



Koneru Lakshmaiah Education Foundation

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

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Campus: Green Fields, Vaddeswaram - 522 502, Guntur District, Andhra Pradesh, INDIA.

Phone No. 0863 - 2399999; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 -2577715, Fax: +91-866-2577717.

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

17-01-2025

NSS Activity

The NSS Volunteers of BBA Planning to organize NSS Activity on 17-01-2025 about save water in near water scarcity areas in Guntur District but Due to pongal holidays it was postponed to 25-01-2025.

Members attended :

Dr. Venkateswarlu Chandu

Dr. Y. Venkataramana

Dr. Y. Kanaka Durga

Dr. Madhu Latha

Signature of HOD



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

30-01-2025

The NSS Volunteers of BBA Department organized activity on Republic day celebrations on 26th January in this event Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu, Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the issues like India that celebrates the adoption of the Indian Constitution on January 26, 1950. It is a day to honor the sacrifices of freedom fighters and the efforts of the Constituent Assembly.

- **Constitutional values**

Republic Day celebrates India's commitment to democratic ideals like liberty, equality, justice, and fraternity.

- **Cultural heritage**

Republic Day showcases India's cultural diversity through parades, cultural performances, and tableaux.

- **National unity**

Republic Day promotes unity in diversity and highlights India's strength as a nation.

- **Freedom fighters**

Republic Day honors the leaders and freedom fighters who helped India gain independence.

- **Transition to a republic**

Republic Day marks India's transition from a dominion under British rule to a sovereign nation.

- **Law and order**

Republic Day emphasizes the importance of law and order and a judicial system.

- **Democracy**

Republic Day celebrates the importance of democracy and the need to stay on a democratic path.

Members attended :

Dr. Venkateswarlu Chandu

Signature of HOD

Dr. Y. Venkataramana

Dr. Y. Kanaka Durga

Dr. Madhu Latha

Enclosed event: Picks







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

30-01-2025

Fire safety Awareness

The NSS Volunteers of BBA Department Conducted activity on Fire safety Awareness on 30th December in this event Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu, Dr. Y Venkata Raman and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Fire safety awareness is the practice of identifying potential fire risks and taking steps to reduce the risk of injury or death. It's important to be aware of fire safety in both your home and workplace.

Fire is a leading cause of unintentional injury and death, especially for children. Fires can destroy property and damage businesses. Smoke inhalation from toxic gases produced by fires is a leading cause of fire-related deaths.

- **Install smoke alarms:** Test smoke alarms monthly.
- **Plan your escape:** Know how to exit your home or workplace quickly and safely.
- **Cook safely:** Don't leave food unattended on the stove, and keep flammable materials away from open flames. **Be aware of space heaters:** Give space heaters enough space.
- **Be aware of matches and lighters:** Treat matches and lighters as tools, not toys.

Members attended :

Dr. Venkateswarlu Chandu

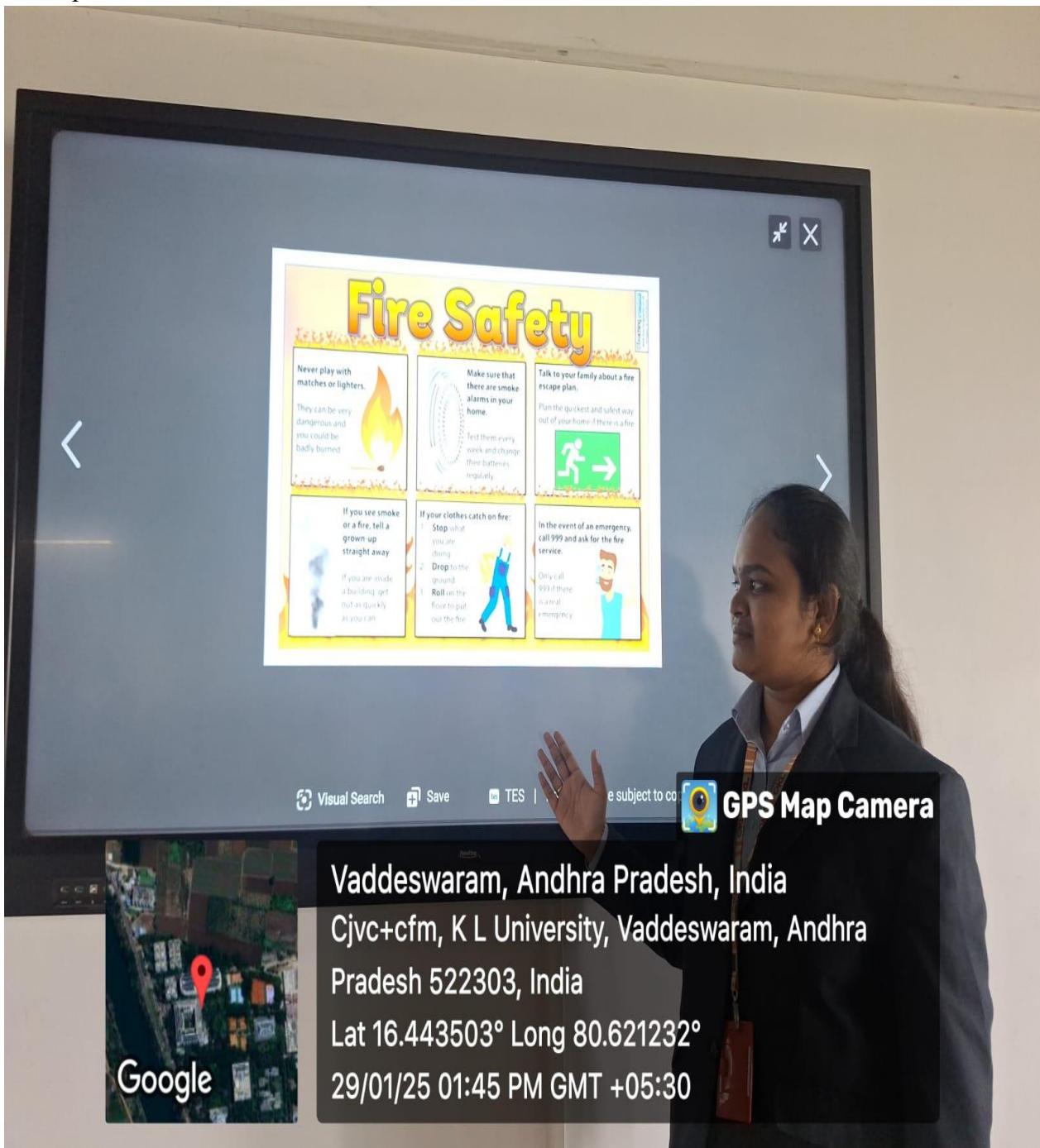
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Dr. Y. Venkataramana

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Dr. Madhu Latha

Event picks:







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

8-02-2025

Awareness on Pulse Polio Vaccination

The NSS Volunteers of BBA Department Conducted activity on Awareness on Pulse Polio Vaccination on 7th February 2025 in this event Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu, Dr.Y Venkata Raman and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Pulse Polio Immunization (PPI) awareness is created through health communication campaigns, community mobilization, and mass media. The goal of PPI awareness is to ensure that every child in India receives the polio vaccine.

- The Pulse Polio Immunization program was launched in India in 1995.
- The program involves giving oral polio drops to children under five years old on two national immunization days each year.
- The program has helped to significantly reduce the incidence of poliomyelitis in India.
- The program has helped India to maintain its polio-free status.
- The program has helped to inspire other nations to eradicate polio.

Members attended :

Dr. Venkateswarlu Chandu

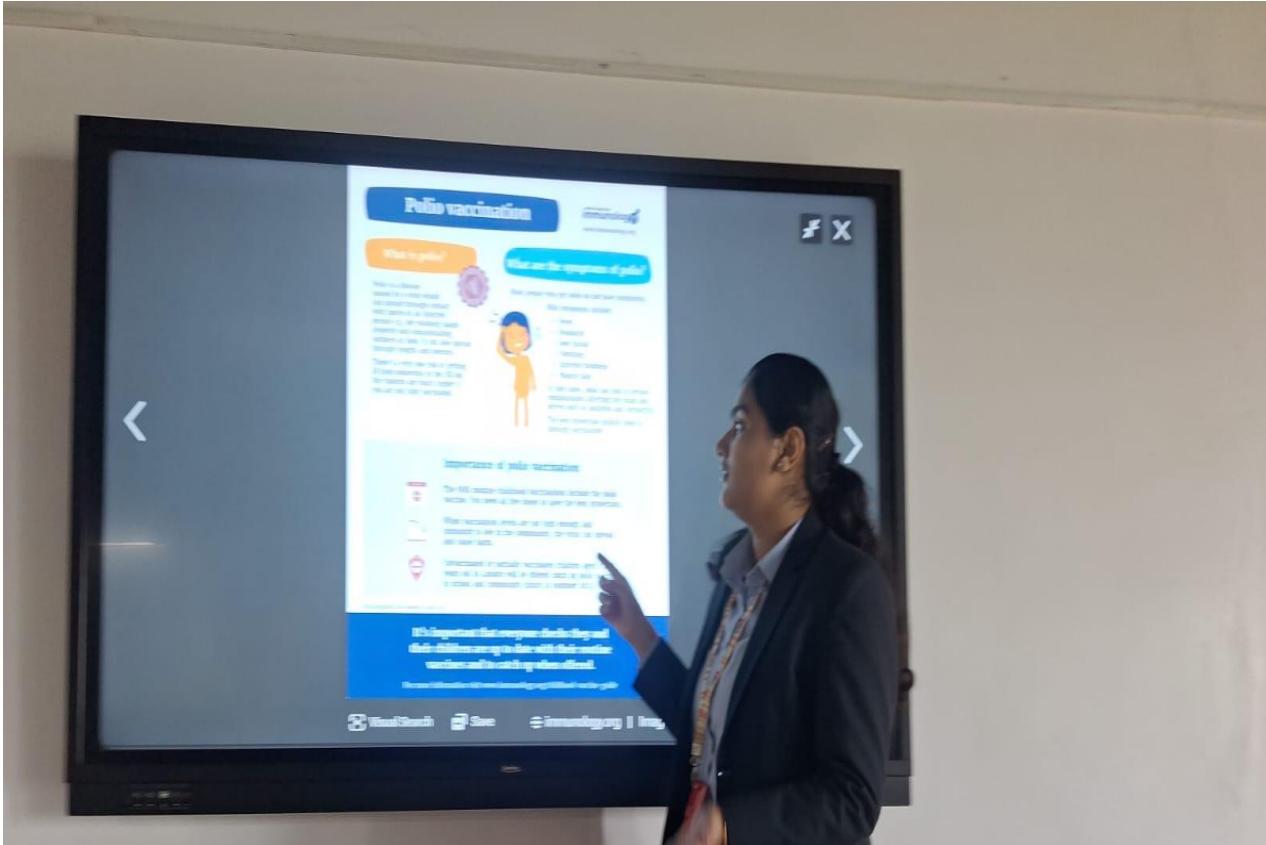
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Dr.Y.Venkataratama

Dr.Y.Kanaka Durga

Dr. Madhu Latha

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

24-02-2025

NCC Activity for the month of February 2025

The NCC Volunteers of BBA Conducted awareness program on Self Defense Training for women safety to BBA Student by NCC cadets on 24-02-2025 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.

Members attended :

Dr. Venkateswarlu Chandu

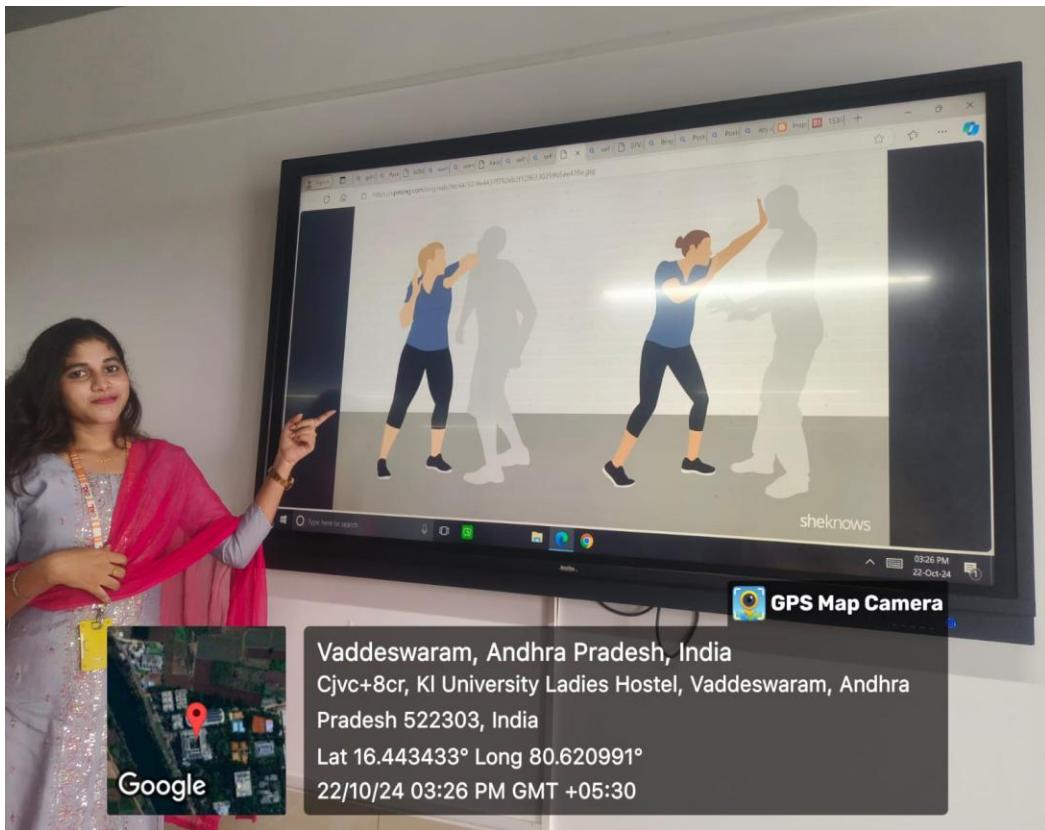
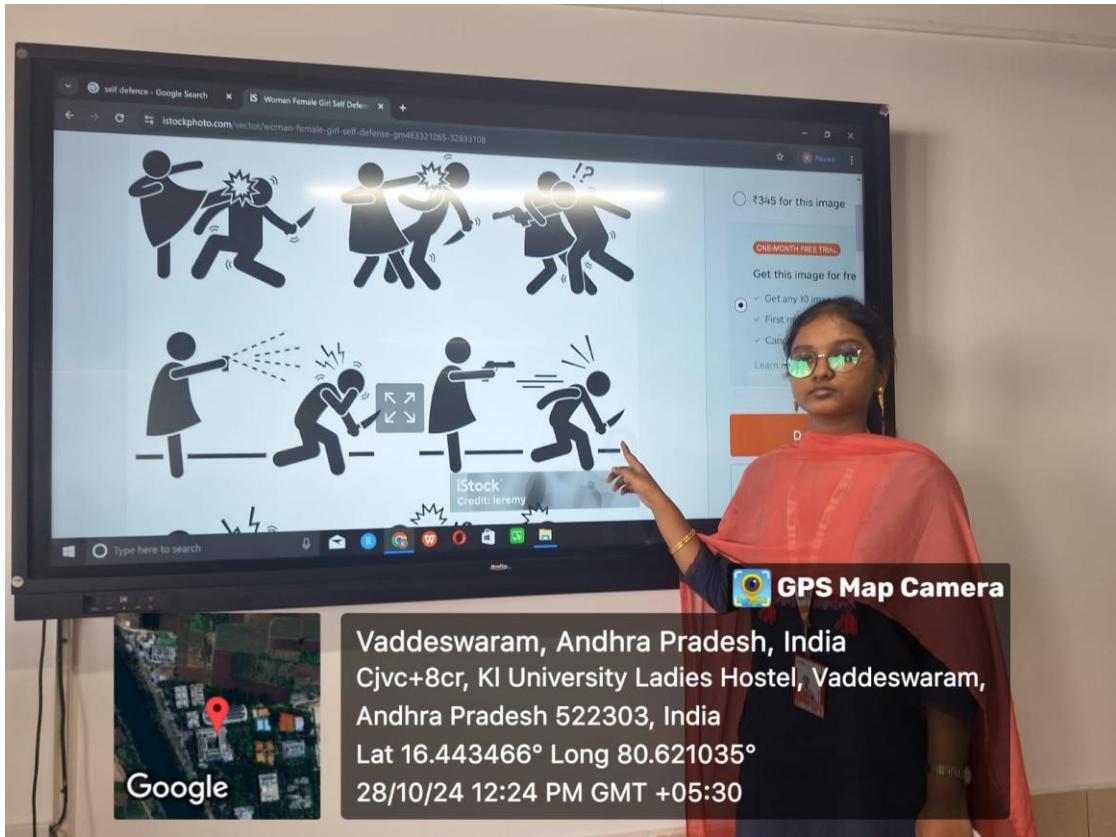
Dr. Y. Venkataramana

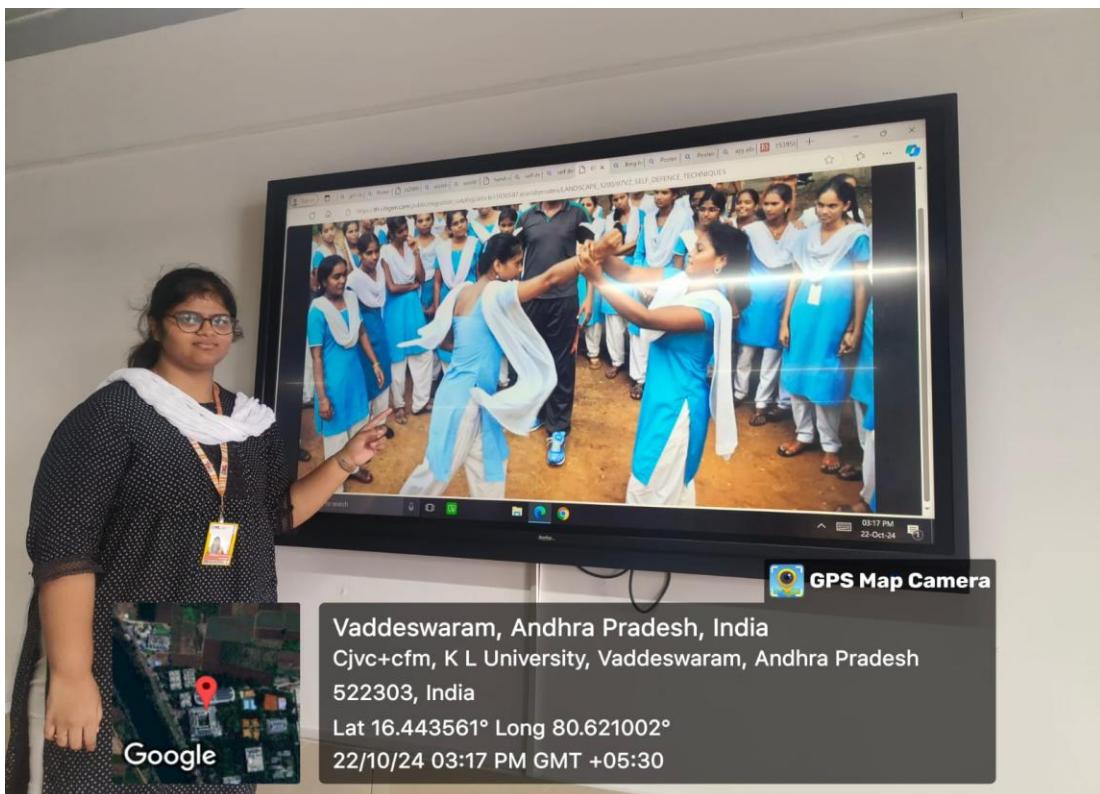
Dr. Y. Kanaka Durga

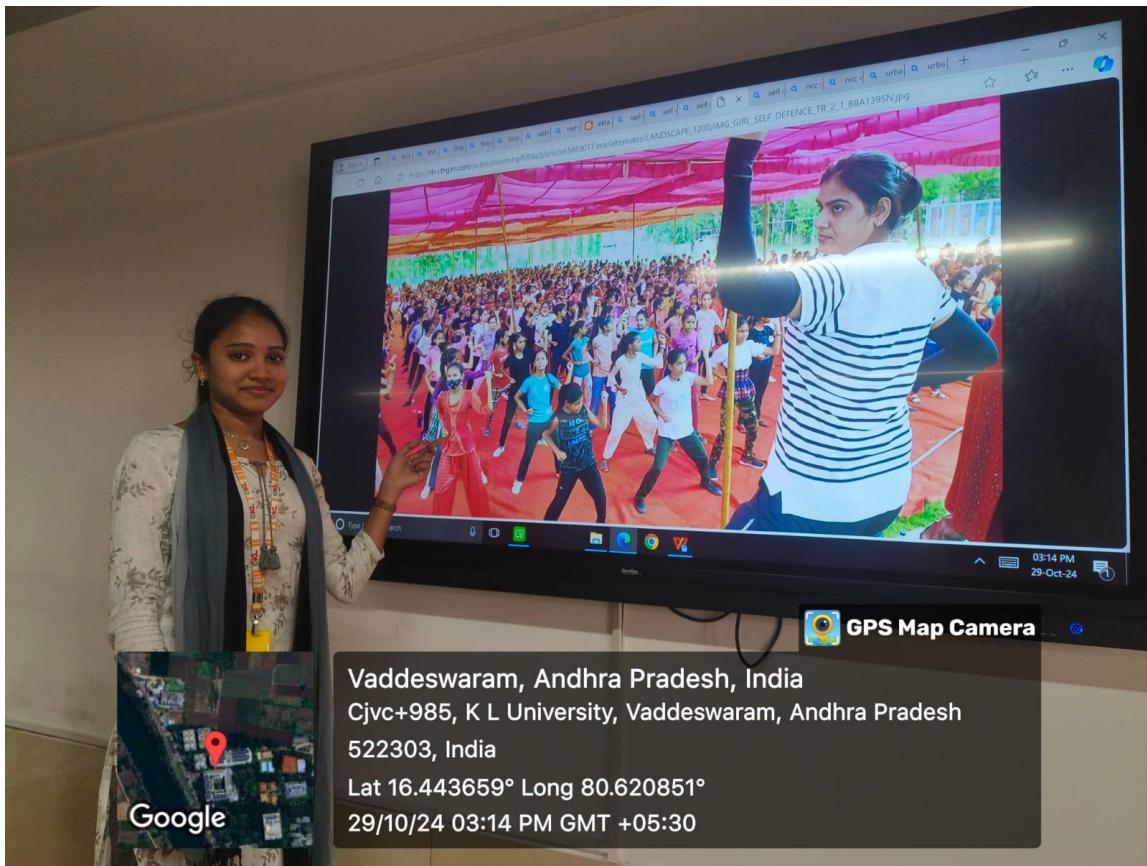
Dr. Madhu Latha

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Enclosed event: Picks









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

25-02-2025

NCC Activity for the month of February 2025

The NCC Volunteers of BBA Department organized NCC Day celebrations on 25-02-2025 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

Members attended :

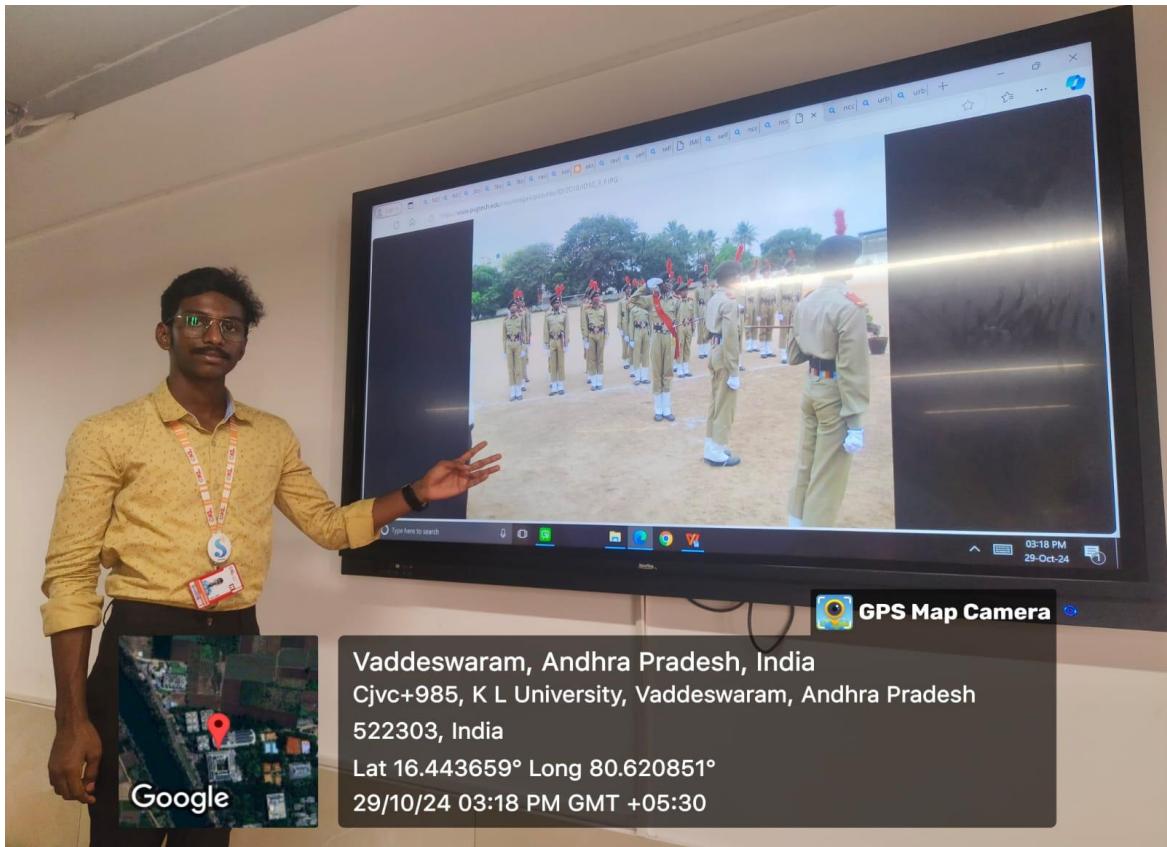
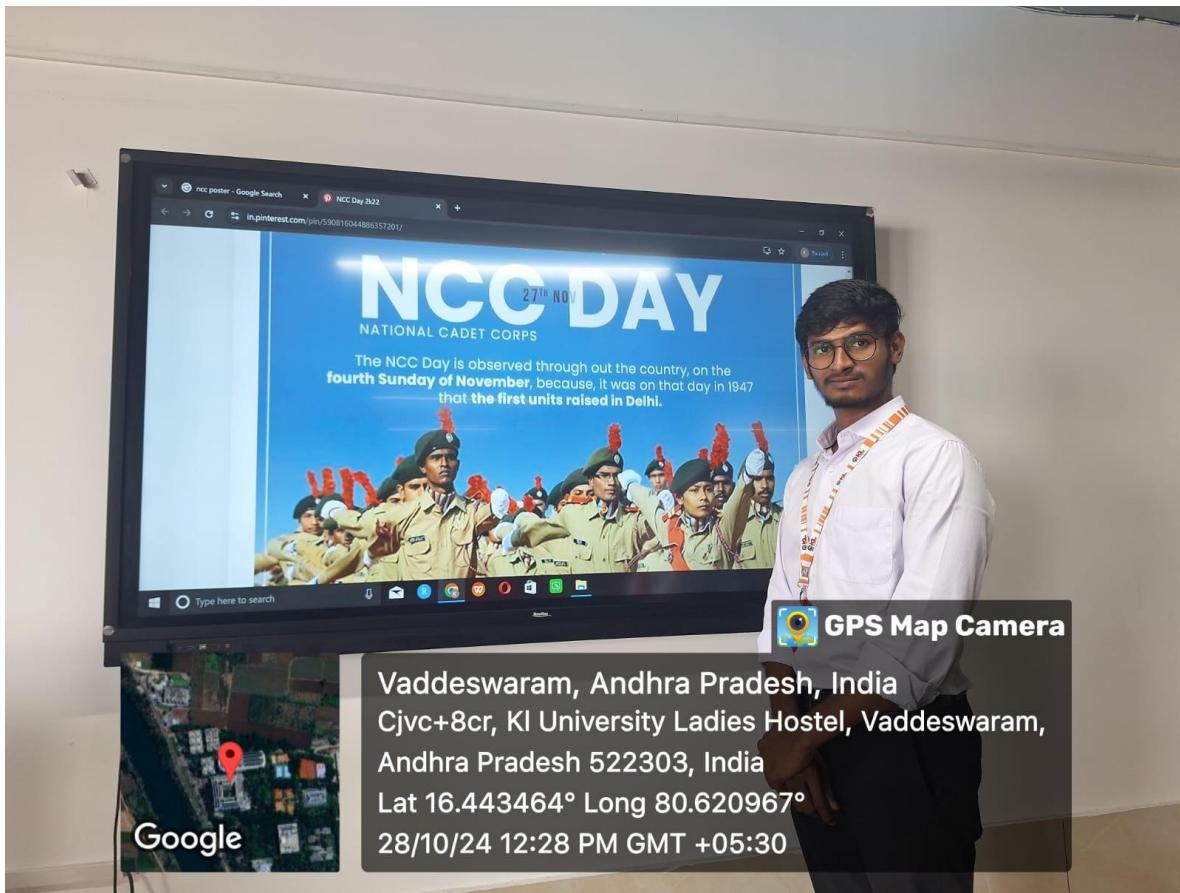
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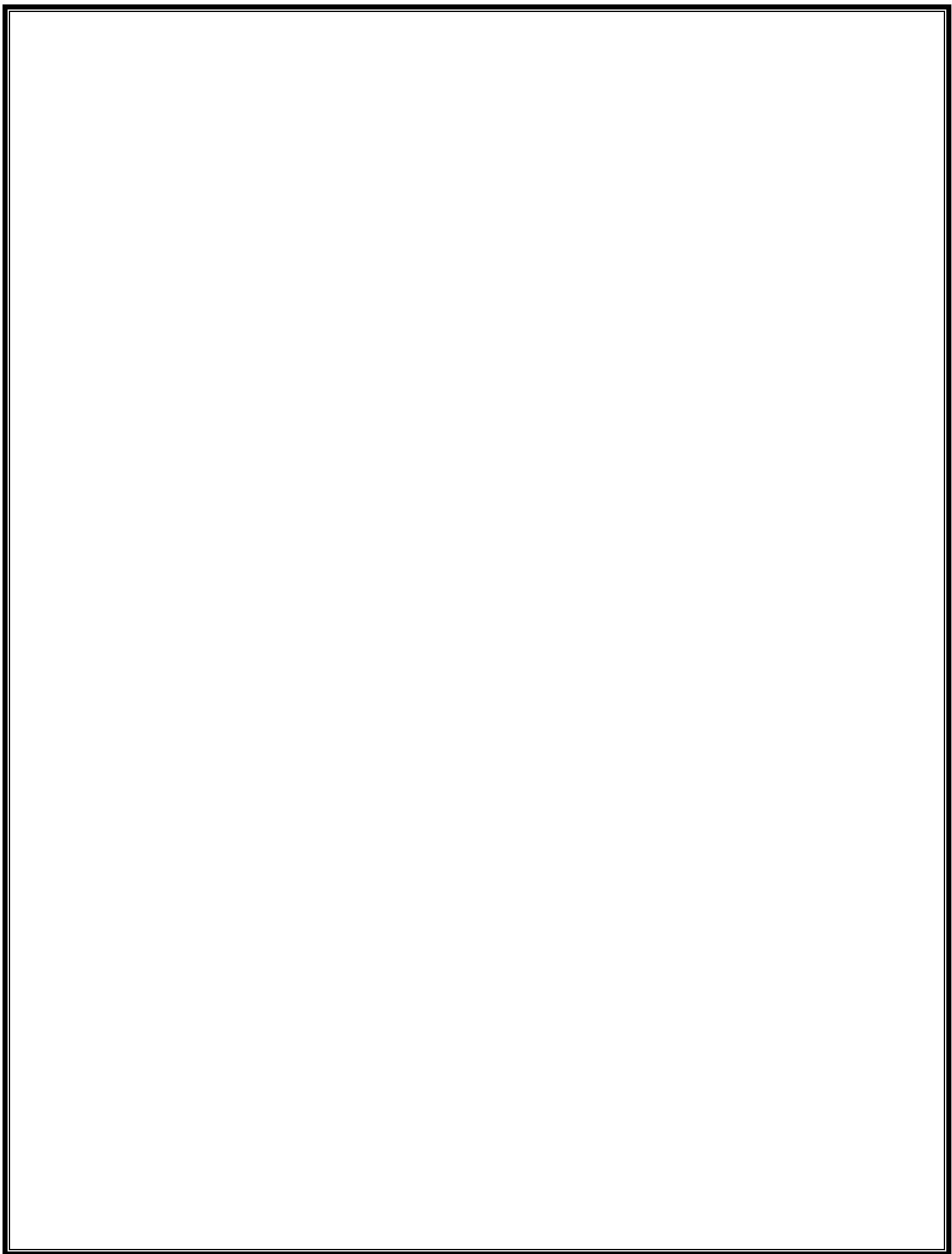
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KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NSS – Activity

13-03-2025

Hobby Clubs/NSS Activity

The NSS Volunteers of BBA Department Conducted activity on YOGA For all on 12th March 2025 in this event Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu, Dr.Y Venkata Raman and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Yoga can be important for students because it can:

- **Reduce stress:** Yoga can help students feel less stressed by promoting relaxation and regulating the release of cortisol, a stress hormone.
- **Improve concentration:** Yoga can help students improve their concentration, memory, retention, and attention spans.
- **Boost emotional well-being:** Yoga can help students feel better emotionally.
- **Improve physical fitness:** Yoga can help students improve their flexibility, balance, posture, and strength.
- **Support a healthy lifestyle:** Yoga can help students support a healthy lifestyle and enhance their overall well-being.
- **Improve academic achievement:** Yoga can help students improve their academic achievement by helping them reach their full potential while maintaining a balanced state of mind.

Members attended :

Dr. Venkateswarlu Chandu

Signature of HOD

Dr. Y. Venkataramana

Dr. Y. Kanaka Durga

Dr. Madhu Latha

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

20-03-2025

Awareness on Immunization

The NSS Volunteers of BBA Department Conducted activity on Awareness on Immunization /Pulse Polio Vaccination on 18th March 2025 in this event Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu, Dr.Y Venkata Raman and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Pulse Polio Immunization (PPI) awareness is created through health communication campaigns, community mobilization, and mass media. The goal of PPI awareness is to ensure that every child in India receives the polio vaccine.

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- The program involves giving oral polio drops to children under five years old on two national immunization days each year.
- The program has helped to significantly reduce the incidence of poliomyelitis in India.
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Members attended :

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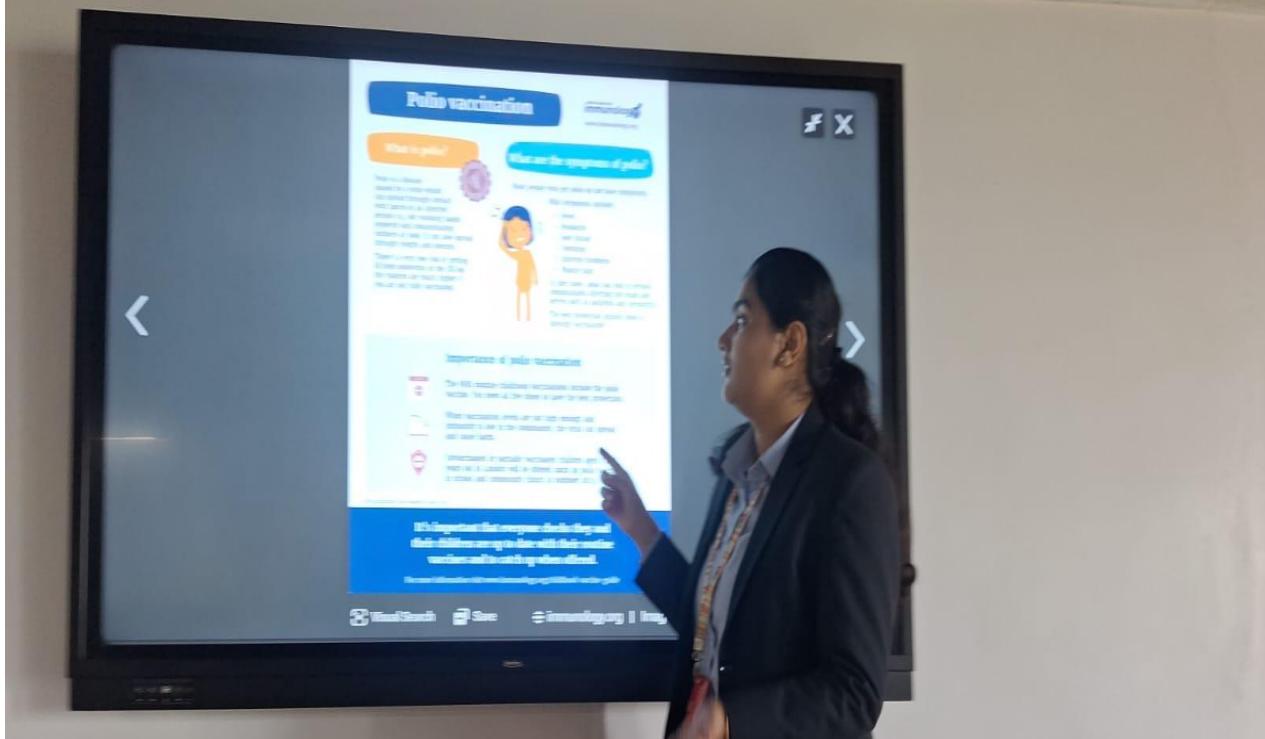
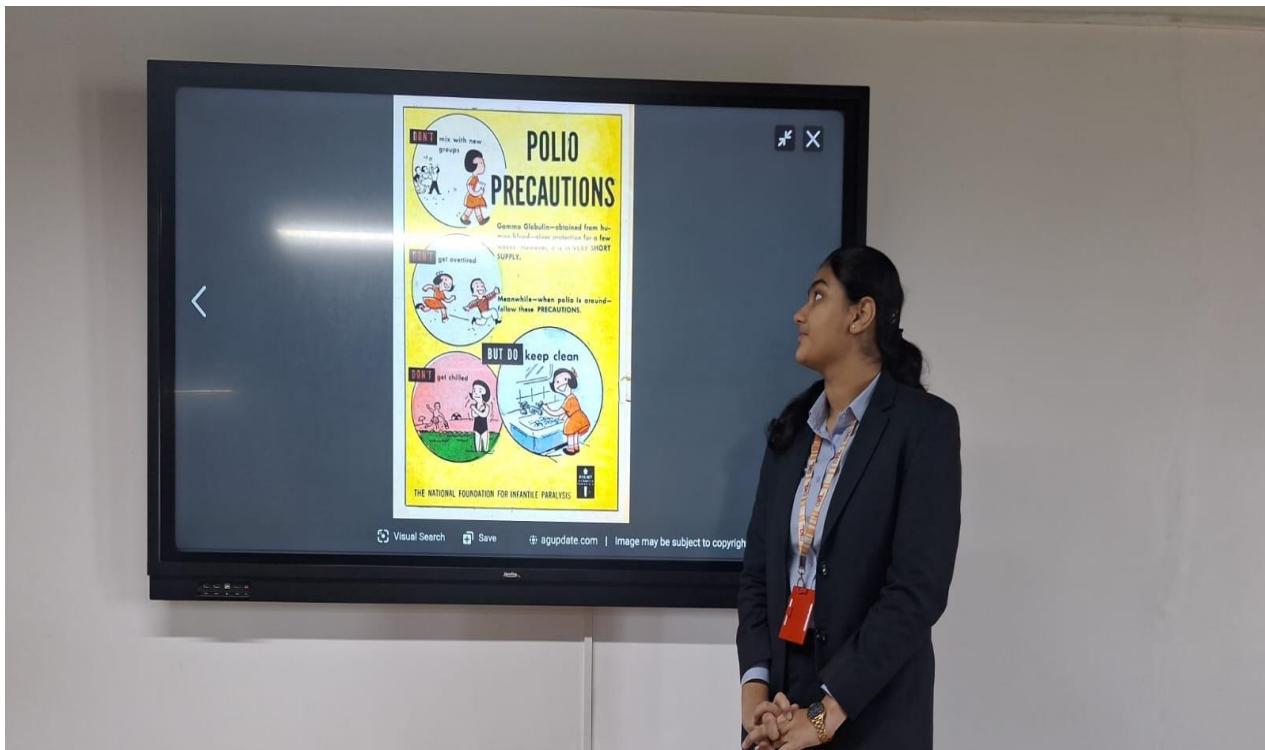
Dr. Y.Venkataramana

Dr. Y.Kanaka Durga

Dr. Madhu Latha

Event picks:







GPS Map Camera



Vaddeswaram, Andhra Pradesh, India
Cjvc+cfm, K L University, Vaddeswaram, Andhra Pradesh
522303, India
Lat 16.443571° Long 80.621324°
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KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NSS – Activity

29-03-2025

NSS Activity-Conservation of Water

The NSS Volunteers of BBA Department Conducted activity on Awareness on Conservation of Water on 29th March 2025 in this event Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu, Dr.Y Venkata Raman and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Water conservation involves the responsible management and use of water resources to ensure their sustainable availability for present and future generations through practices like reducing waste, improving efficiency, and protecting water sources.

Why it's important:

- **Limited Resource:** Fresh, clean water is a finite and crucial resource, and its availability is threatened by increasing demand, pollution, and climate change.
- **Sustainability:** Water conservation ensures that water resources are available for future generations and supports the health of ecosystems.
- **Economic Benefits:** Efficient water use can lead to reduced water bills and energy consumption, as less water needs to be treated and pumped.
- **Methods of Water Conservation:**
- **Reduce Water Waste:**
- **Repair Leaks:** Address leaks in pipes, faucets, and toilets promptly.
- **Turn Off the Tap:** Don't let water run unnecessarily while brushing teeth, shaving, or washing dishes. **Shorten Showers:** Take shorter showers and consider using low-flow showerheads.

- **Don't Use Toilet as a Waste Basket:** Avoid flushing items other than human waste down the toilet.
- **Water-Saving Appliances:** Use water-efficient appliances like washing machines and dishwashers.
- **Smart Irrigation:** Implement efficient irrigation techniques in gardens and for crops, using methods like drip irrigation and considering weather conditions.
- **Rainwater Harvesting:** Collect rainwater for non-potable uses like irrigation and cleaning.
- **Greywater Recycling:** Reuse treated wastewater from showers, sinks, and laundry for non-potable uses like toilet flushing and irrigation.
- **Protect Water Sources:**
- **Conserve Wetlands:** Protect and restore wetlands, which are important water filters and habitats.
- **Promote Sustainable Practices:** Encourage sustainable agricultural practices that reduce water consumption and pollution.
- **Examples of Water Conservation in Patna, Bihar:**
 - **Rainwater Harvesting:** Patna, like many parts of India, experiences seasonal rainfall. Implementing rainwater harvesting systems can help to store water during the rainy season for use during drier periods.
 - **Greywater Recycling:** Greywater from homes and businesses can be treated and reused for non-potable purposes like irrigation in gardens and parks.
 - **Community Awareness:** Raising public awareness about the importance of water conservation and promoting responsible water use habits can lead to significant changes in water consumption patterns.

Members attended :

Dr. Venkateswarlu Chandu

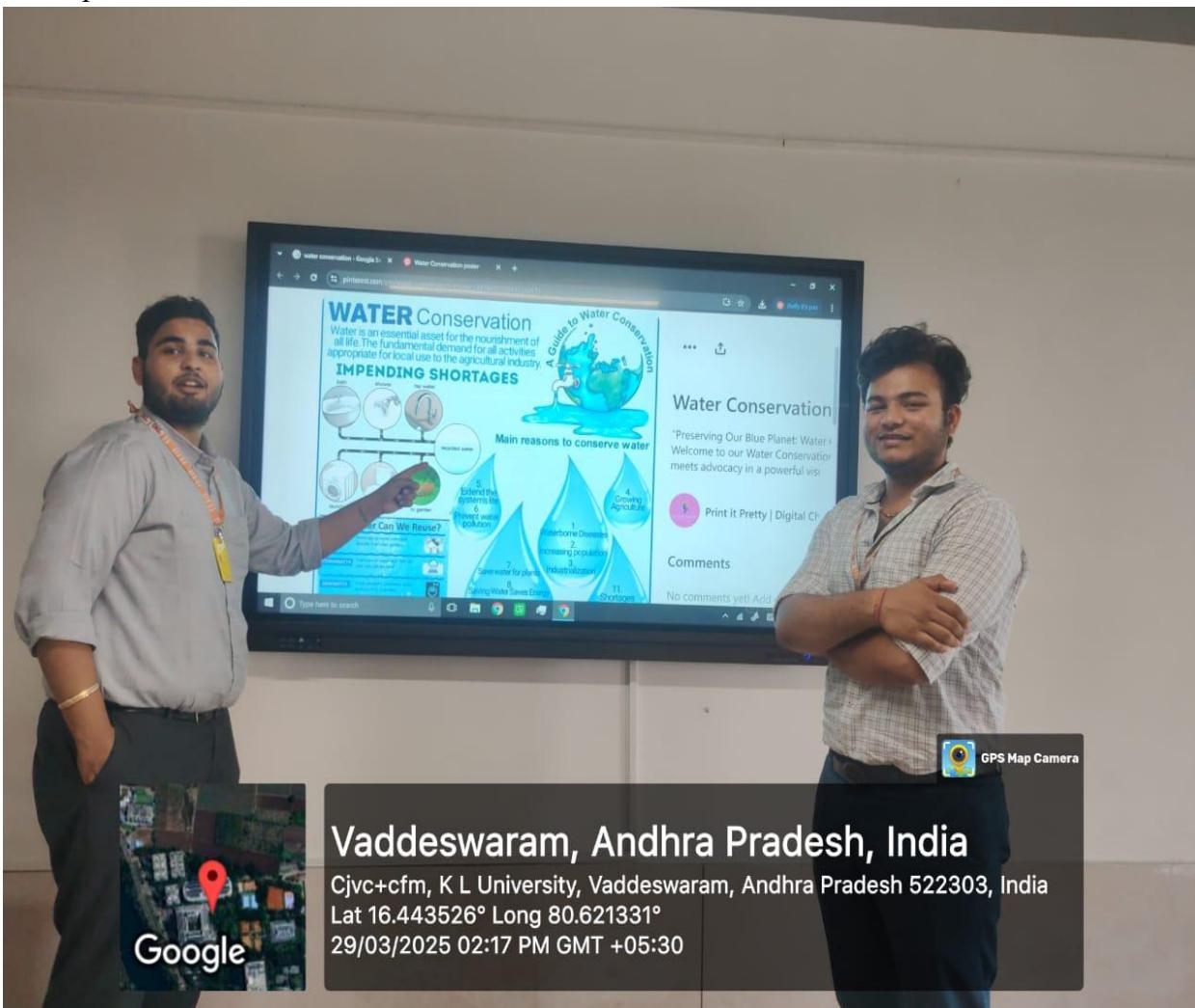
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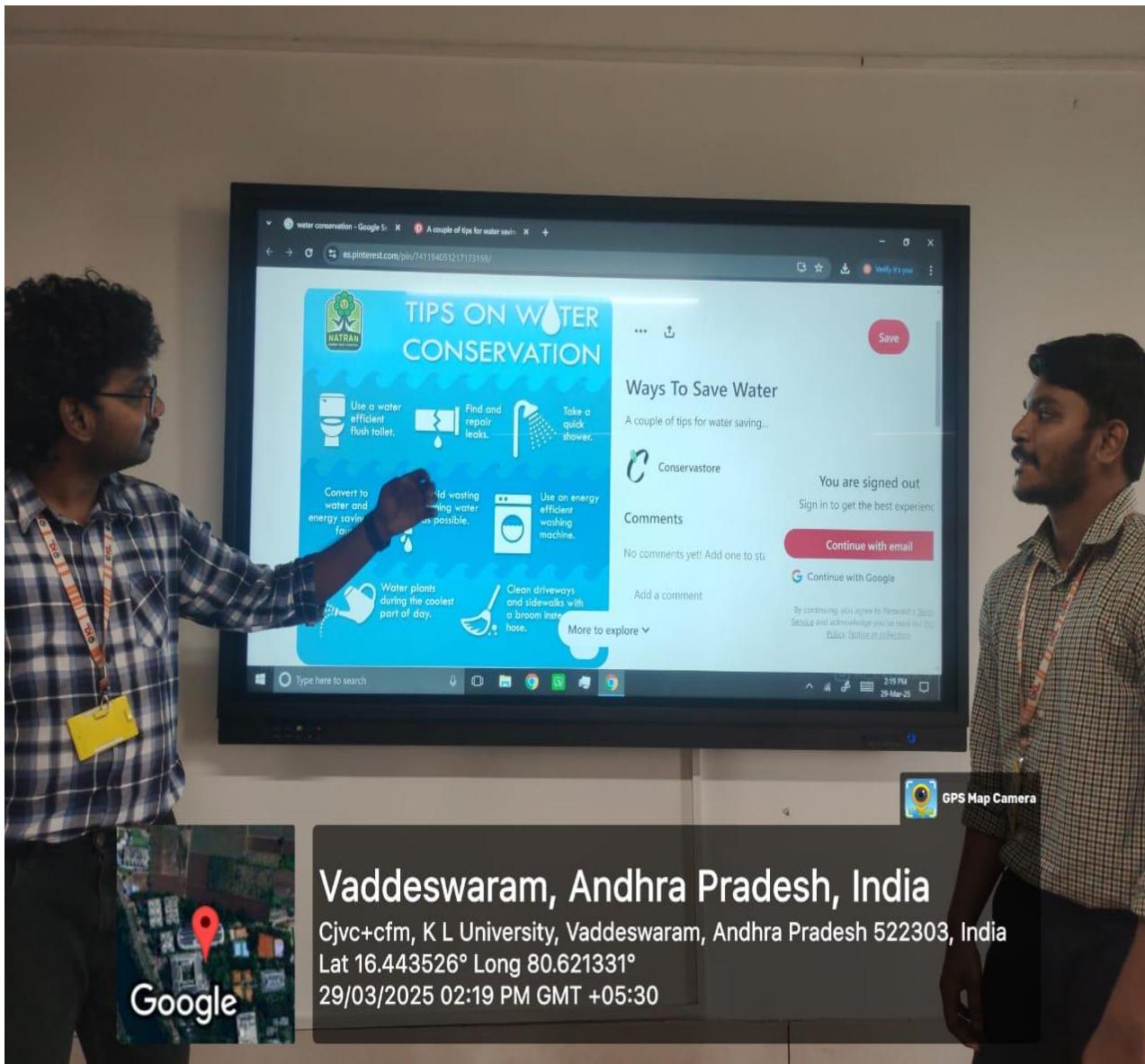
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KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NSS – Activity

29-03-2025

NSS Activity-Awareness on Dehydration

The NSS Volunteers of BBA Department Conducted activity on Awareness on Dehydration on 29th March 2025 in this event Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu, Dr.Y Venkata Raman and Dr. Madhu Latha from BBA Department Participated. In this occasion, Dr. P. Venkateswara Rao HOD BBA explained the Importance of Dehydration happens when your body doesn't have enough water and other fluids to function properly. It can occur when you lose more fluids than you take in through activities like sweating, breathing, urination, and defecation. Anyone can become dehydrated, but it's particularly dangerous for young children and older adults.

Symptoms of Dehydration:

- **Mild to Moderate:** Thirst, dry mouth, fatigue, headache, dizziness, and lightheadedness.
- **Severe:** Confusion, weakness, rapid heartbeat, reduced or no urine output, and in extreme cases, loss of consciousness.

Causes of Dehydration:

- **Not drinking enough fluids:** This is the most common cause.
- **Excessive sweating:** From strenuous exercise or hot weather.
- **Diarrhea and vomiting:** These can lead to rapid fluid loss.
- **Certain medical conditions:** Some conditions can impair the body's ability to retain fluids.
- **Medications:** Certain medications can cause dehydration as a side effect.

How to Prevent Dehydration:

- **Drink plenty of fluids:** Aim for water throughout the day, especially during hot weather or when exercising.

- **Increase fluid intake during hot weather:** Be mindful of your hydration levels when the weather is warm and humid.
- **Drink before you feel thirsty:** Thirst is a sign that you're already dehydrated.
- **Carry a water bottle:** Keep a water bottle with you to ensure you have access to fluids throughout the day.
- **Eat hydrating foods:** Fruits and vegetables with high water content can contribute to your fluid intake.
- **Monitor your urine color:** Pale yellow urine indicates adequate hydration, while dark urine suggests you need to drink more.
- **Be mindful of caffeine and alcohol:** These can have a dehydrating effect.
- **If you're sick, increase fluid intake:** Diarrhea and vomiting can lead to rapid fluid loss, so it's even more important to stay hydrated when you're ill.
- **Consult a doctor:** If you have concerns about dehydration or if you suspect you might be dehydrated, seek medical advice.

Members attended :

Dr. Venkateswarlu Chandu

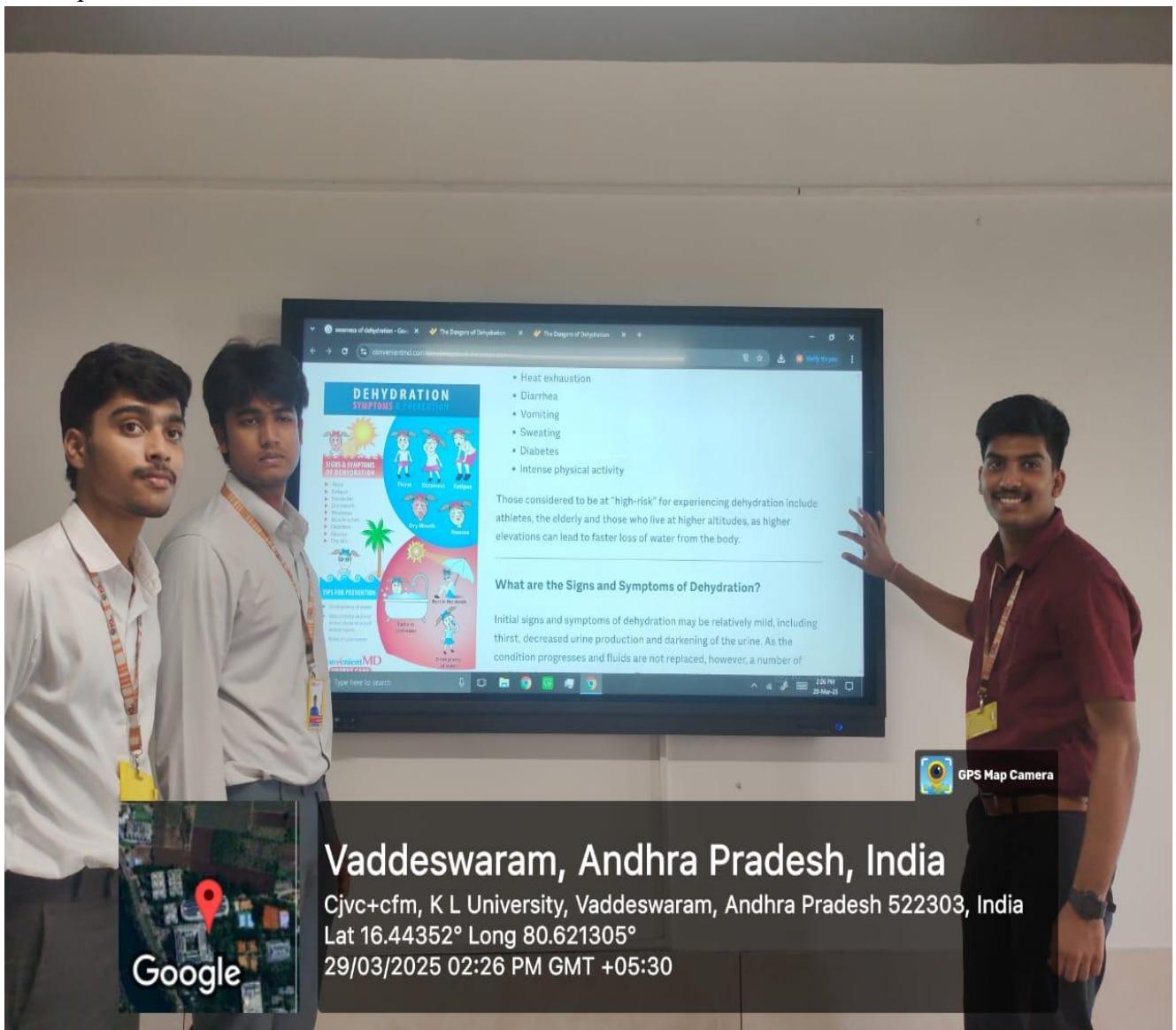
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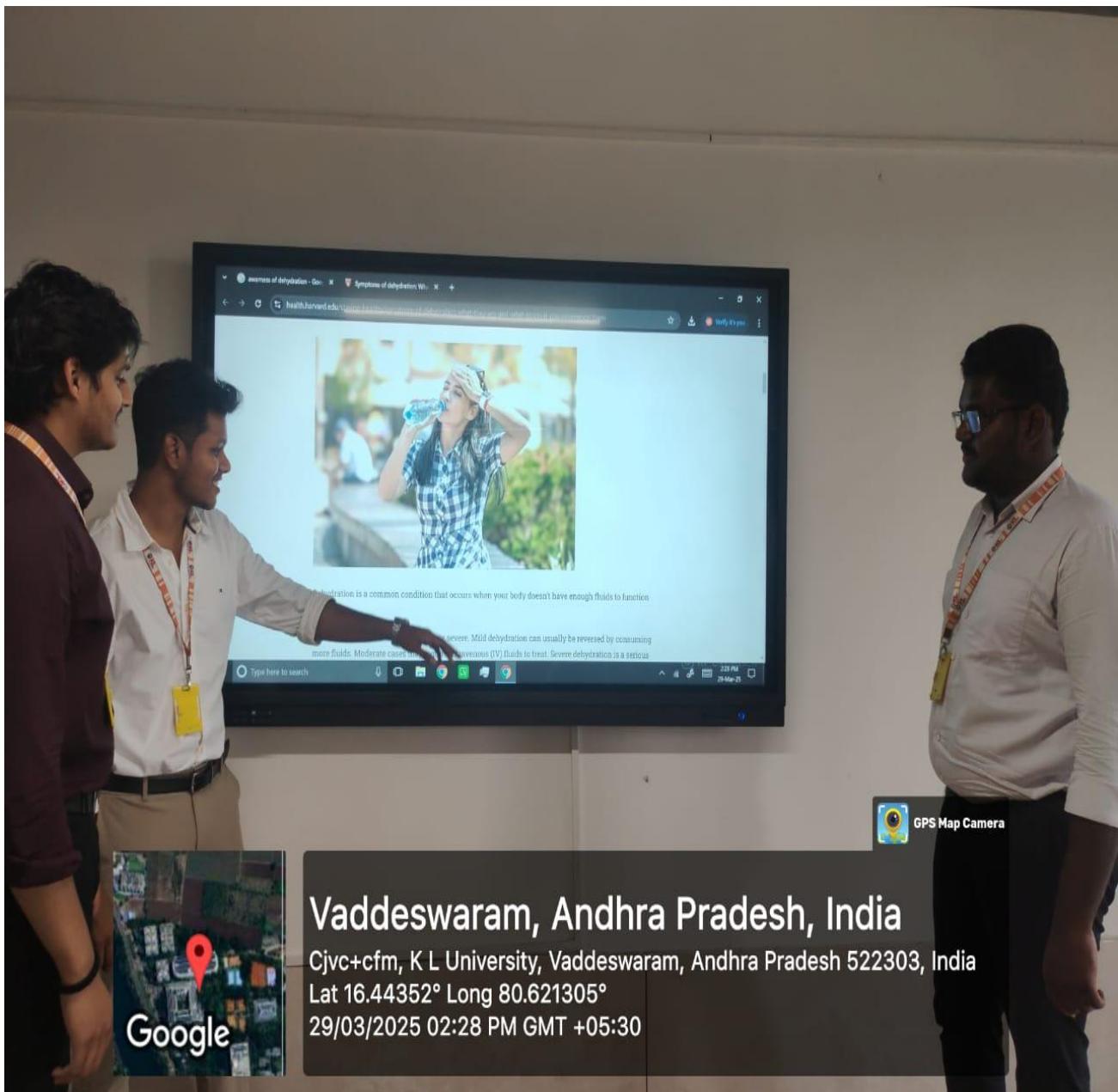
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KLEF/ BBA/ IQAC - ACAD/ DCMs/ AQ.5- NSS – Activity

29-08-2025

Activity: Cyber Security Awareness Programme

The BBA Students organized NSS Extension activity on Cyber Security Awareness Programme on 29th August 2025 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 cyber security awareness program educates individuals and organizations about cyber threats, risks, and best practices to protect sensitive information and systems from cyber-attacks.

These programs are crucial because humans are often the weakest link in cyber security, with employees making mistakes that lead to breaches. By fostering a security-conscious culture and providing ongoing training on topics like phishing, strong passwords, and safe remote work, organizations can significantly reduce their vulnerability to cybercrime and data breaches.

Members attended :

Dr. Venkateswarlu Chandu

Dr. Y. Venkataramana

Dr. Y. Kanaka Durga

Dr. Madhu Latha

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Enclosed event: Picks



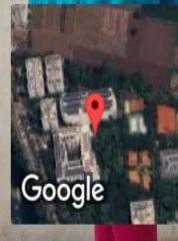
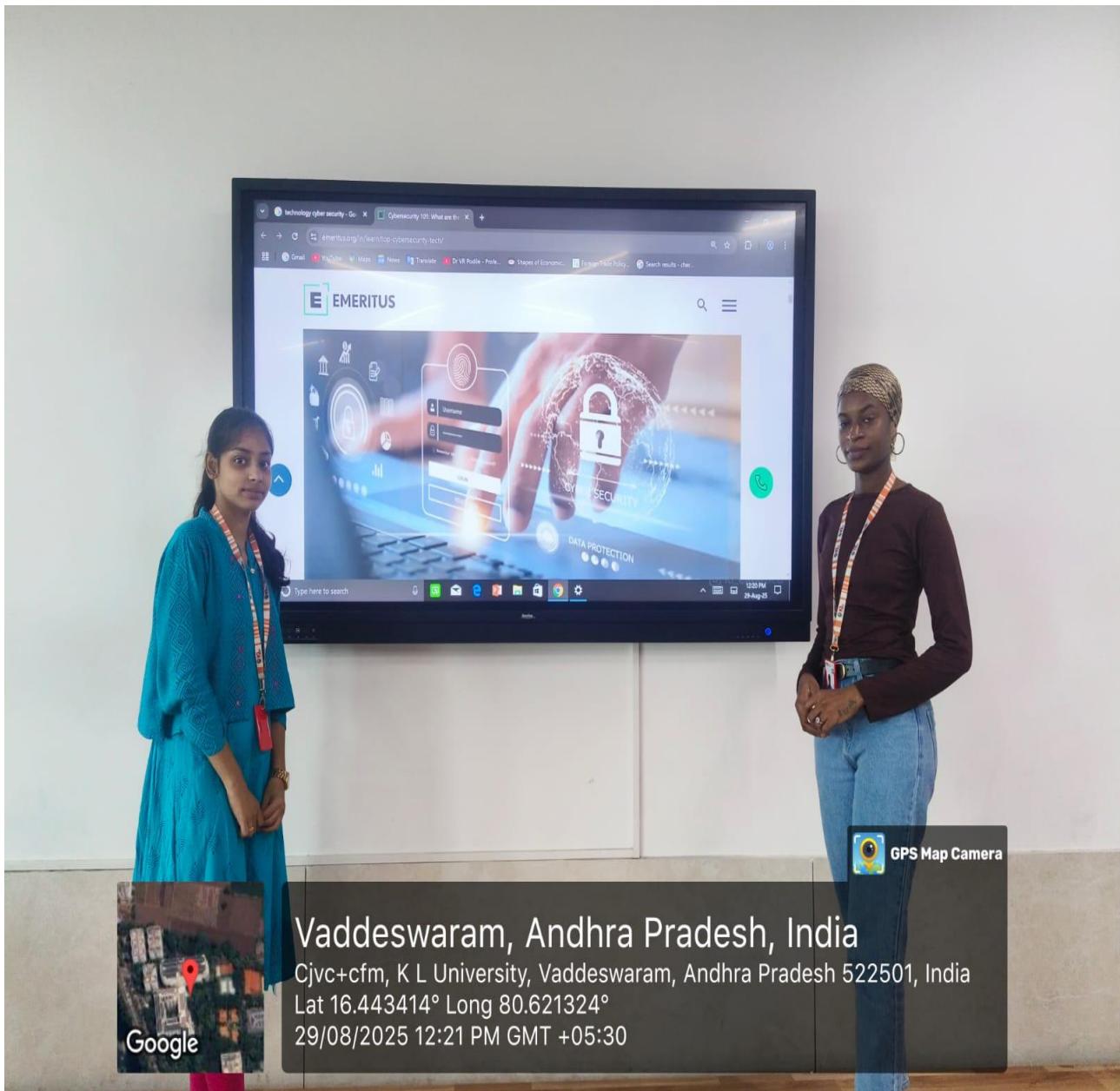
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Vaddeswaram, Andhra Pradesh, India

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

29-08-2025

NSS Activity for the month of August 2025

The BBA Students organized NSS Extension activity on Tobacco Free Youth Campaign on 29th August 2025 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 that educates and empowers youth to avoid or quit tobacco. It aims to promote a tobacco-free lifestyle by increasing public awareness, ensuring compliance with tobacco-free school guidelines, strengthening tobacco control laws, encouraging tobacco-free villages, and boosting digital outreach. The campaign involves various ministries, civil society, and the general public, including students and influencers.

Members attended :

Dr. Venkateswarlu Chandu

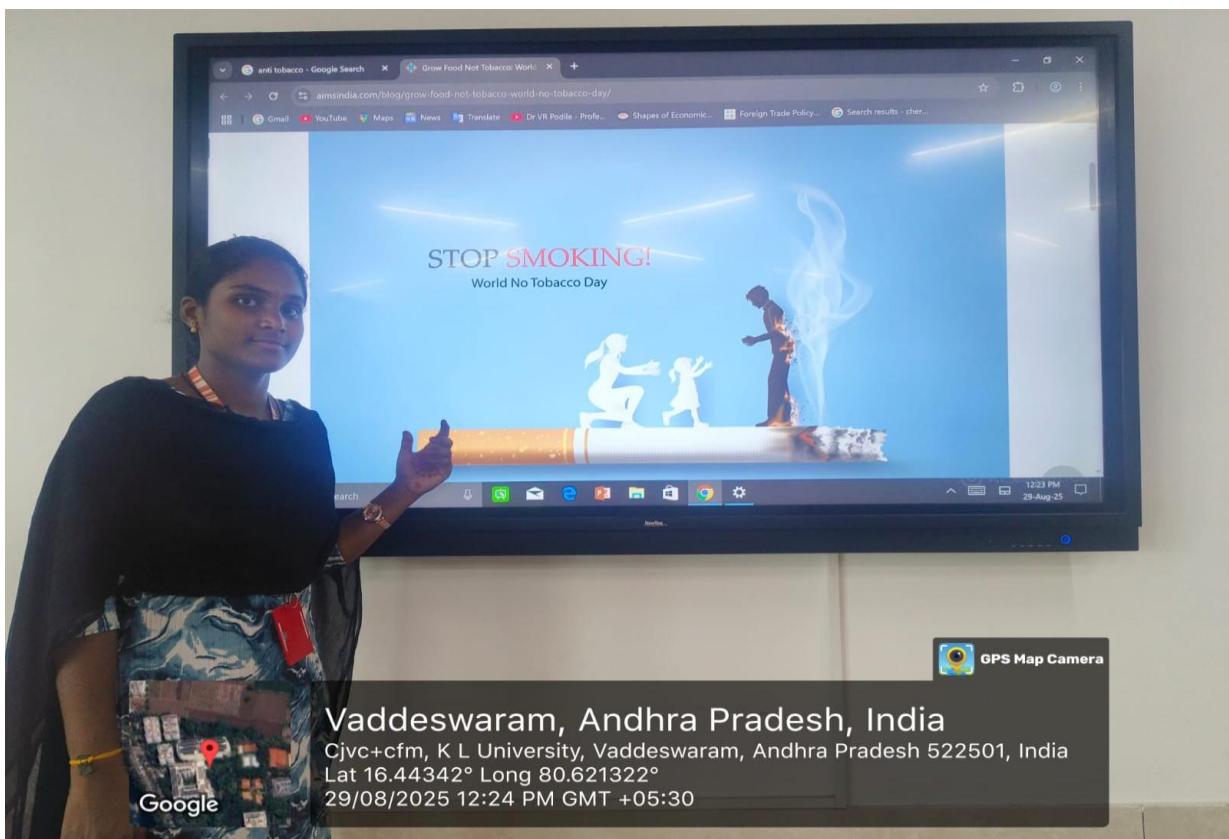
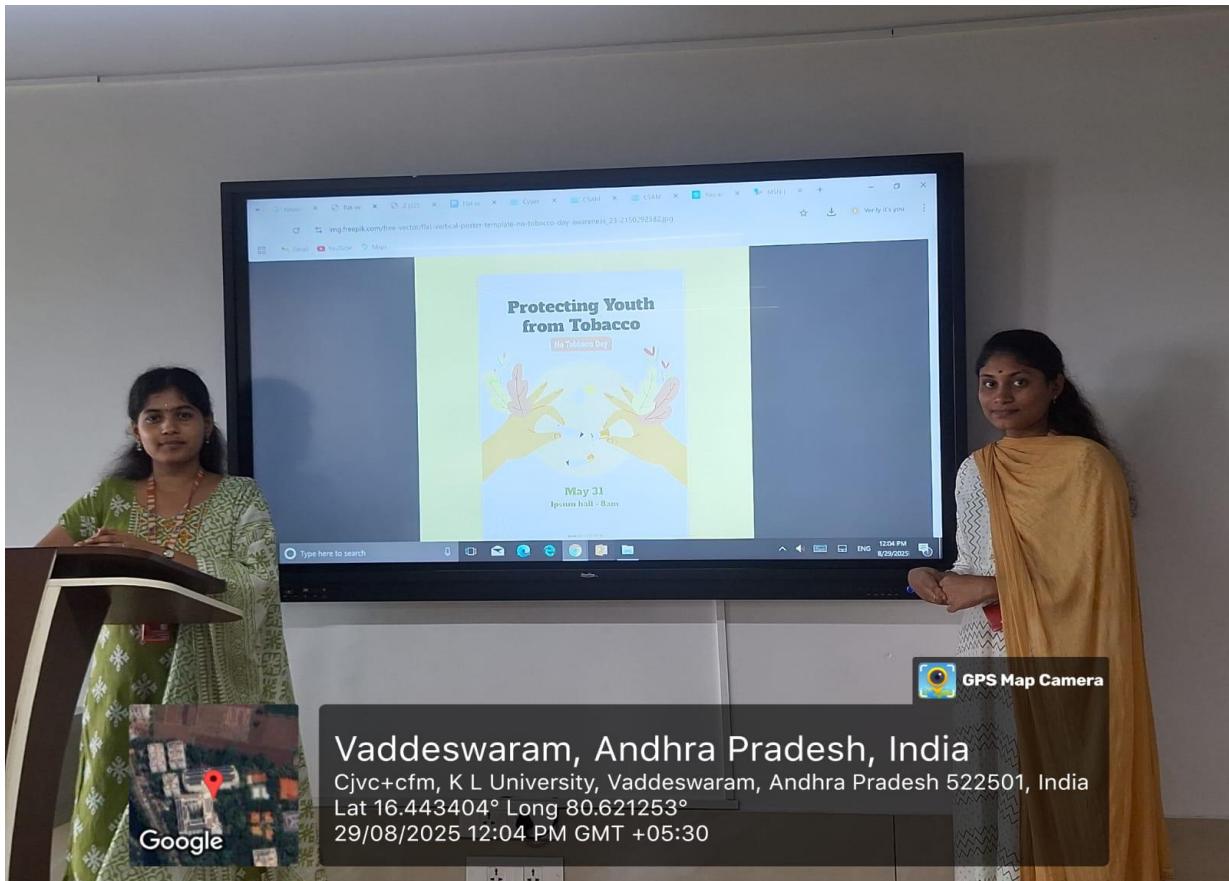
Dr.Y.Venkataramana

Dr.Y.Kanaka Durga

Dr. Madhu Latha

Signature of HOD

Enclosed event: Picks





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

29-08-2025

Activity Human values for the month of August 2025

The BBA Students organized Extension activity on Human values on 29th August 2025 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 Human values are personal convictions and universal principles that guide individual behavior, forming the foundation for professional ethics, which are specific codes of conduct that define moral duties and standards within a particular profession or organization. Professional ethics translate these universal values into practical frameworks for responsible action, ensuring consistency and a common understanding of desirable behavior in a work environment.

These are the fundamental beliefs and principles that individuals hold about what is right, good, and important in their lives. Human values are considered universal, found across all cultures and societies, encompassing concepts like truth, peace, righteousness, and non-violence. They provide the underlying moral compass and set the standard for how individuals should interact with others.

Members attended :

Dr. Venkateswarlu Chandu

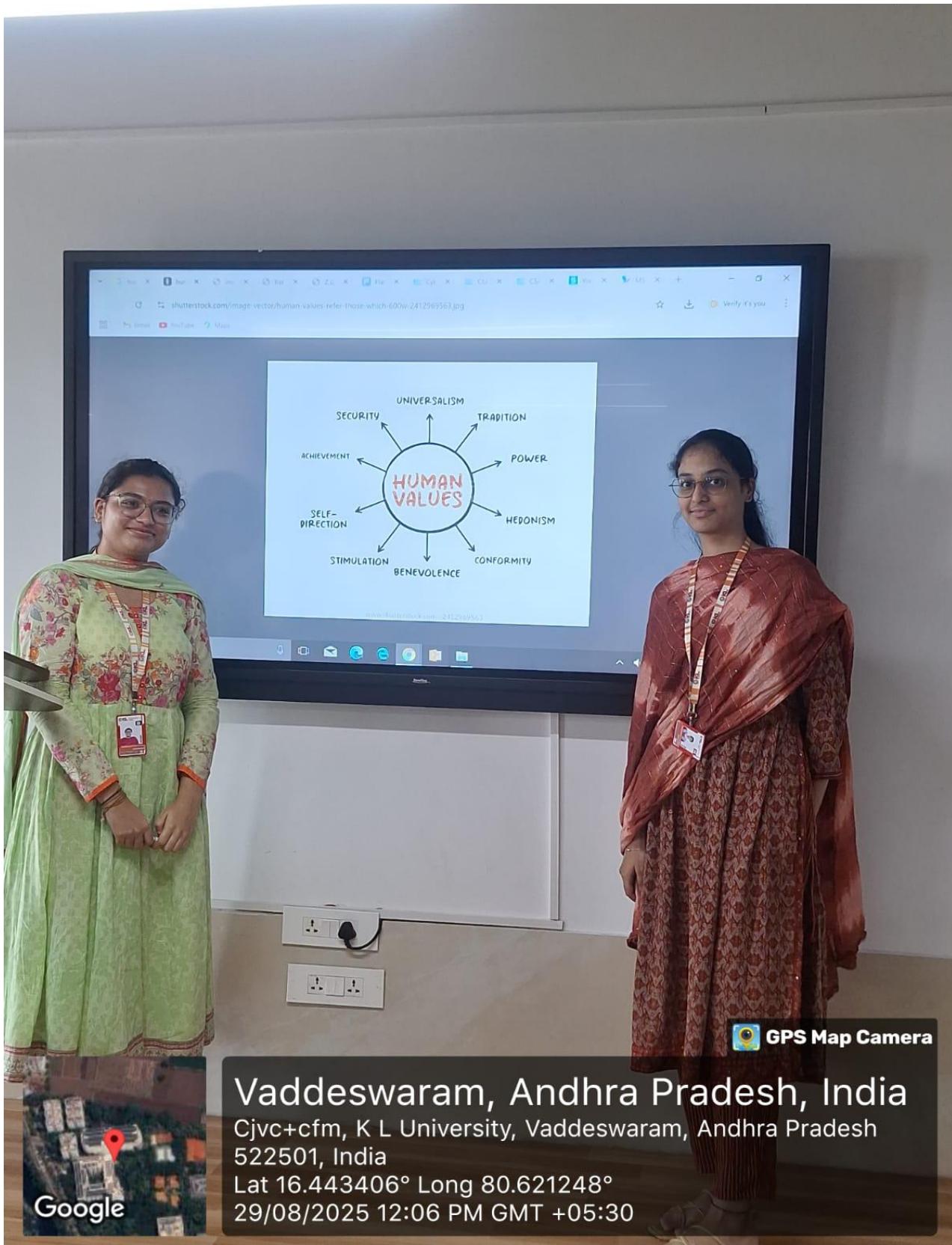
Signature of HOD

Dr. Y. Venkataramana

Dr. Y. Kanaka Durga

Dr. Madhu Latha

Enclosed event: Picks



GPS Map Camera



Vaddeswaram, Andhra Pradesh, India

Cjvc+cfm, K L University, Vaddeswaram, Andhra Pradesh
522501, India

Lat 16.443406° Long 80.621248°

29/08/2025 12:06 PM GMT +05:30



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

29-08-2025

Importance of Plantation Activity for the month of August 2025

The BBA Students organized NSS Extension activity on Importance of Plantation on 29th August 2025 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.

Members attended :

Signature of HOD

Dr. Venkateswarlu Chandu

Dr. Y. Venkataramana

Dr. Y. Kanaka Durga

Dr. Madhu Latha

Enclosed event: Picks







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

30-08-2025

Awareness on Shramadhan Activity for the month of August 2025

The BBA Students organized various Extension activities on Awareness on Shramadhan on 29th August 2025 in this activity Dr. P. Venkateswara Rao HOD BBA, Dr. Venkateswarlu Chandu and Dr. Madhu Latha from BBA Department Participated. In this occasion Shramadhan means the voluntary donation of physical labor for community welfare, combining the Sanskrit words "Shram" (labor) and "Daan" (donation). It involves people contributing their physical effort to various activities like cleaning public places and drains, running awareness campaigns, social service, and environmental work such as tree planting and waste collection.

Members attended :

Dr. Venkateswarlu Chandu

Dr. Y. Venkataramana

Dr. Y. Kanaka Durga

Dr. Madhu Latha

Signature of HOD

Enclosed event: Picks





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KLEF/BBA/IQAC-ACAD/AQ.9/ INDUSTRY VISITS /AQ.9-BBA/I.V-2025-01

30-08-2025

The BBA Department planning to visit Patanjali **Foods** Limited (formerly known as Ruchi Soya Industries Limited) on 30-08-2025, which is located at Ampapuram near Hanuman junction, we got permission from Personal Manager, but due to administrative issues (Sem In -I Exams) that's way it is postponed.

Patanjali Foods Limited (Ruchi Soya Industries Limited) has evolved as an integrated player in the edible oil business with a presence across the entire value chain, from farm to fork with secured access to palm oil plantations in India. Today Ruchi soya features among the Top FMCG players as one of the leading manufacturer & marketer of healthy range of Edible Oils and a Pioneer of Soya Foods in India. It is also one of the largest palm plantation companies in India.

K.C.P Sugar & Industries Corporation Ltd planning to visit on 25/08/2025 but due to administrative issues (Sem In -I Exams) that's way it is postponed. K.C.P Sugar & Industries Corporation Ltd, which is located at Vuyyure, NTR District.

K.C.P Sugar and Industries Corporation Ltd is one among the leading sugar manufacturing companies in India. Its allied business consists of manufacturing and marketing of Rectified Spirit, Extra Neutral Alcohol, Ethanol, Incidental Cogeneration of Power, Organic Manure, Mycorrhiza Vam, Calcium Lactate and CO₂. Sugar factory located in NTR district Andhra Pradesh having an aggregate crushing capacity of 11,500 tons per day.

Members present:

HOD BBA Department : Dr. Venkateswara Rao Podile

Faculty: Dr. Venkateswarlu chandu, Dr.R.Pradeep Patnaik, Dr.Y.Venkata Ramana.

Agenda:

The Department of BBA organized industrial visit with the objectives of enhances organizational skills of the students like:

- Helps students to understand the functioning of the industry
- Provides an insight into the real working environment
- A good opportunity to interact with the industry experts.
