



# VIKRAMA SIMHAPURI UNIVERSITY

NELLORE, A.P



ONE DAY WORK SHOP ON

## UNIVERSITY - INDUSTRY INTERACTION

### Themes :

- ◆ Teaching - communication knowledge to students, stimulating their interest in it, and preparing them to take up Industry job
- ◆ Research - extends the frontiers of knowledge, and lends depth, breadth and authenticity to teaching
- ◆ Extension - exploits existing knowledge for socio-economically beneficial purposes
- ◆ Industry gains valuable insight from key opinion leaders
- ◆ Designing the course curriculum and other value added programmes based on industry requirements
- ◆ Bring - in consultancy project
- ◆ Create employable students "Industry-ready students"
- ◆ Curricula, faculty, infrastructure pedagogy improvements in line with the industry's requirements of demand for skilled professionals

### INAUGURAL FUNCTION



**Chief Guest**  
**Sri Mutyala Raju Revu, IAS**  
 District Collector & District Magistrate  
 SPSR Nellore District



**Prof. R. Sudarsana Rao**  
 Hon'ble Vice-chancellor  
 Vikrama Simhapuri University - Nellore  
**Presides**



**Registrar**  
**Prof. Ande Prasad**  
 Vikrama Simhapuri University  
 Nellore



**Principal**  
**Prof. K.V.S.N. Jawahar Babu**  
 Vikrama Simhapuri University College  
 Nellore



**Guest of Honour**  
**Sri Anil Yendluri**  
 Director & CEO  
 KPCL, Nellore



**Guest of Honour**  
**Dr. Beeda Mastan Rao**  
 Chairman & Managing Director  
 BMR Group of Industries, Nellore



**Special Invitee**  
**Sri B. Srinivasa Rao**  
 General Manager  
 District Industrial Centre  
 SPSR Nellore Dist., A.P

**Date : 14<sup>th</sup> February 2019**  
**Venue: Minerva Grand**  
**Nellore**  
**Time : 10-00 a.m**



**Dr. P. C. Reddy**  
**Co-ordinator**  
 University - Industry Interaction 2019  
 Department of Business Management  
 Vikrama Simhapuri University - Nellore

**Contact No.s**  
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**e-mail: drpcreddy9@gmail.com**



Delegates on the Dias from left to right Prof.KVSN Jawahar Babu, B, Srinivasa Rao, Anil Yendluri, Prof.R.Sudarsana Rao, Dr.Beeda Masthan Rao, Prof.Ande Prasad, Dr.P.C.Reddy

## Programme Schedule:

### Programme schedule

<b>Time</b>	<b>Activity</b>
<b>10-00 AM</b>	Inauguration of Function Starts
<b>10.05 AM</b>	Inviting the Guests on to the dais by Dr. J. Vijetha (followed by the guest introduction by G. Sai Sravanti and Anupama Gayathri)
<b>10-10 AM</b>	Proceeding of the function hand over to Hon'ble Vice-Chancellor, V.S University, Nellore Prof. R. Sudarsana Rao.
<b>10.15 AM</b>	Lightning the lamp and prayer song by
<b>10-20 AM</b>	Introduction to the workshop by Coordinator Dr. P. C. Reddy
<b>10.30 AM</b>	President's address – Hon'ble Vice-chancellor Prof. R. Sudarsana Rao Speech by Chief Guest – Hon'ble District collector Sri Mutyala Raju Revu, IAS, Speech by Distinguished Guest – Sri Anil. Yendluri, Director & CEO, KPCL. Speech by Distinguished Guest—Dr. Beed Masthan Rao, Chairman & Managing Director, BMR Group of Companies, Nellore Speech by Guest of Honour – Prof. Ande Prasad, Registrar, Registrar VSU, Nellore Speech by Special Invitee – Sri B. Srinivasa Rao, GM, DIC, Nellore Speech by Guest of Honour – KVSN Jawahar Babu, Principal, VSU College, Nellore
<b>12.00PM</b>	Introduction about the Departments of VSU by respected HODs.
<b>1.00 PM</b>	Lunch Break
<b>1.30 PM</b>	Presentations of Industrial Guests
<b>3.30 PM</b>	Vote of Thanks by Dr. P.C.Reddy

## INAUGURAL FUNCTION OF WORKSHOP:



University- Industry Interaction workshop on 14<sup>th</sup> February, 2019 under the Co-ordination of Dr.P.C. Reddy, Department of Business Management, VSU, Nellore started with formal inaugural function at Minerva Grand, Nellore. Dr. J. Vijetha, Asst. Professor, Department of Business Management, VSU, Nellore has invited all the guests on to the dias. Chief Guest of the workshop is Hon'ble Vice-Chancellor Prof. R. Sudharsan Rao, as a

Distinguished Guests Sri Anil Yandlurei IPS, CEO and Managing Director, Krishnapatanam Port Ltd, Kirshanapatanan, Nellore, and Dr. Beeda Mastan Rao, Chairman & Managing Director, BMR Group of Companies, Nellore and Chennai, as a Special Invitee, Sri. B. Srinivasa Rao, General Manager, District Industrial Centre, Nellore, and as Guest of Honour the Registrar Prof. Ande Prasad has shared the dais, and Prof. K.V.S.N. Jawhar Babu Principal of the VSU College, Nellore presided over the function. Later G. Sai Sranvanthi, Asst. Professor, Department of Business Management, and Dr.Kirnamayi, Asst. Professor, Department of Biotechnology, VSU, Nellore has read out the profile of the Chief Guest and Distinguished.

### OPENING REMARKS OF COORDINAOR – Dr. P. C. REDDY:



The opening remarks of the coordinator of the workshop started with greeting and heartfelt gratitude for the initiation, supporting and encouraging of the workshop. He also expressed his sincere thanks to the participants and the faculty members who are directly and indirectly supporting the success of workshop.

- Relationship between the academia and industry is not just one of the technology donor-

recipient. But it should be interactive, collaborative and participative.

- The true purpose of such interaction is for respect each other's role and contributions to bring about research, production integration and so on.
- Here, university-Industry Interaction viewed as a system, when active participation of all players is important.
- It is observed that the changing complexity of the business environment has initiated the industry and academia (university) to develop close links to create a synergy.
- The interface between these two has led to increase mutual dependence to ensure their better survival in their domain
- There is a tremendous need for University-Industry Interaction, because all stakeholders namely, Institutions, organizations, students and society stand to gains with this win-win partnership.
- Industries could gain by using the academia's knowledge base to improve the industries' cost, quality and global competitive dimensions.
- Also it reduces dependences on foreign know-how and expenditure on internal R&D.
- Industries also get benefited by updating and upgrading the knowledge base of the industries' professionals through management development programmes designed by the university.
- From the end of academic benefit by having the satisfaction of seeing its knowledge and expertise being used for socially useful and proactive purposes.
- And also widening and deepening of the curricula and prospective of teachers, researchers, and thereby improving their morale as well as that of students.
- Students secure training and final placements more essay for their active participation in the industry.
- The faculty exposed to industry leading to improve curricula and widened and deepened teaching perspectives, which resulting in professional graduates of improved calibre emerging from the university to industry.
- Students stand to gain by way of hands-on training, reduction of learning curve in industrial practices, and society stand to gain by way of improved quality of goods and services.

### CHIEF- GUEST ADDRESS:



The Hon'ble Vice Chancellor, Prof R Sudarsana Rao, while inaugurating the workshop emphasised the need for Continuous University- Industry interaction and Collaboration will enhance the employability of the students which is missing at present. He observed that the higher educational institutions including the engineering and professional colleges are failing to meet the demand from industry to supply students who can directly be employed. He felt that this is mainly because of lack

of critical thinking and analytical skills, lack of exposure to the industry and lack of required skills. He felt that the workshop is organized to know the requirements of industry in and around Nellore in order to make necessary changes and to introduce new diploma and PG Courses in the University. He further stressed that the industry and the educational institutions should not function in isolation.

### DISTINGUISHED GUEST ADDRESS:

Sri Anil Yendluri, CEO, Krishnapatnam



Port appreciated the maiden initiative of the University to bring together the University and Industry. He also felt that there is a big gap between the academia and the industry and the curriculum and courses need to be designed to suit the needs of Industry in and around Nellore. He observed that there could be a lot of demand for skilled manpower especially in the logistics and supply chain management industry in view of the fast growing of Nellore region. He felt that the students to be trained to face any type

of challenge not only to get formal employment but also to become entrepreneurs. He further observed that students from Andhra Pradesh are reluctant to become entrepreneurs and always preferred to get formal jobs. Mr Anil also emphasised the importance of organizing

this kind of workshops in future to enhance the employability. He further stressed the need to forge the scientific knowledge in sectors like agriculture and horticulture etc., to the field level by refereeing the practice in countries like Vietnam. He envisioned a large scope for fast and further expansion of Krishnapatnam Port bringing large scale employment in the fields like Logistics, Cargo handling and etc.,.

#### DISINGUSHED GUEST ADDRESS:



**Dr Beeda Mastan Rao Chairman & Managing Director, BMR Group of Companies, Nellore** and Chennai explained fast and diversified growth of Aqua industry and felt that large number of employment opportunities will emerge in future. He stressed the courses like Marine Biology being offered by Vikrama Simhapuri University need to be strengthened further. He observed that there is a need for opening up of Polytechnic Courses in Aqua Culture

besides Post Graduate Course will bring more employment opportunities in this fast growing and vital sector in this part of Andhra Pradesh. Appreciating the efforts of Government of Andhra Pradesh in providing qualitative Infrastructure facilities, a huge amount of FDI's is likely to come into Andhra Pradesh in general and to Nellore in Particular. While appreciating the initiative of the University to organize the present workshop he felt that such workshops need to be continued in future also to bring all the stake holders of University and Industry together which helps in designing the curriculum suitable to the Industry so that the employability will increase. He further stressed that the University can strengthen aquaculture related course by upgrading the lab facilities for which he promised to support.

#### SPECIAL INVITEE SRI. B. SRINIVASA RAO ADDRESS:

**Sri B. Srinivasa Rao, General Manager, DIC, Nellore** spoken on the infrastructure facilities development in the district for more growth and development of the industry. There are mega projects and SEZs in the district doing wonderful job in encouraging of new



entrepreneurs. Large and Medium scale industries, and also small scale industries are inviting very good amount in the district. In coming days, Nellore will become f the top industrial hub due its fast growing, and also developing of industrial corridors from Chennai to Visakhapatnam, and Chennai to Bangalore. At present KPCL, Menakur SEZ and Sri City are doing beyond the expectation and it is being a golden feather in the crown of Nellore industrial hub. He wishes and appreciated the programme conducted by the university. He promised to support such

programmes forever on behalf of the DIC. Nellore.

#### GUEST OF HONOR- 1: PROF. ANDE. PRASAD ADDRESS:



Prof. Ande Prasad, the Registrar, Vikrama Simhapuri University, Nellore addressed on the various issues related to the academia and industry. He spoke about Vikrama Simhapuri University is small and 11 years old one and it is doing wonderful activities, not only regular programmes, but also conducting national and international seminars, conferences and workshops. Organizing of this type of

workshops really helps to the university to develop and to reach its desired mission. Even though it is young in it's age it is doing on par with the old and reputed universities in research and various activities. The support from the University progressive Works and activities is encouragable and requested to extend all support if necessary. Regarding the University- Industry Interaction, he said, the industry should support for ever in a grooming the university in terms of well and suitable academic programmes. It is two-way interaction to win each other rather than going in isolated way.



## GUEST OF HONOUR PROF. KVSJN JAWAHAR BABU ADDRESS:

Prof. K.V.S.N. Jawahar Babu, Principal of V.S. University College has presided over the function. As a president of the inaugural function, he addresses on the particular activities of



the university. He particularly emphasised on the courses that are offering by the university. He mention that at present, the university is offering both sciences and arts groups which are relevant to the needs of industry that are existing in the district. However, if the industry suggests start new required for their fulfilment, the university will come forward to start such courses. Already KPCL is running such courses with affiliation of the university so as to meet the requirements of their own. He asked the industry to

come forward to suggest more academic plans and programmes for more quality education for Nellorians.

## FELICITATION TO THE GUESTS:



It is customary to honour the distinguished guests and special invitees to felicitate by the university. In this regard, Honb'le Vice-Chancellor felicitated Dr. Beeda Masthan Rao, Chairman and MD, BMR Group of Industries, with shawl and momento, and accompanied

by the Registrar,

Principal and Coordinator of the workshop.

Later, with same gratitude and affection Honb'le Vice-chancellor felicitated Sri Anil Yandluri IPS, CEO of KPCL, Krishnapatnam with shawl and momento and accompanied by the Registrar,





Principal and Coordinator of the programme. The Registrar of the university is felicitated the special invitee Sri B. Srinivasa Rao, GM, DIC, Nellore and accompanied by the principal and Coordinator of the workshop.

### INTERACTIVE SESSSION:

The interactive session is the main focal point in the workshop, where both academic (Staff and Students) and industry people really share their views and ideas. In the initial stage of the interactive session, the Head of the departments of the selected courses from both science and arts groups had presented about their department's academic activities and their programmes. Later on, from the selected companies representatives had presented their industry and its functions. Meanwhile, the delegates asked to clarify the doubt related to various academic and industrial functional programmes. Let's see these both interactive sessions and presentations here under.

### KRISHNAPATNAM PORT

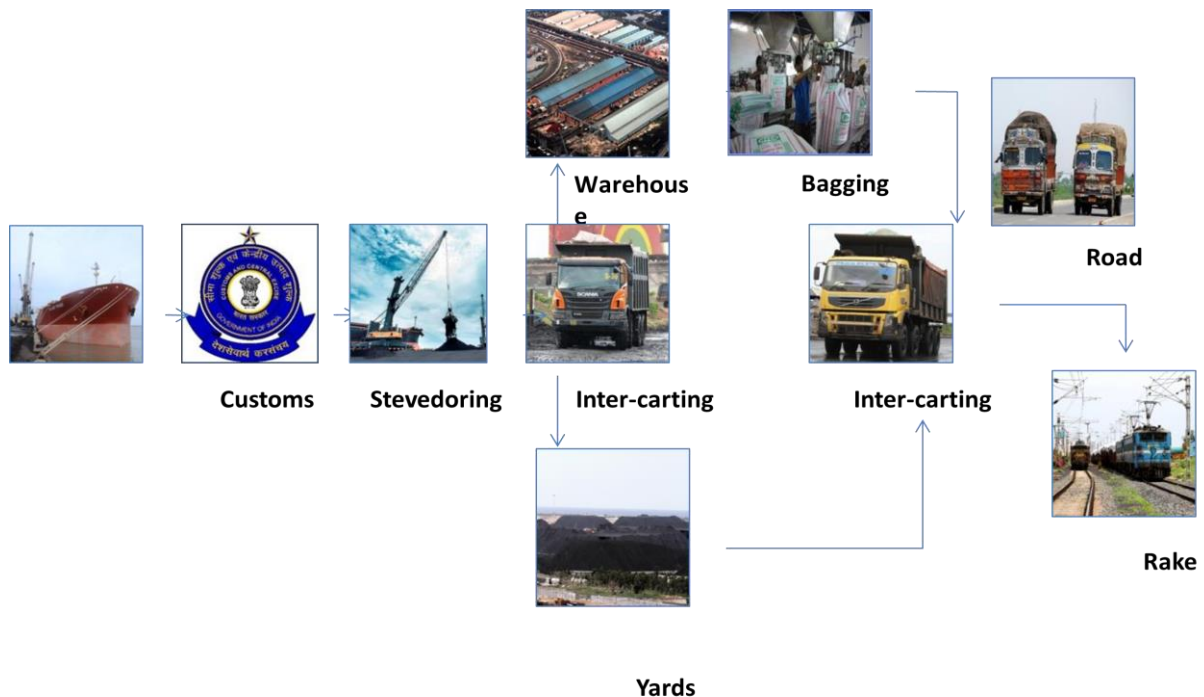


Within 10 years of its journey, Krishnapatnam Port:

- The largest Private port on the East Coast of India.
- The 2nd Largest Private port in the country.
- The 3rd Largest port in Coal and Edible oil handling.
- The fastest Growing container terminal in India.
  - Total Investment planned US\$ 3 Billion
  - Investment till date US\$ 1.1 Billion
  - Constructed & commissioned in a record time of 18 months

Krishnapatnam Port has created a state of the art, first of its kind, world class fully automated fertilizer handling system

- Weight Accuracy
  - Weight of each bag can be maintained automatically.
- Cargo Quality
  - Efficient handling mechanisms cargo uniformity is maintained
- 24/7, All Weather Operational capabilities.
- Environment Friendly
  - Cargo is kept intact through composite covered handling
- Customization
  - AFHS is quite flexible to bag and evacuate various types of cargos
- Minimizing cargo losses
  - Automatic handling and minimal human intervention.
- Efficient Rake Loading
  - Within 2-4 hours any season
- Neem Coating
  - Neem coating machines to ensure even distribution of neem oil



What you have to Do.....

- For any kind of Skill development, only books might not be sufficient you need to spend time in the Industry as an apprentice or on-the-job training.
- After two-three months, make your resume and the chances of securing employment will be brighter. That employment which you desire for in your heart. That employment which your parents feel that they have a Nice Child.
- Without Goals, depending only on books and classrooms might not get you the Job that you desire.

- Open your heart and mind. Have a Goal. Approach the goal more practically with Skills and interest. I am sure success will follow.

### VOTE OF THANKS

It is customary to say thanks everyone who directly and indirectly supporting this workshop success. In this regard Asst. Professor Mrs. Mary Sandeepa initiated to say thanks to all the participants. Especially Hon'ble Vice-Chancellor Prof. R. Sudharsana Rao, who gave a lot of support even drowsy nights he followed the things for grand success of the programme, like that Sri Anil. Yandluri IPS, CEO and Managing Director of KPCL also showered his blessing a lot for the great success of the event. Very special person, who sponsored lunch to all 150 members of workshop participants and a generous personality Dr. Beed Mastan Rao also a memorable personality who directly contributed for grand success of this programme. Another personality who helped to bring all the people here is Sri B. Srinvasa Rao, GM. DIC, Nellore, who did wonderful support for grand success of the event. It is mandatory to say thanks to the Registrar, and Principal of the college who helped lot in the successful organization of the programme.

Key personality of this interaction especially all Heads of the Departments, and Officials of the Industries are most admirable in this workshop success. Also all electronic and print media personnel who did great job for coverage of the programme to the rest of the world



**Students of MBA Department welcoming the Guests**



Hon'ble Vice-Chancellor, Prof.R.Sudarsana rao and Anil Yendluri, CEO Krishnapatnam Port



Delegates from the industries participated in University Industry Interaction programme