



## SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.  
Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai – 515 134.

**2017-18**

### Four Day Professional Development Programme

On 23/11/2017 to 27/11/2017

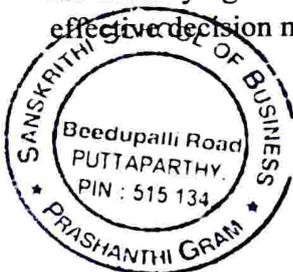
**Data Analytics Using R tool & SPSS  
(Hands-on Training on R tool & SPSS)**



### Introduction

In today's cut throat competition, business firms are focusing on predicting responses to proposed actions before actually spending valuable resources like people, time and money; all of which are crucial for building an effective decision making. Data is the most crucial element for any organization. Irrespective of the size of the business, transactional data is growing exponentially with time in terms of volume challenging not only the computational capacity but also timely decision making resulting leaving great difficulties for business managers. As such organizations are heavily relying on the process of examining the ever increasing data to uncover hidden patterns, unknown correlations and other useful information.

Data Analytics enables business firms to continuously drive innovation and make the best possible decisions. Business Managers, Data Analysts, Data Managers etc. can conduct data driven experiments to interpret data and create data models by using the most versatile tool like **R** and **SPSS** for identifying hidden data patterns from historical data and formulate data models to empower effective decision making.



*Dr. Balakrishnan*

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Advanced **R Tool** allows participants to realize the power of advanced statistical analysis to understand data characteristics, identify trends and relationships among data, build, test and deploy data models.

Practical application of **SPSS** enables participants to learn techniques and tools used for handling quantitative data by running various statistical tests. It also facilitates for manipulating data, generating table and graphs.

This Training is organized as an interactive session to provide an understanding and effective application of advanced tools for Data Analytics like R tool and SPSS.

### Objectives

The objective of this training is to provide Hands-on practices training in the space of data management and use of R tool and SPSS for rapid analytics. □

- Problem Definition □
- Technical and Video Presentation. □
- 

### Data Analytics using R tool □

- Introduction to Machine Learning R □
- Understanding R Data Structures □
- Data Exploration with R □

### Day-2:

- Data Visualization with R □
- Basic Classification Models & Techniques □
  
- Regression methods for forecasting-Simple, Multiple & Logistic Regression □
- K-Means Clustering □
- Evaluating and Improving Model Performance □

### Day-3:

- Technical presentations on basics of Statistics and managerial disciplines.
- Understanding Structured and Unstructured data characteristics.
- Descriptive Statistical tools.



*Dr. Balakoteswari*

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### Day4: □

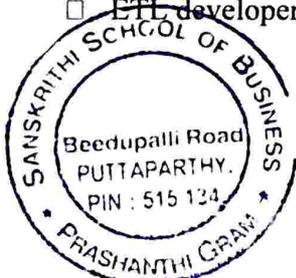
- Parametric Tests
  - ANOVA
  - Regression,
  - Correlation,
  - Chi-Square.
- Non-Parametric test
  - Factor Analysis
  - Cluster Analysis
  - Mann-Whitney U Test
  - Wilcoxon Pair Test
  - Run Test

### Methodology:-

Methodology of the programme includes class room sessions with Lecture and Hands-on Practicals / case studies, debates, sharing of experiences etc. All the sessions will be interactive, demanding active participation from all the members.

### Target Participants

- Faculty / Professors / Research scholars/ Technical staff members of Engineering Colleges and Universities/Students. □
- Business Managers, Data Managers, Data Analysts, Business executives Technical Managers, Scientist and
- People working in Government, Public sector, Private sector and Defense organizations □
- ETL developers/ Project Managers / Testing Professionals □



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### Benefits to the participants

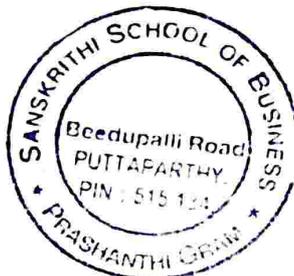
- Gain insights about identifying target customers for business.
- Understand factors techniques for refining business processes that influence business outcome
  
- Understand the need for data analytics for maximizing organizational profitability.   Understand and learn to use various statistical techniques.

### Brief Profile of Dr.D.Maheswara Reddy

Dr. D. Maheshwara Reddy has vast teaching experience of 19 years in commerce and Management at reputed Business Schools including ICFAI Business School, ITM Business School. Dr Reddy is currently associated with National Institute of Tourism & Hospitality Management, Hyderabad, as Professor of Finance. He is a passionate trainer for Business Analytics and Data Analytics Using with SPSS. Currently he is involving in exploring the rampant use MS Excel in financial management teachings. He has done number of workshops on Data Analysis for Research Scholars and MBA Students across Business Schools and Management Institutes.

### Brief Profile of Mr. P.Mohan

Mr. P. Mohan is a post graduate in Computer Science from Osmania University with an experience of over 14 years including Industry and Academics. With proven leadership capabilities in working as a team, handling multiple tasks, and with great adaptability to any enterprise's environment, he is currently working as IT consultant for reputed IT organization in Hyderabad. He is also a guest faculty in ICT & Research Methodologies for National Institute of Tourism and Hospitality Management, Hyderabad. He worked as faculty member for IT & Business Analytics, at Hyderabad Business School, GITAM University, Hyderabad. He is a continuous researcher in the field of Data Analytics and has conducted several Professional Development Programmes, Faculty Development Programmes and Management Development Programmes. He has trained several Engineering, Science and Commerce graduates through his innovative workshops on Data Analytics. He also delivered several guest lectures and knowledge transfer sessions on 'Data Analytics' to academic environments and the corporate world.



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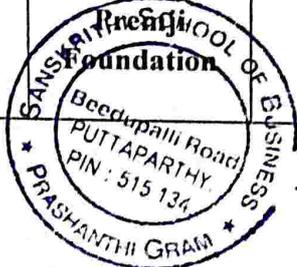
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### Two Day Faculty Development Programme On TRANSFORMING TEACHING FACULTY INTO THE BEST PERFORMERS (December 22-23, 2017)

Organized by  
**Sanskriti Group of Institutions**  
**Puttaparthi-515134**  
and  
Collaboration with  
**Association of Indian Management Schools (AIMS)**

S.N O.	Date and day	10.00AM - 11.15 AM	11.15A M - 11.30A M	11.30AM - 1.00PM	1.00P M - 2.00P M	2.00PM- 3.15PM	3.15P M - 3.30P M	3.30PM - 4.45PM
1.	22 <sup>nd</sup> Dec. 2017 Fri.	Inauguration Chief Guest : Prof.Rammakrishna Reddy	Tea break	Teacher and Future of Education <b>Dr.Kameswar Rao Ethiopia</b>	LUNCH	Self-Empowered Teaching <b>Mr.Sujit</b>	Tea break	Class room management <b>Prof.Narayana reddy SGI.</b>
2.	23 <sup>rd</sup> Dec. 2017 Sat.	Paradims in Education <b>Prof.Joshi, Ex-Azim Premji Foundation</b>		Reflective Teaching <b>Prof.Joshi, Ex-Azim Premji Foundation</b>		Ethics of teaching <b>Prof.Joshi, Ex-Azim premji Foundation</b> <b>PRINCIPAL</b>		Valedictory Function



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### INAUGURAL PROGRAMME

Two Day Faculty Development programme on  
**TRANSFORMING TEACHING FACULTY INTO THE BEST PERFORMERS**  
22<sup>ND</sup> AND 23<sup>RD</sup> December 2017-12-21

Organised by Sanskrithi Group of Institutions, Puttaparthi A.P.

- Welcome to the Dias: Ms.Anjali Nair
- Prayer: Students-MBA
- Lighting the lamp: Guest on the Dias
- Welcome address: Prof.Senthil Kumar, Principal SSE
- Presidential Remarks: Sri.Vijay B reddy, chairman, SGI
- Special Address: Prof.P.Narayana Reddy, GD
- Inaugural address: Prof.Ramakrishna Reddy, EX- VC,SKU
- Vote of thanks: Prof. Srinivasan, Principal, SSB



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FACULTY DEVELOPMENT PROGRAMME January 29 2017

TWO DAY FACULTY DEVELOPMENT PROGRAMME ON CASE METHOD OF  
TEACHING, WRITING AND BUSINESS GAME EXERCISE (28th– 29th January, 2017)

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Submitted By: Sanskrithi School of Business

Name: U.J. Supraveen & Abdul Basheer

Designation: Asst. Professor

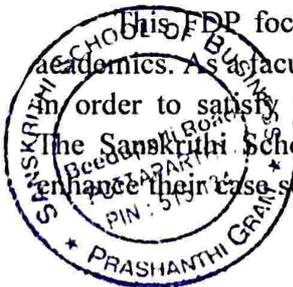
Department: MBA

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### 1. Introduction

This FDP focused on how to deal the Case Methods of Teaching, case writing in academics. As a faculty it is mandatory for one to know the basics and have a core idea in order to satisfy the purpose of case solving and establish an acceptable conclusion. The Sanskrithi School of Business (SSB) gave this opportunity to the academicians to enhance their case study solving skills and understand the case solving methodologies. The



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FDP programme summarised the aspects relating to the method of teaching cases in class rooms and writing cases in academic point of view. This FDP intended to orient participants towards developing their own case solving plans with due attention to every stage of case.

### 2. Objectives

The major objectives kept in mind while framing this Faculty Development Programme were as follows:

- To understand what Case is?
- How to understand the case study?
- To make participants familiar with techniques for different Case study approaches.
- To understand the application of right ideas and techniques while teaching the case studies.
- To understand the use of case solving skills.
- Enhance the case solving techniques.
- Facilitate faculties in developing and solving case studies.

The programme was attended by 53 participants out of whom 11 were external participants (all over A.P.) 7 internal faculties and 35 senior MBA students of Sanskrithi School of Business, Puttaparthi. Attendees included Research Scholars & Academicians form varied background. While designing the structure of the programme it was kept in mind that there are going to be people from different background that's why emphasis was given on case method of teaching, writing and business game exercise as a whole not pertaining to one single field so that maximum can be benefitted out of it. 2 high tea (Morning & Evening) and Lunch was provided to participants for 2 days and one kit (including 1-bag, 1-pen, 1-material) was issued to each participant at the time of the registration

### 3. Outcome

This FDP has created a sense of justification among the learners and they are looking forward to do case reading, case writing and undertake some case solving project. This FDP has not only helped the scholars and academicians in their curriculum but has also helped them develop their personal skills and knowledge.



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### 4. List of Resource Persons



#### 1. Prof. P. Narayana Reddy Rtd. Professor IIMB and Management Consultant

**Prof. P. Narayana Reddy:** Former Professor IIMB; Ex-First Director of few B-Schools; Ex-Academic Mentor ISME; Presently Management Consultant. He has over 55 years of experience in teaching, training, research and consultancy in the areas of management and economics, spread over premium institutions such as Delhi School of Economics, Indian Statistical Institute, Indian Institute of Management Ahmadabad, BITS, Pilani and IIMB. Prof Tagat was trained by the Harvard Faculty at IIMA in Case Method of teaching intensively and since then has been using it as an effective teaching pedagogy with appropriate adaptations for management faculty, students and executives through workshops and FDPs.in India and abroad. After retirement from IIMB as Professor in Marketing and International Business, Dr. Tagat was the first Director for many institutions. He has edited a book on “Management Aspects of Rural Development Process” released by Dr. A.B.J. Abdul Kalam. His research publications are in the area of Marketing, International Business and Strategic Management in national and international journals. He visited several countries in Asia, Europe, Africa and Latin America in connection with professional work.



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2. Prof. P. Narayana Reddy, Group Director, Sanskrithi Group of Institutions, Puttaparthi

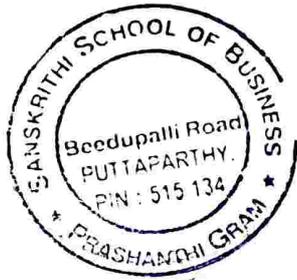


**Prof. P. Narayana Reddy:** He has over 3 decades of teaching & research experience in different institutions and universities, as professor, head and director. Prof. Reddy has to his credit 15 books on marketing research, research methodology and statistical tools, Entrepreneurship. He has published 45 papers in reputed journals. Prof. Narayana Reddy has completed 4 research projects sponsored by U.G.C and ICSSR New Delhi. He has successfully guided 7 research scholars for their Ph. Ds and 7 M. Phil students. He has been associated with more than 25 universities and institutions in various capacities. He is executive board member of AIMS. His special interests include conducting training Programs related to leadership, MDPs, case study workshops etc. Presently he is a board member, AIB MS, AICTE.

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### 5. Schedule

**Sanskriti School of Business**  
**TWO DAY (28<sup>TH</sup> AND 29<sup>TH</sup> February 2017)**  
**NATIONAL WORKSHOP ON CASE TEACHING-WRITNG SIMULATION**  
**METHODOLOGIES**

Dates	Session - I 10.15-11.00 A.M	Tea Break 11.00 A.M. to 11.15 A.M.	Session – II 11.15- 12.45 Noon	Lunch 12.45.00- 1.45 P.M.	Session III 1.45- 3.00 P.M.	Tea Break 3.00 P.M. to 3.15 P.M.	Session IV 3.15-4.15 p.m	4.15-5.15 p.m
28-01-2017	Inauguration	T E A B R E A K	New teaching methods Prof. Ramesh G.Tagat,	L U N C H	Why Case study Prof.P.Narayana Reddy	T E A B R E A K	Case Mapping: Prof. Albert	case leads Prof.Ramesh G.Tagat
	Session –V 10.00-11-20 A.M.		Session – VI 11.30-1.00 Noon		Session – VII 1.45-4.00 P.M.		Session – VIII 4.00-4.30P.M.	
29-01-2017	Case analysis: Prof.Ramesh G.Tagat		simulation: Prof. Ramesh G.Tagat		Case Leads: Participants presentation		Valedictory	



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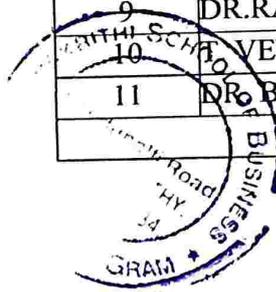
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### 6. Presented Budget

Budget proposals for the two day FDP program on CASE METHOD OF TEACHING, WRITING AND BUSINESS GAME EXERCISE			
Sl.No	Item Name	Proposed Budget	Description
1	Lunch	12000	Breakfast & Lunch for 50 participants and faculty for two days
2	snaks and Tea	2000	Snaks for 50 participants and faculty
3	Resource persons remuneration	5000	Two resource persons will come .For each person's Rs 5000
6	Kit	5000	one kit cost is 300 including pen, writing pad, bag & Material (for 50 persons)
7	Boquaes and Felicitation	500	bouques and mementos and felicitation
8	Flexi(Two)	1000	Two flexi required
Total		25500	

### 7. Revenue Generated from the Project

Sl. No	Name of the Participant	Amount
1	G. RAMANJANEYULU	500
2	SK. ABDUL RAFI	500
3	MEENAKSHI	500
4	S. DEEPTHI	500
5	MUNIAH	500
6	Dr. NOORJIA NASREEN	1000
7	NAVYATHA	500
8	LOHITH	500
9	DR.RAMESH NAIK	1000
10	DR. VENKATESH	500
11	DR. B. VENU GOPAL	1000
TOTAL		7000



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**8. List of Participants details**

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	17HX1E0002	BASETTY BALA KRISHNA	B. Balakrishna
2	17HX1E0005	D KAVYA	D. Kavya
3	17HX1E0006	DEVA REEKUMAR	D. Reekumar
4	17HX1E0008	GOLLA SRAVAN KUMAR	G. Sraavan Kumar
5	17HX1E0009	GAJULA BHARGAVA RAYUDU	G. Bhargava Rayudu
6	17HX1E0010	GANDLA ASHOK	G. Ashok
7	17HX1E0011	GANGULAKUNTA VANI	G. Vani
8	17HX1E0012	GATTU CHOWDESWARI	G. Chandeswari
9	17HX1E0013	GATTU SREELEKHA	G. Sreelekha
10	17HX1E0014	GUDICI NOORMAHAMMAD	G. Noor Mahammad
11	17HX1E0015	GOLLA SREENIVASULU	G. Sreenivasulu
12	17HX1E0016	JIKKI KALPANA	J. Kalpana
13	17HX1E0017	K SURYATHEJA	K. Suryatheja
14	17HX1E0018	KALAVANTHULA CHALAPATHI	K. Chalapatla
15	17HX1E0019	KAMMA SIREESHA	K. Sireesha
16	17HX1E0020	KANAPANENI KALPANA	K. Kalpana
17	17HX1E0022	KONDAIAH GARI HARIKRISHNA	K. Hari
18	17HX1E0023	KOTLO CHANDRAMOULI	K. Chandramouli
19	17HX1E0024	KURUBA PRAVEEN KUMAR	K. Praveen Kumar
20	17HX1E0025	KURUBA UPENDRA	K. Upendra
21	17HX1E0026	LINGALA NARASIMHA REDDY	L. Narasimha Reddy
22	17HX1E0027	LINGAM YASODHARA DEVI	L. Yasodhara Devi
23	17HX1E0028	MUDDAPUKUNTA RAMYA	M. Ramya
24	17HX1E0029	MULLA VAHIDA BEGUM	M. Vahida Begum

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	17HX1E0030	MADINAPALLI SIREESHA	M. Sireesha
2	17HX1E0031	MAKANDAR RESHMA	M. Reshma
3	17HX1E0032	MARINENI TEJASWINI	M. Tejaswini
4	17HX1E0033	MARTHALA TRIVENI	M. Triveni
5	17HX1E0034	LAKKAIHAGARI RAJASEKHAR	L. Rajasekhara
6	17HX1E0035	NAYANI VEDASREE	N. Vedasree
7	17HX1E0036	NITTURU SRAVYA	N. Sravya
8	17HX1E0037	NOOTHANAKALUVA SADIQ	N. Sadiq
9	17HX1E0038	P SAVITHRAMMA	P. Savithamma
10	17HX1E0039	PALLA VEMAJYOTHI	P. Vemajyothi
11	17HX1E0040	PARSE LOKESH	P. Lokesh
12	17HX1E0041	PATIL GIRIDHAR REDDY	P. Giridhar Reddy
13	17HX1E0043	PESALA SURENDRA	P. Surendra
14	17HX1E0044	PUJARI BHARGAVI	P. Bhargavi
15	17HX1E0045	RAMAGANI PUSHPALATHA	R. Pushpalatha
16	17HX1E0046	RANGAPPAGARI TEJA	R. Teja
17	17HX1E0048	SHAIK ATHAULLA	S. Athaulla
18	17HX1E0049	SHAIK SHAJAHAN	S. Shajahan
19	17HX1E0050	SIMHADRI SWATHI	S. Swathi
20	17HX1E0051	S ANANTHA SREENIVASULU	S. Anantha Sreenivasulu
21	17HX1E0052	SIRIVELLA BALAKRISHNA	S. Balakrishna
22	17HX1E0054	TALARI SRINIVASULU	T. Srinivasulu
23	17HX1E0055	UPPARA ARAVIND	U. Aravind
24	17HX1E0056	VADDE DHANUNJAYA	V. Dhannunja

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1	17HX1E0057	VAGGA PRATHYUSHA	V. Prathyusha
2	17HX1E0058	VURUVAKILI KRISHNAVENI	V. Krishna Veni
3	17HX1E0059	Y K LAVANYA	Y.K. Lavanya
4	17HX1E0061	AGISAM SRIKANTH	A. Srikanth
5	17HX1E0062	ALLAM MAHESH NAIDU	A. Mahesh Naidu
6	17HX1E0064	BHULAGONDLA INDRAJA	B. Indraj
7	17HX1E0065	BUDATHATI SAIKUMAR	B. Saikumar
8	17HX1E0066	C NANDINI	C. Nandini
9	17HX1E0068	C JAGADISH YADAV	C. Jagadish Yadav
10	17HX1E0069	D V SHALINI	D.V. Shalini

### 9. Feedback from the Participants

The programme was attended by 53 participants out of whom 11 were external participants (all over A.P.) 7 internal faculties and 35 senior MBA students of Sanskriti School of Business, Puttaparthi. Attendees included Research Scholars & Academicians from varied background. While designing the structure of the programme it was kept in mind that there are going to be people from different background that's why emphasis was given on case method of teaching, writing and business game exercise as a whole not pertaining to one single field so that maximum can be benefitted out of it.

The very first day Prof. Ramesh G. Tagat explained what case study was. He connected things starting from the rig Vedas to the modern philosophy of doing case analysis. He described how the process of metamorphosis takes place when it comes to finding answer to a case. The second issue which he emphasised on was the case generation.

He emphasised on the framing of the case and held it to be the fundamental and initial step to do investigation. He made the session interactive and based on various examples for better understanding of the academicians. Last but not the least when the house was open for questions the academicians were keen to ask and with the same level of enthusiasm they were justifiably answered by resource person.

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### 10. Coordinators and Organizers

#### CHIEF PATRONS

Mr. B. Vijay Bhaskar Reddy, Chairman  
Prof. P. Narayana Reddy, Group Director.  
Sanskriti Group of Institutions

#### CONVENER

Prof. Dr A. Srinivasan, Principal  
Sanskriti School of Business

#### CO-ORDINATORS

Prof. U. J Supraveen,  
Associate Professor,  
Sanskriti School of Business  
Mobile – +91- 9505242629,

Prof. Abdul Basheer,  
Asst. Professor,  
Sanskriti School of Business  
Mobile – +91-8977705397

### 11. Feedback

The two day faculty development programme on “Case Method of Teaching, Writing and Business Game Exercise” conducted in Sanskriti School of Business during 28<sup>th</sup> & 29<sup>th</sup> of January 2017. The two day FDP program at Sanskriti School of Business, Puttaparthi termed very good to excellent by majority of the participants.

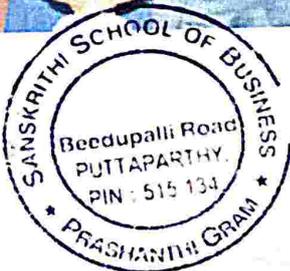
### 12. Photographs



*Dr. Bala Koteswari*

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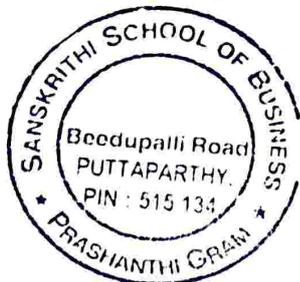
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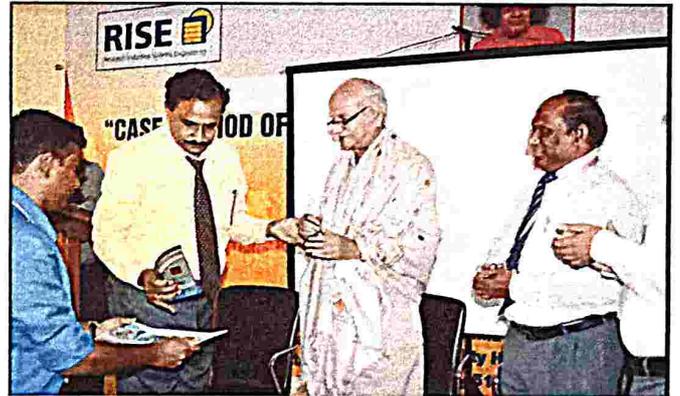


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*Dr. Balakrishna*

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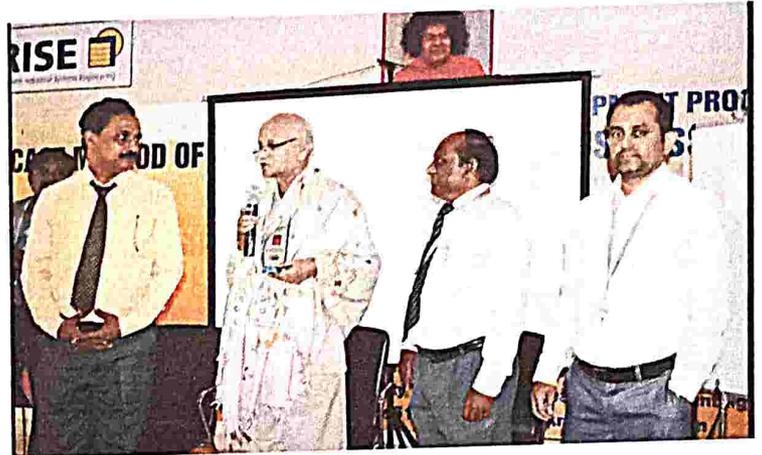
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*Dr. Balakrishna*

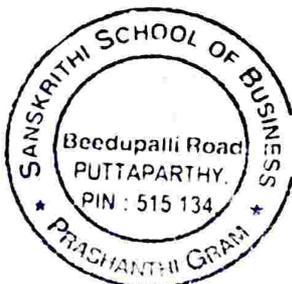
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### KARVY – SEAL (STUDENT ENGAGEMENT AND APPLIED LEARNING) PROGRAM.

2 DAY FINANCIAL WORKSHOP ON 8<sup>TH</sup> & 9<sup>TH</sup> November 10, 2017

#### Schedule of workshop:

Day	Start Time	Break	End Time
8-Nov-17	10: 00 AM	Inaugural session	
8-Nov-17	11.00 AM	1 PM - 2 PM	5:00 PM
9-Nov-17	10: 00 AM	1 PM - 2 PM	4:00 PM
9-Nov-17	4:00 PM	Valedictory Session	

**Coordinator:** E.Prashanthi, Asst Prof.

#### Trainer:

**Mr. Karunakar Kadali**

Senior Manager – Training and Development

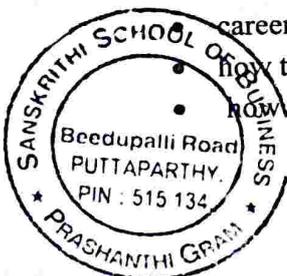
Karvy Stock Broking Limited

Karunakar Kadali has more than 18 years of industry experience. He has got extensive experience in handling back-office operations of Depository Services & Broking. Currently he is part of Training & Development team of Karvy Stock Broking Limited providing training to new recruits & existing employees. He also actively participates in training & educating students of various business management colleges & institutions. He is a commerce graduate and done is PGDBA from Symbiosis, Pune.

**Participants:** SSB MBA II Year 115 Students

#### Our workshop mission is to:

- Trading Strategies for investing in Stock Markets
- stock market for beginners
- career oriented courses in stock market
- how to make career in financial market
- how to get job in financial market



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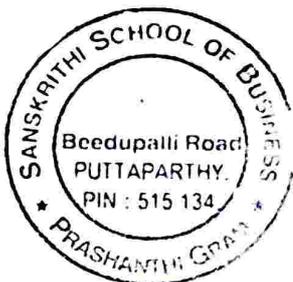
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*Dr. Bala Koteswari*

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In this the session consists 16 hours of training spread across 2 days & cover topics such as **depository, financial market, ratio analysis, mutual funds and derivatives**. The trainer gave in depth knowledge of Indian financial market. Students actively engaged in discussion with the trainer and learn stock trading on live plat form. The students got the advantages of practical knowledge of trading and certificate of completion of workshop. They offered to our students to Join Karvy as Interns. The Internship is a 2-3 months Program for those, who are keen to pursue their career in the finance industry.

#### Executive Summary of the Report:

- a) Find the visuals in the Photo Album

#### షేర్ మార్కెట్ పై ఎంబీఏ విద్యార్థులకు అవగాహన

పుట్టపర్తి అర్చన:

ఎంబీఏ విద్యార్థులు ప్రతి పెంచుకోవాలని కార్పొరేట్ కంపెనీ నిపుణుడు కరుణాకరన్ ఆస్వాను గురువారం పుట్టపర్తి సమీపంలోని నలమ్మలీ కళాశాల ఎంబీఏ విద్యార్థులకు స్టాక్ మార్కెట్, షేర్ మార్కెట్, ఇతర వ్యాపార లావాదేవీలపై అవగాహన కల్పించారు. షేర్ మార్కెట్ పై అనేక ప్రశ్నలు ఉపయోగాల గురించి ఆయన తెలిపారు. స్టాక్ ఎక్స్చేంజీలు ఎక్కడెక్కడ ఉన్నాయి, వాటి వివరాలు, అందులో ఉద్యోగం సుపాదించడా



షేర్ మార్కెట్ వివరాలను తెలియజేస్తున్న కరుణాకరన్

నికీ కావాలిని నైపుణ్యం గురించి వివరించారు. షేర్ మార్కెట్ పై అవగాహన బిగి ఉండాలన్నారు. ఆసనంకరం ఎంబీఏ విద్యార్థులకు పాఠ్యాంశాల్లో వచ్చే అనుమానాలను నివృత్తి చేశారు. కార్పొరేషన్ లో కళాశాల చైర్మన్ విజయభాస్కర్ రెడ్డి, గ్రూప్ చైర్మన్ దాశ్రీ నారాయణరెడ్డి, ప్రెసిడెంట్ శ్రీనివాసన్, అధ్యాపకులు, విద్యార్థులు పాల్గొన్నారు.

#### మార్కెటింగ్ లో సత్తా చాటండి



సూపర్ మార్కెట్ల విషయాలకు కరుణాకరన్

పుట్టపర్తి స్టాన్ టూల్: నేటి పాఠ ప్రవచనంలో మార్కెటింగ్ లో రంగంలో రావలసినట్టి, సరికొత్త ఆలోచనలు ప్రయోగాలతో కుదురుతున్నాయో తప్పక విజయం సాధిస్తారని

మార్కెటింగ్ కీలకమైన విషయాలను కరుణాకరన్ పేర్కొన్నారు. గురువారం సమస్యలను ఎంబీఏ కళాశాలలో మార్కెటింగ్ విభాగం పై ఆసనం కరుణాకరన్ అయిన విద్యార్థులకు వివిధ మార్కెటింగ్ పాఠాలపై అయిన అవగాహన కల్పించారు. విద్యార్థులు కానూనుకుంటూ మాడతూ ప్రవచనం చేయడం వల్ల, పాఠాధికారులను ఆసనం చేసుకుంటూ నేటి, మార్కెటింగ్ విషయాలపై అధికారులను ఆసనం చేసుకుంటూ విద్యార్థులకు ప్రవేశపెట్టాలన్నారు. విషయాలపై అందరినీ ఒకటే దృష్టి పెట్టాలన్నారు. మార్కెటింగ్ లో రంగంలో రంగంలో కీలకంగా రావలసినట్లుగా ప్రవచనంలో పాటు నాయకత్వం అవ్వాలని సుబ్బరాజు అలవచనం చేశారు. విద్యార్థుల సందేహాలను సమస్యలను సమస్యలలో ప్రవచనంలో విద్యార్థులను ప్రోత్సహించి అనుభవం ప్రదానం చేశారు. కార్పొరేషన్ లో కళాశాల చైర్మన్ దాశ్రీ నారాయణరెడ్డి, ప్రెసిడెంట్ శ్రీనివాసన్, అధ్యాపకులు పాల్గొన్నారు.

సాక్షి Fri, 10 November 2017  
epaper.sakshi.com/c/23598401



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Workshop on multi commodity exchange and its application

Coordinator: DR.VENKATESHAN

As a part of workshop conducted in the title of “to be grown up is a state of mind”  
(08/09/2018)

**2018-19**

### Workshop Report –SSB

Name of the Faculty: Dr. T.Venkatesan

Date: 08/09/2018

As a part of Workshop conducted in the title of “To be grown up is a state of mind”  
(08/09/2018)

Established in 2003 and is based in Mumbai. It is India's largest commodity derivatives exchange where the clearance and settlements of the exchange happens and the turnover of the exchange for quarter ended December 2017 was 12.82 trillion rupees. MCX offers options trading in gold and futures trading in non-ferrous metals, bullion, energy, and a number of agricultural commodities (mentha oil, cardamom, crude palm oil, cotton and others).

Multi-Commodity Exchange appointed of Mrugank Paranjape as MD & CEO of the exchange on February 29, 2016 for a period of three years. Mrugank Paranjape has earlier working with Deutsche Bank for last 14 years. Last he was heading DB Center of the bank.



*Dr. Venkateshan*

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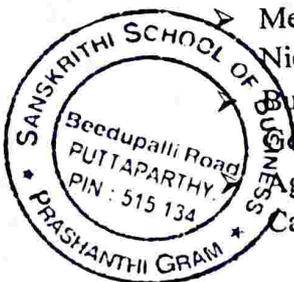
In 2016, MCX was seventh among the global commodity bourses in terms of the number of futures contracts traded, the latest yearly data from Futures Industry Association (FIA) showed. In 2017 MCX partnered with Thomson Reuters to develop India's first co-branded commodity index series, the iCOMDEX. iCOMDEX series consists of iCOMDEX Composite, iCOMDEX Base Metals, iCOMDEX Bullion, iCOMDEX Gold, iCOMDEX Copper and iCOMDEX Crude Oil. Recently, the exchange has set up a web-based application "ComRIS" (Commodity Receipts Information System) in order to maintain electronic record of commodities deposited at the Exchange accredited warehouses and ensure flow of real time information from the warehouses.

In February 2012, MCX had come out with a public issue of 6,427,378 Equity Shares of Rs. 10 face value in price band of Rs. 860 to Rs. 1032 per equity share to raise around \$134 million. It was the first ever IPO by an Indian exchange and made MCX India's only publicly listed exchange.

From September 28, 2015, MCX is being regulated by the Securities and Exchange Board of India (SEBI). Earlier MCX was regulated by the Forward Markets Commission (FMC), which got merged with the SEBI on September 28, 2015.

**Commodities traded include -**

Metal - Aluminium, Aluminium Mini, Copper, Copper Mini, Lead, Lead Mini, Nickel, Nickel Mini, Zinc, Zinc Mini, Brass (futures)  
Bullion - Gold, Gold Mini, Gold Guinea, Gold Petal, Gold Petal ( New Delhi), Gold Global, Silver, Silver Mini, Silver Micro, Silver 1000.  
Agro Commodities - Cardamom, Cotton, Crude Palm Oil, Kapas, Mentha Oil, Castorseed, RBD Palmolien, Black Pepper.



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- Energy - Brent Crude Oil, Crude Oil, Crude Oil Mini, Natural Gas. Multi Commodity Exchange of India provides live feeds for all traded commodities

### YEAR - 2018-2019

Date: 08-08-2018

Club: speakers club workshop

Event: situations arising to say wait for a while

Coordinator: Mr Smd. Karimulla Basha



Date: 10.08.2018

Club: marketing club

Event: business quiz

Coordinator: Dr. K. Rajendra prasad



*Dr. Balakoteswaraj*  
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Date: 20/08/2018

Event: poster presentation

Coordinator: Mr. A. Rama krishna

Date: 24<sup>th</sup> & 25<sup>th</sup> aug,2018

Event: international b-plan competition: on 24<sup>th</sup> & 25<sup>th</sup> Aug, 2018

Coordinator: TN ANIL KUMAR

**International B-Plan Competition**  
In Association with MakeIntern & Echoe's (IIMK Event)

**makeintern.com** | **SSB** | **ECHOES' 18 (IIM-K Event)**

**2 Days (16 Hours) Workshop @ SSB**

Details	Benefits:	Venue:
<p><b>Topic:</b> Digital Marketing + Entrepreneurship</p> <p><b>Dates:</b> AUG-24&amp;25 2018</p> <p><b>Faculty Co-ordinator:</b> Assist Prof.Anil Kumar, TN 9100974538/07997522269</p> <p><b>Registration Charges :</b> 1150/-INR</p>	<ul style="list-style-type: none"> <li>★ Winners will be awarded by prize money of 50,000 INR.</li> <li>★ Internship and Placement Assistance for all the Participants.</li> <li>★ All the Participants will be Awarded with the Participation Certificate.</li> <li>★ Merit certificate for Selected Students and Coordination Certificate for Coordinators.</li> <li>★ Final Round will be in (IIM-Kozhikode).</li> </ul>	<p><b>1st Round:</b> 2 Days Training Program @ Sanskrithi School of Business Beedupalli Road, Puttaparthi</p> <p><b>2 Days Finale</b> @ Echoes Event IIM Kozhikode</p>

www.makeIntern.com | priyanka@makeintern.com | +91 9582668797



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Date:25-08-2018

Event: **one day workshop on creativity - beyond the box.**

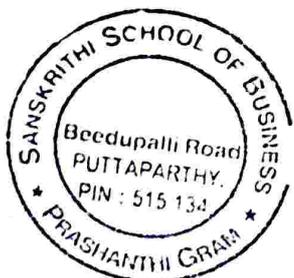
coordinator:- mr.rakesh burani



Date:- 03-10-2018

Event:- Management strategies from mahabharata

Coordinator:- Mr.karimulla basha



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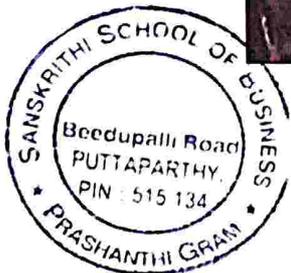
### Remembering apj kalam on his birthday: 15<sup>th</sup> oct 2018

A student always feels proud and great in celebrating our beloved apj abdul kalam sir's birthday. Students of sgi and staff have celebrated in the remembrance of such great personality who have touched crores of people in the world.



### World investor week: 6<sup>th</sup> oct, 2018

As part of world investor week, dr. Rajendra prasad - associate professor of sanskrithi school of business has given an awareness program in bukkapatnam and kothacheruvu for faculty, workers and students of nearby locations.



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### Workshop on effective hrn practices for gaining a competitive advantage 5<sup>th</sup> oct,2018

Hrn practices actually make a difference in the performance of both the individuals as well as organizations. Participants of the event: i mba –i semester students of ssb date & time of the event: 05.10.2018 from 02.00 pm to 05.00 pm.venue: ssb seminar hall  
Name of the faculty coordinator: MRS. RAMA KUMARI.M



Coordinator: DR.VENKATESHAN

As a part of workshop conducted in the title of “to be grown up is a state of mind with the help of yoga” (08/09/2018)



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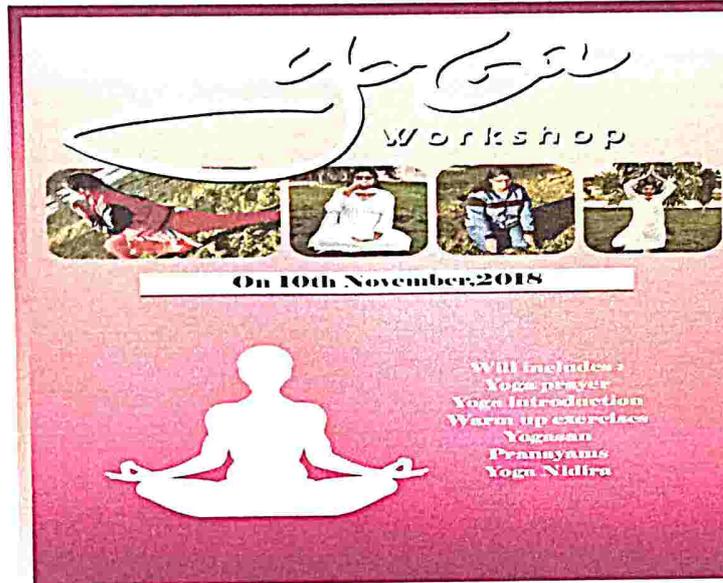


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Date: 10/11/2018

Event: yoga workshop



*Dr. Balakrishna*

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Date: 13-10-2018

Coordinators: Mr. G.Raja sekhar,

Event: aarambh, an entrepreneurial carnival



4<sup>th</sup> December, 2018

We had an immense pleasure having **Dr. Anand Govindaluri - Founder CEO of Govin Capital Pvt Ltd** in our campus as a guest of honour and got enlightened with his value based talk on entrepreneurship and start-ups. He shared his experiences in his journey of entrepreneurship. In the process he himself become model for the young students. Chairman Mr. Vijay B.Reddy presided over the function.



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### Guest Lecture: Dec 1<sup>st</sup> 2018

Dr. P Reddanna (Professor - University of Hyderabad), President, Federation of Asian Biotech Associations (FABA) India chapter- 2014 onwards - has visited our campus and graced the day with his extreme experience on Biosciences stream along with Entrepreneurship subject to all our Faculties and Students of SSB. It was an interesting experience for management students to visualise the bio sciences in the modern days



### 31<sup>st</sup> december, 2018 thanks giving treat

Thankfulness is the beginning of gratitude. Gratitude is the completion of thankfulness. may consist merely of words. Gratitude is shown in acts. Thus, students of mba who are placed in reliance had a thanks giving treat with our management and faculties



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**2019-2020**

5<sup>th</sup> Jan, 2019

### Training programme for students on skills and knowledge

Ms. Sarika Rangani - CEO & Founder of The YouQ, has delivered an interactive lecture on "Let's Make Magic Together" for future integrated of skills and knowledge. In the session faculty participants got the knowledge about the different levels of leadership and responsibilities with some practical applications. She delivered three levels of leadership like self leadership, leading the followers and leading the leaders and also the faculties were gained with the knowledge of perception for 3D's success like dare, differ and dream. This engaging session utilises discussion, videos, examples, role-play, experiential exercises and motivational comments. Its structure and flow encourage participation and accountability while building leadership skills and confidence.



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A Guest Lecture on “ International Financial Markets & Services and Islamic Financial Markets Services organised by inviting Dr.Kallu Rao Ex-NSBI,Mumbai.



Jan 26<sup>th</sup> 2019republic day was celebrated in the campus with patriotism and nationalism spirit. No. Of cultural events too presented by the students on the youth awakening activities.



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**Guest Lecture on "Profitable growth strategies for the Global Emerging Markets" by Dr. Bhavani M.R.,**

### "PROFITABLE GROWTH STRATEGIES FOR THE GLOBAL EMERGING MARKETS"

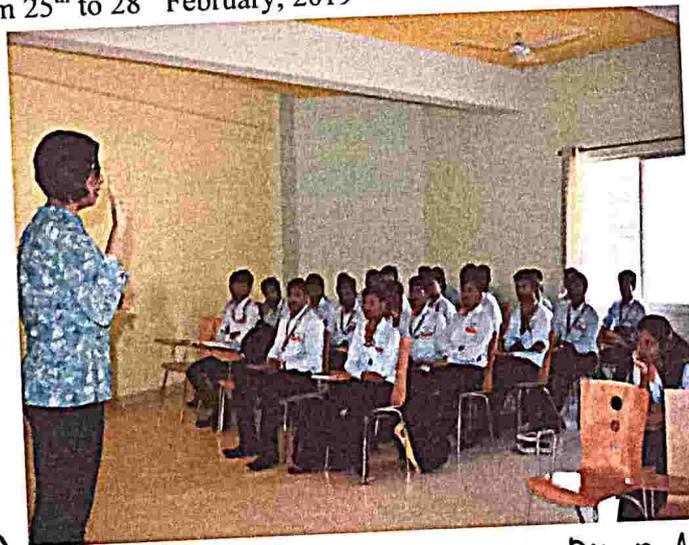
by

**Dr. Bhavani M.R., Principal, Nagarjuna College, Yelahanka.**



Date: 25<sup>th</sup> to 28<sup>th</sup> February, 2019

**Placement and Training Program: One week Certification Course on English** organised by the institute to improve the proficiency in English for the MBA 1st year students. 4 days/ 7 hours each day from 25<sup>th</sup> to 28<sup>th</sup> February, 2019



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27<sup>th</sup> Feb, 2019-03-23

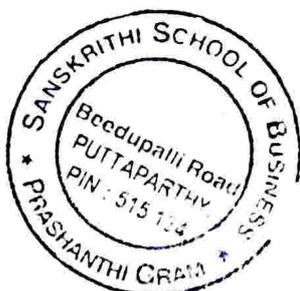
Students had a guest lecture by DR. SATISH AILAWADI, Director & Professor – Operations Management, Institute of Management Technology, IMT-Hyderabad and member in Vienna university, Austria.. Who have given a insight on the Decision making and Carrier Growth to our students with his interactive session.



Date: april 30<sup>th</sup>, 2019

Event: workshop on business opportunity analysis

Workshop on business opportunity analysis: dr. P narayana reddy garu - group director of sanskrithi group of institutions, puttaparthi has conducted the one day workshop on business opportunity analysis. In this contemporary world, business plays a vital role. As an entrepreneur, you can greatly increase your chances of success by analyzing the business concept, your market place, your industry and competition, and your financial and organizational structures. Whether you plan to expand an existing business, acquire an existing business, or start a new business, a feasibility analysis will evaluate a business idea to see if it is worth pursuing. Students of i mba had an interactive session with our group director.



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29<sup>th</sup> & 30<sup>th</sup> march, 2019

Ssb b-school management fest celebrations. The two day national level management fest witnessed day 1 with our special guest mr. Mvs prasad reddy, md premium honda and prof. Mls deva kumar - hod, sms, jntu-anantapuram graced the occasion. Nearly more than 250 students have registered the event from many colleges in andhra, karnataka. Best wishes to the participants.



*Dr. Balakrishna Wari*  
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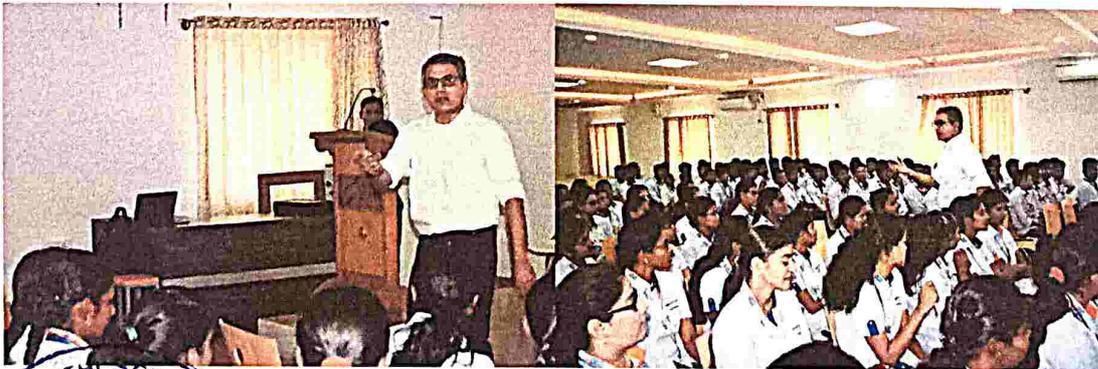
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April 23<sup>rd</sup>, 2019

**Guest lecture: mr. Sameer soni - director, international initiatives** (the times of india group) has visited our campus and gave a guest lecture on drawing on his diverse experience in his 20 year long career and rich experience in various settings with people from different interests, business & cultures cross the globe, mr. Sameer is keen to share some of his life learning on self-empowerment, individuality, creative "tinkering", nurturing yourself, defining the goals and finding your own balance through life etc., his speech was so motivational and inspiration to all our students.



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4<sup>th</sup> may, 2019

A workshop on forex market and its applications in our sanskrithi school of business by Dr.T. Venkatesan, who is a professor at ssb having more than 8 years of experience in accounting in management. He has participated and presented papers in various national and international conferences. The workshop is all about forex markets and its applications, every management student should have a minimum knowledge about the forex markets. Dr.T. venkatesan is having a vast experience in accounting and business management system

# WORKSHOP

## ON FOREX MARKET

By Dr. T. Venkatesan



*Dr. Balakoteswari*

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3<sup>rd</sup> May, 2019

A workshop on approaches of project work by dr.k. Rajendra prasad in our sanskrithi school of business, who is a professor having more than 13 years of experience in teaching on 03/05/2019(today).

The workshop is all about the approaches of project work and how to do a project work on

# WORKSHOP

## ON APPROACHES FOR PROJECT WORK

By Dr. K. Rajendra Prasad



*Dr. Bala Koteswari*  
**PRINCIPAL**

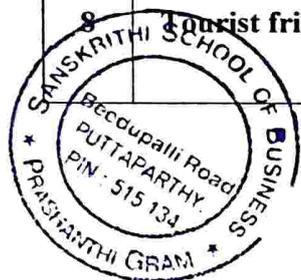
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Sl.No	PARTICULARS	DATE	Number of Activities	IMPACT
1	Event:Oxy Grow, trekking, for RURAL AND COMMUNITIES DEVELOPMENT	1/8/19	Tree plantation, seed sowing, trekking	Planted at 480 houses in two village divisions Sowed 3 kilos of Seed over 4 acres of land
2	Protection from Reptiles- Awareness campaign among the rural people	1/8/19	Protection from reptiles	Created awareness among 7 hamlets
3	Hygienic environment for healthy society- Campaign in rural schools	2/8/2019	5 schools/collages	650 participants
4	Prakruthi wyavasayam organic farming-a sustainable development-awareness camp	4/8/19	Training students Among farmers	Collector, Local MLA Principal secretary attended
5	self help groups a sustainable growth Build empire-small moves-smartly made to reach high(Entrepreneurship)	4/8/2019	Listening to their experiences.	27 member attended
6	Understanding the street Vendors(raitu bazzars)problems - suggestion for improvements	6/8/2019	Interaction, Identified problems, Suggestions to officials	More than 100 street hawkers
7	Organ donation – Live beyond your life campaign.	3/8/2019	At 5 places	700 youth registered to donate organs
8	Ecologist friendly auto/taxi drivers.	5/8/2019	At 3 locations	174 auto drivers 69 Taxi drivers attended



  
 D. Prasad Rao  
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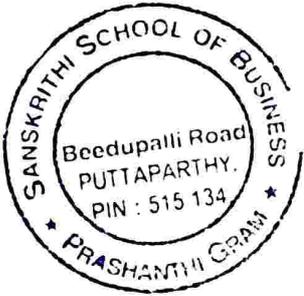
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9	<b>Elderly care: Confidence Building among senior citizens – visit</b>	6/8/2019	5 teams visited,	60 senior citizens, Health charts, Food charts personal contacts for talking
10	<b>Handlooms day celebration- Oath taking ceremony to buy handlooms regularly</b>	7/8/2019	Visit to weavers houses, Handlooms exhibition	7 teams visited weavers houses. One exhibition in the campus
11	<b>My village and my vision –case study-story telling.</b>	7/8/2019	24 students shared their village profiles and their visions	24 students shared their village profiles and their visions

*Dr. Balakoteswari*

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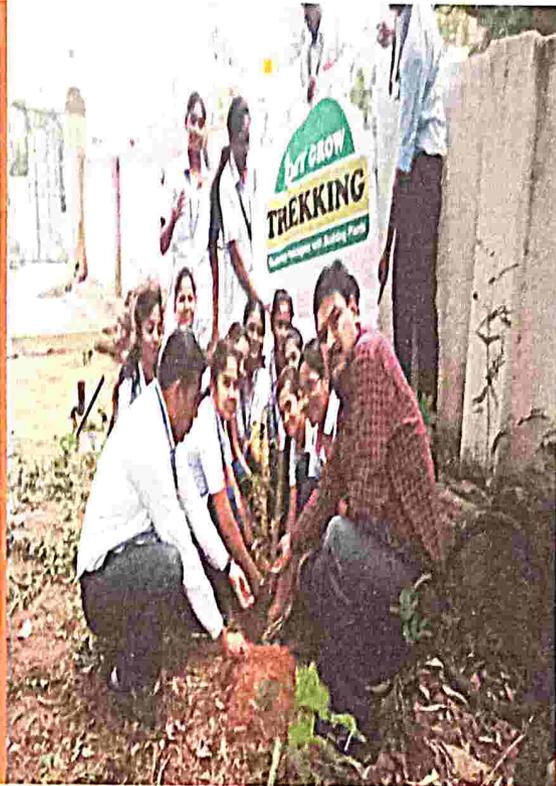


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<b>1st August</b> Rural and Communities Development activities	<b>2nd August</b> Educational Development Activities
<b>3rd August</b> Blood Donatlon	<b>4th August</b> Public & Student Awareness
<b>MANAGEMENT WEEK</b> 1st to 7th August, 2019	
<b>5th August</b> Training Small & Tiny Enterprise Owners & Managers	<b>6th August</b> Visit to Hospital and Old Age Homes & Persons
<b>7th August</b> Sports Including 2K & 5K Run	<b>and Health Care Activities</b>

SSB SANSKRITHI SCHOOL OF BUSINESS



**TREKKING and Seed sowing: A unique blend of Experience**

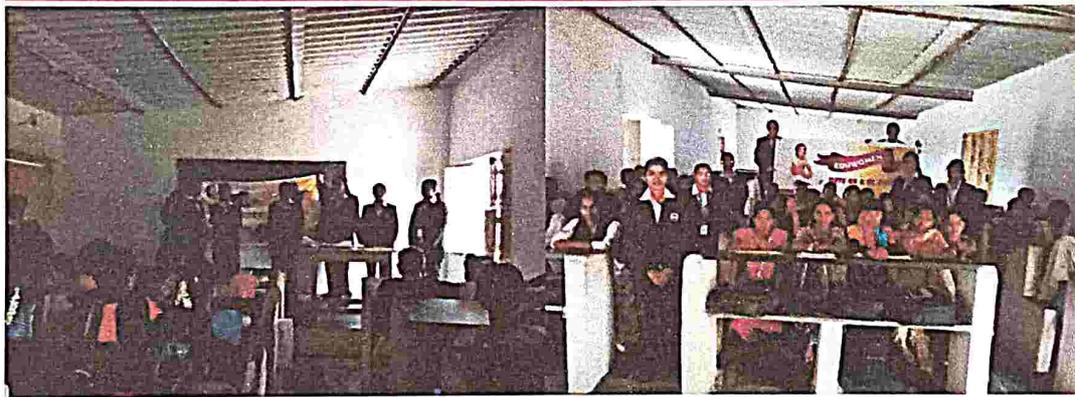
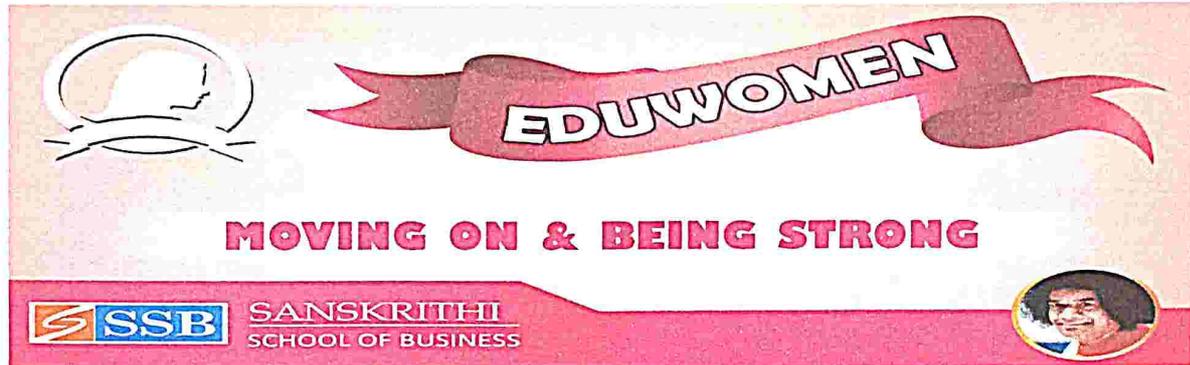
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### EDU WOMEN EVENT---Move on Be Strong



### ORGAN DONATION Awareness campaign



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Prakruthi vvyavasayam (organic farming - Natural Farming) A Unique form visit and awareness campaign



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### National handlooms day celebration and exhibition

**Date:-AUGUST 7, 2019**

**Organiser:-DR. K. RAJENDRA PRASAD, Associate Professor**

**DR. S. HARI PRASAD, Principal SSB**

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### Understanding the street Vendors ( raityu bazzars)- suggestion for improvements



*Dr. Belaketi Venji*  
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Elderly care

We aid your need

**Date:** 6<sup>th</sup> August, 2019

**Location:** SATHYA SAI ANUGHRA GHRUHAM

**Organiser:** E.Prashanthi, Asst Prof, SSB & Dr. Hari Prasad, Principal of Sanskriti school of Business



*Dr. Balakrishna*

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#### Hope- interaction with Women’s Self-Help Groups and confidence building



**Chakravyaha, SSB's B-QUIZ** event held on Dec 14 , 2019. 150 students participated from various Degree colleges in Ananthapur district.

The event was spread into 5 rounds, each more exciting and testing than the other.

Out of 23 teams, the final round saw 8 teams pitted against each and the winners were from Government Arts College.

Runner up team from Sri Vivekananda Degree College, Dharmavaram.

All participants were given participation certificate.

Cash prizes were awarded to winners- 5000/- and for runner up team 3000/-



*DIPRANGANA L*  
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BE READY!  
BE SMART!  
BE NOTICED!

14  
DECEMBER  
2019

QUIZ

UNLOCKING THE KNOWLEDGE AT THE SPEED OF THOUGHT

**QUIZ ROUNDS** Follow the steps below !!!

PRELIMS - WRITTEN TEST  
PUZZLES ROUND

PERSONALITY IDENTIFICATION ROUND

BUZZER ROUND & RAPID FIRE ROUND

EVENT CO-ORDINATOR  
D.Hemanath, Assist. Prof., +91 9100974538.  
E.Prashanthi, Assist. Prof., +91 9100974544.  
✉ : quizz2019@sanskritihbschool.com

Winner Team:  
₹5000 + certificate  
1st Runner-up Team:  
₹3000 + certificate

FOR REGISTRATION  
SCAN QR CODE  
OR  
<http://bit.ly/33efpCe>

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**ADVANCED STATISTICAL DATA  
ANALYSIS  
WITH SPSS on  
JUNE 27<sup>th</sup> & 28<sup>th</sup> ,2020**

“SPSS Goal is to turn Data into information &  
Information into INSIGHT”  
Carly Fiorina, Former  
CEO-HP

### Introduction

Researchers collect massive quantities of knowledge, from surveys, experiments and different types of observation. An applied math computing package provides a convenient means that to store this information, and derive descriptive and inferential statistics. The applied math Package for the Social Sciences (SPSS) could be a wide used all-purpose survey analysis package, and therefore a helpful one to master. It's necessary to permit some learning time to become at home with this package, and annual license fees may be a rational motive

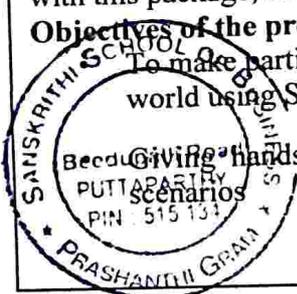
### Objectives of the program:

To make participants to Analyse various live cases and business scenarios of the real world using SPSS.

Giving hands on experience in exploring, analyzing and modeling real world business scenarios

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### Advisors & Resource Persons

#### CHIEF PATRONS:

- MR.VIJAY REDDY, CHAIRMAN, SANSKRITHI GROUP OF INSTITUTIONS
- DR.P. NARAYANA REDDY, GROUP DIRECTOR, SANSKRITHI GROUP OF INSTITUTIONS
- PROF. HARI PRASAD SOMA, PRINCIPAL, SANSKRITHI SCHOOL OF BUSINESS

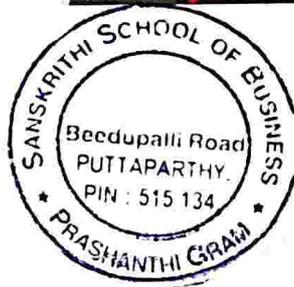
#### Resource persons of the programme



Dr. D. Maheshwara Reddy, Independent Research Consultant. Dr. D. Maheshwara Reddy has vast teaching experience of 21 years in Commerce and Management at reputed Business Schools including ICFAI Business School, ITM Business School. He is a passionate trainer for Data Analytics Using with SPSS. He has done number of workshops on Data Analysis for Research Scholars and MBA Students across Business Schools and Management Institutes.



Mr. P. Mohan is a post graduate in Computer Science from Osmania University with an experience of 17 years including Industry and Academic Research. He is currently working as Sr. Data Scientist at Tech Mahindra, Hyderabad. He was the former Head- Center for IT & Business Analytics, GITAM University, Hyderabad. To his credit, he has published various research papers in reputed national and international journals across diverse verticals like Information Technology, Marketing Research, Software Testing, Banking and Finance etc. He is a continuous researcher in the field of data analytics and data science has conducted several Professional Development Programmes, and Management



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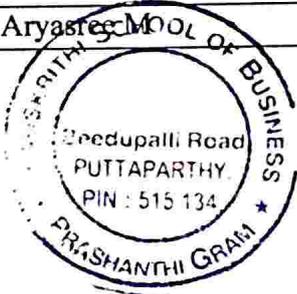
Development Programmes and Faculty Development Programmes. He has also trained several public and private sector personnel through his innovative workshops on Data Analytics

### Program Scheduled and executed:

Date	Session Time	Topic/Module	Resource Persons
27-06-2020	10.00Am to 12.00 Pm	<ul style="list-style-type: none"><li>Factor Analysis &amp; Methods</li><li>Data Normalization Techniques</li></ul>	DR. D. MAHESHWARA REDDY, Independent Research Consultant
27-06-2020	2.00Pm to 4.00Pm	<ul style="list-style-type: none"><li>Scale Reliability Techniques</li><li>K-S Test</li></ul>	DR. D. MAHESHWARA REDDY, Independent Research Consultant
28-06-2020	10.00Am to 12.00 Pm	<ul style="list-style-type: none"><li>Cluster Analysis &amp; Methods</li><li>Neural Networks</li></ul>	DR. D. MAHESHWARA REDDY, Independent Research Consultant
28-06-2020	2.00Pm to 4.00Pm	<ul style="list-style-type: none"><li>Data Normalisation Techniques With R</li></ul>	DR. P.MOHAN Senior Data Scientist, Tech Mahindra,Hyd

### Our Participants from different states:

Name Of The Participant	Organisation Name
Hyma M	Kuriakose Gregorios College
Dr. Ritika Malik	Bvimr, New Delhi
Aparna Dhingra	Oriental College
Rakesh Kumar Maurya	University Of Lucknow, Lucknow
Mandeep Bhardwaj	Lovely Professional University
Naveen S	Canara Bank School Of Management Studies Jb Campus Bangalore University
Amit Kumar Jena	Xlri, Bangalore
G V Rao	Gitam Hyderabad Business School
Suneetha Rapaka	Gayatri Vidya Parishad College For Degree And Pg Courses, Visakhapatnam
V.H.S.Pallavi	Rayalaseema University
Aryasree MO	Kuriakose Gregorios College



*Dr. Balakrishna Veni*

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Sudarsan Biswas	Ramakrishna Mission Vivekananda Educational And Research Institute (Rkmveri)
Sachin Arjun Kadam	Viva College
N Hanumanth	Gayatri Medical College, Vizag
M. Indhuja	G. Venkataswamy Naidu College
Prateek Mahindrakar	Icfai Business School, Hyderabad
D.Indra Kumar Ranadheer	Icfai Business School, Hyderabad
M Bavithra	Srm Institute Of Science And Technology , Chennai

### Overview & Sessions Summary:

In this course participants learnt how to present, analyze and interpret data using the statistical analysis software package SPSS & R. This program gave virtual experience in every field of work, and made them being confident and competent in analyzing data and drawing conclusions which is extremely helpful. This FDP helped them to develop the skills using SPSS & R, which are the statistical packages widely used in business, industry, government, commerce and the education and health sectors.

### COORDINATOR:

E.Prashanthi, Assistant Professor, Sanskrithi School of Busines, Puttaparthi.

### DEPARTMENT OF MBA,SSB

Prof. Hari Prasad Soma-Principal  
Dr.Venkatesan T- HOD  
Dr. Rajendra Prasad- Associate Prof.  
Dr. Lilambeswar Singh-Associate Prof.  
Mr. G.Rajasekar-Associate Prof.  
Mr.Hemsnath- PRO  
Mrs.Vijayasri- HRA & Digital Marketing

*Dr. Balakoteswari*

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2021-22

**Name of the Event:** FDP

**Title of the FDP:** Writing and publishing paper in High Impact Journals

**Date:** April 26<sup>th</sup> to 30<sup>th</sup>, 2021 (6- 8 PM)

**MODE:** Online ZOOM Platform

**Link:**

<https://us02web.zoom.us/j/81685909394?pwd=Q1Z5QVB5TTVWQnE0NzJ3c3FVREhkZz09>

**Coordinators:** Dr. T. Venkatesan.

**Participants:** Faculty, Research scholars from Andhra Pradesh, Maharashtra, Gujarat and Delhi

### Programme Schedule:

S.NO	Date	Resource Person	Moderator	Topic
1	26.04.2021	Dr.Rahul Vishwanath	Dr. Bala Koteshwari	How to structure research paper and why to publish a quality research paper in high impact journals
2	27.04.2021	Mr.V.Ranganatham	Ms.Jayanandini devi	Tools for analysing data SPSS, EXCEL, SAS....
3	28.04.2021	MS.Padmaja	Mrs.E. Prashanthi	Hands on session on analysing data using JAMOVI Software
4	29.04.2021	Dr.Natika	Mr.D. Rajesh Babu	How to identify right journal for publication
5	30.04.2021	Dr.T. Venkateshan	Dr. Bala Koteshwari	Insights into DOI, SEI-HUB, Reference manager Citations and importance of digital presence of a researcher



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### DAY-WISE SESSION DETAILS

Day-1: 26.04.2021

Dr. Bala koteswari Principal and Dean of Sanskrithi School of Business introduced the theme of the FDP “**WRITING AND PUBLISHING OF PAPER IN HIGH IMPACT JOURNALS** “. She presented overview of the program. Resource person Dr.Rahul was introduced to the audience. The resource person has explained about, **how to structure research paper and why to publish a quality research paper in high impact journals.**

**Dr. Rahul Vishwanath Dandage**

#### Profile:



**Dr. Rahul Vishwanath Dandage**

Associate Professor and HOD, Automobile Engineering Department, Head of Industry Institute Interaction Cell (IIIC) Rajendra Mane College of Engineering & Technology At. Po. Ambav (Devruk) Tal- Sangamesh war, Dist.- Ratnagiri State- Maharashtra, PIN- 415804

- Researcher in the field of Project Risk Management
  - Qualification:  
B.E. (Mech. Engg)- Finolex Academy of Management & Technology, Ratnagiri.  
M.E. (Mech-Prod. Engg.)- KIT's College of Engineering, Kollhapur  
Ph.D. (Mech. Engg.)- Sardar Patel College of Engineering, Mumbai
  - Experience: Teaching 16 Years : Industry 03 Years
  - Research papers publication: 12  
Scopus Indexed Journals: 04, UGC listed/ISSN journals:08
  - Conference papers presentation: 17  
International Conference: 10, National Conferences:07
  - Books/Book Chapter Publication: 03
- Reviewer:
- Emerald Publication:
1. International Journal of Managing Projects in Business.
  2. Benchmarking: An International Journal
- Springer Publication:
1. International Journal of System Assurance Engineering and Management.
  2. Journal of Industrial Engineering International
- Inderscience Publication:
1. International Journal of Procurement Management
  2. International Journal of Productivity and Quality Management
- IGI Global Publication:
- International Journal of Project Management and Productivity Assessment (IJPMPA)



Snapshot of the session

Dr. Bala Koteswari  
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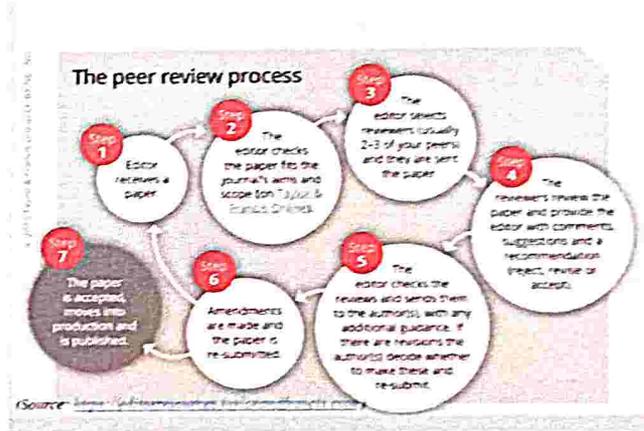


Youtube link of the session: <https://youtu.be/P-NaqcWBO5E>

## Glimpse of the PPT

### Outline

- Research Paper & its Classification
- Structure of Research paper
- Peer review process of reputed journals
- Identifying Quality Journal & reputed publications
- Predatory Suspicious Journals and Publishers
- Standard timeline for paper publication
- Importance of Indexing- Scopus, Web of Science, ABDC, AJG
- "h" index and Citations
- "i10" index
- Important points (Check list for quality research paper)
- Importance of Grammar, spellings and punctuations
- Common mistakes leading to paper rejection
- Writing a literature review paper
- Examples of Literature review papers published in quality journals
- Experience Sharing for paper writing, acceptance and rejections.



*Dr. Balakoteswari*

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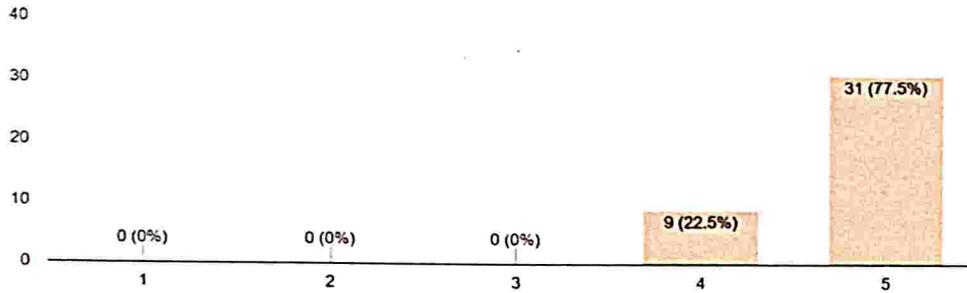
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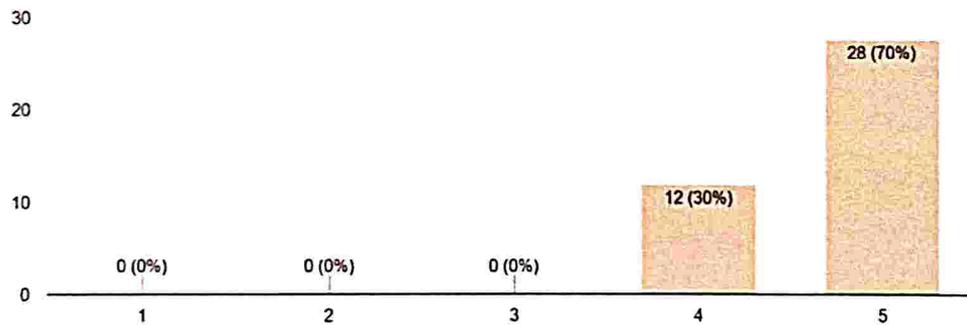
## Presentation Skills of Resource Person

40 responses



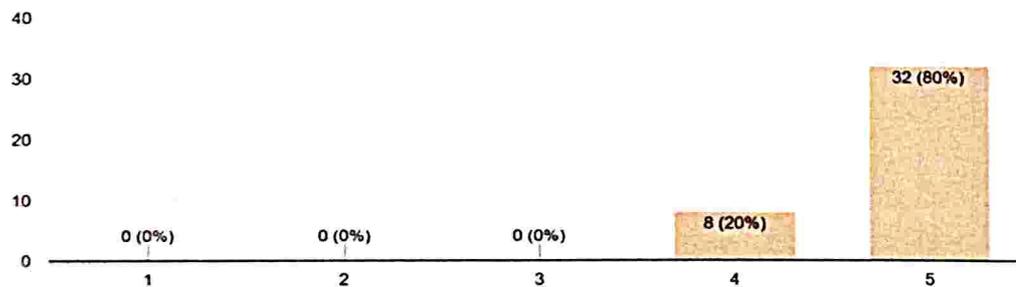
## Power Point Presentation delivered by Resource Person

40 responses



## Overall, how do you rate the program you attended in terms of usefulness and effectiveness? (On a scale of 1 to 5, 1 being lowest)

40 responses



*Dr. Balakrishna*  
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On the Second day of the Online FDP Program was hands on session on topic “Tools for analysing data using EXCEL.” Ms. Jaya Nandini devi was the moderator and introduced the resource person Mr.Ranganatham to the audience and handed over to the resource person.

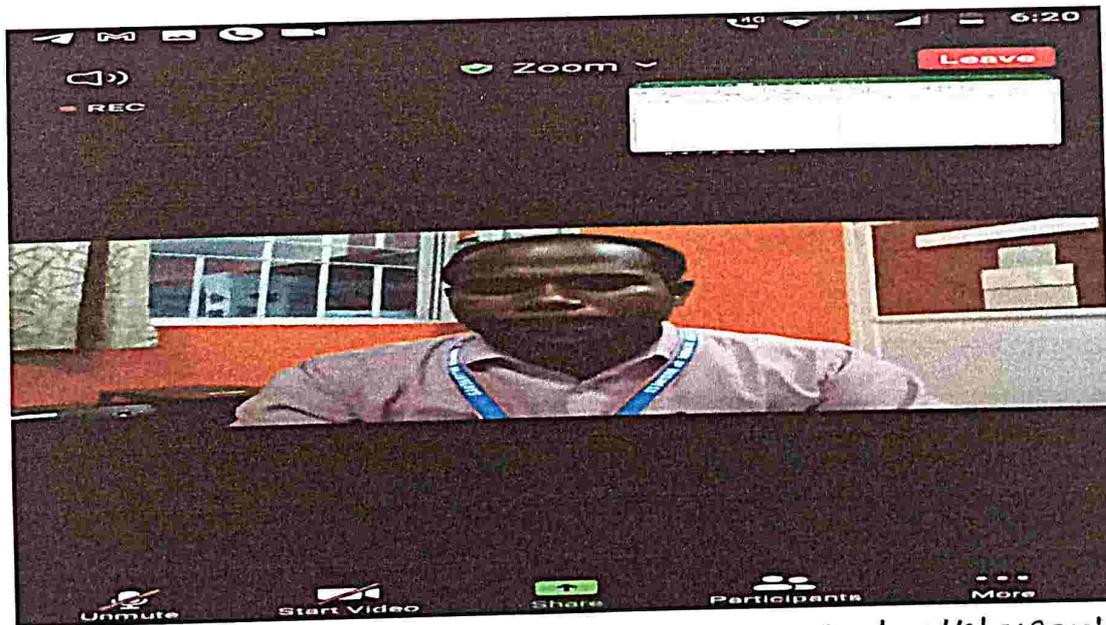
### Mr. Ranganatham Profile:



**Mr. Ranganatham**, Assistant Professor, Sanskrithi School of Business

He holds an MBA Degree in Finance & HR from Sri Krishnadevaraya University, Anantapuram. His areas of interest in research and applying mathematical or statistical techniques to address practical issues in finance, such as derivative valuation, securities trading, risk management, or financial market regulation.

### Snapshot of the session



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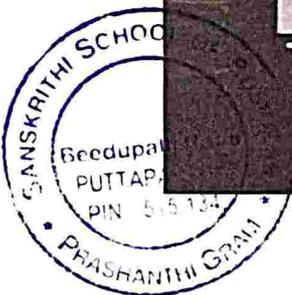
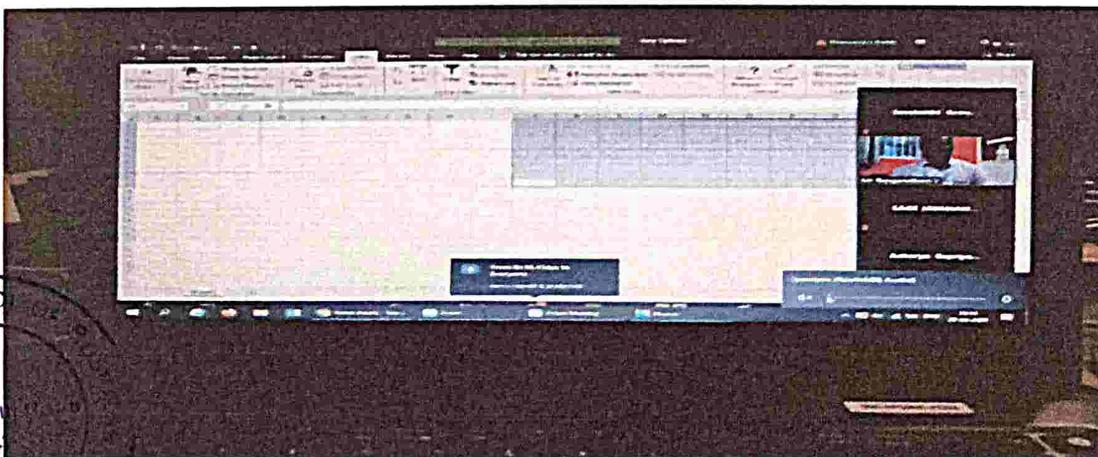
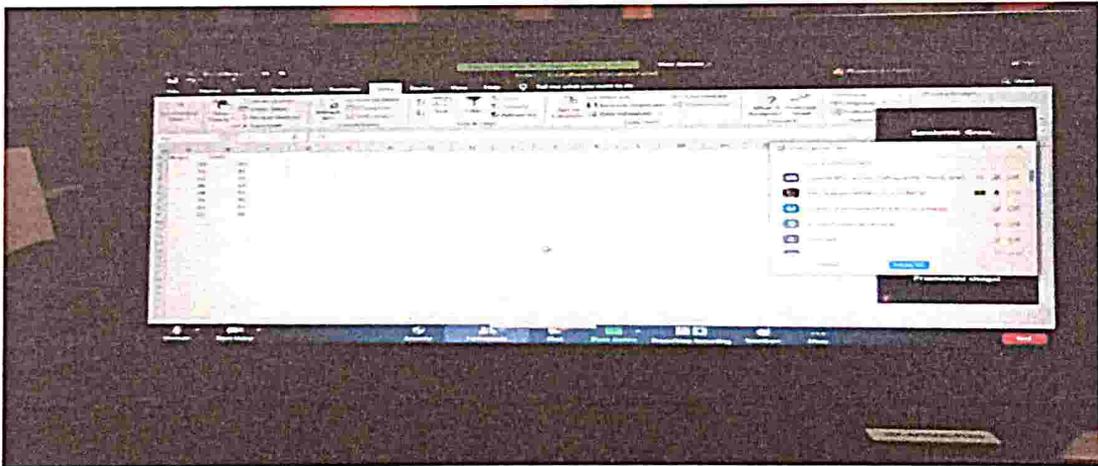
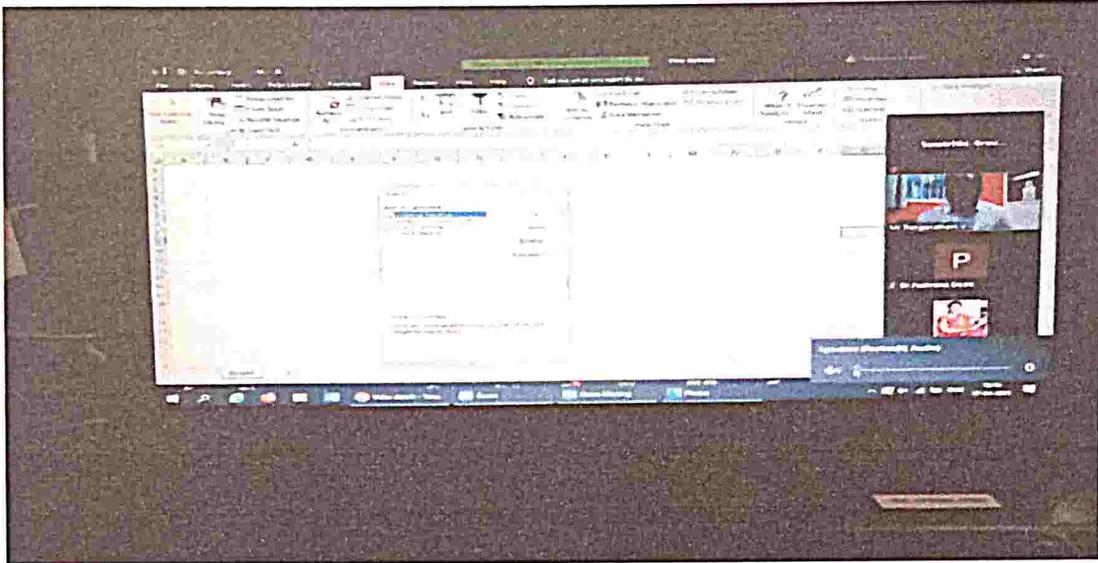




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## Glimpse of PPT

### Kruskal-Wallis Test:



- ▶ This is a non-parametric test to **analyses the variance – in ordinal data.**
- ▶ It analyses if there is any difference in the median values of three or more independent samples.
- ▶ The data values are ranked in an increasing order, and the rank sums calculated followed by calculation of the test statistic.
- ▶ **Friedman Test:**
- ▶ This is a non-parametric test for **testing the difference between several related samples.**
- ▶ **Spearman Rank Test:**
- ▶ This tests the **strength of a link between two sets of categorical data variables.**



### Steps in conducting statistical Analysis:

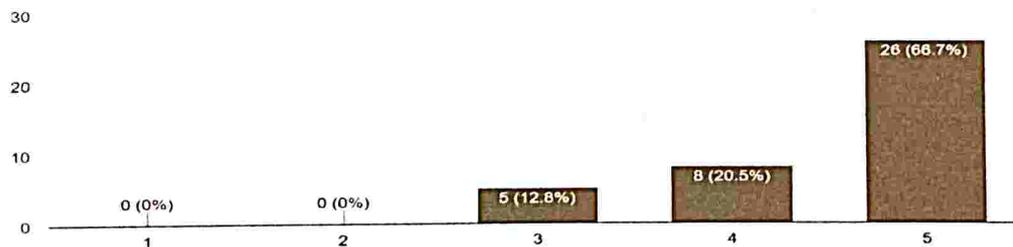
- ▶ The following are the steps that you need to consider in conducting statistical analysis
- ▶ You need to identify your research problem
- ▶ You describe the nature of the data to be analyzed based on your research problem.
- ▶ Employ applicable statistical techniques to run scenarios that will help you guide future actions and can answer your research problem.
- ▶ You see your research frameworks especially the empirical model to summarize understanding of how the data relates with each other.
- ▶ Prove (or disprove) the validity of the model using your hypothesis.

Day 2, video link: <https://drive.google.com/file/d/1E1eFdvMo1Bpym8-q2Ff-z-xIO-y7C3Y8/view?usp=sharing>

### Feedback of participants

Overall, how do you rate the program you attended in terms of usefulness and effectiveness? (On a scale of 1 to 5, 1 being lowest)

39 responses



*Dr. Bala Koteswari*

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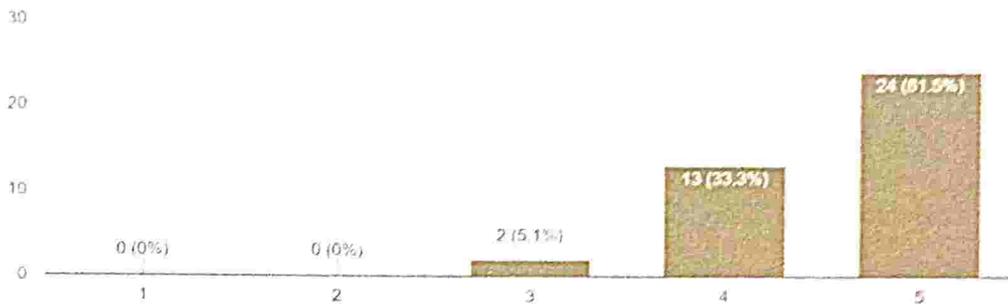


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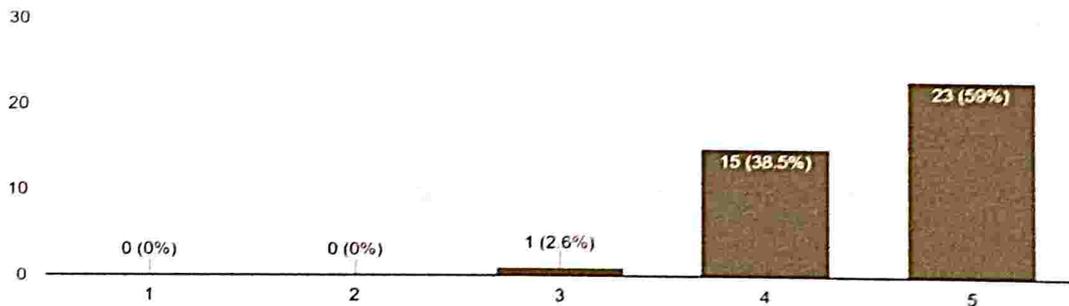
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Power Point Presentation delivered by Resource Person  
39 responses



Presentation Skills of Resource Person  
39 responses



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### Day 3: 28.04.2021

The session was hands on practice using JAMOVI software. Mrs.E. Prashanthi introduced the resource person to the audience and handed over to the resource person. The resource person has explained about “analysing data using JAMOVI Software”.

### Resource Person Profile: MS. Padmaja

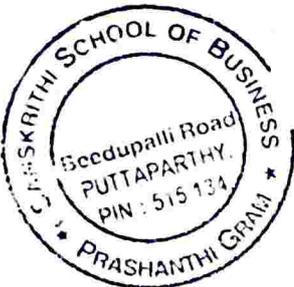


- Presently she is serving as Assistant professor, Oxford engineering college, Bengaluru.
- She is a committed and passionate teacher with over 11 years of teaching experience and transformed students who are from various social and cultural backgrounds
- He is an excellent administrator and has very good verbal communication and written skills
- She employs innovative and effective teaching methods that promote a stimulating learning environment.
- She has submitted her Ph.D. to Visvesvaraya Technologic University, Belagavi, Karnataka.
- She completed MBA (HRM) from T.J.P.SCollege, Nagarjuna University, A.P.
- She is B.Sc. (Comp) from S.K.O.B.R Degree College, Nagarjuna University, A.P.
- She has participated in various national and international conferences
- She published papers in Scopus indexed and UGC care listed journals to her credit

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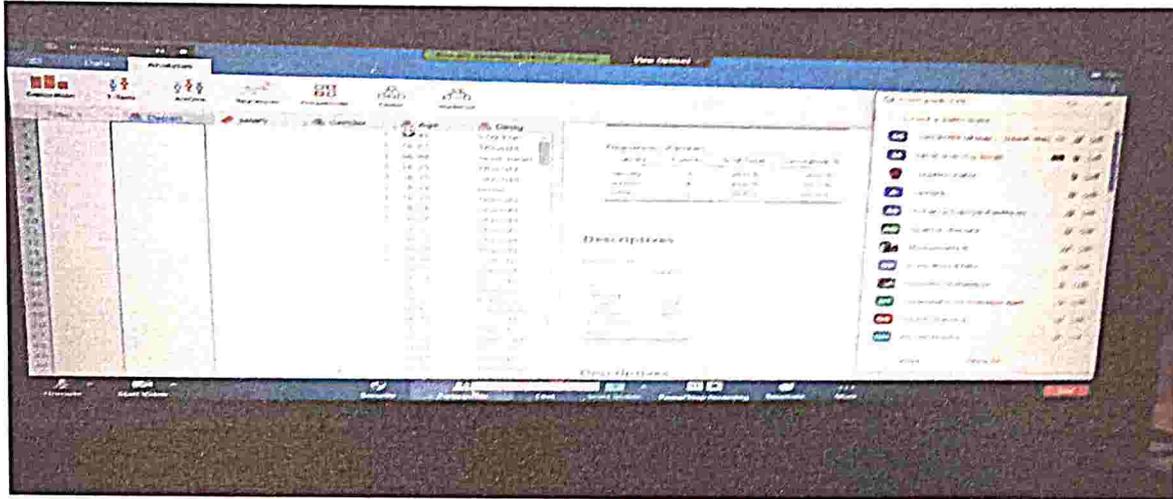




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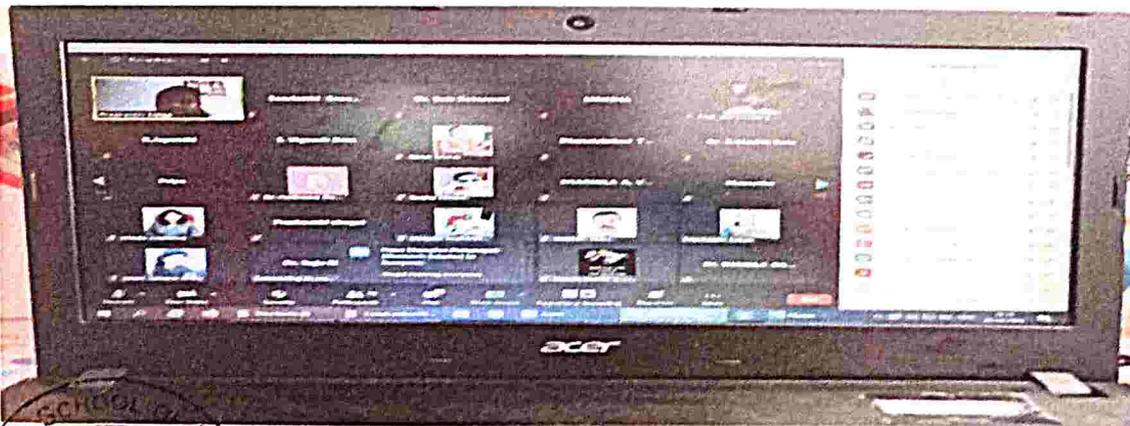
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Link to session video:

[https://drive.google.com/file/d/1kqMQYLBSIFQGL0DS7hB\\_lrGcOCsld5Vvk/view?usp=sharing](https://drive.google.com/file/d/1kqMQYLBSIFQGL0DS7hB_lrGcOCsld5Vvk/view?usp=sharing)



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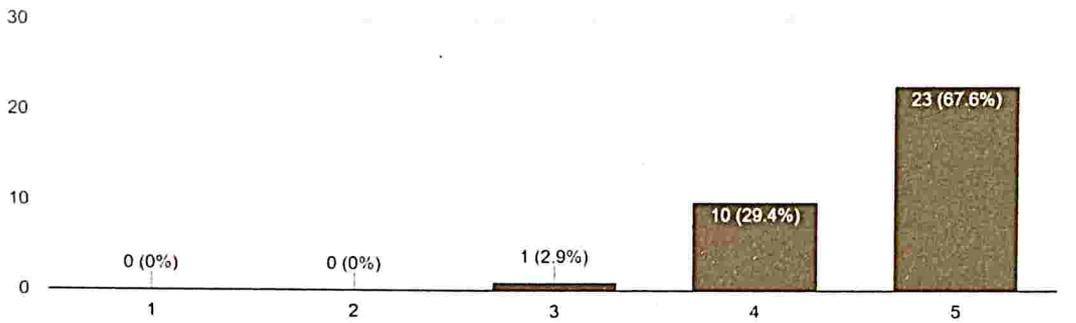
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Power Point Presentation delivered by Resource Person

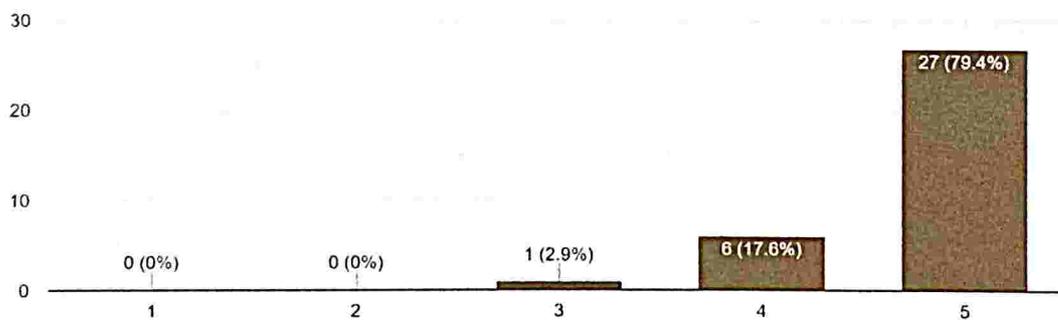
34 responses



## Participants Feedback:

Overall, how do you rate the program you attended in terms of usefulness and effectiveness? (On a scale of 1 to 5, 1 being lowest)

34 responses



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**Day 4: 29.03.2021**

Mr. Rajesh babu introduced the resource person “Dr.Natika Poddar” to the audience and handed over to the resource person. The resource person has explained about, **how to identify the right journal for paper publication.**



### Resource Person Profile:

**CMA Dr. Nakita Poddar**

Associate Professor-Finance

Chairperson-Examination & Attendance Committee (SFIMAR)

Head - Research (SFIMAR)

Recognized Post Graduate Faculty Member and Ph.D. Guide of the University of Mumbai.

- She has more than 15 years of teaching and research experience.
- She is Associate Professor at St. Francis Institute of Management and Research
- She is P.G.recognised faculty and Ph.D guide in Management studies for University of Mumbai.
- She was also professor in the Accountancy in KES College, M.K.Valia College and Ghanshyamdas Saraf College.
- She is Programme Head for MFM/MMM (University of Mumbai Programme)
- She is also Local Inquiry Committee Member and Convener for Continuation of Affiliation at University of Mumbai.
- She is Academic Advisory Committee Member
- She is Associate Editorial Board Member at Social Science International Research Network Journal ISSN 2231-4970.
- She is Author and Writer for Financial Express news paper
- She is Appointed as Vice-chancellor Nominee by University of Mumbai as a subject expert for the Appointment of Director’s post.
- She is Reviewer of the following Journal
- International Journal of Project Management
- Theoretical Economic newsletters
- Indian Journal of Finance
- International Editorial Board Member in SKIREC Publications
- She is Winner of “Excellence in Teaching” category award at Indo-American Summit 2016.

She is Winner of Best professor in Finance Management” at Dewang Mehta Awards and 24<sup>th</sup> Business school affaire 25<sup>th</sup> November 2016.

*Dr. Pralokata*  
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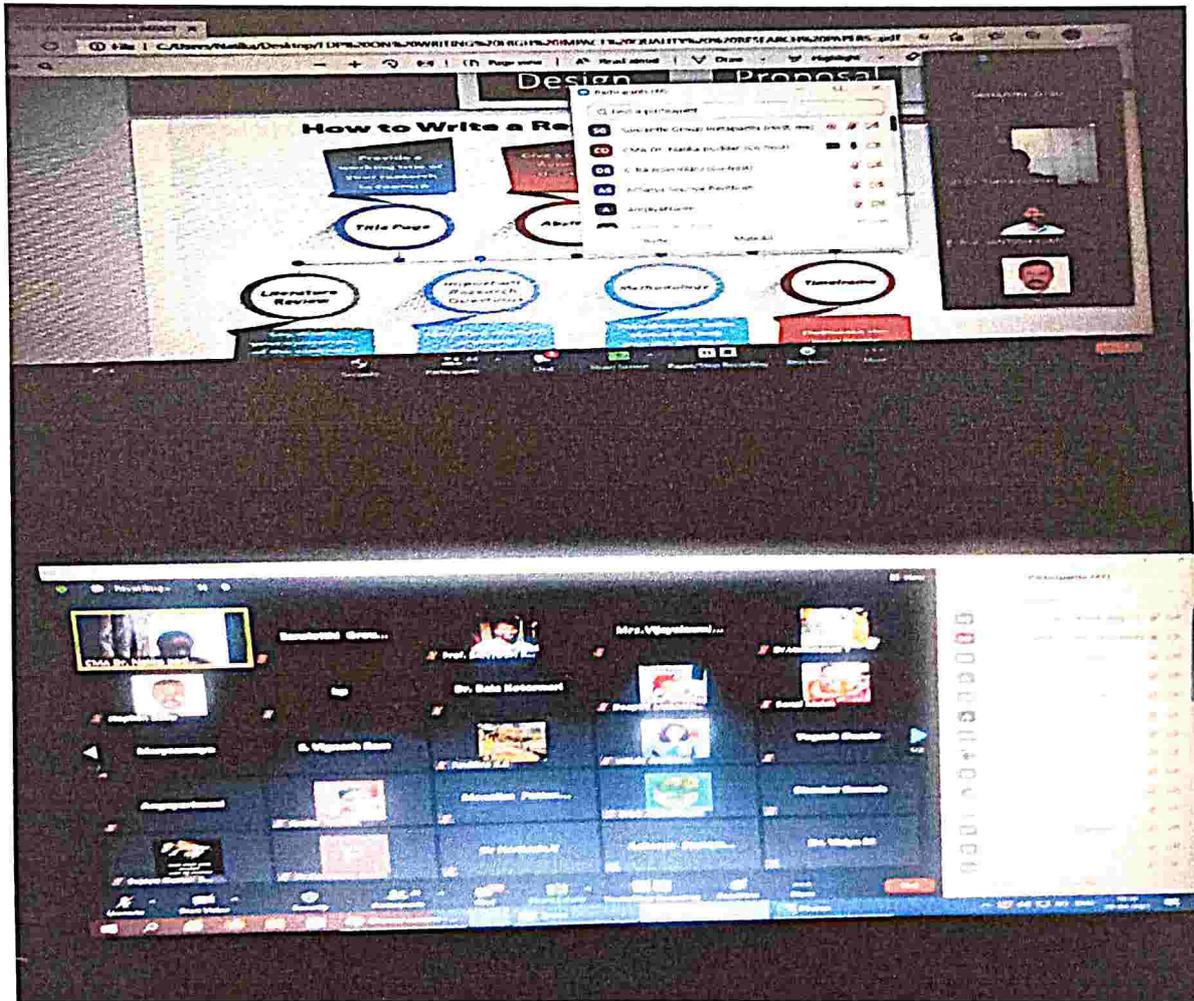


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- 
- She is Winner of Distinguished Professor Award by CSI and IIT Bombay at Technext 2017-Symposia for Academics and I.T Industry 15<sup>th</sup> January 2017.
- She is Winner of “Best Professor in Financial Management at 9<sup>th</sup> Innovative Star Group Education Awards-DNA 17<sup>th</sup> Feb 2017.
- She is Recipient of Highly Global prestigious Award MTC “Distinguished Management Faculty “September 2017.



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### How to Write a Research Proposal

**PRO-ASSISTANCE**

- Title Page**: Provides working title of your research proposal
- Abstract**: Give a concise notion of the study
- Research Problem**: Discuss problems that you want to study and the importance of studying
- Literature Review**: Lay down your knowledge of the essential literature in your topic identifying the present gaps
- Important Research Questions**: Identify the central questions, problems & research questions
- Methodology**: This section talks about the way you are going to perform the research while also providing the reason why
- Timeframe**: Determine the time frame of your research

## Start Your Research- Basic Structure

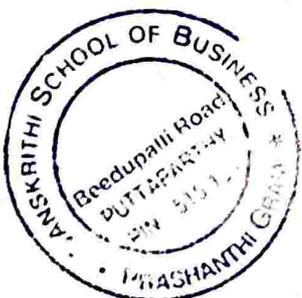
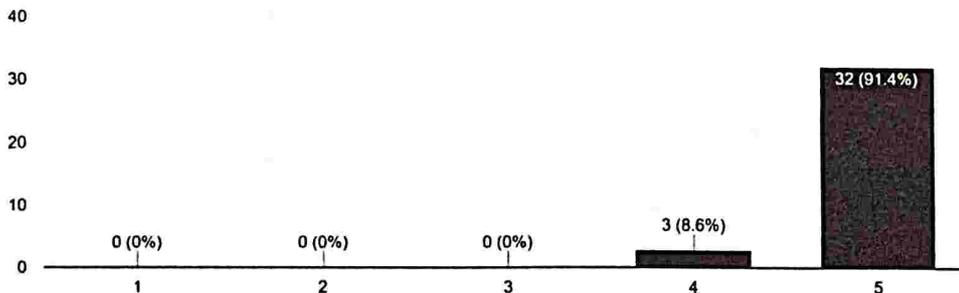
- **Title-Precise**
- **Abstract-Major contributions**
- **Keywords-Choose the most important words, concepts phrases that are repeatedly used in your research paper.**
- **Introduction-Explain the general topic, then narrow down to the problem statement ,review previous works, novelty of your work, and overall organisation of your paper**
- **Research Methodology- Include all the techniques, methods used in your research**
- **Results-Clear, convincing, free from interpretation**
- **Discussion-Interpretation of your results**
- **Conclusion-short, specific, and summary of your paper with future research directions**
- **Acknowledgements- Everything that helped you in your research**
- **Appendices-If needed**
- **References**

Youtube Link: <https://youtu.be/Gvm2QXwTlAs>

## Feedback of

Presentation Skills of Resource Person

35 responses



*DY. Balakrishna*

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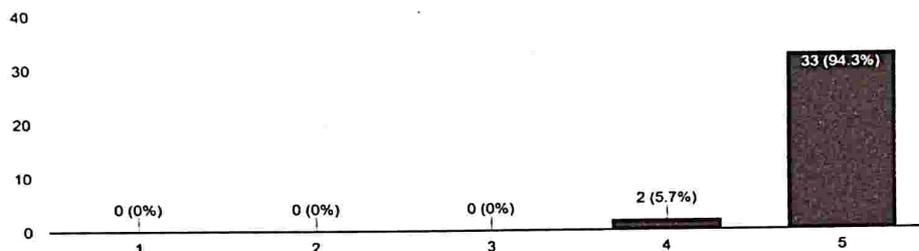


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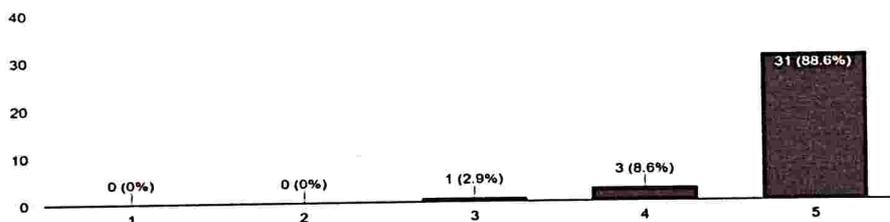
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## Participants

Power Point Presentation delivered by Resource Person  
35 responses



Overall, how do you rate the program you attended in terms of usefulness and effectiveness? (On a scale of 1 to 5, 1 being lowest)  
35 responses



## Day 5: 30.04.2021

Session was on “Insights into DOI, SEI-HUB, Reference manager Citations and importance



of digital presence of a researcher. “. Dr. Bala Koteswari introduced the resource person to the audience and handed over to the resource person.

### Resource Person Profile:

**Dr. Venkatesan Thangaraj**

Associate Professor and HOD

Sanskriti School of Business,

Puttaparthi, Anantapur District, Andhra Pradesh

- He is M.A (Public Administration), M.Com, M.Phil and MBA from Annamalai University and he completed his Ph.D Degree in Management Studies specialized in Finance from Bharathiar University, Tamilnadu.

His thirst to gain masters in every field has turned him to be a versatile innovative solution- finder.

He has published more than 20 articles in national and international journals listed in UGC. He has conducted various workshops, seminars and Guest lectures. He has



**PRINCIPAL**  
*Dr. Bala Koteswari*  
Sanskriti School of Business,  
Beedupalli Road, Prasanthigram,  
PUTTAPARTHI - 515134,  
Ananthapuramu (Dt.) A.P.



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- organized four international conferences. He also served as a journal reviewer and editorial board member for Dhaka, Dubai and USA accounting journals.
- He is Authorized Urkund Anti-Plagiarist.
- His areas of interest are Finance and Management Accounting.
- He taught diverse set of subjects like Management Accounting, Financial Accounting, Advanced Corporate Finance, Derivatives and Investments.
- He is ratified Professor by staff selection committee, JNTU- Anantapur.
- He has been appointed by the University as Chief Examiner and Evaluator for External Examination and Paper Evaluation many times
- He was also appointed as member of ICSI Company Secretaries of India Examiner for Executive Programme.
- He was Invited as Chairperson for the International Conferences on Innovation, Entrepreneurship and Economy for Sustainable Development in 2018 at Sri Sai ram Institute of Management Studies, Chennai, Tamilnadu, India.
- He acted as Academic Audit member for Sacred Heart Institute of Management Studies, Sacred Heart College Tirupattur, Tamilnadu.
- He published two books namely Financial Accounting for managers and Working capital management



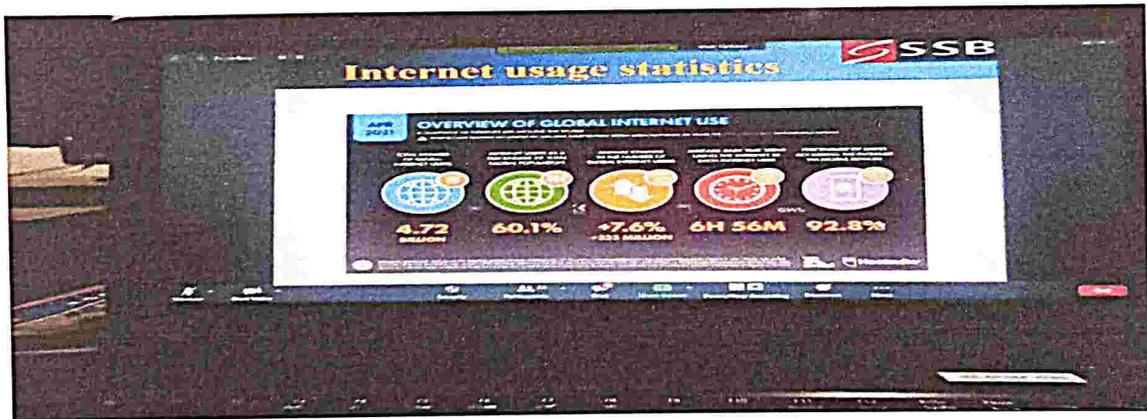
*Dr. Balakrishnan*  
**PRINCIPAL**

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PUTTAPARTHI - 515134,  
Ananthapuramu (Dt.) A.P.



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*DYP B. Venkatesan*  
Sanskriti School of Business,  
Beedupalli Road, Prasanthigram,  
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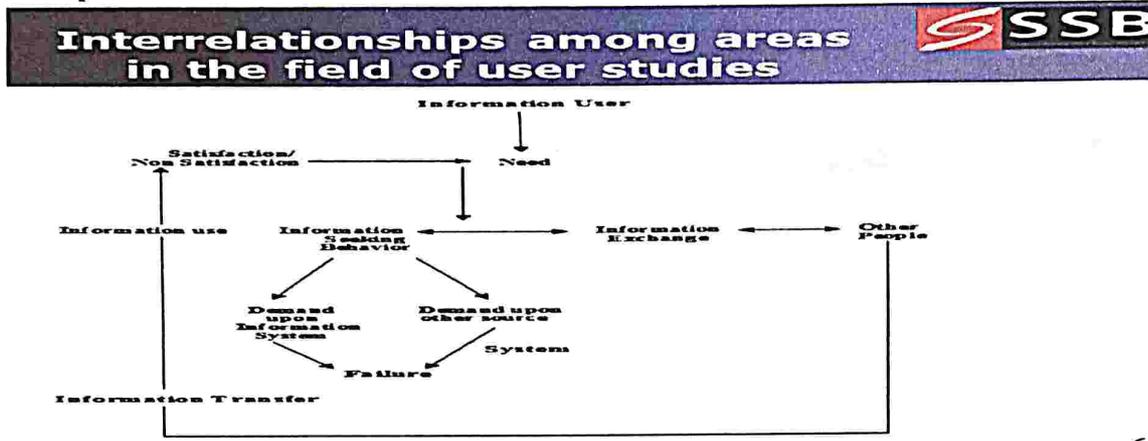


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## Glimpse of PPT

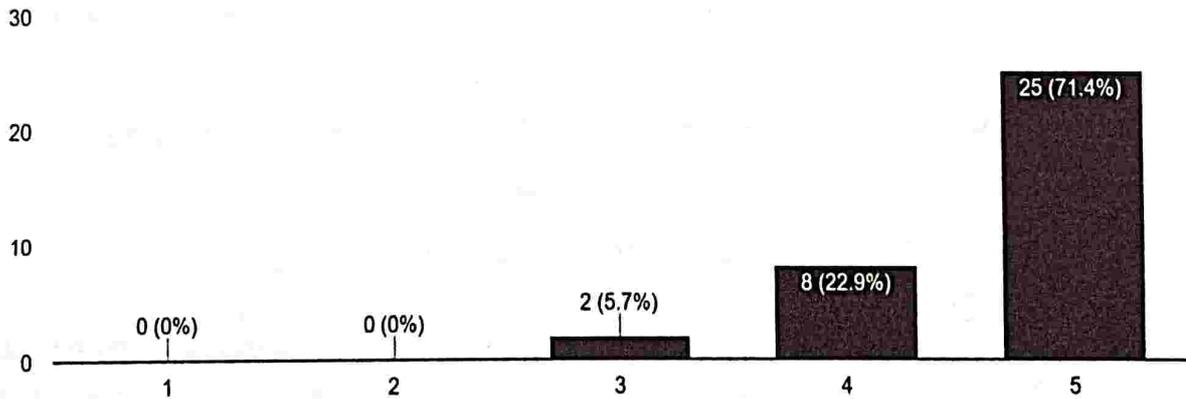


Youtube link: <https://youtu.be/5865na42Kyo>

## Feedback of Participants

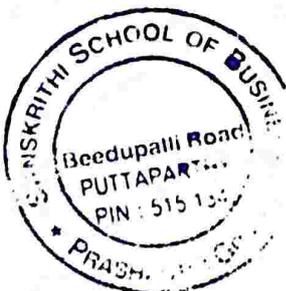
### Presentation Skills of Resource Person

35 responses



*Dr. Balakoteswari*  
PRINCIPAL

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PUTTAPARTHI - 515134,  
Ananthapuramu (Dt.) A.P.



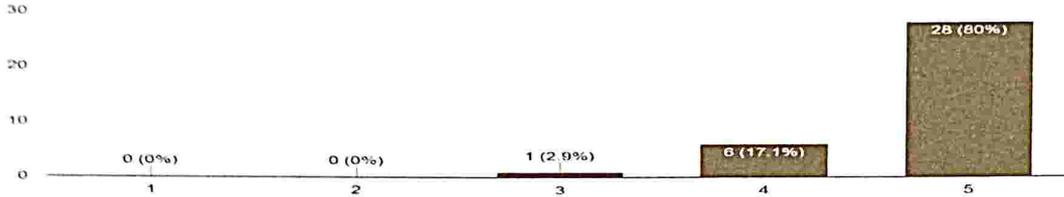


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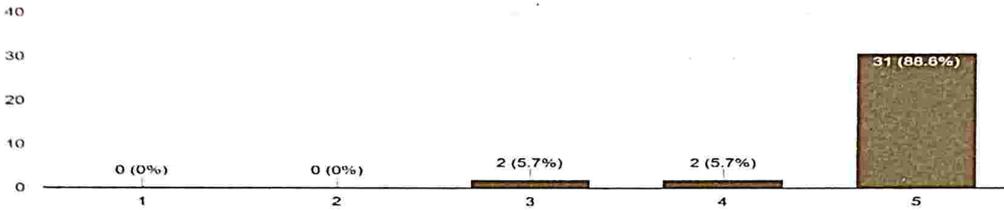
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Power Point Presentation delivered by Resource Person  
35 responses

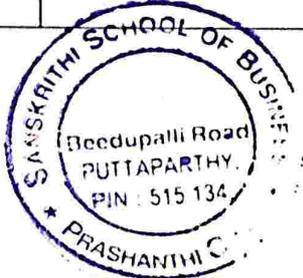


Overall, how do you rate the program you attended in terms of usefulness and effectiveness? (On a scale of 1 to 5, 1 being lowest)  
35 responses



### FDP participants

S. No	Name	Institute	Designation
1	MR.SHAIK ABDUL RAFI	YOGI VEMANA UNIVERSITY, KADAPA	RESEARCH SCHOLAR
2	MRS. S. RALIYA BEGUM	JAMAL MOHAMED COLLEGE	PHD SCHOLAR
3	DR. M.A. SHAKILA BANU	JAMAL MAHAMED COLLEGE	ASSOCIATE PROFESSOR
4	DR ANGAYARKANNI	SRM INSTITUTE OF SCIENCE AND TECHNOLOGY	ASSOCIATE PROFESSOR
5	MS.DIVYA LAKSHMI J	GRD ACADEMY OF MANAGEMENT	RESEARCH SCHOLAR
6	MS.P.BHANUMATHI	RAMAIAH INSTITUTE OF MANAGEMENT	ASST PROFESSOR
7	MS. ROHINI DESHPANDE AWALE	GONDWANA UNIVERSITY, GADCHIROLI	RESEARCH SCHOLAR
8	DR.M.VIDYA	SRI KRISHNA ARTS AND SCIENCE COLLEGE	ASSISTANT PROFESSOR



*Dr. Balakrishna*  
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9	MR. ABHIJITH	WELCOM GROUP GRADUATE SCHOOL OF HOTEL ADMINISTRATION	ASSISTANT PROFESSOR
10	DR.MARYSARANYA.J	SRI KRISHNA ARTS AND SCIENCE COLLEGE	ASSISTANT PROFESSOR
11	MS.APARNA DHINGRA	BARKATULLAH UNIVERSITY	RESEARCH SCHOLAR
12	MS DEEPTHI SHIRAHATTI	GARDEN CITY UNIVERSITY	RESEARCH SCHOLAR
13	MS.JAGRTHI V	SHESHADRIPURAM COLLEGE	ASSISTANT PROFESSOR
14	DR.PASHMINA DOSHI	VISHWAKARMA UNIVERSITY	LECTURER
15	MS.SNEHA J	BALLARI BUSINESS COLLEGE	ASSISTANT PROFESSOR
16	MS VRINDA COUTINHO	GARDEN CITY UNIVERSITY	RESEARCH SCHOLAR
17	PEARL SAHANA MITRA	BALLARI BUSINESS COLLEGE	ASSISTANT PROFESSOR
18	MR.NUZHATH FARHEEN	BALLARI BUSINESS COLLEGE	ASST. PROFESSOR
19	MR. YOGESH DESALE	VISHWAKARMA UNIVERSITY PUNE	ASSISTANT PROFESSOR
20	SONAL MANOHAR MULUK	MITWPU SCHOOL OF MANAGEMENT PG	ASSISTANT PROFESSOR
21	MR.SANTOSH KUMAR	H.K.E SOCIETY'S S.L.N. COLLEGE OF ENGINEERING, RAICHUR	ASSISTANT PROFESSOR
22	DR.M.S.VASU	SREE RAMA ENGINEERING COLLEGE	ASSOCIATE PROFESSOR & HOD
23	SHARMILA A	VIDYAVARDHAKA COLLEGE OF ENGINEERING	ASSISTANT PROFESSOR
24	DR HARILEELA VEMULA	MAHATMA GANDHI INSTITUTE OF TECHNOLOGY	ASSOCIATE PROFESSOR
25	DR. K RAJENDRA PRASAD	SANSKRITHI SCHOOL OF BUSINESS	ASSOCIATE PROFESSOR
26	MR. STEPHEN BABU	SACRED HEART GIRLS' FIRST GRADE COLLEGE	ASSISTANT PROFESSOR



*Dr. Balakrishna*  
**PRINCIPAL**

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Beedupalli Road, Prasanthigram,  
PUTTAPARTHI - 515134,  
Ananthapuramu (Dist.) A.P.

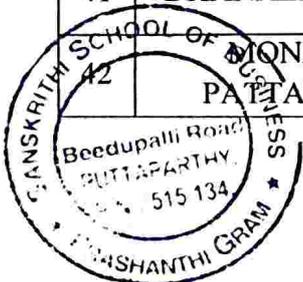


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27	SUDHA N	GARDEN CITY UNIVERSITY	RESEARCH SCHOLAR
28	MRS. MAMATHA.D	BMS COLLEGE FOR WOMEN	RESEARCH SCHOLAR
29	P. SANTHAKUMARI.	GOVT. LAW COLLEGE, DHARMAPURI. TAMILNADU.	ASSISTANT PROFESSOR.
30	MRS. VIJAYALAXMI MAHESH PUJARI	NESS WADIA COLLEGE OF COMMERCE	ASSISTANT PROFESSOR
31	TEENA JACOB	SACRED HEART GIRLS'FIRST GRADE COLLEGE	ASSISTANT PROFESSOR
32	MS. J PRIYA	SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN	ASSISTANT PROFESSOR, PART-TIME RESEARCH SCHOLAR
33	DR. B. MADHU BALA	AURORA'S PG COLLEGE	PROFESSOR
34	DR.C.B.PAVITHRA	SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN	ASSISTANT PROFESSOR
35	MS. ACHARYA SUPRIYA PAVITHRAN	GARDEN CITY UNIVERSITY	RESEARCH SCHOLAR
36	MR. S.VIGNESH RAM	KONGU COLLEGE OF ARTS &SCIENCE - KARUR, TAMILNADU	RESEARCH SCHOLAR
37	MS.R.JAYANTHI	KONGU COLLEGE OF ARTS AND SCIENCE, KARUR	ASSISTANT PROFESSOR
38	DR. B. MADHU BALA	AURORA'S PG COLLEGE, HYDERABAD	PROFESSOR
39	MR BENEDICT HURUMA PETER MWAKABUNGU	GUJARAT UNIVERSITY	RESEARCH SCHOLAR
40	A.MATHIAZHAGAN	SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE	ASSISTANT PROFESSOR
41	DHANALAKSHMI. T	AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI	ASST. PROFESSOR
42	MONALISA PATTANAYAK	KL UNIVERSITY, VIJAYAWADA, ANDHRA PRADESH	PH.D RESEARCH SCHOLAR (FULL



*Dr. Prasad Koteswar*  
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43	MS PRASHANTHI CHAGAL	YOGI VEMANA UNIVERSITY, KADAPA, AP.	PHD SCHOLAR
44	DR B.R.MANASA	CENTRAL UNIVERSITY OF ANDHRA PRADESH	ASSISTANT PROFESSOR
45	U M GOPAL KRISHNA	SANTHIRAM ENGINEERING COLLEGE	ASSISTANT PROFESSOR
46	MR S MAHABOOB BASHA	SANTHIRAM ENGINEERING COLLEGE	ASSISTANT PROFESSOR
47	DR. RAJU CHELLE	CENTRAL UNIVERSITY OF ANDHRA PRADESH	ASSISTANT PROFESSOR
48	MR. SUJAYA KUMAR S	VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY BALLARI, POST GRADUATE CENTRE- NANDIHALLI, SANDUR	RESEARCH SCHOLAR

FDP participant certificate sample

		
<b>SANSKRITHI SCHOOL OF BUSINESS</b> BEEDUPALLI KNOWLEDGE PARK, PUTTAPARTHI, ANANTHAPURAM (DT) AFFILIATED TO JNTUA, ACCREDITED BY AICTE		
<b>CERTIFICATE OF PARTICIPATION</b> This is to acknowledge that		
has participated in five day online faculty development program <b>WRITING AND PUBLISHING PAPER IN HIGH IMPACT JOURNALS</b> 26-04-2021 to 30-04-2021		
 _____ Dr. BALA KOTESWARI Dean Academics & Principal	 _____ Dr. T. VENKATESHAN Head Of The Department	



*Dr. Bala Koteswari*  
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Ananthapuramu (Dt.) A.P.



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## Resource Person Certificate Sample:



### SANSKRITHI SCHOOL OF BUSINESS

Beedupalli Knowledge Park, Puttaparthi, Ananthapuram (Dt)

Affiliated to JNTUA, Accredited by AICTE

### CERTIFICATE OF APPRECIATION

**CMA Dr.Natika Poddar**

**Associate Professor**

**St. Francis Institute of Management and Research**

**P.G. recognised faculty and Ph.D guide in Management studies for**

**University of Mumbai**

was a speaker in

five-day online faculty development program

**WRITING AND PUBLISHING PAPER IN HIGH IMPACT JOURNALS**

From 26-04-2021 to 30-04-2021

Dr.BALA KOTESWARI  
Dean Academics & Principal

Dr.T.VENKATESHAN  
Head Of The Department

Activate Windows



*Dr. Bala Koteswari*  
PRINCIPAL

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PUTTAPARTHI - 515134,  
Ananthapuramu (Dt.) A.P.



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## Poster and Invitation

**SSB**

**Apr 26-30th, 2021**  
6-8pm

# WRITING & PUBLISHING PAPER

in High Impact Journals

**Dr. Rahul Vishwanath Dandage**  
Assistant Professor (MBA),  
Department of Marketing,  
Department of Inventory,  
National Institute of Distance Education,  
Bapatla, Andhra Pradesh

**CMA Dr. Netika Poddar**  
Assistant Professor,  
Department of Accounting,  
Department of Business,  
National Institute of Distance Education,  
Bapatla, Andhra Pradesh

**Ms. Padma**  
Assistant Professor,  
Department of Business,  
National Institute of Distance Education,  
Bapatla, Andhra Pradesh

**Dr. Venkatesan Thangaraj**  
Assistant Professor and IAS,  
Department of Business,  
National Institute of Distance Education,  
Bapatla, Andhra Pradesh

**Mr. Ranganatham**  
Assistant Professor,  
Department of Business,  
National Institute of Distance Education,  
Bapatla, Andhra Pradesh

**Sanskriti School of Business** Beedupalli Knowledge Park, Puttaparthi  
www.sanskritibschool.com +91 9100974516/42

**EXCELLENCE**

**SSB**

**Faculty Development Program**  
On  
**WRITING AND PUBLISHING PAPER**  
**IN HIGH IMPACT JOURNALS**  
26.4.2021 – 30.4.2021

Organised by  
**SANSKRITHI SCHOOL OF BUSINESS**

**About FDP:**  
Understanding the need and interest of the academic peers and research aspirants, this FDP is initiated to throw light on the technical know-how of writing and publishing a good research paper. Hands-on session with practicing tools to analyse the research data shall be the highlight. Very often researchers are in dilemma of selecting right journal to publish their work. This forum shall help them to identify the right journal which has high impact value and also enlighten them of predator journals. This FDP program address the need of helping the participants to create their research identity digitally by helping them to create their ORCID, Google Scholar account, Academia.edu etc.

**Objective:**  
Enriching the participants with the knowledge and skill of writing and publishing of a quality paper and identifying right journal.

**Program shall help the participants in the capacity building and enhancing their career.**

**Topics to be covered:**

Day 1: 26.04.21 – How to structure the research paper and why to publish a quality research paper in high impact journals.  
Day 2: 27.04.21 – Tools for Analysing data – SPSS, EXCEL, SAS, JAMOVI  
Day 3: 28.04.21 – Hands-on session on analysing data  
Day 4: 29.04.21 – How to identify the right journal for publication  
Day 5: 30.04.21 – Insights into DOI, SCI-HUB, Reference Manager, Citations, and importance of digital presence for a researcher

**About College:**  
Sanskriti School of Business, Puttaparthi proudly celebrated 10 years of excellence in 2020. Backed by a vision to provide affordable world-class education driven by values, SSB has emerged as one of the best and most promising colleges in the Anantapur district. The college is committed to imparting the very best knowledge to its students and enhancing faculty through a wide spectrum of technical & professional workshops. Over the decade, 1600 students have graduated. The Department of MBA consists of 22 faculty members with 8 PhD holders and an average of 9 years of teaching experience.

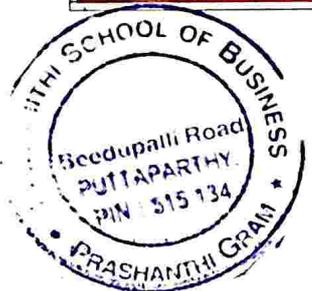
**Target Audience:**  
Faculty, PhD scholars, Project students and Business researchers.

**Registration Fee: 250/- per participant**  
Registration Link: <https://forms.gle/9QuPhy44AK9VGvA3J8>  
All the participants are request to transfer the amount to the below given account details.  
A/c no: 31633070000370  
Name: Sanskriti School of business  
Bank: Syndicate bank  
Ifsc code: SYNB0003163  
Branch: Beedupalli  
Payment Details  
Deadline to register:  
Mode of delivery: Online  
Date: 26.04.21 to 30.04.21  
Time: 8:00 PM to 8:00 PM

**CHIEF PARTON:**  
Mr. V. Jaybhaskar Reddy, Founder-Chairman, Research Group of Institutions  
**CONVENOR:**  
Dr. M. Balakoteswari, Deputy Academic Officer, Sanskriti School of Business  
**COORDINATOR:**  
Dr. T. Venkatesan, Head of the Department, Sanskriti School of Business

**Registration Fee: 250/- per participant** Register Here

Participation Certificate Will Be Given To Participants  
Proof of payment and should be sent on or before 19.04.21 to the following email id: [hd@sanskritibschool.com](mailto:hd@sanskritibschool.com)  
Phone: 9100974516/44.43



**Dr. Balakoteswari**  
**PRINCIPAL**  
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PUTTAPARTHI - 515134,  
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e-brochure

The poster is for an "ONLINE FACULTY DEVELOPMENT PROGRAM ON WRITING AND PUBLISHING PAPER IN HIGH IMPACT JOURNALS" held from 26-04-2021 to 30-04-2021, 6:00 PM to 8:00 PM. It features a central "Resource Persons" section with five circular portraits and their details:

- CONVENOR:** Dr. Bala Koteswari, Dean, Academics and Principal, Sanskrithi B. School
- Dr. Venkatesan Thangappan:** Associate Professor and HOD, Sankrithi School of Business, Puttaparthi
- Dr. Anand Mohanmath Eswaraj:** Associate Professor and HOD, Rajendra Murug College of Engineering & Technology
- Mr. Sreeragachandran:** Assistant Professor, Sanskrithi School of Business, Puttaparthi
- CMR Dr. Parvika Poddar:** Associate Professor, St. Francis Institute of Management and Research, P.G. recognized faculty and Ph.D. guide in Management studies for University of Mumbai
- Ms. P. Padma:** Assistant professor, The Oxford College of Engineering, Bangalore

FOR DETAILS CONTACT: 8200742544 OR WWW.SANSKRITHISCHOOL.COM

## Faculty Committees

1. **Dr.M.Bala Koteswari-** Resource persons / Poster follow up.
2. **Dr.T.Venkatesan-** Registration for the participants, what's app group and tracking the SSB accounts dept / Email. Finally Submit the FDP report to the principal.
3. **Mrs.E.Prasanthi-** Certificate design/ Sending Certificate to participants & Resource persons.
4. **Ms.D.Pranava Sree-** Every day end of the programme madam will send the feedback form to all the participants.



*Dr. Bala Koteswari*

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### 3.2.2\_file no: 2- IPR Workshops/Seminars



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**2021-2022**

**Dates of Session:** 24/06/2022 2.00 TO 3:30:00 PM

**Program Title:-** IPR awareness program under the flagship of Kalam Program for Intellectual Property Literacy and Awareness Campaign (KAPILA).

#### **Contact Details for Coordination:-**

Speaker Name: Randhir Kumar.  
Speaker Email ID: randhir.ipa@gov.in  
Speaker Mobile: 7903127375  
Mode: Online

#### **Dr. SonalYadav**

KAPILA Team  
Ministry of Education's Innovation Cell  
All India Council for Technical Education  
New Delhi

Ph. No|: 011-29581225, 1332

Email ID: rc1.mic@aicte-india.com/ kapila@aicte-india.com

#### **Program Schedule-**

1. The 2-3 hour sessions could be conducted on the day of preference given by the SPOC earlier through the google form.
2. The Speaker details are given below, the SPOC should immediately call the speaker and get confirmation about the date and time. **The expenditure towards the speaker will be borne by the MIC/ DPIIT.**
3. Attendance should be recorded for each participant and organizers of the program for the release of the participation certificate. Attendance to be recorded through the google form in the requested format only (mentioned below).
4. Institute has to submit the report via filling the google form.

*Dr. Bala Koteswari*

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PUTTAPARTHI - 515134,  
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**MAILING CORRESPONDANCE:**

Dear SPOC,

Greetings from the Ministry of Education's Innovation Cell (MIC) and AICTE

This is to inform you that the speakers' details and dates have been sent to all the SPOCs (If mail is not received in INBOX, I request you to kindly check your SPAM folder too). I request those who have not received the mail mentioning the details of the speaker, kindly write to us at [kapila@aicte-india.org](mailto:kapila@aicte-india.org).

It is also requested that Attendance should be recorded for each participant and organizers of the program for the release of the participation certificate. Attendance is to be recorded through the following google form in the requested format only.

**Certificates to the attendees of the program-**

1. Certificate of Appreciation to the Institute
2. Participation certificate for Students and faculty members.
3. Certificate to the Coordinator (Single Point of contact)



*Dr. Balakrishna*

**PRINCIPAL**  
Sanskriti School of Business,  
Beedupalli Road, Prasanthigram,  
PUTTAPARTHI - 515134,  
Ananthapuramu (Dt.) A.P.



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### Link for Students Attendance for Participants

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	21HX1E0001	ALURU NARAYANA REDDY	A. Narayana Reddy
2	21HX1E0002	AGRAHARAM ROHITH	A. Rohith
3	21HX1E0003	ALLAM MEGHANA	A. Meghana
4	21HX1E0004	ALLAPAREDDI VARI BHARATHI	A. Bharathi
5	21HX1E0007	VEERAKYATHAPPAGARI ANIL KUMAR	A. Anil Kumar
6	21HX1E0008	APPIREDDY RENUKA	A. Renuka
7	21HX1E0009	ATTAR SHAHATAJBEGAM	A. Shahataj Begam
8	21HX1E0010	B MOUNIKA	B. Mounika
9	21HX1E0011	BADIMELA MOHAN KRISHNA	B. Mohan Krishna
10	21HX1E0012	BAGA TEJA PRAKASH	B. Teja Prakash
11	21HX1E0013	BANDA MANJUNATH	B. Manjunath
12	21HX1E0014	BESTHA SAI SANDHYA	B. Sai Sandhya
13	21HX1E0015	BIDLAPPAGARI LATHA	B. Latha
14	21HX1E0016	BOJEGOWD GARI NARASEGOWD	B. Narasegowd
15	21HX1E0017	BOJJIREDDY ASHWINI	B. Ashwini
16	21HX1E0019	CHAKALI RANI	C. Rani
17	21HX1E0020	CHAKALI SAI SIREESHA	C. Sai Sireesha
18	21HX1E0021	CHAKALI SHIVA	C. Shiva
19	21HX1E0022	CHEDIPOTHU VINOD KUMAR	C. Vinod Kumar
20	21HX1E0023	CHELLAM GOWTHAMI	C. Gowthami
1	21HX1E0024	CHENNA GAYATRI	C. Gayatri
22	21HX1E0025	CHENNAMAREDDYGARI VASUDHA	C. Vasudha
23	21HX1E0026	CHENNANGI HARIBABU	C. Haribabu
24	21HX1E0027	CHILLU KALYANI	C. Kalyani
25	21HX1E0029	CHITRA BHAGYALAKSHMI	C. Bhagyalakshmi
26	21HX1E0031	D BABA FAKRUDDIN	D. Fakrudin
27	21HX1E0032	DEVISETTY SAI SWETHA	D. Sai Swetha
28	21HX1E0033	DONDU SANDHYA RANI	D. Sandhyarani
29	21HX1E0034	DOOPUDA SATEESHKUMAR	D. Sateesh Kumar
30	21HX1E0035	DUDEKULA RABIYA	D. Rabiya



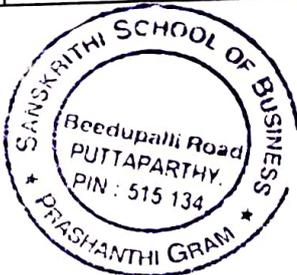
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S.No	Hall Ticket No	Student Name	Signature of Candidate
1	21HX1E0036	E BHAVYASREE	E. Bhavyasree
2	21HX1E0037	EDAGOTTU HARINATH	E. Harinath
3	21HX1E0038	EDIGA MAHESH	E. Mahesh
4	21HX1E0040	EEDIGA PRADEEP SANKAR	E. Pradeep Sankar
5	21HX1E0041	ERUKULA SWETHA	E. Swetha
6	21HX1E0042	GOLLA PRUTHIVI RANI	G. Pruthivi Rani
7	21HX1E0043	G THANUJA	G. Thanuja
8	21HX1E0044	MEDA KONDAPPA GARI SAI TEJA	M. Saiteja
9	21HX1E0045	GOLLAPPAGARI MANASA	G. Manasa
10	21HX1E0046	GONGATI PUSHPA SABARI	G. pushpa sabari
11	21HX1E0047	GORANTLA KOMALI	G. Komali
12	21HX1E0048	GOSALA GANESH YADAV	G. Ganesh yadav
13	21HX1E0049	GOWNIVARIPALLI NAZEER BASHA	G. Nazeeh Basha
14	21HX1E0050	GOWTHAM R	Gowtham R
15	21HX1E0051	GUNDLAPALLI MANSOOR BASHA	G. Mansoor Basha
16	21HX1E0052	GURRAM SREENATHI	G. Sreenathi
17	21HX1E0053	HAMATA VARA LAKSHMI	H. Varalakshmi
18	21HX1E0054	HARIJANA KULLAYAPPA	H. Kullayappa
19	21HX1E0055	JAALAKULA NETHRAVATHI	J. Nethravathi
20	21HX1E0056	JAMMALAMADUGU SAI CHARAN	J. Sai charan
21	21HX1E0057	JINKA VAMSI KRISHNA	J. Vamsi Krishna
22	21HX1E0058	JONNALA BHARGAVI REDDY	J. Bhargavi Reddy
23	21HX1E0059	K C MEGHANA	K. C Meghana
24	21HX1E0060	KUNUTHURU NARMADHA	K. Narmadha
25	21HX1E0061	KAKARLA MEDARA SAI BHARATHI	K.M. Sai Bharathi
26	21HX1E0063	KASIREDDYGARI GAYATHRI	K. Gayathri
27	21HX1E0064	KATTA BABA FAREED	K. Baba Fareed
28	21HX1E0066	KIMAVATH ASWINI BAI	K. Aswini Bai
29	21HX1E0067	KOMMERA HARSHAVARDAN	K. Harshavardan
30	21HX1E0068	KONDRA SAI LIKHITHA	K. Sailekhitha



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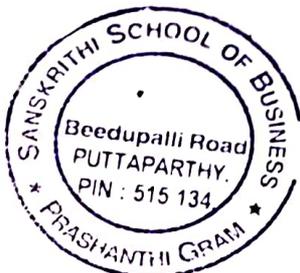
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S.No	Hall Ticket No	Student Name	Signature of Candidate
1	21HX1E0069	KOTHA PALLAVI	k.pallavi
2	21HX1E0070	KOTHAKAPULA MOUNIKA	k.Mounika
3	21HX1E0071	KRISHNA PURAM SAI KUMAR	k.Sai Kumar
4	21HX1E0072	SHAIK FATHIMA MERAJ	S.fathima meraj
5	21HX1E0073	KUMMARA AKHILA	k.Akhila
6	21HX1E0074	KUMMARA SUNIL KUMAR	Sunil Kumar
7	21HX1E0075	KUNDLA SREENATH	k.Sreenath
8	21HX1E0076	KUNIGIRI PAVITHRA	k.Pavithra
9	21HX1E0078	KURUBA SANJEEVAPPA GARI PAVANKUMAR	k.Sanjeevappa
10	21HX1E0079	LALAM LAKSHMI PRASANNA	L.lakshmi
11	21HX1E0080	M CHARAN KUMAR	m.charan
12	21HX1E0081	MADAR NAIK SAMEER ALI KHAN	M.Naik Sameer
13	21HX1E0082	M RAGHUVIREE REDDY	M.Raghuvireddy
14	21HX1E0083	MAHAL MAHEER BASHA	M.Mahesh Basha
15	21HX1E0085	MANCHALA JOSHNA	M.Joshna
16	21HX1E0086	MANDALA SASIKALA	M.Sasikala
17	21HX1E0087	MANDLI SAI KUMAR	M.Saikumar
18	21HX1E0088	MANIGE PRASANTHI	M.Prasanthi
19	21HX1E0089	MANNAM KAVERI	M.Kaveri
20	21HX1E0090	BUTTI SAITEJA	B.Saiteja
21	21HX1E0091	MATTAMADUGU DIWAKAR REDDY	M.Diwakar
2	21HX1E0092	MEDARA DURGAPRASAD	M.Durgaprasad
23	21HX1E0093	MIDATHALA MEGHANA	M.Meghana
24	21HX1E0095	MOPURI AJITH KUMAR	M.Ajith Kumar
25	21HX1E0096	MUDDE GOWD GARI NAVEEN KUMAR	M.Gowd Gari
26	21HX1E0097	MUDE NARESH NAIK	M.Naresh Naik
27	21HX1E0098	MUMMADISSETTY SAIMAHESH	M.Saimahesh
28	21HX1E0099	NAGARURU POOJA	N.Pooja
29	21HX1E00A0	NALLURI KARUNA KUMARI	N.Karuna Kumari
30	21HX1E00A1	NAYANI SIREESHA	N.Sireesha

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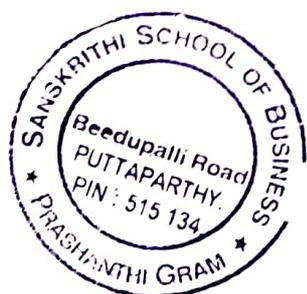




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S.No	Hall Ticket No	Student Name	Signature of Candidate
1	2IHX1E00A2	NIMMALA VIJAY KUMAR	N. Vijay Kumar
2	2IHX1E00A3	NUSUM BHARGAVI	N. Bhargavi
3	2IHX1E00A4	PATAN OWAISE KHAN	
4	2IHX1E00A5	PEDDANADDEPPAGARI KIRAN KUMAR	P. Kiran Kumar
5	2IHX1E00A6	PEDDINTI HARI TEJA	P. Haritha
6	2IHX1E00A7	PITCHILOLLAPALLI MANJUNATH	P. Manjunath
	2IHX1E00A8	POOJARI JAGADEESH	P. Jagadeesh
8	2IHX1E00A9	PUJARI MOUNIKA	P. Mounika
9	2IHX1E00B0	PULACHERLA SHAHID	P. Shahid
10	2IHX1E00B1	RAAKUNTLAPALLI BHARGAVI	R. Bhargavi
11	2IHX1E00B2	RAVULA PALLE MANEESHA	R. Maneesha
12	2IHX1E00B3	RAYACHOTI ARCHANA	R. Archana
13	2IHX1E00B4	REDDAPPA GARI PALLAVI	R. Pallavi
14	2IHX1E00B5	RENIGUTLA SREE HARSHA	R. Sreeharsha
15	2IHX1E00B6	SANGATOLLA SIREESHA	S. Sireesha
16	2IHX1E00B7	SAREDDY BABY VANDANA	S. Baby Vandana
17	2IHX1E00B8	SARITHALA FAIROZ	S. Fairuz
18	2IHX1E00B9	SATHRAMKADA SAINATHI	S. Sainathi
19	2IHX1E00C0	SHAIK FARINA	S. Farina
20	2IHX1E00C1	SHAIK HUSSAIN BI	S. Hussain Bi
21	2IHX1E00C2	SHAIK JASHIMA	S. Jashima
22	2IHX1E00C3	SHAIK MAHAMMAD HANEEF	S. Haneef
23	2IHX1E00C4	SHAIK YASMIN	S. Yasmin
24	2IHX1E00C5	SHETTIVARI LOKESH	S. Lokesh
25	2IHX1E00C6	SOMAGUTTA BHARATHI KUMAR REDDY	S. Bharathi
26	2IHX1E00C7	SUGUMANCHI SAI TEJA	S. Saiteja
27	2IHX1E00C8	SYED KARISHMA	S. Karishma
28	2IHX1E00C9	SYED THAHASEEM	S. Thahaseem
29	2IHX1E00D0	TALARI BHARGAVA	T. Bhargava
30	2IHX1E00D1	TALARI VINAY	T. Vinay



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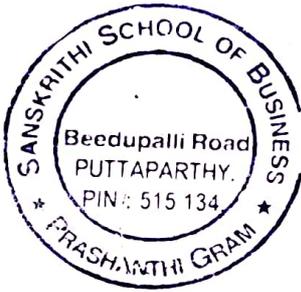
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S.No	Hall Ticket No	Student Name	Signature of Candidate
1	21HX1E00D2	UPPARA MANJULA	V. Manjula
2	21HX1E00D3	UPPARA MEGHANA	V. Meghana
3	21HX1E00D4	VADDI SANGHAVI	V. Sanghavi
4	21HX1E00D5	VALIPIREDDY SRI LAKSHMI	V. Sri Lakshmi
5	21HX1E00D6	VEEDILO VENKATA SAI	V. Venkatesai
6	21HX1E00D8	YATAGIRI SANDEEP	Y. Sandeep
7	21HX1E00D9	YAVAKULA VENKANNABABU	Y. Venkanna Babu
8	21HX1E00E0	YEGIREDDI VAMSIKRISHNA	Y. Vamsikrishna
9	21HX1E00E1	YERRAGUNTLA SAMBA SIVA	Y. Samba Siva
10			



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In case of query or assistance, please feel free to contact us.

With Warm Regards,  
KAPILA Team  
Ministry of Education's Innovation Cell  
All India Council For Technical Education  
New Delhi  
Ph. No: 011-29581225, 1332

### POSTER FOR THE WEBINAR EVENT

**SANSKRITHI SCHOOL OF BUSINESS**

**AICTE - MIC - KAPILA - IPR**  
Awareness Program

**कपिला - KAPILA**  
कलात्मक बौद्धिक सम्पदा साक्षरता और जागरूकता अभियान

**SPEAKER**

**Randhir Kumar**  
Examiner of Patents & Designs  
Intellectual Property Office, Chennai.

**FRIDAY, 24th June 2022**  
02.00 - 03.30 PM

**REGISTER HERE**  
<https://forms.gle/Mplp9d7Jwcm8rGgeA>



**Beedupalli Knowledge Park, Behind SSSIHMS, Puttaparthi**  
**Ph : + 91 9100974516/38**  
[www.sanskrithibschool.com](http://www.sanskrithibschool.com)





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### REGISTRATION :

Sanskriti School of Business is delighted to host the IPR awareness program under the flagship of **Kalam Program for Intellectual Property Literacy and Awareness Campaign (KAPILA)** on June 24, 2022.

**Speaker :** Mr Randhir Kumar

IIT Guwahati, Examiner of Patents & Designs- Chennai.

Time : 2-3:30 pm

Register for participation & certificate at <https://forms.gle/Mpip9d7Jwcm8rGgeA>

**NO OF PARTICIPANTS: 670 PARTICIPANTS**

**Link for Institute Report Submission:** <https://forms.gle/Qu5x5PbkM4YTgnTj8> - SUBMITTED.

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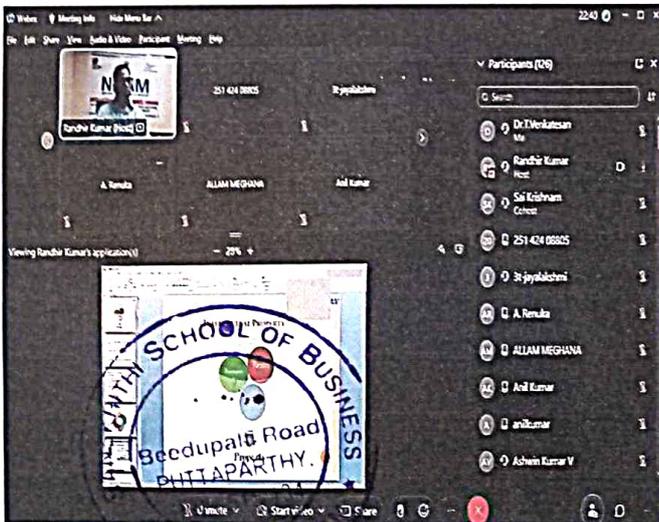
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DATE : 10-MAY 2022

### Introduction



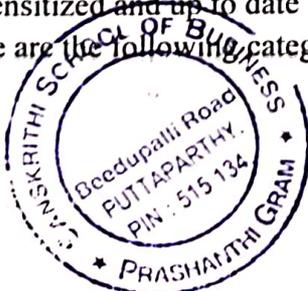
In order to take forward the National IPR Policy and to enhance creativity, innovation, competitiveness and economic growth in India, it is imperative to harness IP. With phenomenal growth of the Indian Economy it is vital that IPRs are generated in India and then legally protected and exploited. Inadequate knowledge about the rights of individuals to protect their ideas and innovations and low awareness about the procedures involved in obtaining an IPR has hindered India's growth in Intellectual Property. With India's potential and its importance in the global arena, it's time we rise and become a leader in innovation and Intellectual Property!

### IPR Awareness

Intellectual Property Rights awareness is vital to Generation of IPRs and then Commercialization of IPRs which is why **IPR Awareness: Outreach and Promotion** is the first and foremost objective of the National IPR Policy. There is a need to create IP awareness amongst all sections of societies as IP is creations of the mind. The Policy

envisions a India where students in schools and colleges and universities, industry clusters and citizens across India in Tier 1, Tier 2 Tier 3 cities as well as rural areas are educated and made aware about their intellectual property Rights. In order to enforcement of IP rights of individuals/companies, it is important the the countries enforcement agencies and Judiciary are sensitized and up to date with the latest IP laws.

These are the following categories IPR Awareness Campaign will focus on:



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### Scheme for IPR Awareness

IPR Awareness is critical to shaping an environment conducive to IP and ensuring we respect each other's IP. For this, DIPP has approved and sanctioned the 'Scheme for IPR Awareness' for conducting awareness workshops/seminars in schools, universities, industry clusters and training & sensitization programmes in enforcement agencies and the Judiciary.

### Salient Features of the Scheme

The scheme targets to conduct IP awareness workshops/seminars in collaboration with industry organizations, academic institutions and other stakeholders across the country. It is also proposed to undertake training programmes to create a resource pool of trainers who would conduct the IP Awareness workshops/seminars for the public, enforcement agencies and judiciary.

These awareness programmes will be tailored for 4 categories: Primary School (up to Grade 8th Secondary School (Grade 9 to Grade 12), University/ College and Industry, including MSMEs and Startups. However, two or more categories may be combined in any awareness programme.

Workshops/Seminars for the industry will be further tailored for the Industry to cover vital IP topics including all facets pertaining to inter-alia, Patents, Trademarks, Copyrights, GIs, Designs, Plant Varieties, Genetic Resources and TK (including international filing procedures in accordance with PCT and Madrid protocol) among MSMEs, Startups, various IP generating sector-specific industries and R&D entities (as mentioned in the National IPR Policy under action point 1.2.1 and 1.3.2). Workshops/Seminars on promotion of GIs (as mentioned in the National IPR Policy under point 1.2.2). Workshops/ Seminars to highlight the ill effects of piracy and counter feiting (as mentioned in the National IPR Policy under point 6.1.1). Conduct IP training and sensitization programmes for enforcement agencies (Police, Customs) and Judiciary. (as mentioned in the National IPR Policy under point 6.8.4).

### Outcome of the Scheme

This scheme will help in realizing the goals of the National IPR Policy. Enhanced IPR awareness amongst the citizens of the country would result in an increased IP portfolio of the country – this would mean an increase in the IP's generated domestically, increased competitiveness of the Indian industry both domestically and globally as well as economic growth.



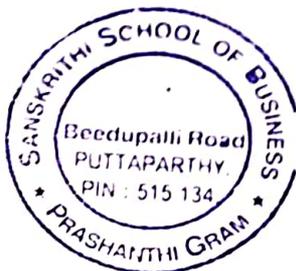
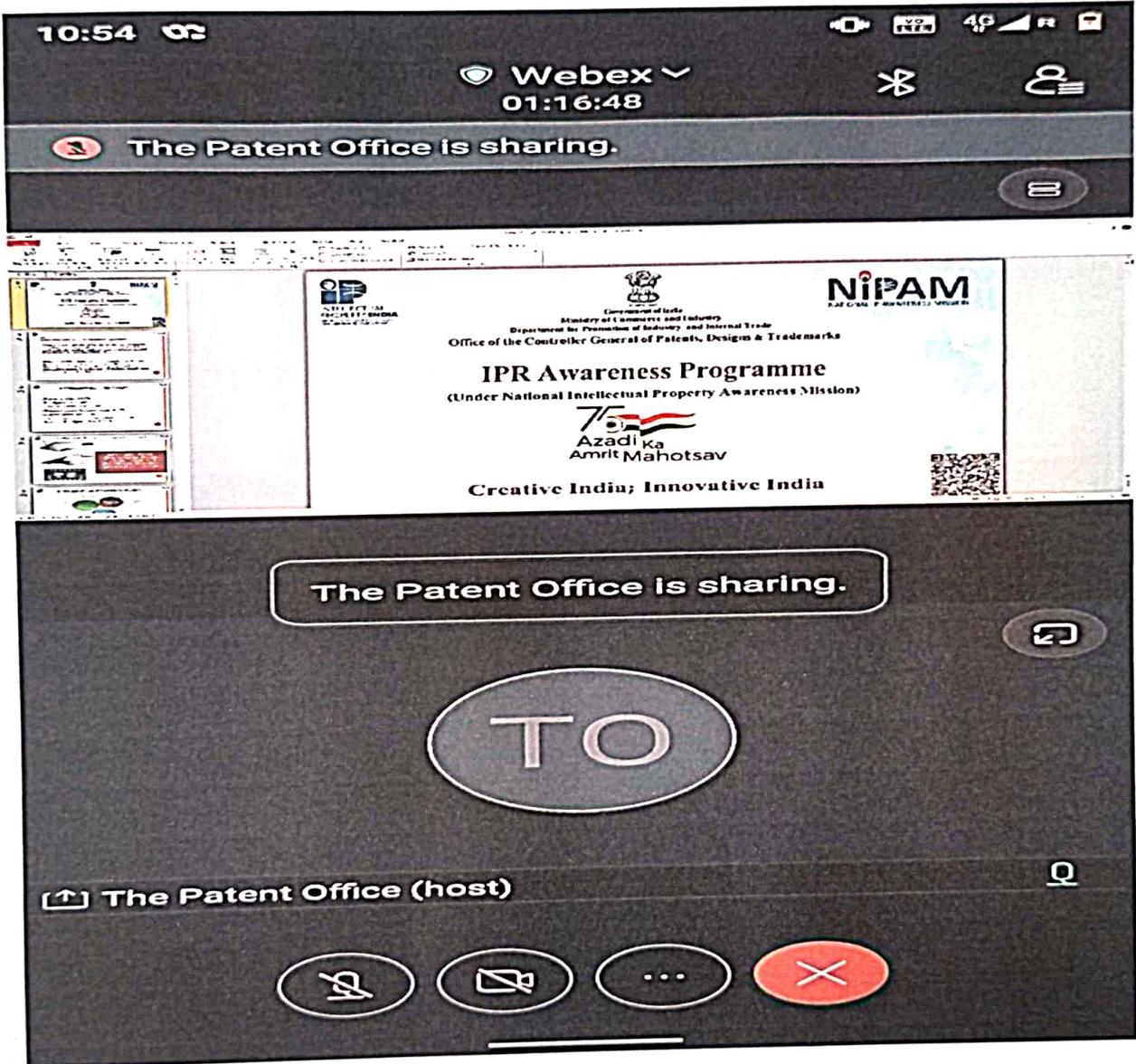
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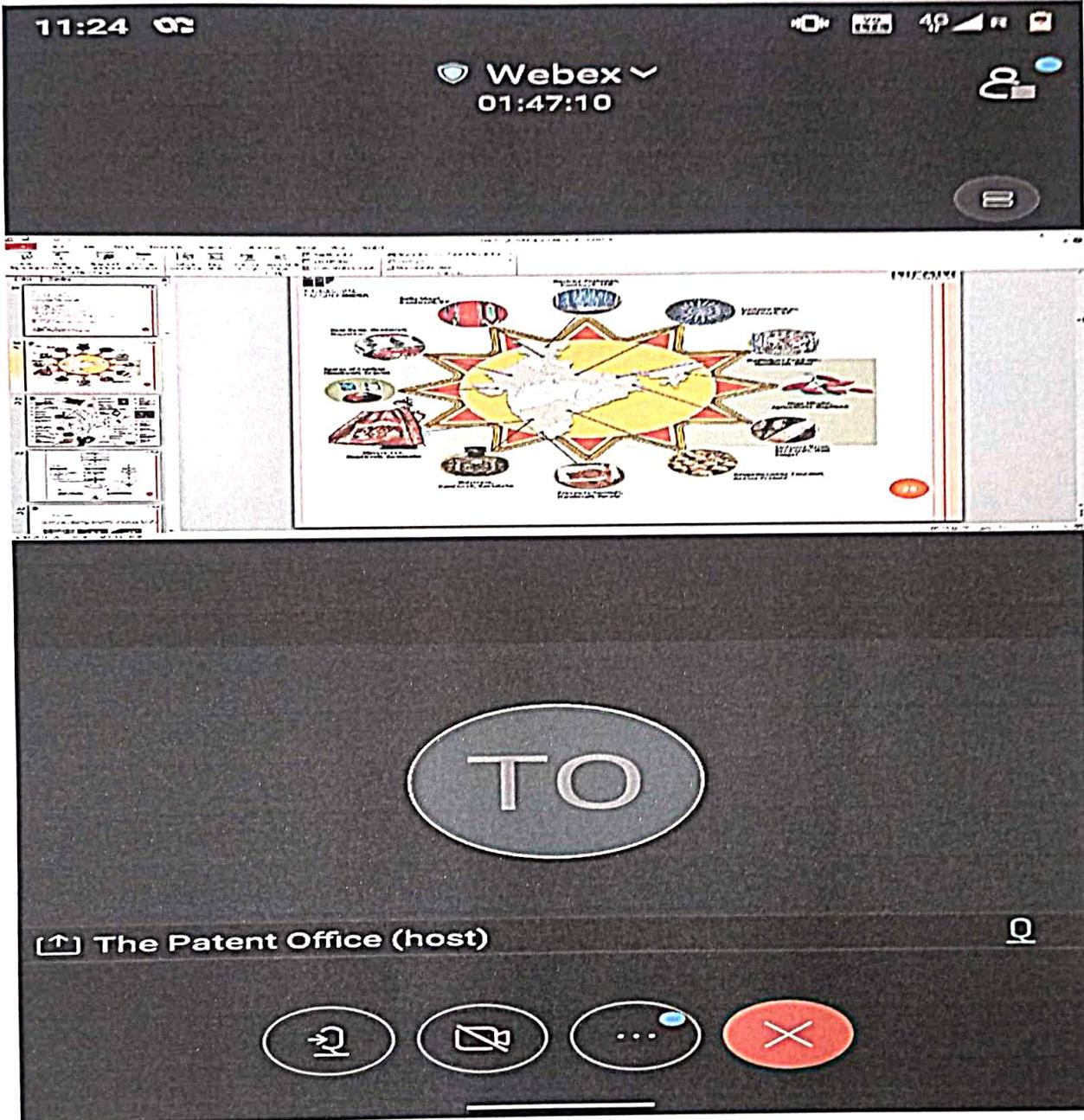


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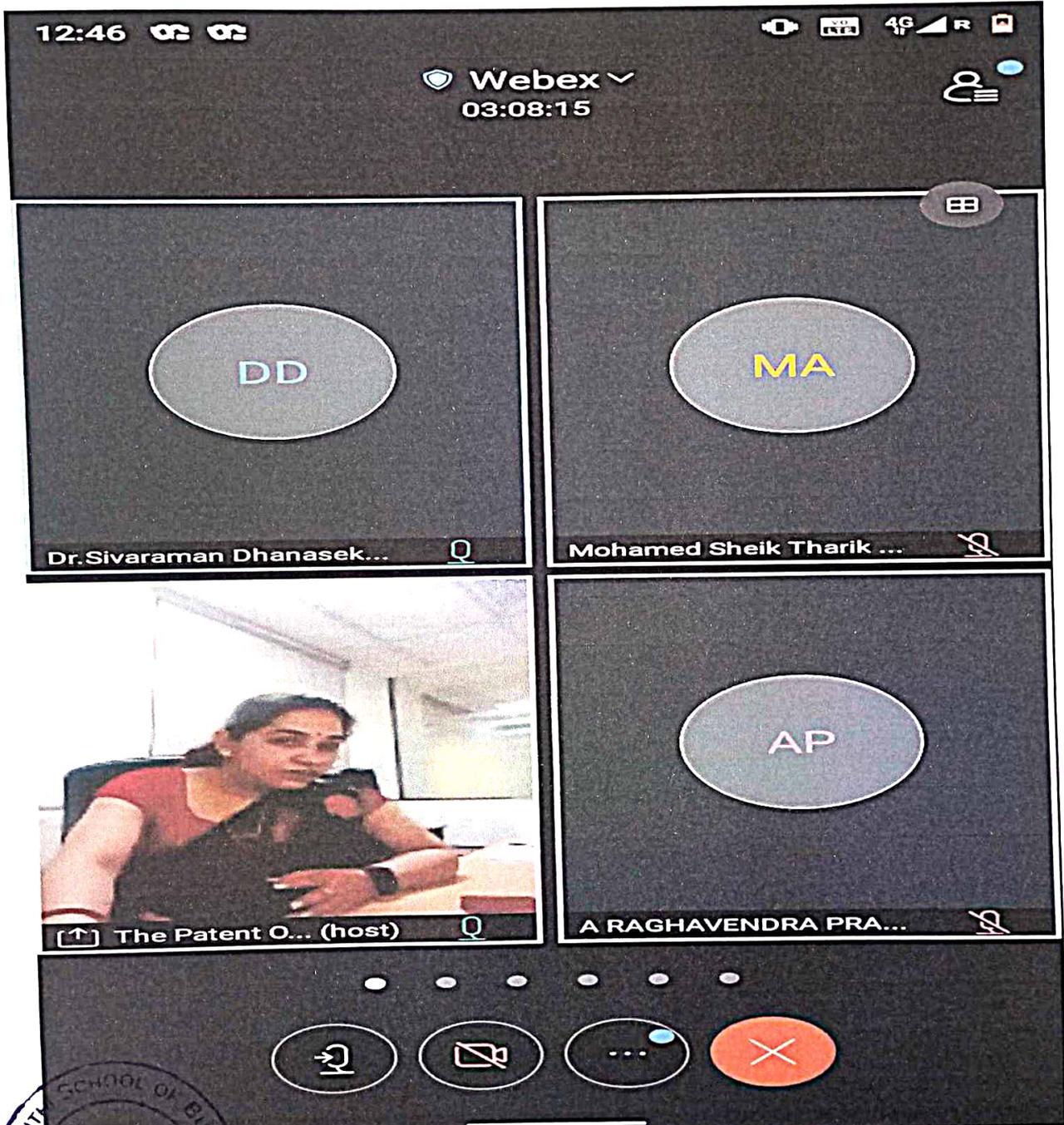


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### TAKE AWAYS:

In order to take forward the National IPR Policy and to enhance creativity, innovation, competitiveness and economic growth in India, it is imperative to harness IP. With phenomenal growth of the Indian Economy it is vital that IPRs are generated in India and

then legally protected and exploited. The National IPR Policy is a vision document that encompasses and brings to a single platform all IPRs. It views IPRs holistically, taking into account all inter-linkages and thus aims to create and exploit synergies between all forms of intellectual property (IP), concerned statutes and agencies. Some ways to protect your Intellectual Property

1. Keep it under scrutiny. ...
2. Be aware of your Intellectual Property Rights. ...
3. Consult an expert. ...
4. Double check if your idea is unique. ...
5. Hire an auditor. ...
6. Keep a record of almost everything related. ...
7. Protect your IP without delay
8. What rights are protected by intellectual property laws? It shall protect and secure the exclusive rights of **scientists, inventors, artists and other gifted citizens** to their intellectual property and creations, particularly when beneficial to the people, for such periods as provided in this Act. The use of intellectual property bears a social function



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### Faculty Development Programme

#### OBJECTIVES OF FDP

- To provide a forum to acknowledge views, ideas, latest innovations, legal framework and data analysis in the field of IPR, Artificial Intelligence, Cyber law, Social Sciences, Medico-Legal issues, start-ups and business IP management.
- To offer learning on basics, emerging trends & challenges in the field of Data analysis.
- To improve faculty's and scholar's ability in carrying out research, testing & consultancy
- in data analysis.
- To provide hands-on-training using different statistical software's to undertake research in multidisciplinary areas.

The focus of the program would be on the following main topics:

- Emerging Trends of Trade Mark
- Trade Secret & Technology Transfer
- Basic Understanding of Data Science and Analysis
- Copyright Law Prevention of Text and Data Mining
- Data Mining, Privacy Issues and Legality
- Tools to Explore authentic content and Databases
- Prior Art Search & Resources
- Traditional Knowledge - its cultural expressions and genetic resources Patent Registration Process
- Medical Jurisprudence and Medico-Legal Outlook on Patentability of Basic Life- Saving Instruments and Utilities in Treatment.
- Emerging Cyber Issues and violation of IPR
- Jurisdiction and Regulatory Framework Cyber-IP Issues
- Need of appropriate machinery, infrastructure and capable work force for jurisdictional
- Role of IPR in Start-ups and its impact on Indian Economy.

- Role of Judiciary & Legislature in developments of IPR and gaps yet to filled

- Trademark issues in India and Criteria for determining well-known trademark



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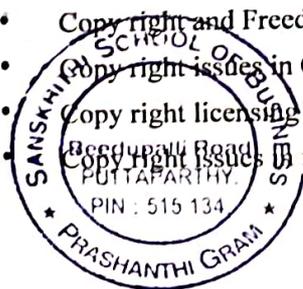
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- Utility, registration, use & misuse of Domain names and its jurisdictional issues
- Methodology
- The Experts will share their experience on number of topics chosen for “Faculty Development (FDP-2022)”
- Themes of Lecture will be followed by Question and Answer Session.
- There will be Online Face to Face Lectures (for a week) to be delivered 4 Hours per day.
- Day 1
  - Trademarks and its importance for Business
  - Importance of Trademark for SMEs
  - Trademark asset valuation in Merger and Acquisition
  - Licensing of Trademark [Franchise/Dealership agreement]
- Day 2
  - Patent and Plant Variety
  - PatentlawAndCovid-19Vaccines
  - Technology transfer agreements: A commercial perspective
  - Biotechnology and Patent Laws including gene patenting: Issues and challenges
  - Plant Variety: Relevance of protecting farmers’ rights and overlap between PV and Patent
- Day 3
  - Innovation and Government initiatives
  - Innovation and IPR Concerns for start ups
  - Atmanir bhar Bharat, a Digital Revolution - Assessing Social Justice Aspects of India’s IP Regime
  - Policy and Government schemes/initiatives for IP based trade and commerce in India and other jurisdictions
  - Where does India stand in the Innovation Index? What India needs to do to become a leading nation in innovation?
- Day 4
  - Copyright
  - Copyright and Freedom of Speech in Digital Environments
  - Copyright issues in Online Teaching
  - Copyright licensing
  - Copyright issues in film industry



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- Day 5

### IP disputes and resolution

- **Dispute Resolution mechanism at WIPO**
- Role of Indian judiciary in enforcing IP rights
- Remedies granted in IP disputes

## “Intellectual Property Rights and Art of Writing IPR Proposals”

One Day Workshop on “Intellectual Property Rights and Art of Writing IPR Proposals”

### Objectives of event:-

The foremost objective of the workshop is to impart awareness about Intellectual Property rights (IPR) and give a platform to convert the ideas into IPR. This workshop will help to understand the patentability criteria in detail and viable aspect of the patent.

### Theme:-

IPR plays an important role in the current technological era. It is concerned with the protection of valuable and innovative ideas. Intellectual Property Rights (IPRs) provides rewards and recognition to inventor/contributor for their research, innovations, designs, discoveries, and inventions. IPR protection plays a significant role in gaining a modest advantage in terms of technological expansions for attaining higher economic growth.

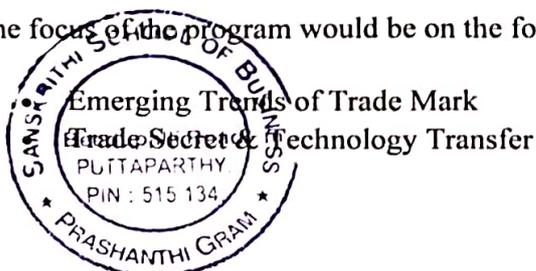
## WORKSHOP HIGHLIGHTS

### Basic understanding of the IPR

- IPR Rights and its protection through patents.
- Overview of the Indian Patent Act
- The process of granting the patent
- The commercial aspect of the patent.
- Over of the Inventor disclosure form.

### Topics:-

The focus of the program would be on the following main topics:



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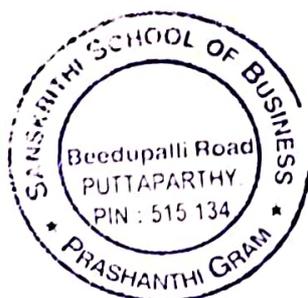
- Basic Understanding of Data Science and Analysis
- Copyright Law Prevention of Text and Data Mining
- Data Mining, Privacy Issues and Legality
- Tools to Explore authentic content and Databases
- Prior Art Search & Resources
- Traditional Knowledge – its cultural expressions and genetic resources
- Patent Registration Process
- Medical Jurisprudence and Medico-Legal Outlook on Patentability of Basic Life-Saving Instruments and Utilities in Treatment.
- Emerging Cyber Issues and violation of IPR
- Jurisdiction and Regulatory Framework Cyber-IP Issues
- Need of appropriate machinery, infrastructure and capable work force for jurisdictional
- Role of IPR in Start-ups and its impact on Indian Economy.
- Role of Judiciary & Legislature in developments of IPR and gaps yet to filled
- Trademark issues in India and Criteria for determining well-known trademark
- Utility, registration, use & misuse of Domain names and its jurisdictional issues

### Why Should You Attend?

- Opportunity to Listen to Leading IPR Experts •Opportunity to Interact with Representatives of Patent Office for IPR issues
- Tremendous IPR Knowledge Sharing Opportunity with 3 Keynote & Expert Talks
- One to One Interaction Session with the Experts.
- Participate in Panel Discussion.
- Networking Opportunity with experts from different fields & backgrounds.
- No Registration Fee for Attending the Workshop.
- Certificate of Participation

### Who can participate?

- The workshop is only for faculty members & Ph.D. students
- Limited seats are available (serve on a first-come basis)



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## REPORT ON IPR FACILITATION CENTER

DATE: 26-04-2022



Jawaharlal Nehru Technological University  
Anantapur

### IPR Facilitation Centre

CHIEF GUEST



HONOURABLE VICE CHANCELLOR  
PROF. G. RANGA JANARDHANA



RECTOR  
PROF. M. VIJAYA KUMAR



REGISTRAR  
PROF. C. SASHIDHAR



Principal  
Prof. P. Sujatha



Director, Sponsored Research  
Prof. R. Padma Svarana

ORGANISES ON THE OCCASSION OF  
WORLD IPR DAY

26TH APRIL 2022, 2 PM TO 5 PM

### VIRTUAL SEMINAR ON IPR AND YOUTH: INNOVATING FOR A BETTER FUTURE

WEBEX MEETING LINK: <https://jntua.webex.com/jntua/j.php?MTID=m2a25a2008e8bdd42f6d79a047b055426>

Meeting number: 2514 240 8805 Password: 2022

#### PROGRAM

Address by Chief Guest,  
Prof. G. Ranga Janardhana Garu,  
Hon'ble Vice-Chancellor, JNTUA Anantapur.

#### Technical Session:

Speaker 1: Dr.A. S. Chakravarthy, Osmania University, Hyderabad on "Plagiarism: Detection, Control, and Legal Implications"

Speaker 2: Mr.Tushar Surti, Asia Head, Gridlogics Technologies Pvt. Ltd. on "Patent databases"

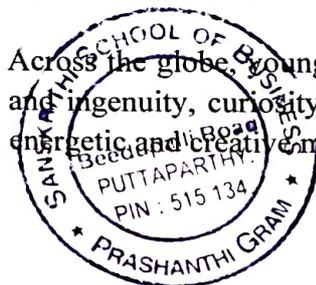
Speaker 3: Mr.M.Sudheer, IPR Attorney, JNTUA Anantapur on "Entrepreneurship & IP Protection"

#### Organized by:

Dr.K.Aruna,  
Coordinator, IPR Facilitation Centre,  
JNTUA Anantapur.  
Contact: +91 9100425030

World Intellectual Property Day to learn about the role that intellectual property (IP) rights play in encouraging innovation and creativity. World Intellectual Property 2022 recognizes the huge potential of young people to find new and better solutions that support the transition to a sustainable future.

Across the globe, young people are stepping up to innovation challenges, using their energy and ingenuity, curiosity and creativity to steer a course towards a better future. Innovative, energetic and creative minds are helping to drive the changes we need to move to a more,



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sustainable future. Discover how intellectual property rights can support the youth of tomorrow to create a better future.

This year the theme of World Intellectual Property Day is “IP and Youth: Innovating for a Better Future” and celebrates youth-led innovation and creativity.

The youth of today are an incredible and largely untapped source of ingenuity and creativity. Their fresh perspectives, energy, curiosity and “can do” attitude, not to mention their hunger for a better future, are already reshaping approaches and driving action for innovation and change.

World Intellectual Property Day 2022 is an opportunity for young people to find out how IP rights can support their goals, help transform their ideas into reality, generate income, create jobs and make a positive impact on the world around them. With IP rights, young people have access to some of the key tools they need to advance their ambitions.

Throughout the campaign, young people will be able to gain a better understanding of how the tools of the IP system – trademarks, design rights, copyright, patents, plant variety rights, geographical indications, trade secrets and more – can support their ambitions to build a better future.

We also take a closer look at WIPO’s role in supporting national and regional efforts to create a legal and policy environment for young inventors, creators and entrepreneurs to thrive.

Last year, we saw record levels of engagement in World Intellectual Property Day. With your help, World Intellectual Property Day 2022 will reach new heights.

Young people are the innovators, the creators and the entrepreneurs of tomorrow. Through their creativity and ingenuity, young people in all regions are driving change and carving pathways to a better future. World Intellectual Property Day 2022 celebrates this exciting generation of change-makers.

In today’s knowledge driven economy, information generation and R&D have assumed key importance in determining the public perception. Consequently, the understanding of the knowledge based assets such as, innovations, ideas and designs and their management has undergone a change; in which ownership has become a critical issue.



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Intellectual Property defined in terms of unused original and creative ideas or works protected by patent, copyright, trademarks and trade secret laws, further classified into patents for inventions, copyrights for literary works, trademarks, and trade secrets in the globalising world characterised by multilateral trade, increasing transparency etc have become more vulnerable to infringements. Thus, the central thinking behind the IPR is that the author must get his due, which will further encourage him to keep up the R&D. IP rights deserve protection all over the world including India particularly the science and technology, software and business method, which are rapidly changing. The world has moved far ahead from 1967, when the World Intellectual Property Organization (WIPO) discussed all issues related to IPs. However, all these issues have to be reviewed afresh with globalization, information and communication technologies and knowledge factors playing a leading role in world affairs.

The purpose of this paper is to critically review all issues related to IPR includeing trademarks, copyright, plagiarism, by taking into account some case studies from India, and plae them in international perspective to draw broad future guidelines.

### CONTEXT

In the twenty-first century, nations who can translate knowledge into social goods and wealth through creative ideas research and development and innovations will lead the world. Innovation, R&D and time for grasping new knowledge has taken over cost to become important determinants of the public perception of the market value of a product or service. With the knowledge economy advancing, the the existing management cultures, and approaches has to undergo a change. Particularly in understanding and managing the knowledge based assets, such as innovations, ideas and designs.

This paper is divided in two sections; firstly, intellectual property rights (IPRs) and Plagiarism rights and the rationale behind them, and; secondly, study on the particular concern over Indian context.

Thus a human facilitating overall development of socio-economic and cultural aspects of the society must be encouraged, and the creator or the innovator must be rewarded by suitable legal protection for his intellectual creation. Thus issues related to generation, evaluation, protection and exploitation of intellectual property would become critically important all over the world.

Intellectual Property may refer to what the human mind creates as unused, original and creative ideas or works or expression, including technology, design or literal work that can be protected (worked on) by patents for innovation copyright for literary works, trademarks and trade secret laws.

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IPRs legally protect the rights of the author or creator (innovator) who have transformed his ideas into property. In other words, legal rights are provided to stop others particularly pirates, imitators from taking credit of the original creator.

Intellectual property rights (IPR) has assumed significance that in today's rapidly changing world dominated by force of liberalisation and privatisation and globalisation, and advances in information and technologies. Maximising of profits requires lowering the overhead and other costs in addition of a continue adoption of technology, innovations in research and development (R&D) and upgradation of human resources. As a result, output has become capital intensive. The new system of multilateral trade and emerging economic order has led to new uncertainties in the market with a negative impact. The problem of uncertainty get compounded with equally important changes taking places in the socio-economic and political order of the society including freedom of expression, voting right to youth, on the one hand and the growing corruption with rising nexus between politics, bureaucracy and criminals on the other. The world has also changed with the birth of a number of newly independent developing nations leading to a change in the outlook of the nation state.

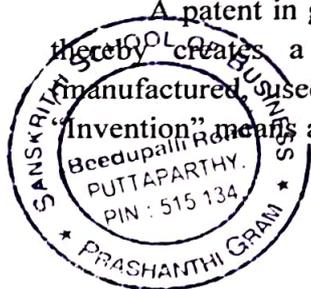
With ever increasing of trade in goods and services and the accompanying changes in the society in all spheres, intellectual property rights (IPR) have become more vulnerable to infringements. The central theme behind the IPR is that the author should, get his due not only to keep up with the technological development but also to maintain the R&D costs. In an era of development one expects a wide number of IP rights coming up which require protection all over the world including India in all areas of software, management, science and technology, market and business models. New ideas, expressing products meant to improve the quality of the life, are a part of the human civilization thought lacked formal protection in earlier times. The relatively most recent and comprehensive attempt towards IP

### Understanding IPR, in Contemporary Perspective

As stated above IPRs may be reviewed in terms of patents, copyrights, trademarks and total secrets as given below:

#### Patents

A patent in general is a document, issued, by government describes an invention and hereby creates a legal situation so that the patented invention can be exploited (manufactured, used, sold, imported) with the authorization of the owner of the patent. "Invention" means a solution to a specific problem in the field of technology and it relates to



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a product or a process. The protection conferred by the patent is limited in time (generally 20 years).

In 1995, two Non-Resident Indians were granted a patent on “use of turmeric in wound healing” in the U.S. of the remedies of the wound. The Indian Council of Scientific and Industrial Research while quoting from Vedic and Sanskrit texts argued that in India, turmeric has been used for centuries and its healing properties are well known. The patent was retracted. Thus, there emerged an important question related to any knowledge passed on from generation to generation and reflects culture identity for a community and if there is any need for its protection.

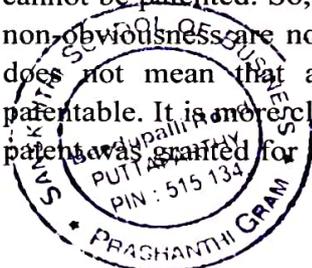
Before we further elaborate “traditional knowledge” and its India context that it is not patentable, patentability has to be defined.

Patent means a patent for any invention granted under this the Patents Act, 1970. [Section 2(1)(m) of The Patents Act, 1970]. Thus, only an “invention” is patentable. So what is an invention?

An invention is something that involves an inventive step. An inventive step is that element of the invention that makes the invention novel and non-obvious. Simply put, for anything to be patentable it needs to be new and not obvious. But to whom should it be not obvious?

It should be not obvious to a ‘person skilled in the art’ [Sec 2(1)(ja)]. A person skilled in the art is a person whose mind has been tutored in the relevant art and is a person who has been presumed to have knowledge of all the relevant material with regard to that art. So after having such skills and knowledge if an invention would have been obvious this person then such an art is not patentable.

Traditional knowledge is primarily not patentable because it is something that is already known. Now, an invention that is in effect traditional knowledge or which is an aggregation or duplication of known properties of traditionally known properties of traditionally known component or components is not an invention.[Section 3(p)] In other words, any invention that does not add anything new and non-obvious to something that has been already known in the form of traditional knowledge is not a ‘new invention’ and hence cannot be patented. So, since the aforementioned criteria of patentability, that is, novelty and non-obviousness are not met in case of traditional knowledge, it is not patentable. But this does not mean that any invention that is based on such traditional knowledge is not patentable. It is more clear in the case of Badische Anillin & Soda Fabrik vs. Cochrane et al, a patent was granted for the process of making Anthracene. Alizarine is a natural dye found in



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the roots of the Madder plant and the substance and its properties had been known for a long time in the art of colouring. Anthracene is a product made out of coal-tar which in effect has similar properties, uses and chemical composition as Alizarine. The US Supreme Court said that a man made product which in effect is a traditional knowledge is not patentable. But a product based on traditional knowledge may be patentable provided it meets the requirements of novelty, non-obviousness and utility.

Thus, the patent sought on turmeric as a healing agent is a traditional knowledge. But not a novel product made through a novel process or processed through a chemical composition. Such a traditional knowledge which is passed on orally in general from generation and indicates an identity of a community is protected under the Indian Patents Act, 1970 under Section 3(p); but any invention that is in effect traditional knowledge is not patentable.

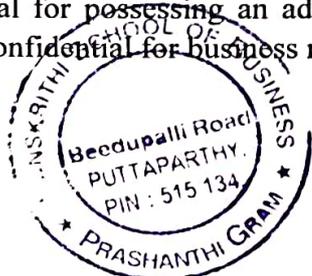
### Trademarks

Generally speaking a trademark refers to any visible sign ( a design or a slogan) that has the capacity to identify or individualize goods of a given enterprise and distinguishes them from those of others and thus it solely indicate its source of the product.(k1) but the consumer can trust in a given enterprise, not necessarily known to him by some trademarks under which the product is sold. Thus, the distinguishing function of the trademark and its function of indicating the source are interdependent and cannot really be separated. Therefore, the trademark, can be defined as “any visible sign capable of distinguishing the goods or services of an enterprise from those of other enterprises.” [Section 22(1) of WIPO’s Draft Industrial Property Act (the Draft Law) [<http://www.indianipblog.in/2011/04/apex-court-remands-philips-case-back-to.html>]

In a recent development, the Supreme Court , a bench comprising of Justice MarkandeyKatju and GyanSudha Mishra has asked the Delhi High Court to decide afresh on the trademark dispute over ‘Philips’ between the Dutch electronics firm Koninklijke Philips Electronics NV and Kunj Aluminium Pvt Ltd, saying that it passed orders without giving any proposed reasons.

**Trademark Rights:** words, names, slogans and designs are given for 10 years and renewable every 10 years with evidence of use in commerce (k2).

**Trade Secrets:** Any information such as the formula, pattern or device considered essential for possessing an advantage over one’s competitors, which the owner decides to keep confidential for business reasons.(k3)



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Trade Secrets: the ownership rights can conceivably last forever if the information is kept confidential. However, independent discovery or development of the proprietary information will then create two or more independent owners of the information, if they also keep the information confidential.(k4)

### Copyright

Copyright protection has become the most important subject matter 'Copyright' are the exclusive rights, which the law confers on authors (creator) to maintain their own terms and conditions for letting their intellectual property. The oldest of all these exclusive rights is the right of the author of a book to print copies of it. This was the right conferred by the first copyright law, which was enacted in the U.K. in 1709 and is commonly known as the 'Queen Anne's Statute'. No copyrighted work can be reproduced, translated, adapted, exhibited or performed in public, distributed, broadcast or communicated to the public without the permission of its author. This is what is meant by the phrase 'all rights reserved' found in many works.

Once a material is published anywhere in a member country of the Berne Convention, it becomes a copyrighted material and no separate registration is required Copyright protection is automatic and lasts throughout the author's lifetime plus 50 years after the author's death. However, in many countries copyright protection lasts longer than this minimum term. For example, in the USA and in countries of the European Union, copyright

protection usually lasts during the life of the author plus 70 years after the author's death. However, it does not protect ideas or mere fact.

Internet information is also a subject matter of copyright, as it is available in public domain. Information transferred and transmitted on internet may already be a copyrighted. But the situation becomes complicated because some times it becomes difficult to identify persons deal with the transaction of information the internet service provider, the content provider, the user person (downloading the information) and the bulletin board service provider. The situation gets compounded when a collection of copyrighted works is transacted. For instance, multimedia represents an amalgamation of computer programme, audio visual work, text, sound recording and databases. These components may be separately protected through copyrights or some other regime. The question, which arises, independent of the internet is: who is the owner of such a work and what exactly needs to be protected?. A deeper analysis would show that it is difficult to determine the actual author owner of multimedia, even if it is important to protect such a work per se. however, scholars have also observed that a multimedia work is neither a literary, musical, dramatic work nor it is a database or a computer programme. However, the multimedia works have immense potential,



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digital revolution is benefitting the society and is turning out to be a large revenue generator for different stakeholders. But the wrong and unauthorized use of such copyrighted information is to be brought into the legal domain to ensure that internet does not encourage unlawful use of any copyrighted material.

Copyright law is that branch of IPR that deals with the rights of intellectual author (creators), various forms of creativity, not only in print form but also in other ways in which mind can perceive and imagination can afford to work on. Such as literary, dramatic, musical and artistic works and producers of cinematograph films and sound recordings.

The poster features the SSB logo at the top left. The central graphic is a red silhouette of a human head in profile, facing left, with a white brain inside. A yellow lightbulb is positioned at the base of the brain, symbolizing ideas and intellectual property. Below the head, the text reads "WORLD April 26th INTELLECTUAL Property Day" with a yellow padlock icon. At the bottom left, it says "Beedupalli Knowledge Park, Behind SSSIHMS, Puttaparthi www.sanskritihbschool.com". At the bottom right, there are social media icons for Facebook, YouTube, and LinkedIn.

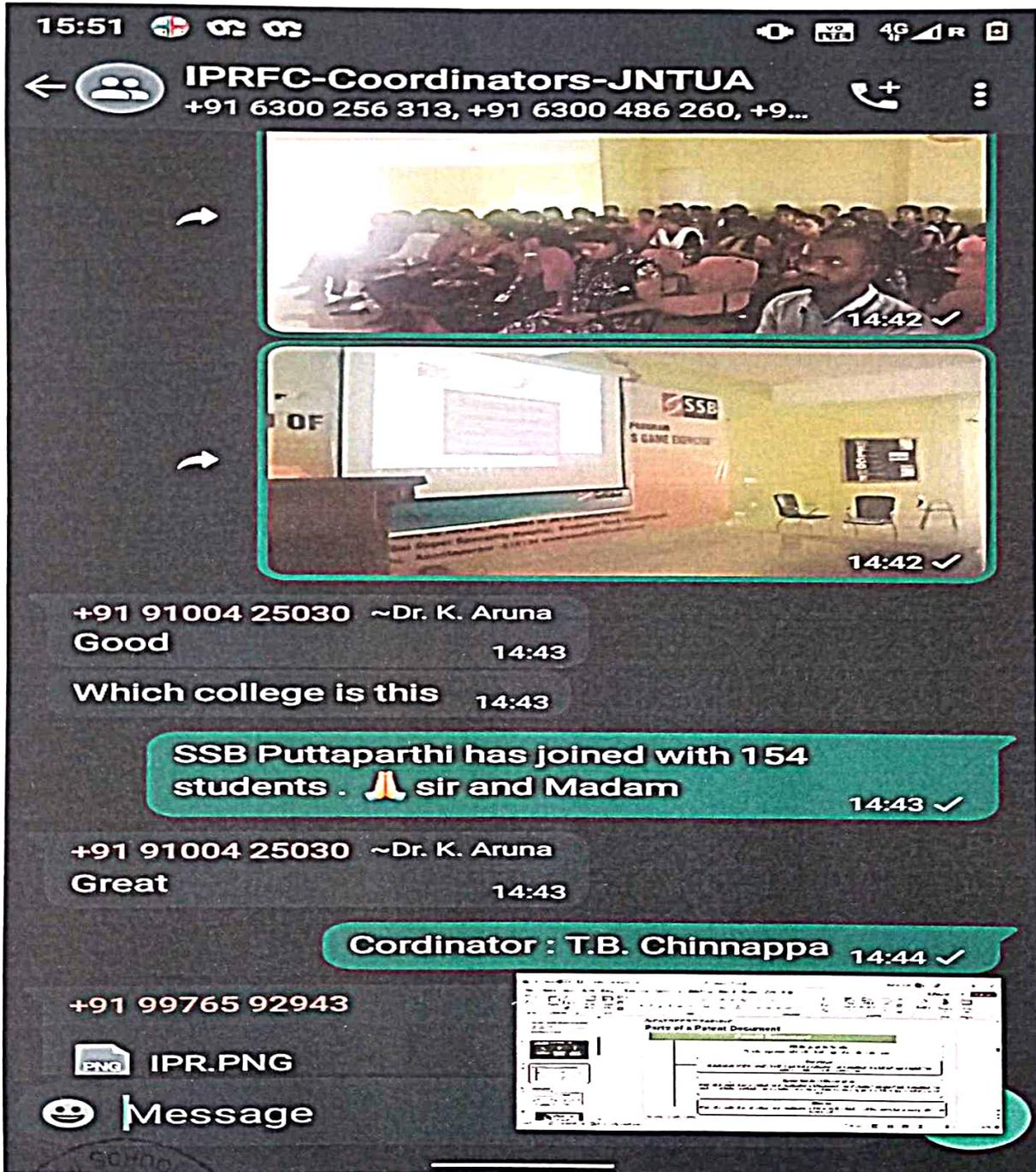


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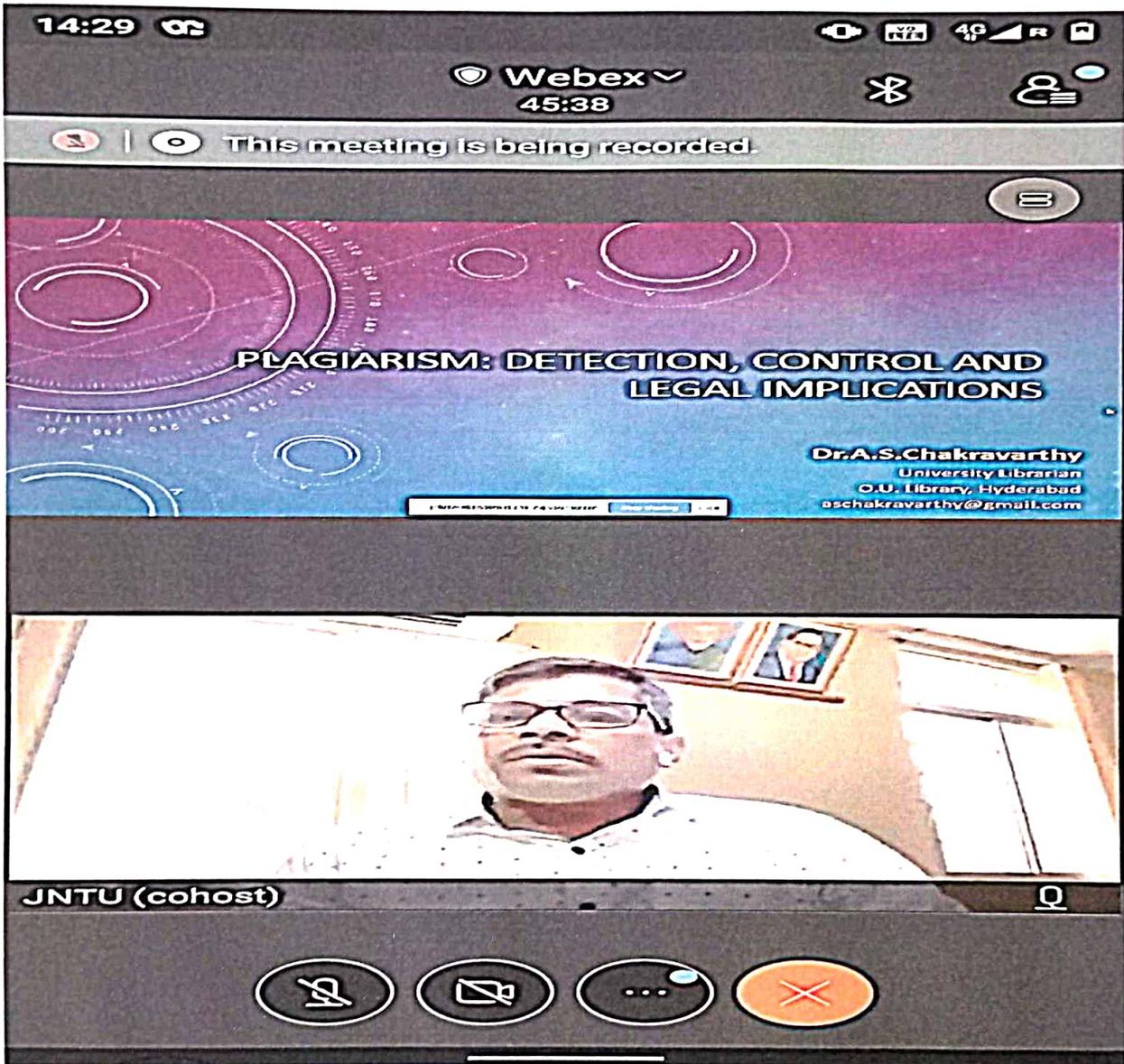


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TAKE AWAYS : Intellectual property rights are customarily divided into two main areas:

(i) Copyright and rights related to copyright.



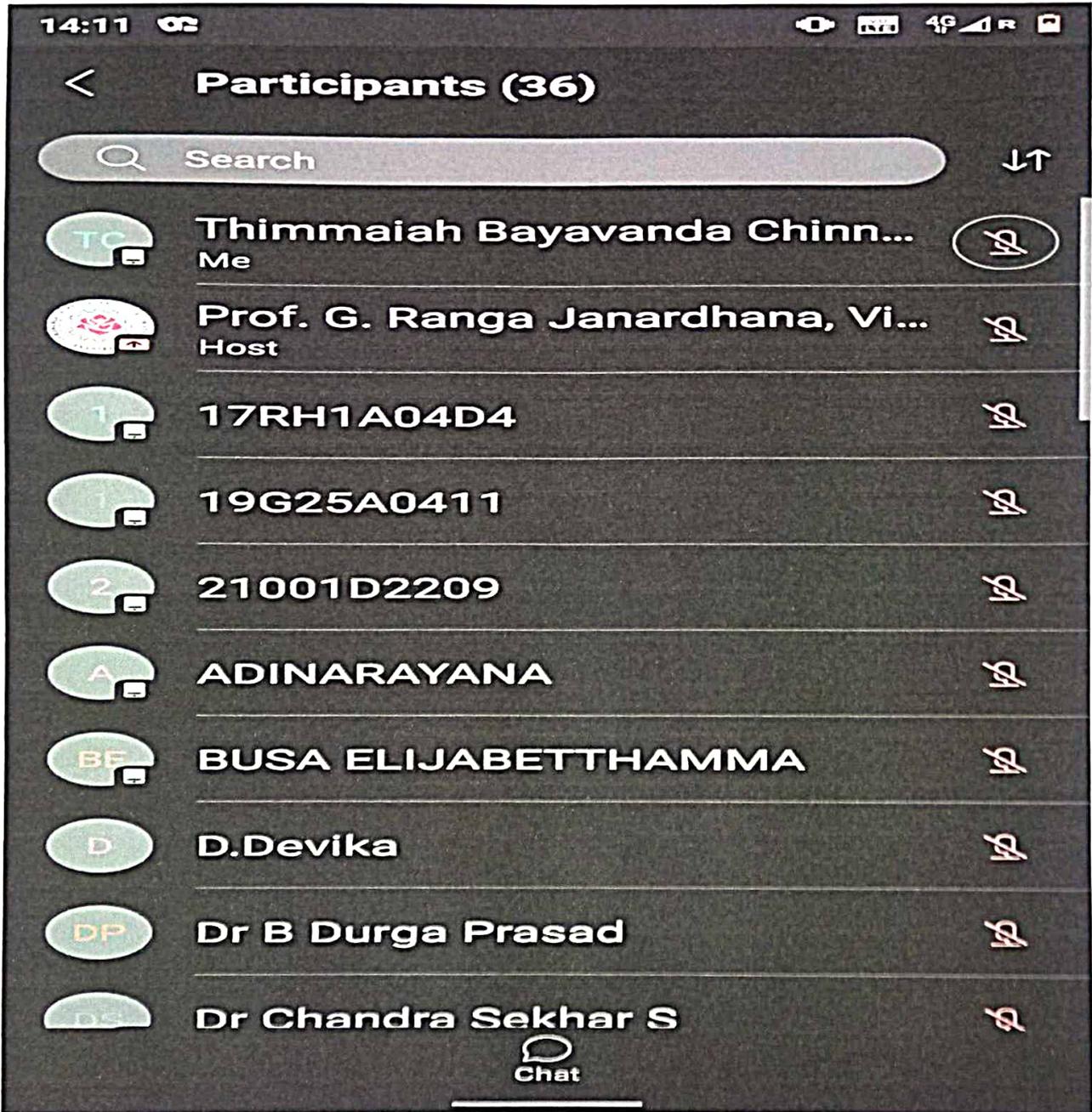
*Dr. Bala Koteswari*

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The rights of authors of literary and artistic works (such as books and other writings, musical compositions, paintings, sculpture, computer programs and films) are protected by copyright, for a minimum period of 50 years after the death of the author.

Also protected through copyright and related (sometimes referred to as “neighbouring”) rights are the rights of performers (e.g. actors, singers and musicians), producers of phonograms (sound recordings) and broadcasting organizations. The main social purpose of protection of copyright and related rights is to encourage and reward creative work.

### (ii) Industrial property.

Industrial property can usefully be divided into two main areas:

- One area can be characterized as the protection of distinctive signs, in particular trademarks (which distinguish the goods or services of one undertaking from those of other undertakings) and geographical indications (which identify a good as originating in a place where a given characteristic of the good is essentially attributable to its geographical origin). The protection of such distinctive signs aims to stimulate and ensure fair competition and to protect consumers, by enabling them to make informed choices between various goods and services. The protection may last indefinitely, provided the sign in question continues to be distinctive.
- Other types of industrial property are protected primarily to stimulate innovation, design and the creation of technology. In this category fall inventions (protected by patents), The social purpose is to provide protection for the results of investment in the development of new technology, thus giving the incentive and means to finance. A functioning intellectual property regime should also facilitate the transfer of technology in the form of foreign direct investment, joint ventures and licensing.



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1st MBA IPR (Seminar hall) Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	21HX1E00D2	UPPARA MANJULA	U. Manjula
2	21HX1E00D3	UPPARA MEGHANA	U. Meghana
3	21HX1E00D4	VADDI SANGHAVI	V. Sanghavi
4	21HX1E00D5	VALIPIREDDY SRI LAKSHMI	V. Sri Lakshmi
5	21HX1E00D6	VEEDILO VENKATA SAI	V. Venkatesai
6	21HX1E00D8	YATAGIRI SANDEEP	Y. Sandeep
7	21HX1E00D9	YAVAKULA VENKANNABABU	Y. Venkanna Babu
8	21HX1E00E0	YEGIREDDI VAMSIKRISHNA	Y. Vamsikrishna
9	21HX1E00E1	YERRAGUNTLA SAMBA SIVA	Y. Samba Siva
10			



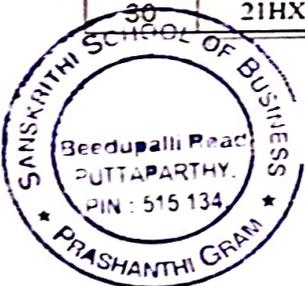
Dr. Balakrishna Rao  
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S.No	Hall Ticket No	Student Name	Signature of Candidate
1	21HX1E00A2	NIMMALA VIJAY KUMAR	N. Vijay Kumar
2	21HX1E00A3	NUSUM BHARGAVI	N. Bhargavi
3	21HX1E00A4	PATAN OWAISE KHAN	
4	21HX1E00A5	PEDDANADDEPPAGARI KIRAN KUMAR	P. Kiran Kumar
5	21HX1E00A6	PEDDINTI HARI TEJA	P. Harithya
6	21HX1E00A7	PITCHILOLLAPALLI MANJUNATH	P. Manjunath
7	21HX1E00A8	POOJARI JAGADEESH	P. Jagadeesh
8	21HX1E00A9	PUJARI MOUNIKA	P. Mounika
9	21HX1E00B0	PULACHERLA SHAHID	P. Shahid
10	21HX1E00B1	RAAKUNTLAPALLI BHARGAVI	R. Bhargavi
11	21HX1E00B2	RAVULA PALLE MANEESHA	R. Maneesha
12	21HX1E00B3	RAYACHOTI ARCHANA	R. Archana
13	21HX1E00B4	REDDAPPA GARI PALLAVI	R. Pallavi
14	21HX1E00B5	RENIGUTLA SREE HARSHA	R. Sreeharsha
15	21HX1E00B6	SANGATOLLA SIREESHA	S. Sireesha
16	21HX1E00B7	SAREDDY BABY VANDANA	S. Baby Vandana
17	21HX1E00B8	SARITHALA FAIROZ	S. Fairuz
18	21HX1E00B9	SATHRAMKADA SAINATH	S. Sainath
19	21HX1E00C0	SHAIK FARINA	S. Farina
20	21HX1E00C1	SHAIK HUSSAIN BI	S. Hussain Bi
21	21HX1E00C2	SHAIK JASHMA	S. Jashma
22	21HX1E00C3	SHAIK MAHAMMAD HANEEF	S. Haneef
23	21HX1E00C4	SHAIK YASMIN	S. Yasmin
24	21HX1E00C5	SHETTIVARI LOKESH	S. Lokesh
25	21HX1E00C6	SOMAGUTTA BHARATHI KUMAR REDDY	S. Bharathi
26	21HX1E00C7	SUGUMANCHI SAI TEJA	S. Saitya
27	21HX1E00C8	SYED KARISHMA	S. Karishma
28	21HX1E00C9	SYED THAHASEEM	S. Thahaseem
29	21HX1E00D0	TALARI BHARGAVA	T. Bhargava
30	21HX1E00D1	TALARI VINAY	T. Vinay



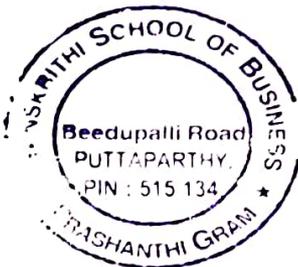
Dr. Pallavi  
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S.No	Hall Ticket No	Student Name	Signature of Candidate
1	21HX1E0069	KOTHIA PALLAVI	K. Pallavi
2	21HX1E0070	KOTHAKAPULA MOUNIKA	K. Mounika
3	21HX1E0071	KRISHNA PURAM SAI KUMAR	K. Sai Kumar
4	21HX1E0072	SHAIK FATHIMA MERAJ	S. Fathima Meraj
5	21HX1E0073	KUMMARA AKHILA	K. Akhila
6	21HX1E0074	KUMMARA SUNIL KUMAR	Sunil Kumar
7	21HX1E0075	KUNDLA SREENATH	K. Sreenath
8	21HX1E0076	KUNIGIRI PAVITHRA	K. Pavithra
9	21HX1E0078	KURUBA SANJEEVAPPA GARI PAVANKUMAR	K. Sanjeevappa Gari Pavankumar
10	21HX1E0079	LALAM LAKSHMI PRASANNA	L. Lakshmi
11	21HX1E0080	M CHARAN KUMAR	M. Charan
12	21HX1E0081	MADAR NAIK SAMEER ALI KHAN	M. N. Sameer
13	21HX1E0082	M RAGHUVVEERA REDDY	M. Raghuvveera Reddy
14	21HX1E0083	MAHAL MAHEER BASHA	M. Mahesh Basha
15	21HX1E0085	MANCHALA JOSHNA	M. Joshna
16	21HX1E0086	MANDALA SASIKALA	M. Sasikala
17	21HX1E0087	MANDLI SAI KUMAR	M. Sai Kumar
18	21HX1E0088	MANIGE PRASANTHI	M. Prasanthi
19	21HX1E0089	MANNAM KAVERI	M. Kaveri
20	21HX1E0090	BUTTI SAITEJA	B. Saiteja
21	21HX1E0091	MATTAMADUGU DIWAKAR REDDY	M. Diwakar
2	21HX1E0092	MEDARA DURGAPRASAD	M. Durgaprasad
23	21HX1E0093	MIDATHALA MEGHANA	M. Meghana
24	21HX1E0095	MOPURI AJITH KUMAR	M. Ajith Kumar
25	21HX1E0096	MUDDE GOWD GARI NAVEEN KUMAR	M. Naveen Kumar
26	21HX1E0097	MUDE NARESH NAIK	M. Nareesh Naik
27	21HX1E0098	MUMMADISETTY SAIMAHESH	M. Sai Mahesh
28	21HX1E0099	NAGARURU POOJA	N. Pooja
29	21HX1E00A0	NALLURI KARUNA KUMARI	N. Karuna Kumari
30	21HX1E00A1	NAYANI SIREESHA	N. Sireesha



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S.No	Hall Ticket No	Student Name	Signature of Candidate
1	21HX1E0036	E BHAVYASREE	E. Bhavyasree
2	21HX1E0037	EDAGOTTU HARINATH	E. Harinath
3	21HX1E0038	EDIGA MAHESH	E. Mahesh
4	21HX1E0040	EEDIGA PRADEEP SANKAR	E. Pradeep Sankar
5	21HX1E0041	ERUKULA SWETHA	E. Swetha
6	21HX1E0042	GOLLA PRUTHVI RANI	G. Pruthvi Rani
7	21HX1E0043	G THANUJA	G. Thanuja
8	21HX1E0044	MEDA KONDAPPA GARI SAI TEJA	M. Saiteja
9	21HX1E0045	GOLLAPPAGARI MANASA	G. Manasa
10	21HX1E0046	GONGATI PUSHPA SABARI	G. pushpa sabari
11	21HX1E0047	GORANTLA KOMALI	G. Komali
12	21HX1E0048	GOSALA GANESH YADAV	G. Ganesh Yadav
13	21HX1E0049	GOWNIVARIPALLI NAZEER BASHA	G. Nazeeha
14	21HX1E0050	GOWTHAM R	Gowtham R
15	21HX1E0051	GUNDLAPALLI MANSOOR BASHA	G. Mansoor
16	21HX1E0052	GURRAM SREENATHI	G. Sreenathi
17	21HX1E0053	HAMATA VARA LAKSHMI	H. Varalakshmi
18	21HX1E0054	HARIJANA KULLAYAPPA	H. Kullayappa
19	21HX1E0055	JAALAKULA NETHRAVATHI	J. Nethravathi
20	21HX1E0056	JAMMALAMADUGU SAI CHARAN	J. Sai Charan
21	21HX1E0057	JINKA VAMSI KRISHNA	J. Vamsi Krishna
22	21HX1E0058	JONNALA BHARGAVI REDDY	J. Bhargavi Reddy
23	21HX1E0059	K C MEGHANA	K. C. Meghana
24	21HX1E0060	KUNUTHURU NARMADHA	K. Narmadha
25	21HX1E0061	KAKARLA MEDARA SAI BHARATHI	K.M. Sai Bharathi
26	21HX1E0063	KASIREDDYGARI GAYATHRI	K. Gayathri
27	21HX1E0064	KATTA BABA FAREED	K. Babafareed
28	21HX1E0066	KIMAVATH ASWINI BAI	K. Aswini Bai
29	21HX1E0067	KOMMERA HARSHAVARDAN	K. Harshavardan
	21HX1E0068	KONDRA SAI LIKHITHA	K. Sailekhitha



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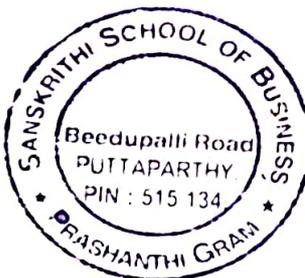


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S.No	Hall Ticket No	Student Name	Signature of Candidate
1	21HX1E0001	ALURU NARAYANA REDDY	A. Narayana Reddy
2	21HX1E0002	AGRAHARAM ROHITH	A. Rohith
3	21HX1E0003	ALLAM MEGHANA	A. Meghana
4	21HX1E0004	ALLAPAREDDI VARI BHARATHI	A. Bharathi
5	21HX1E0007	VEERAKYATHAPPAGARI ANIL KUMAR	A. Anil Kumar
6	21HX1E0008	APPIREDDY RENUKA	A. Renuka
7	21HX1E0009	ATTAR SHAHATAJBEGAM	A. Shahataj Begam
8	21HX1E0010	B MOUNIKA	B. Mounika
9	21HX1E0011	BADIMELA MOHAN KRISHNA	B. Mohan Krishna
10	21HX1E0012	BAGA TEJA PRAKASH	B. Teja Prakash
11	21HX1E0013	BANDA MANJUNATH	B. Manjunath
12	21HX1E0014	BESTHA SAI SANDHYA	B. Sai Sandhya
13	21HX1E0015	BIDLAPPAGARI LATHA	B. Latha
14	21HX1E0016	BOJEGOWD GARI NARASEGOWD	B. Narasegowd
15	21HX1E0017	BOJJIREDDY ASHWINI	B. Ashwini
16	21HX1E0019	CHAKALI RANI	C. Rani
17	21HX1E0020	CHAKALI SAI SIREESHA	C. Sai Sireesha
18	21HX1E0021	CHAKALI SHIVA	C. Shiva
19	21HX1E0022	CHEDIPOTHU VINOD KUMAR	C. Vinod Kumar
20	21HX1E0023	CHELLAM GOWTHAMI	C. Gowthami
1	21HX1E0024	CHENNA GAYATRI	C. Gayatri
22	21HX1E0025	CHENNAMAREDDYGARI VASUDHA	C. Vasudha
23	21HX1E0026	CHENNANGI HARIBABU	C. Haribabu
24	21HX1E0027	CHILLU KALYANI	C. Kalyani
25	21HX1E0029	CHITRA BHAGYALAKSHMI	C. Bhagyalakshmi
26	21HX1E0031	D BABA FAKRUDDIN	D. Babafakrudin
27	21HX1E0032	DEVISETTY SAI SWETHA	D. Sai Swetha
28	21HX1E0033	DONDU SANDHYA RANI	D. Sandhyarani
29	21HX1E0034	DOOPUDA SATEESHKUMAR	D. Sateeshkumar
30	21HX1E0035	DUDEKULA RABIYA	D. Rabiya



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Intellectual Property Rights (IPR) Awareness is critical to shaping an environment that is conducive to fostering creativity & innovation in the country. One of the key focus areas is children in schools, as it is essential to nurture creativity and the ability to innovate from a young age.

Intellectual Property is the product of a person's intelligence, creativity, hard work, and skill. It results from man idea that comes to one's mind and is given creative expression.

There is no age to create your own Intellectual Property. In fact, every time you compose a poem, write an assignment, make a painting or sketch that is original, you are creating your own Intellectual Property!



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### 3.2.2 file no: 3- Entrepreneurship Workshops/Seminars

#### Entrepreneurship Workshops/Seminars

**Date:-** 10<sup>th</sup> Feb, 2022

**Location:-** Puttaparthi

**Coordinators:-** E.Prashanthi, Associate Professor, SSB  
Dr.D.Hemanath, Assistant Professor, SSB

**Objective:** Providing opportunity to Students with experiential learning beyond the classrooms.

**Students:-** Iyear MBA Students participated Textbooks, classroom discussions and presentations only go so far when it comes to capturing the intricacies of the corporate world. We, at SSB we take every opportunity to provide the experiential learning beyond the classrooms. Students visited the Timbaktu Organic Exhibition in Puttaparthi.

[https://timbaktuorganic.com/isafarmerproducer-ownedandmanagedorganicfarmers'](https://timbaktuorganic.com/isafarmerproducer-ownedandmanagedorganicfarmers) enterprise with a product line including pulses, groundnut, mullets, RTEM, RTC and wild honey.

Interacting with the organizers, students learnt about the business model, marketing strategies, how it benefits both farmers who are major stakeholders and consumers with its organic products etc Thus a class on Entrepreneurship, Green Business Management, Marketing, Social Responsibility and Economics rolled in to one

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## Timbaktu Organic Products Exhibition



**10.02.2022 Thursday & 11.02.2022 Friday**

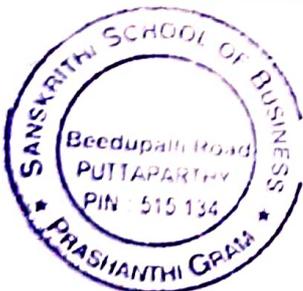
**Time : 8am to 8pm**

**Sri Anjaneya Swamy Temple,  
Satyam Circle, Puttaparthi.**

**Ph : 8985005750, 9347588935**



*Dr. Balakrishna*



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### AARAMBH- 2022

#### Entrepreneurship carnival-2022

Organized by SSB ED Cell, Date:26-02-2022

Venue: SSB

Coordinators: E.Prashanthi, Associate Professor, SSB

D.Pranavasree, Assistant Professor, SSB

Student Coordinator: Sreekanya-IIMBA, SSB Hema Kumar  
- II MBA, SSBSai Sandya-IMBA, SSB  
Shahid-IMBA  
Jashma-I MBA, SSB AnilKumar-IMBA, SSB

Sanskriti School of Business is providing a platform for students of Pan India on bringing to stage their their ideas of their own venture. In higher education students needs to experience various facets of business ownership.

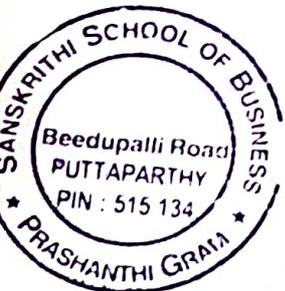
#### OBJECTIVES

1. To encourages students to create a unique business and carry the decision-making process through a complete business plan
2. To make the students learn-to speak the language of business, and see the problems from the small business owner's point of view. This is particularly needed to develop the students holistically when they are being catered for career development and technical education.
3. To enable students to actually experience the operation of a business.
4. To motivate students to learn, innovate and nurture the skills of new ventures. Motivation to learn and a sense of individual opportunity are the special outcomes of this competition for a life long learning.
5. To help serious students access real help.

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**SSB SANSKRITHI SCHOOL OF BUSINESS**  
Beedupalli, Knowledge Park, Puttaparthi

# AARAMBHAM 2022

A BUDDING ENTREPRENEURSHIP CARNAVAL

Sponsored by AICTE SPICES

**FEB 2022**  
26

**Guest of Honour**



**Pavan Kumar**  
Founder-Director at  
Diabetic Food International Pvt. Ltd.  
Andhra Pradesh, India

## EVENTS

**BOOK RELEASE** **BUSINESS SAGAS**  
*Unfolding Rural & Women Entrepreneurs stories*

**ENSPIRIT** ENTREPRENEURSHIP CHALLENGE

**PRAYAS** INNOVATION MODELS | SUCCESS STORIES | WOMEN ENTREPRENEURSHIP

SOCIAL ENTREPRENEURSHIP

**WEALTH OUT WASTE** CREATING PRODUCTS

ATTRACTIVE PRIZES FOR  
WINNERS &  
PARTICIPATION CERTIFICATES

EVENT CO-ORDINATORS:  
Mrs. E. Prashanthi Associate Professor  
Ms. D. Prashanthi, Assistant Professor



*Dr. Balakrishna*

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### Event Schedule

S.No	Event Name	Venue	Timings	Student Coordinator	Faculty Coordinators	Judges
1	ENSPIRT	SSB Ground	10.00Amto 2.30Pm	AnilKumar-IMBA SaiSandya-IMBA Sai Lakshmi - IIMBA	Dr.D.Hemanth	Dr.Bala KoteswariDr.A.Senthil Kumar
2	PRAYAS	SSE Seminar Hall	10.00Amto 12.00Pm	P.Shahid- IMBA Vinitha-IIMBA	Dr.D.RajeshBabu	Dr.T.VenkateshanM s.VijaySree
3	SCRAP EX	SSB Library	10.00Amto 12.00Pm	Hema Kumar - IIMBA Jashma-I MBA	Ms.Pranavasree	Dr.Bala KoteswariDr.A.Senthil Kumar

**ENSPIRIT**:- The goal of the promotional campaign is to drive awareness and build demand for products by implementing sound marketing practices.

- Tools available for promotion include the following:
  - Product demonstrations
  - Online promotion

They can do it by setting up stalls. They can get support for their ideas by either selling their products or getting signatories.

*Dr. Bala Koteswari*

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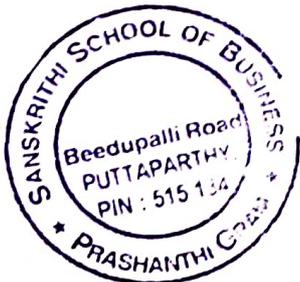


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No. Of Participants in a Team:3

ENSPiRiT	
S.NO	NAMES
1	K.SREENATH,SREE HARSHA,VINOD
2	HANEEF,VENKATASAI,MOHANKRISHNA
3	S.LOKESH,SANDEEP,SAMBASHIVA
4	RAGHUVEERAREDDY,BHARATHKUMAR,GANESH YADAV
5	VINAY,NARESH
6	Y.VAMSHIKRISHNA, KS, PAVANKUMAR, M.NAVEEN KUMAR
7	NARENDRA,K.NARMADHA,VASUDHA
8	M.CHARAN,MAHEERBASHA,JOSHNA
9	JASHMA,FAREENA,SATISH
11	KAVERI,SANGAVI,PRASHANTHI
12	MANEESHA,ARCHANA,PAVITHRA
13	ASHWINI,SRILAKSHMI,



*Dr. Balakrishna*

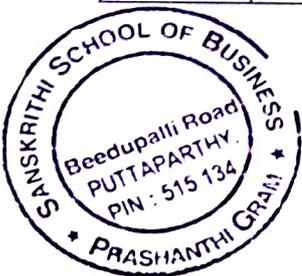
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14	TANUJA,K.C.MEGHANA,M.VARALAKSHIMI
15	M.MEGHANA,SIREESHA,SAISWETHA
16	FIROZ,SASHIKALA,SRIVIDYA
17	Krishna, Hari, Prasanna
17	MOUNIKA,SREEPRABHA, SAITEJA
18	YASMIN,A.MEGHANA
19	MANJULA,GOWTHAMI,BHAGYALAKSHMI
20	G.SREENATH,GOWTHAM,NARAYANAREDDY
21	SREEVANI,GAYATHRI,SAISIREESHA
22	SAISWETHA,SIREESHA,N.MEGHANA
23	VARALAKSHMI,SAICHARAN
24	HARSHAVARDAN,ROHITH,VINAYKUMAR
<b>2NDYEARS</b>	
1	KALYAN,YERRISWAMY,HARISH,SUBASH
2	SHASHIKALA,BHAVANA,USHA,NETHRA
3	LOKESH,GIRISH,PAVAN,TEJA
4	RAMANJI,KANTHARAJU,SAICHARAN
5	NAGAVEENA,SRAVANI,RAMYA,ASHWINI
6	SREEVANI,SALMA,JYOTHI
7	SAINATH,SHARATHKUMAR,HARINATH,GOUSPEERA
8	LEELAVATHI,SHABANA,ASWINI
9	ASWINI,SREELAKSHMI



*Dr. Balakrishna Rao*  
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### Winners:

LOKESH,

GIRISH,

PAVAN,

TEJA

Team Runner: LEELAVATHI,

SHABANA,

ASWINI



*Dr. Balakoteswari*  
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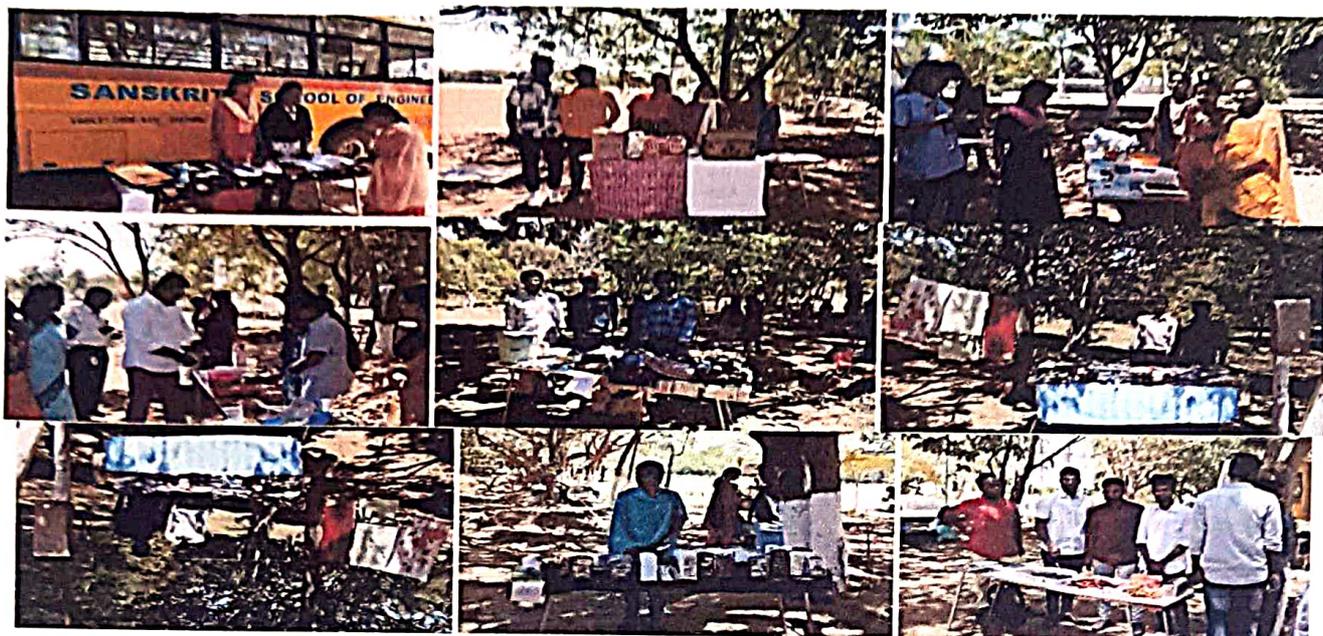
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### **PRAYAS:**

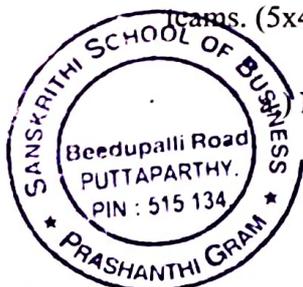
### **Entrepreneurship Innovation**

Individual teams will present their Business Plans to the Panel of Judges comprising of academicians and corporate representative. Here the candidates are supposed to prepare a brief synopsis of Business Proposal up to 500 words in a word document in Times New Roman, font 12 size. It must express:

1. The Idea
2. Intended customers and Markets
3. Why do you think this idea is unique?
4. Team

The teams will present their Business Plan in closed room presentation format. Shortlisted candidates will then have to compete within their cluster. Top five business plans will be selected from each cluster amounting to 20 teams. (5x4=20).

NEWBUSINESSMODELS



*Dr. Balakrishna D.*

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- b.) WOMEN ENTREPRENEURSHIP
- c.) SOCIAL ENTREPRENEURSHIP
- d.) SUCCESSSTORIES

No. of Participants in a Team:- 3

S.NO	NAME	TOPIC
1	MEGHANA,PALLAVI	SUCCESSSTORY
2	TAHASEEM,HUSSAINBEE	WOMENENTERPRENURSHIP
3	BABAFAKRODDIN	NEWBUSINESSMODEL
4	JASHMA,SAIKUMAR	NEWBUSINESSMODEL
5	SAISANDHYA,SAILIKITHA	NEWBUSINESSMODEL
6	B.SREEKANYA,DIVYASREE	SOCIALENTREPRENUERSHIP
7	KISHORE,CHARAN	WOMENENTERPRENURSHIP
8	SATEESH,FAREENA	WOMENENTERPRENURSHIP
9	SAILAKSHMI,SUDHA	INNOVATIONMODEL
10	S.SHAHID	NEWBUSINESSMODEL
11	ASWINIBAI,G.MANASA	WOMENENTERPRENURSHIP
12	HEMAKUMAR,VINITHA	NEWBUSINESSMODEL
13	PRUDHVISAINARAYANA REDDY	BUSINESSIDEA
14	J.ANUSHA	WOMENENTERPRENURSHIP
	UMERABANU	WOMENENTERPRENURSHIP



*Dr. Paley...*  
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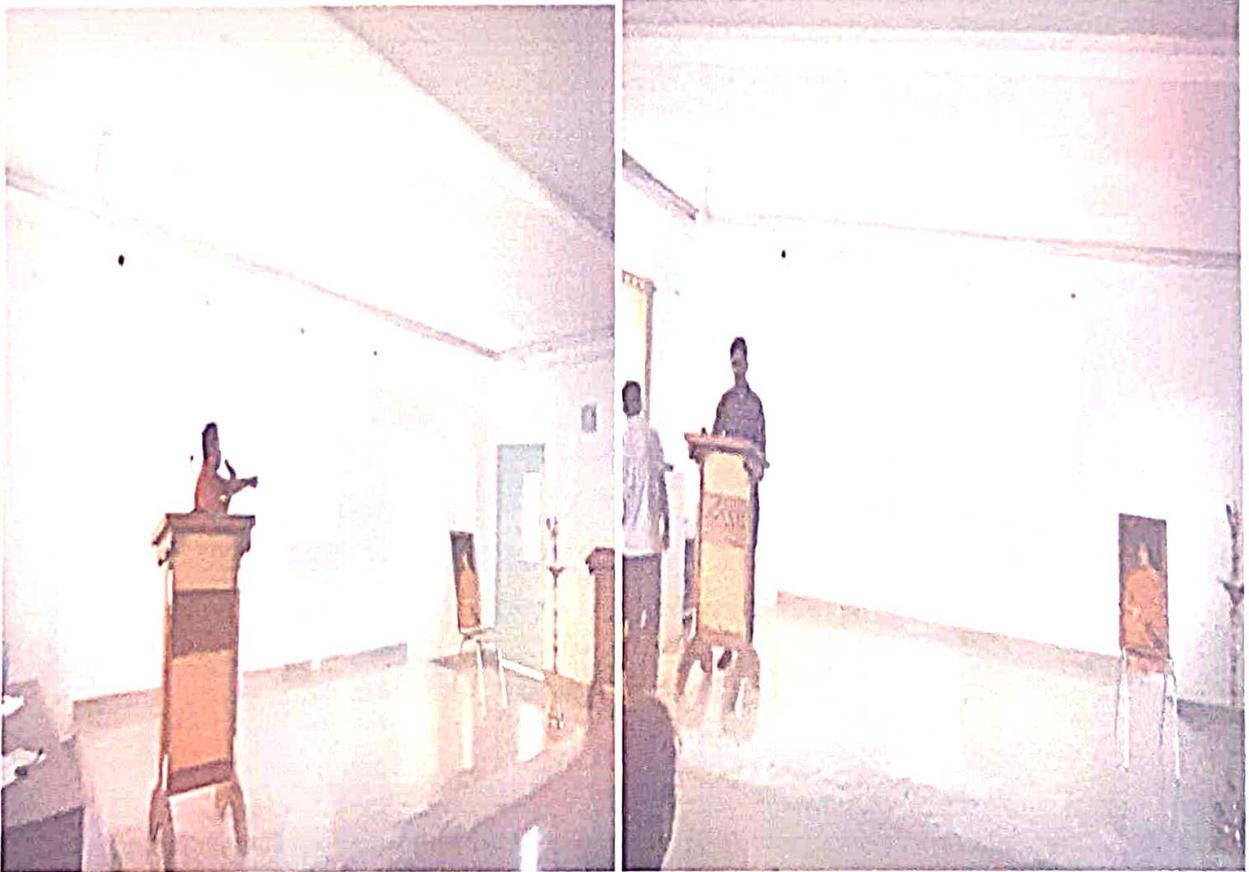
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16	CHAITANYA,SAICHARAN	RURALENTRENUURSHIP
17	SREELAKSHMI,JAISHNAVI	NEWBUSINESSMODEL

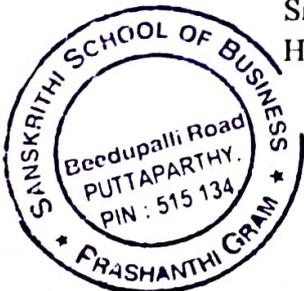


*Dr. Balakrishna*

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Winners: J.Anusha-Women Entrepreneurship  
P. Shahid -New Business Model  
Sreelakshmi-Success Stories  
HemaKumar & VinitaTeam :Social Entrepreneurship





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### SCRAPEX: Wealth out of waste

Wealth out of Waste is a recycling initiative that works towards spreading awareness about recycling, and encouraging people to segregate and dispose waste responsibly. The best out of waste craft ideas are most suitable to reuse waste materials and decorate your house. Waste products can be of different kinds: Organic waste such as kitchen waste, vegetables, flowers, leaves, fruits

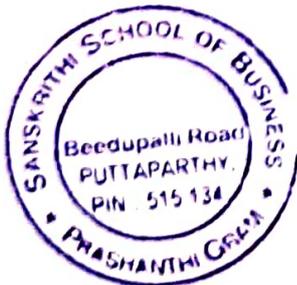
#### No. Of Participants in a Team:-1

S.NO	PARTICIPANTS
1	E.BHAVYASREE
2	PUSHPASHABARI
3	KARUNAKUMAR

*D. Balakrishna*

#### PRINCIPAL

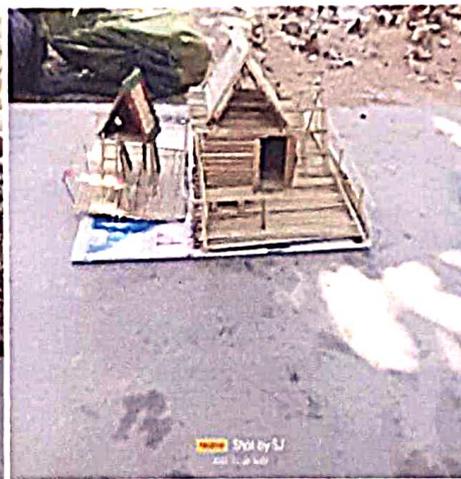
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*Dr. Balakrishna*

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### Itinerary



**AARAMBH - BUDDING ENTREPRENEURS CARNIVAL**

on  
Feb 25, 2022.

10:00 AM to 01:15 AM : Events

03.00 Pm to 03.05 Pm : Address by Dean Academics & Principal, SSB.

03.05 Pm To 03.10 Pm : Address by Principal, SSE.

03.10 Pm To 03.20 Pm : Opening remarks ED-Cell Coordinator.

03.20 Am To 03.25 Am : Book release by all the Dignitaries.

03.25 Pm to 03.35 Pm : Address by Chairman, Sanskrithi group.

03.35 Pm to 04.00 Pm : Guest Speak.  
( Mr. T.L. Pavan Kumar, Founder - Director at  
Diabetic food International Pvt.Ltd )

04.00 Pm to 04.05 Pm : Address by HOD, SSB.

04.05 Pm to 04.20 Pm : Prize distributions.

04.20 Pm to 04.40 Pm : Feedback from the students.

04.40 Pm to 04.50 Pm : Group Photo Session.

04.50 Pm to 05.00 Pm : Vote of thanks by the coordinator.

National Anthem

### CHIEF GUEST OF THE DAY

**T.L.PAVAN KUMAR, FOUNDER – DIRECTOR AT  
DIABETIC FOODCENTRE**

- 21years of work experience pertaining to different IT technologies, domains and industries.
- Resource person for Atal Incubation Center, SK University since 2016 for mentoring young entrepreneurs.
- Social Business Entrepreneur, Mentor an Agribusiness, Rural Employment generation, Women Empowerment, Sustainability Livelihoods, Environmental Regeneration and Co- operatives.
- Active social worker in rural girl children empowerment and rural youth

*Dr. Balakoteswari*

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education.

- Good exposure to the Implementation procedures and Change Management.
- Domain knowledge exposure to Analytics, Retail, FMCG, SCM, Banking & Finance, Tech Support, BPO operations and Customer Services.
- Excellent Technology management, Planning, Scheduling and Task execution skills.
- Excellence in mentoring aspiring candidates in new technologies, processes and inspiring them to work towards the common cause of the organizational empowerment.
- T.L.PAVAN KUMAR sir have explained about the organic farming and explained the challenges faced by the budding entrepreneurs. Gave lot of

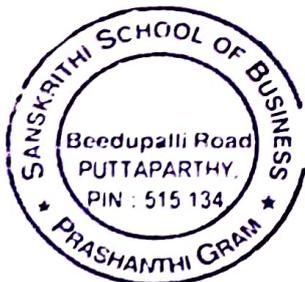


inputs about the proper cultivation and explained about the present cultivation process. His personal story inspired all the students.

*Dr. Balakrishna*

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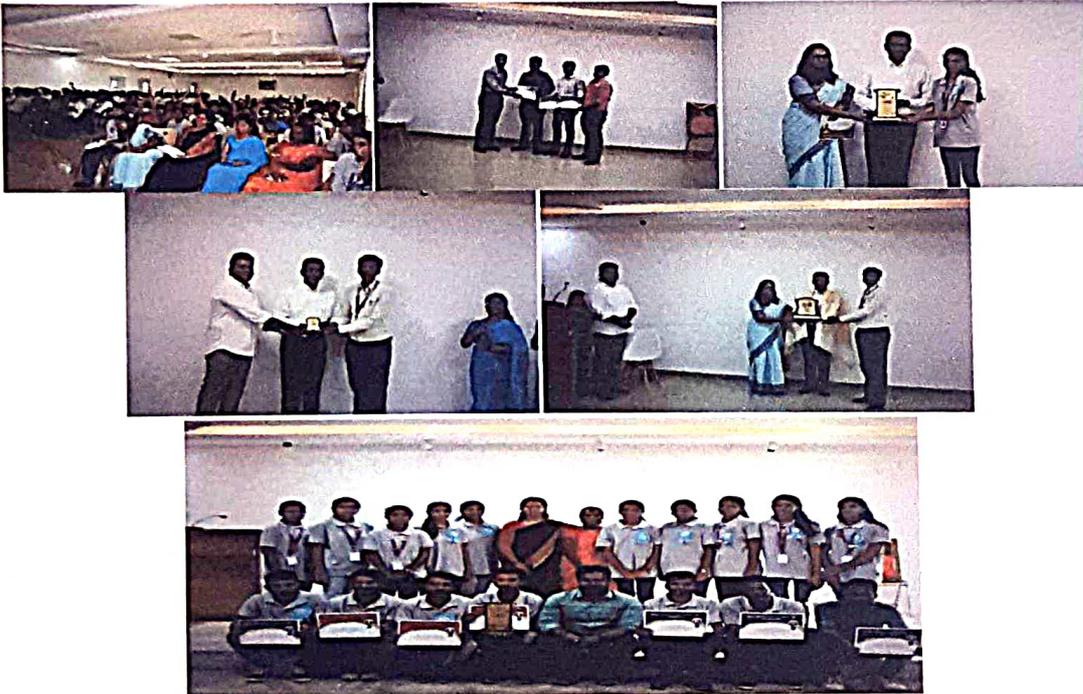




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### PRIZE & CERTIFICATE DISTRIBUTION AND MEMENTOES FOR THE JUDGES



*Dr. Balakrishna*

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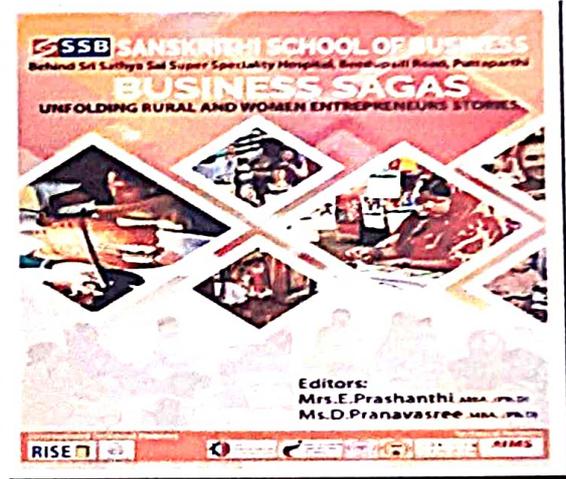
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### Book Release:

SANSKRITHI PROUDLY PRESENTS BUSINESS A GAS-  
UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES  
BOOK

ALL THE DIGNITARIES HAVE COME AND UNVEILED THE  
BUSINESS SAGAS BOOK

24 stories are written by authors and it was publishes successfully.



Feb 26, 2022 was a celebration of these achievements alongside encouraging the MBA budding entrepreneurs.

**Coordinators:** E.Prashanthi, Associate Professor, SSB



*Dr. Balakrishna J.*  
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## 9-WEEK ED Cell BOOTCAMP PROGRAM

**Students Participaed:-** Jambapuram Anusha – Sanskrithi School of Business  
Pappuru Jaishnavi - Sanskrithi School of Business

Sanskriti School of Business provided a platform of the students to participate in **9-WEEK BOOTCAMP PROGRAM**. Here Entrepreneurship and Leadership Development Program is imparted through globally industry leaders, entrepreneurs, TEDX Speakers, and more.

### Team Members –

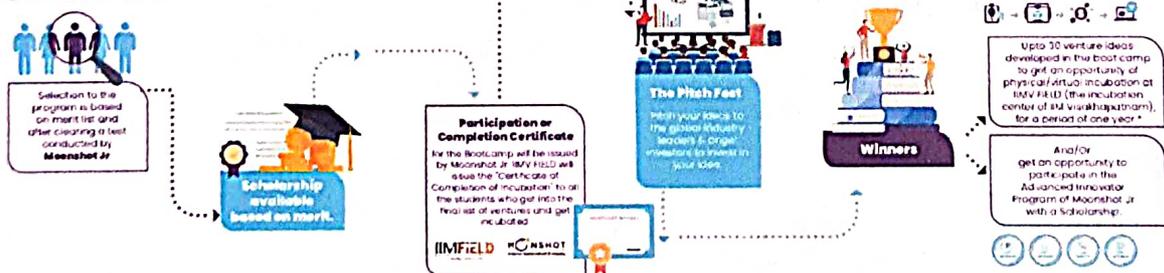
- Jambapuram Anusha – Sanskrithi School of Business
- Pappuru Jaishnavi - Sanskrithi School of Business
- Prem Krishna
- Tarun Sai
- Aditi

[https://docs.google.com/spreadsheets/u/0/d/14ZKYkjp5NpljWNaXtLLE9oi\\_o3X-hq0QIptcfQSZjUo/htmlview?usp=gmail#](https://docs.google.com/spreadsheets/u/0/d/14ZKYkjp5NpljWNaXtLLE9oi_o3X-hq0QIptcfQSZjUo/htmlview?usp=gmail#)

### Mentors –

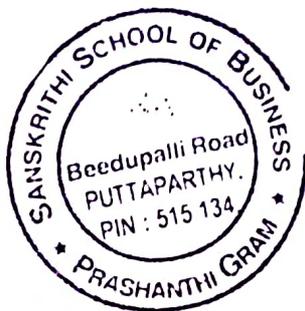
- E. Prashanthi – Internal faculty Mentor
- Siva – ELDP

### THE ROAD MAP



### Weekly Schedule and Learning progress:

The detailed schedule for the ELDP Program is as follows:



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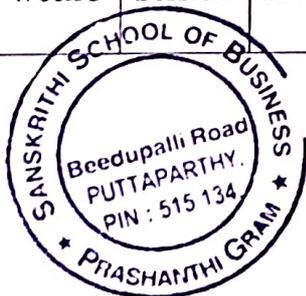
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	Session	Session Type	Topics	Batch 1 (7:00 PM Mon / Wed / Fri)	Dates IST
Week 1	Session 1	SME Session	Idea Sourcing - Where do Ideas Come From		24 January 2022
Week 1	Session 2	Industry Leader Session	Design Thinking		28 January 2022
Week 1	Session 3	Critical Skills Session	Start-Up Ideas / Pitch Preparation		31 January 2022
			Project Selection & Finalization		2 February 2022
			Project Selection & Finalization		4 February 2022
			Project Selection & Finalization		7 February 2022
Week 2	Session 1	SME Session	Vision & Value Prop - Building the Idea		9 February 2022
Week 2	Session 2	Industry Leader Session	Empathy - Design Thinking		11 February 2022
Week 2	Session 3	Critical Skills Session	Presentation & Comm Skills / Pitch Preparation		14 February 2022
Week 3	Session	SME	Total Addressable Market (TAM) - Market Research		16 February 2022



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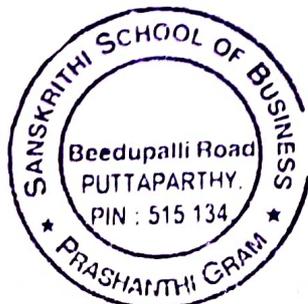
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	1	Session	(MR) & Market Analysis	
Week 3	Session 2	Industry Leader Session	Define Problem Statement	18 February 2022
Week 3	Session 3	Critical Skills Session	Ideation/ Pitch Preparation	21 February 2022
Week 4	Session 1	SME Session	Pricing & Packaging - Business Model	23 February 2022
Week 4	Session 2	Industry Leader Session	Idea validation	25 February 2022
Week 4	Session 3	Critical Skills Session	Critical Thinking/ Pitch Preparation	28 February 2022
Week 5	Session 1	SME Session	Competition Analysis	2 March 2022
Week 5	Session 2	Industry Leader Session	Prototyping & Testing	4 March 2022
Week 5	Session 3	Critical Skills Session	Video Creation / Pitch Preparation	7 March 2022
Week 6	Session 1	SME Session	Go To Market - S&M Strategy	9 March 2022
Week 6	Session 2	Industry Leader Session	Sales Pitch	11 March 2022
Week 6	Session	Critical	Social Media & Digital	21 March 2022

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	3	Skills Session	Marketing/ Pitch Preparation	
Week 7	Session 1	SME Session	Product Roadmap	23 March 2022
Week 7	Session 2	Industry Leader Session	Team Building - Orgn. & Resources	25 March 2022
Week 7	Session 3	Critical Skills Session	Dealing with Failures/ Pitch Prepration	4 April 2022
Week 8	Session 1	SME Session	Revenue Model & Financial Accounting	6 April 2022
Week 8	Session 2	Industry Leader Session	Finance & Funding	8 April 2022
Week 8	Session 3	Critical Skills Session	Video Pitch & Submission/ Pitch Preparation	9 April 2022
Week 8			Pitching idea	18 <sup>th</sup> April, 2022

OUR STUDENTS IDEATION & PARTICIPATION -on 18<sup>th</sup> May 2022



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**GOOD LUCK TO OUR STUDENTS**

PRESENTING THEIR IDEA

**SUNYA TECHNOLOGIES**

SAVE NOW, INVEST FOR THE FUTURE

AT **IIM** **MUNSHOT**

ON **MAY 13TH 2022**

MS J ANUSHA IDEA

MS P JAISHANVI IDEA

Beedupalli, Prasanthigram, Puttaparthi  
[www.sanskrithischool.edu](http://www.sanskrithischool.edu) | P: 9849144344

**SUNYA TECHNOLOGIES**

Save now. Invest for the future

## The Business Model Canvas

MUNSHOT

<p><b>Key Partners</b></p> <p>Anusha Jaishnavi EDLP Investors Master contractual agreements with major suppliers</p>	<p><b>Key Activities</b></p> <p>Power Generation Installation and maintenance of solar system Energy advisory</p>	<p><b>Value Propositions</b></p> <p>Need of power Protection to non-renewable resources Integrated solutions for lower energy costs Better energy concept - renewable energy+energy efficiency products and services</p>	<p><b>Customer Relationships</b></p> <p>30 years contract term including on-going services and repairs, as well as further cost savings through constant monitoring of energy spending</p>	<p><b>Customer Segments</b></p> <p>Government Entities Farmers Commercial customers</p>
<p><b>Key Resources</b></p> <p>Solar Power &amp; heat emitting from earth innovative technology Real-time softwares for energy evaluation Human resource</p>		<p><b>Channels</b></p> <p>Direct outside salesforce Call center Channel partner network Customer referral program</p>		<p><b>Revenue Streams</b></p> <p>Predicted revenues from long-term customers - govt - 3 cr/yr          Fixed revenue per agricultural season - 50 LPA          Predicted revenue from IT Sector - 1 cr/yr</p>
<p><b>Cost Structure</b></p> <p>Average cost of 1 KW Solar panels Average cost ₹40000 Lowest cost ₹32000 Highest cost ₹44000</p>				

*Dr. Balakoteswari*

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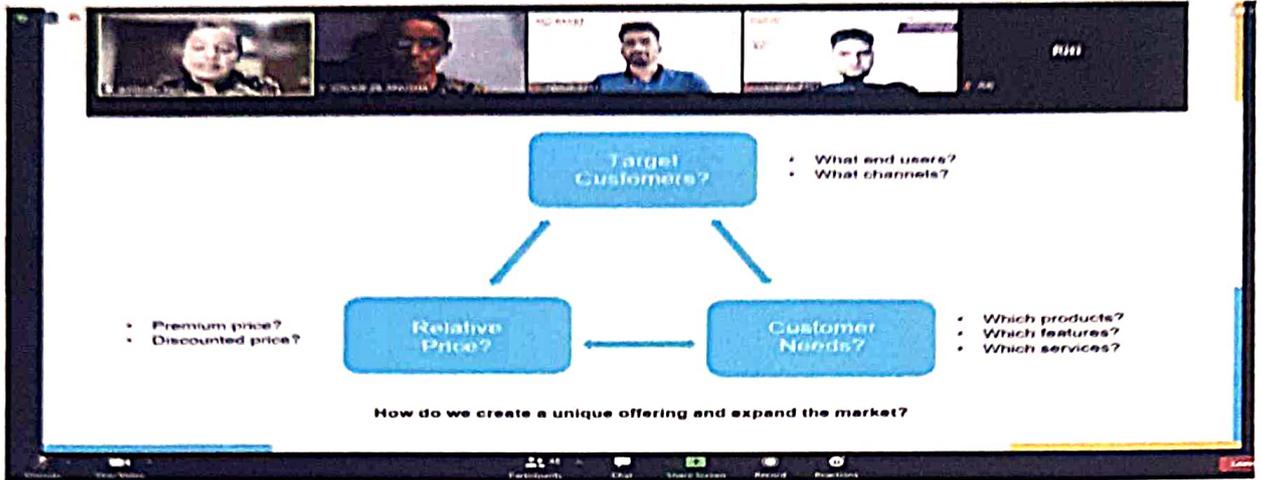
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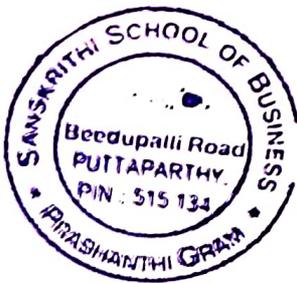
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**Mahatma Gandhi National Council of Rural Education Department of Higher Education,  
Ministry of Education Government of India  
Organised  
Rural Entrepreneurship Business Plan Implementation Competitions**

**Date:** 15-03-2019

**Online Platform:** - Google Meet

**Meeting link:** - <https://meet.google.com/zvr-mogy-buw>

**For Selected Higher Education Institutions, which are enrolled in REDC And for Complete details:** <https://drive.google.com/file/d/1TTG17L0OMk09M1m4GnaR9cyoPRCmDn-D/view?usp=sharing>.

**Coordinators:** E.Prashanthi, Asst Prof, SSB

**Participants:** Upendra & Hema Kumar

**Background:**

MGNCRE Team will oriented the REDC Institutions Faculty Members and Students to participate in MGNCRE Rural Entrepreneurship Business Plan Implementation Competitions.

**Objective of the Event:**

It is an Initiative of Capacity Building, Appreciation, Recognition of Contribution of Higher Education Institutions and Students for promoting Rural Entrepreneurship

**Schedule of Rural Entrepreneurship Business Plan Implementation Competitions 13th to 15th March 2019:** <https://drive.google.com/file/d/1Zp6fRQ0-94ytdYgQcU6gnAweW4xftWys/view?usp=sharing>



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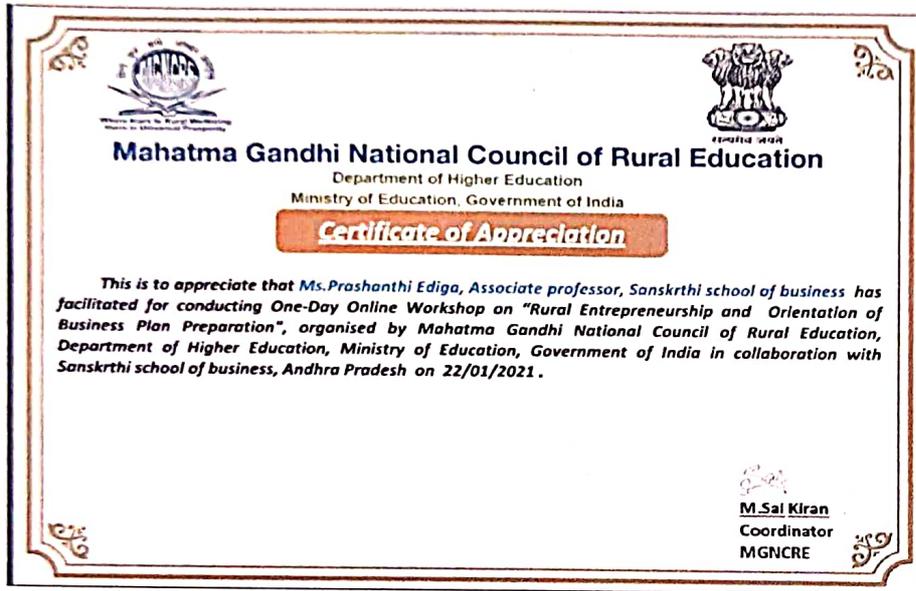
**Rural Entrepreneurship Business Plan Implementation Competitions 13th to 15th March 2019 List of Institutions who Presented the Business Plans**

<https://drive.google.com/file/d/12ej9BINAt-kcuF5DzPePwq-wzpuK8Epc/view?usp=sharing>

**STUDENTS PARTICIPATED IN BUSINESS PLAN:**

**K. UPENDRA: RAVALADDU AND NIPPATTU MASALA BUSINESS**

**C.HEMAKUMAR: NATURAL POT AC BUSINESS**

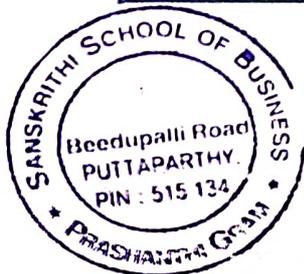
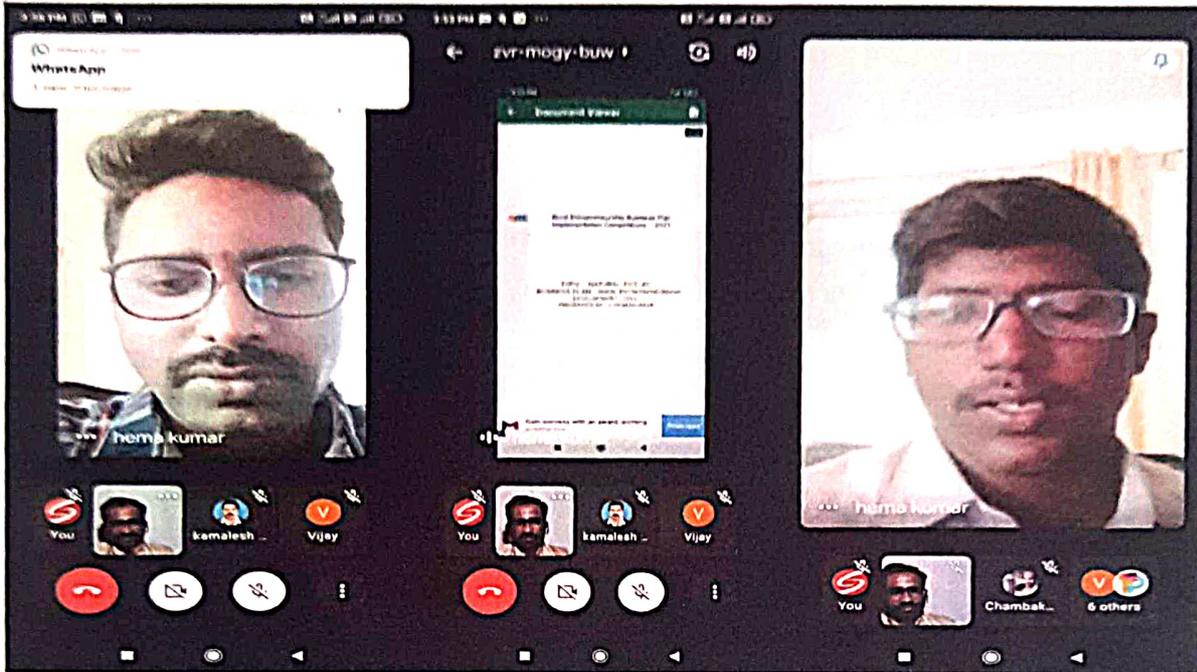


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### INVITATION FOR AARAMBH CLUB - 2018-19



## Sanskriti School of Business

### INVITATION

**AARAMBH-2018 → Steps Towards Big Dream ...**

on 26<sup>th</sup> & 27<sup>th</sup> October 2018

#### INAUGURAL SCHEDULE

10:00 AM Inaugural Event

Venue: SSE CONFERENCE HALL

Presided by

**Sri.B.VIJAYA BHASKAR REDDY**, Chairman of SGI

Welcome Address by

**Mr S. Md. Karimulla Basha**, HOD of SSB

Inaugural Address by

**Prof. A. Srinivasan**, Principal of SSB

**Prof. P Kameswara Rao**, Senior Professor

Chief Guest Address by

**Mr. M Satish Kumar**, CEO, Atal Incubation Center, SK University

**Ms Sai Priya Viswanathan**, Head, Amazon

Vote of Thanks by

**Mr. Rakesh Burani**, Professor of SSB

#### Organized by

Sanskriti School of Business

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### Aarambh

Steps towards big dreams



Aarambh - It was really a great experience.  
On 26th October, It started at 10:30 with a great atmosphere and enthusiasms.

It was really a Magic!

Inauguration function was started by our HOD Karimulla Sir by giving introduction about Aarambh program followed by Ganpati Shlok by Sainath, Pawan and uma maheshwari followed by Ganpati prayer by Yashoda, pushpanjali and Veena along with Ganpati video presentation.

After the prayer we invited our Guest of Honor Shri Kameshwar Rao Garo, Shri Senthil Kumar Garu Shri Srinivas garu Smt. Priya Vishwanathan French Teacher and Shri Srikanth sir



### SANSKRITHI SCHOOL OF BUSINESS

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enquiry@sanskritibschool.com, www.sanskritibschool.com



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**AARAMBH 2018**

**Budding Entrepreneurs Carnival on 26<sup>th</sup> & 27 October, 2018**

### Event Report

**Name of the Event :-** ENSPIRIT – Entrepreneurship Challenge ( Stalls Exhibition)

**Name of the External Coordinator :** Dr. K. RAJENDRA PRASAD

**Participants of the Event:-** SSB Students & SSE Students

**Dates of the Event:-** 26.10.2018 & 27.10.2018

**Venue:-** Lawns, Opp. SSB Building

Stall No.	Name of the Stall & Description	No. of Participants
1	Spicy Spot	6
2	Fruit Salad	4
3	Blind Games	3
4	Chat Bandar	3
5	Spice Touch	7
6	Kheer & Chicken Roast	4
7.	Mehandi & Hand Crafts	2
8	Chats & Snacks	3
9	Snacks & Fast food - Puzzle Games	SSE Students - 9
10.	Games Zone	4
Winners		<b>Games Zone (I Sem MBA)</b> 1. K.L.Balakrishna 2. Nandakumar Reddy 3. M.Shiva Kumar 4. M. Maheswara Reddy
Runners		<b>Spice Touch (I Sem MBA)</b> 1. E. Rafi 2. S. Noor Mahammad 3. G. Rakesh 4. S. Srinivasulu Reddy



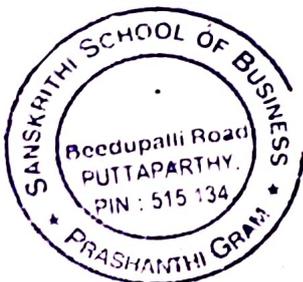
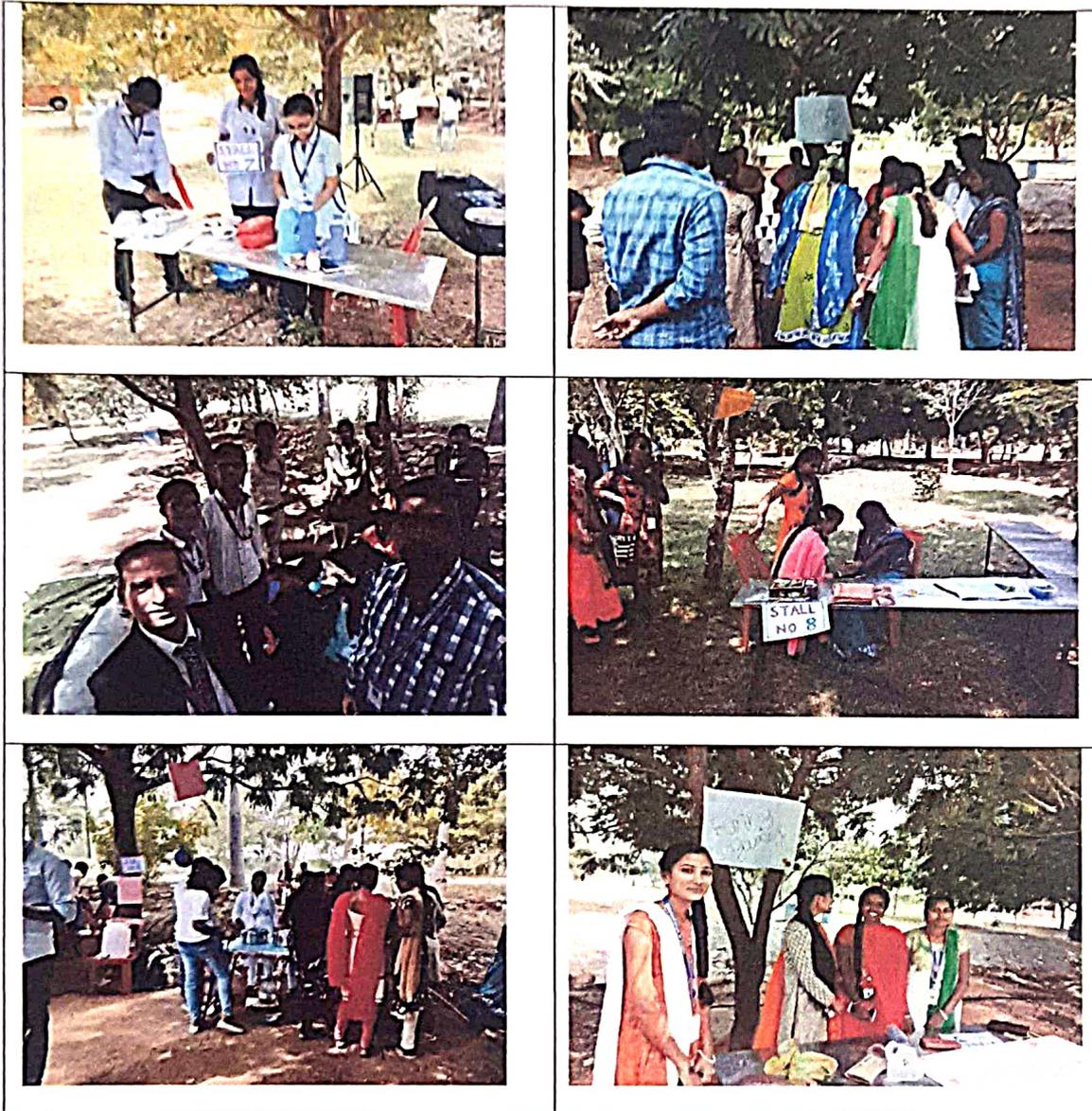
*Dr. Rajendra Prasad*  
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Encl: Pictures of the Event - ENSPIRIT.



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DY. *[Signature]*  
PRINCIPAL

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### SANSKRITHI SCHOOL OF BUSINESS - PUTTAPARTHI

#### AARAMBH 2K18

#### EVENT: WEALTH OUT OF WASTE

#### Summary:-

Waste, currently viewed as a menace, can soon be a resource for micro-enterprise development on a large scale. Such an intervention has a two-fold objective of:

- Reduction of pressure induced by waste on the environment.
- Creation of opportunities for income and employment generation.

There is high potential to set up a waste-to-wealth enterprise in India. Thus, concentrating on new ideas from waste, we have introduced the event as Wealth out of Waste in our AARAMBH – An Entrepreneur Conclave. In which students of nearly 9 teams have registered and contributed their innovative ideas and thoughts.

**Internal Coordinators:** Mr. Anil Kumar TN and Mr. Ramakrishna

**External Coordinator:** Dr.T. Venkatesan and Mr.Ramakrishna

#### List of Students Participated

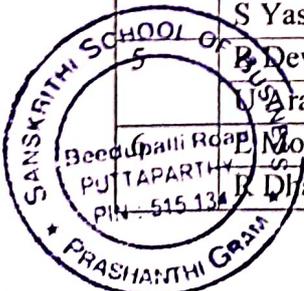
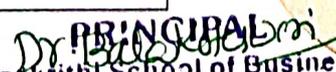
SLNo	Name of the Participants	Team Number
1	Sai Chandra Raju	Team 1
	Jagadeesh Reddy	
	Devaraju	
2	G Sreenivasulu	Team 2
	D Ree Kumar	
	Aravind	
3	P Nirmala	Team 3
4	M Sravani	Team 4
	V Uma Devi	
	S Yasmin	
5	Devaraju	Team 5
	Aravind	
6	Mounika	Team 6
	Dhanalakshmi	

Winner

Ms. P Nirmala  
(Tadipatri Municipal Corporation)

Runner

Ms. Meena Madhuri  
& Team  
(Waste Paper - Usage and Sales - SCI)

  
Dr.   
Sanskriti School of Business,  
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7	Bharath Kumar Meena Madhuri	Team 7
8	Nikitha	Team 8

### EVENT: -BUSINESS PROPOSALS PARTICIPANT DETAILS

#### Summary

A business plan is an ABSOLUTE MUST to access funding and to make sure your business will succeed.

- How will I generate a profit?
- How will I run the business if sales are low or if profits are down?
- Who is my competition, and how will we coexist?
- What is my target market?

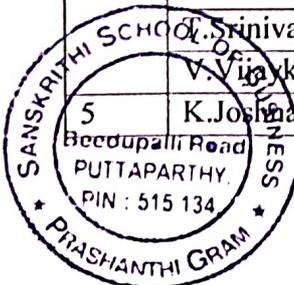
Thus, concentrating on new Business ideas from Business Proposal, we have introduced the event as Business Proposal in our AARAMBH – An Entrepreneur Conclave. In which students of nearly 9 teams have registered and contributed their ground-breaking ideas and reflection.

**Internal Coordinators:** Dr.A.Srinivasan

**External Coordinator:** Dr.T. Venkatesan and Mr. Ramakrishna

#### List of Students Participated

Sl.No	Name of the Participants	Team Number
1	D. Kavya	Team 1
	M.Vahida Begum	
	L.Yashodha	
2	M. Sowmya Likhitha	Team 2
	Shashavali	
	Y.M.Revanth	
3	N. Thippesh	Team 3
4	K.Sainath	Team 4
	O.Srinivasulu	
5	V.Vijaykumar	Team 5
	K.Joshna	



Winner -1

Mr.Ganga Vingy  
(Play Station)  
Balaji Degree  
College, Kadapa

Dr. Balakrishna  
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SOHAL & Team  
(FOOD 90 SITES)



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	S.M. ZEELAN BASHA	
6	P.BADRINNATH T.ANAND	Team 6
7	MOHAMMED SOHAIL FASULLA	Team 7



### EVENT: SUCCESSFUL STORIES PARTICPANT DETAILS

#### Summary

Real life stories of inspirational people successful people, each month we reveal to you real life inspirational stories of success.

Thus, concentrating on real life from SUCCESSFUL STORIES, we have introduced the event as Stories in our AARAMBH – An Entrepreneur Conclave. In which students of nearly 5 teams have registered and contributed their pioneering background and indication.

**Internal Coordinators:** Prof. Dr. Kameshwara rao

**External Coordinator:** Dr.T. Venkatesan and Mr. Ramakrishna

#### List of Students Participated

Sl.No	Name of the Participants	Team Number
	Noor Mohammad	Team 1
	N. Venkatesa Sree	

Winner -1

Ms.Shaguptha  
Parveen  
(5G consumer  
Story)



DR. VENKATESAN  
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	Manceesha Heena	
2	Harinath Reddy	Team 2
	Chalapathi. K	
	Rubiya Banu	
3	N. Naveen Kumar	Team 3
4	Yavanaki	Team 4
	Sravani	
	Suresh	
5	L. Narasimha Reddy	Team 5
	Sainath	

### Impacts of 5G and IoT on consumer driven and industrial use cases by 2020



We heard that IoT will perform the key role in future technological revolution. There is lot buzz around IoT. Tech savvy consumers and Industrialists across the world are eager to know what's the next big change that world will witness. They are more eager to know how IoT Works and its various use cases. So

let me walk you through the nuances of IoT from scratch.

IoT means an ability of network gadgets to sense and gather data from the world around us and then share that data over the internet where it can be processed and utilized for various interesting purposes. Unlike the Internet the IoT devices will create information based on behavior and analyse it to take appropriate action. To give gist of the concept let me give an example what it can do? How about your Home appliances can talk to each other give valuable insights and optimizations tips. They can even contact customer service in case of glitch or breakdown. It will be at epitome when 5G will roll-out and guess what most of the countries has already started trial tests in 2018 and will be officially launched by 2020.

*Dr. Prashanthi*  
DR PRINCIPAL

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## 1. IoT in Agriculture Sector:

With the use of this Connected Technologies this sector get the notable increase in profit. The IoT Application for Agriculture use smart sensors to monitor and control Water Pump, Irrigation System and many other agriculture tools and equipment remotely with the smartphone or just based on weather conditions.

Not only that it can also measure the environmental changes in plant, soil and air quality. We are all set to see IoT enabled Tractors, Drones evaluating crop health and sprinkle necessary pesticides. Give tons of charts and dashboards to forecast and improve crop yield.

## 2. IoT in Healthcare Sector:

In healthcare sector IoT have the potentially lifesaving capabilities, making notable changes in patient health quality and provides the ability of self-monitoring and management of health

Just because of this real-time monitoring aggregates data that can be analysed to provide a holistic view of the patient's health, as well as help in understanding the trends that may require the medical intervention.

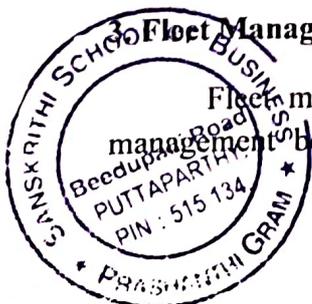
IoT devices and sensors will not only monitor health of patients and send necessary alerts in case emergency situation arises. We will see overall life span increase due to IoT.

## 3. Fleet Management:

Fleet management have a big benefit after using IoT in the case of IoT fleet, management becomes more sophisticated and powerful. Fleet Managers can

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loading and unloading timings in specific manner. It can also be helpful in Trip Analytic and Intelligent Routing.

### 4. Connected Vehicles:

Connected vehicles are the field in which IoT makes very huge revolution. Years ago when we see self driving cars then we comment that it possible in a movie but can't be possible in real world. But just because of IoT we will be able to make that imagination possible. And nowadays there are company like Tesla who successfully launched their driver less cars. And that runs well. Even you don't have to touch the steering; the car will handle all things automatically.

### 5. Smart Metering:

Smart metering is benefits utilities by enhancing client satisfaction with speedy interaction, while giving customers more control of their energy usage to save money and decrease carbon emissions. With power transparency all the way to meter, utilities can optimize energy distribution and even take action to shift requirement loads.

## EVENT:- SOCIAL ENTREPRENEURSHIP PARTICIPANT DETAILS

### Summary

**Social entrepreneurship** is the use of start-up companies and other **entrepreneurs** to develop, fund and implement solutions to **social**, cultural, or environmental issues. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs.

Thus, concentrating on real life from **Social entrepreneurship** we have introduced the event as Stories in our AARAMBH – An Entrepreneur Conclave. In which students of nearly 5 teams have registered and contributed their revolutionary conditions and suggestion.

**Internal Coordinators:** Dr.T.Venkatesan

**External Coordinator:** Dr.T. Venkatesan and Mr. Ramakrishna

### List of Students Participated

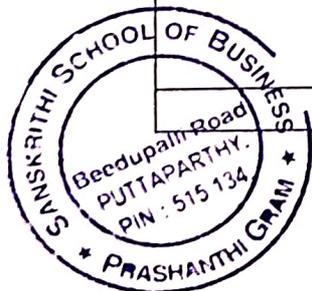
Sl.No	Name of the Participants	Team Number
1	P.SUDHRAN REDDY	Team 1
	K.UMAMAHESWARI	
	K.SAIPRIYA	
	J.V.PAVAN KUMAR	Team 2

*Dr. Balakrishna*

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Mr.M.HAREESH

[Social  
entrepreneursh





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2	K.C.VARSHALEKHA	
	K.POOJITHA	
3	B.BABU	Team 3
4	S.PAVANKUMAR	Team 4
	P.SREENATH	
	P.VIJAYBHASKAR	

**Social entrepreneurship** is the use of start-up companies and other entrepreneurs to develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs. For-profit entrepreneurs typically measure performance using business metrics like profit, revenues and increases in stock prices, but social entrepreneurs are either non-profits or blend for-profit

goals with generating a positive "return to society" and therefore must use different metrics. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care and community development.

At times, profit-making social enterprises may be established to support the social or cultural goals of the organization but not as an end in it. For example, an organization that aims to provide housing and employment to the homeless may operate a restaurant, both to raise money and to provide employment for the homeless.

In the 2010s, social entrepreneurship is facilitated by the use of the Internet, particularly social networking and social media websites. These websites enable social entrepreneurs to reach a large number of people who are not geographically close yet who share the same goals and encourage them to collaborate online, learn about the issues, disseminate information about the group's events and activities, and raise funds through crowd funding.

*Dr. Balakoteswari*



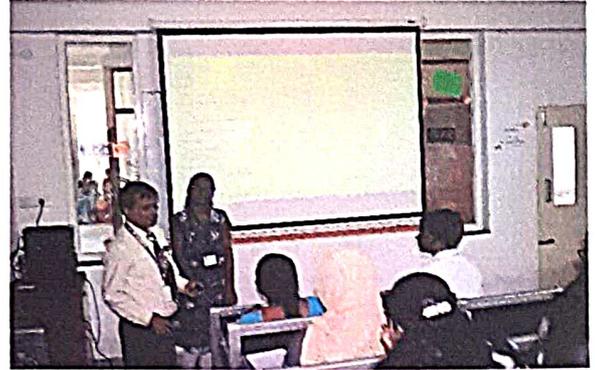
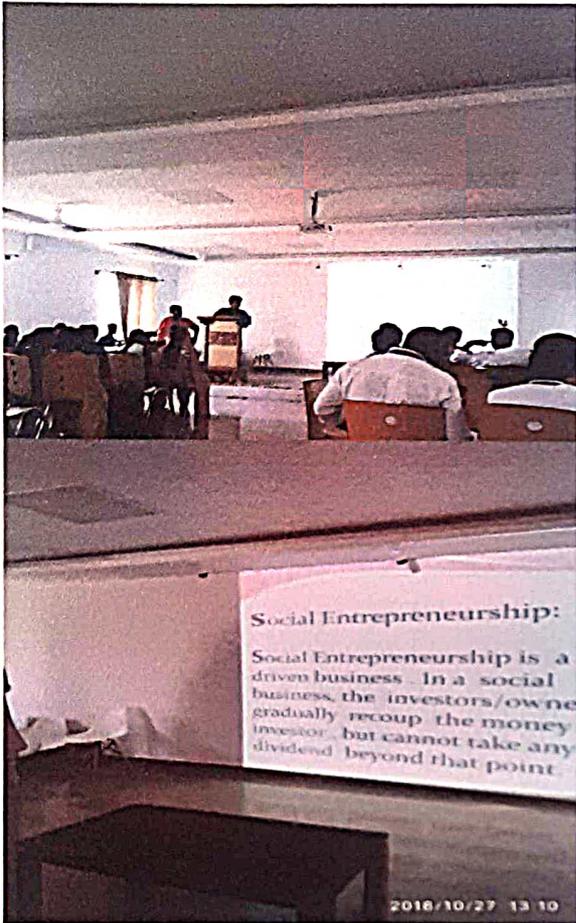
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*Dr. Balakrishna Dora*

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Starting a small business is complex, time consuming and life altering. There are many more things that go into running it than just providing the product(s) or service(s) that your business offers. You'll also be responsible for your business's finances, protecting your business and personal assets, keeping your business legal, paying taxes, keeping records, managing employees and more.

If you understand what you're doing and know how to minimize the risks and challenges, the independence, personal satisfaction and financial rewards you can achieve as an entrepreneur mean that starting a small business could be the best decision you'll ever make.

**2017-18**

### ENTREPRENEURSHIP CELL

**Faculty Coordinator:** E.Prashanthi, Asst Prof, Sanskrithi School of Business.

**Students Coordinators:** Sucharitha, D.Sai Geetha, Harish, Ajay Kumar

The **Entrepreneurship Cell** is dedicated to encouraging, promoting and facilitating entrepreneurial activities among MBA students.

The E-Cell's primary activities involve assisting in the establishment of post-graduation entrepreneurial careers and linking E-Cell activities to entrepreneurial networking opportunities on and off campus.

It provides our student with an informal venue for like-minded individuals to share and discuss their personal experience in starting or running a business. It helps in building support network to bridge individuals and available entrepreneurial resources. Our student gets an insight of the development of new businesses through peer discussion and feedback, speeches by guest entrepreneurs, and faculty support including the Business Plan Competition and on and off-campus entrepreneurial workshops.

#### Objectives:

To create entrepreneurship awareness to students.

*Dr. Balakoteswararao*

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- To create self - employment awareness.
- To motivate students to make their own career path and create awareness of self - financial schemes of various agencies.
- To organize entrepreneurship development programs.
- To create awareness among students on industrial business and on the availability of financial assistance enabling them to start their own industrial ventures.
- To arrange visits to Small Scale Industries

Transforming an innovation into a venture is challenging. For starters, it's difficult to account for highly diverse and heavily regulated markets, causing early-stage innovators to make false assumptions about their innovation, customers, and business plan. Even if innovators are aware of the challenges in entrepreneurship, navigating the complex web of policies, regulations, funding sources, and paths to market can be overwhelming. That's why energy innovators need support that's tailored to the unique hurdles they face.

Title	Theme
Success start-up stories	Teaching about start-ups and small business inside a classroom not only meets any set of standards, it prepares them for life. Students learn about brainstorming ideas, setting goals, budgeting, and indulging their individuality while still learning to cooperate with others.
Brainstorming bubbles	Giving some ideas to the students to generate some ideas
Business plan	Generating business plans based upon their ideas
Risks & benefits	Based on the idea, identifying the risks and benefits associated
Jobs vs. Entrepreneurship	Analysing the benefit of jobs vs business
Budgeting, banking, making profits	Tracing the financial aspects in details; budgeting
Factors to be considered for Start-up business	Analysing the factors
Encourage students to investigate regulatory variables	Encouraging the students to prepare a plan based on all the above
<b>ACTION PLAN</b>	Prepare students for the resource-intensive realities of their entrepreneurship journey



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Start up business plan competition	Presentation of complete start up plans generated by the students
BEST PLAN	Deciding the best start up idea and implementation

# SSB INCUBATION CENTER (ESTABLISHMENT OF AY 2017-18)<sup>-18</sup>

### SSB Incubation Center (SSBIC)

#### Overview

SSB Incubation Centre is one of the fast forward thinking and innovative educational institutions, is highly enthusiastic to start an incubation center to enable its students get firsthand experience in entrepreneurship, promote innovation driven activities at the institute and provide integrated and comprehensive range of support to the incubates in terms of space, mentoring, training programs, networking with industry experts within the reach coupled with many associated benefits.

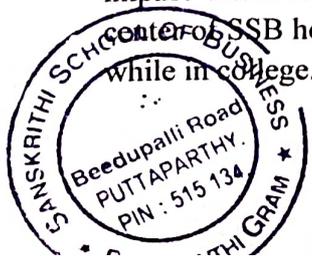
We at SSB Incubation Centre support the students gain hands-on experience in innovation and entrepreneurship while being nurtured and encouraged by faculty, management and industry experts.

We realize the changing dynamics of new-age technology businesses & the need of a nurturing eco-system that allows wannabe entrepreneurs to focus on their core business.

Business incubators have been around since ages. Typically attached to universities, these entities offered a proving ground, with back-office resources, for fledgling entrepreneurs. Now a new breed of incubator is springing up all over. These start-up hubs offer expert mentorship, resources like office space, administration and legal counsel, and even seed money. More importantly, early-stage investors are paying attention to them.

The SSB Incubation centre is planning to have tie-up with AIC (Atal Incubation Centre) of the Central Government initiative, aims to be the hub of innovative and high impact ventures in social, educational, commercial and other domains. This phenomenal

Center of SSB hopes to bring forth a revolution in how and what students learn and achieve while in college.



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### Our Vision:

At SSBIC, our vision is to work with talented and hard working entrepreneurs to germinate ideas and realize their dreams there by create greater employment opportunities in the society.

### Our Mission:

Our mission is to realize the above vision through sustainable activities through our incubation center and cater to the need of our SGI students and alumni at present and expand our vision to entire Ananthapuram District.

### Objectives

1. To encourage innovative thought process among the potential Students
2. To help students reach their highest aspirations.
3. To support the students go in to right business with utmost commercial viability of the projects they undertake.
4. To support the students to conduct feasibility studies about the projects forsure fire success in their ventures.
5. To provide assistance to secure funding from various banks and other financial institutions or from angel investors those who are having high connectivity with the college management.
6. To provide chances to students for industry visits to gain hands-on experiences.

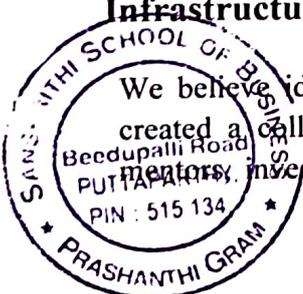
### Operating Model :-

The SSB Incubation Centre at an operational level is helping or guiding the founders by nurturing innovative ideas the business proposal stage, identifying the target market, creating a minimum viable product/ service, technological guidance, industry exposure, pre-launch activities, consumer feedback and exposure to the investor community.

### Infrastructure Support & Co-working Space:-

We believe ideas multiply when they come in contact with other ideas. And so we've created a collaborative environment where entrepreneurs can connect with each other, mentors, investors, and tap into the collective knowledge of the community.

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the following support for our incubatees:

1. World-class workspace infrastructure.
2. Round the Clock 24\*7 Operations.
3. High Dedicated Bandwidth.
4. Security Systems.
5. Rack Space
6. Meeting Rooms
7. Conference Rooms
8. Cafeteria.

### Eligibility:-

The SSB Incubation Centre seeks to support all members of the SSB & SSE of SGI group of institutions to transform innovative ideas into products, processes and services that are commercially viable in the market.

### Admission to the Incubation center is open to:

1. Faculty and Staff (Current) including Adjunct faculty
2. Students (Current and Alumni <2 years)

The scope of support is envisaged to be broad-based and covers technologies/ IP developed wholly at the institute or partly through collaborations elsewhere. The SSB Incubation Centre will also be open to considering proposals with strong social and strategic impact.

### Incubation Process and Support Available:-

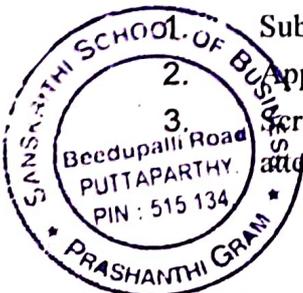
Selection Process:

Submit an e-application form to [ssbincubation@sanskritibschool.com](mailto:ssbincubation@sanskritibschool.com)

Applications will be accepted semi-annually in March and October.

Screening by SSB Incubation Centre Committee (Proposals are examined with attention to financial, technical and social impact parameters)

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4. The entrepreneur is sent an intimation letter outlining the documents that have to be submitted prior to the commencement of incubation. The team needs to have formed a Private Limited Company (Screening does not incubate proprietorships or partnerships). The company has to submit its incorporation documents (its Articles and Memorandum of Association) and PAN card before the necessary incubation agreements can be prepared.
5. Once the documents are received, they will be reviewed and the necessary agreements (shareholders agreement and infrastructure licensing agreement) are prepared. Generally, an incubatee is expected to enter incubation before the next Screening Committee meeting (that is, within one quarter); in exceptional cases, some extension on this timeline can be provided.
6. Final approval by Incubation Screening committee
7. Agreement executed to formally commence incubation at SSB Incubation Centre support is normally offered for 1 year
8. Focused Industry Verticals: Technology, Internet, Mobile, Greentech, Cleantech, Biotech, Healthcare, Gaming, Edutech, Data Analytics, Saas, PLM, Agriculture, Food & Food Processing.

### Post Incubation:

Incubates may be offered shared space at SSB Incubation Centre on a case-by-case basis. SSB Incubation Centre will also actively support incubates with a combination of inputs including

1. **BRANDING:** Incubatees may apply for permission to brand themselves as "SSB Incubation Centre incubated company".
2. **MENTORING**
  - a. Academic Mentors
  - b. Industry Mentors
3. **NETWORKING:**
  - c. Engage with incubates as well as Alumni network to leverage collective knowledge
  - d. Planned events at CMRITIC
  - e. Introduction to Investors

Training



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### ADVISORY BOARD:-

1. Mr.Kameswar Ranki, Founder & CEO  
VajraSoft Inc.  
7567 Amodor Vally Blvd. Suit 207, Dublin, CA 94568 USA  
510-825-6367 (Mobile)  
925-248-2523 (Work)  
925-956-7574 (Fax)  
Email: kameswar.Eranki@vajrasoftinc.com  
<http://www.vajrasoftinc.com>

2. Mr.B.V.L.R  
ao Founder & CEO  
Innovacel Pvt.Ltd  
Plot No: 130 f3, Aakruthi Kuteer, K.P.Colony  
Near Road No:2, Banjarahills, Hyderabad-500073  
Phone (India): +91-8919117  
Email: blv.rao@inno-accel.com  
[www.innov-accel.com](http://www.innov-accel.com).

### Contact:-

SSB Incubation Centre, Sanskrithi School of Business, Behind Sri Sathya Sai Super  
Speciality Hospital, Beedupalli Road, Prasanthigram, Puttaparthi - 515 134

### Phones:

+91-9100974520/ 37/ 38/ 39 or +91 08555 288838

Email: [ssbincubation@sanskritibschool.com](mailto:ssbincubation@sanskritibschool.com)

### Forms:

SSBIC Application Form

SSBIC Policy and Procedure

List of Activities Conducted :(To be included)

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### SSBIC INCUBATION CENTRE

#### Application for Incubation

This form is designed to capture the initial details of your idea/innovation/IPR developed at SSBIC. Information provided will be treated as strictly confidential and only be used by SSBIC to assess the stage you are at in order to be considered for incubation. In order to assist SSBIC with this assessment please complete the form as fully as possible.

#### IDEA/INNOVATION

1. Title of the proposed idea/innovation/invention:
2. Name of Applicant Company and registration no. (if applicable):

#### DESCRIPTION OF IDEA

3. Brief write-up (max. 1000 words) with broad details of the original idea/ invention/ IPR/ know-how available with the individual(s), highlighting its originality/novelty and the scientific principle involved, addressing:
  - a) Background (why the technology is required)  
(Separate Sheets can be attached for the above)
  - b) Description (how the technology works)
  - c) Advantages (what the technology does, over and above existing methods)
4. Status of the work already carried out (tick, multiple as appropriate):  
Literature survey/patent search

Development work done so far, if any, including involvement of agencies, experts/mentors, please give details including IPR generated or ownership thereof.

- b) Patenting of the innovation
- c) Sponsored subcontracted work with any external agencies
- d) Market feasibility studies /reports, if any
- e) Consumers / users feedback, if any

(Separate Sheets can be attached for the above)

5. Development status (how much further development is required and why) at this project area at SSBIC?

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- b) Is work in this area going to be performed in next 12 months? c) How far do you estimate the work will progress in this time?
- d) What is end product/process/output resulting from this sea/invention/innovation?
- e) What are the potential applications and users of the end product?

(Separate Sheets can be attached for the above)

## DETAILS OF SUPPORT SOUGHT FROM SSBIC

6. Details of proposed project (attach Business plan, if available) a) Objectives

- a) Core team members and their respective roles
- b) Mentors/advisor.

Duration/time schedule

Major activities to be undertaken for the next two years (e.g., design, prototyping,

- c) Proposed costs and time frame (indicate investment requirements for first two years
- d) How will you promote/advertise your products/services?

(Separate Sheets can be attached for the above)

7. Facilities required from SSBIC (please list)

Try to address points on infrastructure requirement for space, any special requirements for usage of SSBIC lab facilities, requirement of professional

8. Expected market potential - indicate the basis

9. Have you received /sought support from any other body/any other financial support (a) for your present work and (b) for any other work? (if so, please furnish details)

10. Have you got any award for your innovation/for proposed work? If so, give details

11. Any other information relevant to the project that you wish to communicate with us (Separate Sheets can be attached for the above)



## APPLICANTS' DETAILS

Name and

attach a brief CV (maximum 1 page) of (all) person(s) associated with the

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project.

(Provide complete contact address with phone and email)

In the case of a company, provide details of the promoters/directors.

### Policy and Procedures

### SSB Incubation Centre

#### (SSBIC)

SSB Campus

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SSBIC, one of the most forwarding thinking and innovative educational institutions, is proud to start an incubation center to enable its students get firsthand experience in entrepreneurship, promote innovation driven activities at the institute and provide comprehensive and integrated range of support including space, mentoring, training programs, networking and an array of other benefits.

Just as one cannot imagine a college today without a library or a place for physical activity, we believe that an incubation center is equally essential in today's competitive and fast changing world. Through the incubation center students gain real life, hands-on experience in innovation and entrepreneurship while being nurtured and encouraged by faculty, management and industry experts.

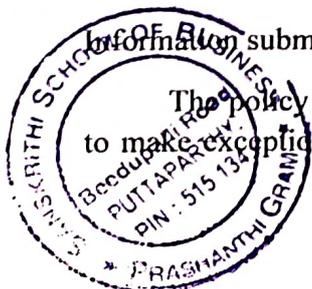
The SSBIC, along with the SSBIC Maker-Space, aims to be the hub of innovative and high impact ventures in social, educational, commercial and other domains. It hopes to bring forth a revolution in how and what students learn and achieve while in college.

This document contains policy and procedures for operational matters related to SSBIC, also referred to hereafter as the IC. The following processes are covered:

#### “Incubated by SSBIC”

Information submission

The policy is subject to periodical review and amendment. SSBIC reserves the right to make exceptions to the terms of the policy where justified for a particular company or



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promoter on Admission to incubation under the IC is open to all who seek to leverage the advantages offered by SSBIC, including:

- Faculty and staff members (current) including adjunct faculty
- Students, research scholars and current project staff

### Approaching SSBIC

Proposals for incubation must meet at least one of the following conditions:

i. Involve applications of Intellectual Property (IP) generated within SSBIC , or

Have potential for involvement or interaction with SSBIC faculty and/or use

Have potential social or strategic impacts

Have potential for resource generation, impact value or visibility to belonging to faculty, staff, students or alumni SSBIC and incubation-related activities here

Applicants satisfying the above criteria can be admitted to the IC. Based on a preliminary screening, the applicant will be referred to either the incubation or the pre-incubation process. In either case, the nature of support and interaction between the IC and incubatee will be bound by an agreement, which will be signed by both parties.

Applications for incubation must be made in the name of registered unlisted

companies within the ambit of the Companies Act, 1956. If a company has not been registered, an application may be made in the names of all promoters/ founders, under the condition that they will get the company registered within a stipulated period.

The admission process for potential incubatees begins with the submission of an electronic application in the format specified at the SSBIC website. Once reviewed for eligibility criteria, applicants are invited for an initial meeting with the SSBIC management. Upon affirmative preliminary assessment, applicants must submit a detailed proposal consisting of:

A formal Business Plan

Details of IP/ technology based on which the company is proposed,

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The business plan must cover all aspects including company description, purpose, proposition, products and services, market and competition analysis, revenue model, milestones and timelines, development and marketing plan, organizational structure, core



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team, risk analysis, funding requirements and projected financials. Guidance on creating a business plan can be obtained from the IC website. Applicants can give any additional information that they think would help in the assessment of their proposal.

The proposal will be screened by the SSBIC management on suitability for further evaluation of potential for incubation. The SSBIC Incubation Committee will then examine the proposal thoroughly, with attention to financial and technical due diligence. Those selected may be invited with their teams to make a presentation on their proposal to the SSBIC Incubation Committee. Expert members may also be invited depending on the nature of the proposal. In order to enable the members to take an appropriate decision, applicants may be asked for any additional information and/or revision in the proposal.

### Some representative criteria for evaluation include (but not limited to):

- Strength of the idea in terms of technology content, innovation, timeliness and market.
- IP already generated and/or the potential of the idea for IP creation
- Extent of involvement of SSBIC faculty, staff, students and/or alumni
- Strength of the core business and technical team.

SSBIC has sole discretion on acceptance or rejection of proposals for incubation and the decision of IC in this regard is final. SSBIC is not bound to provide justification for Selection/ Rejection of a proposal. Once selected, the incubatee company is required to sign an agreement commencing formal incubation under the IC.

Intellectual Property (IP) can be a patent, copyright, design registration, developed product, algorithm, software or computer program, technique, process, formulation or other such invention. Submissions to SSBIC are treated with utmost confidentiality. Care is also taken in case of partial information used for validation and reviewing purposes. SSBIC and the incubatee may agree on sharing rights for any IP created during incubation.

Applicants need to provide IP details as per format given below:

IP Description Owner Sharing of IP – Agreement details

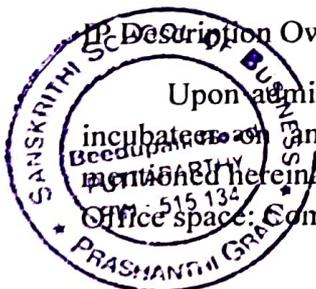
Upon admission to the IC, the following infrastructural facilities will be offered to incubatees on an individual basis, apart from a set of shared/common infrastructural facilities mentioned hereinafter.

Office space: Company specific, and subject to limits

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SSBIC will also facilitate access to departmental laboratories and other resources of SSBIC for the incubatees' product development purposes. Access to departmental resources is possible through the Dean-Academics

And HoD of various departments at SSBIC and usage of such resources will require permission of the concerned department to avoid conflict with departmental activities and objectives. Apart from the company-specific infrastructure listed earlier, SSBIC will provide facilities to be shared by all incubatees including:  
Meeting/Conference room with projection equipment

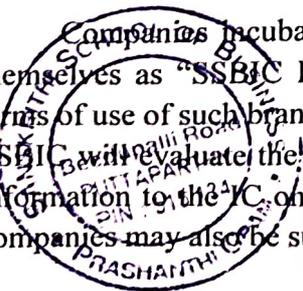
In addition to physical infrastructure, SSBIC intends to provide other support and services

- Company registration and filings
- Intellectual Property (Copyrights, Trade Marks, Patent) filings
- Training and Workshops
- Seed Funding support
- Networking and linkages for mentorship, funding, technical expertise and market access
- Networking and linkages with bodies such as TiE
- Venture capitalists / Angels / Investors Introductions
- Meetings with visitors of SSBIC (such as alumni, VCs, industry professionals)
- Showcasing SSBIC incubated companies through networking and events
- Monthly entrepreneurship meets

"Incubated by SSBIC"

*Dr. Balakrishna*

Companies incubated at SSBIC through the IC may apply for permission to brand themselves as "SSBIC Incubated Companies" or "Incubated by SSBIC". Conditions and terms of use of such branding will be defined in the signed incubation agreement. SSBIC will evaluate the performance of incubatee companies, who are required to submit information to the IC on a quarterly basis in a prescribed format. Additionally, incubatee companies may also be subject to annual assessments.



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Incubate companies will submit information to SSBIC developments taking place in their companies from time to time. Such information could be (but not limited to) change in name of the company, change in business or product profile, change in directors, promoters or shareholders, acquisition of a new office, additional equity or debt investments. SSBIC may require incubatee companies to submit other information as it deems fit. Prior concurrence of the IC should be obtained for effecting such changes.

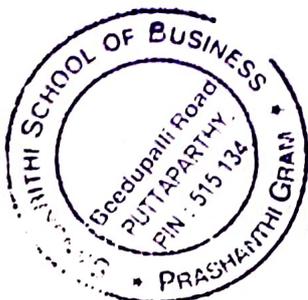
In lieu of support and services provided by SSBIC, the incubatee companies will be subject to consideration on following accounts to the extent applicable:

- Monthly updates to the governing team of the SSBIC
- SSBIC policy for usage of SSBIC departmental laboratory facilities
- The incubation period at SSBIC is expected to be between 6-12 months. Extensions will be subject to approval as applicable.

Incubate companies may graduate from the IC under the following circumstances:

- Raising substantial investment (Rs 1 Crore or more) from sources such as angel investor/Venture Capital Fund /any other investor
- Completion of tenure, unless stay is extended by SSBIC
- Underperformance or unavailability of the business proposition: criteria for this will be decided and applied by the IC on a case-by-case basis.
- Irresolvable disputes between promoters/ founders, or any other circumstances where SSBIC finds it necessary for the incubatee to leave
- Number of employees of the company exceeds 10
- Annual revenues of the company exceed Rs.50 Lakhs

Company enters in an acquisition, merger or amalgamation, or reorganisation deal resulting in a substantial change in company's profile, promoters, directors, shareholders, products or business plans, or company plans for a public issue. Decisions regarding graduation or further extension to tenure will be made on a case-by -case basis by the IC management based on the above considerations.



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