



## ADITYA COLLEGE OF ENGINEERING & TECHNOLOGY

(Permanently Affiliated to JNTUK, Kakinada, Approved by AICTE, New Delhi, Accredited by NAAC-UGC)

Recognized by UGC Under Section (2f) and 12(B) of UGC Act 1956

Aditya Nagar, ADB Road, Surampalem,

**Title:** Accountancy for managers

**Date:** 12-09-2019

**Resource person:** Dr. N. Udaya Bhaskar  
Associate Professor  
Department of Commerce and Management Studies  
Adikavi Nannaya University  
Rajahmundry

**Objective of workshop:** The main objective of Accountancy for manager's workshop is to help students to recognise the importance of managerial accounting is to maximize profit and minimize losses. It is concerned with the presentation of data to predict inconsistencies in finances that help managers make important decisions

**Beneficiaries:** Faculty and Students

**Outcome of the event:** With this workshop on Accountancy for managers both students and faculty able to learn information for planning the organization's activities. How to provide information for controlling the organization's affairs. How to provide information for making decisions. The most important things in this the management accountant is to conduct a relevant cost analysis to determine the existing expenses and give suggestions for future activities. Once the management accounting team is done with relevant cost analysis, you can make better and evidence-based decisions

### Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr. N. Udaya Bhaskar )	5000/-
2.	T.D/D.A	500/-
3.	Venue related Expenditure (Banner printing,Bouquets)	100/-
4.	Snacks and Drinks ( 60X R.s30/-)	1800/-
5.	Helpers and water supply Purpose (4X R.s 500/-)	210/-
<b>Total amount</b>		<b>7610/-</b>



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**Guest Lecture on Accountancy for managers**  
**By**



**Coordinator:**  
Dr.R.V.S.Lalitha  
Professor  
Department : CSE

Dr. N. Udaya Bhaskar  
Associate Professor  
Department of Commerce and Management Studies  
Adikavi Nannaya University  
Rajahmundry  
Date : 12-09-2019

**Convenor:**  
Dr.K.R.K.V Prasad  
Associate Professor  
Department : EEE





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**Guest Lecture on Accountancy for managers**  
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Dr. N. Udaya Bhaskar  
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Gallery coverage of Accountancy for managers



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Aditya Nagar, ADB Road, Surampalem,

**Title:** Design Thinking and innovations

**Date:** 26-02-2020

**Resource person:** T.S. Karthik  
Assistant Professor  
ECE Department  
ACET

**Objective of workshop:** To create Awareness among students about new innovation based on their design

**Beneficiaries:** Faculty and Students

**Outcome of the event:** With this workshop on Design Thinking and innovations students able to gain huge knowledge on new innovations based on their designs. In such a manner that students can able to build skills required by the industry. Discussed importance of Thinking innovatively , skill development , leadership qualities, updating knowledge in new technologies

## Brochure



## Gallery Coverage of Design Thinking and innovations







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Aditya Nagar, ADB Road, Surampalem,

**Title:** Entrepreneurship Development

**Date:** 20-02-2020

**Resource person:** Dr. S S Prasada Rao Ph.D.  
Professor in Management,  
GITAM Deemed to be University,

**Objective of workshop:** The objective of this workshop is to inculcate Entrepreneurship skills in students and enhance their career as an entrepreneur.

**Beneficiaries:** Faculty and Students

**Outcome of the event:** With this session students able to gain knowledge on Entrepreneurship development is the means of enhancing the knowledge and skill of entrepreneurs through several classroom coaching and programs, and training. This entrepreneur development process helps new firms or ventures get better in achieving their goals, improve business and the nation's economy.

### Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr. S S Prasada Rao Ph.D)	5000/-
2.	T.A/D.A	1400/-
3.	Venue related Expenditure (Banner printing,Bouquets)	100/-
4.	Snacks and Drinks ( 60X R.s30/-)	1800/-
5.	Helpers and water supply Purpose (4X R.s 500/-)	210/-
<b>Total amount</b>		8510/-



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## Seminar on Entrepreneurship Development

By



**Coordinator:**  
Mr. G.B.Chandra Mouli  
Associate Professor  
Department : H&BS-I

Dr. S S Prasada Rao Ph.D.  
Professor in Management,  
GITAM Deemed to be University,  
On 20-02-2020

**Convenor:**  
T.Padma Praveen  
Associate Professor&HOD  
Department : H&BS-I





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#### Seminar on Entrepreneurship Development

By



**Coordinator:**  
Mr. G.B.Chandra Mouli  
Associate Professor  
Department : H&BS-I

Dr. S S Prasada Rao Ph.D.  
Professor in Management,  
GITAM Deemed to be University,  
On 20-02-2020

**Convenor:**  
T.Padma Praveen  
Associate Professor&HOD  
Department : H&BS-I



Gallery coverage of Entrepreneurship Development



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Aditya Nagar, ADB Road, Surampalem,

**Title:** Global opportunities for students

**Date:** 28-08-2019

**Resource person:** Dr Ch Krishnu  
Assistant professor  
SKIM  
SKU  
FINANCE SPECIALIST

**Objective of workshop:** The objective of this seminar to create awareness among students about importance of opportunities around the world.

**Beneficiaries:** Students

**Outcome of the event:** With this session on Global opportunities for students , Students will develop the skills of balancing personal and cultural beliefs with different ways of thinking, understanding and working through conflict, and increasing their comfort with cross-cultural interaction in their communities, work relationships, civic life, and travel experiences.

### Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr Ch Krishnu )	5000/-
2.	T.A/D.A	1400/-
3.	Venue related Expenditure (Banner printing,Bouquets)	100/-
4.	Snacks and Drinks ( 60X R.s30/-)	1800/-
5.	Helpers and water supply Purpose (4X R.s 500/-)	210/-
<b>Total amount</b>		<b>8510/-</b>





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### Guest Lecture on Global opportunities for students

By



**Coordinator:**  
Dr.R.V.S.Lalitha  
Professor  
Department : CSE

Dr Ch Krishnudu  
Assistant professor  
SKIM  
SKU  
FINANCE SPECIALIST  
Date :28-08-2019

**Convenor:**  
Dr.K.R.K.V Prasad  
Associate Professor  
Department : EEE

Gallery coverage of Global opportunities for students





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Aditya Nagar, ADB Road, Surampalem,

**Title:** HRM

**Date:** 09-12-2019

**Resource person:** Dr.A.R.Aryasri  
HMA & Former Director JNTUH

**Objective of workshop:** The objective of this seminar is to create knowledge among students and faculty about the importance of human resource management.

**Beneficiaries:** Faculty and Students

**Outcome of the event:** With this session students able to learn about Human resource management (HRM or HR) is the strategic approach to the effective and efficient management of people in a company or organization such that they help their business gain a competitive advantage. It is designed to maximize employee performance in service of an employer's strategic objectives. Talent Management. The talent management team in the HR department covers a lot of ground.

Compensation and Benefits.


Training and Development.

HR Compliance.

Workplace Safety.

### Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr. Dr.A.R.Aryasri)	5000/-
2.	T.A/D.A	1800/-
3.	Venue related Expenditure (Banner printing,Bouquets)	100/-
4.	Snacks and Drinks ( 60X R.s30/-)	1800/-
5.	Helpers and water supply Purpose (4X R.s 500/-)	210/-
<b>Total amount</b>		<b>8910/-</b>



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## orientation session on *HRM*

By

Dr.A.R.Aryasri  
HMA & Former Director  
JNTUH

Date : 19-12-2019

**Coordinator:**  
Dr.R.V.S.Lalitha  
Professor  
Department : CSE

**Convenor:**  
T.Padma Praveen  
Associate Professor&HOD  
Department : H&BS-I



Gallery coverage of HRM



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Aditya Nagar, ADB Road, Surampalem,

**Title:** Impact Lecture session on Intellectual Property Rights

**Date:** 07-03-2020

**Resource person:** Mr.P.Murali Krishna  
Novel Patent Managing Director

**Objective of workshop:** The main objective of is Impact Lecture session on Intellectual Property Rights to encourage innovation and to provide incentives for innovation by granting protection to inventors that will allow them to recover research and development investments and reap the benefits of their inventions for a limited period of time

**Beneficiaries:** Faculty and Students

**Outcome of the event:** With this session both students and faculty gain a huge knowledge on Why is IPR Important? Intellectual property protection is critical to fostering innovation. Without protection of ideas, businesses and individuals would not reap the full benefits of their inventions and would focus less on research and development. Ability to have a competitive edge over other similar businesses. IP enhances your company's value. IP helps you market your company's products and services. Students and faculty can more easily obtain financing for your business.

### Budget

S.no	Budget Head	Amount
1.	Honorarium to theExpert-1 (Mr.P.Murali Krishna)	5000/-
2.	TA/DA	5000/-
3.	Venue related Expenditure (Banner printing,Bouquets)	2000/-
4.	Snacks and Drinks (200X R.s30/-)	6000/-
5.	Helpers and water supply Purpose (4X R.s 500/-)	2000/-
<b>Total amount</b>		<b>20,000/-</b>





Inaugural talk by Prof.T.K.Rama Krishna Rao, Principal, Aditya College of Engineering & Technology, Surampalem.

Gallery coverage of Impact Lecture session on Intellectual Property Rights





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Aditya Nagar, ADB Road, Surampalem,

**Title:** Investment and capital methods

**Date:** 30-12-2019

**Resource person:** Prof. YVVSSS VARA PRASAD  
GITAM Institute of Management

**Objective of workshop:** The objective of this workshop is to create awareness among students about the importance of investment and capital methods to enhance entrepreneur skills


**Beneficiaries:** Faculty and Students

**Outcome of the event:** With this session on Investment and capital methods students able to know about importance of capital investments are as follows: Get additional capital assets for expanding, allowing the business to increase the production, create new products and add value. Take the privilege of new technology or advancements in equipment or machinery to augment efficiency and reduce cost.

### Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Prof. YVVSSS VARA PRASAD GITAM Institute of Management)	5000/-
2.	T.A/D.A	1400/-
3.	Venue related Expenditure (Banner printing,Bouquets)	100/-
4.	Snacks and Drinks ( 60X R.s30/-)	1800/-
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<b>Total amount</b>		<b>8510/-</b>






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### Seminar on Investment and capital methods

By



Prof. YVSSS VARA PRASAD  
GITAM Institute of Management

Date : 30-12-2019

**Coordinator:**  
Mr. G.B.Chandra Mouli  
Associate Professor  
Department : H&BS-I

**Convenor:**  
T.Padma Praveen  
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GITAM Institute of Management

Date : 30-12-2019

**Coordinator:**  
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Associate Professor  
Department : H&BS-I

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Gallery coverage of Investment and capital methods





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Aditya Nagar, ADB Road, Surampalem,

**Title:** Marketing

**Date:** 20-01-2020

**Resource person:** **Mrs. Annapurna Pasupuleti**  
**Assistant Professor**  
**Management science**

**Objective of workshop:** The objective of this seminar is to create awareness among students about marketing

**Beneficiaries:** Faculty and Students

**Outcome of the event:** This session help student able to gain huge knowledge how to Increase sales.  
Build brand awareness, Grow market share, Launch new products or services.  
Target new customers, Enter new markets internationally or locally, improve stakeholder relations, Enhance customer relationships. Marketing objectives are goals set by a business when promoting its products or services to potential consumers that should be achieved.

Brochure

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**Seminar on Marketing**

**By**

**Coordinator:**  
Mr. G.B.Chandra Mouli  
Associate Professor  
Department : H&BS-I

**Convenor:**  
T.Padma Praveen  
Associate Professor&HOD  
Department : H&BS-I



Gallery coverage of Marketing