



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: 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)	14,000/-
2.	TA/DA	4500/-
3.	Venue related Expenditure (Banner printing, Bouquets)	270/-
4.	Snacks and Drinks (70X Rs.30/-)	2100/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
Total amount		21,070/-

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Hearty Welcome
Mr.P.Murali Krishna
Novel Patent Managing Director

Impact Lecture Session on Intellectual Property Rights

ADITYA COLLEGE OF ENGINEERING & TECHNOLOGY



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





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Title:	Design Thinking and innovations
Date:	26-02-2020
Resource person:	Dr T.S. Karthik Assistant Professor ECE Department ACET
Objective of workshop:	To create Awareness among students about new innovation based on their design
Beneficiaries:	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 deigns.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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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 SPrasada Rao Ph.D)	8,000/-
2.	T.A/D.A	1050/-
3.	Venue related Expenditure (Banner printing, Bouquets)	475/-
4.	Snacks and Drinks (60X Rs.30/-)	1800/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
Total amount		11,525/-


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Seminar on Entrepreneurship Development
By



<p>Coordinator: Mr. G.B.Chandra Mouli Associate Professor Department : H&BS-I</p>	<p>Dr. S S Prasada Rao Ph.D. Professor in Management, GITAM Deemed to be University, On 20-02-2020</p>	<p>Convenor: T.Padma Praveen Associate Professor&HOD Department : H&BS-I</p>
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Gallery coverage of Entrepreneurship Development



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Title:	Seminar on Marketing
Date:	21-01-2020
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



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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)	10,000/-
2.	T.A/D.A	1400/-
3.	Venue related Expenditure (Banner printing, Bouquets)	225/-
4.	Snacks and Drinks (60X Rs.30/-)	1800/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
Total amount		13,625/-


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Seminar on Investment and capital methods
By

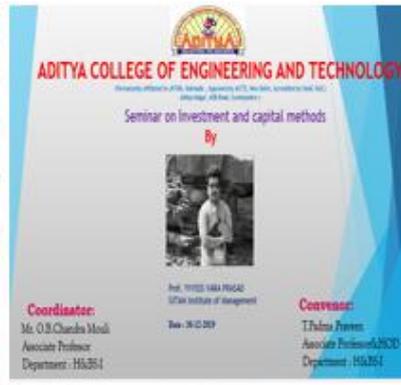


Prof. YVSSS VARA PRASAD
GITAM Institute of Management

Date : 30-12-2019

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

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



Gallery coverage of Investment and capital methods



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- Title:** HRM
- Date:** 19-12-2019
- 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)	8000/-
2.	T.A/D.A	1500/-
3.	Venue related Expenditure (Banner printing, Bouquets)	325/-
4.	Snacks and Drinks (70X Rs. 30/-)	2100/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
Total amount		12,125/-


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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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Title: Accountancy for Managers

Date: 12-09-2019

Resource person: Dr. N. UdayaBhaskar
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. UdayaBhaskar)	8000/-
2.	T.D/D.A	500/-
3.	Venue related Expenditure (Banner printing, Bouquets)	200/-
4.	Snacks and Drinks (60X Rs. 30/-)	1800/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
Total amount		10,700/-



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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
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



Gallery coverage of Accountancy for managers



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Title: Global Opportunities for Students

Date: 28-08-2019

Resource person: Dr ChKrishnudu
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 ChKrishnudu)	8000/-
2.	T.A/D.A	1400/-
3.	Venue related Expenditure (Banner printing, Bouquets)	220/-
4.	Snacks and Drinks (60X Rs.30/-)	1800/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
Total amount		11,620/-


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Guest Lecture on Global opportunities for students
By



<p>Coordinator: Dr.R.V.S.Lalitha Professor Department : CSE</p>	<p>Dr Ch Krishnudu Assistant professor SKJM SKU FINANCE SPECIALIST Date :28-08-2019</p>	<p>Convenor: Dr.K.R.K.V Prasad Associate Professor Department : EEE</p>
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Gallery coverage of Global opportunities for students

