



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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Ref: KLEF/SA/NSS Cell/2025-26

Date: 01-10-2025

Orders of the Hon'ble Vice Chancellor dt.01-10-2025

CIRCULAR

Sub: Conduction of AI & Entrepreneurship for Kalamkari and Rural Tourism on 02-10-2025 at Pedana Village- Reg.

Ref: Letter received from Mr. P.Srikanth Reddy, Programme Coordinator, KLEF NSS Cell and forwarded by Dr. K.R.S. Prasad, In-charge Dean (Student Affairs).

This is to inform you that the National Service Scheme (NSS) of KLEF will be organizing AI & Entrepreneurship for Kalamkari and Rural Tourism on 02-10-2025 at Pedana Village.

Event : AI & Entrepreneurship for Kalamkari and Rural Tourism
Date : 02-10-2025
Place : Pedana
Timings : 10:00 am to 01:00 pm

Interested students can participate in this event.

For further information regarding this event contact Mr. P.Srikanth Reddy (Mobile No. 8466011222), Programme Coordinator, KLEF NSS Cell and Mr. P. Suresh, NSS Coordinator, (Mobile No. 9493171719)




REGISTRAR
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National Service Scheme (NSS)

AI & Entrepreneurship for Kalamkari and Rural Tourism

**AI & ENTREPRENEURSHIP
FOR KALANKARI AND RURAL TOURSIM**

DATE:
02-10-2025

VENUE:
PEDANA

Event : AI & Entrepreneurship for Kalamkari and Rural Tourism
Date : 02-10-2025
Place : Pedana

Objective:

The objective of this program was to create awareness among the local community and students about the potential of entrepreneurship and the role of artificial intelligence in promoting Kalamkari art and rural tourism. It aimed to empower artisans, encourage innovative marketing practices, and promote sustainable rural development by integrating traditional crafts with modern technology.

Description:

As part of the National Service Scheme (NSS) activities, the KL School of Architecture organized an Awareness Program at Pedana Village, near Machilipatnam, on 2nd October 2025, coinciding with Gandhi Jayanti. The initiative was an extension of the Tourism Day study visit conducted on 27th September 2025, where students explored the traditional built environment of Pedana.

The NSS program focused on “Entrepreneurship and Artificial Intelligence in Promoting Kalamkari Art and Rural Tourism” aiming to empower local artisans and promote sustainable community development. The event emphasized the role of technology, creativity, and entrepreneurship in preserving traditional art forms and integrating them with modern tourism practices for the holistic growth of rural communities.

The event commenced with an inaugural session highlighting Gandhian values of self-reliance and sustainability. Faculty and NSS volunteers addressed the gathering on the importance of innovation in traditional crafts. The main sessions included an awareness talk on entrepreneurship and skill development in rural craft industries, demonstrations on the use of Alin pattern development and online promotion of Kalamkari art, and interactive discussions with local artisans on market diversification and sustainable tourism opportunities.

Outcome:

- Enhanced understanding among local artisans about entrepreneurship and innovation
- Raised awareness on how Artificial Intelligence can support traditional craft promotion.
- Strengthened partnership between KLSchool of Architecture and the Pedana artisan community.
- Increased student awareness of sustainable development through culture and technology.
- Reinforced the values of service, learning, and community engagement among NSS volunteers.

Impact on Society:

The program had a significant impact on the Pedana community, helping artisans understand how traditional Kalamkari art can be modernized through digital tools and AI-based applications. It encouraged local entrepreneurs to explore innovative ways to market their crafts, attract tourism, and improve livelihoods. The event also inspired students to connect architecture, art, and technology in meaningful ways that contribute to sustainable rural development. By promoting entrepreneurship and technological literacy, the initiative supported the vision of self-reliant and culturally enriched rural communities.

Details of the Event:

Name of the Event	: Awareness to the Public on Eco-Friendly Diwali
Place of the Event	: Pedavadlapudi
Date of the event	: 17-10-2025
No. of Hours	: 10:00 am to 01:00 pm
No. of Participants	: Students: 89, Faculty: 03
No. of Beneficiary's	: 705

Event Photos:



Participated Volunteers list:

S.No	ID. No	Name of the Student	Branch	Year	Signature
1	2400032267	M Sai Sathvik	Architecture	2	Sai
2	2400032264	V.Lakshmi Charishma	Architecture	2	VLC
3	2400030697	P.Chaitanya Tejaswini	Architecture	2	Tejaswini
4	2300030449	Msvm Karthik	Architecture	3	Msk
5	2300031317	Karamsetty Akhil Siva Sai	Architecture	3	Akhil
6	2300033895	Gogam Dindeswara Seetaramasai	Architecture	3	Seetharamasai
7	2400032246	Deepthi Reddy Pallapolu	Architecture	2	Ab
8	2400033233	Anupam Kumar	Architecture	2	Anupam
9	2400032243	V Jyothika	Architecture	2	Jyoti
10	2400031525	Vaishnavi	Architecture	2	Vaishnavi
11	2400031304	Vasabattula Pavan	Architecture	2	Pavan
12	2400030733	Kothuri Dhanush	Architecture	2	Dhanu
13	2400032213	Gummadi Deekshitha	Architecture	2	Ab
14	2300030319	Kaza Mohan Sai Vamsi	Architecture	3	Vamsi
15	2400032225	M.A.Zaiba	Architecture	2	Zaiba
16	2400032391	Morampudi Jaswanth	Architecture	2	M. Jaswanth
17	2400032886	B.Lakshmi Mythri	Architecture	2	Mythri
18	2400033364	Aravapalli Ketanaa	Architecture	2	A. Ketanaa
19	2400033307	Sanjay	Architecture	2	Sanjay
20	2400033277	Kondapudi Rakshitha	Architecture	2	Rakshitha
21	2400030952	Gali Bhaanu	Architecture	2	Bhaanu
22	2400030520	Cherukuri Nagarjun	Architecture	2	Nag
23	2400033214	Mandadapu Varshika	Architecture	2	Ab
24	2400031843	Dodda Sathwik	Architecture	2	Sathwik
25	2400031113	Sajja Dharani	Architecture	2	Sathwik
26	2400032921	Vaddapalli Srija Raj	Architecture	2	Srija
27	2300031738	Naga Avinash	Architecture	3	Avinash
28	2400033088	Pakalapati Kusal Kumar	Architecture	2	Kusal K
29	2400031702	Grandhi Subramanyam	Architecture	2	Subramanyam
30	2400032029	B.Varshitha	Architecture	2	Karshitha
31	2400032245	Sadanala Jaya Prakash Chowdary	Architecture	2	Ab
32	2400031196	Harshitha Bonthu	Architecture	2	Harshitha-B.
33	2400030211	N. Santosh Reddy	Architecture	2	S. Reddy

34	2400032168	Rachakonda Hemalatha	Architecture	2	Hemalatha
35	2300032622	A.Keerthi	Architecture	3	Keerthi
36	2400030063	Srinivas Reddy	Architecture	2	Srinivas Reddy
37	2400030820	Aravind Sai Korada	Architecture	2	Sai Korada
38	2400032430	Padmanabhuni Nehith Pavan Nikhil	Architecture	2	Nikhil
39	2400030609	Dodda Naga Sai Jeevan Reddy	Architecture	2	Jeevan Reddy
40	2400030950	Bagam Reshwanth	Architecture	2	Reshwanth
41	2400032843	Gummitha Lakshmi Narasimha Reddy	Architecture	2	G.L.N. Reddy
42	2300039149	N>Raghuveer	Architecture	3	Ab
43	2400032811	Thallapalli Kalyan	Architecture	2	Kalyan
44	2400032199	Ch.Jyothi Swarupa	Architecture	2	Jyothi Swarupa
45	2400031756	Gnana Siri	Architecture	2	Siri
46	2400031828	Akshith Bali	Architecture	2	Akshith
47	2400032893	Vadte Vaishnavi	Architecture	2	Vaishnavi
48	2400031150	Eeti Sharin Sandesh	Architecture	2	Sandesh
49	2300060005	P.Yaswanth	Architecture	2	P. Yaswanth
50	2300060001	Ponnuru Eshwar Vishwas	Architecture	2	B.P.S. Charan
51	2400080179	Bollimuntha Pavani Sri Charani	Architecture	2	Charani
52	2400080294	B.Durga Niteesh	Architecture	2	B. Durga Niteesh
53	2400080075	G.Vardhan	Architecture	2	Vardhan
54	2400080167	Shaik.Rahimunnisa	Architecture	2	Rahimunnisa
55	2400080087	Yalamanchili Nikhil Satya Ajay	Architecture	2	Ab
56	2400080279	Siga Amulya	Architecture	2	Amulya
57	2400080228	Divi Chandrika	Architecture	2	Chandrika
58	2400080184	Chelluru Jaswanth	Architecture	2	Jaswanth
59	2400080161	Sai Sumit Panigrahi	Architecture	2	Sumit
60	2400080005	Potluri Sri Hasitha	Architecture	2	Hasitha
61	2400080269	B.Mani Bhushan	Architecture	2	Bhushan
62	2401600119	Ghanta Pravallika	Architecture	2	Pravallika
63	2400080050	K Bhuvana Siri	Architecture	2	Ab
64	2400080130	Janga Reshma	Architecture	2	Reshma
65	2300080206	Sevella Vishal Reddy	Architecture	3	S.V. Reddy
66	2300080298	Popuri Sri Vaishnavi	Architecture	3	Vaishnavi
67	2300080085	Tatineni Navya Sri	Architecture	3	Sri
68	2400080147	Hari Haran Sharma	Architecture	2	H. Sharma
69	2400080061	Nakka Sivaji Abhishakth Yesubabu	Architecture	2	Yesubabu

70	2400080057	Kamisetty Bhanu Deepak	Architecture	2	Deepak KB
71	2300089044	Vidhvesh Malyalla	Architecture	3	Ab
72	2300080207	Shaik Ashfaq	Architecture	3	Ash. Sk
73	2400080036	B Dhanush	Architecture	2	Dhanush
74	2400080013	G.Yaswanth	Architecture	2	Gyanulth
75	2500080202	Lakshmi Sai Charitha. Bandi	Architecture	1	B. J
76	2400080212	Veeru Ganesh Pramod Chekka	Architecture	2	Veepu
77	2500080199	Shivanshu Satyajeet	Architecture	1	Shivanshu
78	2400080275	Gunji Bhanu Prakash	Architecture	2	Prakash
79	2400080221	Muthyala Sravya	Architecture	2	Prakash
80	2400080006	Gayala Vidya Priya	Architecture	2	Priya
81	2400080246	M.Varshitha	Architecture	2	M. Varshitha
82	9701255924	D.Santosh Reddy	Architecture	2	S. Reddy
83	2400080068	Bodda Nikhil	Architecture	2	Nikhil
84	2400080048	Nadella Sri Ram Chowdary	Architecture	2	Ab
85	2400080217	Ullendula Karthik	Architecture	2	Karthik
86	2400080206	Gowtham Varma	Architecture	2	Gowtham
87	2400089023	Sk.Muhisna Tabasum	Architecture	2	Tabasum
88	2400080172	Janga Ujwala	Architecture	2	Ujwala
89	2400080143	Dhulipalla Varshini	Architecture	2	Varshini
90	2400080178	S Harshini Reddy	Architecture	2	S. Reddy
91	2400080180	D.Santosh Reddy	Architecture	2	Santosh Reddy
92	2400080009	A Sai Sri Kaushik	Architecture	2	Ab
93	2400080004	Abdul Arif	Architecture	2	Arif
94	2400089017	A.Mahesh Roy	Architecture	2	Roy
95	2400080111	Manju Durga Tulluru	Architecture	2	Nandhu
96	2400080192	B. Nanda Maneeswar	Architecture	2	B. Nanda
97	2400080031	A. Trinadh	Architecture	2	Trinadh
98	2400080268	Sk Md Feroz Ali	Architecture	2	Feroz Ali
99	2400080154	V.Ujwal	Architecture	2	Ab
100	2400080293	Poojitha Punati	Architecture	2	P. Punati


 Programme officer
 KLEF NSS Cell


 Programme Coordinator
 KLEF NSS Cell


 Dean Student Affairs

Programme Officer
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