

VSM COLLEGE (A) :: RAMACHANDRAPURAM

NAAC Re-accredited with 'B' Grade at 2.69 CGPA

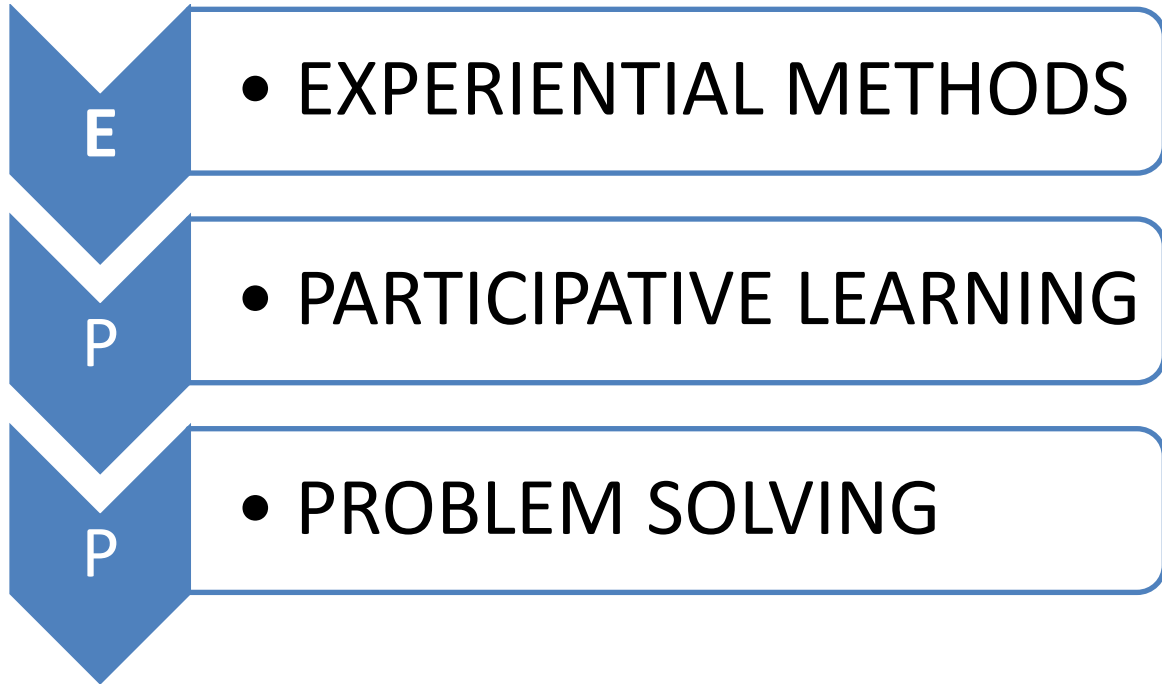
Affiliated to

Adikavi Nannaya University, Rajamahendravaram.



2.3.1: Student Centric Methods

STUDENT CENTRIC METHODS



INDUSTRIAL/ FIELD VISITS

Sl. No.	Name of the Department	Place	Theme	Number of Students Visited
01	BOTANY	LAKSHMI MUSHROOMS, RAJAMAHENDRAVARAM	MUSHROOM CULTIVATION	10
		DR. Y.S.R HORTICULTURAL RESEARCH CENTER, KOVVUR.	TISSUE CULTURE PROCEDURES	18
		MAHARANI DEGREE COLLEGE PEDDAPURAM, RESEARCH CENTER	MEDICINAL PLANTS	11
		CTRI, RAJAMAHENDRAVARAM	CULTIVATION OF TOBACCO	10
		MAREDIMILLI	BOTANICAL TOUR	28
		YANAM	MANGROOVE	25
02	CHEMISTRY	SRI SARVARAYA SUGRAS LTD., KESAVARAM	PREPARATION OF SOFT DRINKS AND SODA WATER	115
03	MBA	INDUSTRIAL ESTATES - SAMALKOTA	TO GAIN KNOWLEDGE ABOUT SMALL SCALE INDUSTRIES	50
		COCO-COLA BOTTLING UNIT-KESAVARAM	TO HAVE INDUSTRIAL EXPOSURE	45
04	BBA	INDUSTRIAL ESTATES - SAMALKOTA	TO GAIN KNOWLEDGE ABOUT SMALL SCALE INDUSTRIES	50
		COCO-COLA BOTTLING UNIT-KESAVARAM	TO HAVE INDUSTRIAL EXPOSURE	50
05	PHYSICS	APGPCL-VIJEWARAM	TO KNOW ABOUT POWER GENERATION AT POWER PLANT	54

06	ZOOLOGY	KRISHE VIGYANA KENDRA KALVACHARLA	POULTRY BREEDS AND CATTLE BREEDS	28
		SIFT KAKINADA	FISHERIES	29
		BIODIVERSITY, ARAKU	BIODIVERSITY	54
		CIFE KAKINADA	CULTURE SYSTEMS	107
		CENTRAL FRESH WATER AQUACULTURE INSTITUTE, BALABHADRAPURAM	FRESH WATER FISH CULTURE	22
		CORINGA ,KAKINADA	WILD LIFE STUDY	55
		CIFE, KAKINADA	CULTURE SYSTEMS	68
		INDIAN SCIENCE CONGRESS STUDY TOUR- BANGALORE	RESEARCH DEVELOPMENT, PAPER PRESENTATION	20
07	COMMERCE	INDUSTRIAL PARK, SAMALKOT	MANUFACTURING OF VARIOUS PRODUCTS AND PROCESS/PLANNING ACTIVITIES IN PRODUCTION DEPARTMENT.	59



Photo gallery Representation on Field/ Industrial visit

14
Dr. Y.S.R. Horticultural University
Horticultural Research Center, Kovvur - West Godavari Dist





Mushroom Culture



Department of Chemistry







Department of Commerce & Management Studies

INDUSTRIAL VISIT

Number of students participated: 59





Manufacturing Unit of Aluminium Wires



Manufacturing Unit of Paper



APGPCL VISIT, VIJJESWARAM

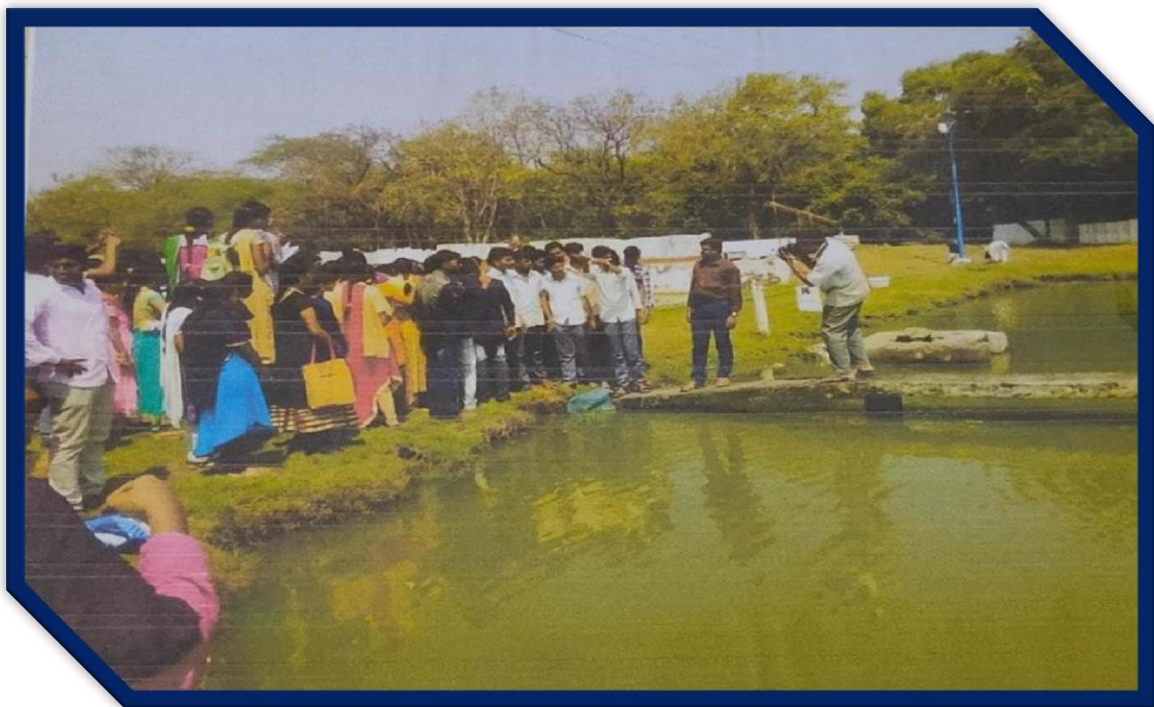




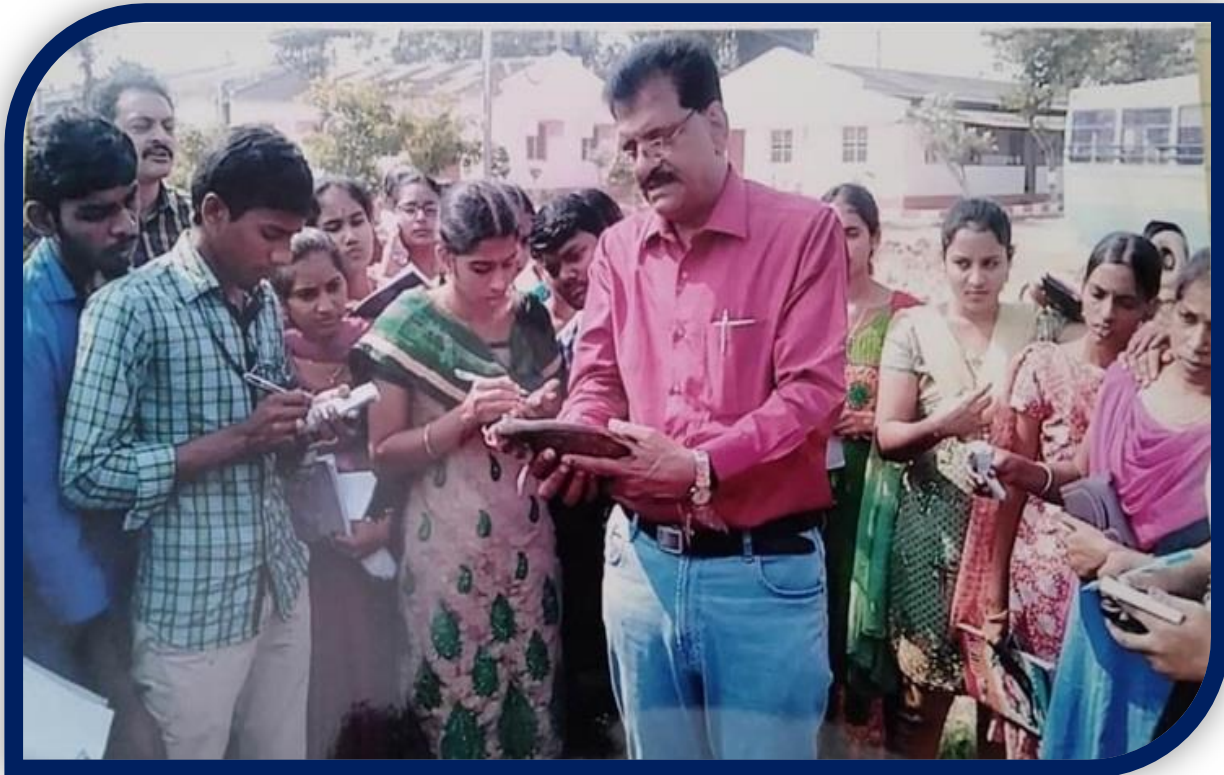
KRISHI VIGNA KENDRAM, RAJAHMUNDRY.



**CENTRAL INSTITUTE OF FISHRIES EDUCATION,
KAKINADA**



State Institute of Fisheries Technology , Kakinada



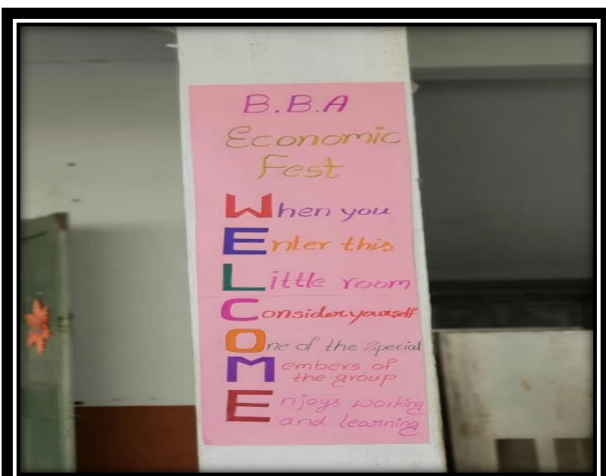








DEPARTMENT OF COMMERCE AND
MANAGEMENT STUDIES -2018-2019



POSTER PRESENTATIONS







POSTER EXPLANATIONS





DEPARTMENT OF SCIENCES

STATE LEVEL SCIENCE DAY

State Level Competitions

Date : 19th Feb, 2020
Venue : V.S.M. Degree Seminar Hall

Department of Mathematics:

1. Quiz.
2. Brain Teasers.
3. Poster Presentation-Binary Language in Sciences.

Department of Physics:

1. JAM.
2. Group Discussion - Impact of Social Media.
3. Measurements of Wave Length of Light using Spectrometers.

Department of Computer science:

1. Coding Hackathon.
2. PPT on Artificial Intelligence & Machine Learning.

NOTE :-

- * Attractive prizes for winners.
- * Participation Certificates will be issued.
- * Events will be conducted for all departments separately.
- * No Registration fees.

VSM
College (A), Ramachandrapuram
Affiliated to Adikavi Nannaya University
Cordially invites you to the
Science Day
Fusion 2020

N.S.V.Kiran Kumar
Principal
VSM College(A)

Smt.K.Madhura Meenakshi
Director
VSM College(A)

Department of Botany:

1. Skill Check on Plant Physiology.
2. Poster Presentation on Medicinal Plants.
3. Quiz.

Department of Zoology:

1. PPT - Human Hormones.
2. Best Model Exhibition.
3. Poster Presentation - Snake Venom.

Department of Chemistry:

1. PPT - Innovative Contributions of Women in Chemistry.
2. Poster Presentation - Spectroscopic Techniques-Determination of Molecular Structure.

Events:-

1. Science Show
2. Exhibitions
3. Fun Stalls
4. Science talks and other attractions

National Science Day Celebrations and Prize Distribution, 28th Feb ,2020
Venue :- Seminar Hall

Address for Corresponding
Co-ordinators :- B.Ajay Kumar ,HOD of Zoology
Mobile No:9490178435
P. Jagadeeswari, HOD of Botany
Mobile No :7013771702
V.S.M. College(A) ; Ramachandrapuram



POSTER PRESENTATION



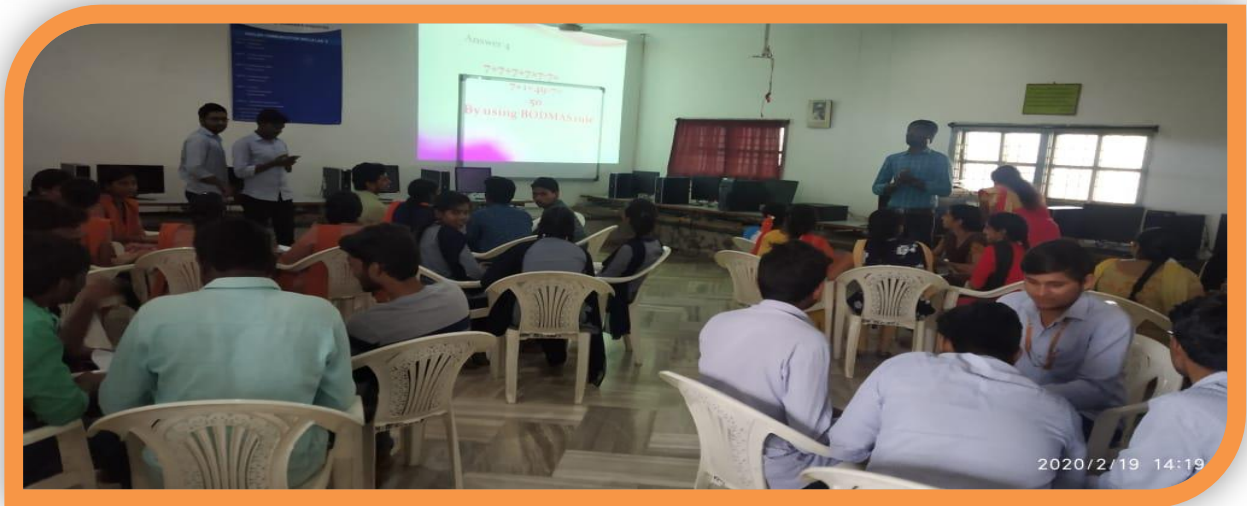














Chemistry Quiz Screening Test





Announcement of Winners by the Management



Distribution of Prizes



CLASSROOM SEMINAR





AP TOURISM QUIZ COMPETITION



World Tourism Day Celebrations
21st September 2017



ANDHRA PRADESH TOURISM AUTHORITY
&
GOVERNMENT OF ANDHRA PRADESH

World Tourism Day-2017 will be celebrated under the theme of "Sustainable Tourism - A Tool for Development". This year's theme aims to raise awareness of the value and contribution that sustainable tourism can make towards development and to engage all stakeholders in making the sector a catalyst for positive change. It shall help in formulating a policy change in the field of tourism development on national, regional and international levels.

Activities Planned by Andhra Pradesh Tourism Authority, Government of Andhra Pradesh

In addition to the Andhra Pradesh State level Tourism excellence awards (2016-17), Andhra Pradesh Tourism Authority, Government of Andhra Pradesh planned following events at the region of Andhra Pradesh and Universities in East Godavari and West Godavari Districts of Andhra Pradesh.

Poster Making (Theme based)
04.09.17

Sustainable Tourism- A tool for Development" theme based poster painting competition. Entries will be provided; participants have to carry their own painting belongings.

SUB- THEMES INCLUDE:-

- Tourism an economic and social phenomenon
- Hospitality, Tourism Management and Marketing
- GIS applications in Tourism
- Sustainable Tourism- A tool for development
- Tourism planning regional development
- Urban Tourism and Cultural Heritage
- Tourism and Environment
- Entrepreneurship in Tourism and Hospitality
- Destination Marketing and Management
- New types of Tourism (Dark/Grief Tourism, Event Tourism, Film Tourism etc.)

Paper Presentation
05.09.17

Authentic photographs depicting Andhra Pradesh tourism are invited. Each contestant can submit a maximum of three entries with the following characteristics met as mandate:

- The photograph should be original must have at least 2.5 mega pixels, but should not exceed 4000pixel in either height or width. Participant should send a soft copy and a hard copy along with letter signed by the candidate regarding its authenticity.
- Digitally manipulated photographs will be disqualified. Submissions should be saved as JPEG(.jpg) or GIF and should be below 4 MB per file at 72dpi resolution.

Quiz Competition
06.09.17

A Competitive, interscholastic activity with 50% questions on "Tourism in Andhra Pradesh and allied areas" and 40% questions on other areas like GK etc. A team shall comprise 2 students each.

Paper must encompass information on Tourism and its development avenues in Sunrise State of Andhra Pradesh. Paper must not exceed 4000 words

NOTE: The above events will be conducted at college level, divisional level, district level and at state level. * Competition are open for Degree, PG, Engineering, Education, Pharmacy and Law students

DATE: 1. Concerned colleges will organize the events on 28-09-2017 and short list 2 best teams per event and they are nominated for divisional level competition.

LEVEL - 1: Divisional level competitions will be organized by the following colleges on 30th & 31st August 2017 and best 4 teams in each event will be nominated for district level competition.

LEVEL - 2: The Department of Management Studies, Adikavi Nannaya University for East Godavari, 10001 College for West Godavari will organize and best 2 teams in each event will be nominated for regional level competition.

LEVEL - 3: Regional Level competitions will be organized at Adikavi Nannaya University (East & West Godavari Districts)

LEVEL - 4: State level competitions will be organized by APPTA.

Revenue Division Level Coordinating Colleges in East Godavari District

1) Aditya College - Rajampet/Giddalur	(J.C. Suresh - 99632 76668)
2) Utkal College - Rajmahal	(B. Ramakrishna Rao - 98483 22444)
3) USM College - Rajamahendrapuram	(Dr. K. Gani Raja - 99460 88250)
4) SARDU College - Anaparthi	(K. Divya Sagar Babu - 94432 08605)
5) CSR Degree College - Rajampet/Giddalur	(J. Prasad - 93855 65505)
6) GVSU St. Mary's College, Rajamahendrapuram	(Dr. Indira Asha Latha Peter - 98404 73260)

Andhra Women's University - Rajamahendrapuram - (0860) 535111

UNIVERSITY CO-ORDINATORS
Mr. G. Rajendra Prasad - 86991 15214
Dr. M. Ramesh - 99439 00321
Mr. B. S. Arjun - 94416 98977

Revenue Division Level Coordinating Colleges in West Godavari District

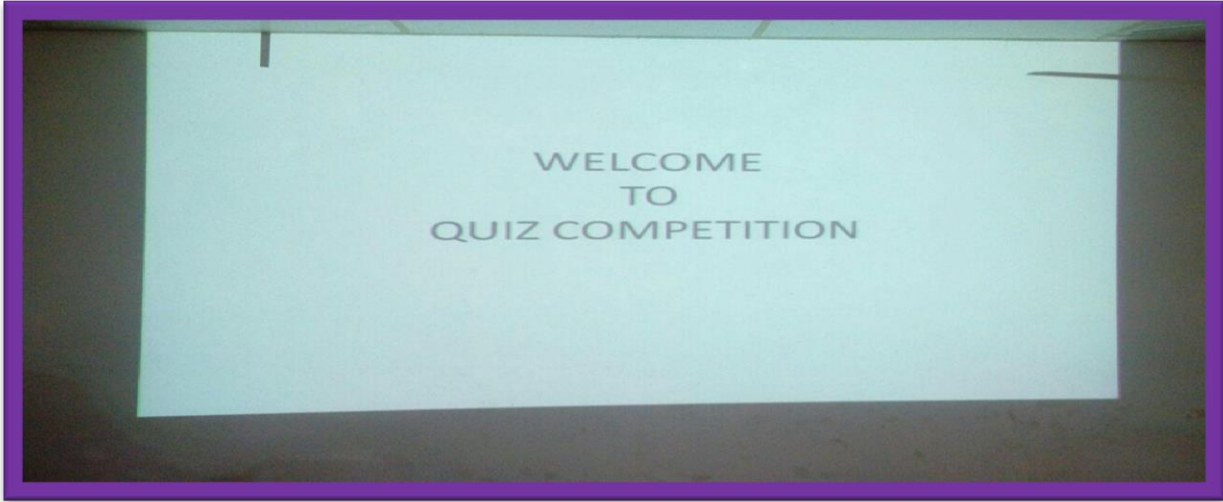
1) Ch. S. D. St. Theresa's College for Women - Eluru	(Dr. P. Mercy - 98511 58365)
2) YN College - Narsapur	(N.C. Govindarao - 94658 24289)
3) CSTS GOVT. Kalasala - Jangareddygudem	(J.J. Pillayendran Kumar - 94493 30368)
4) JAIN & PRR College of Science - Kovvur	(Dr. N.V. Subba Rao - 98496 18418)

Nodal Officer: Dr. Vinodh Manthi, Vice-Chancellor, KORL, Calicut, Bramavarani - 98854 17767

Prof. S. Jai
REGIONAL CO-ORDINATOR, WORLD TOURISM DAY CELEBRATIONS
DEPARTMENT OF MANAGEMENT STUDIES
ADIKAVI NANNAYA UNIVERSITY
RAJMAHAL, RAJMAHAL

World Tourism Day Competitions





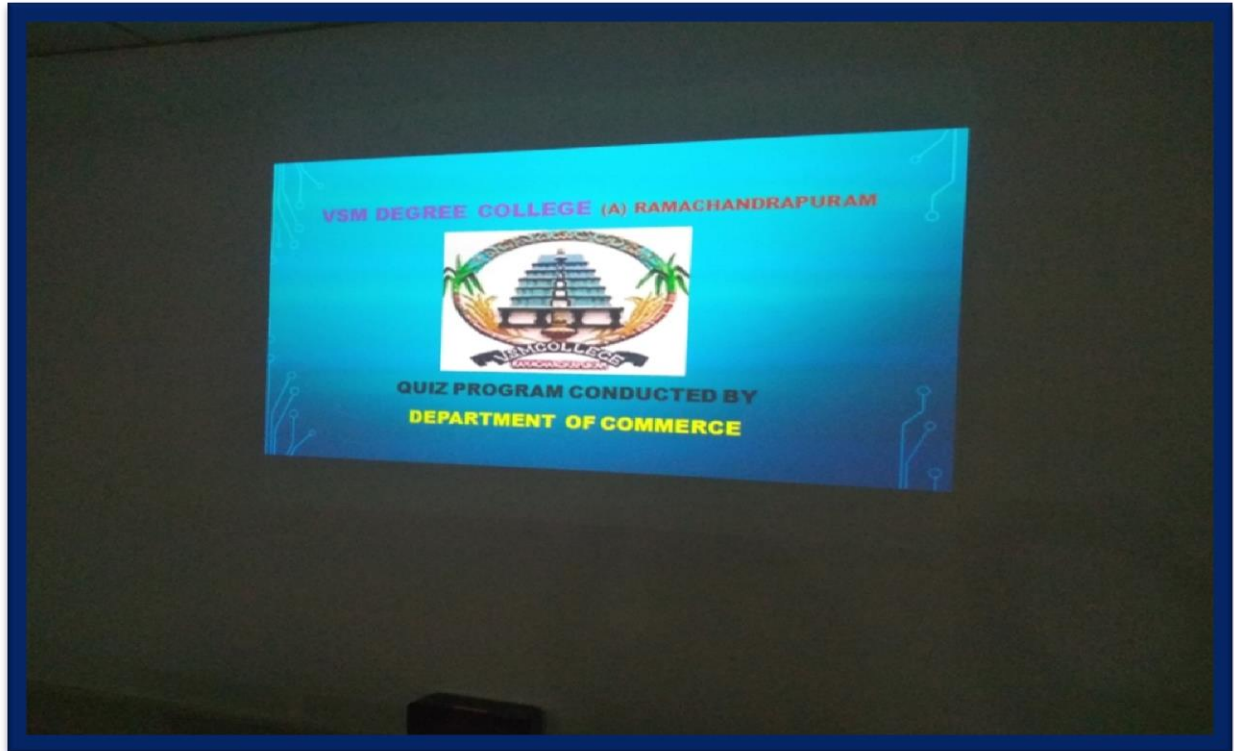


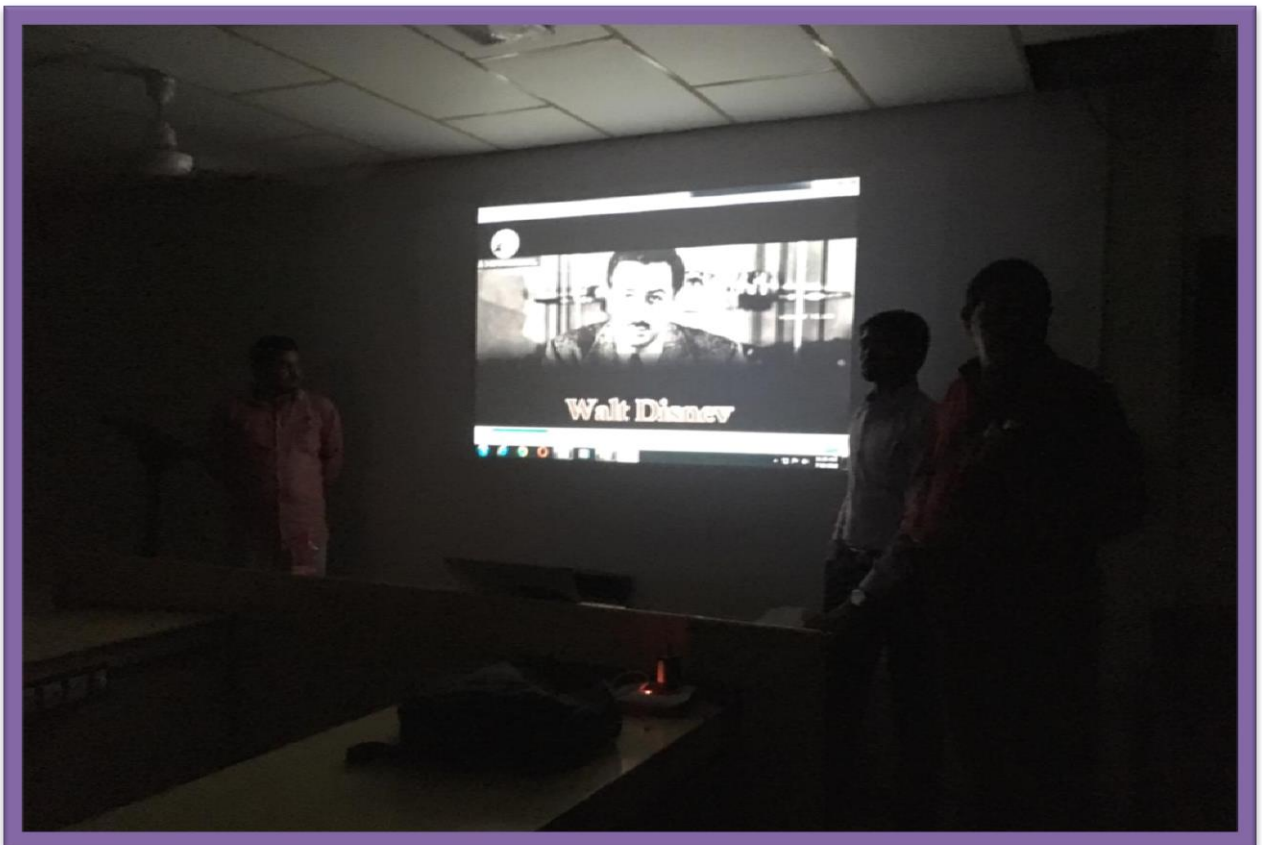






Department of Commerce & Management Studies Quiz Programme















III- B.Com. Students Group Discussion Photos







**GROUP DISCUSSION ON CURRENT TRENDS GST
FOR II -B.COM STUDENTS**





WORK SHOPS/ OUTREACH PROGRAMMES

DEPARTMENT OF SCIENCES

CONDUCTED RAMANUJAN TALENT TEST IN SCHOOLS

SIG Municipal High School, Chakalipeta, Ramachandrapuram





ZPP GIRLS HIGH SCHOOL, RAMACHANDRAPURAM







IMPORTANCE OF MATHS IN LIFE BY
Smt. NLN MALLIKA, In-charge Dept. of Mathematics





PRIZE DISTRIBUTION

ZPP Girls High School, Ramachandrapuram.









VSM COLLEGE
AUTONOMOUS
(Affiliated to AdiKavi Nannaya University)
RAMACHANDRAPURAM-533255

CONSUMER AWARENESS

- On Healthy Foods



Kodo Millet Porridge



Sweet Potato Recipe



Foxtail Millet Pulao



Masala Oats Meal



Little Millet Curd Rice



Brown Rice Kichidi

Date :
10-01-2019

DEPT. COMMERCE & MANAGEMENT STUDIES

Venue :
VSM College

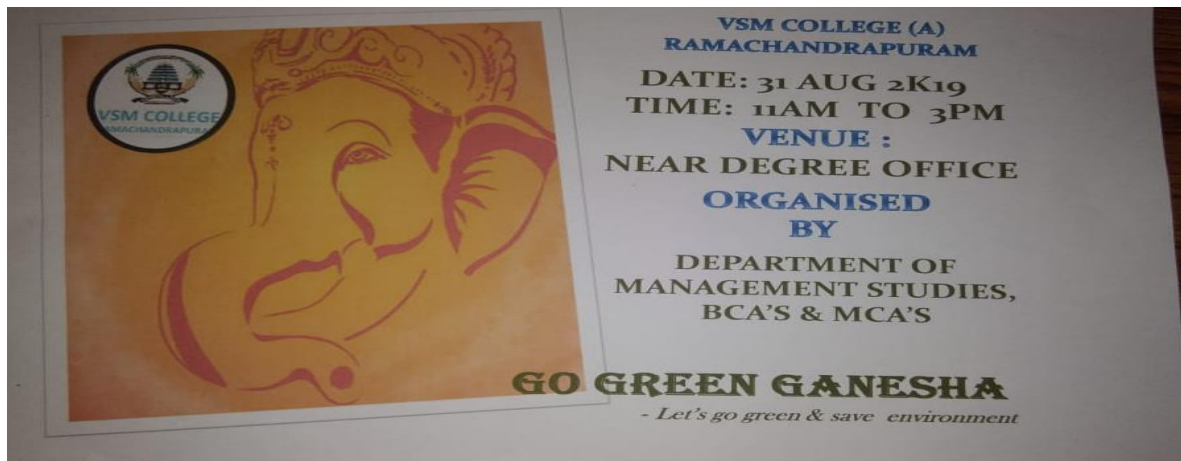


Shot on Y83 Pro
vivo dual camera

2019.01.10 10:53



Department of Commerce and Management Studies



MOBILE SCIENCE LAB













PARENT COUNSELING



VSM COLLEGE (A)::RAMACHANDRAPURAM
NATIONAL MATHEMATICS DAY (22 DEC 2019)
DEPARTMENT OF MATHEMATICS





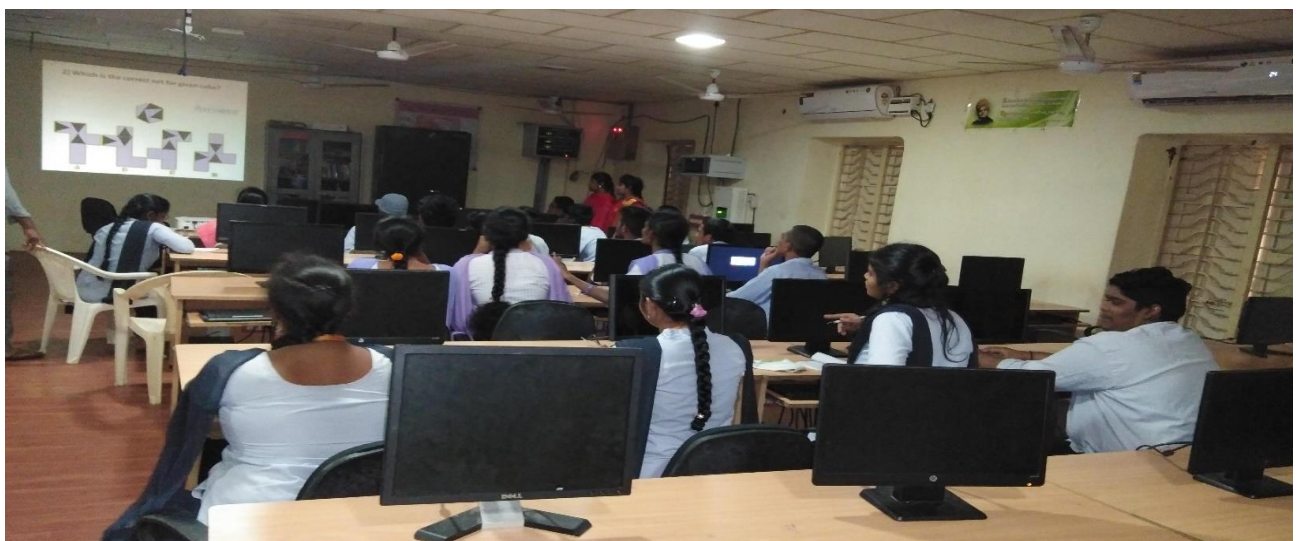
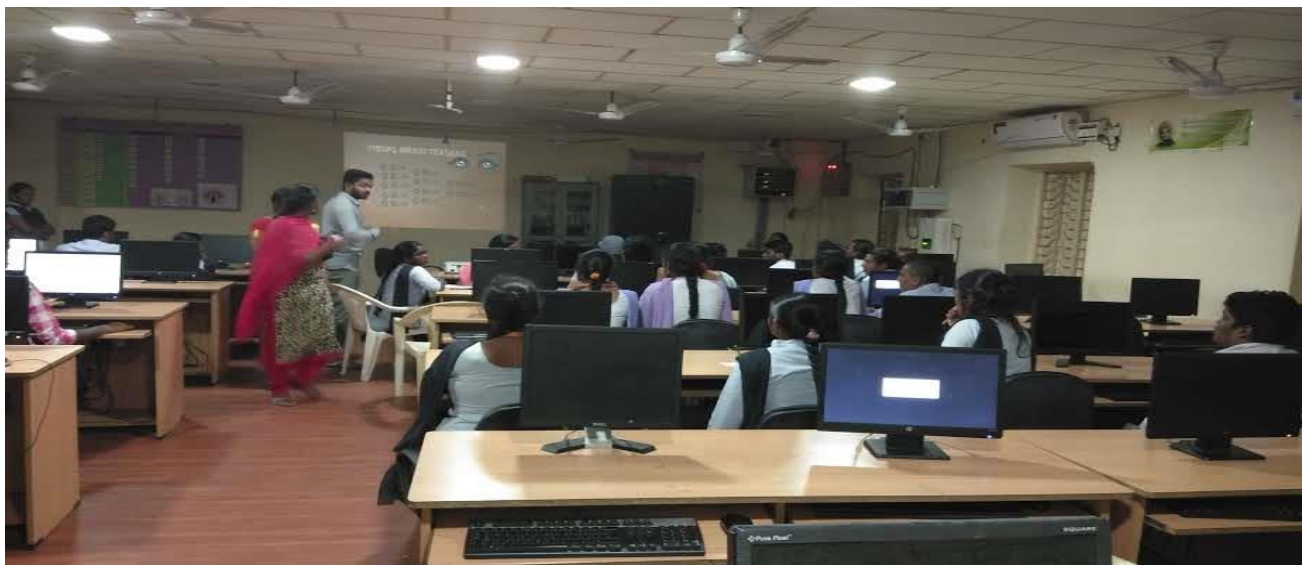


QUIZ PRELIMINARY TEST PICS





QUIZ COMPETITION PICS



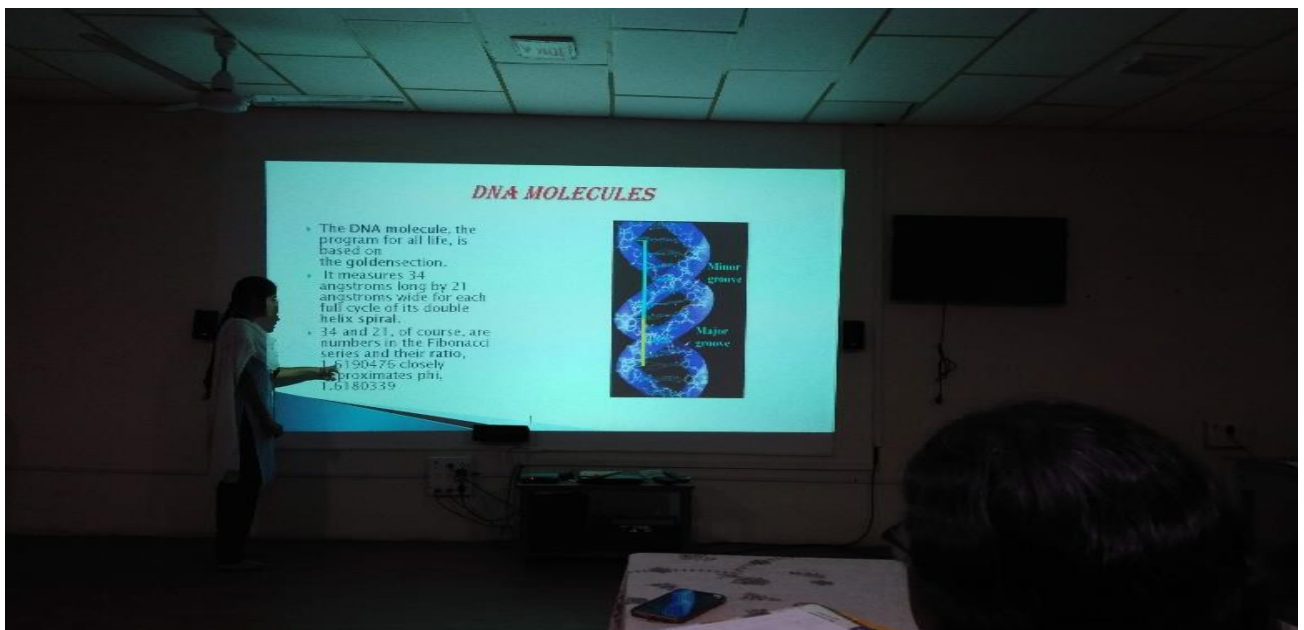
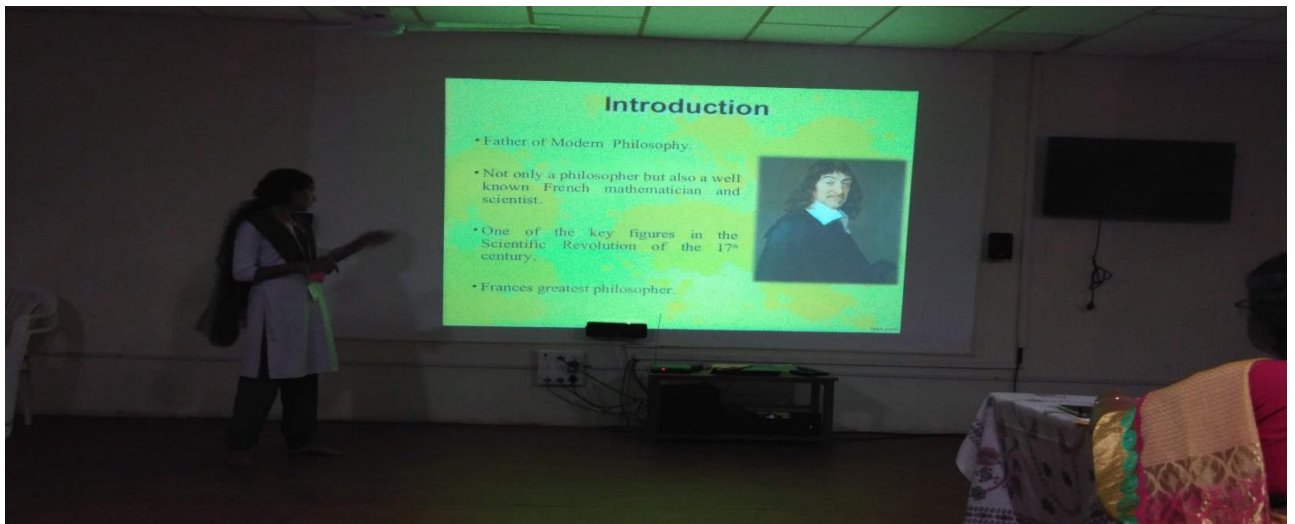
VSM COLLEGE (A)::RAMACHANDRAPURAM
NATIONAL MATHEMATICS DAY (22 DEC 2018)

DEPARTMENT OF MATHEMATICS

QUIZ, PPT COMPETITION AND CELEBRATION PICS

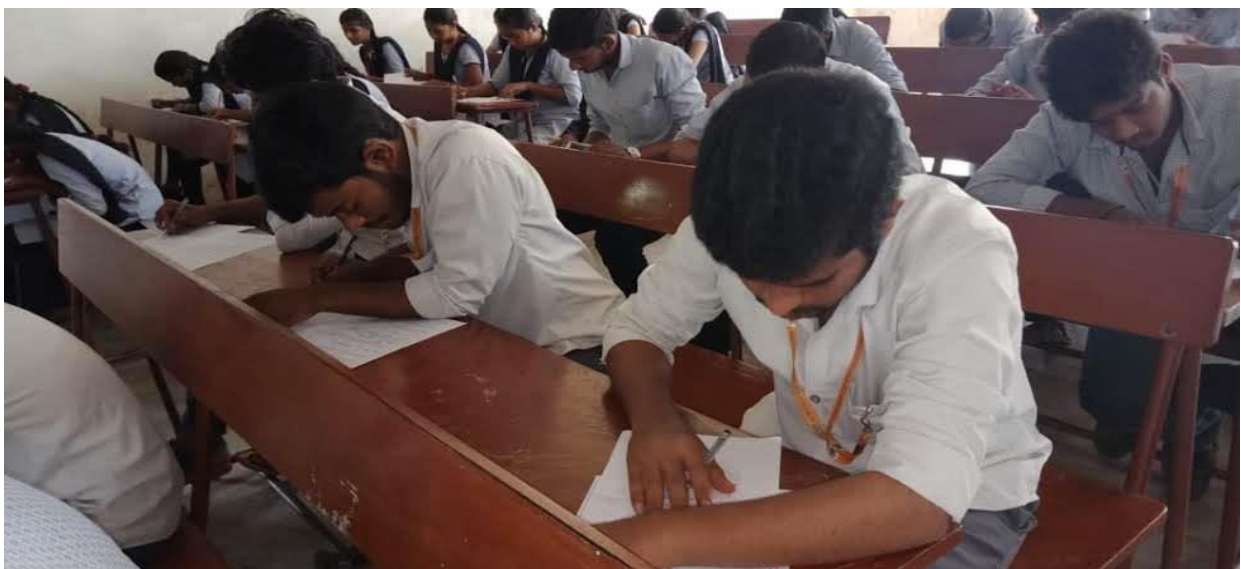
PPT Competition Pics







QUIZ PRELIMINARY TEST





Quiz Competition pictures







QUIZ PROGRAMME WINNERS





VSM COLLEGE(A) :: RAMACHANDRAPURAM
DEPARTMENT OF MATHEMATICS
NATIONAL MATHEMATICS DAY (22 DEC 2016)

PHOTOS

QUIZ COMPETITION:



PRIZE DISTRIBUTION FUNCTION:





**Prize Distribution for Winners to High School Students
On Account of
SRINIVASA RAMANUJAN BIRTHDAY COMPETETIONS**





PRIZE DISTRIBUTION TO QUIZ WINNERS

BY

SRI NSV KIRAN KUMAR



**PARTICIPATIVE
LEARNING
&
PROBLEM SOLVING
METHODOLOGIES**

VSM College(A) :: Ramachandrapuram

Department of Commerce and Management

Workshop on MS EXCEL

MS EXCEL Workshop was conducted for I B.Com.(CA1, CA2) & I B.Com.(Gen) students on 03.12.2019. 142 students were attended for this workshop. In this, they learned and practiced the following topics.

- MS EXCEL Basics
- Parts of MS EXCEL Window
- How to open, Saving, Printing and Closing the Workbook
- Formatting the Cells, Alignments
- How to insert the Rows and Columns in a Worksheet
- Adding colors to cells
- Formulas
- Types of Charts

In this Program all the Staff members of the Department Kum.PN Malleswari, Kum.GS Ratna Kumari, Kum.Sk Sharmila, Smt.M Naga Jyothi, Kum.B Satya Devi, Kum.CH AnuRadha and Kum.G Naga Lakshmi are demonstrated and guided the students.

Some of the Pics







VSM College(A) :: Ramachandrapuram

Department of Science

Workshop on MS EXCEL

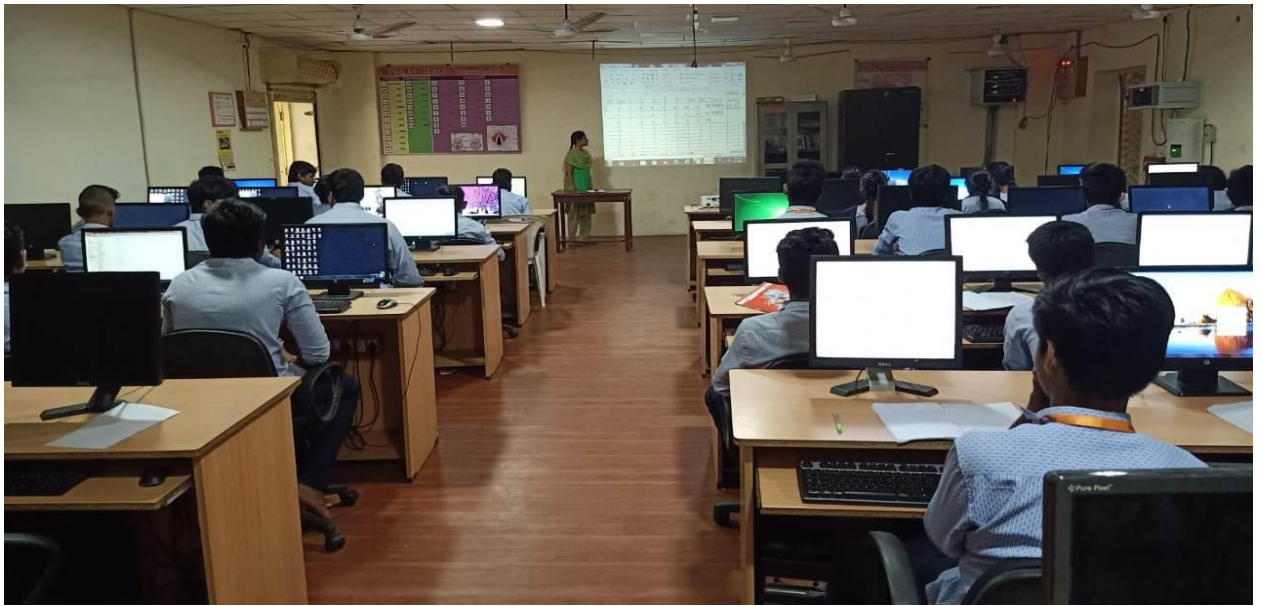
MS EXCEL Workshop was conducted for I B.Sc. MPC TM & EM students on 03.12.2019. 95 students were attended for this workshop. In this, they learned and practiced the following topics.

- MS EXCEL Basics
- Parts of MS EXCEL Window
- How to open, Saving, Printing and Closing the Workbook
- Formatting the Cells, Alignments
- How to insert the Rows and Columns in a Worksheet
- Adding colors to cells
- Formulas
- Types of Charts

In this Program all the Staff members of the Department Kum.PN Malleswari, Kum.GS Ratna Kumari, Kum.Sk Sharmila, Smt.M Naga Jyothi, Kum.B Satya Devi, Kum.CH AnuRadha and Kum.G Naga Lakshmi are demonstrated and guided the students.

Some of the Pics







VSM College(A) :: Ramachandrapuram

UG Department of Computer Science

Workshop on MS POWER POINT

MS POWER POINT Workshop was conducted for Students of Government School at Venturu on 07.12.2019. 60 students were attended for this workshop. In this, they learned and practiced the following topics.

- MS POWER POINT Basics
- Parts of MS POWER POINT Window
- How to open, Saving, Printing and Closing the Slide?
- How to prepare a Slide?
- How to insert the pictures and images into a Slide?
- Animation of Slides

In this Program all the Staff members of the Department Kum.Sk Sharmila, Smt. M Naga Jyothi, Kum.CH AnuRadha and Smt. Shareen are demonstrated and guided the students.

Some of the Pics







DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES

INTER INSTITUTIONAL WORKSHOP



POSTER PRESENTATION

VSM COLLEGE(A)
RAMACHANDRAPURAM

Venue:
Near Degree Office

Time:
ON 13-12-2019
From
10:00 AM Onwards

MANAGEMENT FACETS
Making It Happen

DEPARTMENT OF MANAGEMENT STUDIES











CLASSROOM STUDENT WORKSHOP ON IMPORTANCE OF ACCOUNTING







WORK SHOP ON TALLY CERTIFICATE COURSE





● ○ REDMI NOTE 5 PRO
MI DUAL CAMERA



📷 Samsung Triple Camera
Smile please 😊😊



DEPARTMENT OF SCIENCES

MATHEMATICS GUEST LECTURE



PRACTICAL EXPERIENCE THROUGH LABS



Temperature: -273.15°C

Accuracy:

time: 2020-03-11 15:41:41

longitude:

latitude:

”





BLOOD SCREENING ACTIVITY BY ZOOLOGY STUDENTS

INAGURATION BY DIRECTOR MADAM



BLOOD GROUOPING TEST









PLANTATION BY BOTANY STUDENTS

The **International Day of Forests is on March 21** and the emphasis is on planting trees and saving the environment. At a time when deforestation is rampant, pollution is making our cities not worth living and climate change is causing natural disasters, experts are recommending a simple way to make the world greener and healthier.





EXPONOUS 2K18 ART EXHIBITION

CONDUCTED BY

DEPARTMENT OF COMMERCE

&

MANAGEMENT STUDIES





SPECTRA-2020

CONDUCTED BY

DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES



The poster features a central graphic with the VSM logo and 'SPECTRA 2020' in large, colorful letters. Below this, it lists 'OUR MILE STONES' with a timeline of college achievements from 1966 to 2019. A central starburst graphic contains icons for various events: Marketing Moghul, Yaksha Prashana, Chakravyuha, Vishwapreneur, Maya Sabha, and Brilliant Astra. At the bottom, it lists 'Joyful Events' including InstaStar, Short Film, Cultural, Fun Games, and MR & Miss Spectra, along with the dates 06th & 07th Feb, 2020. Contact information for coordinators and organizers is provided at the very bottom.

VSM >>> **SPECTRA 2020**
COLLEGE (AUTONOMOUS)
(Re - Accredited by NAAC with 'B' Grade)
Ramachandrapuram

A VSM ULTIMATE TALENT FEST

NO REGISTRATION FEE

OUR MILE STONES

- * 1966 : COLLEGE ESTABLISHED
- * 1974 : PG COURSES STARTED
- * 1975 : UGC RECOGNITION 2(F) AND 12(B)
- * 1995 : PROFESSIONAL COURSES STARTED
- * 2008 : NAAC ACCREDITATION (CYCLE 1)
- * 2010 : CPE STATUS
- * 2014 : NAAC RE-ACCREDITATION (CYCLE 2)
- * 2015 : AUTONOMOUS STATUS
- * 2016 : GOLDEN JUBILEE YEAR
- * 2017 : 99RD RANK (NIRF) BY MHRD
- * 2017 : RECOGNIZED AS RESEARCH CENTER BY AKNU
- * 2019 : PG AUTONOMOUS STATUS

MARKETING MOGHUL
Ad - Making

YAKSHA PRASHANA
B-Quiz

CHAKRAVYUHA
Young Managers (HR)

VISHWAPRENEUR
Business Plan

MAYA SABHA
Finance Event

BRILLIANT ASTRA
Mind Games

For all Commerce & Management Students

Joyful Events :

- INSTASTAR
Pictures Contest
(spectra_2020)
- SHORTFILM
- CULTURALS
- FUN & GAMES
- MR & MISS SPECTRA

On 06th & 07th Feb, 2020

MR. S.N.ALI ANASARI MCA & M.TECH (Ph.D) Co-ordinator of PG Professional Courses E.Sri Durga No : 7396006580
EVENT Co-ordinators : M.Kumar Raja No : 7997093826 Ch. Jhansi No : 9542882955 V.Kama Raju No : 9492828430

Sri.M.S.N.Murthy, Academic Director
Smt. K.Madhura Meenakshi, Director
Mr. N.S.V.Kiran Kumar, Principal of VSM



SPECTRA 2K19

CONDUCTED BY

**DEPARTMENT OF COMMERCE
MANAGEMENT STUDIES**



**Felicitation to Professor S. TEKI
Registrar, Adikavi Nannaya University,
Rajamahendravam.**

Inauguration Key Words by Academic Director



**EXPOSURE IN AND OUT -DEVELOP INTERPERSONAL
RELATIONSHIPS AND SHARING IDEAS.**



Department of Commerce & Management Studies

GUEST LECTURES

Sri K. sarveswara Rao, Head of the Dept of commerce Ideal college of Arts & sciences(A) KAKINADA, E. G. Dt Has delivered a guest lecture on the topic “Implementation of GST” to the B.com 3rd Year students of VSM College, Ramachandrapuram on 05/10/2017(Friday).His guest lecture and interaction with students is immensely useful to the students.

Department of commerce arranged an invited talk on 05/10/2017 at 2.00 PM in B.com 3rd class room by Sri K. sarveswara Rao .

The chief guest in his invited Talk explained different applications in GST. Some of the topics covered in the Talk are .

- 1) Advantages of GST to public as well as government .
- 2) Importance of GST





Sri K.Krishnara Rao, Head of the Dept of commerce G.B.R Degree college ANAPARTHI, E.G.Dt Has delivered a guest lecture on the topic “Importance of e-commerce” to the B.com 3rd Year students of VSM College, Ramachandrapuram on 11/11/2017(Saturday).His guest lecture and interaction with students is immensely useful to the students.

Department of commerce arranged an invited talk on 11/11/2017 at 2.00 PM in B.com 3rd class room by Sri K.Krishna Rao .

The chief guest in his invited Talk explained different applications in e-commerce. Some of the topics covered in the Talk are .

- 1) implementation of e-commerce .
- 2) Importance of e-commerce.





Guest Lecture on Class room to Board room

By

Dr. J Pandu Ranga Rao sir



Felicitation

by

Honourable Principal Sri NVS Kiran Kumar sir





VSM COLLEGE(A) : : RAMACHANDRAJPURAM
Accredited by NAAC -B grade (2.69 CGPA)
Department of Commerce
UGC SPONSORED ONE DAY STATE LEVEL WORKSHOP
ON 17/06/2020

“ INTERLECTULA PROPERTY RIGHTS FOR SUSTAINABLE DEVELOPMENT “

Pride of **VSM VSM COLLEGE (A)** is the first offspring of Ramachandrapuram Education society established in the year **1966 in 14** acres serene environment with the great philanthropist Vundavalli Satyanarayana Murthy it is one of the oldest college in East Godavari District Our College has been twice-accredited at B Grade by NAAC Our College has been selected for the award of **‘College with Potential for Excellence’ by UGC 2010 and achieved 93rd rank in NIRF 2017 UGC conferred Autonomous Status of our college in 2015.** The College started with 200 students and 15 faculty members with P.U.C., B.A and B.COM Programmes. Now the College is offering 9 UG courses and 9 PG courses The present **students strength of the College is about 2500.**

DEPARTMENT PROFILE:

The Commerce Department is having its own history with able and efficient faculty members. The Department had a humble beginning In 1966-67 with two staff members. The department was headed by **Sri Atluri Subbarao in 1966.** The Department of Commerce offering B.COM General, B.COM

Computer Applications and BBA programmes in our college The students of the department have brought several laurels in the field of Accounting, Taxation Management Public Service, Sports and creative art. The department has produced several Chartered Accountants and Companies Secretaries also. The students of the department were placed in various positions in renowned public and private

enterprise. **The department had initiated several best practice such as Green Audit, College documentary student projects, sustainable development projects and student welfare association so far the department conducted One National Workshop. .**

About the Intellectual Property Rights :

The workshop showcased the fact, how Intellectual property rights (IPR) have become important in the face of **changing trade environment which is characterized by the following features namely global competition, high innovation risks, short product cycle, need for rapid changes in technology, high investments in research and development (R&D) and need for highly skilled human resources, It is a matter of great pleasure and pride for us to organize the One Day Workshop on “Intellectual Property Rights for sustainable Development”.** IPR is covering patents, copyrights, trademark, industrial designs, geographical indications. IPRs related law and rules are very difficult to understand for common people who are related with various types of business, industries and research. Therefore, this workshop would be helpful to spread awareness regarding IPRs related law and rules are very difficult to understand for common people who are related with various types of business, industries and research. This workshop was conducted in UG Seminar hall with 100 students.

Objectives of the workshop :

1. To discuss the importance of Intellectual Property and Sustainable Development
2. To discuss the legislative framework of laws relating to Intellectual Property Protection.
3. To discuss about the role of judiciary in providing safeguards for the protection of Intellectual Property Rights
4. To discuss the law relating to Geographical Indication and Traditional Knowledge.
5. To discuss the provisions relating to Right of Farmers & Plant Breeders in IPR Laws.

Sub-Themes :

- A. Transition of Intellectual Property Rights 2. Intellectual property rights Implications on Innovations Drafting of a patent specification-a techno-legal document
- B. Protecting and exploring IPRA 5.IP Litigation & Growing Trends in India

Chief Patron

Sri **M.Narayana Murty** President & Correspondent

Patrons

Sri **M.S.N Murthy**

Academic Director, VSM Group of Institutions

Smt **K. Madhura Meenakshi,**

Principal

Sri **N.S.V. Kiran Kumar,** Vsm college (A)

Seminar Organizing Secretary

Sri **K.V.V.S Chowdary**

PHOTO GALLERY

UGC Sponsored
One Day State Level Workshop on
INTELLECTUAL PROPERTY RIGHTS FOR
SUSTAINABLE DEVELOPMENT

17th March 2020

Organised
by
Department Of Commerce

PROGRAMME SCHEDULE

17th March 2020

09.30 AM - 10.00 AM INAUGURAL SESSION
10.00 AM - 11.30 AM SESSION - I

* Intellectual property rights
Implications on Innovations

11.30 AM - 11.45 AM TEA BREAK
11.45 AM - 01.15 PM SESSION - II

* Protecting and exploring IPRs

01.15 PM - 01.45 PM LUNCH BREAK
01.45 PM - 03.15 PM SESSION - III

* Intellectual property rights
Implications on Innovations

03.15 PM - 03.30 PM TEA BREAK
03.30 PM - 05.00 PM SESSION IV

* Drafting of a patent specification
- a techno-legal document

* IP Litigation & Growing Trends

Registration Fee

Academicians : 300/-
Scholars and students : 200/-

Payment should be made either in
Cash or e-payment to contact convener

Last Date For Registration
16-03-2020

How to Reach RAMACHANDRAPURAM
Ramachandrapuram is well connected to Kakinada
and Rajamahendravaram other major cities through
by regular buses. There are no regular Trains from
other major cities to Ramachandrapuram. Nearest
Railway station is Anaparti. One can get a direct
flight to Rajamahendravaram ariport from different
parts of country.

Spot Registration Available

Registration form can be sent to
commercevsm19@gmail.com

VSM
COLLEGE (Autonomous)
ACCREDITED BY NAAC 'B' GRADE (2.59 CGPA) SECOND CYCLE
Affiliated to Adikavi Nannaya University, Rajamahendravaram
RAMACHANDRAPURAM 533255

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Pride Of VSM

VSM COLLEGE (A) is the first offspring of
Ramachandrapuram Education society estab-
lished in the year 1966 in 14 acres serene
environment with the great philanthropist
"Vandavalli Satyanarayana Murthy" it is one
of the oldest college in East Godavari District
& Our College has been twice-accredited at 'B'
grade by NAAC. Our College has been selected
for the award of "College with Potential for
Excellence" by UGC 2010 and achieved 93rd
rank in NIRF 2017 UGC conferred
Autonomous Status of our college in 2015.
The College started with 200 students and 15
faculty members with B.U.C., B.A and B.COM
Programmes. Now the College is offering 9 UG
courses and 9 PG courses. The present
students strength of the College is about 2500

DEPARTMENT PROFILE

The Commerce Department is having its
own history with able and efficient faculty
members. The Department had a humble
beginning in 1966-67 with two staff mem-
bers. The department was headed by Sri
Athuri Subbarao in 1966 and Currently
headed by Sri V.S.R. Chowdary. The
Department of Commerce offering B.COM
General, B.COM Computer Applications and
BBA programmes in our college. The
students of the department have brought
several laurels in the field of Accounting,
Taxation, Management, Public Service,
Sports and creative art. The department has
produced several Chartered Accountants
and Companies Secretaries also. The stu-
dents of the department were placed in
various positions in renowned public and
private enterprise. The department had
initiated several best practice such as Green
Audit, College documentary, student pro-
jects, sustainable development projects and
student welfare associatin so far the
department conducted One National
Workshop. This will be the second work-
shop.

About the Intellectual Property Rights Workshop

The workshop showcased the fact, how
Intellectual property rights (IPR) have be-
come important in the face of changing trade
environment which is characterized by the
following features namely global competi-
tion, high innovation risks, short product
cycle, need for rapid changes in technology,
high investments in research and develop-
ment (R&D), and need for highly skilled
human resources.

It is a matter of great pleasure and pride for us to organize
the One Day Workshop on "Intellectual Property
Rights for sustainable Development". IPR is covering
patents, copyrights, trademark, industrial designs,
geographical indications. IPRs related law and rules
are very difficult to understand for common people
who are related with various types of business,
industries and research. Therefore, this workshop
would be helpful to spread awareness regarding IPRs
related law and rules are very difficult to understand
for common people who are related with various
types of business, industries and research. Therefore,
this workshop would be helpful to spread awareness
regarding IPR and their related issues. Further, the
object of this workshop is to provide a platform
where experts, academicians, delegates as well as
people at large interact and exchange their ideas and
knowledge pertaining to the Intellectual Property
Rights for sustainable Development."

Objectives of the workshop

- 1.To discuss the importance of Intellectual Property
and Sustainable Development
- 2.To discuss the legislative framework of laws
relating to Intellectual Property Protection.
- 3.To discuss about the role of judiciary in providing
safeguards for the protection of Intellectual Property
Rights
- 4.To discuss the law relating to Geographical
Indication and Traditional Knowledge.
- 5.To discuss the provisions relating to Right of
Farmers & Plant Breeders in IPK Laws.

Sub-Themes

- 1.Transition of Intellectual Property Rights
- 2.Intellectual property rights Implications on
Innovations
- 3.Drafting of a patent specification- a techno-legal
document
- 4.Protecting and exploring IPRs
- 5.IP Litigation & Growing Trends in India

Chief Patron : Sri M.Narayana Murty

President & Correspondent

Patrons : Sri M.S.N Murthy

Academic Director , VSM Group of

Institutions

Smt K. Madhura Meenakshi, Director

VSM Group of Institutions

Director : Sri N.S.V. Kiran Kumar

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NATIONAL ADVISORY COMMITTEE

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Vishakhapatnam
Sri S. Thanga Pandian Deputy Controller Of Patents &
Designs & Head, Intellectual Property Rights, Chennai.
Dr. J.Pandu Rangarao, Asso.Prof. P.R. Government
College (A), Kakinada.

Resource Persons

Dr. J. PANDURANGA RAO
M.COM., M.B.A., Ph.D., NET, APSET, MISTE, MICA
Assoc.Professor, P.R. Government College (A), Kakinada.
SRI G. RAGHURAM, MBA(AUSTRALIA), L.L.M.
Founder & CEO of Lavahode LPO., Guntur

ORGANISING COMMITTEE

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Convener Organizing Secretary
V.S.R Chowdary K.V.V.S Chowdary
9493790031 9948085832

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Latitude: 16.842588
Longitude: 82.01796
Elevation: 7.21m
Accuracy: 10.3m
Time: 11-03-2020 10:36
Note: intellectual property rights

Powered by NoteCam





Latitude: 16.842599
Longitude: 82.011911
Elevation: 7.22m
Accuracy: 10.4m
Time: 17-03-2020 10:30
Note: intellectual property rights for sustainable development

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Accuracy: 4.7m
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Note: intellectual property rights for sustainable development

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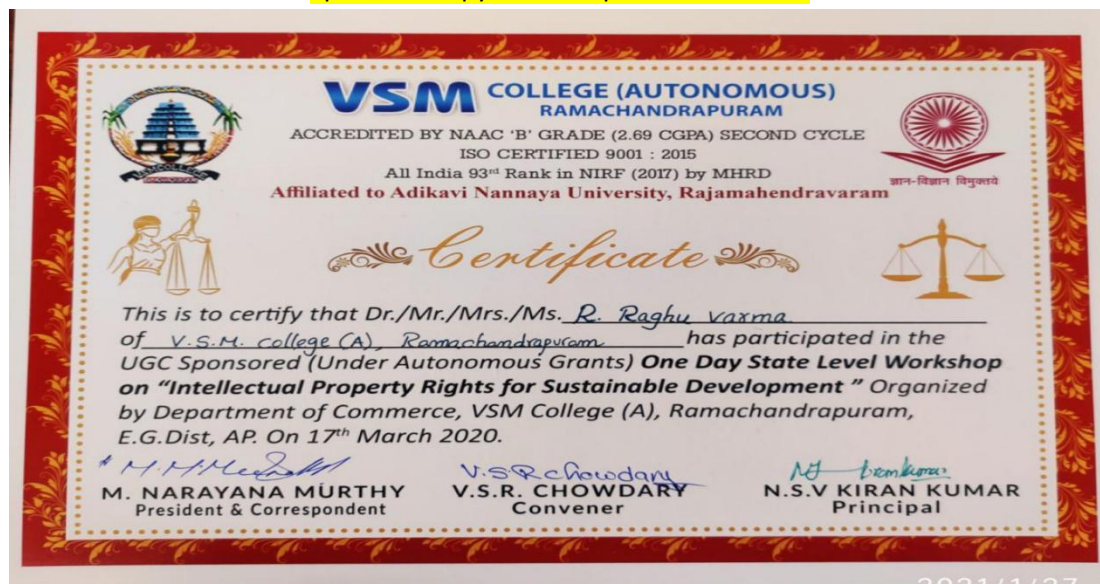


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Note: intellectual property rights for sustainable development

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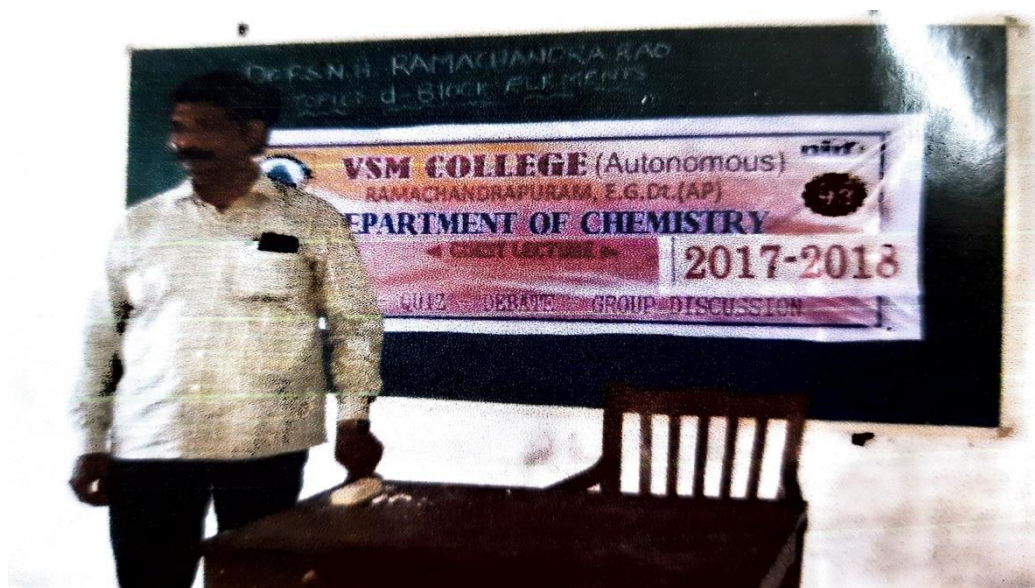
Specimen copy of Participation Certificate



Department of Chemistry

GUEST LECTURE ON 01-08-2017

TOPIC: CHEMISTRY OF D-BLOCK ELEMENTS



GUEST LECTURE ON 15-07-2017

TOPIC: COORDINATION COMPOUNDS



**GUEST LECTURE ON 24-02-2018
TOPIC: PROSTAGLANDINS**



**GUEST LECTURE ON 24-02-2018
TOPIC: PROSTAGLANDINS**



GUEST LECTURE ON 25-09-2017
TOPIC: ANALYSIS OF ORES

