ఎం.శ్రీరాములు, సురేష్ బాబు, అధ్యాపకులు, విద్యార్థులు, స్కాలర్లు పాల్గొన్నారు.



మాట్లాడుతున్న రెక్టార్ రామకృష్ణారెడ్డి
జానపద గేయాలతో అలరిస్తున్న గోరేటి వెంకన్న బృందం



**NATIONAL SEMINAR
ON**

**SUSTAINABLE AGRICULTURE IN
INDIA: ISSUES AND CHALLENGES**

Sponsored By

**University Grants Commission
(RUSA Grants)**

28th & 29th February, 2020



Organised By

**DEPARTMENT OF ECONOMICS
YOGI VEMANA UNIVERSITY
KADAPA – 516005
ANDHRA PRADESH**

Chief Patron

Prof. M.Surya Kalavathi
Hon'ble Vice Chancellor,
Yogi Vemana University, Kadapa

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Prof. B. Srinivasulu
Dr. M. Anitha, Asst. Professor
Dr. N. Ganesh Naik, Asst. Professor

**Academic Consultant & All Research
Scholars and Students**

Seminar Convenor

Dr. T. Sudarsana Reddy

Asst. Professor & Coordinator
Dept. of Economics, YVU, Kadapa
Mobile No: 9052418281
E mail : sudarsanareddy69@gmail.com

ABOUT YOGI VEMANA UNIVERSITY

Yogi Vemana University (YVU) was established on March 9, 2006 by the Act of the Andhra Pradesh State Legislative Assembly. The University has 30 Departments and they offer 27 P.G. Courses. Yogi Vemana University is located 15 kilometers away from the city of Kadapa on Kadapa- Pulivendula Road in a sprawling serene campus. The University has very good infrastructural facilities.

DEPARTMENT OF ECONOMICS

The M.A. Economics course was started after the establishment of the Yogi Vemana University. The Department of Economics has been providing an ideal platform for students coming from rural background to face the challenges. The Department of Economics comprises of committed Faculty Members who are actively engaged in teaching and research. The Department has been conducting seminars / conferences on various themes related to Economics.

ABOUT YSR KADAPA DISTRICT

Kadapa is well connected by Air, Railway Network and Road Network. Kadapa city is well connected with Hyderabad, Chennai and Tirupathi by Railway Network. There are regular daily flights from Hyderabad and Vijayawada to Kadapa. In fact, Kadapa is well connected by the Bus Network with Chennai, Vijayawada, Hyderabad, Tirupathi, Bangalore etc.

ABOUT THE SEMINAR THEME

India is the third largest agro based country in the world with different climatic and geographical conditions. Traditionally, the Indian Economy has been considered as the agriculture based economy. Agriculture is the important source of national income and the performance of the agricultural sector influences the pace of the growth rate of the Indian Economy. The share of agriculture sector in GDP has been declining over the years in India. However, its role remains very important as it accounts for about half of the employment in the country. Apart from being the supply of foodgrains and fodder, its role also stems from the raw materials that it provides to industry. The prosperity of the rural economy is also closely linked to agriculture and allied activities. The agricultural sector faces challenges on various fronts. The production of many crops have not improved significantly and in some cases fluctuated downwards. The scope for increase in the net sown area is limited and farm size has been shrinking. There is a need to increase the minimum supporting prices for several crops and also marketing support. Many farmers have no access to agricultural inputs and institutional credit. In recent years some of the farmers may ultimately exit from farming. Recent policies and programmes of the governments have not shown favourable impact on the sustainability of agriculture in India.

Keeping this in view, the Department of Economics, Yogi Vemana University, Kadapa is organising Two Day

National Seminar on “Sustainable Agriculture in India: Issues and Challenges” on 28th and 29th February, 2020. In this context, the research papers are invited from the academicians, research scholars, subject experts, etc. The following sub themes will be helpful for the paper writers.

SUB THEMES OF THE SEMINAR

- Production and Productivity in Agriculture;
- Trends in Cropping Pattern;
- Irrigation and Watershed Programmes;
- Agricultural marketing
- Impact of Mechanisation on Agriculture;
- Institutional Credit for Agriculture;
- Globalisation and Indian Agriculture;
- Climate Changes;
- Crop Insurance
- Zero Budget Natural Farming;
- Minimum Support Prices;
- Issues Related to Agriculture in AP.

The above sub themes are only suggestive but not exhaustive and any other theme related to main theme is also invited.

Procedure for Submission of Papers

Paper should be original and unpublished. Full paper should be typed in MS-Word format with the Times New Roman font size 12, line spacing 1.5 and margin 2.5 cm (1”) all round in A4 size paper. Abstract should be about 200-300 words. Participants can send their papers to the Seminar Director through e-mail: nsyvueco2020@gmail.com.

Important Dates

Last date for submission of abstract : 15th Feb, 2020

Last date for submission of

full paper : : 20th Feb, 2020.

Publication of Papers

The full-fledged papers, which are going to be presented in the seminar, will be reviewed by the experts after the seminar and their comments / suggestions / changes will be communicated to the paper writers. Once the paper writers incorporate the comments and suggestions, those papers will be published in the UGC CARE Journal or proposed edited book with an ISBN number.

Registration Fee (includes Accommodation,

Hospitality and Seminar Kit)

-Rs 600 for Academicians and Others

-Rs 400 for Research Scholars

No TA and DA will be paid

Accommodation

Accommodation will be provided to the outstation participants at the University Guest House, YVU, Kadapa. For accommodation, the participants are requested to inform Mr. N. Ganesh Naik, Assistant Professor. His Mobile Number is: 8328316580. Please communicate to him for making the necessary arrangements.

**A REPORT ON TWO DAY NATIONAL SEMINAR ORGANISED BY THE
DEPARTMENT OF ECONOMICS YOGI VEMANA UNIBERSITY,
KADAPA on 28th and 29th FEBRUARY, 2020.**

A two day National Seminar on “Sustainable Agriculture in India: Issues and Challenges” was organized by the Department of Economics on 28th and 29th February, 2020. Prof. B. Srinivasulu, Chairmen, BOS in Economics welcomed the dignitaries, distinguished speaker and participants. Dr. T.Sudarsana Reddy, Assistant Professor and Coordinator of the Department gave a brief presentation about the department and the importance of the Seminar. The seminar was inaugurated by the Hon’ble Vice Chancellor and the Chief Guest Prof. M. Surya Kalavathi. In her message to the participants of the seminar she expressed her views on the importance of agricultural sector in Indian Economy. She also talked about various issues and problems on Indian Agriculture during the recent decades. Our university Registrar Prof. D. Vijaya Raghava Prasad addressed the participants and appreciated the efforts of the department in organizing the seminar. The Principal of the University College Prof. G. Samba Siva Reddy was the distinguished guest of honor. Dr. M. Anitha, Associate Professor, Department of Economics introduced the key note speaker of the seminar Prof. Arjula Ramachandra Reddy, Ex. Vice-chancellor of Yogi Vemana University, Kadapa. He delivered a talk on “Sustainable Agriculture in India: Issues and Challenges”. He interacted with the participants of the seminar. Dr.N. Ganesh Naik gave concluding remarks of the Seminar and proposed vote of thanks.



YOGI VEMANA UNIVERSITY
Department of Economics

Two day National Seminar on “Sustainable Agriculture in India: Issues and Challenges”
28th and 29th February, 2020.

Schedule of the National Seminar:

28-02-2020 (First Day)	
Time	Programme / Activity
9.30 - 10.00 AM	Registration of Seminar Participants
10.00 – 10.30 AM	Seminar Inaugural Session
10.30 – 11.15 AM	Key Note Presentation
11.15 – 11.30AM	Tea Break
11.30 – 1.00 PM	Technical Session – I Paper Presentations
1.00 - 2.00 PM	Lunch Break
2.00 – 4.00 PM	Technical Session - II (Paper presentations)
4.00 – 4.15 PM	Tea Break
4.15 – 4.45 PM	Continuation of Paper Presentations (Technical Session II)
4.45 – 5.00 PM	Concluding session and Vote of Thanks
29-02-2020 (Second Day)	
10.00 – 11.30 AM	Technical Session – III (Paper Presentations)
11.30 – 11.45 AM	Tea Break
11.45 – 1.00 PM	Continuation of Paper Presentations (Technical Session III)
1.00 - 2.00 PM	Lunch Break
2.00 – 4.00 PM	Technical Session – IV (Paper presentations)
4.00 – 4.15 PM	Tea Break
4.15 – 4.45 PM	Summary Presentations by All Rapporteurs
4.45 - 5.15 PM	Valedictory Session
5.15 – 5.30 PM	Vote of Thanks

REGISTRAR
YOGI VEMANA UNIVERSITY
KADAPA-516 005.

The National painting camp

The National painting camp jointly organized by the Department of Fine Arts , Yogi Vemana University , Kadapa along with the Lalit Kala Akademy , is going on in full swing Various artists participating in the camp are engaged in their respective painting on select themes .on Saturday the Vice Chancellor of the University Visited the camp and interacted with artists and the Students. He evinced keen interest in the painting of the artists and enquired about their painting style and Artists nuances .

The Artists are also engaged in a practical one –on –one interactive session with Fine Arts Students. It proved very Useful to students in the world of art convener of the National Painting Camp K. Mrutyunjaya Rao said Elucidating the main aim of the camp, he said an artist from Goa – Viraj Naik is engaged in painting on a theme Human Anxiety juxtaposed with animal instincts which provided a thrilling experience to the students similarly, Senguttavan from Chennai has been painting in the Traditional Style based on Indian Mural , he added.

Artist I including R Sachin Bondel from Mumbai, K. Lal, Sreeju radha Krishnan From Kerala, Durga Prasad from Baroda , Tailor Srinivas from Telangana , N. Seshadri from Pondicherry, C. Venugopool Reddy from Bangalore, K. Ravi and T. Jagadesh from Visakhapatnam, Dhanunjaya Rao from Srikakulam and Manohar, Santosh, Sujatha, Venkatesh from Kadapa are participating camp , he said and added that S. Suresh Kumar , observer from Lalit Kala Akademy y, is Coordination the event.

DEPARTMENT OF FINE ARTS
Yogi Vemana University, Kadapa
Andhra Pradesh

Organising
NATIONAL PAINTING CAMP
Emerging Trends in Contemporary Indian Painting
In Association with
LALIT KALA AKADEMI
National Akademy of Art, New Delhi
22.02.2019 to 25.02.2019
Inaguration by
Prof. A.Ramachandra Reddy
Vice Chancellor, Y.V. University, AP
on 22nd February 2019 at 11.00 a.m.

EXHIBITION
Inaguration of Exhibition of works
created during the Camp
by
Sri Uttam Pacharne
Chairman, Lalitkala Akademi, New Delhi
K. Mrutyunjaya Rao
Coordinator
Dept. Fine Art
on 25 February 2019 at 3.00 p m

Viraj Naik Goa	Dr. N. Seshadri Pondicherry	K. Ravi Visakhapatnam	K. Lal Trivandrum
Dr. V. Senguttavan Chennai	Jagadeesh Tarunamraju Srikakulam	Sachin Bondel Mumbai	Tailor Srinivas Telangana
Sreeju Radhakrishnan Trivandrum	V.H. Madhusudan Rao Kadapa	C. Venugopal Reddy Bangalore	P. Srinivas Kumar Visakhapatnam
Venkatesh Chakravarthy Visakhapatnam	Durga Prasad Handa Baroda	E. Sujatha East Godavari	A. Dhanunjaya Srikakulam



REGISTRAR
YOGI VEMANA UNIVERSITY
KADAPA-516 005.

Registration form

Name:

Designation:.....

University/Institute:.....

E-mail ID:.....

Phone No:.....

Declaration

The information furnished above is true to the best of my knowledge. I agree to abide by the rules and regulations governing the Conference.

Signature of the Applicant

Registration Fee:

Faculty members Rs. 500/-
Scholars & Students: Rs. 300/-
On the Spot Registration.
No TA and DA will be paid.
No Accommodation will be provided

Important Dates:

Abstract Submission:

300 words: 07-09- 2018

Full Paper Submission:

3000 words: 17-09- 2018

Submission of Papers:

Participants intending to present papers in the Conference are requested to submit soft copy of the abstract to

yvueconomics2018@gmail.com

Chief Patron

Prof. A. Ramachandra Reddy,

Honorable Vice-Chancellor

Yogi Vemana University, Kadapa

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Prof. G. Gulam Tariq,

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Dr. B. Deevana Margaret

Dr. T. SUDARSANA Reddy

Dr. S. Ravi, Academic Consultant

Research Scholars & Students

Treasurer

Sri N. Ganesh Naik,

Mobile no. 8328316580

rahulganeshn@gmail.com

INVITATION

TWO-DAY NATIONAL
SEMINAR ON

**EMERGING TRENDS IN INDIAN
ECONOMY: SECTORAL PROBLEMS
AND POLICY OUTCOMES**

October 5th -6th, 2018



Organized by

**Department of
ECONOMICS**

**Yogi Vemana University
Kadapa, YSR Dist, A.P.**

Convener

Dr. Anitha Manne

Dept. of Economics
YVU, Kadapa, YSR - 516 005
Andhra Pradesh, India

Mobile no. 9490244494

anithamannem77@gmail.com

About University

Yogi Vemana University, the erstwhile SVUPG Centre upgraded to premier State University by an Act of the Government of Andhra Pradesh in March 2006 is committed to academic excellence and social enrichment for the well being of the people of Andhra Pradesh in general and of Rayalaseema region in particular. It is named after a great thinker, philosopher, and social reformer Yogi Vemana, the most celebrated Telugu poet and sage of all time. The University located 15Kms away from Kadapa City on the Kadapa-Pulivendula road, with 28 Departments offering Post Graduate Programme and Doctoral Research.

About the Department

The Economics course in M.A was started during the year 2005-06, at erstwhile S.V.U.P.G. Centre, Kadapa. It is committed to achieve excellence in Teaching & Learning, Research, and Extension Activities. The department is offering Master's Degree in Economics with an intake of 40 Students. The Research facilities leading to Ph.D has been made available to the students. Since then 05 Research Scholars were awarded Doctorate in Economics. The main thrust areas of research are Agricultural Economics Rural Development, Development Economics, Labour Economics, Women's Studies and Environmental issues.

About the Conference

India has emerged as the fastest growing major economy in the world as per the Central Statistics Organisation and International Monetary Fund and it is expected to be one of the top three economic powers of the world over the next 10-15 years, backed by its strong democracy and partnerships. India's GDP is expected to grow 7.3 per cent in 2018-19. This year's budget 2018-19, focuses on uplifting the rural economy and strengthening of the agriculture sector, healthcare for the economically

less privileged, infrastructure creation and improvement in the quality of education of the country. The government is also committed towards doubling the farmers' income by 2022 and creation of livelihood and infrastructure in rural areas.

The Make in India initiative with an aim to boost the manufacturing sector of Indian economy, to increase the purchasing power of an average Indian consumer, which would further boost demand, and hence spur development, in addition to benefiting investors. The Government of India, under the Make in India initiative, is trying to give boost to the contribution made by the manufacturing sector and aims to take it up to 25 per cent of the GDP from the current 17 per cent. Besides, the Government has also come up with Digital India initiative, which focuses on three core components: creation of digital infrastructure, delivering services digitally and to increase the digital literacy.

India is expected to be the third largest consumer economy as its consumption may triple to US\$ 4 trillion by 2025, owing to shift in consumer behaviour and expenditure pattern, according to a Boston Consulting Group (BCG) report; and is estimated to surpass USA to become the second largest economy in terms of purchasing power parity (PPP) by the year 2040. Andhra Pradesh state is also performing well in the different sectors of the economy. Since, it's a new state, after bifurcation, facing a lot of problems persist and to in improving the agricultural, industrial and service sectors and its allied sectors. Department is also exploring the emerging trends in various sectors of A.P. economy to find out some practical solutions. With this brief background, the main themes are suggested for paper writers for the conference are as under:

(Focus may be on Indian economy as well as A. P. economy)

1. Growth of Agriculture sector and allied sectors
2. Agriculture diversification
3. Farm loans and Farmers suicides
4. Agricultural marketing,
5. Crop Insurance
6. Reforms in agriculture, industrial and service sectors
7. Growth of Industrial sector and its allied sectors
8. Micro Small Medium Enterprises (MSMEs)
9. MUDRA scheme & industrial development
10. Growth of Service sector and its allied sectors
11. IT and ITES
12. Health and Education sector
13. Gender Equality and Empowerment
14. Banking sector
15. Rural tourism and Hospitality
16. Micro finance
17. NPA and Corruption
18. Socio-economic infrastructure
19. Rural Development and Programmes
20. Poverty and Unemployment
21. Migration
22. Water management
23. Climate change
24. Entrepreneurship and Sustainable Development
25. Corporate Social Responsibility
26. Foreign trade
27. Digital India

Presentation: Selected papers will be presented in different technical sessions followed by discussion.

Publication: Accepted papers would be published in form of a Seminar Proceedings to be released along with Souvenir at the time of Seminar.



**NATIONAL SEMINAR ON EMERGING TRENDS IN INDIAN ECONOMY:
SECTORAL PROBLEMS AND SECTORAL OUTCOMES**

5-6 October, 2018

**Department of Economics, Yogi Vemana University, YSR Kadapa District
Programme Schedule**

5-10-2018	Registration	9AM onwards
Inaugural Session 10.30 AM TO 1.00 PM , 180 E-CLASS ROOM		
Inaugural Address by Prof. K. Laxminarayana, Dept. of Economics, University of Hyderabad		
1.00 PM to 2.00 PM Lunch		
THEME I – Sectoral Performance in Agriculture , Manufacturing and Service sector		
	Plenary Session 2.00PM to 3.10PM	<i>Chair-Prof. K Satyanarayana Reddy, YVU Dr. M. Anitha, YVU Panel Speaker- LC Mallaiah, Babasaheb Bhimrao Ambedkar Central University, Lucknow TOPIC: Agricultural Development and change in Farming System</i>
Technical Session		
1	Dr. B. Nageswararao	The Structural Changes In The Agricultural Growth And It Impact On Rate Of Profit During Post-Reforms Period In Andhra Pradesh A Village Case Study From Coastal Andhra
2	M. Srinivasa Reddy	Regional Disparities In The Development Of Pre-Telangana andhra Pradesh: Role Of Irrigation In Rayalaseema
Tea Break		
	Session-I 3.30 PM to 5.00pm	<i>Chair- Prof. B. Sreenivasulu, Dept of Economics, YVU Dr. Sarala Dasari, Centre for Studies in Economics and Planning, School of Social Science, Central University of Gujarat</i>
3.	Dr.V.Mary madhuri, Prof.K.Satyanarayana Reddy	Technological Development Of Groundnut In Telangana
4	G.Saritha, Dr. K.Madhu Babu	Agrarian Crisis And Farmers Suicides – An Economicanalysis On Selected Districts In Andhra Pradesh
5	Prof. R. Sanjeeva Rao, V. S.Dinaker Rau	Irrigation Status, Issues And Water Management Withspecial Reference To Andhra Pradesh
6	Dr. Mahaboob basha Prof. Srinivasulu bayineni	The Performance Of Msmes In Emerging Indian Economy
7	Dr.J.Rani Ratna prabha	Caste And Occupation: The Socio-Economic Problems Of Weavers In Telangana

8	Dr. B. Deevena Margaret, D. Moulali	Performance Of The Msme Sector In India – Overview
9	Dr. S. Siva Prasad, Dr.A.Sudharsana Reddy, Prof. A. Padmavathi	Role Of Agriculture In Sustainable Economic Development Of Andhra Pradesh
10	Dr.Ch.Thandava Krishna, J. Sudha Rani	Agricultural Revolution Issues And Options
11	G.V.Vigneshwara Swamy	Corporate Social Responsibility Practices In Insurance Sector
12	Duddela Varaprasad, Battinateza Kumar, Shaiknazaneen Parveen	Physico-Chemical Analysis Of Selected Ground Water Samples In And Around Kadapa Town, Andhra Pradesh.
14	Dr.M.Gurumohan reddy	Study On Agriculture Marketing In India
15	Venkataramanaiah Dasari	Role Of Rural Development And Programmes In India
16	Dr.Bharathi Devi. Anchula, Naveen.Palle	Factors Affecting Awareness Level Of Farmers About Crop Insurance: A Case Study
17	Dr.G.Vijaya Bharathi' S.Masthani, P.Harinatha Reddy	A Study On Performance Evaluation Of Msmes In India
18	P.Kalandar, Dr.T.Sudarsana Reddy	Displacement And Rehabilitation Under Veligallu Projet
19	Dr. A. Sudharsana Reddy Dr. S. Siva Prasad, Prof. A. Padmavathi	Performance Of Regional Rural Banks In Andhra Pradesh
20	Dhanunjaya Bandaru, Dr. M. Anitha	Growth Of Agriculture Sector And Allied Sectors In India
21	Nagarajuvejendla	Growth Of Agriculture Allied Sector Of Dairy Industry
22	Dr. Madineni sreeramulu, Dr. G. Anita	Usage Of Communication Tools In Indian Agriculture
23	Shaik Rehanabanu' Dr.B gangaiah, V.V.Y.R Thulasi	Impact Of Corporate Insurance Selectionprocedure And Role Of Insurance Advisor In Icici Prudential In Kadapadistrict
	Session II (5-10-2010) 5-00pm -6.00pm	Chair –Dr. B. Nageswar Rao, University of Hyderabad Sri N. Ganesh Naik, Dept. of Economics, YVU
24	Chilkaraghavarao	The Role Of Livestock Farming In India
25	D.Ayyappa	Rural Workforce Shifting From Agriculture To Non- Agriculture And Its Implications On Agrarian Economy: The Case Of Andhra Pradesh
26	Dr.K.Obulesu	Indian Tobacco Industry:Trendsand Prospects
27	B. Sailakshmi	Economic Liberalisation And Its Impact On Indianagriculture
28	Chinna Rangaiah.D	Understanding Digital India: The Role Of E- Governance In Public Distribution System, Andhra Pradesh
29	Dr. S. Ghouseinnisa	Status Of Indian Women As Agricultural Labors

32	Dr.S.Subba Reddy	Green Business Management – A Strategy For Sustainable Development
33	K. Henry David	Growth Of Service Sector And Its Allied Sectors
35	Dr.L.Rajani, Mr.P.Harinathareddy, Dr.G.Vijayabharathi	Recent Trends In Indian Banking Sector
36	K.Khasimpeera, Dr.M.Sugantha Reddy	A Case Study On Muthoot Fincorp And Its Micro Finance
37	P. Babu	Power Sector In Andhra Pradesh: Issues And Challenges
39	Kantu Sivaiah, Chelli Yashodarao, Annaladasu Harshavardhan	India's Agrarian Crisis And Corporate –Led Contract Farming.
40	Shaik Chandini, Dr.Shaik Balkhis Banu, Shaikrehanabanu	Smart Technology Of Storm Management – Asphalt Porous Concrete Pavement
41	K.Sreenivas Reddy, T.Ganseh Kumar	Role Of It And Ite In The Growth Of Indian Economy
42	<i>Dr. G. Ramprasad Reddy, Dr. P. Mohan Reddy</i>	Analysing The Financial Performance Of Real Estate Companies In Andhra Pradesh With The Help Of Marketvalue Added Approach
43	B.Sunil Kumar, P.Krishnaiah	Farm Loans And Farmers Suicide In India
44	Dr. O. Mammad Raffe	Growth Of Agriculture And Allied Sectors In India
45	V. Malathi	Agricultural Marketing
46	Dr. B. Vijaya Kumar	Agricultural Marketing In India
47	D.Moulali	Impact Of Organic Farming In India
48	K.Rajani, Ch.Lakshmi	Informal Sector Of Agriculturalwomen Labour In A.P (A Case Study Of Guntur District)
49	Dr.M.Bhaskar	The Growing Non-Performing Asset Of Indian Banks And Its Impact On Indian Banks
50	Prof. M.Chandrasekhar, G.Ravi Kumar	Putting India On The Path To Progress: Need For A Paradigm Shift In Our Approach To Policy Formulation
	6-10-2018 Plenary Session 9.00AM TO 10AM	<i>Panelists:Prof. P. Padma, Dean, Faculty of Arts, YVU Dr. M. Anitha, YVU J. Rani Ratna Prabha, centre for Exclusion and Inclusion, University of Hyderabad Dr. Sarala Dasari, Centre for Studies in Economics and Planning, School of Social Science, Central University of Gujarat Topic: Gender Issues</i>
	TEA BREAK 11.15	
	Technical session 11.30pm	<i>Chair by Dr. T. Sudarsana Reddy, Dept of Economics, YVU. J. Rani Ratna Prabha, centre for Exclusion and Inclusion, University of Hyderabad</i>

51	Sarala Dasari, Ravi Kant	Effectiveness Of Public Spending On Higher Education Enrolment: A State Level Analysis
52	S.S. Mahalakshmi, Prof. K. Satyanarayanareddy	Progress Of Higher Education In India
53	Dr.T.Sudarsana Reddy	Costs Of School Education Under Different Managements In Ysr Kadapa District
54	Prof R. Sanjeeva Rao, V. S. Dinaker Rau	Performance Evaluation Of Mudra Scheme In India With Special Refernce To Andhra Pradesh
57	M. Venkataramanaik	Income And Employment Generation Through (Shgs): A Case Study In Piler Mandalofchittoor District
58	D.Anjaiah, Dr. V. Ramesh Babu, Prof M. Chinnaswamy Naidu	Development Of Women Entrepreneurship In India: An Overview
59	Dr. N. Nirmala Mani	Gender Equality And Empowerment In India
60	P. Jayapal Reddy, Dr. B.V. Raghavulu	India Women Get Equal Rights With Ucc!
61	E.Narasimhulu, Prof. C. Basavaiah	Socio – Economic Infrastructure In India
62	Dr. G. Prathap, Dr.M.Ramamohan, P.Munikrishnaiah	National Poverty Eradication Programmes And Policies In India: A Study
63	Dr.Seelam Ravi, Dr. T. Vijayakumar	Role Of Working Women In Decision Making In Chittoor District, Andhra Pradesh
64	Dr.Parvathi Ganji	Empowering Rural Women For The Success Of Watershed Management Programme
65	Dr.S.Subba Reddy	Identifying Key Challenges In Indian Education Sector
68	Dr.Mabbunagamuni, Prof.M.Devarajulu	The Common Interest, Equity And Sustainable Development
69	G. Siva Jyothi	Secondary Education In Rural Government Schools In Ysr Kadapa District
71	Mr. K. Jojibabu, Dr.G.Samba Siva Rao	A Study On Tribal Woman Empowerment Through Enterprises In Andhra Pradesh
72	D.Prabhudas	Poverty And Unemployment In Kamalapuram Area Of Kadapa A.P.
73	K.V. Siva Kumar	poverty and unemployment
74	Dr. M. Sreevidya	Micro-Finance And Shgs: A Study On Social Change Among Schedule Castes
75	Dr.K.Kishore Babu	Human Development In State Of New Andhra Pradesh- Emerging Issues And Policy Perspectives
76	Sridevi D	A Study On Poverty And Unemployment
77	Dr. Sarala Dasari Mr. Sonawane Satish Waman	Public Expenditure On Education And Its Impact On Primary Education In Gujarat State
78	Shaik.Inthiyaz	Importance Of Technology In Indian Education

Lunch 1.20pm		
THEME 3 (2.15 pm to 3.30pm) INDIA AND EXTERNAL WORLD		
79	Mr. Ramana Murthi, Dr. Sarala Dasari, Dr.Naresh Kumar	International Migration And Economic Development
80	Ch.Suresh Prof.A.Padmavathi	India's Foreign Trade: A Focus On The Post-Reform Period
81	Ganesh Nayak	Trends In International Overseas Remittances To India
82	G.Sumathi, Dr. A.Prabhakar	The Role Of International Trade In The Economic Development In India - An Analysis
83	B. Sravanakumar, T. Mahendrakumar	Trade Relations Between India And China
3.40 TEA BREAK		
	4.00pm-5.00pm Validictory Session	<i>Valdictory Address by Prof. B. Komaraiah, Dept. of Economics, Benaras Hindu University, Varanasi.</i>

**A BRIEF REPORT ON
TWO DAY NATIONAL SEMINAR**

Emerging Trends in Indian Economy: Sectoral Problems and Policy Outcomes"



The Department of Economics, YOGI VEMANA UNIVERSITY, YSR Kadappa District, in the southern part of heterogeneous and rural based India is conducted A two-day National Conference on "Emerging Trends in Indian Economy: Sectoral Problems and outcomes". **During 5-6 October, 2018.**

Dr. M. Anitha, Convenor of the Seminar extended warm welcome to all the dignitaries of Yogi Vemana University, and participants addressed and made a brief introduction on purpose of the conference. The conference was officially inaugurated with opening remarks by **Prof A. Ramachandra Reddy, Honorable Vice-Chancellor Yogi Vemana University, Kadapa.** The seminar started at 10.30 A. M. with the inaugural Address by **Prof. K. Laxminarayana, Dept. of Economics, University of Hyderabad, and Hyderabad.** He delivered a talk on some aspects of Indian Economy and the emerging trends and sectoral problems And emphasised Globalization or Neo-Liberalism i.e., change in the role of state from welfare orientation to market orientation. Thus, although there has been very high growth rates, through ploicies of globalization and Neo-liberalism, the conditions of people are becoming deteriorated. This was explained and shown by taking two sectors namely agriculture, industry and education. Presidential remarks given by **Prof Gulam Tariq, Principal of YVU and Patron was Prof K. Chandraiah, Registrar, YVU.** Vote of thanks given by **Prof B. Srinivasulu, Dept of Economics, YVU.** A total of 80 candidates were registered all-over the country and about 100 were participated in the inauguration. The conference totally comprises two plenary talks by reputed universities. Inagural Session ended 1.00 PM , 108 E-class room.

After Lunch, the Plenary Session was started from 2.00PM to 3.10PM. The session was chaired by *Chair-Prof. K Satyanarayana Reddy, YVU and Co-chaired by Dr. M. Anitha, YVU.* The *Panel Speaker- Prof. LC Mallaiah, Babasaheb Bhimrao Ambedkar Central University, Lucknow* spoke on the topic entitled "Agricultural Sector and Changes in the Farming System" and highlighted the important issues like Govt recent budget the minimum support price policy, followed by the **technical session in which** Dr. B. Nageswararao presented a paper on "The Structural Changes In The Agricultural Growth And It Impact On Rate Of Profit During Post-Reforms Period In Andhra Pradesh: A Village Case Study From Coastal Andhra and Dr.M. Srinivasa Reddy highlighted the on the issue of "Regional Disparities In The Development Of Pre-Telangana- Andhra Pradesh: Role Of Irrigation In Rayalaseema"

After the tea –break the **technical session – I** was chaired by *Prof. B. Sreenivasulu, YVU and co-chaired by Dr. Sarala Dasari, Central University of Gujarat, in which about 20 research papers were presented on the various topics such as* technological development of groundnut crop; agrarian crisis and farmers suicides; irrigation issues and water management; performance of MSMEs; caste and occupation; role of agriculture in sustainable economic development; agricultural revolution ; corporate social responsibility practices; physico-chemical analysis of selected ground water samples; agriculture marketing; rural development programmes; awareness of insurance by farmers; displacement and rehabilitation; performance of regional rural banks; growth of agriculture sector and allied - dairy industry; communication tools in agriculture; corporate insurance advisor in ICICI Prudential etc.

Similarly the Session II was **chaired at 3.30pm by Dr. B. Nageswar Rao, University of Hyderabad** and co-chaired by Sri N. Ganesh Naik, YVU in which 25 reserch papers were presented by the experts by covering on the various components like, the role of livestock farming in India; rural workforce shifting from agriculture to non-agriculture and its implications on agrarian economy: Indian tobacco industry: trends and prospects economic liberalisation and its impact on Indian agriculture; understanding digital India: the role of E-governance in public distribution system; women labourers in agriculture; green business management; growth of service sector and its allied sectors; recent trends in Indian banking sector; power sector challenges; agrarian crisis and contract farming; technology of stormmanagement; asphalt porous concrete pavement; role of it and ITEs ; financial performance of real estate; farm loans and suicides; growth of agriculture and allied sectors; agricultural marketing; organic farming; informal sector of agricultural women; non-performing asset of Indian banks and its impact on Indian banks and paradigm shift in our approach to policy formulation

The second day of the seminar (6-10-2018) started at 9.00AM on Gender Issues by Panelists, Prof P. Padma, Dean of Faculty Arts, YVU. After 11.30, the technical session started with the THEME – 2: "ISSUES IN DISTRIBUTION" which was Chaired by **Dr. T. Sudarsana Reddy, YVU and co-chaired by Dr. J. Rani RatnaPrabha, University of Hyderabad.** Dr.Sarala Dasari, and Ravi Kant presented a research paper on the topic "Effectiveness Of Public Spending On Higher Education Enrolment: A State Level Analysis Progress of Higher Education in India followed by 28 presentations by the experts by highlighting on the current issues such as Costs of School Education; Evaluation Of Mudra Scheme; Income And Employment Generation Through (SHGs); Women Entrepreneurship;

Gender Equality And Empowerment; Women Rights ; Socio – Economic Infrastructure ; National Poverty Eradication Programmes; Working Women In Decision Making; Empowering Rural Women for Watershed Management; Challenges In Indian Education Sector; Common Interest, Equity And Sustainable Development; secondary Education Tribal Woman Empowerment; Poverty And Unemployment; poverty and unemployment; Micro-Finance And Shgs: A Study On Social Change Among Schedule Castes; Human Development In A.P. and Emerging Issues; Poverty And Unemployment; Public Expenditure On Education; Importance Of Technology In Indian Education

After lunch, at 2.15 pm Another session was held on the THEME 3: “INDIA AND THE EXTERNAL WORLD” in which five research papers were presented by Mr. RamanaMurthi, Dr. Sarala Dasari, and Dr.Naresh Kumar presented a research paper on the topic “International Migration And Economic Development” followed by Ch.Suresh and Prof.A.Padmavathi “India’s Foreign Trade: A Focus On The Post-Reform Period” ; Mr. Ganesh Nayak presented “Trends In International Overseas Remittances To India” ; G.Sumathi, and Dr. A.Prabhakar highlighted on the topic “ The Role Of International Trade In The Economic Development In India - An Analysis” and B. Sravanakumar, and T. Mahendrakumar presented on the topic “ Trade Relations Between India And China”

The last Valedictory Session was (4.00 pm -5.00 pm) chaired by Prof B. Srinivasulu. and co-chaired by Dr T. Sudarsana Reddy Coordinator, Dept of Economics YVU. Sri N Ganesh Naik welcomed the guests .The presidential remarks was gives by Prof G. Sambasiva Reddy Vice Principal of YVU. **Prof. J. B. Komaraiah, Department of Economics, Banaras Hindu University, Varanasi, Uttar Pradesh** delivered valedictory address on the topic entitled “Current Scenario of Higher Education in India and How to Compete with Global Universities?”. In his speech he covered wider and in-depth issues based on the facts, related the current scenario of higher education and its iimportance in economic development by elaborating the present structure and its further scope for improvement. Further, he also highlighted on the government restructuring trends of the higher educational institutions for the transformation through its quality enhancement. He also focused on the decreasing trends in budgetary allocations and its repercussion in the economy. He suggested for higher budgetary allocations at least 7% to 8% to meet the growing demand in this sector. The MHRD efforts should take appropriate steps to improve the present deterioration scenario to survive in the competitive higher education field at national and international levels. He also covered the global university rankings and the reasons for getting the rankings by the foreign universities from the developed countries. He also compared the support system between the universities in the developed countries and developing countries like India in terms of comparative academic, administrative and financial strengths of the universities. Finally he suggested that, on the similar lines, Indian universities should be encouraged to compete with other global universities in terms of quality publications and also on the other evaluation parameters for the global university rankings on the priority basis.

The valedictory address was ended with the formal vote of thanks by the organizing Convenor Dr. M. Anitha, Department of Economics, YVU, Kadapa.



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KADAPA-516 005.



ICSSR-SRC
Sponsored Two Day National Seminar on
DISABILITY AND REHABILITATION: CHALLENGES AND STRATEGIES
27TH & 28TH December, 2018

PROGRAMME SHEET

27-12-2018 –Day-1 (Venue : E-class room –II)	
10.00 a.m.– 11.30 a.m	Inaugural Function
Tea break (11.30p.m.– 11.45 p.m.)	
11.45 a.m. to 1.00 noon	Key note speech - Prof. K.B. Kumar
1.00 p.m. to 2.00 p.m.	Lunch
Main session (E-class-II) 2.00 p.m. -3.30 p.m	
Session I:	Plenary Lectures –I&II
Tea session (3.30p.m.– 3.45 p.m.)	
Poster session –I (3.30p.m. to 4.00 p.m.)	
Session II 3.45 p.m to 5.00 p.m.	Oral Presentation in E-Class –II
	Oral Presentation in E-Class -I
28-12-2018 –Day-2	
Session-III 10.00 a.m.– 11.30 a.m	Invited talks -I&II
Tea session (11.30p.m.– 11.45 p.m.)	
Poster session –II (11.30 a.m. to 12.00 p.m.)	
Session-IV	Oral Presentation in E-Class –II
	Oral Presentation in E-Class-II
	Lead Lecture Oral Presentation in E-Class -I
Valedictory Function & Certificate distribution	

PROGRAMME SHEET

27-12-2018 –Day-1 (Venue : E-class room –II)	
10.00 a.m.– 11.30 a.m	Inaugural Function
	Release of the Souvenir
	Felicitation
Tea break (11.30p.m.– 11.45 p.m.)	
11.45 a.m. to 1.00 noon	Key note speech - Prof. K.B. Kumar
1.00 p.m. to 2.00 p.m.	Lunch
Main session (E-class-II) 2.00 p.m. -3.30 p.m	
Session I:	Plenary Lectures –I&II
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	Oral Presentation in E-Class -I
28-12-2018 –Day-2	
Session-III 10.00 a.m.– 11.30 a.m	Invited talks -I&II
Tea session (11.30p.m.– 11.45 p.m.)	
Poster session –II (11.30 a.m. to 12.00 p.m.)	
Session-IV	Oral Presentation in E-Class –II
	Oral Presentation in E-Class-II
	Lead Lecture Oral Presentation in E-Class -I
Valedictory Function & Certificate distribution	



ICSSR-SRC
Sponsored Two Day National Seminar on
DISABILITY AND REHABILITATION:CHALLENGES AND STRATEGIES
27TH & 28TH December, 2018

A brief report

A two day ICSSR sponsored two day National Seminar on “**DISABILITY AND REHABILITATION:CHALLENGES AND STRATEGIES**” was organized on **27TH & 28TH December, 2018**. The seminar proved to be the meeting to exchange experience, knowledge, queries and insights. It was as an effective platform for all the concerned stakeholders to introspect about the selected theme.

Ms. Sucharitha while welcoming all the resource persons, dignitaries, delegates and participants, expressed her immense pleasure that Department of Psychology, Yogi Vemana University is hosting two day National Seminar on Disability and Rehabilitation: Challenges and Strategies considered to be need of an hour. On the first day, the inaugural session was presided by Prof. G. Gulam tariq, Principal, Y.V University college and the conference started with University prayer song, in the inaugural session, lighting of lamp was performed by Chief guest Prof. Attipalli Ramachandra Reddy, Hon. Vice chancellor, along with other dignitaries on the dais, Prof. G. Gulam tariq, President of Inaugural session, Prof. K. Chandraiah, Registrar as Guest of Honour, Special Invitees Prof. K.B. Kumar, Director-IMH Sweekar and Prof. B. Vengamme, Neurologist, SVIMS, Tirupati and Dr.K. Lalitha convener and coordinator of the Department also assisted in the lighting of lamp.

Prof. Attipalli Ramachandra Reddy, Chief Guest of inaugural session expressed his gratitude to be a part of this thought provoking platform and he gave a message that rights and dignity of Disabled people should be protected by all the sectors of the society. Prof. K. Chandraiah, Guest of honour speak about the need for effective counselor in

resolving the issues of disabled and emphasized on need for the skill based training to the counselors and special educators. Prof. Gulam Tariq expressed that information and knowledge related to disability and its related policies will help us in dealing with people with multiple challenges in a very effective manner. Further, he added that the outcome of this seminar will definitely stimulate and aims and objectives of the programme at different level. He concluded that proceedings of this conference will give directions to educationists and policy makers for futuristic plan. Dr. K. Lalitha. Seminar Convener said that it is a matter of great pleasure to be with this gathering and shared the views on various current issues related to theme. Dr. B. Ravindra presented gave the vote of thanks.

Prof. B.S.Kumar delivered key note speech and emphasized that disabled individuals in the community face many social problems. Improving the quality of life of people with different grades of various types of disabilities is a difficult and challenging task. Disabled individuals will be neglected in the community because of inaccessibility to services and lack of opportunities like health services, schools, vocational education programs, and jobs. This is because of deep rooted fears and beliefs acquired from cultural and religious factors. Overall, in reality it is a social problem where the disabled become a liability to the society. The morning session ended with the inauguration.

Plenary lectures were started in the afternoon. The first speaker Dr. Vengamma explained about the domains classified into body, individual, and societal perspectives by the conceptual components that includes body functions and structure, activity and participation along with contextual factors that includes a list of environmental and personal factors. Prof. Shiva Kumar Chengty delivered plenary talk on Issues of Disabled and explained how to overcome the barriers to health facilities, non availability of inclusive education, stigma, discrimination in the society, inaccessible communication system, institutional barriers, poor implementation of welfare schemes for the disables and so on. After tea break one poster session followed by two technical sessions with subthemes 1) Physical and mental disability and 2) Disability and Rehabilitation. In the above three sessions 39 scientific presentations were made by the participants. The session were

chaired by Prof. L.K.Reddy and Prof. Ramchadran. The day one ended with cultural performance by the students of Alshifa home for the Intellectually challenged, Kadapa.

The day two of the conference was started with two Invited talks by Dr. L. Bhaskar and Dr.R. Madhumathi. Dr. Bhaskar gave medical perspective of disability and role of assessment in disability and gave elaborative lecture related to difficulty in implementation of the disability act. Dr.Madhumathi delivered an invited talk on Educational interventions for children with disabilities: contemporary trends- challenges and strategies and emphasized different models of learning for these special concern groups. The government of India adopted the "Zero Rejection" policy, as every disabled child had to be educated by using multi-Optional Delivery systems through Sarva Siksha Abiyan, which includes inclusive education, Home-Based Education and Itinerant model. There are other models viz., special schools and distance education which also cover certain amount of children with disabilities. After teak break 1 poster and 2 technical sessions were conducted. The technical sessions were with the sub-themes of disability and education and disability and policy making. 33 scientific presentations were made in the above three sessions. Based on the presentations to encourage participants three best oral and three best poster presentations were announced.

Valedictory function was conducted on the afternoon. Prof. M. Rama Krishna Reddy, Dean(Sciences) acted as president of the function. Prof. Chengty acted as president of the function. The seminar report was presented by Dr.K. Lalitha.. The best oral and poster presentation awards were given to the participants. The feedback was taken from the participants. Dr. K. Lalitha gave vote of thanks to the funding agency ICSSR-SRC, Resource persons, delegates, guests and all the members of the Psychology Department for this cooperation for making this event a success. Dr. K. Lalitha, Seminar convener, Dr. V. Lazar, Co-Convener and Coordinator of Psychology Department, Dr. B. Ravindra, Dr. P. Sudha, Ms. N. Sucharitha, Academic consultants, A. Aswartha Reddy, and Lucus Naveen Research Scholars, M.Sc Psychology students and other members of Department of Psychology contributed towards the success of the Conference. **JAI HIND....**



A handwritten signature in green ink, consisting of stylized initials and a long horizontal line extending to the right.

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On
Advances in Research and
Innovations in Mathematics
7th September, 2018

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Dr.B.Sreenivasa Reddy
Dr.S.Suneetha
Research Scholars & Students

All Correspondence related to seminar and papers should be sent to:

Dr.M.Sreedhar Babu
National Seminar Convener
Dept .of Applied Mathematics
Y.V.University
KADAPA – 516003
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e-mail: msreedharyvu@gmail.com



One Day
NATIONAL SEMINAR
ON
Advances in Research and
Innovations in Mathematics
(NSARIM - 2018)
Sponsored by UGC
7th September, 2018



Organized by
Department of Applied Mathematics
YOGI VEMANA UNIVERSIT
KADAPA – 516005
ANDHRA PRADESH
INDIA

About the University

Yogi Vemana University, a premier State University established in March, 2006 believes in:

- Creation and Dissemination of knowledge.
- Attainment of Enlightened Wisdom through advancement of learning.
- Progress and Prosperity of People
- Social Enrichment

Prior to establishment, it was S.V.U.P.G. Centre for more than two and half decades with just four departments. Now it has twenty seven departments offering P.G. Programmes and interdisciplinary courses. The University is named after a great thinker, philosopher and social reformer Yogi Vemana, the most celebrated Telugu poet and Sage of all times. Located 15 kms away from Kadapa city on the Kadapa – Pulivendula road, with sprawling campus.

About the Department

The department of Mathematics was started in the academic year 1999 – 2000 offering M.Sc. Mathematics under self supporting course with an intake of 30 students. A separate branch of M.Sc. Applied Mathematics was also started in 2005 – 2006 which offers 4 Semesters (2 years) on self – supporting and regular basis to impart knowledge on the variety of applications of Mathematics. The department has been actively interacting with the other departments of the University, in designing and implementing various academic programs. The department is offering Ph.D programme in various fields.

Objectives of the Seminar

The Main objective of organizing this National Seminar is to present the latest research and results of Scientists of Mathematics and its related fields. This will help in developing opportunities for the different delegates and participants to exchange new ideas and application of the theories face to face. It will encourage and inspire the young researchers to undertake advanced learning and enlighten the faculty to accelerate their efforts in achieving the goal of quality education. It also establishes research relations for future collaboration. We hope this seminar will result in significant contribution to the knowledge in these scientific fields. We sincerely wish for the individual participation to get benefited by the critical comments and encouragement.

Topics

The seminar will focus on current research trends in all disciplines of mathematics including interdisciplinary areas. Special emphasis will be given on Graph Theory, Computational Fluid Dynamics, Algebra, Combinatorics, Modelling and Simulation, Numerical Methods, Cryptography.

About Kadapa

Located in the Centre of South Andhra Pradesh, Kadapa is well connected through bus and rail routes. Owing to its geographical location, the district headquarters has become a regional centre for various official purposes in Rayalaseema from the British times.

This is once ruled by Sri Krishnadevaraya a renowned ruler and a hub of activities during the British rule. This district has rich cultural heritage and tradition. It is the birth place of many eminent poets like Annamaya, Molla and Puttaparthi Narayanacharyulu and also visionary politicians like late Dr. Y.S. Rajasekhara Reddy.

Historical Places to visit

Devuni Kadapa, Brahmangari Mutt, Vontimitta Ramalayam, Vemapalli Gandhi Kshetram, Pushpagiri (Second Kasi), Siddhout Fort, Nandalur Sowmyanatha temple.

Financial Assistance

Due to paucity of funds the department is unable to support for travel. Hence participants are requested to make their own arrangements to meet their TA/DA from their respective Institutions.

Submission of Abstract

Abstracts (A4 page) not exceeding 300 words in MS Word in 12 point font in Times New Roman, should be submitted on or before 25th August, 2018.

Registration fee can be paid through DD drawn in favour of "Convenor NSARIM - 2018" payable at Kadapa.



PROGRAMME SCHEDULE

07.09.2018

- 09:00AM – 10:15 AM : Registrations
- 10:15 AM – 11:20 AM : Inauguration
- 11:20 AM – 11:45 AM : High Tea
- 11:45 AM -1.00 PM : Prof S.Sreenadh,
Department of Mathematics
S.V.University, Tirupati.
- 01:00 PM -02:00 PM : Lunch Break
- 02:15 PM-3.15 PM : Prof.P.Venkata Sundaranand
Department of Mathematics
Rayalaseema University
Kurnool
- 03.15 PM -04.15 PM :Dr.P.V.Satyanarayana
Department of Mathematic
Associate Professor
V I T , Vellore
- 04.15PM-04.30PM : Tea Break
- 04.30PM-05.00PM : Paper presentation

YOGI VEMANA UNIVERSITY: KADAPA

Department of Applied Mathematics

cordially invites you to the

UGC Sponsored

National Seminar

on

ADVANCE IN RESEARCH AND INNOVATIONS IN MATHEMATICS

(NSARIM-2018)

7th September , 2018

at Room No. 125

Chief Patron

Prof.Attipalli Ramachandra Reddy

Vice-Chancellor, YVU, Kadapa

Patron

Prof.K.Chandraiah

Registrar, YVU, Kadapa

President

Prof.G.Gulam Tariq

Principal, YVU,Kadapa

Key Note Speaker

Prof.S.Sreenadh,

S.V.University

Tirupati

**A Brief Report on National Seminar on
ADVANCE IN RESEARCH AND INNOVATIONS IN MATHEMATICS
(NSARIM-2018) on
7th September , 2018
Organized by the Department of Applied Mathematics
Yogi Vemana University College: Kadapa**

The Department of Applied Mathematics , Yogi Vemana University organized a National Seminar on “*Advance in research and Innovations in Mathematics*”(NSARIM-2018) on 7th September , 2018.

Dr.S.Suneetha , Assistant Professor, welcomed all dignitaries of Yogi Vemana University, Key Note speaker, Prof S.Sreenadh, Department of Mathematics S.V.University, Tirupati and Resource persons Prof.P.Venkata Sundaranand, Department of Mathematics, Rayalaseema University, Kurnool, Dr.P.V.Satyanarayana, Department of Mathematic, Associate Professor I T , Vellore.

About Hundred participants were attended. The event started with opening remarks by

Dr.M.Sreedhar Babu, Convener, of National Seminar

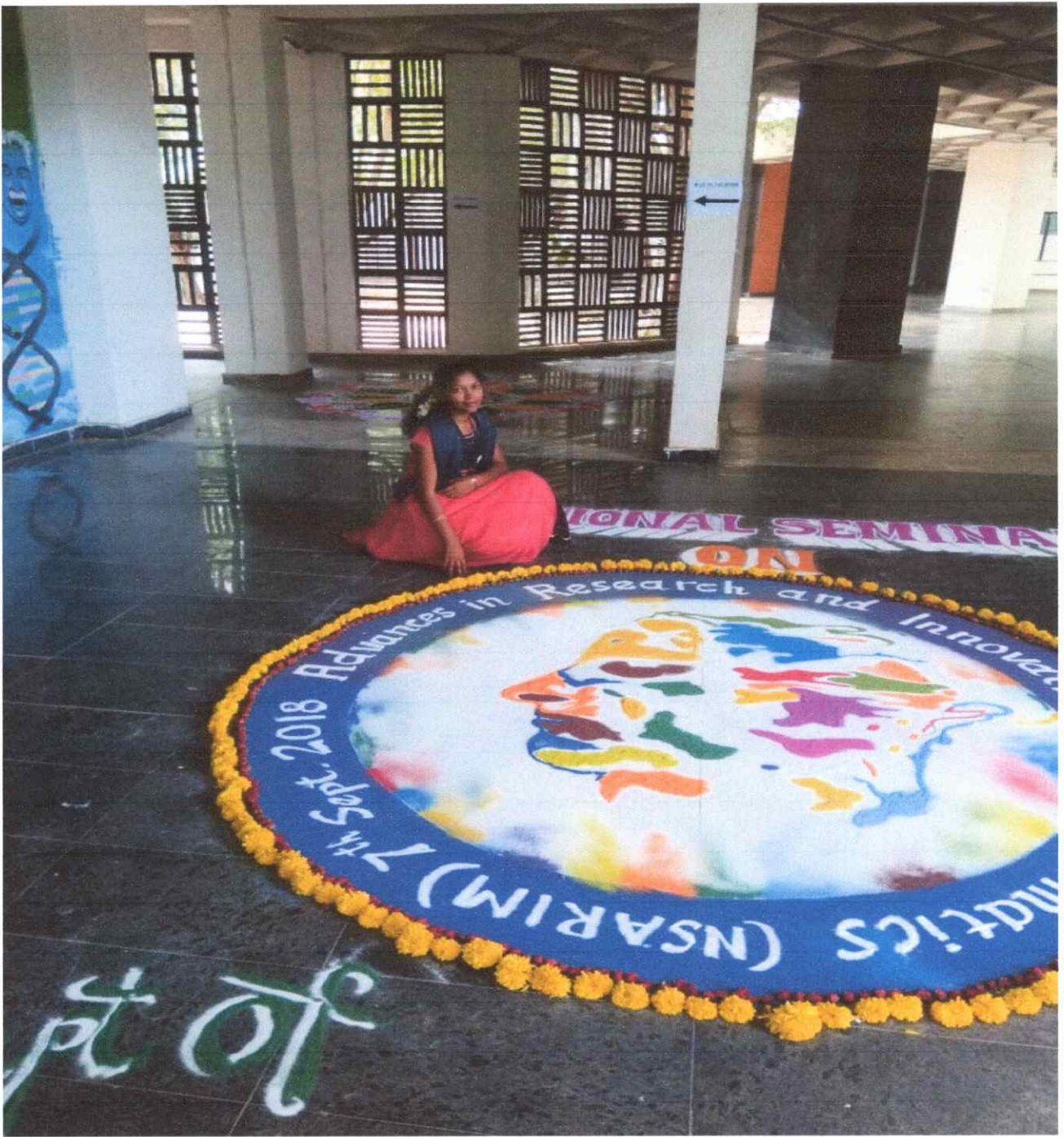
Dr.M.Sreedhar Babu, extended warm welcome the participants and resource persons.

Prof S.Sreenadh, Prof.P.Venkata Sundaranand & Dr.P.V.Satyanarayana.

He discussed the aim and importance of the **National Seminar on “*Advance in Research and Innovations in Mathematics*”** (NSARIM-2018) and the role in research and innovation Dr.G.Kathyayani, Assistant Professor, introduced the key note speaker : Prof S.Sreenadh, Department of Mathematics S.V.University, Tirupati,

Prof.T.Vasanthi , BOS Chair person , Chaired the session of National Seminar.

Finally Dr.L.Madhavi, Assiatnt Professor, proposed A Vote of Thank. She expressed special thanks to Prof S.Sreenadh, Prof.P.Venkata Sundaranand & Dr.P.V.Satyanarayana for his intersecting and more informative presentations she expressed sincere thanks to the university administration for their consent encouragement and support in conducting National seminar and participants in making the seminar and Grand success.







REGISTRAR
YOGI VEMANA UNIVERSITY
KADAPA-516 005.

BOOK POST

To

Chief Patron

Prof. Attipalli Ramachandra Reddy
Hon., Vice - Chancellor, Y.V.U., Kadapa

Patron

Prof. K. Chandraiah
Registrar, Y.V.U., Kadapa

Convener

T. Shyam Swaroop
Assistant Professor
Dept. of Journalism & Communication

Organizing Committee

Staff, Dept of Journalism & Communication

V. Suneetha

G. Ramasudha

K. Swapna

Dr. M. Y. Manikarnika

Dr. M. Sreeramulu

Resource Persons:

Sri. B. Kamal Sucharan, Film Maker &
Screen Writer, Faculty, Acharya
Nagarjuna University, Guntur, Andhra
Pradesh.

G. Yelleswara Rao, Professional
Photographer, Kadapa, Andhra Pradesh

Sri. Syed Subhan Basha, Professional
Videographer, Kadapa, Andhra Pradesh.

K. Sunil Kumar, Short Film Maker,
Bangalore.

P. Reddeiah, Kadapa, Andhra Pradesh.



**National Workshop on
Media Production Techniques**

From

14th to 16th March, 2018

Organized by

**Department of Journalism &
Communication
Yogi Vemana University
Kadapa - 516005
Andhra Pradesh**

**YOGI VEMANA UNIVERSITY,
VEMANAPURAM, KADAPA**

Yogi Vemana University, a premier State University established by an Act of the Govt. of Andhra Pradesh in March, 2006, believes in "Creation and Dissemination of Knowledge, attainment of enlightened wisdom through advancement of learning and progress and prosperity of people and social enrichment". Y.V. University has twenty seven departments offering courses in Modern sciences, Languages and Humanities at the Post - Graduate level The University is named after a great thinker, philosopher, and social reformer Yogi Vemana. The University is located on the Kadpa - Pulivendula highway 14 kilometers from the Kadapa Town

About the Department

The Department of Journalism and Communication was established in the year 2009 with a broad objective to develop students in the field of Media and Communication studies. The Department of Journalism and Communication offers Post Graduate Programme i.e. M.A (Journalism and Mass Communication) in semester basis.

It combines the theoretical aspects, practical along with skill orientation. The Department has rolled out six batches among which majority of students are well placed in popular media organizations all over the State.

About the Workshop

The term 'media' involves all forms of information transfer from the source to the receiver through print, electronic as well as the web media. The growth of various forms of media has also put emphasis on the methods of production or the production techniques involving audio and video. The field of audio-visual techniques or the media production aims to develop an understanding of the artistic and technical aspects of audio-visual production. It involves performing various methods of video, audio and film production operations. The present workshop aims to provide basic and firsthand experience to students on various film, video and photography techniques. The following are the important themes covered in the workshop

- Basic Film Production Techniques
- Basic Video production techniques
- Basic Photography Techniques.

REGISTRATION FORM

Name of the Participant:
Designation:
Address:

Email:

Mobile No.:

Accommodation Required: YES NO

Registration fee details:

Participants	Registration Fee
Students	Rs. 100/-
Others	Rs.200/-

Contact details:

**T. Shyam Swaroop,
Convener,**

Department of Journalism & Communication,
Yogi Vemana University,
Vemanapuram, Kadapa-005,
E-mail: swaroopyvu2017@gmail.com
Tel. Nos. : 098483 75467

All the participants must enroll themselves by sending filled in registration form on or before 13th March, 2018.

Invitation

Department of Journalism & Communication

YOGI VEMANA UNIVERSITY : KADAPA

Cordially invite you to the
National Workshop on

Media Production Techniques

On Wednesday, 14th March 2018 at 10 am

Venue :

New Arts & Humanities Block

1st Floor, Seminar Hall

— Chief Guest —

PROF. A. RAMACHANDRA REDDY Garu

Hon. Vice-Chancellor, Yogi Vemana University, Kadapa

— President —

PROF. K. SATYANARAYANA REDDY Garu

Principal, Yogi Vemana University College, Y.V.U., Kadapa

— Guest of honour —

PROF. K.CHANDRAIAH Garu

Registrar, Yogi Vemana University, Kadapa



Invited by

STAFF & STUDENTS



Department of Communication and Journalism
YOGI VEMANA UNIVERSITY

NATIONAL WORKSHOP ON MEDIA PRODUCTION TECHNIQUES

March 14th – March 16th 2018

Venue – Seminar Hall – 1- Room No. 120

New Arts and Commerce Block, YVU Campus

Programme Schedule

DAY – 1 - MARCH 14 th 2018	
DAY 1: 09.00 am to 10.00 am - SESSION 1 – Inaugural Session	
9:00 – 9:05 am	Welcoming of the Guests to the Dias – Dr. M.Y. Manikarnika
9:05 – 9:10 am	Lighting of the Lamp by the Dignitaries on the dais
9:10 – 9:15 am	Invocation Song
9:15 – 10:00 am	Presidential remarks by Prof. K. Satyanarayana, Principal, YVU College
	Brief summary of the Department and Theme of the Workshop by the Convener of the Workshop, Coordinator of the Dept of Communication and Journalism- T. Shyam Swaroop
	Address by the Chief Guest, Prof. A. Ramachandra Reddy, Hon'ble Vice-Chancellor, Yogi Vemana University.
	Address by the Guest of Honor Prof. K. Chandraiah, Registrar, Yogi Vemana University
	Brief remarks by the Resource Person – Mr. B. Kamal Sucharan
	Vote of Thanks – K. Swapna Kumari

DAY 1: 10.00 am to 1.00 pm - SESSION 2 – Technical Session-1	
Session Chaired by – Dr. M. Sreeramulu, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University.	
10- 11.30 am	Training Session Conducted by: Resource Person Mr. B. Kamal Sucharan, Film Maker & Screen Writer- Topic: Basics of Script Writing
11.30 – 11.45am	TEA / COFFEE Break
11.45- 1.00pm	Hands on Training for students on Film / Television Script Writing.
1.00 – 2.00 pm	LUNCH BREAK
DAY 1: 2.00 pm to 5.00 pm - SESSION 3 – Technical Session-2	
Session Chaired by – Dr. M. Sreeramulu, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University.	
2.00 – 3.30 pm	Training Session Conducted by: Resource Person – Mr. B. Kamal Sucharan, Film Maker & Screen Writer, Hyderabad, Telangana Topic: Basics of Film Making, Cinematography
3.30 – 3.45pm	TEA / COFFEE Break
3.45- 5.00pm	Hands on Training for students on Film Making, Cinematography Techniques

DAY – 2 - MARCH 15th 2018**DAY 2: 10.00 am to 1.00 pm - SESSION 4 – Technical Session-3**

Session Chaired by – Dr. M. Y. Manikarnika, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University.

10- 11.30 am	Training Session Conducted by: Resource Person –Mr. Syed Subhan Basha, Professional Videographer, Kadapa, Andhra Pradesh Topic: Basics of Videography, Video Making and Editing Techniques
11.30 – 11.45am	TEA / COFFEE Break
11.45- 1.00pm	Hands on Training for students on Video Making and Editing Techniques
1.00 – 2.00 pm	LUNCH BREAK

DAY 2: 2.00 pm to 5.00 pm - SESSION 5 – Technical Session-4

Session Chaired by – Dr. T. Suresh Babu, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University.

2.00 – 3.30 pm	Training Session Conducted by: Resource Person – Mr. G. Yelleswara Rao, Professional Photographer, Kadapa, Andhra Pradesh Topic: Basics of Photography, Photo Composition and Editing Techniques.
3.30 – 3.45pm	TEA / COFFEE Break
3.45- 5.00pm	Hands on Training for students on Photo Composition and Editing Techniques

DAY – 3 - MARCH 16th 2018**DAY 3: 10.00 am to 1.00 pm - SESSION 6 – Technical Session-5**

Session Chaired by – K. Swapna Kumari Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University.

10- 11.30 am	Training Session Conducted by: Resource Person – Mr. K. Sunil Kumar, Young Film Maker, Bangalore, Karnataka. Topic: Film Making- Indoor – Outdoor – Studio Shooting Procedures - Visualization Techniques
11.30 – 11.45am	TEA / COFFEE Break
11.45- 1.00pm	Hands on Training for students on Visualization Techniques
1.00 – 2.00 pm	LUNCH BREAK

DAY 3: 2.00 pm to 5.00 pm - SESSION 7 – Technical Session-6

Session Chaired by – G. Ramasudha, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University.

2.00 – 3.30 pm	Training Session Conducted by: Resource Person – Mr. P. Reddaiah, Computer Professional, Madras, Tamilnadu Topic: Photo and Video Editing Techniques, Adobe Photoshop, Final Cut PRO Software
3.30 – 3.45pm	TEA / COFFEE Break
3.45 - 5.00pm	Hands on Training for students on Photo and Video Editing Techniques, Adobe Photoshop, Final Cut PRO Software.

DAY 3: 5.00 pm to 6.00 pm - SESSION 8 – Valedictory Session.

Session Chaired by – T. Shyam Swaroop, Coordinator, Dept of Communication and Journalism, YVU

5.00- 6.00 pm	Brief Report on the Workshop by- V. Sunitha, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University.
	Presentation of Certificates to the Students
	Honoring of Resource Persons
	Vote of Thanks - V. Sunitha



Department of Journalism and Communication
Brief Report on National Workshop on Media Production Techniques

The Department of Communication and Journalism of Yogi Vemana University, India organized three days National Workshop on Media Production Techniques from 14th to 16th March 2018. The workshop started on March 14th in the Seminar Hall of the New Arts and Commerce Block in the University Campus with the Inaugural Session from 9am to 10 pm. The inaugural session started by Inviting the dignitaries on to the dais by Dr. M. Y. Manikarnika, Academic Consultant of the Department of Communication and Journalism and with the lighting of the lamp and with the playing of the University Invocation Song. The meeting was chaired by Prof. K. Satyanarayana Reddy, Principal of Yogi Vemana University College and initially he gave his remarks about the workshop. T. Shyam Swaroop, Coordinator of the Department of Communication and Journalism gave brief information about the department activities and introduced the theme and importance of the workshop. The Chief Guest of the function, Vice-Chancellor of Yogi Vemana University Prof.A. Ramachandra Reddy delivered his address to the gathering. Later the Guest of Honor Prof. K. Chandraiah, Registrar of Yogi Vemana University addressed the participants. The Resource Person Mr. B. Kamal Sucharan gave his brief remarks in the session. The inaugural session ended with the presentation of vote of thanks by K.Swapna, Academic Consultant of the Department of Communication and Journalism. The workshop has six technical sessions covering various aspects of Media Production techniques by experts in the areas of film making, photography, videography and computer applications of mass media. The total registrations for the workshop were limited to 50 students in view of the facilities available.

The first day First Technical Session (10.00am – 1.00pm) was started by Dr. M. Sreeramulu, Academic Consultant of the Department of Communication and Journalism by introducing the Resource Person Mr. Kamal Sucharan. He also gave a brief introduction about the importance of Script Writing in Films and Television medium. Mr. B. Kamal Sucharan, Film Maker, Screen Writer from Hyderabad, Telengana, a visiting faculty of many acclaimed film and television institutions and Universities presented the theme Basics of Script Writing. He gave in detail the rules and regulations and do's and don'ts to be adhered while writing a script for film or television media. He analyzed various film and television scripts by explaining their excellence and shortcomings. After the lecture the students were given hands on training for writing film / television script.

The first day Second Technical Session (2.00pm- 5.00pm) was also started by Dr. M. Sreeramulu, Academic Consultant of the Department of Communication and Journalism. He gave a brief introduction about the importance of cinematography in the film / television making. In this session the resource person Mr. B. Kamal Sucharan explained about the topic Basics of Film Making and Cinematography. He highlighted the difference between camera man and cinematographer and deliberated on their roles and responsibilities. He dwelled on the basics of pre and post production of films. Later in the session students were given hands on training to shoot the scenes indoor and outdoor environments

On the second day i.e. March 15th 2018 the Third Technical session (10am-1.00pm) was started by Dr. M. Y. Manikarnika, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University. She introduced the resource person Mr. Syed Subhan Basha, Professional Videographer, Kadapa, Andhra Pradesh and also gave a brief introduction about the basics in videography and its importance in media studies Mr. Syed Subhan Basha addressed the students on the topic Basics of Videography, Video Making and Editing Techniques. He explained various formats and modes of taking video shots and the procedures involved in taking right angles. He also gave information on the types of editing i.e. linear and non-linear and also introduced various software used for video editing. Later in the session students were given training on taking various types of video shots with the latest video cameras and using software like snapseed, filmora for editing videos.

The fourth technical session on the second day (2.00pm- 5.00pm) was started by Dr. T. Suresh Babu, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University. He introduced the Resource Person Mr. G. Yelleswara Rao, Professional & Award winning Photographer, Kadapa, Andhra Pradesh and also introduced to the students the importance of Photography in day to day business and in media functioning. Mr. G. Yelleswara Rao explained the history and evolution of various types of Photographic cameras and traced the development of various forms of photography. He explained the various modes of taking good photographs and explained the students the concepts of aperture, focus and focal length in the DSLR Cameras. He introduced the students to the types of photographs used in the media and the various opportunities available in the job market for photographers. Later in the session the students were given training on how to take photos and to edit them to the specific requirements.

On the third day i.e. on March 16th the Fifth Technical Session (10am- 1.00pm) was started K. Swapna Kumari, Academic Consultant, Dept of Communication and

Journalism, Yogi Vemana University. She introduced the resource person Mr. Sunil Kumar and gave brief information on the film making opportunities especially short films and documentary films. Mr. Sunil Kumar, Young Film Maker from Bangalore, Karnataka spoke on the theme Visualization Techniques used in film making with emphasis on indoor, outdoor shootings. He explained to the students the importance of visualization techniques and the methods used to recreate the story on the celluloid. He introduced various procedures and techniques related to indoor and outdoor shootings and way the elements like wind, light, movement and other disturbances can be effectively handled during the film making. He explained the entire process of film making i.e. from writing script to theatrical release and showed some of his own short films and documentaries. Later in the session students were given project works to prepare one page script along with dialogues and film one scene from it and edit the shots for cinematic effect.

On the third day sixth Technical session (2.00pm- 5.00pm) was started by G. Ramasudha, Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University. She introduced the resource person Mr. P. Reddaiah, Computer Professional from Chennai, Tamilnadu and also introduced to the students the importance of using various software in film making and editing. Mr. P. Reddaiah spoke on the Topic Photo and Video Editing Techniques and the use of Adobe Photoshop, Final Cut PRO Software in editing and film making process. He introduced to the students various cuts used in editing process and the importance of computer imagery, their usage in the film making. He trained the students on the use of use of Adobe Photoshop, Final Cut PRO Software and the intricacies involved in their usage. Later in the session the students were asked to edit film sequence using the software.

In the Session – 8 Valedictory Session (5.00pm- 6.00pm) was conducted. In the session V. Sunitha Academic Consultant, Dept of Communication and Journalism, Yogi Vemana University read out a brief report on the Technical Sessions conducted in the Workshop. The Coordinator of the Department of Communication and Journalism and the Convener of the Workshop T. Shyam Swaroop thanked all the resource persons for sparing their valuable time and energy in delivering special lectures on various important media production techniques. He thanked the University administration and authorities for providing the financial as well as moral support in organizing the workshop. All the participating students were presented with the certificates. The session and the workshop was concluded by the V. Sunitha presenting the Vote of Thanks.

Inaugural Session – March 14th 2021-(9am-10am)



Third Technical Session - March 15th 2021-(10am-1.00pm) – Mr. Syed Subhan Basha



Fourth Technical Session - March 15th 2021-(2pm-5.00pm) – Mr. G. Yellesara Rao



Fifth Technical Session - March 16th 2021-(10am-1.00pm)



Sixth Technical Session - March 16th 2021-(10am-1.00pm)



Valedictory Session





STUDENTS PARTICIPATION



ముగిసిన జర్నలిజం ప్రొడక్షన్ వర్క్‌షాప్



విశాలాంధ్ర-తదప జిల్లా వరిషత్: యోగి వేమన విశ్వ విద్యాలయం జర్నలిజం విభాగ ఆధ్వర్యంలో మార్చి 14న మొదలైన మీడియా ప్రొడక్షన్ టెక్నిక్స్ జాతీయ వర్క్‌షాప్ శుక్రవారం ముగిసింది. ఆఖరి రోజున బెంగుళూరు నుండి వచ్చిన యువదర్శకులు, షార్ట్ ఫిల్మ్ దర్శకుడు కె.సురేష్ కుమార్ షార్ట్ ఫిల్మ్ తయారీ విధానం, స్క్రిప్టు రాసే విధానం, విజువల్ తీయవల్సిన పద్ధతుల గురించి వివరించారు. అనంతరం వైవీయూ విద్యార్థులకు ఫోటోషాపులోని మెకకువలు, బడి కార్డు, ఫ్లామ్ షేట్, ట్రోవర్, ఇతర డిజైన్లు చేసే విధానాన్ని ఫోటోషాప్ నిపుణుడు పి.రెడ్డియ్యు వివరించారు. వైవీయూ జర్నలిజం విభాగం సమన్వయకర్త టి.శ్యామ్ స్వరూప్ వర్క్‌షాప్‌లో అన్ని సెషన్లకు సంబంధించిన పూర్తి సమాచారాన్ని అందించారు. మూడు రోజుల వర్క్‌షాప్‌లో జరిగిన 11 సెషన్ల వివరాలను అధ్యాపకులు సునీత అందజేశారు. వర్క్‌షాప్‌లో పాల్గొన్న విద్యార్థులందరికీ పార్టిసిపేషన్ సర్టిఫికేట్లను అందజేశారు. ఈ కార్యక్రమంలో అధ్యాపకులు డాక్టర్ బి.లాజర్, వై.మనోహర్ రావు, డాక్టర్ యంపై చుణ్ణికర్ణిక, యం.శ్రీరాములు, డాక్టర్ పి.సురేష్‌బాబు తదితరులు పాల్గొన్నారు.

ముగిసిన జర్నలిజం మీడియా ప్రొడక్షన్ టెక్నిక్ వర్క్‌షాప్



శ్రీధర వైవీయూ, మార్చి 18
 మనంనూగ్: యోగి వేమన విశ్వ విద్యాలయం జర్నలిజం విభాగ ఆధ్వర్యంలో మార్చి 14న మొదలైన మీడియా ప్రొడక్షన్ టెక్నిక్స్ జాతీయ వర్క్‌షాప్ కుళవారం ముగిసింది. ఆఖరి రోజున బెంగుళూరు నుండి వచ్చిన యువదర్శకులు, షార్ట్ ఫిల్మ్ దర్శకుడు కె.సురేష్ కుమార్ షార్ట్ ఫిల్మ్ తయారీ విధానం, స్క్రిప్టు రాసే విధానం, విజువల్ తీయవల్సిన పద్ధతుల గురించి వివరించారు. అనంతరం వైవీయూ విద్యార్థులకు ఫోటోషాపులోని మెకకువలు, బడి కార్డు, ఫ్లామ్ షేట్, ట్రోవర్, ఇతర డిజైన్లు చేసే విధానాన్ని ఫోటోషాప్ నిపుణుడు పి.రెడ్డియ్యు వివరించారు. వైవీయూ జర్నలిజం విభాగం సమన్వయకర్త టి.శ్యామ్ స్వరూప్ వర్క్‌షాప్‌లో అన్ని సెషన్లకు సంబంధించిన పూర్తి సమాచారాన్ని అందించారు. మూడు రోజుల వర్క్‌షాప్‌లో జరిగిన 11 సెషన్ల వివరాలను అధ్యాపకులు సునీత అందజేశారు. వర్క్‌షాప్‌లో పాల్గొన్న విద్యార్థులందరికీ పార్టిసిపేషన్ సర్టిఫికేట్లను అందజేశారు. ఈ కార్యక్రమంలో అధ్యాపకులు డాక్టర్ బి.లాజర్, వై.మనోహర్ రావు, డాక్టర్ యంపై చుణ్ణికర్ణిక, యం.శ్రీరాములు, డాక్టర్ పి.సురేష్‌బాబు తదితరులు పాల్గొన్నారు.

REGISTRAR
 YOGI VEMANA UNIVERSITY
 KADAPA-516 005.

INTAGLIO WORKSHOP


It is a artist residency cum workshop to impart the skills and techniques in Printmaking technology and recent trends from 22nd Feb to 25th February 2018. The eminent Print maker and faculty in printmaking from Andhra University Shri Vanama Prashanth Babu has been invited as the expert for this programme. In this four day programme , he taught the basics of the Printmaking especially on Intaglio process. The programe was inaugurated by Porf. A.ramachandra Reddy , Hob'ble Vice Chancellor, Yogi Vemana University flanked by the university officers.

Day 1 : He explained the technique and shown some of his works and methods of preparations of press and rollers and concentration of Acids.

Day 2; The Students asked to draw the selected drawing or object on the acid resistant ground, made of wax and bitumen coated thin film on the Zink plate.

Day 3: And asked and explained the process of acid etching and method of damping papers. Students took the prints and proofs.

Day 4: On the fourth day the final prints were taken off and displayed and fort folios were made concluded with valedictory . The artists was felicitated grandly by faculty and students



"INTAGLIO"

*We cordially invite you for the inauguration
of the Workshop on Print Making
organized by*

Dept. of Fine Arts
Yogi Vemana University, Kadapa
On 22nd February 2018 at 9.30 am
In the presence of
Chief Guest
Prof. Attipalli Ramachandra Reddy
Hon'ble Vice Chancellor
Y.V.U , Kadapa

Guests of Honour

Prof. K. Chandraiah Registrar Y.V.U , Kadapa	Prof.K.Satyanarayana Reddy Principal Y.V.U , Kadapa
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Prof.Kethu Viswanatha Reddy
Central Sahitya Academy Award Winner

Prof.T. Ramaprasada Reddy
Head, Department of Telugu, Y.V.U, Kadapa

Sri.Y.Prabhakara Reddy
Lecturer in History(Retd)

Sri.Vanama Prasanth Babu
Resource Person
Faculty in Graphics, Dept.of Fine Arts, A.U

Coordinator
Dr.Mula Mallikarjuna Reddy

Invitation




REGISTRAR
YOGI VEMANA UNIVERSITY
KADAPA-516 005.