

**Workshops/seminars/conferences including on Research  
Methodology, Intellectual Property Rights (IPR) and  
entrepreneurship conducted for the Academic Year 2021-22**



# S.B.V.R. DEGREE COLLEGE

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Mydukur Road, BADVEL - 516 227, Kadapa Dist. Andhra Pradesh, India.  
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## "Data Science and Big Data Analytics: Unravelling Insights" - Report

<b>Date</b>	: December 02, 2022
<b>Organized by</b>	: Department of Computer Science, SBVR Degree College
<b>Resource Person</b>	: Dr. M Mallikarjuna, Assistant Professor in Computer Science, S V Degree College, Anantapur.
<b>Number of Attendees</b>	: 145 Students and Computer Science Faculty
<b>Venue</b>	: Seminar Hall, SBVR Degree College, Badvel


On December 02, 2022, the Department of Computer Science at SBVR Degree College organized a seminar titled **"Data Science and Big Data Analytics: Unravelling Insights"**. This seminar aimed to address the profound impact of data science and big data analytics in our data-driven world. The event was attended by 145 students and computer science faculty members of the institution. Dr. M Mallikarjuna, an accomplished Assistant Professor in Computer Science from S V Degree College, Anantapur, served as the esteemed resource person for the event.

The seminar commenced with a warm welcome to all attendees and an official inauguration led by the Head of the Computer Science Department and the organizing committee. The resource person explained the fundamental concepts of data science, including data collection, cleaning, and analysis. He discussed the role of machine learning and artificial intelligence in making sense of complex datasets and how these technologies are used to derive valuable insights. Throughout the seminar, Dr. M Mallikarjuna highlighted the practical applications of data science and big data analytics in fields such as predictive analytics, recommendation systems, and healthcare diagnostics. He emphasized how these tools are revolutionizing decision-making processes.

An interactive question and answer session allowed students and faculty members to engage with the resource person. Attendees raised questions and sought clarification on various aspects of data science, big data, and the career



  
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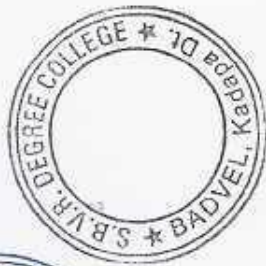
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prospects in this rapidly growing field. The seminar on "Data Science and Big Data Analytics: Unravelling Insights" was a significant success, leaving the 145 students and computer science faculty members with a deeper understanding of the role of data science in shaping the future. It highlighted the enormous potential for extracting valuable insights from data and inspired attendees to consider data-related careers in this era of data-driven decision-making.



  
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## Report on the Seminar Entitled "Start, Scale, Succeed: A Guide to Entrepreneurship"

On February 17, 2022, the Seminar Hall at SBVR Degree College hosted a dynamic seminar titled "Start, Scale, Succeed: A Guide to Entrepreneurship." The seminar aimed to equip 142 students with the knowledge and insights needed to navigate the complex world of entrepreneurship. Dr. Pavan Kumar G, a highly regarded Lecturer in Commerce from Government Degree College, Guntakal, was the distinguished resource person for the event.

The seminar commenced with a warm welcome to the attendees and the official inauguration by the Principal of SBVR Degree College and the organizing committee. This set the tone for an informative and inspiring session. Dr. Pavan Kumar G initiated the seminar by providing an in-depth introduction to the world of entrepreneurship. He emphasized the pivotal role entrepreneurs play in driving economic growth, job creation, and innovation. He also highlighted the importance of fostering an entrepreneurial mindset, irrespective of one's chosen career path.


Throughout the event, Dr. Pavan Kumar G emphasized the importance of various aspects of entrepreneurship, including identifying opportunities, building a business plan, and securing funding. He shared valuable insights into the start-up ecosystem, highlighting the significance of creativity, resilience, and adaptability.


One of the most significant takeaways from the seminar was the discussion of the common pitfalls and failures that entrepreneurs encounter. Dr. Pavan Kumar G shared stories of well-known entrepreneurs who faced setbacks but eventually triumphed through persistence and learning from their mistakes. This encouraged students to view failures as valuable learning experiences.

The seminar included an engaging interactive session where students had the opportunity to ask questions and seek advice on various aspects of entrepreneurship. This session allowed for a deeper understanding of the subject matter and gave attendees a chance to address their specific queries.

The seminar on "Start, Scale, Succeed: A Guide to Entrepreneurship" was a significant success, providing invaluable insights into the world of entrepreneurship and equipping the 142 students with the knowledge and inspiration needed to embark on their entrepreneurial journeys. It was a meaningful step in nurturing the entrepreneurial spirit among the students of SBVR Degree College and empowering them to become future business leaders and innovators.



  
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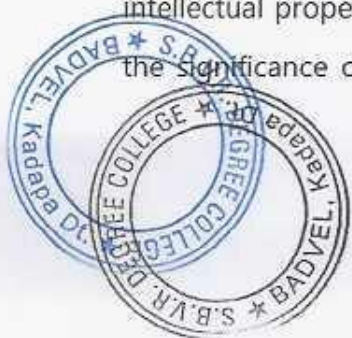
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## Detailed Seminar Report on : Intellectual Property Rights and Global Business on 09-12-2021


A thought-provoking seminar titled "Intellectual Property Rights and Global Business" unfolded on the 09-12- 2021 at the Seminar Hall of SBVR Degree College, Badvel. This engaging event explored the intricate relationship between intellectual property rights (IPR) and the dynamic realm of global business with 137 students. Dr. Nataraj K, an esteemed Associate Professor in Computer Science at SSGS Degree College, Guntakal, shared his extensive expertise with the audience, shedding light on the intersection of IPR and the global business landscape.

The seminar began with a warm welcome to Dr. Nataraj K, a respected figure known for his profound understanding of the subject matter. Dr. Nataraj set the stage by unveiling the multifaceted world of intellectual property rights and their undeniable impact on global business. He emphasized the pivotal role of IPR in today's international trade and commerce environment, where innovation, technology, and knowledge assets hold the keys to success. Dr. Nataraj took the audience on an in-depth exploration of how intellectual property rights intersect with global business practices. He discussed the significance of patents, copyrights, and trademarks in the protection of intellectual creations and how they play a crucial role in the competitiveness of multinational corporations. These rights are valuable assets that enable companies to safeguard their innovations and establish unique identities in the global market.

The seminar also delved into the intricate aspects of IPR enforcement on a global scale. Dr. Nataraj elucidated the complexities associated with protecting intellectual property rights across different countries and jurisdictions. He discussed the significance of international agreements, such as the Trade-Related Aspects of



  
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## Seminar Report on

### "The Importance of Sampling Techniques in Research Methodology"


on 19-12-2021

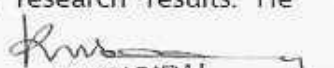
On the 19-12-2021, a seminar titled "The Importance of Sampling Techniques in Research Methodology" took place in the Seminar Hall of SBVR Degree College, Badvel. This seminar attracted a diverse audience, including 132 students and 17 faculty members, all eager to expand their understanding of research methodologies. Dr. Y Madhusudan Reddy, an esteemed Associate Professor in Mathematics at S V Degree College, Anantapur, served as the resource person for the event, offering valuable insights into the critical role of sampling techniques in research.

The seminar began with a warm welcome to Dr. Y Madhusudan Reddy, whose extensive expertise in mathematics and research methodologies was highly anticipated. Dr. Reddy initiated the presentation by emphasizing the foundational importance of sampling in research. He explained that the selection of a sample from a larger population is a crucial aspect of research, as it determines the validity and generalizability of study findings. Dr. Y Madhusudan Reddy delved into the various sampling techniques, distinguishing between probability and non-probability sampling methods. He discussed simple random sampling, stratified sampling, systematic sampling, and cluster sampling, providing practical examples to illustrate their application. He stressed the importance of choosing the most appropriate technique based on the research objectives and the characteristics of the population under study.

The seminar explored the significance of sampling error and how it can affect research outcomes. Dr. Reddy elaborated on how larger sample sizes often lead to reduced sampling errors, contributing to the reliability of research results. He



  
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highlighted the role of margin of error and confidence intervals in quantifying the uncertainty associated with sampling. Dr. Y Madhusudan Reddy also discussed non-probability sampling methods, such as convenience sampling and purposive sampling. While acknowledging their limitations in terms of generalizability, he explained that these methods can still be valuable in specific research contexts, particularly when studying hard-to-reach populations or conducting exploratory research.

Throughout the presentation, Dr. Y Madhusudan Reddy provided practical examples and case studies to illustrate the application of sampling techniques in various research disciplines. This approach allowed the audience to grasp the real-world relevance and versatility of these methods. The seminar concluded with an engaging question-and-answer session. The participants actively interacted with Dr. Y Madhusudan Reddy, seeking clarification and guidance on the selection and implementation of sampling techniques in their research projects. Dr. Y Madhusudan Reddy responses were both informative and enlightening, fostering a collaborative learning environment.

A vote of thanks was extended to Dr. Y Madhusudan Reddy for his enlightening presentation on the importance of sampling techniques in research methodology. The seminar left the audience with a deeper understanding of the critical role that sampling plays in research design and data collection. It served as a valuable step in promoting a research-oriented mindset among the students and faculty of SBVR Degree College, Badvel, preparing them to conduct high-quality research in their respective fields.





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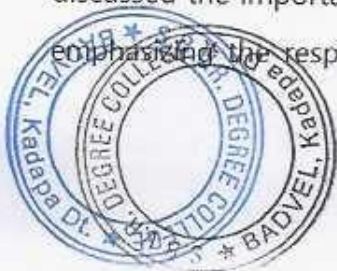
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## Seminar Report: Exploring the Impact of Technology on Contemporary Research Methodology on 18-01-2022.


On the 18-01-2022, an insightful seminar titled "Exploring the Impact of Technology on Contemporary Research Methodology" took place in the Seminar Hall of SBVR Degree College, Badvel. This seminar garnered the attention of a diverse audience, including 154 students and 18 faculty members, all eager to gain knowledge about the role of technology in modern research methodologies. Dr. K Nataraj, an esteemed Associate Professor in Computer Science at SSGS Degree College, Guntakal, was the distinguished resource person for the event, bringing expertise in the intersection of technology and research.

The seminar commenced with a warm welcome to Dr. K Nataraj, whose reputation as an expert in computer science and research methodologies was highly anticipated. Dr. Nataraj initiated the presentation by highlighting the profound impact of technology on contemporary research. He underlined how technology has revolutionized data collection, analysis, and dissemination processes, making research more efficient and accessible. Dr. Nataraj delved into the various ways in which technology has transformed research methodologies. He discussed the advent of online surveys and data collection tools, emphasizing their advantages in terms of speed and cost-effectiveness. He also explored the role of data analysis software, demonstrating how it can handle large datasets and complex statistical analyses, empowering researchers with new capabilities.

One of the central themes of the seminar was the impact of technology on data storage and management. Dr. Nataraj explained how cloud computing and advanced databases have made it easier to store, access, and share research data securely. He discussed the importance of data security and ethical considerations in this context, emphasizing the responsibility of researchers to protect sensitive information. The



  
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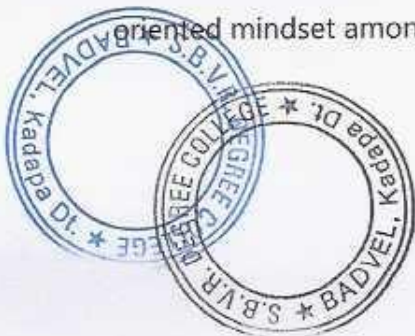
seminar also delved into the role of technology in enhancing collaboration among researchers. Dr. Nataraj described how digital platforms and tools facilitate teamwork, enabling researchers from around the world to collaborate seamlessly. He showcased examples of interdisciplinary research made possible by technology, resulting in innovative solutions to complex problems.

Dr. Nataraj highlighted the importance of ethical considerations in research that incorporates technology. He discussed issues such as data privacy, informed consent, and the responsible use of artificial intelligence and machine learning in research. These discussions illuminated the ethical challenges researchers may encounter when employing technology. Throughout the seminar, Dr. Nataraj shared practical examples and case studies from the field of computer science and research, showcasing how technology has transformed research methodologies. These real-world applications provided the audience with tangible insights into the potential of technology in research.

The seminar concluded with an interactive question-and-answer session, during which the audience actively engaged with Dr. Nataraj, seeking guidance and clarification on the integration of technology into their research projects. Dr. Nataraj's responses were both informative and inspiring, fostering a collaborative learning environment.

In closing, a vote of thanks was extended to Dr. K Nataraj for his illuminating presentation on the impact of technology on contemporary research methodology. The seminar left the audience with a profound appreciation of the transformative power of technology in research and prepared them to harness its potential in their future research endeavors. It was a significant step toward fostering a research-

oriented mindset among the students and faculty of SBVR Degree College, Badvel.



  
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## Seminar Report on

### The Future of Commerce: A Digital Revolution on 06-08-2021

Topic	: The Future of Commerce: A Digital Revolution
Date	: 06-08- 2021
Organized by	: SBVR Degree College, Badvel
Participants	: 95 students
Resource Person	: P. Sreenivasulu, Senior Lecturer, SSGS Degree College

SBVR Degree College, Badvel, organized a seminar on "The Future of Commerce: A Digital Revolution" on August 6, 2021. Held in the college's seminar hall, the event attracted enthusiastic participation from 95 students. The seminar aimed to explore the transformative impact of digitalization on the field of commerce, equipping students with insights into emerging technologies and their implications for the future.

The seminar began with a formal welcome and inauguration led by the Head of the Institution. The session set the stage for an engaging exploration of the digital transformation in commerce. The Resource Person, Mr. P. Sreenivasulu, a Senior Lecturer at SSGS Degree College, Guntakal, commenced the session by discussing the evolution of commerce in the digital age. With his vast experience in commerce education, Mr. Sreenivasulu provided a comprehensive overview of technological advancements reshaping the industry.


The resource person highlighted the shift from traditional commerce to e-commerce and m-commerce and explained how internet penetration, mobile devices, and digital platforms revolutionizing consumer behavior are. Explored the role of Artificial Intelligence, Big Data, and blockchain in driving innovation. Discussed how digital payment systems like UPI, digital wallets, and cryptocurrencies are enhancing financial transactions.

Addressed the growing opportunities for entrepreneurship in the digital marketplace. Highlighted challenges such as cybersecurity risks, data privacy concerns, and regulatory issues. Cited examples of successful e-commerce platforms like Amazon, Flipkart, and regional startups. Discussed the rise of digital-first businesses and the significance of digital marketing.

The seminar included an interactive segment, allowing students to engage with the resource person. Questions revolved around the application of digital tools in commerce, career opportunities in the digital economy, and strategies for adapting to rapid technological changes.



  
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## Detailed Seminar Report titled "Pitch Perfect: Strategies for Persuasive Speaking in Business" on 17-02-2022

Title	: Pitch Perfect: Strategies for Persuasive Speaking in Business
Date	: 17th February 2022
Speaker	: Dr. K. Ramakrishna Naidu, Principal, SSGS Degree College, Guntakal
Venue	: Seminar Hall
No.of Students	: 87

On the 17th of February 2022, a seminar titled "**Pitch Perfect: Strategies for Persuasive Speaking in Business**" was conducted by **Dr. K. Ramakrishna Naidu**, Principal of SSGS Degree College, Guntakal. The seminar brought together students, faculty, and business professionals eager to master the art of persuasive communication in a corporate setting.

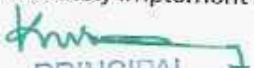
The resource person opened the session by emphasizing the importance of persuasive speaking in business environments, particularly in scenarios such as pitching ideas, negotiating deals, and influencing teams. He discussed the key attributes of effective business communication, including clarity, confidence, and audience awareness. Drawing from real-world examples, The resource person illustrated how mastering these skills can lead to better outcomes in professional interactions.


A significant portion of the seminar focused on crafting compelling messages. The resource person explained techniques for structuring business pitches, highlighting the importance of starting with a strong hook, presenting a logical argument, and concluding with a clear call to action. He stressed the value of tailoring messages to meet the needs and expectations of specific audiences.

Another key topic was the role of non-verbal communication in persuasive speaking. The resource person demonstrated how body language, facial expressions, and vocal tone can enhance or undermine the effectiveness of a message. He also shared practical tips for managing nerves and maintaining composure during high-stakes presentations.

The seminar included interactive elements, such as role-playing exercises and group discussions, which allowed participants to practice the techniques shared and receive personalized feedback. These activities helped attendees gain confidence in applying persuasive speaking strategies in their professional lives. The event received highly positive feedback from participants, who praised The resource person engaging delivery style and the practical relevance of the session. Many attendees noted that the seminar provided them with actionable insights that they could immediately implement in their business interactions.



  
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## Seminar Report "Breaking Barriers: Navigating Problems with Analytical Thinking"

on 07-10-2021 at SBVR Degree College, Badvel

On 07-10-2021, SBVR Degree College organized a seminar titled "Breaking Barriers: Navigating Problems with Analytical Thinking." The session aimed to empower students with the skills and strategies required to approach challenges analytically and develop effective solutions. The resource person for the seminar was Mr. K. Bhogesh, a Software Engineer from Bangalore, who brought his industry expertise and insights to the event.

The seminar began with an inaugural address by the Principal of SBVR Degree College, who stressed the growing importance of analytical thinking in overcoming challenges in both professional and personal domains. The organizing committee expressed their gratitude to Mr. K. Bhogesh for sharing his valuable time and knowledge with the students.

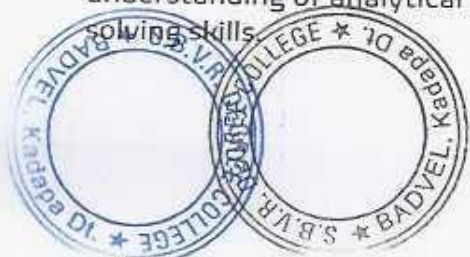
Mr. Bhogesh commenced the session by defining analytical thinking as a structured and logical approach to problem-solving. He highlighted its significance in breaking down complex issues, evaluating possible solutions, and making informed decisions. Drawing from his experience in the software industry, he shared real-life scenarios where analytical thinking had played a pivotal role in resolving challenges.

The seminar focused on equipping students with practical tools and techniques to enhance their analytical abilities. Mr. Bhogesh discussed methods such as root cause analysis, SWOT analysis, and decision trees, illustrating their applications through examples. He also emphasized the importance of data-driven decision-making and how analytical thinking enables individuals to navigate uncertainties effectively.

A significant portion of the seminar addressed common barriers to analytical thinking, such as cognitive biases, emotional influences, and lack of clarity. Mr. Bhogesh provided actionable tips to overcome these obstacles, encouraging students to approach problems with an open mind and a critical perspective. He also stressed the importance of continuous learning and adapting to new tools and technologies that support analytical processes.

The seminar included an interactive Q&A session, where students engaged actively by asking questions related to analytical thinking in various contexts. Mr. Bhogesh's thoughtful responses provided deeper insights into the subject and inspired students to apply these strategies in their academic and professional lives.

The event concluded with a feedback session, where students expressed their appreciation for the resource person's engaging presentation and practical advice. Many attendees noted that the seminar had broadened their understanding of analytical thinking and motivated them to refine their problem-solving skills.



  
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