



## **Koneru Lakshmaiah Education Foundation**

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

❖ Approved by AICTE ❖ ISO 21001:2018 Certified

**Campus:** Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

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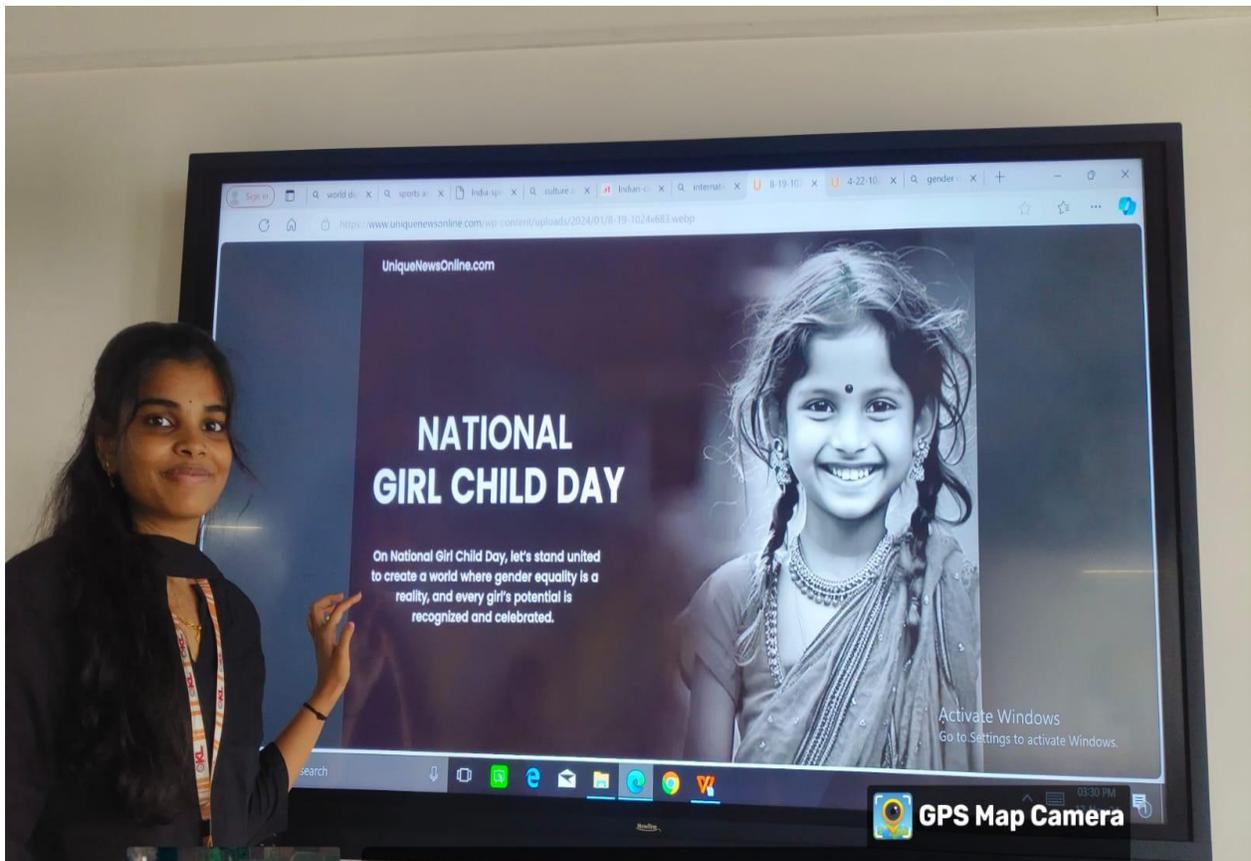
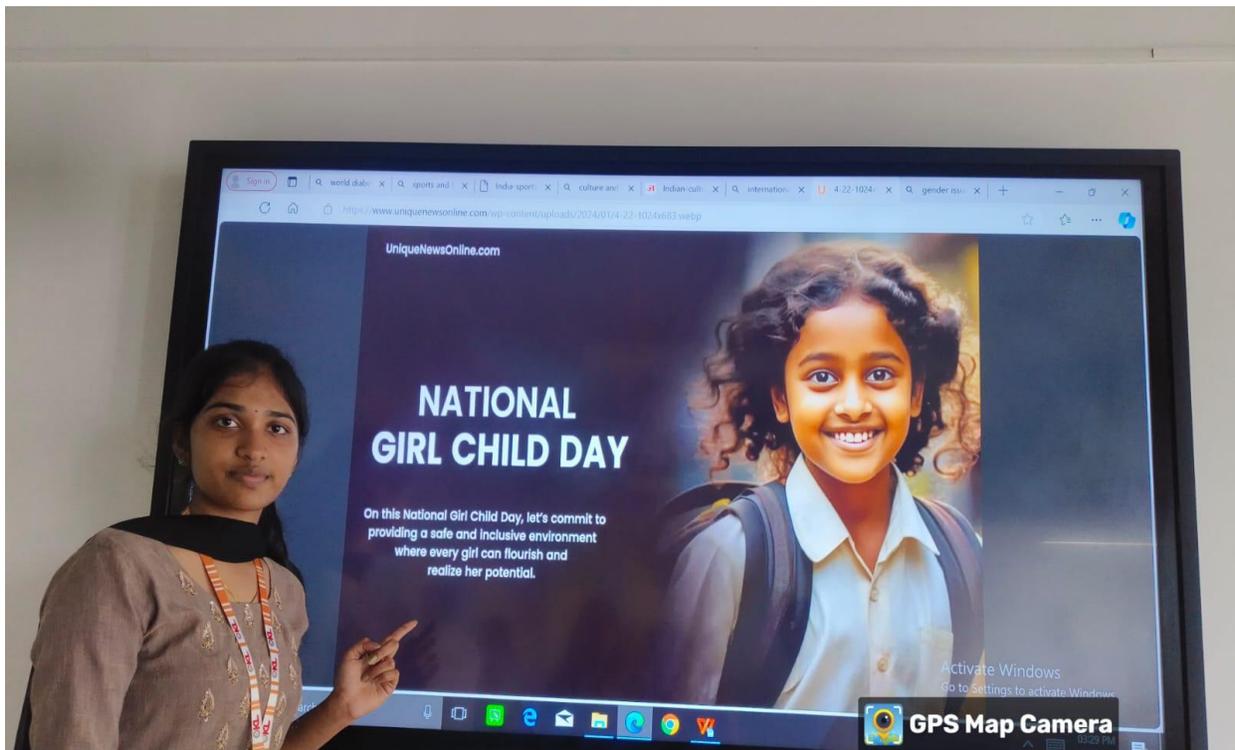
### **KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NCC – Activity**

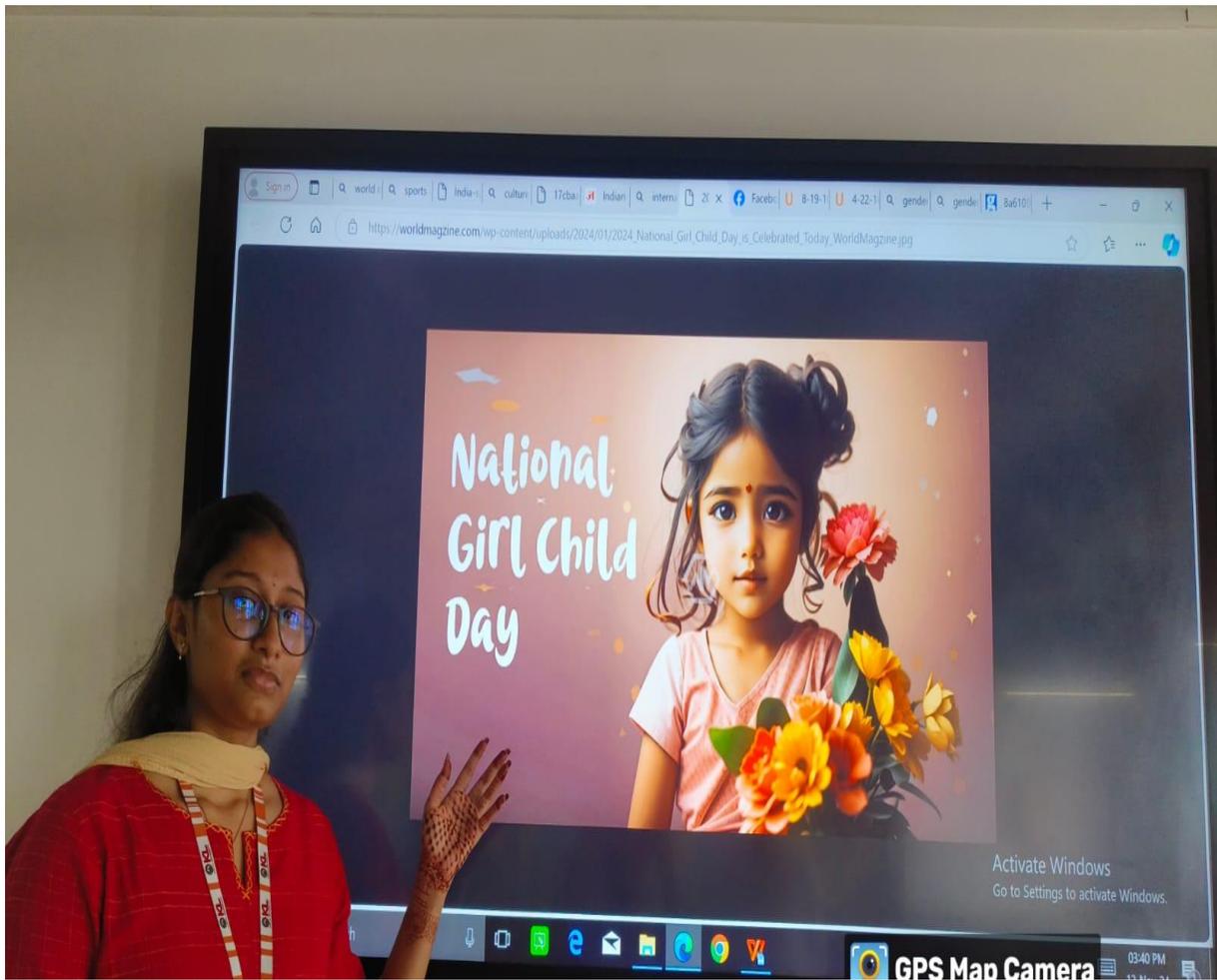
**12-11-2024**

#### **Stress Management for School Students**

The NCC Volunteers of BBA Department Conducted event on Stress Management to school Students on 12<sup>th</sup> November in this event Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Raise awareness and fight prejudice against girls

- Promote their right to health, education, and general well-being
- Create a more inclusive and equitable environment
- Promote awareness of issues facing girl child in India, such as education, nutrition, child marriage, legal rights, and medical care, protection, honor







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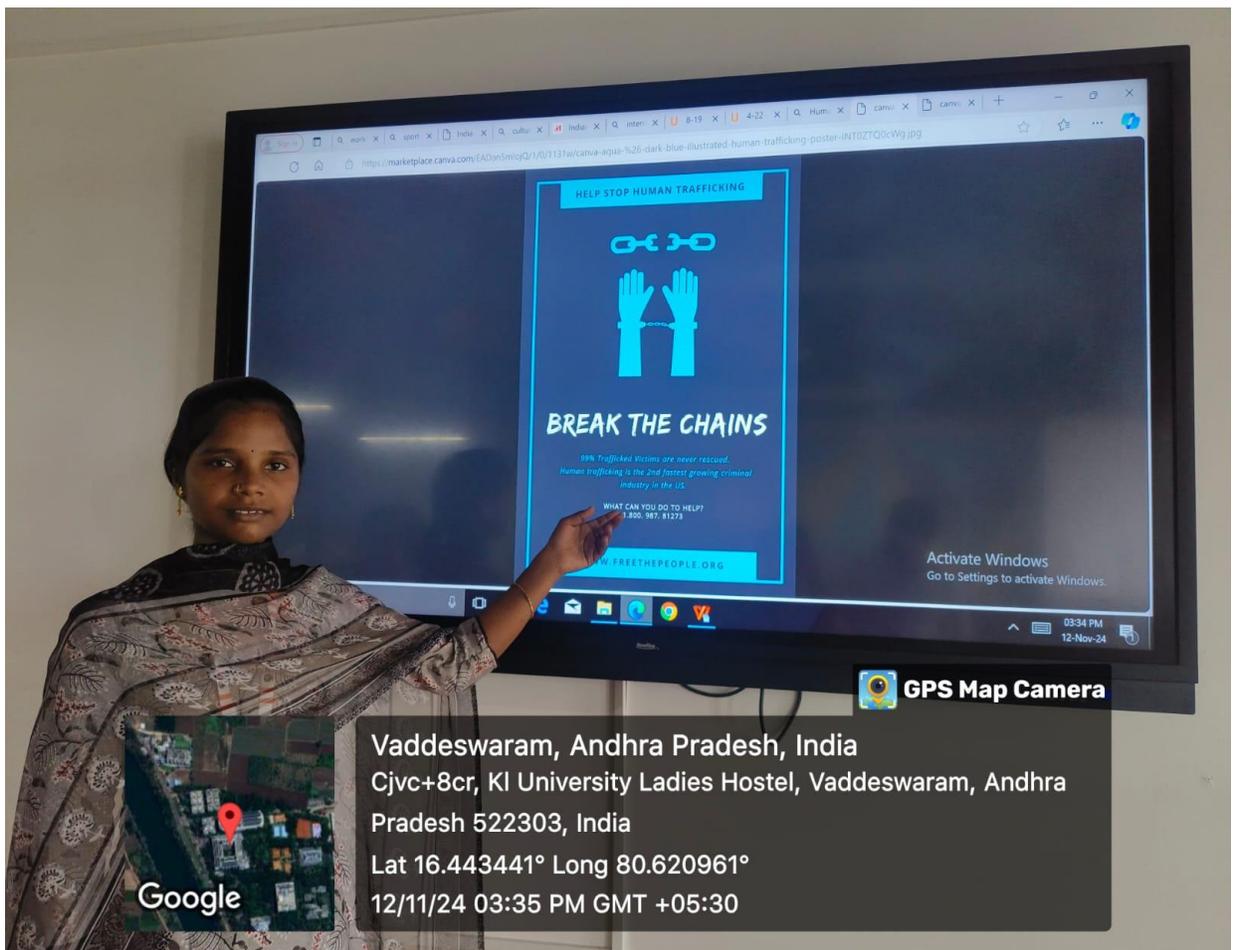
### **KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NCC – Activity**

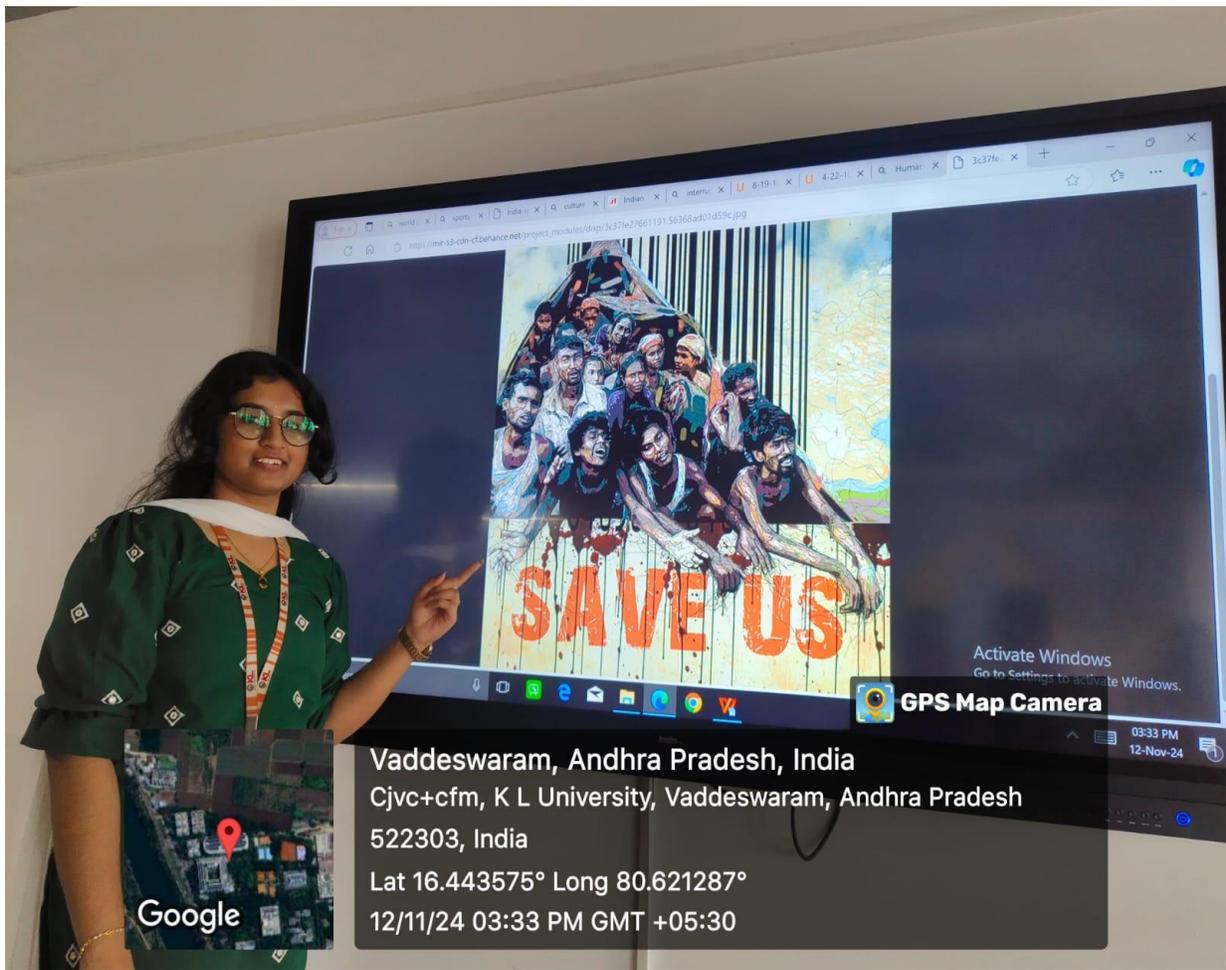
**12-11-2024**

The NSS Volunteers of BBA Department organized activity on Gender issues and human trafficking problems and conditions on 12<sup>th</sup> November in this event Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the issues like poverty, lack of viable employment opportunities, lack of control over financial resources and limited access to education are all factors that can exacerbate the vulnerability of women and girls to trafficking.

Gender-based violence and cultural norms that normalize such violence contribute to the cycle of violence against women and make them more vulnerable to trafficking. While women still represent the majority of trafficking victims, the proportion of identified male victims has increased from 16% in 2004 to 29% in 2014.

Labour and migration laws that lack a human rights and gender-sensitive approach may restrict women's ability to move freely and change employment, which increases the likelihood that women will seek employment in unregulated and informal sectors. This subsequently increases women's vulnerability to trafficking and exploitation.





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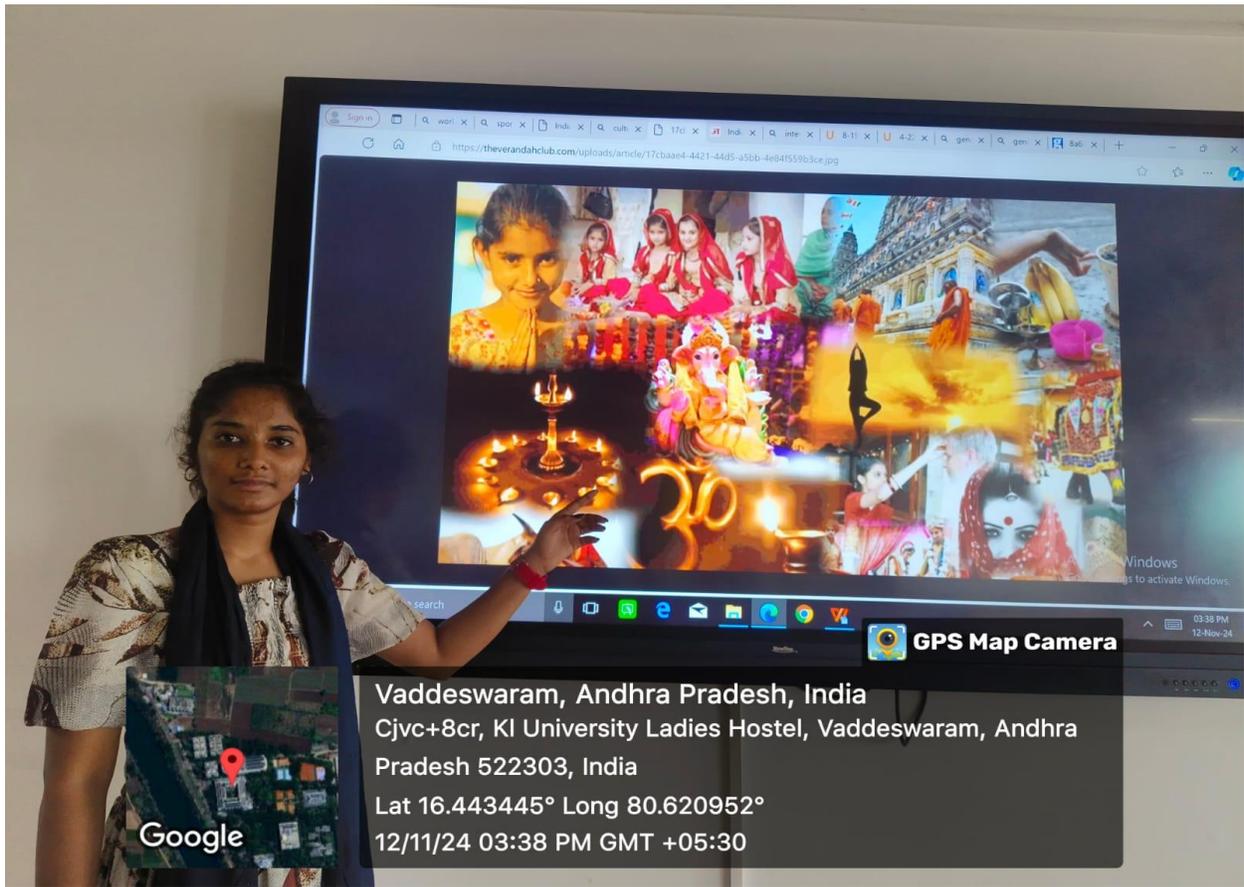
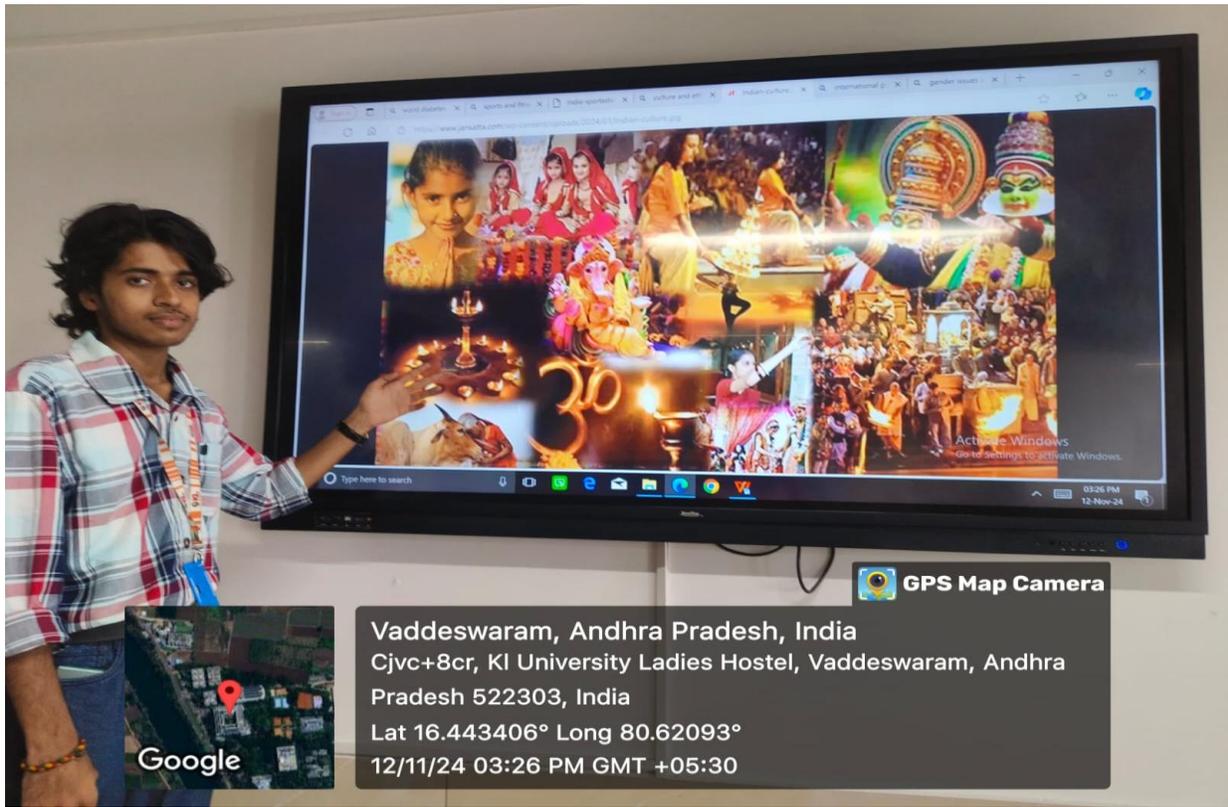
### **KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NSS – Activity**

**12-11-2024**

#### **Department association Activities for the month of November 2024**

The professional society team of BBA Students organized various Departmental association activities on Culture and Ethics in India on 12<sup>th</sup> of November 2024 in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated.

In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Department association activities are help students develop skills and knowledge that can help them in their careers and personal lives, Department association activities help students develop their overall personality, including their presentation skills, leadership qualities, and organizational skills.





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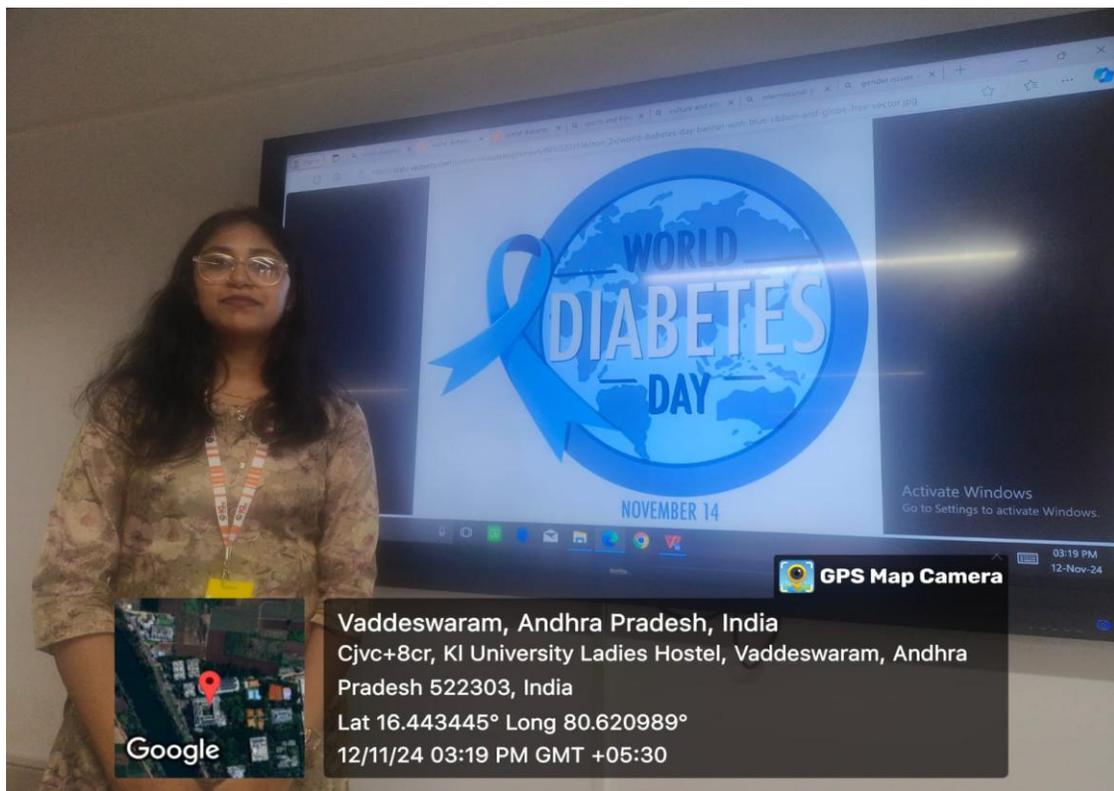
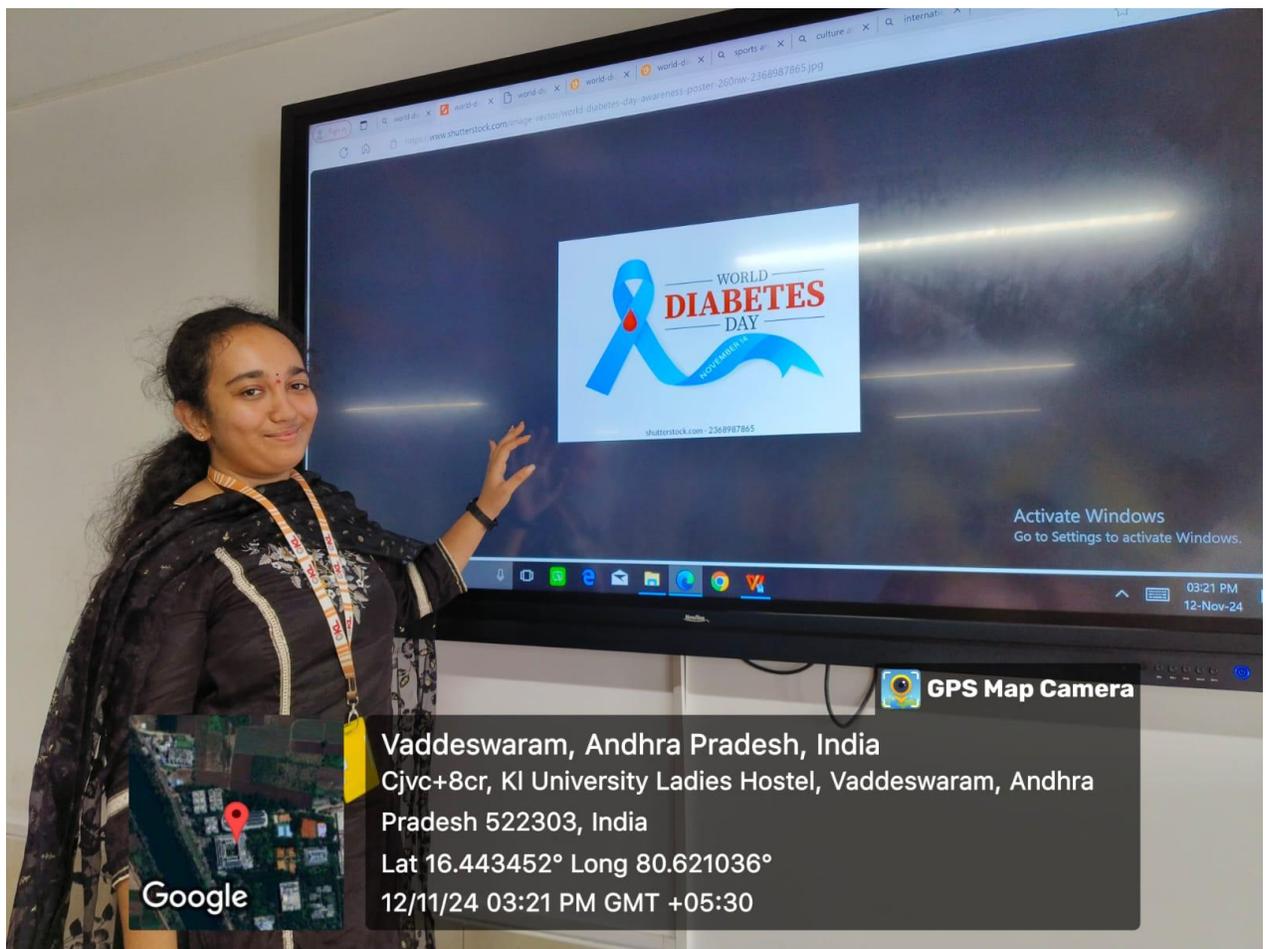
### **KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NSS – Activity**

**12-11-2024**

#### **NSS Activity for the month of November 2024**

The BBA Students organized NSS activity on Awareness on Diabetic and celebrate world diabetic day on 12<sup>th</sup> November 2024 in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated.

In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of It serves as a reminder to all of us of the need to collectively work to overcome the growing burden of diabetes globally and in WHO South-East Asia Region. The theme emphasizes the importance of tackling the challenges faced by individuals, communities, and health systems to access diabetes prevention and management.





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### **KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NSS – Activity**

**12-11-2024**

#### **NSS Activity for the month of November 2024**

The BBA Students organized NSS Extension activity on sports and fitness on 12<sup>th</sup> November 2024 in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of

- **Health**

Regular physical activity can help prevent and treat many health conditions, including heart disease, stroke, diabetes, and some cancers. It can also help you maintain a healthy weight, manage blood sugar and cholesterol levels, and improve your respiratory and cardiovascular health.

- **Mental health**

Physical activity can improve your mood, energy levels, concentration, and confidence. It can also help prevent and manage mental health conditions like depression and reduce stress and anxiety.

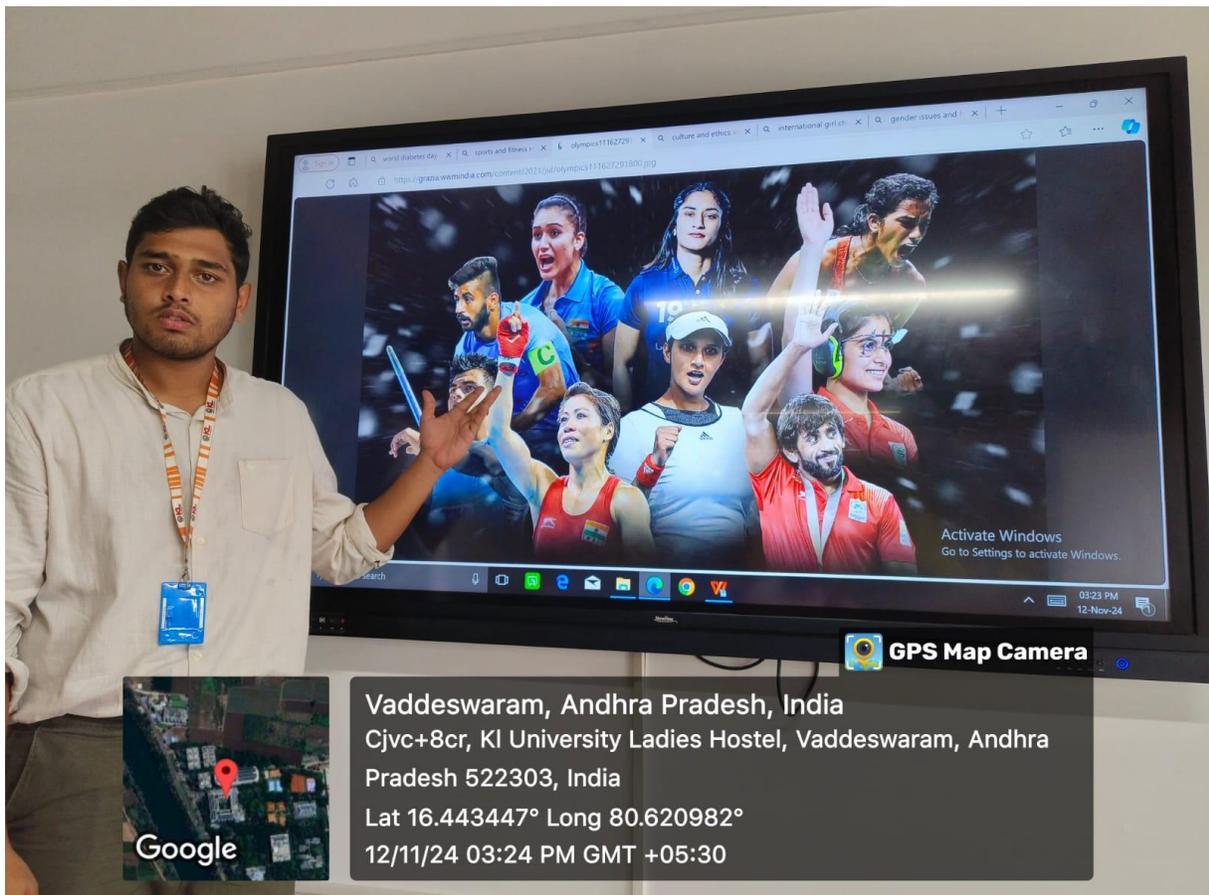
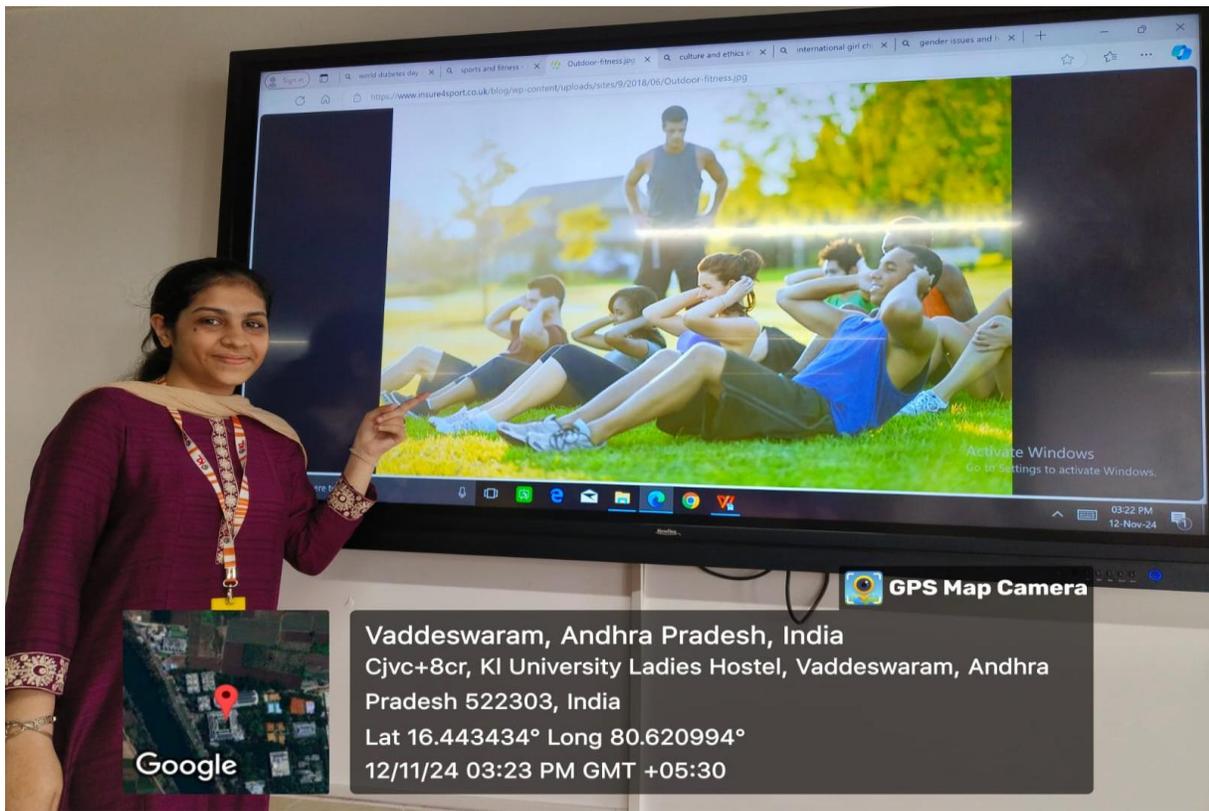
- **Quality of life**

Physical activity can improve your quality of life and well-being. It can also help you relax and sleep better.

- **Social**

Sports can provide an opportunity to meet people and have fun.

- Playing outdoor sports with your family





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### **KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NCC – Activity**

**01-10-2024**

#### **NCC Activity for the month of September 2024**

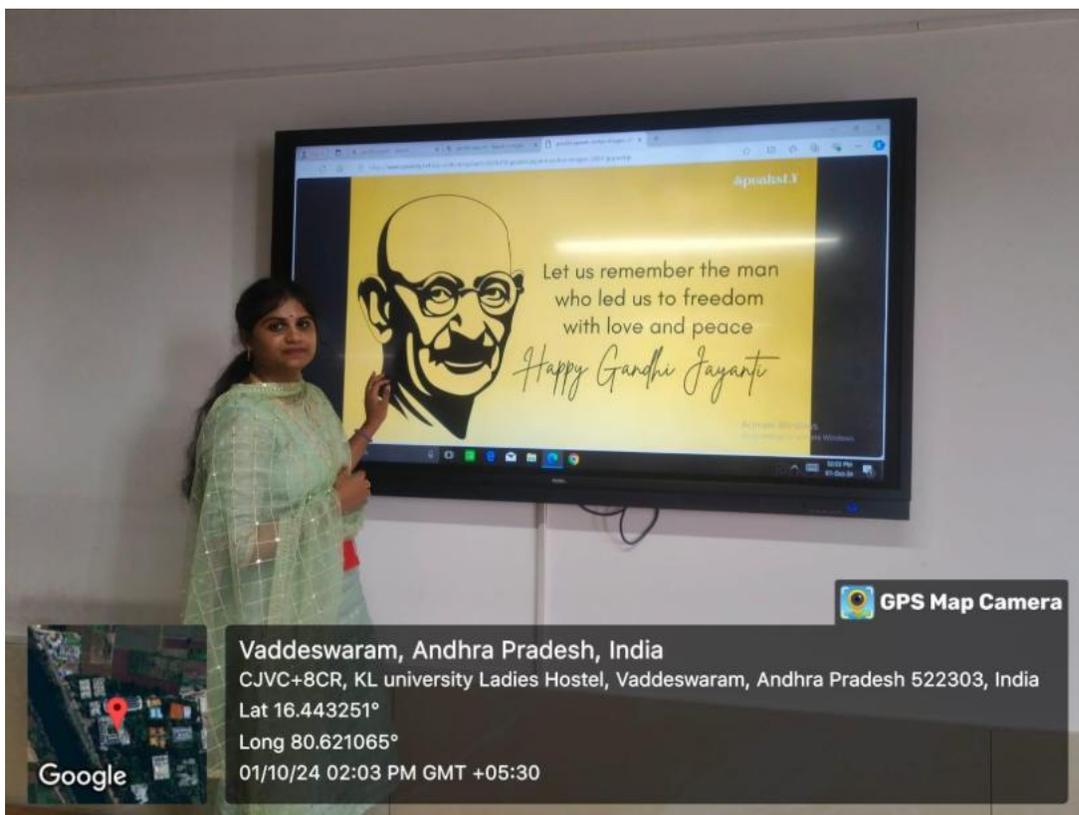
The NCC Volunteers of BBA Conducted seminar on the significance of Gandhi philosophy in view of Gandhi Jayanthi on 01-10-2024, in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Gandhi Jayanti is significant because it emphasizes the importance of truth, non-violence, and peace. Gandhi's message is still relevant today as diverse types of conflicts arise and his teachings call for peaceful resolution of conflicts.



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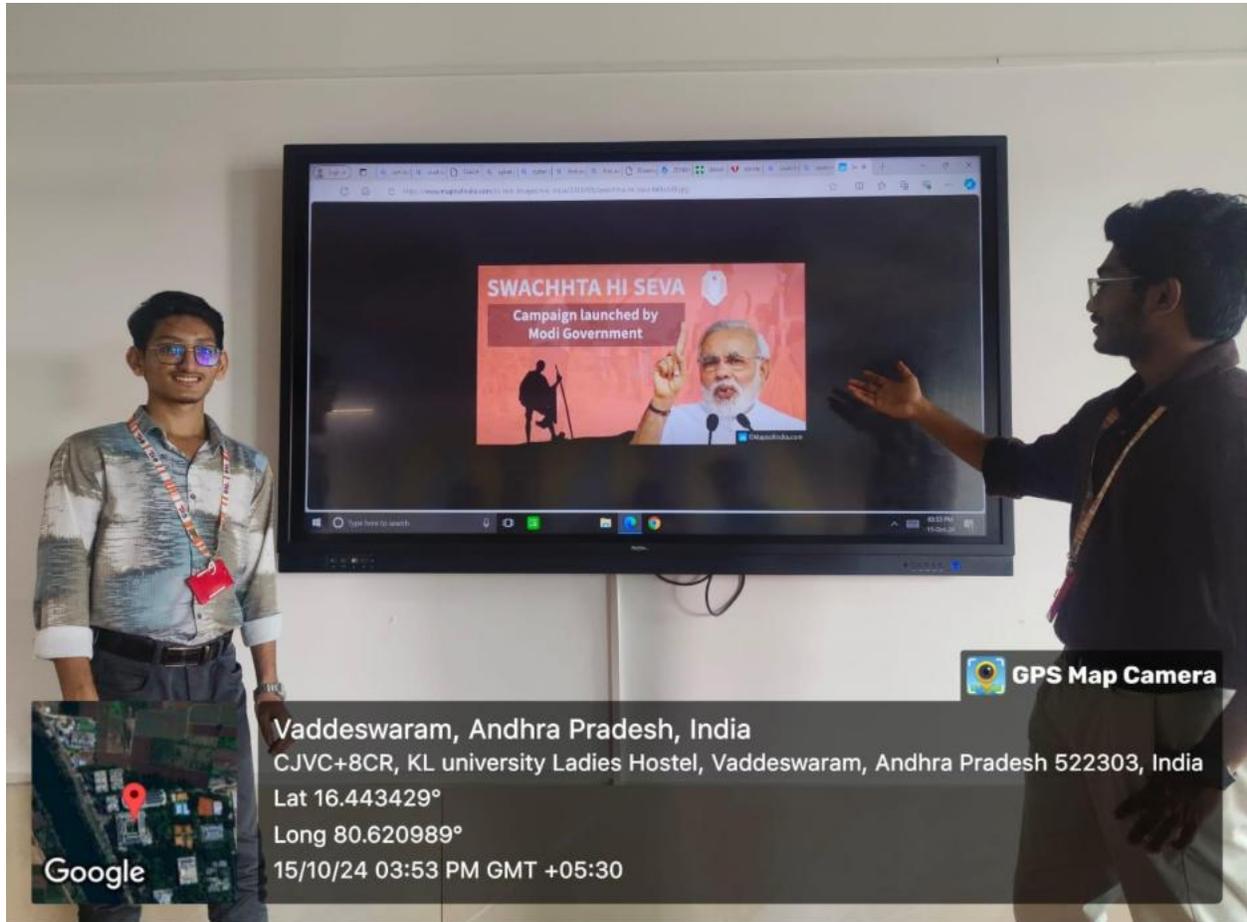
### **KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NCC – Activity**

**15-10-2024**

#### **Swachhata hi Seva Student Activities for the month of October 2024**

The BBA Students organized various Extension activities on Awareness on **Swachhata hi Seva** on 14<sup>th</sup> and 15<sup>th</sup> October 2024 in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of The Swachhata Hi Seva (SHS) campaign is a nationwide initiative that aims to promote cleanliness and environmental sustainability in India. The campaign is significant for several reasons, including The campaign encourages public participation and community engagement through shramdaan activities.

The campaign prioritizes the health, safety, and well-being of sanitation workers, also known as Safai Mitras. The campaign focuses on reviving neglected areas, also known as "black spots", that are often difficult to manage and pose significant health and environmental risks. The campaign culminates in the celebration of Swachh Bharat Diwas on Mahatma Gandhi's birth anniversary on October 2. The campaign aims to make cleanliness a permanent part of the country's cultural fabric.





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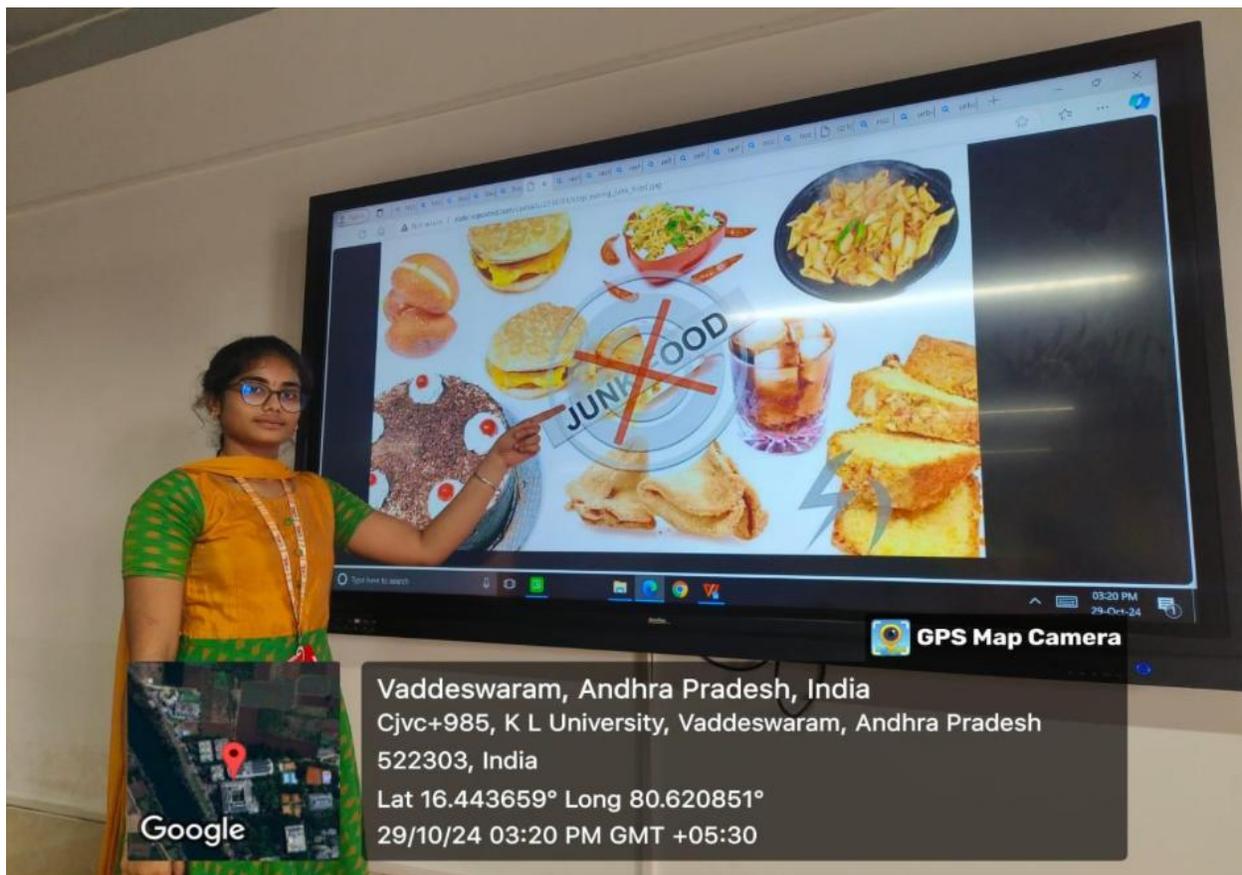
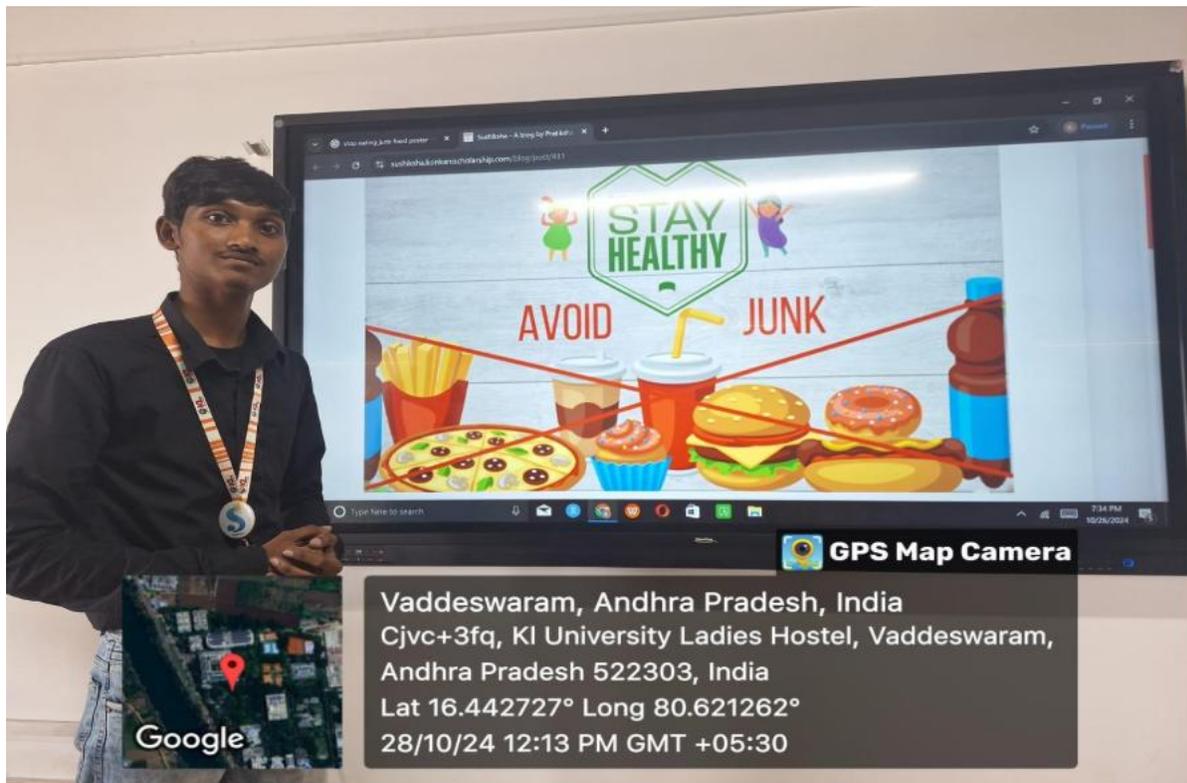
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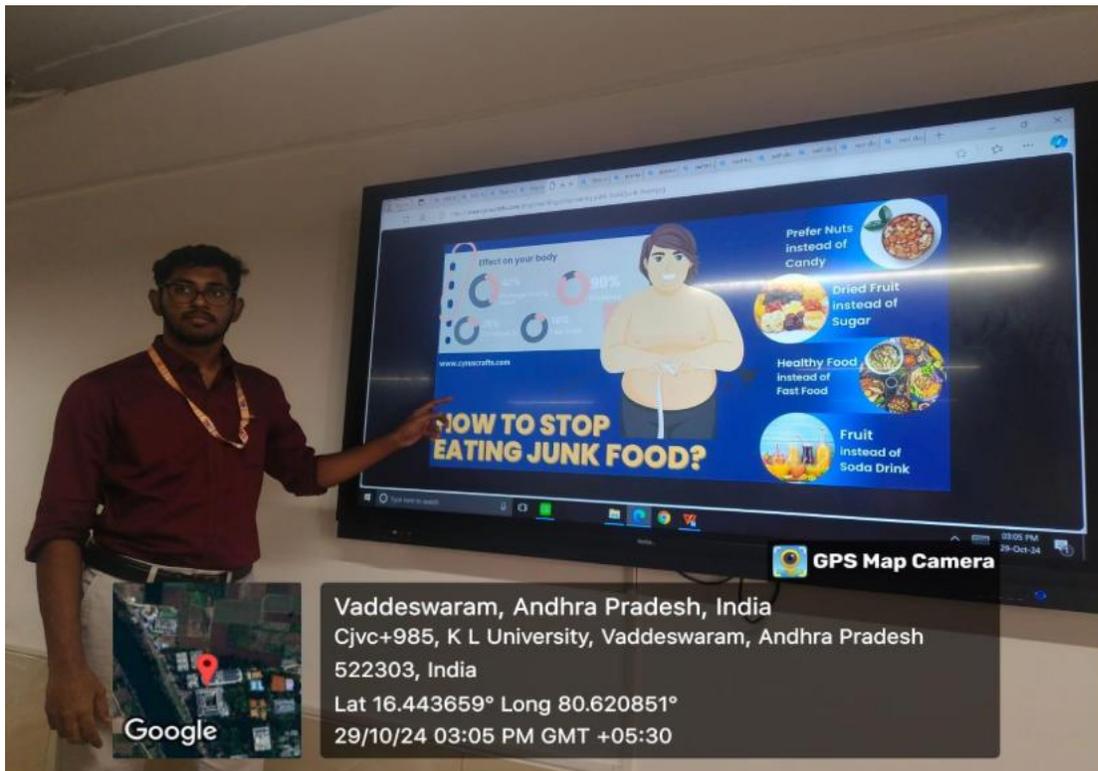
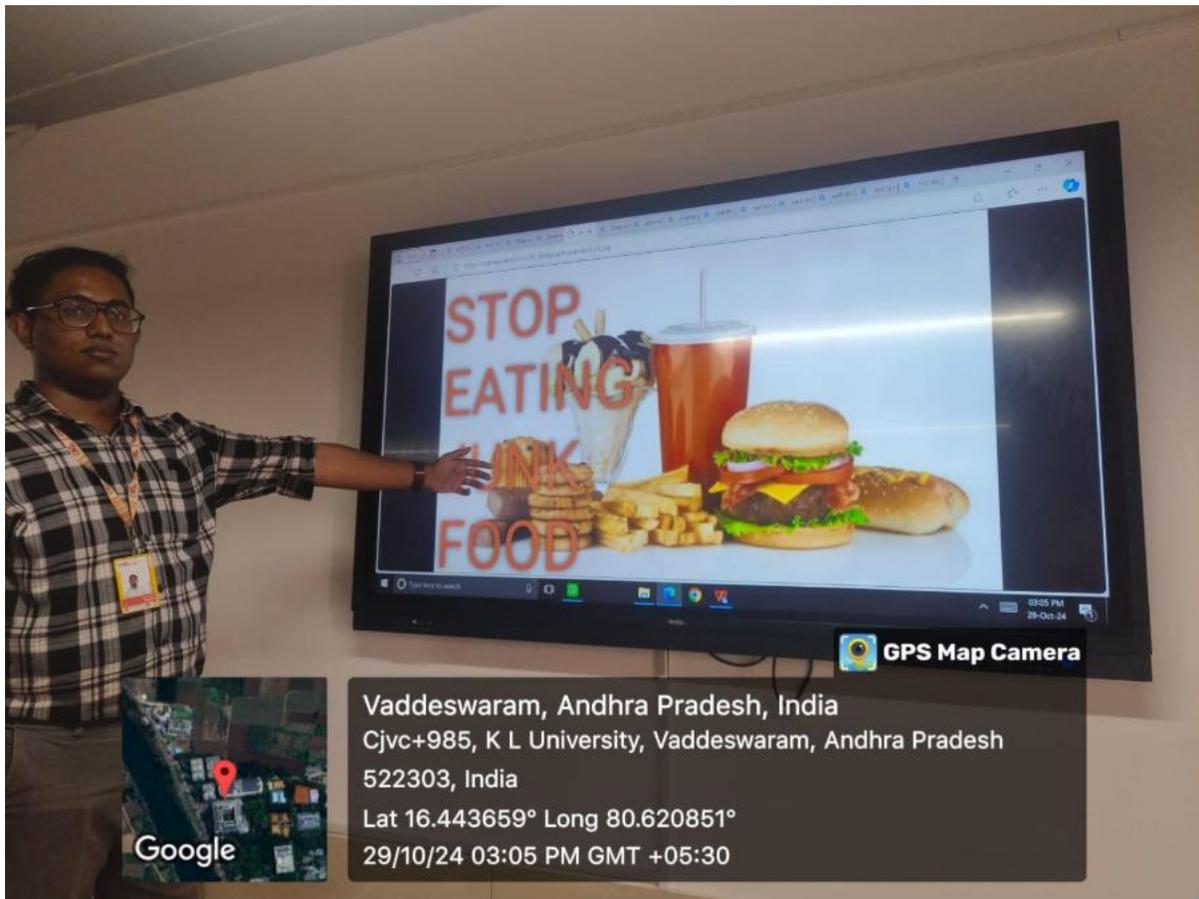
28-10-2024

#### NSS Activity for the month of October 2024

The BBA Department NSS Volunteers Conducted awareness program on Stop eating junk foods on 28-10-2024 in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained it's important to stop eating junk food because it can lead to a number of health problems, including:

- **Weight gain:** Junk food is high in calories and unhealthy fats, which can cause weight gain and obesity. **Diabetes:** Junk food is high in sugar, which can cause blood sugar levels to spike and lead to type 2 diabetes. **Heart disease:** Junk food can increase the risk of heart-related problems like high blood pressure, high cholesterol, and cardiovascular disease.
- **Cancer:** A poor diet high in junk food can increase the risk of many cancers. **Dental cavities:** The sugar and carbs in junk food can break down tooth enamel, leading to cavities. **Digestive issues:** Junk food can cause digestive issues like diarrhea, bloating, irritable bowel syndrome, and excess gas. **Skin problems:** Eating too much junk food can cause skin problems like acne and pimples. **Kidney damage:** Junk food can damage your kidney health. **Liver disease:** Diet plays a big role in the development and progression of liver disease.







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### KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NCC – Activity

**28-10-2024**

#### NCC Activity for the month of October 2024

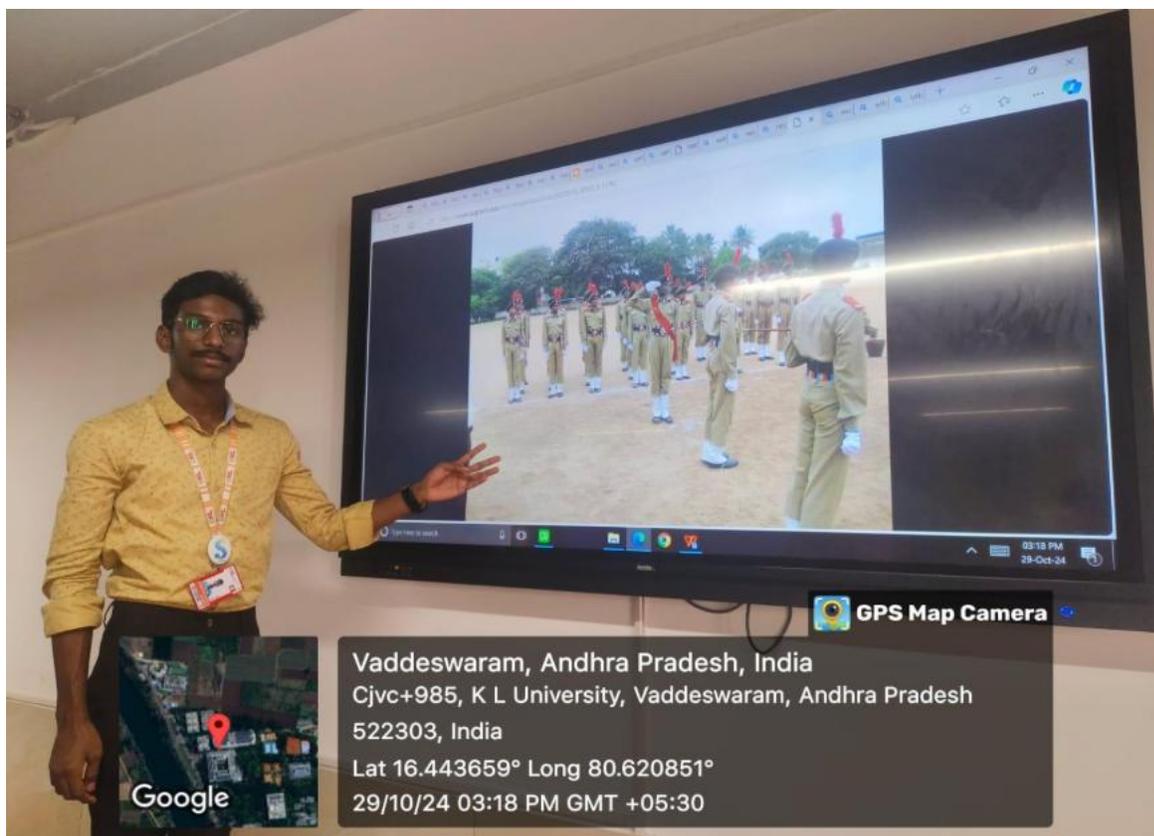
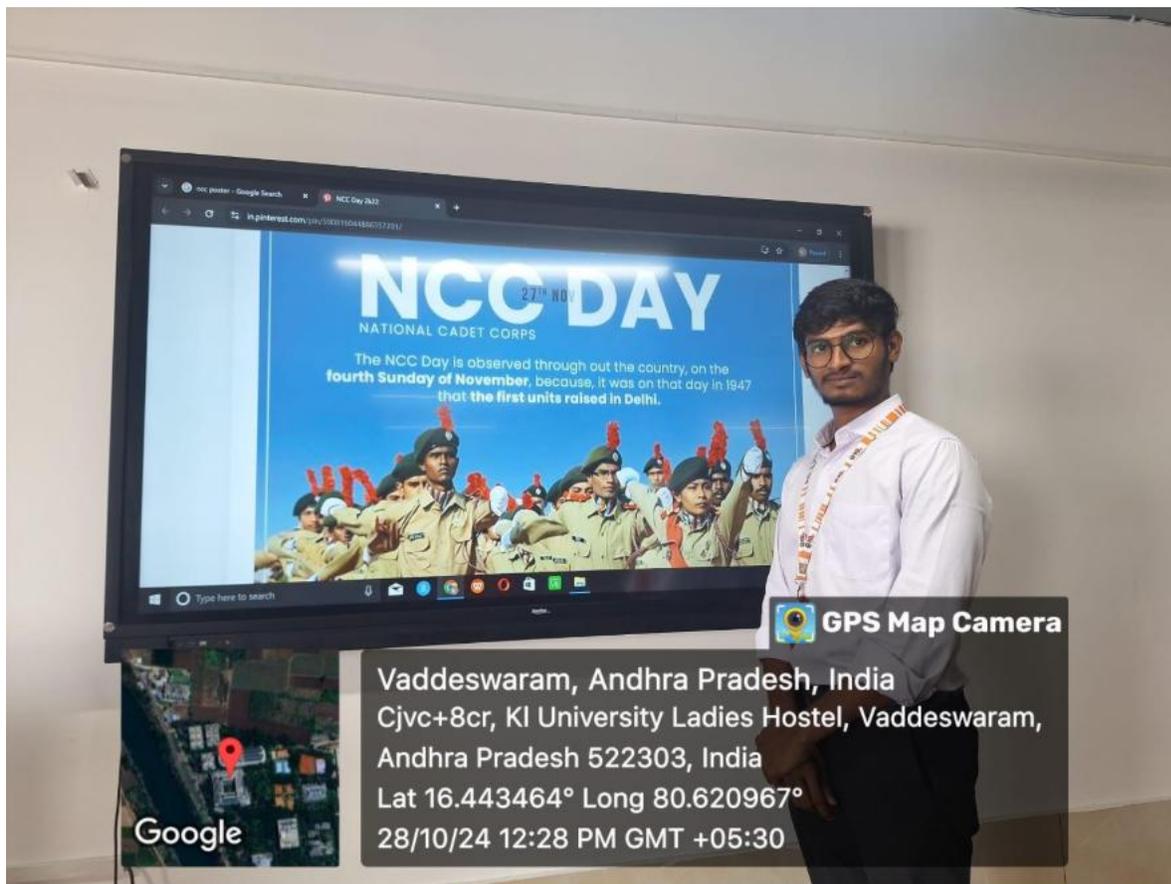
The NCC Volunteers of BBA Department organized NCC Day celebrations on 28-10-2024 in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the importance of The National Cadet Corps (NCC) Day is celebrated to commemorate the NCC's founding principles and objectives. The NCC is the youth wing of the Indian Armed Forces and is the world's largest uniformed youth organization. The NCC Day is celebrated annually on the fourth Sunday of November.

The NCC's core objectives include:

- Developing the physical, intellectual, and moral dimensions of society
- Promoting national integration, unity, and social harmony
- Developing a sense of commitment, dedication, self-discipline, and moral values
- Helping to create responsible citizens

The NCC has been involved in many initiatives, including:

- **Ek Bharat Shresht Bharat:** A national-level campaign
- **Swachh Bharat:** A national-level campaign
- **Har Ghar Tiranga:** A national-level campaign
- **Ex Yogdan:** A COVID relief campaign, **Youth Exchange Programmes (YEP):** A program where NCC cadets are sent as ambassadors of peace and unity to over 25 nations





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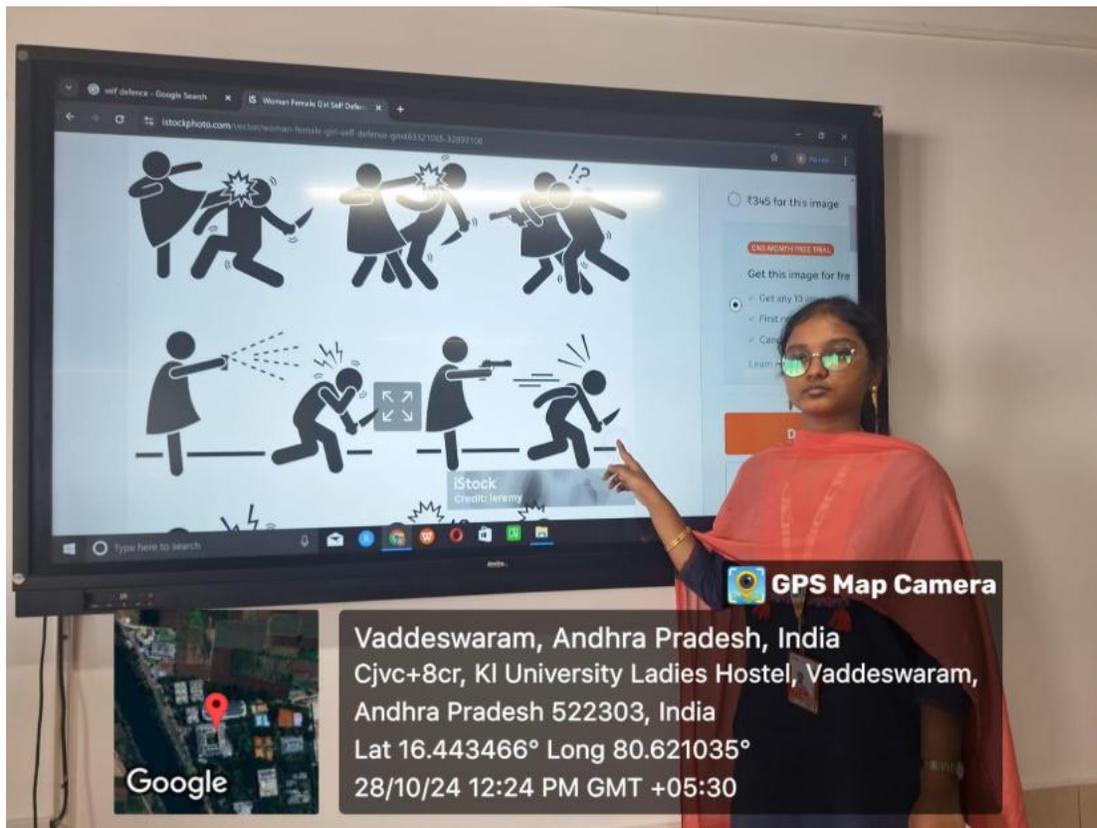
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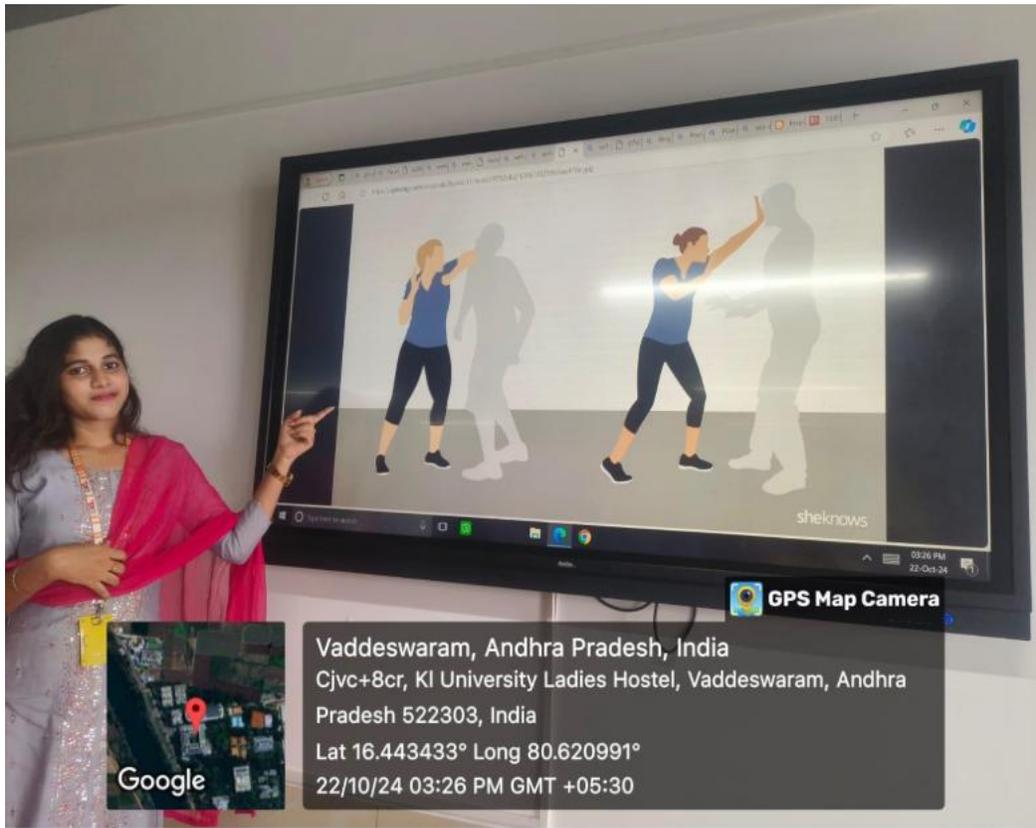
## KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NCC – Activity

22-10-2024

### NCC Activity for the month of October 2024

The NCC Volunteers of BBA Conducted awareness program on Self Defence Training to BBA Student by NCC cadets on 21<sup>st</sup> and 22<sup>nd</sup> October in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Self-defense training can help college students improve their awareness of themselves and their surroundings, and can help them learn how to avoid dangerous situations.

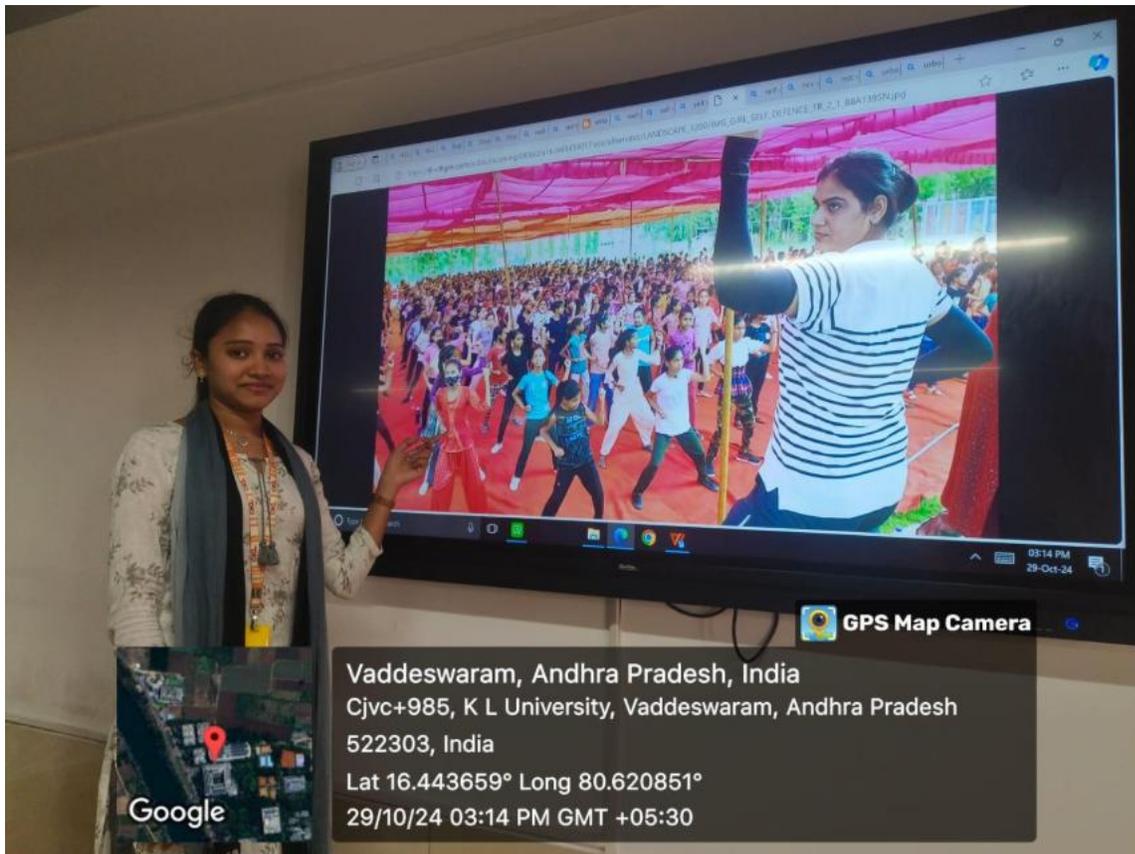
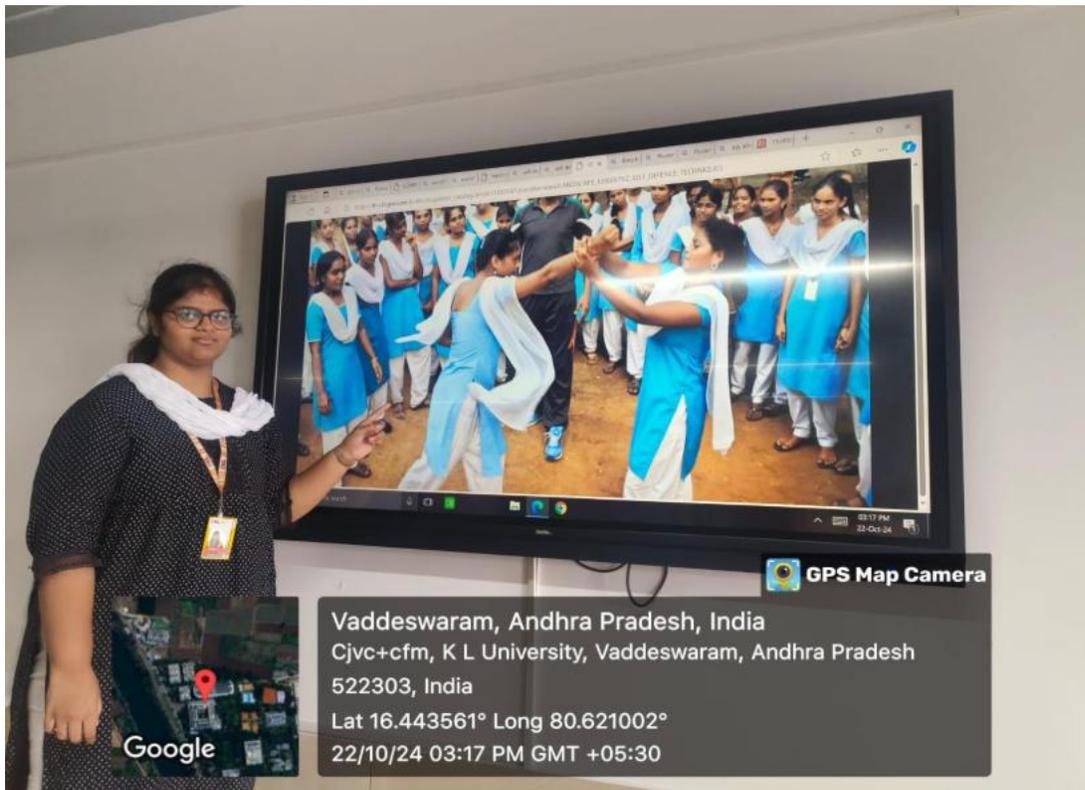




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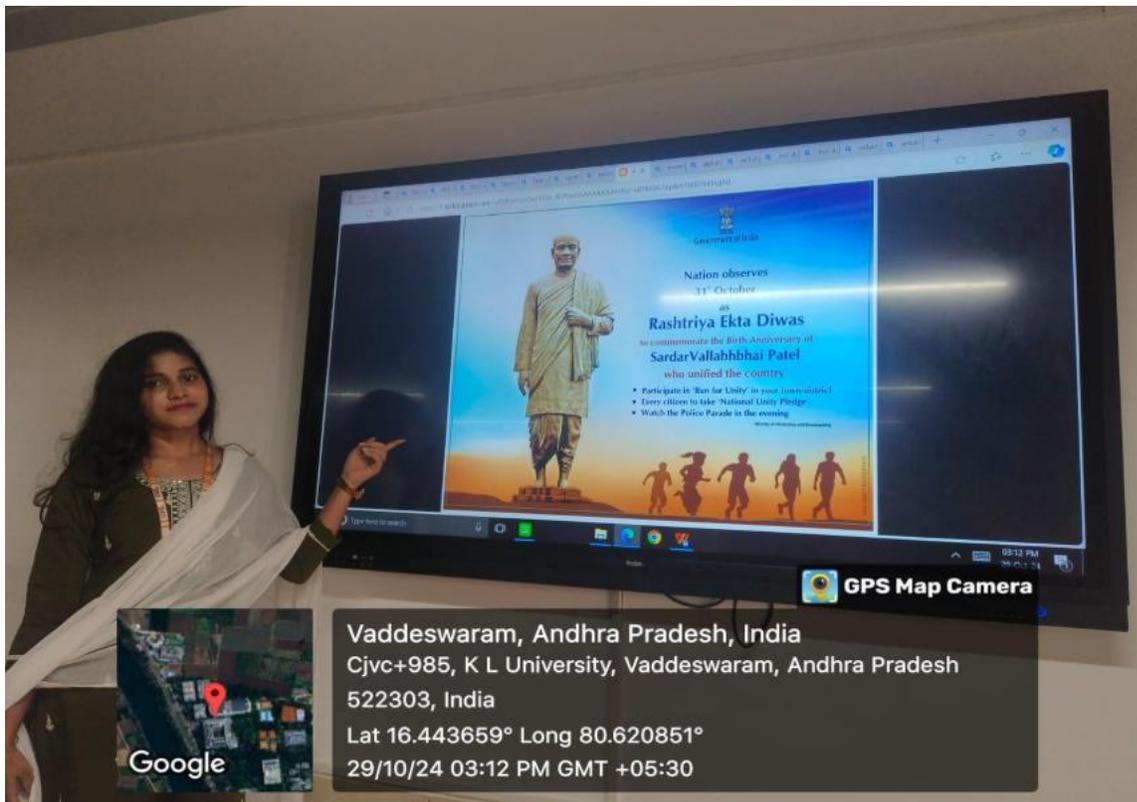
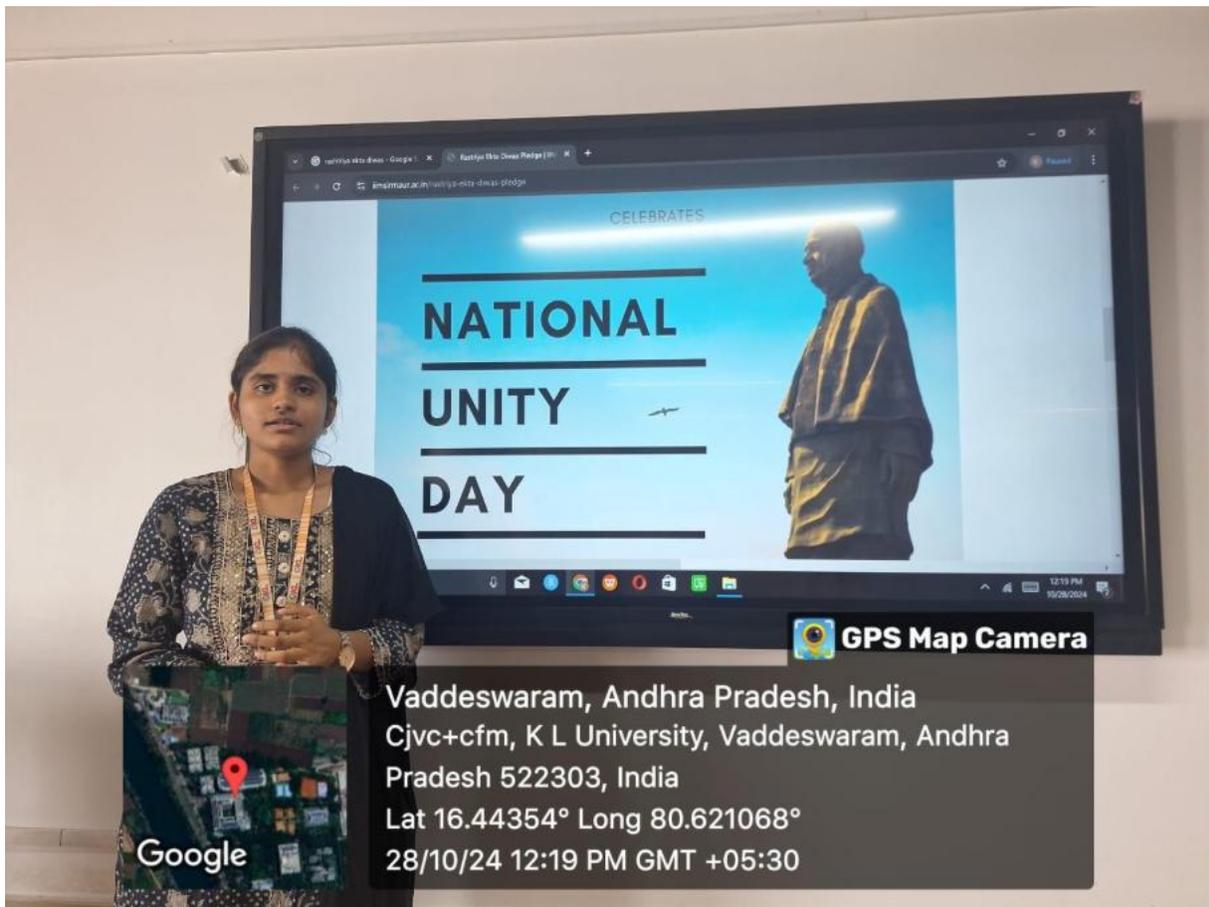
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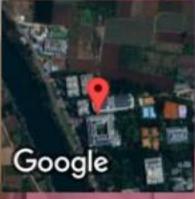
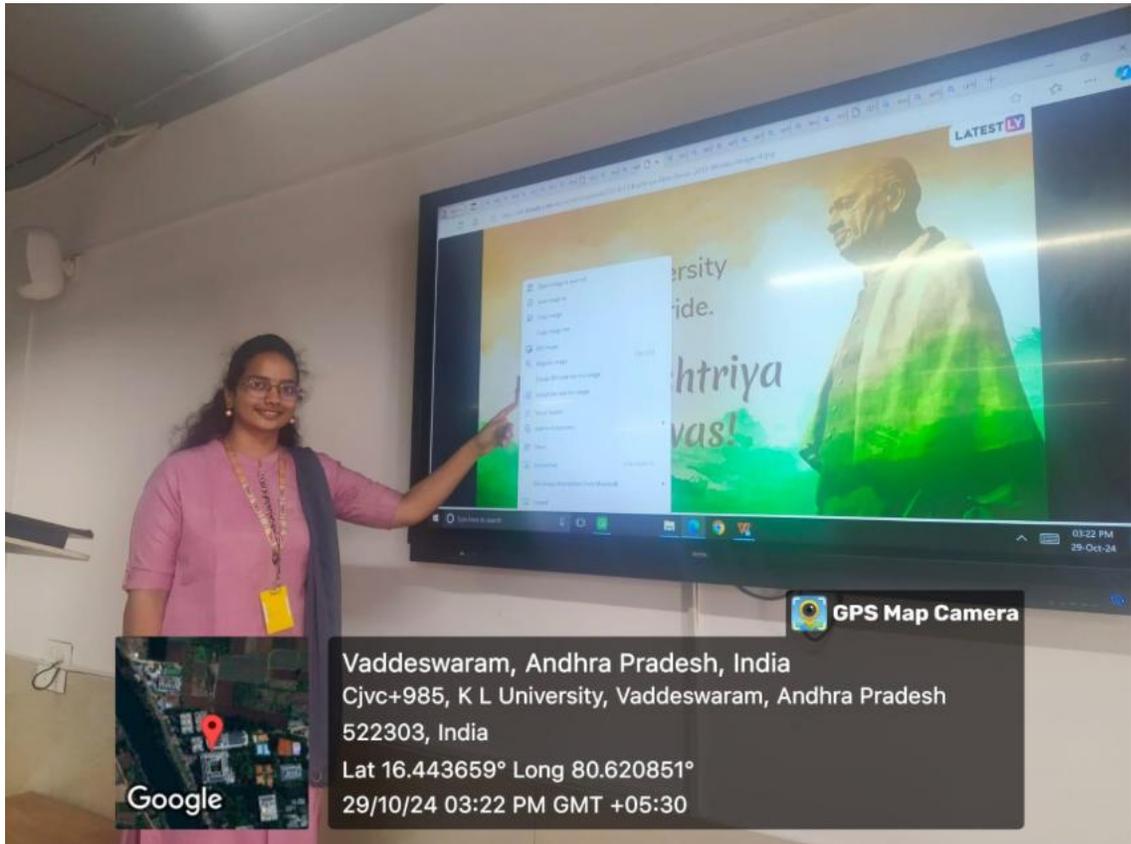
#### **NSS Activity for the month of October 2024**

The BBA Department NSS Volunteers Conducted awareness program on Rashtriya Ekta Diwas on 28-10-2024 in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the importance of Rashtriya Ekta Diwas is a day to honor Sardar Vallabhbhai Patel, who played a key role in unifying India after independence. It also promotes the values of unity, patriotism, and national integration.

The Government of India introduced Rashtriya Ekta Diwas in 2014. Prime Minister Narendra Modi inaugurated the day by paying tribute to Patel's statue and flagging off the "Run For Unity" program. Patel's efforts to unite India are a reminder of the importance of togetherness and the legacy of his vision. The government organizes the Sardar Patel National Unity Award to recognize people who contribute to national unity and integrity. Schools and colleges also organize cultural activities. A long distance race is held across the country to raise awareness about Rashtriya Ekta Diwas.

The world's tallest statue of Sardar Vallabhbhai Patel is located near the Narmada River in Gujarat. The statue is known as the "Statue of Unity" and is considered the 8th wonder of the world. The Home Ministry of India says that Rashtriya Ekta Diwas is an opportunity to reaffirm the country's strength and spirit to withstand threats to its unity, honesty, and safety.





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### KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NSS – Activity

**28-10-2024**

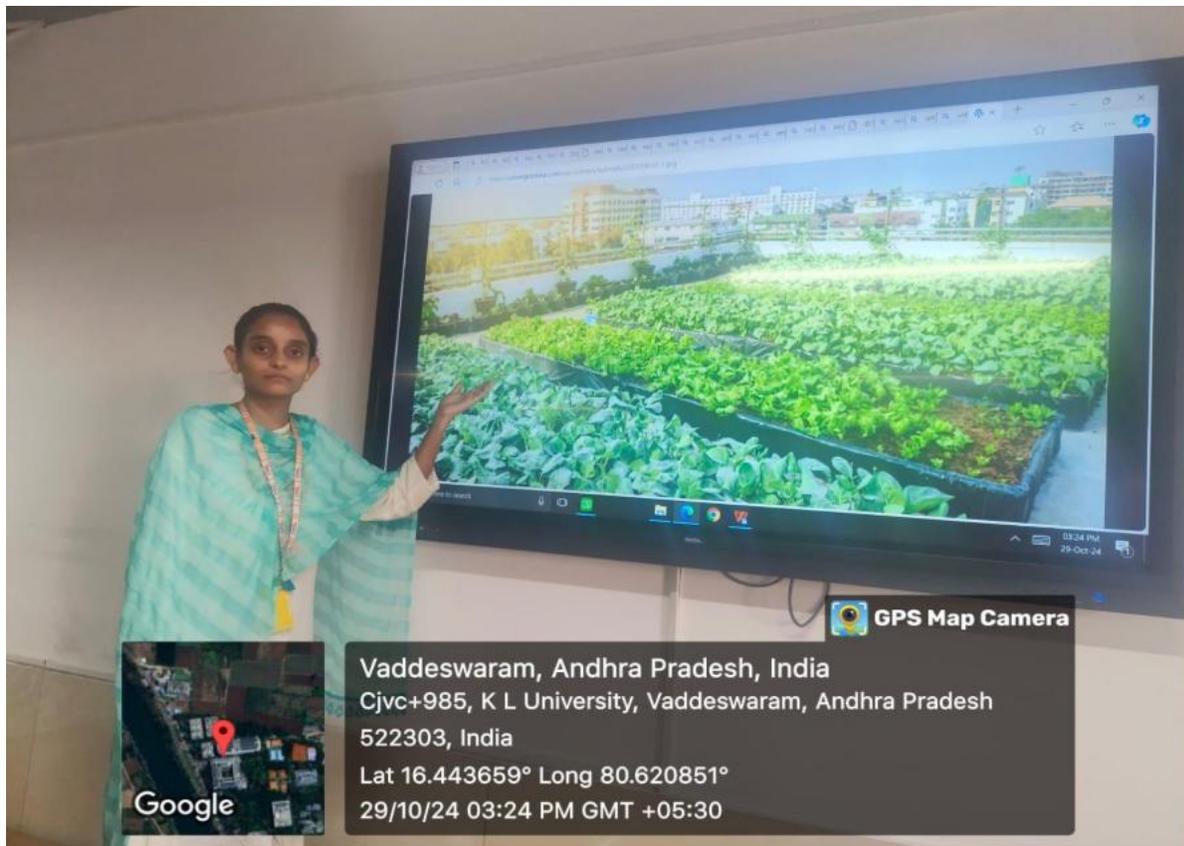
#### NSS Activity for the month of October 2024

The BBA Department NSS Volunteers Conducted awareness program on Plantation on 28-10-2024 in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the importance of Tree plantations are important for many reasons, including:

**Climate change:** Trees help fight climate change by removing carbon dioxide from the air and storing it in their roots and soil. They also release oxygen back into the atmosphere. **Air quality:** Trees improve air quality by trapping dust and other pollutants from the air. They also absorb harmful gases like carbon monoxide and nitrogen dioxide.

**Wildlife:** Trees provide food and shelter for many species of wildlife, including birds, insects, bats, and squirrels. **Health:** Trees provide shade that protects from harmful UV radiation from the sun. They can also improve mental health. **Community:** Trees can bring people together and encourage pride in a community. They can also be used for educational purposes.

**Economic value:** Trees are a source of raw materials for many sectors, including furnishing, medicine, cosmetics, rubber, and fuel. **Social value:** Spending time with trees can reduce stress and make people happier and more enthusiastic. **Weather balance:** Trees can help maintain heat balance in weather, which can reduce cooling costs.







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### **KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NSS – Activity**

**28-10-2024**

#### **NCC Activity for the month of September 2024**

The NCC Volunteers of BBA Conducted awareness program NCC –C Certificate on 27-09-2024 NCC 'C' certificate holders are given preference in the defence forces, including the Indian Army, Navy, and Air Force. For example, the Indian Military Academy (IMA) reserves 13-15 vacancies for NCC 'C' certificate holders in the Army Wing, and 5-8 vacancies for the Naval Wing. NCC 'C' certificate holders are also exempt from the CDS examination conducted by UPSC if they have an 'A' or 'B' grade in their certificate.

In this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of NCC 'C' certificate holders receive 10–15 bonus marks in recruitment for paramilitary forces like the BSF, CISF, CRPF, and SSB. NCC 'C' certificate holders are given preference in recruitment for the Central Armed Police Forces (CAPF). NCC cadets are given reservation in many government jobs, especially in the state and central police. NCC cadets receive academic incentives, including 60 engineering seats, 16 medical seats, and 6–7% of post graduation seats reserved in all Indian universities. Select NCC cadets can participate in youth exchange programs, including foreign cruises with the Navy or Coast Guard, and microlight aircraft flying for Air Wing cadets.





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### KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NCC – Activity

22-10-2024

#### NCC Activity for the month of October 2024

The NCC Volunteers of BBA Conducted awareness on Quiz on Global Hand wash Day on 21<sup>st</sup> and 22<sup>nd</sup> October in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Global Hand washing Day is celebrated on October 15 to raise awareness of the importance of hand washing with soap and water. It's an opportunity to encourage people to wash their hands at key times, such as before eating, after using the bathroom, and after blowing your nose. Hand washing is a cost-effective way to prevent the spread of disease and save lives Hand washing can reduce the risk of diarrhea, pneumonia, influenza, and COVID-19.





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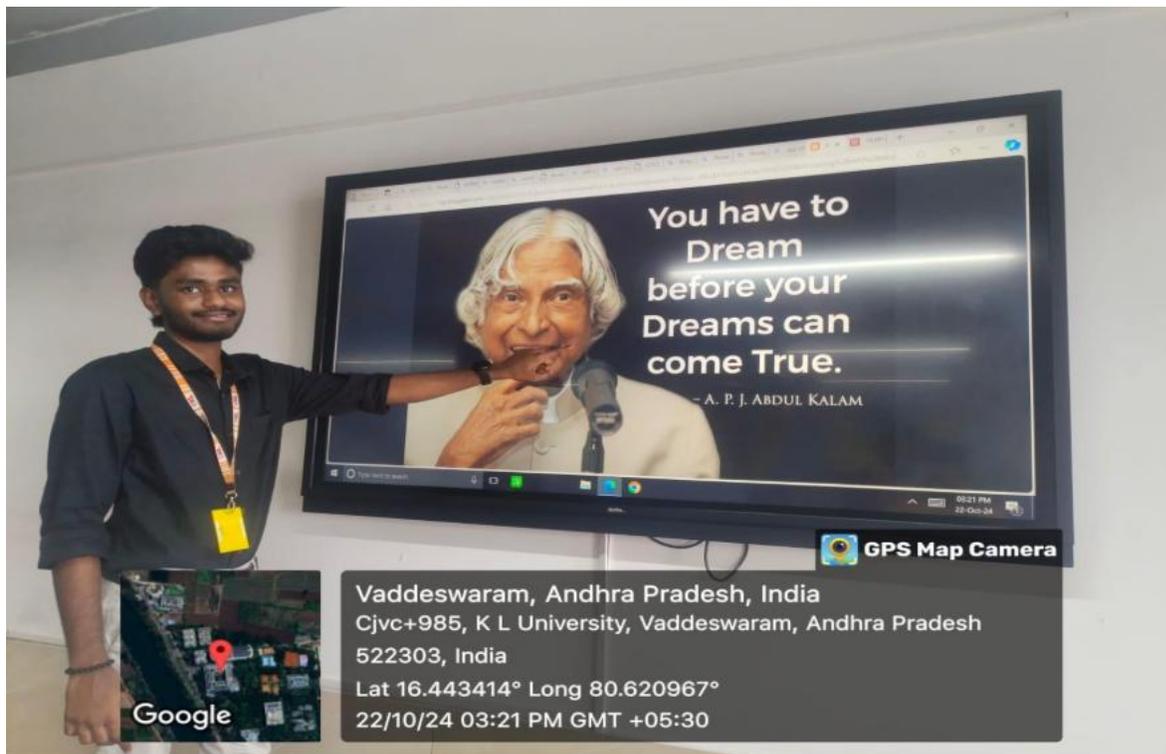
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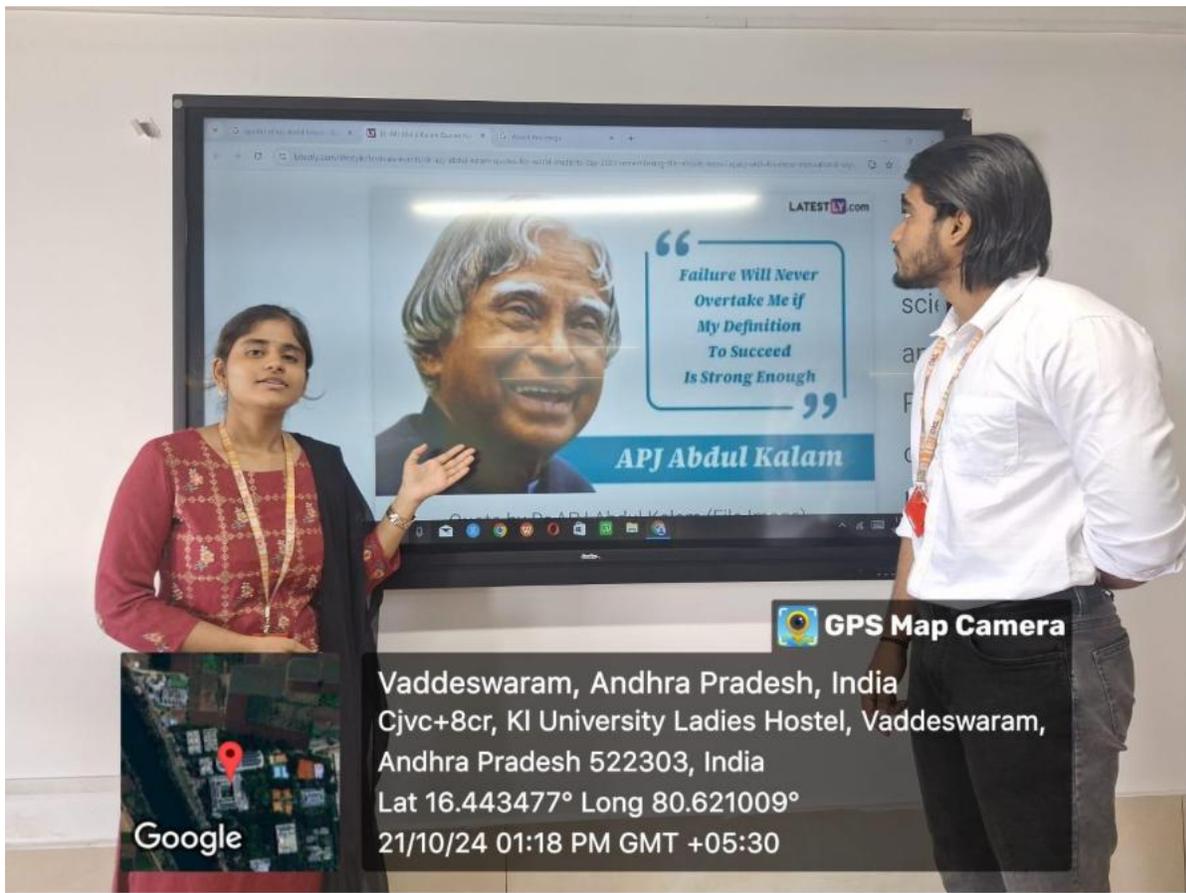
### KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NCC – Activity

22-10-2024

#### NCC Activity for the month of October 2024

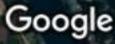
The NCC Volunteers of BBA Conducted awareness program on Quiz on Dr.APJ Abdul Kalam on 21<sup>st</sup> and 22<sup>nd</sup> October in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of A biography of Dr. A.P.J. Abdul Kalam can be significant because it can provide insight into the life of a remarkable person who inspired generations with his dedication to science, education, and national progress. His biography can also highlight his contributions to India's missile and nuclear programs,

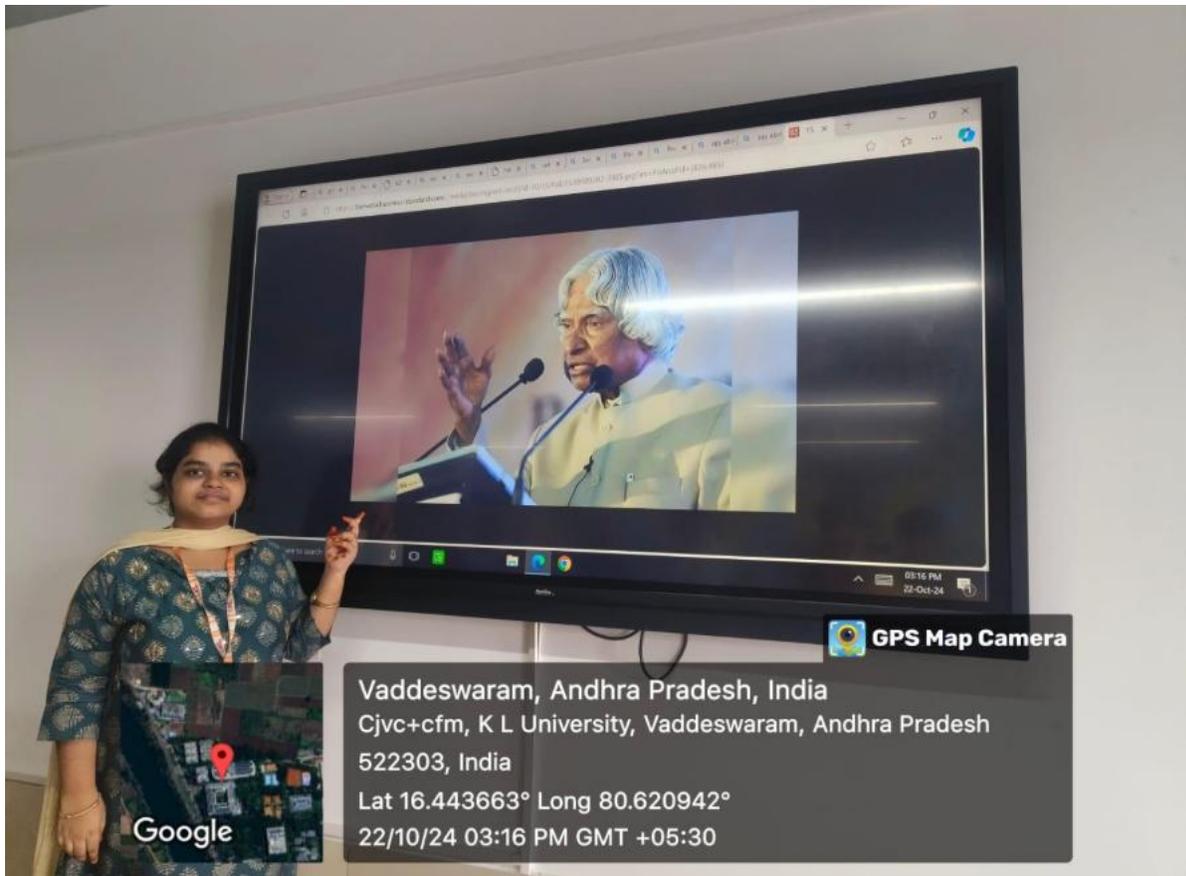




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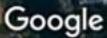
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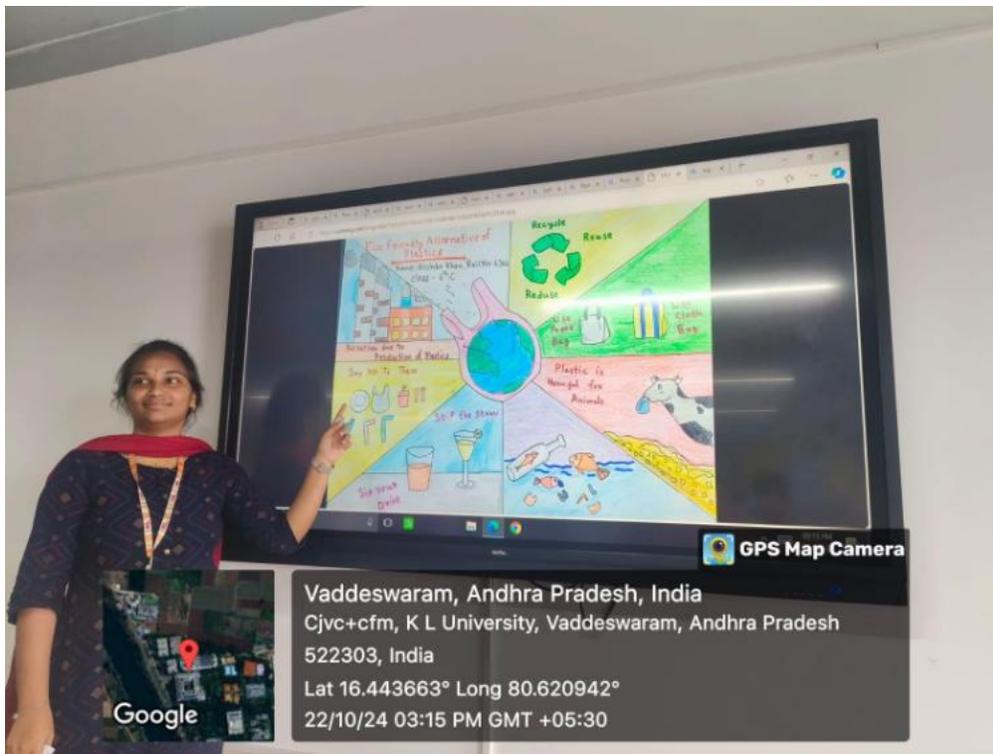
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### **KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NCC – Activity**

**22-10-2024**

#### **Painting/Drawing/Poster making competition**

The NCC Volunteers of BBA Conducted awareness program Painting, Drawing, Poster making competition on 21<sup>st</sup> and 22<sup>nd</sup> October in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Competitions are important to motivate young artists and help them to develop their creative skills by exposing them to the contemporary talent in the field. By observing the work of their peers, students have the opportunity analyze and evaluate their techniques and outcomes vis-à-vis those of other artists.





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### **KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NCC – Activity**

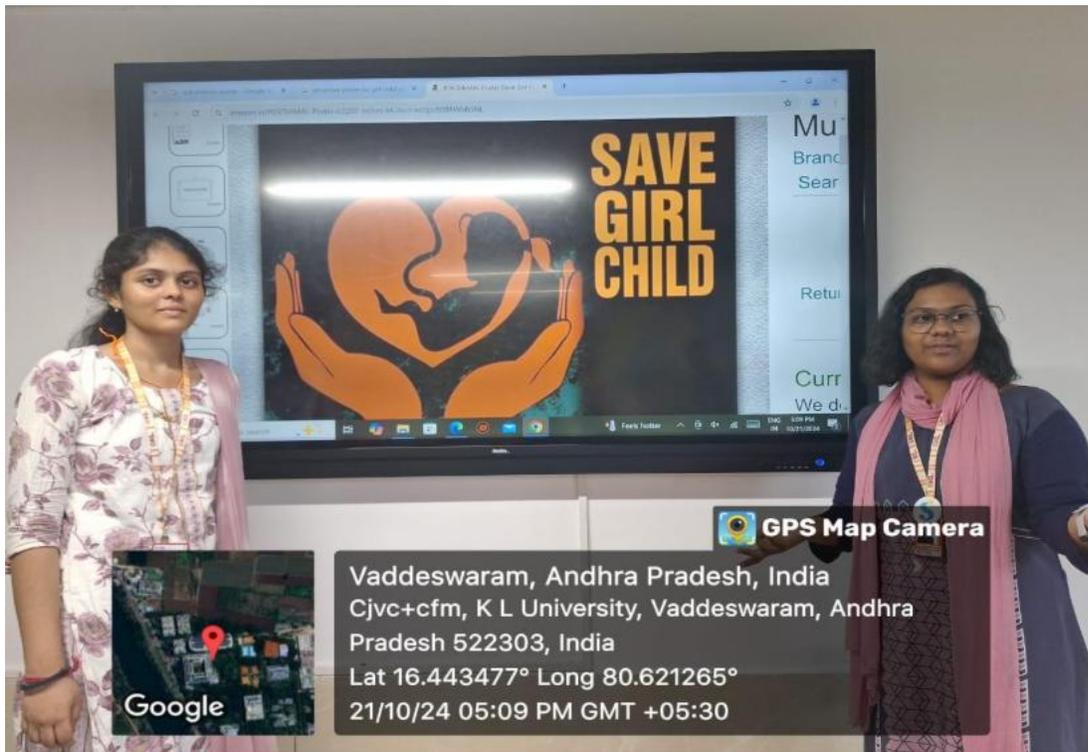
**22-10-2024**

#### **Girl Child Education Awareness Program**

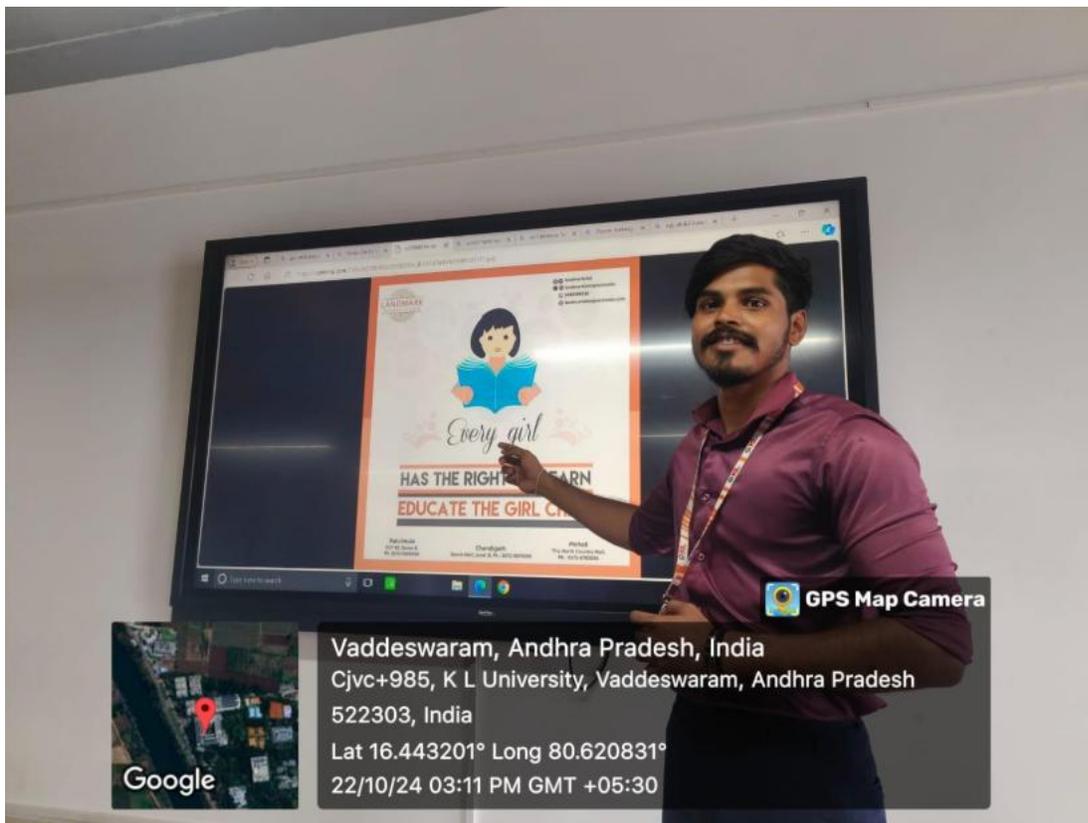
The NCC Volunteers of BBA Conducted awareness program Girl Child Education Awareness program on 21<sup>st</sup> and 22<sup>nd</sup> October in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of The Girls' Education Awareness Program (GEAP) is a program that aims to change social norms that prevent girls from attending school and learning. The program uses the expertise of the business community and private foundations to deliver targeted messages to community leaders, girls, and their families.

The significance of girl child education is that it can Educated girls are less likely to marry young and are more likely to lead healthy lives. Educated girls are more employable and can earn higher incomes, which can help support their families and communities. Educated girls can help to achieve equality in society and contribute to more stable, resilient societies.

Educated girls can become confident, knowledgeable, and financially independent. They can also make informed decisions about their careers, marriages, and families. Education can help girls to think, analyze, and make informed decisions, breaking the chains of ignorance that have bound societies for centuries. In India, National Girl Child Day is celebrated on January 24<sup>th</sup> to highlight the challenges faced by girls and emphasize the importance of their well-being.



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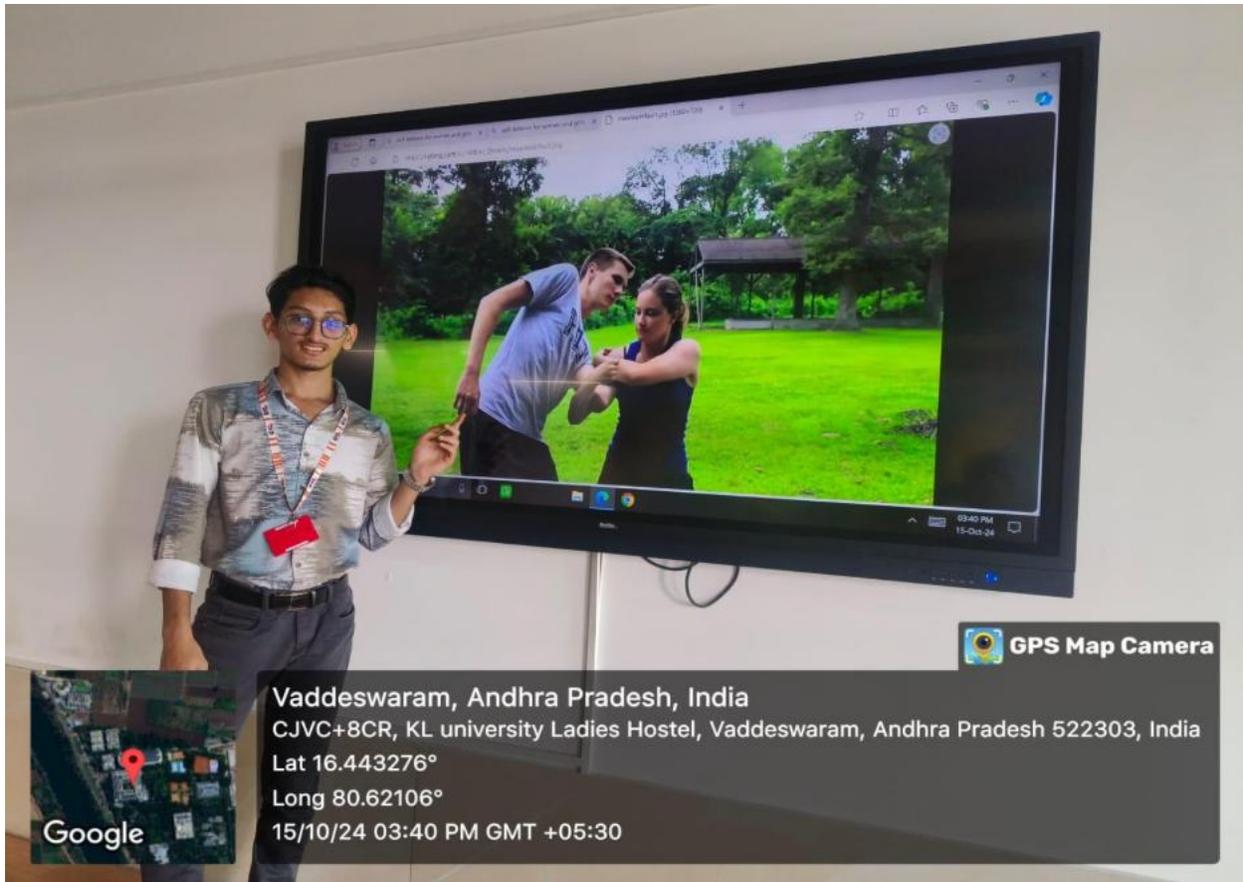
### KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- SAC – Activity

15-10-2024

#### **Girl Safety Awareness programm Student Activities for the month of October 2024**

The Professional society BBA Students organized various Extension activities on **Girl Safety Awareness programm – Self Defense Training** on 14<sup>th</sup> and 15<sup>th</sup> October 2024 in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Self-defense training is important for girls because it can help them develop a sense of confidence, improve their physical health, and enhance their emotional well-being. It can also help them become more aware of their surroundings and prepare for unexpected situations.

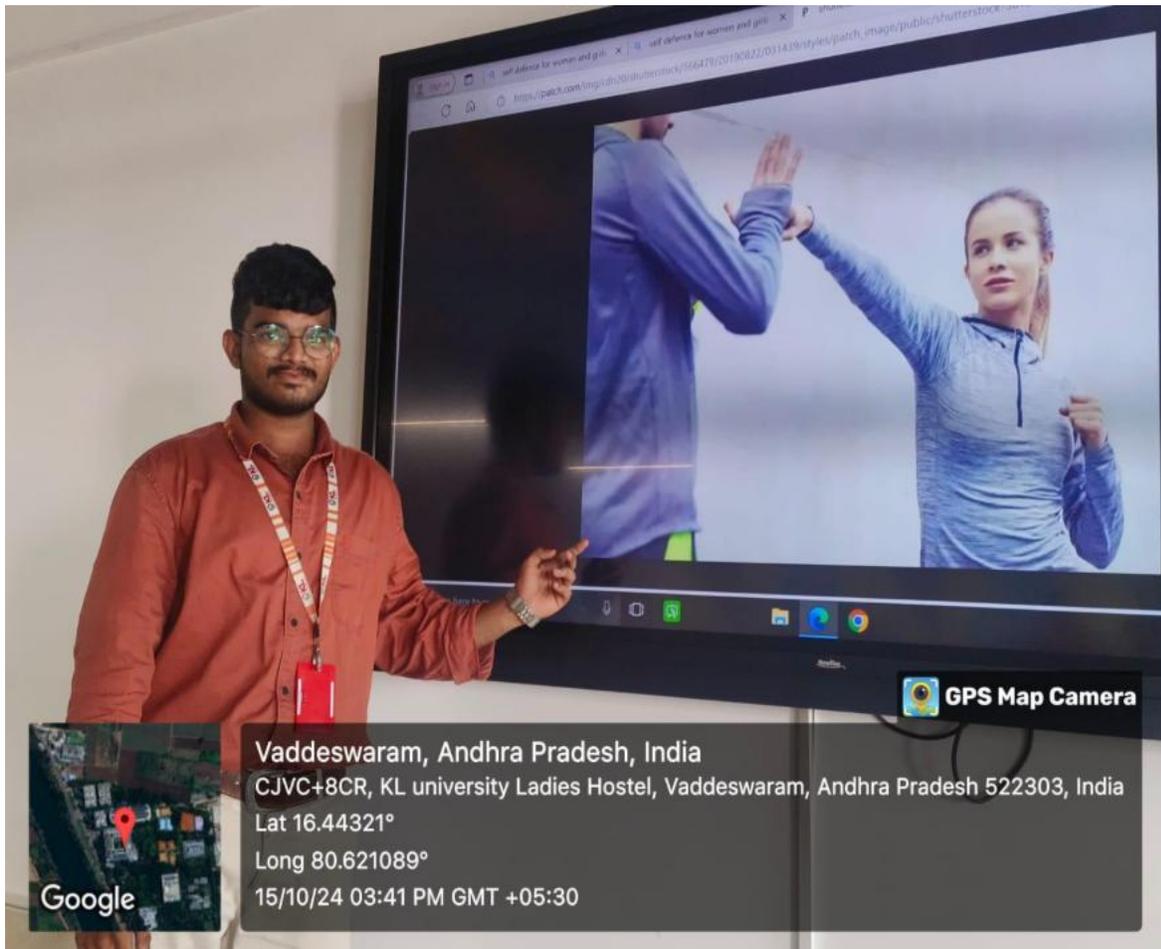
Here are some benefits of self-defense training for girls Self-defense training can help girls develop self-esteem and stand up for themselves. Self-defense training can help girls improve their physical and mental health. Self-defense training can help girls promote mental resilience and enhance situational awareness. Self-defense training can help girls develop life skills that can help them in other areas of their life, such as feeling more confident and capable when dealing with difficult circumstances.



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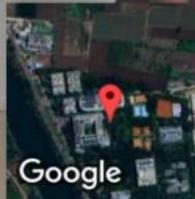
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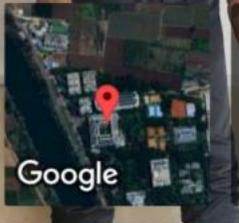
### KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NCC – Activity

15-10-2024

#### Swachhata hi Seva Student Activities for the month of October 2024

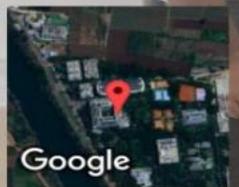
The BBA Students organized various Extension activities on Awareness on **Swachhata hi Seva** on 14<sup>th</sup> and 15<sup>th</sup> October 2024 in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of The Swachhata Hi Seva (SHS) campaign is a nationwide initiative that aims to promote cleanliness and environmental sustainability in India. The campaign is significant for several reasons, including The campaign encourages public participation and community engagement through shramdaan activities.

The campaign prioritizes the health, safety, and well-being of sanitation workers, also known as Safai Mitras. The campaign focuses on reviving neglected areas, also known as "black spots", that are often difficult to manage and pose significant health and environmental risks. The campaign culminates in the celebration of Swachh Bharat Diwas on Mahatma Gandhi's birth anniversary on October 2. The campaign aims to make cleanliness a permanent part of the country's cultural fabric.



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### **KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NCC – Activity**

**08-10-2024**

#### **Extension Activates for the month of October 2024**

The BBA Students organized various Extension activities on Road safety on 8<sup>th</sup> October 2024 in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Road safety education is important for students because it helps them develop the skills and attitudes to be responsible road users throughout their lives.

Road safety education can help reduce the number of accidents and injuries involving students. Road traffic accidents are a leading cause of death for children and adolescents worldwide. Road safety education can help students learn safe behaviors around traffic, such as crossing the road safely and being alert.

Road safety education can help students develop a sense of respect for traffic laws and other road users. By integrating road safety into the curriculum, schools can help students establish safe driving habits that can last into adulthood. Involving families, local authorities, and road safety organizations in school-based initiatives can reinforce the importance of road safety within the community.



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### **KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NCC – Activity**

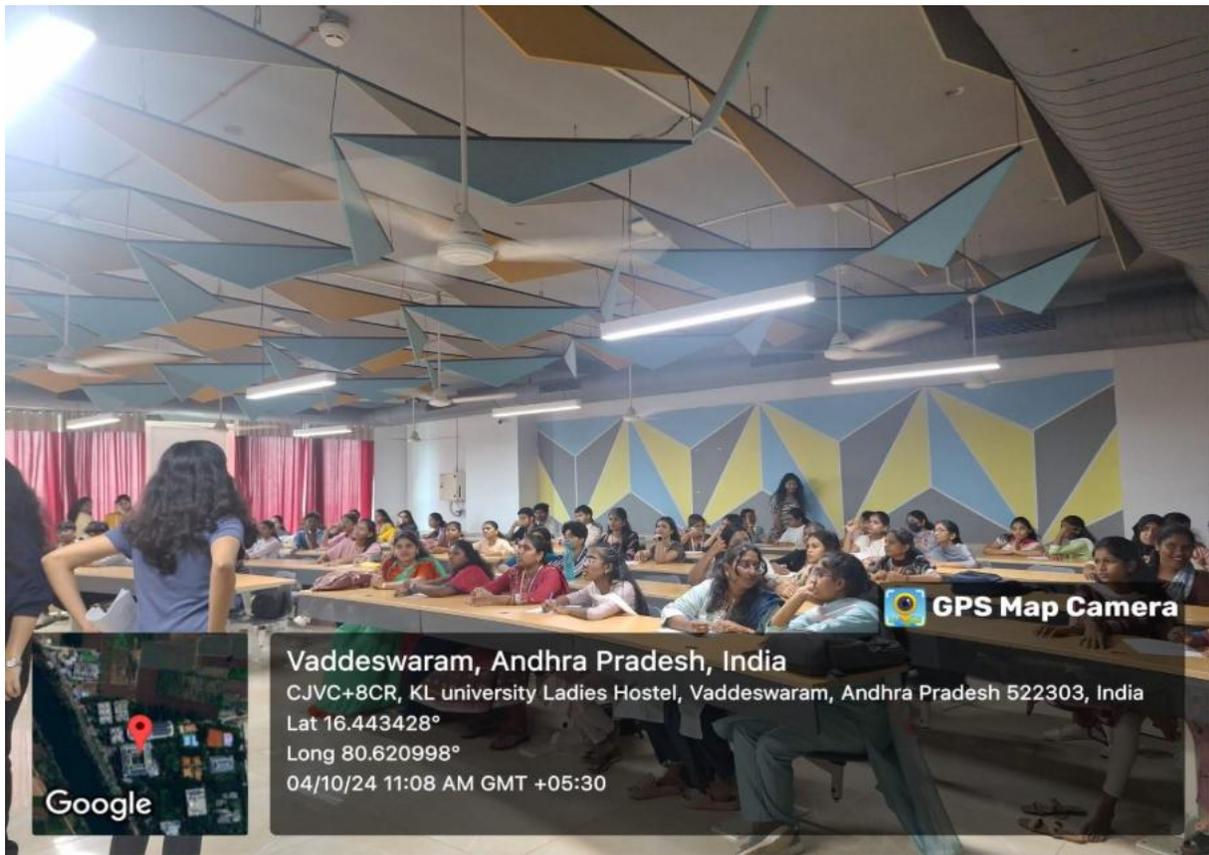
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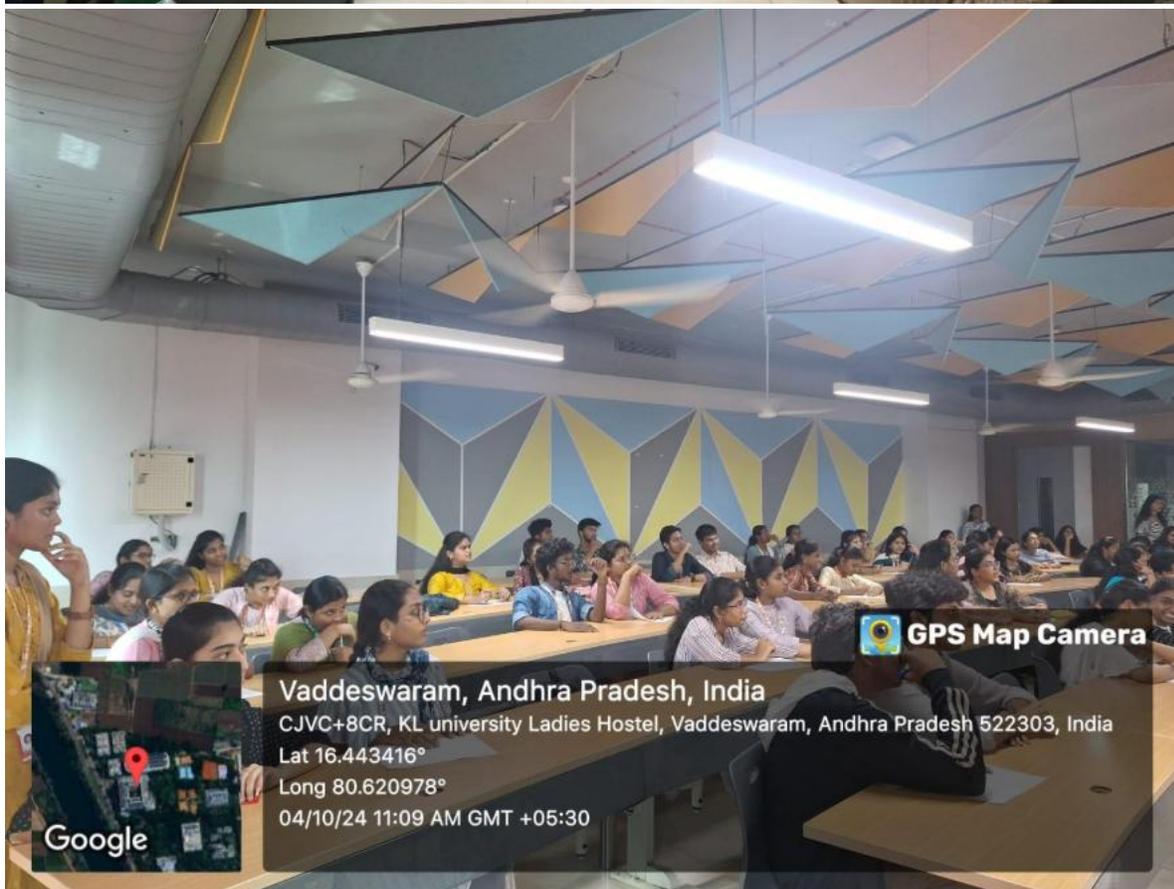
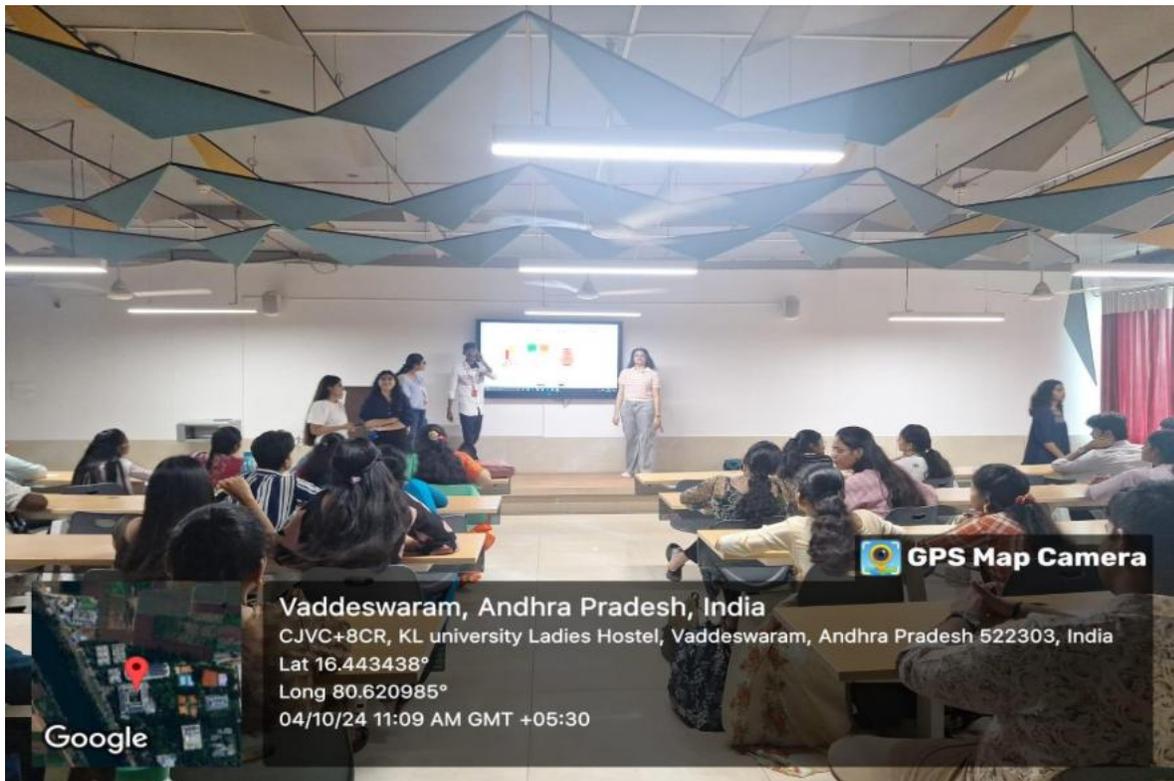
#### **Department association Activates for the month of October 2024**

The professional society team of BBA Students organized various Departmental association activities on 4<sup>th</sup> and 5<sup>th</sup> of October 2024 Events –(1) Start up plan (2) Business model generation (3) Battle of cognition (4) Extempore (5) Young manager in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated.

In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Department association activities are important because they help students develop skills and knowledge that can help them in their careers and personal lives, Department association activities help students develop their overall personality, including their presentation skills, leadership qualities, and organizational skills.

Department association activities help students develop skills that are useful in the workplace, such as time management and organization. Department association activities help students learn technical knowledge and how to apply it in the real world.







Guntur, AP, India  
KL Boys Hostel Road, Tadepalle, Guntur,  
522302, AP, India  
Lat 16.443477, Long 80.620924  
10/04/2024 11:54 AM GMT+05:30  
Note : Captured by GPS Map Camera