

**KONERU LAKSHMAIAH EDUCATION FOUNDATION
DEPARTMENT OF BIOTECHNOLOGY**

BioTrendz - 2020

“National conference on Biotech and Pharma applications – NCBE-2020”

Venue: Peacock Hall

Date: 14/03/2020; Time: 9:30 AM to 5 PM

No. of students Participated: 320

Objective of the event: contribute to a positive impact on the audience's knowledge, attitudes, and actions related to cancer.

On 14th of March 2020, Department of Biotechnology, conducted “Biotrendz-2020”, A National conference on Biotechnology and pharmacy applications. Dr. V R Gogineni from Dept. of Radiology, Medical College of Wisconsin, USA has delivered a keynote lecture on “Theranostics in Interventional Oncology” during his lecture he highlighted that Theranostics are relatively new branch of medicine, refers to procedures combining diagnosis and treatment, often based on patient and disease-specific features or molecular markers. Theranostics to provide minimally invasive procedures tailored to the patient characteristics. Dr. M R K Raju from Shantha Biotechnics, Hyderabad has delivered a talk on “Biotechnology factories of the future” and the trends in technology and regulatory development that will influence the industry. Another speaker Mr. Somanth G from IQVIA, Bangalore has deliberated on clinical research organizations and their role in drug discovery. While addressing the participants, the convener and co-convener of the conference (Dr. Giridhar K, Dr. Praveen Kumar V, respectively) has said that, the conference intends to strengthen the international and industrial collaborations to the department. Further, it provides an understanding of the market size of biotech industry to all the participants. All the faculty of the department and Principal Dr. K Subbarao, has participated in the conference.

Cancer, also called malignancy, is an abnormal growth of cells. There are more than 100 types of cancer, including breast cancer, skin cancer, lung cancer, colon cancer, prostate cancer, and lymphoma. Symptoms vary depending on the type. Cancer treatment may include chemotherapy, radiation, and/or surgery. The speaker focused on detecting the earlier cancer is diagnosed and treated, the better the chance of its being cured. Some types of cancer -- such as those of the skin, breast, mouth, testicles, prostate, and rectum -- may be detected by routine self-exam or other screening measures before the symptoms become serious. Most cases of cancer are detected and diagnosed after a tumor can be felt or when other symptoms develop. In a few cases, cancer is diagnosed.



NCBE inauguration by Principal Dr.K. Subba Rao, College of Engineering, KLEF

The lecture can focus on breakthroughs in cancer research, treatment options, and early detection methods. Promote specific topics: Depending on the guest speaker's expertise, the lecture could delve deeper into areas like precision medicine, immunotherapy, or specific cancer types (breast cancer, lung cancer, etc.) Address patient concerns: If the audience includes cancer patients or

survivors, the lecture could address topics like managing side effects, building resilience, and available support systems.



Felicitation to resource person, Dr.VR Gogineni, from Wisconsin University, USA by HoD- Dr.K.Giridhar and Deputy HoD – Dr.V.Praveen Kumar

Overall, lecture on cancer aimed at educate and inform the audience about cancer. Empower individuals to take charge of their health. Spark hope and optimism by highlighting advancements in cancer research and treatment. Foster a sense of community and support for those affected by cancer.