

ISO 9001:2015 Certified Institution

NAAC 'A' Grade Cycle 3

K.B.N. COLLEGE (AUTONOMOUS)

Sponsored by S.K.P.V.V. Hindu High Schools' Committee

Kothapeta, Vijayawada - 520001.

A College with Potential for Excellence (UGC-CPE) All India 92nd Rank in NIRF by MHRD



Invitation

*You are cordially invited to the Inaugural Session of
ICSSR Sponsored Two-Day National Seminar on*

“SOCIAL INNOVATION & ENTREPRENEURSHIP IN INDIA”

On Friday 25th February, 2022 @ 10:00 A.M.

Chief Guest

Prof. K. Rama Mohana Rao

Vice-Chairman, APSICHE

Presided by

Dr. V. Narayana Rao

Principal

Organized by

Department of

Commerce & Management

NATIONAL SEMINAR ON SOCIAL INNOVATION & ENTREPRENEURSHIP IN INDIA

SESSION-WISE PROGRAMME SCHEDULE: 25th & 26th February, 2022.

DATE	TIME	THEME	RESOURCE PERSON
DAY-1 (25.02.2022)			
25.02.2022	10:00 AM to 10:30 AM	Inaugural Session	Presidential Remarks by Dr. V. Narayana Rao, Principal Inaugural Address by the Chief Guest
25.02.2022	10:30 AM to 11:30 AM	Keynote Address	Dr. Bushan D. Sudhakar Professor, Dept. of International Business, School of Management Pondicherry
25.02.2022	Technical-Session-1 11:30 AM – 1:00 PM	Health Care – Challenges & Opportunities	Prof. V NARASIMHARAO, Head, Department of Business Management, V R Siddhartha college of Engineering., Vijayawada
Followed Paper presentations by Participants			
1:00 Pm – 2:00 PM – Lunch Break			
25.02.2022	Technical-Session-2 2:00 PM -3:30 PM	Agriculture- Challenges & Opportunities	Dr. Bushan D. Sudhakar Professor, Dept. of International Business, School of Management Pondicherry
Followed Paper presentations by Participants			

25.02.2022	Technical-Session-3 3:45 PM – 5:15 PM	Education - Challenges & Opportunities	Dr. Bhanu Sree Reddy, Sr. Prof., VIT, Tamilnadu
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Followed Paper presentations by Participants

DAY-2 (26.02.2022)

26.02.2022	Technical-Session-4 10:00 AM to 11:30 AM	Renewable Energy - Challenges & Opportunities	Thamaraiselvan Natarajan, Professor, Dept. of Management Studies National Institute of Technology, Tiruchirappalli
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Followed Paper presentations by Participants

26.02.2022	Technical-Session-5 11:30 AM – 1:00 PM	Achievements of Youth @ 75 Years	Dr. A. Bun, Asst. Prof., Addl. Director, IAS Academy, Bangalore (Retd.) Dept. of Political Science, SKVT Degree & PG College, Rajahmundry
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Followed Paper presentations by Participants

1:00 Pm – 2:00 PM – Lunch Break

26.02.2022	Technical-Session-6 2:00 PM -3:30 PM	Skill Development - Challenges & Opportunities	Dr. V. Sailaja, Asst. Prof., Dept. of Commerce & Management, KL University, Guntur
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Followed Paper presentations by Participants

26.02.2022	4:00 PM to 5:30 PM	Valedictory Session	Brief Report of the Seminar by Convenor
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ICSSR Sponsored Two Day National Seminar on "Social Innovation and Entrepreneurship in India "

Inaugural Session 25th February, 2022 (10.00AM)

Inviting the Guests	:	Mr. N. Hemanth Kumar
Lighting of the Lamp	:	Chief Guest & Other Dignitaries
Prayer	:	Ch. Sivarama Krishna (III B.Sc-MSCS)
President's Opening Remarks	:	Dr. V. Narayana Rao Principal, KBN College
Theme of the Programme	:	Dr.G.V.S.R.N.S.A. SASTRY Convenor,
Opening of ISBN Book	:	Chief Guest and other Dignitaries
Speeches by	:	Sri. T. Srinivas Secretary & Correspondent, KBN College
Wishes from	:	Prof. D.Suryachandra Rao, Principal University College of Arts and Science, Krishna University, Machilipatnam. Dr. Bhushan. D. Sudhakar Department of International Business, School of Management, Pondicherry.
Introduction of the Chief Guest	:	Ms.V.Sailaja
Inaugural Address by the Chief Guest	:	Prof. K.Rama Mohana Rao, Vice Chairmen, APSICHE.
Felicitation to Guests	:	By Committee Members

ICSSR SPONSERED TWO - DAY NATIONAL SEMINAR

ON

"SOCIAL INNOVATION & ENTREPRENEURSHIP IN INDIA"

25th & 26th FEBRUARY, 2022 @ Reading Room

Organized by

Department of Commerce & Management

REPORT

Introduction

The Department of Commerce and Management has organized “ICSSR Sponsored Two - Day National Level Seminar” on 25th and 26th February, 2022. On the day of the Seminar, inauguration programme commenced at 9.00 AM under the chairmanship of Dr. V. Narayana Rao, Principal, K.B.N College. Sri N Hemanth Kumar and Mrs. V Sailaja welcomed the gathering and invited the dignitaries on to the days. Opening remarks were given by the Principal, Dr. V Narayana Rao garu, Lamp lightening event followed by the dignitaries.

Further, Mrs, V Sailaja, faculty from the department of Commerce and Management introduced the Chief Guest, Professor K Rammohan Rao Garu, APSHE Vice- Chairman, Andhra Pradesh. The Chief Guest addressed the gathering in the inauguration session and delivered a keynote address. He shared his experience and explained about the need of entrepreneurship for this era. He shared valuable information regarding today’s world requirement and the gap between requirement and the reality.

Later, our guest of honor PROF. BHUSHAN .D. SUDHAKAR GARU gave information regarding how to stay out the box and how to convert our strengths into opportunities and about the prevailing opportunities to the students.

The theme of the seminar was explained by the Convener and Head of the Department of Commerce and Management Dr.G.V.S.R.N.S.A. Sastry garu. The dignitaries Sri. T.Srinivas, Secretary & Correspondent of KBN College (Autonomous), Dr. M. Venkateswara Rao Garu, Vice-Principal and the department faculty members, seminar participants were present.

Our honorable Secretary & Correspondent Sri T Srinivas garu, Principal, Dr V Narayana Rao and our chief guests released ICSSR volumes.

Finally, Ms. P Vyshnavi Faculty member of the department proposed vote of thanks.

Objective of the Seminar

- To benefit the students and faculty by providing them an opportunity to actively participate in research paper presentations by experts from across the country and to get actively involved in the interaction- paper presentations.
- To provide an opportunity to the students to get the experiences in various logistics of conducting a national event by working in teams and under faculty supervision.
- To enable the department to publish an edited volume each year and to provide policy recommendations to the government.
- To enhance the research output of the faculty and students by providing opportunity to present and publish individual, faculty and faculty, student and faculty collaborated research papers.
- To make the departments and colleges more visible to the intelligentsia through proper media interventions.

SESSION

: I

SESSION MANAGER & RAPPORTEUR

: DR A SRINIVASA RAO

SESSION CHAIRMAN

: DR. V.NARASHIMHARAO,

Professor & head,

Department of business management,

VR Siddhartha Engineering College, Vijayawada.

TITLE OF THE SESSION

: Health Care Sector Challenges and Opportunities

The session of seminar was scheduled at 9.00AM

Dr. V. Narashimharao garu started the session with a quote i.e. "Health is Wealth". He stressed about importance of both physical and mental health, how to maintain our health by following a clean way of eating and how to lead stress free life in today's world and he also mentioned about the technological changes and job opportunities in healthcare sector. He brought up the issues in the health care sector such as the availability of doctors and allocation of budget.

Total 4 members presented in this session and gave presentation about this topic and stressed about the current situation. i.e., Covid-19 & vaccination drives.

S. NO.	NAME & DESIGNATION OF THE PRESENTER	TITLE OF THE PAPER	PAPER HIGHLIGHTS
1	Mr. U. Chandramouli, Assistant Professor, GATES Institute of Management, Vijayawada, AP.	Indian Health Care sector: A Decisive Review	<ul style="list-style-type: none"> • Industry growth rate and Challenges • Government initiatives, Market trends
2	N.Sambasivarao, M.A.,M.Phil., (Phd), P.G. Diploma in Yoga, Yoga wellness instructor by Ayush Department.	The health Benefits of Yoga and Exercise: A review of comparison studies.	<ul style="list-style-type: none"> • Increases flexibility • Improves heart health • Reduces work stress • Sharpens Concentration • Self -regulation and higher consciousness in the individual
3	K. Swarupa rani Lecturer in Commerce, KBN College, Vijayawada	Health care Industry trends and innovations	<ul style="list-style-type: none"> • Importance of health Care system in India and the improvements to be made in Health care system • Health Care Industry trends in 2022 namely artificial intelligence, immersive Technology, Tele Medicine, Mobile Health etc.
4	Dr. P Murali Lecturer in Commerce, Sri A.B.R Government Degree College,Repalle	Health Care: Challenges and Opportunities	<ul style="list-style-type: none"> • Block chain Technology in health care

SESSION : II

SESSION MANAGER & RAPPORTEUR: Smt. V SAILAJA

SESSION CHAIRMAN : Dr. BUSHAN. D. SUDHAKAR

Professor, Department of International Business School of Management, Pondicherry

TITLE OF THE SESSION : Agriculture Challenges & Opportunities.

In this session the speaker had given a presentation on "social innovation & agriculture". In his talk, the importance of agricultural sector and the technological impact on agriculture and its importance were explained. He educated the audience about a new term "AGRIPRENUER" means an entrepreneur whose business is agriculture & its products.

He also gave many ideas about agripreneur. He mentioned about the scope and importance of agriculture for future generations. About the tariff and quality check - up for the agricultural products for international trade.

The number of presenters were 3. They shared their knowledge and some techniques for the growth of this sector.

S. NO.	NAME AND DESIGNATION OF THE PRESENTER	TITLE OF THE PAPER	PAPER HIGHLIGHTS
1	Mr. N. Koteswara Rao, Assistant Professor, MVR College of Engineering & Technology, Paritala, Vijayawada.	Agriculture Entrepreneurship	<ul style="list-style-type: none"> • Dramatically changes in agricultural sector • Changing consumer habits, • New requirements for product quality, chain management, food safety and sustainability.
2	A. Ravikiran, Assistant Professor, Department of MBA, KBN College, Vijayawada	A study on issues and challenges in agriculture sector.	<ul style="list-style-type: none"> • Importance of farming and the farmers are facing various challenges and issues for their agriculture field. • The financial assistance provided by the agriculture and commercial banks, government subsidies etc...
3	Mr. Subhakar Pedapudi, Assistant Professor, Department of MBA, PB Siddartha college, Vijayawadad.	Indian Agriculture: Achievements and Challenges during Covid-19	<ul style="list-style-type: none"> • The significant achievements at the outbreak of the Covid-19 • The food security and food inflation and its volatility remain challenging in the country.

SESSION : III

SESSION MANAGER & RAPPORTEUR: Sri. S.SURESH

SESSION CHAIRMAN : Dr. K. Samuel Johnson

Technical assistant and placement cell, VIT UNIVERSITY

TITLE OF THE SESSION : Education: Challenges & Opportunities

The session of seminar was scheduled on 25.02.2022 at 4:30PM

This session was chaired by Dr. K. Samuel Johnson Technical assistant and placement cell VIT UNIVERSITY. The Session Manager Sri. S. Suresh initiated the session and introduced the session Chairperson later handed over the session to Chairperson further proceedings.

Under this session our resource person Dr. Samuel Johnson educated the audience about NEP2020 and mentioned about "social entrepreneurship" and explained what is being a social entrepreneur means, he differentiated entrepreneurship and social entrepreneurship. He also mentioned that being educated is not just enough to be a social entrepreneur but also we require skills and should think about others. He shared information regarding government policies for start-ups. He educated the gathering about the different government opportunities available for growth of the youth in the country and about the loop holes in the NEP as well as the advantages of NEP 2020

After session Chairperson Speech completed, we started stage presentation by participants, 6 members presented in this session and they raise the importance of online education and other related to NEP 2020

S. NO.	NAME AND DESIGNATION OF THE PRESENTERS	TITLE OF THE PAPER	PAPER HIGHLIGHTS
1	Dr. Chand Basha, Lecturer, KBN College	New Education policy in India, Challenges and Opportunities	<ul style="list-style-type: none">• Lack of quality higher education in socio-economical challenged areas• Low teacher and institutional autonomy to innovate and excel• Inadequate career management and progression for Faculty or institutional leaders
2	B. Jyothsna, Assistant Professor, Gates Institute of Management and Science	Education in India, Challenges and opportunities.	<ul style="list-style-type: none">• Suits a variety of learning styles• Inability to focus on screens• Increased convenience and flexibility
3	K. Anil Kumar, Student, KBN College	Education sector in India	<ul style="list-style-type: none">• student mainly concentrated what are the various drawbacks of Indian education system and he suggested for Indian education development

4	K. V. Surendra, Student, Gates institute of Management and Science	Indian education system	<ul style="list-style-type: none"> • A few subject show understudies the tragically deceased culture of India which they ought to know about.
5	Rahul Chowdary, BBA Jain University	Student Perspective of classroom and distance learning during Covid-19 Pandemic	<ul style="list-style-type: none"> • Students can learn at peace • They don't have to compete to share thoughts and opinions
6	Chalasani Sir, BBA Quantum University, Uttarakhand	Education Challenges and Opportunities of Coronavirus	<ul style="list-style-type: none"> • Curtailing dropouts during and post pandemic • Integration of digital based learning

After completion of presentations session Chairperson summarized all presented topics and finally our Principal sir Dr. V. Narayana Rao garu, seminar convener and HOD of the commerce department Dr. G.V.S.R.N.S.A Sastry garu and session manager S. Suresh felicitated to session chair- person Dr. K. Samuel Johnson.

SESSION : IV

SESSION MANAGER & RAPPORTEUR: Sri. N HEMANTH KUMAR

SESSION CHAIRMAN : Dr. T. Natarajan

**Professor, Department of Management Studies,
National Institute of Technology, Tiruchirappalli**

TITLE OF THE SESSION : Renewable energy: Challenges & Opportunities

The Session of the seminar was scheduled on 26-02-2022 at 10.30 AM.

The Session was chaired by Dr.T.Natarajan, Professor, Department of Management Studies, National Institute of Technology, Tiruchirappalli. The Session rapporteur Mr.N.Hemanth Kumar initiated the session. Later on he introduced the session chairman and handed over the session proceedings to the session chairman. There are 6 presentations in the session.

The session chairman addressed the gathering with his excellent speech on “SOCIAL ENTREPRENEURSHIP AND INNOVATION IN INDIA “. He also expressed his view on RENEWABLE ENERGY – Challenges and Opportunities.

After the Chairman's speech the presentations were called on to the stage for presentation. Each presentation was given 5 minutes duration. Total 5 members were presented in the seminar.

S. NO.	NAME AND DESIGNATION OF THE PRESENTERS	TITLE OF THE PAPER	PAPER HIGHLIGHTS
1	G. Mohan kumar and R. Sairam from Student, KBN College	“RENEWABLE ENERGY – Challenges and Opportunities”	<ul style="list-style-type: none"> • It has numerous environmental benefits • It lowers reliance on foreign energy sources • Sources have geographical limitations
2	Rohan and Nikitha, students, Gates Institute of management Studies.	RENEWABLE ENERGY- Uses	<ul style="list-style-type: none"> • It creates jobs • It leads to cleaner water and air • Maintenance requirements
3	P. Madhav Ram, Students, KBN College	RENEWABLE ENERGY- Sources	<ul style="list-style-type: none"> • the uses of Renewable energy, Power Strategy, Raising prices of oils and gasses, Ecological hazards etc.
4	Shanti Babu, Lecturer in Department of Computers KBN College	Social innovation and employment in manufacturing sector in India	<ul style="list-style-type: none"> • low power availability • Availability of labour and cheap labour cost • Intellectual property protection and enforcement
5	Dr.K.Jangannayaki, Associate professors, institute of Aeronautical Engineering	Is Social Entrepreneurship – A Barrier in India	<ul style="list-style-type: none"> • The non existence of the social entrepreneurship act • Lack of clear identity • Political barriers

As the presentation finished the session chairman had summarized the presentations to the gathering. The chairman was presented a memento as a sign of gratitude by Dr. V. Narayana Rao, Principal, and KBN College. The session was concluded with vote of thanks by the Smt. Seshu Mani, Faculty, Department of Commerce and Management completed the session at 12 noon.

SESSION : V

SESSION MANAGER & RAPPORTEUR: Sri. N. SAMBA SIVA RAO

**SESSION CHAIRMAN : DR. A .BUN, Assistant Professor,
Additional Director, IAS Academy.**

TITLE OF THE SESSION : ACHIEVEMENTS OF YOUTH @ 75 YEARS

Under this session our beloved session resource person Dr. Bun Garu mentioned how India has developed through ages and what are the major changes brought by the government of India through framing the constitution, by introducing planning commission, nationalization of banks and privatization etc. reasons of

nationalization by Smt. Indira Gandhi and he addressed the growth in healthcare sector , increasing the life expectancy and in recent trends how India overcome the Covid-19 situation by providing vaccine through the world and the medical emergencies we faced through ages like polio, malnutrition, high death rate and recently COVID-19 about human rights also.

Total 4 members presented in this session from various reputed institutions and mentioned about the 18 principals of Mahatma Gandhi and role of women in the development of country and participation in business world and etc.

S. NO.	NAME AND DESIGNATION OF THE PRESENTERS	TITLE OF THE PAPER	PAPER HIGHLIGHTS
1	Mr .K. V. Satyaprakash, Professor and Head of the Department of Management Studies, Tadepalligudem	ACHIEVEMNETS OF YOUTH: AJADI KA AMRIT MAHOTSAV	<ul style="list-style-type: none"> • 18 principles of Mahatma Gandhi and role of women in the development of country
2	N. Gnaneswari and Alwal, KL university	Indian Youth: Technology	<ul style="list-style-type: none"> • Impact of technology on youth • Problem solving skills • Interactive creativity and digital expression
3	N. Radhika from KBN College	Achievements of Youth in achieving good governance	<ul style="list-style-type: none"> • Rule of Law • Equity and inclusiveness • Care for the environment
4	Lanka sai Krishna P.G student	Re-contextualizing Bhagat singh's Freedom struggle for Independence of India	<ul style="list-style-type: none"> • Bhagat singh's philosophy about revolution, resistance and socialism

As the presentation finished the session chairman had summarized the presentations to the gathering. The chairman was presented a memento as a sign of gratitude by Dr. V. Narayana Rao, Principal, and KBN College. The session was concluded with vote of thanks by Ms. P Vyshnavi, Faculty, Department of Commerce and Management completed the session at 3.00PM.

SESSION : VI

SESSION MANAGER & RAPPORTEUR: Smt. V SAILAJA

SESSION CHAIRMAN : Dr. V. N. SAILAJA

Associate Professor & Associate Dean Academics, Department of Management Studies, K L University, Guntur.

TITLE OF THE SESSION : Skill Development: Challenges & Opportunities

In this session our resource person addressed the gathering and explained the importance of the skills required to the present generation to survive in this new era and about the social entrepreneurship in a detailed manner to the audience. She said that everyone needs adaptability, change and flexibility and emotionally balanced in every situation they face. Social entrepreneurship creates an inspiring environment in everyone.

Total 10 members gave presentation on this topic and shared their valuable ideas on the topic.

S. NO.	NAME AND DESIGNATION OF THE PRESENTERS	TITLE OF THE PAPER	PAPER HIGHLIGHTS
1	Shamim, Assistant Professor, Department of MCA, KBN College, Vijayawada	Scope of Skill Development in India,	<ul style="list-style-type: none"> • The students in higher educational institutions are expected to have many skills like, human values, self- awareness, usefulness of the society, creative thinking, interpersonal relations etc...
2	Y. Suresh, Research Scholar in KRU	Entrepreneurial Skill Development	<ul style="list-style-type: none"> • the concept of entrepreneurship • the importance of skill development to create a culture of entrepreneurship
3	S Suresh, MIC College of Engineering & Technology, Kanchikacherla	Skill Development in India: Challenges & Opportunities	<ul style="list-style-type: none"> • various schemes introduced by the Indian Government such as • PMKVY, Deen Dayal Upadhyaya • Grameen Kaushalya Yojana (DDU-GKY)
4	RAMKRISHNAIAH. A Lecturere in Management Studies, WESTIN SCHOOL OF BUSINESS	Skill Development in India: Challenges and Opportunities	<ul style="list-style-type: none"> • Schemes for skill development • Infrastructure facilities availability in the educational institutions • Industry- private sector collaboration

5	Dr. Rajesh C Jampala, DEAN (Academics & Administration), PB Siddartha College	Artificial Intelligence: The future of Indian Banking	<ul style="list-style-type: none"> • Managing risks and delivering superior customer service • Digital channel enhancement • Covid-19 thrust banks
6	Mr. V. Nagendra kumar ,Assistant professor department of commerce	A Conceptual Development of spiritual leadership model	<ul style="list-style-type: none"> • Self- awareness, Self-esteem, Effective communication • Vision , hope and altruistic love , Theories of work place spirituality and spiritual survival
7	Ms.M.Shobha rani, Lecturer , Department of commerce saphagiri college	Kasturba Gandhi : Inspiration of today's women	<ul style="list-style-type: none"> • Satyagraha movement , civil disobedience campaigns women hygiene , discipline, reading, writing
8	Dr. G. Nageswararao, lecturer in commerce, V.T.J.M&I.V.T.R degree college	Vasudhaiva kutumbakam :indian conceit of unity in diversity	<ul style="list-style-type: none"> • Moral values in Indian society • Spiritual progress • Holistic development • Extension of ancient Indian concept • The whole world is one family
9	Dr. J.Venkata Ramana, assistant professor , KLU	Achievements of women @ 75 years	<ul style="list-style-type: none"> • Right to vote • Women inventors & Entrepreneurs • Legal rights • Women education

10	Anand sudhakar .M, Lecturer in commerce,KBN	Impact of make in India campaign : a global perspective	<ul style="list-style-type: none">• Boosts India's economic growth• Erode unemployment• Lack of proper infrastructure• Increasing in manufacturing sector• Intellectual property rights benefits• Tax exemption to start-ups
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ICSSR Sponsored Two Day National Seminar on "Social Innovation and Entrepreneurship in India "

Valedictory Session 26th February, 2022 (04.30PM)

Inviting the Guests	:	Ms. S.Suresh
President's Remarks	:	Dr. V. Narayana Rao Principal, KBN College
Brief Report of the Seminar by Convener	:	Dr.G.V.S.R.N.S.A.SASTRY, Convener.
Speech by	:	Sri. T.Seshaiah, President, KBN College.
Introduction to Chief Guest	:	Ms. P.Vyshnavi
Valedictory Address by the Chief Guest	:	Prof. A.BUN, Addi. Director, IAS Academy, Bangalore
Feedback	:	From Participants
Presentation of Certificates	:	Chief Guest, Committee Members & Principal
Felicitation to Chief Guest	:	By Committee Members & Principal
Vote of thanks	:	Ms. P.Vyshnavi

"National Anthem"

VALEDICTORY SESSION INCHARGES:

- 1. Sri B. V. Manohar Babu**
- 2. Sri. S. Suresh**

The Valedictory session began at 5.00PM. Sri S. Suresh, Faculty from the department of Commerce and Management welcomed the gathering. Dr. V. Narayana Rao garu, Principal of K.B.N. College Presided over the function. Dr.G.V.S.R.N.S.A. Sastry garu, Convener and Head of the Department of Commerce and Management gave brief report about the seminar. The valedictory address was delivered by the Chief Guest DR.A.BUN garu. He said the importance of skills required to today's youth for the successful career. Volumes and Certificates were distributed by the Chief Guest of the valedictory function. Scholars from different universities and colleges gave their feedback about the two - day national seminar and its importance. They said that because of this two- day national seminar they gained a lot of information about the social entrepreneurship and about the themes and subthemes of the seminar, students shared their valuable feedback about the seminar and hospitality of our college, they said it was an excellent seminar and added value to their involvement.



Dr .A. BUN garu endorsing the certificate to the Presenters



Felicitations to the chief guest Dr. A. Bun by our President. Sri. V. Seshaiyah, Secretary & Correspondent Sri. T. Srinivas, Principal of KBN College DR. V. Narayana rao garu, Vice- Principal's Sri P L Ramesh garu, Dr. M. Venkateswara Rao garu, PG Director DR. S. Venkata ramana garu, Head of the Department DR. G.V.S.R.N.A. Sastry garu.

Finally, Vote of thanks was proposed by MS. P. Vyshnavi, faculty from the Department of Commerce and Management.

Conclusion

With the encouragement and support from the Management and Principal, the assistance of the co-convenor and co-ordinators from the department it was possible to make all arrangements for the smooth and successful conduct of the seminar.

Call letters and invitation brochures were sent to all the autonomous commerce and arts colleges, Engineering Colleges, Universities all over the India through post, e mails and whats app groups. More than 175 members were participated in this seminar. The seminar has six plenary sessions where six lectures were delivered by eminent personalities of various capacities in this seminar.

Outcome of the Seminar:

- The faculty, students and research scholars showed their contribution in presenting the papers.
- A wealth of knowledge usually presented by many speakers at one time in one place.
- Improved own skills and knowledge by learning from others in their research filed.
- Learn about the innovations and sights.
- Gained and shared new ideas and best practices
- Make new contacts and stay connected with friends and colleagues.
- Created goodwill among the participating colleges and universities.

PHOTO GALLERY



V.SAILAJA (FACULTY FROM DEPARTMENT OF COMMERCE) Inviting guests



Lighting of the lamp by principal Dr. V. NARAYANA RAO GARU and Secretary & Correspondent Sri. T. SRINIVAS GARU and other Dignitaries.



Principal Dr. V. Narayana Rao addressing about the



HEADCOMMERCE&MANAGEMENT DEPT Dr. G.V.S.R.N.S.A SASTRY

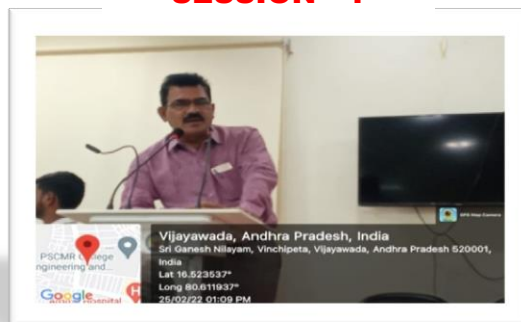


Releasing Of Icssr Volumes By Chief Guest & Dignitaries



CHIEF GUEST PROF.K.RAMA MOHANA RAO sharing his

SESSION - 1



Dr.V.Narisimha Rao acted as Chair Person VR Sidhartha College of Engineering

SESSION - 2



SESSION-3



SESSION - V



SESSION-VI



PAPER PRESENTERS





Vijayawada, Andhra Pradesh, India
 GJF7+G2H, Vinchipeta, Vijayawada, Andhra Pradesh
 520001, India
 Lat 16.523984°
 Long 80.612622°
 25/02/22 04:18 PM



Vijayawada, Andhra Pradesh, India
 Shop No 14, K. T. Road Vijayawada, Vinchipeta,
 Vijayawada, Andhra Pradesh 520001, India
 Lat 16.524259°
 Long 80.612045°
 25/02/22 11:44 AM



Vijayawada, Andhra Pradesh, India
 # 9-44-10, Shop No. 1, Shaik Raja Hospital Road, Kothapet, Vinchipeta, Vijayawada,
 Andhra Pradesh 520001, India
 Lat 16.523277°
 Long 80.612216°
 26/02/22 10:51 AM



Vijayawada, Andhra Pradesh, India
 GJF7+G2H, Vinchipeta, Vijayawada, Andhra Pradesh 520001, India
 Lat 16.524°
 Long 80.612645°
 25/02/22 04:35 PM

NEWSPAPER COLLECTION

యువత పారిశ్రామికవేత్తలుగా ఎదగాలి

చిట్టివరగి, స్కూల్ టుడీ: పారిశ్రామికవేత్తగా ఎదిగేందుకు అందుబాటులో ఉన్న అవకాశాలను యువత అందిపుచ్చుకోవాలని ఆంధ్రప్రదేశ్ ఉన్నత విద్యామండలి ఉపాధ్యక్షుడు కె.రామమోహనరావు అన్నారు. కొత్తపేటలోని కే.వి.ఎస్ కళాశాలలో రాష్ట్ర అండ్ మేనేజ్ మెంట్ స్టడీస్ అభ్యర్థులలో భాగంగా సోషల్ సైన్స్ విభాగం వ్యవస్థాపక అధ్యక్షులు రోజు యువతలో ఉన్నత విద్య అభ్యసించే వారు 10 శాతం మంది ఉన్నారని తెలిపారు.

అధ్యక్షులైన విజయలక్ష్మి అందిపుచ్చుకు అన్నారు. పలు ఫలిత విజయాలను విద్యార్థులు అభివృద్ధి చేసుకోవాలని కోరారు. ప్రస్తుతం పారిశ్రామికవేత్తలుగా ఎదిగేందుకు ప్రయత్నించాలని సూచించారు. పారిశ్రామిక వేత్తలు అంటే భారత్ లోని అయిన మాట్లాడుతూ ఆంధ్రప్రదేశ్ యువతలో ఉన్నత విద్య అభ్యసించే వారు 10 శాతం మంది ఉన్నారు. ఐటీ, ఐఐఐటీ, కే.వి.ఎస్ కళాశాల ఇంజనీరింగ్ యాండ్ మేనేజ్ మెంట్ స్టడీస్ విభాగం వ్యవస్థాపక అధ్యక్షులు రోజు యువతలో ఉన్నత విద్య అభ్యసించే వారు 10 శాతం మంది ఉన్నారు. ఐటీ, ఐఐఐటీ, కే.వి.ఎస్ కళాశాల ఇంజనీరింగ్ యాండ్ మేనేజ్ మెంట్ స్టడీస్ విభాగం వ్యవస్థాపక అధ్యక్షులు రోజు యువతలో ఉన్నత విద్య అభ్యసించే వారు 10 శాతం మంది ఉన్నారు.

అధ్యక్షులైన విజయలక్ష్మి అందిపుచ్చుకు అన్నారు. పలు ఫలిత విజయాలను విద్యార్థులు అభివృద్ధి చేసుకోవాలని కోరారు. ప్రస్తుతం పారిశ్రామికవేత్తలుగా ఎదిగేందుకు ప్రయత్నించాలని సూచించారు. పారిశ్రామిక వేత్తలు అంటే భారత్ లోని అయిన మాట్లాడుతూ ఆంధ్రప్రదేశ్ యువతలో ఉన్నత విద్య అభ్యసించే వారు 10 శాతం మంది ఉన్నారు. ఐటీ, ఐఐఐటీ, కే.వి.ఎస్ కళాశాల ఇంజనీరింగ్ యాండ్ మేనేజ్ మెంట్ స్టడీస్ విభాగం వ్యవస్థాపక అధ్యక్షులు రోజు యువతలో ఉన్నత విద్య అభ్యసించే వారు 10 శాతం మంది ఉన్నారు.

లాభార్జనతో పాటు సమాజ హితం అవసరం



మాట్లాడుతున్న ఆచార్య డి.ఎన్.పి.ఎస్ (విజయవాడ పశ్చిమ): సామాజిక సమస్యలను అధిగమించే దిశగా నూతన వ్యాపార దృక్పథం ముందుకు వచ్చిందని జెంగిగూర్ వెవిఎస్ అకాడమీ అడిషనల్ డైరెక్టర్ ఆచార్య డి.ఎన్.పి.ఎస్ అభ్యర్థులతో 'భారతదేశంలో సామాజిక అభివృద్ధి - వ్యవస్థాపకత' అంశంపై నిర్వహిస్తున్న జాతీయ సదస్సు శనివారం ముగిసింది. ముగింపు సభకు ముఖ్య అతిథిగా హాజరైన ఆచార్య డి.ఎన్.పి.ఎస్ మాట్లాడుతూ సామాజిక పరిస్థితులను, సమస్యలను పరిష్కరిస్తూ నూతన వ్యాపార అవకాశాలను సృష్టించే దిశగా సామాజిక అభివృద్ధిలు ముందుకు సాగాలని ఆర్థిక శాస్త్రవేత్తలు ప్రతిపాదిస్తున్నారని చెప్పారు. పర్యావరణ హింసాని కాంక్షిస్తూ సమాజంలోని రుగ్గులను రూపుమాపుతూ నూతన వ్యాపార రంగాలు ముందుకు సాగాలని సూచించారు. అందులో భాగంగా

రెండు రోజులూ జరిగిన జాతీయ సదస్సులో అనేక అంశాలు చర్చకు రావడంతో పాటుగా మున్ముందు వాటిపై మరింత అధ్యయనం జరిగేందుకు ఈ సదస్సు తోడ్పడుతుందన్నారు. కళాశాల అధ్యక్ష, కార్యదర్శులు తోమ్మండ్రు శేషయ్య, తూను కుంట్ల శ్రీనివాస్ మాట్లాడుతూ రెండు రోజులపాటు జరిగిన జాతీయ సదస్సులో సుమారు 185 మంది పత్ర సమర్పణ చేయటం ఆనందంగా ఉందన్నారు. మారుతూర్తి కాలానుగుణంగా భవిష్యత్ అభివృద్ధి అనుసంధానం ఉండగోని నూతన వ్యాపార అవకాశాలు ఈ సదస్సులో చర్చకు రావడం అభినందనీయమన్నారు. సభకు అధ్యక్షత వహించిన కళాశాల ప్రిన్సిపాల్ డాక్టర్ వి.నారాయణరావు మాట్లాడుతూ సామాజిక అభివృద్ధిలు వ్యవస్థాపకత అంశంపై ప్రపంచవ్యాప్తంగా విస్తృతమైన చర్చ కొనసాగుతోందన్నారు. అందులో భాగంగా భారతదేశంలో నూతన వ్యాపార దృక్పథాలపై ఈ విధమైన సదస్సులు భవిష్యత్ వ్యాపార రంగాలకు మార్గదర్శకం చేస్తాయని ఆశంకించారు. కీలక యూనివర్సిటీ బిజినెస్ మేనేజ్మెంట్ విభాగ ఆచార్యులు డాక్టర్ వి.జి.లక్ష్మణం, కమిషనరు నేషనల్ ఇన్స్టిట్యూట్ ఆఫ్ టెక్నాలజీ బిజినెస్ మేనేజ్మెంట్ స్టడీస్ ఆచార్యులు కమిషనరు నరరాజన్ తదితరులు దినార్స్ పరస్కరా హాజరయ్యారు. వైస్ ప్రెసిడెంట్ డాక్టర్ ఎం. వెంకటేశ్వరరావు, కన్వీనర్ డాక్టర్ అంజనేయశాస్త్రి తదితరులు పాల్గొన్నారు.

యువత అవకాశాలను అందిస్తున్న కోవారి



విజయవాడ పశ్చిమ, ఫిబ్రవరి 25 (ఆంధ్రప్రభ): యువత పారిశ్రామికవేత్తలుగా ఎదగడానికి అందుబాటులో ఉన్న అవకాశాలను అందిస్తున్న కోవారి ఆంధ్రప్రదేశ్ ఉన్నత విద్యామండలి ఉపాధ్యక్షులు ఆచార్య కె.రామమోహనరావు అన్నారు. శుక్రవారం కాకరపల్లి భావనారాయణ కళాశాల కామర్స్ అండ్ మేనేజిమెంట్ స్టడీస్ అధ్యక్షులలో భారతదేశంలో సామాజిక ఆవిష్కరణలు - వ్యవస్థాపకత అంశంపై రెండు రోజుల పాటు జరిగే జాతీయ సదస్సును ప్రారంభించారు. ఈ సందర్భంగా జరిగిన ప్రారంభోత్సవ సభకు ముఖ్యఅతిథిగా హాజరైన ఆచార్య రామమోహనరావు మాట్లాడుతూ యువత ఉపాధి అవకాశాలను సృష్టించే పారిశ్రామికవేత్తలుగా ఎదగడానికి ప్రయత్నించాలన్నారు. కైజాన్, టీ సెంటర్, బీ డ్రైప్ వంటి సంస్థల వ్యవస్థాపకం విజయగూడలను వివరించారు. పొందిన కేంద్రీయ విశ్వవిద్యాలయం ఇంటర్నేషనల్ బిజినెస్ స్కూల్ ఆఫ్ మేనేజిమెంట్ ఆచార్యులు ఆచార్య బుషన్ డి సుధాకర్ మాట్లాడుతూ యువత పరిశ్రమల స్థాపనకు అడుగులు వేయాల

న్నారు. ప్రతి నూతన ఆలోచన అనేక అవకాశాలను చూపిస్తుంది. సభకు అధ్యక్షత వహించిన కళాశాల ప్రెసిడెంట్ డాక్టర్ వి. నారాయణరావు మాట్లాడుతూ సామాజిక వ్యవస్థాపకత, పారిశ్రామిక అవకాశాలు తదితర అంశాలపై ప్రపంచ వ్యాప్తంగా విస్తృత చర్చ జరుగుతుందన్నారు. ఆ క్రమంలో దానిపై మన కళాశాలలో దేశానికి సంబంధించి అవకాశాలు, అవరోధాలు తదితర అంశాలపై రెండు రోజుల జాతీయ సదస్సు నిర్వహించటం ఆనందంగా ఉందన్నారు. ఈ సందర్భంగా 185 మంది విద్యార్థులు పత్ర సమర్పణ చేయటం సంతోషంగా ఉందన్నారు. ఈ కార్యక్రమంలో వీఆర్ సిద్ధార్థ డిప్యూటీ డిప్యూటీ ఆఫ్ మేనేజిమెంట్ స్టడీస్ విభాగాధిపతి ఆచార్య పీ సయింజోరావు, వెల్లూరు విశ్వవిద్యాలయం బిజినెస్ స్కూల్ ఆచార్యులు డాక్టర్ భానుశ్రీరెడ్డి, కళాశాల కార్యదర్శి తానుకుంట్ల శ్రీనివాసు, వైస్ చైర్మన్ డాక్టర్ ఎం. వెంకటేశ్వరరావు, సీజీ కాలేజ్ రైజెక్టర్ డాక్టర్ వెంకటరమణ, సదస్సు కన్వీనర్ డాక్టర్ అంజనేయశాస్త్రి తదితరులు పాల్గొన్నారు.

INVITATION BROCHURE

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<p>ABOUT THE COLLEGE Kakaraparti Bhavanarayana College is a vivacious outcome of a century old renowned charitable organization, S.K.P.V.V. Hindu High Schools Society with "Tejas- wina Vadheethamasthu" as its motto. Since its inception in 1965 it marked an epoch in innovative education, in an academically and economically impoverished area. The college with heightened social imagination and ardent zeal, shone like a lodestar led innumerable students towards the goal of an illustrious life. The ever vibrant college grew by leaps and bounds and has evolved with times. It has been adorned with the Autonomous status by the UGC in the year 2010 and received "Best Laboratory", "Best Academic Achievement", "Best Library", "Best NSS Unit" awards. The College has never rested on its laurels and has been relentlessly raising the bar. It is Certified with ISO 9001-2015 which has been given for Quality Management Standard and accorded with CPE in 2016 by UGC. It has been reaccredited with "A" Grade by NAAC (Cycle 3) in 2019.</p> <p>ABOUT THE DEPARTMENT The Department of Commerce & Management was established in the year 1965. Ever since its inception the Dept. has been an eponym for the college. The Department is an alter ego of the college, which is fondly referred to as "Commerce College". Many illustrious stalwart embellished the department and had an enviable and indelible impact on the students as well as the college itself. Their legacy continues and currently, among the distinguished faculty, not less than seven Doctorates emblazon the banner of the Dept, which is also embellished with seven other M.Phil Degree holders and NET/SET qualified members. The lion's share of the academic strength of the college is its students pursuing courses like B.Com (General), B.Com (TP), B.Com (Computers) B.B.A. and B.Com (Logistics) at the Degree level and MBA, M.Com at the PG level. More than 1500 students at UG and 300 students at PG levels asseverate the academic might of the college. The unique course like B.Com (Logistics) an Innovative Programme by UGC was introduced. This college has the unparalleled distinction of being the only college offering these courses that augment the employability of the successful students. Apart from the Department of Commerce and Management, the college has 16 UG & 6 PG Courses.</p>	<p>ABOUT THE SEMINAR Social innovation helps in solving some of the most pressing problems with new solutions such as fair trade, distance learning, mobile money transfer, restorative justice and zero carbon housing. The process of creating solutions is also profoundly changing beliefs, basic practices, resources and social power structures. Social innovation provides a unique opportunity to step back from a narrow way of thinking about social enterprises, business engagement and philanthropy. In India, a developmental model needs to be designed, keeping in mind the diversity of culture and abundance of its resources, people's aspiration levels and the ecological limitations of nature. Indians are making efforts in creating new venues for social innovation across sectors, such as education, healthcare, housing, agriculture and livelihood. There is enough evidence of grass-root innovation amongst the poorest of poor who live with or without any access to technology. These innovations are not only relevant in India but could also be applied globally, highlighting the universal elements of innovation such as ecological sustainability practices, low cost, scalability and optimization of resources. Social innovation segment in India requires support in capacity building and go-to market strategies.</p> <p>THEMES</p> <ul style="list-style-type: none"> * Education – Challenges & Opportunities * Agriculture- Challenges & Opportunities * Health Care- Challenges & Opportunities * Renewable Energy - Challenges & Opportunities * Skill Development - Challenges & Opportunities * Manufacturing - Challenges & Opportunities <p>SUB-THEMES OF AZADI KA AMRIT MAHOTSAV</p> <ul style="list-style-type: none"> * Achievements of Youth @ 75 Years * Ideas - Ideas that inspired the struggle for independence * Vasudev Kutumbakam * Achievements of Women @ 75years 	<p>CALL FOR PAPERS Well-structured papers on the themes and sub-themes are invited from Commerce & Management Faculty, Research Scholars & Students and also papers relating to Azadi Ka Amrit Mahotsav from all disciplines with not more than 2000 words. Papers should be sent in A4 Size, MS Word format, Times New Roman font with 12", 1.5 line spacing to kbncssr22@gmail.com</p> <p>Send the soft copy of paper to reach us on or before 20th FEBRUARY, 2022.</p> <p>REGISTRATION FEE DETAILS</p> <p>₹1000/-, the fee includes ISBN Book Publication, Seminar Kit, Lunch, Tea & Snacks for 2 days. (No T.A., & D.A. will be paid). For Students - ₹400/-</p> <p>Registration fee shall be paid through NEFT/RTGS</p> <p>Account Name : Principal, KBN College Account Number : 1414155000114010 Bank Name : Karur Vysya Bank Ltd., Branch : One Town, Vijayawada IFSC Code : KVB0001414</p> <p>ACCOMMODATION Accommodation is provided to outstation participants on request, on payment basis.</p> <p>FOR FURTHER DETAILS CONTACT</p> <ul style="list-style-type: none"> * Sri N. Hemanth Kumar - 91008 64160 * Ms. V. Sailaja - 62814 85823 * Sri S. Suresh - 91609 38818
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LIST OF PARTICIPANTS & PAPER PRESENTERS

S.NO	TITLE OF THE PAPER
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2	Challenges and Opportunities for Online Education in India Sri P.L.Ramesh, , Department of Computer Science,, Vice-Principal KBN College, Vijayawada
3	Digital Trends In Financial Environment, N.Vanaja ¹ ,A.Soujanya ² , ³ U.Padmavathi, ^{1,2} Assistant Professors, CMRIT, Hyderabad & ³ Asst.Professor, IARE, Hyderabad
4	Innovation in social entrepreneurship: How social enterprises innovate in their organization. Dr Rajkumar Pillay, Assistant Professor, , Institute of Public Enterprise, Secunderabad, Telangana.
5	The Role of Entrepreneurship in India, Dr.B.Sankar Babu,,Associate professor, Institute of public enterprise, Hyderabad
6	Skills Development For Youth In India: Challenges & Opportunities. K.Jyothi, Principal, S.V. R. Government Degree College, , Nidadavole
7	Women Empowerment in India: a critical analysis, Durga Bhavani Dhlipudi MBA,(Ph.D.),Associate professor, dept. of MBA, Priyadarshini institute of technology andscience, Tenali.
8	FAMILY ENTREPRENEURSHIP - AN EMERGING PHENOMENA Dr. M Srinivasa Narayana, Professor, KL Business School, KL University, Vijayawada, Dr A Anuradha, Assistant Professor, KL Business school, KL university, Vijayawada ,
9	“Digitalization Of Higher Education” A path far away to go G Narayana Rao , Lecturer in Commerce , Dr.LHR GOVT Degree College,Mylavaram
10	Food Traceability for Smart Agriculture using Block chain and IoT Dr.S.Gopi Krishna ^{##} ,Professor in CSE, Sri Mittapalli College of Engineering, Guntur, Andhra Pradesh, India Dr.S.Venkata Ramana [*] PG Director, KBN College (Autonomous), Vijayawada, Andhra Pradesh, India
11	Challenges and Opportunities of Big Data in Health Care, Dr. Prabhavathi Mandepudi Lecturer in Commerce, Government College for women (Autonomous) Guntur.
12	Skill Development Opportunities and Challenges in India Dr. Priyadarshini Kambam, Lecturer in Commerce, Government College for women (Autonomous) Guntur.
13	Technology and Education: challenges and opportunities, J.panduranga rao, Lecturer in physics, KBN College (autonomous) , Vijayawada
14	Online Education – A review literature era of learning on Global platform Beesetti Jyotsna, Asst Prof Gates institute of Management and Sciences, Vijayawada, A.P
15	Strategies for the growth of E-Commerce Companies, Dr K.Suryanaryana, Associate Professor, Department of Management Sciences,, R.V.R & J.C.College of Engineering, Guntur, AP
16	A study of Social Entrepreneurship in India, Dr.M.Venkateswara Rao Vice – Principal, kbn College (Autonomous) Vijayawada
17	Online teaching & learning of higher education in India during covid-19 , Lt. Dr. Chilukoti Nagaraju, associate professor, Department of commerce, Government degree college,Avanigadda
18	Challenges and Opportunities in healthcare systems: a systematic review, Dr.Rajeev.b M.Com.,MBA.,MA.,PGDTM., Ph.D., HOD of Commerce Department , A.S.N college Tenali
19	Indian Agriculture: Issues and Challenges, Shaik kareem MBA, Music. Associate professor, Priyadarshini institute of technology and science, Tenali
20	Social Entrepreneurs in Indian Health Care Sector- Conceptual Framework of Indian Healthcare System, Mohammad rafi shaik Associate professor, Dept of mba, Priyadarshini institute of technology and science Near Tenali.
21	A STUDY OF SOCIAL ENTREPRENEURSHIP IN INDIA, Dr Vinod Krishnarao Gawande, Principal, City Premier College, Wardha road, Nagpur.
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23	Parent involvement and Children's Academic and Social development in elementary school, Dr.V.Anuradha, Associate Professor, K.L University, Guntur
24	Adolescents' academic achievement and life satisfaction: the role of parents' education, Dr KVB Ganesh, Assistant Professor, KLUniversity, Vijayawada,
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	Commerce, YA Government Degree College for Women,, Chirala, Prakasam Dist.)
27	Agriculture: opportunities and challenges, Dulam Akshitha Lakshmi, Chanumolu Meghana Chowdary, BBA LLB VSEM students at, K L University,, Vijayawada
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50	Manufacturing Sectors in India: Outlook and Challenges, Dr.M.Papa Rao, Professor ,Sree Vahini Institute of Science and Technology, Tiruvuru, AP, Email Id.Paparao070128@gmail.com Mr. M. Kishore Babu, Asst. Prof, Sree Vahini Institute of Science and Technology, Tiruvuru, AP

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54	Women Entrepreneurship Development in India,Aishwarya. Lecturer in Commerce and Management, Nalanda degree College, Vijayawada.ishwarya.s@nalanda.edu.in
55	Youth well-being predicts later academic success, R.Ambica,Lecturer in Commerce and Management, Nalanda Degree College, Vijayawada ambicar@nalanda.edu.in
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60	Women Entrepreneurship in India G.Suvarna , Lecturer in Commerce and Management, Nalanda Degree College, Vijayawada
61	INDIAN HEALTH CARE PRACTICES-AN OVERVIEW A.VARSHINI BBA, GATES Institute of Management & Sciences, Vijayawada R.V.CHAITANYA BBA, GATES Institute of Management & Sciences, Vijayawada
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67	SKILL DEVELOPMENT IN INDIA: CHALLENGES AND OPPORTUNITIES Sangani Suresh *(Department of Commerce, KBN College ,Vijayawada Email:sureshpriyatam@gmail.com
68	Higher Education in India: Challenges and Opportunities Sri B.V.Manohar Babu, M.Com, C.M.A. (Inter), Lecturer in Commerce & Management, KBN College, I Town, Vijayawada, Mail Id: manoharbabu_bv@yahoo.co.in Mobile No: 9492613226
69	An Overview on the National Education Policy (NEP) – 2020 SK CHAND BASHA*, Department of Zoology, KBN College (Autonomous),Vijayawada, A.P., India, Corresponding author: mahashaf@gmail.com
70	Agricultural Entrepreneurship Mr. N. Koteswara Rao, Asst. Professor, MVR College of Engineering and Technology, Paritala, Vijayawada Email Id. Kotai.nancharal@gmail.com Mobile No:9347842691
71	IMPACT OF PUNISHMENT ON SECONDARY SCHOOL STUDENT Dr.Sandeep Talluri, Faculty, Department of Education, Acharya Nagarjuna University, Guntur, Shaik Ismaiel Ali Basha M.Ed Student, Department of Education, Acharya Nagarjuna University, Guntur
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74	Social Innovation for Agricultural Development: A Study of System of Rice Intensification in AP, India, S.Pavani, Research scholar KRU, R.Srinivasrao Associate professor, PB Sidhartha college
75	Social Innovation for Sustainable Living “The betterment of society is no a job to be left to a few. It’s a responsibility to be shared by all.” – David Packard, Dr. N. Thyagaraju, Head & Assistant Professor, Department of Commerce,Government College for Women (Autonomous), Guntur, A.P.

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78	The Health Benefits of Yoga and Exercise:A Review of Comparison Studies N Sambasiva Rao, M.A., M.Phil, (Ph.D), P.G. Diploma in Yoga, Msc. Yoga, Wellness Instructor by Ayush Department, Ph No: 8074170169, Email Id:online9@gmail.com
79	The Dharma of Ecology – Contemporary Narratives of Environmental Politics, K.Jashuva Babu, KL university. Vijayawadajashuvababu8@gmail.com
80	Skill development: a key Resource to Youth Empowerment K.Asritha,BBA,gates institute of management & science, Vijayawada. Ch.Manaswini, BBA, Gates Institute of Management & Science, Vijayawada.
81	Agricultural Credit - Accomplishments and Challenges, Dr. Ch. VenkataRamanaiyah, Lecturer in Commerce, SVA Govt. Degree College, Srikalahasthi., chvramanaiahphd@gmail.com
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84	Social Innovations on the Way to Sustainable Development, Mr. ChitimadaGopala Rao, M.Com, APSET, COMMERCE DEPARTMENT, SRSVRGNR Degree College, Mylavaram, Mobile No:9951179050, EmailId:chitimadagopalarao@gmail.com
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87	Achievement of Women @75 Year महिलाओं की उपलब्धियाँ @ 75 वर्ष . Janaki, HOD, Dept. Hindi, K.B.N College, Vijayawada
88	HEALTHCARE INDUSTRY- Trends & Innovations , Author, KolliparaSwarupa Rani Mcom.,(MBA) PGDCA, PG.Dip in, Hotel Management, Phd ,Research Scholar , E:mail, Kolliparaswaruparni@yahoo.com
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169	EMERGING TRENDS AND CHALLENGES IN MANAGEMENT OF HIGHER EDUCATIONAL INSTITUTIONS Research Paper submitted at ICSSR sponsored two-day National Seminar on Social Innovation & Entrepreneurship in India, organised by Department of Commerce & Management, KBN College, Vijayawada on 25 th & 26 th February 2022. S By Dr. V Narasimha Rao M.Com, MBA, Ph.D. Professor and Head, Dept of Business Management, V R Siddhartha Engineering College, Vijayawada, A.P. Email: profvnrdirectormba@gmail.com
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