



ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM

NAAC B+ CERTIFIED, ISO 9001:2015 CERTIFIED & AICTE APPROVED

VC

SPEAKS

A COMPILATION OF SPEECHES

MADE BY

PROF M JAGANNADHA RAO

HON'BLE VICE CHANCELLOR

FROM 2020-2022



INTRODUCTION

“Enthusiasm is the mother of effort, and without it nothing great was ever achieved.”

--Ralph Waldo Emerson

In 2020, when the world stopped on its tracks due to the COVID Pandemic, we were forced to search connections in our combined isolation. It is in these dark times, when I decided to ensure that Adikavi Nannaya University does not hit a pause on its academic administrative activities.

However, it is not an easy task to construct a mechanism that can smoothly organize events, classes and perform duties virtually. Therefore, a technical team is created and slowly, the faculty are encouraged to organize webinars on trending and pertinent topics. Our motto was simple, provide an opportunity for the reputed resource persons to share their knowledge and engage our students and faculty.

The combined enthusiasm and efforts of the faculty ensured that this process of knowledge generation went on smoothly. Before we realized the magnitude of our own endeavors, we have already conducted over 100 webinars from all the Colleges and Campuses of Adikavi Nannaya University.

Reminiscing these events brings me immense joy as it is an example of united and focused efforts, struggles and joys. It is the very personification of the motto of Adikavi Nannaya University - ‘*Sarvatra Vidyaya Vardhate Praja*’, denoting ‘*Enriching People through Education*’.

This compilation of the speeches delivered is to depict the diversity and range of the topics we covered in these webinars which all culminated from a simple goal that the learning should never stop.

EVENTS

11-05-2020

Inaugural Address
Prof.M.Jagannadha Rao
 Vice-Chancellor
 Adikavi Nannaya University,
 Rajamahendravaram

Key Note Speech
Prof.G.P.Thakur
 Director
 Centre for Advanced Research on Development
 & Change, New Delhi

12-05-2020

Present Scenario of Teaching and Learning
Prof.V.Krishna Mohan
 Registrar
 Andhra University, Visakhapatnam

Innovative Strategies and Methodologies
Prof.H.Lajipathi Rai
 Former Vice-Chancellor
 Dr.B.R.Ambedkar University, Srikakulam

14-05-2020

Research and Development in Post-COVID -19
Prof.V. Bai Mohan Das
 Former Vice-Chancellor
 Acharya Nagarjuna University, Guntur, Andhra Pradesh

15-05-2020

**Faculty Interactions, Assignments Followed
 by Valedictory Address**
Prof.K.S.Ramesh
 Principal
 College of Arts and Commerce
 Adikavi Nannaya University
 Rajamahendravaram

Concluding Remarks
Prof.Battu Ganga Rao
 Registrar
 Adikavi Nannaya University
 Rajamahendravaram

Training Outcomes:

- To help the teachers to understand the Present scenario of Teaching and Learning in view of Pandemic Covid-19
- To know the technological support and techniques to overcome the problems in teaching and learning
- To prepare the teacher to switchover themselves to virtual method of teaching and learning to face the problems and challenges
- To identify new methodologies and strategies in teaching post COVID-19 circumstances
- To understand the student mindset and know how to train them with different new techniques
- To train the teacher to upgrade themselves to handle Research and Development activities
- To create a platform to discuss about their difficulties and get the suggestions from the contemporary teaching fraternity and Experts
- To refresh the teacher and brush-up his potentialities to face the challenges
- To prepare an action plan by all the participants to face further teaching challenges with available techniques

Important Dates

11th to 15th May 2020

Mode of Delivery

Live Web Session

Timings

5:30 PM to 7:30 PM for all the days

How to register - Click this link :

<https://forms.gle/6yKxfh4j8yjCjCdda>

Registration Fee: There is no registration fee for participation.

Requirements : Desktop/Laptop/Smartphone good internet speed and sufficient data pack.
 A Functional Webcam, Microphones or head phones are compulsory

Certification Criteria: E certificate will be given only after successful completion of classes work, submission of Assignments and Action Plan

For further information don't hesitate to contact:

Dr.R.S.Varahala Dora
 FDP Co-Convener & Assistant Professor
 UCED, ANUR, Rajamahendravaram
 Mob: 8985904479, 9381945030.

Mr.R.Samba Siva Rao
 FDP Co-Convener & Assistant Professor
 UCED, ANUR
 Rajamahendravaram



FACULTY DEVELOPMENT PROGRAMME

ON

CHALLENGES AND STRATEGIES OF TEACHING IN POST COVID-19

(11th to 15th May 2020)



PATRON

Prof.Mokka Jagannadha Rao

Vice-Chancellor

Adikavi Nannaya University,

Rajamahendravaram

CONVENER

Prof.Kondru Subba Rao

Principal, University College of Education

Adikavi Nannaya University

Rajamahendravaram

ORGANIZING SECRETARY

Dr.N.V.S.Suryanarayana

President, YRF & Administrative Officer

Central Tribal University of Andhra Pradesh

Vizianagaram

Conducted & Organized by

UNIVERSITY COLLEGE OF EDUCATION

ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM, E.G.DIST, ANDHRA PRADESH

IN ASSOCIATION

WITH

YOUNG RESEARCHERS FORUM (YRF)

MUMBAI, MAHARASHTRA

Faculty Development Programme on "Challenges and Strategies of Teaching in Post COVID"

11th - 15th May 2020

Online has become the default mode of education during this long lockdown period in the wake of Covid-19. About 60 million students across the globe, are limited to home during this period - which generally see a flurry of curricular and assessment activities. Institutions and students alike are under pressure to not lose academic time and re-invent their teaching-learning in the only possible way – go completely online. What does this mean for the institutions and academic leaders, administrators and students in the long run is getting clearer. The COVID-19 pandemic is set to change the world sooner than we know. The way our governments, institutions, organizations, and people think and function, will radically change - perhaps for the long term.

Among many economic sectors, the higher education sector is undergoing a tectonic shift right now which was not been forecasted. Millions of students across the globe have been driven out of their university spaces, and professors are confined to their homes. Higher education stands disaggregated, and faculty and students are grappling with the sudden new norm of completely tech-mediated teaching and learning. Therefore, there is a disruptive change in the way the education system works. In order to brace ourselves for these unprecedented times, we need to search alternative pathways through which the education can continue.

As we stand alone yet in a same state of confinement, internet meeting platforms can be a good alternative to conduct our academic affairs so that the teachers and the students are academically engaged. These academic activities in the form of webinars, faculty development programs will help divert us from the sorrowful atmosphere we are all currently facing. I am sure that these technological interventions in the education sector will be helpful in multiple ways and perhaps even prove beneficial in the long run. Internet has penetrated every possible domain in the world, and its integration to higher education system is long overdue. However, it remains to be seen how this new method of instruction will bring changes in the education sector in the long run. I am sure that this FPD will be a fruitful endeavour to all the participants from these sessions. Thank you.





Adikavi Nannaya University



"SPRUHA" PSYCHOLOGY ALUMNI ASSOCIATION
OF ADIKAVI NANNAYA UNIVERSITY

Rajamahendravaram

Regd. No. 488/2016

WEBINAR

PSYCHOLOGICAL PERSPECTIVES OF COVID-19 PANDEMIC

PROGRAMME

On 13-05-2020 from 10.30 am onwards

Welcome Address
Prof. Kotti Sri Ramesh
Principal - University College of Arts & Commerce

Chief Patron Message
Prof. Mokka Jagannadha Rao
Vice Chancellor - Adikavi Nannaya University

Summarising
Dr. Padala Raja Sekhar
Course Co-Ordinator, Dept. of Psychology

Key Note Speaker
Dr. Karri Rama Reddy
Eminent Psychologist & Academician
Chief Advisor - Spruha Psychology Alumni Association

Concluding Remarks
Prof. B. Ganga Rao
Registrar - Adikavi Nannaya University

Vote of Thanks
S. Rajesh Khanna
Secretary - Spruha Psychology Alumni Association

<https://us02web.zoom.us/j/83148245761?pwd=QjI0QTNRZjdtSG55bWJmZmg1dUR3QT09>
Meeting ID: 831 4824 5761
One tap mobile
+19292056099,,83148245761#,,1#,
631970# US (New York)
+12532159792,,83148245761#,,1#,
631970# US (Tacoma)

Dial by your location
+1 929 205 6099 US (New York)
+1 253 215 8782 US (Tacoma)
+1 301 715 8592 US (Germantown)
+1 312 626 6799 US (Chicago)
+1 346 248 7799 US (Houston)
+1 669 900 6833 US (San Jose)

Meeting ID: 831 4824 5761
Password: 631970
Find your local number: <https://us02web.zoom.us/j/kehyeq5VXI>

WEBINAR ON PSYCHOLOGICAL PERSPECTIVES OF COVID-19 PANDEMIC

On 13-05-2020, Wednesday from 10.30 to 11.30 am



Chief Patron
Prof. MOKKA JAGANNADHA RAO
Vice Chancellor - Adikavi Nannaya University



Key Note Speaker
Dr. KARRI RAMA REDDY
Eminent Psychiatrist & Academician

Patrons

Prof. Battu Ganga Rao
Registrar - Adikavi Nannaya University

Prof. Kotti Sri Ramesh
Principal - University College of Arts & Commerce
Adikavi Nannaya University

Convenors

Dr. Padala Raja Sekhar
Course Co-Ordinator
Department of Psychology

Sunkara Nagendra Kishore
President - Spruha Psychology Alumni Association
& Regional Co-Ordinator (Asia) SCRA

Co-Convenors

Dr. Mani Ramana CVS, Asst. Professor Dept. of Psychology
Dr. N.V.V.S. Narayana, Asst. Professor Dept. of Psychology
Ch.N.K. Bhavani, Asst. Professor Dept. of Psychology

S. Rajesh Khanna
Secretary
SPRUHA Psychology Alumni Association

In Collaboration With

DEPARTMENT OF PSYCHOLOGY

University College of Arts & Commerce - Adikavi Nannaya University



Webinar on "Psychological Perspectives of COVID - 19 Pandemic"

13th May 2020

A pandemic is more than just a medical phenomenon; it disrupts people's lives and society, generating anxiety, stress, stigma, and xenophobia. The COVID-19 pandemic is a global health concern that has the potential to have a profound influence on people's mental health and well-being.

Fear, worry, and stress are all-natural reactions to perceived or real threats, as well as to uncertainty and the unknown. So, it is normal and understandable that people are experiencing fear in the context of the COVID-19 pandemic. For a long time, the COVID-19 pandemic put people under a lot of stress. The fear is only increased by the major changes to our daily lives as our movements are restricted in support of efforts to contain and minimise the virus's spread. Working from home, temporary unemployment, home-based education, and a lack of physical interaction with other family members, friends, and co-workers are all new realities that our mental and physical health.

During the epidemic, the global education system underwent a paradigm shift, favouring online learning. Despite the challenges we face in the compelled virtual learning environment, which is new to many in the remote corners of our nation.

The COVID-19, therefore, has elicited anxiety, apprehension, and a generally negative reaction. We must have unwavering faith and hope to overcome these obstacles, which permits us to see the silver lining in every dark cloud. Students are the most vulnerable and face greater difficulties and may require special care and attention.

Some of these students lack significant physical as well as emotional support. Students who do not have reliable internet access or technology find it difficult to engage in digital learning. In light of these situations, approaches can be designed to increase student optimism, resulting in improved learning outcomes.

I am sure that the experts present today will help the participants to attain a positive and optimistic perspective over this pandemic.

Thank you.



AGENDA 15-05-2020

9.00 am Inaugural Address : Prof. Mokka Jagannadha Rao Hon'ble Vice Chancellor, Adikavi Nannaya University, Rajamahendravaram	9.10 am Keynote Address : Dr. Purushottam Additional Director, AYUSH, Andhra Pradesh, Gollapudi, Vijayawada.
9.30 am Ayurveda in Covid -19 Treatment Dr. S. Venugopal Rao H.E. Principal, Dr. NRS Govt. Ayurvedic Medical College, Vijayawada	10.00 am Homeopathic perspective on covid -19 pandemic Dr. P.C. Tippe Swamy Principal, Dr. A.K. Govt. Homeopathic Medical College, RAY
10.30 am Role of Naturopathy and Yoga in the Prophylaxis of Covid -19 pandemic Dr. S. Sujana Medical Officer, Govt. Naturopathy Dispensary, Palabodera, West Godavari Dist.	11.00 am Concluding Remarks Prof. B Ganga Rao Registrar, Adikavi Nannaya University, Rajamahendravaram

ABOUT THE WEBINAR:

The spread of COVID-19 has affected almost all spheres of human life – physical, emotional, and economic. In India, we are all navigating through the current lockdown. Educational Institutions are grappling with this unforeseen crisis and trying to mitigate several challenges. Indian System of medicine (ISM) is an ethnic bequest buried in the traditional believes of the people. It has witnessed a paradigm shift through ancient times to modern age. It embraces a diverse system of medicine viz. Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH). This system has crossed the Indian territories to different parts of the globe. 80-75 percent of Indian rural population depends on traditional healthcare. The changing needs of stressed lifestyle can be addressed only through composite systems of medicine.

WEBINAR DATE & TIME:
15th May, 2020 @ 09:00 A.M.

REGISTRATION FEE:
No Registration Fee.

MODE OF DELIVERY :
Live web session

Click here to Register

<https://docs.google.com/forms/d/e/1FAIpQLSDz50H8kEP-TARj0YV2hKx0kICrFAlgBCm3l7vgA/viewform>

E-Certificate will be issued to all those who attend till the end of the session.

Important Recommendation : It is advised to login from 8.30 onwards to avoid the last minute rush in being allowed by the host

Moderator & Host :

DR. PADMAVATHI VANAPALLI

Department of Botany, Adikavi Nannaya University.

Contact : 99896 62947



One Day Webinar

On

**"THERAPEUTIC APPLICATION OF AYURVEDA,
NATUROPATHY AND HOMOEOPATHY IN COVID – 19"**

Chief Patron

Prof. Mokka Jagannadha Rao
Hon'ble Vice Chancellor, Adikavi Nannaya University,
Rajamahendravaram

Patrons

Prof. B.Ganga Rao
Registrar, Adikavi Nannaya University

Dr. K. Rameswari
Principal, University College of Science and Technology

Keynote Speakers

Dr. Purushottam

Additional Director, AYUSH, Andhra Pradesh, Gollapudi, Vijayawada.

Co-Convener

Dr. V. Padmavathi

Co-Convener

Dr. L. Juyyala Naidu, Dr. K. Samuel Kumar, Ms. M. Prajna



Organized by
DEPARTMENT OF BOTANY
University College of Science and Technology

ADIKAVI NANNAYA UNIVERSITY

Rajamahendravaram.

In Association with

DEPARTMENT OF AYUSH

GOVERNMENT OF ANDHRA PRADESH.



One Day Webinar on "Therapeutic Applications of Ayurveda, Naturopathy and Homoeopathy in COVID - 19"

It is indeed a happy occasion that a webinar on "Therapeutic Applications of Ayurveda, Naturopathy and Homoeopathy in COVID - 19" being organized by the Department of Botany, University College of Science and Technology, Adikavi Nannaya University, Rajmahendravaram in association with the Department of Ayush, Government of Andhra Pradesh.

I also have to mention my colleagues Prof. Ganga Ram, Our registrar, Prof. Ramesh, Dr. Ramaneshwari, Dr. Padmavati, and EC members and others. Now that we are locked down, we are all confined to our homes in the last few months because of the fear of the ongoing COVID 19 pandemic. We are fighting with this invisible enemy. Still, the doctors, scientists, and thousands of research workers are working tirelessly all over the world to find out a solution that helps the public, to develop a vaccine, develop a medicine so that we are relieved from this coronavirus and lead our life as usual.

We are losing jobs, everyone is kind of stressed, students are worried about their future, Parents are worried about their children, laborers, farmers have been affected by the pandemic. We are unable to meet physically so we need to use a platform to discuss how to cope with this kind of situation prevailing on a global scale all over the world. As we all know India has the greatest history, tradition, and culture – we have over time pioneering traditional medicine even in households. We have several remedies which are passed on from generation to generation for common elements. Today I'm happy that we are deliberating on Ayurveda, naturopathy, and homeopathy and on their applications to see how these practices can be used for finding out the solution, a drug, or vaccine. Maybe all the experts can share their ideas and deliberate on these ideas today. As we all know that Ayurveda is considered not just a medicine but it is also a complete medical system whereby it takes into consideration the physical, psychological, philosophical, ethical, and spiritual wellbeing of mankind. It lays great importance on living in harmony with nature. Similarly, a naturopath is also based on the belief that the body can deal with itself. So you need to have a healthy lifestyle to prevent disease. Homeopathy is developed in Germany, it has a principle like cures that means a healthy person if he is given a drug develops symptoms, the same drug is used for the disease with similar symptoms. So these are various therapies that are available for us. Today this is the time we have now for the last 2 months we are confined to our homes. We are still going a long way to develop vaccines. I also feel the research should continue when the crisis is there. We are thinking about developing these kinds of therapies or cures or vaccines. I'm delighted to see this kind of interest in all the participants. I congratulate all the organizers and all the persons who are instrumental in making this webinar a possibility.





INSTITUTE OF PUBLIC ENTERPRISE

Hyderabad



ADIKAVI NANNAYA UNIVERSITY

Rajamahendravaram

Organizing a

Webinar on CSR and SD: Lessons from the Pandemic

15th May 2020

3.00 pm to 5.00 pm

Corporate Social Responsibility and Sustainable Development are closely related business concepts that have greatly impacted corporate governance in the early 21st century. Sustainable development involves the use of environmentally responsible and efficient operational practices that preserve environmental resources crucial to your long-term business success. Corporate social responsibility, or CSR, involves balancing corporate citizenship and environmental responsibility to give back to the communities in which businesses operate.

Topics include (not limited to)

- CSR and CG Challenges for Sustainable Future
- Pandemic: Implications for UNSDG Agenda 2030
- CSR in difficult times of Covid 19
- Corporate Social Responsibility: Towards Environmental Protection
- Environmental Sustainability: Social and Business Perspectives

Inaugural Session:

Prof. M. Jagannadha Rao, Vice-Chancellor, ANUR

Prof. R. K. Mishra, Director, IPE

Prof. K. S. Ramesh, Principal UCAC, ANUR

Valedictory Session:

Prof. P. S. Janaki Krishna, Professor and Head, Center for SD, IPE

Prof. B. Ganga Rao, Registrar, ANUR

Lead speaker

R K Mishra, Director, IPE

Core Speakers

PS Janaki Krishna, Professor and Head, Center for SD, IPE

Ch Lakshmi Kumari, Associate Professor and Member, Center for SD, IPE

Shulagna Sarkar, Assistant Professor and Head, Center for CSR, IPE

Anupama Dubey Mohanty, Assistant Professor and Member, Center for SD, IPE

S. Teki, Professor, DCMS, ANUR

P. Umamaheswari Devi, Assistant Professor DCMS, ANUR

N. UdayaBhaskar, Assistant Professor DCMS, ANUR

Session Moderator:

Kiranmai J

Assistant Professor and Head, Center for CG, IPE

For registration and support, please feel to contact us at [9390661777](tel:9390661777)



Webinar on "CSR and SD: Lessons from the Pandemic"

15th May 2020

Corporate Social Responsibility and Sustainable Development are closely related business concepts that have greatly impacted corporate governance in the recent times. Sustainable development involves the use of environmentally responsible and efficient operational practices that preserve environmental resources crucial to your long-term business success. Corporate social responsibility, or CSR, involves balancing corporate citizenship and environmental responsibility to give back to the communities in which businesses operate.

CSR activities include all core activities viz. Education, Health, Water, energy and Financial Services. It also includes Natural resources up-keep, yet most of the corporate citizens primly focusing on education, health, and financial services, through their sister concerns. But focus is need to be given for up keep of natural resources and ecological balance.

I think this pandemic has helped us realize the importance of creating a balance in the environment. While we do not yet understand the origins of the virus, it is nevertheless, a virus which crossed species. This has occurred due to the ecological imbalance that the humans have created.

There has been an excessive emphasis on the development – at the stake of the nature and today, the nature has struck back. The World is presently under the control of the Nature, the real owner of the Earth. Continuous relentlessly exploitation of natural resources has led to present COVID 19. The nature has been giving warnings at appropriate times but the greedy world put a deaf ear at the nature's warnings, the world now is facing pandemic.

Therefore, there is a requirement to reassess our priorities when it comes to CSR and Sustainable Development. Development that is solely human centric does not lead to any balance with the nature. Care should be taken that the large corporations understand their impact on the environment and nature – thereby they can initiate steps that can mitigate this negative impact.

I am sure that the sessions today will suggest new and innovative ways CSR and SD can be used by the corporate world to strike a balance with the nature. Also, I am hopeful that the sessions will recommend ways in which CSR and SD can be implemented during the Pandemic.

Thank you.





ADIKAVI NANNAYA UNIVERSITY
RAJAHMUNDRY - 533296
 &
ARUN JAITLEY NATIONAL INSTITUTE OF
FINANCIAL MANAGEMENT (NIFM),
FARIDABAD -121001



Organizing a
Webinar on - Coping Strategies for India's Economy during Post
COVID 19

23rd May 2020, at 3.00 PM

The nature has finally taken over, and seemingly the whole world is under the deep influence of the forces of nature, the real owner of the earth, the nature has always had enough for our need, however not enough for our greed. Our mismanaged, economic, technological, environmental etc. endeavors have brought us to this of almost no return. We shall have to mend our management. Not realizing this in the recent past, we humans have been continuously exploited the nature relentlessly.

The nature has been sending alarms at appropriate times but the greedy world put a deaf ear, consequence is the world facing the pandemic of Novel Covid 19. As a control measure the world experimented with lockdown to save human lives and prevent the spread of the virus. The said lockdown resulted in economic slowdown in the world; India has not been any exception to this. The eco-systems of businesses will have to undergo a sea change to survive and grow in the post Covid period and take measures to recoup short-workings of economic slowdown. Therefore the present webinar is envisaged to appreciate coping strategies to pick up economic growth during the post Covid 19 period.

Topics include (not limited to)

- Economic challenges posed by Covid 19
- Pandemic: Implications for India's economy
- Sector-wise measures for economic gear up
- Identifying innovative measures to recoup the economic slowdown
- Appreciate plan of action for sustainable implementation of the identified coping strategic measures

Inaugural Address

Prof. M. Jagannadha Rao, Vice-Chancellor, ANUR,
Mrs. Meena Agarwal, IRAS, Director, AJNIFM

Opening Remarks

Prof. K.S. Ramesh, Principal UCAC, ANUR

Valedictory Address

Prof. B. Ganga Rao, Registrar, ANUR

Core Speakers

Prof. S. Teki, Professor, DCMS,
 Adikavi Nannaya University, Rajahmundry.

Prof. A.K. Sharan, Professor,

National Institute of Financial Management, Faridabad.

Prof. Prafulla A. Pawar,

Registrar and Professor (PUMBA)

Savitribai Phule Pune University, Pune

Dr. P. Umamaheswari Devi, Assistant Professor,
 DCMS, Adikavi Nannaya University, Rajahmundry.

Dr. N. Udaya Bhaskar, Assistant Professor,
 DCMS, Adikavi Nannaya University, Rajahmundry.

Dr. P. Lakshminarayana, Assistant Professor,
 DCMS, Adikavi Nannaya University, Rajahmundry.

Coordinators

Prof. S.Teki, DCMS, ANUR, Rajahmundry
Prof. A.K.Sharan, A.J. NIFM, Faridabad

FOR REGISTRATION: : <https://forms.gle/k42z9GRU6c1oSDqD6>



Webinar on "Coping Strategies for India's Economy During Post COVID - 19"

23rd May 2020

As the world is bracing for the various changes in all aspects of the COVID 19 pandemic, various coping strategies are required to adjust to the rapid economic changes. Though I am not economist but as scientist and an administrator, I could see how the economies of different countries, including India, are affected by the coronavirus and pandemic. Today, the economic losses due to the lockdown are almost Rs. 32,000 Crores per day are lost in India. Many industries are closed and many more are in bankruptcy stage. This is an unforeseen change and its consequences cannot be perceived. We have seen many industries impacted by COVID 19 especially the real estate, construction, tourism and entertainment. Agriculture and Manufacturing sectors are also heavily impacted.

Being a scientist, I always feel that we need to be prepared and develop preventive frameworks. In the case of India, we are fortunate that India can brace itself for these changes. India is a special country; it has some shock absorbers. Even if there is an economic slowdown we will come up very easily because of various technical reasons. We have seen it many times. Though we go down again the country will become stronger. So I feel there are some shock absorbers for the Indian economy compared to other countries' economies. The biggest asset we have is huge manpower; they are working at a very reasonable salary when compared to other countries. We can see there are many socio economic and political issues going on around the world. India, has ever been at the forefront of embracing the changing economic trends.

India has also emerged as a safe haven for investments, attracting investments from all over the world. But as the world rapidly evolves towards adjusting with the pandemics, we have to keep in mind that this might not be the last and only pandemic – we may see many more in our lifetime. Therefore, it is essential that we understand that new frameworks and methods need to be developed. The Government is looking forward to new foreign investments. This situation is a business opportunity for many youngsters to provide digital education because we are locked down and now we realise the importance of online. We need to think about a virus-free house, office, and living atmosphere. I strongly feel that scientists, technologists and medical professionals should be able to think and develop vaccines that will be ready for any eventuality in the future. Thank you very much.





ADIKAVI NANNAYA UNIVERSITY

ఆదికవి నన్నయ విశ్వవిద్యాలయము

RAJAMAHENDRAVARAM, ANDHRA PRADESH, INDIA - 533296.



NATIONAL WEBINAR

INTELLECTUAL PROPERTY RIGHTS:

"CURRENT ISSUES AND CHALLENGES"

IN ASSOCIATION
WITH

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ORGANIZED BY

DEPARTMENT OF CHEMISTRY
ADIKAVI NANNAYA UNIVERSITY
RAJAHMUNDRY-533 105
ANDHRA PRADESH, INDIA

ABOUT THE WEBINAR

Francis Bacon, the English philosopher and essayist believed that "knowledge is power". The implication of his quote is further magnified in an increasingly globalised and modernized world. As we are rapidly transforming into a knowledge based economy, the need for respecting and protecting the "intellectual capital" of an individual is gaining even more importance. As words like patent, copyright, trademark etc become a part of our vocabulary they are re-defining the very nature of trade and commerce. The huge increase in the registration of our patents, copyrights coupled with the rise in cases involving infringement of intellectual property is a case in point. Like any evolving concept, Intellectual Property Rights too has its fair share of criticism and controversies, for it involves not just economics but ethics and human rights as well. The aim of this National Seminar is to focus our collective attention on this fascinating subject. The object of this seminar is to be a platform where experts, academicians, delegates as well as people at large interact and exchange their ideas and knowledge pertaining to the emerging issues and challenges in the field of IPR. The object is not only to find innovative answers but to ask important questions as well. We hope this seminar will cast new light on a subject that is both revolutionary and relevant.

Adikavi Nannaya University is organizing a Webinar on Intellectual Property Rights: Current Issues and Challenges.

It is a matter of great pleasure and pride for us to organize a National Webinar on "Intellectual Property Rights: Current Issues and Challenges.". IPR is the right of the people over their intellectual creations. Ideas which are abstract representation of something must be protected once they have been materialized as a result of human intellectual effort. IPR is covering patents, copyrights, trademark, industrial designs, geographical indications, protection of layout design of integrated circuits and protection of undisclosed information and protection of new plant variety. Intellectual Property Rights (IPR) refers to Monopoly protection for creative works such as writing (copyright), inventions (patents), processes (trade secrets) and identifiers (trademarks). IPRs related law and rules are very difficult to understand for common people who are related with various types of business, industries and research. Therefore, this national seminar would be helpful to spread awareness regarding IPR and their related issues among students, researchers, faculty, business groups & organisations

Date of Webinar: 26th MAY 2020

TIME: 3:00 to 5:30 P.M

Patent



National Webinar on "Intellectual Property Rights: Current Issues and Challenges"

26th May 2020

Although India is on its track of advancement in various sectors, there are many issues that have not come into the light. One such sector facing issues is Intellectual Property Rights. IPR involves Patents, Trademarks, Copyrights, Designs, and Geographical Indications. Although there are governing rules and Acts for these rights, there are many issues that are addressable.

Intellectual property rights (IPR) are the rights given to persons over the creations of their minds: inventions, literary and artistic works, and symbols, names and images used in commerce. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time.

Protection of intellectual property rights is vital to the development of a country. Companies and individuals can spend years and a fortune to develop a product or service that is creative or innovative. All this effort can come to naught if the owners of intellectual property are unable to ensure its protection.

On the other hand, the impact of IPR in India is limited and currently faces challenges. Violations are rife because of poor enforcement of rights and court cases that could run on for years. This is a sore point, particularly for large multinational corporations in areas like pharmaceuticals and agriculture.

Protecting IPRs can be a tough proposition in India, where awareness is low and enforcement weak. But protecting patents, trademarks and copyrights are vital for innovation and development. However, even with rapid progress on the industrial, scientific and economic front, we lag behind countries like China. Good IPR protection will foster a culture of creativity and innovation that could help us close that soon.

Webinars such as this will help the young participants and innovators understand the importance of IPR and more importantly the need of innovation. Experts present today will delve into these challenges in depth and provide solutions.

Thank you.



ప్రారంభ సభ

ది. 28-05-2020 నమయం : ఊ|| 11 నుండి 12-45 వరకు

సభ్యులు : అచార్య కె. శ్రీరమేష్ ప్రిన్సిపాల్,

ఆర్ట్స్ & కామర్స్ కళాశాల ఆదికవి నన్నయ విశ్వవిద్యాలయం

ముఖ్య అతిథి : అచార్య మొక్కా జగన్నాధరావు ఉపకులపతి,

ఆదికవి నన్నయ విశ్వవిద్యాలయం

విశిష్ట అతిథి : అచార్య పి. చరణసేవనమూర్తి రెడ్డర్,

అచార్య నాగార్జున విశ్వవిద్యాలయం

విశిష్ట ఉపన్యాసకులు : అచార్య జి. యోహాన్ బాబు తెలుగు శాఖాధ్యక్షులు, ఆంధ్రవిశ్వ కళాపరిషత్

అచార్య బత్తెన కృష్ణారెడ్డి

ఫౌండర్స్ కార్యదర్శి

తిరువనంతపురం

ముగింపు సభ

ది. 29-05-2020 నమయం : ఊ|| 11 నుండి 12-45 వరకు

ముఖ్య అతిథి : అచార్య పి. గంగారావు రిజిస్ట్రార్,

ఆదికవి నన్నయ విశ్వవిద్యాలయం

విశిష్ట అతిథి : డా|| ఎల్.వి.కె. రెడ్డి రిజిస్ట్రార్,

విక్రమసింహపురి విశ్వవిద్యాలయం

విశిష్ట ఉపన్యాసకులు : అచార్య మాచిపాటి సంపత్కుమార్ తెలుగు అధ్యయన శాఖ, మద్రాస్ విశ్వవిద్యాలయం

అచార్య ఎన్.వి. కృష్ణారావు,

తెలుగు శాఖాధిపతి,

అచార్య నాగార్జున విశ్వవిద్యాలయం

సనస్థు నిర్వహణ సుంఠలి

అభ్యర్థులు

అచార్య మొక్కా జగన్నాధరావు, ఉపకులపతి ఆదికవి నన్నయ విశ్వవిద్యాలయం

ఉపాధ్యక్షులు

అచార్య పి. గంగారావు, రిజిస్ట్రార్ ఆదికవి నన్నయ విశ్వవిద్యాలయం

గౌరవ సభ్యులు

అచార్య కె. శ్రీరమేష్, ప్రిన్సిపాల్

ఆర్ట్స్ & కామర్స్ కళాశాల, ఆదికవి నన్నయ విశ్వవిద్యాలయం

డా|| పి. పెర్సినె, ప్రిన్సిపాల్

యానివర్సిటీ కాలేజ్ ఆఫ్ ఐఓఐఐఐ, ఆదికవి నన్నయ విశ్వవిద్యాలయం

డా|| కె. రమణేశ్వరి, ప్రిన్సిపాల్

యానివర్సిటీ కాలేజ్ ఆఫ్ సైన్స్ & టెక్నాలజీ ఆదికవి నన్నయ విశ్వవిద్యాలయం

డా|| కె. సుబ్బారావు, ప్రిన్సిపాల్

యానివర్సిటీ కాలేజ్ ఆఫ్ ఎడ్యుకేషన్, ఆదికవి నన్నయ విశ్వవిద్యాలయం

కీర్తిన

డా|| తరపట్ల సత్యనారాయణ

తెలుగు శాఖాధిపతి, ఆదికవి నన్నయ విశ్వవిద్యాలయం

కౌ-కృష్ణారెడ్డి :

డా|| కె.వి.ఎన్.డి. చరణసేవన, సహాయాచార్యులు, తెలుగు విభాగం

డా|| డి. నాను, సహాయాచార్యులు, తెలుగు విభాగం

డా|| డి. లక్ష్మీనరసమ్మ, సహాయాచార్యులు, తెలుగు విభాగం

డా|| జి. చిత్రిషా బాబు, సమన్వయకర్త, విద్యావిభాగం

డా|| పి. లక్ష్మీనారాయణ, సమన్వయకర్త, ఆర్థికశాస్త్ర విభాగం

డా|| చరణ్ కి దొర, సహాయాచార్యులు, విద్యా విభాగం

సాంకేతిక సహకారం :

సాలి రాజు, పి. హెచ్.డి. జె.ఆర్.ఎఫ్., పరిశోధక విద్యార్థి

మామిడి మానిక, పి. హెచ్.డి. జె.ఆర్.ఎఫ్., పరిశోధక విద్యార్థిని

ఆహ్వానం

Telugu webinar 2020

అంతర్జాల తెలుగు సదస్సు

COVID 19

28 - 29 మే 2020

ఉదయం గం|| 11-00 నుండి గం|| 12-45 వరకు

అంశం

తెలుగు సాహిత్యం - సామాజిక చైతన్యం



నిర్వహణ :

తెలుగు శాఖ

ఆదికవి నన్నయ విశ్వవిద్యాలయం

రాజరాజనరేంద్ర నగర్,

రాజమహేంద్రవరం - 533296.



For Registration : <https://forms.gle/fHEq9JfDa8KYkTbn9>

Webinar on "Telugu Sahityam - Samajika Chaitanyam"

28th - 29th May 2020

I am happy that Department of Telugu is organizing this webinar. I congratulate all the organizers. In this time of COVID pandemic, it is heartening to see that all the Departments of the Adikavi Nannaya University are organizing webinars in an active member. I welcome all the resource persons on this virtual platform.

When we talk of social empowerment in relation to literature – the Telugu writers and poets have always empowered the people. They have always inculcated hope and inspiration during the hard times. For instance, the writers and poets have inspired the people during wars and other unstable times.

Literature that have always responded to the social situations and issues has always been more popular. The writings that inspire the people with optimism have always stood the test of time.

Of recent, we have seen in the social media, a popular song which was written by a labourer wanting to go home. It is one of the many instances in which the literature and its art can be used to express and inspire.

I am sure that the present pandemic will become a source for many more writings in the field of Telugu literature. I have always felt that literature should be understandable and accessible to the common man. Literature which is relatable to the common man is a work with purpose. Therefore, the resource persons present today can offer ways in which the literature can become closer to the public.

I am sure that the resource persons today will present their perspectives in this direction and will help the participants understand and enjoy Telugu literature. I hope that the Department of Telugu will continue to organize such events in the future.

Thank you.

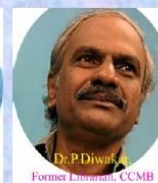




Patrons



Resource Persons



WEBINAR TOPICS:

- Open Educational Resources
- Open Access Resources in Sciences
- Plagiarism and Research Ethics

Who Can Attend: **For All Researchers**

REGISTRATION FEE: **No Registration Fee**

WEBINAR DATE & TIME: 29th May, 2020 @ 2:30 PM TO 5:00 PM

Requirements for the webinar: desktop/laptop/smart phone with good

internet speed and sufficient data pack. Functional webcam, microphone & head phones are compulsory.

Mode of Panel Discussion: Live web session through **'Google Meet'**

Web link: <https://forms.gle/VH5Voqtr3AZ4KyVN9>

Number of Registration is limited (210)

E-Certificate will be issued to all based on attendance in the online sessions

HOST: Mr. Simhachalam Terli, Assistant Librarian, Adikavi Nannaya University, 9493955025.

Technical support: Mr. M. Srinivasar Rao, Webmaster & Mr. M. V. Ragahvalu, Web-technician



One Day Webinar on "Open Access Resources, Tools and Techniques for Researchers"

29th May 2020

Internet has transformed the very fundamentals of research. It has emerged as the single most important tool in the research process – whether it be for information gathering or implementation of tools and techniques on the gathered data. Thankfully, much of the research being done across nations can be accessed in the net for free. There are also many open access tools that can be utilized for the purpose of research. However, many scholars are not aware of these resources and still rely on older methods.

Oftentimes, the governments of the various countries have mandated that the research being done be updated in the internet and is made available to the researchers and scientists. Internet is also more than information resource. It can be used to explore various schemes and grab opportunities of collaboration with the institute of repute. The researcher should utilize the resources, tools and techniques for their research to enhance their knowledge and to add more knowledge to the existing knowledge in their subject.

All this should be facilitated by a librarian who is well versed with using Internet for the purpose of research. A librarian should be aware of the open access resources that are available across domains for the benefit of the researcher.

Role of the Librarians should be more smart in the IT field in the internet and use the resource. There are so many Open Access Resources provide by the UGC like ShodhGanga, ShodhSindhu through INFLIBNET.

The librarian now-a-days should play significant role and to transform from traditional (books) to the electronic (e-books, e-journals) and should be able to have separate wing for e-books and e-resources.

I am sure that the Webinar being organized by Dr BR Ambedkar Central Library of Adikavi Nannaya University will serve as an important event in introducing open access resources to the participants.





ADIKAVI NANNAYA UNIVERSITY
RAJAHMUNDRY - 533296

One Day National Webinar
on

"CURRENT TRENDS AND OPPORTUNITIES IN PHYSICS"

Organized by
Department of Physics
University College of Science & Technology
ADIKAVI NANNAYA UNIVERSITY

Chief Patron

Prof. Mokka Jagannadha Rao
Hon'ble Vice Chancellor, Adikavi Nannaya University,
Rajamahendravaram

Patrons

Prof. B. Ganga Rao
Registrar,
Adikavi Nannaya University

Dr. K. Ramaneswari
Principal, University College of
Science and Technology

Invited Speakers

Mrs. Meena Ravindran
DY.Chief Executive,
Nuclear Fuel Complex,
Departments of Atomic Energy
Government of India

Dr. Renjith Thomas
Assistant Professor of Chemistry
St. Berchmans College
Kerala

Convener

Mrs. Y. Sushma Priya
Course Coordinator

Co - Conveners

Mr. N. S. SubbaRao,
Dr.S. Rajyalakshmi,
Mr. V. Rajasekhar

Schedule

29th MAY 2020

4:30pm Inaugural Address Prof. Mokka Jagannadha Rao, Hon'ble Vice-Chancellor, Adikavi Nannaya University, Rajamahendravaram.	4:45pm – 5:30pm Invited speaker 1 Dr. Renjith Thomas, Assistant Professor of Chemistry, St. Berchmans College Kerala.
5:45pm – 6:45pm Invited speaker 2 Mrs. Meena Ravindran, DY.Chief Executive, Nuclear Fuel Complex, Department of Atomic Energy, Government of India	7:00pm Concluding Remarks Prof. B.Ganga Rao, Registrar, Adikavi Nannaya University, Rajamahendravaram.

About the Webinar:

The Covid-19 lockdown has brought us to a standstill in our academic and professional activities. However the online tools/software available provide us an opportunity to create a platform in sharing our knowledge and transfer of information. The present webinar is one such effort to interlink academics & research through eminent speakers in these fields. It aims to inspire the students to pursue research and explore opportunities for national building.

Webinar Date & Time
29th May, 2020 @ 4:30 PM

Registration Fee
Free

Mode of delivery
Live web session

- Participants will be provided e-certificates
- Contact : +91 9182183807 | Email : ysp.phy@aknu.edu.in
- Click here to register.

To Click here to register: <https://forms.gle/o33rj3nTg3YvCb6N6>



One Day National Webinar on "Current Trends and Opportunities in Physics"

29th May, 2020

Of all the domains of science, Physics is perhaps the most extensive and more common topic. I feel that without Physics, there would not be science or the development that is around us. The various forms of Physics such as nuclear physics, geophysics, space physics, applied physics, nanophysics, etc. contribute in making our life comfortable and efficient.

I have always had a fascination with this subject. Being a geologist I used to work with other professors. I once interacted with physics professors who are working with iron. Ferrite is a material that is made of iron oxide doors with some other material and developed into new materials which can be used in electronics and nanotechnology. We worked together on natural ferrites. Our work on ferrites has in the end culminated towards publishing of a research paper.

The applications of the Physics are therefore virtually endless. Every day we get to see the tremendous development that occur in the fields of particle physics and astrophysics. Every day, we witness many new changes in the various fields such as computer science – through the various phenomena discovered in the field of physics.

The field of material physics is one of the rapidly growing frontier of the physics – with all the new ways in which the available materials can be used, this field leads to developments in the fields of construction and astronomy. As a career, physics is perhaps the one subject that offers diverse opportunities after computer science and engineering. This webinar on the current trends and opportunities in physics will therefore attempt to introduce the participants to the emerging and rapidly growing fields of physics.

It is therefore a wonderful opportunity for the student participants to note the various pathways they can take to develop their careers in the field of physics.





ADIKAVI NANNAYA UNIVERSITY RAJAHMAHENDRAVARAM

Organizing a Webinar on

Role of Electronics in Analytical Instrumentation

ABOUT THE WEBINAR:

The Departments of EIE and ECE, University College of Engineering, Adikavi Nannaya University, Rajamahendravaram are jointly organizing a Webinar on **"Role of Electronics in Analytical Instrumentation"** to bring awareness on Electronic Instruments. This Webinar covers various engineering aspects of Advanced Analytical Instruments and role of latest electronic subsystems, such as PLC, Embedded Systems and FPGA based systems in the development of these instruments.

ORGANIZED BY
UNIVERSITY COLLEGE OF ENGINEERING
DEPARTMENTS OF EIE AND ECE



Event

30 May 2020, Saturday
10:30 AM (IST)



Chief Patron

- Prof. Mokka Jagannadha Rao
Hon'ble Vice Chancellor
Adikavi Nannaya University

Patrons

- Prof. B Ganga Rao
Registrar, Adikavi Nannaya University
- Dr. V Persis
Principal, University College of Engineering



Featured Speaker

Dr. Narasimham
M.E., Ph.D
Scientific Officer, NCCCM - Hyderabad.
Group Leader
Electronics Support Group

Programme Schedule

TIME	EVENT
10:30AM	Welcome note by Dr. B Srinivasa Raja
10:35AM	Inaugural Address by Hon'ble Vice Chancellor Prof. M Jagannadha Rao
10:45AM	Opening remarks by Dr. V Persis, Principal
10:48AM	Guest Introduction by Ms. B Annie Keziah
10:50AM – 12:00PM	Web Session
12:00PM	Valedictory Address by Registrar Prof. B Ganga Rao

Organizers:

- Dr. B Srinivasa Raja., Dept.of EE
 - Mr A Vijayadurga., Dept of ECE
 - Contact Mr. J Hanumanthu
7013570933
 - No registration fees
 - Limited Participants are allowed on First Come First Serve basis
 - Last date for registration is: 28 May 2020
 - E-Certificate will be issued to the participants
- E-Certificate will be issued to all those who attend till the end of the session



Role of Electronics in Analytical Instrumentation

30th May 2020

Role of electronics in analytical instrumentation is a good subject as far as the electronics instrumentation is considered. Analytical instruments form the core of the research in any field. They help to obtain the necessary data from the various parameters that require to be measured and analysed whether it is chemistry or geology. Researchers and scientists regularly deal with various instruments.

Being a geologist I always use various analytical equipment. As geologists, we deal with various equipment, including to characterise a mineral we use XRD, to analyse certain rocks and minerals we need to use an atomic absorption spectrophotometer. Similarly, we use inductively coupled plasma, chromatograph, and various other equipment. However, it must be noted that simply using the equipment to obtain data is not sufficient. As future scientists and researchers, the students should understand the principle behind the instrument. When such a knowledge is known, they will be able to understand not only the limitations of the equipment, but also attempt to innovate a more precise and efficient model.

Engineering students especially should aim such innovation in their domains. Constant development in the field of instrumentation is a necessity if progress needs to be made in terms of research towards development of more accurate and efficient methods of study and production. It is, however, a fact that much of the equipment being used in India for research or at industrial level, is imported from foreign countries. India's progress in this field has been slow at best. The research institutes and industry need to rely on this expensive equipment not only for their work but for services and maintenance as there is no service ecosystem in our nation. It is due to this lack of locally made equipment, oftentimes, the research and development is hindered in the country. The equipment if available is not always accessible to the enthusiastic researcher. Therefore, the research organizations should develop a framework – an ecosystem of sort – to share the research instrument that are in the institute with other organizations as well. Such an initiative will help in accelerating the R&D sector in the nation.

Engineers of Instrumentation Technology should consider developing the required equipment for the national research. Engineers should think of developing them rugged, strong so that they will perform very well.



ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM

NATIONAL WEBINAR

on
CREATIVE WRITING OF RESEARCH PROPOSALS & ARTICLES

4th June 2020

Chief Patron

Prof. Mokka. Jagannadha Rao
Hon'ble Vice Chancellor,
Adikavi Nannaya University

Patron

Prof. B. GANGA RAO
Registrar,
Adikavi Nannaya University

Patron

Dr. K. Ramaneswari
Principal,
University College of Science and Technology
Adikavi Nannaya University

Organized by
DEPARTMENT OF PHYSICS
University College of Science and Technology
ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM.

ABOUT THE WEBINAR

As technology rapidly advances it is important that educators and technologists not only make resources available, but that they also coordinate efforts to insure cognitive development of students in combination with these resources. When you advance to the point in your education where you will take on a major research project or a thesis project, you will need to know how to write a research proposal. A research proposal will provide your instructor with your research topic and your research plan so he or she will know precisely what you are doing and how you plan to accomplish your task. You will also be required to write a research proposal when you work in a research-oriented career. It is common to have to write research proposals to acquire funding for various research projects. Creative writing of research proposals and articles is a gruelling process and that is made harder by various challenges. The webinar is also utilized among youth for empowering their unique potentials, skills and capacities

PROGRAM SCHEDULE

04:00 PM Opening Remarks: Dr. S. Rajyalakshmi Convener, Assistant Professor, UCST Adikavi Nannaya University	04:10 PM Inaugural Address: Prof. Mokka. Jagannadha Rao Hon'ble Vice Chancellor, Adikavi Nannaya University	04:20 PM Creative Writing of Research Proposals: Dr. D. Pamu Associate Professor, Dept. of physics IIT, Guwahati
05:00 PM Creative Writing of Research Articles: Dr. A. Alexander Assistant Professor in Physics St. Joseph's College, Trichy	05:45 PM Concluding Remarks: Prof. B. GANGA RAO Registrar, Adikavi Nannaya University	05:55 PM Vote of Thanks: Mr. V. RAJASEKHAR Assistant Professor, UCST Adikavi Nannaya University

Date of webinar : 4th June 2020

Time : 04-00 pm to 06-00 pm

Convener

Dr. S. RAJYALAKSHMI
Ph No. 9290402635
Email id: srl.phy@aknu.edu.in

Co-conveners

Mrs. Y. SUSHMAPRIYA
(Course Coordinator)
Mr. N. S. SUBBA RAO
Mr. V. RAJASEKHAR

No Registration Fee

Participants will be provided e-Certificates

LIVE Web Session

Click here for registration: <https://forms.gle/hQcyk31hERLwcCHS8>



National Webinar on "Creative Writing of Research Proposals and Articles"

4th June 2020

Research begins by asking the right questions and choosing an appropriate method to investigate the problem. After collecting answers to your questions, you can analyze the findings or observations to draw appropriate conclusions. Research is a careful consideration of study regarding a particular concern or problem using scientific methods. Research is conducted with the purpose to understand: What do organizations or businesses really want to find out? What are the processes that need to be followed to chase the idea? What are the arguments that need to be built around a concept? What is the evidence that will be required for people to believe in the idea or concept? A good idea that is worthy of research needs to be presented in a format that is attractive and reliable – so that various research funding agencies can give their consent to fund the research project. Various reputed agencies such as DST, CSIR and UGC offer a myriad of schemes to various domains of research and groups of researchers. It is a duty of the faculty in the Higher Education to pursue these research opportunities and be selected by the agencies to perform a research project. Similarly, the scholars in the University also need to apply to various research agencies to attract funding for their PhD work – which not only helps them financially but also adds worthiness to their work. Therefore, in order to benefit from the funding agencies, a good research proposal is required. However, many researchers though have excellent grasp over their research domain, oftentimes lack in the drafting of the proposals as these proposals need to be drafted as per the norms of the agency – which are complex and vary from institute to institute.

Research article writing is a domain on its own. It demands precise technical writing skills that depict the research that is conducted or proposed by the research in an objective manner. A good research article attempts to address all the stages of research and discuss the implications of the research in a clear cut manner that leaves no ambiguity to the reader. While there are many ways in which the research articles can be written, oftentimes, they are domain specific. The student, scholar and faculty must possess these skills to grow in their fields. Today we have two speakers Dr. D. Pamu, Associate Professor, IIT Guwahati, and Dr. A. Alexander, Assistant Professor, St. Joseph's College, Trichy, Tamilnadu are going to deliver on "Creative writing of Research Proposals and Articles" and I am sure that at the end of the sessions, the participants will have a clear understanding of the nuances of research writing and will all have their doubts cleared.



5th June
DEPARTMENT OF BOTANY



World Environment Day



Foster Biodiversity Nurture Nature



Adikavi Nannaya University
RAJAMAHENDRAVARAM

&



GOVERNMENT OF ANDHRA PRADESH
AP State Biodiversity Board



World Environment Day 5th June 2020 "Foster Biodiversity Nurture Nature"

05th June 2020

Biodiversity is our planet's wealth. It is a cornerstone of development, and its loss threatens many hard-won development gains. For instance, the loss of forests means the loss of carbon sinks, further accelerating climate change.

Biodiversity blunts the impact of other crises, like climate change and conflict, on development; it is also the wealth of poor nations and poor communities within nations as a producer of jobs and GDP. Take the fisheries sector, where 60 million jobs globally are tied directly to fishing and fish farming. The same can be said for industries such as forestry and nature-based tourism. We cannot ignore that nature and biodiversity loss is a material risk to our economies, our financial sector and therefore to development.

Around the world, the biodiversity of living organisms and accompanying ecosystem services they provide are vanishing at an unprecedented rate and scale with already catastrophic implications for economies and livelihoods. This loss and degradation of biodiversity affects the poorest economies most.

Natural capital assets like forests, water, fish stocks, minerals, biodiversity, and land – is undervalued and unaccounted for. As a result, its loss is not properly recognized.

Conserving and restoring our planet's nature is a critical development issue. It should not be seen as charitable, rather it is crucial in order to preserve the economic well-being on which our lives and livelihoods depend.

Biodiversity and climate crises are critical challenges. They are intertwined, with declines in each accelerating us towards an irreversible tipping point. Rather than tackling them as separate problems, we can address them together. I am sure that the resource persons present today will accept the fact that No single solution is enough. We must conserve, we must produce and consume more sustainably, we must account for the value of natural capital in development plans. I am happy that the Department of Botany is organizing this webinar. I congratulate all the organizers involved and to Dr Ramaneswari, Principal, College of Science and Technology. Thank you.





ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM, ANDHRA PRADESH, INDIA - 533296



A WEBINAR
on
CRYPTOGRAPHY
&
CURRENT TRENDS IN SECURITY FOR PERVASIVE APPLICATIONS

ORGANIZED BY
Department of Computer Science & Engineering
University College of Engineering
Adikavi Nannaya University
Rajamahendravaram, Andhra Pradesh

ABOUT THE WEBINAR

Cryptography is the branch of cryptology, which deals with design of algorithms for encryption and decryption i.e., coding and decoding. It mainly consists of three types of algorithms: Symmetric key, Asymmetric key and Message digest algorithms. Single (secret) key is used in symmetric key cryptographic algorithms for encryption and decryption operations. Two keys are involved in asymmetric key cryptographic algorithms, one is private key and another one is public key. The private key should be kept secret where as public key is placed in the public file, which is accessible to the communicating parties. Message digest algorithm is used to generate message digest or finger print of the given message. Symmetric and Asymmetric key algorithms are used for secure communication and message digest algorithm is used to check integrity of the transmitted message. This webinar is useful to know basic concepts of cryptography and its importance in online secure communication.

Wireless devices replace human beings for communication, connection, computing, collaboration etc. Now a days either in house or outside the house we are under surveillance of some devices. Day to day usage of mobile devices is increased for multiple applications at the same time number of attacks are also in rise. Generally, number of devices get connected and leave the pervasive device either with permission or without permission. Hence, there is a need to know how many devices are connected with our device, whether these are authentic connections or not and also check security of the connection etc. How authentication, confidentiality, integrity & non-repudiation should be achieved? As per the security concerns, software plays a vital role than hardware. The application developers have to develop applications with minimum vulnerabilities and maximum security features. This webinar is useful to know about current trends in the security with respect to pervasive applications.



Webinar Date & Time
5th June 2020, 04:00 PM



Webinar on "Cryptography and Current Trends in Security for Pervasive Applications"

05th June 2020

As we are transforming our everyday lives with the recent advances in the computing, we are integrating computers more and more into our daily activities. As a geologist, I have used and relied on computer applications – mostly image processing for my work.

Nevertheless, today there are more transactions than ever before. With such computer applications, there may be a possibility that these transactions may be breached and lead to financial losses to the users. In such case, the software engineers need to develop and implement more secure methods to protect the data from others. In such cases, the encryption is developed by the engineers to protect the data from such breaches.

Encryption also needs to be updated from time to time. Encrypting the data with novel methods to ensure that the data remains secure irrespective of the developments of hacking. The security becomes more important as the applications are disseminated to the general public. A common man is not tech savvy therefore it is important that their data is not exploited by the intruders.

At the end of the day, software programmers need to keep in mind the user friendly of the applications being developed. Pervasive computing is a way where in the novel applications which can be used to monitor, track and activate various gadgets that make life more efficient.

I am sure that this webinar will provide the necessary insights in to the topics of cryptography, encryption and pervasive applications. I congratulate all the organizers for conducting the webinar on such an interesting and apt topic. Thank you.

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ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM, E.G. Dist. A.P. INDIA

INTERNATIONAL WEBINAR

ON

"COVID-19 : Research Strategies and Therapeutics"

Invited Speakers

Dr. Thanigaimalai Pillaiyar
Pharma center, Pharmaceutical Institute
University of Bonn,
Anderimnenburg 4, D-53121
Bonn, Germany

Topic : Drug development and Medicinal
Chemistry researches toward SARS-CoV
and COVID-19 therapeutics

Dr. Bojji Babu Chidipi
Morsani College of Medicine
University of South Florida
Tampa-33612, FL, USA.

Topic : Cardiac dysfunctions of corona
virus (COVID-19)- Natural Therapy

Dr. Gopinath.P
Department of Medicinal Chemistry,
SRM University
Kattankulathur, Tamilnadu-603203,INDIA

Topic : Molecular Biology Approaches
to Target Diseases Including COVID-19

Dr. Panguluri Siva Kumar
College of Pharmacy,
University of South Florida
Tampa-33612 FL, USA.

Topic : Effect of hyperoxia on cardiac
remodeling in ICU under mechanical
ventilation: A potential mortality factor
in COVID-19 patients

About the Webinar

The main objective of International Webinar "COVID-19: Research Strategies and Therapeutics" (IWCRST) is to create an awareness among the participants about the challenges and remedies in the present pandemic condition. The platform is created to discuss about the research and therapeutic aspects of Corona virus by eminent speakers from International and National reputed organizations working on comprehensive research study of COVID-19.

Schedule
6th June 2020, 3:00 pm to 6:00 pm (IST)

Inaugural Address

3:00 pm
Prof. Mokka Jagannadha Rao
Hon'ble Vice Chancellor,
Adikavi Nannaya University, Rajamahendravaram

Sessions

3:10 pm **Dr. Thanigaimalai Pillaiyar** **3:50 pm** **Dr. Bojji Babu Chidipi**
4:30 pm **Dr. Gopinath.P** **5:10 pm** **Dr. Panguluri Siva Kumar**

Concluding Remarks

Prof. B.Ganga Rao, **Dr.K.Ramaneswari,**
Registrar, Adikavi Nannaya University, Principal, UCST, Adikavi Nannaya University,
Rajamahendravaram Rajamahendravaram

Webinar Date & Time
6th June 2020 @ 3:00 pm

Registration
Free

Mode of Delivery
Live web session

To register Click here

<https://forms.gle/8Qc9ZsAi9UGzVvm7>

Contact number: +91- 9441140857, email: vijayanirmala.p@aknu.edu.in

Participants will be provided with e-certificates

* Important recommendation : It is advised to login from 2:30 pm onwards to avoid the last minute rush in being allowed by the host.

Organized
by

Dr. P.Vijaya Nirmala

Head, Departments Aquaculture, Biochemistry, Biotechnology & Zoology
Adikavi Nannaya University, Rajamahendravaram - 533296



International Webinar on "COVID-19: Research Strategies and Therapeutics"

6th June 2020

At the outset, I congratulate all the organisers – UCST Principal Dr. Rameshwarari and my other colleagues Dr. Ramesh, Jagan Mohan Reddy, Prof Ashok, and others. The webinar on “COVID-19: Research Strategies and Therapeutics” is a pertinent topic given the present circumstances we are facing. As we fighting this invisible enemy, the scientists and pathologists are working hard to find a solution – a vaccine. I am sure that we will see the end of this pandemic soon. It must be noted that in such confusing and fearful times, the misinformation reigns the day. The World Health Organization has initially said that the virus cannot transmit between humans but later said that virus can transmit among humans. Due to this, there is a lot of chaos leading to confusion. Many have travelled to Wuhan – the city where the virus has originated and the scientists themselves are unsure from where or how the virus jumped species. It is speculated that the virus jumped to humans from bats – but that information is also at present shrouded in a lot of baseless claims.

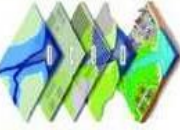
So these things are mainly making the public confused because we still don't have the proper source of the virus. Similarly, there are other things i.e. to take precautions from this COVID 19. We need to keep away at least 6 feet from the other person, wear a mask that covers the mouth and nose properly. Recently there is a study from which we now know that this contamination of infection may happen through your eyes. According to the sources the virus is about 1 to 5 microns in size, it will survive on various terrestrial environments and different surfaces for 72 hours. Therefore, it is essential to understand that we must follow these precautions with utmost care. Moreover, it is also mandatory that all the surfaces that we interact with are properly and regularly sanitized to ensure that transmission from common surfaces does not happen. Use of sanitizers as recommended by WHO for hands is also an everyday practice we need to imbibe. The vaccine needs to be developed immediately. We are all looking at that day. We need to plan for the future because such epidemics may occur in the future as well. So this should be a good lesson for us to be prepared for any eventuality. There should be continued research at a global level. There are different therapeutics that can be used to develop a vaccine. I wish all the deliberations today will be focusing on these aspects and we will come up with good deliberations and outcomes out of this webinar. I thank all the participants for giving me this opportunity.



ADIKAVI NANNAYA UNIVERSITY

Rajahmundry - 533296

National Webinar



"Remote Sensing and GIS Applications for Earth Surface Processes and Resource Monitoring"

DEPARTMENT OF GEOLOGY

UNIVERSITY COLLEGE OF SCIENCE AND TECHNOLOGY

Webinar Date & Time 09.06.2020 (3pm to 5.30pm)

About the Webinar

Remote sensing provides us with a continuous and constant source of information pertaining to any spatial phenomena, while Geographic Information Systems (GIS) as a technology and tool helps for handling the geospatial data. The two disciplines have allowed us to carry out large scale analyses of the Earth's surface and, at the same time, provide increasingly detailed knowledge on many planetary variables and improve our understanding of its functioning. These analyses are essential for decision-making for sustainable management of natural resources, designing networks of protected areas, and addressing the threats of global change.

The webinar is being organized to benefit the faculty, researchers and student community gain more insights on the benevolent use of Remote Sensing data and GIS for applications ranging from resource management, disaster management, planning, governance and to frame policies for all-round development of the region.

Chief Patron



Prof. M. Jagannadha Rao
Hon'ble Vice-Chancellor, Inaugural address

Patrons



Dr. V. Ramameshwar
Principal, UCSI, ANU



Prof. B. Canga Rao
Registrar, Concluding Remarks

SPEAKERS



Prof. Y.V.N. Krishna Murthy

Sr. Professor & Registrar
IIST, Dept. of Space, Govt. of India, Vallamala, Thiruvananthapuram
Formerly Distinguished Scientist ISRO, Scientific Secretary ISRO,
Director NRSC, Director IIRS, Director, CSSTEAP/UN affiliated Centre), Director Antrix Board,
Director NARL, Director RRSC's, Head RRSC Central

Topic: Geospatial technologies and opportunities for entrepreneurs (3:15pm to 3:50 pm)



Dr. Vaddiparti Raghavaswamy

Dr. V. Raghavaswamy,
Former Deputy Director (Remote Sensing Applications and Training),
NRSC/ISRO,
Hydrabad, Telangana.

Topic: Remote sensing data and GIS techniques in natural resources census studies in India (3:50pm to 4:30 pm)



Prof. B. S. Daya Sagar

Professor & Former Head
Systems Science and Informatics Unit
Indian Statistical Institute-Bangalore Centre, India

Topic: Mathematical Morphology in Geospatial Data Science: An Overview (4:35pm to 5:10 pm)

ORGANIZING COMMITTEE

Prof. Y. Srinivasa Rao, Co-Convenor

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Dr. K. Sudha Rani, Member

Dr. G. Appa Rao, Member

Ms. D. V. Teja, Member

Dr. S. Venkateswara Rao, Member



Dr. K. Nooka Rajnam,

Head of the department, Convener

Free Registration

To register Click here : <https://forms.gle/UP3Pj6ge3ornzfUN7>

Mode of Delivery : Live Web session

Contact number: +91 - 9110350467, email. knr.geo@aknu.edu.in;

Participants will be provided e-certificates

Important recommendation: It is advised to login from 2 pm onwards to avoid the last minute rush in being allowed by the host.

Webinar on
"Remote Sensing and GIS Applications for Earth Surface Processes and Resource Monitoring"

09th June 2020

Remote sensing may be used for numerous applications including weapon guidance system (e.g., the cruise missile), medical image analysis (e.g., X-raying a broken arm), non-destructive evaluation of machinery and products (e.g., of the assembly line), analysis of the earth's resources, etc. Earth resource information is defined as any information concerning terrestrial vegetation, soils, minerals, water, ocean, urban infrastructure etc. as well as certain atmospheric characteristics.

In the last four decades it has grown as a major tool for collecting information on almost every aspect on the earth. With the availability of very high spatial resolution satellites in the recent years, the applications have multiplied. In India remote sensing has been used for various applications during the last four decades and has contributed significantly towards development.

Geological applications of remote sensing include bedrock mapping, Lithological mapping, Structural mapping, Sand and gravel exploration, Mineral exploration, Hydrocarbon exploration and Environmental geology, etc.,

Remote sensing and GIS offers an abundant opportunity to monitor and manage natural resources. It is an urgent need to understand the specialized capabilities of an ever-expanding array of image sources and analysis techniques for the students of Geology.

I am assured that today's webinar will prove to be a successful endeavour for creating interest and imparting information to the participants.

Thank you.

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ADIKAVI NANNAYA UNIVERSITY MSN CAMPUS

KAKINADA, EAST GODAVARI, ANDHRA PRADESH, INDIA



Department of Management Studies

Organises

ONE DAY INTERNATIONAL FACULTY DEVELOPMENT PROGRAMME

on

ACADEMIC PUBLICATION STRATEGY - PLANNING AND EXECUTION



TIME : 10:30 AM - 12:30 PM (IST)

DATE : JUNE 10TH, 2020



One Day International Faculty Development Programme on "Academic Publication Strategy, Planning & Execution"

10th June 2020

In today's time, high quality of research is important. Ground-breaking research is no longer a guarantee of publication in any prestigious journal, since there are more research teams than publication venues with high impact factors. Reflected in the level of publication outlet, quality of publications has consistently been recognized as the major criteria of academic excellence.

Producing regular publications is an essential component of an academic career. The core of any University's charitable mission is the creation of new knowledge and understanding for public benefit. The reputation and prestige of the individual academic and their institution relies on publications. Publication empowers individuals in many ways. It raises profiles amongst peers, exposes arguments to critique which sharpen ideas, and puts findings into the public realm where potential users and beneficiaries will notice them.

When any researcher thinks of publication. The major issues that come into mind are: Why should I write a quality research paper? Where should I start from? Which is the best format to write a research paper? Which journal to choose for publishing the paper? What is the process of publishing the paper with quality journals? And how to respond to the reviewer/editor about the corrections with the paper?

I am sure that the FDP will help answer these doubts and apprehensions of the participants and will provide them with an action plan that can be implemented to publish papers in a successful manner.

I congratulate the organizers for choosing an apt topic for the Faculty Development Programme.

Thank you.



NATIONAL WEBINAR
ONE WEEK FACULTY DEVELOPMENT PROGRAMME
ON

RECENT ADVANCES AND APPROACHES IN CHEMISTRY,
CHEMICAL BIOLOGY AND DRUG DISCOVERY

11th JUNE to 16th JUNE 2020, Time : 10:00 AM-12:30 P.M



Prof. MOKKA JAGANNADHA RAO
Vice-Chancellor,
ADIKAVI NANNAYA UNIVERSITY



Prof. K. HEMACHANDRA REDDY
Chairman, APSICHE
Will grace the Occasion

ABOUT THE WEBINAR FDP

Chemistry has emerged as a key driver of growth for the Pharma Industry. This segment is poised to grow very rapidly, world-wide, over the next few years. Adikavi Nannaya University is organizing a ONE WEEK FDP on RECENT ADVANCES AND APPROACHES IN CHEMISTRY, CHEMICAL BIOLOGY AND DRUG DISCOVERY from 11th June to 16th June 2020. This Faculty Development Programme is aimed to impart basic principles and advanced knowledge to faculty and researchers and to open new vistas for them in teaching. Further, this FDP provides a platform for interaction and exchange of ideas on current trends in the fields of Chemistry with Green protocols and Technology experience and also Chemical Biology.

OBJECTIVES

- To enable the participants to learn the Basic Principles of Green Chemistry and their applications.
- To facilitate the participants to have a thorough knowledge of the molecular models and stereo selective synthesis.
- To empower the participants to transfer their learning experiences into their classroom teaching practices and learning of advance approaches in Green Synthesis and Chemical Biology.

Who can attend : Young Faculty from Academic Institutions & Interested faculty members of Chemistry.

FDP FOCUS AREAS

Organic Synthesis, Natural Products, Medicinal Chemistry, Bio-Organic Chemistry, Green and Sustainable Synthesis, Organo Metallic Chemistry, Nano Chemistry, Chromatography Techniques

Organized by

DEPARTMENT OF CHEMISTRY
ADIKAVI NANNAYA UNIVERSITY
RAJAHMUNDRY-533 296, ANDHRA PRADESH., INDIA

ORGANIZING COMMITTEE

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Prof. MOKKA JAGANNADHA RAO
Vice-Chancellor

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ASSISTANT PROFESSOR, HEAD, Department of Chemistry
and Executive Council Member, Adikavi Nannaya University

Co CONVENER

Dr. K. DEEPTHI

Assistant Professor, Department of Chemistry

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Dr. T. Pavan Kumar, Senior Scientist (DMT), Shubanswar

ORGANIZING MEMBERS

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Dr. Ch. Murali Krishna, Assistant Professor

Dr. Ch.V. Padma Rao, Assistant Professor

Mr. P. S. R. Vidya Sagar, Assistant Professor

Mr. U. S. N. Prasad, Assistant Professor

LIST OF SPEAKERS

Prof. P. RAMA KRISHNA, IIT, Roorkee.

Prof. H. SURYA PRAKASH RAO, Retired Prof of Pondicherry Central University.

Prof. Dr. D. B. RAMACHARY, School of Chemistry, University of Hyderabad.

Prof. V.V. SURESH BABU, Bangalore University, Bangalore.

Prof. V. PADMAVATHI, S. V. University, Tirupati.

Prof. A. SUBRAMANIA, Pondicherry Central University, Pondicherry.

Prof. I. N. NAMIBOOTHIRI, IIT, Bombay.

Prof. Dr.V. JAYATHIRHA RAO, Emeritus Scientist, IIC, Hyderabad.

Dr. A. VEERA REDDY, Vice President, Soven Pharma, Hyderabad.

Dr. B.V. SUBBA REDDY, Chief Scientist CSIR- IIC, Hyderabad.

Dr. ANTHONY ADLAGATTA, Principal Scientist, CSIR IIC, Hyderabad.

Dr. UDAYA KIRAN, Senior Scientist, NCL, PUNE

Dr. T. PAVAN KUMAR, Senior Scientist, CSIR- IICMT, Bhubaneswar.

Dr. SSV RAMASASTRY, Associate Professor, IISER, Mohali.

Dr. B. S. BALAJI, Associate Professor, JNU, New Delhi

Dr. TRIPATHI BARLA, Assistant Professor, IISER, Bhubanpur, Odisha.

Dr. P. NAGARAJ, Assistant Professor, Anna University, Chennai.



ADIKAVI NANNAYA UNIVERSITY
RAJAHENDRAVARAM, E.G. Dist. A.P. INDIA



ADIKAVI NANNAYA UNIVERSITY

Adikavi Nannaya University was established in March 2006 by an act of Andhra Pradesh Legislature, at Rajahmundry. It is named after Adikavi of Telugu literature Nannabhhattu, the eleventh century poet laureate. It is the mandate of this affiliating university to promote the higher education in the East & West Godavari Districts of Andhra Pradesh. This university aims to combine the pristine cultural ethos and the contemporary demands of educational excellence in its vision. The University aspires to address the specific requirements of the region and contribute to its socio-economic development.

ABOUT THE DEPARTMENT

The Department of Chemistry was established from the inception of the university. It offers a Postgraduate program in ORGANIC CHEMISTRY and ANALYTICAL CHEMISTRY. Department is offering Ph.D. Program in ORGANIC SYNTHESIS AND NATURAL PRODUCTS and INORGANIC CHEMISTRY. The Department has experienced faculty and well established laboratories. The objective of this department is to achieve excellence in Advances and Challenges in Chemistry and to work for innovations in Chemical Sciences.

WORKSHOP REQUIREMENTS

Participants are expected to have a laptop/desktop and a smart phone with good internet connectivity (At least 2Mbps). Chrome browser and Program will be organized through Zoom Platform.

Note: Only Limited Registrations will be allowed.

Test will be conducted at the end of FDP and e certificate will be issued for the successful completion of FDP with full attendance.

REGISTRATION

Registration Fee: Rs 200/-

Bank: Andhra Bank, ANU Campus Branch, Velugubandha

Account No: 062610100036738

IFSC CODE: ANDB0002381

Registration Link: <https://forms.gle/CZvtuPG4kTUB4Y7TA>

Registration Link: <https://forms.gle/CZvtuPG4kTUB4Y7TA>



National Webinar - One Week Faculty Development Program on "Recent Advances & Approaches in Chemical Biology & Drug Discovery"

12th June

I welcome and thank everyone for accepting our invitation to be part of this FDP. So this recent advances in the approaches in chemistry and chemical biology seem the most cover advanced topics of chemistry like organic synthesis, natural products, medicinal remedies, clean and sustainable synthesis, and organometallic chemistry.

I think that these topics will help us understand the important roles these fields of science play in our everyday lives. Oftentimes, we take the years of research and experimentation as granted when we use the products – such as drugs in our day to day lives.

Being a scientist I am interested in chemistry too. I have studied geochemistry. Petroleum formation has been the most important challenge for earth scientists. The formation of the petrol and other fossil fuels has always fascinated me. As a geologist, I need to understand the various biochemical process that lead to the formation of fossil fuels. Understand of these chemical process helped me immensely in my work as a teacher and a researcher.

Similarly, when we talk about natural products. All the natural products are somewhere related to chemical compounds. It is the active chemical compounds that are present in the natural products that endow them with their therapeutic qualities.

Recent advances in the form of nanochemistry, green chemistry, biotechnology have diverse applications across domains. Today, we are aiming to create a world that follows sustainable practices and that works towards efficient usage of resources available to us. Therefore, fields such as nanochemistry and biotechnology have great potential. The recent advances in nanochemistry and its application in the industry now have been a topic of huge research prospects.

All these areas seem to be very advanced topics chosen rightly by the organizers so that all the fellow faculty and research scholars will be able to understand what exactly we can do in these areas for doing research or initiating it. I'm extremely happy to be part of this and I congratulate all the organizers for selecting such a wonderful topic for the benefit of all the participants.





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM

University College of Arts & Commerce
Department of Political Science

Organizes

One day Webinar on

**EVIDENCE BASED PUBLIC POLICY AND POLICY
RESPONSE OF THE INDIAN STATE TO COVID-19**

Expert Speaker

Prof. E. Venkatesu

Department of Political Science
University of Hyderabad
Hyderabad.

Inaugural Address

Prof. M. Jagannadha Rao

Vice-Chancellor

Adikavi Nannaya University
Rajamahendravaram

Opening Remarks

Prof. K.S. Ramesh

Principal

College of Arts and Commerce
Adikavi Nannaya University
Rajamahendravaram

Valedictory Address

Prof. Battu Ganga Rao

Registrar

Adikavi Nannaya University
Rajamahendravaram

Online
Registration

FREE



Date of Webinar	:	12-6-2020 (Friday)
Time	:	10:00 AM to 11:00 AM
Mode of Delivery	:	Live web session through Google Meet App
How to Register	:	Click this link: https://forms.gle/GEJmiFWNe72w4XBU7
Certificate Criteria	:	E-Certificate will be given after submission of the feedback form within one week to your E-Mail ID.
Further Information	:	Dr.Rajasekhar - 9848119528

CONVENOR

Dr. N. Rajasekhar

Co-Convenors

Dr. B. V. V. Bala Krishna

Dr. K. Yamini Josna

Mr. J. Suraiah

Organizing Committee

Dr. P. Lakshmi Narayana

Dr. T. Satyanarayana

Dr. M. Ramesh



One Day Webinar on "Evidence Based Public Policy & Response of The Indian State to COVID - 19"

12th June 2020

I'm extremely happy to give the inaugural address on the webinar entitled evidence based public policy and policy response of Indian state to COVID. Today's expert speaker is prof. Venkatesu. I'm extremely happy that the political science department is conducting this webinar. It is a part of our continuous effort in this COVID lockdown and crisis to conduct and keep webinars despite the problems. We have taken this as an advantage and explored the importance of online webinars and using this platform. AKNU is in the forefront of conducting webinars and faculty development programs and other activities. I congratulate all the faculty of AKNU for extending these programs to all the students and other participants. When we have a problem we need to start with the source of the problem like where it all started? and how it all started? Talking about COVID everyone knows that the city Wuhan of China is the origin of this virus. There are many theories but the official theory is through birds or animals like Bats. When it was first identified in Wuhan the Chinese government didn't react with proper policy. Even WHO has misguided us by stating that it won't transmit from human to human. Italy is affected the most by Wuhan's travellers.

If the Chinese Government isolated the entire Wuhan city when it was first discovered with infection the spread can be controlled. They should have contained the entire Wuhan city so that no one should be able to enter or exit Wuhan. When the WHO is dealing with such pandemics they should have the plans and strategies long before they actually happen. it is spreading, its size is very small, about 1 micron, and it can be transferred from the eyes according to recent studies. It may transfer from any source so be careful and aware of every situation. People are travelling in the aircrafts so while boarding the aircraft the fellow traveller has no virus and got a negative report but while reaching destination he is tested positive so that means the source is in the aircraft itself. The government was unable to take proper steps because we don't have adequate information about its spread, danger etc. We can't blame the Government because this crisis is not known to us. Policies taken can be improved. Being political science experts and economists they need to discuss what kind of policies should be in place. Maybe not for this time but for the future. There should be a global preparedness to deal with such pandemics now man is interfering with nature so more and more such natural disasters may come in near future. Thank you very much for giving me this opportunity.





ADIKAVI NANNAYA UNIVERSITY
DEPARTMENT OF ECONOMICS
RAJAMAHENDRAVARAM



VIKRAMA SIMHAPURI UNIVERSITY
P.G CENTRE, KAVALI
DEPARTMENT OF ECONOMICS
Organizing

WEBINAR ON ROLE OF ATMANIRBHAR BHARAT ABHIYAN IN INDIAN ECONOMY DURING POST COVID-19 SCENARIO

Date: 16-June-2020, Time: 10.30 A. M to 1.00 P. M

COVID-19 crisis has caused an unprecedented collapse in economic activities across the globe and Indian economy is not an exceptional. According to International Monetary Fund (IMF), the global economy is expected to shrink by over 3 per cent in 2020-21, the steepest slowdown since the great depression of 1930. IMF has projected that the Indian economy to grow at 1-9% in 2020-21. The pandemic causes a significant impact on individual lives, industries and businesses in the country. COVID-19 pandemic has had devastating effect on migrant workers and daily wage earners. They lost their livelihood due to lockdown and this has created issues including starvation, separation from family and no alternative forms of employment which results in lakhs of migrants have been forced to walk for days in order to reach their native places. COVID-19's impact on agriculture sector has far-reaching effects beyond food security. MSME sector that forms the backbone of the Indian economy have been the worst casualty of COVID-19 induced lockdown due to their size, scale of operation and limited financial and managerial resources. To combat the COVID-19 crisis the Govt. of India announced Atmanirbhar Bharat Abhiyan, an economic stimulus package of Rs. 20 lakh crore with intended objectives of interim measures such as liquidity infusion and directs cash transfers for the poor and long term reforms in growth critical sectors. This may helpful to revive the economic activities and create new opportunities for growth in sectors like agriculture, MSMEs, Power, Coal and Mining and service sectors. In this back ground, it is proposed to organize a webinar on "Role of Atmanirbhar Bharat Abhiyan in Indian Economy during post COVID-19 Scenario".

Sub - Themes:

Impact of COVID-19 on Indian Economy: An Overview
Impact of Atmanirbhar Bharat Abhiyan on growth critical sectors
Role of India in global economy during post COVID-19 scenario

Who can participate: Academicians, Administrators, Research Scholars and students from all streams of education.

How to Register : Click this link: <https://forms.gle/ivMmWUZqkziWWwNbA>

Mode of Delivery: Live web session through google meet
Hardware and Software Requirements:

- > Participant's need to download the google meet
 - > A joining link will be send to the registered E-mail ID's
 - > Participants should have smartphone or laptop with sufficient internet
- E-Certificate: E-Certificate will be given after submission of the feedback form within one week.

Further Information Contact:

Dr.P.Srinivas-9440586837, Dr.P.Lakshmi Narayana-8125693907

Inaugural Messages by

Prof.M. Jagannadha Rao

Vice-Chancellor
Adikavi Nannaya University
Rajamahendravaram

Prof. R. Sudarshana Rao

Vice-Chancellor
Vikrama Simhapuri University
Nellore

Opening Remarks by

Prof. N.R.V. Ramana Reddy

Registrar
Dr.Abdul Haq Urdu University
Kurnool

Prof.K.S.Ramesh

Principal UCAC
Adikavi Nannaya University
Rajamahendravaram

CORE SPEAKERS

Prof.K. Rama Mohan Rao

Vice Chairman
AP State Council of Higher Education

Topic:

Developing Self-reliance Economy: The Indian Perspective

Dr.U.Subramanyam

Former Director
Indian Institute of Economics, Hyderabad

Topic:

Post Covid-19 Indian Economic Scenario - An Analysis with Emphasis on Migrant Labourers with Focus on MSMEs

Prof. R. Murugesan, Head

Centre for Corporate Social Responsibility
National Institute of Rural Development
& Panchayatraj, Hyderabad

Topic:

Role of Atmanirbhar Bharat Abhiyan in strengthening rural India during post COVID-19

Valedictory Messages by

Prof.B.Ganga Rao

Registrar
Adikavi Nannaya University
Rajamahendravaram

Prof. M.Chandraiah

Rector
Vikrama Simhapuri University
Nellore

Prof. Ch.Srinivasa Rao

Special Officer
Vikrama Simhapuri University PG Centre
Kavali

Co-Ordinators

Dr.P.Srinivas

Assistant Professor & HOD
Department of Economics
Vikrama Simhapuri University PG Centre
Kavali

Dr.P.Lakshmi Narayana

Assistant Professor & Course Co-ordinator
Department of Economics
Adikavi Nannaya University
Rajamahendravaram

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



Webinar on "Role of Atmanirbhar Bharat Abhiyan in Indian Economy During Post COVID - 19 Scenario"

16th June 2020

I'm happy to be a part of this webinar on the role of Atma Nirbar Bharat in the Indian economy during the post COVID 19 scenario. I'm extremely happy to share this platform with dignitaries like prof. Rao, prof. K Ram Lohan rap, prof. M Prasad Rao, Prof B Gangarao, Prof. K Ramesh, Prof. M Chandrayya, Prof. Ch Srinivasa Rao, and many other principals and experts who are attending to give their technical presentations during this webinar.

When we are in this corona crisis, the corona has affected the global population. We are all licked down in our times doing nothing and the entire system is shut down and the economy is no exception. When this crisis is happening we are fighting with the invisible enemy named the COVID 19 but still, we don't have any clue on how to get out of this crisis. We are waiting for the vaccine to come so that we can go back to our normal life.

During this crisis, the economy has been affected very badly though we are not economists we can understand the global issue of the economy. Understandably, the growth rate is affected. In 2021 it's less than 2% which is the lowest in recent times. Similarly, 50 % of the entrepreneurs are affected in our country. In such a case the Government has taken the right decision to introduce a program called Atma Nirbhar Bharat by which almost 20 lakh crore rupees have been made available to rescue all these economies. That is the greatest step so far. Subsidies and bank loans are introduced.

During this crisis, many steps and several decisions are taken. In this webinar Atma Nirbhar Bharat uses and effects on the Indian economy, and how it will stimulate the economy again will be discussed by the experts. As a scientist, I always feel that India has been a special nation and has shock absorbers; whenever there is a crisis it will bounce back to its normal stage. Many things are being introduced by the Government like privatisation, space, and defence research. privatisation is a new trend in the Indian economy. Foreign countries wanted to come and invest in India. We need to take advantage and welcome them so that our economy will flourish and will be coming back to normal.

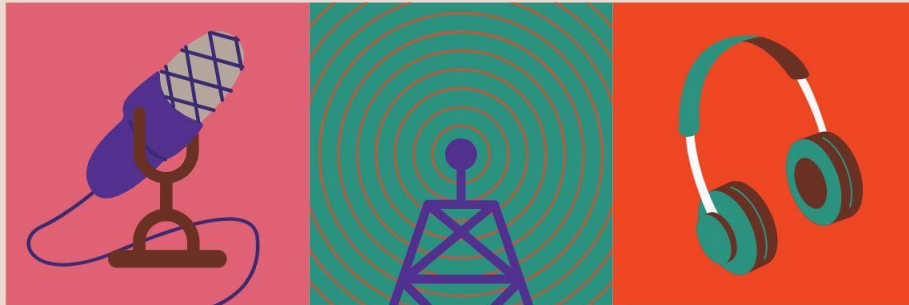
I congratulate the organizers Dr. Lakshmi Narayana and his team for selecting such an interesting topic and also for bringing these experts to be a part of this webinar.





ADIKAVI NANNAYA UNIVERSITY
UNIVERSITY COLLEGE OF ARTS AND COMMERCE
DEPARTMENT OF ENGLISH

INVITED TALK ON ENGLISH LANGUAGE TEACHING PRACTICE



17
JUNE
2020

9:30AM

CHIEF GUEST

PROF M JAGANNADHA RAO
VICE CHANCELLOR

CONVENERS

PROF KS RAMESH
&
DR D JYOTHIRMAI



Invited Talk on "English Language Teaching Practice"

17th June 2020

As an applied science teacher, we always see that many students face issues with English. There are many students who are good at subject but have certain phobias with English. This is one of the reasons why many of our students do not progress well at international level.

When I interacted with my students who faced such phobias, I have always listened to the same reasons – rural background, Telugu medium etc. I then used to encourage them to speak entirely in Telugu – for which many failed. I think that learning Telugu is tougher to learn than English. Therefore, my theory is that English can be learnt only by interacting in the language. Oftentimes, students have apprehensions regarding their performance. If these apprehensions are removed from the mind of the students, they will excel. I always tell my students that I am also from rural background and from Telugu medium but have taken it as a challenge to progress in the English.

In many scenarios, learning and speaking English is more of a cultural problem than a question of competence and skill. I believe that English is a mandatory skill that needs to be mastered by all the students – especially in skills of technical writing and spoken English. Language can therefore only be mastered by talking in it. At the end of the day, if one wants to be a successful, one has to be courageous to make mistakes and learn from it. The only thing that many students lack is the ability and knowledge to arrange the words that are already known due to lack of exposure to language and grammar.

Therefore, the teachers of the English should develop some instructional techniques and learning methods that can impart English in a short span of time. Today, with technology, there are many softwares and applications – an instructor is indispensable in helping to master the English language. These apps are open-source but still teacher's counselling, encouragement is essential in learning the language. Prof Ramesh is right in pointing that the Government of the state in giving English medium importance in the academics of the students of the state. It is essential for the youth to grab opportunities at various levels and diverse ways. I feel happy that participants from various fields are present. These language skills are therefore applicable to various domains as well. It is the aim to be thorough in their English and practice the language to enrich themselves irrespective of their domain.



ఆదికవి నన్నయ విశ్వవిద్యాలయం
రాజమహేంద్రవరం



2

తెలుగు అధ్యాపకులకు 2 వారాల
బోధన పద్ధతుల అభివృద్ధి కార్యక్రమం (FDP)

2 WEEK FACULTY DEVELOPMENT
PROGRAMME FOR TELUGU FACULTY

నిర్వహణ

తెలుగుశాఖ

ఆదికవి నన్నయ విశ్వవిద్యాలయం

ఆదికవి నన్నయ విశ్వవిద్యాలయం 2006వ సంవత్సరంలో స్థాపించగా గత 14 సంవత్సరాలుగా గోదావరి జిల్లాలో విద్యాభివృద్ధికి కృషిచేస్తోంది. ప్రస్తుత ఉపకులపతివర్యులు ఆచార్య మొక్కా జగన్నాథరావు గారి నేతృత్వంలో ఈ కృషి మరింత పెరిగింది. ఇటీవల పరిస్థితుల నేపథ్యంలో ఆన్లైన్ విద్యావిధానాన్ని అందిస్తున్నామని ఆయన మార్గదర్శకత్వంలో దూసుకెళ్తోంది. అందులో భాగంగానే అనేక కార్యక్రమాలు ఇటీవల కాలంలో విశ్వవిద్యాలయంలో జరుగుతున్నాయి. వైస్-ఛాన్సలర్ ఆచార్య మొక్కా జగన్నాథరావు గారు, ఆయనకు సహకరిస్తూ రిజిస్ట్రార్ ఆచార్య బట్టు గంగారావు గారు విశ్వవిద్యాలయాన్ని ప్రగతి పథంలో పయనింపచేస్తున్నారు.

ఆదికవి నన్నయ విశ్వవిద్యాలయం తెలుగుశాఖ 2011లో ప్రారంభమైంది. విద్యార్థులకు ఉత్తమ విద్యనందించడానికి ప్రయత్నం చేస్తోంది. తద్వారా ఎంతో మంది విద్యార్థులు JRF, NET, SET, JL, DL లు సాధిస్తున్నారు. ప్రస్తుతం తెలుగుశాఖలో 17 మంది JRF తో విద్యార్థులు తమ పరిశోధనలు చేస్తున్నారు. ఎప్పుడూ విద్యార్థుల అభ్యున్నతికి పాటుపడే నలుగురు అనుభవజ్ఞులైన అధ్యాపకులతో తెలుగుశాఖ తన ప్రస్థానాన్ని కొనసాగిస్తోంది. ఎన్నో జాతీయ, అంతర్జాతీయ సదస్సులను నిర్వహించిన ఆదికవి నన్నయ విశ్వవిద్యాలయం తెలుగుశాఖ ఇప్పుడు అదే క్రమంలో తెలుగుసాహిత్య చరిత్రలో తొలిసారిగా ఆన్లైన్లో తెలుగు అధ్యాపకులకు రెండు వారాల బోధన పద్ధతుల అభివృద్ధి కార్యక్రమం (FDP) తో మీ ముందుకొచ్చింది.



Telugu Two Week Faculty Development Programme

18th June - 1st July 2020

Generations of students are leading the way in education using technology. Therefore, it is important the lecturers and teachers who provide knowledge to students should also be more updated than students.

As Gurus of the society, we should lead the students in their lives to acquire knowledge and make them valuable resources to the society. It is therefore, mandatory that our teaching methods and practices are also updated in a regular manner.

Teaching literature and language is a complex process. Care should be taken that the student not only acquires skills but also is able to impart those skills with passion to the future generations.

I believe that the teachers of language and literature have a special duty of disseminating values and morals to the society through writings. They are the first and most important responders and recorders of society. It is therefore their duty that they impart the values and its changes over time to the students and guide them in the right direction.

Telugu Literature plays an important role in preserving our cultural identity. We are able to relate to it than any other form of literature. While other languages may be necessary to lead a successful career, Telugu remains the language of heart.

Therefore, Faculty Development Programmes such as this will help the participating teachers, lecturers and professors to learn new methods of imparting literature and ensure that the tradition of literature continues in an effective manner.

Thank you.

సర్వత్ర విద్యయా వర్ధతే ప్రజా





ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM, E.G. Dist. A.P. INDIA

**NATIONAL WEBINAR
ON**

**Recent Advances in Instrumental Analytical techniques:
Challenges, Solutions and Trends in Geochemical and Environmental Studies**

on 18th June, 2020, 3.00 PM to 5.00 PM



Inaugural Address
Prof. Mokka Jagannadha Rao,
Hon'ble Vice Chancellor
Adikavi Nannaya University



Invited speaker
Dr. V. Balaram
Former Emeritus Scientist &
Chief Scientist and Head
Geochemistry Division, NGRI

OBJECTIVE OF WEBINAR

This webinar focuses on the recent developments in different instrumental analytical techniques used for geochemical and environmental investigations for accurate determinations of Elemental / Isotopic abundances from percent levels to p.p.m levels in a variety of materials. Some of the important instrumental analytical techniques such as AAS, ICP-AES, recently introduced MP-AES, XRF, INAA, ICP-AES, ICP-MS, ICP-TOF-MS, HR-ICP-MS and MC-ICP-MS which are used for bulk geochemical analysis, will be described in detail with practical examples.

CONCLUDING REMARKS

Prof. B. Ganga Rao,
Registrar, ANUR

Dr. K. Ramaneswari,
Principal, UCST, ANUR

DEPARTMENT MEMBERS

Dr. K.V.Swamy, Assistant Professor & Co-ordinator, IQAC
Dr. K.N.Ratnam, HOD
Dr. K.S.Peter, Assistant Professor
Dr. K.Sudha Rani, Assistant Professor
Dr. S.Venkateswara Rao, Assistant Professor
Dr. G.Appa Rao, Assistant Professor
Mrs. D.V. Teja, Assistant Professor

WEBINAR ORGANIZING MEMBERS

Sri. M.Srinivasa Rao, Web Master
Dr. G.Appa Rao, Assistant Professor
Mrs. D.V. Teja, Assistant Professor
Mrs. N. Sunanda, Inspire-Fellow
Sri. M.V.Raghavulu

Mode of
Delivery
ZOOM
meeting

Registration
Free

Click
here

Registration:

<https://forms.gle/8ga7A6tqk JrNM rJG9>

**E-Certificate will be issued on completion
of the feedback form at the end of the program**

Convener of the Webinar

Prof. Y. Srinivasa Rao

Professor of Geology & Dean-Academic Affairs
e-mail: yammani@gmail.com, Cell: +91- 9440801165

Registration Link :: <https://forms.gle/aNudCS1aD2F9BAPX7>



National Webinar on "Recent Advances in Instrumental Analytical techniques: Challenges, Solutions and Trends in Geo-chemical and Environmental Studies"

18th June 2020

I'm glad to be a part of this webinar on recent advances in instrumental analytical techniques, challenges, and trends in geochemical and environmental studies. I congratulate the organisers especially Prof. Srinivasa Rao for choosing such an important subject, other members of the team: Dr. Swamy, Dr. Nooka Ratnam, Dr. Peter, and others.

Being a geologist when we are research scholars we relied sample analysis by instrumental analysis techniques. I still vividly remember my first experience with atomic absorption spectrophotometer.

When you talk about these instrumental techniques we need to know about how they are designed. Because unless you understand the principle properly you may not realise the use of that equipment. So you need to know the principle and limitations of the equipment. The sampling itself is a big subject in geology. If the sample is not properly handled the whole process and results will be destroyed. Similarly, after sampling the processing of the sample is also important. Care should be taken that we do not contaminate the sample or solution. All these things a researcher should know so that the data generated will truly represent the rock or ore or mineral etc. being studied.

We need to understand these techniques similarly we need to understand the concept of concentration. We are dealing with minute concentrations. We need to use equipment carefully because it is very precious. Moreover, the researcher should be aware of what is the working standard? What is an international standard? When we are working on some rock or granite or shale or sandstone we need to get the closest possible to the international standard so that we can compare the result to the international standard.

We will be knowing these things and many more from Dr. Balaram, our resource person today. I should say he is a leading geochemist and has vast experience in the instrument analytical techniques. I should thank him openly because he has helped me a lot in analysing samples. He is a very great asset to Indian science and technology. Thank you very much, everyone. I am glad that he accepted to share his valuable time with our participants.





ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM, E.G.Dist. A.P. INDIA

One Day International webinar
on

**COVID - 19 : CONTEMPORATIONS ON ITS
PATHOPHYSIOLOGY AND POSSIBLE ENDING**

Organised by
Department of Chemistry

Invited Speakers

1. Dr. D. Raghunadha Rao,
MBBS, MD, DM, FRCP (London)
Founder director,
Homi Bhabha Cancer Institute
& Research Center, Visakhapatnam



Topic : Pathophysiology and possible treatment for COVID - 19

2. Prof. Suresh Varma Kuchupudi,
M.V.Sc., Ph.D., FHEA, Diplomate ACYM
Clinical Professor & Head of Microbiology Section,
Associate Director, Animal diagnostics Lab.,
Penn State University, PA, USA.



Topic : What do we know about COVID-19 pandemic and When will it end?

About the Webinar: The COVID-19 pandemic in India is part of the worldwide pandemic of coronavirus disease 2019 (COVID-19) caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). India's response to the pandemic has been 'Comprehensive and robust', imposing lockdown restrictions was successful initially in containing the spread of the virus but at this time the situation appears more untenable. In this context, the webinar brings out a platform to discuss the possible treatment for COVID-19 and also contemplations for its ending.

Schedule

19 June 2020, 4.00 PM IST

Inaugural address



Prof. Mokka Jagannadha Rao

Hon'ble Vice-Chancellor,
Adikavi Nannaya University, Rajamahendravaram.

Sessions

Dr. D. Raghunadha Rao
4.30 P.M to 5.30 P.M

Prof. Suresh Varma Kuchupudi
5.45 P.M to 6.45 P.M

Valedictory Address

Prof. B. Ganga Rao Registrar, Adikavi Nannaya University, Rajamahendravaram

Webinar Date & Time
19 June 2020 - 4.00 PM

Registration
FREE

Mode of Delivery
Live Web Session

To Register Click Here

<https://www.google.com/maps/@17.1021338,83.5385407,15z> <https://www.youtube.com/watch?v=29Y4K9m3D1U> <https://www.adikaviuniversity.ac.in>

Participants are supposed to have a Laptop or Smartphone with Internet Facility.
Participants will be provided with E-Certificates

* It is advised to login from 3.30 P.M onwards to avoid the last minute rush in being allowed by the host.

Convener

Dr. K. Deepthi
Asst. Professor

Co-Convener

Dr. B. Jagan Mohan Reddy
Asst. Professor, HOD & EC Member, ANKU.

Organising Team

Mr. S. Ramakrishna Asst.Professor
Dr. Ch. Miralji Krishna Asst.Professor
Dr. Ch. V. Padma Rao Asst.Professor
Mr.P.S.R. Vigya Sagar Asst.Professor
Mr.U.S.N. Prasad Asst.Professor



International Webinar on "COVID19 : Contemplations on it's Panthophysiology and Possible Ending"

19th June 2020

When I see this title I'm relieved to know this webinar title is focusing on the most important aspect of the covid 19 which states it's possible ending. I'm really excited because all of us are worried and looking forward to its end.

Since this crisis came, we are all clueless and especially we are not medical professionals, we are layman; so we are looking forward with the help of all the scientists and medical professionals and microbiologists who are really working hard on this pandemic to make a vaccine and see the entire globe is relieved from this pandemic.

For the last several months we are literally locked down and confined ourselves to our homes. With a lot of stress and worry, this seems like is an unending problem. During this lockdown, we have to deal with many socioeconomic issues apart from the rumours, misinformation and fears. In these unprecedented times, we are seeing losses at all levels, from personal to national – and it is a devastating emotional burden to all of us, across the world.

Despite all these problems we being the academicians and professionals and researchers of Adikavi Nannaya University, we are not willing to be defeated or depressed by the circumstances. I requested all my faculty to take this as an advantage and use the internet for conducting webinars. I'm very thankful and I'm very happy to know that my faculty they are very active in doing excellent work in every department.

In this way, the COVID 19 crisis has allowed us to explore this online and internet facility to be used in academic activity so in the future, we can use this platform along with regular physical teaching in classrooms. Today, government is calling for implementing blended teaching so we need to look forward to such platforms in the future and make them more useful to extend the knowledge to students remotely.

Even if this pandemic is nearing its end, we should know and be ready for this kind of eventuality in the future. This is a lesson to be prepared for such circumstances and learn to benefit from them and not to lament but to be courageous and cautious.





ఆదికవి నన్నయ విశ్వవిద్యాలయం - రాజమహేంద్రవరం
మీడియా సెల్ (ANUR)



& సాక్షి దినపత్రిక

సంయుక్తంగా నిర్వహిస్తున్న నేషనల్ వెబినార్

తేదీ : 27-06-2020
సమయం : ఉ.10.00 - మ.01:00 వరకు

అంశం కోవిడ్19 - మీడియా సేవలు



వార్తయందు జగమువర్ధిల్లుచున్నది - అన్నారు నన్నయ గారు.

ప్రజలు ఆలోచించటానికి, నిర్ణయాలు తీసుకోవటానికి, కార్యోన్ముఖులు కావటానికి తోడ్పడే వాస్తవ సమాచారం అందించేది మీడియా. ఒక సంఘటనకన్నా దానిగురించిన వాస్తవిక సమాచారాన్ని తెలిపేది వార్త. ఇవాళ సమాచార వ్యాప్తికి అనేకమార్గాలు ఉన్నాయి. పత్రికలు, ఛానల్స్, అంతర్జాలం, సోషల్ మీడియా. వేగం జర్నలిస్టుల వేదం అన్నట్లుగానే సమాచారాన్ని అందించటంలో వేగం విపరీతంగా పెరిగిందనటానికి కోవిడ్19 సందర్భమే ప్రత్యక్ష సాక్షి.

కోవిడ్19 ప్రపంచాన్ని అస్తవ్యస్తం చేసిన... చేస్తున్న విషయం అందరికీ తెలిసిందే. ఈ పోరులో పోలీసులు, వైద్యులు, పారిశుధ్య కార్మికులతో పాటు మీడియా కీలక పాత్ర పోషించింది. పుకార్లు షికార్లు చేస్తున్న కాలంలో వాస్తవాలను ప్రజలకు అందించి సమాజానికి నాల్గవ స్థంబంగా నిలిచింది మీడియా. కోవిడ్ సమయంలో ప్రసార, ప్రచార మాధ్యమాలతో సమాజాన్ని అప్రమత్త చేసి నిరంతర వార్తా స్రవంతిని ప్రతిధ్వనించింది. భారతదేశంతో పాటు ప్రపంచంలోని అనేక దేశాల్లో విధి నిర్వహణలో కోవిడ్ సోకి కొందరు మీడియా మిత్రులు మరణించగా మరికొందరు ఆస్పత్రిపాలయ్యారు. అయినప్పటికీ కోవిడ్ లాంటి క్లిష్ట కాలంలో ప్రాణాలను పణంగా పెట్టి పదండి ముందుకు, పదండి త్రోసుకు అంటూ ప్రజాక్షేమం కోసం పరుగులు తీసే మీడియా సేవలను స్మరిస్తూ ఈ జాతీయ సదస్సు (వెబినార్) నిర్వహిస్తున్నాం.



National Webinar on "Media Services in COVID - 19"

27th June 2020

The pandemic has posed a global mental health crisis, and correct information is indispensable to dispel uncertainty, fear, and mental stress to unify global communities in collective combat against COVID-19 disease worldwide. Mounting studies specified that manifestly endless coronavirus-related newsfeeds and death numbers considerably increased the risk of global mental health issues.

The pandemic is compelling governments and societies to turn toward digital technologies to respond to the crisis and, increasingly, is requiring governments to adopt an open government approach and to use digital communication channels to provide reliable information on global and national COVID-19 developments. With lockdowns and other social distancing measures in effect in many countries, and with more people relying on the internet for information and advice, governments are being urged to deploy effective digital technologies to contain the outbreak.

India has the possibility to be highly affected by COVID-19 pandemic. To contain the spread of the infection, a complete lockdown was enforced from March 25 to May 31, 2020 in India. During the unlock phase from June 1, 2020, only limited mobility was allowed. At present, in the pandemic, mass media is playing a very important role in sharing information and connecting people. Mass media is playing a very important role in the dissemination of the COVID-related information to the general public in India.

During this time, the news media and its professionals have adapted their practices to meet the challenges of reporting on a pandemic with unknown consequences, while governments and health authorities have faced the difficult task of managing the communication of their decisions.

While such a crisis is never faced by us, I think that the journalists and news media have worked hard to provide us with truth as always in these times of chaos.

I congratulate PRO Mr Anand and Media Cell of Adikavi Nannaya University for organizing this very relevant webinar.





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM

University College of Arts & Commerce
Department of Social Work

Organizes

One day National Webinar on

SIGNIFICANCE OF SOCIAL WORK PROFESSION IN THE CONTEXT OF NEW SOCIAL ENVIRONMENT

01-July-2020, at 10:30AM

Inaugural Address

Prof. M.Jagannadha Rao

Vice-Chancellor
Adikavi Nannaya University
Rajamahendravaram

Opening Remarks

Prof. K.S.Ramesh

Principal, EC Member
College of Arts and Commerce
Adikavi Nannaya University
Rajamahendravaram

Valedictory Address

Prof. Battu Ganga Rao

Registrar
Adikavi Nannaya University, Rajamahendravaram

RESOURCE PERSONS

Prof. K.Visweswara Rao

Honorary Librarian, Dr. V.S.Krishna Library
Dept of Social Work
Andhra University, Visakhapatnam

Topic:

COVID-19 Social Work and Elder Care

Prof. T.Shoba Sree

EC Member
Dept of Social Work
Andhra University, Visakhapatnam

Topic:

Role of Medical Social Workers in the Emerging Context

Dr. Botcha Rambabu, Assistant Professor

Dept of Social Engineering, RGNIDY, Sriperumbudur, Chennai

Topic:

Role of Social Entrepreneurship during the
Covid-19 Crisis in India

- Mode of Delivery : Live web session through Google Meet App
How to Register : Click this link: <https://forms.gle/jyJTH8UvyJaaGDHr8>
Certificate Criteria : E-Certificate will be given after submission of the feedback form within one week to your E-Mail ID.
Further Information : Dr.P.Venkateswarlu - 9441573641

Registration:
FREE

CONVENORS

Dr.N.Kiran Chandra, Assistant Professor, Dept of Social Work, ANUR
Dr.P.Venkateswarlu, Assistant Professor, Dept of Social Work, ANUR
Dr.R.Janaki Rao, Assistant Professor, Dept of Social Work, ANUR
Dr.M.Bhaskara Rao, Assistant Professor, Dept of Social Work, ANUR

ORGANIZING COMMITTEE

Dr. P.Lakshmi Narayana
Dr. T.Satyanarayana
Dr. N.Rajasekhar



One Day National Webinar on "Significance of Social Work Profession in The Context of New Social Environment"

1st July 2020

I appreciate all the members of this webinar for their efforts on the significance of the social work profession in the context of the new social environment. So when talking about this I should say that we are in a corona crisis. We are locked down and we are unable to do our work properly, we are fighting with an enemy which is invisible and we didn't know much about the virus earlier. The world is affected with this pandemic.

Being a scientist I always feel that social work is always a good subject because it directly deals with society. Social workers play a significant role in crises and disasters. Social workers have a very good role to play in helping the government and public to come out of this pandemic. There are medical social workers, they will be always working in various hospitals by working with patients and doctors, giving counselling to the patients, they increase the confidence in the patients and help them heal better. Their role has more significance in this pandemic. They are working even in the containment zone to help patients who are suffering from COVID 19. Similarly, the social workers are also doing outside hospitals like in the street by awareness programs, etc. So maybe they are doing it under various platforms like NGOs, NSS. They are making them realise how to keep themselves healthy and keep themselves away from coronavirus. Many people in India don't have knowledge so we need to motivate them, this motivation is being given by social workers with the help of the Government. In that way they are stopping the spread of COVID 19. Similarly, the software workers have responsibility. This pandemic has totally derailed the entire system. It's a disastrous situation. This situation created a new social environment. What is this environment? How it affected social strata? This is a big research topic. Many people are affected by psychological issues because of monetary losses incurred.

Lockdown has created a specialised situation that has increased many fold. That is a point of research that a social scientist has to think of. Similarly, the migrant labours problem. We never thought that this kind of huge migrant labour would walk thousands of kilometres to reach their homes. We never expected this kind of environment. So we need to work on these issues. Similarly, there are many other post pandemic problems of society that may be taken up by these social workers. All these experts here today with their knowledge will give more information on these topics.





ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM
DEPARTMENT OF PHYSICAL EDUCATION



One Day Webinar on
RECENT TRENDS IN
PHYSICAL EDUCATION AND SPORTS SCIENCE
 schedule on 02.07.2020, 10:30 am



Inauguration at 10:30 am by

Prof. M. Jagannadha Rao
 Hon'ble Vice-Chancellor,
 Adikavi Nannaya University,
 Rajamahendravaram

Keynote Address at 10:10 am by

Prof. N. Vijay Mohan
 Professor & Director of Physical Education
 Department of Physical Education,
 Andhra University, Visakhapatnam

Session Speaker

Dr. P. Johnson
 Associate Professor & Principal,
 University College of Physical Education
 Acharya Nagarjuna University, Guntur

Session Speaker

Dr. G. Syam Kumar
 Assistant Professor & Secretary Sports Council,
 Department of Physical Education,
 JNTU, Kakinada

Closing Remarks

Prof. B. Ganga Rao
 Registrar,
 Adikavi Nannaya University,
 Rajamahendravaram

Convener

Dr. VVM Uma Phaneendra
 Asst. Professor & Course Coordinator (M.P.Ed)
 Dept. of Physical Education, ANUR

Coordinators

Dr. K. Bala Satyanarayana,
 Asst. Professor (M.P.Ed), ANUR
Mr. P. Satyanarayana,
 Asst. Professor (M.P.Ed), ANUR
Mr. V. Solomon Devanand,
 Coach, (M.P.Ed), ANUR
Dr. M. V. S. S. N. Murthy,
 Coach, (M.P.Ed), ANUR
Mr./Ch. Subrahmanyam,
 Coach, (M.P.Ed), ANUR



Click Here for Registration :: <https://forms.gle/sVdEAwgSNbapeD298>



Webinar on "Recent Trends in Physical Education and Sports Science"

02nd July 2020

Physical Education is one of the most important part of education and life. Proper education in exercise and sports will help the students to have a fulfilling and active life. When someone is not physically fit, it impacts the mental health as well.

During this COVID pandemic, our mental health and the physical health have also declined. We are isolated in our homes – leading to more sedentary lifestyles due to the closure of amenities such as gyms and parks. All of us have gained a pound or two during this lockdown.

A gloomy environment is around due to the standstill circumstances. The education institutes are closed down. While other domains such as science or arts can be shifted to online classes to continue academic engagement through online classrooms, but physical education cannot be shifted to completely online. The youngsters are not even able to go out for jogging.

Under these circumstances, the experts need to think, what best can we do – to discuss the possibilities of extending physical education even during the pandemic. I am sure that active lifestyle – workout or training – will help the students to reduce their stress and become once again active.

Furthermore, research can be performed to understand the impact of lockdown on physical education and wellbeing. I sincerely hope that this webinar will explore the research prospects in this direction as well.

It is therefore necessary to identify alternative ways in which the students can be engaged to be physically active. I think perhaps novel methods of instructions through the use of Virtual Reality and Augmented Reality can be explored.

I am sure that the speakers present today will delve into these methods in depth and come up with practical ways in which the students can be engaged in physical activities.





ADIKAVI NANNAYA UNIVERSITY

అదికవి నన్నయ విశ్వవిద్యాలయము

RAJAMAHENDRAVARAM, ANDHRA PRADESH, INDIA - 533296.



National Webinar on
Image Processing Based Methods
for Diagnosis of COVID-19

Organized by
Department of CSE
University College of Engineering

Date:

07th July 2020

Time:

10:00 AM

Registration Details:

- No Registration Fee
- Registration Link:

<https://forms.gle/MRVZj8eRSbWQywoU7>

or Scan for Registration:



- E-Certificate will be provided
- Last Date: 06th July 2020

Inaugural Address

Prof.M.JAGANNADHA RAO

Hon'ble Vice Chancellor

Valedictory Address

Prof.B.GANGA RAO

Registrar

Opening Remarks

Dr.V.PERSIS

Principal, UCE

Welcome Address

Dr.P.VENKATESWARA RAO

HEAD, Dept.of CSE

Speaker

Dr.U.S.N.RAJU

Dept.of CSE, NIT Warangal

Coordinator

Mrs.A.M.SIRISHA

Dept.of CSE

Organizing Committee

Faculty, Dept.of CSE

Contact Details:

D.Dasu, +91 9948677122, dasu.cse@aknu.edu.in

N.Rahul Pal, +91 8187820919, rahul.cse@aknu.edu.in



National Webinar on "Image Processing Based Methods for Diagnosis of Covid-19"

07th July 2020

Image processing is a method to perform some operations on an image in order to get an enhanced image or to extract some useful information from it. It is a type of signal processing in which input is an image and output may be image, its characteristics or features associated with that image.

Image processing is a technique to enhance raw images received from cameras, sensors placed on satellites, space probes and aircrafts or pictures taken in normal day to day life for various applications.

Many techniques have been developed in image processing during last four to five decades. Image Processing systems are becoming popular due to easy availability of powerful personal computers, large size memory devices, graphic softwares etc.,

Image processing methods can play a vital role in identifying COVID- 19 patients by visually analysing their chest and lung X-ray and CT images.

National Webinar on "Image Processing Based Methods for Diagnosis of COVID-19" is to know the application areas of Image Processing and the methods that can be applied, especially on medical images which can assist in the diagnosis of COVID-19. It is an opportunity for researchers, faculty members, to enhance their knowledge about Image Processing and Computer Vision.

I am sure that this webinar will help the participants understand the importance of image processing and its relevance to COVID 19 diagnosis. I congratulate all the organizers for choosing such an interesting topic.

Thank you.

సర్వత్ర విద్యయా వర్ధతే ప్రజా





ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM



National Webinar on

**Impact of Government's Innovative and
Pathbreaking Policies of Education in Andhra Pradesh**

Dt.08-07-2020 03:00 PM - 05:00 PM

Chief Guest & Key Note

Prof. K Hemachandra Reddy

Chairman

Andhra Pradesh State Council of Higher Education

Chief Patron

Prof. M Jagannadha Rao

Vice-Chancellor Adikavi Nannaya University
Rajamahendravaram, AP, INDIA

Patron

Prof. B Ganga Rao

Registrar Adikavi Nannaya University
Rajamahendravaram, AP, INDIA

Guests & Invities

Sri. Ramu Surya Rao

MLC

Andhra Pradesh, INDIA

Sri. S Abraham

DEO

East Godavari, Andhra Pradesh, INDIA

Dr. S Prabhakar

Principal MVN, JS & RVR Malkipuram
Andhra Pradesh, INDIA

Smt. C V Renuka

DEO

West Godavari, Andhra Pradesh, INDIA

Co-Convenor

P Anand

PRO, Media Cell
AKNU, AP, INDIA

Convenor

Dr. M Kamala Kumari

Dean CDC
AKNU, AP, INDIA

Online Live Session, E-Certificate will be issued

For Details: pro@aknu.edu.in

Click here to Registration :: <https://forms.gle/YRpXHfm2oUZZrKU96>



National Webinar on "Impact of Government's Innovative and Path breaking Policies of Education in Andhra Pradesh"

08th July 2020

I'm extremely glad to give a small introductory message here. This is a very appropriate time and day because we are all celebrating the birthday of late Chief Minister YS Rajshekar Reddy garu who with a great vision and path breaking policies not only in education but in the agriculture and other fields including health care because of him only we are enjoying the fruits of the agriculture projects and education fee reimbursement. Now like father, like son. We know the great and young CM YS Jagan Mohan Reddy garu. He is putting more efforts in all aspects. Especially in education we need to mention his vision. I strongly feel though he has a lot of vision and understanding of the education system in this state and what has to be done? He knows perfectly well. Right from the school education to the higher education and professional education he has a clear cut policies and projects so I should say he has a very good idea of the system. When we start with the primary education we have seen that the govt. schools are developed now.

The program *Nadu Nedu* us transforming the government schools. Do his vision is to see that the government schools should work equally with private schools. Already many schools are transformed under this scheme with highest infrastructure. Similarly, he always thinks that if the child is educated the entire family is benefited by his employability. The government schools taught in Telugu medium henceforth, but now he has equipped and introduced English language in many schools which can be very useful for students. We are looking for the success of this policy. Similarly, he has identified the mother as the most important part of the child's education so he wanted to money directly to the mother's bank account in the name of *Ammavadi*. So this is very path breaking way. Not only this when you come to the professional colleges etc., He is so liberal to release all the fee reimbursement despite the financial crunch; he is so serious about the education system in this state. We are looking forward to many more policies to develop this system. Another important thing we have seen is the rationalisation of fee structure because There are different types of fee structures available. He has rightly pointed out the graduates who are coming out of these institutions are not having enough skills to be employable in industry. He thought about skill development programs. Under APSSDC all colleges and universities are involved in skill development programs. I should say these are very innovative and will be producing high quality graduates.





DEPARTMENT OF BOTANY
ADIKAVI NANNAYA UNIVERSITY
 Rajamahendravaram.
In Association with
DEPARTMENT OF AYUSH
 GOVERNMENT OF ANDHRA PRADESH.



AGENDA
 08 - 07 - 2020

10:15 am
Inaugural Address :
Prof. Mokka Jagannadha Rao
 Hon'ble Vice-Chancellor, Adikavi Nannaya University,
 Rajamahendravaram

10:30 am
Keynote Address - 1
Dr. D. Nalini Mohan, IFS
 Joint Commissioner, Department of AYUSH, Government of Andhra Pradesh,
 Preventive & Control Officer, AP State Health Service Centre.

11:00 am
Keynote Address - 2
Dr. A. Purushotham, M.D., Homoeo
 Additional Director, AYUSH, Andhra Pradesh,
 Gollapudi, Vijayawada.

11:30 am
Covid -19 Protection with Ayurveda
Dr. Sai Sudhakar, MD (Yog) Ph.D.
 Professor, RIBS, Vice - Principal,
 Dr. NIS, Govt. Ayurveda Medical College, Vijayawada.

12:00 pm
Overview of Homoeopathic Response and Strategy in Management of Covid-19
Dr. Ch. Ramesh Babu, M.D., Homoeo
 Asst. Director, IIT, Gollapudi, G.S. Colony,
 Regional Research Institute, Gollapudi.

12:30 pm
Traditional Natural Medicines in Prevention and Control of COVID-19
Dr. R. Padma Sankar, MSc, B.A., MEd, (Ludlow)
 MEd (Ludlow), Govt. Nannaya University,
 Rajamahendravaram, Krishna District.

1:00 pm
Concluding Remarks
Prof. B. Ganga Rao
 Registrar, Adikavi Nannaya University,
 Rajamahendravaram

Invite you
 To
 On
One Day National Webinar
On
**"THERAPEUTIC APPLICATIONS OF AYURVEDA,
 NATUROPATHY AND HOMOEOPATHY IN COVID '19"**
9th July 2020

Chief Patron

Prof. Mokka Jagannadha Rao
 Hon'ble Vice Chancellor, Adikavi Nannaya University,
 Rajamahendravaram

Patrons

Prof. B. Ganga Rao
 Registrar, Adikavi Nannaya University

Dr. K. Rameswari
 Principal, University College of Science and Technology

Keynote Speakers

Dr. D. Nalini Mohan, IFS
 Joint Commissioner, Department of AYUSH, Government of Andhra Pradesh,
 Preventive & Control Officer, AP State Health Service Board, Guntur.

Dr. A. Purushotham, M.D., Homoeo
 Additional Director, AYUSH,
 Andhra Pradesh, Gollapudi, Vijayawada.

Coventer

Dr. V. Padmavathi

Co - Coventers

**Dr. L. Mutyalu Naidu, Dr. K. Samuel Kumar
 Ms. M. Prajna**

ABOUT THE WEBINAR:
 The spread of COVID-19 has affected almost all spheres of human life – physical, emotional, and economic. In India, we are all navigating through the current lockdown. Educational Sections are grappling with this unforeseen crisis and trying to mitigate several challenges. Indian System of medicine (ISM) is an ethnic bequest buried in the traditional believes of the people. It has witnessed a paradigm shift through ancient times to modern age. It embraces a diverse system of medicine viz., Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH). This system has crossed the Indian territories to present parts of the globe. The role of Indian rural production depends on the traditional medicine. The changing needs of stressed lifestyle can be addressed only through composite systems of medicine.

WEBINAR DATE & TIME:
 9th July, 2020 @ 10:00 A.M.

REGISTRATION FEE:
 No Registration Fee.

MODE OF DELIVERY:
 Live web session

Click here to Register : <https://forms.gle/E1SS9YcaLxiRwhQu7>

E-Certificate will be issued to all those who attend till the end of the session.

Moderator & Host :
Dr. PADMAVATHI VANAPALLI
 Department of Botany, Adikavi Nannaya University.
Contact : 99896 62947

Click here to Register : <https://forms.gle/E1SS9YcaLxiRwhQu7>

National Webinar On "Therapeutic applications of Ayurveda, Naturopathy and Homoeopathy in COVID 19"

09th July 2020

I'm very happy to have this opportunity to give a message. We are all now locked down, we are all confined to our homes for the last two months because of the fear of COVID 19. The medical doctors are working all over the world tirelessly to find out a solution that helps the public, to develop a vaccine so that we are relieved from this coronavirus and lead our life as usual. We are losing jobs, everyone is stressed, students are worried about their future. Parents are worried about their children. Everyone has been affected by the pandemic. We are unable to meet physically so we need to use a platform to discuss.

As we all know India has the greatest history, tradition and culture. We have known traditional medicine even in households we have several remedies which are passed on from generations to generations for common elements. Ayurveda is developed in this country. We have several herbal and phyto medicines which have been in use for thousands of years. Still, we need to sometimes establish the scientific basis for use of these drugs for various elements.

The Government has come forward to have a ministry itself to encourage such research work in this country. Today I'm happy that we are deliberating on Ayurveda, naturopath, and homoeopathy and on their applications to see how these practices can be used for finding out the solution, a drug or vaccine. As we all know that Ayurveda is considered not just a medicine but it is also a complete medical system whereby it takes into consideration physical, psychological, philosophical, ethical and spiritual wellbeing of mankind. It lays great importance on living in harmony with nature. So that is the principle behind Ayurveda. Similarly, a naturopath is also based on the belief that the body can deal with itself. So you need to have a healthy lifestyle to prevent disease. So these are various therapies which are available for us. So these kinds of deliberations are highly essential to understand how these medicines or therapies can be used to relieve the pain of coronavirus for the global public. I also feel the research should continue when the crisis is there. We are thinking about developing these kinds of therapies or cures or vaccines. Medical scientists and researchers should be thinking about and predicting what kind of pandemics may arise in future as well. We need to be defensive. We should have prevention so it is always needed for scientists to have a preventive attitude and research.





ADIKAVI NANNAYA UNIVERSITY MSN CAMPUS

KAKINADA, EAST GODAVARI, ANDHRA PRADESH, INDIA



CHIEF PATRON

Prof. MOKKA JAGANNADHARAO
Hon'ble Vice-Chancellor
Adikavi Nannaya University, Rajamahendravaram

PATRONS

Prof. B. GANGA RAO
Registrar, Adikavi Nannaya University

Prof. S. PRASANTHI SRI
Special Officer, AKNU MSN Campus, Kakinada

RESOURCE PERSONS

Sri.B. SASIDHAR
Head of the Professional Development Unit,
Prince Saittam Bin Abdul Aziz University,
Saudi Arabia

Smt.R.P. PADMASHREE
Faculty at Regional Institute of English,
Bangalore

FREE REGISTRATION LINK:

<https://forms.gle/ths79X9IZDe1mxae7>

☛ Certificate will be given to all the registered participants.
Who can attend : Faculty members, students and research scholars.

Contact

9989874611 | 9491715065



ABOUT THE CAMPUS

The Adikavi Nannaya University MSN Campus, (Ertwile Andhra University MSN Campus) Kakinada lies on the East coast in the East Godavari District, Andhra Pradesh, India. This campus has been carefully nurtured in academic and service activities since its establishment in November 1977. The Campus is ideally located in between 213 National Highway and Kakinada Port - Samakoi ADB Road in a 50.93 acres site at Thimmapuram village. The Campus is at a distance of nine kilometers from Kakinada Town Railway Station. The environment and facilities at the Campus are very conducive to learning. The administrative control of this campus has been transferred to AdikaviNannaya University, Rajamahendravaram vide G.O. Ms. No. 19 Dated 06.04.2017.

ABOUT THE DEPARTMENT

The department of English was established with the establishment of the Campus in the year 1977 and named Andhra University MSN Campus Kakinada. Prof. N. Krishna Rao was the founder Professor and Special Officer of the campus. The pioneering professors of the department are Prof. D. Lakshmana Rao, Prof. TR. Datta Prof. D.J.P.N. Reddy, and Prof. T. Venkanna Rao. As the campus was merged in AdikaviNannaya University, consequently it became AdikaviNannaya University MSN campus Kakinada.

Apart from being the Post-Graduate Centre, the Campus is also Research Centre with active research activities. The research output of the department is that there were 29 PhD degrees, 35 M.Phil. degrees were awarded. 26 Seminars were organized in the department. Thrust areas of research in the department are linguistics, communication skills, English Language Teaching, Literary Criticism, Black Literature, Post-Colonial theory, Dalit Studies, American Literature and Indian English Literature.

The Department of English is organizing a two day national webinar on

"TEACHING LANGUAGE AND LITERATURE THROUGH ONLINE RESOURCES"

Dt: 10th and 11th July 2020

Time : 10:00 am onwards

Convener

Dr. P. Hemalatha
Assistant Professor, Department of English

Co-Convener

Sri. M. Pochayya
Assistant Professor, Department of English

Organising Committee

Prof. K. S. Ramesh
Principal of Arts and Commerce College
ANNU Rajamahendravaram

Dr. D. Jyothirmayi
Assistant Professor of English
ANNU Rajamahendravaram

Sri. Y. Yesurathnam
Assistant Professor of English

Prof. T. Ashok
Head of the Department English

Dr. N. Sajna Raj
Assistant Professor of English
ANNU Rajamahendravaram

Smt. G. Radha Madhavi
Assistant Professor of English



Two-day National Webinar on "Teaching Language & Literature Through Online Resources"

10th & 11th July 2020

We all know for the last 3 months we are all stuck in our homes and unable to do regular activities. This is the topic actually how these online resources can be used in teaching the language and literature.

We are still confused about the end of this crisis. It is inevitable to explore the other opportunities to learn. In this way now it gave us an opportunity I should say. Now we are realising the importance of these online resources and we are exploring various possibilities. Now we are working on how to reach 100% of students through online resources. Under these circumstances naturally this is the opportunity to give instructions to students. We have some limitations. I should say no form of teaching can replace the classroom teaching but that's what we need to accept. We need to understand the limitations and also we need to understand whether our faculty and students are really ready to take up a new line of activity. The teachers need to be trained and students need to be equipped with techniques. In such cases these kinds of webinars are highly prevalent and useful to introduce online applications and use. This is the right topic that the experts the organisers have chosen. The experts will be delivering for all the participants. I hope this topic will give all the teachers especially the depth of these resources and the availability. It is a remote learning and teaching.

We have to think about these 30 % students also. In such cases there are other areas of giving instructions by calling them offline. Recorded lessons can be uploaded to YouTube and the link can be sent to the student in WhatsApp so they can see those lessons offline after some time. Similarly, there are many resources available on the internet. UGC and AICTE have already made video lessons so all the teachers think about these resources which are already available, they're authentic resources actually. There are many challenges of online teaching. As I said, we can't replace physical teaching. Practical labs can't be accessed in online teaching so we have limitations but still under these pandemic situations we have to at least give instructions on 50 to 60% of theory. Maybe in the future this VR will allow us to also give practical labs and experiments virtually. Whatever it may be, this corona pandemic has given us the blessing to explore other areas and online resources and we should be equipped with these. If there is anything in the future like this, then we can use this technology. I'm extremely happy to give this message.





ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM, E.G.Dist., A.P. India

UNIVERSITY COLLEGE OF PHARMACEUTICAL SCIENCES
AKNU CAMPUS-TADEPALLIGUDEM

NATIONAL WEBINAR

on

"PHARMACEUTICAL SCENARIO IN COVID - 19 ERA "

Webinar Date & Time

16th July 2020 @ 10:00 A.M.

Inaugural Address



Prof. MOKKA JAGANNADHA RAO

Hon'ble Vice Chancellor,
Adikavi Nannaya University, Rajamahendravaram

Concluding Remarks



Prof. B. GANGA RAO

Registrar, Adikavi Nannaya University,
Rajamahendravaram.

i/c Special Officer
AKNU Campus-Tadepalligudem

About the Webinar

What an exciting time to be a pharmacist! Pharmacists are an integral part of the health care team, and are among the most trusted and accessible health care professionals. Over the past decades, the role of pharmacists has evolved along with the health care needs of our population. As front-line health-care professionals, many pharmacists are playing an important and unique role in patient care during the COVID-19 pandemic: in community pharmacies, hospitals and other health-care settings including long-term care. In this difficult situation it is important to maximise the use of pharmacy practice to meet patients' needs and maintain continuity of services. Pharmacists should be enabled to offer rapid, effective and safe solutions related to the ongoing and possible worsening of shortages of medical equipment and medicines.

Clinical pharmacists play a vital role to provide frontline medical staff with drug information, and develop innovative pharmacy services to promote the rational use of medicines with collaborative teamwork and close communication according to the epidemic situation of COVID-19. It is responsibility of pharmacist to mobilize the people in bringing awareness of Corona Virus disease among community pharmacists. It is also essential to have a sturdy observation to detect, isolate and treat every case to break the chains of transmission

Invited Speakers



Key Note Speaker

Prof. GURU PRASAD MOHANTA

Former National Technical Officer,
WHO Country Office for India

Former Professor and Head, Annamalai University, Chidambaram

Topic : Searching for Cure of Covid-19



Dr. S. PARIMALAKRISHNAN

Associate Professor, Department of Pharmacy
Annamalai University, Chidambaram

**Topic : What we know, What we don't know
and What we should - COVID-19**



Dr. KRISHNA UNDELA

Lecturer, Department of Pharmacy Practice
JSS College of Pharmacy, Mysuru

Topic : Managing Covid-19 and Pharmacists' Role

Free Registration

Mode of Delivery
Live web session through
Google Meet & Youtube

To Register click here : <https://forms.gle/GRVNSdMSZ9gThzF6>

Contact Number : + 91 9885022911, 9966797595, email : heera.tony@gmail.com

Participants will be provided with e-certificates

Important recommendation : It is advised to login from 09:30 A.M onwards to avoid the last minute rush in being allowed by the host.

Organized by

Convener : Dr. Heera Battu

Co-Convenors : Mr. Lagu Surendra Babu

Mr. Kumaraswamy Barla



National Webinar on "Pharmaceutical Scenario in COVID - 19 Era"

16th July 2020

Professions exist to serve society. The physician prescribes and the pharmacist compounds and dispenses it. In addition to dispensing medications and ensuring patient safety, today's pharmacists are taking a larger role as medical counsellors. Pharmacy profession expanding in new directions with dynamic, patient-oriented professionals committed to fulfilling the health care needs of their people.

Over the last 20 years, pharmacists' role has transformed from product orientation services into patient-based services in many parts of the world. In developing and industrialised countries alike, efforts to provide health care, including pharmaceutical care, are facing new challenges. Access to medicines of assured quality remains a major concern worldwide. People of our country are aware of the role played by the pharma sector. Basically, if we look at the manufacturing, look at the cost of the medicines, look at the access of the medicines and look at the affordability of medicine it is all very superior in India compared to many countries across the world as the pharmacist and the manufacturing sector of R&D are doing exceedingly well.

The Pharma sector depends upon the quality of life, being number one in the country but still for every five years the requirement changes in this field, and the skill also accordingly has to be changed. The students training within this field should obtain themselves with the respective skills and updating of skills by keen focus on research. Pharmacists and their teams are a vital healthcare provider during the outbreak of COVID -19 all over the globe they remain on the frontline of public health by serving as direct points of access for their patients. Through preventative measures advocated by WHO, the pharmacists and public are working together in their respective countries to 'flatten the curve'. With a global lockdown there seems to be an even greater dependence on pharmacists as the first point of contact to fulfil the public's healthcare needs. Pharmacists also continued to play their role towards the public uninterrupted for regular supplies of medicines, as well as supporting governments for disseminating information on precautions related to COVID-19 spread including hand washing technique to availability of face masks and instructions for their proper use and disposal. Lower Middle-Income Countries are in a greater need for pharmacists' support where patients are unable to afford the doctor fees for a consultation. Hence the pharmacy profession must address the needs of society and also improve the skills by enhancing with dedicated research "Pharmacists are medicines experts for Healthier Lives"





ADIKAVI NANNAYA UNIVERSITY
UNIVERSITY COLLEGE OF ARTS AND COMMERCE
DEPARTMENT OF ENGLISH

**AN INTERNATIONAL VIRTUAL COLLOQUIUM
ON
ENVIRONMENTAL HUMANITIES**

As the world is shut down (Is it for renovation?) the weak spots of "modern" civilization are exposed. The COVID-19 pandemic has pecked off the cosmetic layer of the capitalist driven economies and opened up a plethora of questions about man's relationship with nature. As Dr. Vandana Shiva says "Pandemics, Species Extinction, Climate Change, Hunger, Poverty, Injustice are diverse symptoms of the basic issue of violence against the Earth & destruction of the natural world through continued Colonialisation & Extractivism". The colloquium, involving speakers of Humanities and Sciences, argues the need for the propagation of "Environmental Humanities" as a discipline.



Prof. Mokka Jagannadha Rao

Hon'ble Vice Chancellor,
Adikavi Nannaya University
Rajamahendravaram



Prof. Scott Slovic

Distinguished Professor of Environmental Humanities
University of Idaho, USA
Founder President of ASLE

Topic : Covid-19 and the Environment
- Observations of a Geologist.

Topic : Ecocriticism in the time of COVID-19: Why and How to practice the Environmental Humanities during a Pandemic

Date : 20-07-2020

Time : 9.00 A.M Onwards

Registration

FREE

Mode of Delivery
Microsoft Teams



Valedictory Address

Prof. Ganga Rao Battu

Registrar
Adikavi Nannaya University
Rajamahendravaram

For Registration

<https://gorms.gle/u#Q7PPAPf8jmDX29>

* It is advised to login from 8.30 A.M onwards to avoid the last minute rush in being allowed by the host.

Participants are supposed to have a Laptop or Smartphone with Internet Facility.

Participants will be provided with E-Certificates

Convenors



Dr. Kotti Sree Ramesh

Professor of English & Principal
University College of Arts & Commerce



Dr. Jyothirmal Dakkumalla

Associate Professor & Head
Department of English



An International Virtual Colloquium On "Environmental Humanities"

20th July 2020

The Environmental Humanities is a multidisciplinary field where we study the History, Literature, Philosophy, and pology of environmental problems, such as climate change.

Why we teach climate change in Humanities classes is because climate change is a cultural problem in addition to being a political and physical one. Without viable and thrilling visions for what kinds of futures humanity might have in a shifting climate, we can't mobilize. One of the great gifts of the Humanities has always been to remind people that we do get to participate in our futures, that futures are collaborative and never inevitable.

The term "environmental humanities" is both descriptive and aspirational: it has emerged over the last five years to capture already existing conjunctions across environmental philosophy, environmental history, ecocriticism, cultural geography, cultural anthropology, and political ecology.

As a geologist, this topic is thrilling and novel to me. Environmentalism and ecology to be bound up in storytelling, in cultural practice, in what humans variously believe and imagine to be possible – opens up a host of ways in which we can influence ourselves and our future generations to lead a more sustainable life.

I am sure that this colloquium will create the necessary discourse in both the science and language faculty of Adikavi Nannaya University to pursue an interdisciplinary research in the future.

I congratulate the Department of English for organizing such a wonderful event. Thank you.

సర్వత్ర విద్యయా వర్ధతే ప్రజా





ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM, ANDHRA PRADESH, INDIA-533296



A NATIONAL WEBINAR
ON

"STEPS FOR BETTER LIFESTYLE"

Organized by

ADIKAVI NANNAYA UNIVERSITY MSN CAMPUS

Kakinada, East Godavari District, Andhra Pradesh

DATE & TIME: 23rd July, 2020 @ 10:30 AM TO 12:30 PM

About Webinar

Life can be a beautiful journey, a crazy ride, and a big adventure. But it can also be a living nightmare, a constant struggle, and a hard teacher. It's all up to you.

The world is full of opportunities, but sometimes too much thinking can get in the way. Changing your life for the better is about picking a destination and taking one step at a time to get there. If you try to take shortcuts, you may actually end up making your journey longer and more arduous. Getting serious about making improvements is a great start, and taking action is the next important step.

The COVID-19 brought us to a standstill in our academic and professional activities. However the online tools or software available to us provide an opportunity to create a Platform in sharing our knowledge and transfer of information. The webinar is one such effort to interlink academia and personality development with the help of eminent speakers in these fields. It aims to inspire the students, youth and all the members of the community for better lifestyle and explore opportunities for nation building.

Who Can Attend: Students, Youth, Teachers, Employees, Parents & For everyone (No Registration Fee)

REGISTRATION Link : <https://forms.gle/rLGukeEo5v9C3f7n8>

Requirements for the webinar: Desktop/Laptop/Smart Phone with good internet speed and sufficient data pack. Functional webcam, microphone & head phones are compulsory.

Mode of Panel Discussion: Live web session through **Google meet and YouTube live**

** Link will be sent to your registered email.

National Webinar on "STEPS FOR BETTER LIFESTYLE"



23rd July 2020

I'm happy to be a part of this webinar on Steps for A Better Life and I congratulate all the organisers and special officers and other participants. The Steps for A Better Life is a very appropriate topic as far as today's situation is concerned. When we are talking about the situation of the coronavirus we are all confined to homes and we are in a position of confusion, uncertainty and unable to lead our life as earlier. This is giving kind of psychological problems like stress anxiety and depression for some including students.

In such cases to keep ourselves academically busy AKNU has been doing some work using these online resources and tools so that this academic activity will not stop. At the same time, we are keeping in mind about students who are facing psychological disorders. I'm happy to say that our Department of Psychology has started a 24/7 help centre with help of other experts and it has been a great success. Many students and public are using this. \To make our life better in this situation we need to follow the lifestyle suggested by the professionals. When I talk about better life I see better life means happy life. A quality of life is based on your happiness so whatever you do should bring happiness. Being a teacher I used to be a counsellor to my students because students needs to be moulded at an early stage. Teachers has every responsibility to give required counselling to students for overcoming exam phobia, fear of competition etc. When they are having all these issues their performance will be drastically affected and they can't perform properly and ultimately they end up in life which is not better. As a teacher at had great experiences with some students. Though I'm not psychologist because of spending a lot of time with students I know about common problems of students. When we give them confidence it is amazing to see the change in their performance.

Most important thing about being a teacher is that I want to tell all the participants, professors that the teachers have a great responsibility to produce better citizens. I feel teachers should be trained in this psychological counselling specially who are experts. But still they are not sometimes very proper and friendly with the students. They are very aggressive, they are threatening the students, they indulge which affects the confidence levels of the students. I strongly feel that affects the future of students. So the teachers are the first counsellors of students from KG to PG. I thank all the organisers for giving me this opportunity. I hope this deleveration from this webinar will be fruitful and purposeful. Thank you



DEPARTMENTS OF ZOOLOGY AND AQUACULTURE

ADIKAVI NANNAYA UNIVERSITY, Rajahmohendravaram, AP.



Invite you
To
One Day National Webinar
On

Date & Time
24th July 2020
@ 10.00 a.m.
to 1.00 p.m.

New Horizons of Aquatic Ecosystems - Towards Sustainable Development

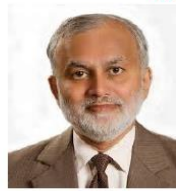
Chief Patron

Prof. Mokka Jagannadha Rao
Hon'ble Vice Chancellor
Adikavi Nannaya University



Keynote Speaker

Dr. S. Ayyappan
Hon'ble Chancellor, Central
Agricultural University, Imphal
Chairman, Karnataka Science &
Technology Academy



Patrons



Prof. B. Ganga Rao
Registrar,
Adikavi Nannaya University

Speakers

Dr. VVSS. Sarma
Senior Principal Scientist,
NIO, Visakhapatnam



Prof. Y. Srinivasa Rao
Dean; Faculty of Sciences
Adikavi Nannaya University

Dr. T. Ganesh
Asst. Professor,
Pondicherry University
Puducherry



Convener

Dr. K. Ramaneswari
Principal, University College of Science & Technology
Adikavi Nannaya University

Co-Conveners

Dr. K. Satish Kumar
Asst. Professor, Dept of Zoology
Adikavi Nannaya University

Dr. D. Sridhar
Asst. Professor, Dept of Aquaculture
Adikavi Nannaya University

E Certificate
will be provided to all the
participants upon
submitting feedback form

Phone: 7093008472
Email: principal.ucst@aknu.edu.in

Registration: Click here for FREE registration

<https://forms.gle/Xdjevape5ij7g2vQn9>

Technical Assistance
Mr. M. Srinivasa Rao, Webmaster
Mr. M. Raghavulu, Jr. Assistant
Adikavi Nannaya University



National Webinar on "New Horizons of Aquatic Ecosystems- Towards Sustainable Development"

24th July 2020

It is one of the most important topics because these aquatic ecosystems which we call wet lands geologically, include estuaries, lagoons, and marshy areas and rentals and these systems which are most important part of the biodiversity, they are most sensitive ecosystems.

We scientists always feel that they are need to be protected. The wet lands at being removed or replaced for various purposes in name of development that is very unfortunate part of it. When we talk about these areas there is brackish water where such an environment exists.

Similarly, we have purely freshwater ecosystems as well; these are at most sensitive and loss of aquatic ecosystems is highly detrimental for the development. These ecosystems should be preserved and we need to have a scientific strategy to preserve these ecosystems. Planktons form important part of this food chain.

Right from sunlight to the consumer they provide the food for this chain. These are very important parts of our ecosystem and we need to realise their importance. All communities depend on these ecosystems for their livelihood. Aquatic ecosystem need to be protected by scientific strategies and government policies.

I hope this webinar will deliberate on these issues. Another thing is that AKNU is so serious about various academic programs by regular and skill development models on aquaculture and aquatic ecosystems. I'm happy to tell that our Department of Aquaculture from College of Science and Technology they have proposed a skill development program to UGC. Similarly there is lot of scope for consultancy.

In Godavari region we have many aquaculture industries and initiatives where our scientists are working with the industry. Majority of students employed in these industries are from our university. This is very appropriate webinar for the AKNU.

We are extremely happy that today's experts will deliberate about aquatics ecosystems, government Policies, protection, sustainable development, biodiversity in aquatic ecosystems. I congratulate all the organisers specially Dr Ramaneswari and Mr. Satish Kumar and others. Thank you very much.





**ADIKAVI NANNAYA
UNIVERSITY**

DEPARTMENT OF PSYCHOLOGY
UNIVERSITY COLLEGE OF ARTS AND COMMERCE

**INTERNATIONAL WEBINAR ON
"CHALLENGES TO EDUCATION OF
CHILDREN WITH HIGH SUPPORT
NEEDS"**

29 JULY 2020

09.00-11.00 AM



International Webinar on "Challenges to Education of Children with High Support Needs"

29th July 2020

Challenges faced by teachers in classroom situations in identifying and assessment of special learning needs in learners include among many other needs, hearing impairment and deafness, visual impairment and blindness, dyslexia, mental retardation and gifted learners.

Some teachers have not been exposed to special-needs classrooms, and this can be a disadvantage. Educators need to coordinate efforts and understand the needs of the classroom in terms of developing skills and teaching plans.

Students with severe and profound disabilities require more adaptation and medical attention than the average student. Teachers must be skilled in handling severe disabilities by creating plans based on individual abilities and adhering to each student's needs. If the teacher doesn't have sufficient experience, the student may not progress in their skills—or, in the worst-case scenario, they could experience adverse effects towards classroom and education in general.

Teachers need to address how the students will communicate with each other and encourage everyone's participation. If there is a lack of adaptive equipment or adaptive communication and language tools, it makes it difficult for teachers to lead a united classroom.

Therefore, it is important the teachers are made aware of the demands and challenges that they can face during educating children with special needs. Webinars such as this will be a platform for exploration and discussion into this pertinent topic – given the fact that the mode of education is now undergoing a change.

Educating children with special needs through digital medium may be explored by the experts present today in this webinar.





ADIKAVI NANNAYA UNIVERSITY

ఆదికవి నన్నయ విశ్వవిద్యాలయము

RAJAHENDRAWARAM, ANDHRA PRADESH, INDIA - 533296



WORKSHOP REQUIREMENTS

Participants are expected to have a laptop/desktop and a smart phone with good internet connectivity (At least 2Mbps). Chrome browser and Program will be organized through Online Mode

REGISTRATION: Free Who Can Attend

- ▶ SCIENCE, ARTS, COMMERCE AND ENGINEERING FACULTY FROM ACADEMIC INSTITUTIONS
- ▶ SCIENCE, ARTS, COMMERCE AND ENGINEERING STUDENTS FROM ACADEMIC INSTITUTIONS

ORGANIZING COMMITTEE

CHIEF PATRON: Prof. **MOKKA JAGANNADHA RAO**
VICE-CHANCELLOR

PATRONS:

Prof. **B. GANGA RAO**

REGISTRAR :

Prof. **K. S. RAMESH**

Principal, College of Arts and Commerce and Executive Council Member
Adikavi Nannaya University

Dr. K. RAMANESWARI

Principal, College of Science and Technology

Dr. V. PERSIS

Principal, College of Engineering

CONVENER:

Dr. B. JAGAN MOHAN REDDY

SKILL DEVELOPMENT COORDINATOR
And EXECUTIVE COUNCIL MEMBER,
ADIKAVI NANNAYA UNIVERSITY

REGISTRATION : Click here for FREE registration
<https://forms.gle/3iH1pdMjy9tGJmaMu5>

NATIONAL WORKSHOP ON

ONLINE TEACHING LEARNING METHODS

DATE : 30-07-2020 TIME :10AM-12-30PM



CHIEF PATRON:

Prof. **MOKKA JAGANNADHA RAO**
Vice-Chancellor



INVITED SPEAKER

Dr. THIRUPATHI BARLA

Assistant Professor
IISER , Berhampur Odisha

TOPIC :

EVOLUTION FROM OFFLINE TO ONLINE TEACHING



INVITED SPEAKER

Dr. B. S. BALAJI

Associate Professor,
Jawaharlal Nehru University, New Delhi.

TOPIC :

EFFECTIVE METHODS OF CREATING ONLINE LECTURES

E Certificate
Will be Provided to all the
participants upon
submitting feedback form

Organized by
SKILL DEVELOPMENT CENTER
ADIKAVI NANNAYA UNIVERSITY
RAJAHMUNDRY-533 296
Andhra Pradesh, INDIA.



National Workshop on "Online Teaching Learning Methods"

30th July 2020

The lives of people all over the world are scattered. COVID 19 made us sit in our homes. In this crisis our educational system, the universities, colleges and various institutions are under great pressure because we are unable to extend the teaching to our students. No class room teaching, students are asked to go home and there is no way we can give continuous academic inputs. So under these circumstances the pandemic gave us an opportunity to explore the online methods of teaching, learning, in a bigger way, though these are present since a long time may be never before we were concentrating on these methods.

Now we are exploring the ways and means of online teaching. When such pandemics, situations, and crises in future arise, if they arise we need to be prepared. We need to identify the most suitable methods for the purpose of effective teaching. In the future maybe the post COVID, education system will not be the same, definitely we have to have blended teaching where physical classroom and online video sessions are blended. In this way the challenges and the advantages of online teaching methods and learning methods need to be discussed and studied so the experts are here to discuss all these things.

Many teachers are new to this kind of teaching method; they have no earlier experience of learning classes online so this is a biggest challenge for teachers and students. We need to give them the support, training, and awareness for both. We need to accept that no online method can replace physical interactive teaching. However, under these eventual situations and the crisis like these epidemics we need to continue our academic activity through online methods so in this way the teacher should be equipped to develop the content.

There is another challenge that 30 % students don't have access to the internet in their homes. In the rural challenge we have to give the e-content by suitable platforms, so whenever the students have access to the internet and download these lessons.

We need to share links through WhatsApp. We need to continue the instruction part of it. Another important thing is, when you are talking about online teaching, the biggest challenge is teaching science and technology. This subject needs hands on experiments. So explore the technology which we call VR to tackle these challenges.

This pandemic has given us a big challenge and opportunities. Let us check the advantage and overcome the challenges to make to students learn effectively. I hope all the participants will understand this webinar. Thank you.



A Two-Day Webinar on Demonstration of Online Educational Tools

"The only thing certain in life is uncertainty."
– Derek Hough

It is in these uncertain times that we need to stand tall yet remain flexible to change. We're heading towards a long-awaited change in the mode of education.

With the onset of the Pandemic, the need to adapt novel modes of education is imminent. However, we understand that this change is not smooth for both teachers and students.

Therefore, as a part of an initiative by Hon'ble Vice Chancellor **Prof M Jagannadha Rao** to make transition to online education smooth, a webinar is arranged to demonstrate some popular tools available online for free.

This webinar will be useful for Teachers, Lecturers and Faculty of all streams.

Note: E-Certificate will be provided to participants upon attaining min. 40% of Marks for Assignments given during the Webinar.

Session Details

Inaugural Address by **Prof. M Jagannadha Rao**, Hon'ble Vice Chancellor

DAY I

Dr V Persis

Assoc. Prof., Dept. of CSE
Use of Online Educational Tools for Effective Teaching

BB Ahmad Ali

Asst. Prof., Dept of S&H
A Demo of Google Classroom: Creation & Utilization

DAY II

Dr M Kamala Kumari

Assoc. Prof., Dept. of CSE
A Demo of Microsoft Teams & Class Marker for Online Teaching and Class Assessment

M Srinivas Rao

Asst. Prof., Dept. of CSE
A Demo of YouTube Channel Creation & Content Uploading Process

Valedictory Address by Prof B Ganga Rao, Registrar

Registration Details

<https://forms.gle/wtFoZEY7pBFFNvrl9>

Convener

Dr. V Persis, Principal,
University College of Engineering

Contact Us

M Srinivas Rao, Webmaster
9490446699, Email: msr.cse@aknu.edu.in



**ADIKAVI NANNAYA
UNIVERSITY**
RAJAMAHENDRAVARAM

**A Two-Day Webinar on
Demonstration of Online
Educational Tools**

**03 & 04 August, 2020
10:00AM – 11:30AM**

Organized by:

**UNIVERSITY COLLEGE OF
ENGINEERING**

Visit us: aknu.edu.in



A Two-Day Webinar on Demonstration of Online Educational Tools

03rd & 04th August 2020

I welcome all of you to this most appropriate webinar on demonstration of online educational tools which we are all thinking about for the last few months where this could seem to be unending. We are unable to find an end to this COVID. Education has been affected totally. Being an educationalist our main job is to see the academic trend. Academics should not stop, our students should not be neglected, our students should have opportunities to learn.

Adikavi Nannaya University recognised the need to expose the teachers to various Online Educational Tools so as to enable them to teach online. It was therefore proposed to conduct a webinar for the teachers working in 400+ affiliated college of the University. The webinar is intended to inform the participating teachers of some of the basic and freely available online.

As Dr Persis said that we have the only way of learning through online in this situation. COVID gave us an opportunity to explore all the possible methods to continue the teaching. We never had such seriousness in these tools earlier because we were having all these physical classrooms and labs to interact with students.

But now we are locked down, we are confined to our homes, students are confined to their homes and teaching has been crippled. Every education dept. is thinking about online education. Many teachers or faculty members never had much experience or exposure to these tools.

There are many tools available but now this gives us an opportunity to explore the usefulness of these tools. The webinar is also a growing misconception that EdTech tools are complex. While it is true that many teachers are digital immigrants, it must be noted that students or digital natives are naïve in their online activities. Therefore, the Webinar aims to reduce the digital divide between the students and teachers

There are certain doubts for members of faculty, to clear these doubts the persons from computer science dept. will explain the tools. Thank you.





**THE INSTITUTE OF
Company Secretaries of India**
भारतीय कम्पनी सचिव संस्थान
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament
(Under the jurisdiction of Ministry of Corporate Affairs)

SOUTHERN
INDIA
REGIONAL
COUNCIL

&

VISAKHAPATNAM
CHAPTER

With



ADIKAVI NANNAYA UNIVERSITY

ఆదికవి నన్నయ విశ్వవిద్యాలయము

RAJAMAHENDRAVARAM, ANDHRA PRADESH, INDIA - 533296.



Organizing Faculty Development Program [through online] on
“Emerging Concepts in Commerce & Management Studies”

Day, Wednesday	Date 5th August, 2020	Time 10.00 am to 1.00 pm
Welcome Address & introduction of Guests	Prof K S Ramesh, Principal UCAC, ANUR	10.00 AM-10.10 AM
Inaugural Address	Prof. M Jagannadha Rao, Vice-Chancellor, ANUR	10.10 AM -10.25 AM
Introduction of the Theme	CS Suresh Marpu, Chairman, ICSI Visakhapatnam Chapter	10.25 AM –10.35 AM
Key note Address	CS A,V.V.S.S.CH.B.Sekhar Babu, Secretary, ICSI-SIRC	10.35 AM- 10.45 AM
Latest Amendments in Companies Act 2013	CS R Prakash, General Manager & CS, HCKothari Group, Chennai	10.45 Am-11.45am
Carbon financing and marketing	Prof. S Teki, Professor, DCMS Adikavi Nannaya University, Rajahmundry	11.45am-12.10pm
Contemporary marketing concepts	Dr. P Umamageswari Devi, Assistant Professor DCMS, Adikavi Nannaya University, Rajahmundry	12.10pm-12.30pm
Contemporary marketing concepts	Dr. N. Udaya Bhaskar, Assistant Professor DCMS, Adikavi Nannaya University, Rajahmundry	12.30 pm-12.45pm
Question & Answers Session, Valedictory address	Prof. B Ganga Rao, Registrar, ANUR	12.45 pm- 13.00 pm

No Participation fee but prior registration is must through the link: <http://shorturl.at/CFPS4>
Participants will receive e-Certificate from ANUR.*
Webinar link will be shared on 04.08.2020 for registered members.

Coordinators

Prof. S Teki, Professor, DCMS, ANUR, Rajahmundry
Shri. D.V.N.S.Sarma, Regional Director, ICSI-SIRO



Faculty Development Program on "Emerging Concepts in Commerce & Management Studies"

05th August 2020

"Emerging Concepts in Commerce and Management Studies" is an important concern to all stakeholder in the present times, as the both commerce and management studies fields as both are dynamic subjects, metamorphosis keep coming every year, accordingly the stakeholders especially the faculty members are expected to in sync with the emerging wisdom in the pertinent subject.

Management is always concerned with future for its decision making purpose. But ever thing management tries to visualize filled with these four risk factors, if left unmanaged the art of management becomes nothing less than the art of gambling.

Management has become an important "economic organ" of the present industrial society. Proper management is a pre-requisite for a successful organization. A profit-making organization can get into a loss-making concern in the absence of proper management.

Coronavirus has taken the entire world by storm and countless industries have been hit. COVID-19 has really shaken up the world, and with big events being cancelled, all the industries are experiencing high volumes of stress due to the fact that they won't be able to market products and services the way they are used to.

Change is scary, but it is also full of opportunities. As an academic administrator, it is important for me to recognize these opportunities and exploit them towards the success of the organization.

When the lockdown began, we were clueless on how to engage the students and academicians. Today, we have developed a mechanism in which all the departments of the University conduct webinars along with online classes so that the academic activity does not stop. This is an opportunity that we grabbed in these unprecedented times.

I therefore think that managers and administrators across globe will develop new mechanisms to overcome the hurdles posed by this pandemic. Webinars such as this will be points of discourse of developing and proposing these alternative paths.

Thank you.



ADIKAVI NANNAYA UNIVERSITY
Rajahmundry - 533296

National Webinar
Recent trends in Rock Mechanics and Engineering Geology
DEPARTMENT OF GEOLOGY
UNIVERSITY COLLEGE OF SCIENCE AND TECHNOLOGY
Webinar Date & Time 07.08.2020 at 10 a.m.



Chief Patron
Prof. M. Jagannatha Rao
Vice-Chancellor

Objective of the Webinar
The webinar is aimed at providing an overview of the emerging trends in Rock Mechanics and Engineering Geology especially for the students, researchers and Faculty of Geology, Geophysics, Petroleum Exploration, Geoinformatics, Geotechnical Engineering and Civil Engineering.
The topic is intended to help the students gain more insights about the natural materials like rock, soil and ground water, especially for identifying the suitable locations for construction of buildings, dams, highways, airfields, pipelines and tunnels, and also help design these structures.

About the Topic
Rock mechanics is the study of the mechanical behavior of subsurface sedimentary strata and rocks that are formed. The basic principle is that rock simply responds to stress by changing in volume or form due to the applied stress called strain. Engineering geology is one of the important subjects for structural engineers to understand as it helps them properly plan a project when considering the design, location, and other important geological factors. Engineering geology helps ensure a safe and cost-effective design for construction projects.

- Learning Outcome**
- Know about interface between geology and civil engineering.
 - Learn about the advent of engineering geology as a specialized discipline.
 - Understand different engineering geological investigations
 - Identify problems of rock mass and founding ground.
 - Suggest remedial measures for geo-engineering issues.

- Schedule :**
1. Inaugural Session: (10.00 - 10.30 AM)
 - Welcome address
 - Opening remarks
 2. Speeches : (10.30 AM - 12 noon)
 3. Valedictory Session: (12.00 Noon to 12.30 pm)
 - Closing remarks
 - Vote of thanks



Patron
Prof. B. Ganiga Rao
Registrar
UNIVERSITY COLLEGE OF SCIENCE AND TECHNOLOGY

SPEAKERS

Title of Topic: "Rock Mechanics & Geotechnical Investigations: Recent trends in Geology"
Rock mechanics is a theoretical and applied science of the mechanical behavior of rock and rock masses, compared to geology. It is that branch of mechanics concerned with the response of rock and rock masses to the force fields of their physical environment. The important rock mechanics investigations are including some in situ Geotechnical investigations which are an essential and integral part for the design of any engineering structure.



Dr. D. S. SUBRAHMANYAM
Chief Scientist & Head,
Geotechnical Engineering Division,
National Institute of Technology (NIT),
Durgam Cheru, Hyderabad.

Title of Topic: "Rock Mass Classifications for Tunneling and Underground Cavern"
The Q-value gives a description of the rock mass stability of an underground opening in jointed rock masses. High Q-values indicate good stability and low values means poor stability. The numerical value of the index, Q-value and the six appropriate parameter values give a description of the rock mass. Tunnel Quality Index can be used for the recommendation of support design of tunnels and large underground caverns. To evaluate the efficacy of the proposed support system, the capacity of support system can also be determined.



Dr. JANY KUMAR NATTIKANHI
Senior Lecturer,
Department of Civil Engineering,
National Institute of Technology, NITRR,
Durgam Cheru, Hyderabad.

ORGANIZED BY THE DEPT. OF GEOLOGY

Prof. J. Srinivasa Rao
Dr. K. V. Srinivasa Rao
Dr. K. S. Pabbar
Dr. S. Venkateswara Rao

Head of the Department, Convener



Prof. J. Srinivasa Rao
Head of the Department, Convener

Free Registration

All the participants have to register their names, for attending the Webinar
Registration Link : <https://forms.gle/1zhvJQK9U88SIRD6>
Mode of Delivery : Live Web session
Contact number: +91 - 9110350467, email: knr.geo@aknu.edu.in;

- Important recommendation:** It is advised to login from 5 am onwards on 7th-8th-2020 to avoid the last minute rush in being allowed by the host.
- Webinar Etiquettes**
1. During the Webinar the microphone should be in mute.
 2. All the participants should be in Formal Dress and in a sitting position while the Webinar is underway.
 3. If you have any questions for the speakers, clarifications needed from the speakers please post them in the chat box along with your name and affiliation.
 4. As a mark of respect to the Dignitaries and speakers please do not cross talk while they are addressing or giving a talk.
 5. All the participants should submit their feed back form through the link provided in the chat box at the End of the Webinar to get E-Certificate

Click Here for Registration :: <https://forms.gle/VoAB3WWQpzB3X3L8>



Webinar on "Recent Trends in Rock Mechanics and Engineering Geology"

07th August 2020

I'm very happy that we are having all our distinguished faculty members here. During this COVID lockdown, we are unable to give the teaching to our students physically so we need to use all these virtual platforms and online technologies to extend and continue our academic process. In this process the geology dept. is coming forward to conduct this webinar on the recent advances on rock mechanics and engineering geology. Being a geologist I'm extremely happy to see this webinar is organized and attended by many participants. When we talk about geology, it is such a subject I always say it is a professional course. Geology has many applications. Our planet earth has millions of years of history. The earth has been a dynamic planet because it is continuously transforming. You should understand that Earth has around 4500 million years of evolutionary history. You need to understand the geology by studying the field disposition of rocks.

We can think the rocks are dumb teachers because they can't talk but when you study these rock they will give lot of information. A geologist will be studying these rock formations in detail so he has to use all the data from the field and interpret in a better way so that his interpretation is informative. Unlike others, geology is a field science. A geologist's knowledge is more important, he needs to go back, he should be like a geological detective, he should understand what has happened earlier to see the present geological environment. He has to recreate the entire evolution of the entire earth. So, in this way when you are using the resources you will be mining, construct a hydroelectric project to generate electricity, to make tunnels, storage tanks or even a repository here you want to keep nuclear waste safely and dispose of the waste without affecting the environment. All these are engineering projects actually; you need to understand the geology of the area before experimenting with these projects.

The geology of earth's surface is highly heterogeneous. Geology differs from place to place. All fuel engineering projects can't be the same for all geological terrains. A geologist will be a rock mechanic scientist, and will be better engineering and geotechnical scientist. We have 2 great scientists here who will be talking about these projects in detail. A geologist with a PG degree having knowledge in rock mechanics and engineering geology will have more employment opportunities.





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM, ANDHRA PRADESH, INDIA - 533296



5 Day International Faculty Development Programme on

Enhancing Digital Proficiency: A Platform for Refining the Research and Teaching Skills



12th to 16th Aug, 2020



4pm to 6pm

Chief Patron



Prof. M. Jagannadha Rao
Vice Chancellor
Adikavi Nannaya University

Patron



Prof. B. Ganga Rao
Registrar
Adikavi Nannaya University

Organized By

Dr. B. Kezia Rani NSS, Co-ordinator, Adikavi Nannaya University

About The University

Adikavi Nannaya University was established on 22nd April 2006. This University aims to combine the pristine cultural ethos and the contemporary demands of educational excellence in its vision. Adikavi Nannaya University will nurture its students as the citizens of the globe on the rich fundamentals of Indian culture while respecting all its diverse ideas. The University consists of four colleges in main campus namely - University College of Arts & Commerce, University College of Engineering, University College of Education and University College of Science & Technology catering to the needs of students on campus.

Adikavi Nannaya University is having extension campuses at Kakinada (EG District) and Tadepalligudem (WG District). As far as the number of affiliated colleges are concerned, this University stands tall being the largest in the state of Andhra Pradesh, affiliating nearly 450 colleges. The University is committed to achieve its mission through outstanding research and scholarship, education and practice by free exchange of ideas with the support of its ethical, interdependent, diverse community of faculty, staff, students and alumni.

Objective of The Event

The main objective of organising this event is to Restructure the Teaching and Research skills of the faculty, so that every faculty member can Analyse, Compile and Integrate their minds and skills to Evaluate, Assess their role in transforming the students, especially during these pandemic situations

**Registration fees: INR 100 only
5 USD (Foreign Participants)**

E-certificates will be provided to all the participants

Resource persons



Ms. Carmelita Xavier
MALAYSIA



Derek Seshire
UK, ENGLAND



Dr. S. Rukmia Kangaru
KENYA



Dr. Grace Kew
UK



Malgorzata Pieprzak
Poland



Dr. Salini Rosaline
India



G V S SANTOSH
India



Mr. Gab Ciminelli
Japan

Moderator



Mr. Ahamed Aroos
Sri Lanka



Ms. Rasini Bandara
Sri Lanka



Prof. Samuel Johnson K
Digital education coach

Who can attend

Academic Leaders and Heads, Placement Officers, Research scholars & Students can attend this event

Schedule

Day	Date	Topic
Day 1	12 th Aug 2020	Creativity and innovation for Online Education
Day 2	13 th Aug 2020	Offline and remote learning tools which works without internet
Day 3	14 th Aug 2020	Collaborative boards and hybrid learning tools
Day 4	15 th Aug 2020	Synchronous and Asynchronous Learning platforms through OER's
Day 5	16 th Aug 2020	Creating your Digital Footprint in teaching and Research

For more details contact

Convener



Dr. B. Kezia Rani
NSS, Co-ordinator
Adikavi Nannaya University
Mobile: 9849440208
Email: kezia@anu.edu.in

Co - Convener



Dr. Ajay Reddy
Assistant Professor, SCES
Main Campus, Kothapeta
Adikavi Nannaya University
Mobile: 9849440208



Scan here to register

[Click here to register](#)



"Five Day International Faculty Development Programme on "Enhancing Digital Proficiency: A Platform for Refining the Research and Teaching Skills"

12th - 16th August 2020

In context of the ongoing pandemic, it is evident that there is a need to upgrade our skills to suit the current virtual modes of teaching. There is also a large amount of data predicting that this change to virtual online mode of learning will continue to exist with real-time classical teaching in the post pandemic system of education. The teacher now needs to learn this educational technology anew to transact the curriculum to the students.

Both the teachers and students are not comfortable with this virtual setup due to lack of knowledge on virtual classroom management and engaging students virtually became a hardship for teachers. This is further deepened by the presence of Digital divide that exists due to generational gap between teachers and students. Students oftentimes evade the online classes due to their ease with which they master online conferencing apps. Furthermore, as majority of the teaching community works from home, there is ample time to pursue research activities from the comfort of their homes.

This pandemic, thus, viewed in a positive light, can be an excellent opportunity if managed properly to publish and perform research. This opportunity is often lost due to lack of proper time management and lack of awareness of openly available research sources available online.

This Five Day IFDP is intended to expose teachers and academicians to a host of online facilities and tools that can be used to enhance the classroom experience for the students and make teaching efficient and lucid.

I wish the NSS Cell and organizers success in this event. Thank you.

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ADIKAVI NANNAYA UNIVERSITY STANDS FOR :

Established in 2006, Adikavi Nannaya University aims to cater Academic needs of the students of Godavari Districts. The University believes in holistic development of students in arenas of academics, values and social responsibilities. The University encourages creativity and social service amongst it's students. The University is charting new pathways of progress under the esteemed guidance of Hon'ble Vice Chancellor, Prof. M. Jagganadha Rao. Adikavi Nannaya University prides in being the largest University of Andhra Pradesh with nearly 450 Colleges. The University is dedicated to excellence in academics and is zealous in making its students resourceful and responsible citizens of India.

ABOUT NSS CELL, ANUR

The NSS Cell of Adikavi Nannaya University comprises of 290 Units with over 29000 volunteers offering their services across East and West Godavari Districts. The NSS Cell represented the University in the Republic Day Parade of Republic Day Celebrations, 2020. The Cell has organized many service programs, blood donation camps and trained students to participate in various activities like adventurous camps, youth festivals etc. Rehabilitation centers were formed for the corona effected people during the pandemic. The NSS Cell strives to render more community services in the future for the benefit of the poor, needy and marginalized sections of society.

THEME OF THE EVENT

1. SWACHHTA IN CAMPUS

Campuses of educational institutions have different and difficult types of wastes such as of health center waste, furniture waste, building waste, food & kitchen waste, lab waste, office & hostel waste. Campus is a mini community, Swachhta practices therefore need to be implemented and inculcated among students for a hygienic and eco-friendly campus.

2. CAMPUS JAL SHAKTI

A water conservation action and implementation plan for HEIs with the objective to develop a model water conservation plan containing effective short and long-term water conservation procedures and practices reflecting local water resource needs and water quality as well

3. CAMPUS- POST COVID19 SANITATION PLAN.

The goal is to provide guidance for cleaning and disinfecting in campuses and its surroundings. In addition to routine custodial cleaning cadence, the plan is intended for an enhanced cleaning frequency to clean and disinfect common areas and possible fomites (door handles, tables, railings etc.)

FOR MORE DETAILS CONTACT

Dr.B.Kezia Rani

Convener,AKNU
Contact mobile : 7396544059
kezia.cse@aknu.edu.in

Mr.M.Sai Kiran

Convener,MGNCRE
Contact mobile : 9247373088
saimgncre@gmail.com



ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM - 533296
ANDHRA PRADESH, INDIA

ONLINE SWACHHTA ACTION PLAN WORKSHOP

(For the principals of AKNU affiliated colleges)



(UNIVERSITY NSS in collaboration with MHRD-MGNCRE)

14TH AUGUST 2020, 10 AM

CHIEF GUEST



Prof. M. JAGANNADHA RAO
VICE-CHANCELLOR
ADIKAVI NANNAYA UNIVERSITY

Dr.W.G. Prasanna Kumar

Chairman,MGNCRE

Dr.Mahendranath

SAP Nodal officer
(Resource person)

GUEST OF HONOUR



Prof. B GANGA RAO
REGISTRAR
ADIKAVI NANNAYA UNIVERSITY

ORGANIZED BY
Dr.B.Kezia Rani

NSS,CO-ORDINATOR
ADIKAVI NANNAYA UNIVERSITY

Click here to Register :: <https://forms.gle/PW6PgusPQUthMkjt7>



Online Swachhta Action Plan Workshop for Campus & Affiliated Colleges Principals

14th August 2020

The Swachh Bharat Action Plan is an initiative of MHRD with the goal to create and disseminate customized action plan for educational institutes. The Action Plan is intended to be implemented when the CoVID pandemic subsides and normalcy resumes. The Action Plan is therefore a relay of guidelines and recommendations for Colleges and Universities to be followed after the Unlock.

Swachh Bharat Mission is one of the most coveted and successful missions of the Government. Its relevancy has increased due to the pandemic which can be successfully confronted and contained by hygienic practices at organisational and personal level.

Processes like regular hand washing and sanitization are some of the most effective methods in combating the spread of the virus. Ensuring that these methods are followed in public places and workplaces is mandatory. Campuses can be compared to small communities wherein a lot of activities occur that produce waste and therefore a need for eco-friendly disposal methods is essential. The pandemic has once again informed the humanity of the need to follow eco-friendly methods and lifestyles.

Therefore, the Swachhta in Campus address the proper waste disposal methods for the different types of dry and wet wastes produced in the Colleges and its associated activities. Similarly, the Campus Jal Shakthi deals with water resource management. Lastly, Sanitization plan deals with the possible ways of sanitization of common areas of workplace.

I am hopeful that this event will create the necessary awareness about the action plan and initiate the measures required in all the colleges and campuses.

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ADIKAVI NANNAYA UNIVERSITY

STANDS FOR :

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WHY RURAL ENTREPRENEURSHIP ?

As people are migrating from rural areas to urban areas due to lack of job opportunities and rural youth is unable to find any options for their growth. It is not only bad for the rural areas as the rural areas do not have any options for youth but it also put pressure on the infrastructure and amenities of the urban areas.

Rural development can be made possible through the growth of rural entrepreneurs which further would contribute in reducing levels of poverty, unemployment, etc. Rural entrepreneurship also means rural industrialisation.

EFFECT OF GLOBALIZATION ON RURAL ENTREPRENEURSHIP: -

To establish a causal linkage between globalization, a macro concept and rural entrepreneurship, a micro concept is a form tedious task. However it is somewhat easier to identify channels through which the aspects of globalization can impact the rural industries to a extent of its welfare.

In the last three decades, across the world there have been major shifts in rural economies. Rural enterprises are important generators of employment and economic growth both locally and internationally. It is important to stress that rural entrepreneurship in its core essence does not differ from entrepreneurship in urban areas. .

FOR MORE DETAILS CONTACT

convener



Dr. B. Kezia Rani
NSS COORDINATOR
ADIKAVI NANNAYA UNIVERSITY
CONTACT MOBILE: 7390544059
NSSCELLANUR@GMAIL.COM



ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM - 533296
ANDHRA PRADESH, INDIA

Online Work shop
On
Rural Entrepreneurship
(For the Principals of campus and Affiliated colleges of Anur)



DATE :- 19-08-2020 TIME:- 10:00 AM



(UNIVERSITY NSS in collaboration with MHRD-MGNCRE)

CHIEF GUEST



Prof. M. JAGANNADHA RAO
VICE-CHANCELLOR
ADIKAVI NANNAYA UNIVERSITY

Dr. W. G. Prasanna Kumar

Chairman, MGNCRE

GUEST OF HONOUR



Prof. B GANGA RAO
REGISTRAR
ADIKAVI NANNAYA UNIVERSITY

ORGANIZED BY

Dr. B KEZIA RANI
NSS, CO-ORDINATOR
ADIKAVI NANNAYA UNIVERSITY

Click Here For Registration:: <https://forms.gle/uth55XkjeL2YTgw9>



Online Workshop on "Rural Entrepreneurship"

19th August 2020

Attention of development to solely urban regions has resulted in an imbalance of progress in the nation. The urbanization has stagnated the prospects in rural regions as youth migrated in search of opportunities in the cities, essentially draining the rural areas of growth. Excessive dependence on urban areas has proved fatal during the pandemic as many industrials were located in the Cities. The migration of laborers to the current shortage of manpower in the cities was a result of excessive focus on urban development.

It is therefore imminent that rural areas need to be developed on par with cities. This can be prompted by empowering the rural youth with entrepreneurial skills necessary for initiating enterprises locally.

This workshop through this theme addresses many socioeconomic issues related such as poverty and unemployment among the youth. Another major factor that need to be considered when discussing rural development is Globalization.

While reaping the benefits of international products and services, we should not neglect the importance of local products and their regional uniqueness. India, being a country of diverse cultures and lifestyles offers a plethora of such products that can be offered to the global markets.

Youth need to understand that entrepreneurship is not based on location but on efficiency and intelligence. A startup is a startup – only measure should be its success and its contribution to the nation's economic and social development.

The Workshop addressing these issues is an apt and a timely event as we are in the process of rejuvenating the global economy and both rural and urban enterprises will help in boosting it quicker and will also make it failproof

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ADIKAVI NANNAYA UNIVERSITY

MSN CAMPUS, KAKINADA

East Godavari District, Andhra Pradesh, India - 533005

Department of Political Science and Public Administration

Organizes

One day National Webinar on

“Federal Governance in India: Contemporary (Covid-19) Dimensions and Dynamics”

Date: 20-08-2020

Time: 11-00 AM



Chief Patron
Prof. M. Jagannadha Rao
Hon'ble Vice-Chancellor



Patron
Prof. B. Ganga Rao
Registrar

Inaugural Address

Prof. M. Jagannadha Rao

Hon'ble Vice Chancellor,

Adikavi Nannaya University, Rajamahendravaram

Opening Remarks

Prof. S. Prasanthi Sri

Special Officer,

Adikavi Nannaya University, MSN Campus, Kakinada

Key Speaker

Prof. G. Ram Reddy,

Professor of Political Science,
Osmania University, Hyderabad



Resource Person
Prof. G. Ram Reddy
Professor of Political Science
Osmania University, Hyderabad



Patron
Prof. S. Prasanthi Sri
Special Officer

Valedictory Address

Prof. B. Ganga Rao,

Registrar,

Adikavi Nannaya University, Rajamahendravaram

Convener

Dr. M. NANI BABU

Assistant Professor & Course Coordinator
Contact No: +91 9948344675

Co-Convener

Dr. GOPI MADABOYINA

Assistant Professor
Contact No: +91 9908001356

Organizing Committee

Dr. M. Satyanarayana, Asst. Professor
Dr. K. Joseph Stephen, Asst. Professor
Dr. K. Hari Babu, Asst. Professor

Advisory Committee

Dr. Sridevi Maganti, Asst. Professor

Mode of Delivery: Live Web Session through Google meet

Registration Fees: **Free**

How to Register: Click this link: <https://forms.gle/vCbKRtsLEYkogTkL8>

What's app group link: Group-1 <https://chat.whatsapp.com/HGZBNYSL6KeIMZsxovr7Eq>

What's app group link: Group-2 <https://chat.whatsapp.com/EIFpH1w0PEgEIGpP8fVh6K>

Certificate Criteria: E Certificate will be given after submission of feedback form



Federal Governance in India: Contemporary Dimensions and Dynamics

20th August 2020

When we talk about being a scientist we have little knowledge about this but we know what federal governance is. When this is concerned, we know that the center states certain powers and responsibilities. Sometimes there are problems between center and states regarding responsibilities or various other issues related to center and state relations. In such a case we all are hearing the issue of the governor.

Governor represents the center of the state. Courts are resolving these issues from time to time. Similarly, in connection with sharing of river water among states, the center will interfere and make certain states unhappy. So again they go to the courts to get some solution. So in this way, the federal governance is always being tested but still it is getting stronger because we should have strong central power and we should not think states are weak. The balance needs to be maintained. Especially when we talk about this movie situation. It gave a test, someone indicated it as a litmus test to test the federal governance of the country.

This pandemic stressed the whole country. A number of States lost their revenue and other resources besides they need to spend huge amounts of money to tackle this pandemic in the name of testing, treatment, and infrastructure. In such cases our states are requesting more help from the center and the center needs to help them. In this way there has been a kind of dialogue between center and state regarding resources.

Similarly, when the center has issued certain mandates like the lockdown, it didn't discuss it with states but imposed it directly. Certain GST collections have gone down, so the CSR funding is given to the PMCARES fund. Contribution to the state relief fund that didn't qualify as admissible under CSR expenditure raised some controversy between state and center.

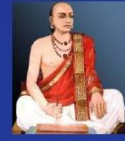
Furthermore, they have suspended some funds like MPLADS, they have classified the COVID classification as red, orange, green. It is like a one sided clarification by the center. States demanded more autonomy in classification. Another important problem is migrant labor; this is the first time we have seen this much migration. Lakhs of people walking down to different states to reach their native place. So these issues for the first time tested the federal governance and gave new dimensions to how we need to think about strengthening the federal governance with balancing power. We have experts here in our webinar to explain these issues more clearly.





ADIKAVI NANNAYA UNIVERSITY MSN CAMPUS, KAKINADA.

East Godavari District, Andhra Pradesh, India.



Department of Computer Science

Organises

One Day International E - Workshop

On

Role of Artificial intelligence in Industrial Automation and Agriculture



Date : 21st August, 2020.

Time : 10:00AM to 12:00PM



One Day International E - Workshop on "Role of Artificial Intelligence in Industrial Automation and Agriculture"

21st August 2020

I'm extremely happy to have this opportunity to give a small message on the role of artificial intelligence in industrial automation and air culture. We have been in this pandemic and we are stuck at our homes and unable to do our academic work as earlier but still we are keeping our academic activity moving toward by using all these platforms of online and virtual platforms. So that this academic activity is continued and it's not stopped. I'm happy that all the departments of AKNU are active in conducting these webinars. So this is the time when you talk about the use of technology we are using. As I said when we are going ahead with academic activity we are using this information technology. So now we are in the era of IT so we are reaping all the fruits of this IT. It is literally into every field and makes the life of every individual easier.

The AI today has just entered into every field of science, technology, industry and medical science, etc. Only thing we need to have is understanding that these AIs can be used to solve a given problem. We need to understand the applications of it. We are all users and we have artificial intelligence experts, they have to work together to create an algorithm so that the AI applicability can be successfully implemented. The user also should have at least some knowledge of limitations and applications of AI. So in this way now we are coming forward, we are using AI in various fields. Even in COVID research, majority of researchers used AI to model and analyze the data to predict the transmission. So when I'm talking about being a geologist I'm also interested in knowing how we can use AI in solving problems with geology. So I can say that there are many applications

Of AI in mineral explorations. When you talk about agriculture, being a country of agriculture, our country needs these kinds of AI applications. In a given season growing paddy in the country, the AI can see and use the algorithms to understand how much extent the agriculture is growing, output rate, etc. We can predict all these things using AI. Using digital data and satellite imaging to analyze is also very important. It can predict climate change. When we talk about mining you can simulate how mining may impact the environment, even before you start the mining you can visualize. I strongly feel that all the experts should have some knowledge about what is happening in IT. The users should have the interest in learning AI. So I'm happy that I got the opportunity to give a message on this very important topic of AI today. Thank you.





CHIEF PATRON

Prof. M. Jagannadha Rao
Hon'ble Vice Chancellor,
Adikavi Nannaya University.



PATRON

Prof. B Ganga Rao
Registrar,
Adikavi Nannaya University.



PATRON

Prof. S. Prasanthi Sri
Special Officer,
AKNU MSN Campus, Kakinada.

RESOURCE PERSONS



Prof. M. Prasada Rao
HOD & Former Rector
Department of Economics
Andhra University
Visakhapatnam, *Andhra Pradesh*



Prof. B. Suresh Lal
Department of Economics
Kakatiya University
Warangal, *Telangana State*



Dr. R.H. Pavithra
Associate Professor
Department of Economics,
Karnataka State Open University
Karnataka

Convener:

Dr. T. V. Ramana
Asst. Professor, Dept. of Economics
Contact : 9948440288

Co-Conveners:

Dr. G. V. Vijayasri
Course Coordinator
Dr. K. Harika
Asst. Professor
Technical Advisor:
Mr. Y. Manoj Deva, Asst. Professor, Dept. of MBA
Mr. V. Srinivasa Rao
Asst. Professor

One Day National Webinar on "Recent Trends in Indian Economy: Challenges and Revival Measures"

26th August 2020

Today we have this webinar on recent trends in the Indian economy. We all know that covid affected all parts of the world. Economy has been affected much more. Now it became a kind of feeling that there is a recession in economic growth. Literally it has stopped every economic activity of this country as well as the globe, so in this way India's GDP went down to 5.1 which is nearly 9%. Unemployment rose to 27% as per May 2020 figures. It is panic situation to private sector an MSME and Govt.

Manufacturing sector and transport are adversely affected on Indian economy. Domestic consumption declined to 57%. Manufacturing sector hit on supply chain and declined production. Ultimately, production factors became idle. Reverse migration is extended. Border countries are trying to attack. Imports increased at large from China.

The magnitude of reverse migration significantly extended rural and urban unemployment. Thus, employment through MNREGA should increase to more than 100 days. The programs like Atma Nibar Barath are implemented to revive the Indian economy. But these measures are not given much relief to sectors. As a layman, I have seen such recessions earlier. We always feel that India has a kind of economic shock absorbers. So it will bounce back because of its huge human resources and natural resources.

We strongly feel that India will bounce back from this kind of recession so all these experts need to use the positive resources of this country and see the country come back to the normal state. COVID 19 also gave us an opportunity in this politico economic situation. Many countries like China want to come and invest in other countries.

Many countries' clubs are looking at India to invest and start their business. Maybe we can take this as an opportunity and invite these countries to invest for the benefit of our nation. Similarly, the Governments also need to give measures and incentives to all the small scale industries and MSMEs and see the employment is restored so that the industries will revive. We are looking forward for the deliberations in this webinar will lead to revival of Indian economy from COVID crisis. We hope this crisis will end soon and we all will be able to revive economy. Thank you very much for giving me the opportunities.





ADIKAVI NANNAYA UNIVERSITY

అధికవి నన్నయ విశ్వవిద్యాలయము

RAJAMAHENDRAVARAM, ANDHRA PRADESH, INDIA - 533296.



**STATE LEVEL WEBINAR
ON**

“DIFFERENTIAL EQUATION MODELS IN MATHEMATICAL MODELLING”

ORGANIZED BY

DEPARTMENT OF MATHEMATICS,

ADIKAVI NANNAYA UNIVERSITY MSN CAMPUS

KAKINADA, EAST GODAVARI DISTRICT,

ANDHRA PRADESH

DATE & TIME: 27-08-2020 @ 10:30 AM TO 12:30 PM

About Webinar

Mathematical modeling is the art of translating problems from an application area into tractable mathematical formulations whose theoretical and numerical analysis provides insight, answers, and guidance useful for the originating application. And differential equations have a remarkable ability to predict the world around us. They are used in a wide variety of disciplines, from biology, economics, physics, chemistry and engineering. They can describe exponential growth and decay, the population growth of species or the change in investment return over time.

The covid-19 brought us a new change in academic activities. However this webinar creates a platform to share our knowledge with the help of eminent professors. This webinar is such a great effort to interlink academia and applications of mathematics. In this webinar we are going to discuss models of differential equations in various fields.

Who Can Attend: Students, Youth, Teachers, Employees, Parents & For everyone (*No Registration Fee*)

REGISTRATION Link : <https://forms.gle/aLejXrMcVxqplFcbZ>

Requirements for the webinar: Desktop/Laptop/Smart Phone with good internet speed and sufficient data pack. Functional webcam, microphone & headphones are compulsory.

Mode of Panel Discussion: Live web session through **Google meet** and **YouTube** live

** Link will be sent to your registered email.



State Level Webinar on "Differential Equation Models in Mathematical Modelling"
27th August 2020

I congratulate everyone who organized this webinar on mathematical differential equations in mathematical modeling. We all know that math is the mother of all sciences and engineering. It is the tool which solves all the problems of other sciences. So without math literally there is no science.

Mathematics can't be excluded or ignored from scientific research. If you're not using math, then your research in science is incomplete. So math is such a tool every science person should master to complete his research. In math differential equations as I see is an equation that relates one or more functions and their derivatives.

In the application the functions are represented in physical quantity whereas the derivatives represent rate of its change and the differential equation defines the relation between these two. These play a prominent role.

Many applications when talk about this model, it can be used in many applications to describe a dynamic aspect of a system. When we talk something is very dynamic then we can apply differential equation.

Similarly, differential equations are uniquely position to provide a tool for rigorous analysis and connecting the results of various experiments and theories. Similarly, in metallurgy, strength of alloys is modeled as 1st order differential equations with temperature as the dependent variable. In applications of tragic flaw, the partial differential equation model is applied. In pandemic situation, COVID spread is globally concerned. To understand this spread differential equations are used. In this way the differential equations models are having lot of applications.

Being a non-mathematician we really wanted to know how and which areas of math can be used for solving our research problems. So the math professors and scientists should be able to help us. An in math should have collaboration with one math member so they can both together solve the problems of science using the math tools. So in this way I always feel the mathematicians should be working together with other scientists. I thank everyone for accepting our invitation to participate in this webinar.





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM, ANDHRA PRADESH INDIA-533296



One Day National Webinar on "MANAGING CAREER, STRESS AND ANXIETY DURING & AFTER COVID-19"

DATE : 03-09-2020 TIME: 11:00 AM onwards

Objective of the session :

- To drive the participants (Students) for healthy, successful and stress free life
- To sensitize the participants on the various aspects of virtual and online learning
- To empowerment for effective decision making in critical and complex situation
- To make participants happier and more productive



CHIEF PATRON

Prof. M. Jagannadha Rao

Vice Chancellor,

Adikavi Nannaya University.



PATRON

Prof. B. Ganga Rao
Registrar,
Adikavi Nannaya University .



Speaker

Prof. B. Raja Shekhar
Pro-Vice Chancellor,
University of Hyderabad.



Speaker

Prof. MVR Raju
Dept. of Psychology,
Andhra University.



Speaker

Kornala. Murali Krishna
Yoga Instructor,
AKNU MSN Campus.

Advisory Committee

- Prof. K Sree Ramesh *Principal UCAC*
- Dr. K Rameswari *Principal UCST*
- Dr. V Persis *Principal UCENG*
- Prof. Konduru Subba Rao *Principal UCED*
- Prof. S. Prasanthi Sri , *Special officer, AKNU MSN Campus*
- Dr. M. Kamala Kumari, *Dean, CDC*
- Prof. Y Srinivasa Rao *Dean, Academic Affairs*
- Dr. A. Matta Reddy *Dean (I/c), Examinations*
- Dr. D Jyothirmai *Director, DOA*
- Prof. T. Ashok , *EC Member, Dept. of English AKNU MSN campus*
- Dr. B Jagan Mohan Reddy, *EC Member, Dept. of Chemistry.*

Who Can Attend:

Students, Youth and Employees (No Registration Fee)

REGISTRATION Link : <https://forms.gle/inZbHRSatnELHh4L9>

Requirements for the webinar: Desktop/Laptop/Smart Phone with good internet speed and sufficient data pack. Functional webcam, microphone & head phones are compulsory

* Webinar Link will be sent to your registered email



Convener

Dr. N. Uday Bhaskar
Dean, Student Affairs,
Adikavi Nannaya University.
Contact : 9490450510

Co-Conveners

- Mr. Y. Manoj Deva , *DCMS, AKNU MSN Campus, KKD*
- Dr. B. Srinivas Raja , *Dept. of EIE, UCE, ANUR.*



****E -Certificate will be issued to everyone based on the registration and attendance of the Sessions**



One Day National Webinar on "Managing Career, Stress and Anxiety During & After Covid-19"

03rd September 2020

In this pandemic the AKNU has been keeping itself busy by conducting various online webinars. Almost all the departments are actively participating in online webinars on different subjects in science and technology and arts, commerce, management and including subjects related to students like today's webinar.

All of us are feeling a kind of stress. Still we are waiting for the vaccine to arrive, it is still under procedures of testing. Despite all these things this could have affected all the areas especially higher education where we are unable to conduct classes, research and other activities.

We are confined to our homes and we are unable to see our students to come to the classrooms and listen. Using this virtual platform, we are conducting webinars and classes so that academic activity will continue.

When we talk about this stress and anxiety everyone feels we have stress every time we face a kind of challenge or a crisis. We need to help our students so in this context we established a counseling center with the help of our professionals in our psychology department. It helps in managing stress and anxiety to not only students but also to the public. It has been a big success.

Today we have experts to give professional thought on how to manage stress. Stress management, as laymen, we feel stress or anxiety when there is fear of failure. Stress will affect health and opportunity to get successful.

Managing stress proportionally is the most important topic. Every department and organization like industries, IT companies conduct stress management classes to regulate.

I congratulate Dr. P Rajashekar, Dr Raju and Dr Murali Krishna for organizing this webinar on a timely topic.





ADIKAVI NANNAYA UNIVERSITY
UNIVERSITY COLLEGE OF EDUCATION
 RAJAMAHENDRAVARAM, E.G. Dist. A.P. INDIA



NATIONAL WEBINAR
 on
NATIONAL EDUCATION POLICY 2020 :
TRANSFORMATIONAL REFORMS IN EDUCATION SYSTEM OF INDIA

Date : 5th September 2020, Time : 4:00pm to 6:00pm

Chief Patron



Prof. M. Jagannadha Rao
 Vice Chancellor
 Adikavi Nannaya University

Patron



Prof. B. Ganga Rao
 Registrar
 Adikavi Nannaya University

Patron



Prof. Kondru Subba Rao
 Principal
 University College of Education
 Adikavi Nannaya University

Speakers



Prof. K. Sree Ramesh
 FC Member
 Principal, College of Arts & Commerce
 Adikavi Nannaya University



Prof. (Rtd) Ramesh Ghanta
 Member SRC, NCTE.



Prof. G. Bhuvanewara Lakshmi
 Head, Department of Education & Technology
 School of Social Sciences
 Central University of Hyderabad

PROGRAMME

Welcome Address	Dr. N. Sujata, Convener, Assistant Prof. University College of Education
Message Regarding Webinar	Prof. K. Subba Rao, Principal, University College of Education
Inaugural Address	Chief Guest Prof. M. Jagannadha Rao, Vice Chancellor, ANUR
NEP 2020 : Quality Concerns in higher Education	Prof. Ghanta Ramesh, SRC Member NCTE
NEP 2020 : Quality Concerns in Teacher & Teacher Education	Prof. G. Bhuvanewara Lakshmi, Head, Dept. of Education HCU
NEP 2020 : The need for Multidisciplinary Education.	Prof. K. Sree Ramesh, Principal College of Arts & Commerce, ANUR

Conveners



V. Rama Krishna
 Assistant Prof. University College of Education
 Adikavi Nannaya University



Dr. N. Sujata
 Assistant Prof. University College of Education
 Adikavi Nannaya University

No Registration Fee

Link : <https://forms.gle/giRTnUq3mZy9qW556>

"E" Certificate Will be Issued to the Participants based on the Attendance of the Session

Who can Attend :

Students, Teachers, Scholars, Teacher Educators & all Academicians

Click Here for Registration :: <https://forms.gle/giRTnUq3mZy9qW556>



National Webinar On "National Education Policy - 2020: Transformational Reforms in Education System of India"

05th September 2020

We are so lucky to be a part of education as teachers. It is the greatest opportunity to give instruction to youngsters, give them the knowledge, skills so that they can lead life and become better citizens of the nation. The teachers always have the opportunity to work with youngsters. This is the most important topic chosen on this teacher's day. The PM of India has announced NEP. There have been various discussions on this policy. We also had a webinar earlier about this. The topic here is the transformational reforms of education in India. It is almost after 3 decades a new education policy is introduced after vigorous exercise by eminent educationalists. They wanted to see and reform the present education system so that the quality of education in this country will increase and we can educate our people on par with the education institutions abroad.

Being a professor I personally feel we had to do the reforms especially the education policy should be student centered and more open and based on concepts. Now I hope the NEP will meet all these needs. When you see some of the concepts of NEP there is schooling from 3 years of age and promoting libraries, creating balbavans, multiple entry and exit offers, easing of board exams, changing the report card system, we are attracting foreign universities. We will also have a NEP technology forum and common entrance exam at national level, etc. So there are many issues where the experts today will be discussing. In summary, NEP 2020 is the most radical policy in the country. It brings quality and outcome based education. It includes critical thinking and experimental and application based training, learning, focus on skills, multi-disciplinary and revision.

NEP 2020 is most comprehensive, radical and futuristic policy document in educational history of this country. This is a land mark and significant event that aims to transform the Indian education ecosystem in a comprehensive manner. This policy is aligned to the 2030 agenda for sustainable development and aims to transform India into a vibrant knowledge society and global knowledge superpower by making both school and college education more holistic, flexible, multidisciplinary, suited to 21st century needs and aimed at bringing out the unique capabilities of each students. So the aim of this is to explore and see how these reforms can impact the education system of this country so we have excellent speakers today. Their presentation on this topic will bring out the essence of this education policy.



10th September
2020

Live Talk 10.30 AM IST

BHARATIYA
VIJNANA
MANDALI



Bharatiya Vijnana Mandali (AP Chapter of Vibha)
In association with IIIT-Agartala and
Adikavi Nannaya University.

Organising a webinar on

Role of emerging technologies &
entrepreneurship in realising the
vision of NEP2020.

Dr Omkar Rai

Director General,
Software Technology Parks of India (STPI)



E - Certificates will be given to the participants.



National Webinar on "Role of Emerging Technologies and Entrepreneurship in Realizing the Vision of NEP 2020"

10th September 2020

I'm extremely happy to have an opportunity to give message on this today's webinar on The Role of Emerging Technologies and Entrepreneurship In realizing The Vision Of NEP 2020. We are so happy to conduct such a webinar after the introduction of NEP by the PM on 7th September. We all participated in national level video conferences including the President of India, PM, ministers, governors, etc. So it was a great experience to listen to inspirational messages and the analysis of NEP 2020 on that day.

Today we have from Bharatiya Vignana Mandali Ms. Meenakshi Reddy garu and the keynote speaker Dr Omkar Rai. I'm happy to see a very relevant topic. I wish to confine myself to the topic. So when you talk about technology. Technology and entrepreneurship should be taught by giving instruction education itself. That is the actual point in NEP. During COVID for the first time we realized the uses of technology. Now we are exploring all the possibilities and platforms by which we can extend education. We need this technology, especially IT.

So, now we are also exploring the possibilities of other areas of information technology like AI, Big data, Internet of things which will be definitely explored in future in extending education. So in this way the NEP is also as the PM said will give students an opportunity. They will be benefited by learning according to their interests. This policy is student centered. The education is coupled with skills that are needed to be employable or to be self-employable so that kind of ingredients are designed and kept in new education policy.

So it is a great opportunity for all of us to see a revolutionary education policy. All these days, the education is structured, students never had an opportunity to be flexible. Now it is very interdisciplinary. Now any student can learn anything according to their interests.

NEP has focused on vocational education from a very early stage. This NEP will definitely give a scope to make the students aware of the importance of innovation that the government Is encouraging the youngsters by startups. In the present education system, we don't have entrepreneurship.

The NEP should also focus on teachers because when you have quality faculty, the student will also have quality knowledge. A product will be decided based on the producer. The teacher is the producer here. The best faculty should be given an opportunity. Thank you very much.





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM - 533296

NATIONAL SERVICE SCHEME



**Invites you for a one day workshop on
RESURGENCE PLANNING FOR ACADEMIC CONTINUITY (NEP-2020)
On Sep 19th at 10am**

CHIEF GUEST



Prof. M. JAGANNADHA RAO
VICE-CHANCELLOR
ADIKAVI NANNAYA UNIVERSITY

GUEST OF HONOR



Prof. B. GANGA RAO
REGISTRAR
ADIKAVI NANNAYA UNIVERSITY

Resource persons

Prof. Y. Srinivas Rao
Dean, Academic affairs, AKNU

Dr. K. Ramesh Reddy
State NSS Officer

DESIGNED & ORGANIZED BY
NSS TEAM
ADIKAVI NANNAYA UNIVERSITY

ABOUT UNIVERSITY

Adikavi Nannaya University was established on April 2006. This University aims to combine the pristine cultural and the contemporary demands of educational excellence in its vision.

The University consists of four colleges in main campus namely University College of Arts & Commerce, University College of Engineering, University College of Education and University

ABOUT NSS

The University encourages creativity and social service amongst its students. The University is charting a new pathway of progress under the esteemed guidance of Hon'ble Vice-Chancellor, Prof. M. Jagannadha Rao. Adikavi Nannaya University prides in being the largest university of Andhra Pradesh with 450 Colleges & 290 NSS units.

OBJECTIVE OF THE PROGRAM

The objective of the program is to continue the education assistance to the colleges affiliated to Adikavi Nannaya University. The present crisis has stimulated innovation within the education sector. An innovative approach has been initiated in the education community by using WhatsApp groups, online learning platforms, etc. It is the essential role of higher education institutions in the ongoing duty of continuing the teaching, learning process. These changes have also highlighted the promising features of learning and accelerated changes in modes of delivering quality education have become a challenging aspect of the faculty.

FOR MORE DETAILS CONTACT

CONVENER

Dr.B.Kezia Rani
NSS, COORDINATOR
ADIKAVI NANNAYA UNIVERSITY
CONTACT : 7396544059



One Day Workshop on "Resurgence Planning for Academic Continuity (NEP - 2020)

19th September 2020

As we wait for the pandemic to end, it is commendable that NSS Cell is engaged in multiple endeavors both at communal and academic level. AKNU has continued to conduct webinars throughout the lockdown period. I am happy and thankful to the Hon'ble Prime Minister Mr Narendra Modi ji for taking the initiative to introduce NEP 2020. During the unveiling ceremony of the Policy, he remarked that "Our youth will learn according to their interest." I believe that NEP 2020 will revolutionize the education system bringing in focus the quality that we are in dire need of. It will also make our education on par with the international standards. NEP 2020 will be more student-centered and flexible. So far, our education system is rigid and structured in its manner of progression and specialization; however, with the introduction of NEP 2020, a number of opportunities will be given to the student to pursue other subjects of interest beyond his principal domain of knowledge.

The Policy seems to be designed after the educational models of USA and other developed nations, wherein a student of Medical science, for instance, is free to pursue his interest in Engineering without any restrictions. With the introduction of Majors, such flexibility along with specialization is brought into our educational system. Furthermore, with the introduction of Credit Bank, the credit transfer between universities will be more efficient and beneficial to the student. Today, we are the largest producers of graduates but before we celebrate that number, we must remember that the litmus test for quality and successful education is reflected in the number of innovations, inventions and patents our graduates earn. We are a sorry figure in those areas. Therefore, it is truly a historic moment that after nearly three decades, we are making radical changes to make India an education hub.

It is also the right time to introduce this Policy as a large portion of our population is young which gives us a monumental opportunity to increase our Gross Enrolment Ratio and bring more children into schools. Students will fully be able to reap the benefits of NEP 2020 only when quality teachers and standardizations of quality markers of HEIs are made. I am happy to see that there will be a HECI or Higher Education Commission of India will take care of these issues. Another aspect of NEP 2020 involves inviting foreign institutes to establish branches in India. Such a move will bring in the long-needed competition that will help in enhancing our endeavors further.





महात्मा गांधी राष्ट्रीय ग्रामीण शिक्षा परिषद
Mahatma Gandhi National Council of Rural Education
(formerly National Council of Rural Institutes)
Department of Higher Education, Ministry of Education, Government of India



జాతీయ విద్య మాసం

National Education Month
5th September to 5th October 2020

Creating Awareness about National Educational Policy 2020
Through Vocational Education-Nai Talim-Experiential Learning (VENTEL)

MGNCRE organizes One Day Online Workshop on Vocational Education-Nai Talim-Experiential Learning Workshop in Collaboration with University College of Education, Adikavi Nannaya University on 29th September at 10 .30 am to 1.30pm

29 th Sep 2020	Session Details	Guests
10 .30 am to 1 .30 pm	Inauguration	Chief Guest:- Prof. M. Jagannadha Rao, Vice Chancellor, Adikavi Nannaya University. Guest of Eminence:- Dr W G Prasanna Kumar, Chairman, MGNCRE Guest of Honor:- Prof.B.Ganga Rao, Registrar, ANU Guest of Honor:- Prof. K.Subba Rao, Principal, University College of Education, ANU
	Workshop Convener	Dr. M. Gopala Krishna Assistant Professor University college of Education Adikavi Nannaya University Co- conveners: 1. Smt.J.Rajamani,UCEd,ANU 2. Smt.K.S.R.Rajeswari,UCEd,ANU
	VENTEL Implementation in B.Ed/M.Ed Colleges	MGNCRE Resource Persons Dr. Shankar Rao Ms. Janaki Devi M Sudheshna Sai
	Registration link	https://forms.gle/9jRCxtGjkJrB3dod8
Join the official Whats app group	Whats app group link	https://chat.whatsapp.com/GbIkA2xXCQe7Tydl73A29j



One-day online workshop on "Vocational Education-Nai Talim-Experiential Learning

29th September 2020

Education needs to focus on all-round development and it is best obtained through experience. Education is effective when it is transacted through work and craft and not only through books and abstraction. For true character-building education, the focus needs to be on values, ethics and ideal citizenship. Education needs to be based on non-violence. All forms of violence and exclusion in schools needs to be rooted out. Focus is also needed on culture, arts, music, dance sports and games which are the basis for the development of creativity, imagination and peaceful living with harmony. Educational planning needs to be undertaken with rural Indian masses in mind. Community is a part of every school and the community's engagement in terms of owning and managing of schools needs to be focused and promoted.

With these ideas to improve the quality of education, some of the global issues and citizenship values need to be integrated in the School and Teacher Education Curriculum viz., climate change, global warming, water crisis, value crisis, swachhta, clean energies, land degradation and erosion of soil fertility, gender equity, inequity and inclusive growth to develop sensitivity and critical consciousness on the issues, among the students.

Nai Talim shall focus on conservation of biological resources with emphasis on conservation of river and surface waters. Our villages are nurseries of natural and cultural resources. Now our medium is work on our waters and seeds in our agriculture sector. Protection of our natural water not only from pollution but also from appropriation though bottling is the new content of Nai Talim. Protection of local species of flowers, fruits and food grains is the content of today's Nai Talim. Conservation of natural resources is the basic objective under Nai Talim.

Nai Talim is education of humans into thinking and productively working and not training of animals into writing and reading leading a dependent life. Nai Talim is not alienated assumption based learning of a given reality but it is involved experiential learning of evolving reality. Education provides and reinforces the value systems. It creates the interpreters as well as performers. Interpretation is to be based on experience of performance as well as interaction with the local real world and not estranged from it. Nai Talim is practice of Truth and Non Violence in the learning environment together by the teacher and the taught.





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM, ANDHRA PRADESH INDIA-533296



**THE INSTITUTE OF
Company Secretaries of India**
भारतीय कम्पनी सचिव संस्थान
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament
(Under the jurisdiction of Ministry of Corporate Affairs)



Value idea's Investment Services Pvt. Ltd. Mumbai

**ACCELERATING
MINDS**

Potential > Productivity > Profitability

One Day Collaborative National Webinar
on

**“ROLE OF MANAGEMENT PROFESSIONALS IN MANAGING BUSINESS ACTIVITIES
IN CRISIS ENVIRONMENT –COVID 19 AND REVIVAL OF ECONOMY”**

DATE : 30th September 2020 TIME: 10.00 to 13.00 hrs.

1.	Inaugural Address	10.00am-10.20am	Prof. M Jagannadha Rao, Vice-Chancellor, ANUR
2.	Opening Remarks	10.20am-10.30am	Prof. K S Ramesh, Principal UCAC, ANUR
3.	Valedictory Address	12.40 pm-1.00pm	Prof. B Ganga Rao, Registrar, ANUR

RESOURCE PERSONS

1.	Mr . S. Sudhakar	Vice-President (Corporate Secretarial) RELIANCE INDUSTRIES LIMITED, Mumbai.
2.	Mr. Manish Bansal	Managing Director, Value idea's Investment Services Pvt. Ltd., Mumbai.
3.	Mr. Rakesh Soni	Senior Manager - Rail Operations Bluedart Express Ltd.,Mumbai.

Coordinators

❖ **Prof. S.Teki**
DCMS,
Adikavi Nannaya University,
Rajamahendravaram.

❖ **Mr. M .Suresh**
Chairman,
ICSI,
Vishakhapatnam Chapter .

Co-ordinators

❑ **Dr.P. Uma Maheswari Devi,**
Head of the Department
DCMS, Adikavi Nannaya University.

❑ **Dr.N Uday Bhaskar ,**
Asst.Professor DCMS,
Dean ,Academic Affairs
Adikavi Nannaya University.

Who Can Attend:

Students, Youth and Employees (No Registration Fee)

REGISTRATION Link : <https://forms.gle/ZK1aXHUGd4TrMy2c8>

Requirements for the webinar: Desktop/Laptop/Smart Phone with good internet speed and sufficient data pack. Functional webcam, microphone & head phones are compulsory

* Webinar Link will be sent to your registered email



****E -Certificate will be issued to everyone based on the registration and attendance of the Sessions**



National Webinar on "Role of management professionals in managing business activities in crisis environment - COVID 19 and revival of Economy"

30th September 2020

I'm happy to part of this webinar on role of management of professionals in managing business activities in crisis, covid 19 and revival of economy it is a very important webinar topic especially we are all facing this challenging environment of covid 19. All our activities including business have been disrupted all over the globe. So during this pandemic even our academic has been hampered and we are unable to teach our students in physical classrooms and continue our physical research work and other experimental research activities. However, we can't stop the academic activity so we resorted to the other virtual platforms. Our faculty are very active in conducting the online classes using these platforms. In this series this webinar on managing business activities in crisis. I congratulate all the conveners and the organizers of this webinar.

When you talk about business manager he has many roles to play especially the business is going smoothly but he will be thinking about taking the business forward. When there is a crisis in an enterprise it should be mastered and managed in various ways by managers. Both internal reorganization and the search for solutions has to be carried by managers. The most important thing is to pin point the cause of crisis. The role of the manager is to use the crisis as some times an opportunity. To change the key competencies of the company and to properly adjust its development strategy for that crisis. It is important to note the influence of manager on shaping the organization. Manager has to define the priorities and identify the problems. The manager has to set the key performance indicators and other metrics to measure performance. Choose 2 to 3 metrics that matter most for that period of crisis and have leaders regularly reporting on each performance. These are the various issues the Indian managers are very good at. They can handle crisis like COVID. \

I always feel as a layman I have seen many such crisis in my lifetime but India and World has bounced back to normalcy in short period of time. So let us hope the same thing will happen now also. The managers also need to think about how to survive after the pandemic. He need to have leadership, flexibility, adaptability, critical thinker and tech savvy. He should be able to understand how technology can benefit. Now without knowing the technology the manager's role maybe incomplete in the present day world. Similarly, they need to have the communication and emotional intelligence and creativity and innovation.





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM - 533296

NATIONAL SERVICE SCHEME



RELEVANCE OF GANDHIANISM IN TODAY'S YOUTH

OCTOBER 2ND 2020

TIME 11:00 AM

CHIEF GUEST



Prof. M. JAGANNADHA RAO
VICE-CHANCELLOR
ADIKAVI NANNAYA UNIVERSITY

GUEST OF HONOR



Prof. B. GANGA RAO
REGISTRAR
ADIKAVI NANNAYA UNIVERSITY

Resource persons

Prof A.B.S.V. Ranga Rao
Gandhian Studies Centre, Andhra University

DESIGNED & ORGANIZED BY
NSS TEAM
ADIKAVI NANNAYA UNIVERSITY

ABOUT UNIVERSITY

Adikavi Nannaya University was established on April 2006. This University aims to combine the pristine cultural and the contemporary demands of educational excellence in its vision.

The University consists of four colleges in main campus namely University College of Arts & Commerce, University College of Engineering, University College of Education and University College of Science & Technology

ABOUT NSS

The University encourages creativity and social service amongst its students. The University is charting a new pathway of progress under the esteemed guidance of Hon'ble Vice-Chancellor, Prof. M. Jagannadha Rao. Adikavi Nannaya University prides in being in the largest university of Andhra Pradesh with 450 colleges & 290 NSS units.

ABOUT WEBINAR

Mahatma Gandhi was a true leader and is the Father of the Nation. His life and Teachings are great source of inspiration for the today's youth. He was such an icon for the youth that showed the spirit of glory and way to freedom for Indians. His weapons "Satyagraha" and "Non cooperation" are still relevant and are followed by many.

Today, the Indian youth is facing a hard time. After seven decades of independence the youth has become more morally, ethically, socially and spiritually adrift. Modernization combined with Globalization has changed life in general and the lifestyle of youth in particular in the last few decades. The change affects the youth, the most as the young mind is like a clean slate. It is all the more essential that Gandhian values are inculcated among the youth in earnest so as to make them more vivacious and active for Nation building.

FOR MORE DETAILS CONTACT

CONVENER

Dr.B.Kezia Rani
NSS, COORDINATOR
ADIKAVI NANNAYA UNIVERSITY
CONTACT : 7396544059



Webinar on "Relevance of Gandhianism in Today's Youth"

02nd October 2020

As we gather to celebrate Gandhi Jayanti in India, the world comes together to join us in observing the International Day of Non-Violence. I think this illustrates the everlasting impact that Mahatma Gandhi has on our world. It is pertinent that we remind ourselves of the importance of peace and harmony today. In fact, it seems more mandatory than ever that we instill these ideals into the citizens of India.

Every Indian owes his freedom to Mahatma Gandhi and many other freedom fighters, yet if we look at the atrocities that are being reported every day, it begs one to question if we are truly grateful for the privileges we enjoy. After seven decades of independence, the nation is still marred with growing crime rates, growing tensions.

It is a time to introspect ourselves if we understand the concepts of freedom. It is important to remember that Mahatma Gandhi could have led a very successful life as a barrister without all the strife for the country. He deliberately chose the path of non-violence, a choice that demanded patience and sacrifice but with persistence focus on his goal. Such are the qualities that should be learnt from Mahatma Gandhi.

Today, that simple man who stood against the Imperial British silently demanding the rights of his countrymen is revered across the world. The principles of Gandhian Philosophy will continue to guide the nations towards a more peaceful and conflict free world that he always dreamt of. With the responsibility to disseminate education and knowledge, every one of us also needs to understand that we teach our students the significance of non-violence and the Gandhian ideals about our nation.

It is an understatement to say that we owe our progress to the relentless struggle of Mahatma Gandhi. It is therefore necessary that we remind ourselves of our privileges and responsibilities of being an Indian and take forward the heritage of non-violence to our future generations.



International WEBINAR Organizing Committee



Chief Patron
Prof. Mokka Jagannadha Rao
Honourable Vice Chancellor
Adikavi Nannaya University



Patron
Prof. B Ganga Rao
Registrar
Adikavi Nannaya University



Patron
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Co-Director and Convener
Dr. Mani Ramana CVS
Department of Psychology
Adikavi Nannaya University



Director and Convener
Karri Bhagyarka Sinha
Co ordinator
CSL Wellness Center



WORLD MENTAL HEALTH DAY

10th OCTOBER 2020
10:00 AM

Free registration and E certificates will be issued

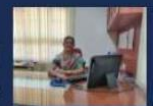
Co-Convener
Ms.Ch.N.K.Bhavani
Assistant professor
Dept of Psychology, AKNU



Co-Convener
Dr.N.V.S.Narayana
Assistant Professor
Dept of Psychology,AKNU



Chairman- Advisory Committee
Prof.S.Pushpa Nagini
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Satyabhama University



Co-Convener
Sunkara Nagendra Kishore
Charter President
Spruha Alumni Association



Co-Convener
Rajesh Kanna
Secretary
Spruha Alumni Association



International Webinar on "World Mental Health Day"

10th October 2020

We are all suffering some kind of problems mentally because of the pandemic. As I see the definition of mental health is a state of wellbeing in which an individual who realizes his own abilities can cope up with normal stress of life and can work productively. When you are mentally healthy you will be able to cope with everything. Some people have the ability to cope up with more stress whereas others may not handle even the minor stress. It all depends on the individual, family, environment and other aspects where he is brought up.

Every year we are looking at new faces joining various courses and we will have the opportunity to work with them by educating them. We develop a kind of technique to handle the students who are under stress. Mainly stress is fear of failure. So this reduces their actual performance. A student will do excellently but at the time of exams he will become stressed. He performs very poorly and scores very less. So in such cases this continuous assessment is very important. The youngsters are sometimes being harassed by some teachers, that is very unfortunate. This affects the mental health of the students, so the teachers need to be trained. Unfortunately, except for courses like B.Ed, there are no components of psychological training to teachers. When the teacher himself is harassing because of his or his mental problems that affects students.

Similarly, the youngsters nowadays are having a problem of they indulging in attraction towards opposite sex in name of love. When there is some problem arises in their relation, they are committing suicide. So that is another issue that needs to be tackled at family level. Parents should observe their child's behavior and health. There are certain indicators of suicidal tendency, we need to observe as well as the parents. Similarly, we have a number of deaths of farmers in this country because of financial aspects in agriculture. That is a big thing we are discussing nowadays about the farmers' suicide. We need to tackle that also. We need to counsel the farmers who are facing losses.

Similarly, the drug addicts. I personally feel the students who are suffering with stress want to console themselves by taking drugs. They don't want to be in this world so they indulge in alcoholism, drug abuse. So this is the manifestation of the stress they are facing. If you contain the root cause of stress they may not indulge in such practices.





Work Shop Topics:

Research Fundamentals, Research Technology and

Tools: Nature and importance of Research, Aims and Objectives of Research. Selection of area of research, Design of experimental program, Applications of research and types.

Search for existing literature, Review the literature selected, Develop a theoretical and conceptual framework.

Searching the literature:

Primary Sources: journals, patents.

Secondary sources: Abstracts, annual reviews, monographs and encyclopedias.

Others: Conference proceedings, awareness services, text books, papers.

Writing up the review, Selection of literature, collection of literature. Manual collection from Library, usage of E-library.

Collection of literature from web, collection of literature from Scopus, Science direct, Scifinder etc.,

Research and Publication Ethics:

Philosophy and Ethics, Scientific Conduct, Publication Ethics, Open Access Publishing, Publication Misconduct, Databases and Research Metrics.

Thesis and Report writing:

General format, Tables and figures, experimental details, spacing and alignment, abbreviations and special symbols.

Basic statistical tools in research and data analysis

Basic statistical tools, Statistical methods involved in carrying out a study include planning, designing, collecting data, analyzing, drawing meaningful interpretation and reporting of the research findings.



ADIKAVI NANNAYA UNIVERSITY

అదికవి నన్నయ విశ్వవిద్యాలయము



RAJAMAHEENDRAVARAM, ANDHRA PRADESH, INDIA - 533 296.

Organizing

A One Week Online

NATIONAL WORKSHOP

on

**"RESEARCH
METHODOLOGY"**

October 12th - 17th, 2020

Timings: 10:00AM to 1:00PM

Organized by

**SKILL DEVELOPMENT CENTER
ADIKAVI NANNAYA UNIVERSITY
RAJAMAHEENDRAVARAM-533 296
Andhra Pradesh, INDIA.**

A one week online National Workshop on "Research Methodology"

12th - 17th October 2020

Research requires up-gradation of theoretical understanding as well as proper orientation about epistemological and methodological issues. It has also been realised that scholars/young faculty who are entering into the field of formal research needed to be given orientation for strengthening their understanding related to various facets of research methodology.

Nature and importance of Research, Aims and Objectives of Research, Selection of area of research, Design of experimental program, Applications of research and types, Search for existing literature, Review the literature selected, Development of a theoretical and conceptual framework are some of the important stages in Research Methodology that every researcher should master.

Furthermore, Basic statistical tools, Statistical methods involved in carrying out a study include planning, designing, collecting data, analyzing, drawing meaningful interpretation and reporting of the research findings are some of the skills that the researcher should possess to perform quality work.

However, oftentimes, the research has no proper understanding of the research methodology. He also should be aware of various guidelines that are pertinent to his domain and that are adhered by the University or the institute. When these skills and knowledge are put to use, the researcher can easily draft his dissertation or article which will be of high quality and high acceptance.

Mastering of these skills will make the research less burdensome and more rewarding. Research Methodology workshops such as this, will help the researcher garner these skills with ease.

I wish that all the young researchers present today benefit from this workshop to enhance their skills. I congratulate the organizers for conducting such a helpful workshop.

Thank you.





ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM, E.G. Dist. A.P. INDIA

NATIONAL WEBINAR
ON

"Premises and Promises in Pharma and Biotech Sectors"

Schedule on 19th Oct 2020 @ 10:00 AM

Inaugural Address

10:00 AM
Prof. Mokka Jagannadha Rao
Hon'ble Vice Chancellor,
Adikavi Nannaya University

Concluding Remarks

12:00 Noon
Dr.K.Ramaneswari
Principal, UCST
Adikavi Nannaya University

About the Webinar

Biotechnology is an emerging area that holds the promise in the growth of pharmaceuticals by understanding biological systems. The motto of this webinar is to create momentous awareness on Pharma & Biotech sectors. Through this webinar the participants will impart knowledge on pharma & Biotech activities, opportunities, quality control systems so as to maximise the production of vaccine and medicine in order to meet the present COVID-19 pandemic situation, at present and in future. This webinar will provide a platform to discuss the emerging trends, issues and challenges encountered in the Pharma and Biotech sectors.

Invited Speakers

Speakers	Topic
Prof. G.Girija Sankar College of Pharmaceutical Sciences Andhra Univeristy	Biopharmaceuticals: Opportunities & Challenges
Mr G N V Chandrasekhar Reddy	PHARMATRRAIN activities
Mr. M.S.Sarveswara Rao	Overview of Pharma & Biotech Industry and Oppurtunities
Mr. J P Srinivasa Reddy	Skill sets needed in Pharma & Biotech Industry
Mr K Tata Rao	Role of Pharmacist & Technicians in Branding & Marketing
Mr. A Maheswara Reddy	Challenges and Oppurtunities Covid-19 pandemic

Mode of
Delivery
Live
Web Session

Registration
Free

Click
here

Registration:
<https://forms.gle/ryR85TKrmkaoHVVY98>

E-Certificate will be issued on completion of the feedback form at the end of the program
Contact Number : +91- 9393582828, e-mail id: zoology.ucst@aknu.edu.in

CONVENER
Dr. P.Vijaya Nirmala,
Head
School of Life & Health Sciences
ANUR

ORGANIZED By
Faculty,
School of Life & Health Sciences
&
PHARMATRRAIN, Pharma HIQ Pvt. Ltd.



National Webinar on "Premises and promises in pharma and biotech Sector"

19th October 2020

The webinar on the "Premises and Promises in Pharma and Biotech Sector" is a very timely topic. I congratulate all the organizers for choosing such an apt topic.

With the ongoing COVID pandemic, it is indeed a relevant question to ask about the developments in the pharma and biotech sectors. As a non-professional, I cannot understand how the pandemic could not be contained earlier.

We are also anxious about the development of vaccine. It is rather unsatisfactory that vaccine development is taking so much time. At the same moment, there is also rather slow development in the treatment options being provided to the COVID.

While it is true that we could tackle more dangerous diseases such as AIDS, it is rather surprising that we are not equipped to deal with Coronavirus. Every day, the situation is worsening worldwide and the prospects of the end of this pandemic are becoming a mirage.

I hope that the organizations such as World Health Organization form consortiums that comprise of teams that can predict such virus spreads before they become pandemics. May be the experts today present can propose ways in which preventive research can be initiated to prevent such incidents from happening in the future.

I hope that the Pharma sector develops drugs that can control these viruses – if not eradicate them. I hope that vaccines are developed to tackle multiple viruses simultaneously.

I am sure that the experts present today can instil confidence into the public about the developments of the vaccine and explore the various avenues in which the pharma and biotech sectors can protect us in the future.

Thank you.

సర్వత్ర విద్యయా వర్ధతే ప్రజా





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM - 533296

NATIONAL SERVICE SCHEME



Invites you for a one day webinar on
Crimes against women - A Legal Perspective
On Oct 28th at 10am

CHIEF GUEST



Prof. M. JAGANNADHA RAO
VICE-CHANCELLOR
ADIKAVI NANNAYA UNIVERSITY

GUEST OF HONOR



Prof. B. GANGA RAO
REGISTRAR
ADIKAVI NANNAYA UNIVERSITY

Resource person

Rahimunnisa Begum
Advocate & Academician

DESIGNED & ORGANIZED BY
NSS TEAM
ADIKAVI NANNAYA UNIVERSITY

FOR MORE DETAILS CONTACT
CONVENER
Dr.B.Kezia Rani
NSS, COORDINATOR
ADIKAVI NANNAYA UNIVERSITY
CONTACT : 7396544059

ABOUT UNIVERSITY

Adikavi Nannaya University was established on April 2006. This University aims to combine the pristine cultural and the contemporary demands of educational excellence in its vision. Adikavi Nannaya University prides in being the largest University of Andhra Pradesh with nearly 450 colleges. The University is dedicated to excellence in academics and is zealous in making its students resourceful and responsible citizens of India.

ABOUT NSS

The NSS Cell of Adikavi Nannaya University comprises of 290 Units with over 29000 volunteers offering their services across East and West Godavari Districts. The NSS Cell represented the University in the Republic Day Parade of Republic Day Celebrations, 2020. The Cell has organized many service programs, blood donation camps and trained students to participate in various activities like camps, youth festivals etc. Rehabilitation centers were formed for the corona effected people during the pandemic. The NSS Cell strives to render more community services in the future for the benefit of the poor, needy and marginalized sections of society.

ABOUT THE EVENT

The Constitution of India guarantees to all Indian women equality (Article 14). No discrimination by state (Article 15). Equality of opportunity (Article 16). Equal pay for equal work (Article 39A and Article 42). Renounces practices derogatory to the dignity of women (Article 51A) etc...

S No.	Crime against women	IPC Section
01	Kidnapping	359,360,366
02	Eve teasing	509
03	Chain snatching	378
04	Rape	376, 376A, 376B, 376C, 376D
05	Sexual Harassment	354A
06	Domestic Violence	498A
07	Cyber Crimes	IT Act 2000, Section 66C
08	Acid Attacks	326A, 326B



Webinar on "Crimes Against Women - A Legal Perspective"

28th October 2020

The statistics from National Crime Records Bureau, 100 women are subjected to harassment each day and approximately 2.5 lakhs of crimes against women are recorded from the past five years. The constitution and exemplary efforts, especially from the State Government, especially the initiation of Disha Act (which was inaugurated in the University Campus).

It also should be noted that the majority of the students learning in the University are women. Though the IPC and Constitution are robust in providing protection to female, the statistics, I feel report only a portion of the cases occurring for many cases remain unreported due to social stigma. At times, women are not neglected by law enforcing agencies such as Police Stations. Therefore, there is a need for more stringent implementation of the laws.

Therefore, there is a need to create awareness regarding the legal systems and procedures which can be approached in case of crime. Such a webinar will help to create knowledge and instil courage to the girls and women in need.

As the saying goes, Justice Delayed is Justice Denied. Disha Act of AP is one such measure to reduce the delay in delivering justice. I feel that other states should implement such Acts too. I also feel that there is a need for setting up of more Women Police Stations which give more freedom and reduce the desperation of the victimized women.

Similarly, the social media has also become a tool of harassment for women where female users are harassed through fake post that degrade the character of a women. Such deeds are accompanied by extortion and blackmail.

Therefore, there is a need to create procedures that protect the identity and safety without any consequent infamy. Laws and Law enforcers are existent but there should be also preventive measures to reduce the crimes against women. Such measures should be present at various social levels beginning from the parents.

A crime prevented is better than crime committed. Thank you.





Adikavi Nannaya University

University College of Education
Rajamahendravaram, A.P



National Webinar

on

DIGITAL TECHNOLOGY IN EDUCATION: CONCERNS AND CONSEQUENCES

Date: 11th & 12th Nov, 2020, Time: 10:30 AM to 12:30 PM

Patron



Prof. B.Ganga Rao, Registrar

Chief Patron



Prof. M.Jagannadha Rao
Vice-Chancellor
Adikavi Nannaya University,

Chairman



Prof. K.Subba Rao, Principal



Prof. K.P.Subba Rao,
Project Director,
ICSSR, Impress
Dept of Education,AU



Prof. K.Pushpanadham,
Dept of Educational Administration,
MS University,Baroda



Prof. B.Ramesh Babu,
Dean,DE,RIE,Bhopal



Dr. V.Persis,
Principal, UCEng

Convener



Dr.G.Elisha Babu,
Assistant Professor,
Course Co-Ordinator
9490645859

SPEAKERS



Digital Technology in Education: Concerns and Consequences

11th and 12th November 2020

The digital technology in education, concerns and the consequences is very appropriate topic in this time. Our AKNU faculty is active in extending online classes to our students. For the students who are living in rural area with internet connectivity issues, we have formulated a method by which we have developed e-content and started uploading them in various platforms like YouTube. Whenever a student gets connectivity, signal he will be able to download the information and learn in the meantime. Still we are in that process of online teaching. Recently the Government has announced that we can start the physical classes by following all the protocols and instructions to combat with the COVID 19. This pandemic has giving us a great opportunity to explore the online platforms.

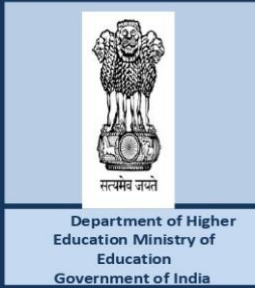
Earlier we were not much particular about the online classes. Now, because of this pandemic we are learning new teaching techniques. Everyone can be an expert by effectively using these platforms. It is inevitable to learn technology for everyone. There is an excellent progression in information technology. It is so powerful now that by just sitting in the control room, we can control a gadget on other planets.

We need to know about uses of appropriate technology in education. We have teachers who don't have knowledge on these modern technologies. They need to develop their competencies and we need to give them an opportunity to learn. When we talk about digital information. Earlier we have hard copies and journals. Now, all these hardcopies became soft copies in digital form. At any point of time we can access the information we need.

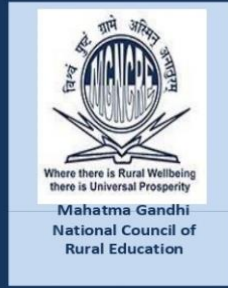
Teachers job is very special; it is a noble profession. A teacher should not give only information from the earlier notes or old textbooks. The teachers should be able to give information on the most advanced things which are happening around the world now. I teacher should be a continuous learner. I request all the teachers in educational departments should come forward and learn this digital tools because now we have cyber space.

The most helpful advantage of digital classes is that we can invite any expert to give classes to our students apart from the regular lecturers. I strongly feel in future there will be consortiums where a University will have all the best experts in all fields coming together to give lectures to students through an online platform.

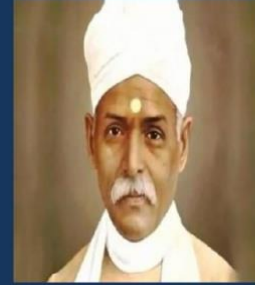




Department of Higher
Education Ministry of
Education
Government of India



Mahatma Gandhi
National Council of
Rural Education



Faculty Development Centre

(Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)

Mahatma Gandhi National Council of Rural Education

Department of Higher Education, Ministry of Education, Govt. of India, Hyderabad

Adikavi Nannaya University

Department of Commerce and Management Studies, Rajamahendravaram, Andhra Pradesh

Organizes

Online Faculty Development Programme

for Management Faculty of

Universities, Colleges and Higher Educational Institutions On

"Case Discussion Methodology"

Under

Pandit Madan Mohan Malaviya National Mission on Teachers & Teaching (PMMMNTT)

Ministry of Education, New Delhi, Government of India

(All Programmes under PMMMNTT are valid for promotion under
CAS as per the UGC Notification dated 18th July, 2018)

- *Academic upgradation of teachers working in Universities and colleges*
- *Innovation and development in different areas of education.*
- *Focus on the role of Higher Education, their areas of responsibility, methods of experiential learning and rural engagement.*

23rd – 27th November 2020

Registration: <https://forms.gle/PPta6FUdGxCfbQw49>

Email: mgncrefdp@gmail.com



Online Faculty Development Programme for "Case Discussion Methodology"

23rd - 27th November 2020

Rural India and Agriculture sector continuously play an important role in India economy. Large chunk of employment and GDP of India is accounted from rural sector. Rural India is known conventionally known for agriculture, cottage industry, micro-enterprise, small and medium scale industry. Yet professional management is still emerging in rural India, now time has arrived infuse professional management in the rural sector for vibrant and sustainable economic growth and development. Governments have been focusing in the recent past in the rural industry and economic development that warranted professional management.

As India as an advantage lion's share of its population is the productive (young) age group, the youth are to imparted with professional management education to sharpen their wisdom for efficient utilization of resources. Conventional classroom learning may give conceptual clearance yet, pragmatic planning, decision making and controlling skills need to be imbibed, which can be stemmed through case study method of learning.

As the case study method enable the learner (student) to learn and appreciate by doing things in simulated situation. Case study method of learning enables the learner to get more value addition and gives hands on exposure. Case study method of imparting education is an essential experiential learning system, to train in problem solving case discussion for promoting management education especially in rural management.

Thank you.

సర్వత్ర విద్యయా వర్ధతే ప్రజా





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM, ANDHRA PRADESH, INDIA - 533 296

International Seminar on Research Issues in Internet of Things (A Summit in virtual mode)

DATE: 27th Nov 2020 **TIME: 02.30 PM to 04.30 PM (IST)**



About University Adikavi Nannaya University (AKNU) was established on 22nd April 2006, by an Act of the Andhra Pradesh State Legislative Assembly to meet the higher education needs of East & West Godavari districts. The University consists of four colleges in main campus namely - University College of Arts & Commerce, University College of Engineering, University College of Education and University College of Science & Technology catering to the needs of students on campus. The AKNU is having extension campuses at Kakinada(EG Dt) and Tadepalligudem(WG Dt). As far as the number of affiliated colleges are concerned, this University stands tall being the largest in the state of Andhra Pradesh, affiliating nearly 450 colleges.

About University College of Engineering: Offering five UG Courses (B. Tech - CSE, ECE, EIE, CIVIL, MECH) and one PG Course (MCA).

About the CSE Department : Computer Science & Engineering is a promising gateway to knowledge, growth, opportunity for the students.



Chief Patron
Prof. M. Jagannadha Rao
Vice-Chancellor



Patron
Prof. B. Ganga Rao
Registrar

Principal
Dr. V. Persis
Assoc. Prof., UCE

Head of the Department
Dr. P. Venkateswara Rao
Assoc. Prof., CSE



Convener
Mrs. T. Tritha Jyothi Kiran
Asst Prof.

Co-convener
Mr. M. Srinivasa Rao
Asst Prof., WEBMASTER

ORGANIZERS



Dr. Athota Kavitha
Associate Professor
JNTUH-HYDERABAD

**S
P
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A
K
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S**



Chaganti Suresh Naidu
Solution Architect (IoT)
Singtel , SINGAPORE



Organized by Department of Computer Science & Engineering
Adikavi Nannaya University-Rajamahendravaram

About the program:

IoT (Internet of Things) is a new paradigm which has evolved to provide new set of services for integration of cyber-world with physical world. There are numerous challenges to deal with in order to realize full potential of IoT. This talk aims to deliver comprehensive overview of IoT architecture, issues and research challenges considered from technical perspective. In this talk, speaker also emphasizes on important security issues and Trust Management in IoT.

AIM: IoT Projects || Solutions|| Q & A session follows || **Tool :** Zoom meeting

Beneficiaries: Faculty, Research scholars and Students. || e-Certificate will provide.

Presentations are accepted || Email to jyothi.cse@aknu.edu.in || Contact : 800 80 999 69

FREE REGISTRATION

Registration Link: <https://forms.gle/KN4CvePRFN26XnMj6>



International Seminar on "Research Issues in Internet of Things"

27th November 2020

Internet of Things" (IoT) was only first coined in 1999 by MIT's Kevin Ashton when he promoted the radio frequency identification technology. Since then, IoT has received significant momentum as a promising technology to turn each physical object or thing into a node on the Internet and to facilitate machine-to-human and machine-to machine communication with the physical world.

Internet of Things is therefore a dynamic global network infrastructure with self-configuring capabilities based on standard and inter operable communication protocols where physical and virtual things have identities, physical attributes and virtual personalities use intelligent interface and seamlessly integrated into the information network.

Over the past two decades, particularly the last 10 years, IoT has been a thriving area of research and development efforts, with a quickly rising body of produced research work. The rapid evolution in the promising paradigm of IoT has resulted in a massive distributed network of intelligent objects possessing a highly varying compute, storage, and networking capabilities. These networked objects interact with one another primarily in a bid to exchange a diverse range of information having a direct influence for enhancing the quality of our daily lives by ensuring seamless access to smart services anywhere at any time.

IoT data are expected to be at an extremely large scale due to the ability of IoT sensors to continuously generate data together with the foreseeable excessively large number of things. many kinds of things have been and could be connected to the Internet and the data generated could be in different formats using different vocabularies.

I am sure that the experts present today will deal with the various ways in which the IoT can be made more efficient and the data generated can be more useful. I congratulate all the organizers of Department of Computer Science and Engineering for conducting this webinar on a relevant and trending topic.

Thank you.





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM, ANDHRA PRADESH INDIA-533296



University College of Science and Technology
Organized By Department of Physics



Curtain Riser

Webinar Series
On

"INTELLECTUAL PROPERTY RIGHTS IN ACADEMICS AND RESEARCH"

Date: 28-II-2020 Time : 04:00 PM onwards



CHIEF PATRON

Prof. M. Jagannadha Rao

Vice Chancellor,
Adikavi Nannaya University.



PATRON

Prof. B. Ganga Rao

Registrar,
Adikavi Nannaya University .



Inaugural Chief Guest

Dr. G R Raghavender

Joint Secretary,
Department of Justice,
Ministry of Law & Justice,
Government of India.



PATRON

Dr. K. Rameswari

Principal,
University College of Science
and Technology,
Adikavi Nannaya University .



Speaker

Prof. T. Rama Krishna

Chair Professor,
DPHT Chair on IPR,
Post Graduate and Doctorate Council
National Law School of India (NLSIU)
Bangalore.



Speaker

Prof.G.B.Reddy

Department of Law ,
Osmania University ,
Hyderabad.

Convener

Y.Sushma Priya
Course Coordinator,
Department of Physics,,
Adikavi Nannaya University.
Phone: 9959695373

Co-Conveners

- ❑ Mr. N Srinivasa Subba Rao, Dept. Of Physics
- ❑ Dr. S Rajya Lakshmi , Dept. Of Physics
- ❑ Mr. V Rajasekhar , Dept. Of Physics

Series Coordinator

Y. Manoj Deva
DCMS,
AKNU MSN Campus, Kakinada.
Phone: 8317534626

Who Can Attend:

Research scholars, faculty ,students & academicians

(No Registration Fee)

REGISTRATION Link : <https://forms.gle/Naqy6TZk4isd515XA>

Webinar Link will be sent to your registered email



****E -Certificate will be issued to everyone based on the registration and attendance of the Sessions**



Webinar Series on "Intellectual Property Rights in Academic and Research"

28th November 2020

Intellectual Property Rights (IPR) are the rights given to persons over their creation. There are many types of intellectual property. Most well-known types are copyrights, patents, trademarks, trade secrets, and industrial information.

Being an educationalist or researcher we may come up with some kind of invention or creation which is not invented so far or we improve the performance an existing device for a better version. So this is an important intellectual property, the rights of creation should be vested with the inventor. Patent is an exclusive right granted by law to an inventor to prevents others from commercially benefiting from patented invention without permission, for a limited period of time in exchange for detailed public disclosure of patented invention. Patents protection is available for inventions that have not done before.

Copyright is a form of IPR concerned with protecting works of human intellect. The domain of copyright is literary and artistic works, might that be writings, musicals and works of fine arts, such as paintings and sculptures, as well as technology-based works such as computer programs and electronic databases. Copyright relates to expression of ideas in material form and includes literary and computer software. Copy right subsists in the expression of an idea.

What is this IPR? What is meant by Patent Act 1970? So the Patent Act 1970 will tell that an invention must fulfill 3 criteria; new product, process that didn't previously exist, and usefulness. Immoral or illegal inventions can't be patented.

India has a strong and comprehensive copyright law by copyright Act of 1957. So violation of IPR can be called infringement.

How to protect the rights using available law? The experts will be presenting on this in a detailed way. So that all the participants will be able to understand. IPR is administered by the office of the Controller General of Patents, Designs and Trademarks.

These kinds of webinars will give a vision to scientists and awareness about IPR to people.

As teachers, we need to inculcate the kind of inventive nature among teachers.





ADIKAVI NANNAYA UNIVERSITY,
RAJAMAHENDRAVARAM, ANDHRA PRADESH, INDIA-533206

UNIVERSITY COLLEGE OF SCIENCE AND TECHNOLOGY **nrsc**

NATIONAL WEBINAR ON
TRENDS AND TECHNIQUES IN
BIODIVERSITY ASSESSMENT

In Association with
NATIONAL REMOTE SENSING CENTRE
(NRSC), HYDERABAD

Organised by
DEPARTMENT OF BOTANY

Date 10-12-2020 **Time** 10:30 A.M

Chief Patron



Prof. M. JAGANNADHA RAO,
Vice Chancellor
Adikavi Nannaya University

Patrons



Prof. B. GANGA RAO,
Registrar
Adikavi Nannaya University



Dr. K. RAMANESWARI,
Principal, UCST
Adikavi Nannaya University

Special Invitee



Prof. J. SUNEETHA,
EC Member
Adikavi Nannaya University

Speakers



Dr. C. SUDHAKAR REDDY,
Head, Forest Biodiversity and Ecology
Division, MGC, Hyderabad
Topic: What does remote sensing do
for Biodiversity and conservation?



Dr. S. NAGA RAJU,
BSI, DRC, Hyderabad
Topic: Identification of
Grasses

Free Registration

Who can attend : Students, Research Scholars, Faculty

Registration link: <https://forms.gle/ZrjZVn8bDXtFKGmp6>

Webinar link will be sent to registered email

E-Certificate will be issued to all registered attendees

Convener:
Dr. K. SAMUEL KUMAR,
Asst. Professor,
Department of Botany,
Adikavi Nannaya University

Organizing Secretary:
Ms. M. PRAJNA
Asst. Professor,
Department of Botany,
Adikavi Nannaya University

Co-Conveners



Dr. V. PADMAVATHI,
Asst. Professor,
Department of Botany,
Adikavi Nannaya University



Dr. L. MUTYALA NAIDU,
Asst. Professor,
Department of Botany,
Adikavi Nannaya University



National Webinar on "Trends and Techniques in Biodiversity Assessments"

10th December 2020

This topic on techniques to assess biodiversity is very important. Biodiversity means the variability among living organisms from all sources including, terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are a part, this includes diversity within species between species and of ecosystems. Biodiversity is the most important part of the environment that comprises individual genes, species, community, forest, etc., The planet earth is being affected by environmental degradation.

We need to protect biodiversity. So for that we need to continuously monitor and assess the biodiversity of the planet. There are many techniques to protect. One of the most used techniques is remote sensing.

Remote sensing is an important tool to look into the ecosystem with the use of satellite imaging. Remote sensing has reached advanced levels with high resolution imaging technology. Being a geologist we know the potential of remote sensing. We use it for mapping the earth to explore rock forms, minerals, etc.. Earlier, we used to think that it is an expensive technique.

Now, this came to all of us. The data is available at a very low cost and most of it is free.

We can take example of mangroves for instance. We take the image of these mangroves from satellites and analyze this change and affect overtime.

We need to use image processing softwares for optimizing the raw images. There are many open source softwares at free of cost. Similarly, after image processing you need to use some spatial database applications like GIS. Bhuvan portal of NRSA which will provide data.

Researchers can take help from experts from NRSE and other remote sensing centers. It is an open opportunity to collaborate with many experts and publish your work.

Thank you.





SANJEEVANI
...life beyond cancer


Sanjeevani - Life Beyond Cancer in collaboration with "Adikavi Nannaya University, Rajamahendravaram"
Presents to you a Webinar on Cancer Awareness and Healthy Lifestyle!

 Prof. M. Jagannatha Rao, Vice - Chancellor, Adikavi Nannaya University, Rajamahendravaram	 Prof. B Ganga Rao Registrar, Adikavi Nannaya University, Rajamahendravaram	 Mr. N. Kesavath Program Executive SLBC, Visakhapatnam
 Dr. B. Kezia Rani, NSS Co-ordinator, Adikavi Nannaya University, Rajamahendravaram		



RUBY AHLUWALIA

Senior Bureaucrat, Life coach, Author, Painter, TEDx Speaker, Cancer Victor and the Founder of the Non-Profit Organization Sanjeevani Life Beyond Cancer a pioneer in Comprehensive Cancer Care.

15th December 2020
10 Am to 12pm
Live on 
Make your health always your priority.
Participate and take steps towards a better lifestyle!

Webinar on "Cancer Awareness and Healthy Lifestyle"

15th December 2020

Cancer is a group of diseases that could cause almost any sign or symptom. These symptoms depend on where it has originated from, its size and its spread. It has been researched and accepted that the chances of developing cancer are affected by the lifestyle choices we make. Some easy lifestyle changes that can make a big difference.

There's no sure way to prevent cancer, but you can help reduce your risk by making healthy choices like eating right, staying active, and not smoking. It's also important to follow recommended screening guidelines, which can help detect certain cancers early.

Tobacco and smoking being the major risk factor has been linked to a variety of cancer types for example: lung cancer. Opting for rehabilitation centres could also help you in quitting smoking or chewing tobacco.

Although following a healthy diet cannot guarantee cancer prevention, it could help in reducing the cancer risk. A healthy diet could consist of plenty of fruits and vegetables.

You can avoid all the high-calorie foods, including refined sugars that could make you obese. You can also take control over your alcohol drinking habits to avoid cancers of liver, breast, colon, lung, and kidney.

It is extremely important to go for preventive health check-up or cancer screening to ensure one's health status. As cancer is one of the silent diseases, you might not even notice any symptoms initially. Also, cancer detection done at early cancer stages stands a fair chance of being cured.

Preventing cancer is possible, but it requires proper diet, exercise and healthy habits. Furthermore, you can tackle cancer with the help of a suitable preventive health check-up.

I congratulate the NSS Coordinator and NSS Cell for organizing this very important webinar. I hope that all the participants are made aware of the ways cancer can be prevented.

Thank you.



International E-Conference
on
**CHALLENGES OF VIRTUAL
TEACHING FOR STUDENTS
FROM TRIBAL AREAS**



Jointly Organising by *Central Tribal University, Andhra Pradesh,
Vizianagaram,
&
Adikavi Nannaya University, Rajamahendravaram*

Chief Patron



Prof. M. Jagannadha Rao
Vice-Chancellor
Adikavi Nannaya University

**Chief Guest
&
Key Note Speaker**



Prof. T.V. Kattimani
Vice-Chancellor
Central Tribal University of A.P.

Patron



Prof. H. Lajipathi Rai
Registrar (i/c)
CTUAP, VZM



Prof. B. Ganga Rao
Registrar
ANUR, RJY

Chairman



Prof. K. Subba Rao
Principal
ANUR, RJY

**Organising
Secretary**



Dr. N.V.S. Suryanarayana
Administrative Officer
CTUAP, VZM

Date : 16th , 17th & 18th Dec, 2020 & Time - 10:30 A.M to 1:00 P.M



International E-Conference on "Challenges of Virtual Teaching for students from Tribal Areas" 16th - 18th December 2020

Challenges in virtual teaching to students in tribal areas is an important topic. It has many problems unlike physical classroom teaching. We have limitations. As Indicated by reports, we have approximately 10 crore tribal people in this country. The Government has been taking many steps to give them proper education so that they can come out of their poverty and social backwardness and live along with development.

Tribals in general have shy, timid and learning problems. We need to treat it as a special case. They are intelligent but we need to identify their problems and help solve them. The Educational and the literacy levels amongst the tribal groups are extremely low; they do not recognize the significance of education and do not believe in sending their children to schools. There has been spread of the significance of education amongst the tribes by establishing of community schools but when the tribal children attend school, they do not depict any kind of enthusiasm in acquiring the knowledge and the concepts; hence the consequence is early drop out. Tribal people lead their daily lives and how globalization, technological advancements, educational institutions and rules, policies and norms implemented by the government and other authorities have influenced the lives of the tribal people

Tribal women are more backward in literacy. In such communities, virtual education is a big challenge. The very basic infrastructure is not available to them. They don't have power, the internet or any other technological advancement like smartphones or laptops.

30% of the students whether they are from tribal areas or rural areas are unable to access the virtual teaching with lack of infrastructure. So it is the biggest hurdle. Under these circumstances we at AKNU recorded the classes and uploaded them to Youtube. So that whenever the student gets access to the internet he can download and learn.

As I said, earlier, teaching through offline, having a lot of hurdles, in tribal areas, then how come, we can adopt this virtual teaching method to tribes? In this e conference we are going to discuss challenges of virtual teaching for students from tribal areas and we will give the suggestion and recommendations to adopt virtual teaching method to tribal through this e-conference.

Thank you.





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM - 533296

NATIONAL SERVICE SCHEME



Invites you for a one day webinar on
Career Guidance
On Dec 30th at 10am

CHIEF GUEST



Prof. M. JAGANNADHA RAO
VICE-CHANCELLOR
ADIKAVI NANNAYA UNIVERSITY

GUEST OF HONOR



Prof. B. GANGA RAO
REGISTRAR
ADIKAVI NANNAYA UNIVERSITY

Resource person

M Sri Ram
&
Dr B Kezia Rani

DESIGNED & ORGANIZED BY
NSS TEAM
ADIKAVI NANNAYA UNIVERSITY

FOR MORE DETAILS CONTACT
CONVENER

Dr.B.Kezia Rani
NSS, COORDINATOR
ADIKAVI NANNAYA UNIVERSITY
CONTACT : 7396544059

ABOUT UNIVERSITY

Adikavi Nannaya University was established on April 2006. This University aims to combine the pristine cultural and the contemporary demands of educational excellence in its vision. Adikavi Nannaya University prides in being the largest University of Andhra Pradesh with nearly 450 colleges. The University is dedicated to excellence in academics and is zealous in making its students resourceful and responsible citizens of India.

ABOUT NSS

The NSS Cell of Adikavi Nannaya University comprises of 290 Units with over 29000 volunteers offering their services across East and West Godavari Districts. The NSS Cell represented the University in the Republic Day Parade of Republic Day Celebrations, 2020. The Cell has organized many service programs, blood donation camps and trained students to participate in various activities like camps, youth festivals etc. Rehabilitation centers were formed for the corona effected people during the pandemic. The NSS Cell strives to render more community services in the future for the benefit of the poor, needy and marginalized sections of society.

ABOUT THE EVENT

Career awareness and a power moves approach - How can youth pivot, reboot and build a Career of purpose begins with asking yourself a few important questions.

1. How do I want to manage my Career?
2. What are my strengths?
3. What specific knowledge do I own?
4. How can my life experiences feed into long term Career success and fulfilment?

Career awareness describes your career attitude, your knowledge and your life experiences. Career awareness is simply an understanding of the types of jobs available to you and what it takes to be successful in given field.

The objective of organising this webinar is to create awareness to the youth in order to choose their possible Career paths where they can excell and progress in their respective fields.



One Day Webinar on Career Guidance

30th December 2020

When a student completes his graduation or PG, he will be looking for a job. Naturally he is in a confused state because there are many state government exams like Group 1, etc., and the central exams like UPSC. He will be unable to decide what to choose.

Most of the students apply for every competitive exam because of being in confusion. That is not correct because every exam has its own Pattern so he should be prepared accordingly. The individual needs to decide. Students should be focused on one exam rather than choosing multiple and getting confused.

I'm happy to tell you that I've attempted the UPSC CSE and I was successful. I've taken geography as my optional subject in the main exam. Unfortunately, I scored the last rank in open category and allotted with a group B service.

Before making decisions the individual needs to consider his limitations. He needs to be consistent and committed. Choosing optional for CSE should be done by giving preference to scoring subject. Presentation of essays in descriptive paper is most important because everyone who attempts will write the same answer but if your essay is more attractive than the others you will score more marks. Using tables, signs, symbols, flowcharts, diagrams will help in making a good essay. The evaluating person should be impressed by your paper. The introduction should be arresting.

In the personality test after mains you need to prepare in such a way that you will be able to answer all the questions that are asked by experts. You need to take mock interviews.

Similarly, there are other opportunities like studying for GRE, etc. Our experts in this webinar will explain about these in much detail.

సర్వత్ర విద్యయా వర్ధతే ప్రజా





ADIKAVI NANNAYA UNIVERSITY
 RAMAHEANDRAVARAM, ANDHRA PRADESH, INDIA - 533296
 UNIVERSITY COLLEGE OF SCIENCE AND TECHNOLOGY

NATIONAL WEBINAR ON

RECENT ADVANCES IN MATHEMATICAL SCIENCES

on the occasion of National Mathematics Day

Organised by

DEPARTMENT OF MATHEMATICS

DATE : 22-12-2020

TIME : 10:00 A.M

Chief Patron



Prof. M. JAGANNADHA RAO,
 Vice Chancellor
 Adikavi Nannaya University

Patrons



Prof. B. GANGA RAO
 Registrar
 Adikavi Nannaya University



Dr. K. RAMANESWARI
 Principal, UCST
 Adikavi Nannaya University

Speakers



Dr. K. KESHAVA REDDY
 Professor,
 Department of Mathematics,
 JNTUA-Anantapuram, AP.
 APTSMS President
 Differential of Geometry for
 Machine Learning



Dr. G. NANAJI RAO
 Associate Professor,
 Department of Mathematics,
 Andhra university,
 Visakhapatnam-530003

Topic :
 Quasi-Complemented Almost
 Distributive Lattices

REGISTRATION : FREE

Who can attend : Students, Research scholars, Faculty

Registration Link : <https://forms.gle/aU2SqZCS4W.gahN98>

Webinar Link will be sent to registered attendees

E-Certificates will be issued to all registered attendees

Contact : +91 9248681090

E-mail : revathi.math@aknu.edu.in



Convenor :
 Dr. K. Revathi
 Assistant Professor &
 Course Co-ordinator
 Department of Mathematics
 Adikavi Nannaya University

Co-Convenors :
 Mr. T. Srinivasa Rao , Asst. Prof.
 Dr. V. Malli Priya , Asst. Prof.
 Mr. K. V. M. Vara Kumar , Asst. Prof.
 Mr. G. Ashok , Asst. Prof.
 Ms. K. Geeta Lakshmi , Asst. Prof.
 Dr. L. Sujatha , Asst. Prof.



National Webinar on "Recent Advances in Mathematical Sciences"

22nd December 2020

Mathematics is like a god to science and technology. I strongly feel there is no subject where mathematics can't be applied.

If you model something like an innovation. You need to test those innovations with a mathematical background to be justified. Mathematics is used in research. Without mathematics the development, analysis is impossible.

Differential Geometry is a mathematical discipline that uses the techniques of Differential Calculus, Integral Calculus, Linear Algebra and multi linear algebra to study problems in Geometry. It is all about constructing things which are independent of the representation. It gives us a way to construct natural objects i.e., ones which are intrinsic to the manifold itself. Differential geometry is also indispensable in the study of gravitational Lansing and black holes. In Economics, differential geometry has applications to the field of econometrics.

Geologists wanted to study a coastal process. The descriptive way may not be realistic but using mathematical principles it is more logical.

We need to use experts to go through our research to theories and observations.

On this National Mathematics Day, we are so fortunate that India is blessed with many world-class mathematicians. India is a country where math is born.

Srinivas Iyengar Ramanujan is a great personality and World class mathematician. Though he lived a very short span of life he became the greatest of all time.

We need to continue his work. Thank you.

సర్వత్ర విద్యయా వర్ధతే ప్రజా





ADIKAVI NANNAYA UNIVERSITY

UNIVERSITY COLLEGE OF ENGINEERING
RAJAMAHENDRAVARAM

DEPARTMENT OF SCIENCE & HUMANITIES



A Two-Day National Webinar on Emerging Trends in Mathematical Sciences and Engineering Applications NEMSEA 2021

(6th & 7th January, 2021)
10 AM- 12 PM



CHIEF PATRON
Prof M Jagannadha Rao
Vice Chancellor
Adikavi Nannaya University



PATRON
Prof B Ganga Rao
Registrar
Adikavi Nannaya University

Speakers



Prof TVS Shekar
Head, School of Basic Sciences, IIT
Bhubaneswar
TOPIC:
Higher Order Compact Scheme to solve Highly
nonlinear MHD Equations



Prof Madhu Jain
School of Basic Sciences,
IIT Roorke
TOPIC:
Optimal Testing Time and Reliability



Dr Kurmayya Tamminana
Assoc Prof in Mathematics
NIT Tadepalligudem
TOPIC
Positive Generalized inverses and Applications
to solve systems of Linear Equations



Dr Nitu Kumari
Assoc Prof, School of Basic Sciences,
IIT Mandi
TOPIC:
Fundamentals of Dynamical Systems &
Chaos Theory



Dr V Persis
Principal
University College of Engineering

Convener
Dr G Venkata Rao
Asst. Prof of Mathematics
University College of Engineering



Who can attend: Students, Scholars and Faculty
E-Certificate will be provided.

Webinar Link will be sent to registered Mail ID

For Details: 7382131821, 9494940344

gvr.snh@aknu.edu.in

[Click Here to Register for Free](#)

Course Coordinator
Mr M Balakrishna

Dept of S&H, UCE



A Two Day National Webinar on "Emerging Trends in Mathematical Sciences and Engineering Applications"

06th & 07th January 2021

National Webinar on Emerging Trends in Mathematical Sciences & Engineering Applications (NEMESEA 2021) being organized by the Department of Science and Humanities, University College of Engineering provides a platform for academicians, researchers and students to share their knowledge. This acts as an international forum for researchers and scholars to have face to face interactions with eminent speakers and experts to discuss the most recent innovations, trends and concerns as well as practical challenges encountered and solutions adopted in the field of Mathematics, Engineering & Technology.

Mathematics is the cornerstone of Engineering Without a sound knowledge of Mathematics, it would almost be impossible to understand core branches of Engineering. Students wishing to pursue an engineering degree course are required to be proficient in mathematics. Some see mathematics as the gateway to engineering, paving the way for sound design; others see mathematics as a gatekeeper, denying entry to otherwise talented would no one can deny the crucial role it plays in engineering. be engineers. But Engineers communicate mathematics when: expressing engineering concepts; expressing conclusions; writing reports; making arguments; justifying some decisions or even rolling out IT solutions.

Given that mathematics is of central importance to modern society and is crucially important, too, for the employment opportunities and achievements of individual citizens, this webinar is intended to leave an everlasting impression on engineering students and faculty. The webinar today will create discourse on some of the pertinent topics of mathematics and applied mathematics. The topics chosen for discussion: Linear Equations, MHD Non Equations, Testing Time and Chaos Theory have real time and crucial applications in day Linear day lives of a common man.

These applications range from predicting profit to weather to varied medical applications such as drug targeting as well as marketing applications ranging crowd management to market research. The webinar is hoped to serve as a platform for discourse on latest developments in the field of Engineering Mathematics and is aimed, ultimately, at building a mathematics curriculum that more closely represents the way mathematics is used in engineering practice.



ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM



Faculty Development Programme (FDP)
On
Advances in Nanomaterials and Single Crystals
for Practical Device Applications

Organized by
Department of Physics
University College of Science & Technology
Adikavi Nannaya University

Date & Time: February 3rd 2021 at 10:30 am onwards

Eligibility: Faculty members, Research scholars, Students, & Academicians

Note: E-Certificate will be issued to the participants



Chief Patron

Prof. Mokka Jagannadha Rao
Vice Chancellor
ANUR

Speakers



Dr. G. Ramalingam
Assistant Professor
Dept. of Nano Science & Technology
Alagappa University
Karaikudi, Tamil Nadu



Patron

Prof. T. Ashok
Registrar
ANUR



Patron

Dr. K. Ramaneswari
Principal, UCST
ANUR



Dr. Muthu Senthil Pandian
Research Scientist (Grade-II)
SSN Research Centre
SSN Institutions
Chennai, Tamil Nadu

About webinar

The aim of the Faculty development Programme (FDP) is to provide the knowledge of advanced nano materials and single crystals in Science and Technology in different domains. The FDP programme will focus to create a platform between Academia and Industry to fill the gap between research in laboratory and its industrial applications. These activities will provide the participants an exposure to the Frontier Area of Nanomaterials and its Application in Solar Cells and development of high quality nonlinear optical (NLO) and ferroelectric single crystals for second harmonic generation (SHG) and IR detector applications. This will also provide a platform for the participants to interact with the leading scientists and technologists and benefit from their vast experience in the area.

Convener

Dr. S. Rajyalakshmi
Email Id: srl.phy@aknu.edu.in
Ph No: 9290402635

Co-conveners

Mrs. Y. Sushma Priya (Course Coordinator), Dept. of Physics, ANUR
Mr. N. Srinivasa Subba Rao, Dept. of Physics, ANUR
Mr. V. Rajasekhar, Dept. of Physics, ANUR

Registration link: <https://forms.gle/KEGSwFA1XrE5EACs8>

[CLICK HERE](#)

Webinar Link will be sent to your registered email

No Registration Fee



FDP on Advances in Nanomaterials and single Crystals for practical Device Applications

03rd February 2021

Nanotechnology has gained much attention over the last decades, as it offers unique opportunities for the advancement of the next generation of sensing tools. Point-of-care devices for the selective detection of biomolecules using engineered nanoparticles have become a main research thrust in the diagnostic field.

The single crystal is essentially a single giant grain in which the arrangement of molecules exhibits strict order. Due to this, the crystal lattice is continuous and unbroken to the edges of the sample, with no grain boundaries. The absence of the defects associated with grain boundaries can give monocrystals unique properties to the single crystal materials.

The Czochralski process and the Bridgeman techniques are most commonly used for formation of single crystal materials. Because of the good physical properties particularly mechanical, optical and electrical. Apart from that, single crystalline diamond has extraordinary physical properties and used in abrasives, cutting and polishing tools, CO₂ lasers etc.,

In spite of having this much good property, due to the lack of large, high quality single crystals prevents its use in many applications. So, the formation of large single crystal at high growth rate can open a new era for applications of the material.

The Faculty development Programme (FDP) is to provide the in-depth knowledge of advanced materials, their characteristics and applications in the advancement of nanomaterials and single crystals in Science and Technology in different domains.

These activities will provide the participants an exposure to the Frontier Area of Nanomaterials and its Application in Solar Cells. Development of high quality nonlinear optical (NLO) and ferroelectric single crystals for second harmonic generation (SHG) and IR detector applications. This will also provide a platform for the participants to interact with the leading scientists and technologists and benefit from their vast experience in the area.



INAUGURAL MESSAGES

Prof. Mokka Jagannadha Rao
Hon'ble Vice-Chancellor, Adikavi Nannaya University

Prof. T. Ashok
Registrar, Adikavi Nannaya University

CORE SPEAKER

Dr. B. Padmavathi, Chairperson, CWC, East Godavari

VALEDICTORY MESSAGES

Prof. S. Teki,
Principal, University College of Arts & Commerce, AKNU

CONVENERS

Dr. K. Nooka Ratnam
Assistant Professor, Coordinator, Women Cell, AKNU

Dr. Yamini Jyothisna Kambala
Assistant Professor, Department of Political Science, AKNU
Email: josna.ps@aknu.edu.in Mobile: +91 8074047604

WOMEN CELL MEMBERS

1. Dr. P. Umamaheswari Devi
2. Dr. N. Sajna Raj
3. Dr. V. Persis
4. Smt. V. Umamaheswari (Lawyer)

ORGANIZING COMMITTEE MEMBERS

1. Dr. N. Rajasekhar
2. Dr. B.V.V. Balakrishna
3. J. Suraiah

REGISTRATION

<https://forms.gle/fJGjb5RfBEPTrXKX8> (or)



Adikavi Nannaya University
Rajamahendravaram

A National Webinar on



in association with...

Women
EmPOWERment
Development and Grievance Cell



LET US MEET ON
09-FEB-2021 @ 10 AM



A National Webinar on Women Security Policies in India

09th February 2021

Women security means a safer and healthier community for all the women in this country. As Mahatma Gandhi said, true independence means when a woman walks in the street without any fear.

India is a safe country for women. Whatever is done in the constitution in the name of economic security, safety, etc., but still after 75 years of independence we are actually lagging behind in providing that kind of safety environment and security to women in this country.

In this context the experts need to discuss what should be done despite the majority of the schemes and projects of the Government.

Rights for women in the constitution are very well drafted considering women's security but in realistic view still so many are being harassed. Every other day we see one case or more where women are being targeted. The root cause of all these issues is non implementation of Acts and programs that change the mindset of people.

If everyone in this country were taught with respecting women then the issues will suffice. Most of the society considers women as the householder and dependent from medieval times.

Even in today's modern era many people see women as weaker and ineligible when compared to men. We need to change the mindset of people that women are also equal to men. Everybody has equal rights and roles in society. Women are facing issues at every level in their career.

సర్వత్ర విద్యయా వర్ధతే ప్రజా



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Vice Chancellor, Adikavi Nannaya University

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Mrs. Ch. N. K. Bhavani, Dept. of Psychology

Mr. S. Nagendra Kishore, President, SPRUHA

Coordinators

Mrs. B. Jyothi (Research Scholar) - 8555863767

Mr. Rakesh Gorle - 6301919669

Venue

The Psychology Laboratory

Adikavi Nannaya University

Raja Raja Narendra Nagar

Rajamahendravaram-533 296

Contact Details

Dr. N. V. V. S. Narayana

9246887989, 9246287989

narayana.psy@aknu.edu.in

National Workshop

On

Power of Positive Psychology

03 March 2021

Organized By



Department of Psychology
Adikavi Nannaya University
Rajamahendravaram
Andhra Pradesh

In Association with

SPRUHA

Psychology Alumni Association of
Adikavi Nannaya University



National Workshop on "Power of Positive Psychology"

03rd March 2021

I appreciate the Department of Psychology and Spruhu Psychology Alumni Association for organizing this workshop to appropriately address the post COVID psychological crisis among individuals and society. Positive psychology is the study of what is going right with people and how to use those insights and tools to help people not only cope, but thrive. It has advanced the field of psychology beyond human problems and pathology to human flourishing.

This particular area of psychology focuses on how to help human beings prosper and lead healthy, happy lives. While many other branches of psychology tend to focus on dysfunction and abnormal behavior, positive psychology is centered on helping people become happier.

Positive psychology has led to the development of several key concepts. These have proven to be highly therapeutic for people with depression and anxiety. Some studies show that a lack of positivity may contribute to a low or depressed mood.

Positive thinking and positive psychology were the part of our culture wherein we traditionally follow the emotional relations, bondage, ethical values following community cohesion. Positive Psychology begins from mother's womb or lap.

In these gloomy times, there is an imperative need scope and importance of inculcating positive thoughts, attitude by applying Positive Psychology.

Thank you.

సర్వత్ర విద్యయా వర్ధతే ప్రజా





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM - 533296

NATIONAL SERVICE SCHEME



**Invites you for a one day webinar on
SUSTAINABLE FOODS FOR HEALTHY PEOPLE AND HEALTHY PLANET**

**On 22nd May 2021 at 10 am to 12 pm
in collaboration with Human Society International**



CHIEF GUEST



Prof. M. JAGANNADHA RAO
VICE-CHANCELLOR
ADIKAVI NANNAYA UNIVERSITY

GUEST OF HONOR



Prof T. ASHOK

REGISTRAR
ADIKAVI NANNAYA UNIVERSITY

Resource person

PRADEEP YARA

CAMPAIGNER-EAT KIND INDIA
HUMANE SOCIETY INTERNATIONAL-INDIA

DESIGNED & ORGANIZED BY
NSS TEAM
ADIKAVI NANNAYA UNIVERSITY

FOR MORE DETAILS CONTACT

CONVENER
DR. B. KEZIA RANI
NSS COORDINATOR
ADIKAVI NANNAYA UNIVERSITY
CONTACT:-7396544059

ABOUT UNIVERSITY

Adikavi Nannaya University was established on April 2006. This University aims to combine the pristine cultural and the contemporary demands of educational excellence in its vision. Adikavi Nannaya University prides in being the largest University of Andhra Pradesh with nearly 450 colleges. The University is dedicated to excellence in academics and is zealous in making its students resourceful and responsible citizens of India.

ABOUT NSS

The NSS Cell of Adikavi Nannaya University comprises of 290 Units with over 29000 volunteers offering their services across East and West Godavari Districts. The NSS Cell represented the University in the Republic Day Parade of Republic Day Celebrations, 2020. The Cell has organized many service programs, blood donation camps and trained students to participate in various activities like camps, youth festivals etc. Rehabilitation centers were formed for the corona affected people during the pandemic. The NSS Cell strives to render more community services in the future for the benefit of the poor, needy and marginalized sections of society.

ABOUT THE EVENT

The COVID-19 pandemic is impacting all parts of human society. Like everyone else, conservation biologists are concerned first with how the pandemic will affect their families, friends, and people around the world. But we also have a duty to think about how it will impact the world's biodiversity and our ability to protect it. Biodiversity underpins current and future human health, well-being and economic prosperity. Yet it is being destroyed at an unprecedented and accelerating rate, with 25% of all plant and animal species now threatened with extinction. It is therefore critical that countries integrate biodiversity considerations into their COVID-19 response and economic recovery plans.

The practice of protecting and preserving the wealth and variety of species, habitats, ecosystems, and genetic diversity on the planet, is important for our health, wealth, food, fuel, and services we depend on. ... Biodiversity conservation is vital for economic growth and poverty reduction.



One Day Webinar on "Sustainable Foods for Healthy People and Healthy Planet"

22nd May 2021

Earth has 4.5 billion years of history. Slowly life forms evolved. Earlier, when the earth had volcanic activity life forms didn't exist. The temperature slowly changed. Initially, the atmosphere is rich in carbon dioxide.

During the Gondwana period about 200 million years ago the richest forests evolved taking the advantage of carbon dioxide. These plants and trees gave the planet the greatest advantage of producing oxygen. Then the atmosphere changed.

While earth is evolving the biosphere also evolved with a layer of living organisms. Different types of life forms. There are many ecosystems with different organisms. Human beings are the youngest of lifeforms. The lifeforms are giving oxygen, water, fertile lands, etc,. We need to think about the sustainability of this. This biodiversity we don't own; we are only custodians. We need to pass them on to future generations. Humans are doing the greatest damage to natural ecosystems.

Rivers are being used as dumping grounds. The industries send their tailings into rivers. We are creating problems and we should find solutions also.

The pandemic showed us how small we are before nature. Whatever the development we have become useless while controlling this pandemic. If you tamper with nature you have to take the punishment of nature also.

We take food from nature, we should be taking it sustainably. We need to balance nature.

We should live in harmony with nature.

Let's take a pledge on this biodiversity day. We are planning to develop a biodiversity park at MSN campus of AKNU in this regard. It will help all the students and public to realize the importance of biodiversity. We have already developed rain harvesting pits and other environment friend activities demonstrate alternative pathways that are less damaging. Thank you.





ఆదికవి నన్నయ విశ్వవిద్యాలయం - రాజమహేంద్రవరం
ఋణియా సెల్ (ANUR)




ప్రపంచ పర్యావరణ దినోత్సవం సందర్భంగా నిర్వహిస్తున్న నేషనల్ వెబినార్

పర్యావరణ వ్యవస్థ పునరుద్ధరణ

తేదీ : 05-06-2021

సమయం : మ.03:00 సా.05.00 వరకు

ముఖ్య అతిథి



ఆచార్య మొక్కా జగన్నాథరావు గారు
 వైస్ ఛాన్సలర్, ఆదికవి నన్నయ విశ్వవిద్యాలయం

సభాధ్యక్షులు



ఆచార్య తుపాకుల అశోక్ గారు
 రిజిస్ట్రార్, ఆదికవి నన్నయ విశ్వవిద్యాలయం
 రాజమహేంద్రవరం

సంచాలకులు

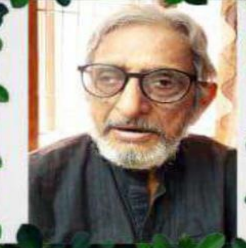


డా.కె. రమచంద్రబాబు
 ప్రెసిడెంట్, యూనివర్సిటీ కాలేజీ ఆఫ్ సైన్స్ అండ్ టెక్నాలజీ




పువ్వల ఆనంద్
 ప్రజా సంబంధాల అధికారి

క్షిణికోపన్యాసం



డా.పి. పతంజలి శాస్త్రి గారు
 ప్రముఖ పర్యావరణవేత్త, రాజమహేంద్రవరం

 <https://zoom.us/j/92043580987>

 **nannaya news tv**
 ((LIVE STREAMING))



Webinar on "Ecosystem Restoration"

05th June 2021

We have to restore the ecosystem. It means we have already destroyed some part of it. As a geologist I always wonder and worry about this destruction that is being happening. When you see the history of earth which is 4.5 billion years old.

We are feeling that all these resources are ours. But it is not correct. We need to conserve natural resources. All the rivers, wetlands, etc., are the source of everything. There is no way we can deprive life forms and resources. At Least now we have realized that we need to restore.

The very purpose of protecting the environment may not be fully successful but we need to give our best. This is a global problem. Global Emission Monitoring system is an equipment that can analyses the Greenhouse gasses continuously at global level. The equipment will update the data on a database which can be used to make measures to protect the environment. The data should be collected by an authentic organization.

We should be honest to give the correct data so that the global initiatives can take up the restoration work more effectively.

In addition, pitting of the pits and the formation of Biodiversity Park at MSN Campus, Kakinada are some of the ways the University is attempting to restore the ecosystem on which it is located.

Thank you.

సర్వత్ర విద్యయా వర్ధతే ప్రజా





ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM, E.G. Dist. A.P. INDIA
DEPARTMENTS OF LIFE SCIENCES

**NATIONAL WEBINAR
ON**

Recent Trends in Metabolic Disorders: An Epigenetic Approach

17th June 2021, at 10:00 am

Chief Patron

Prof. Mokka Jagannadha Rao

Hon'ble Vice Chancellor,
Adikavi Nannaya University

Patron

Prof. T Ashok

Registrar
Adikavi Nannaya University

Co-Patron

Dr.K.Ramaneswari

Principal, UCST
Adikavi Nannaya University

About the Webinar

Metabolic disorder is an imbalance of metabolism that leads to the development of non-communicable diseases (NCDs) such as obesity, diabetes, cancer, hypertension and cardiovascular risk etc. Metabolic disorders are one of the leading causes of death worldwide. Their prevalence is increasing at an alarming rate. Epigenetics, a study of environmental impact on genes, is one of the promising causative mechanisms underlying the metabolic disorders. The objective of this webinar is to focus on understanding the molecular mechanisms associated by epigenetic effect in these disorders especially in obesity and cancer. This platform would help the participants to develop awareness on epigenetic approach in deciphering the metabolic disorders.

Speakers

Dr. K. Rajender Rao
Scientist E,
National Institute of Nutrition,
Hyderabad, Telangana.

Dr. T. Anjana Devi
Senior Scientist, CSIR-IICT,
Hyderabad, Telangana.

Invited Speakers

Topic

Diet, Gene and Obesity

The role of epigenetic modulator
quisinostat in autophagy and differentiation
in cancer: Implications in therapy

Mode of
Delivery
Live
Web Session

Click
here

WEBLINK:
click here : <https://zoom.us/j/96881639122>

Contact number: +91- 9441140857, email: vijayanirmala.p@aknu.edu.in

* Important Note : It is advised to login from 09:50 am onwards.

CONVENER

Dr. P.Vijaya Nirmala
Head, Departments of Life Sciences
Adikavi Nannaya University

CO-CONVENER

Dr. I.J.N. Padmavathi
Assistant Professor
Department of Biochemistry
Adikavi Nannaya University

ORGANIZING COMMITTEE

Faculty Members
Departments of life Sciences
Adikavi Nannaya University



Webinar on "Recent Trends in Metabolic Disorders: An Epigenetic Approach"

17th June 2021

Every one of us is interested in this topic. Earlier we used to suffer with communicable diseases like polio, etc.,. Now we are free from them.

Metabolic disorders are classified under non communicable diseases like diabetes, obesity, neurological diseases and others. Metabolic disorder is an imbalance of metabolism that leads to the development of non-communicable diseases (NCDs) such as obesity, diabetes, cancer, hypertension, polycystic ovary syndrome and cardiovascular risk etc. Metabolic disorders are one of the leading causes of death worldwide. Their prevalence is increasing at an alarming rate.

Every year these are growing in numbers because of various reasons. Because we are having a lot of changes in lifestyle when compared to earlier times. Majority of us have no physical exercise. So in this way these health problems are cropping up.

The metabolism of the body changes when the lifestyle is changed. Lifestyle includes physical health and food intake, etc.,

Almost all countries are affected by diabetes. One metabolic disorder is affecting all the organs of the body. The comorbid body has a higher chance of getting infected by COVID 19. Their recovery rate is less. These need to be studied by researchers and scientists. The metabolic disorders can be controlled by 2 factors. The causative factors include age, obesity, etc.,. Every other person has different metabolic activity. Therefore, care should be taken that the right measures are taken up to achieve an optimal metabolic rate through lifestyle and diet.

I am sure the experts present today, through their deliberations will inform the participants of healthy pathways that can be followed with ease and determination.

Thank you.





ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM, E.G. Dist., A.P. India

UNIVERSITY COLLEGE OF PHARMACEUTICAL SCIENCES
AKNU CAMPUS-TADEPALLIGUDEM

NATIONAL WEBINAR
ON

Vaccines, Medicines and Natural Products: Fight against COVID 19

DATE : 18-06-2021 TIME : 10:30 AM



Chief Patron

Prof. MOKKA JAGANNADHA RAO
Hon'ble Vice Chancellor,
Adikavi Nannaya University
Rajahmahendravaram

OBJECTIVE

COVID-19 outbreak has caused significant global morbidity and mortality, in addition to undermining the economic and social well-being of individuals and communities. Thus, vaccine development has been a high priority. The development of vaccines faces several challenges inherent to its establishment as safe and efficient production and distribution.

Clinical trials have long been a premier method of testing and validating vaccines and therapies. Trials can involve hundreds of different sites around the world, all with other conditions and affects. Clinical trials also evaluate whether existing drugs can be repurposed for the potential treatment. Studies have led to the following conclusions that treatment might not be efficient if an antiviral drug alone is used. Therefore, supportive therapies are more achievable in a short amount of time in pandemic control.

Natural products and herbal medicine have a long track record of treating a respiratory infection, and many have been approved as drugs, over-the-counter having safety profiles. The minimal toxicity makes natural products and herbal medicines ideal prophylactic candidates for long-term use. An array of natural products have been found highly potent in blocking human coronavirus's enzyme function and membrane receptors.

Moderate dosing of such bioactive compounds may prevent or at least slow down the infection. Great hope has emerged from the possible anti-SARS-CoV-2 activity of flavanones and flavanols and the fact that these metabolites have a significant occurrence within angiosperm plants.

Many of these compounds can potentially target viral genomic material or protein machinery. Some countries boast immense biodiversity and subsequent natural products diversity, providing a substantial source of candidates screened against SARS-CoV-2 and its protein targets.

Patron
Prof. T. ASHOK
Registrar
Adikavi Nannaya University
RAJAMAHENDRAVARAM

Co-Patron
Prof. K. SREE RAMESH
Special Officer
AKNU Campus
TADEPALLIGUDEM

KEY NOTE SPEAKERS



Prof. J. VIJAYA RATNA
Honorary Professor
A.U. College of Pharmaceutical Sciences
Andhra University
Visakhapatnam.

Title:

Clinical Trials on COVID Vaccines
and Medicines.



Dr. K. SURESH BABU
Senior Principal Scientist
Centre for Natural Products and Traditional Knowledge
CSIR-Indian Institute of Chemical Technology
Hyderabad.

Title:

Importance of Natural Products and
their contributions to Health and Society.

Registration Link: <https://forms.gle/1FNfFwCwQoUdX37g6>

or

**Scan for
Registration**



Important recommendation : It is advised to login from 10:00 A.M onwards to avoid the last minute rush in being allowed by the host.

Mode of Delivery
Live web session through



Organizers

Convenor : Dr. HEERA BATTU
Co-Convenor : Mr. LAGU SURENDRA BABU

Contact Number : +91 9885022911, +91 8341405043, E-mail: heera.pharmacy@aknu.edu.in



National Webinar on "Vaccines, Medicines and Natural Products: Fight against COVID

19"

18th June 2021

We have progressed very high in science and technology. To protect mankind, we should work continuously. We need to work for a possible future COVID like viruses which may come up in future. The scientists say that there are possible pandemics in future. So it is not a nation's problem but it's a global issue.

The COVID-19 pandemic has resulted in a series of public health policies that have crippled the healthcare systems of many countries. This situation hugely impacted the study participants, care providers, researchers, and trial sponsors concerning clinical trials. The outcome of current therapeutics in severe/critical COVID-19 patients is still debatable.

The frontline workers must be appreciated. The scientists are under tremendous pressure from their government to come up with a vaccine. They need to give a free hand and all the required funds to work continuously. At the UN level, they should be given all the possible opportunities to innovate more advanced and futuristic vaccines and medicines.

Commercial things are also slowing down. We need to think about human lives. India is a great country; it has a history of using all natural products like Ayurveda. We have proved ourselves. All these scientists from around the world should work together for preventative measures for the future.

COVID-19 outbreak has caused significant global morbidity and mortality, in addition to undermining the economic and social well-being of individuals and communities. Thus, vaccine development has been a high priority. The development of vaccines faces several challenges inherent to its establishment as safe and efficient production and distribution.

The vaccine is not being reached to lots of people because of various reasons. Hopefully the vaccine will reach everybody because the government is taking many steps accordingly. I request and I hope the speakers definitely will have good information to give to participants.





ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM, E.G. Dist. A.P. INDIA
DEPARTMENTS OF LIFE SCIENCES



NATIONAL WEBINAR

on

Anthropogenic Impact on Biodiversity and Health Challenges

21st June 2021, 10:00 am

Chief Patron

Prof. Mokka Jagannadha Rao

Hon'ble Vice Chancellor
Adikavi Nannaya University
Rajamahendravaram

Patron

Prof. T Ashok
Registrar

Adikavi Nannaya University,
Rajamahendravaram



Co-Patron

Dr.K.Ramaneswari

Principal, UCST
Adikavi Nannaya University
Rajamahendravaram

About the Webinar

Biodiversity conservation is the protection and management of biodiversity to obtain resources for sustainable development. The main objective of the webinar is to create awareness among the participants about the Sustainable utilization of species and ecosystem, to maintain life-supporting systems and essential ecological processes, to keep variability among living organisms on the earth, including the variability within and between species and ecosystems. Biodiversity conservation, the practice of protecting and preserving the wealth and variety of species, habitats, ecosystems, and genetic diversity on the planet, is important for our health. Anthropogenic impact on biodiversity and a threats to human health will be discussed in the webinar.

BIODIVERSITY LOSS



Keynote Speaker

Prof. D.V.R. Sai Gopal

Hon'ble Vice Chancellor
Cluster University, Kurnool, A.P.

Topic

" COVID-19 PANDEMIC IMPACT ON DYNAMICS OF HUMAN - NATURE INTERACTIONS "

Speakers

Topic

Prof. Satyvelu Reddy, (Rtd),

Dept. of Zoology.
Former Registrar, SVU, Tirupati

Management of Diabetes associated with COVID-19 disease :A study on exploration of Nature boon medicinal plant Acalypha indica"

Prof. E. U. B. Reddi, (Rtd)

Dept. of Environmental Science,
AU, VSKP, A.P.

Some health concerns owing to human interferences with biodiversity

Dr Swapnil Rai,

Dept of EVS, Amity University,
Gwalior, Madhya Pradesh.

Climate Change & its Consequences:
A Threat to Earth



Registration Free

Mode of Delivery
Live Web Session

WEBLINK:

Click here

<https://zoom.us/j/93433797304>

Contact number: +91- 9441140857, email: vijayanirmala.p@aknu.edu.in

E-Certificate will be issued on completion of the feedback form at the end of the webinar

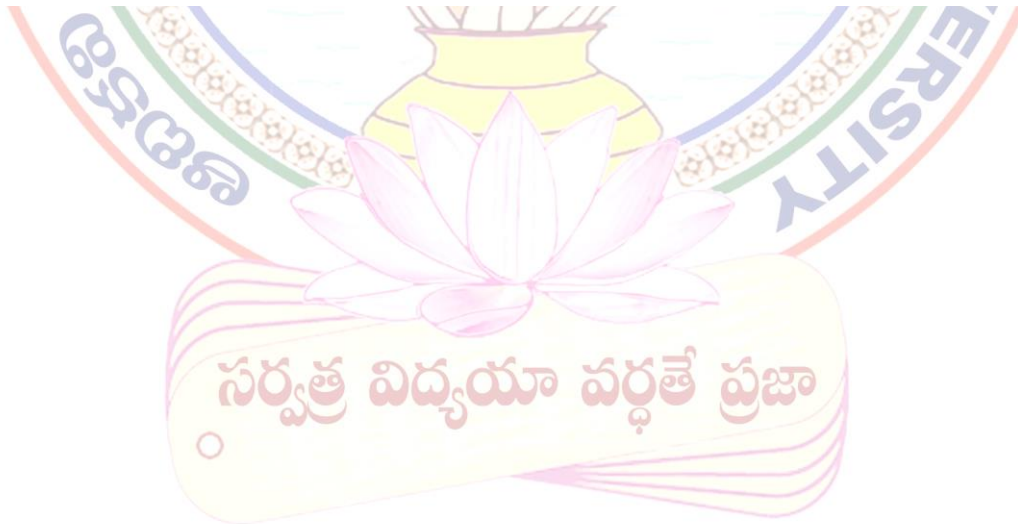
* Important recommendation : It is advised to login from 09:50 am onwards.

CONVENER

Dr. P.Vijaya Nirmala
Head, Departments of Life Sciences
Adikavi Nannaya University

Organisers

**Faculty of Life Sciences
Adikavi Nannaya University
Rajamahendravaram**



National Webinar on "Anthropogenic Impact on Biodiversity and Health Challenges"

21st June 2021

Biodiversity conservation is the practice of protecting and preserving the wealth and variety of species, habitats, ecosystems, and genetic diversity on the earth.

Biodiversity provides numerous ecosystem services that are crucial to human well-being at present and in the future. Climate is an integral part of ecosystem functioning and human health is impacted directly and indirectly by results of climatic conditions upon terrestrial and marine ecosystems.

Biodiversity supports human and societal needs, including food and nutrition security, energy, development of medicines and pharmaceuticals and freshwater, which together underpin good health. It also supports economic opportunities, and leisure activities that contribute to overall wellbeing.

Land use change, pollution, poor water quality, chemical and waste contamination, climate change and other causes of ecosystem degradation all contribute to biodiversity loss and, can pose considerable threats to human health.

Human health and well-being are influenced by the health of local plant and animal communities, and the integrity of the local ecosystems that they form.

Infectious diseases cause over one billion human infections per year, with millions of deaths each year globally. Approximately two thirds of known human infectious diseases are shared with animals, and the majority of recently emerging diseases are associated with wildlife, including the COVID Pandemic.

I hope that the experts present today will elaborate on the importance of biodiversity in their lectures and generate the necessary awareness among participants.

Thank you.





ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM, E.G. Dist. A.P. INDIA
DEPARTMENTS OF LIFE SCIENCES



NATIONAL WEBINAR



on

COVID-19 : IMPACT ON AQUACULTURE PRACTICES

22nd June 2021, 10:00 am - 1:30 pm

Chief Patron

Prof. Mokka Jagannadha Rao
 Hon'ble Vice Chancellor
 Adikavi Nannaya University
 Rajamahendravaram

Patron

Prof. T Ashok
 Registrar
 Adikavi Nannaya University
 Rajamahendravaram

Co-Patron

Dr.K.Ramaneswari
 Principal, UCST
 Adikavi Nannaya University
 Rajamahendravaram

About the Webinar

The motto of this webinar is to create momentous awareness on eco friendly aquaculture practices, to impart knowledge on effects of antibiotics and importance of probiotics, economical value, social acceptance and environmental sustainability. In view of the COVID pandemic effect on Aquaculture industry, there is an urgent need to improve regulations for the aquaculture sector. This platform will create an opportunity to discuss the emerging issues and challenges encountered in the aquaculture sector.



Keynote Speaker

Dr. P. Ram mohan Rao
 Rtd. Dy. Director of Fisheries,
 Chief consultant, Sun Rise Aqua labs
 Kakineda, A.P.

Speakers

Prof. P Hari Babu (Rtd)
 Faculty of Fishery Science,
 S V Veterinary University
 KVK Lam, Guntur

Prof. K Veeraiah
 Dept. of Aquaculture
 ANU, Guntur A.P

Dr. Bibha Chetia Borah
 Principal Scientist
 Assam Agricultural University,
 Jorhat, Assam India.

Topic

COVID-19 :Impact on Farming and Marketing

Impact of COVID-19 on Kolleru Lake area Aquaculture Activities

Consequences of Indian Aqua-farmers during Covid-19 Pandemic

Impact of COVID 19 on Freshwater Aquaculture in India

Registration Free

WEBLINK :



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E-Certificate will be issued on completion of the feedback form at the end of webinar
 Contact number: +91- 9441140857, email: vijayanirmala.p@aknu.edu.in
 * Important recommendation : It is advised to login from 09:50 am onwards.

CONVENER
Dr. P.Vijaya Nirmala
 Head, Departments of Life Sciences
 Adikavi Nannaya University

Organisers
 Faculty of Life Sciences
 Adikavi Nannaya University
 Rajamahendravaram



National Webinar on "COVID-19: Impact on Aquaculture Practices"

22nd June 2021

The impact of COVID 19 on aquaculture practices webinar is relevant because in these districts we have a lot of aquaculture activity going on. COVID has crippled entire economy and industries that include aquaculture. Growth of an industry depends on infrastructure, labor, facilities and market.

When a lockdown is imposed the sellers are confined. They can't sell their product because transportation has been banned due to curfew and lockdown. All aquaculture business came to a standstill. So it is a great loss to the aquaculture industry. Such situations are unprecedented.

The COVID-19 pandemic continues to cause major disruption in societies around the world and inflict severe damage to the global economy. Governments have introduced various measures intended to slow the spread of the virus, including social isolation directives, limitations on business opening hours and travel restrictions. The fisheries and aquaculture sector, along with many other industries, is having to deal with a bleak demand outlook and an array of supply challenges.

COVID-19 lockdown and subsequent disruptions in the supply chain movements adversely impacted the activities in shrimp aquaculture sector and led to a direct economic loss to its different stakeholders.

Is there any contingency plan to reduce the loss of this industry? This will be explained in this webinar by our experts. Industries need to store their product but in this situation they need to store for a longer time which will become a burden of high electricity bills.

After getting a problem we can't think about a solution. But this pandemic gave us an opportunity to think of solutions to come out of our problems.



Target Audience:

Faculty & Ph.D. Scholars from Science Colleges are invited to participate.

Major Contents of the Webinar:

An Overview on funding Agencies for Indian research scholars and Funding Opportunities for Project Proposals like DST, DBT, SERB, UGC, CSIR etc.
How to write a good Proposal for funding.
How to publish a paper in SCI Journal/ IF Journal.
Funding Opportunities for Women Project Proposals.

Registration is free.

WEB LINK: <https://zoom.us/j/91381852200>

Speakers



Dr. T. Pavan Kumar
Senior Scientist , CSIR-
Institute of Minerals and
Materials Technology
(IMMT), Bhubaneswar



Dr. S. Konda Reddy
Faculty at University of
Technology and Applied
Sciences, Shinas
Sultanate of Oman

CHIEF PATRON



Prof. MOKKA JAGANNADHA RAO
Vice Chancellor

PATRON
Prof.T. ASHOK
Registrar

CO- PATRON
Dr. K. RAMANESWARI
Principal, UCST

CONVENER

Dr. B. JAGAN MOHAN REDDY
SKILL DEVELOPMENT COORDINATOR

Key Note Speaker:



Prof. Dr. Dhevalapally
B. Ramachary, FTAS, FASc, FRSC,
School of Chemistry, University of
Hyderabad
Telangana State

**NATIONAL WEBINAR
ON**

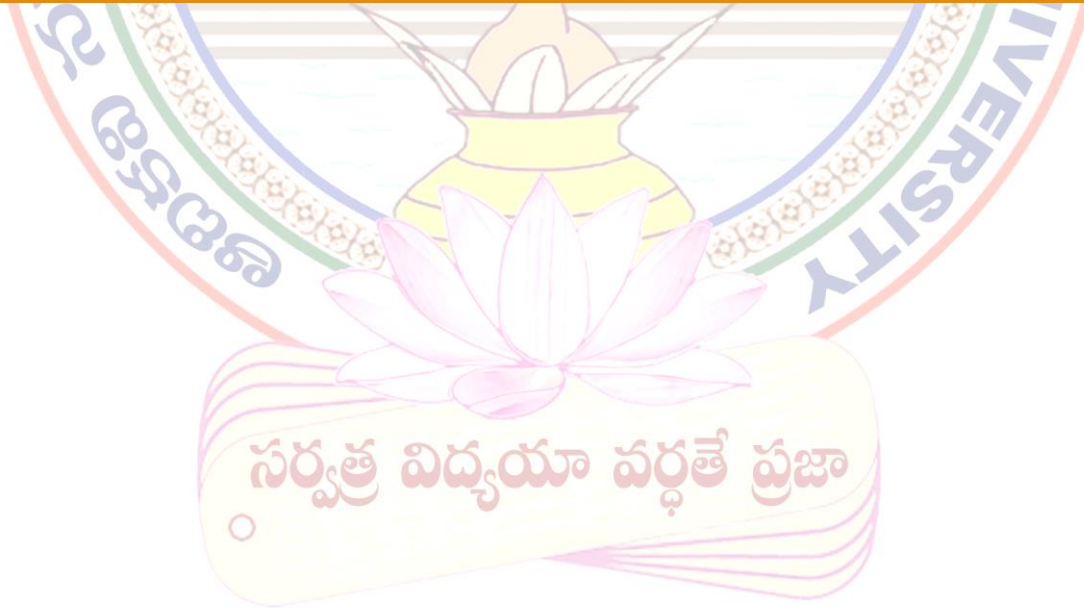
OPPORTUNITIES OF RESEARCH
FUNDING AND TECHNIQUES OF
EFFECTIVE WRITING OF RESEARCH
PROPOSALS AND SCIENTIFIC
PUBLICATIONS

25th JUNE, 2021
3.30 P.M



Organizing
by

SKILL DEVELOPMENT CENTER
ADIKAVI NANNAYA UNIVERSITY
RAJAHMUNDRY-533 296
Andhra Pradesh, INDIA



National Webinar on "Oppurtunities of Research Funding and Techniques of Effective Writing of Research Proposals and Scientific Publications"

25th June 2021

For a young researcher it is always difficult to write a good proposal which can attract funding. If he is in an academic line it is important that he should take expert's guidance. We have written many proposals but only few of them will be funded depending on competition, nature and priority area of the funding agency. Proposal formats may differ for various agencies but the content will remain the same.

We have to identify the proposal. You need to understand the research gap. The objectives should be crisp. A standard methodology should be used. Outcome should be expected. Then the budget should be proposed with justification.

These academic and technical writing skills are often lacking in the aspiring scholars. While they may have brilliant ideas, it is also important to be able to pen them down. These skills are not something that can be attained overnight.

I believe that one's writing skills will be enriched through wide reading of scientific literature. A scholar who is widely read, will develop a structured perspective over his research idea and concept. The faculty must encourage the researcher to first read all the relevant literature. Oftentimes, this will generate the concepts for research that is required to be done in the domain.

Similarly, a researcher should always focus on publishing his concepts and research. Through extensive publication, the researcher can identify the issues that need to be dealt and that have already been dealt by others.

Lastly, the researcher should never give up but attempt to submit his proposal to multiple agencies – always attempting to enrich it – by making it more clear and concise.

Science relies on factual data and crisp depiction of that data. The researcher should therefore aim at building these qualities in his research proposals.

I am assured that the webinar today will provide all the participants will necessary inputs to enhance their proposal writing skills.





ADIKAVI NANNAYA UNIVERSITY

UNIVERSITY COLLEGE OF ARTS & COMMERCE
DEPARTMENT OF ENGLISH

VIRTUAL SYMPOSIUM ON ENGLISH LANGUAGE SKILLS & CONTEMPORARY INDIAN WRITING IN ENGLISH

Date : 26-06-2021

Time : 10 am onwards

Participation link : <https://zoom.us/j/93483603708>

CHIEF PATRON :

Prof. MOKKA JAGANNADHA RAO

Honorable Vice-Chancellor
Adikavi Nannaya University



SPEAKERS :



Prof. Ch. A. RAJENDRA PRASAD
Dravidian University, Kuppam
Topic : Writing as Skill :
Implications and Prospects in Higher Education

Prof. K. NARASIMHA RAO
English and Foreign Languages University
Hyderabad
Topic : The Post Modernist Analogies in
The Contemporary Indian English Literature



CO-PATRONS :

Prof. T. ASHOK
Registrar, AKNU

Prof. S. TEKI
Principal, UCAC

CONVENERS :

Dr. Sajna Raj .N
Assistant Professor

Dr. D. Jyothirmal
Associate Professor & Head

Prof. K. Sree Ramesh
Chairman, PG BOS In English

Symposium aims to provide interactive platform
on writing as a skill and post
modernist analogies in the contemporary Indian English literature.



Virtual Symposium on English Language Skills and Contemporary Indian Writing in English

26th June 2021

English Language Teaching is one of the developing areas in the contemporary world. English being the international language is always sought to be mastered by many. Realizing the need, the department of English has included four different papers of English Language Teaching to give the necessary inputs to those students who aspire to enter into the teaching profession.

Though there is continuous emphasis on the development of communication skills in the English language, it is evident that many of our students are not feeling confident to communicate whenever the situation demands. As English is not our mother tongue, it becomes mandatory to study thoroughly the English language teaching practices, methods and approaches.

The necessity of mastering the language skills demands, revising and reviewing our abilities periodically and hence the department planned to have a symposium on English language skills focusing more on writing as a skill. Literature in English is being produced from every nook and corner of the world in the postcolonial era.

The branch of Indian writing in English has been contributing a lion share to the repertoire of English Literature since its genesis. The closing and opening decades of the 20th and 21st centuries witnessed an explosion of Indian writing in English as many Indian writers have attracted international acclaim after a long gap that followed the reception of the Nobel prize by the Indian Gurudev Tagore for his Gitanjali. Much academic discourse is manifesting in the area of Indian writing in English which often is being informed by the contemporary techniques of writing in almost all literary genres.

English language teachers and research scholars have received the necessary inputs to improve their efficiency in class room teaching. I hope that the student participants will receive the necessary inputs and tips to begin the career in teaching with confidence.

Thank you.





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RAJAMAHENDRAVARAM - 533296

ISO 9001:2015



Chief Patron



Prof. M. Jagannadha Rao
Hon'ble Vice Chancellor

Patron



Prof. T. Ashok
Registrar, AKNU

Resource Person



Mr. Pradeep Yarra
Campaigner - Eat Kind India
Humane Society International

Convenor

Dr. B. Kezia Rani,
N.S.S Co-ordinator
Adikavi Nannaya
University
Contact no: 7396544059



NATIONAL SERVICE SCHEME

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in collaboration with




**HUMANE SOCIETY
INTERNATIONAL
INDIA**

One Day Webinar
on

" Pandemics : The perils of Animal Agriculture "

Date: 6th July 2021
at 10 am to 12 pm

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One Day Webinar on “Pandemics: The Perils of Animal Agriculture

6th July, 2021

Three out of every four emerging infectious diseases in humans originate in animals and are in part caused by our reliance on animal agriculture—the farming of animals for food, clothing, and other purposes. These types of pathogens are zoonotic, meaning that they form in animals and can be transmitted to humans. The majority of diseases that have caused epidemics or pandemics in recent years are zoonotic, including AIDS, avian flu, swine flu, SARS, MERS, Ebola, Zika, and COVID-19.

Industrial animal operations release a variety of air pollutants from their confinement barns or feedlots, waste-management systems and land-application areas. These noxious pollutants (including ammonia, hydrogen sulfide, particulate matter, volatile organic compounds, harmful odorants, and the greenhouse gases methane and nitrous oxide) can significantly impair air quality.

Industrial animal operations also frequently discharge a variety of harmful pollutants into ground and surface waters. These pollutants degrade water resources and destroy the aquatic habitats on which many species rely. Pharmaceuticals — like antibiotics and hormones — are heavily used by the animal agricultural industry to prevent the illnesses that arise from overcrowding and confinement and to promote unnaturally rapid animal growth. When these drugs get into waterways, they put communities and wildlife alike at risk of serious health problems associated with endocrine disruption and antibiotic resistance.

Industrial animal agriculture also drives climate change, consumes an immense amount of fresh water, and devastates wildlife habitat. Supplying crops for factory farms also drives some of the worst practices in plant agriculture. Industrial animal operations are fueled by hundreds of millions of tons of commodity crops, such as corn and soy, to feed the huge populations of animals those farms confine. Growing these commodity crops — also on an industrial scale — causes serious environmental harms: habitat fragmentation, heavy pesticide and fertilizer use, water pollution and soil erosion.





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM, ANDHRA PRADESH INDIA-533296



One Day National Webinar on “Design of Research Process in Social Science”

Time :10.00 am onwards, Date:7th July,2021.



CHIEF PATRON

Prof. M. Jagannadha Rao

Vice Chancellor,
Adikavi Nannaya University.



PATRON

Prof. T. Ashok

Registrar,
Adikavi Nannaya University .



PATRON

Prof. S. Teki

Principal, UCAC,
Adikavi Nannaya University .



Speaker

Prof. B. Raja Shekhar
School of Management Studies,
University of Hyderabad.

topic
overview of research
process



Speaker

Dr. Irala Lokananda Reddy
School of Management Studies,
University of Hyderabad

topic
operationalising the
research process



Conveners

- ❖ Dr. P. Uma Maheswari Devi
- ❖ Dr. N. Uday Bhaskar

Organisers: Faculty of DCMS & PG Campus

FREE REGISTRATION : <https://forms.gle/KyTriZnjypWwTCs99>



Webinar on "Design of Research Process in Social Sciences"

7th July, 2021

The necessity of internet connectivity has enabled an increase in the volume and pace of cybercrime activities because the criminal no longer needs to be physically present when committing a crime. The internet's speed, convenience, anonymity and lack of borders make computer-based variations of financial crimes such as ransomware, fraud and money laundering, as well as crimes such as stalking and bullying easier to carry out. Cybercriminal activity may be carried out by individuals or small groups with relatively little technical skill. Or, by highly organized global criminal groups that may include skilled developers and others with relevant expertise.

To further reduce the chances of detection and prosecution, cybercriminals often choose to operate in countries with weak or nonexistent cybercrime laws. Cyber Security is the protection of computer systems and networks from information disclosure, theft of or damage to their hardware, software, or electronic data, as well as from the disruption or misdirection of the services they provide.

The field is becoming increasingly significant due to the increased reliance on computer systems, the Internet and wireless network standards such as Bluetooth and Wi-Fi, and due to the growth of "smart" devices, including smartphones, televisions, and the various devices that constitute the "Internet of things".

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ISO 9001:2015 Certified

ADIKAVI NANNAYA UNIVERSITY
UNIVERSITY COLLEGE OF ENGINEERING
DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

Rajahmendravaram East Godavari(D) A.P.,India

National Level Webinar
on

**CYBER CRIME-APPREHENSIONS AND
AWARENESS IN THE TIME OF COVID-19**



July 9th 2021, 10.00 am

Registration free

Link:- <https://zoom.us/j/9032683444>

**E-Certificate will be issued after
submission of feedback form**



Chief Patron

Prof. Mokka Jagannadha Rao
Honorable Vice- Chancellor
Adikavi Nannaya University

Patron

Prof. T. Ashok
Registrar, AKNU

Co-Patron

Dr. V Persis
Principal, UCE,AKNU



Speaker

Mr. Srivastav Yadavalli
Solutions Consultant
Quick Heal Technologies
Hyderabad

Convener

Dr. P.Venkateswara Rao
Head & Associate Professor

Organizing Team:
Faculty of
Department of Computer Science and Engineering
University College of Engineering
Rajahmendravaram

Co-Convener

Mr. M. Srinivasa Rao
Assistant Professor
Mr. D. Dasu
Assistant Professor

For details contact 8328401727, 9490446699



Cybercrime – Apprehensions and Awareness in the time of COVID-19

9th July, 2021

The necessity of internet connectivity has enabled an increase in the volume and pace of cybercrime activities because the criminal no longer needs to be physically present when committing a crime. The internet's speed, convenience, anonymity and lack of borders make computer-based variations of financial crimes such as ransomware, fraud and money laundering, as well as crimes such as stalking and bullying easier to carry out.

Cybercriminal activity may be carried out by individuals or small groups with relatively little technical skill. Or, by highly organized global criminal groups that may include skilled developers and others with relevant expertise. To further reduce the chances of detection and prosecution, cybercriminals often choose to operate in countries with weak or nonexistent cybercrime laws.

Cyber Security is the protection of computer systems and networks from information disclosure, theft of or damage to their hardware, software, or electronic data, as well as from the disruption or misdirection of the services they provide. The field is becoming increasingly significant due to the increased reliance on computer systems, the Internet and wireless network standards such as Bluetooth and Wi-Fi, and due to the growth of "smart" devices, including smartphones, televisions, and the various devices that constitute the "Internet of things".

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ADIKAVI NANNAYA UNIVERSITY:RAJAMAHENDRAVARAM
UNIVERSITY COLLEGE OF ENGINEERING



Department of Electronics & Communication Engineering

WEBINAR ON
NETWORKING ENHANCEMENTS
IN COMMUNICATION



Chief Patron:
Prof. Mokka Jagannadha Rao
Vice Chancellor Vice Chancellor
Adikavi Nannaya University

Patron:
Prof. T Ashok
Registrar, AKNU.

Co-Patron:
Dr. V Persis
Principal,UCE,AKNU

Resource Person:
Mr.R Jishnu
Senior Project Engineer
Pantech Solutions,Chennai.

Convener:
Mr. Alikani Vijaya Durga
Assistant Professor &Course Coordinator

Coordinator:
Mr. Krishna Banavathu
Assistant Professor
Ph:8309588930

23/07/2021 - 02:30 PM - 04:00 PM



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Webinar on Networks Enhancement in Communications

23rd July, 2021

The necessity of internet connectivity has enabled an increase in the volume and pace of cybercrime activities because the criminal no longer needs to be physically present when committing a crime. The internet's speed, convenience, anonymity and lack of borders make computer-based variations of financial crimes such as ransomware, fraud and money laundering, as well as crimes such as stalking and bullying easier to carry out.

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ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM, AP,

INDIA
ISO 9001:2015



INTERNATIONAL FACULTY DEVELOPMENT PROGRAM

BLOCKCHAIN APPLICATIONS USE CASES & OPPORTUNITIES

5 Day Immersive Program
26th - 30th July, 2021
6pm - 8pm IST

CHIEF PATRON



Prof. M. Jagannadha Rao
Vice Chancellor
Adikavi Nannaya University

About University:

Adikavi Nannaya University was established on 22nd April 2006. This University aims to combine the pristine cultural ethos and the contemporary demands of educational excellence in its vision. University will nurture its students as the citizens of the globe on the rich fundamentals of Indian culture while respecting all its diverse ideas.

The University offers 30+ programs at UG, PG and PhD levels in Arts, Management, Science and Engineering. The courseware is flexible and diverse offering students multiple opportunities. The University actively engages with society and industry through its many initiatives and activities with an exponential growth in developing infrastructure and adding new programs. The University is aiming to establish itself as the academic and research center in the state of Andhra Pradesh.

PATRON



Prof. T. Ashok
Registrar
Adikavi Nannaya University

About NSS (National Services Scheme):

The NSS Cell of Adikavi Nannaya University comprises of 290 units with over 29000 volunteers offering their services across East and West Godavari districts. The Cell has organized many service programs, blood donation camps along with rehabilitation centers for Covid effected people during the pandemic. The NSS Cell organised many webinars for the benefit of both the students and faculty.

Objective:

This program enables students, academicians & faculty to acquire knowledge about blockchain applications and explore/ utilize potential across various industries

Program Outcome:

1. Master the technology of blockchain and explore the applications
2. See how blockchain technology is being harnessed across various industries through real world case studies
3. Understand the Blockchain roles and skill requirements as per Industry

Resource Persons



Julian Gordon, VP
APAC, Hyperledger



Andrea Frosinini
Honorary Member,
Canadian Blockchain
Association



Aravind Voruganti
Vice President -
Blockchain,
IDS Inc.



Deepak Agarwal
Senior Manager,
NSight Inc.



Jaya Prakash
Sr Principal Software
Engineer,
Oracle, India.

Convenor



Dr. B. Kezia Rani
NSS Coordinator

Contact: 73965 44059

SCHEDULE

- Day 1 - 26th July - Introduction to Blockchain
- Day 2 - 27th July - Bitcoin, Ethereum, Hyperledger
- Day 3 - 28th July - Blockchain Use cases -1
- Day 4 - 29th July - Blockchain Use cases -2
- Day 5 - 30th July - Blockchain as a Career

E- Certificates will be provided to all the participants

Who can attend this event

Academic Leaders and Heads, faculty ,
Research scholars & Placement Officers can attend

Registration Fees : INR 200 only

Foreign participants : 5 USD

Click below link to register and pay

<https://forms.gle/YFTGkzHeXepcYcgV9>



International Faculty Development Program on "Blockchain Applications Use Cases & Opportunities"

26th - 30th July 2021

As Bitcoin and other cryptocurrencies have been picking up steam, focus has turned to blockchain – the underlying distributed ledger technology (DLT) that powers these digital currencies.

Blockchain technology is simple to understand at its roots. Basically, the tech exists as a shared database filled with entries that must be confirmed by peer-to-peer networks and encrypted.

It's helpful to envision it as a strongly encrypted and verified shared Google Document, in which each entry in the sheet depends on a logical relationship to all its predecessors, and is agreed upon by everyone in the network.

But blockchain technology has many more potential use cases beyond other than just serving as the fuel behind Bitcoin. Below, we've outlined some of its emerging applications across finance, business, government, and other industries.

Blockchain provides a way to securely and efficiently create a tamper-proof log of sensitive activity. This makes it excellent for international payments and money transfers. Blockchain has the ability to streamline trade finance deals and simplify the process across borders. It enables enterprises to more easily transact with each other beyond regional or geographic boundaries.

I am sure that the experts present today will delve into the various applications for which Blockchain can be used.

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ADIKAVI NANNAYA UNIVERSITY

ఆదికవి నన్నయ విశ్వవిద్యాలయం

RAJAMAHENDRAVARAM, ANDHRA PRADESH INDIA - 533296

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**NATIONAL WEBINAR
ON
IR AND NMR SPECTROSCOPY**

DATE: 27-07-2021

TIME: 10.30 A. M

REGISTRATION IS FREE

CHIEF PATRON



Prof. MOKKA JAGANNADHA RAO
Vice Chancellor

PATRON
Prof. T. ASHOK
Registrar

CO-PATRON
Dr. K. RAMANESWARI
Principal, UCST

Resource Person :Dr. A. V. Ramana Reddy
EX HEAD, ANALYTICAL CHEMISTRY DIVISION
Bhabha Atomic Research Centre
Trombay, Mumbai - 400 085 India.

Organizing
By
DEPARTMENT OF CHEMISTRY
ADIKAVI NANNAYA UNIVERSITY
RAJAHMUNDRY-533 296.
Andhra Pradesh, INDIA
Cell No: 9347153270.
CONVENER
Dr. B. JAGAN MOHAN REDDY
HEAD, CHEMISTRY DEPARTMENT



National Webinar On IR and NMR Spectroscopy

27th July 2021

Nuclear Magnetic Resonance (NMR) was first detected experimentally at the end of 1945, nearly concurrently with the work groups Felix Bloch, Stanford University and Edward Purcell, Harvard University. Nuclear magnetic resonance (NMR) spectroscopy is a crucial analytical tool for organic chemists. The research in the organic lab has been significantly improved with the aid of the NMR. Not only can it provide information on the structure of the molecule, it can also determine the content and purity of the sample. Proton (^1H) NMR is one of the most widely used NMR methods by organic chemists. The protons present in the molecule will behave differently depending on the surrounding chemical environment, making it possible to elucidate their structure.

NMR spectroscopy is a Spectroscopy technique used by chemists and biochemists to investigate the properties of organic molecules, although it is applicable to any kind of sample that contains nuclei possessing spin.

For example, the NMR can quantitatively analyze mixtures containing known compounds. NMR can either be used to match against spectral libraries or to infer the basic structure directly for unknown compounds.

Once the basic structure is known, NMR can be used to determine molecular conformation in solutions as well as in studying physical properties at the molecular level such as conformational exchange, phase changes, solubility, and diffusion.

It is used by chemists to establish the molecular identity and structure. MRI, a multidimensional NMR imaging technique, is used by medical practitioners for diagnostic purposes.

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ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM, E.G. Dist. A.P. INDIA



STUDENT'S CHAPTER, SOCIETY OF PETROLEUM GEOPHYSICISTS

DEPARTMENT OF GEOLOGY

NATIONAL WEBINAR

on

UNCONVENTIONAL ENERGY RESOURCES: INDIAN SCENARIO

2nd August 2021, 10:00 am - 1:30 pm

Chief Patron

Prof. Mokka Jagannadha Rao

Hon'ble Vice Chancellor
 Adikavi Nannaya University
 Rajamahendravaram

Patron

Prof. T Ashok

Registrar
 Adikavi Nannaya University
 Rajamahendravaram

Co-Patron

Dr.K.Ramaneswari

Principal, UCST
 Adikavi Nannaya University
 Rajamahendravaram

About the Webinar

This webinar is aimed at introducing unconventional oil and gas energy resources to the young student community pursuing post-graduation and research in Geology and Geophysics. This platform also creates an opportunity to know, understand and discuss the emerging technologies in the identification of these resources and the challenges encountered in their exploitation.

Keynote Speaker

Sri. C.V. Rao
 Ex-General Manager
 ONGC Ltd.

Topic

Unconventional energy resources in India - Light on horizon.

Speakers

Dr. Nimisha Vedanti

Senior Principal Scientist
 Shallow Seismics Division
 National Geophysical Research Institute
 Hyderabad, India.

Topic

Presentation: Exploration of coal bed methane and shale gas in the Gondwana basins of Eastern India

Dr. N. Sathya Vani

Principal Scientist
 Marine Deep Seismics Division
 National Geophysical Research Institute
 Hyderabad, India.

Presentation: Seismic methods in exploration of Gas Hydrates

Registration Free

Mode of
 Delivery
 Live
 Web Session

Click here

WEBLINK :

E-Certificate will be issued on completion of the feedback form at the end of webinar
 * Important recommendation : It is advised to login from 09:50 am onwards.

CONVENER

Dr. K. V. Swamy

Asst. Professor & Faculty Advisor,
 SPG Student's Chapter, Dept. of Geology,
 Adikavi Nannaya University

CO-CONVENER

Dr. K. Nooka Ratnam

Head, Dept. of Geology
 Adikavi Nannaya University

**ORGANISERS
 Members**

SPG Student's chapter
 Adikavi Nannaya University

Unconventional Energy Resources: Indian Scenario

02nd August 2021

Energy is the primary and most universal measure of all kinds work by human beings and nature. Everything what happens the world is the expression of flow of energy in one of its forms. Energy is the major input to drive the life cycle and improve it. Energy consumption is closely related to the progress of the mankind. In future, improvement in the living standard of the mankind, industrialization of the developing countries and the global demand for energy will increase with the every growing population. The development of infrastructure plays a significant role to sustain economic growth. The power sector is one of the major significant constituents of infrastructure. In general, India is dependent on conventional sources of energy like thermal, hydro and nuclear.

The conventional sources of energy are generally nonrenewable sources of energy, which are being used since a long time. These sources of energy are being used extensively in such a way that their known reserves have been depleted to a great extent. The sources of energy which are being produced continuously in nature and are in exhaustible are called nonconventional energy (or) renewable sources of energy.

In India, the Department of Non-Conventional Energy Sources was created in the Ministry of Energy in the year of 1982 to look after all the aspects relating to new and renewable energy. The Department was upgraded into a separate Ministry of Non-Conventional Energy Sources in 1992 and was rechristened as Ministry of New and Renewable Energy in 2006. Reportedly, India's renewable energy installed capacity has grown at an annual rate of 23%.

I strongly believe that there should be more awareness on the renewable and non-conventional sources of energy. There should also be governmental encouragement to shift to these ecofriendly sources of energy.

The experts present today will explore various forms of renewable energy and also inform the participants of the ways towards sustainable development.





ADIKAVI NANNAYA UNIVERSITY

UNIVERSITY COLLEGE OF ENGINEERING

RAJAMAHENDRAVARAM
[APPROVED BY AICTE]



DEPARTMENT OF ELECTRONICS & INSTRUMENTATION ENGINEERING

National Webinar

Opportunities & Challenges in Instrumentation & Control Engineering

3 AUGUST, 2021 10:30 AM - 12:30 PM



CHIEF GUEST

PROF M JAGANNADHA RAO

Vice Chancellor
Adikavi Nannaya University



PATRON

Prof T Ashok

Registrar
Adikavi Nannaya University



GUEST OF HONOR

Dr V Persis

Principal
University College of Engineering, AKNU

RESOURCE PERSON

Mr Kinnera Kiran

M.Tech, (PhD)

Fellow IETE, Senior Member,
Senior Technical Officer -2,
Process Engineering & Technology Transfer Division,
CSIR-IICT, Hyderabad



For Details

9949723988, 7416131863
eie.uceng@aknu.edu.in

[Click Here to Register](#)



CONVENER

Mr J Hanumanthu

Asst Professor, Dept. of EIE

CO CONVENERS

Dr D Srinivasa Rao, Asst Professor, Dept. of EIE

Dr D Kishore, Asst Professor, Dept. of EIE



Opportunities & Challenges in Instrumentation & Control Engineering

03rd August 2021

In process-industries, many process variables such as temperature, pressure, flow, level, density, humidity come across to measure and control continuously for maximum yield of the product. The real challenge exists when the process involves MIMO (Multi Input and Multi Output) due to the presence of interaction among process variables and disturbance; it is difficult to design the suitable controller for efficient control of process variables.

Moreover, the addition of disturbance variables, noise makes the process more complex. The existing methods or technology does not efficiently provide the feasible solution to face these challenges.

With advancement of the emerging areas such as Machine Learning, Artificial Intelligence, these methods can be extended to solve the challenges associated with the conventional methods in the terms of efficiency, large data, constraints, noise and computation efficiency.

I am hopeful that the webinar will also provide a great insight into the challenges those who would like to take up their career in this field and emphasized the opportunities in the field of instrumentation and control engineering.

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ADIKAVI NANNAYA UNIVERSITY
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DEPARTMENT OF PHYSICS
NATIONAL WEBINAR

on

AGRI NANO TECHNOLOGIES & DIELECTRIC MATERIALS

4th August 2021, Time: 10:00 AM

Chief Patron



Prof. Mokka Jagannadha Rao
Hon'ble Vice Chancellor
Adikavi Nannaya University
Rajamahendravaram



Prof. T. Ashok
Registrar
Adikavi Nannaya University
Rajamahendravaram



Dr. K. Rameswari
Principal, UCST
Adikavi Nannaya University
Rajamahendravaram



Dr. T.N.V.K.V. Prasad
Principal Scientist
Department of Soil Science
Acharya N.G. Rangra Agricultural University
Tirupathi

Topic

Agri Nano Technologies



Dr. T. Vishwam
Associate Professor
Department of Physics
GITAM School of Science
Hyderabad Campus

Dielectric materials and their
characterization studies in the
microwave frequency region

Who can attend : Research Scholars, Faculty, Students & Academicians

Registration Free

Mode of
Delivery
Live
Web Session

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WEBLINK :

Webinar Link will be sent to your registered email

** E-Certificate will be issued to everyone based on the registration and attendance of the Sessions

CONVENER

Dr. S. Rajyalakshmi
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Co-Conveners
1. Dr. Y. Sushma Priya
(Course Coordinator)
2. Mr. V. Rajasekhhar

Quan "TEAM" Physics Alumni Association
Adikavi Nannaya University

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Agri Nano Technologies & Dielectric Materials

04th August 2021

Nanotechnology representing a new frontier in modern agriculture is anticipated to become a major thrust in near future by offering potential applications. This integrating approach, i.e., agri-nanotechnology has great potential to cope with global challenges of food production/security, sustainability and climate change. However, despite the potential benefits of nanotechnology in agriculture so far, their relevance has not reached up to the field conditions. The elevating concerns about fate, transport, bioavailability, nanoparticles toxicity and inappropriateness of regulatory framework limit the complete acceptance and inclination to adopt nanotechnologies in agricultural sector.

Nanotechnology has great potential, as it can enhance the quality of life through its applications in various fields like agriculture and the food system. Around the world it has become the future of any nation. But we must be very careful with any new technology to be introduced regarding its possible unforeseen related risks that may come through its positive potential. However, it is also critical for the future of a nation to produce a trained future workforce in nanotechnology. In this process, to inform the public at large about its advantages is the first step; it will result in a tremendous increase in interest and new applications in all the domains will be discovered. There is great potential in nano science and technology in the provision of state-of-the-art solutions for various challenges faced by agriculture and society today and in the future. Climate change, urbanization, sustainable use of natural resources and environmental issues like runoff and accumulation of pesticides and fertilizers are the hot issues for today's agriculture.

సర్వత్ర విద్యయా వర్ధతే ప్రజా





ADIKAVI NANNAYA UNIVESITY
MSN CAMPUS
KAKINADA, ANDHRA PRADESH, INDIA 533005

Webinar On **MACHINE LEARNING - THE SKILLS OF ALEXA** By **TECH VIBES - CS Club**

Patron



Prof. M Jagannadha Rao
Vice - Chancellor,
Adikavi Nannaya University

Facilitator



Mr. Thirumala Rao Vonna
Principal Engineer - Verizon,
New York, USA

Topics

- Amazon Echo
- Amazon Alexa
- Working Principles
- The Alexa Skills Kit (ASK)
- Developer Console
- Alexa Blueprints



Dr. M Kamala Kumari
Dean, CDC, Adikavi Nannaya University, RJY.
Special Officer, MSN Campus, Kakinda

JUNE 13, 2021
5 : 30 PM
On Zoom



Prof T Ashok
Registrar, Adikavi Nannaya University, RJY.

Certificates will be issued to the participants



Webinar on "Machine Learning - The Skills of Alexa"

13th June 2021

It's taken decades for scientists to understand natural human speech to the point where voice-activated interfaces such as Alexa, the natural language processing system by Amazon, are sufficiently enabled to be successfully accepted by consumers. Alexa is who talks to users of Amazon's Echo products including the Echo, Dot and Tap, as well as Amazon Fire TV and other third-party products. Even since 2012, when the patent was filed for what would ultimately become Amazon's artificial intelligence system Alexa, there has been tremendous growth in capabilities and the credit for that growth goes to machine learning.

Data and machine learning is the foundation of Alexa's power, and it's only getting stronger as its popularity and the amount of data it gathers increase. Every time Alexa makes a mistake in interpreting your request, that data is used to make the system smarter the next time around. Machine learning is the reason for the rapid improvement in the capabilities of voice-activated user interface. For example, Google speech was able to improve its error rate tremendously in a year; now it recognizes 19 out of 20 words it hears. Understanding natural human speech is a gargantuan problem, and we now have the computing power at our disposal to make it better the more we use it.

Voice-based AI is so appealing because it holds the promise of supporting in a way that is natural to us humans; no swiping or typing necessary. That's also why it's a technical challenge to build. Just think about how nonlinear your typical conversation is.

When people talk they interrupt themselves, change topics or repeat themselves, use body language to add meaning and use a wide variety of words that have multiple meanings depending on the context. It's like a parent trying to understand the vernacular of teens, but much, much more complicated.

I think the experts present here today with me agree that technology is now becoming more human like in its interaction and making itself intuitive to the layman. I wish that these experts explore the ways in which the future is envisioned in terms of technology for us.

Thank you.





ADIKAVI NANNAYA UNIVERSITY
 RAJAMAHENDRAVARAM, E.G. Dist. A.P. INDIA



DEPARTMENT OF ZOOLOGY & AQUACULTURE

OPPORTUNITIES FOR CAPACITY BUILDING & INTERNATIONAL NETWORKING
 A JOINT SCIENTIFIC COLLABORATION INITIATIVE

WEBINAR SERIES

COASTAL FRONTIERS - MANGROVES

7th SEPTEMBER 2021 at 10:00 a.m

Chief Patron



Prof. Mokka Jagannadha Rao
 Hon'ble Vice Chancellor
 Adikavi Nannaya University
 Rajamahendravaram

Patron



Prof. T. Ashok
 Registrar
 Adikavi Nannaya University
 Rajamahendravaram

Speakers



International Expert
Dr. BEHARA SATYANARAYANA
 Associate Professor,
 Institute of Oceanography and Environment
 University Malaysia, Terengganu Malaysia



Dr. K. A. SUNANDA. KODIKARA-ARACHCHILAGE
 Senior Lecturer, Dept. of Botany,
 University of Ruhuna,
 Sri Lanka

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Webinar Link will be sent to your registered email

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Dr. K. Ramaneswari
 Principal, UCST
 Adikavi Nannaya University
 Rajamahendravaram

Co-Conveners
Dr. D.Sridhar
 Assistant Professor
 Department of Aquaculture

Dr. I.J.N. Padmavathi
 Assistant Professor
 Department of Biochemistry



Coastal Frontiers- Mangroves

07th September 2021

Mangroves are rare, spectacular and prolific ecosystems on the boundary between land and sea. Mangroves are mostly distributed over 123 countries and territories in the tropical and sub-tropical region of the world. India's contribution is 45.8% of the total mangrove cover in south Asia.

Mangroves support fisheries through two main ecological functions i.e. their primary productivity, which forms the foundation for marine food chains that support fisheries, and their three-dimensional structure, which provides a physical environment suitable for many fishery target species.

The climatic changes alter the mangrove ecosystem and the conservation and restoration strategies for the mangrove ecosystem. These extraordinary ecosystems contribute to the wellbeing, food security, and protection of coastal communities worldwide and mangroves support a rich biodiversity and provide a valuable nursery habitat for fish and crustaceans. Mangroves act as a form of natural coastal defense against storm surges, tsunamis, rising sea levels and erosion. Their soils are highly effective carbon sinks, sequestering vast amounts of carbon.

However, of recent, there has been a lot of exploitation of the mangroves for timber and space. These delicate ecosystems are being damaged with no efforts being made towards conservation.

I am assured that the experts today will agree with me that mangrove loss in the long run is the loss of the coastal regions. Therefore, I look forward to the experts present to propose alternative ways to generate awareness on mangrove protection.

Thank you.

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AICTE Approved



Rajamahendravaram

DEPARTMENT OF ELECTRONICS & INSTRUMENTATION ENGINEERING

NATIONAL WEBINAR

'MODERN TRENDS IN PROCESS MODELING AND CONTROL'

8th September, 2021 10:30 AM



Guest of Honor

Dr. V. Persis
Principal
University College of Engineering



Chief-Guest

PROF M. JAGANNADHA RAO

VICE-CHANCELLOR
Adikavi Nannaya University



Patron

Prof. T. Ashok
Registrar
Adikavi Nannaya University



Resource Person

Dr. Rames Chandra Panda
Sr. Principal Scientist
CSIR-Central Leather Research Institute (CLRI)
Adyar, Chennai - 600 020

For Details
9949723988, 7416131869
eie.uceng@aknu.edu.in

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zoom
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Convener

Dr. D. Srinivasa Rao
Assistant Professor, Dept. of EIE

Co-Conveners

Mr. J. Hanumanthu Assistant Professor, Dept. of EIE
Dr. D. Kishore Assistant Professor, Dept. of EIE



Modern Trends in Process modelling and control

08th September 2021

When we talk about various process modelling methods and control techniques in the field of process control and automation area, we are dealing with various methods and levels of automation and risk control.

The modelling and control of various parameters is desired in any process industry such as cement, sugar, steel, oil and natural gas, fertilizers, pharmaceutical and many plants. In process-industries, many process variables such as temperature, pressure, flow, level, density, humidity come across to measure and control continuously for maximum yield of the product.

The real challenge exists when the process involves MIMO (Multi Input and Multi Input and Multi Output) due to the presence of interaction among process variables and disturbance; it is difficult to design the suitable controller for efficient control of process variables.

Moreover, the addition of disturbance variables, noise makes the process more complex. In such situation, it's very important to develop the process models of the plant using different methods and selection of suitable method. After selection of suitable model, design of controller for the desired controlled variable is a challenging task.

With advancement of the emerging areas such as Machine Learning, Artificial Intelligence, the modern methods can be extended to solve above said problem.

This platform, I hope, will generate the necessary discourse to attract students of Instrumentation engineering to pursue their career in process modelling and control.

Thank you.

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ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM, ANDHRA PRADESH INDIA-533296



One Day National Webinar on
"Issues and Challenges of Tourism Industry-post COVID-19"

Time :11.00 am onwards, Date: 27th, September,2021.



CHIEF PATRON

Prof. M. Jagannadha Rao

Vice Chancellor

Adikavi Nannaya University

PATRON

Prof. T.Ashok

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Prof. S.Teki

Principal-UCAC

Adikavi Nannaya University

> Prof. Y.Venkata Rao

Dept. Of Tourism Management ,Pondicherry University

Topic: "Tourism Industry in amidst of Covid-19 Pandemic Crisis Possible Changes in New Normality"

> Dr.V.Rajendra Prasad,

Former Vice President,
Ramoji film city Ltd, Hyderabad

Topic: "Practical Implications of Tourism and hospitality Industry"

> Dr.Kota Neela Manikanta

Assistant Professor,Dept. of Tourism Management,Vikrama Simhapuri University, Nellore

Topic: "Strategies to Revive Tourism Industry during Post Covid 19"

> Mr.I.S.N Raju,

Faculty ,DCMS,Adikavi Nannaya University.

Topic: "Significance of World Tourism Day"

Conveners

- ❖ Dr.P. Uma Maheswari Devi
- ❖ Dr. N. Uday Bhaskar

Organisers: Faculty of DCMS



ZOOM LINK: <https://us06web.zoom.us/j/81779155647?pwd=NjdYalc4NUxjaExNVnc3MnZlTkt0QT09>

CLICK HERE



Issues and Challenges of Tourism Industry-post COVID-19

27th September 2021

Tourism continues to be one of the sectors hardest hit by the coronavirus pandemic and the outlook remains highly uncertain. Encouraging news on vaccines has boosted hopes for recovery but challenges remain, with the sector expected to remain in survival mode until well into 2021.

Domestic tourism has restarted and is helping to mitigate the impact on jobs and businesses in some destinations. However, real recovery will only be possible when international tourism returns. This requires global co-operation and evidence-based solutions so travel restrictions can be safely lifted.

The survival of businesses throughout the tourism ecosystem is at risk without continued government support and although governments have taken impressive action to cushion the blow to tourism, to minimise job losses and to build recovery in 2021 and beyond, more needs to be done, and in a more co-ordinated way.

While flexible policy solutions are needed to enable the tourism economy to live alongside the virus in the short to medium term, it is important to look beyond this and take steps to learn from the crisis, which has revealed gaps in government and industry preparedness and response capacity. Co-ordinated action across governments at all levels and the private sector is essential.

The crisis is an opportunity to rethink tourism for the future. Tourism is at a crossroads and the measures put in place today will shape the tourism of tomorrow. Governments need to consider the longer-term implications of the crisis, while capitalising on digitalisation, supporting the low carbon transition, and promoting the structural transformation needed to build a stronger, more sustainable and resilient tourism economy.

The webinar today will explore the various ways through which the tourism sector may recover and transform itself in the coming future. I hope that all the participants benefit from this event.





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ISO 9001 2015

CENTRAL GROUND WATER BOARD
DoWR, RD & GR, Ministry of Jal Shakti, Govt. of India

Public Interaction Program (Virtual) on
Aquifer Mapping & Management in Andhra Pradesh State
with emphasis on East Godavari District

WEBINAR SERIES

30th August 2021 at 11:00 AM

Chief Patron



Prof. Mokka Jagannadha Rao
Hon'ble Vice Chancellor
Adikavi Nannaya University
Rajamahendravaram

Patrons

Prof. T. Ashok
Registrar
Adikavi Nannaya University
Rajamahendravaram

Dr. K. Ramaneswari
Principal, UCST
Adikavi Nannaya University
Rajamahendravaram

Speakers



G. KRISHNAMURTHY
Head of Office
Central Ground Water Board
Ministry of Jal Shakti, Govt. of India



Dr. VSR KRISHNA
Scientist
Central Ground Water Board
Ministry of Jal Shakti, Govt. of India



Smt. CAROLINE LOUIS
Scientist
Central Ground Water Board
Ministry of Jal Shakti, Govt. of India

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Webinar Link will be sent to your registered email

Convener
Dr. K.Nooka Ratnam
HOD, Dept. of Geology
Adikavi Nannaya University
Rajamahendravaram



Public Interaction Program (virtual) on Aquifer Mapping & Management in Andhra Pradesh State with emphasis on East Godavari District

30th August 2021

Aquifer mapping is a process wherein a combination of geologic, geophysical, hydrologic and chemical analyses is applied to characterize the quantity, quality and sustainability of ground water in aquifers. In recent past, there has been a paradigm shift from “groundwater development” to “groundwater management”. As large parts of India particularly have become water stressed due to rapid growth in demand for water due to population growth, irrigation, urbanization and changing life style.

Therefore, in order to have an accurate and comprehensive micro-level picture of groundwater in India, aquifer mapping in different hydrogeological settings at the appropriate scale is devised and implemented, to enable robust groundwater management plans. This will help in achieving drinking water security, improved irrigation facility and sustainability in water resources development in large parts of rural and many parts of urban India. The aquifer mapping program is important for planning suitable adaptation strategies to meet climate change also.

Ground water is the main source of both for drinking and irrigation requirements. The main source of recharge in the area is precipitation. Therefore, it is essential that every drop of water fallen on the ground is to be properly utilized for better management. The major considerable ground water issue in the area is water level depletion. Due to increased ground water development in the area, there is depletion of some extent to the water table.

Today’s webinar will help us understand the methods through which the aquifers are mapped in the region and the various applications for the data thus acquired.

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in association with



A NATIONAL WEBINAR ON
ELECTRIC VEHICLES: YOUR OPPORTUNITY TO
GROW

09 November, 2021 10:00 AM



CHIEF GUEST
PROF M JAGANNADHA RAO
Hon'ble Vice Chancellor
Adikavi Nannaya University



PATRON
Prof T Ashok
Registrar
Adikavi Nannaya University



GUEST OF HONOR
Dr V Persis
Principal
UCE, AKNU



KEY SPEAKER
Mr Suhas Joshi
EVE Expert

CONVENER

Mr A Vijaya Durga
Course Coordinator, Dept. of ECE

For Details

9989032311

ece.uceng@aknu.edu.in

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Co CONVENERS

- Mr B Sudha Kiran**, Asst Professor, Dept. of ECE
Mr B Krishna, Asst Professor, Dept. of ECE
Ms B Anne Keziah, Asst Professor, Dept. of ECE
Mr P Venkat Ratnam, Asst Professor, Dept. of ECE



A National webinar on Electric Vehicles: Your Opportunity to Grow

09th November 2021

All the economic development can be attributed to the development of faster transport systems of goods and humans. Today, in the era of globalization, we begin everyday with interacting and using goods from various places of the world. Similarly, we work and associate with others from all over the world.

Therefore, the use of fossil fuels for transport is ubiquitous. However, we all are aware of the damage that these valuable resource causes to the environment – from destruction of land, life and air – we all are victims of this fossil fuel addiction. It is an opportune time for us to search alternative sources of energy and energy production.

Use of electricity to power our vehicles is one such alternative arrangement which causes much less damage to the environment. With technology giants like Tesla of Elon Musk, we have seen the capacities of the Electric Vehicles and its capabilities.

Thus, an era of electric transport is unfolding before us. With its great potential to undo the damage and open up newer and efficient modes of transport, the electrical engineers are bound for a very powerful and responsible role in the future.

The knowledge of EV will be beneficial to the students and this webinar will inform them of the future opportunities that lie ahead both in research and industry arenas. There is a tremendous scope of growth and improvement in this sector, ranging from battery capacity to safety. This will assure a diversity of opportunities for the students to choose from.

This webinar will spark the necessary interest among the students and provide them with inspiration to explore EV as a career option.

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GARUDALYTICS

Think Location

NATIONAL WEBINAR ON GEOSPATIAL TECHNOLOGIES FOR SUSTAINABLE SMART CITIES

23 NOVEMBER, 2021 10:30 AM - 12:30 PM



Chief Guest

PROF M JAGANNADHA RAO

HON'BLE VICE CHANCELLOR



Patron

Prof T ASHOK
REGISTRAR

Co-Patron

DR V PERSIS
PRINCIPAL UCE



Resource Persons



DR. VSS KIRAN

CEO, Garudalytics



MANASA KODUGANTI

Solution Engineer



JAYANTA PODDAR

CTO



RITAM CHAKRABORTY

GIS Analyst

Convener

CH SRI VARMA,
COURSE COORDINATOR, DEPT OF CE

Co-Conveners

G NIRANJAN

KSS MOUNIKA

REGISTRATION LINK



National Webinar on Geospatial Technologies for Sustainable Smart Cities

23th November 2021

Smart cities observe the state of their environment and activities of citizens to provide improved services. The move toward smart cities promise to bring greater automation, intelligent routing and transportation, better monitoring, and better city management. The enabling trends that coincide with smarter cities include the drive to open up municipal data for more transparent operations, the creation of sensor networks to improve infrastructure monitoring and performance, networked connectivity of the Internet of Things, and bidirectional communication with citizens regarding city services.

In smart cities, everything will be measured in real time and fine detail through the deployment of sophisticated sensors. Technology will play a major part in integrating mountains of real-time data so it can be acted upon. It will improve applications that range from managing environmental quality and the built environment to land use and transportation planning. The result: better decisions, more efficiency, and improved communication.

Geospatial technology is a multidisciplinary field that includes surveying, photogrammetry, remote sensing, mapping, geographic information systems, geodesy and global navigation satellite system.

In recent decades, there has been significant growth in this subject. Global positioning system-based determination of location was an incredible innovation in the 1990s. And GIS applications enabled greater awareness and analytical capability using a feature-based modelling of environments.

Smart cities are the future to sustainably support population growth and urban expansion. Location is a common dominator in every aspect and geospatial technology is central to providing a technology platform that forms the backbone of the city.

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Adikavi Nannaya University
University College of Science and Technology
Department of Geosciences



Guest Lectures

Topic # 1: Geochemical Exploration Studies-REE, Occurrence, Exploration, Applications and Chemical Characterization

Topic # 2: Basics of Seismology

Time: 3:30PM Date: 20-10-2021



Chief Patron

Prof. Mokka Jagannadha Rao
Vice-Chancellor
Adikavi Nannaya University
Rajahendravaram



Resource Person #1

Dr. V. Balaram
Former Emeritus Scientist, Chief Scientist and Head,
Geochemistry Division, CSIR-National Geophysical
Research Institute (NGRI), Hyderabad



Resource Person #2

Mr. Ch. Patanjali Kumar
Scientist 'E'
ESSO - Indian National Centre for Ocean Information
Services (INCOIS), Hyderabad

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Dr. K. Nooka Ratnam
Head, Dept. of GeoSciences
Adikavi Nannaya University
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Dept. of GeoSciences
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Geochemical Exploration Studies-REE, Occurrence, Exploration, Applications and Chemical Characterization & Basics of Seismology

20th October 2021

Geologically and geochemically the Earth constitutes a dynamic system in which material is moved from one place to another and changed in form and composition by a variety of processes, including melting, crystallization, erosion, dissolution, precipitation, vaporization and radioactive decay.

Exploration forms the backbone of resource development and evaluation. Natural resources like Petroleum, Coal, Mineral deposits, and Groundwater are all geologically controlled and their formation, dimensions, extent, mode of occurrence and spatial variation are affected by characteristic geological settings with the interplay of several factors that contribute to the economic viability of the deposit.

Exploration geochemistry relies heavily on certain basic geochemical concepts. Geochemists long ago recognized the general principles underlying element distribution in the natural environment and that elements tend to be associated with one or another of these major phases, or the associated atmospheric and biologic phases, that subsequently developed.

Application of partial dissolution techniques to geochemical exploration has advanced from an early empirical approach to an approach based on sound geochemical principles. This advance assures a prominent future position for the use of these techniques in geochemical exploration for concealed mineral deposits.

A large number of geochemical exploration techniques, both proved and untried, are available to the geochemist to use in the search for new copper deposits. Analyses of whole-rock samples have been used in both regional and local geochemical exploration surveys.

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**National Webinar on "Researches on Topics Related to Biology-Chemistry Interface
Some Case Studies"**

03rd July 2021

The intrinsic relationship between chemistry and biology transcends the formal division of scientific disciplines as we know them today. Why then has the interface between these fields remained an interface and not emerged as a distinct discipline? If we consider Biology to be the study of life and life processes, and Chemistry as the study of molecular behaviour, the importance of chemistry in biological processes is not always immediately evident. For example, the study of synthetic chemistry was considered orthogonal to Biology until the chemical synthesis of urea proved that a component of "life" could be made in the laboratory. Since this time, the challenge of synthesizing molecules of nature has become so complex that the synthesis of one molecule is often the subject of many doctoral dissertations. This complexity has resulted in the development of Natural Product Synthesis as a distinct scientific discipline. Likewise, techniques for the isolation and biological evaluation of natural products has become a fundamental subdiscipline in Biology, often referred to as Chemical Ecology.

To me it seems that biologically trained scientists often ask the question "why or how did nature evolve to its present state?" while chemically trained scientists ask "what physical principle can we use to describe our observation?" This is not to say that the biologist does not deal with basic physical principles nor that the chemist does not believe in evolution. But biological systems do evolve and chemical systems do follow the laws of physical principles, and these questions are a fundamental product of classical training in each respective field. Therefore, it is appropriate that each scientist asks the first question that is likely to provide a rationale for observed behavior. In nature, however, Chemistry and Biology are not distinct, and historically there have been many instances where the two fields have had an extensive amount of interplay. Biochemistry is perhaps the most recognized field at the interface of Chemistry and Biology, but other fields have emerged out of the combination of these two disciplines, namely Biological Chemistry, Chemical Ecology, Bio-organic Chemistry and most recently Chemical Biology. Biochemistry departments are prolific and can be found in medical schools, as basic science departments, and even as divisions within Chemistry departments. Biological Chemistry departments are most often found in medical schools and appear to include almost any area of biological research that involves a molecular component, be that protein, DNA, RNA or small molecule.





ఆదికవి నన్నయ విశ్వవిద్యాలయం - రాజమహేంద్రవరం

ఊడియాల సెల్ (ANUR)

అంతర్జాతీయ యోగా దినోత్సవం సందర్భంగా నిర్వహిస్తున్న కార్యశాల

కాంపిడ్ 19 - ఆరాగ్య సంరక్షణలో యోగ్

తేదీ : 21-06-2021

సమయం : సా.04.00 - 05.30 వరకు

ముఖ్య అతిథి



ఆచార్య మొక్కా జగన్నాథరావు గారు
వైస్ ఛాన్సలర్, ఆదికవి నన్నయ విశ్వవిద్యాలయం



ప్రభాధ్యక్షులు
ఆచార్య డి.అశోక్ గారు
రిటైర్డ్, ఆదికవి నన్నయ విశ్వవిద్యాలయం
రాజమహేంద్రవరం



ఆత్మీయ సందేశం
ఆచార్య ఎస్.వేకి గారు
ప్రెసిడెంట్ అఫ్, ఆంధ్ర జామిన్ కళాశాల
ఆదికవి నన్నయ విశ్వవిద్యాలయం



జలదీప్ ఆసనాలు
ఎ.శ్యామ్ సుందర్ గారు
వైస్ చీఫ్ యోగా టీచర్
శ్రీరామ్మి రామ బస్టాప్ అఫ్ యోగా, భారతదేశం

క్లిష్టాస్నానం



అశోక్ కుమార్ పి

ఫౌండర్ అఫ్ బోధి యోగ అకాడమీ
అంతర్జాతీయ యోగా ఉపాధ్యాయ శిక్షణ సంస్థ, అమెరికా

YOGIA

9701293231
pro@aknu.edu.in
వీక్షించండి

nannaya news tv zoom

సంచాలకులు



డా. తలూరి వాసు
సహాయాచార్య, తెలుగుశాఖ
ఎడిటర్, నన్నయవాణి



పువ్వల ఆనంద్
ప్రజా సంబంధాల అధికారి
కోఆర్డినేటర్, మీడియా సెల్



Yoga in Health Care in COVID-19 Scenario

21st June 2021

Yoga is a discipline based on an extremely subtle science, which focuses on bringing harmony between mind and body. It is an art and science of healthy living. Yoga leads to a perfect harmony between mind and body, man and nature, individual consciousness and universal consciousness.

Yoga helps to build up psycho-physiological health, emotional harmony; and manage daily stress and its consequences. Yoga is also useful in conditions where stress is believed to play a role. Various yogic practices such as Yogasanas, Pranayama, Dhyana (meditation), cleansing and relaxation practices etc. are known help modulate the physiological response to stressors. Several studies have shown the efficacy of Yogic practices in management of non-communicable diseases like hypertension, bronchial asthma, diabetes, sleep disorders,

depression, obesity, etc. that can be comorbid conditions in patients with COVID 19. Yoga has also been shown to be useful in vulnerable population such as elderly, children. The function of the immune system is critical in the human response to infectious disease. A growing body of evidence identifies stress as a cofactor in infectious disease susceptibility and outcomes.

Apart from boosting immunity, yoga practices also help COVID patients to de-stress and that aids the recovery process further. Yoga may play significant role in the psycho-social care and rehabilitation of COVID-19 patients in quarantine and isolation. They are particularly useful in allaying their fears and anxiety.

Recovering from COVID-19 can be an arduous journey with fear of symptoms worsening and nobody around to comfort you physically. If there is anything that is helping people to combat the loneliness, stress and the physical discomfort that come with the disease, it is the ancient practice of Yoga.

I hope that this webinar will shed light on this age old practice and explore its benefits for the participants.





Adikavi Nannaya University



NATIONAL INSTITUTE FOR EMPOWERMENT OF PERSONS WITH MULTIPLE DISABILITIES (DIVYANGAJAN)
Department of Psychology &

Ministry of Social Justice & Empowerment, Govt. of India

Accredited by NAAC-ISO9001:2015

Chennai-603112, India.

Jointly Organizing



Prof. Mokka Jagannadha Rao
Vice Chancellor
Adikavi Nannaya University

Two-Day National CRE Webinar on

On

Research in Disability Rehabilitation RCI-CRE Status Accredited

ON

11th & 12th May 2021

Time

10AM to 5PM

In Technical Collaboration with

THPI- Hyderabad

Sahay-Nidadavolu

SPRUHA-Psy.Alumni Assn.

Aarambh- Assn. for Autism

Sahay-Nidadavolu

Cheyutha- Vijayawada

Other Rehabilitation Centers of Rajahmundry for

Differently Abled Individuals

Convener & Director: Dr. Mani Ramana CVS 9550753419



Dr. Nachiketa Rout
Director, NIEPMD



Two Day National Webinar on "Development of Play and Social Skills in Children with ASD "

26th & 27th April 2021

Social skills are important for building relationships, making friends and learning. With time and support, autistic children can develop social skills. Strategies like role-play and video-modelling can help autistic children develop social skills.

Social skills help all children know how to act in different social situations – from talking to grandparents to playing with friends at school. Social skills can help your child make friends, learn from others and develop hobbies and interests. These skills can also help with family relationships and give your child a sense of belonging. Good social skills are important for your child's mental health and overall quality of life.

Many children and adults on the autism spectrum need help in learning how to act in different types of social situations. They often have the desire to interact with others, but may not know how to engage friends or may be overwhelmed by the idea of new experiences.

Building up social skills with practice can help enhance participation in the community and support outcomes like happiness and friendships. We have compiled social skills tips and information from experts, teachers, and families, along with useful tools to help enhance opportunities to be part of the community.

Social skills are the rules, customs, and abilities that guide our interactions with other people and the world around us. In general, people tend to "pick up" social skills in the same way they learn language skills: naturally and easily. Over time they build a social "map" of how to act in situations and with others.

This webinar will help us in understanding the requirements of the ASD Children and how we can assist them in their development. I congratulate the Department of Psychology for organizing the webinar.





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM - 533296

NATIONAL SERVICE SCHEME



**Invites you for a one day webinar on
SUSTAINABLE FOODS FOR HEALTHY PEOPLE AND HEALTHY PLANET**

On 22nd May 2021 at 10 am to 12 pm

in collaboration with Human Society International



CHIEF GUEST



Prof. M. JAGANNADHA RAO
VICE-CHANCELLOR
ADIKAVI NANNAYA UNIVERSITY

GUEST OF HONOR



Prof T. ASHOK

REGISTRAR
ADIKAVI NANNAYA UNIVERSITY

Resource person

PRADEEP YARA

CAMPAIGNER-EAT KIND INDIA
HUMANE SOCIETY INTERNATIONAL-INDIA

DESIGNED & ORGANIZED BY
NSS TEAM
ADIKAVI NANNAYA UNIVERSITY

FOR MORE DETAILS CONTACT

CONVENER

DR. B. KEZIA RANI

NSS COORDINATOR

ADIKAVI NANNAYA UNIVERSITY
CONTACT:-7396544059

ABOUT UNIVERSITY

Adikavi Nannaya University was established on April 2006. This University aims to combine the pristine cultural and the contemporary demands of educational excellence in its vision. Adikavi Nannaya University prides in being the largest University of Andhra Pradesh with nearly 450 colleges. The University is dedicated to excellence in academics and is zealous in making its students resourceful and responsible citizens of India.

ABOUT NSS

The NSS Cell of Adikavi Nannaya University comprises of 290 Units with over 29000 volunteers offering their services across East and West Godavari Districts. The NSS Cell represented the University in the Republic Day Parade of Republic Day Celebrations, 2020. The Cell has organized many service programs, blood donation camps and trained students to participate in various activities like camps, youth festivals etc. Rehabilitation centers were formed for the corona affected people during the pandemic. The NSS Cell strives to render more community services in the future for the benefit of the poor, needy and marginalized sections of society.

ABOUT THE EVENT

The COVID-19 pandemic is impacting all parts of human society. Like everyone else, conservation biologists are concerned first with how the pandemic will affect their families, friends, and people around the world. But we also have a duty to think about how it will impact the world's biodiversity and our ability to protect it. Biodiversity underpins current and future human health, well-being and economic prosperity. Yet it is being destroyed at an unprecedented and accelerating rate, with 25% of all plant and animal species now threatened with extinction. It is therefore critical that countries integrate biodiversity considerations into their COVID-19 response and economic recovery plans.

The practice of protecting and preserving the wealth and variety of species, habitats, ecosystems, and genetic diversity on the planet, is important for our health, wealth, food, fuel, and services we depend on. ... Biodiversity conservation is vital for economic growth and poverty reduction.



One Day Webinar on "Sustainable Foods for Healthy People and Healthy Planet"

22nd May 2021

Promoting good nutrition, health and sustainable food systems in the context of population growth, dietary transition and a changing climate is a central challenge of our time. While climate change has an impact on our diets, our food systems and therefore our diets also affect climate change.

Food systems and dietary patterns are key determinants of nutrition and health. At the same time, they play a significant role in environmental degradation and climate change. The global food system, spanning food production, consumption and waste, accounts for a substantial portion of the GHG emissions that are leading to climate and environmental change. Simultaneously, climate change is influencing food production, food systems, the food environment and socioeconomic conditions, and affecting dietary quality and malnutrition.

A combination of climate adaptation and mitigation measures and disaster risk management could lessen the threats to nutrition from climate change. Climate change adaptation is key to managing the impact of climate change on the food system, food environment, health and nutrition. Early intervention is important, as the options for successful adaptation diminish and the associated costs increase as climate change intensifies.

Climate-induced food-price volatility increases food insecurity. Faced with higher prices, consumers may opt to buy nutrient-poor but calorie-rich foods and/ or endure hunger, with consequences ranging from undernutrition and micronutrient deficiencies to excess weight and obesity. Therefore, it is essential to understand these various dynamics. I am sure that this webinar will help us understand the intricacies of food consumption behavior and its relation to healthy environment.



100th WEBINAR

Under the

*"Quintessential Leadership of
academician par excellence"*

CHIEF PATRON



Prof. Mokka Jagannadha Rao
Vice Chancellor - Adikavi Nannaya University

Patrons



Prof. T. Ashok
Registrar



Prof. S. TEKI
Principal
University College of Arts & Commerce

Web Master :

M. Srinivasa Rao



ADIKAVI NANNAYA UNIVERSITY

ISO 9001: 2015 Certified

RAJAMAHENDRAVARAM -A.P. INDIA



**SPRUHA Psychology Alumni Association
of Adikavi Nannaya University**



Regd.No. 488/2016

in Collaboration with

DEPARTMENT OF PSYCHOLOGY-AKNU

Key Note Speaker



Dr. KARRI RAMA REDDY
Eminent Psychiatrist/Academician

EXPERT TALK

**"Unmatchable you -
Unleash your potential"**



Sunkara Nagendra Kishore
Sports/ Community Psychologist
International Member APA
Eminent Researcher on Human Sports
Resource Development

National Webinar on Psycho-Social Perspectives of Students of Higher Education - Issues & Challenges

on 21-09-2021 Tuesday from 10.30 a.m.

zoomlink : <https://forms.gle/AsYGkY3fGoX3ow95A>

**e-certificate will be issued to the participants
10 motivational book gifts to lucky dip winners in the end.**



Convenors :

Dr. P. Raja Sekhar
Course Co ordinator Dept. of Psychology
S. Nagendra Kishore
President
Spruha Psychology Alumni Assn.

Co-Convenors

Dr. Ch. N.K.Bhavani
Assistant Professors Dept of Psychology.
S. Rajesh Khanna
Secretary
Spruha Psychology Alumni Association- AKNU



Psycho-Social Perspectives of Students of Higher Education-Issues and Challenges

21th September 2021

There exists an imperative need of parents, teachers, significant others and psychologists to take appropriate equal initiatives to boost confidence among students to overcome the stress and anxiety.

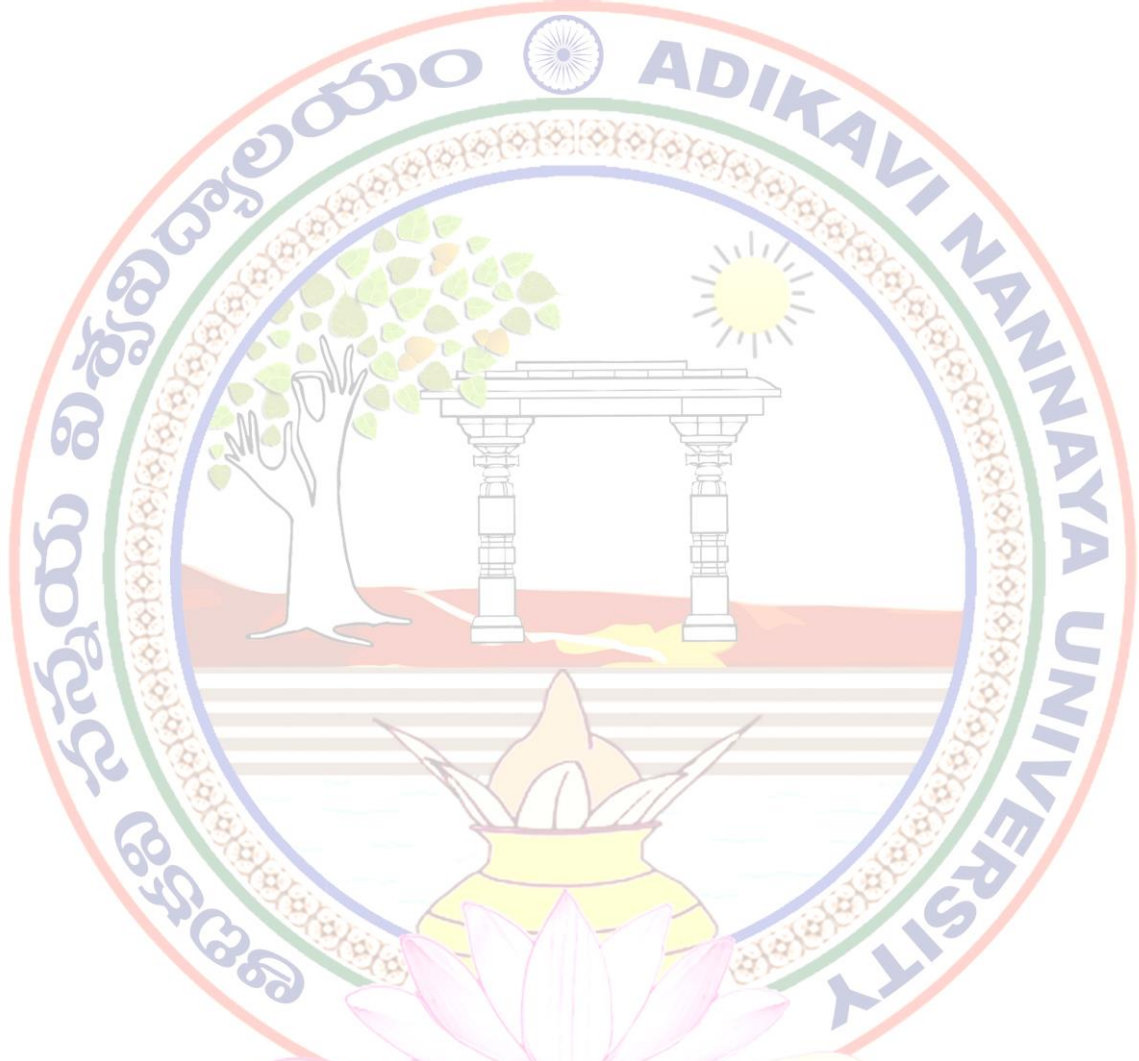
The students/youth have to control themselves against unethical websites, social media etc. they have shown their exemplary resilience shown during COVID crisis by showing their strengths and support – despite being isolated for long periods.

The primary purpose of education is to bring out the individuals' inner potentials and turn out humans into human beings. The demands of society have brought a paradigm shift during the last few decades resulting in cramming in of information overloading the young minds.

Various measures for revamping the educational system, considering individual needs, societal demands and nation-building should be discussed in this webinar.

The newly introduced National Education Policy 2020 may be a point of good discussion. Its focus on Holistic development of students, Employment vs knowledge creation, Curriculum developments, Modifications in pedagogy, Global versus native approach in choosing the medium of instruction. Autonomy of institutions, Horizontal versus Vertical growth of Universities, Research versus Teaching, Grading systems, Role of Soft skills are all commendable initiatives. If the policy is brought into reality I am sure that there will be a transformative change in the education system of this country. I look forward to such a change.





సర్వత్ర విద్యయా వర్ధతే ప్రజా





మహిళల రక్షణకు దిశ యాప్



Disha SOS

Andhra Pradesh Police Communication

★★★★★ 3,149

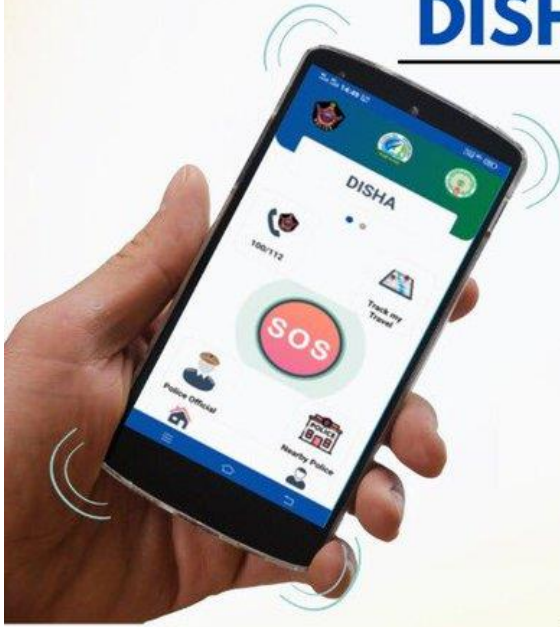
3+

This app is available for some of your devices

Add to Wishlist

Install

DISHA APP



IN CASE OF AN EMERGENCY
**SHAKE YOUR
PHONE 5 TIMES**

OR

PRESS SOS

WE'LL BE THERE FOR YOU

Launch of DISHA APP at AKNU

10th February 2020

To address crime against women, Andhra Pradesh Hon'ble Chief Minister YS Jaganmohan Reddy has launched the Disha App and the related Disha Law. It is indeed a fortunate occasion that the Hon'ble Chief Minister has chosen Adikavi Nannaya University, Rajamahendravaram as the platform to launch the app. I consider it an honor that the Chief Minister has graced the university on this occasion.

The Government's efforts to safeguard women are commendable and with the launch of Disha App, the Government is in a way, promising its dedication to the women's safety. This dedication can be seen in the orders of the Chief Minister to "Women police officers, and ward and village volunteers have been asked to take up a door-to-door campaign, to create awareness about the app's features and usage, and to encourage all women who have smartphones to install the app."

The app includes the "panic button" or SOS feature that helps women connect to emergency helplines in limited time. When in danger, women can either push an SOS button on the app, or shake the phone thrice if the 'hand gesture' feature is enabled, to send an SOS request.

Upon confirmation, the SOS request is passed on to the nearest emergency response vehicle. The flawless functioning of the app was ensured with a reliable and strong network of Disha centres across the state.

The application has latest features such as recording of video and audio. The app is helpful in presenting substantial and conclusive evidence.

A whopping 5,840 mobile teams have been deployed across the State for the rescue of women in distress. Youngsters, in particular, should install this app in their devices and use it on facing any dangerous situations.

I am sure that this initiative will be extremely successful and beneficial to the society.

సర్వత్ర విద్యయా వర్ధతే ప్రజా





ADIKAVI NANNAYA UNIVERSITY, RAJAMAHENDRAVARAM
University College of Engineering

CLUBS CARNIVAL



Clubs Inaugural Speech

26th February, 2020

Student Clubs were launched in the University College of Engineering to foster innovative and peer to peer learning. The Clubs constitute members of a branch of Engineering and will be responsible for celebrations of important days pertinent to that particular branch.

The initiative is to encourage students to take up co-curricular activities such as conduct of activities, exhibitions as well as learn about the latest developments in their respective field of engineering. The clubs will be supervised by a faculty member – designated as Club Coordinator.

Departmental Student Clubs have been established to provide a platform for the students to explore their academic interests. These Clubs will organize activities, guest lectures and competitions for the students. The logos made by the students are very interesting and enthusiastic. The students should put their endeavour to achieve their goals.

The commencement of the student clubs, in the University College of Engineering is very important. The student clubs will therefore be avenues of creativity and innovation for the students to pursue their interests either in relation to their domain or outside of their domains.

Students need such platforms to explore their interests and to ensure that an academically invigorating environment is created in the University campus. Over time, these Clubs can pursue their own endeavours such as taking up of community projects and social work on their own as a representative unit of the University.

These clubs till then will need careful nurturing from the faculty members. It is therefore the responsibility of the club coordinators to plan and implement various activities that keep the club vibrant and active throughout the academic year.

Furthermore, these clubs can be used to offer services such as training for competitive exams for the students. The clubs can take up training programs for GATE, IELTS and other such exams wherein under the guidance of the faculty, peer-to-peer teaching can be encouraged.

I look forward to their successful implementation of this initiative and wish all the students of University College benefit from the Clubs.

నర్వత్ర వద్యయా వర్ధతే ప్రజా





ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM

MERRY
CHRISTMAS

Prof M JAGANNADHA RAO
VICE CHANCELLOR



Christmas Celebrations

25th December, 2020

The 25th of December is the most important day of the year for Christians. Christmas is the season of love, harmony, and celebration. This is a particular time to celebrate Jesus Christ's birth. Being a festival for Christians also, this festival is celebrated by everybody with great enthusiasm as well as joy.

Christmas is not an exception and it also gives a message, you just have to thoughtfully decipher it. The message that Christmas gives is that of brotherhood, togetherness, and generosity. It is an ancient festival, being celebrated for ages. During those days when people celebrated Christmas, they did activities like charity, distributing food, clothes, and money too.

The message is clear – celebrate the festival but do remember to celebrate it together with the community and especially with those who are poor and don't have resources.

Donate clothes, donate money, share your food, and also share your joy. I believe that though the festival has roots related to Christianity, it is the most non-religious celebration of all. It allows celebrations beyond religious demarcations. It is primarily a festival of joy. Christmas is celebrated together with family, friends, and community. Everything we do, we do it together. Sing, dance, eat, everything is done with others.

It is believed that no one should be left alone at Christmas. The celebrations would not be fruitful if there is someone in your community who is left alone and is sad. More than enjoying the festivities the stress should be to share your joy. If you don't share your joy with others, you will miss the mark and the true meaning of Christmas.

But remember that whichever way you celebrate; do remember the poor and the needy around you and also be generous to them. Because it is only through the charity that Jesus will smile upon you from heaven above.

Let us make a resolve today that we would be spending this festive season by spreading joy. Stay happy and make others happy! Feed the poor; donate food and clothes, etc.

In my opinion that would be the best way to celebrate Christmas and to make God proud of us





ISO Certification

30th December 2020

ISO 9001-2015 standard is to establish, document, implement, maintain and continually improve quality management system. The overall responsibility for implementation and continual improvement of Quality Management Standards lies with the Vice Chancellor assisted by Registrar, Principals and Deans. This management can only function when there is also a coordination between all the levels of administration.

The survey which consisted of two Stages, verified the documentation and procedures of the University at all levels and it is after a thorough inspection that the ISO is awarded to the University.

COVID lockdowns which has hindered the functioning of the University physically but the organization swiftly shifted to the online mode. The lockdowns thus helped the University in preparing the documentation for ISO and NAAC. Thus in a way we have been able to turn a hurdle to challenge.

The constitution of the team ISO thus has commenced long before. The Core Committee members have performed many mock inspections to ensure that all the records and files are maintained in proper way in all the sections and departments. These drills have helped us in reducing the non-conformances in the inspection and final audits.

I congratulate the ISO Core Committee members and ISO Coordinator Dr V Persis for their consistent and focused efforts throughout this endeavour. Today, by achieving ISO, we are ensuring that the services provided by the University are of high quality and consistent nature. ISO certification is a great achievement of Adikavi Nannaya University in the year 2020.

Entering the new year with the same spirit, he said that in 2021 he should definitely get a good grade in NAAC recognition certificate.

సర్వత్ర విద్యయా వర్ధతే ప్రజా



విశ్వవిద్యాలయ విశ్వవిద్యాలయ



ADIKAVI NANNAYA UNIVERSITY



Women's Day Celebrations

08th March 2021

Women's Day is celebrated to recognize and acknowledge the women's achievements in social, political, scientific and cultural fields. Celebrating women, is a sense of paying tribute to each and every woman in one's life. Every year, on this, women from all walks of life gather together to commemorate their plight and progress. Women need to summon such a fortitude to overcome all obstacles in all areas of life in order to achieve significant progress.

Adikavi Nannaya University salutes all the women who are the part of AKNU family as well as those who are doing wonders all around the globe.

For ages, men have had more privileges in every aspect of life in society, which could be good pay scale, social status, or voting rights percentage but now we are living in the 21st century and the world is slowly moving towards gender balance. It's moving towards equality for both men and women which could include equal pay scale, social status, and equal voting rights for women. This change is necessary and it is required around the world because we all are humans and equal opportunities and respect should be given to everyone.

So it is important to have a Day that reaches out and helps in solving all the discriminations that are happening against Women. As we all know how important Women are. They play various roles which could be a caring mother, a daughter, and so on.

Women used to be limited in their houses and were not allowed to leave the house for employment before, but now things have drastically changed. Women are undoubtedly turning the world's attention to them. Women are achieving incredible heights and even travelling to space, as can be seen. Furthermore, they are joining every field and succeeding in all of them, demonstrating their abilities. The most efficient approach to enhance communities, corporations, and countries is for Women to participate.

In this context, it is important to acknowledge the role and contribution of the women of our University. Today, women faculty are involved in all the major roles of University administration from Assistant Registrar, Principals, Deans and various other officers.

It is also important to remind that the majority of the students of this University are women which is indicative of the fact that the University is a safe and inclusive place.

I wish that the University continues to prosper from all the women faculty and that the students, especially girl students, bring laurels to this organization.

Thank you.





ADIKAVI NANNAYA UNIVERSITY Rajamahendravaram

ISO 9001 : 2015



Prof. MOKKA JAGANNADHA RAO
Vice-chancellor, AKNU

**UNIVERSITY COLLEGE OF ENGINEERING
&
MSN CAMPUS (Kakinada)**
are now



**AICTE
APPROVED**

Congratulations to all the Nannaya Fraternity

AKNU ADMINISTRATION



AICTE Certification Ceremony

July 30, 2021

I am happy to announce that Adikavi Nannaya University has been given AICTE approval to MBA, MCA and Engineering programs. It is a great achievement for the University as since 10 years we have been running these programs but we could not get the AICTE approval due to various reasons.

However, now with focused efforts and dedicated work of all the faculty, officers and staff – we finally were approved – which is long awaited. The dedication and hard work of all the members involved in this endeavour must be acknowledged, especially the Engineer's Office and the AICTE Coordinator, Dr V Persis, Principal, University College of Engineering.

The AICTE inspection has been conducted virtually and all the facilities of the University are inspected through online video conferences. The inspection team after having been satisfied with the facilities and records of the University has approved for the AICTE.

We have been receiving many representations from the parents, students who were doubtful about the certificates of the University. But from this time onwards, the students can be happy and confident that their certificates and programs are now AICTE approved. While AICTE is not a must for a state university, it nevertheless it adds value to the certificate which will open new opportunities to the students of the University during their job searches.

The AICTE approval will give us an opportunity to apply for various. This allows them to apply, attend and organize various programs in association with AICTE. The AICTE approval can also be used to apply for various funded projects that are announced by the AICTE. Moreover, some of the initiatives of the AICTE will also be helpful in infrastructural development of the University.

Therefore, I congratulate all the staff and students of the Adikavi Nannaya University and I am hopeful that this approval will enthuse the AKNU faculty to prepare for the upcoming NAAC inspection. I wish that all the students of MBA, MCA and Engineering be benefitted from this approval.

సర్వత్ర విద్యయా వర్ధతే ప్రజా





ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM, E.G. Dist. A.P. INDIA

INTERNATIONAL TRIBAL DAY CELEBRATIONS - 2021

**In Collaboration with
CENTRAL TRIBAL UNIVERSITY OF ANDHRA PRADESH, VIZIANAGARAM**

INVITATION



Prof. Mokka Jagannadha Rao

Hon'ble Vice Chancellor
Adikavi Nannaya University
Rajamahendravaram



Prof. T.V. Kattimani

Hon'ble Vice Chancellor
Central Tribal University of Andhra Pradesh
Vizianagaram

9th AUGUST 2021 @ 4:00 pm



Prof. T. Ashok

Registrar
Adikavi Nannaya University
Rajamahendravaram

Link

**Join
Zoom
Meeting**

[https://us06web.zoom.us/j/81905570125?
pwd=zGITQVVQaVEzaGIRQ2lhSzhIZnpDQT09](https://us06web.zoom.us/j/81905570125?pwd=zGITQVVQaVEzaGIRQ2lhSzhIZnpDQT09)

**Meeting ID: 819 0557 0125
Passcode : 2006**

Organised by

ADIKAVI NANNAYA UNIVERSITY, RAJAMAHENDRAVARAM

&

CENTRAL TRIBAL UNIVERSITY OF ANDHRA PRADESH, VIZIANAGARAM



World Tribal Day Celebrations

09 August, 2021

World Tribal Day also recognizes the achievements and contributions made by the indigenous people to improve world issues such as environment protection. It pays tribute to their efforts to preserve their unique culture and lifestyle. World Tribal Day is significant to generate awareness to the people of tribal knowledge.

It is also a day to strengthen our efforts to ensure their development, education and rights. They are the generators and preservers of human culture and knowledge. The theme of this year is “Leaving no one behind: Indigenous peoples and the call for a new social contract”.

A social contract is an unwritten agreement that societies make to cooperate for social and economic benefits. Tribals are in several parts of the world are not included in the social contract. A social contract including tribals would help in the development of their cultures and languages, which are denigrated. This would enhance their abilities to actively participate in the political and economic activities of a nation. Knowledge transfer from other societies would provide access to information, resources and bring about changes in the living conditions, health and economy of the tribal people.

Over recent years and decades, many societies have been trying to address the issue through apologies, legislative reforms, truth and reconciliation efforts and constitutional reforms. At the international level, these efforts have included the adoption of the United Nations Declaration on the Rights of Indigenous Peoples and advisory bodies such as the Permanent Forum on Indigenous Issues.

In India, there has been a call for the protection and preservation of the Tribal and Traditional Knowledge. The Indian tribal people host immense knowledge and it is the duty of the nation to protect this knowledge and transform it to a form that can be utilized for the social development.

Such a transaction of knowledge cannot occur in an unequal environment. It is therefore essential that the tribal people are empowered and made part of the Indian social contract to be led towards mutual development.

The Governments of the Centre and State have devised plans to ensure their inclusion into the mainstream society while ensuring that their lifestyles remain intact. The development of Central Tribal University is one such initiative of this vast framework.

I am sure in the coming years, there will be coordinated work towards the study of Traditional Knowledge of the tribal population and we will witness the tribal development at an accelerated speed.





ADIKAVI NANNAYA UNIVERSITY

Rajamahendravaram, ISO 9001:2015

AICTE APPROVED

NATIONAL SPORTS DAY CELEBRATIONS-2021

VIRTUAL MEETING

On 29-08-2021 (sunday) at 10.30am

Chief Guest



Prof. **MOKKA JAGANNADHA RAO**
Vice-Chancellor

Resource Person



Prof. **N.VIJAY MOHAN**
Director of Sports
Andhra University, VSP

Guests of Honour



Prof. **T.ASHOK**
Registrar

Resource Person



Sri. **SUNKARA NAGENDRA KISHORE**
Eminent Sports Researcher / Table Tennis player,
Founder Director - Sunkara Bhaskara Rao Sports & Games R&D Center,
President - Spruha Psychology Alumni Association of ANUJ

"Human Sports Resource Development
(H. S. R. D)- Inculcate Physical Activity Culture
(Sound Body a Sound Mind)
among Students for Healthier life."



*Birth Anniversary of
Hockey Wizard Dhyanchand*

Convenor

Dr. **V.V.M.U.PHANEENDRA**
Asst. Professor & Course Co Ordinator, M.P.Ed.



Dr. **K.SUBBA RAO**
Principal, UCEd
Will Preside over the meeting



Dr. **K.BALA SATYANARAYANA**
Asst. Professor
Co convenor

Mr. **V.SOLMON DEVANAND**
Coach
Co convenor

Dr. **M.V.S.S. MURTHY**
Coach
Co convenor

Dr. **CH.V. SUBRAHMANYAM**
Coach
Co convenor

**DEPARTMENT OF PHYSICAL EDUCATION
UNIVERSITY COLLEGE OF EDUCATION**

ADIKAVI NANNAYA UNIVERSITY

Rajamahendravaram, East Godavari Dist., Andhra Pradesh



National Sports Day Celebrations

29 August, 2021

National Sports Day 2022 is observed on 29 August every year to commemorate the birthday of Indian hockey legend Major Dhyan Chand. National Sports Day all over the world is celebrated on August 29 every year. Sports are important for the physical and mental well-being of humans. Individuals who play sports remain healthy. India has produced many sporting legends like PT Usha, also known as Udanpari, Sachin Tendulkar, also known as Master Blaster, and Major Dhyan Chand, also known as 'Hockey Wizard'.

Major Dhyan Chand had scored more than 400 international goals in his career from 1926 to 1948 while scoring nearly 1,000 goals in his entire career. In a bid to pay tribute to such a legendary player, the Government of India decided to celebrate his birthday as the National Sports Day in 2012. Before this recognition, he was awarded the Padma Bhushan Award by the Government of India in 1956, the third-largest civilian honour in India.

The primary motto of National Sports Day is to promote awareness about the significance of sports and being physically active in the day to day life. The Government of India also organises various programs, events, seminars etc to raise awareness about the significance of National Sports Day.

Playing sport is a physically and mentally demanding task. The plus point is you'll enjoy doing it unlike some exercise regime or office work. Let's know how beneficial sports can be to us:

Sports keep us physically and mentally healthy. It improves stamina, cardiovascular fitness, sleep, coordination and balance. It helps in the healthy growth of bones, muscles, ligaments and tendons. It provides a greater ability to physically relax and, therefore, avoid the complications of chronic muscular tension (such as headache or backache) It improves social and interpersonal skills including cooperation and leadership. It teaches team-and-competitive spirit, how to enjoy success, and above all how to take failures.

Let the National Sports Day 2021 make us realize that through playing sports we can lead a life, fitter, healthier and financially more secure.

Thank you.





NSS Day Speech

24th September 2021

The NSS Cell of Adikavi Nannaya University comprises of 290 Units with over 29000 volunteers offering their services across East and West Godavari Districts making it one of the largest cells in the state. It gives me immense pleasure that NSS Cell represented the University in the Republic Day Parade of Republic Day Celebrations, 2020. The Cell has organized many service programs, blood donation camps, rehabilitation centre during the pandemic.

During the pandemic, the NSS Cell took up many initiatives to continue its services to the community. It has been involved in distribution of essential groceries to families impoverished by the lockdown. The NSS Cell also initiated safety measure such as distribution masks and hand sanitizers to the employees of the University.

NSS Cell has been active in creating awareness on the dangers of transmission of COVID to the students by competent authorities and officials. A series of webinars on the success stories of Lockdown times and dangers of spitting for transmission of COVID-19

Apart from these, the NSS Cell also took up various academic initiatives that include conduct of various Webinars, Workshops and FDPs at international level virtually. This webinar is a part of the series of webinars planned to be organized by the Cell during the pandemic to ensure that the academics and services go hand-in-hand.

The NSS Cell on the academic front, organized a Five-Day International Faculty Development Programme that was attended virtually by hundreds of faculty across nations to develop and enhance online teaching and research skills. The IFDP was immensely successful in disseminating a host of online resources for faculty enhancement of skills.

The NSS Cell plays an important role in the University by bridging the ideals of social services to the academic endeavours among the faculty and NSS Volunteers alike. The Volunteers of the Cell played a major role in serving the affected people during troubled times and times of disasters. They regularly provide assistance to farmers of flooded regions of Godavari basin in collaboration with disaster management agencies of the region. During the lockdown, they provided services to migrant workers in rehabilitation centres, isolation facilities as well as orphanages, homeless, poor and underprivileged members of the society.

NSS represents the core values of education and service which form an integral part of the holistic development of the student. I am sure that the Cell will continue to take up many more initiatives in the future and expand its services to all the margins of the society.



శ్రీ సన్నయ విశ్వవిద్య



ANNAYA UNIVER



Gandhi Jayanthi Celebrations

3rd October, 2021

On the occasion of Gandhi Jayanthi, it is important to recognize the vast and profound influence he had on Indian identity and its history. His philosophy of non-violence is considered to be the epitome of human morality. It is therefore important to recognize his contributions to the world history.

Mahatma Gandhi's principles of Ahimsa was based on the idea on the non-violence and compassion. In face of colonial violence, he proposed responding with non-violence. To his mind, a calm non-violent response lowers the anger and frustration of the aggressor. Non-violence as a principal remains relevant especially today with so much going around us.

Gandhism is one of the major forces that continues to shape the world and the nation. Gandhism is often considered a simplistic concept however when we fully understand the ideals on which the Gandhian Philosophy is based, the complexity and the profoundness of Mahatma's ideals surface.

Gandhism and its influence on many fields of thought is immeasurable. The key component of Gandhianism is non-violence of Gandhiji which was the great weapon used by him during the freedom movement of India against British Raj. Normally, people say that non-violence is the weapon of weak but in reality non-violence and tolerance require a great level of courage and patience. In world that is moving through the phases of war marred by violence and dance of death of common people due to the menace of terrorism there is a significant requirement of Gandhian idea of Non- violence more and more today than the past days.

The secular ideologies of Gandhiji are not only there in Indian constitution but also there in Indian society as a core value system. That is why so many people of diverse religions coexist in India. Gandhianism was tolerant towards all religions and the world today needs more and more religiously and faith wise tolerant people in societies where violence is committed in the name of religion. Tolerance in the society will help in neutralizing the ethnocentric bias in the globe that is taking place day by day on the basis of religion, caste, ethnicity and region etc.

I wish the students draw inspiration from the ideologies of Mahatma and strive towards creating a more peaceful and inclusive world.

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Online Psychological Counselling Cell Inaugural

22nd October, 2021

The COVID Pandemic has opened new harsh realities. We faced profound sorrow and immeasurable losses. Our loved ones, dear ones have passed away due to COVID. The stark periods of isolation and quarantine have made us understand the need to have support systems and the importance of interaction.

It is during these lockdown periods, there had been many incidents of depression, suicidal ideation emanating from being alone and isolated from the society. To add to these worries, many have lost their jobs, plunging the families into poverty. The loss of income and the consequent worries have been impactful on the minds of the people.

With the shutting down of academic institutes, the young minds of the students were profoundly impacted. While the University tried to remedy their loneliness, online activities, classes and competitions have been organized. But the worry and the confusion loomed over the heads. Children and adolescents are more vulnerable and may experience a heightened level of stress, anxiety and fearfulness, along with a range of other emotional and behavioural issues.

In these dark and tough times, the University has initiated the provision of providing online counselling through the Department of Psychology. The faculty and trained students were the counsellors.

The counsellors have guided the students and public out of the dark and depressed phases of their lives through CBT and other therapeutic methods. The main focus of Counselling Cell is to provide a nurturing environment wherein each student is empowered to face life challenges and move ahead to achieve their academic goals.

This initiative was immensely successful in the region and many students utilized the services of online counselling. It has, in fact, made us realize the importance of this service and the contribution that the University can make to the community.

So, the initiative which was planned to be discontinued after the lifting of the lockdown, is now decided to be continued as a community service of the University, having recognized its need and importance.

I thank the members of Department of Psychology and the SPRUHA alumni members who took the initiative on their shoulders and brought the objective to a reality. I wish that all the members of University and public use this service and benefit from it.



సన్నయ విశ్వవిద్యాలయం

ఆదికవి సన్నయ విశ్వ విద్యాలయం, రాజమహేంద్రవరం



బహు - విధ్తం

SEMINAR on DISHA (AWARENESS PROGRAMME)

23-10-2021



మీ భర్తే మా భాగ్యత



Prof. MOKKA HIGAYATHA BAO
Vice-Chancellor



Smt. KASHIREDDY PADMA
Maha Commissioner, AP



ANNAYA UNIVERSITY

Disha Nirdesham

23rd October, 2021

On this occasion, the only thing I wish to say is to express my thanks to the Chief Minister – YS Jagan Mohan Reddy for implementing this app and initiative which is his brainchild.

I think it is a very innovative and necessary weapon that is provided to the people of this state. I strongly believe that we should be cautious – by taking all necessary precautions especially when travelling alone. This app is a shield of safety during such times.

Disha App will not only help the girls/ women who are being harassed but it will also be helpful in reporting the crimes or harassment that are occurring in front of our eyes. I think the men and boys should also install this app so as to aid the woman or girl in trouble.

This Government has been working hard to protect the women and safeguard them from the perils of this society. The decisions taken by the Government have been commendable in this direction.

All the mechanisms of the Government are today providing a platform to the women and are thus helping to progress and empower. From being a nominal part of the society, today the women occupy 50% in all sectors.

In this connection, I feel proud to say that Adikavi Nannaya University, Rajamahendravaram has always been ragging free and continues to provide an inclusive environment that aims to empower the students with equality.

Disha App is an initiative that has brought change at grassroots level. The App will help to reduce the crimes against women. This App will bring societal and behavioural changes towards a positive direction.

The transformation and development can be witnessed everywhere in the state. Today, with the app in their smartphones, the women feel safe and empowered. The smooth mechanism from the maintenance that is aimed to protect women of which Disha App is a part in the portrayal of the Government's dedication towards women safety and welfare.

This App has been installed by all the women faculty and students of Adikavi Nannaya University and all the women students of the affiliated colleges. I wish that all the students to encourage the installation and utilization of this app during the times of danger and benefit from the initiative.

Thank you!





Cluster Universities Inaugural Speech

12th April, 2022

Higher Education in the nation and across the world has undergone a rapid and unforeseen transformation due to the COVID Pandemic. The lockdowns and isolations have made us explore the new platforms to broadcast our knowledge and skills to the students. However, it is a blessing in disguise as it has made interaction and collaboration quick and efficient. Today, as we gather around our screens from different locations for this meeting, we are enjoying that blessing.

It is a memorable event that the three major Universities of Andhra Pradesh have come together to collaborate for mutual benefit so as to better cater to the needs of our stakeholders, students. Each University, JNTU Kakinada, AKNU Rajamahendravaram and YSRHU, West Godavari is unique in its own way.

JNTU Kakinada is known for its rich academic history and achievements in Engineering sciences, YSRHU for its excellent contributions to the farming community and the young and budding AKNU known for its forte in Basic Sciences, Arts and Management Colleges.

Therefore, together we need to think of programs that are mutually beneficial. Interdisciplinary and intradisciplinary programs that transcend the domain limitations and exploit the academic flexibility to the maximum for the benefit of the students.

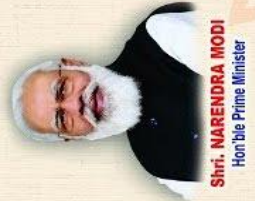
We also need to explore how industries can be incorporated into the cluster. Locally located reputed industries such as ONGC, GAIL, other business such are Nurseries, Aquaculture can be benefitted in a synergetic manner through our students and programs Furthermore, aspects like sharing of resources, infrastructure, faculty exchange and student exchange initiatives, community-oriented activities and twinning programs offer more avenues of collaboration.

In this context, opportunities for funding by State Government and Central Government agencies for the research and projects designed through this alliance also need to explored.

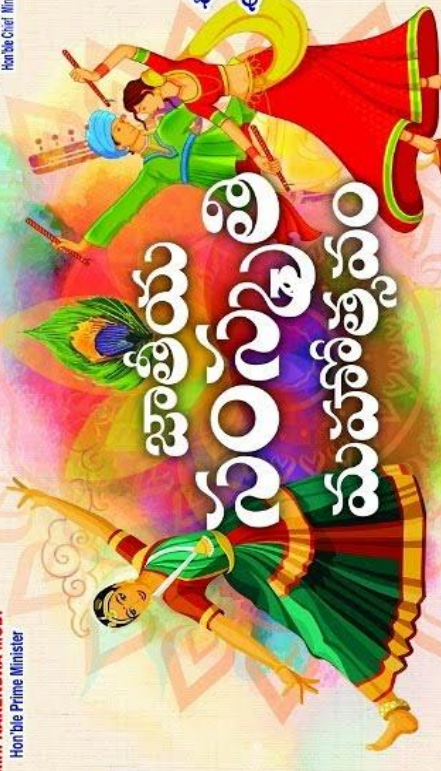
I hope that this session will provide us with more insights into these aspects for association and help pave way for mutual benefit and progress of all our Universities.

సర్వత్ర విద్యయా వర్ధతే ప్రజా





జాతీయ సంస్కృతి మహోత్సవం - 2022



జాతీయ సంస్కృతి మహోత్సవం



ఈ సాంస్కృతిక మహోత్సవానికి అందరికీ ఖదే మా ఆహ్వానం!!!!



27 మార్చి, 2022

ఉ|| 9-30 నుండి ను|| 2-30 వరకు



అదికవి నన్నయ విశ్వవిద్యాలయం, రాజమహేంద్రవరం



Natural Cultural Festival 2022

26 March 2022

Under the Azadi Ka Amrit Mahotsav, the Mega festival, Rashtriya Sanskriti Mahotsav 2022 is being organized by Adikavi Nannaya University will present the rich and diverse culture of this great nation. Festivals such as this will help strengthen our culture and traditions.

This event is being organized in collaboration with Ministry of Culture. Under this Mahotsav, a once-in-a-lifetime opportunity is offered to all to see all of the nation's traditional, folk, classical, tribal, and popular art forms under a single roof. More than 1000 artists perform at this festival. To represent the various regional cultures of the country aanganas are set up. The country's traditional Arts & Crafts are also showcased with various craftsmen setting up stalls to sell and demonstrate their items.

The purpose of the cultural fest is to connect with the future generation and educate them about one's cultural richness through traditional dances, music, food, aesthetics, costumes, and more. This event is instrumental in showcasing folk and tribal art, dance, music, cuisines, and the culture of a particular state or place. It is also contributing to Ek Bharat Shreshtha Bharat, livelihood generation, tourism, and more.

The program helps to reconnect the people, especially the youth, with their indigenous culture, its multi-faceted nature, magnificence, opulence, and historical importance in the context of India as a Nation over the millennia.

It is therefore a fortunate incident that the National Cultural Festival is inaugurated at Rajamahendravaram, the cultural capital of Andhra Pradesh owing to its influence in art and literature of this region. This city is a perfect backdrop to celebrate culture.

I wish that all the students of the region preserve, promote, and popularise Indian heritage and will also act as a catalyst for fellow Indians to experience the rich cultural heritage India has to offer.

Thank you.

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ADIKAVI NANNAYA UNIVERSITY

ఆదికవి నన్నయ విశ్వవిద్యాలయం

RAJAMAHENDRAVARAM, ANDHRA PRADESH INDIA - 533296



Celebrating

INTERNATIONAL DANCE DAY -2022

Date: 29-04-2022

Time: 09:30 AM

Venue: Convention Centre, Adikavi Nannaya University



Chief Guest

Prof. M. Jagannadha Rao

Hon'ble Vice-Chancellor, Adikavi Nannaya University

Guests of Honour

Prof. T. Ashok

Registrar, ANUR

Prof. S. Teki

University OSD and Principal, UCAC

Dr. K. Subba Rao

Principal, UCED

Distinguished Guest

Dr. P. Srinivasa Sarma

Lecturer in Kuchipudi Dance,

Vijayashankara Govt.College of Music and Dance,

Rajamahendravaram.



Convener,

Ms. K SRIRAJA RAJESWARI DEVI

Assistant Professor in Fine Arts,

UCED, ANUR.

International Dance Day Celebrations

29th April 2022

Celebrating International Dance Day at Adikavi Nannaya University has transformed this platform into a diverse and colourful exhibition of dance. Over 100 artists and dancers have presented various dance forms.

These forms including the traditional dance forms such as Bharatanatyam and Kuchupudi to Lambadi. It brings me immense pleasure to see the participation of the University students in these cultural programs.

The intention of the International Dance Day Message is to celebrate dance, revel in the universality of this art form, cross all political, cultural and ethnic barriers, and bring people together with a common language - dance. The event is planned to gather people together and show the world the beauty and diversity of dance art.

Dance is the hidden language of our soul. Dance is the best form of feeling liberated, it helps everyone to stay stress-free. We all should try to understand the significance of each dance form. Dancing is universal — woven into virtually every society all over the world. Humans simply love dance. It brings us together whether we are the ones on the dance floor or are watching the professional performance of others. Dancing is exhilarating and impressive.

It is fortunate that we as Indians, get to witness so many dance forms across our country. Every state has a dance form and there are many more forms that are locally present. Indians know the art of dancing more than any other nation.

Indians have been developing this art since millennia. They have over time reformed and refined these art forms to accurate and precise mechanism that can be used to convey subtlety of emotions. Bharata's *Natya Sastra* for instance lays out these various mechanisms that are involved in projecting emotions in *Nrutya*.

While the globalization has impacted our views on our tradition, it has also paved a way for these art forms to be recognized and appreciated at an international level. Today, Indian dance forms are known for complexity and subtlety across the world.

Events such as this will help us reconnect with the tradition that we belong to and get to witness every day. Students should be exposed to our culture and tradition so that in the future, they understand its values and partake in it. By celebrating a focused day of celebration to show support for dance as a valuable form of culture and of artistic vehicle, we at Adikavi Nannaya University pay tributes to the dancers of region and nation for continuing and dedicating their lives to dance.

Thank you.





Independence Day Celebrations

Azadi ka Amrut Mahotsav

15th August, 2022

Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of independence and the glorious history of its people, culture and achievements. This Mahotsav is dedicated to the people of India who have been instrumental in bringing India thus far in its evolutionary journey.

In retrospect, India has emerged as an independent nation, a post-colonial nation with an identity that is shattered by the British rule. In the 75 years since then, India has evolved into one of the most progressive nations of the region, with a unique identity and influence in the international politics. Mahatma Gandhi believed in “slow and steady steps in right direction are preferable than rapid strikes in wrong direction”, while our progress may not be visible, its impact is evident.

Our Hon’ble president in her speech, remarked that India is a miracle looked upon by the world. Which is true, our remarkable achievements in sports, especially Tokyo Olympics, space, Chandrayan and Mangalyan and medicine, vaccine development for COVID are some of the examples.

With the introduction of many new initiatives, whether it be Right to Education Act of 2009 or NEP 2020, the academic participation has steadily improved. From counting our literacy rate, we are now counting our graduation rate (which is at 86.11%). As we progress further, we expect more girls to continue to progress from higher educational institutions to armed forces, from laboratories to playgrounds.

Today, more than ever, Indians of marginalized sections are entering the mainstream society without the fear of prejudice and discrimination. 19% of the school children enrolling belong to these sections. NEP aims to increase their enrolment. Through the NEP, the government promises to bring innovation, diversity, inclusion and a multi-disciplinary approach to inculcate “critical thinking”

As India progresses, we will evolve to be an economy that is going to be based on information and manufacture. In the next few years, India will spur economic reforms that position it to emerge stronger and meet the aspirations of its growing work force. India continued to be the third-largest economy in the world in 2021-22. The economy stood at \$10.22 trillion, which was almost twice as much as Japan's in 2021. It is expected to climb to the second position in the coming years, overcoming China.

The nation is therefore at cusp of greatness, which it can achieve through participative and healthy nationalism. As India continues to forge itself a new identity, free from its British influence, it is the duty of the every citizen to join the journey and contribute to it.





Vice Chancellor's Message prior to NAAC Inspection

8th November, 2022

Adikavi Nannaya University, Rajamahendravaram is at a cusp of beginning of a new era. As the University prepares for the NAAC Peer Team Visit, it is our utmost responsibility that we, as members of Adikavi Nannaya University, Rajamahendravaram, showcase our institution in its best and bright manner. This is the pathway that can direct this University towards a greater transformation.

NAAC accreditation is one of the highest honors that can be bestowed on an academic organization. NAAC Peer Team comprises of academicians with keen insights and observation prowess. Therefore, a careful and prepared presentation of the highlights of the University is required to earn a good grade.

As the head of the University, I rest my trust in you – the untiring force that has sailed through many challenges in the recent times. During the COVID Pandemic, we have successfully engaged academicians, faculty and students. Our untiring enthusiasm, dedication have helped us conduct over 100 webinars, FDPs and Seminars – which have earned us place in ASIA Book of Records and INDIA Book of Records.

I am sure that the same energy and enthusiasm will be shown during the Peer Team Visit. I believe that unity is our strength and our unity in this juncture is crucial to ensure a better future for our University and our Students. The unity and perseverance of you as a team can make our vision for this organization a reality.

Every one of you has played a crucial role in the development of the University – be it be ISO or AICTE. In a span of three years, you have exhibited great determination for the development of the organization. I look forward to the same dedication and commitment to the University.

I am hopeful that with collective team work and effort, the University will get a good grade which will usher the University into a new phase.

Looking forward to a collective effort from everyone.

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ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM

IS NOW ACCREDITED WITH



FIRST CYCLE

PROF M JAGANNADHA RAO
VICE CHANCELLOR



NAAC Certification Ceremony Speech

30th November, 2022

I am really moved and emotional. I thank all of you for having said the good words about me on achieving NAAC B+ grade. I thank all the stakeholders and staff – who worked relentlessly for this achievement. This is not the achievement of the Vice Chancellor alone.

As everyone said earlier, since I have taken, I wanted to see the University be placed on the map on the leading Universities of the nation. I understand that we have limitations – but we should not be idle. We have to seek solutions through required commitment and intelligence. Problems will be there. When there is a problem, there should be a solution. We should seek to implement solutions.

When I came here, I observed that the University should have a different ecosystem. It should be different from the College ecosystem. The NAAC Peer Team has observed that the criterion that records Research and Consultancy is the one that is weakest, thus leading to a low score.

In all other criteria, I could do the necessary solutions and measures. But I could not do the research and the consultancy of the individual faculty members. Peer Team members have observed that there is a need for developing research and consultancy services. Otherwise, we could have obtained a better grade.

The Chairman of the Peer Team has commented that Research and Consultancy is extremely important for the development of the University. However, the University needs to have Major Research Projects – which we have none.

The University is ready to encourage any research endeavour. For universities, research is an important factor for measuring its excellence. University should not be limited to the teaching and conducting examinations alone.

By applying for Major Research Projects – the University not only earns credentials but also money for the organization. The University receives 15% of the total amount of the Project to the University. Professor should publish research and annually it is mandatory. Our University is lacking in this aspect. Therefore, it should be taken very seriously and start publishing papers in international journals.

When I started my journey in Adikavi Nannaya University, my objective is to attain certifications for the University. These certifications are like licences to start programs and issue certificates with accreditations. It is the reason why I began to work for all the certifications.

Unfortunately, COVID lockdowns hindered our programs. However, soon we are able to realize the importance of digital platforms. ISO and AICTE have helped in making the NAAC process easier. I am happy that I got the University the NAAC accreditation during my tenure.





Prof. Mokka Jagannadha Rao

M.Sc (TECH), MS (USA), Ph.D., SME (USA)

Prof. Mokka Jagannadha Rao, the Hon'ble Vice Chancellor, Adikavi Nannaya University, Rajamahendravaram and an honorary professor of Geology, Andhra University is a renowned personality in the domains of Higher Education in Andhra Pradesh. He did his Master's in Geology from Andhra University and later did his Masters In Engineering from University of Alaska, USA. He did his PhD on Coastal Geology from Andhra University in 1985. His thesis entitled "Origin of coastal sediments along Visakhapatnam and Bhimunipatnam East Coast of India" drew appreciation from the reputed geologists across the world.

Later, he joined the Andhra University, Vishakhapatnam in 1986 as an Assistant Professor in Geology and later was promoted to Professor in 2006 and Head of the Department in the same Department of Geology, Andhra University in 2019. During his illustrious tenure of over 35 years at Andhra University, he has held various positions. Some include: Director, Information Management Centre, Dean, PG and Professional Examinations, Director, International Students Affairs. He was the Director of Delta Studies Institute which was established with funds from ONGC at Andhra University.

He is known to be a continuous learner and a serious researcher. His interests span over various domains ranging from the field of coal, mineral resources, petroleum geology, mineral resources, deltas, regional geology, remote sensing and computer applications in geology. He has undertaken a number of funded research projects. He has published over 100 scientific publications in various national and international journals and guided 33 students for their PhD awards. He has strong research Collaborations with various organizations from USA, Canada and Australia. He has completed 8 funded projects, from leading funding agencies of this Country, including DST, UGC, CSIR, DOD, APMDC-DMRTUF, MoES, ISRO and ONGC.

He has filed a patent entitled "An Inventive Model that explains the Genesis of Bay of Bengal and Arabian Sea". He was honored with many awards and honors including "Dr Sarvepalli Radhakrishnan Award", "The Best academican award of the year 2019". He is also awarded "Scientist of the year 2017", by National Environmental Science Academy(NESA), New Delhi.

Prof M Jagannadha Rao was nominated by the Hon'ble Governor and Government of Andhra Pradesh in January, 2020 as the Vice Chancellor of Adikavi Nannaya University, Rajamahendravaram.

Adikavi Nannaya University, under his administration, emerged as a strong institution that continued academic engagement in the COVID 19 Pandemic through a host of web events including webinars, FDPs, Awareness programs and colloquiums – which garnered the University a place in the India Book of Records and Asia Book of Records. His vision to see Adikavi Nannaya University emerge as a "a world class center for teaching, research, training and consultancy in Engineering, Science, Technology and allied fields with extensive industry partnership and international presence" is being made a reality with accreditations from ISO, AICTE and partnerships with ONGC, Sports Authority of India for infrastructural development. Prof M Jagannadha Rao's commencement of new academic programs, initiatives and events have made the University a hub of research and academics. He now aims at ensuring that Adikavi Nannaya University achieves NAAC accreditation