

KL PANORAMA

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**NURTURING SKILLS FOR
HOLISTIC GROWTH**

MOST CLEAN CAMPUS

IN SOUTH CENTRAL REGION



Smt. Koneru Kanchana Latha, Secretary, KLEF, receiving the Clean Campus Award from AICTE Chairman Prof. Anil Sahasrabudhe

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Er. Koneru Satyanarayana KLEF

Vice President

Er. K L Havish

Vice-President, Planning & Projections, KLEF

Er. K Raja Harin

Vice-President, Operations & Services, KLEF

Vice Chancellor

Dr. L S S Reddy

Pro-Vice Chancellor

Dr. K. Satya Prasad

Registrar

Dr. T Uma Maheswara Rao

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President's Message



President
Er. Koneru Satyanarayana

Dear Reader,

KLEF had begun as a seedling in 1980 and aimed to provide quality education and mould the future of the country into better citizens. The institution has been in the forefront in ensuring high standards of education by providing an environment that facilitates an all-round development by enhances research through the best, State of the art infrastructural facilities.

It is said "Reap the hay while the sun shines". In KLEF we try to provide as much shine as possible to encourage the students reap their hay. We provide various platforms where the students get exposed to multitude of opportunities available to build their careers and achieve their dreams.

KLEF has been awarded with many prestigious awards from various institutions over the world. The campus holds pride for its cleanliness and greenery and also has the first ever green building in all of South India as the Library block. Every person of the fraternity maintains a sense of responsibility to keep the university premises clean as they nurture the feeling of belongingness. The harvest of that can be seen in the form of many cleanliness awards like, AICTE clean campus in 2017 and many more. Apart from cleanliness, this Deemed to be University has been topping the priority list in terms of recruitment by many national and multinational companies. It takes the pride of providing placements to all the registered students and leaves no stone unturned to achieve the same.

The students are exposed to the various happenings around the world through various international conferences and workshops conducted by various industrial experts. This enables an easy upgradation of the education system in the college and channelling

the minds of the young, into a common direction to achieve a common goal.

Apart from education, KLEF encourages the students to grow and shine in their fields of interest, be it sports or otherwise. The annual Koneru lakshmaiah memorial trophy projects the support extended to sports and other events in our college apart from the annual techno-management fest Samyak and cultural fete, Surabhi, provide a platform for the students to showcase their technical and cultural skills.

At the end we are a rendezvous where the students are moulded into responsible citizens of the country and all-rounders needed by the nation. I wish all the students that they exceed in their lives and come out with flying colours.

This issue of newsletter covers the events by Academic Staff College, Activities of CIIE , Series of guest lectures, workshops, training programs and sports related activities. Experts from academic and corporate sectors visited the University on various occasions and shared their experiences with the students and faculty members. The achievement by our faculty members in the form of paper publications, books and Ph.D. awarded are also recorded in this issue.

Happy Reading !!

- Er. Koneru Satyanarayana
President - KLEF

Vice Chancellor's Message

Dear Reader,

Don't be afraid to dream too big, nothing is impossible if you believe in yourself you can achieve it. Here in KL we make them capable of dreaming big, aspiring to impossible, and designing their own lives. We bring out the best in them, we try to focus on strengthening the inbuilt skills of the students while inculcating new abilities. We aim at bringing better citizens to the society who can raise the bars of example setting.

I take this is an opportunity to congratulate the staff members who have been very supportive who have moulded students in the best way possible. It is due to their immense efforts that KL is able to maintain a stable position in one of the best university list of South India. Students changed themselves according to the system and rendered their support to the university. I hope that the legacy continues further and wish all outgoing students for their future endeavours.



Dr. L S S Reddy
Vice Chancellor -KLEF

Pro-Vice Chancellor's Message

Dear Reader,

K L has maintained its name and fame constantly and is ranked among one of the top universities in south India. The students are exposed to the working society and are made to interact with various experienced people in their respective fields. It sets an example for collaborative learning and redefines student teacher relation which helps in increasing the scope of the subject. This also promotes out of the box thinking and skills by discovering the dormant talents within themselves. Students have left no stones in activities and sports, 22 year old Jyothi Surekha winner of Arjuna Award is one who can be showed as an example to the society. The university supports budding talent by conducting workshops, guest lectures and other events. I take this opportunity to convey my heart felt wishes to all those who have graduated and who will graduate from this university for a bright future..



Dr.K.Satya Prasad
Pro-Vice Chancellor- KLEF

Registrar's Message

Dear Reader,

K L deemed to be university has been at it's top form and proven itself from time and again by producing ingenious students who bring laurels to the society. I take pride in the fact that the university has been recognized by AICTE as the "Most clean campus in South central region". Furthermore the students are encouraged to participate in international events like Hackathon to promote "out-of-the-box-thinking". Success doesn't come overnight and has to be achieved by rigorous practice and also interaction with great people. KLEF provided that opportunity by celebrating the World Space Week ,conducted by the Civil dept. Faculty are the key to any student's success and KLEF is proud to announce 400 PhD. graduates faculty. I would like to convey my best regards to all the students and faculty who have raised the name of our institute by their endless contributions and I hope this is just the beginning.



Dr. T Uma Maheswarar Rao
Registrar -KLEF

Editor's Message

Dear Reader,

KL takes pride to cite that it has been inimitable from 38 years. Individual universities have adopted different approaches to raise their national profile and presence, but without scepticism I can say that KL got the best place because of its vision and mission. The various research achievements, awards to faculty make KLEF get stronger and intense. KL always strives to get stronger and better by raising itself to International standards. And it is glad that students and faculty support us with our views and strive for our progress towards our goals.

The fervent verve present in our students in academics in addition to activities has been proved at several occasions since many years. Our students have been a part of University Innovation Fellowship offered by Hasso Plattner Institute of Design, Stanford University. This is an innovative step taken by the university to raise its bar of standards in education



and overall development of its students. I Hope the change in semester schedule with more practical and experienced learning will take students a step ahead to an industrial knowledge which would help them in their future advancement. Recent actions like departmental fest of biotechnology named 'BIOTRENDZ' was opportunistic and watchful. Event like 'FEMFLARE' was amusing and empowering. We honour and are thankful to everyone one, those who contributed for the progress of KLEF with whom the run is easy to compete today's world.

Wishing all students success in your life.....

Dr.K.Sarat Kumar

Dean (P&D), Editor-KLU Panorama

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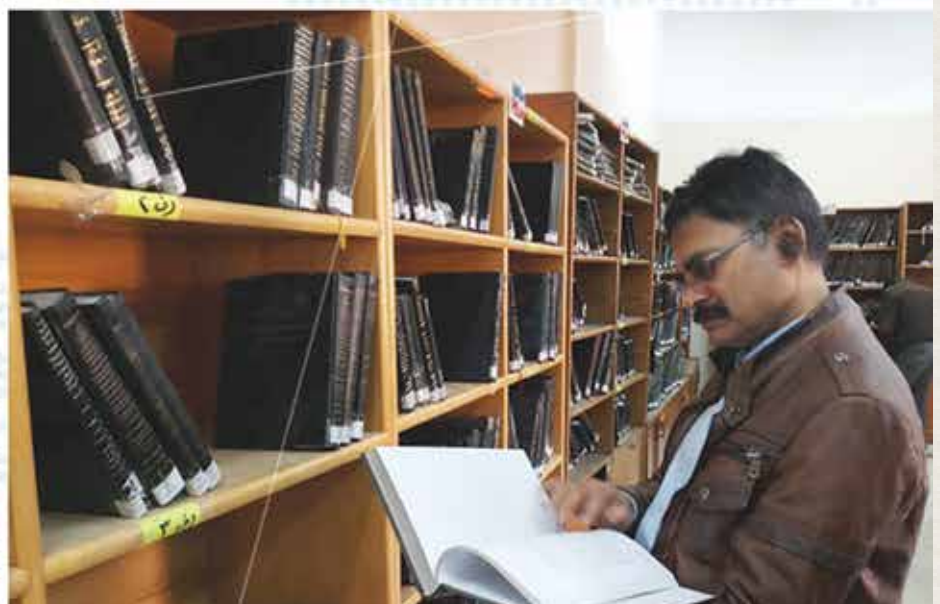
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K L E F - President Visits Zagazig University - Egypt

Er. Koneru Satyanarayana (President -KLEF) visited Zagazig University during December 2017. Zagazig University is an Egyptian university in the city of Zagazig, the capital of Al Sharqia Governorate. Zagazig University is the seventh university founded in Egypt. The institution now has 33 colleges and institutes in different specialties of engineering, agriculture, Commerce, veterinary medicine, nursing, medicine, arts, computers and information. Er. Koneru Satyanarayana (President -KLEF) took a round of various Colleges, Excellence Centre's, Labs and Library within the campus. He was impressed by the advanced facilities available for teaching and research in the University. He also interacted with the Management and Faculty of the University.



K L Vice President Er Koneru Havish Promotes Seva Bharathi's- **“Run For A Girl Child”.**



Run for Girl Child is an annual Awareness and Fund Raising event for Kishori Vikas Project which is currently running more than 100 centers in slums taking care of Girl Children by providing Education, Health, Self Defense, Yoga, Digital education, Vocational Training and Skill Development to more than 2,500 beneficiaries. The mission is to empower 10,000 girl children and have footprints in 400 slums by the year 2019 / 2020. The organisation supports more than 100 Kishori Vikas centres in slums, which includes an expansion to 400 centres benefiting 10,000 girls.

K L Vice President Er Koneru Havish , in a video for the movement, adds “This run is aimed to empower girl children residing in slums and low income areas by helping them in their education, health and skill development. School drop outs needs to be addressed and girls must continue their education and pursue higher education. This program will put confidence in the girl child and will help them take care of the family and pursue career”.





KLEF- Secretary Urges for Women's Contribution towards Economic Growth of India



KLEF women's forum organised a talk on "Role of women in today's Economy" on 6/12/2017. Smt Koneru Kanchana Latha, Secretary KLEF addressed the gathering and she motivated the students with her speech about contribution towards Economy growth of India. Ms Vanitha Datla, CEO Indian Women Network South Region, India is the chief Guest of the function. She interacted with students and gave advises on how to become a challenging woman in today's society. Mrs Nagalakshmi CEO Indian Women Network, Andhra Pradesh, India is the Guest of honour of this program. She talked about Indian women network and how IWN is helping the students to shape their carriers. Dr L.S.S.Reddy Vice Chancellor KLEF addressed the gathering and he talked about the impact of women in today's economy. Vote of Thanks is given by Dr M.Sreedevi Coordinator Women's Forum.BBA and MBA students participated along with women faculty and staff in this program.



LEGAL RIGHTS OF WOMEN

K L University women's forum conducted an Elocution competition on "Legal rights for Women" sponsored by National Commission For Women, government of India on 31/10/2017 in K L University, Green Fields, Vaddeswaram. Smt Nannapaneni Rajakumari, Chairperson, AP Women's Commission, Andhra Pradesh is chief guest of the Function. 200 members (students, staff and faculty) from different streams/Branches attended to this program. 63 students had participated in this Competition. Smt Rajakumari distributed Cash Prizes for the Winners of the competition.

S.No	Name of the Student	Prize Awarded
1	Ms V.Mounika(ECE Dept)	First Prize
2	Ms Amrutha(BA Arts)	Second Prize
3	Ms Rith Mallik(BBA Dept)	Third Prize
4	Ms Pooja(BBA Dept)	Third Prize
5	Ms Vasavi (BBA Dept)	Third Prize
6	Ms Namratha(ECE Dept)	Third Prize
7	Ms Charishma(CSE Dept)	Third Prize



మహిళలపై హింస సమాజానికి చేటు

కేసీఆర్ యూనివర్సిటీ రిజిస్ట్రార్ బి. ఉమామహేశ్వరరావు

కాకతీపల్లి : మహిళలపై జరుగుతున్న హింసాత్మక ఘటనలు సామాజిక నీతిని కేసిఆర్ యూనివర్సిటీ రిజిస్ట్రార్ బి. ఉమామహేశ్వరరావు ఆవేదన వ్యక్తం చేశారు. కేసిఆర్ వెర్సిటీ మహిళా దౌరం ఆధ్వర్యంలో మహిళలపై అంతర్జాతీయంగా జరుగుతున్న హింసను గురించి విషయకై సెనాటరు అధ్యక్షులు ఆయన ముఖ్యఅతిథిగా పాల్గొని ప్రసంగించారు. సమాజ అభివృద్ధికి మహిళల పాత్ర ఎంతో అవసరమని ఆయన అన్నారు. మహిళల పురుషులతో సమానంగా శాంతిభద్రతలు, రక్షణ విజ్ఞానంలో మహిళా సాహితీనితంగా ప్రవహిస్తున్నారన్నారు. మహిళల రక్షణ కోసం చూపించుకునే చర్యలను అమలు చేయడంలో సేవలారాలని, అవసరమైతే మరి

విద్యుత్ పాల్గొని రిజిస్ట్రార్ ఉమామహేశ్వరరావు గు రక్షణలు తీసుకుంటారని ఆయన అభిప్రాయపడ్డారు. కేసిఆర్ యూనివర్సిటీ దౌరం కన్వీనర్ సుక్రీషి, కే ఆర్ డైరెక్టర్ సుమతార, జోస్య తదితరులు పాల్గొన్నారు.



Awareness on Swachhata App and Swachh Survekshan 2018 Survey



Sri J. Nivas, I.A.S., COMMISSIONER, VIJAYAWADA MUNICIPAL CORPORATION addressing the Students

To encourage cities to improve urban sanitation, Minister of Housing and Urban Affairs (formerly Ministry of Urban Development) is conducting 'Swachh Survekshan-2018' survey for the ranking all the cities. Dynamic Ranking of Cities based on usage of Swachhata App. Ranking is calculated everyday on the basis of User Engagement, Agency Responsiveness and User Happiness.

Cities are ranked based on marks obtained from Data provided by Municipal Body , Data Collection through direct observation, Collection of Direct Citizen Feedback through Swachhata App .

Since citizen participation is a very crucial component of this survey, social media and other traditional media channels will be used strategically at both national, state and city levels in order to educate citizens about the objectives of the survey and survey methodology.

The objective of the survey is to encourage large scale citizen participation and create awareness amongst all sections of society about the importance of working together towards making towns and cities a better place to live in. Additionally, the survey also intends to foster a spirit of healthy competition among towns and cities to improve their service delivery to citizens, towards creating cleaner cities.

In an effort to improve the rank and to make Vijayawada in the list of top 10 clean cities in Swachh Survekshan-2018 survey of the Union Government, Sri J. Nivas, COMMISSIONER, VIJAYAWADA MUNICIPAL CORPORATION briefed the students about the efforts of VIJAYAWADA MUNICIPAL CORPORATION in keeping the environment clean, avoiding open defecation and public urination, segregation of waste and composting biodegradable waste at houses individual toilets, garbage segregation and the ill effects of open defecation.

Dr K.Satya Prasad ,Pro Vice Chancellor-KLEF ,Dr.K.Sarat Kumar ,Dean (Planning & Development) -KLEF , Dr.Habibulla Khan ,Dean (Student Affairs)-KLEF also participated in this awareness program.



Dr Srikanth Vemuru visits Northeastern University-Boston for establishing Venture Development Center at K L

Dr.Srikanth Vemuru, Dean-Skill Development, Professor-Department of CSE, had visited Northeastern University during October 30th to November 20th 2017 to have exposure to the Northeastern University IDEA incubation center and associated entrepreneurship ecosystem activities that support the center. Dr Srikanth Vemuru had undergone training on NU-IDEA Methodology for establishing Venture Development Center at KLEF Campus. Venture Development center at KLEF will be under the aegis of International Institute of Entrepreneurship Development (i2E), an initiative by Andhra Pradesh State Skill Development Corporation (APSSDC) in partnership with Northeastern University, Boston, USA. Under i2E, a venture Development center is established at KLEF campus to

- Promote a culture of innovation based entrepreneurship.
- Build competencies through practical, hands-on experiential learning
- Help empower entrepreneurs to launch successful ventures

Northeastern university-IDEA is a proprietary and proven methodology, which combines academic instruction with experiential learning methods, to impart techniques and coaching essential to students and young entrepreneurs for the development of their ventures.

Goals:

Review the NU-IDEA India modules and guides.

- ❖ Observe the IDEA pitch and workshop activity
- ❖ Visit Boston area partner programs
- ❖ Attend northeastern Global Entrepreneurship week events,
- ❖ In the first and second week module review and pitch observation is carried out.

The topics covered are:

- NU-IDEA Program Overview.
- Venture Ideation Module
- Market and Competitive Intelligence Module.
- Segmenting Markets for Growth.
- Customer Discovery
- Gaining Consumer/User Insights for Innovation.
- Marketing Basics-The Marketing Mix
- Marketing and Selling Innovation-Pricing
- Marketing and Selling Innovation-Content Management and Digital Marketing Strategies.
- Translating needs into Designs for Software and services
- Services Design Templates.
- Segmenting Markets for Growth.
- Translating insights into design.
- Business Model.
- Revenue Model.
- Business Model Framework
- Operating Model-Go To Market(Channel Model)
- Operating Model-R&D, Production, Services Delivery.
- Determining Resource Requirements.
- Translating Business Model to Financial Statements.
- Business Planning
- Writing the Business plan and Making the Pitch.

From Left to Right|Prof.Greg Dalle-Molle, Prof.Marc H.Meyer, Prof.Gregory Collier and Prof.srikanth



During the third week Global Entrepreneurship week is conducted in which Husky Startup challenge- Demo Day is conducted which is a celebration of student Innovation at Northeastern. The Entrepreneurs club attracts the young, bright and talented innovators with the possibility of winning the cash prizes at the Demo Day.

Dr Srikanth Vemuru also interacted with Alumni of KLEF and had their feedback and suggestions for enhancing the academic structure and Skill Development at K L.



Dr.V Srikanth Interaction with Alumni of KLEF at United States of America





World Quality Day Celebrations



Internal Quality Assurance Cell (IQAC) organized one day seminar on Quality in Higher Education on 09/12/2017 on occasion of World Quality Day (Everyday leaders) in association with VCCT (Visionary Co-Creators Trust) under the guidance of J Anand ChanduLal, - Dean(Quality).

Associate Deans of IQAC Dr.Pandian, Dr. P Jmaleswar Kumar, Dr. Animesh Adhikari has given the presentation on Quality Management System (QMS) review that helps for the development of key changes in the university.



After that IQAC has announced Awards in 3 categories i.e.

1. Top 3 students in placements with high package for academic year 2017-2018
2. Top students performed on the sports & other cultural activities for academic year 2017-18
3. Best 3 researches, best 3 teachers & best leaders for academic year 2017-2018



The awards were presented by Dr LSS Reddy Vice-Chancellor-KLEF and Dr. J Anand ChanduLal - Dean (Quality) to the members who gave highest performance in the academic year 2017-2018 for the development of University.



University Innovation Fellows (UIF) Shares Their Experiences

Srikar Kashyap, Final Year CSE Student from KL shares his experience at Silicon Valley Meet conducted by University Innovation Fellows in collaboration with D School, Stanford University. Prologue

“Wake up! It’s time to get ready!”

As I rushed to get myself together, a tinge of both excitement and nervousness filled me. After all, it was the first day of my first international visit. Our destination for today was Googleplex, the headquarters of internet giant Google at Mountain View. In line with my imagination, Googleplex was a sprawling cluster of buildings, electric cars, android statues and everything in between. I’m tempted to quote Gavin Belson from the famed TV series “Silicon Valley” in the context of the people: “It’s weird. They always travel in groups of five. These programmers, there’s always a tall, skinny whiteguy; short, skinny Asian guy; fat guy with a ponytail; some guy with crazy facial hair; and then an East Indian guy. It’s like they trade guys until they all have the right group.”

Day 1: Googleplex (Google Headquarters), Mountain View, California

As the photo session outside the buildings came to a halt, we were invited into the Noogler Building: The room where newly joined employees of Google begin their first day. Our gracious host for the day, Dr. Frederik G. Pferdt, Chief Innovation Evangelist at Google made sure we had a memorable and insightful day. The activities began with a team building activity, Rock, Papers and Scissors! Whenever someone lost in a duel, they would become the biggest fan of the winner as they ascend up the ranks by battling with other winners. In the end, the probability of you ending in the winning team was 50%. This taught us important lessons on how not to lose interest and faith when our ideas or proposals don’t get through, but instead support the winner’s idea and have faith in them. This was followed by an open-up session where we discussed our strengths, weaknesses, vulnerabilities with other team members so as to build a team spirit and bond. I found this activity to be incredibly effective. Cheering others

This was followed by a sumptuous lunch in the lawns. We managed to grab a few memorabilia and souvenirs at the Google Store in the meantime. The first session later was a talk by Emi Kolawole from Google X about “Moonshot Thinking”. It was an enthralling talk about dreaming big and working hard to achieve them. We got a few snippets on Google X’s work culture and the kind of projects they get to work on. This was followed by a Q&A session with Ray Kurzweil, Director of Engineering at Google and a legendary computer scientist and futurist. His description of the nearby future where all the brains are connected to the “cloud” was fascinating. I thoroughly enjoyed the discussion with all the computer science jargon and nerdy details. This was followed by a long Design Thinking and Prototyping workshop as Frederik took over the reins again. We were detailed about the prototyping techniques used by Google while building their product line. Applying the

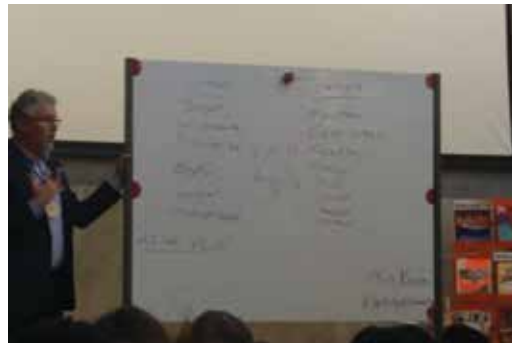
Design Thinking and Prototyping at Google!



Cheering others in the Rock, Paper and Scissors!

same principle to a common problem among the different schools, teams came up with innovative and time bound solutions to these problems using Design Thinking. This concluded the first day of our intensive schedule. We returned back with so many memories and lessons!

Day 2: Stanford University, Palo Alto, California



Dan Klein tips on speaking

The second day of the program was scheduled in the beautiful Stanford University campus in the Hasso Plattner Institute of Design, commonly called the d school. After the usual welcoming events, we learnt about stokes (or) warm up activities by Tania Anaissie. Stokes were a series of activities that were designed to build up a team spirit and coordination among team members before actually starting a project. This included taking responsibility for our own mistakes, realizing that every human makes mistakes, taking the first step and many more. The next in line was a talk about public speaking by Dan Klein of the Stanford Graduate School of Business. We got to know many useful tips and tricks on how to gather the audience attention and leave a lasting impact on them. Dan The penultimate activity was my favorite: The Dance. Prominent arts teacher and performer Aleta Hayes made us all dance like children! What started as a walking



Dancing my way!! (I'm in the background)

exercise had fully blown into a dance rampage by a 100 people who were moving and shaking without a worldly worry, all under ten minutes! She made us realize the power of dance, music and arts in connecting people from across the world seamlessly. We thanked her and bid farewell as we proceeded for a break. The final activity was the Inspiration Walk, an audio guided walk to reinvent ourselves. It discussed the importance of zooming in and zooming out of problems and seeing the bigger picture. It had immensely helped me identify my priorities and goals for the future and structure them appropriately. The tiresome but rewarding day ended with the Unconference: An event where the fellows set the topics and discuss in groups of their interest. This was definitely one of the greatest days of my life!

Day 3: Stanford University, Palo Alto, California

The third day was a special one: It was a celebration commemorating the fifth anniversary of the University Innovation Fellows program. 100 fellows from the previous cohorts from across the world had landed to join us in the celebration! It began with a splendid drum performance by Stanford students. This was followed by a talk by Ge Wang, a professor in department of music at Stanford. His explanations and demonstrations about the fusion of technology (computer science) and music had left everyone awestruck. After a brief break, we began the main event of the day, the Music Design Challenge. A series of challenges sponsored by musicians and mentored by local industry leaders were taken up by us. Our challenge was to introduce and induce music in K-12 education to help students succeed in their education. After a series of design thinking sprints, we came up with a bunch of solutions including conduction of competitions for high school students. We then had a panel discussion with



Discussing the music design challenge

Pandora Music Service Chief Product Officer Chris Phillips and Grammy Award winning singer producer Grace Weber. We gained insights on the practises used in the music industry for identifying and nurturing talent and the role played by technology in it. The day ended on a high note with a soulful performance by Grace Weber.

Day 4: Stanford University, Palo Alto, California

The final day of the program began with an activity on inclusion. We played a card game that described various stages of United States of America throughout its history, starting from Native Americans, Blacks and their slavery, etc. The game helped us understand the importance of putting ourselves in someone else's shoes and see their perspective. The final activity was a retrospection event where we brainstormed on the lessons learnt throughout the event and plans to implement them in our university.



Brain storming our ideas

The event formally concluded as all the fellows shared their experiences and gave critical feedback to the organisers. We all posed for one last photo before everyone left to catch up with their flights.

Epilogue

As we bid farewell to our new friends and started out to the airport, all of us were filled with undeniable sadness. We found a new home here and leaving it already was difficult indeed. But we were thankful to the organisers for making us feel home and conduct so many amazing sessions on a large scale. We return back to India with an infinitely more confidence and hope that we will be able to change the landscape of higher education in India, one step at a time



ONE family!



Srikar Kashyap Pulipaka

FACULTY ACHIEVEMENTS



•**Dr.K.L. Narayana** , Dean (R&D) K L appointed by Govt of Andhra Pradesh as a Member of Task Force-I to introduce academic reforms. To provide impetus to the initiatives taken by the Department of Higher Education, Government of Andhra Pradesh and to introduce academic reforms, Government has constituted two Task Forces and in one Task Force, Dr. K. L. Narayana, Dean (R&D), K L is appointed as one of the Members.

•**Dr Srikanth Vemuru ,Dean (Skill Development)** , Professor ,Dept of CSE had undergone training on NU-IDEA Methodology for establishing Venture Development Center at KLEF Campus. Venture Development center at KLEF will be under the aegis of International Institute of Entrepreneurship Development (i2E), an initiative by Andhra Pradesh State Skill Development Corporation (APSSDC) in partnership with Northeastern University, Boston, USA.



•**Mr.Hari Kiran Vege Associate Dean (Teaching & Learning)** mentored Four students of K L who are declared as University Innovation Fellows (UIF). UIF is a global program organized by D school of Stanford University that empowers student leaders to increase campus engagement with innovation, entrepreneurship, creativity and design thinking. These fellows design innovation spaces, start entrepreneurship organizations, host experiential learning events, and work with faculty to develop new courses.

•**Dr Shanmukh Kumar , HOD - Department of Chemistry** , K L was awarded Rs.25,000/- by K L Management for the work done in the delivery of the course, with reference to the internal examinations, question papers, course handout, course materials and related activities.



•**Dr. Pradeep Kumar Brahman , Dept of Chemistry** had received a prestigious “YOUNG SCIENTIST AWARD - 2017” for his outstanding contribution in the field of chemical sciences by Andhra Pradesh Akademi of Sciences held at Andhra University, Visakhapatnam on November 07th 2017.

•**Dr. Mohammed Ali Hussain, Professor, Dept. of ECSE** received “Best Computer Science Faculty Award” from Association of Scientists, Developers and Faculties (ASDF) – International Global Awards held at Holiday Inn Resort, Goa, Republic of India on 30th December 2017.

Dr. Mohammed Ali Hussain also published 3 patents entitled “Key Image Based Encryption Method and System for Secure Communication of Digital Content”, “System and Method for Health Monitoring and Accident Tracking in Real Time”, and “System and Method for Intrusion Detection with Clustering for Wireless Sensor Networks”



•**Dr.G.Vijay Kumar , Associate Professor, Dept. of ECSE** published patent entitled “System and method Employed for mining regular –frequent Item Sets”



•**Dr. K Narasimha Rao, Mr. A.Eswar kumar.** Published a patent entitled “ Exhaust Muffler And valve assembly for Combustion Devices”.



•**Mrs. Shaik Razia**, Registration Number 13303020, Research Scholar, Department of CSE, K L E F was conferred with Ph.D for her Thesis entitled “A NEURO COMPUTING FRAMEWORK FOR THYROID DISEASE DIAGNOSIS USING MACHINE LEARNING TECHNIQUES” on 12th December 2017



•**Ms.Shahana Bano** Registered Number 11303010, Research Scholar, Department of CSE, K L E F was conferred with Ph.D for her PhD Thesis entitled “AN EFFICIENT CONTEXT RANK BASED HIERARCHICAL CLUSTERING FOR DISTRIBUTED BIO-MEDICAL DOCUMENTS USING TEXT MINING” on 30th Dec, 2017

•**Mrs. V.M.L Hima Bindu**, Registered Number 13321014, Research Scholar, Department of MATHEMATICS, was Conferred with a Ph.D by K L for his Ph.D Thesis entitled “SOME CONTRIBUTIONS ON SUZUKI TYPE RESULTS IN PARTIAL MULTIPLICATIVE AND SOFT METRIC SPACES” on 18th October 2017

•**Vidullatha Pellakuri**, Registered Number 13303039, Research Scholar, Department of CSE, was Conferred with a Ph.D by K L for her Thesis entitled “Development of a Decision making system to classify air Quality using Soft Computing Techniques” on 23rd November 2017.

•**Mr. K. Venkateswara Raju**, Registered Number 13351003, Research Scholar, Department of Management, K L was Conferred with a Ph.D by K L for his thesis “A STUDY ON VARIOUS FACTORS AFFECTING THE IMPULSE PURCHASE BEHAVIOUR OF CUSTOMERS IN FMCG, APPARELS (ORGANISED RETAIL SECTOR IN THE CITIES OF HYDERABAD, SECUNDERABAD & VIJAYAWADA” on 28th October 2017.

•**B. Loveswara Rao**, Registered Number 12306001, Research Scholar, Department of EEE was conferred with Ph.D for his thesis “NEW CONTROL STRATEGIES FOR FAULT MITIGATION OF GRID IN INTERFACED DFIG WIND TURBINE SYSTEMS” on 30th Nov, 2017.

•**D. Bhavana**, Registered Number 13304010, Research Scholar, Department of ECE, K L E F Was conferred with Ph.D for her thesis “DEVELOPMENT OF MULTISPECTRAL IMAGE FUSION TECHNIQUES FOR LOW CONTRAST THERMAL IMAGES” on 2nd Dec, 2017.

•**Mr. Ch.Raghava Prasad**, Registration Number 13304069, Research Scholar, Department of ECE, K L E F was conferred with Ph.D for his Thesis entitled “COMPUTER VISION BASED TRAIN ROLLING STOCK EXAMINATION” on 13th December 2017

•**Mr.S.V.S Raja Prasad**, Registered Number 13307003, Research Scholar, Department of Mechanical Engineering, K L E F was conferred with Ph.D for his thesis entitled “MODELLING AND VALIDATION OF SAFETY PRACTICES IN INDIAN CONSTRUCTION ORGANIZATIONS” on 16th December 2017

•**Mr.Srinivasa Rao Vempati**, Registered Number 10304005, Research Scholar, Department of ECE, K.L.E.F was conferred with a Ph.D for his thesis entitled “MULTIUSER DETECTOR FOR DS-CDMA SYSTEMS OVER NOISY FADING CHANNELS” on 26th December 2017.

•**Ms.K. Rajeswari**, Registered Number 13323024, research Scholar, Department of Chemistry, K.L.E.F was conferred with a Ph.D for her thesis entitled “ISOLATION AND CHARACTERIZATION OF BIO-ACTIVE SECONDARY METABOLITES FROM MARINE SPECIES OF INDIAN COAST WITH RESPECT TO ENCOECARIA AGALLOCHALININ AND XYLOCARPUS GRANATUM” on 22th December 2017

•**Lavanya Sivapurapu**, Registered Number 10324101, Research Scholar, Department of English, K.L.E.F was conferred with Ph.D for her PhD Thesis entitled “THE QUEST BY WOMEN IN THE SELECT NOVELS OF SHASHI DESHPANDE AND ANITA DESAI: A STUDY” on 29th December 2017

•**Mr.V.Sunil Kumar Yalamanchi**, Registered Number 11323010, Research Scholar, Department of Chemistry, K.L.E.F was conferred with Ph.D for her PhD thesis entitled “A NEW NOVEL MODIFIED AND RESIDUAL DETERMINATION METHOD DEVELOPMENT AND VALIDATIONS FOR ACTIVE PHARMACEUTICALS INGREDIENT BY RP-HPLC, RPLC AND ULTRA VIOLET VISIBLE” on 29th December 2017

•**Ms. Jaya Lalitha Gokarakonda**, Registered Number 14321001, Research Scholar, Department of Mathematics, K.L.E.F was conferred with Ph.D for her PhD Thesis entitled “ALGEBRAIC STRUCTURES IN TERNARY SEMI GROUPS” on 28th December 2017.

STUDENTS ACHIEVEMENTS

Mechanical Engineering branch Students has won the following awards in Go Karting Design and Racing Challenge, conducted by the Imperial Society for Innovative Engineers (ISIE)- UK, in India on 20/01/2018 at Galgotia’s University- Noida

- 1.The 3rd IKR-ISIE Future Award, with a Cash Prize of Rs.50,000/-
- 2.All India, Best Team and Best Team Captain Award
- 3.Best Presentation Skills Award
- 4.Overall Champions

•**55 students of KLU** had participated in the International Cultural Youth Convention at Karnal, Haryana, scheduled from 21-10-2017 to 29-10-2017. The Department of Culture and Youth Services, Government of Andhra Pradesh along with K L Students participated at the International Event.

•**Mr. A Gopi Raja**, a final year EEE student & founder of Fopple Drone Tech Pvt. Ltd. a start up from Center for Innovation, Incubation & Entrepreneurship of KL University has been invited as Panel Guest speaker at Agripace 2017, International Conference & Expo on Agriculture & Veterinary Sciences held at Professor Jayashankar Telangana State Agricultural University, Hyderabad. He has been invited to deliver a talk on “Innovation & Latest trends in Agriculture” and he demonstrated his innovation “Agricultural Drones” in front of 1500 delegates from various Agricultural Institutes across the world. Agriculture conference will be organized. 2nd green revolution call for sustainable agriculture.

•**Four students of K L viz. Pulipaka Srikar Kashyap (14003130), Vemulapalli Naga Venkata Sandeep (14003136), Kosaraju Surya Sai Mourya (14003740) & Kasaraneni Chaitanya Krishna (14003195)** under the mentorship of Associate Dean (Teaching & Learning)-Mr.Hari Kiran Vege are declared as University Innovation Fellows (UIF) which is a global program organized by D school of Stanford University that empowers student leaders to increase campus engagement with innovation, entrepreneurship, creativity and design thinking. These fellows design innovation spaces, start entrepreneurship organizations, host experiential learning events, and work with faculty to develop new courses. With the support from K L Management the above 4 students and Faculty & Associate Dean (Teaching & Learning)-Mr.Hari Kiran Vege visited the Silicon Valley Meet during 16th November to

20th November 2017 ,where they got an opportunity to present their research among global audience and conduct brain-storming ideathons. The innovative prototypes thus developed will be implemented at K L E F after a thorough feasibility study by our University Management and Administration.

•Center for Innovation, Incubation & Entrepreneurship (CIIE) , Start Up team “BitCrypto” represented by **Mr. Mohammad Siafullah, 3rd year CSE & Mr. P Srikar Kashyap, 4th year CSE** of KL were invited to participate at “Hack4Climate”, which

was held during 12th to 16th November 2017 at Bonn, Germany. This hackathon is one of the largest Hackathon Competition on Block chain Technology that aimed to bring together Developers and Climate Experts in order to build innovative solutions to fight climate change . They are selected to represent top 100 Hackers on Block chain technology from the entire world and two of the 5 from India. All the expenses including To and Fro & Boarding charges were borne by the organizers.

Centre for Innovation & Incubation Entrepreneurship CIIE



9TH INDIA INNOVATION INITIATIVE 2017

Regional Fair & Entrepreneurship Training Workshop “Transforming Innovator to Start-up” Vijayawada: As a significant step to promote and inculcate a spirit of innovation in India, Confederation of Indian Industry (CII), along with Department of Science & Technology (DST), Government of India and the All India Council for Technical Education (AICTE) is organizing two

days Regional Fair & Entrepreneurship Training Workshop from 13 to 14 October, 2017 at K L University Vijayawada, Andhra Pradesh with a theme “Transforming Innovator to Start-up” as a part of the annual innovation competition “India Innovation Initiative” popularly known as “i3” with an objective to identify, reward and recognize the top innovators from across the country and to enable commercialisation of the best, homegrown innovations through incubation support, mentorship, investor, and industry connect. As a part of this annual flagship national innovation competition, applications were invited from innovators/Inventors from across the country. More than 1000 entries were received this year, from across the sectors which were scrutinized by a team of experts from reputed organization from across the country. Based on the preliminary scrutiny, around Twenty Five best innovations/ inventions were selected from the southern region of the country who are being given an opportunity to make one



on one presentation of their innovation/inventions before the Jury Members tomorrow, i.e. on 14 October, 2017. The jury members will further examine the innovative ideas and select most promising innovation/ invention for the National Fair to be organized in the month of December in the capital of the country.

The inaugural session of the first day of the workshops was attended by Mr. JSRK Prasad, Chairman, CII, Andhra Pradesh, Mr. D Rama Krishna, Managing Director, Efftronics Solutions Pvt. Ltd., Lead Convener, Industry 4.0, CII Andhra Pradesh, Dr. LSS Reddy, Vice chancellor, KL University, Dr. T. Umamaheswara Rao, Registrar, KL University, Mr. K Srinivasa Murthy Head National Start Up center, CII & Dr. K Raja Sekhar, Director, Center for Innovation, Incubation & Entrepreneurship, KL University.

Speaking at the session of the Regional workshop, MR. JSRK Prasad reiterated the efforts of CII, DST and AICTE and said the i3 is playing a pivotal role in promotion of research and innovation-led entrepreneurship for solving key societal and industrial challenges and for serving the requirements of the common man through the development of appropriate skills and technologies. Adding to that he said, "I congratulate CII and their partners for their sustained efforts in making the platform of India Innovation Initiative bigger and better with every passing year and for encouraging innovators from all regions across the country to participate, compete and get recognized for creating innovative solutions for various industrial and social challenges" Expressing his pleasure at the success of i3, Dr. LSS Reddy Vice chancellor, KLU said, "i3 has become a well-awaited platform for the grass root innovator and students and we at KL University are very glad to partner with CII for such an initiative which actively seeks to grow innovator's strength with the objective of creating

the next generation job-creators, not job-seekers through innovation-led startups." He also emphasized on the mantra of Design Thinking by which ideas can be transformed into a valuable business proposition. Addressing at the gathering of speakers, innovators, budding entrepreneurs and members of the startup ecosystem, Mr. K S Murthy said, "Initiatives like this present's great opportunity for all the individual and grass root innovators to pitch their innovation and get it commercialized. Industry stakeholders who are ready to welcome these grass root innovations need to focus on one thing that their attention and interest for grass root innovators can help to leverage that innovation momentum which we all are expecting.

FINANCE MEET & INVESTORS MEET FOR MSMES / START UPS

Participated in CII-flagship event: Seven of CIIE Startups were selected for presentation at CII-flagship event on "Finance Meet & Investors MEET for MSMEs / Start Ups- A New Paradigm in Financing MSMEs : held on 30th Aug 2017 : Hotel Fortune Murali Park, Vijayawada. They have made very impressive presentations. The meeting was attended by Mr. Siddharth Jain, IAS, Commissioner of Industries, Govt of AP. Registration of External Startups (July-Oct 2017): Five external Startups registered with CIIE. The Startups are registered with Startup India program. The sectors in which external startups include: Antivirus Startup, Municipal solid waste management, waste to value, zero-water, zero-odour urinary commode and salvaging of city compost to organic fertilizer Activities of I. P Cell: As part of I. P Education Series, I. P. Cell at CIIE prepared a booklet on FAQs on Patents with the support of IV/IV IPR and Patent Laws students of ME, EEE, ECE, CSE, ECM. The Booklet will be officially launched and later will be distributed to M. Tech, Ph. D students and Faculty to increase awareness on IPRs. Applied for National Bioentrepreneurship awards: We have submitted three applications under BIRAC's National Bioentrepreneurship Awards. All the three are Technology Products (inventions) from Student Startups and External Incubator. Until now e-commerce or service based Startups only participated.



KLEF AS UNIVERSITY PARTNER: I3-NATIONAL LEVEL STARTUP CONTEST @ AICTE BHAVAN, DELHI, DECEMBER 8-9 2017

India Innovation Initiative or i3 is one of the India's largest and most awaited innovation challenges jointly promoted by the CII (Confederation of Indian Industry), the department of Science & Technology (DST), Government of India, and AICTE (All India Council for Technical Education) to identify, reward and recognize the top innovations through incubation support, mentorship, investor and industry connect. KLEF is one of the University partner for i3 2017 programme. University has also recognized top 5 winners from the final innovators and the subsequent incubation support will be given to all the members through CII support. KLEF has conducted southern regional workshop in the month of October 2017.

Dr. K. Raja Sekhar, Director & Associate Dean, CIIE has attended i3 Start Up fest final held at AICTE Bhavan, Delhi from 8th to 9th December 2017. Further details are available at link: <http://www.i3.ciiinnovation.in/i3-partners.php>



KLEF AS NODAL CENTER BY APSSDC IN ASSOCIATION WITH NORTH EASTERN UNIVERSITY, BOSTON, USA TOWARDS INTERNATIONAL INSTITUTE OF ENTREPRENEURSHIP DEVELOPMENT (I2E) PROGRAMME

KLEF is very happy to announce that APSSDC (Andhra Pradesh State Skill Development Corporation) has selected our University as a VDC (Venture Development Center) partnering with Northeastern University, Boston, USA towards initiation of Institute of Entrepreneurship Development (i2E) program. Northeastern University is well-known for their Entrepreneurship eco system and is the best in USA and its NU-IDEA process is well accepted across the globe. KLUniversity is exchanging MoU with APSSDC towards i2E program in partnering with Northeastern University. The objective of the program is to build a vibrant ecosystem consisting of world-class venture development centers (venture incubators and accelerators) to offer various academic and experiential learning programs to help ideate, mature and develop ventures through Northeastern's proprietary NU-IDEA process. The venture development initiatives are supported by maker spaces, mentor/investor networks, entrepreneurs clubs (e-clubs) and a host of other catalytic incentives. Under i2E initiation, Northeastern University (NU) is offering the following courses on entrepreneurship

1. Certificate in Basics of Entrepreneurship (Phase I) Duration : 3 months
2. Diploma in Venture Development (Phase-II) Duration:

9 to 12 months

Students who completes the above courses will be given equivalent credits for Certificate courses as per academic rules and regulations

"Smart Idea Pitch & Win Contest", a Boot camp, Ideation program and initial screening was conducted by APSSDC in association with North Eastern University, Boston, USA at RVRJCE on 16th December 2017 from 10.00 AM to 4.00 PM. Followed by Boot camp the finals (Idea Pitch) contest was conducted at VRSEC, Vijayawada on 3rd January 2019 where 8 start up teams from KLEF has participated. Mr. Saketh Reddy & Mr, Surya Vamsi of SuBrains got 3rd prize with a cash prize of Rs. 15,000 out of 67 teams selected from Andhra Pradesh



NATIONAL SYMPOSIUM ON IPR & START UP RENDEZVOUS'17 HELD ON 25-26TH OCTOBER 2017 @ UNIVERSITY

Center for Innovation, Incubation & Entrepreneurship (CIIE) and Dept of Biotechnology jointly organized a National Symposium on IPRs, supported by Dept of Electronics & IT (Deity), Ministry of Electronics & Information Technology (MeitY), New Delhi, Government of India. The objective of the workshop was to create awareness on IPRs, protecting innovations, managing and monetizing IPRs in IT & ICT sector. IPR is an essential part of protecting, capitalizing one's own inventions and as to how to commercialize at an appropriate time. With Government of India's emphasis on Start-up India and Make-in-India programs, Institutions play key role in creating young entrepreneurs to build their own business. The event was co-organized by Andhra Pradesh Technology Development & Promotion Centre (APTDC), CII-Hyderabad. Oriigin IP Academy, Bangalore is knowledge partner for the event and C-DAC, Pune offered technical assistance.

On the first day, i.e. on 25th October, Key note address and overview of IPR was delivered by Dr. V. Raghu Ram, Senior Advisor, Oriigin IP Academy, Bangalore and Dr. Bindu Sharma, CEO, Oriigin IP Academy. Dr. Raghu Ram also delivered a talk on Relevance of IP Policy/ IP audit for technology commercialization. Followed by lunch break two consecutive sessions were delivered by experts in Cyber security from eSF labs, Vijayawada and Y-Square. Mr. K. Vivek Reddy (Y-Square) delivered lecture on Start-up ecosystem for the benefit of Startups. First day's sessions were completed with the talk on Startups by Mr. Madhav Reddy, Redmond Solutions

Second day started with several speakers deliberating in detail on various aspects of ICT&E sector. Mr. B. K. Sahu discussed in detail on monetization of IP and presented case studies by NRDC, New Delhi. Mrs. Krishnaveni spoke at length on IP in ICT sectors- trends and current issues in protecting software and CRIs which was very informative. Pre-lunch break session devised unique way of presenting IPR careers. Since majority of delegates were Research scholars, students, a separate panel discussion was arranged on Career opportunities in IPR. Panel consisted of Dr. Bindu Sharma, Dr. Raghu Ram, Mrs. Krishnaveni, Ms. Roli Gupta and Mr. B. K. Sahu. Session was moderated by Mr. B. K. Sahu. Several delegates clarified their doubts on IPR career prospects. Post-lunch, Ms. Roli Gupta presented an elaborate session on Trademarks and Copyrights in ICT & E sectors.

After technical sessions, a formal felicitation of speakers was organized. Dr. K. L. Narayana, Dean (R&D) thanked everyone and presented them mementos.

The 2-day grand event was concluded by Vote of thanks presented by Dr. T. S. Johnson, Convener of the Symposium. Everyone appreciated the quality of presentations and panel discussions, and availability of resource persons during 2-day event.



CIIE has organized Start Up Rendezvous'17 Fest and Ideation Programme during the Symposium for all the students of the university. More than 40 ideas have been submitted by the students from all branches of the university. The Winner team has been awarded with 15,000 followed by 10,000 & 5,000 by second and third prize winners

K L STUDENTS PARTICIPATION IN HARMONY 2017



Harmony 2017, Karnal, Haryana, an eight-day international cultural festival, started on 21 October 2017 at Alpha City. The cultural fest was being organised by the National Integrated Forum of Artists and Activists (NIFAA), an NGO. Over 5,000 artistes from various countries participated in it. The fest culminated on 29 October 2017.

Governor Kaptan Singh Solanki and Swami Gyananand, founder of Shri Krishan Kripa Dham in Mathura, inaugurated the event. The Governor emphasised the need for connecting youths with the culture of the country. "The youth of the state has the power to strengthen the unity and brotherhood of the country," he said.

Among all the contingents from all over India and Abroad, Andhra Pradesh Contingent was the biggest with 320 students. Moreover, 55 students contingent with 5 faculty

members, from K L University, Guntur, was the single largest contingent from Andhra Pradesh. Sincere gratitude is due to the Commissioner of Youth Services and Culture, Govt of Andhra Pradesh, Mrs. Komal Kishore. All 55 students from the University participated in various activities and competitions and visited the specially designed fair.

The need for national integration and international understanding is felt essentially in all quarters of India. In Harmony 2017, the participants from all the States and UTs of India, wearing their traditional costumes, rallied together to create an era of national integration, peace and prosperity.

The National Integration Rally moved through different roads of Karnal to spread message of Integration and to promote the concept and idea of one India-spreading it through the event throughout the world as a mark of respect for diversity and individuality.



Activities conducted at the FEST:

Beauty Redefined

A get together of acid attack victims was arranged with an aim to salute the indomitable strength and resolve of the survivors of acid attacks which could not shatter their fire and resolve to be what they wanted to be.

Career Fair Book Exhibition, Fine Arts Corner for Young Talents, Agriculture, Competitions for Students, Debates, Yuva Vichar, National Integration Rally, Vision 2020, Role of Youth in Politics.

Tare Zameen Par: It was planned to explore the possibilities to provide an inclusive environment to the underprivileged children. Many of the students of KL University participated in the Seminar. International Youth Conference: Was aimed at strengthening youth to play a vital role supplement government's effort in the fight against International Terrorism. The KLU students were in the forefront expressing their views in this event.

Drugs Free Society: The Seminar created awareness among the youth to check drug addiction at every level and join hands to make the society drug-free. KLU students made their presence felt in this aspect, too.

Swachh Bharat Abhiyan: This program aimed at sensitizing the people of our country to become ambassadors of the cleanliness, and KLU students acted as volunteers at NIFAA.

Gender Equality & Women Entrepreneur: Gender equality is very important for any progressive world. The ideas expressed in the seminar by our students were a bold effort in this direction.

Learning through experience: The students of KLU, redefined themselves after being a Part of NIFAA 2017. They express their gratitude to the President Sri Koneru Satyanarayana, Hon. President, KLEF and Smt. Koneru Kanchana Latha Garu, Hon.Secretary-KLEF, Dr.L.S.S. Reddy, Hon.Vice Chancellor-KLU for their encouragement and approval to send the students on this historic expedition and thank Dr. Jyothi Mudigonda for her initiative in selecting and grooming the team of student delegates for HARMONY'17. Sincere appreciations are due from the entire KLU fraternity to Mrs. Komal Kishore, Commissioner for Youth Services and Culture, Govt of AP.

A special gratitude is expressed by the students and the officials towards the Commissioner for allowing the biggest contingent from KLU to participate in Harmony 2017. It was a life time experience for the students of KLU to make their presence felt in that large gathering and bring accolades to the University. They also expressed their joy and happiness to the faculty members who accompanied them in this entire tour. It was also a wonderful experience of interacting with Russian Delegates and sharing the views on Indian Culture, education system and language competence. Students of KLU also presented their feedback on how they could practice the skills which they learnt in their classrooms, like management, interpersonal skills, discipline, leadership norms, team work and acculturation. Over all it will be an everlasting experience for the students of KLU at NIFAA, Harmony 2017.

Academic Staff College

"UBUNTU – OS - LINUX OPERATING – OFFICE TOOLS"

04.09.2017 to 28.10.2017

4-day Training program on Usage of Ubuntu - Linux

Operating system and Open Source Office Tools from 04.09.2017 to 28.10.2017 by Mr.A.Satya Kalyan, IT- Head, Mr.K.Sripathi Roy, asst. Prof, ECE, IT, Mr.G.Dinesh Kumar, Asst. Prof, CSE, Mr. P.Naresh and Mr. Kumar Reddy, Data Base Administrator were Resource Persons in F-002, Communication Lab, FED Block was organised by Academic Staff College, KL University for about 205 non-teaching staff of KLU in about five batches.

The training for first batch of staff is from 04.09.2017 to 07.09.2017, the second batch of staff had training from 08.09.2017 to 12.09.2017 and later the third batch got trained from 18.09.2017 to 21.09.2017, then the fourth batch underwent training from 09.10.2017 to 12.10.2017 and the last batch had training from 25.10.2017 to 28.10.2017. Each batch consisted of 40 participants each.

Ubuntu is an ancient African word meaning 'humanity to others'. It also means 'I am what I am because of who we all are'. The Ubuntu operating system brings the spirit of Ubuntu to the world of computers.

The vision for Ubuntu is to part social and part economic: free software, available to everybody on the same terms, and funded through a portfolio of services provided.

Ubuntu is different from the commercial Linux offerings that preceded it because it doesn't divide its efforts between a high-quality commercial version and a free 'community' version. The commercial and community teams collaborate to produce a single, high-quality release, which receives ongoing maintenance for a defined period. Both the release and ongoing updates are freely available to all users.

The objectives of the training program

- 1.To learn the various Linux distributions
- 2.To learn basic fundamental Linux commands
- 3.To understand and to overcome the issues involved in using the Linux – open source tools

The training program is given to the participants on the various tools available in Linux program. The participants learned actively and as well cleared all their doubts.



Group Photo of All Participants



ORIENTATION PROGRAM ON “FACULTY SKILL ENHANCEMENT PROGRAM”

An orientation program on “Faculty skills enhancement” by Prof.Rama Patnaik, ASC was organised by Academic Staff College from 12.10.2017 to 13.10.2017 from 9.30 to 4.30 pm in Sunflower Hall for 40 faculty members of Dept.English.

The objectives of the program

- To comprehend the principles of learner-centered teaching
- To design or redesign a course and its elements, emphasizing learning outcomes
- To develop different teaching and active learning strategies for implementation of these elements
- To design formative and summative assessment tools and rubrics for outcome based assessment

An extreme focus on educational outcomes is seen in the practice of Outcome-Based Education (OBE) that has been adopted by many countries around the world. The system defines a set of outcomes that are to be accomplished at the end of the course and the faculty acts as adviser to the student in achieving the defined goals.

It gives the faculty flexibility on the method of teaching as their goal is to achieve a pre-defined set of outcomes and not just complete specific set of hours in delivering lectures.

The first day began with initialising the need for OBE and the dynamics of class room that the faculty members very often come across while dealing with the students. The faculty members oriented about the needed paradigm shift from the teacher centered education to student centered learning. The members were given the case study of the various classroom situations and asked to suggest the alternative methods of handling so that the student learning can be made as active as possible. The participants have role played various dynamics of the classroom and suggested few measures to improve the students’ behaviour. Then the participants were explained about the importance of understanding of Multiple Intelligence and how complex information can be simplified and explained in the classroom with the help of analogy.

The second day highlights the importance of realisation of learning styles of the individual students and then the understanding of Blooms Taxonomy Levels in teaching and learning process. The participants were given hands on experience of preparing the course handout aligning with BTL and ALMs. The participants were given orientation on the different Active Learning methods that can be implemented during the classroom delivery of the sessions. The each member has presented the 10 minutes model session plan. The overall understanding of the OBE was imparted to the participants in two day orientation program.

The two day program has come to an end with oral and written feedback and with the distribution of the certificates to the participants.



Group Photo of Participants

ONE DAY TRAINING ON KLU – LMS- MOODLE

One day training program on KLU-LMS – MOODLE by Mr.Harikiran Vege, Associate Dean, Teaching learning process, KLU was organised by the academic staff College from 13.10.2017 to 16.10.2017 in communication skill lab F-002 for all faculty of FED and non-engineering on different days.

The faculty members are given training on KLU-LMS – MOODLE (Modular Object-Oriented Dynamic Learning Environment) platform an Open Source Learning Management System (OS LMS) is being used to help the faculty understand the mechanism KLU – LMS, so that the



faculty update to meet the global needs of technology enabled education. The members were trained on various factors like how to update the teaching learning material and how to use this as a platform to interface between the student and the teacher.

The objectives of LMS – MOODLE training

- 1.To comprehend the LMS usage for teaching and learning
- 2.To understand how LMS can enhance the student learning
- 3.To learn how to use the LMS – MOODLE as a resource for a student learning

It provides a simple, clear view of all learning activities and resources for course outcomes, including assessment information and a facility for online assignment submission.

LMS has the main objective to centralize and simplify administration and management of teaching and learning through e-learning. This system covers the entire process of advance learning, possessing interface and student teachers, tutors, to administrators and the administrative part. In this sense, helps employees and students to plan their learning processes, and to work together, through the exchange of information and knowledge.



The outcomes of the training

- 1.The members were able to understand the significance of using LMS-MOODLE for effective teaching and learning
- 2.The training enhanced the ability of the participants how to use the LMS-MOODLE to enhance student learning
- 3.The participants are ready now use LMS-MOODLE for making it a platform to make available the various e-learning material

The faculty had a practice session to understand and to use the MOODLE – KLU LMS effectively. There were exposed to the practical understanding of the usage of the MOODLE.

6TH INDUCTION PROGRAM FOR NEW JOINERS AND FACULTY SKILL ENHANCEMENT

The 6th Induction program for new Joiners from 16.10.2017 to 18.10.2017 followed by Faculty skill enhancement program from 23.10.2017 to 25.10.2017 are organised by the Academic Staff College by Deans and Associate Deans of K L University in Sun Flower Hall, K L University for 50 Faculty members of K L University.

New joiners need to understand the culture and ethos of the Institution, the professional obligations and be supported to develop the teaching practice and integrate into the university professional learning communities and research activities. Assisting faculty members at the beginning of the careers helps build teaching and research excellence, improves student outcomes, improves faculty wellbeing and resilience and retains faculties in the profession.

The objectives of the induction program are

- 1.To introduce the new members the culture and ethos of the University
- 2.To create awareness on the facilities and opportunities of the University
- 3.To generate awareness on the understanding of need to develop professional skills
- 4.To orient the faculty towards outcome based education

The induction started with opening remarks from Dr.LSS Reddy, Honorable Vice Chancellor suggesting methods for effective teaching and career development. Later Dr. Satya Prasad, Pro VC encouraged the new joiners to make best use of the available resources to grow in career. Dr. K.Subba Rao, Principal, COE, KLU detailed the expectations and set roles and responsibilities of the faculty members. Dr.Rajesh, Dean Faculty and Staff & Principal Academic Staff college oriented the faculty on the HR Policies of KLU.



Dr.LSS Reddy,
Vice-chancellor



Dr.Satya Prasad
Pro Vice-Chancellor,



Dr.K.Subba Rao,
Principal



Dr.V,Rajesh,
Dean Faculty & Staff and
Principal, ASC,

Dr.Venkatram, Dean Academics have oriented the faculty on frame-work of syllabi and the outcome based education. He detailed the members about the curriculum of the University. Dr.Sarath, Dean, Planning and Development has given overview of planning and development of KLU. And then Dr.Habibulla Khan, Dean, Student affairs outlined different activities that are carried out under student affairs.



Dr.N. Venkatram,
Deam Academics



Dr.K. Sarath Kumar,
Deam Planning
& Development



Dr.A.Chandulal,
Dean IQAC



Dr. Habbibulla Khan,
Dean Student Affairs

The second day of induction started with Dr.NBV Prasad, Dean, Placement and progression explained how KLU has grown step by step in reaching to 100% placements today and later Dr.A.Chandulal, Dean Quality have outlined the quality measures practiced in K LUniversity. Dr. M.Latha, Associate Dean, Counseling has described the roles and responsibilities of a student counsellor and given out the counselling mechanism adapted by K L University. Dr.Anand Kumar, Principal S&H highlighted the importance of faculty involvement in teaching



Dr.NBVPrasad,
Dean Placements
& progression



Dr.M.Latha,
Associate Dean



Dr.A.AnandKumar,
Principal, S&H



Dr.ASCS Sastry,
Associate Dean,



Dr.K.L.Narayana, Dean R&D



Dr.K. Raja Sekhar,
Associate dean, IPR & IIE,

Dr.ASCS Sastry, Associate Dean, Student Progression explained the measures taken by KLU to enhance the student progression and later M.Usha rani, Asst.Professor, ASC outlined the various programs and services offered by ASC, KLU for the development of faculty. Dr.KL Narayan, Dean, R&D extensively explained the undertaking of R &D cell, KLU. He also clearly depicted the statistical data of R&D cell, KLU. Then Dr.K.Rajasekhar, Associate Dean, IPR & IIE highlighted the various undertakings of the KLU centre for innovations, incubation and entrepreneurship.

The third day of induction started with Mr.Hari Kiarn Vege, Associate Dean explaining the teaching learning process. He also explained the steps involved in the teaching and learning process. Later Dr.K.S.Shivraj, Head, Library explained the facilities available for both teaching and research. Dr.Y.V.Hanumantha Rao, Associate Dean, Practice school explained about the undertakings of the practice school. The later Dr.M.Kishore Babu, HOD, MBA outlined the KLU international affairs.

In the afternoon session Dr.B.J.K singh, Associate Dean highlighted the available funds for research. He explained how the process can be taken up to write for the funded research. The Mr.Shyam Prasad, Associate Dean, Centre for excellence, explained the various activities of COE. Then Mr.A.Satya Kalyan, IT-Head Operations have explained the various facilities available under IT services.

The next three days i.e from 23.10.2017 to 25.10.2017 the team attended the orientation programme on Skill enhancement by Prof. Rama S.Patnaik



Mr.Hari Kiarn Vege
Associate Dean,



Dr.K.S.Shivraj,
Head, Library,



Dr.Y.V.Hanumatha Rao,
Associate Dean,



Dr.M.Kishore Babu,
HOD, MBA



Mr.Shyam Prasad,
Associate Dean, COE



Dr.B.J.K Singh,
Associate Dean,
sponsored & internal
Funded Research,



Mr.A.Satya Kalyan, IT-
Head

Participants receiving the certificates at the end of the session



Group Photo of the Participants



EMOTIONAL INTELLIGENCE -THE OTHER SIDE OF SMART

27.10.2017

One day orientation program on Emotional intelligence – the other side of smart by Prof Rama Patnaik and Ms.M.Usha Rani, ASC, KLU was organized by the Academic Staff college on 27.10.2017 for 30 faculty members of Department CSE from 9.30 am to 4.00 pm in Sun Flower Hall, KL University.

Emotional Intelligence is “the capacity for recognizing our own feelings and those of others, for motivating ourselves, and for managing emotions well in ourselves and in our relationships. Emotional intelligence describes abilities distinct from, but complementary to, academic intelligence.” Daniel Goleman (1998)

Objectives of the workshop

- 1.To define emotions and Emotional Intelligence (EI)
- 2.To list the criticality of emotional intelligence in work, life and relationships
- 3.To positively reframe our perspective of people and situations in order to operate and adapt more positively
- 4.To recover from negative experiences with people and situations quicker
- 5.To enhance working and personal relationships with others
- 6.To build a mental mechanism of success in work, life and relationships for the future

The session began with a definition of emotional intelligence and orienting them to realise the necessity of identifying the emotions, so that the managing of emotions i.e the later stage becomes easy. The participants led through the process of knowing the difference between the emotions, thinking and behaviour with Active Learning Methods.

The emotional intelligence includes four important components of self awareness, self management, social awareness and social management. The self awareness is to identify the basic emotions and to know the difference between primary emotions, secondary and the outcomes of the emotions. The participants understood the four key factors and later went through certain tools to understand the levels of one’s own emotional intelligence.



Resource Person Prof. Rama Patnaik Interacting with Participants



Group Photo of the Participants

ORIENTATION PROGRAM ON "FACULTY SKILL ENHANCEMENT"

3-day Orientation program on "Faculty skill enhancement" by Prof. Rama Patnaik, ASC was organised by the Academic Staff College from 03.11.2017 to 06.11.2017 for the Faculty of CSS Dept. in Sunflower hall from 9.30 am to 4.30 pm.

The objectives of the program: The members will be able to

1. Understand and analyse the dynamic classroom situations
2. Comprehend the theory of Multiple Intelligence
3. Learn how to align ALMs along with BTL in preparation of course handout
4. Understand the importance of aligning PEOs with SOs and Cos

The first day began with initialising the need for OBE and the dynamics of class room that the faculty members very often come across while dealing with the students. The faculty members oriented about the needed paradigm shift from the teacher centered education to student centered learning. The members were given the case study of the various classroom situations and asked to suggest the alternative methods of handling so that the student learning can be made as active as possible.

On the second day the participants were explained about the importance of understanding of Multiple Intelligence and how complex information can be simplified and explained in the classroom with the help of analogy. The participants have presented a concept supporting and justifying the concept with an analogy. The peer reflections were given to each participant suggesting the areas of improvement.

The third day highlights the importance of realisation of learning styles of the individual students and then the understanding of Blooms Taxonomy Levels in teaching and learning process. The participants were given hands on experience of preparing the course handout aligning with BTL and ALMs. The participants were given orientation on the different Active Learning methods that can be implemented during the classroom delivery of the sessions. The each member has presented the 10 minutes model session plan. The overall understanding of the OBE was imparted to the participants in three day orientation program.

The three day program has come to an end with oral and written feedback and with the distribution of the certificates to the participants.

The outcomes of the orientation program are

- The participants were able to understand the various learning styles of the students
- The participants were able to simply the complex principles with analogies
- The participants were able to comprehend the BTL and ALMs in the preparation of course hand outs
- The participants were able to become aware of the PEOs of the university



Participants sharing their opinions on the Training Program



Group Photo of the Participants

Participants were given certificates at the end of the training session

“EMOTIONAL INTELLIGENCE – THE OTHER SIDE OF SMART”

07.11.2017

One day FDP on “Emotional Intelligence – the other side of smart” by Ms..Rama Patnaik, ASC was organised by the academic Staff College on 07.11.2017 in the classroom E-104 from 10.00 am to 4.00 pm for 25 faculty members of Dept. CE, EEE, ECSE and PE.

The objectives of the program are:

- 1.To understand difference between EQ & IQ
- 2.To comprehend the components of emotional intelligence
- 3.To apply techniques for reframing how to view events
- 4.To integrate emotional intelligence into daily thinking

Emotional intelligence is the ability to recognize and manage emotions. By understanding emotional intelligence we are more likely to avoid misunderstandings, manage stress, and address conflicts more effectively.

The session began with a definition of emotional intelligence and orienting them to realise the necessarily of identifying the emotions, so that the managing of emotions i.e the later stage becomes easy. The participants led through the process of knowing the difference between the emotions, thinking and behaviour with Active Learning Methods.

The emotional intelligence includes four important components of self awareness, self management, social awareness and social management. The self awareness is to identify the basic emotions and to know the difference between primary emotions, secondary and the outcomes of the emotions. The participants understood the four key factors and later went through certain tools to understand the levels of one’s own emotional intelligence.

Participants receiving Certificates



Group Photo of the Participants

“HEARTFULNESS MEDITATION ”

A 3-day Program on “Meditation” by “Heartfulness Institute from 09th to 11th November, 2017 was organized by Academic Staff College in Room NO-E-104, EEE Block, KLU Campus daily for the faculty of CSS Department by Shri S.Basaveswara Rao, Retired Professor, Andhra Loyola College-Vijayawada and Preceptor of Heartfulness Mediation .

The Objectives of the Meditation: the participants will be to:

- Free from tension and stress
- Learn the Good habit of healthy living
- Learn how to Concentrate
- Understand the multiple benefits of Meditation

The first day began with the explanation of resource person about the importance of meditation and later the members were lead through the practice session of mediation for 30 minutes for 30 participants from CSS Department faculty and faculty of other departments and as well thenon teaching staff gathering

- Meditation physically keeps fit and healthy every person. Intellectually, it brings such sharpness, keenness of attention, awareness and observation. It creates positive vibrations around the people, influencing the behavior with others, interpersonally. Meditation gives the deepest rest in the shortest time

The second day master has provided deep insight into “the cleaning process”, which rejuvenates the spirit of each individual. The third day resource person has explained the “Connection “between Heart and Mind.

The three day program has come to an end with oral and written feedback and with the distribution of the certificates to the participants.



Participants experiencing Gnana Nidra during Meditation



Participants expressing their views on their experience of meditation



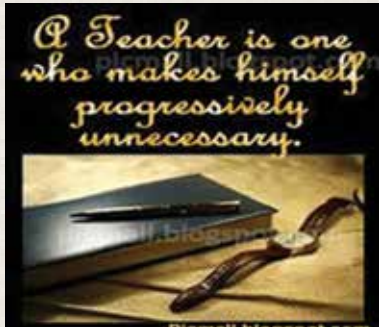
Dr.V.Rajesh, Principal , Academic Staff College were given the certificates to Participants



Group Photo of the Participants

SEMESTER READINESS PROGRAMME

13.11.2017 to 25.11.2017



Dr.L.S.S.Reddy,
Vice Chancellor. KL



Dr.A.Satya Prasad,
Pro Vice Chancellor, KL



Dr.K.Subba Rao,
Principal of COE, KL



Dr.A.Anand Kumar,
Principal of S&H, KL

Semester Readiness Program (SRP) a unique program was organised for all Engineering courses of KL University by Academic Staff College in association with Dean Academics from 13.11.2017 to 25.11.2017 to create a platform to be ready for the upcoming semester with course hands out aligning ALMs with BTL to achieve the PEOs of KLEF. Semester Readiness program is a pre-semester curriculum summit where faculty collaboratively cogitate, plan, design, develop a learner centric teaching environment for the student for upcoming semester.

Semester Readiness Program (SRP) is meticulously designed 30 day programme for 250+ courses like Strength of Materials/Solid Mechanics, Design of Steel Structures, Biochemistry, Genetic Engineering, Compiler Design, Internet Programming, Embedded Systems etc. More than 700+ faculty participated in this program. This program is an amalgamation of Group discussions, seminars, awareness programs, expert sessions and workshops.

SRP began with opening remarks from Dr.LSS Reddy, Honorable Vice-chancellor, KLEF followed address of Dr.K.Satya Prasad, Pro Vice-chancellor and the by Dr.K.Subbarao highlighting the roles and responsibilities of the convener of the program i.e. HODs of the respective departments. Later Dr.N.Venkatram, Dean Academics explained in detail the dynamics of SRP.

Later the faculty worked out the course handout for the next semester according to the allotted courses, main course and as well electives.

The SRP program is very effective in terms of providing common time and making all the instructors to interact, discuss about the session plan, delivery mechanism, preparing ALMs/Tutorials and preparing Question Bank. This ensures the same content delivery of the course across the multiple sessions.

This 30 day program ensured a much confident and motivated faculty, innovation in teaching and learning process, digitization of learning content, standardised and transparent evaluation process and strengthened our collaborative work culture in the university.



Few glimpses



Participation of the Faculty during SRP



3-DAY REFRESHER COURSE ON "SELF-MANAGEMENT"

27.11.2017 to 29.11.2017

A 3-day refresher course on "Self-Management" for all lab-technicians was Organised from 27.11.2017 to 29.11.2017 by Academic Staff College by Mr. Ramesh Babu, Asst. Professor, Dept.CSS, Ms. Dolly, Asst.Professor, ASC and then by Dr.G.Sumathi, Asst.Professor, Counseling Cell in Sunflower Hall.

The topics that are included in the refresher course program are conflict management, Stress Management, Emotional Intelligence and Human Values. The outcomes of the program was

- 1.The members will comprehend the importance of conflict resolution and stress management
- 2.The members will learn to develop emotional intelligence
- 3.The participants will be able to imbibe the essence of Human Values

On the first day the participants were explained by Mr.Ramesh Babu, Asst.Professor, Dept. CSS explained about the conflicts and how to resolve them for a happy life and work. He also explained how stress is related perception and suggested few tips for managing the stress work life.

On the second day Ms. Dolly, Asst. Professor, ASC highlighted the importance of emotional intelligence beside the logical intelligence to be successful in one's life. She also outlined how one has to manage the emotions to grow as a person and as well take care of the individual relationships.

On the third day the session began with pre-session test to understand the members level of understanding of human values. Depending upon the test the trainer Dr.G.Sumathi, Asst.Professor, Counseling Cell explained the perception of human values and how this perception can make one to be optimistic so that the life work becomes successful.

The three day refresher course came to an end with the oral feedback from the participants where they have expressed that this kind of programs need to be scheduled to all the non-teaching staff members.

- 1.Dr.G.Sumathi, Asst.Professor of Value Education interact with Participants on 29.11.2017
- 2.Ms.V.Dolly, Asst.Professor of ASC interact with Participants on 28.11.2017
3. Mr. S.Ramesh Babu, Asst.Professor of CSS interact with Participants on 27.11.2017



certificates to Participants



Group Photo participants



FLIPPED CLASSROOM

A 3-day workshop on “Flipped Model Classroom” was organised by Academic Staff College from 30.11.2017 to 02.12.2017 for the faculty members who would be implementing the flipped model of teaching for their courses in the classroom by Prof.Rama Patnaik, ASC and Mr.Hari Kiran Vege, Associate Dean, TLP in sunflower Hall. Flipped class means what is typically given as homework is done in class with the assistance of the teacher. What is typically presented in class (i.e. lectures, content, background knowledge, or real life

Experiences) by a live teacher, students receive at home via a podcast, YouTube video, and/or other online resources.

Flipped classroom is an instructional strategy and a type of blended learning that reverses the traditional learning environment by delivering instructional content, often online, outside of the classroom. It moves activities, including those that may have traditionally been considered homework, into the classroom.

Prior to the workshop the information about the flipped model workshop is made available to all the participant faculty members through KLEF LMS- MOODLE so that the participants will read the material on flipped model and as well go through the videos to be ready to understand the flipped model classroom.

Mr.Hari Kiran Vege, Associate Dean for Teaching, Learning Process have explained the following points on second day of the workshop

- 1.to understand the purpose of various tools available on Learning Management Systems and MOOCs that support Flipped model Class work.
- 2.to apply at least 3 different IT enabled tools for value addition into their flipped class work.
- 3.to design a session plan and its related content through IT enabled tools for effective delivery through Flipped class work
- 4.to assess the effectiveness of flipped model classes through various reports that can be generated from IT enabled tools.

The workshop came to an end with oral feedback from the Participants and the certificate distribution.



Mr.Hari Kiran Vege, Associate Dean,TLP
Group Discussion in Session
as Resource Person on 2nd Day of Workshop



Group Photo of the Participants



Dr.V.Rajesh,Principal, ASC were given the Certificates to Participants

"A HEALTHY OUTSIDE STARTS FROM INSIDE"

08.01.2018

1-Day Program on "A Healthy outside Starts from Inside "was Organized by Academic Staff College on 08.01.2018 by Shri Atukuri Venkateswarlu(Shri Venkateswara Yogi Guruji) and Lecturer & Yoga Acharya, VTJM & IVTR Govt. Degree College, Mangalagiri for Non teaching Staff of KLEF.

The outcomes of the Program are

1. Able to experience the Refreshed feeling
2. Understood how to be Relaxed from Stress
3. Comprehended the uses of Healthy Diet
4. Got awareness on Prevention of diseases through Yogic Exercise
5. Understood how to Improve Concentration on Work

The session began with the Resource person explaining that the Health is wealth with an analogy of Bicycle i.e how different components of the bicycle represents various components of our health that front wheel represents Health, back wheel represents Money, handle represents Mind and pedal represents Strength.

He also explained that general Health depends on 40% -Diet, 40%-Exercise and 20% -Mind in detail:

40% -Diet:

Also explained three types of yoga food – they are Satvik, Rajasik and Tamasik. Satvik food is absolutely yoga diet. Like Yoga, it calms, cools and relaxes our body and mind. Satvik food helps to detoxify the body ensures purification. Satvik food promotes health, happiness, harmony, longevity and purity. These foods are smooth, non stimulating, soothing Lubricant, Non-constipating.

Ex: Fruits, Nuts, All Vegetables, Millets, Less Polished Rice, Sprouts

Tamasik food is Negative in nature and not good for health and happy life. Tamasik foods are poor in cellulose, roughage, water, Vitamins and Minerals. Ex: Bakery Products, Spices, Milk and Milk Products

Rajasik food is bitter and sour. It Lack of Minerals. It may cause Acidity, hyperacidity and anxiety and depression. Ex: Fried Food Products, Pickles EGG and Meats, tea, Coffee, Tobacco and Alcohol.

40%-Exercise:

Yogic Exercises are primarily Plays an important role for the overall health of an individual. The following are the asanas that mainly work on Heart, Lungs, Liver, Kidneys and other inner parts in human body and resolves heart diseases, Swasa Problems and Thyroid Problems.

1. Pradhamika Sadana 2.Pachimotahasana 3. Padahasthasana 4. Dhanurasana 5.Sarvangasana 6. Chakrasana

20%-Mental Peace:

Biggest brain damaging habits Missing breakfast Sleeping late High sugar consumption

More sleeping at morning Eating meal while watching TV or Computer Wearing Cap/Scarf of socks while sleeping Habits of blocking/Stopping Urine

Finally , Shri Venkateswara Yogi Guruji were given the blessings to Non Teaching Staff.



SHRI VENKATESWARA YOGI GURUJI

profile

Shri Venkateswara Yogi Guruji was born in Guntur District, Piduguralla Village. He is only son of Veeraiah Stresti and Kotamma. He completed M.A., M.Phil as top ranker from Central University, Hyderabad. He submitted thesis on Yoga, in 1994 and awarded with Doctorate. He is Millinium Best Yoga Teacher Awardee, Yoga Rajendra and Rushi Ratna awardee.



Opening Remarks by Ms.Lakshmi Prasuna,
Assist. Registrar, KLEF



Sri A.Venkateswarlu (Sri Venkateswara Yogi Guruji)
addressing the staff



Group Photo of the Participants

BIO-TECH

2-DAY NATIONAL SYMPOSIUM ON IPRS

Center for Innovation, Incubation & Entrepreneurship (CIIE) and Dept of Biotechnology jointly organized a National Symposium on IPRs, supported by Dept of Electronics & IT (Deity), Ministry of Electronics & Information Technology (MeitY), New Delhi, Govt of India. The objective of the workshop was to create awareness on IPRs, protecting innovations, managing and monetizing IPRs in the ICT&E sector. IPR is an essential part of protecting, capitalizing one's own inventions and as to how to commercialize at an appropriate time. With Government of India's emphasis on Start-up India and Make-in-India programs, Institutions play key role in creating young entrepreneurs to build their own business. The event was co-organised by Andhra Pradesh Technology Development & Promotion Centre (APTDC), CII-Hyderabad. Oriigin IP Academy, Bangalore is knowledge partner for the event and C-DAC, Pune offered technical assistance.

List of the sessions deliberated:

- Start-up IPR policy, •Startups in ICT& Electronics sector,
- Career opportunities in IPR, •Panel discussion on Career opportunities in IPR, •Copyrights, Trademarks, Trends in ICT & electronics sector, •Managing and monetizing Digital environment, •Software patents in India, •Patent search analysis, •Case studies presented by NRDC, Oriigin IP Academy, •Cyber law-ITAct, • Startup Ecosystem, •Basics of startup.

In the welcome address, Dr. T. S. Johnson, Convener of the Symposium appraised the necessity of IPRs in the University and Academic research institutions. He placed on record his grateful thanks to Ministry of Electronics & Information Technology (MeitY), New Delhi, Govt of India



Invited speakers along with Hon. Vice Chancellor and Assoc Dean, IIE seated on the Dias on the first day of the Symposium (25-10-17) during inaugural address.



Release of Startup Souvenir by Chief guest and other invitees

for supporting the event. Dr. L. S. S. Reddy, Vice chancellor of the University stressed the need of having dedicated IP cell in order to protect inventions and encourage students and Startup communities. Dr. K. Rajasekhar, Associate Dean, IIE gave his remarks on Startups, KLU's policy on Startups.

On the first day, i.e. on 25th October, Key note address and overview of IPR was delivered by Dr. V. Raghu Ram, Senior Advisor, Origiin IP Academy, Bangalore and Dr. Bindu Sharma, CEO, Origiin IP Academy. Dr. Raghu Ram also delivered a talk on Relevance of IP Policy/ IP audit for technology commercialization. Followed by lunch break two consecutive sessions were delivered by experts in Cyber security from eSF labs, Vijayawada and Y-Square. Vivek Reddy (Y-Square) delivered lecture on Start-up ecosystem for the benefit of Startups. First day's sessions were completed with the talk on Startups by Mr. Madhav Reddy, Redmond. Second day started with several speakers deliberating in detail on various aspects of ICT&E sector. Mr. B. K. Sahu discussed in detail on monetization of IP and presented case studies by NRDC, New Delhi. Mrs. Krishnaveni spoke at length on IP in ICT sectors- trends and current issues in protecting software and CRIs which was very informative. Pre-lunch break session devised unique way of presenting IPR careers. Since majority of delegates were Research scholars, students, a separate panel discussion was arranged on Career opportunities in IPR. Panel consisted of Dr. Bindu Sharma, Dr. Raghu Ram, Mrs. Krishnaveni, Ms. Roli Gupta and Mr. B. K. Sahu. Session was moderated by Mr. B. K. Sahu. Several delegates clarified



Hon. Vice Chancellor, Dr. L. S. S. Reddy giving his inaugural address and launching a Product developed by Student Startup-Prakrikita (Registered with Startup India and MSME)

their doubts on IPR career prospects. Post-lunch, Ms. Roli Gupta presented an elaborate session on Trademarks and Copyrights in ICT & E sectors. After technical sessions, a formal felicitation of speakers was organized. Dr. K. L. Narayana, Dean (R&D) thanked everyone and presented them mementos.

The 2-day grand event was concluded by Vote of thanks presented by Dr. T. S. Johnson, Convener of the Symposium. Everyone appreciated the quality of presentations and panel discussions, and availability of resource persons during 2-day event.

Once again, The Convener, The V-C of K L University thanked MeitY's financial assistance without which it would not have been possible. MeitY's assistance provided lot of mileage to the event.

BIOTRENDZ 2K17



Department of Biotechnology has organised a national seminar on recent trends in Biotechnology for orienting undergraduate students at the department and state wide. Indeed, the speakers were selected from wide the pool of resource persons available in India. Dr. Raju Mukarjhee from IISER, Tirupathi, delivered a talk on drug discovery for multi drug resistance mycobacterium tuberculosis. He also focused on the importance of basic science in the discovery of drugs and burden of antibiotic resistance over human beings. Next resource person Dr. Vivek Rosario focused on Dengue virus, its prevalence in South India. His talk engrossed Dengue infection in preschool children and its existing genotypes. He also talked about treatment and preventive strategies, and the critical role of biomarker discovery for detecting Dengue infection. Furthermore, Dr. Ramakrishna from CFTRI, Mysore oriented students how they can fit in food industry and enlighten the role of food research in catering the needs for army surviving at adverse weather conditions.

Student association activities

Indeed, 400 students attended the conference, out of them 100 were from other Universities and Colleges in the State. 150/473 abstracts were selected and published in conference book. 80/150 of the abstracts were selected for poster presentations and 12/150 were selected for oral presentation. Overall, the students and faculty were enlightened with wide variety of topics.



ORIENTATION LECTURES

1. Dr. M S R KRISHNA

Topic: Plant and animal biotechnology and safety assessment

The successes of plant breeders in generating rice and wheat genotypes with high yield potentials stimulated a significant increase in investment in crop research. The cultural techniques of plant cell, tissue, and organ culture, together with recombinant DNA (rDNA) technology, may generate genetic variants and lead to the selection and propagation of desired mutant cell lines. The aims of plant cell and tissue culture in agricultural and food applications are improvement of crops and increased food production. This chapter discusses transgenic animals and animal cell culture, which can be included in food biotechnology. Food legislation in all countries is intended to ensure the safety of human and animal foods, including food ingredients produced by both traditional and modern methods in both short and long-term usage. Genetic engineering has reached the stage that permits the relatively straightforward isolation and cloning of the gene for any well-characterized protein.

2. Dr. C S FELICE

Topic: Recent advances in analytical techniques

Remarkable techniques for the separation and detection of small quantities of analytes have been developed in recent years. However, it is still difficult to directly analyze species of interest in complex matrices. Although some methods have been reported for direct injection into an analytical instrument, removal of interfering substances during sample preparation is an important step in the analytical process. This procedure is usually tedious and time consuming. To reduce the tedium of this task and the time required for sample preparation, many unique extraction techniques have been introduced and applied to the analysis of substances in environmental, food, and biological samples. This chapter describes useful sample preparation techniques, including conventional and newly developed ones, for determining analytes of interest in biological, environmental, and food sources.

3 Ms. M S EKKLESIA SESHAM

Topic: Novel drug design in molecular modeling and drug design and its recent advantages and applications in bioinformatics

Drug designing and molecular dynamic studies were an intense, lengthy and an inter-disciplinary venture. At present, a new approach towards the use of computational chemistry and molecular modeling for in-silico drug design. Computational in-silico drug design skills are used in bioinformatics, computational biology and molecular biology. Drug designing using in-silico methods is cost effective in research and development of drugs. Currently, a vast number of software's used in drug design. In-silico drug designing and molecular dynamic studies can be performed by using different methods namely homology modeling, molecular dynamic studies, energy minimization, docking and QSAR etc. By using in-silico drug designing we can produce an active lead molecule from the preclinical discovery stage to late stage clinical development. The lead molecules which are developed will help us in selection of only potent leads to cure particular diseases. Therefore in-silico methods have been of great importance in target identification and in prediction of novel drugs.

4. Dr.V PRAVEEN KUMAR

Topic: Critical topics in ensuring data quality in bioanalytical LC-MS method development

The use of LC-MS for bioanalysis of pharmaceuticals is entering its third decade and may be considered to be a mature technology. In many respects this is true, considering the advances made in such areas as instrument performance, electronics, software and automation of use. However, there remain instrumental and non-instrumental areas that require significant attention to ensure data quality. Increasing regulatory focus on analytical method performance and unaddressed method issues require the bioanalyst to understand those areas that most greatly impact data quality. This review will focus on instrumental and noninstrumental areas that can influence data quality, including reference standard and internal standard quality and physicochemical properties, matrix effects, stability in matrix, sample preparation, LC and MS

STUDENT ASSOCIATION ACTIVITIES

K L UNIVERSITY YOUTH RED CROSS UNIT: PLANTATION DRIVE

Plantation Drive conducted in village of Vaddeswaram, Guntur Dt on 12/09/2017. Around 100 Volunteers and Dean Extension Activities, Faculty Incharges participated in the programme. Students visited around 200 Households and handed over the plants and explained the importance of Cleanliness and Afforestation. 100 plants are planted in the region of vaddeswaram high school to Buckingham canal and Volunteers visited the shops and explained them how to maintain cleanliness in their surroundings and environmental impacts.



RESEARCH PUBLICATIONS

1. Biosorption of Fluoride from Aqueous Solutions Using Bacillus subtilis Biomass K.S.L. Ramya Krishna, G. Yamuna, P. Divya and Sudhamani Muddada* Pg. 427-433
2. An electrochemical sensing platform for trace recognition and detection of an anti-prostate cancer drug flutamide in biological samples. Brahman P.K, Suresh L, Reddy, K.R., Bondili J S. RSC Advances, Volume 7, Issue 60, 2017, Pages 37898-37907
- 3.2. Development of an electrochemical immunosensor based on gold nanoparticles incorporated chitosan biopolymer nanocomposite film for the detection of prostate cancer using PSA as biomarker. Lakkavarapu Suresh, Pradeep Kumar Brahman, Kasarla Ramakrushna Reddy, Bondili J.S. Enzyme and Microbial Technology, Available online 24 October 2017.

ELECTRICAL & ELECTRONICS ENGINEERING

RESEARCH PUBLICATIONS

•**K. NarasimhaRaju, O. Chandra Sekhar and M. Ramamoorthy** ; Evaluation of level-shifted carrier PWM technique for neutral-point stabilisation of five-level DCMLI' ,Int. J. Power Electronics Vol. 9, No. 1

•**YashasviTripathi, KushagraMathur, Dr S.V.N.L. Lalitha and Dr M. Ramamoorthy** ; Discrimination of magnetic inrush current from fault current in transformer - A new approach' ,International Journal of Pure and Applied Mathematics Volume 114 No. 12, 615-625.

•**VNSR Murthy and A. Pandian** ; Analysis of Capacitor Voltage Balance in Multilevel Inverter' ,International Journal of Pure and Applied Mathematics Volume-12, No.1 pp-399-406

•**Nikhath D and A. Pandian** ; Transformer less PV grid connected full bridge inverter with Quasi-unipolar SPWM with constant common mode voltage' ,International Journal of Pure and Applied Mathematics Volume-12, No.1 pp-399-406

•**A.Srilatha and A.Pandian** ; A high gain three port converter Integrated with PV /Fuel-cell / Battery sources designed for HEV and DC-micro-grid' ,HELIX International Journal

•**Rao, B.L., Reddy, P.L., Sri, G.D., Kumar, K.S.S., Bhargavi, T.L.** ; Mitigation of voltage swell and sag by using fast on load voltage regulator' ,International Journal of Pure and Applied Mathematics Vol. 115 (7 Special Issue), pp. 519-524.

•**Jyothi B , Raviteja.M and N.BalaBhaskar** ; Clamped Capacitor Multilevel Inverter Using Sinusoidal Pulse Width Modulation (SPWM) Methods' ,International Journal of Applied Engineering Research -

•**B. Jyothi and P. SrinivasaVarma** ; Voltage Source Converter with Various Current Control Methods' ,International Journal of Pure and Applied Mathematics Vol. 114, No. 8, pp. 101-111

•**B. Jyothi, P. SrinivasaVarma and Mary Pushpalatha** ; Design of Power System Stabilizer Using TLBO Technique' ,International Journal of Pure and Applied Mathematics Vol. 114, No. 8, pp. 113-122

•**J. Sreenivasulu, P. SrinivasaVarma and V. Sankar** ; ATC Enhancement using Reactive Power Flows and FACTS Devices' ,International Journal of Pure and Applied Mathematics

•**K V Siva Reddy1 , G.Mohan2, B.Satish Bhargava3, N.V.D.Naga Sai4** ; Enhancement of Power Quality With Hybrid-Fuzzy Based Active Compensation Scheme for Grid Connected-Hybrid Power Generator' ,International journal of pure and applied mathematics Vol. 114, No. 8

•**K V Siva Reddy2** ; DESIGN OF COMPENSATOR FOR REDUCTION OF POWER OSCILATIONS IN GRID CONNECTED DG' ,International journal of pure and applied mathematics Vol. 114, No. 8

•**M. Sai Krishna Reddy* , B.LakshmiPrasanna Kumar, AayushMisra** ; Design, Analysis and Simulation of Closed loop Synchronous Buck Converter using k-factor method' ,International journal of pure and applied mathematics Volume 114, No. 10, 457-465.

•**M.Bhanu Mayukha1 ,N.Murali Krishna2 P.Siva Sankar3 M.Sai Krishna Reddy4** ; Step Up Resonant Converter for Grid Connected Renewable Energy sources' ,International journal of pure and applied mathematics Volume 114, No. 9, 2017, 247-256.

•**M.Sai Krishna Reddy* , K.Chandana, U.Chenchu Lakshmi,** ; Design, Analysis and Simulation of High gain Isolated Front end DC-DC converter for Interfacing Fuel cell to DC micro grid application' ,International journal of pure and applied mathematics Vol. 114, No. 8

•**A.Aishwarya, S.Dronika and Sk.Moulali** ; 'A Novel Rectifier Stage Conversion Scheme for Hybrid Wind/PV System Fed Induction Motor Drive Application', International Journal Of Applied Engineering Research Vol-12, No.1

•**R.KrishnaGopi and Sk.Moulali** ; 'Design of Coupled inductor based closed loop controller for Two-switch buck-boost converter with induction motor applications', International Journal Of Applied Engineering Research Vol-12, No.1

•**G.Swapna, E.Lokesh, C.Anvesh Kumar Reddy, D.Sreekar** ; 'Compensation of Current Harmonics in PV-Grid System using Fuzzy based APF Controller', International Journal of Pure and Applied Mathematics Vol114n0:9

•**JyothiB, Rishitha and Pravallika** ; 'Harmonic Reduction & Voltage Quality Improvement in Cascaded H-Bridge Multi-

Level Inverter Using Optimal PWM Technique', International Journal of Pure and Applied Mathematics Volume 114, No. 12

•**S. Ravi Teja and G.V.S.SaiManikanta** ; 'HIGH FREQUENCY INVERTER FOR MULTI- COIL INDUCTION HEATING', International Journal of Pure and Applied Mathematics Volume 114, No. 12, 2017, 555-561.

•**S. Ravi Teja, P. Uma Sankar and Y. Rajkumar** ; 'Switched Capacitor Seven-level Inverter', International Journal of Pure and Applied Mathematics Volume 114, No. 12, 2017, 535-543.

•**G.G.RAJA SEK HAR & Dr.B.BASAVARAJA** ; 'Performance of Brushless DC Drive with Single Current Sensor Fed from PV with High Voltage-Gain DC-DC', International Journal of Power Electronics and Drive Systems (IJPEDS). -

Name of the Event	Guest lecturer and students Rally on "ENERGY CONSERVATION".
Theme of the Event	To bring the awareness on Energy Savings and the usage of LED Bulbs.
Event coordinator	Mr.G.Srinivasa rao.
Date of Event	21-12-2017.
Venue	Peacock Hall.
Timings	11.45 to 1.30 pm.

A Report:

Department of EEE at KL (Deemed to be University) has organized this event as a mark on "National energy conservation Week". All the students and faculty members of department have participated to make the event big.

The Honorable Chief Guest Sri A. Chandra Sekhar Reddy, CEO, State Energy Conservation Mission (SECM), Andhra Pradesh has been invited to this program. The head of the department Dr. O. Chandra Sekhar has initiated the event with his brief talk on the significance of energy conservation.

The chief guest Sri A. Chandra Sekhar Reddy has addressed the gathering in explaining the energy saving techniques, specifically the advantage of using LED bulbs, and other energy efficient systems. His lecture has brought forth the awareness of various government schemes on energy conservation and its functional implementations.

Next program that followed the guest lecture was a student rally where students and faculty members have assembled at the lobby of Computer block with banners. The rally began officially by the chief guest Sri A. Chandra Sekhar Reddy along with head of the department Dr. O. Chandra Sekhar, Event Coordinator Sri G. Srinivasa rao, and other faculty members. The rally accomplished the purpose of the event as it extended along entire campus.



NWCFSODS-2K17 -

A National workshop on 'Cascading Failures and Subsynchronous Oscillation Detection Using Synchrophasors'

Department of EEE has organised a national workshop on 'Cascading Failures and Subsynchronous Oscillation Detection Using Synchrophasors' on 6th, Nov 2017. Dr. Vahid Madani, Technology Head, ALSTOM Co., USA delivered the lecture and share his experiences in the monitoring and protection aspects of power systems.



EVENT 3



COMPUTER SCIENCE ENGINEERING

RESEARCH PUBLICATIONS

•**K Venkata Narayana, Sai Naren Peddineni, L S V S Sri Harsha, P V Bhavesh Reddy, N N Geetha Pallavi**, AN EFFICIENT ENERGY UTILIZATION USING ROUTING PROTOCOLS IN HETEROGENEOUS WIRELESS SENSOR NETWORKS, *International Journal of Pure and Applied Mathematics(IJPAM)* volume 116 issue 8 pg:267-272

•**Kondukula subrahmanyam, Bondalapu Chaitanya krishna, Gubba Manasa, Rasmitha Annapareddy, Rohith Peddigari**, Assessing Effort Estimation In Information System Using Quantitative Approach By Halstead's Principles, *International Journal of Pure and Applied Mathematics(IJPAM)* volume 116 issue 8 pg:239-244

•**Raswitha Bandi, Dr. Sheikh Gouse, Dr.J.Amudhvel**, A COMPARATIVE ANALYSIS FOR BIG DATA CHALLENGES AND BIG DATA ISSUES USING INFORMATION SECURITY ENCRYPTION TECHNIQUES, *International Journal of Pure and Applied Mathematics(IJPAM)* volume 116 issue 8 pg:245-251

•**G.Sai Asritha, T.Sai Raaga Sowmya, N.Vaishnava Dhaatri³, L.Jagajeevan Rao**, DIGITAL CERTIFICATES VALIDATION BY SMART CARD USING LUHN ALGORITHM, *International Journal of Pure and Applied Mathematics(IJPAM)* volume 116 issue 6 pg:335-342

•**Dr.P.Rajarajeswari, Thiruveedhula.Sindhuja, Bondili. Sanjana, Vaddavalli.Yaswanth**, ENFORCING THE SENTIMENTAL ANALYSIS ON REVIEWS OF E-COMMERCE SITES, *International Journal of Pure and Applied Mathematics(IJPAM)* volume 115 issue 8 pg:299-304

•**Konem Sandhya, K.Subrahmanyam**, OPTIMIZATION OF RESOURCE PROVISIONING COST WITH EXECUTION IN RELIABLE CLOUD DATA STORAGE, *Journal of Advanced Research in Dynamical and Control Systems* volume 9 issue sp-6 pg:434-443

•**Kalla Sai sreenivas, Gera Pradeepini**, DETECTION OF THE

PRESENCE OF MICRO ANEURYSMS IN RETINAL IMAGES USING FCM, *Journal of Advanced Research in Dynamical and Control Systems* volume 9 issue sp-6 pg:847-857

•**B.Tirapathi Reddy, V.Manjusha, G.Pavani, Y.Sri Sainath**, PROOF OF OWNERSHIP SCHEME FOR DE-DUPLICATION USING YES-NO BLOOM FILTER, *Journal of Advanced Research in Dynamical and Control Systems* volume 9 issue sp-6 pg:858-868

•**A.Roshini, K Sri Sai Manish, R. Vedavyas, V.Lakshmidhar, V. Prathyusha, B. Mohan Kumar**, REVERSIBLE STEGANOGRAPHY: DATA HIDING WITH IMAGE ENHANCEMENT, *Journal of Advanced Research in Dynamical and Control Systems* volume 9 issue sp-6 pg:1011-1023

•**Shabbir Basha Shaik, Yashwanth Kumar Mada, Mounisha Bhashyam, Gogineni Prasanthi, Srinivasarao Tammireddy**, IMPLEMENTING DEL-CMAC PROTOCOL EXPANDING THE NETWORK LIFETIME OF MANETS AND IMPROVING ENERGY EFFICIENCY, *International Journal of Pure and Applied Mathematics(IJPAM)* volume 116 issue 6 pg:1---6

•**CH.M.H.Sai Baba¹, Akhila Govindu², Mani Krishna Sai Raavi, Venkata Praneeth Somisetty**, STUDENT PERFORMANCE ANALYSIS USING CLASSIFICATION TECHNIQUES, *International Journal of Pure and Applied Mathematics(IJPAM)* volume 115 issue 6 pg:1---7

•**Dinesh Sripuram, Kalyan Chakravarthy Pottimurthy, Nikhil Nimmagadda**, IMPLEMENTING SECURITY IN MOBILE COMMUNICATION, *International Journal of Pure and Applied Mathematics(IJPAM)* volume 116 issue 7 pg:7-12

•**Ch Sai Lavanya, K Harika, M Abhishek, Dr B**

Vijay Babu, RETROSPECTIVE ANALYSIS OF ROAD ACCIDENTS DATA USING UN/SUPERVISED LEARNING TECHNIQUES, International Journal of Pure and Applied Mathematics(IJPAM) volume 115 issue 6 pg:9--15

•**P. Ajay Sai, P. Krishna Sarath, V.Nihanth, S. Sai Krishna, T.N. Shankar**, MOBILE ROBOT BASED SEAMLESS LINKING SOLUTION FOR MOBILEAD-HOC, International Journal of Pure and Applied Mathematics(IJPAM) volume 116 issue 6 pg:13-18

•**B. Jabber, K. Sriram Teja, N.Bhargav Krishna, M. Nikhitha**, OPTIMAL SLOT CONFIGURATION BASED HETEROGENEOUS CLUSTER MANAGEMENT, International Journal of Pure and Applied Mathematics(IJPAM) volume 115 issue 6 pg:279-285

•**D.vasuyadav, Dr.V.KrishnaReddy**, A SURVEY OF ISSUES IN CLOUD COMPUTING, International Journal of Pure and Applied Mathematics(IJPAM) volume 115 issue 8 pg:253-258

•**N.Mounika, Y.Tejadharrao, Dr.M.Sreedevi, K.Bindu Sravya**, DESIGN AND DEVELOPMENT OF SOFTWARE APPLICATION TO ANALYZE AND EXTRACT REQUIRED KNOWLEDGE FROM REVIEWS OF VARIOUS SOCIAL SITES, International Journal of Pure and Applied Mathematics(IJPAM) volume 115 issue 8 pg:259-263

•**Jaideep Nuvvula, Srivatsa Adiraju, Shaik Mubin, Shahana Bano**, Venkata Subba Rao Valisetty¹, ENVIRONMENTAL SMART AGRICULTURE MONITORING SYSTEM USING INTERNET OF THINGS, International Journal of Pure and Applied Mathematics(IJPAM) volume 115 issue 6 pg:313-320

•**B.Kondareddy, K.Pankaj Sai Gupta, K.Vamsi Krishna, J.Veerababu**, CODE VERSION MODIFICATIONS -A QUALITATIVE ANALYSIS AND DETECTION BASED METHOD, International Journal of Pure and Applied Mathematics(IJPAM) volume 115 issue 6 pg:321-326

•**Pratyush Kumar Sinha, E.Suresh Babu, Nipun Gupta, Kazi Afreen Naz, Hameeda Khatoon**, IMPLEMENTATION OF COMMUNICATION PROTOCOL STACK FOR 6LOWPAN NETWORK DOMAIN IN INTERNET OF THINGS, International Journal of Pure and Applied Mathematics(IJPAM) volume 115 issue 6 pg:327-333

•**Sreelekha Utpala, Bhavya Swita Mitta, Purna Chandra Rao Sudhabattula**, karthik Kota⁴, PERFORMANCE ANALYSIS OF LOAD BALANCING IN CLOUD COMPUTING BY USING SCHEDULING ALGORITHMS, International Journal of Pure and Applied Mathematics(IJPAM) volume 115 issue 8 pg:293-298

•**Dr K Ravindra, P N P Pujitha, P N S Divya Tejaswi**, ENRICHMENT OF EDUCATION THROUGH A NEW SERVICE

MODEL-TAAS, Journal of Advanced Research in Dynamical and Control Systems volume 9 issue 6 pg:1024-1041

•**J.Satish Babu, Vijay Krishna Dhulipalla, B.Girish Kumari, K.Bhargavi, G.SriChaitanya**, THE STATISTICAL APPROACH FOR SLOT MACHINE, Journal of Advanced Research in Dynamical and Control Systems volume 9 issue 6 pg:1042-1053

•**Y.Prasanth, M.Grace Hepsiba, T.Mounika, T.Pavan Kumar, G.Raghavendra Kumar**, APPLICATION OF MACHINE LEARNING TECHNIQUES ON NAVALAND TELECOMMUNICATION SYSTEM FAILURE DATA, Journal of Advanced Research in Dynamical and Control Systems volume 9 issue 6 pg:1065-1076

•**Varalakshmi. K, Ashok Kumar P.M, Rami Reddy A, Kavitha D**, A NOVEL DATA HIDING TECHNIQUE BASED ON IMAGE PROCESSING TECHNIQUES, Journal of Advanced Research in Dynamical and Control Systems volume 9 issue 6 pg:1077-1091

•**Ashok P.M, Kasyap.B, 3Navaneeth.U, Srilakshmi.M, Bhagya shree S, Kavitha. D**, USER SPECIFIC EVENT DETECTION IN TWITTER BY USING SPATIO TEMPORAL MODEL, Journal of Advanced Research in Dynamical and Control Systems volume 9 issue 6 pg:1092-1106

•**Susmitha Reddy Bodam, Pratyusha Yalamanchili, Niharika Venigalla, Pavan Kumar.T**, ANALYSIS OF SECURITY ISSUES IN PERCEPTION LAYER AND SMART HOME IMPLEMENTATION, Journal of Advanced Research in Dynamical and Control Systems volume 9 issue 6 pg:1107-1124

•**Naresh Vurukonda, B.Thirumala Rao**, HASH COUNTER HASH METHOD FOR PRIVACY AND SECURITY IN CLOUD COMPUTING WITH ATTRIBUTE-BASED ENCRYPTION, Journal of Advanced Research in Dynamical and Control Systems volume 9 issue 6 pg:281-289

•**Naresh Vurukonda, B.Thirumala Rao**, SECURE SHARING OF OUTSOURCED DATA IN CLOUD COMPUTING WITH COMPARISON OF DIFFERENT ATTRIBUTE BASED ENCRYPTION SCHEMES: A REVIEW, Journal of Advanced Research in Dynamical and Control Systems volume 9 issue 14

•**DR. Chandra Prakash V, DR. Sastry JKR, Sravani G, Manasa USL, Khyathi A, Harini A**, TESTING SOFTWARE THROUGH GENETIC ALGORITHMS - A SURVEY, Journal of Advanced Research in Dynamical and Control Systems volume 9 issue 12

•**K.Srinivas, Chandra Prakash**, A Comparative study of testing framework with special emphasis on selenium for financial applications, International journal of soft computing volume 12 issue 3

•**G. Somasekhar a, K. Karthikeyan**, The novel big data

algorithm for distributional instance learning, Ain Shams Engineering Journal

•**V P Krishna Anne, Dr. K. Rajasekhara Rao**, Improved RCPHC to Detect IDS in Dynamic Wireless Ad hoc Networks, International Journal of Emerging Research in Management & Technology volume 6 issue 8

•V P Krishna Anne, Dr. K. Rajasekhara Rao, ADVANCED IMPLEMENTATION OF ENHANCED-AODV TO DETECT PASSIVE BASED INTRUSION DETECTION ATTACKS IN WIRELESS AD HOC NETWORKS, INTERNATIONAL JOURNAL OF ENGINEERING SCIENCES & RESEARCH TECHNOLOGY volume 6 issue 7

•**Sravan Goud Utkam, Raviteja Parasa, Anjesh Kondapaneni**, A SECURED SYMMETRIC KEY ENCRYPTION TECHNIQUE USING IMAGES AS SECRET KEYS, International Journal of Pure and Applied Mathematics (IJPAM) volume 116 issue 6 pg:149-153

•**V P Krishna Anne, Ch. Naga Harika, V. Sonica Supriya, B. Pooja**, BRILLIANT GROUP IN SHREWD URBAN AREAS: GENUINE LIVING, CITY SCALE ARRANGEMENTS OF A SENSOR BASED PARTICIPATORY CROWD ADMINISTRATION CONTROL CONTROL, International Journal of Pure and Applied Mathematics (IJPAM) volume 116 issue 5 pg:145-150

•**Venkata Naresh Mandhala, Debnath Bhattacharyya, Hemantha Kumar Kalluri, Himavarshini Yadlapalli, Rajat Prasad**, FACE DETECTION USING VARIOUS TECHNIQUES, International Journal of Pure and Applied Mathematics (IJPAM) volume 116 issue 5 pg:159-163

•**Deepti Nimmagadda, Sai Vamsi Penugonda, Kumar Utsav, N Rajesh, J Amudhavel**, SENTIMENT ANALYSIS ON MICRO-BLOGS FOR ENHANCING TRUSTWORTHINESS OF REVIEWS, International Journal of Pure and Applied Mathematics (IJPAM) volume 115 issue 8 pg:195-198

•**V P Krishna Anne Dr. K Rajasekhara Rao**, Standards and Analysis of Intrusion Detection Based System: A Comparative Study, PONTe Academic Journal volume 73 issue 2 pg:87-97

•**B. Renuka Devi, Venkata Naresh Mandhala, Debnath Bhattacharyya and Hye-jin Kim**, An Intelligible Illustration of an Epidemic Spatio - Temporal Statistics on GIS, International Journal of Database Theory and Application volume 10 issue 8 pg:11--20

•**David Raju Kuppala, Han Moi Sim and Liu Xuejun**, Accurate Methodology for Large-Scale Storage Systems, International Journal of Internet of Things and Big Data volume 2 issue 1 pg:1--8

•**G. Sambasivam, N. Balaji, J. Amudhavel, T. Vengattaraman**, A NOVEL FRAMEWORK FOR MULTIFACETED QOS BASED WEB SERVICE

DISCOVERY AND COMPOSITION, International Journal of Pure and Applied Mathematics (IJPAM) volume 115 issue 8 pg:175-181

•**G. Sambasivam, N. Balaji, J. Amudhavel and T. Vengattaraman**, AN QOS BASED WEB SERVICE DISCOVERY APPROACH - A COMPREHENSIVE STUDY, International Journal of Pure and Applied Mathematics (IJPAM) volume 115 issue 8 pg:183-188

•**Moganarangan N, Sambasivam G, Balaji N, Babukarthik RG**, EFFICIENT MULTILEVEL AUTHENTICATION IN AN INTEGRATED PERVASIVE HEALTHCARE ENVIRONMENT, Journal of Advanced Research in Dynamical and Control Systems volume 12 issue sp12 pg:1661-1672

•**P. Lakshmi Prasanna, Dr. D. Rajeswara Rao**, LITERATURE SURVEY ON TEXT CLASSIFICATION : A REVIEW, Journal of Advanced Research in Dynamical and Control Systems volume 9 issue 12 pg:2270-2280

•**N. Mohamed Yasin, N. Balaji, G. Sambasivam, M. S. Saleem Basha, P. Sujatha**, VERSATILE VOICE HANDOVER MECHANISM IN WIRELESS SENSOR NETWORKS, Journal of Advanced Research in Dynamical and Control Systems volume 9 issue 12 pg:1634-1652

•**Raju Anitha, S. Jyothi, Venkata Naresh Mandhala, Debnath Bhattacharyya** and Tai-hoon Kim, Deep Learning Image Processing Technique for Early Detection of Alzheimer's Disease, International Journal of Advanced Science and Technology volume 107 issue 2017 pg:85-104

•**N. Ganesh, K. Sai Shirini, Ch. Alekhya Sri and Venkata Naresh Mandhala**, Study and Analysis of Recommendation Systems for Location Based Social Network (LBSN), Advanced Science and Technology Letters volume 147 issue 2017 pg:421-426

•**Mani Mala. Palakurthia and Raja Rajeswari. Pothurajub**, Hash Based Sensitive Disclosure Information Security in Data Mining, International Journal of Control Theory and Applications volume 10 issue 31 pg:155-163

•**Dr. Chalasani srinivas**, NEURAL DETECTION OF PIPE THROUGH GROUND PENETRATING RADAR IMAGES, International Journal of Advanced Research in Engineering and Technology volume 8 issue 5 pg:39-47

•**Sandhya S Waghere, Pothuraju Rajarajeswari**, Parallel Frequent Dataset Mining and Feature Subset Selection for High Dimensional Data on Hadoop using Map-Reduce, International Journal of Applied Engineering Research volume 12 issue 18 pg:7783-7789

•**K. Bindu Sravya, N. Mounika, Y. Tejadharrao, Dr. M. Sreedevi**, DESIGN AND DEVELOPMENT OF SOFTWARE APPLICATION TO ANALYZE AND EXTRACT REQUIRED KNOWLEDGE FROM REVIEWS OF VARIOUS SOCIAL SITES, International

Journal of Pure and Applied Mathematics(IJPAM) volume 115 issue 8 pg:259-263

•**Dr.Chalasanisrinivas,T.Srinivasarao**, BURIED PIPES DETECTION THROUGH GROUND PENETRATING RADAR IMAGES,International Journal of Mechanical Engineering and Technology (IJMET) volume 8 issue 12 pg:61-68

•**Dr. M.Sreedevi,P. Haritha,K. Ravali,M. Manoj Pruthvi**,Review Paper: Procuring Frequent and Sequential Items to Improve Product Sales in E-Commerce Sites,International Journal on Future Revolution in Computer Science & Communication Engineering volume 3 issue 10 pg:255 - 259

•**Mohan Kumar Ch, Shaik Shahbaz, Manikanta Varma, Tanu Shri**,GENERAL SURVEY ON IMPLEMENTATION OF SECURITY IN IOT,International Journal of Mechanical Engineering and Technology volume 8 issue 12 pg:529-535

•**Mohan Kumar Ch, Neha Shikha, S.L. Sowndarya, N.A. Ramarao**, COMPARATIVE STUDY ON SECURITY THREATS IN MOBILES AND IOT DEVICES,International Journal of Mechanical Engineering and Technology volume 8 issue 12 pg:760-767

•**HariPrakash, J.Pradeep, E.Kodhai, Dr. Md. Ali Hussain, Dr. V. RamaKrishna**, A SURVEY ON SECURE SHARING AND AUDITING PROCESS USING PRIVACY PRESERVING TOOL IN CLOUD DATA STORAGE,International Journal of Pure and Applied Mathematics(IJPAM) volume 117 issue 19 pg:383-387

•**M.Kavitha Lakshmi, S. Koteswara Rao, K.Subramanyam**, OBJECT TRACKING IN PASSIVE CONSTRAINTS WITH OWNERSHIP MANEUVER,International Journal of Pure and Applied Mathematics(IJPAM) volume 117 issue 18 pg:337-342

•**M.KavithaLakshmi , S. Koteswara Rao, K. Subrahmanyam**, PERFORMANCE ANALYSIS OF PASSIVE OBJECT TRACKING USING UKF ALGORITHM,International Journal of Pure and Applied Mathematics(IJPAM) volume 117 issue 19 pg:95-99

•**M.KavithaLakshmi,S.KoteswaraRao, K.Subramanyam**, COMPARISON OF UKF AND MGEKF FOR TARGET TRACKING USING BEARINGS AND ELEVATION MEASUREMENTS,International Journal of Pure and Applied Mathematics(IJPAM) volume 117 issue 18 pg:331-336

•**Challa Naveen kumar, Dr M.Sreedevi**, HYBRID QUERY PROCESSING IN RELIABLE DATA EXTRACTION FROM DEEP WEB INTERFACES,International Journal of Pure and Applied Mathematics(IJPAM) volume 116 issue 6 pg:97-102

•**M. Tanooj Kumar, S.L. Narayana Reddy, B. Katyayini, Sk. Shabana Azmi**, OPTIMIZED AND SECURED STORAGE APPROACH FOR IOT BASED APPLICATIONS,International Journal of Mechanical Engineering and Technology volume 8 issue 12 pg:699-702

•**Sai Prasad Potharaju and M. Sreedevi**, A Novel Cluster of Feature Selection Method Based on Information Gain,IJCTA volume 10 issue 14 pg:9--16

•**V Rama Krishna1Ch.Maanvi, pappula Ramya, Yavara Anusha**, SMOKE DETECTION USING INTERNET OF THINGS,International Journal of Pure and Applied Mathematics(IJPAM) volume 116 issue 5 pg:109-114

•**Dr.Chalasanisrinivas1,Ch. Ramesh Kumar2Lanka Sunitha3**,Solving the Vehicle Routing Problem Using Genetic Algorithm,Journal of Social, Technological and Environmental Science • volume 6 issue 2 pg:570-577

•**Kiran Jammalamadaka, V Ramakrishna**, TEST CASE SELECTION USING LOGISTIC REGRESSION PREDICTION MODEL,International Journal of Mechanical Engineering and Technology volume 8 issue 11 pg:786-796

•**Dr. Chalasanisrinivas,Mohan Kumar.Ch**, TOXIC GAS DETECTION AND MONITORING UTILIZING INTERNET OF THINGS,International Journal of Civil Engineering and Technology volume 8 issue 12 pg:614-622

•**Vignesh.U and Parvathi.R**, BIOWEKA CLASSIFICATION ON EGG AND CRAB PROTEIN STRUCTURED SEQUENCE WITH FILTER INSTANCES,Journal of Advanced Research in Dynamical and Control Systems volume 9 issue 17 pg:1270-1276

•**Vijaya Lakshmi Illuri*, Harshita Cheemakurthi, Harika Redlapalli, T.Subha Mastan Rao, G.Rama Krishna**,MULTI VENDOR WEIGHTED PRODUCT RECOMMENDATION SYSTEMS,International Journal of Pure and Applied Mathematics(IJPAM) volume 117 issue 16 pg:573-581

AWARDS

•**Dr Ch. V. Phani Krishna** received Reviewer Of the Year Award from M T Research and Educational Services on Dec -2017

•**Dr.M.R.NARASING RAO** received Best Teacher Award from K L E F (Deemed to be University) on 5th Oct 2017

•**Dr.G.PRADEEPINI** received Best Teacher Award from K L E F (Deemed to be University) on 5th Oct 2017

•**Mr.G.SIVANAGESWARA RAO** received Best Teacher Award from K L E F (Deemed to be University) on 5th Oct 2017

•**Mr.B.TIRAPATHI REDDY** received Best Teacher Award from K L E F (Deemed to be University) on 5th Oct 2017

•**Ms. M.V.B.T. SANTHI** received Best Teacher Award from K L E F (Deemed to be University) on 5th Oct 2017

•**Mr.T.L. SIVA RAM KRISHNA** received Best Teacher Award from K L E F (Deemed to be University) on 5th Oct 2017

•**Dr.K.BHAGAVAN** received Best Teacher Award from K L E F (Deemed to be University) on 5th Oct 2017

•**Dr.K RAVINDRANATH** received Best Teacher Award from

K L E F (Deemed to be University) on 5th Oct 2017

- Mrs.V.DIVYA** received Best Teacher Award from K L E F (Deemed to be University) on 5th Oct 2017
- Mrs.D.NAGA MALLESWARI** received Best Teacher Award from K L E F (Deemed to be University) on 5th Oct 2017
- Mr.V.VIJAY KUMAR** received Best Teacher Award from K L E F (Deemed to be University) on 5th Oct 2017
- Mr.V.NARESH** received Best Teacher Award from K L E F (Deemed to be University) on 5th Oct 2017
- Mr.G.KRISHNA CHAITANYA** received Best Teacher Award from K L E F (Deemed to be University) on 5th Oct 2017
- Mr.SATYABRATA PATRO** received Best Teacher Award

from K L E F (Deemed to be University) on 5th Oct 2017

- Mr. A. VIJAY KUMAR** received Best Teacher Award from K L E F (Deemed to be University) on 5th Oct 2017
- Mr. K. KARTHIK** received Best Teacher Award from K L E F (Deemed to be University) on 5th Oct 2017

GUEST LECTURES

Mr. A.SatyaKalyan delivered a guest lecture on Hands on python Programming in Narayana Engineering College, on 16-20 December 2017

Mr. T. Lakshmi Siva Rama Krishna delivered a guest lecture on Big Data Analytics in Geetanjali Engineering College,Hyderabad. on 24th & 25th Nov2017

FACULTY DEVELOPMENT PROGRAM IN RECENT TRENDS IN INTERNET OF THINGS

A six days Faculty development programme was successfully organized by IoT Research Group, Department of CSE, Academic staff college, KL University and in association with NIT Warangal from 13th to 18th November 2017.

The FDP programme received an overwhelming response with 67 participants, 40 from CSE & ECM branches from KLU and 27 participants from other engineering colleges. Where various related subtopics were discussed in detail by eminent educationists and a very beneficial academic environment was experienced by the participants

The FDP was started at 10AM on 13th November with the Lamp Lightening ceremony followed by prayer song. Pro Vice chancellor Dr A Satya Prasad , CSE HoD Dr E Suresh Babu, Texas Instruments Education program director Mr VS Ramesh ,IoT Research Group Head Dr Nagabushana Rao and IoT FDP Coordinator Dr PVRD Prasada Rao graced the occasion.



IoT FDP Hands On





IoT FDP Group Photo on First day and Last Day



FACULTY DEVELOPMENT PROGRAM ON DATA SCIENCES

A faculty development program on data sciences had been organized by Knowledge Engineering Research Group of Department of CSE in association with NIT Warangal during 6th November 2017 to 11th November, 2017. The Management has kindly consented for sponsoring the FDP and with the support of Vice-Chancellor of the university. The Coordinators for the Faculty Development Program are Dr.E.Sureshbabu, HOD of CSE and Dr.M.R.Narasingarao, who is a professor of department of CSE have looked after various activities for smooth functioning of the Faculty Development Program. Many faculty from different institutes in and around Vijayawada had been participated in the FDP. Only limited number of participants have been selected for the Faculty Development Program. Many eminent people from different institutes have acted as a resource persons. The resource persons have talked about different technologies that can be used in data sciences and the participants have thoroughly enjoyed listening to their lectures. The following resource persons have been actively participated for the above Faculty Development Program.

1. Dr. D V L N Somayajulu, NIT-Warangal
2. Dr M R Narasinga Rao, KLU—Coordinator of the FDP
3. Dr R B V Subramanyam, NIT-Warangal
4. Dr. Dr T Ramakrishnu, NIT-Warangal
5. Sri R Phani Bhsuan, ADRIN—Hyderabad
6. Dr. V Ravindranath, JNTU, Kakinada
7. Dr Anand Lakshmanan, Founder and CEO, SIRPI PRODUCTS AND SERVICES PRIVATE LIMITED, Bangalore

The photos have been pasted for your kind perusal.



CIVIL ENGINEERING

FACULTY PUBLICATIONS

1. "A comparative study for evaluation of different form work systems utilization in construction projects" International Journal of Mechanical Engineering and Technology page no 21-29, 8(11) Scopus November 2017, SS. Asadi, PV. Praneeth.

2. "Materials management of power transmission line construction project: a model study from rampura to jagalur power transmission line construction" International Journal of Mechanical Engineering and Technology page no 67-77, 8(11) Scopus November 2017, SS. Asadi, M. Siva Krishna Reddy.

3. "An analytical approach for environmental pollution control through solid waste management: a model study" International Journal of Mechanical Engineering and Technology page no 579-590, 8(11) Scopus November 2017, K. Yugandhar Reddy, K.V.S.G. Murali Krishna, I. Srinivasa Reddy, SS. Asadi.

4. "An analytical study for evaluation of factors influencing the customers to utilization of e-commerce sites" International Journal of Mechanical Engineering and Technology (IJMET) page no 184-196, 12(8) Scopus December 2017, K. Rajyalakshmi, D. Prasanna Kumar & SS. Asadi.

5. "Evaluation of latest trends and developments in lean construction in india: a model study" International Journal of Civil Engineering and Technology (IJCIET) page no 461-462, 8(10) Scopus December 2017 K. Shyam Chamberlin, SS. Asadi, D. Sai Chaitanya.

GUEST LECTURES

Department of Civil Engineering Organized a GUEST LECTURE on 16th November 2017 at M304 in K L University. All the M. Tech Environmental and Geospatial Students have attended the Guest Lecture. The Chief Guest on this occasion was Mr. Y. Kishore Kumar, Industrial Expert, SOKKIA. The Welcome note was given by Dr. V. Ranga Rao, Professor in civil department, and introduced the chief guest. Honorable guest had delivered his speech on Application of DGPS in Geospatial Technology. He broadly explained about the DGPS application and their usage in mainly in Geospatial technology and also emphasis is given to the application of DGPS in Environmental Engineering.



WORLD SPACE WEEK (Oct 7th to 9th)

Each year, the World Space Week Association (WSWA) selects a theme for the upcoming World Space Week (WSW) to provide a focus of the activities and events that take a place throughout the world, during 4-10 October. WSWA is pleased to announce the 2017 World Space Week Theme: “Exploring New Worlds in Space”.

The 2017 World Space Week Theme is an outward facing theme that serves to inspire the World. It puts as a focal point astrobology missions like New Horizons (NASA’s first mission to Pluto and the Kuiper Belt); feats on engineering such as Lockheed Martin’s Orion Multi-Purpose Crew Vehicle (NASA’s first spacecraft designed to facilitate long-duration, human-rated deep space exploration of new worlds) and efforts of New Space actors such as Space X (revolutionary space technology projects with ultimate goal of enabling people to inhabit other planets like Mars) and other entities with a vision for exploration and utilization of extra terrestrial resources, such as metals from asteroids, water from the Moon, and unlimited solar energy in Earth orbit.



Inauguration of World Space Week



Science Exhibition



CONSULTANCY TESTS

S. No.	DATE	NAME OF THE CLIENT	TESTS
1	05-10-2017	LOKAPRIYA PROJECTS	Testing water for construction
2	07-10-2017	ADITHYA CONSTRUCTIONS	Concrete Cubes Testing
3	07-10-2017	CHILAKALURIPET MUNICIPALITY	Concrete Mix Design ,Steel and water
4	07-10-2017	MEGHA INFRA PROJECTS	Concrete Cubes Testing
5	09-10-2017	LOKAPRIYA PROJECTS	Testing water for construction
6	16-10-2017	SIRI BUILDERS AND DEVELOPERS TEDEPALLI	Concrete Cubes Testing
7	16-10-2017	FLYASH BRICKS INDUSTRY	Testing of Flyash Bricksa
8	16-10-2017	CHILAKALURIPET MUNICIPALITY	Testing of Steel
9	17-10-2017	S.R.HOMES,MANGALGIRI.	Concrete Cubes Testing
10	17-10-2017	AP CRDA	Concrete Mix Design
11	18-10-2017	SUMMRUDHI BUILDERS	Concrete Cubes Testing
12	18-10-2017	APEWIDC	Testing on Soil (S.B.C)
13	24-10-2017	CONCRETE AND LIMELITE ,TADEPALLI	Testing on Aggregates
14	24-10-2017	M.MURALI KRISHNA	Testing on Soil
15	24-10-2017	HPCL	Investigation of Building
16	28/10/2017	SRI VENKATA TRIVENI FLY ASH BRICK INDUSTRY	Test on Cement (5 samples)
17	30/10/2017	JYOTHI INFRA	Test on Cement (1 sample)
18	30/10/2017	VVSPL SURYAPET	Testing on Steel
19	11-02-2017	SRINIVASA EDIFICE PRIVATE Ltd.	Testing on Ballast
20	11-02-2017	NARASARAOPET MUNICIPALITY	Concrete Mix Design ,Steel
21	11-02-2017	V S ENGINEERING Pvt Ltd.	Testing on Ballast
22	11-02-2017	HPCL R.Yadukondalu	Proposed Toilet Drawings
23	11-02-2017	HPCL	Concrete Cubes Testing
24	11-03-2017	HPCL	Concrete Cubes Testing
25	11-08-2017	SHESHTA HOMES,MANGALAGIRI.	Concrete Cubes Testing
26	11-08-2017	V K S AND SONS RETAIL OUTLET,VIJAYAWADA.	Testing on water for Drinking Purpose
27	11-11-2017	V S ENGINEERING Pvt Ltd.	Testing on Soil
28	11-11-2017	SIRI BUILDERS AND DEVELOPERS	Concrete Cubes Testing
29	14/11/2017	V K S AND SONS RETAIL OUTLET,VIJAYAWADA.	Testing on water for Drinking Purpose
30	14/11/2017	NARASARAOPET MUNICIPALITY	Concrete Mix Design ,Steel
31	16/11/2017	AP CRDA	Testing on Steel
32	16/11/2017	LAXMI ANJANA TUBEWELL WORKS	Testing on Soil
33	20/11/2017	HPCL GOPAL TECHNO	Concrete Cubes Testing
34	20/11/2017	R G CONSTRUCTIONS	Concrete Cubes Testing
35	22/11/2017	FOOD CORPORATION OF INDIA	Testing of Beams,Concrete Mix Design
36	23/11/2017	PAVILION INFRA Pvt.Ltd VIJAYAWADA	Investigation of Chaithanya college BuildingGollapudi including Drawings
37	24/11/2017	SANDHYA SOIL ENGINEERING WORKS	Testing on Soil
38	25/11/2017	NARASARAOPET MUNICIPALITY	Concrete Cubes Testing
39	25/11/2017	PRAJASAKTHI SAHITHI SAMSTA,VADDESWAREM	Concrete Cubes Testing
40	27/11/2017	SANDHYA SOIL ENGINEERING WORKS	Testing on Soil
41	27/11/2017	NEHA CONSTRUCTIONS	Testing on Soil (S.B.C)

42	28/11/2017	HPCL Measurement of Mounded Storage	Settlement, HPCL
43	28/11/2017	SANDHYA SOIL ENGINEERING WORKS	Testing on Soil
44	12-07-2017	SRINIVASA EDIFICE, VIJAYAWADA	Testing on Ballast
45	12-07-2017	SRINIVASA EDIFICE, VIJAYAWADA	Testing on Ballast
46	12-07-2017	FOOD CORPORATION OF INDIA, VIJAYAWADA	Concrete Mix Design
48	12-07-2017	FOOD CORPORATION OF INDIA, VIJAYAWADA	Concrete Mix Design
50	12-08-2017	SANDHYA SOIL ENGINEERING WORKS	Testing on Soil
51	12-08-2017	CONCRETE AND LIMELIGHT PROJECTS, TADEPALLI.	Testing Of sand and Red Bricks.
52	12-09-2017	SIRI BUILDERS AND DEVELOPERS	Concrete Cubes Testing
53	12-12-2017	FOOD CORPORATION OF INDIA, VIJAYAWADA	Concrete Beams Testing
54	13/12/2017	NARASARAOPET MUNICIPALITY	Concrete Mix Design and Steel
55	13/12/2017	NARASARAOPET MUNICIPALITY	Concrete Cubes Testing
56	14/12/2017	CONCRETE AND LIMELIGHT PROJECTS, TADEPALLI.	Testing on Cement and Red Brickd
57	14/12/2017	APCRDA, GOLLAPUDI	Testing on Steel and Concrete Cubes
58	14/12/2017	S R HOMES, MANGALAGIRI	Testing on Steel
59	15/12/2017	HPCL, SURYAPET	Concrete Cubes Testing
60	15/12/2017	HPCL, KONDAPALLI	Drawings for Existing Mounded Storage Tank
61	15/12/2017	HPCL, KONDAPALLI	Drawings for Existing Mounded Storage Tank
62	15/12/2017	HPCL, KONDAPALLI	Drawings for Existing Mounded Storage Tank
63	15/12/2017	T L C PROJECTS, GUNTUR	Testing on Sand, Coarse Aggregate and Red Bricks
64	16/12/2017	AMARRAJ PROJECTS, MANGALAGIRI	Testing on
65	18/12/2017	SRINIVASA EDIFICE, VIJAYAWADA	Testing on Ballast
66	18/12/2017	SRINIVASA EDIFICE, VIJAYAWADA	Testing on Ballast
67	20/12/2017	FEED BACK INFRA, HYD	Testing on Soil (SPT)
68	20/12/2017	FOOD CORPORATION OF INDIA, VIJAYAWADA	Concrete Beams Testing
69	22/12/2017	HPCL, KONDAPALLI	NDT Test on Existing Building
70	23/12/2017	CONCRETE AND LIMELIGHT PROJECTS, TADEPALLI.	Testing on Sand, Steel and Cement
71	23/12/2017	SANDHYA SOIL ENGINEERING WORKS	Testing on Soil (SPT)
72	28/12/2017	SRI SRINIVASA ENTERPRISES	Testing on Red Bricks
73	28/12/2017	VMC	Testing On Core Cutters



DEPT OF CHEMISTRY



1. Prof. Dr. J. V. Shanmukha Kumar

Awards:

•Hon'ble Vice President has announced an award of Rs.25,000/- to **Prof. J V Shanmukha Kumar, Head,** Department of Chemistry for his outstanding performance in the delivery and conducting Engineering Chemistry course during first semester of academic year 2017-2018.

RESEARCH PUBLICATIONS:

1.A manuscript entitled "Silver-doped manganese based nanocomposites for aerial oxidation of alcohols" has been accepted by Materials Express. IF 2.062

2.A manuscript entitled "Development and Validation for the Simultaneous Estimation of Lamivudine, Tenofovir Disproxil and Dolutegravir In Drug Product by RP-HPLC", has been published in JPSR.

3.Isolation and characterization of novel degradation products in Cilnidipine by LC-QTOF-MS/MS, LCMS, 2D-NMR and FTIR, New Journal of Chemistry, 42, 2018, 634 - 646. IF 3.269

2. Prof. Dr. K. R. S. Prasad

Research Publications:

1.A manuscript entitled "Urea and thiourea derivatives of 3-(trifluoromethyl)-5,6,7,8-tetrahydro-[1,2,4]triazolo[4,3-a] pyrazine: Design, synthesis, antimicrobial activity evaluation and docking studies" has been submitted to Monatshefte für Chemie.

2.A paper entitled "A Study of New Method Development, Validation, and Forced Degradation for Simultaneous Analysis of Dapagliflozin and Saxagliptin in Pharmaceutical Dosage Form by HPLC Method" has been published in Der Pharma Chemica. 9-20, 2017, 96-103.

3. Prof. Dr. K. Ravindhranath

Research Publications:

1. **Muvva Raghavendra, A. Venkatesulu, K. Sambasiva**

Rao, K. Ravindhranath, "Excess molar volumes, speeds of sound and viscosities for binary mixtures of 2-methylaniline with selected di- and tri - chloro substituted benzene at various temperatures - Comparison with Prigogine-Flory-Patterson theory", ARPN Journal of Engineering and Applied Sciences, 12-21, 2017, 5966-5982.

2. **Krishna Mohan, G.V., Naga Babu, A., Kalpana, K. K. Ravindhranath,** "Removal of chromium (VI) from water using adsorbent derived from spent coffee grounds", Int. J. Environ. Sci. Technol. 09-03, 2017, 506-516.

3. **A. Naga Babu, G. V. Krishna Mohan, K. Kalpana, and K. Ravindhranath,** "Removal of Lead from Water Using Calcium Alginate Beads Doped with Hydrazine Sulphate-Activated Red Mud as Adsorbent," Journal of Analytical Methods in Chemistry, vol. 2017, Article ID 4650594, 2017, 13 pages. doi:10.1155/2017/4650594.

4. **J. Ramesh Babu, K. Ravindhranath, and K. Vijaya Kumar,** "Nano-Pr₂O₃ Doped PVA + Na₃C₆H₅O₇ Polymer Electrolyte Films for Electrochemical Cell Applications," International Journal of Polymer Science, vol. 2018, Article ID 7906208, 2018, 9 pages. doi:10.1155/2018/7906208.

4. Dr. M. Sujatha

Research Publications:

1.A manuscript entitled "GEOSPATIAL BASED ANALYSIS OF TOPOGRAPHICAL FEATURES FOR RESOURCES MANAGEMENT" has been published in International Journal of Mechanical Engineering and Technology (IJMET) 8-10, 2017, 812-822.

5. Dr. I V Kasi Viswanath

•Ph.D awarded to Mr. V. Sunil Kumar Yalamanchi (Regd. No. 11323010) in Chemistry for the thesis entitled "A NEW NOVEL MODIFIED AND RESIDUAL DETERMINATION METHOD DEVELOPMENT AND VALIDATIONS FOR ACTIVE PHARMACEUTICALS INGREDIENT BY RP-HPLC, RPLC AND ULTRA VIOLET VISIBLE SPECTROPHOTOMETER" under the guidance of Dr. I. V. Kasi Viswanath.

RESEARCH PUBLICATIONS:

1.Kishore Kumar Valluri, I.V. Kasi Viswanath, P.V.V.S. Naga Raju, B. Rajasekher, and B. Rama Dasu, “Synthesis and in-vitro studies of some new quinoline 1,3,4-thiadiazolo pyrimidin derivatives” Bull. Chem. Soc. Ethiop, 31-2, 2017, 337-344.

2.Yelamanchi V Sunil Kumar, Useni Reddy Mallu, I V Kasi Viswanath, D. Balasubramanyam, G.Narshima murthy, “A Novel Rapid Resolution High Performance Liquid Chromatographic Related Substance Method Development and Validation of Levetiracetam in Bulk Drug Manufacturing of Active Pharmaceuticals Ingradient” J. Pharm. Sci. & Res., 9-9, 2017, 1511-1521.

6.Dr. T. Bhaskara Rao

•Ph.D awarded to Ms. K. Rajeswari (Regd. No. 13323024) in Chemistry for the thesis entitled “ISOLATION AND CHARACTERIZATION OF BIO-ACTIVE SECONDARY METABOLITES FROM MARINE SPECIES OF INDIAN COAST WITH RESPECT TO EXCOECARIA AGALLOCHA LINN AND XYLOCARPUS GRANATUM” under the guidance of Dr. T. Bhaskara Rao.

Research Publications:

1.K Rajeswari, T. Bhaskara Rao, G V R Sharma, R. Murali Krishna, “Anticancer Activity of Flavone of Excoecaria agallocha in Cytotoxicity Studies Using Hela Cells”, Asian. J. Chem. 29-11, 2017, 2406-2408.

2.A. S. G. Prasad, T. Bhaskara Rao, D. Rambabu, V. Mandava, Basaveswara Rao, Manojit Pal, “Ultrasound Assisted Synthesis of Quinoline Derivatives in the Presence of SnCl₂·2H₂O as a Precatalyst in Water: Evaluation of their Antibacterial Activities”, Mini-Reviews in Medicinal Chemistry. 17, 2017, doi: 10.2174/1389557517666170412112619.

3.Dr. S. Naresh Varma

Research Publications:

1.Sriram Valavala, Nareshvarma Seelam, Subbaiah Tondepu, Vivekanandan Sundarmurthy, and J V Shanmukha Kumar, “Analytical method development and validation for the quantification of acetone and Isopropyl alcohol in the tartaric acid base pellets of dipyridamole modified release capsules by using headspace gas chromatographic technique” Journal of Analytical methods in Chemistry, 2017.

2.Sriram Valavala, Nareshvarma Seelam, Subbaiah Tondepu, S. Vivekanandan, “Development and validation for related substances Tartaric acid base pellets of Dipyridamole modified release capsules by using High Performance Liquid Chromatography” has been published in Asian Journal of Chemistry 29-11, 2017, 2434-2440.

4.Dr. A. Venkateswara Rao

Research Publications:

1.Relangi Siva Subrahmanyam, Pattipati Ramesh, B. S. Krishna, D. Shanti Swaroop, Mohammad Ashrafuddin Khan, Mark M Darla, K. Adeppa K, Baki Vijaya Bhaskar, Wudayagiri Rajendra and Venkateswara Rao Anna, “SYNTHESIS AND BIOLOGICAL EVALUATION OF SOME NEW CLASS OF CHROMENOIMIDAZOLE DERIVATIVES AS PROBABLE ANTI CANCER AGENTS”, Rasayan J. chem. 10-4, 2017, 1194-1212.

5.Dr. Pradeep Kumar Brahman

Awards:

•He has received a prestigious “YOUNG SCIENTIST AWARD - 2017” for his outstanding contribution in the field of chemical sciences by Andhra Pradesh Akademi of Sciences held at Andhra University, Visakhapatnam on November 07th 2017.

Research Publications:

1.A manuscript entitled “Development of an electrochemical immunosensor based on gold nanoparticles incorporated chitosan biopolymer nanocomposite film for the detection of prostate cancer using PSA as biomarker” has been accepted for publication in Enzyme and Microbial Technology (In Press).

6.Dr. G. V. Krishna Mohan

Research Publications:

1.Naga Babu, G. V. Krishna Mohan,, K. Kalpana, K. Ravindhranath, “Hydrazine sulphate activated red mud impregnated calcium alginates beads as an adsorbent for the removal of lead from water”, Journal of Analytical Methods in Chemistry, 2017, Article ID 4650594, doi :10.1155/2017/4650594.

2.G. V. Krishna Mohan, A. Naga Babu, K. Kalpana, K. Ravindhranath, “Removal of Chromium (VI) from water using adsorbent derived from Spent Coffee Grounds (SCG)” International Journal of Environmental Science and Technology, 2017, doi: 10.1007/s13762-017-1593-7.

3.K. Kamesu, G. V. Krishna Mohan, Rajasekhar, “Gallium (III) Iodide Mediated Mild and Efficient method for Synthesis of 4-Iodotetrahydropyrans by Cross Cyclization of Epoxides and homo allylic alcohols”, Asian Journal of Chemistry, 29-12, 2017, 2704-2706.

4.G. V. Krishna Mohan, A. Naga Babu, K. Kalpana, K. Ravindhranath, “Zirconium-treated fine red mud impregnated in Zn-alginate beads (ZRMAB) as an adsorbent in the removal of Phosphate from water” Asian Journal of Chemistry, 29-11, 2017, 2549-2558.

7.Dr. Anindita Chatterjee

Conference Presentations:

•**Dr. Anindita Chatterjee** has given a talk at Andhra Pradesh Akademi of Sciences held at Andhra University, Visakhapatnam on November 07th 2017.

NEWS AT A GLANCE

NATIONAL AYURVEDA DAY (II DHANVANTARY JAYANTHI)
II NATIONAL AYURVEDA DAY (DHANVANTARY JAYANTHI) was celebrated on October 17th under the theme "Management of Pain in Ayurveda". Dr. K. Poorna Rajeswari, conducted "PAIN MANAGEMENT" sessions to promote better health for the Students, Non-teaching staff and Faculty.

Start Up Rendezvous'17

Center for Innovation, Incubation & Entrepreneurship (CIIE) organized a two day start up fest "Start Up Rendezvous'17" an annual ideation & start up event of K L University on 25th and 26th October 2017 at Peacock Hall, K L University, Vaddeswaram campus. The two day event included sessions from experts on start up eco system along with idea presentation (Idea Pitching). The two day event held in parallel with another event "National Symposium on IPR's" organized by CIIE & Department of BT.

IEEE Day Celebrations

IEEE Day Celebrations were organized by IEEE Student Chapter of K L on 26th October 2017, The following Events were organized as a part of the celebrations

- 1. Speak out your mind:- Express your ideas regarding latest advancements in technology, projects, startup ideas etc.**
- 2. Picture Perception:- Given a picture, Describe it in 150 words**

Awareness programme on Legal rights of Women

KLU Women's Forum conducted "Awareness programme on Legal rights of Women" for girl students of K L about Legal rights of Women on 02-11-2017. World Food Fest-2017. Department of Hotel Management organized World Food Fest-2017 on 3rd November 2017 (Friday). 19 Special International dishes are served in Buffet with 6 Non-Veg items and 13 Veg items - unlimited food with live counters. KLU Education Fair for aspirants going to Higher Education abroad ELS HIGHER EDUCATION FAIR was organized on 04th November 2017 by International Relations Department of K L. Seven world ranked Universities from United States of America took part to create awareness among the students on various programs and curriculums available abroad. The following University representatives interacted with the students of K L.

- **TEXAS TECH UNIVERSITY- LUBBOCK, TEXAS, USA**
- **STATE UNIVERSITY OF NEWYORK- OLD WESTBURY, USA**
- **Purdue University – Fort Wayne (Formerly IPFW)**
- **UNIVERSITY OF BERKELEY EXTENSION, CALIFORNIA, USA**
- **UNIVERSITY OF MISSOURI- KANSAS CITY, USA**
- **McNEESE STATE UNIVERSITY- LOUISIANA, USA**
- **NORTHERN ILLINOIS UNIVERSITY, CHICAGO, USA**

Swecha Boot Camp on Linux Administration and Data Science

Swecha conducted a 3 Day Boot Camp during 30th Nov. 2017 to 2nd Dec, 2017 to give emphasis on Free and Open Source Technologies. Hands-On Sessions on the following topics were covered in the camp

- **Linux System Administration**
- **Introduction to Data Science**

User awareness session on "SCOPUS"

User Awareness session on "SCOPUS" for all faculty members is arranged on 25th November 2017 by Research & Development Division of K L. Mr. Vijay Sekhar Reddy, Elsevier acted as a Resource Person

Observance of Vigilance Awareness Week-2017

The Internal Quality Assurance Cell of KLEF had organized the Vigilance Awareness Week, 2017. The following are the List of activities held during 27-11-2017 to 02-12-2017

- **Integrity Pledge on "Teaching and Learning process"**
- **Integrity Pledge on "No Malpractice in Evaluation"**
- **Integrity Pledge on "No Malpractice in Research"**
- **Integrity Pledge on "Transparent & Open accountable software system"**
- **Integrity Pledge on "No Malpractices in corruption free maintenance system"**
- **Integrity Pledge on "Corruption free services"**

International Day for elimination of Violence against Women

"International Day for elimination of Violence against Women" was organized by KLEF Women's Forum on 25th November 2017. Talk on "Role of Women in today's Economy" on 06-12-2017 K L E F Women's Forum organized a talk on "Role of Women in today's Economy" for girl students. Mrs. Vanitha Datla, Chairperson-Indian Women Network, South Region, India interacted with students during the session

Bhagavad Gita classes

"Bhagavad Gita classes" on every Friday from 15-12-2017 for 15 weeks were conducted by Hare Krishna Movement India.

IEEE Joint Chapter of CAS-EDS Hyderabad Section Research Forum

KLEF IEEE Student branch, in association with Hyderabad Section and Guntur Subsection, had organized Joint Chapter of Circuits and Systems (CAS) / Electron Devices (ED) Research Forum on 16th December, 2017. PTE (Pearson Test of English) Authorized Test Centre in K L E F campus

K L E F recognized as Pearson VUE authorized Test Center for conducting PTE (Pearson Test Of English) exam in the campus. Test takers may book their exam opting K L University as their test Center for having PTE. KLEF is the only test center for conducting PTE in entire Andhra Pradesh. Every test taker or PTE Test aspirant can book their test date online at <https://pearsonpte.com/>



ELECTRONICS & COMMUNICATIONS ENGINEERING

RESEARCH PUBLICATIONS

1.Y Avinash, K Hari Kishore "Designing Asynchronous FIFO for Low Power DFT Implementation" International Journal of Pure and Applied Mathematics (Scopus), ISSN No: 1314-3395, Vol No: 115, Issue No: 8, Page No: 631-636, September 2017

2.T.J.V.Subrahmanyeswara Rao, K Hari Kishore, B.V.Akhil "Estimation of Image Quality Using Set Partitioning In Hierarchical Trees (SPIHT)" International Journal of Pure and Applied Mathematics (Scopus), ISSN No: 1314-3395, Vol No: 115, Issue No: 7, Page No: 245-251, September 2017.

3.G.S.Spandana, K Hari Kishore "A Contemporary Approach For Fault Diagnosis In Testable Reversible Circuits By Employing The Cnt Gate Library" International Journal of Pure and Applied Mathematics (Scopus), ISSN No: 1314-3395, Vol No: 115, Issue No: 7, Page No: 537-542, September 2017

4.E. Raghuveer, K Hari Kishore, Shaik Shoukat Vali, and G. Siri Vennela "Verilog Implementation of UART with BIST Technique for TPG" International Journal of Pure and Applied Mathematics (Scopus), ISSN No: 1314-3395, Vol No: 115, Issue No: 7, Page No: 531-536, September 2017.

5.N.Purnachand, K Hari Kishore, K.V.Pavankalyan, K.Divya, A.Karthik, Khadar Bhasha "DDR3 SDRAM Memory Controller" International Journal of Pure and Applied Mathematics (Scopus), ISSN No: 1314-3395, Vol No: 115, Issue No: 7, Page No: 507-512, September 2017.

6.K Hari Kishore, Fazal Noor Basha, V Krishna Priya, G Prashanth Kumar NLV Krishna Rao "Power and Area Efficient LFSR with Pulsed Latches" International Journal of Pure and Applied Mathematics (Scopus), ISSN No: 1314-3395, Vol No: 115, Issue No: 7, Page No: 447-452, September 2017.

7.B. Anjani Kumar, G. Jaswanth Varma, Fazal Noorbasha, Hari Kishore Kakarla, "Data Encryption and Decryption Cryptography Using Modified AES Algorithm" International Journal of Pure and Applied Mathematics (Scopus), ISSN

No: 1314-3395, Vol No: 115, Issue No: 7, Page No: 435-440, September 2017.

8.G. Jaswanth Varma, B. Ajani Kumar, Fazal Noorbasha, Hari Kishore Kakarla, M. Manasa "Data Security Based On DNA Cryptography Using S-Box Encryption" International Journal of Pure and Applied Mathematics (Scopus), ISSN No: 1314-3395, Vol No: 115, Issue No: 7, Page No: 429-434, September 2017.

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WORKSHOP ON NI LABVIEW

NI LabVIEW academy in the Department of Electronics and Communication Engineering, KL University is equipped with one crore worth hardware, campus licensed LabVIEW software and data acquisition with real time sensors for automation. We are proud to say all ECE students at KLU individually own MyDAC and MyRIO Kits from National Instruments for carrying out their academic labs, and to develop innovative Projects. With the tremendous support of Dr. V. S. V. Prabhakar, Professor & Head of ECE and by co-ordination of Dr. M. Sujatha, Professor /ECE, NI LabVIEW academy organized 20 days of intensive training in LabVIEW software (Core 1 and Core 2) and exclusive training for CLAD (Certified LabVIEW Associate Developer) certification for III year students. 100 students were shortlisted based on their CGPA. Training was done by resource persons from National Instruments. 1. Mr. Anish, Application Engineer, National Instruments, 2. Mr. Sai Sruthi, Application Engineer, National Instruments, 3. Mr. Rajasekhar, Application Engineer, National Instruments, headed by Mr. Visweswaran and Mr. Murali Krishnan, Executive member, National Instruments.

This training offered the students an opportunity to receive intensive knowledge to create the user defined applications and to build modular programming in LabVIEW.

On 25/10/2017, online exam was conducted by National Instruments for CLAD. 92 Students registered for CLAD exam and 84 students successfully cleared CLAD. KLU has highest CLAD certified students in the year 2017.

Further in coming months, exclusive training on NI hardware will be conducted for the above mentioned students. This training will encourage the students to understand system design approach and real time exposure with Demonstration using NI graphical programming environment LabVIEW.



FACULTY ORIENTATION PROGRAM

Faculty orientation program has conducted on 26 October 2017 by Mr. Saleem Akram Pathan on Meta surface based PIFA antenna for wireless applications. He has discussed the significance of Meta materials in designing the antennas for wireless communication applications.



KNOWLEDGE TRANSFER WORKSHOP ON CUBESAT AND SATELLITE TECHNOLOGY



RF & Microwave Research Group, Department of ECE, University, sponsored by Ministry of Science & Technology Government of India organized national workshop titled “Knowledge Transfer Workshop on Cubesat and Satellite Technology” on 27th and 28th October 2017. The workshop was well attended by 53 faculty members and 376 students from K L University.

The workshop was inaugurated by the Chief Guests, Shri M. Venkata Rao, Former Scientist, Project director (Oceansat and Resourcesat), ISRO and Shri M.R Thyagaraj Former Scientist, Group director (Spacecraft Mechanism), ISRO on 27th morning and shared his views on Cubesat satellites. Honorable Vice Chancellor Dr. L S S Reddy congratulated the organizers and conveyed his best wishes. The inauguration was soon followed by the key note address of Dr. K. Sarat Kumar, Professor of ECE, DEAN (P&D), Dr. K Satya Prasad, Pro-Vice Chancellor, Dr. VSV Prabhakar, Head, Dept. of ECE, Dr. S. Lakshmi Narayana, Professor of ECE, K L University. Later Sri Shri M. Venkata Rao and Shri M.R Thyagaraj delivered Technical sessions on Cubesatsat Technologies.

In the afternoon, the second session started with expert talk by Mr. Ashhar Faran, Founder of Lamakaan Radio Club, Hyderabad, on Cubesat development and specifications followed by a lecture on importance of Ham radio and HAMSAT technologies by Mr. A Ramesh Babu.

The proceedings on 28th started with the technical session on launching requirements of CubeSat satellites, the effect on cubesat in space, power limitations and new inventions in Cubesats by Mr. Siddhesh Naik, founder of ARKSA Research Labs, Bengaluru, followed by poster presentations in post lunch session.

During the Valedictory Program conducted in the evening, Dr. K. Sarat Kumar, Dr. K. Ch. Sri Kavya, Shri M. Venkata Rao, Shri M.R Thyagaraj and Mr. Siddhesh Naik, Dr. S. Lakshmi Narayana and Professors of ECE, K L University handed over the merit certificates to the winners of poster presentation competition. Few participants gave their feedback on the workshop praised the institution for hosting the workshop and congratulated the organizing team.

Dr. K. Sarat Kumar, Professor of ECE, DEAN (P&D), K L University, delivered the vote of thanks to all the sponsors, advertisers, delegates, representatives from the media and the faculty and students for their support and assured that RF & Microwave



Research Group, Department of ECE, K L University will organize more such activities in the future.

After the valedictory program, the workshop came to an end, leaving fond memories in the minds of the guests and delegates and a great sense of satisfaction and accomplishment in all members of the faculty and staff and student volunteers who were associated with its preparation and organization.



INTERACTION SESSION MR. VEMA RAMESH, VLSI GROUP HEAD, INFOSYS

An interaction session and guest lecture is conducted in the Department of ECE on 28th October by Mr Vema Ramesh, VLSI group Head, Infosys Engineering Services on latest developments in the chip design. The speaker highlighted the important skill set and need to strengthen the fundamentals in the Digital Core subjects. He assured that if students are ready with the required skillset, he shall see that his Bangalore team will come for placement in his company in coming days. VLSI track will be strengthened by rigorous training and we are confident that given the opportunity of placement by that company you can bag placements in the core area.



MOU WITH AMD (ADVANCED MICRO DEVICES)

ECE Department signed MOU with AMD on 9 November 2017. AMD involves in curriculum design, knowledge transfer, offering internships and other academic matters which is an achievement for ECE department.



TECHNICAL VISIT

Students of M.Tech communication and radar systems visited to Radar station at Machilipatnam, Andhra Pradesh on 8 November 2017. Expert lecture was given by Dr. Datta Prasad on EMI/EMC.



NI INTERNSHIP EXAM

The NI internship exam was conducted on 11 November 2017. ECE students cleared CLAD certification exams for National Instruments Internship.



GUEST LECTURE ON TECHNOLOGY EVOLUTION 2G TO 4G ARCHITECTURES – AN INDUSTRY PERSPECTIVE

A guest lecture by an industry person Mr. Ramani kumar on “Technology evolution 2G to 4G architectures – An Industry perspective” is conducted in Jasmine hall at 1:30 PM on 15th November 2017. This seminar is important for students from 5th semester onwards, belonging to ECE, Telecom, EEE and CSE streams. It gives a industry perspective of the wireless mobile communication.



NSS EVENT: YUVA SADHIKARITHA NIRUDYOGA BRUTHI



The main theme of the NSS cell is to create the social awareness among the students. This Event is conducted in Revenue kalyanamandapam, Guntur and organized by government of A.P to understand skill Requirements of unemployed youth in Andhra Pradesh. A debate is conducted among beneficiaries about to be implemented government program to provide allowance of RS.2, 000/- Students of KLU ECE participated in the discussion and given their suggestions about the program The event started around 9:00 AM in the college with NSS clapping to fill energy and motivation in the team. About 10.30 we reached the venue and the event was started with government officials giving the overview of requirement in providing the “Nirudoyga Bruthi” to unemployed youth in the Andhra Pradesh. Guntur District education officer and skill development officer shared their views on this program and explained the importance of providing allowance of RS 2000 to each unemployed youth.



They motivated participants to use this government allowance only as a financial help to achieve their individual goals. This allowance is given only to the people aged between 18-35 and in the workshop more views can be discussed. Later in the post lunch session 6 teams are formed and discussed on various issues like how to go forward about this program and whom are the beneficiaries these ideas are utilized to draft the program guidelines. In every district this type of programs is conducted, and the ideas are given to state committee. KLU NSS team of 31 members participated in the event and shared their Ideas in the workshop.

Department of Commerce

ACHIEVEMENTS OF STUDENTS:

- 1.115 students of Present Final year B.Com (Hons) were selected for industrial training and final placement in Yesmy tax company, Hyderabad.
- 2.Two final year students P. Nagapranathi (ID No: 150520014) and K Pravallika ((ID No: 150520015) got placement opportunity in “STATE STREE” Company.
- 3.N.G. Neha form II B.Com (Hons) got Third prize in paper presentation, organized by VR Siddhartha Engineering College, Vijayawada.
- 4.Mr. Raja Ashok kumar of II B.Com (Hons) participated in 15 days Youth Festival camp in New Delhi, Harmony 2017 organized by Nifaa.

ELECTRONICS & COMPUTER SCIENCE ENGINEERING

FACULTY ACHIEVEMENT



Dr. Mohammed Ali Hussain, Professor, ECSE Dept. received “Best Computer Science Faculty Award” from Association of Scientists, Developers and Faculties (ASDF) – International Global Awards held at Holiday Inn Resort, Goa, Republic of India on 30th December 2017. .

Dr. Mohammed Ali Hussain published patent on

- Key Image Based Encryption Method and System for Secure Communication of Digital Content.
- System and Method for Health Monitoring and Accident Tracking in Real Time.
- System and Method for Intrusion Detection with Clustering for Wireless Sensor Networks.

Dr.G.Vijay Kumar published patent on

- System and method Employed for mining regular -frequent ItemSets.

Dr.G.Vijay Kumar accepted as an IEEE Access Reviewer

RESEARCH PUBLICATIONS:

1.A.V.Krishna published a paper entitled “Planar Switchable Notch band antenna with DGS for UWB applications” in Springer link ISSN NO: 509-518 in SCOPUS December 2017

2.A.V.Prabhu published a paper entitled “Advanced carrier aggregation in long term evolution for functionality” in IJPAM ISSN NO: 1314-3395 in SCOPUS December 2017.

3.R.B.Babu published a paper entitled “Efficient intrusion detection system with datamining techniques” in IJPAM ISSN NO: 1314-3395 in SCOPUS December 2017

4.P.G.Krishna published a paper entitled “Designing a multipurpose reconfigurable wireless node for broadcasting and unicasting in real time applications” in IJPAM ISSN NO: 1314-3395 in SCOPUS December 2017

5.M.V.Rao published a paper entitled “A LOAD BALANCE AWARE XY ROUTING METHODOLOGY FOR NOC ARCHITECTURES” in IJPAM ISSN NO: 1314-3395 in SCOPUS December 2017

6.P.S.G.Aruna Sri published a paper entitled “Contributory broadcast encryption with short cipertexts” in IJPAM ISSN NO: 1314-3395 in SCOPUS December 2017

7.P.S.G.Aruna Sri published a paper entitled “A vechicle to vehicle communication using CAN network and ZIGBEE technology” in IJCTA ISSN NO: : 0974-5572 in Non-SCOPUS December 2017

ROAD SAFETY AWARENESS PROGRAM

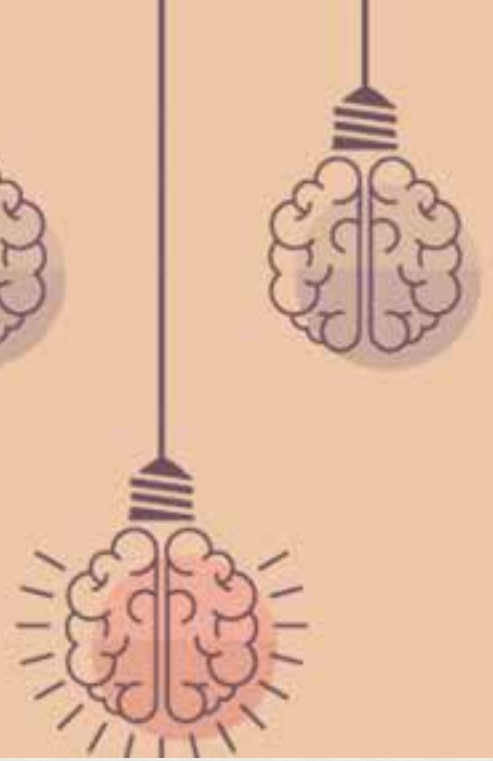
ECSE department NSS cell has organized “ROAD SAFETY AWARENESS PROGRAM” on 19th December at Benz Circle Vijayawada. A group of 20 NSS volunteers, faculty in charge P. Gopi Krishna, Program Co-Ordinator K Sripath Roy and Assoc. Dean K Ravindranath participated in the event.

The main theme of the activity is to create the awareness to the motorcyclist to wear the helmets and to wear the seat belts those who are driving the cars. In India, over 78% of vehicles on the road are two-wheelers and they account for about 29 % of road accidents, a statistic that has risen steadily over the years. About 28 two-wheeler riders died daily on Indian roads in 2017 for not wearing helmets and another 15 for not fastening their seatbelts, according to an analysis of data shared by states with the transport ministry.

“Wearing a good helmet and tying it properly can prevent loss of lives in 90 percent of accident cases. We call it helmet vaccine,” Volunteers made placards stating to wear the helmets and seat belts. We have placed the banners on both sides of the circle. Volunteers have distributed pamphlets stating the reasons for wearing the helmet and seat belts to those people who are not wearing the helmets and seat belts, they have distributed rose flower as a token of appreciation to the riders who are wearing them. Traffic police CI, SI, constables and Home guards has given a good support and encouragement for smooth conduction of activity. Volunteers participated actively and distributed 1000 rose flower and 700 pamphlets for creating the awareness.



Department of CAMS



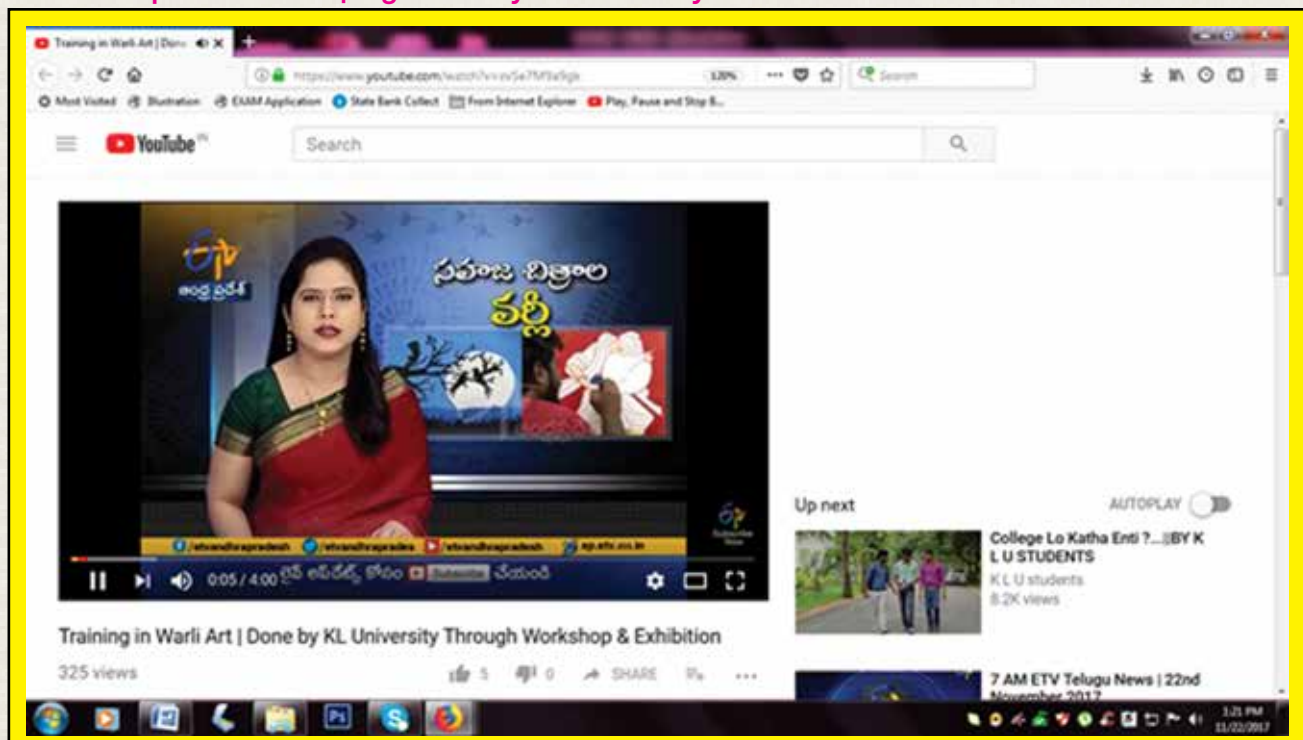
CREATING AN INDIAN ART - WARLI FROM NATURAL COLORS

The Warlis or Varlis are an Adivasi tribe living around the Maharashtra-Gujarat border. The Warlis have traditionally worshiped nature and have their own animistic beliefs, customs and traditions. The Warli people are famous for their beautiful and unique style of painting which reflects the close association between human communities and nature.

It is thought that the Warli culture goes back to the 3rd century BCE, although there is no hard evidence for it. It is true however, that the community has been living in the Thane district of Maharashtra for a really long time and call the forests in those regions their home. Over the years, they have made subsistence on agriculture, animal husbandry and collecting forest produce and it is through these activities that they have developed very close associations with nature. This association comes out through their drawings, which are quite simplistic in fashion, yet provide a great deal of information about how the Warli community lives and probably, our ancestors lived thousands of years ago.

Duration for creation : Natural colors Leaf , Red clay Total efforts around 6 hours.

WarliArt Workshop & Exhibition | organized By KL University - YouTube



DEPARTMENT OF FINE ARTS STUDENTS WARLI ART WORKS





MECHANICAL ENGINEERING

RESEARCH PUBLICATIONS

•**M.Nageswara Rao** ,**M.Naveen Kumar**,**M.Vamsi Mohan** ,**G Jitendra Krishna**,” SCHEDULING OF MACHINES AND AUTOMATED GUIDED VEHICLES IN FMS USING SHUFFLED FROG LEAP ALGORITHM” , International Journal of Mechanical Engineering and Technology (IJMET), Volume 8 ,issue 5 october 2017.

•**K Rama Krsishna** , **P K Sharma** ,. **N Puppala**., **KV Sharma** , **LSV Prasad**,” A generalized correlation for the estimation of moisture removal in fruits ad grains during hot air drying “,International Journal of Heat and Technology , Volume 35, issue 2 ,October 2017.

PATENTS PUBLISHED .

•Patent with application number: 201741015761 was published entitled with “ Exhaust Muffler And valve assembly for Combustio Devices” by **Dr. K Narasimha Rao**,**Mr. A.Eswar kumar**.

FACULTY DEVELOPMENT PROGRAM ON ANSYS

Faculty development program on ANSYS was held for a duration of seven days between 1st December and 9th December, 2017.



Faculty development program on AutoCAD was held for a duration of seven days between 1st December and 9th December, 2017

GUEST LECTURE

A guest lecture by Dr. B. Ravi, Professor, Dept. of ME, IIT Bombay was organized on Product Innovation and Smart Manufacturing to the faculty of the department of Mechanical Engineering on 28/11/2017.



WORLD QUALITY DAY CELEBRATIONS

World quality day was celebrations



Dr A Srinath HOD –Dept of Mechanical Engineering receiving Award from Honorable Vice Chancellor Dr LSS Reddy

INDUSTRIAL VISITS:

1.Three sections of III/IV B.Tech. visited Coca-Cola plant in Atmakuru on 26/08/2017.

2.Three sections of III/IV B.Tech. visited Jocil Industries in Perecherla on 14/10/2017.

In addition to the above Orientation Lectures, Interactive Sessions on “Faculty Development” for 6 weeks (every Wednesday) between 13th September, 2017 and 8th November, 2017 were organized by Ms. V. Dolly, Assistant Professor, Academic Staff College.

HARMONY'17

Harmony'17 event held by NIFAA in Haryana from 21 OCT 2017 to 29 OCT 2017. 55 student contingent and 5 faculties have attended this event on behalf of KLUSO representing AP GOVT.



60TH CELEBRATIONS OF PRAKASHAM BARRIAGE

KLU-CEA Participated in 60th Celebrations Of Prakasham Barriage on 29th dec 2017 at prakasham barriage . The event has been started in the afternoon session. This event is conducted as a part of creating awareness in the students. We conducted two hours programme at prakasham barriage. . In this programme All the II/IV,III/IV students are participated.



Students and faculty participating in 60th celebration of prakasham barriage

MECHANICAL ENGINEERING STUDENTS WON AWARDS AT GO KARTING DESIGN AND RACING CHALLENGE

Team of 20 students (6 students of IV Year B.Tech. and 14 students of III Year B.Tech.), Mechanical Engineering of our University, with the Team Name: Sangfroid, KLU; have participated in Go Karting Design and Racing Challenge, conducted by the Imperial Society for Innovative Engineers (ISIE)- UK, in India on 20/01/2018 at Galgotia's University-Noida.

This team has achieved the following awards in this competition:

- 1.The 3rd IKR-ISIE Future Award, with a Cash Prize of Rs.50,000/-
- 2.All India, Best Team and Best Team Captain Award
- 3.Best Presentation Skills Award
- 4.Overall Champions

This team has competed with 45 teams, across all over India, with teams hailing from various IITs, NITs and Prestigious Government and Private Universities and achieved these laurels. It must be noted that this team and the faculty mentor have worked till past mid night for 4 months and have put in all efforts for the design of the Go Karting vehicle which enabled them to receive this achievement. The Team was mentored by the Mr.P.N.V.Bala Subramanyam, Asst. Professor, Department of Mechanical Engineering, KLEF . The Management, University Administration, Faculty, Staff and Students convey their Congratulations and extend Warm wishes to the entire team and the Faculty mentor, Dr.A. Srinath, HOD of Department of Mechanical Engineering on this achievement and wish many more such awards and recognitions in the coming years.



PETROLEUM ENGINEERING

RESEARCH PUBLICATIONS:

1. Manojkumar Gudala, Shirsendu Banerjee, Amit Kumar, Rama Mohan Rao T, Ajay Mandal & Tarun Kumar Naiya (2017)

Rheological modeling and drag reduction studies of Indian heavy crude oil in presence of novel surfactant, Petroleum Science and Technology, 35:24, 2287-2295, DOI: 10.1080/10916466.2017.1402034

2. Manojkumar Gudala, Shirsendu Banerjee, Rama Mohan Rao T., Tarun Kumar Naiya & Ajay Mandal (2018)

The effect of a bio additive on the viscosity and the energy requirement on heavy crude oil flow, Petroleum Science and Technology, 36:2, 99-107, DOI: 10.1080/10916466.2017.1405030.

3. Ravindra Kumar, Gauri Sankar Bora, Shirsendu Banerjee, Ajay Mandal, Tarun Kumar Naiya (2018)

Application of naturally extracted surfactant from Madhuca longifolia to improve the flow properties of heavy crude oil through horizontal pipeline, Journal of Petroleum Science and Engineering (article in press)

NATIONAL WORKSHOP ON RECENT TRENDS & CHALLENGES IN PETROLEUM PRODUCTION

Dr Chandrika, Associate professor Department of petroleum Engineering .

Organized a DST Sponsored National workshop on Recent Trends & Challenges in Petroleum Production during Dec 18th 2017

The following are the list of speakers of the workshop

Speaker 1: Dr. Ponmani ,
Head of the Department
Department of Petroleum Engineering
Vels University, Tamilnadu

Speaker 2: Mr. Sukanta De,
Assistant Professor,
Department of Petroleum Engineering
K L E F

Speaker 3: Dr. T Subbaiah
R&D Advisor
K L E F





NSS / NCC / SOCIAL SERVICES / CEA ACTIVITIES:

CONSERVATION OF ELECTRICITY

KLU- CEA Cell organised Conservation of electricity awareness Programme on 13/07/2017. Petroleum engineering department students participated in this event and went to Athmakuru school to create awareness on electricity awareness.

PERSONALITY DEVELOPMENT AND HEALTH AWARENESS PROGRAMME

KLU-CEA Cell organised Personality development and health awareness programme on 01/08/2017. Petroleum engineering department students participated in this event and went to Kolanakonda school.

WASTE MANAGEMENT

KLU- CEA Cell organised Seminar on Waste management on 17/10/2017. Petroleum engineering department students participated in this event and went to Kolanakonda school.



CONSERVATION OF OIL AND GAS

KLU- CEA Cell organised Seminar on Conservation of oil and gas programm on 10/10/2017. Petroleum engineering department students participated in this event and went to Kolanakonda school.



**ANTI DRUG,
FIRST AID TRAINING,
WATER CONSERVATION**

KLU- YRC Cell organised Anti Drug, First Aid Training and Water Conservation program on 22/08/2017. Petroleum engineering department students participated in this event and went to Vaddeswaram.

చైతన్య దీపికలు

వడ్డేశ్వరం(తాడిపత్రి), నూనెడు

ఆధునిక విజయంలో మాత్రం అనేక అంశాలలో భాగంగా భారత వికాసంలోనూ ప్రగతిని సాధించడానికి ప్రజల అభివృద్ధికి ప్రోత్సాహం పట్టాలి. దీని కోసం మేము ప్రత్యేకంగా కార్యక్రమాలను నిర్వహించాలి. ఈ కార్యక్రమాలలో భాగంగా ప్రజల చిరు నవ్వును సాధించాలి. ఈ కార్యక్రమాలలో భాగంగా ప్రజల అభివృద్ధిని ప్రోత్సహించాలి. ఈ కార్యక్రమాలలో భాగంగా ప్రజల అభివృద్ధిని ప్రోత్సహించాలి.

గ్రామీణులకు పలు అంశాలపై అవగాహన శ్రీకారం చుట్టిన సాంకేతిక విద్యార్థులు

అరోగ్య విషయాలపై అవగాహన

గ్రామీణ ప్రజలలో ప్రజాస్వామ్య శిక్షణ పంపిణీకి ప్రోత్సాహం పట్టాలి. దీని కోసం మేము ప్రత్యేకంగా కార్యక్రమాలను నిర్వహించాలి. ఈ కార్యక్రమాలలో భాగంగా ప్రజల అభివృద్ధిని ప్రోత్సహించాలి. ఈ కార్యక్రమాలలో భాగంగా ప్రజల అభివృద్ధిని ప్రోత్సహించాలి.

ప్రతి ఏడే వోల్టేజీ ఒకటివేల్చండి..

నీటి వనరుల సంరక్షణకు ప్రజల అభివృద్ధిని ప్రోత్సహించాలి. ఈ కార్యక్రమాలలో భాగంగా ప్రజల అభివృద్ధిని ప్రోత్సహించాలి. ఈ కార్యక్రమాలలో భాగంగా ప్రజల అభివృద్ధిని ప్రోత్సహించాలి.

వర్షాచరణ పరిరక్షణకు మళ్ళీ వి.గ్రామీణులు

నీటి సంరక్షణకు ప్రజల అభివృద్ధిని ప్రోత్సహించాలి. ఈ కార్యక్రమాలలో భాగంగా ప్రజల అభివృద్ధిని ప్రోత్సహించాలి. ఈ కార్యక్రమాలలో భాగంగా ప్రజల అభివృద్ధిని ప్రోత్సహించాలి.







KLU Business School

RESEARCH PUBLICATIONS

•**P V Vijay Kumar Reddy** ,A study on determinants of online Ads quality ; International journal of research in computer application and management(IJRCM)

•**P V Vijay Kumar Reddy** ,A study on dimensions of service quality relation to customer satisfaction with reference to private sector banks ; International journal of commerce economics & Management(IJRCM)

•**P V Vijay Kumar Reddy** ,A study on waste management practices in private hospitals in khammam district ; International journal of research in commerce and management(IJRCM)

•**P V Vijay Kumar Reddy** ,Impact of online customer appraisal on online shopper buying decisions ; International journal of commerce IT & Management(IJRCM)

•**Dr.K.S.Sekhara rao** ; A Study On Currency Depreciation: Impact On Indian Economy ; International journal of commerce economics & Management(IJRCM)

•**Dr.A.Bala Saraswathi** ; A Study On Human Resources Management Practices On Employee Commitment At Hotel Gateway - Vijayawada ; International journal of commerce IT & Management(IJRCM)

•**Dr.K.Srinivasulu** ; A Study On Option Strategies In Equity Derivatives With Reference To The Indian Bulls Securities Ltd ; International journal of commerce economics & Management(IJRCM)

•**Jikku susan kurien** ; A Study On Indian Start-Ups And Hr Challenges ; International journal of research in commerce and management(IJRCM)

•**Dr.V.N.Sailaja** ; A Study On Usage Of Technology In Banking Sector With Reference To Selected Banks ; International journal of commerce IT & Management(IJRCM) volume 7 issue 11(november)

•**Dr.D.Srinivasa Rao,B.Anusha** ; A Study On Issues Of Employee Retention In Indian It Industry: A Study On Issues Of Employee Retention In Indian It Industry ; International journal of research in computer application and management(IJRCM)

•**Dr.D.Srinivasa Rao,B.NIKHITHA** ; Job Satisfaction And Mental Health Of It Professionals ; International journal of commerce IT & Management(IJRCM)

•**Dr.B.Kishore Babu** ; A Study On Awareness Of Customers In Selecting Over The Counter (Otc) Drugs In Vijayawada ; International journal of business management and allied sciences(IJBMAS)

•**Dr.P.V.Vijay kumar reddy** ; Determinants Of Impulse Buying Attitude Of Organized Retail Shoppers ; International journal of business management and allied sciences(IJBMAS)

•**Dr.D.Prasanna Kumar** ; A Study On Consumer Behaviour Towards Bathing Soaps (Lux, Dove, Pears) ; International journal of business management and allied sciences(IJBMAS)

•**Dr.A.V.S.Kamesh** ; Sales Competencies In Telecom Sector: A Study Of Vodafone In Guntur ; International journal of business management and allied sciences(IJBMAS)

•**Dr.Bindu Madhavi** ; Patient Satisfaction Towards Multi Speciality Hospital - A Case Study Of Ramesh Hospitals, Vijayawada ; International journal of business management and allied sciences(IJBMAS)

•**Dr.Bindu Madhavi** ; A Study On Market Potential For Exclusive Store Based Plastic Household Retail Units In Andhra Pradesh & Telangana ; International journal of business management and allied sciences(IJBMAS)

•**Dr.Bindu Madhavi** ; Factors Influencing Post Purchase Behaviour Of Passenger Car Customers Of Hyundai ; International journal of business management and allied sciences(IJBMAS)

•**Dr.D.Prasanna Kumar** ; A Study On Consumer Perception Towards Online Shopping In Vijayawada ; International journal of business management and allied sciences(IJBMAS)

•**Dr.B.Kishore Babu** ; A Study On Awareness About Management Education Among Hotel Management Students In Vijayawada ; International journal of business management and allied sciences(IJBMAS)

•**Dr.P.Raja babu** ; A Study On Cost-Benefit Analysis Of Installing Solar Panels In Favour To Society In Vijayawada: Andhra Pradesh ; International journal of business management and allied sciences(IJBMAS)

•**Dr.A.V.N.Murthy** ; Impact Of Profitability On The Financial Performance Of Industries (A Study On Select Pharmaceutical Industries In India) ; International journal of business management and allied sciences(IJBMAS)

•**Dr.D.Prasanna Kumar** ; A Study On Customer Perception Towards Online Advertisements An Empirical Study In Vijayawada ; International journal of business management and allied sciences(IJBMAS)

•**Dr.D.Prasanna Kumar** ; A Study On Crm Activities And Its Impact On Customer Satisfaction In Big Bazaar, Vijayawada ; International journal of business management and allied sciences(IJBMAS)

•**Dr.A.V.S.Kamesh** ; Employee Perception On The Impact Of HRIS On Productivity: A Study Of Select IT Organizations In Hyderabad. ; International journal of business management and allied sciences(IJBMAS)

•**Prof.T.Umamaheswara Rao** ; A STUDY ON PERCEPTION OF WOMEN CONSUMERS TOWARDS PRIVATE LABEL APPARELS; BOTH IN ONLINE AND OFFLINE STORES IN VIJAYAWADA. ; International journal of business management and allied sciences(IJBMAS)

•**Jikku susan kurien** ; Social Media Recruitment in India: An Empirical Study ; Kaav international journal of economics commerce and business management(KAAV)

•**Dr.P.Raja babu** ; A STUDY ON ANTI-MONEY LAUNDERING POLICIES AND ITS PRACTICES IN BANKING SECTOR ; Kaav international journal of economics commerce and business management(KAAV)

•**Dr.D.Prasanna Kumar** ; A STUDY ON FACTORS INFLUENCE CUSTOMERS TO E-COMMERCE SITES' ; Kaav international journal of economics commerce and business management(KAAV)

•**Dr.A.Bala Saraswathi** ; A STUDY ON IMPACT OF ORGANIZATIONAL CUTURE ON ORGANIZATIONAL DEVELOPMENT WITH SPECIFIC REFERENCE TO

FORTUNE MURALI PARK HOTEL IN VIJAYAWADA ; Kaav international journal of economics commerce and business management(KAAV)

•**Dr.K.Srinivasulu** ; A STUDY ON NON-PERFORMING ASSETS MANAGEMENT w.r.to Select public setor banks ; Kaav international journal of economics commerce and business management(KAAV)

•**Dr.D.Prasanna Kumar** ; A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN AXIS BANK VIJAYAWADA ; International journal of business management and allied sciences(IJBMAS)

•**Dr.Venu Madhav** ; INDIA'S MACROECONOMIC CHALLENGES FOR ACHIEVING ALL ROUND DEVELOPMENT DURING PRE AND POST-GLOBAL 2008 CRISIS ; Journal press of India(JPI)

•**Dr.D.Prasanna Kumar** ; A STUDY ON CREDIT CARD USERS IN VIJAYAWADA ; International journal of business management and allied sciences(IJBMAS)

•**Dr.D.Prasanna Kumar** ; A COMPREHENSIVE REVIEW OF CONSUMER SWITCHING BEHAVIOUR IN MOBILE TELEPHONY INDUSTRY IN HYDERABAD ; International journal of business management and allied sciences(IJBMAS)

•**M.V.A.L.Narasimha Rao** ; CONSUMER PERCEPTION TOWARDS ORGANIZED & UNORGANIZED retail store in Vijayawada ; International journal of business management and allied sciences(IJBMAS)

•**M.V.A.L.Narasimha Rao** ; CUSTOMER RELIANCE ON SOCIAL MEDIA INFORMATION FOR BUYING DECISIONS: A STUDY ABOUT THE reliability on SMI WITH REFERENCE TO VIJAYAWADA ; International journal of business management and allied sciences(IJBMAS)

•**M.V.A.L.Narasimha Rao** ; A STUDY ON PROBLEMS FACED BY ONLINE CONSUMERS AT VIJAYAWADA ; International journal of business management and allied sciences(IJBMAS)

•**M.V.A.L.Narasimha Rao** ; EFFECT OF GREEN MARKETING STRATEGIES ON CONSUMER BEHAVIOR: SPECIAL REFERENCE TO VIJAYAWADA ; International journal of business management and allied sciences(IJBMAS)

STUDENT ACTIVITIES

KLUBS Students conducted around 50 awareness programmes on various social issues like Impact of pollution on children, Aids awareness, Marketing skills to SHGs, Digital literacy, Mobile Banking, Financial literacy, Right to Information act and voters enrollment drive in Vaddeswaram, Ippatam, Kolankonda, Sitanagaram, Revendra padu, Kunchana Palli and also in surrounding villages.

CAREER COUNSELLING

కృష్ణవేణిలో కెరీర్ గైడెన్స్ పై అవగాహన సదస్సు

నరసరావుపేట లీగల్ : పట్టణం లోని కృష్ణవేణి డిగ్రీ కళాశాలలో మంగళ వారం ఆరవ సెమిస్టర్ విద్యార్థులకు కెరీర్ గైడెన్స్ పై అవగాహన సదస్సు నిర్వహించారు. సదస్సులో ముఖ్య అతిథిగా పాల్గొన్న కేఎల్ యూనివర్సిటీ ప్రొఫెసర్ డాక్టర్ బీబీ మాధవ మాట్లాడుతూ విద్యార్థులు లక్ష్యాన్ని ఏ విధంగా నిర్ణయించుకోవాలి, ఎటువంటి ప్రణాళికలు నిర్ణయించుకోవాలి, ఏ విధంగా ఆమలు పరుచుకోవాలి తదితర అంశాల పై వివరించారు. కార్యక్రమంలో ప్రీన్సిపల్ నాతాని వెంకటేశ్వర్లు, డీపీవీ ఎం.బాలకోటేశ్వరరావు, కేఎల్ యూనివర్సిటీ బృందం పాల్గొన్నారు.

సదస్సులో మాట్లాడుతున్న డాక్టర్ బీబీ మాధవ



by Dr. V. Venu Madhav on 11th November 2017 @ Krishnaveni Degree College, Vijayawada



Career Counselling by Dr. M. Kishore Babu on 13th December 2017 @ Nalanda Degree College, Vijayawada.



Training Program by Dr. V. Venu Madhav on 13th December 2017 @ ASN Degree College for Science Graduates.



Career Counselling by Dr. M. Kishore Babu on 13th December 2017 @ Nalanda Degree College, Vijayawada.



Career Counselling by Dr. P. V. Vijaykumar Reddy on 22nd December 2017 @ Sri Balasai Degree College, Machilipatnam.



Career Counselling by Dr. P. V. Vijaykumar Reddy on 14th December 2017 @ Chalapathi Engineering College, Guntur



Career Counselling by Dr. V. Venu Madhav on 29th December 2017 @ Loyola Institute of Technology and Management, Guntur.



Career Counselling by Dr. V. Venu Madhav on 29th December 2017 @ Nalanda Engineering College, Sattenapally

INDUSTRY TRAINING/VISIT:

As a part of Industrial visit, III BBA, IV BBA and II MBA students visited many industries such as Bangalore Micro Labs, Ooty Quality's coffee, Bench Mark Tea and Chocolate company in November 2017



Industrial visit @ Micro Labs in Bangaluru



Industrial visit @ Tea Factory in Ooty

Dr. V. Venu Madhav, Associate Professor, K L Business School, addressing Govt. School Pupils on AIDS as a part of AIDS Awareness Campaign on 1st December, 2017.



BBA Students of K L Business creating awareness on Govt. Programs at Ippatam Village



A procession of anti AIDS on 1st December 2017 in Vaddeswaram Village.



GUEST LECTURES



A guest lecture given by Dr. A. Udayashankar, Associate Professor, K L Business School on e-Procurement Best Practices at APHRDI, Bapatla on 5th January 2018



A two Management development program titled by "Disha" Inaugurated by Senior Divisional Manager, IOCL and Principal, K L Business @ the premises of K L Business School on 5th January 2018.



A guest lecture given by Mr. K. S. Venkateswara Kumar, Associate Dean (SA) & Assistant Professor, K L Business School on e-Procurement Procedures and Policies at APHRDI, Bapatla on 5th January 2018.



Certificate awarding ceremony held on 6th January, 2018 on the occasion of valedictory @ K L Business School



A guest lecture given by Mr. K. S. Venkateswara Kumar, Associate Dean (SA) & Assistant Professor, K L Business School on e-Procurement – A Strategy for Organizational Excellence at APHRDI on 5th January 2018 @ Bapatla



Mr. Sri Ram, Assistant General Manager, Geojit Financial Services, Chennai, addressing the gathering of students, on financial Services on 8th January 2018.



A guest lecture given by Dr. A. Vasudeva Reddy, Assistant Professor, K L Business School on e-Procurement – Security & Authentication Concerns at APHRDI, Bapatla on 5th January 2018.



Faculty interface with Assistant General Manager, Geojit Financial Services held on 8th January 2018 with Capital Markets- Real Time Experiences- Stock market Operations@ Faculty Conference Hall, K L Business School

NSS



GANDHI JAYANTHI

On the eve of the National Leader- Mahatma Gandhi's Birthday, KLU NSS Cell has celebrated his birthday by garlanding his photo frame and remembered his great contribution to the country by sacrificing his life to get Independence to the Nation. Later on the speakers spoke about his teachings, ideologies, moments like Non-Violence, Peace, Quit-India Moment, Salt-Satyagraha and Boycott of Foreign Goods etc., which inspired the other Nations.

Later on KLU NSS Cell participated "Swachata-Hi-Seva" in Mellampudi. In this event, the NSS Volunteers organized a rally on "Sanitation Awareness" by saying slogans on Swachata and its importance and also conducted Swachh Bharat by cleaning the roads in the village. Also some of the volunteers with faculty in-charges made a door-to-door campaign on "Sanitation Awareness and Cleanliness" saying that they have to keep their surroundings clean by maintaining dustbins, using proper drainage system.



HEALTH & HYGIENE

ECSE Department NSS team has organized an activity “HEALTH & HYGIENE” to government primary school student in IPATAM village Guntur Dist. Which 5 km way from the university on 10th October 2017. The main aim of the event is creating awareness of the health and hygiene which will make them to live in a better way. A group of 10 NSS volunteers has participated and they have given a seminar on the health and hygiene. The children have shown utmost interest and school children also spoke many things how to be healthy.



CAREER GUIDANCE

As a part of Social Responsibility our KLU NSS EEE cell conducted Awareness on “Carrere Guidance” in Aravinda High school, Tadepalli on 10-09-17. Around 15 student volunteers are participated in the program. The Student volunteers explained the various courses after 10th, 12th and Engineering and medicine .Like importance of studying arts, commerce, Engineering courses and medical related courses through power point presentation. They also explained the various job opportunities after 10th, 12th and Engineering and medicine after that they clarified the students doubts.



ROLE OF YOUTH IN NATION BUILDING

ECSE-NSS team as organized an activity “ROLE OF YOUTH IN NATION BUILDING” in Don Bosco School Mangalagiri on 17th October 2017. A group of 14 students with faculty in charge P. Gopi Krishna participated, presented and motivated the students in what way they are responsible in building the nation, and their responsibilities. Around 150 students of class IX and X have attended the presentation. The vision of our country lies in the hands of our youths. They are filled with tremendous and towering ambitions.



This beautiful land needs these youths for our soil to become a brighter one. The primary role of young people is to get a good education to become better citizens of tomorrow. They need to learn skills to do the job that their country's economy needs. They also need to know how to read, write, think, understand, analyze, and discuss the issues their country faces. The entire success of the nation depends on the youths. We have aspiring doctors, entrepreneurs, scientists, and who knows; maybe the next president. Youths are strong forces in social movements. Youths are problem solvers. Our nations need them to resolve most of our problems.

The nation is facing a lot of problems, and I believe that the youths can solve them. All of us are one and we should not allow even slight differences to push us away from each other. There also a lot of crime taking place. Women are being killed by their abusive husbands. Person's homes, businesses, are being broken into. All this crime and violence needs to stop. The youth once more can bring about a change in their country. Youths seems to have the ability to face any challenges and problems. They have a positive influence on their fellow young people.

They can teach them the positive things in life. They will make them understand the importance of a good education. In conclusion, the role of the youth in the nation building is crucial. They are problem solvers, have a positive influence on other young people and the nation, and are extremely ambitious. They can create an identity for themselves and move the nation forward. So, the youths can make their beautiful land flourish and shine in success.

ROLE PLAY ON MENTAL HEALTH AWARENESS OF STUDENTS

Venue: Peddapalem, Atmakuru

The National Service Scheme was started by Government of India, Ministry of Education and Culture, Govt. of India, in Collaboration with State Government in the year 1969 in 37 selected Universities. Mumbai University has been participating in the scheme right from its inception. At present the scheme is run by the ministry of Youth Affairs & Sports in Central Government and Department of Higher & Technical Education in State Government.

KL University had an effervescent NSS unit which has been established with a rudimentary objective of providing a dais for the interested students to partake in social work during their free time.

The event started with a speech on the present condition of the students and their mental situation by D. Charisma. Later, speech was given by one of the ward members of Atmakuru on the same topic.

The role play on mental health of students was enacted by 29 students and the basic concept of the play was to show the present situations what the students were undertaking. The depression, stress, pressure and the other problems students are facing here clearly shown in the play. The play was about the suicide students because the stress and pressure from the Parents, Teachers, Friends and Love.



DIWALI AWARENESS

As the students in schools to get the awareness toward festivals like DIWALI-CEA (CENTER FOR EXTENSION ACTIVITIES) conducted an event called DIWALI AWARENESS.

The event is the one which is very useful for themselves to protect themselves from pollution and sound get at the time of Diwali festival. So 'DIWALI AWARENESS is a motto of AGAINST POLLUTION'. So, we educated the children in ROYAL HIGH SCHOOL and we shown the some videos and given pledge to them. We had shown some interest about 'ECO-FRIENDLY' festival of DIWALI.

Event Beneficiary:

- 1) By this event we educated the school student about Diwali Festival.
- 2) By this event we educated difference between Festival of Light and Festival of Sound, Pollution.
- 3) By these event we educated we educated what to do and what not to do regarding the festival of Diwali etc....



HELMET AWARENESS PROGRAMME

On 17/10/2017 CEA, Hobby Clubs & Transport department jointly organized Helmet Awareness Programme in KL University campus. Deputy Commission of Transport Department Sri Meera Prasad addressed the gathering. He advised the students and Staff to wear helmet while driving. To follow the traffic rules to benefit to yours and co travelers he said.

Dean Student Affairs Dr.Habibulla Khan inaugurated LLR Drive, in this programme Associate Dean Dr.K.Ravindranath, Hobby Clubs Incharge Dr.R.Subhakar Raju, Transport Incharge KKV. Prasad, CEA Coordinators Dr.S.Venkateswarlu, P.Suresh, Dramatics Trainer V.G.Krishna Murthy took part in this event. CEA Volunteers guided the Students and Staff.





వాహనదారులకు హెల్మెట్, సీటుబెల్ట్ తప్పనిసరి



మాట్టారుతున్న కృష్ణాజిల్లా రవాణాశాఖ ఉప కమిషనర్ మీరా ప్రసాద్

శాదేపల్లి, స్టూన్ టూడే: ఆనుభవం ఆధునికతలో వాహనాలు నడపాలని ప్రతి ఒక్కరు తప్పనిసరిగా హెల్మెట్, సీటుబెల్ట్ ధరించాలని కృష్ణాజిల్లా రవాణాశాఖ ఉపకమిషనర్ మీరా ప్రసాద్ కోరారు. శాదేపల్లి మండలం వడ్డేశ్వరంలోని శేషిల్ విశ్వవిద్యాలయంలో మంగళవారం హెల్మెట్, సీటుబెల్ట్ ఉప యోగుపై విద్యార్థులకు ఆచూకాస నమావేశం నిర్వహించారు. మధ్యం తాగి వాహనం నడిపితే ప్రాణానికే ప్రమాదమని తెలిపారు. ఈ సందర్భంగా జైడింగ్ లైసెన్స్ మేళా నిర్వహించారు. మోటారు వెహికల్ ఐన్స్పెక్టర్ శ్రీనివాసరావు మేళాను ప్రారంభించారు. ఆరాయ్లు డాక్టర్ హాదీబుల్లాబాద్, కేసీ ప్రసాద్, ఉబయిరాజు, వెంకటేశ్వర్లు, సురేష్, రవీంద్రనాథ్, శ్రీవరదాసు వదితరులు పాల్గొన్నారు.



LLR DRIVE

On 17/10/2017 CEA, Hobby Clubs & Transport department jointly organized LLR Drive in KL University campus for our students & Staff. Nearly 85 registers their names and 65 get the LLR. Dean Student Affairs Dr.Habibulla Khan inaugurated LLR Drive, in this programme Associate Dean Dr.K.Ravindranath, Hobby Clubs Incharge Dr.R.Subhakar Raju, Transport Incharge KK.V. Prasad, CEA Coordinators Dr.S.Venkateswarlu, P.Suresh, Dramatics Trainer V.G.Krishna Murthy took part in this event. CEA Volunteers guided the Students and Staff.



LLR Drive in K L University

On 16-10-2017 at 9:30 AM Computer Lab, Ground Floor, CSE Block

Requirements: Hand Copy & Soft Copy Aadhar Card | Photos - 2 Copies | SSC Marks Memo

Mode of Payment: Debit Card / Credit Card | Internet Banking

Age Limit: 18 years above

Fee Structure: For 2 sessions - Rs. 200/- | For 4 sessions - Rs. 400/-

Registrations at C.E.A. Room No. 007 Indoor Stadium



CAREER GUIDANCE

ECSE- CEA has organized an activity "CAREER GUIDANCE" for Don Bosco school students in Mangalarigi on 17th October 2017. A group of 14 students and faculty in charge P. Gopi Krishna prepared power point presentation on the topic and presented in the school. Around 150 students of class IX and X have attended the presentation.

The presentation started with introduction and asking the students about their aims and goals, and how they preparing to achieve their goals and the roadmap. Volunteers have delivered the information regarding the present job opportunities in the market, in the same way they have guided them and what steps they should take in order achieve the goals. The students have shown keen interest in knowing about the information, and they asked many question and cleared the doubts. Finally, students of the school spoke regarding their aim how they are going to achieve them in the coming future.



'AWARENESS PROGRAMME ON THE RIGHT TO INFORMATION ACT'

KLUBS organised a CEA event on 'Awareness programme on The Right to information Act'. The students of 1st Year MBA went to Peda vadalapudi for educating the local communities about The Right to information Act.

The Right to information Act 2005 in India is one of the most advanced information legislation in the world. The Act is based on the principle that all government information is the property of people. Due to this, democracy has taken to gross root level and it is a step for ensuring the participation common people in governance in the country. RTI refers to the right of every citizen to access information held by or under the control of public authorities. It is necessary that people should know about what is happening in their society. If the actions of the ruling government are hidden then the people cannot take a meaningful part in the affairs of the society. Access to information not only promotes openness, transparency and accountability in administration, but also facilities active participation of people in democratic governance process.

In this direction the union government recently enacted the Freedom of Information Act 2002. Despite the right to information bill having received presidential approval seven months ago, citizens may have to wait some time, before they can exercise their right to access government files, as the concerned authorities are yet to set a timeframe for framing the rules. Some states like Goa, Tamilnadu, Karnataka, Rajasthan, Delhi and Maharashtra have also passed Right to information laws; however there is criticism that the working has not been satisfactory.

Right to Information Act is one of the most powerful weapons to the citizen of the country which make the transparent administration and democracy. If the Act must be effective and more useful, it should be properly utilized and enforced in a systematic manner. As a student community understand this Act in a detailed manner which help to guide their parents, relatives and villagers. With the help of this Act, anyone can claim any kind of information from Rastrabathi Bhavan to Panchayat Union Office. To create awareness about the RTI Act among the college students is one of the important efforts of the educational system. Hence, our educational system must provide an opportunity to include the RTI Act as a compulsory subject to all the undergraduate courses in colleges.



EMBROIDERY & KNITTING PROGRAMME CONDUCTED IN GUNDEMADA VILLAGE

C.E.A and Hobby Clubs jointly conducted an event Embroidery stitching work in Gundemada village 20th October 2017 to 30th October 2017.

The girl students actively participated in the nearby Panchayat office. The events conducted on the occasion are Embroidery work and Knitting. Village people exhibited their talent through their performance of art. This event inaugurated by Dr.Habibullah Khan, in this occasion Associate Dean Dr.K.Ravindranadh, Prof. Incharge of Hobby Clubs Dr.R.Subhakar Raju, C.E.A Coordinator Dr.S.Venkateswarlu, Embroidery & Knitting trainer smt. Vijaya as conducted in the event.



SARDAR VALLABHAY PATEL BIRTHDAY CELEBRATIONS

KLU-Center for Extension Activities has conducted birth anniversary of Sardar Vallabhbai Patel on October 31st 2016 as "Rashtriya Ekta Diwas" (National Unity Day) every year. Sardar Patel, nicknamed the Iron Man of India, was the first home minister of the country and is credited with persuading more than 526 princely states to accede to the Indian union post-Independence.

The motto of the programme is to create awareness among the students about Sri. Sardar Vallabai Pattel garu "to motivate them to strive to maintain the unity and integrity of the country".

In this occasion Principals Dr. Anand Kumar, Dr.K.Subharao, Dean Students Affairs Dr.Habibulla Khan, Associate Dean Dr. K.Ravindranadh, garlanded the portrait of Sri. Sardar Vallabhbai Patel garu and spoke about his greatness and service to Country. Dr. R. Subhakar Raju Incharge of the Hobby Clubs also spoke. Dr.S.Venkateswarlu, P.Suresh, V.G. Krishna Murthy, Students of CEA volunteers participated in this occasion.



HAPPY SUNDAY

This Event is being organized by A.P government since the capital is Amaravathi and the town is Vijayawada the government officials like police and revenue pay attention to organize cultural events to entertain the public early in the morning. For which the students from hobby clubs are also given an opportunity to give performances with various events like folk dance, western dance, singing etc. they events performed are to focus the culture and tradition of the stage as well as our country. On 25th, 26th of September in connection with dasara festival.



MOHANA MANTRA

Sri.VidyaNikethan EngineeringAcadamyThirupathi has Conducted Mohan Mantra cultural competitions on 30-09-2017 National wide. K L U Narthana Club students have Participated in Dance competition and secured 1st & 2nd prizes.



GANDHI JAYANTHI

October 2nd happen to be the birthday of Mahatma Gandhi known as the father of nation has been celebrated in a grand way by offering floral tributes and garlanding the portrait. All the staff and students of K L U have participated in the event. So many students spoke on the occasion praising the Mahatma for his non violence way in fighting against the British rule to achieve Independence to India.



WORLD SPACE WEEK

World space Week organized by Srihari Kota Rocket launching station to educate the school & college children's about the importance and advantages of the satellites they have displayed mini models of rockets and rocket launching pads and charts explaining about the functions of rocket and satellite in the orbit.



CHARITY FOR AMODINI TRUST

On the eve of Diwali Hobby Clubs students have organized an event to collect money for the contribution of funds to Amodini. In which the the Pramidalu made of mud. Are colourfully painted and sold to the staff of K L U on the previous stay of diwali. However the profits and are given to amodini charityble trust. Nearly hundred students participation in to the event.



STREET PLAY TRAINING

CSE Department wing of Focus team conducted N.S.S event on 18-10-17 In Athamakuru, Peda pallem villages. In this event focus team presented a street play called "quit suicides and drugs". This street play training given by Mr.V.G.Krishna Murthy Dramatics Trainer (Abhinaya Club).



HARYANA EVENT

On the Occasion of golden jubile celebrations of Haryana state formation. An international Event is conducted in Haryana by inviting deligates. Through out the country and from Abrod. To exhibite the cultural and tradition of All the states of india. Nearly sixty students from K L University belonging in to various Hobby Clubs have participated in the International Mega Event. Which went for nine days.Hobby Clubs students have given excelent performances. From Narthana club Kuchipudi Performance given by Dancer Havisha Chowdary was well appreciated By all the deligates and asked to perform again on the vaildictory day before the Chief Minester of Haryana. He Appreciated the performance and Presented a Memento by Horning Her.Abhinaya Club along with swara club and vachus club students have given extraordinary Performance.for the best Appraisal .



ART OF DREAM

The K L U Hobby Club (Chalana Chitra) has conducted a monthly event in the name of Art of Dream by inviting all the short film producers and Directors to present a display of their short films. Nearly 20 short films and a feature film by name "O My Swetty". Full length with good casting promo also released the films produced were of massage oriented.



DONATION OF STEEL PLATES

CEA & Hobby Clubs jointly organized Steel Plates donation Programme to Z.P. High Schools, M.P.P. Schools of Vaddeswaram, Ippatam, Gundimeda, Revendrapadu, Athmakuru, Nuthakki, Pedavadlapudi, Kaza, Venkatareddy Palem, Chinnakakani, Enikepadu, Karam Chedu, West Ibrahim Patnam, Sowpadu, Guntur villages. These plates are given by the KLEF-hostel. 1635 steel plates were distributed to 25 Schools.

Dean Student Affairs Dr.Habibulla Khan inaugurated Donation of Steel Plates. In this programme Associate Dean Dr.K.Ravindranath, Hobby Clubs Incharge Dr.R.Subhakar Raju, CEA Coordinators Dr.S.Venkateswarlu, P.Suresh, V.G.Krishna Murthy took part in this event for proper distribution.

S.No	Village	Name of the School	No. of Plates
1	Vaddeswaram	Z.P. High School	100
2	Vaddeswaram	MPP School	100
3	Ippatam	MPP School	37
4	Pedavadlapudi	Z.P. High School	100
5	Pedavadlapudi	MPP School (LIC Colony)	20
6	Pedavadlapudi	MPP School (Kotha Palem)	35
7	Nutakki	MPP School (Urdu)	17
8	Nutakki	MPP School (H.W)	21
9	Nutakki	MPP School (S.W)	40
10	Aathmakuru	Z.P. High School	200
11	Aathmakuru	MPP School (vaddiripalem)	101
12	Aathmakuru	MPP School (Main)	100
13	Kaza	MPP School (H.W)	36
14	Kaza	MPP School (S.I)	38
15	Chinakakani	MPP School (H.W)	77
16	Chinakakani	MPP School (A.A)	88
17	Venkatareddy Palem	MPP School	25
18	Gundimeda	MPP School	100
19	West Ibrahimpatnam	MPP School	100
20	Sowpadu	MPP School (N)	10
21	Guntur	SRNTCP School	40
22	Karamchedu	RCMAP School	35
23	Karamchedu	MPP School	14
24	Karamchedu	MPP School	26
25	Karamchedu	CORD Old age Home	25
		Total	1635



CHILDREN'S THEATRE WORK SHOP Z.P HIGH SCHOOL VADDESWARAM

Children's Theater Work Shop was held in Z.P High school, Vaddeswaram on 02-11-2017. The motto of the workshop his to induce communication skills through Theater Art.

Dramatics Trainer Mr.V.G.Krishna Murthy trained the students in facial expressions, tongue twisters, Body language, Public speaking, Theater games. In this work shop students learned how to prepare a Drama. After that Students performed Small skits like save trees, Superstitions clean our environment (mime).students very actively participated in this work shop.

Through this workshop students develop their self confidence, self motivation, leader ship qualities. Hobby Clubs Prof. Incharge Dr.R.Subhakar Raju adviced to students theater provides Ample opportunity to learn new things which useful in Day to Day life.

Sri Srinivasa Rao, Head master Z.P.H. High School Vaddeswaram ,CEA Co- Ordinatr P.Suresh and other teachers also participated in this Programme Certificates were distributed to all the participants.



WARLI ART

To carry forward the art to the coming generation the technical education students of K L U have taken up the project to promote the art of WARLI with Dwakra group of women folk lore, which is beneficial for self help groups this is being Publicized by E.Tv also Asst.Prof.M.Rambabu has trained the students in this direction



EMBROIDERY & KNITTING PROGRAMME CONDUCTED IN GUNDEmada VILLAGE

Hobby Clubs & CEA jointly conducted an event Embroidery designing and knitting work in Gundemada village from 20th October 2017 to 4th November 2017.

The women actively participated in the nearby Panchayat office. In Embroidery work and Knitting. Village people exhibited their talent through their performance of art. This event inaugurated by Dr.Habibullah Khan, in this occasion Associate Dean Dr.K.Ravindranadh, Prof. Incharge of Hobby Clubs Dr.R.Subhakar Raju, C.E.A Coordinator Dr.S.Venkateswarlu, Embroidery & Knitting trainer smt. Vijaya conducted the event in to a successes. After the completion of the fifteen days training all the women participants were distributed the certificates. On this occasion the Panchaithy President Smt. D. Lalitha was also invited and horned with a memento for here wholehearted cooperation extended for the successes.



QUALITY ASSURANCE DAY

Havisha Chowdary Student of CSE III Year Narthana club member happened to be a professional kuchipudi dancer who has won so many medals for her excellent performance and appreciations. Besides education she is balancing the art of Dance also whenever we have official events she will be available to perform. Hence in recognition of her talent, she has been chosen for the quality Assurance day award.



GOND ART

The very ancient art by name gond related to the Indian tribes folk. This art is being painted on walls, especially the art is exhibited on the auspicious occasion of deepavali, nagula chavithi etc. especially the art is on animals, goddesses etc. This art belongs to Dravidians varna club students have well practiced and trained by Asst. Prof.M.Rambabu Visual communication.



TRADITIONAL ART

Especially the Hindu Religions goddesses are depicted on the fabric. This is very ancient art being carried traditionally. Even this art in being exhibited on rocks, Paper, Fabrics extra The art has red, Black, Blue, yellow, white color usage the brush for painting is made up on bamboo sticks training to Varna club students by Asst. Prof. M. Rambabu Visual Communication Department.



MIXED MEDIA ECO - COLLAGE ART PROJECT

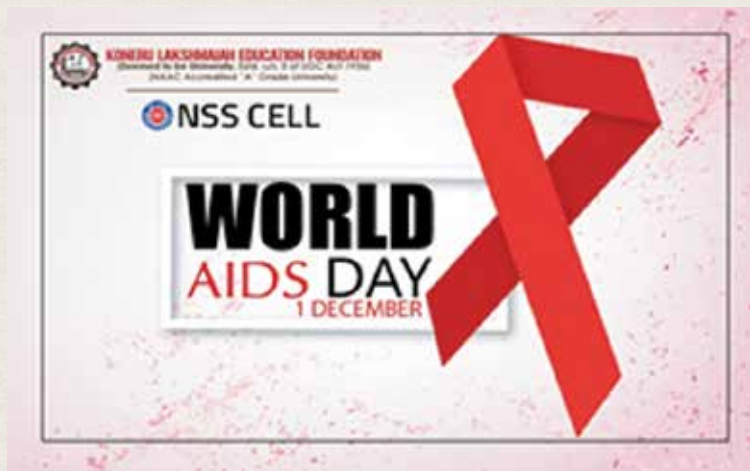
Fine arts of students and faculty creating an: Eco- Collage art designing from Newspapers
Main emphasis, as a collage art, is to elicit from students their own individual touch. From the start, people are asked to mix colors, paint papers, make prints, create different textures, cut elements from magazines, etc. Everyone is treated like a beginner (this is very freeing for seasoned artists) and the classes are active and rigorous



AWARENESS ON AIDS FREE INDIA (WORLD AIDS DAY)

KLUBS NSS Cell organized an event on 'Awareness programme on AIDS-FREE INDIA.' The end aids India campaign is touching and improving thousands of lives with the help of people like you. Together we are proud to support the vision of an aids-free India. The campaign raise awareness to prevent the spread of HIV, extend access to care by ensuring availability of health services for people living with HIV and empower those vulnerable and affected by the epidemic to live with dignity in an environment without stigma and discrimination. In order to end AIDS, we need to make progress not just in providing access to health services but also across a wide spectrum of rights. The campaign will contribute to efforts to end AIDS in India by 2030. To achieve this goal, we must:

Raise awareness about HIV/AIDS and the stigma faced by vulnerable communities and people living with HIV. Though we have made progress, our efforts are in danger of dissipating unless they are consolidated. Research suggests that new cases are on the rise again in India while awareness about HIV/AIDS is dipping. We at End AIDS India are optimists. By working towards a common objective together, we can reach our goals faster. We are proud of our supporters and friends like you who believe that every human being has the right to live a healthy, dignified life. Together, we can end AIDS.



అవగాహనతోనే ఎయిడ్స్ దూరం

స్థానిక ప్రభుత్వం, క్లబ్ సభ్యులు ఆయా కార్యక్రమాలను నిర్వహించారు. ప్రజలకు అవగాహన పెంచే పని చేసే పాత్ర వహించారు.

అవగాహనతోనే ఎయిడ్స్ దూరం

అవగాహనతోనే ఎయిడ్స్ దూరం అనే నినాదంతో కలబ్ సభ్యులు ప్రజలకు అవగాహన పెంచే పని చేసే పాత్ర వహించారు. ప్రజలకు అవగాహన పెంచే పని చేసే పాత్ర వహించారు.

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అవగాహనతోనే ఎయిడ్స్ దూరం



ROAD SAFETY AWARENESS

ECSE department NSS cell has organized “Road Safety Awareness Program” on 19th December at Benz Circle Vijayawada. A group of 20 NSS volunteers, NSS Programme Officer Mr.P.Gopikrishna, Program Co-Ordinator Mr.K.Sripath Roy and Associate Dean Dr.K.Ravindranath, CEA Co-ordinator Mr.P.Suresh participated in the event. The main theme of the activity is to create the awareness to the motorcyclist to wear the helmets and to wear the seat belts those who are driving the cars.

In India, over 78% of vehicles on the road are two-wheelers and they account for about 29 % of road accidents, a statistic that has risen steadily over the years. About 28 two-wheeler riders died daily on Indian roads in 2017 for not wearing helmets and another 15 for not fastening their seatbelts, according to an analysis of data shared by states with the transport ministry.

“Wearing a good helmet and tying it properly can prevent loss of lives in 90 percent of accident cases. We call it helmet vaccine,”

Volunteers made placards stating to wear the helmets and seat belts. We have placed the banners on both side of the circle. Volunteers have distributed pamphlets stating the reasons for wearing the helmet and seat belts to those people who are not wearing the helmets and seat belts, they have distributed rose flower as a token of appreciation to the riders who are wearing them. Traffic police CI, SI, constables and Home guards has given a good support and encouragement for smooth conduction of activity. Volunteers participated actively and distributed 1000 rose flower and 700 pamphlets for creating the awareness.



హెల్మెట్, సీట్ బెల్ట్ పై అవగాహన

కేవల డీమ్డ్ యూనివర్సిటీ ఎన్ఎస్ఎస్ వాలంటీర్లు హెల్మెట్, సీట్ బెల్ట్ పై అవగాహన కార్యక్రమం నిర్వహించారు. విజయవాడ బెంజ్ సర్కిల్ కూడలిలో హెల్మెట్ ధరించిన వారికి, సీట్ బెల్ట్ ధరించిన వారికి గులాబీ పువ్వు అందజేసి ధన్యవాదాలు తెలియజేశారు.

సాక్షి Wed, 20 December 2017
epaper.sakshi.com//c/24675118

AWARENESS ON IMMUNIZATION AND SANITIZATION

NSS Cell of Dept of CSE of K L University has Conducted “Immunization and Sanitization awareness campaign” on 29th December, 2017 in the Peddapalem village. As a part of this, NSS Volunteers, NSS In charge and Faculty Members from department of CSE are involved. On the day of the event, all the NSS volunteers, NSS faculty In-charge and one Faculty Member of the parent department started from the college at 9.30 am in bus and reached the village by 10.30 am. After reaching the villages, in each village all the volunteers are again divided into groups by the faculty in-charge. Where each group is having 3 members of NSS student volunteers. These groups went in four directions from the Gram-Panchayat Office of that village, so as to ensure that the volunteers covered most of the village premises.

Some groups went for campaigning of sanitization and other groups went for door to door of that village to interact with house hold. In this regard the NSS volunteers discussed the precautions and correct actions that have to be taken with villagers. They enquired the about the sanitization in the homes. The NSS student volunteers motivated the people of village about immunization and sanitization. The villagers felt happy and gave appreciation to the NSS volunteers.



HUMAN RIGHTS

KLEF - NSS organized Human Rights on 29th Dec 2017 in KL Deemed to be University campus. The event has been started in the afternoon session. This event is conducted as a part of creating awareness in the students. We conducted two hours programme in the peacock hall. Human Rights event beneficiary to help students to think about their fundamental duties. In this programme All the III/IV students are participated.



FREE EYE CHECK-UP CAMP

Now a day's everybody is suffering with Eye problems. Which one should not negligent? Hence the K.L.E.F CEA has organized Free Eye Checkup Camp for the students and staff. The Camp is being inaugurated by student Affairs Dean Dr. Habibulla Khan. Who stressed for the need of taking food containing vitamins. Which support Eye, especially the Diabetic people must have thorough and regular Eye check-up.

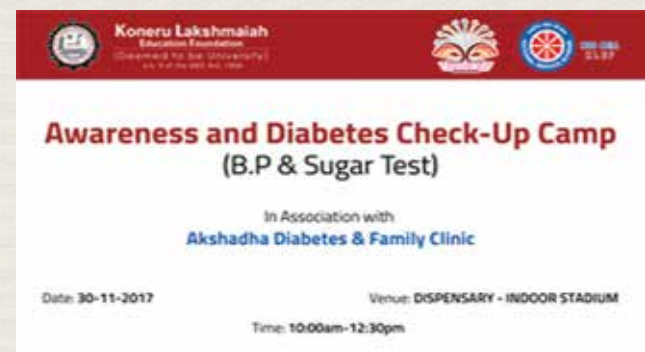
Nearly 271 members got Eye checking in the camp, after towards the ophthalmologist has given suggestions to maintain good Eye sight. Were required the patient were suggested spectacles in which the following members have associated to successful conductance of event. Associate Deans Dr.K.Ravindranath, Dr.Hari Kishore, Hobby Clubs Prof. Incharge Dr.R.Subhakar Raju, NSS Programme Coordinator K.Sripathi Roy, CEA Coordinators Dr.S.Venkateswarlu, P.Suresh, Abhinaya Club Trainer V.G.Krishna Murthy also participated.



AWARENESS AND DIABETES CHECK-UP CAMP

Unless we take care Diabetes it may prevail to destroy the entire biological system of human body. So the awareness about the Diabetes is essential for everybody. Once Diabetes is attacked it cont be cured. So everybody must be conscious to change the life style to prevent the attack of Diabetes, which is told by the Diabetes specialist Dr.Valluri.Ramarao. In this connection awareness and Diagnosis programme is being conducted KLEF, Vaddeswaram.

This is inaugurated by Dean Student Affairs Dr.Habibullah Khan. This free medical camp is beneficial to all the employees of KLEF. Especially to construction workers, gardening workers, Transport workers and maintenance who are prone to this complain. Both sugar & Blood Pressure test have been conducted. In this event Associate Deans Dr.K.Ravindranath, RamPrasad, Event Incharge Dr.R.Subhakar Raju, NSS Coordinator K.Sripathi Roy, C.E.A. Coordinators Dr.S.Venkateswarlu, P.Suresh Dramatics Trainer Mr.V.G.Krishna Murthy, Saint Antony Aaradhya Medical Service Trust Vijayawada Valluri.Susheela Rao with para medical staff.



VIGILANCE AWARENESS WEEK'2017

Vigilance Awareness Week'2017 organized by Hobby Clubs, CEA, Transport Department & Sports Department, in KL University Vaddeswaram. On 1st December conducted Pledge, Nearly 200 students were participated in the above competitions. The valedictory was conducted by the same team of officers.

Dean Student Affairs Dr.Habibullah Khan, Associate Dean Dr.Ravinranath, Prof. Incharge Dr.R.Subhakar Raju, NSS Coordinator Mr.K.Sripathi Roy, CEA Coordinators Dr.S.Venkateswarlu. Mr.P.Suresh, participated in this event.



KISAN DIWAS (NATIONAL FARMERS' DAY)

In order to make people aware of the importance of Kisan Diwas which is celebrated nation-wide, the volunteers of Team CEA conducted an event in Nutakki where they recognized some farmers who are implementing organic farming techniques and various power saving and yield increasing techniques. They are accompanied by the delegates Dean Student Affairs Dr. Habibullah Khan, Associate Dean Dr.K.Ravindranath, Hobby Clubs Prof. Incharge Dr.R.Subhakar Raju participated in this event. CEA Coordinators Dr.S.Venkateswarlu, Mr.P.Suresh, Dramatics Trainer Mr.V.G.Krishna Murthy.

They felicitated 5 aspiring persons who are working on organic farming and then addressed the gathering of the residents of Nuthakki and shared their views of implementing organic farming and its uses other than using fertilizers and pesticides. And they said that farmers are the back bone of India as they are striving for the to keep food for us and praised the farmers and have appreciated the farmers who using the technology in implementing the crops by using the various techniques like using solar energy and drip irrigation concepts etc.

Many of farmers are also actively participated in this event and the they have also show the yielding techniques and explained about that to us and they are very happy that they realized that they have get to know the importance of the day and they also came to know the various schemes and policies to farmers that government has introduced for the farmers in order to encourage them in the farming. Some volunteers of CEA explained about various online applications on farming such as plantix and also provided idea about the emerging technologies in the field of farming.



SOUTH ZONE INTER UNIVERSITY BADMINTON MEN PROGRAMME CULTURAL EVENT

South Zone Inter University Badminton Men Tournament was held from 06th to 10th december 2017. In this inaugural function our Hobby Clubs student Ch. Havisha performed welcoming dance (Kuchi Pudi), Mr.A. Samba Sivarao Vigelance Officer patiatric songs presented A.P State Minster for Sports Sri. Kollu Ravindra attended a Chief guest for the inguaral. Vice Chancellor Dr. L.S.S.Reddy, Dean Student Affiars Dr.Habbibullah Khan, Associate Dean Dr.K.Harikishore, Associate Dean Dr.K.Ravindranath, Hobby Clubs Prof.Incharge Dr.R.Subhakar Raju appreciated the performance. Dramastic Trainer V.G.Krishna Murthi, CEA Co- Ordinator P.Suresh also attended the in this programme.



DOOR DARSHAN, VIJAYAWADA INTERVIEW PROGRAMME

On 13th & 14th December 2017. Door Darshan Kendra, Vijayawada (News section) interviewed to the students and faculty regarding Progress in 2017, future plans for the 2018.This programme Co-Ordinated by the Department of Hobby Clubs. The Students and faculty are actively participated in this interview programme. Dean student Affairs Dr. Habibullah Khan, Associate Dean Dr. K. Ravindra Nath, Hobby Clubs Prof.Incharge Dr. R.Subhakar Raju, Guiding the programme Dramatics Trainer Mr. V. G. Krishna Murthy, CEA Co-Ordinator Mr. P. Suresh also took part in the event.



VVIT CULTURAL COMPETITIONS

On 21st and 22nd VVIT namburu conducted VIVA cultural competition. In this competitions Hobby Clubs students secured first prize in classical dance, folk dance ,third prize in western dance.Dean students Affairs Dr. Habibullah Khan, Associate Dean Dr.K.Ravindranath, Hobby Clubs Professor Incharge Dr.R.Subhakar Raju appreciated the students.



BHAKTIVEDANTA

On December 23rd vachas and literary clubs of K L U have organized an interactive work shop on new science for a successful life – Inspiration from Science and Spirituality for staff and students. This work shop is being initiated by Bhaktivedanta institute. The guest speakers for this event are Dr. Ramagopal Vuppaluri Professor IIT Guwahati, K. Vasudevarao IIT Kanpur, Varun Agarwal IIT Kanpur & Prabhakar ballapille IIT Kanpur, for conducting in this event CEA & Physical Education also a involve.



FLAME FLARE FLASH MOB EVENT

On 23rd December 2017 our Narthana club students have participated flash mob in connection with flame flare which is to be conducted on 6th January 2018 in K L E F. The event is being celebrated has a mark of women's day celebrations. This event contains folk dances, classical dances, bangra dances extra in order to promote Indian cultural Heritage. Every year this event is celebrated in grand way.



PHYSICAL EDUCATION



ACHIEVEMENTS AND AWARDS

Winning the prizes and awards has been a regular practice at K L U. All the major Sports and Games are supervised by well trained and qualified coaches because of which, our students have been winning prizes at International, National, State level apart from Inter-University level. The following players of our K L University medalists in the International, National, South Zone & State tournaments in different Sports and Games for the A.Y 2016-17. (Oct to Dec 2017)

- **V.Jyothi Surekha**, Department of MBA secured 2nd Place in Archery (Compound Team Event) at 49th World Archery Championship in held at Mexico City from 19th to 22nd October 2017
- **A.Suryakoti kiran**, Department of CSE secured 2nd Place in WUSHU at 4th Student Olympic National Games 2017-18 from 6th October to 9th October held at Prem Nagar Ashram, Haridwar.
- **V.Jyothi Surekha** Department of MBA secured 1st place in Archery Women Team Event at Asian Archery championship held at Dhaka, Bangladesh from November 25th to 30th 2017
- **V.Jyothi Surekha** Department of MBA secured 2nd place in Archery (Individual) at Asian Archery championship held at Dhaka, Bangladesh from November 25th to 30th 2017
- **V.Jyothi Surekha** Department of MBA secured 3rd place in Archery (compound Mixed Team) at Asian Archery championship held at Dhaka, Bangladesh from November 25th to 30th 2017
- **P Satya Nikhit** , Department of Mechanical Engg 14007269 secured 1st place under +70kg at Okinawa Sports Karate Do National Open Karate Championship Held at Santhi Kalyana mandapam, Pendurthi , Vizag on 9th & 10th Dec 2017
- **Jetti Naveen Kumar** , Department of BA 160570021 secured 1st place at 13th AP State Level Karate Championship held at Sr Lakshmi Ganapathi Seva Samiti Bhavanipuram, Vijayawada on 12th Nov 2017
- **P Gowtham Sai** , Department of CE 150020100 secured 3rd Place under 74 Kg at Junior State Powerlifting Championship Held at Jaggayyapet, Krishna District from 17th to 19th November 2017
- **G K S Subhankar Reddy** , Department of Mechanical Engg 14007169 secured 3rd Place under 83 kgs at Junior State Powerlifting Championship Held at Jaggayyapet, Krishna District from 17th to 19th November 2017
- **A Hari Krishna**, Department of Mechanical Engg 14007301 secured 3rd Place under 93 kgs at Junior State Powerlifting Championship Held at Jaggayyapet, Krishna District from 17th to 19th November 2017
- **S Sri Kari**, Department of CSE 160031305 secured 2nd place under 84 Kgs at Junior State Powerlifting Championship Held at Jaggayyapet, Krishna District from 17th to 19th November 2017
- **K Hari Sainadh** , Department of CSE 170030480 secured 1st Place under 120 kgs at Junior State Powerlifting Championship Held at Jaggayyapet, Krishna District from 17th to 19th November 2017
- **V Madhu Bhargavi** , Department of ECE 160040936 secured 3rd Place under 84 kgs Junior State Powerlifting Championship Held at Jaggayyapet, Krishna District from 17th to 19th November 2017
- **G Vivek** , Department of CE 14002024 secured 1st place under +120 kg at Junior State Powerlifting Championship Held at Jaggayyapet, Krishna District from 17th to 19th November 2017

TOTAL STUDENTS ACHIEVEMENTS

SL No	Level wise	Event	Discipline	Gold I Place	Silver II Place	Bronze III Place	Others	Medals
1	INTERNATIONAL	INDIVIDUAL EVENT	ARCHERY	1	2	1	-	04
2	NATIONAL	INDIVIDUAL	KARATE	01	-	-	-	01
3			WUSHU	-	01	-	-	01
4			KARATE	01	-	-	-	01
5	STATE LEVEL	INDIVIDUAL	POWERLIFTING	02	1	04	-	07
TOTAL				05	04	05	-	14

PHOTO GALLERY

The Department of Physical Education organized a Guest lecture on Food & Nutrition on 3rd November 2017. The guest speaker was Dr. Hema malini, HOD, Dept of BHM, KLU.



Felicitation to Dr. Hema malini, HOD, Dept of BHM, during guest lecture on Food & Nutrition



The students listening the guest lecture on food and Nutrition on 3rd November 2017

THE DEPARTMENT OF PHYSICAL EDUCATION ORGANIZED THE SOUTH ZONE INTER UNIVERSITY BADMINTON MEN TOURNAMENT FROM 6TH TO 10TH DECEMBER 2017.



Inauguration of South Zone Inter University Badminton Men Tournament by Hon'ble Sports Minister of Andhra Pradesh Sri Kollu Ravindra Garu. Guest of Honor Sri. Rayapati Ranga Rao Garu, Sr. Vice President APBA, Dr.L.S.S.Reddy Vice Chancellor, K L University, Dr.Satya Prasad, Pro Vice Chancellor, Dr.Habibulla Khan Dean Students Affair, Dr.K.Hari Kishore Associate Dean (Sports & Games), Dr. JH Kamalesh, HOD, Dept of Physical Education, V.Jyothi Surekha Arjuna Awardee to grace the occasion on 6th December 2017

Felicitation to V.Jyothi Surekha Arjuna Awardee to grace the occasion. By Hon'ble Sports Minister of Andhra Pradesh Sri Kollu Ravindra Garu. Guest of Honor Sri. Rayapati Ranga Rao Garu Sr. Vice President APBA, Dr.L.S.S.Reddy Vice Chancellor, K L University, Dr.Satya Prasad, Pro Vice Chancellor Dr.Habibulla Khan Dean Students Affair, Dr.K.Hari Kishore Associate Dean (Sports & Games) and Dr. JH Kamalesh, HOD, Dept of Physical Education.





The dignitaries giving best wishes to the KL Deemed to be University Men badminton team for the south zone inter university Badminton men Tournament held at Indoor Sports Complex, Department of Physical Education from 6th to 10th December 2017.

The dignitaries on the occasion of valedictory function of south zone inter university badminton men tournament Sri Nakka Anand babu, Hon'ble Minister for social Welfare, govt. of Andhra Pradesh, Sri. K Ch. Punnaiah Chowdary, Sr. Event BAI, CEO APBA, Sri Koneru Raja Harin Garu Vice President K L University, Dr.Habibulla Khan, Dean Students Affairs, Dr.K.Hari Kishore Associate Dean (Sports & Games) ,Dr.J.H.Kamalesh, HOD ,Department of Physical Education.



Winner Team, Andhra University, Andhra Pradesh for the south zone inter university badminton men tournament 2017-18 with the dignitaries at the Valedictory function



Runner up team University of Calicut for the south zone inter university badminton men tournament 2017-18 with the dignitaries at the Valedictory function.



Appreciation to winners of AP Jr. Inter District Powerlifting Championship held at Jaggayapet, Krishna Dt from 17.11.2017 to 19.11.2017 by Dr Habibulla Khan Dean Students Affair, Dr. K Hari Kishore Associate Dean and Dr. J H Kamalesh.



Appreciation to Winners of 29th Inter District Roller Skating Championship held at Vizag from 15-12-2017 to 18-12-2017 by Dr Habibulla Khan Dean Students Affair, Dr Hari Kishore Associate dean and Dr. JH Kamalesh



Appreciation to Mr Satya Nikhit by Dr Habibulla Khan Dean Students Affair, Dr Hari Kishore Associate dean Sports and Games and Dr John H Kamalesh



Appreciation to Mr J Naveen Kumar by Dr Habibulla Khan Dean Students Affair, Dr. K Hari Kishore Associate Dean and Dr J H Kamalesh.

SPORTS NEWS



విజయవాడలో జరిగిన 12వ రాష్ట్రస్థాయి కెలబ్బే పోటీలలో బంగారు పతకం సాధించిన కే.ఎల్.ఎం. ఓ.పి.ఎస్. అకాడమీ డివిజియన్ నందమూరి విద్యార్థి జె. నవీన్ కుమార్ కు అభినందిస్తున్న అధ్యాపకులు. - తాడేపల్లి

దేశప్రతిష్ఠను పెంచిన జ్యోతిసురేఖు

తాడేపల్లి, న్యూఢిల్లీ: బంగ్లాదేశ్ రాజధాని ఢాకాలో జరిగిన ఆసియా విలువిద్య గాంపియన్ షిప్ పోటీల్లో అత్యున్నత గ్రాంత జ్యోతిసురేఖ మూడు పతకాలు సాధించి దేశప్రతిష్ఠతో పాటు అంతర్జాతీయ ప్రాంతీయ క్రీడాకారుల కేటోరం ఎంతో అభిమానంతో దేశాన్ని సత్కరించారు. కే.ఎల్.ఎం. ఓ.పి.ఎస్. అకాడమీలో క్రీడాకారులకు సురక్షితమైన వ్యాజ్యాలను అందించే లక్ష్యం ఉన్న విద్యార్థుల అభివృద్ధి కోసం సత్యనారాయణ, ఉపాధ్యక్షులు లక్ష్మణ హనుష్, రాజాహరీష్, కులపతి రామమూర్తి తదితరులు ఆసనం వహించారు. వ్యాయామ విద్య విభాగంపరంగా దేశాన్ని సత్కరించారు.

జ్యోతిసురేఖను లభించినట్లు, కే.ఎల్.ఎం. ఓ.పి.ఎస్. అకాడమీ డివిజియన్ నందమూరి విద్యార్థి జె. నవీన్ కుమార్ కు అభినందిస్తున్న అధ్యాపకులు.

సౌత్ జోన్ ఇంటర్ యూనివర్సిటీ బ్యాడ్మింటన్ టోర్నీ ప్రారంభం

విజయవాడ సోన్సర్లు సంఘం ఉల్ల వరల్డులోని కె.ఎల్.ఎం. ఓ.పి.ఎస్. అకాడమీలో జరిగిన సౌత్ జోన్ ఇంటర్ యూనివర్సిటీ బ్యాడ్మింటన్ టోర్నీ ప్రారంభం. ఈ సందర్భంగా కే.ఎల్.ఎం. ఓ.పి.ఎస్. అకాడమీ డివిజియన్ నందమూరి విద్యార్థి జె. నవీన్ కుమార్ కు అభినందిస్తున్న అధ్యాపకులు. - తాడేపల్లి

బ్యాడ్మింటన్ అతిథిగా ప్రారంభమైన మంత్రి కొల్లు రవీంద్ర

క్రీడలకు ప్రభుత్వ ప్రోత్సాహం

- మంత్రి వరల్డు అవార్డులు
- మహిమ సాధించిన బ్యాడ్మింటన్ పోటీలు
- పతక లభించిన విజయవాడలో

విజయవాడలో జరిగిన 12వ రాష్ట్రస్థాయి కెలబ్బే పోటీలలో బంగారు పతకం సాధించిన కే.ఎల్.ఎం. ఓ.పి.ఎస్. అకాడమీ డివిజియన్ నందమూరి విద్యార్థి జె. నవీన్ కుమార్ కు అభినందిస్తున్న అధ్యాపకులు. - తాడేపల్లి

విలువిద్య క్రీడాకారిణి జ్యోతిసురేఖకు సత్కారం

వడేశ్వరం (తాడేపల్లి), న్యూఢిల్లీ: అంతర్జాతీయ స్థాయిలో రాష్ట్ర ప్రతిష్ఠను ఇనామంపజేయడమే కాకుండా విలువిద్యలో తన ప్రత్యేకతను చూపుతున్న క్రీడాకారిణి జ్యోతిసురేఖను బుధవారం క్రీడాశాఖ మంత్రి కొల్లు రవీంద్ర ఘనంగా సన్మానించారు. మండలంలోని వడేశ్వరం వద్దనున్న కే.ఎల్.ఎం. ఓ.పి.ఎస్. విశ్వవిద్యాలయంలో ప్రారంభమైన దక్షిణ మండల అంతర్ విశ్వవిద్యాలయాల బ్యాడ్మింటన్ టోర్నీకి విశిష్ట అతిథిగా హాజరైన జ్యోతిసురేఖను మంత్రి రవీంద్ర ప్రశంసించి శాలువా కప్పారు. కార్యక్రమంలో విశ్వవిద్యాలయం ఉపకులపతి డాక్టర్ ఎల్.ఎస్.ఎస్.రెడ్డి, ఆచార్యులు హనుష్ లక్ష్మణ, క్రీడా విభాగం ఆచార్యులు హరికిషోర్, కమలేష్ తదితరులు పాల్గొన్నారు.

జ్యోతిసురేఖను సత్కరిస్తున్న క్రీడా మంత్రి కొల్లు రవీంద్ర

కరాటేలో కేఎల్ యూ విద్యార్థికి బంగారు పతకం

తాడేపల్లి, న్యూస్ టుడే: కేఎల్ డిమ్స్ విశ్వవిద్యాలయానికి చెందిన విద్యార్థి సత్యనిఖిల్ కరాటే పోటీల్లో బంగారు పతకం సాధించారని విశ్వవిద్యాలయం వ్యాయామ విద్యావిభాగ అధిపతులు



సత్యనిఖిల్ తో ఆచార్యులు

డాక్టర్ హరికిషోర్, డాక్టర్ కమలేష్ మంగళవారం సంయుక్త ప్రకటనలో తెలిపారు. విశాఖపట్నంలో ఈనెల 9, 10 తేదీల్లో జరిగిన ఒకిన్వా స్పోర్ట్స్ కరాటే అసోసియేషన్ నిర్వహించిన పోటీల్లో విద్యార్థి సత్యనిఖిల్ బంగారు పతకం సాధించారని తెలిపారు. ఈ సందర్భంగా విశ్వవిద్యాలయ యాజమాన్యం సత్యనిఖిల్ ని అభినందించింది.

జాతీయ రోలర్ హాకీ జట్టు ఎంపిక

తాడేపల్లి, డిసెంబరు 27 : ఈ నెల డిసెంబర్ 15 నుంచి 18 వరకు విశాఖపట్నంలోని విశాఖ స్టేట్ స్పాంట్ ప్రాంగణంలో జరిగిన అంతర్ జిల్లాల రోలర్ హాకీ పోటీల్లో క్యాడ్ హాకీలో బంగారు పతాకాన్ని ఇన్లైన్ హాకీ విభాగంలో నాలుగు రజక పతకాలను కేఎల్ యూ విద్యార్థులు సాధించారని కేఎల్ యూ స్పోర్ట్స్ అసోసియేట్ డీన్ కె. హరికిషోర్, ఇన్చార్జ్ శ్రీహరి తెలిపారు. డిసెంబర్ 26 నుండి జనవరి 12 వరకు విశాఖ స్టేట్ స్పాంట్ లో జరిగే జాతీయస్థాయి పోటీలకు గెలుపొందిన కీడాకారులు హాజరవుతారని, అలాగే జనవరి 18 నుంచి 24 వరకు హర్యానా రాష్ట్రంలోని కురుక్షేత్రలో జరిగే జాతీయస్థాయి రోలర్ హాకీ ఛాంపియన్ షిప్ పోటీల్లో పాల్గొంటారని పేర్కొన్నారు. ఎంపికైన విద్యార్థులను కేఎల్ యూ అధ్యక్ష, ఉపాధ్యక్షులు కోనేరు సత్యనారాయణ, లక్ష్మణ హవీష్, రాజాహరీస్, చాన్సులర్ రామ్మూర్తి, వీసీ డాక్టర్ ఎల్ఎస్ఎస్ రెడ్డి, డీన్ హేబీబుల్లాఖాన్లు అభినందించారు.



జాతీయ రోలర్ హాకీకి ఎంపికైన కేఎల్ యూ విద్యార్థులు



జ్యోతి సురేఖకు కాంస్యం

భా: బంగాదేశ్ లో జరుగుతున్న ఆసియా ఆర్సరీ ఛాంపియన్ షిప్ లో పేస్ ఆర్సర్ వెన్సన్ జ్యోతి సురేఖ మహిళల వ్యక్తిగత కాంపౌండ్ విభాగంలో కాంస్య పతకం గెలుపొందింది. మూడోస్థానం కోసం బుధవారం జరిగిన పోరులో జ్యోతి సురేఖ 146-142 స్కోరుతో ఉ బింగ్ బింగ్ (చైన్స్ లైఫ్) ని ఓడించింది. అంతకు ముందు క్వార్టర్ ఫైనల్లో సురేఖ 146-140 స్కోరుతో ప్రవీణపై గెలుపొందింది. ఆయితే సెమీఫైనల్లో చోయ్ జోమిన్ (కొరియా) చేతిలో 138-144 స్కోరుతో పరాజయం పాలైంది. పురుషుల కాంపౌండ్ కేటగిరీలో భారత్ కు చెందిన ఆభిషేక్ వర్మ స్వర్ణ పతకం చేజిక్కించుకున్నాడు.

హోరా హోరీగా..

- బ్యాడ్మింటన్ లో సత్తా చాటుతున్న క్రీడాకారులు
- నేటి నుంచి క్వార్టర్, సెమీ ఫైనల్స్



తాడేపల్లి: కేఎల్ డిమ్స్ విశ్వవిద్యాలయంలో జరుగుతున్న సోలీట్ అంతర్ విశ్వవిద్యాలయ బ్యాడ్మింటన్ పోటీలు శుభ్రవారం మూడవ రోజుకు చేరుకున్నాయి. ఆస్ట్రేలియా క్రీడాకారులు పోల్యాథోడిగా ఆడుతున్నప్పటికీ ప్రధాన పోటీ ఆు ప్ర. తమిళనాడు, కేరళ రాష్ట్రాల మధ్య సాగుతుంది. వ్యక్తిగత, బృంద విభాగం పోటీల్లో హుడా ఈ మూడు రాష్ట్రాల క్రీడాకారులు కల్యాణ్, కెలంగాణ, పాండేచేరి క్రీడాకారులపై అవతలం ప్రదర్శిస్తున్నారు. నాలుగువ రోజున కనివారం మధ్యాహ్నం నుంచి క్వార్టర్, సెమీఫైనల్స్ మూడవ జరుగుతాయని కేఎల్ యూ క్రీడా విభాగం

అసోసియేట్ డీన్ డాక్టర్ హరికిషోర్ తెలిపారు. **నిజోతల వివరాలు** తమిళనాడుకు చెందిన ఎస్ఆర్ఎం యూనివర్సిటీ తమిళనాడు రాష్ట్రానికి చెందిన తిరువళ్ళూర్ యూనివర్సిటీపై 3- 0 తో, తమిళనాడుకు చెందిన ఎంఎస్ యూనివర్సిటీ తిరువతి ఎస్వీ యూనివర్సిటీపై 3- 1 తో, యూనివర్సిటీ ఆఫ్ కేరళ పీవీకి చెందిన శ్రీష్టా యూనివర్సిటీపై 3- 0 తో, హైదరాబాద్ ఉస్మానియా యూనివర్సిటీ కొల్లాయంకు చెందిన ఎంకె యూనివర్సిటీపై 3- 2 తో, కార్చిన యూనివర్సిటీ ఆఫ్ సైన్స్ అండ్ టెక్నాలజీ, రాజమండ్రికి చెందిన నన్నయ్య యూనివర్సిటీపై 3- 0 తో, చెన్నైకు చెందిన యూనివర్సిటీ ఆఫ్ మద్రాస్ విశాఖపట్నం గీతమ్ యూనివర్సిటీ పై 3-0 తో, యూనివర్సిటీ ఆఫ్ మైసూర్ కర్నూలుకు చెందిన రాంబలనీమ యూనివర్సిటీపై 3- 0 తో, కేఎల్ యూనివర్సిటీ వజ్రేశ్వరం విజ్ యూనివర్సిటీపై 3- 1 తో, పాండేచేరి యూనివర్సిటీ తమిళనాడుకు చెందిన సెంట్రల్ యూనివర్సిటీపై 3- 0 తో, యూనివర్సిటీ ఆఫ్ కాలిఫోర్నియా స్టాన్ఫోర్డ్ తిరువతిపై 3- 0 తో మూడవ రోజు పోటీలలో విజయం సాధించారు.





(DEEMED TO BE UNIVERSITY)