

ABOUT THE COLLEGE

Y.V.N.R. Government Degree College, Kaikaluru is a public funded educational institution. This college, popularly known as GDC kaikaluru is located in the world famous wet land, Ramsar, Kolleru Lake. The college has a unique logo with the citation "Knowledge is Power". The logo depicts the ancient adage the "Knowledge is power". The logo is flagged by rising sun, Kolleru Lake, Kolleru fisher men, and Kolleru birds.

The required knowledge to cope with the current trends in the competitive world is being inculcated to the students at various levels by the institute. The students are benefited with the power to sustain in the community. The rising sun in the logo is the symbol of knowledge. Like the sun shining the institute provides the radiance of knowledge to the community. The other parts of the logo i.e., Kolleru birds and Kolleru fisher men are the representations of the community. All of them depict communal approach with enriched knowledge imparted to the stakeholders in the institute.

The college was established in the year 1982. Sri Yerneni Raja Rama Chandar, Yerneni Nagendranath, Yerneni Sitha Devi (Former Education Minister, Govt. of A.P.) and Yerneni family members generously came forward and raised funds from the public for the establishment of this institution. The college development committee secretary Sri Gurajada Narasimha Rao coordinated the activities of the development committee and with in no time with the support of the state government under the Telugu Grameen Kranthi Padham, buildings were constructed. With the generous assistance of philanthropists and the elite of the village - Sri Kammili Vittal Rao, Sri Rama Raju, Sri Naidu, Sri Undukuri Satyanarayana Raj; CPDC members - Sri Gadiraju Bhaskara Varma, Sri Potturi Vijaya Bhaskar, Sri S. Satyanarayana Murthy, Sri Kare Sarat Babu, Sri B.D. Srinivas, Sri G. Chandra Mohan, Sri G. Udaya Sankar and Government funds, additional class rooms were built.

In the 2017, 2nd Cycle NAAC Accreditation, It is gratifying to see this college maintain a better position than the grade achieved in the previous first cycle by achieving a "B+" grade with 2.61 CGPA in Government Degree Colleges. Achieving this grade involves the hard work of lecturers and students under the leadership of the then principal. That is why the proverb that people become sages if they work hard does not come with ease. Most importantly, due to the efforts of the college governing body CPDC, with the help of donors and financial assistance for the infrastructure, Rs. 2 crores was obtained in RUSA 2.0 by getting a B grade in the 2nd cycle. Class rooms and labs are already under construction under RUSA Funds and the college computer lab is modernized with these funds. It is the result of the efforts of our CPDC.

WEBINAR CO-ORDINATORS

Dr. K.A. EMMANUEL
Dr. P. PAUL DIVAKAR

S.G. Lecturer in Chemistry
S.G. Lecturer in Physics



Y.V.N.R. GOVERNMENT DEGREE COLLEGE

(NAAC GRADE "B+" CGPA : 2.61)

AN ISO 9001 : 2015 CERTIFIED INSTITUTION

AFFILIATED TO KRISHNA UNIVERSITY

KAIKALURU - 521 333, ELURU DIST. A.P.

National Webinar on CREATIVITY AND INNOVATION IN ENTREPRENEURSHIP

On 14th & 15th OCTOBER 2022



Organized By

DEPARTMENT OF COMMERCE & IQAC

In Association with C.I.I.E. & E.D.C. of

Sir C.R. Reddy College (Autonomous), Eluru



Chief Patron : Dr. **POLA BHASKAR**, IAS,
Commissioner of Collegiate Education, Mangalagiri, A.P.,



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Dr. **M.B.S.V. PRASAD** M.S (Ortho), Secretary, Sir C.R. Reddy Educational Institutions, Eluru

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THEMES :

Day 1 (Time 3.00 p.m. to 5.00 p.m.) Session 1 : Dimensions of Entrepreneurship by Dr. **R. UMADEVI**
Session 2 : Business Plan Preparation by Prof. **T. RAJESH**
Day 2 (Time 3.00 p.m. to 5.00 p.m.) Session 1 : Creating Opportunities in Entrepreneurship by Dr. **N. SREENU**
Session 2 : Creative Problem-Solving Techniques by Prof. **P. GIRI BABU**

ABOUT THE WEBINAR

Creativity, innovation, and entrepreneurship are important things of the 21st century. Each innovative products and services that comes with advanced technology. Creativity helps us how to improve existing business practice. Innovation is a process that making a process that can convert invention or gain idea to become a marketable product or service. Entrepreneurship is the manifest ability and willingness of individuals, on their own, in teams, within and outside existing organizations to perceive and create new economic opportunities and to introduce their ideas in the market, in the face of uncertainty and other obstacles, by making decisions on location, form and the use of resources and institutions. So entrepreneurship is considered a key factor in economic development. The webinar aims to understand and elaborate the roles of creativity and innovation in entrepreneurship.

HONOURABLE GUESTS

Inaugural : Dr. **R. DAVID KUMAR** MSc., M.Phil., Ph.D
Joint Director, Colligate Education, Mangalagiri, A.P.,

Valedictory: Dr. **C. KRISHNA**, MSc.(Tech), M.I.S.T.E., N.E.T., Ph.D
RJD, CCE, Rajamahendravaram

Greetings by : Prof. **K. RAM MOHANA RAO** M.Com., M.B.A., Ph.D
Vice Chairman, APSCH, Amaravathi, A.P.

Dr. **M.B.S.V. PRASAD** M.S (Ortho)
Secretary, Sir C.R. Reddy Educational Institutions, Eluru

SPEAKERS

Dr. **R. UMADEVI** M.Com., M.Phil., Ph.D, M.B.A.,
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Dr. S. R. K. Government Arts College, Yanam, Puducherry.

Prof. **P. GIRI BABU** M.Com., M.B.A., Ph.D, NET
Asst. Professor, School of Business, Gitam Deemed University, Visakhapatnam

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Professor, Dept. of Management Studies, Sir C.R. Reddy College, Eluru
Co-ordinator, C.I.I.E & E.D.C.

PLEASE NOTE :

- ☐ E-Certificates will be provided to the participants who successfully complete the webinar.
- ☐ Registration is **FREE** and Last date for Registration : **13-10-2022**.
- ☐ Webinar will be organised through Zoom.
- ☐ Registered participants will get the webinar link to your mail id and to your Whatsapp.
- ☐ Online Registration link : <https://forms.gle/j77VV4zY4ER6WjMs8> For any queries please contact: **99495 49365, 98481 50912, 99633 97466, 99850 50696**

CALL FOR RESEARCH ARTICLES

We are accepting research articles 15-10-2022. The research articles will be published in the journal with ISBN No. after peer review, on payment of Rs. 1000/- The research articles can be sent to chieoct2022@yvnrgdc.ac.in.

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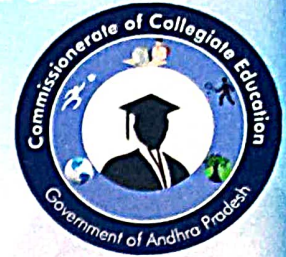
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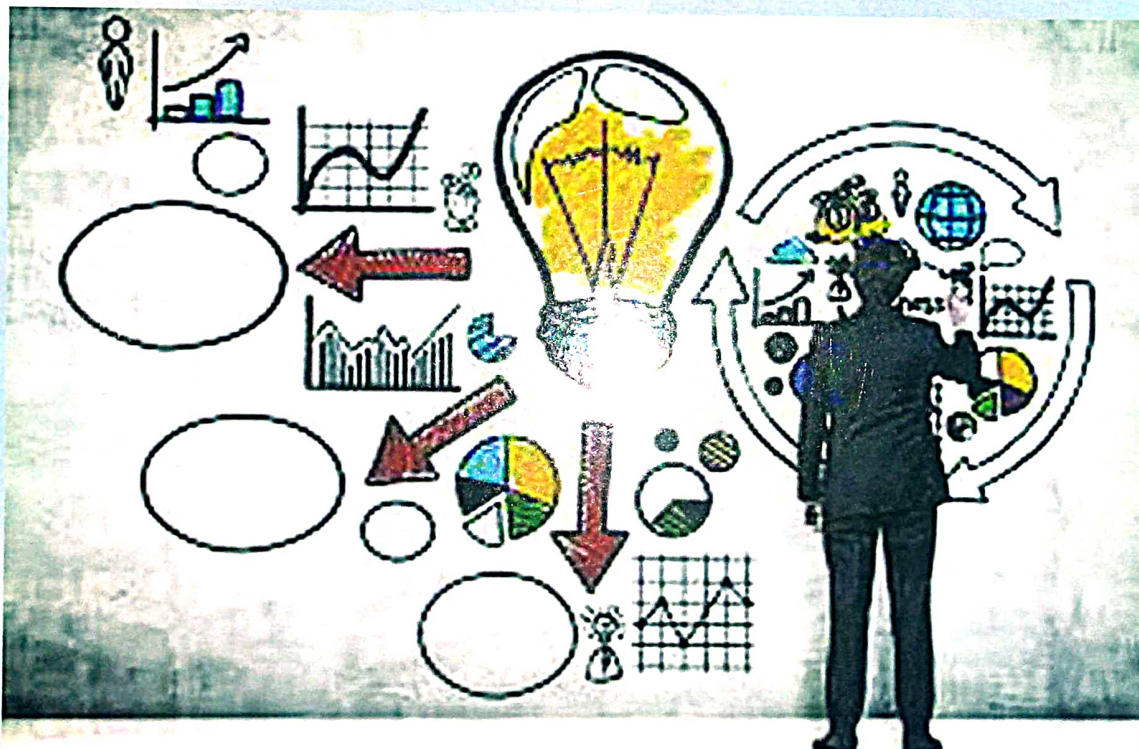
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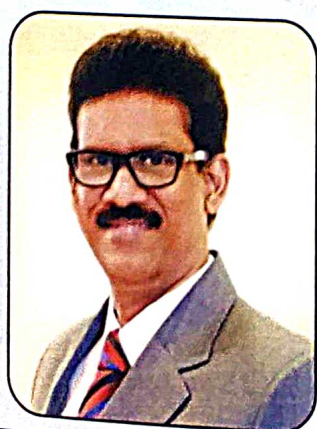


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Dr. P. PAUL DIVAKAR

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