

## PRINCIPAL'S REPORT

Academic Year: 2022-23

### INSTITUTIONAL RECOGNITION

- ✓ On November 17, 2022, the Ministry of Education (MoE) awarded KBN College a rating of 3.5 out of 5 stars in Innovations & Start-Ups (IIC).
- ✓ Our college's Autonomous status has been extended from the academic year 2022-23 to 2026-27.
- ✓ An ISO 9001:2015 Certified Institution.

### STUDENT STRENGTH PARTICULARS:

For the academic year 2022-23, the Undergraduate (UG) Programs at KBN College have a student enrolment of 2,763, while the Postgraduate (PG) programs have a student enrolment of 588.

### PROGRAMMES:

Currently, KBN College offers a total of 15 undergraduate (UG) programs, 4 postgraduate (PG) programs, and 4 diploma courses under the UGC-National Skill Qualifications Framework. Additionally, we provide a Diploma in Yoga for Human Excellence.

### VALUE ADDED COURSES:

In order to provide students with a comprehensive understanding of current industry challenges and foster a holistic perspective, the UG and PG Departments at KBN College have introduced 32 Value Added Courses alongside the aforementioned programs.

### MoUs:

- The college has signed 57 MoUs with reputed organizations such as Lincoln University College, Malaysia, ACIC-KL Start-Ups Foundation, Fopple Technologies, SK Deep Tech Pvt. Ltd., Hyderabad, Drone Institute of Technology, Tirupathi, TCS, Mumbai, Bajaj Finserv, Edu Skills, Orch Laboratories Pvt. Ltd., etc.

### ACADEMIC RESULTS:

The results for the academic year 2022-23 are as follows: UG – **88.49%** & PG – **98.88 %**.

- ✓ I appreciate the efforts of all the faculty members for achieving good results.

### FACULTY ACHIEVEMENTS:

The diligent faculty members at our institution have consistently strived to elevate the academic standards to meet the dynamic and ever-evolving educational landscape. Their unwavering commitment to scholastic activities has continually set new benchmarks of excellence.

Out of **122** Faculty members, we have **18** Doctoral Degrees, **14** M.Phil's and **15** NET/ SET qualified.

- ✓ Sri M. Rajesh, Yoga Trainer won 2<sup>nd</sup> Place in the UYSF India National Yoga Sports Championship 2023 of Universal Yoga Sports Federation (Category Traditional (31-40) Male), held at Centurion University of Technology & Management Jatni, Bhubaneswar, Odisha on 3<sup>rd</sup> & 4<sup>th</sup> June, 2023.

- ✓ Sri Y. Srinivasa Raju, Librarian, received 'Book Reading Promotion Award' by Andhra Pradesh Library Association Sarvottama Bhavan, Vijayawada on 17<sup>th</sup> April, 2023.
  - ✓ Dr. K. Rama Krishna, Asst. Prof., received Mathru Basha Seva Siromani Puraskar by Hon'ble Minister for Education Sri Botsa Satyanarayana, for on the eve of International Mother Language Day on 21<sup>st</sup> February, 2023.
  - ✓ Dr. V. Narayana Rao, Principal, received 'Certificate of Merit for rendering Meritorious Service while discharging the Duties' in view of Republic Day Celebrations 2023, from Government of Andhra Pradesh on 26<sup>th</sup> January, 2023.
  - ✓ Sri D. Pavan Kumar, Member, Red Ribbon Club, received 'Certificate of Merit for rendering Meritorious Service while discharging the Duties' in view of Republic Day Celebrations 2023, from Government of Andhra Pradesh on 26<sup>th</sup> January, 2023.
  - ✓ Sri B. Prabhakar, Head, Dept. of MBA, received 'Jyesta Acharya Award' of Bharath Education Excellence Awards-2022 on 4<sup>th</sup> September, 2022.
  - ✓ Dr. V. Narayana Rao, Principal, nominated as the 'Member' in the District Level Committee of NTR District for the effective implementation of the Internship / Apprenticeship / On the Job training Programmes by Krishna University, Machilipatnam on 27<sup>th</sup> August, 2022.
  - ✓ Sri V. Seshagiri Rao, NSS Programme Officer, received 'Certificate of Appreciation' from Indian Red Cross Society on 15<sup>th</sup> August, 2022.
  - ✓ Dr. GVSRNA Sastry, Head, Dept. of Commerce & Management, received 'Global Eminent Researcher Award' for outstanding service in Research, by Vij. Trust on 4<sup>th</sup> July, 2022.
- During this academic year, a substantial number of faculty members actively engaged in academic events organized by external organizations, including professional development programs, seminars, workshops, and more.
- **Ms. A. Jyothi Mallika, I B.Sc. (MSCS) student shortlisted for the Final Jury Round of the APSCHE Excellence Awards 2023 in the area of Community Service.**

#### **RESEARCH PROFILE:**

Currently, eight scholars are actively pursuing their Ph.D. degrees under the guidance of supervisors affiliated with three recognized research centers in the Departments of Commerce, Management, and Chemistry. These dedicated research scholars, assigned by the Parent University, are focusing their efforts on addressing various social issues and endeavouring to publish papers on these topics. The faculty published around 50 Research Papers in the UGC CARE LISTED JOURNALS.

#### **MANAGEMENT FUNDED PROJECTS:**

At our college, we prioritize offering opportunities to aspiring teachers to conduct research on specific problems or issues. Each year, our institution provides financial assistance to faculty

members to facilitate their research endeavors. In the current year, we have funded eight faculty projects.

#### **START-UPS:**

In order to cultivate entrepreneurial mindsets and skill sets among our students, we are actively encouraging and supporting them in their startup endeavors by providing financial assistance.

As a part of this, we are happy to inform you that our Degree Students initiated and launched 2 Start-Ups i.e. 'Krupa Tech Services' by III BCA Students, which provides technical services through Online & Offline and 'I Believe Plants & Nursery' by III B.Com. (Comp.) Students, which provides indoor, outdoor, Flowering and Grafted Fruit Plants sale through online and offline.

#### **INTERNSHIPS:**

To integrate the knowledge and skills that the students learned in the classroom with actual work experience we offered internship embedded curriculum and all the students are completed their internships in reputed organizations such as Efftronics Pvt. Ltd., at Assam, Jharkhand, Chennai, Maharashtra, Future Tech Solutions, Hyderabad, TCS IoN, Lampex Electronic Ltd., Hyderabad, Maruti Suzuki Services, Vijayawada, ARETE IT Services Pvt. Ltd, YSK and LLP Chartered Accounts, Orch Laboratories, Vijayawada, etc. with a good stipend.

#### **LIBRARY:**

Our Central Library has made significant efforts to acquire a substantial collection comprising 81,481 books, 98 Physical Journals, 3,828 e-Journals and 1475 Back Volumes, covering a wide range of topics and disciplines. In addition, we have subscribed to various journals, e-journals (Inflibnet & Delnet), and magazines for the current academic year. To encourage library utilization and support, the Department of Library Science at our college celebrates National Library Week annually, recognizing the invaluable role of libraries and librarians in transforming lives and fortifying communities.

#### **THE QUALITY INITIATIVE PROGRAMMES ORGANIZED BY THE DEPARTMENTS**

Every department in our college consistently strives to enhance students' knowledge through quality initiatives. In addition to regular classwork, all departments have organized numerous academic curricular activities in collaboration with renowned organizations and institutions at the national and state levels:

**No. of WORKSHOPS / SEMINARS / CONFERENCES : 17**

- ❖ Five-Day Workshop on 'Python for Data Analysis' (Under Autonomous Funds) was organized by Department of Mathematics & Statistics from 5<sup>th</sup> to 10<sup>th</sup> January, 2023. Resource Person: Dr. P. Siva Kumar, Asso. Prof., Department of CSE, KL University, Guntur.

- ❖ Two-Day Workshop on 'PCB Design' (Under Autonomous Funds) in collaboration with Microlink Peripheral (P) Ltd., Vijayawada organized by Department of Physics & Electronics on 9<sup>th</sup> & 10<sup>th</sup> December, 2022.
- ❖ Two-Day Workshop on 'Financial Literacy for Young Citizen' organized by Department of Commerce and Management for all the MBA and Commerce and Management students from 5<sup>th</sup> December, 2022 to 21<sup>st</sup> January, 2023. Resource Person: Sri Vijaya Kumar Chilukuri, Certified Personal Financial Advisor and NISM Resource Person for Kotak Securities Financial Education Program.
- ❖ Three-Day Workshop on 'Mathematical Models' (Under Autonomous Funds) organized by Department of Mathematics & Statistics on 2<sup>nd</sup>, 3<sup>rd</sup> & 5<sup>th</sup> December, 2022. Resource Person: Dr. P. Satyanarayana Sarma, Mathematician & Scholar in Mathematical Model.
- ❖ Two-Day National Workshop on 'Blockchain and It's Applications' (Under autonomous Funds) in collaboration with APSCHE organized by Department of Computer Science & Applications on 29<sup>th</sup> & 30<sup>th</sup> November, 2022. Resource Person: Mr. Ajinkya Lohakare, CTO at Ditto security
- ❖ Three-Day National Workshop on 'Clinical Research' in collaboration with CAVAXION Clinical Research Pvt. Ltd., Vijayawada, organized by Department of PG Chemistry on 19<sup>th</sup>, 21<sup>st</sup> & 22<sup>nd</sup> November, 2022.
- ❖ Workshop on 'Youth for Climate Action' organized by NSS Units in association with National Institute of Disaster Management, New Delhi on 11<sup>th</sup> November, 2022.
- ❖ Two-Day National Seminar on 'Recent Advances in Biological Sciences' organized by Departments of Botany & Zoology on 28<sup>th</sup> & 29<sup>th</sup> October, 2022.
- ❖ Two-Day Workshop on 'Devops Core & Cloud Integration' on the occasion of World Students' Day 2022 to commemorate the Birth Anniversary of Dr. APJ Abdul Kalam organized by Department of Computer Science & Applications on 14<sup>th</sup> & 15<sup>th</sup> October, 2022. Resource Person: Sri NVS Mahesh, Solution Architect, Head of QA, AT & T Labs.
- ❖ Three-Day Workshop on 'Customization of Commercialized Agricultural Drones' in association with Fopple Technologies Pvt. Ltd., Kanikipadu from 13<sup>th</sup> to 15<sup>th</sup> October, 2022. Resource Person: Mr.A.Gopi Raja, CEO, Fopple Drone Tech Pvt. Ltd.
- ❖ Workshop on 'Think, Make, Break, Repeat' in association with ACIC-KL Startups Foundation on 6<sup>th</sup>, 11<sup>th</sup>, 19<sup>th</sup> July and 8<sup>th</sup> August, 2022.

**MOTIVATIONAL TALKS with eminent personalities: 03**

- శ్రీ కంచి కామకోటి పీఠాధీశ్వరులు జగద్గురు శ్రీ శ్రీ శ్రీ శంకర విజయేంద్ర సరస్వతీ స్వామి వారి 'అనుగ్రహ భాషణం' – 6<sup>th</sup> April, 2023.
- బ్రహ్మశ్రీ చాగంటి కోటేశ్వరరావు శర్మ గారిచే విద్య-నైతిక విలువలు అను అంశము పై ప్రవచన కార్యక్రమము - 20<sup>th</sup> February, 2023.

- Motivational Talk on 'Self Reliant India – Role of Indian Youth' by Dr. G. Satheesh Reddy, Scientific Advisor to Raksha Mantri was organized by Internal Quality Assurance Cell on 11<sup>th</sup> February, 2023.

**No. of GUEST LECTURES (Online & Offline)**

**: 31**

- ♣ Guest Lecture on 'AI in Botany' was organized by Department of Computer Science on 22<sup>nd</sup> June, 2023. Resource Person: Dr. Raviprasad Aduri, Associate Professor, Dept. of Biological Sciences, Asso. Prof., Dept. of Biological Sciences, BITS Pilani, KK Birla Goa Campus.
- ♣ Guest Lecture on 'In silico Drug Design and Discovery with an emphasis on Drug Design Strategies to Combat COVID-19' was organized by Department of PG Chemistry on 21<sup>st</sup> June, 2023. Resource Person: Dr. Raviprasad Aduri, Associate Professor, Dept. of Biological Sciences, Asso. Prof., Dept. of Biological Sciences, BITS Pilani, KK Birla Goa Campus.
- ♣ Interactive Session on 'Business model Canvas' was organized by Entrepreneurship Development Cell on 13<sup>th</sup> May, 2023. Resource Person: Mr. V. Sundhar Singh, Manager Hatch Lab Research Centre, SRM University.
- ♣ Interactive Session on 'Recreational Mathematics' was organized by Department of Mathematics & Statistics on 5<sup>th</sup> May, 2023. Resource Person: Dr. T.S.V.S. Suryanarayana Murthy, Ganita Avadhani
- ♣ Virtual Guest Lecture on 'Intellectual Property Rights' in view of World Intellectual Property Rights Day was organized by Department of MBA on 26<sup>th</sup> May, 2023. Resource Person: Dr. G. Subhalakshmi, Assistant Professor, School of Law, Pondicherry University, Pondicherry.
- ♣ Guest Lecture on 'Statistical Activities in the Country & Job Prospects' and Quiz Competitions in association with NSSO, was organized by Department of Mathematics & Statistics on 24<sup>th</sup> February, 2023. Resource Person: Sri K. Kiran Kumar, ISS, Deputy Director General.
- ♣ Scientific Talk on 'Advances in Nano Materials Research – Career Opportunities' in view of National Science Day Celebrations on 22<sup>nd</sup> February, 2023. Resource Person: Prof. B.L.V. Prasad, Director, Centre for Nano and Soft Matter Sciences, Bangalore.
- ♣ Guest Lecture on 'Recent Approaches in Natural Products Research for Drug Discovery' was organized by Department of PG Chemistry on 1<sup>st</sup> February, 2023. Resource Person: Dr. K. Suresh Babu, Asso. Prof., IICT, Hyderabad.
- ♣ Lecture Series on 'Students-Cultural Development' by Sri Ch. Venkata Ramana, Sahitya Akademi Awardee & KBNC Alumni, 'Students-Today's Education System' by Sri K.S. Lakshmana Rao, MLC, was organized by Dramatic Association on 29<sup>th</sup> January, 2023. Chief Guest: Dr. V. Narayana Rao, Principal, KBNC.
- ♣ Lecture Series on 'Students –Scientific Thinking' by Sri Ch. Ravi Kumar, Member, Jana Vignana Vedika, 'Students - Science' by Dr. T. Srikumar, Motivator, Andhra Loyola College, Vijayawada was organized by National Service Scheme Units on 30<sup>th</sup> January, 2023.

- ♣ Guest Lecture on 'Contemporary Technologies and Various Certifications for Career Advancement' was organized by Department of MCA on 21<sup>st</sup> January, 2023. Resource Person: Mr. Jonnalagadda Surya Kiran, Assistant Professor, Department of CSE, K L University, Guntur.
- ♣ Guest Lecture on 'Disconnection Approach' was organized by Department of Chemistry on 20<sup>th</sup> January, 2023. Resource Person: Dr. B. Jaganmohan Reddy, Associate Professor, Department of Chemistry, Adikavi Nannaya University.
- ♣ Virtual Guest Lecture on 'Intellectual Property Rights' was organized by Department of Commerce & Management in collaboration with IQAC on 10<sup>th</sup> January, 2023. Resource Person: Dr. T. Pavan Kumar, Senior Scientist – Chemistry & IPR, Institute of Mineral & Materials Technology (IMMT), Bhubaneswar.
- ♣ Guest Lecture on 'Intellectual Property Rights' was organized by Department of Mathematics & Statistics on 4<sup>th</sup> January, 2023. Resource Person: Dr. K. Raghava Rao, Director, Patent Facilitation Centre, KL University, Guntur.
- ♣ Virtual Guest Lecture on 'Intellectual Property Rights' was organized by Department of Computer Science & Applications, on 31<sup>st</sup> December, 2022. Resource Person: Dr. S. Siva Sankar, Asso. Prof., Dept. of CSE-AI & ML, KG Reddy College of Engineering & Technology, Hyderabad.
- ♣ Guest Lecture on 'Eat Right be Nutritionally Aware' was organized by Department of Zoology on 15<sup>th</sup> December, 2022. Resource Person: Ms. T. Vani, Nutritionist, Fitzone Combo of Aerobics and Diet, Vijayawada.
- ♣ Guest Lecture on 'Nanomaterials for Solar Energy Harvesting Applications' in view of National Energy Conservation Day, organized by Department of Physics & Electronics on 14<sup>th</sup> December, 2022. Resource Person: Dr. B. Manmadha Rao, Asst. Prof., Dept. of Physics, VIT-AP University, Tirupathi.
- ♣ Guest Lecture on 'Science and Technology for Advancement in Healthcare' organized by Department of PG Chemistry on 31<sup>st</sup> October, 2022. Resource Person: Dr. Appajosula Srinivasa Rao, Former Professor, Washington University.
- ♣ Guest Lecture on 'Amazon Web Services' organized by Department of Computer Science on 21<sup>st</sup> October, 2022. Resource Person: Mr. NVS Mahesh, Sri NVS Mahesh, Solution Architect, Head of QA, AT & T Labs.
- ♣ Guest Lecture on 'Reaching Greater Heights in Life' in view of Mental Health Awareness Week organized by Counseling & Psychological Wellbeing Centre & UGC Women' Studies Centre on 11<sup>th</sup> October, 2022. Resource Person: Dr. Indla Ramasubba Reddy, M.D., Director, Indlas Hospitals, Vijayawada.
- ♣ Lecture on 'Mental Health – Wellbeing' in view of World Mental Health Day organized by UGC Women's Studies Centre in association with Inner Wheel District 302, Jeevena on 10<sup>th</sup> October, 2022. Resource Person: Dr. Tejavathi U C, Ph.D. Psychology, Sunrise Hospitals, Vijayawada.

- ♣ Two-Day Lecture Series on 'Experiential Marketing' organized by Department of MBA on 28<sup>th</sup> September, 2022 & "Handling Personal Crises" on 29<sup>th</sup> September, 2022. Resource Person: Prof. Lalitha Ramakrishnan, Principal, Community College and Prof., Department of Management Studies, Pondicherry University.
- ♣ Guest Lecture on 'Rashtra Basha Evam Rajya Basha Ki Garima' (National Language and Dignity of the State Language) in view of Hindi Diwas organized by Department of Hindi on 17<sup>th</sup> September, 2022. Resource Person: Dr. B. Vishwanadhachari, Retd. Hindi Officer, BSNL.
- ♣ Guest Lecture on 'Metal Complexes in Medicine: An Overview' organized by Department of PG Chemistry on 9<sup>th</sup> September, 2022. Resource Person: Dr. A. Venkateswara Rao, Asso. Prof., Department of Chemistry, KL Deemed University, Guntur.
- ♣ Guest Lecture on “తెలుగుభాషా మాధుర్యం” in view of Telugu Language Day organized by Department of Telugu on 29<sup>th</sup> August, 2022. Resource Person: Sri V. Siva Rama Krishna Murthy, Editor, Pardhatejam Magazine.
- ♣ Invited Talk on 'Career in Statistics' organized by Department of Mathematics & Statistics on 20<sup>th</sup> August, 2022. Resource Person: Dr. Rama Mohan Chandika, Asst.Prof., Quality & Accreditation, Unit Coordinator, Clinical Nutrition, Dept. of Applied Medical Science College, Jizan University, Kingdom of Saudi Arabia.
- ♣ Virtual Guest Lecture on 'Major Inhibitors for Entrepreneurial Growth' in view of World Entrepreneurs Day, organized by Department of MBA on 21<sup>st</sup> August, 2022. Resource Person: Dr. P. Premalatha, Asst. Prof., School of Humanities & Management, Faculty Advisor, Entrepreneurship & Innovation Cell, NIT, AP.
- ♣ Interactive session on 'Angel Investment/VC Funding Opportunities for Early Stage Entrepreneurs' organized by Department of Commerce and Management on 16<sup>th</sup> August, 2022. Resource Person: Dr. B. Sridhar Reddy, Dept. of Acharya Nagarjuna University.
- ♣ Lecture on 'Lean Start-Up & Minimum Viable Product / Business' organized by Department of Commerce and Management on 16<sup>th</sup> August, 2022. Resource Person: Sri M. Karthik Varma, CEO, Prophecious Technologies Pvt. Ltd., Vijayawada.
- ♣ Virtual Guest Lecture on 'Intellectual Property Rights' organized by Department of MBA on 13<sup>th</sup> August, 2022. Resource Person: Dr. B. Gayathri, Asso. Prof. Bishop Heber College, Tiruchirappalli, Tamilnadu.
- ♣ Seminar on 'Indian Independence Movement Progress in Women's Equality' organized by UGC Women's Studies Centre on 12<sup>th</sup> August, 2022. Chief Guest: Smt. T. Rajani, Retd. Judge, High Court.

**No. of AWARENESS PROGRAMMES**

**: 19**

- ✓ Awareness Session for Summer Camp Women on 'Employment Opportunities for Women's Skill Development Courses' on 28<sup>th</sup> June, 2023, was organized by UGC Women's Studies Centre. Resource Person: Ms. Karambir Kaur, President, Inner wheel Club of Vijayawada, Midtown.

- ✓ Awareness on 'Single Major Honours Programmes' on 23<sup>rd</sup> June, 2023. Guest: Prof. K. Rama Mohana Rao, Vice- Chancellor (FAC), Krishna University, Machilipatnam.
- ✓ Budget Review Live Session for MBA Students was organized by Department of MBA on 1<sup>st</sup> February, 2023. Resource Person: Sri Ganghadhar, and Linga Murthy, Chartered Accountants.
- ✓ Awareness Programme on 'Voluntary Blood Donation & Anemia' was organized by UGC Women's Studies Centre on 30<sup>th</sup> January, 2023. Resource Person: Dr. Kalyan Chakravarthy, Prof., Dept. of Pathology, Central Lab Director & Co-ordinator, Medical Education Unit, Dr. Jasmine Sultana, Pinnamaneni Siddhartha Institute of Medical Sciences, Gannavaram.
- ✓ Voters Awareness Programme was organized by National Service Scheme Units on 25<sup>th</sup> January, 2023. Resource Person: Smt. D. Venkata Lakshmi, Deputy Commissioner, Vijayawada Municipal Corporation.
- ✓ Awareness Programme on 'Stay Away from Drugs – Realize Your Dreams' organized by National Service Scheme Units on 27<sup>th</sup> December, 2022. Resource Person: Sri T. Srinivasa Rao, Deputy Commissioner, AP Special Enforcement Bureau, Krishna District.
- ✓ Awareness Talk on 'Consumer rights' in view of 'National Consumer Day', organized by Consumer Club on 26<sup>th</sup> December, 2022. Resource Person: Sri A. Srinivasa Syam Sundar, AP High Court Judge & Amaravathi Legal Academic Director.
- ✓ Awareness Talk on 'Banking and Insurance Services' organized by Department of Commerce & Management on 14<sup>th</sup> December, 2022. Resource Persons: Mr. Malladi Hari Prasad Sharma, Assistant Post Master General and Achuta Kumar Project Manager.
- ✓ Awareness Workshop on 'Gender Sensitization' (The Provisions of the Protection of Women) organized by UGC Women's Studies Centre, on 8<sup>th</sup> December, 2022. Resource Person: Shri Pilli Raja Ram, District Civil Judge, NTR District.
- ✓ Awareness Programme on 'Insights on Protection of Women at Workplace' organized by Counseling & Psychological Well-being Centre on 6<sup>th</sup> December, 2022. Chief Guest: Shri S. Dilli Rao, Collector, District Magistrate, NTR District.
- ✓ Awareness Programme & Rally in view of World AIDS Day, organized by NSS Units & Red Ribbon Club on 1<sup>st</sup> December, 2022. Resource Person: Dr. G. Samaram, Chairman, Red Cross Society, NTR District.
- ✓ Awareness Programme on 'Legal Rights of Women' organized by UGC Women's Studies Centre on 26<sup>th</sup> November, 2022. Resource Person: Dr. Y. Bindu Madhavi, IV Addl. Chief Metropolitan Magistrate, Vijayawada.
- ✓ Awareness Programme on 'Ayurvedic Six Qualities for Achievement' organized by Departments of Botany & Chemistry on 27<sup>th</sup> October, 2022. Resource Person: Dr. Kurapati Srinivas, Asso. Prof., Government Ayurvedic College, Vijayawada.



- ✓ Awareness Programme on 'Breast & Cervical Cancer Early Detection' and Screening Tests organized by UGC Women's Studies Centre in association with SAFE- Step Ahead for Equality & Manipal Hospitals on 30<sup>th</sup> September, 2022. Resource Person: Dr. G. Krishna Reddy, Oncologist, Manipal Hospitals, Vijayawada.
- ✓ Awareness Programme in view of International Day for the Preservation of Ozone Layer organized by Department of Chemistry, NSS Units & NCC on 16<sup>th</sup> September, 2022. Chief Guest: Dr. Rajarshi Sarkar, Asst. Prof. VIT, AP.
- ✓ Virtual Mental Health Awareness Programme in view of World Suicide Prevention Day organized by Counseling & Psychological Wellbeing Centre & UGC Women's Studies Centre on 10<sup>th</sup> September, 2022. Speaker: Dr. Jayaprakash Narayan, I.A.S., Founder & President of Lok Satta Party.
- ✓ Mental Health Awareness Programme in view of World Suicide Prevention Day organized by NSS Units & Counseling & Psychological Wellbeing Centre on 9<sup>th</sup> September, 2022. Chief Guest: Dr. R. K. Ayodhya, Psychiatrist, Sri Manasa Psychiatrist Hospital, Vijayawada.
- ✓ Awareness Programme on 'Safe Driving – Save Lives – Healthy Youth – Strengthen Nation' organized by NSS Units on 2<sup>nd</sup> September, 2022. Chief Guest: Sri M. Purendra, Deputy Transport Commissioner, NTR District.
- ✓ 'Mental Health Awareness for Adolescent Students' at APM ZP School, Kotturi Tadepalli by Smt. Kalyani Devireddy, Psychologist, KBN College on 1<sup>st</sup> September, 2022 organized by UGC Women's Studies Centre.
- ✓ Interactive session on 'Career Planning for Industry ready Managers' organized Department of MBA & Placement Cell on 30<sup>th</sup> August, 2022. Resource Persons: Mr. P. Arun Teja BDA-Byju's, Mr. P.Naveen Analyst - HCL, Ms. G. Sai Keerthana, OT - Focus Edumatic & KBN Alumnus.

### **MEET THE CEO / MEET THE EXECUTIVE PROGRAMMES : 07**

The Departments of Business Administration (MBA and BBA) have introduced an innovative interactive session called "Meet the CEO." This platform aims to provide students with an opportunity to learn from self-made entrepreneurs and accomplished executives by sharing their best practices.

Some of the mentioned CEOs and Managing Directors are:

- Smt. B.Namita Satija, Co-founder & CEO Betr Eggs and Food Pvt. Ltd.,
- Dr. M. Bala Krishna Rao, Managing Director, Maturi Group of Companies
- Mr. B. Gopi Naik, Founder & CEO, GNCS Pvt Ltd
- Mr. A. Gopi Raja, CEO, Fopple Drone Tech Pvt Ltd
- Mr. Satish Kamat, President, Sri City Operations, Andhra Pradesh
- Dr. M. Bala Krishna Rao, Managing Director, Maturi Group of Companies

## CAREER GUIDANCE PROGRAMMES: 02

- Career Guidance Program on "Insurance Industry Dynamics and Career Opportunities available for Management Students" for I MBA Students was organized by Department of MBA on 15<sup>th</sup> February, 2023. Resource Person: Mr. Srinadh Kakarla, Branch Manager, National Insurance Company, Gudivada Branch.
- Career Guidance Programme on 'Why MBA Industry Expectations' for I MBA Students organized by Department of MBA on 15<sup>th</sup> December, 2022. Resource Person: Dr. D. V. Ramana Murthy, Director & Core Faculty, Attitude +ve, Behavioural Skills Training Solutions, Hyderabad.

**Additional Formal Activities and Occasions: Besides the regular academic activities it is equally noteworthy mentioning the additional highlights of this academic year such as:**



- + Quiz and Essay Writing Competitions to College Students in and around Vijayawada in view of National Statistics Day on 29<sup>th</sup> June, 2023, organized Department of Mathematics & Statistics in association with NSSO FOD RO Vijayawada.
- + International Yoga Day Celebrations on 21<sup>st</sup> June, 2023, organized by Department of Physical Education and NSS Units.
- + Plantation Programme in view of World Environment Day on 5<sup>th</sup> June, 2023 organized by National Service Scheme Units.
- + 40 Days Free Summer Coaching Camp Classes from 25<sup>th</sup> April, 2023 to 3<sup>rd</sup> June, 2023, by UGC Women's Studies Centre. Guests: Smt. S. Jayanthi, Chief Programme manager, REC Limited, Vijayawada & Dr. V. Naga Lakshmi, Managing Director, IMIS Pharmaceuticals, Vijayawada.
- + 58<sup>th</sup> Annual Day Celebrations on 20<sup>th</sup> & 21<sup>st</sup> April, 2023. Day – 1 (20.04.2023) Chief Guest: Prof. M. Rami Reddy, Registrar, Krishna University, Machilipatnam, Beloved Guest: Sri e. Ashok Kumar Goud, DSP, Nuzvidu, Day – 2 (21.04.2023) Chief Guest: Sri Jogi Ramesh, Hon'ble Minister for Housing, Govt. of AP, Beloved Guest: Sri Velampalli Srinivasa Rao, MLA, Vijayawada West, Distinguished Guest: Sri Maddi Ramesh, MD, ML Info.way, Ganapavaram.
- + APSCHE QUIZ Championship 2023 Regional Level organized by APSCHE on 10<sup>th</sup> & 11<sup>th</sup> March, 2023.
- + International Women's Day Celebrations (Food Fest) on 7<sup>th</sup> March, 2023. Chief Guest: Ms. M. Madhuri, M.R.O. (West).
- + National Science Day Celebrations (Skit, Scientific Rangoli, Literary Competitions) on 27<sup>th</sup> & 28<sup>th</sup> February, 2023. Chief Guest: Sri S. Dilli Rao, I.A.S., District Magistrate & Collector, NTR District.
- + Free Mega Medical Camp organized by NSS Units & NCC on 26<sup>th</sup> February, 2023.
- + Krishna University Inter-Collegiate Hand Ball Women Tournament – 2023 was organized by Department of Physical Education on 28<sup>th</sup> January, 2023.
- + 74<sup>th</sup> Republic Day Celebrations on 26<sup>th</sup> January, 2023.
- + Inauguration of KBN English Language Club by Department of English on 24<sup>th</sup> January, 2023.

- ✚ Free Eye Checkup and Ortho Camp on 24<sup>th</sup> January, 2023 was organized by National Service Scheme Units in association with Ayan Hospitals and MJ Naidu Hospitals, Vijayawada.
- ✚ Blood Grouping Activity was organized by Department of Zoology in association with NSS Units on 21<sup>st</sup>, 23<sup>rd</sup> & 24<sup>th</sup> January, 2023.
- ✚ Parent Meeting – 2022-2023 for I Degree Programmes was organized by Ward Counseling Committee from 4<sup>th</sup> to 7<sup>th</sup> January, 2023.
- ✚ National Mathematics Day Celebrations on 21<sup>st</sup> & 22<sup>nd</sup> December, 2022 by conducting Maths Expo, Magical Square Dance, Mathematics Competitions and Mathematics Ashtavadhanam.
- ✚ KOSA Day Celebrations (Old Students Alumni Meet) organized by KBN OMNI Students Alumni Association (KOSA) on 24<sup>th</sup> December, 2022.
- ✚ Deeksharambh – A Student Induction Programme to all 1<sup>st</sup> Year Degree Students from 5<sup>th</sup> to 7<sup>th</sup> December, 2022 organized by Ward Counseling Committee.
- ✚ Observed National Pollution Control Day by organizing Literary Competitions (Essay Writing, Debate & Painting) and Skit Performance by NSS Units & NCC on 2<sup>nd</sup> December, 2022.
- ✚ Observed World Computer Literacy Day by organizing Awareness Programme and Distribution of Handouts to school Children in and around Vijayawada Schools by Department of Computer Science on 2<sup>nd</sup> December, 2022.
- ✚ NCC Day Celebrations on 26<sup>th</sup> November, 2022.
- ✚ 42<sup>nd</sup> State Level Inter-Collegiate Competitions on 23<sup>rd</sup> November, 2022 organized PRAGNA (Debating & Quiz Club).
- ✚ Training on ‘First – Aid’ to Degree Students organized by NSS Units and Red Cross Society on 22<sup>nd</sup> November, 2022 by Dr. G. Samaram, Chairman, Red Cross Society, NTR District. (2 months programme / Weekly once).
- ✚ Painting Workshop to Girl Students by UGC Women’s Studies Centre from 21<sup>st</sup> November, 2022 to 29<sup>th</sup> November, 2022 by PIDILITE Industries Pvt. Ltd., Vijayawada.
- ✚ Mega Job Mela in association with APSSDC by Placement & Guidance Cell on 18<sup>th</sup> November, 2022. 854 attended and 269 got selected in this Job Mela.
- ✚ 55<sup>th</sup> National Library Week Celebrations from 14<sup>th</sup> to 20<sup>th</sup> November, 2022 organized by Department of Library & Information Science. Inaugural (14<sup>th</sup> Nov) Chief Guest: Sri P. Ravi Kumar, Regional Inspection Officer (RIO), Combined Krishna District. Valedictory (19<sup>th</sup> Nov) Chief Guest: Sri P. Vijaya Babu, Chairman of Official Language Commission, A.P.
- ✚ Selection Trails for participating in AP SGF U-19 in Basketball, Handball, Chess Competitions organized by Department of Physical Education on 15<sup>th</sup> November, 2022.
- ✚ 58<sup>th</sup> Foundation Day Celebrations on 5<sup>th</sup> November, 2022. Chief Guest. Shri Vishal Gunni, IPS, Deputy Commissioner of Police, NTR Commissionerate, Vijayawada, Guest of Honour: Dr. K. Hanumantha Rao, ACP, NTR Commissionerate, Vijayawada.

- ✚ Graduation Day on 22<sup>nd</sup> October, 2022. Chief Guest: Prof. K.B. Chandra Sekhar, Vice-Chancellor, Krishna University, Machilipatnam.
- ✚ Observed 'Dr. APJ Abdul Kalam Birth Anniversary' on 15<sup>th</sup> October, 2022.
- ✚ NSS Units Volunteers participated in Pureathon 2k and 5k walk in association with Pureathon Association on 9<sup>th</sup> October, 2022.
- ✚ Rally in view of International Girl Child Day on 11<sup>th</sup> October, 2022.
- ✚ Observed Gandhi Jayanthi on 2<sup>nd</sup> October, 2022.
- ✚ On the eve of World Rivers Day, KBN NCC Cadets organized a cleanliness drive at Punnami Ghat, Vijayawada and a Rally conducted from the Krishna River bank to surrounding areas to create awareness among people about importance of waste management and reduce single use plastic on 25<sup>th</sup> September, 2022.
- ✚ Indian Swachhata League Rally in view of Swachh Amrit Mission on 17<sup>th</sup> September, 2022 by NSS Units.
- ✚ Teachers Day Celebrations on 5<sup>th</sup> September, 2022.
- ✚ 76<sup>th</sup> Independence Day Celebrations on 15<sup>th</sup> August, 2022.
- ✚ Department of Physical education extended service to the Intramural Competitions in Sports and Games to the local School S.V.S.M school Vinchipet vja, at our college ground on 12<sup>th</sup> August, 2022.
- ✚ Har Ghar Tiranga Rally from KBN College to KR Market, Vijayawada on 11<sup>th</sup> August, 2022.
- ✚ Literary Competitions (Essay writing, Elocution, Painting) to Degree Students in view of 75 Years Azadi Ka Amrit Mahotsav, organized by PRAGNA in association with Taruni Tarangalu on 4<sup>th</sup> August, 2022.
- ✚ 45 Days Indian Bridal Makeup Artist Training Programme organized by UGC Women's Studies Centre from 27<sup>th</sup> July, 2022 to 29<sup>th</sup> September, 2022.
- ✚ Mega Medical Camp, organized by NSS Units in association with Andhra Hospitals, Vijayawada on 16<sup>th</sup> July, 6<sup>th</sup> August, 2022.
- ✚ Distribution of Clothes to the supporting Staff of KBN College by KBN College Old Students Association (KOSA) on 19<sup>th</sup> July, 2022.

**As a part of imparting hands on experience, our students had the privilege of both Industrial & Field Visits:**

- ✚ Industrial Visit to ITC PSPD Ltd., Bhadrachalam, on 5<sup>th</sup> & 6<sup>th</sup> May, 2023 by Department of MBA.
- ✚ Visit to Atal Community Innovation Centre- KL Startups Foundation, Guntur on 29<sup>th</sup> April, 2023 by Entrepreneurship Development Cell (II BBA Students).
- ✚ Field Visit to Acharya NG Ranga Agricultural University, Lalitha Hatchery, Bapatla, on 14<sup>th</sup> November, 2022, organized by Department of Zoology.

-  Industrial Study Visit to Fizikem Laboratories, G.Konduru, Kondapalli for M.Sc. (OCH) & (ACH) students on 26<sup>th</sup> September, 2022, organized by Department of PG Chemistry.
-  Industrial Study Visit to Sangam Dairy Pvt. Ltd, Vadlamudi, Tenali for I MBA II Semester Students on 6<sup>th</sup> August, 2022 organized by Department of MBA..

#### **INTERNAL QUALITY ASSURANCE CELL:**

The Internal Quality Assurance Cell (IQAC) of our college plays a vital role in connecting and coordinating the academic and administrative units of the institution. It serves the purpose of ensuring the delivery of quality education to students by providing guidance to the various departments. The IQAC has also organized orientation and faculty development programs on a range of topics, such as:

- Orientation Programme for School Teachers from 1<sup>st</sup> to 6<sup>th</sup> May, 2023.
- Mentor Training Programme to Faculty on 6<sup>th</sup> & 7<sup>th</sup> January, 2023 was organized by IQAC in association with Bharatiya Yuva Sakthi Trust (BYST). Resource Person: Dr. Popatrav Mohite, Co-Founder, CMMA.
- Faculty Development Programme on 'Teaching Pedagogies' for newly recruited Faculty organized by Internal Quality Assurance Cell on 29<sup>th</sup> December, 2022. Resource Person: Dr. S. Sasikala, Former Principal, KBN College, Vijayawada.
- Investors Awareness Programme in collaboration with APSCHE organized by Internal Quality Assurance Cell on 20<sup>th</sup> December, 2022. Guest: Prof. K. Rama Mohana Rao, Vice-Chairman, APSCHE & Ms. Archana Meghana, Trainer, NSE Academy.
- Faculty Development Programme on 'Outcome Based Education: Learning Outcomes as a Tool to Assess Progression' organized by Internal Quality Assurance Cell on 3<sup>rd</sup> December, 2022. Resource person: Dr. A. Xavier Mahimairaj, IQAC Coordinator, Loyola College, Chennai.
- One-Week Faculty Development Programme on 'Mathematical Applications & Models' organized by Department of Mathematics & Statistics from 20<sup>th</sup> – 27<sup>th</sup> August, 2022. Resource Person: Dr. P. Satyanarayana Sarma, Retd. Lecturer, Montessori Mahila College of Education.
- Faculty Development Programme on 'National Education Policy 2020' organized by IQAC on 19<sup>th</sup> May, 2022. Resource Person: Dr. S. Sankar, Advisor, IQAC Cluster India, Retired Principal & Advisor, ANR College, Gudivada.
- Faculty Development Programme on 'Current Research Opportunities' to Science Faculty on 20<sup>th</sup> April, 2022, organized by Internal Quality Assurance Cell. Resource Person: Dr. G. Seetha Rama Raju, Asst. Prof., Dept. of Energy & Materials Engineering, Donguk University, Seoul, South Korea.

#### **NATIONAL SERVICE SCHEME (NSS):**

Our college has four NSS units, aiming to instill social consciousness among the youth and fostering their overall personality development through community service. The NSS provides

students with opportunities to engage in various social service and national development programs. To contribute to the community, students actively participate in voluntary service during the Dussehra Festival at the Durga Temple, medical camps, blood donation drives, clean and green initiatives, and plantation programs held both within the college campus and in adopted villages.

Additionally, the NSS organizes service-oriented programs, rallies, and collaborative activities such as workshops and medical camps in partnership with esteemed organizations including the National Institute of Disaster Management in New Delhi, the Red Cross Society, and Andhra Hospitals, among others.

#### **NATIONAL CADET CORPS (NCC):**

The college plays a significant role in fostering discipline and preparing students for active citizenship by establishing the NCC (National Cadet Corps) for both boys and girls. In addition to observing important days and instilling discipline, the college has conducted rallies on topics such as saving rivers and cleanliness drives during the current year.

#### **UGC WOMEN'S STUDIES CENTRE:**

We have an active UGC Women's Studies Centre dedicated to promoting critical awareness and sensitivity towards women's issues across all fields. Throughout this year, the center has actively engaged in various activities, including workshops on sensitivity awareness and motivation, awareness campaigns against violence targeting women, skill development training, free health checkups, and health awareness programs specifically designed for women.

Moreover, a 40-day free summer coaching camp was organized from April 25th, 2023, to June 3rd, 2023. The camp offered a wide range of courses for women, such as tailoring, spoken English, beautician training, fashion styling, MS Office, DTP (Desktop Publishing), maggam works, mehendi works, and dance. Additionally, courses in Vedic Mathematics, spoken English, spoken Hindi, dance, painting & drawing, and computer basics were provided for children. The program successfully trained approximately 2800 women and children. For the past five years, we have been providing free Scooty Driving training exclusively for women in the vicinity of our college. This training program is available throughout the year.

#### **SPORTS, GAMES & YOGA:**

We take immense pride in our exceptional Physical Education Department. Over the years, the department has consistently nurtured students who have displayed remarkable potential in various sports disciplines, providing them with the necessary support and motivation to reach their utmost potential. It is a matter of great pride that our students consistently secure medals at international, national, state, and university levels.

Here are some noteworthy achievements:

- ✚ Our College Men & Women Weight Lifting, Power Lifting and Best Physique (Men) teams



secured Krishna University Inter-Collegiate Men & Women Weight Lifting, Power Lifting and Best Physique (Men) Championship held at Dr. Zakir Hussain College of Arts & Science, Ibrahimpatnam, in the month of January, 2023.

- ✦ Mr. P. Bharath Kumar, III B.Com. (T.P), (International Medalist) got the award of Strong Men in the Krishna University, Mr. B. Ravi Kumar, I B.Com. (Gen) (National Champion) was awarded as Mister Krishna University in Best Physique in the month of January, 2023.
- ✦ Ms. R. Kajol Sunar II B. Com. (Gen), participated in Table Tennis Tournament held at Tokyo, Japan and Jammu & Kashmir. She also won several medals in various state level competitions:
- ✦ Silver Medal in Table Tennis 1<sup>st</sup> AP State Ranking (Women) Tournament, held at Peddapuram from 26<sup>th</sup> - 28<sup>th</sup> August, 2022 and Bronze Medal in AP SAAP Table Tennis State Tournament Championship and 2<sup>nd</sup> AP State Ranking (Women) Tournament held at Vijayawada, in the Month of July, 2022.
- ✦ Mr. B. Ravi Kumar, I B.Com. (Gen) got 4<sup>th</sup> Position in Best Physique held at Orissa.
- ✦ Ms. V. Rakshitha, II BCA won Gold Medal in 6<sup>th</sup> A.P. State Elite Men / Women Boxing Championship - 2022 held at Vizianagaram from 25<sup>th</sup> to 27<sup>th</sup> November, 2022.
- ✦ Mr. R. Yeswanth, I B.Com. (Comp.) won Silver medal 65 Kgs. Category in AP State Body Building Competition on 20<sup>th</sup> November, 2022
- ✦ Diploma in YOGA students have bagged championship in National level Yoga Competition through online compilation regarding World Yoga Sports Day Competition. Organized by Adwaita Yogaalaya & Devi Yoga Centre Hyderabad 29<sup>th</sup> November, 2021.
- ✦ Various Medals in Weight Lifting, Swimming, Basketball, Handball Tournaments held at Inter-Collegiate, State, National Level.

We are pleased to announce that we have been offering a complimentary Summer Coaching Camp for school children, featuring training sessions in Skating, Basketball, and Chess. This camp aims to provide a valuable learning opportunity during the summer break. Furthermore, we have scheduled a Yoga class for all students, allocating one period per week.

#### **PLACEMENT & GUIDANCE CELL:**

The Placement & Guidance Cell has been actively involved in engaging students in various activities related to enhancing employability skills and facilitating job drives. I am delighted to inform you that during the Academic Year 2022-23, a total of 509 students from both undergraduate and postgraduate programs have been placed in reputable companies, including AXIS Bank, Divis Labs, HCL, TCS BPS, Wipro, and more.

