

### 3.3.2 Several departments of the College Conducted Industry-Academia seminars

Year	2013-14	2014-15	2015-16	2016-17	2017-18
Number	2	13	4	8	12

S.No.	Year	Name of the workshops / seminars	Date (From -to)	Link to the activity report on the website
1.	2013	Lenzcape	19 <sup>th</sup> August 2013	<b>BA Mass comm</b>
2.	2013	Radiochemistry and applications of Radioisotopes	14-09-2013	<b>Chemistry</b>
3.	2014	Advanced Spectro-Analytical Techniques	11.09.2014& 12.09.2014	<b>UGC national seminar Chemistry</b>
4.	2014	Eclectic 2014	19-20 <sup>th</sup> September 2014	<b>BA Psychology</b>
5.	2014	Spoken tutorials	13-11-2014	<b>ET</b>
6.	2014	<b>Linux And Embedded Systems</b>	15-11-2014	<b>ET</b>
7.	2014	<b>Infocus 2014</b>	18-19 February 2014	<b>BA Mass com</b>
8.	2014	M-BHAVISHYA'14	November 15 <sup>th</sup> 2014	<b>MCA</b>
9.	2014	Emerging Trends in Commerce(National)	22-23 August 2014	<b>B.Com H</b>
10.	2014	Artifest	8-14 September, 2014	<b>B.Sc. Animation Design</b>
11.	2014	Scientia	10 th October 2014	<b>B.Sc Bio</b>
12.	2014	LenZcape	20-21 <sup>st</sup> August 2014	<b>BA Mass com</b>
13.	2014	Math-origins	1 <sup>st</sup> – 2 <sup>nd</sup> December 2014	<b>MSCS</b>
14.	2015	In Focus	3-4 February 2015	<b>BA Mass com</b>
15.	2014	Ethical hacking, digital marketing, and financial services	13 <sup>th</sup> November 2014	<b>B.Com Computers</b>
16.	2015	National Seminar on "Emerging Trends in Chemical Technology"	10 <sup>th</sup> to 11 <sup>th</sup> December 2015	<b>CT</b>
17.	2015	TechXplosion-2K15	11 <sup>th</sup> December 2015	<b>MCA</b>
18.	2015	Melange	2015	<b>MBA</b>
19.	2015	changing paradigms in academia – industry interface	07-10-2015	<b>B.Com Computers</b>
20.	2016	Technology Driven Paradigms in Commerce(International)	9-10 December 2016	<b>B.Com H</b>
21	2016	International Conference on “Emerging Trends in Synthesis of Nano	25-27 February, 2016	<b>Bio Tech</b>

		Particles in Agri-Biotechnology-Research & Commercialization”		
22.	2016	Seminar on Editing	13 <sup>th</sup> September 2016	<b>Mass com</b>
23.	2016	Infocus	2-3 Dember 2016	<b>Masscom</b>
24.	2016	LenZcape 2016	19 <sup>th</sup> august 2016	<b>Mass com</b>
25.	2016	Electronic Design Automation	29 <sup>th</sup> July 2016	<b>ET</b>
26.	2016	National Conference on “Applications of Mathematics to Cryptography”.	<b>6<sup>th</sup> January 2017</b>	<b>MSCS/Cs/CE/DCS</b>
27.	2017	International seminar on "Green Chemistry for Sustainable Development: Issues, Challenges and Prospects"	20 <sup>th</sup> to 21 <sup>st</sup> January 2017	<b>CT</b>
28.	2017	Trabhaksha	26-27 Aug 2017	<b>FT(UG)</b>
29.	2017	Workshop On Food Tec2k17 Expo	19 Sep 2017	<b>FT(UG)</b>
30.	2017	Technotsav 17	December 2017	<b>MCA</b>
31.	2017	Equity Research	5-6 <sup>th</sup> January 2017	<b>MBA</b>
32.	2017	Green chemistry and Nano technology	February 27 <sup>th</sup> -28 <sup>th</sup> 2017	<b>M.Sc Chem</b>
33.	2017	Seminar -"Democracy, Elections and Student Participation"	16 <sup>th</sup> August, 2017	B.A. Mass Communication
34.	2017	Lenzcape “Guidelines for beginners in commercial photography	19 <sup>th</sup> August, 2017	” B.A. Mass Communication
35.	2017	Infocus 2017	7-8 <sup>th</sup> December 2017	BA Mass com
36.	2017	COLLAB	30 <sup>th</sup> November – 1 <sup>st</sup> December	BBA
37.	2018	Emerging Trends in Chemical Technology	31-01- 2018	<b>CT</b>
38.	2018	Melange2k18	January 25 <sup>th</sup> -27 <sup>th</sup> 2018	<b>MBA</b>
39.	2018	INFOCOM 2K18	5-6 January 2K18	<b>B.com Computers</b>

## **2013 – 14 Academic Year – Seminars / Workshops Conducted by the Departments**

**Department : Mass Communication**

**Title : Lenzscape**

**Date : 19<sup>th</sup> Aug 2013**

### **Report**

The Department of Mass Communication organized “Lenzscape” a photo exhibition cum competition for the Degree College students of Hyderabad on 19 August 2013. Based on the themes of “Water” and “Relationships” over 200 entries were received for the exhibition cum competition.



## 2.Department : Chemistry

### Title of the Workshop : Radiochemistry and applications of Radioisotopes

#### REPORT

#### ON ONE DAY WORKSHOP ON

### “RADIOCHEMISTRY AND APPLICATIONS OF RADIOISOTOPES”

Department of MSc. Chemistry had organized an one day workshop on “**RADIOCHEMISTRY AND APPLICATIONS OF RADIOISOTOPES**” on 14<sup>th</sup> September, 2013. The workshop included the presence of eminent resource persons Dr.T.G. Srinivan, Raman Fellow , Chemistry Group, IGCAR and President IANCAS (SRC), K.A. Venkatesan, Scientific Officer (F), Secretary, IANCAS(SRC), Dr. R.Kumar, Scientific Officer(G), Dr.N.Ramanathan, Scientific Officer (D) from Nuclear Power Plant, Kalpakam.

The morning session(9:45 to 10:30 A.M) was inaugurated with lighting of the lamp by our principal. Rev. Fr. K.S. Casimir, and the resource personnel. The gathering was addressed by the principal, and Dr. M. Sunitha , H. O.D of M.Sc Chemistry. Dr. T.G. Srinivasan emphasized the importance of nuclear chemistry in his address to the gathering.

The first session included a lecture on “ **Fundamentals of Nuclear Chemistry**” by Dr. N. Ramanathan (10:45 to 12 Noon ) providing an insight on characteristics of the minute particle of the matter i.e.Atom. The lecture was the recollection of the basics in nuclear chemistry.

The afternoon session(1:00 to 2:00P.M.) commenced with a lecture on “The applications of radio isotopes” by Dr. K. Kumar. This session was made interactive by a practical demonstration (2:00 to 4:00 P.M.) on calculation of half life period of radioactive elements. Sri K.A. Venkatesan guided the students in conducting this practical successfully.

The seminar concluded with vote of thanks by Dr. Sonika Sharma.

**2014– 15 Academic Year – Seminars / Workshops Conducted by the Departments**  
**3.Department : Chemistry**  
**UGC Sponsored Workshop :**  
**Advanced Spectro- Analytical Techniques**  
**Dates : 11<sup>th</sup> – 12<sup>th</sup> September, 2014**

**Report on UGC Sponsored National Seminar on**  
**Advanced –Spectroanalytical Techniques (11-12 Sept. 2014)**

We the department of Chemistry has conducted a UGC sponsored two day National Seminar on Advanced – Spectronalytical Techniques. The objective of the seminar was to give participants an overview to the important Spectro-Analytical Techniques useful to various participants such as research scholars, teaching faculty and students from various colleges. We received a very encouraging response for participation not only from local colleges but also from famous colleges from other states. For the inauguration of the seminar **Prof. V. MallaReddy** (Director Technical, Symed Labs, Hyderabad) was invited as CHIEF GUEST and **Dr. Sunil J Kumar** (Head, NCCCM, Hyderabad) as GUEST OF HONOUR.

First day of the lecture series began with talk on Nuclear Magnetic Resonance by **Prof. P. R. Rajmohan** Head, Central NMR Facility, National Chemical Laboratory(NCL), Pune. This was followed by a talk on "Aberration corrected transmission electron microscopy and electron energy loss spectroscopy in materials science" by **Dr. RanjanDutta**, ICMS, JNCASR, Bangalore. Post lunch session included a talk on "X-ray Diffraction Technique" by **Prof. T.P. Radhakrishnan**, Central University, Hyderabad.

Concluding day of seminar started with a lecture on XPES by **Dr. B. Sreedhar**, Principal Scientist, ICT, Hyderabad. After tea break there was an interactive talk on "Industry- Academia- Myths and Realities" by **Dr. NarinderMohal**, Founder and Director, GMK Research Labs, Hyderabad. This was followed by a lecture on "Electroanalytical Techniques" by **Prof. G. Veerabhadram**, Vice Principal Nizam College, Hyderabad. We also had an encouraging response from research scholars for the poster presentation. A total of 22 posters were presented. **Prof. V. Uma**, Head Department of Chemistry, UCS, OU and **Prof. P.R. Rajamohan**, NCL pune judged the poster session and awarded prizes to three best posters. After lunch there was enlightening talk on "Chromatography, Applications in trace and ultra-trace analysis" by **Dr. D. Karunasagar**, NCCCM, BARC. Chief Guest for the valedictory function was **Prof. K. NageshwaraRao**, Dean of Sciences, UCS, OU. Seminar was concluded with a positive feedback from the participants.



Registration Form		Advisory Committee:		UGC Sponsored	
Name: Dr/Mr/Ms: _____		Rev. Fr. A. Stanislaus sj, LA			
Designation: _____		Rev. Dr. Fr. A. Francis Xavier sj, LA		<b>Two Day National Seminar ON ADVANCED SPECTRO-ANALYTICAL TECHNIQUES</b>	
Institution: _____		Prof. K. Nageshwar Rao, Dean, UCS, OU			
Address for Communication: _____		Prof. V. Uma, Head, Dept. of Chemistry, OU		<b>September 11<sup>th</sup> &amp; 12<sup>th</sup>, 2014 Venue: Inigo Hall</b>	
_____		Prof. L. N. Sharada, OU			
E-mail: _____		Prof. T. P. Radhakrishnan, HCU			
Mobile: _____		Dr. B. Sireesha, Nizam College			
Nature of participation: Faculty/ Research scholar/ Student		Dr. Anantha Lakshmi, UCW		<b>Organized by DEPARTMENT OF CHEMISTRY Loyola Academy Degree &amp; PG College</b>	
Poster presentation: Yes / No		Dr. Narinder Mohal, Ganesha Chemicals, Hyd.			
Author/s & Title of the poster:				(Autonomous) Re-accredited with Grade 'A' by NAAC "A College with Potential for Excellence" by UGC Old Alwal, Secunderabad-500010 Phone: +91-40-27862363, 27860077 www.loyolaacademyugpg.ac.in	
Details of registration fee: _____		<b>Organizing Committee:</b>			
Name of the bank: _____		Rev. Fr. Dr. K. S. Casimir sj, Principal			
D.D. Number: _____		Rev. Fr. K. Anil Kumar sj, Vice Principal (PG)			
Accommodation required: Yes / No		Rev. Fr. Dr. L. Joji Reddy sj, Vice Principal(UG)			
Date: ____/____/____		Dr. M. Jayaramudu			
		Ms. M. Nirmala			
		Ms. Sayyada Nowshin			
		Ms. D. Jyothsnica			
		<b>Organizing Secretary</b>			
		Ms. S. P. Mydhill, HOD			
		Ms. R. Shalini Mamta Jyothi			
		<b>Co-Ordinator</b>			
		Mr. Dheeraj Kumar Sahu			
		<b>Correspondence</b>			
		Dr. Sonika Sharma Convener			
		E-mail: asatloyola2014@gmail.com			
		Mobile: 9502980562, 8179711091			
		Signature of applicant			

#### ABOUT THE COLLEGE:

Loyola Academy Degree & PG College established in 1976, is a premier institution of higher education. With 37 years of heritage in education, the college offers 16 courses at UG level & 6 courses at PG level. Recognition of the quality of academic activity in Loyola, NAAC re-accredited the College with grade 'A' (3.5/4.0 CGPA) and UGC recognised it as "College with Potential for Excellence" (CPE). The college with its 3000+ students aims at training them to seek knowledge, become leaders of quality life and thus stand as proof for the vision of the college to Aspire, Inspire and Achieve.

Loyola Academy established the Department of Chemistry of high repute in 2003. This is reflected in its excellent infrastructural facilities, qualified lecturers, innovative instructional methodology and placements.

#### ABOUT THE SEMINAR:

Research is considered to be integral part of science. In order to inculcate and sustain inquisitiveness and scientific temper, the seminar is aimed at providing insight into recent analytical techniques & trends useful in various research fields. It is designed to familiarise participants with advanced spectro-analytical techniques by including lectures on Spectro-Analytical techniques.

#### Electro analytical techniques





**NMR**



**XRD**




**Hyphenated Techniques**

Academics ↔ Environment ↔ Industry



**XPS**



**SEM & TEM**

#### List of Speakers

1. Prof. P. R. Rajamohanan NCL, Pune.
2. Prof. T. P. Radhakrishnan, HCU, Hyd.
3. Prof. G. Veera Bhadrani, Nizam college, Hyd.
4. Dr. D. Karuna Sagar, NCCCM, BARC, Hyd.
5. Dr. B. Sreedhar, IICT, Hyderabad.
6. Dr. Ranjan Dutta, JNCASR, Bangalore.
7. Dr. Narinder Mohal, Ganesha Chemicals, Hyd.

#### Call for Posters:

Poster presentation on any topic of research interest is invited. The abstract should be between 200 to 250 words, typed in Times New Roman, font size-12. Soft copy of the abstract in English should be e-mailed to [asatloyola2014@gmail.com](mailto:asatloyola2014@gmail.com) on or before 30<sup>th</sup> August 2014.

Award will be given to the best poster.

#### Registration:

Participants are requested to register by returning duly filled registration form along with registration fee of ₹ 300/- Number of participants is limited. Maximum of Two Students from each college

Last date for registration is 01<sup>st</sup> September 2014

#### Mode Of Payment:

Demand draft must be drawn in favour of The Principal, Loyola Academy Degree & PG College, Secunderabad- 500010. (Payable at Hyderabad)

#### Accommodation:

Accommodation will be provided on payment basis. For details please contact the convener.









#### **4.Department : B.A. PSYCHOLOGY**

##### **Title : Eclectic 2014**

Eclectic 2014 was organized by the Department of Psychology, English and Journalism of Loyola Academy on the 19<sup>th</sup> and 20<sup>th</sup> of September, 2014 in the college campus. The primary intension of the fest was to create awareness of the course and its subjects, through a number of entertaining activities for students around the twin cities.

The First day, 19<sup>th</sup> of September, was focused on the academic aspect of the fest. The fest began at 10:30 AM as the chief guest and guest of honor for the day Dr. Suresh Kumar (professor at University college of Arts and Social Sciences, Osmania University) and Dr. Vishwanatham (professor at Administrative staff college of India) respectively opened the ceremony by cutting the ribbon. A tour of academic chart material followed the ribbon cutting, leading into the inaugural ceremony . Students of the department performed a prayer song and a welcome dance for the audience that included the chief guest, guest of honor, Principal of Loyola Academy Fr. Dr. K. S. Casimir, Vice Principal of Loyola Academy UG Fr. Dr. L. Joji Reddy among other management members and students from various colleges. With the end of the formal inaugural session, the fest began with student activities and competitions. Various entertainment events like JAM, Quiz, Scavenger hunt etc took place, while simultaneously academic events like psychological testing, poetry and assessments took place. Students from various colleges participated. An eventful day one concluded at 4:30 PM.

The second day, 20<sup>th</sup> of September, was focused on the cultural activities. It began at 10:30 AM, continuing with the entertainment and academic activities. Debate, Act Mad and Scavenger hunt were among the events planned for the day. The events concluded by 12 :30 PM. Post lunch was the cultural extravaganza . Mr. Ram GopalVarma was invited as the chief guest for cultural day. He was welcomed by the management of college and faculty members of the department. Following the welcome was a brief tour of the academic charts. The formal programs began, with Fr. Correspondent's speech, Fr. Principal's words, followed by Fr. Vice Principal UG's encouragement and a vote of thanks by Head of the Department. The chief guest, Mr. Varma, opted for an informal questioning session, where the students (audience) were allowed to ask him interesting questions. Many questions were asked ranging from film making to personal life to film industry etc. The session then proceeded with the line-up of programs like Contemporary Dance, Band, Semi-classical dance etc. The valedictory ceremony followed the cultural events as the concluding event of the Eclectic 2014. Prizes were distributed to various winners of events held on both the days.

An overwhelming response with participation from over 20 different colleges around the twin cities was witnessed. With predominantly positive response and feedback, Eclectic 2014 was definitely the best fest organized by the Department of Psychology, English and Journalism.



## 5. Department :B.Sc. Electronics Technology Title : SPOKEN TUTORIALS

Department of Electronics Technology conducted a workshop on **SPOKEN TUTORIALS** on 13 November 2014 which is an initiative by MHRD Government of India. This Workshop was conducted by Mr.T.Sanjay ,Director Mytri Electrotech Pvt.Lmt ,alumni of IIT Kharagpur and HCU acquainted students with the knowledge of virus free environment in computer system through Linux.



## 6. Department :B.Sc. Electronics Technology

### Title : Linux And Embedded Systems

#### Report

On Saturday, 15<sup>th</sup> November 2014 our department has conducted a workshop on **Linux And Embedded Systems**. Under the able guidance of Mr.U.Srikanth Patnaik, Software Manager , FOSSEE Project , IIT Bombay, students of the department gained the knowledge of various interfacing techniques of interfacing sensors, motors and displays to Arduino and Arduino boards. This workshop went on till 6:00pm. It is found that the students of the department were very happy and showing interest in such events in near future.



## 7. Department : Mass Communication

### Title : Infocus

Date : February 18 and 19, 2014

#### Report

The Department of Mass Communication of Loyola Academy Degree and PG College hosted an All-India students' film festival, 'Infocus 2013-14' on February 18 and 19, 2014. The 2-day festival registered entries from various institutions across the country. Giving students a scope to interact and execute their perceptions on life, Infocus 2013-14 gave students an opportunity to translate their real ideas into reel world. While 'The Virtual World', a movie on facebook won the first prize in the short film category, Nagen Singh stole the hearts of people with his documentary on manual scavenger titled 'The Filthy Life'. With competitions like Dramebaaz, Ad Mission and Movie quiz to keep the audience hooked, the event churned out to be an unforgettable experience for people.



Gracing the Guest of the Vijay Marur, a writer, theatre media personality, students that film awe inspiring that the audience evolved. While Kathi, an English graduate with



occasion, the Chief occasion Mr. filmmaker, activist and explained is no longer an experience and today is more Mahesh Kumar Literature

Specialization in TV production and documentary making, encouraged students to have a certain perspective about the things around.

Actor Abhijeet of 'LBW' fame fostered student's faith in Indian Cinema. Models and actor brothers Vasudeva Rao and Sridhar Rao explained the opportunities in the film world in front of the camera and behind it.

The event concluded with Mr Rama Krisha, Branch Manager of Indian Overseas Bank, releasing the souvenir followed by awards presentation. The students of presented a glimpse of "100 years of Indian Cinema" with a dance.



**8. Department : MCA**  
**Title : M-BHAVISHYA'14**  
**Report**

**TECHNICAL EVENT ORGANIZED BY DEPARTMENT OF MCA**

The department of MCA has organized a one Technical Event M-BHAVISHYA'14 on November 15<sup>th</sup> 2014, for the students of MCA, BTech(CS,IT), BSc(CS) in and around tri cities. About 150 students from 30 different colleges participated in the event.

- **Objective:** The main purpose of this event was to bring students of Information Technology together to make them aware of knowledge of various tools and technologies in the “Mobile App Development” and also to make them aware of **Social media and Cloud computing.**

- **Report:** M-BHAVISHYA'14 was a one day technical extravaganza conducted on November 15<sup>th</sup> 2014, for the students of MCA, BTech(CS,IT), BSc(CS) in and around tri cities. We had about 150 students from 30 different colleges participating in the event

The Chief guest for the Inaugural function was **Prof. S. Sameen Fathima** , Dean Faculty of Informatics, Osmania University.

The Chief guest for the valedictory function was Mr. Suresh Eshwar Bulusu, Chief Operating Officer, Princeton IT Services.

We had technical talk on “**Mobile app development** “in the morning session and a talk on “**Social Media, Mobility, Analytics and Cloud Technology**” in the afternoon session.

Apart from these talks we also conducted four formal events and two informal events.

**Formal Events:** Paper Presentation, Coding and Debugging, Database Contest and IT Quiz.

**Informal Events-** Funny Resume and General Quiz.

- **Review:** This event greatly helped the students to seek knowledge, improve their technical, professional, organizing skills and managerial skills required for IT industries.





## 9. Department : Commerce

### National Seminar on Emerging Trends in Commerce :

#### NATIONAL SEMINAR ON “EMERGING TRENDS IN COMMERCE” REPORT

On 22<sup>nd</sup> August 2014, Department of Commerce of Loyola Academy, Came together for the much awaited National Seminar on “Emerging Trends in Commerce”. The two day National Seminar was conducted in collaboration with Department of Commerce, Osmania University and was approved by UGC. The seminar was attended by the staff and students of Commerce Department.

Prof. Laxman Gaddam, Shri K. Shankariah and Shri K.V. Nand Kishore were dignitaries for the event.

The day I began with a prayer song by Loyola Choir. Ms. Jacintha then invited the dignitaries to light the lamp, and they were escorted by Rev. Fr. Dr. A Francis Xavier (Correspondent), Rev. FR. Dr. K.S. Casimir (Principal), DR. Sadhana Jaiswal (Dean of Academics), Dr. Maria Das (Dean of Admin) and Mrs. A. Anjani Kumari (Dean of Commerce).

After lighting of the lamp, Rev. Fr. Dr. A Francis Xavier evoked the blessings of God in his blessing address. It was followed by Rev. FR. Dr. K.S. Casimir welcomed address. Ms. Chalce introduced the Chief Guest Dr. K. Shankariah and invited him to address the staff and students. He congratulated everyone on the huge gathering and emphasized on the need of Commerce in our lives. He reiterated the importance of such seminars to breaded ones' approach and knowledge.

This was followed by a brief introduction of Prof. Laxman Gaddam, Chairman BOS in Commerce, OU. He addressed to the need for a vibrant syllabus and praised the highly dedicated teachers who are committed to their profession.

Last but not the least, Dr. K.V. Nand Kishore, Asst General Manager, SBI Staff Colleg addressed the gathering with his speech. He focused on the maintenance of standards as well as quality. He also talked about the importance of Micro Finance and SHGs in today's economy.

The inaugural session ended by honouring dignitaries with mementoes.



## PROGRAMME SCHEDULE

### Day I

Friday, 22 August 2014

Time: 9:45 AM

#### Inaugural Session

- Blessing : Fr A. Stanislaus SJ  
Rector, Loyola Academy
- Welcome address : Fr Dr K. S. Casmir SJ  
Principal, Loyola Academy
- Guest of Honour : Prof. Laxman Gaddam  
Chairman, BOS in Commerce, OU
- Guest of Honour : Prof. Vedula Shekhar  
Principal, University College of  
Commerce and Management, OU
- Chief Guest's address : Dr K. Shankaraiah  
Head of the Department of Commerce,  
OU
- Keynote address : Dr K. V. Nand Kishore,  
Asst. General Manager,  
SBI Staff College, Hyderabad

### Technical Session-I

Topic: Micro Finance and Self Help Groups

- 11:00-11:10 AM : Address by the Chairman of the Session:  
Prof. B. Raja Ratnam
- 11:10-11:40AM : Address by the Resource Person:  
Dr J. Ravi Kumar, COE, OU
- 11:40-12:15 PM : Question and Answer session
- 12:15-12:45 PM : Session Chairman's remarks
- 12:45-12:50PM : Report on Technical Session-I
- 12:50-01:30 PM : Lunch

### Technical Session-II

Topic: Six Sigma methods

- 01:30-01:35 PM : Address by the Chairperson of the  
Session: Prof. Usha Kiran
- 01:35-02:05 PM : Address by the Resource Person:  
Mr. Venkatesh, MD, Confluence
- 02:05-02:35PM : Question and Answer session
- 02:35-03:05PM : Session Chairperson's remarks
- 03:05-03:10PM : Report on Technical Session-II
- 03:10-03:15PM : Tea break

### Technical Session-III

Topic: International Financial Reporting and Standards

- 03:30-03:35 PM : Address by the Chairman of the Session:  
Prof. V. Appa Rao
- 03:35-04:05 PM : Address by the Resource Person:  
Mr. Rama Mohangiri, CA
- 04:05-04:35PM : Question and Answer session
- 04:35-05:05PM : Session Chairman's remarks
- 05:05-05:10PM : Report on Technical Session-III

### Day II

Saturday, 23 August 2014

Time: 9:00 AM

### Technical Session-IV

Topic: Impact of Market Reflection in Rupee

- 09:00-09:02 AM : Prayer
- 09:02-09:07 AM : Address by the Chairman of the Session:  
Prof. S. V. Satyanarayana,  
Dean of Commerce, OU
- 09:07-09:37 AM : Address by the Resource Person:  
Mr. V. Rama Krishna,  
Senior Manager, IOB
- 09:37-10:07 AM : Question and Answer session
- 10:07-10:37 AM : Session Chairman's remarks
- 10:37-10:47 AM : Report on technical session-IV
- 10:47-10:57 AM : Tea Break

### Technical Session-V

Topic: Paper Presentation

- 11:00-11:05 AM : Address by the Chairman of the Session:  
Fr Dr K. S. Casmir SJ
- 11:10-12:30PM : Paper Presentation
- 12:30-01:00PM : Session Chairman's remarks
- 01:00PM : Lunch

### Valedictory Session

Time: 1:30 PM

- Welcome address : Dr N. Maria Das  
Dean of Administration
- Presidential address : Fr Dr A. Francis Xavier SJ  
Correspondent
- Convenor's address : Fr Dr K. S. Casmir SJ  
Principal, Loyola Academy
- Chief Guest's address : Prof. H. Venkateshwarlu  
Director, PGRCDE, OU
- Vote of thanks : Mrs. A. Anjani Kumari  
Dean of Commerce
- National Anthem



## 10. Department : B.Sc. Animation Design

### ARTI FEST

#### Report

The Department of B.Sc Animation Design organized a clay modeling workshop in the college campus from 8 - 14 September 2014.



The Department also conducted a painting and sculpture exhibition from 15 - 16 September 2014. Mr. G. Neelakanta Reddy inaugurated the show which was a great success.

Department of Animation Design has upgraded the systems of Lab1 by buying 34 High End Machines with Xeon Processor, 16 GB Ram and 4GB High End Graphic Card. Department has also bought Autodesk Maya Software and Latest Adobe CC Software.

Mr. B. Bhaskara Rao was a jury member for National Documentary Film Festival "Communic Ability" on 29 July 2014 as part of its 71<sup>st</sup> Foundation Day Celebrations at Catholic Health Association of India (CHAI), Secunderabad. He was also the Coordinator for IMPACT Day celebrations in the campus, in collaboration with Deloitte - Hyderabad.

Mr. B. Bhaskara Rao, HOD, Animation Design, attended and participated in the art shows across the country.



**11. Department – B.Sc. Biotechnology**  
**Title : Scientia**

To,

The Dean of Academics  
Loyola Academy Degree & PU College  
Old Alwal, Secunderabad-10

Place: Secunderabad  
Date: 06.11.14

Respected Madam,

Sub: Submission of one day Seminar report, organised by the Dept. of M.Sc. Biotechnology.

We the faculty members of Dept. of M.Sc. Biotechnology organised a Seminar on Friday, 10 October 2014, in the P.G. Seminar hall. The topic "Scientia" - Seminar on highly prevalent disorders. This programme was scheduled according to the departmental almanac. The details of this programme as follows:

The seminar is mainly divided into two sessions one in the morning and another in the afternoon. The morning session started with blessings and address from Rev. Fr. Dr. K.A. Stanislaus S.J., followed by Rev. Fr. Dr. A. Francis Xavier S.J., Rev. Fr. K. Anil Kumar S.J. and Rev. Fr. Dr. L. Josi Reddy S.J.

At 10:45 Dr. R.L. Lakshman Rao, M.D. associate professor, Gandhi Medical College, delivered a lecture on "Metabolic Disorders (Diabetes and Hypertension)" and at 12:00 Dr. L.J.S. Abhinav B.D.S. talked about "Dental Caries and oral Care" with these two lectures first session successfully completed, and there was a lunch break as usual time.

gs of the College.

During this Course of Seminar. free Medical tests like, blood group, Body Mass Index (BMI), Random blood sugar, % (percentage) of Haemoglobin levels and Blood Checkup were done by authorized medical staff from Cavelar Medical College.

an Afternoon Session started at 1:50 PM by Dr. P. Padmaja M.Sc, Ph.D, faculty from Dept. of Home Science, St. Theresa College for Women "Nutrition for better Life" followed by Seminar Certificate distribution by Rev. Fr. Dr. K. S. Casimiro S.J.

The Second Session was concluded with vote of thanks at 4:00 PM. Target Audience: - The strength of 1st and 2nd year M.Sc Biototechnology students, MCA 1st year students acquired knowledge by this seminar. Around 160 members participated in this seminar (students + faculty).

Around 120 members registered for the free medical tests. During these tests the dept. provided handouts to the members regarding diseases and dents about the prevalent disorders. Free babies were given and collected and stored for the documentation.

So, a copy of the material, regarding registration and distribution of reports were maintained along with the invitation, certificate copy and name card.

Thanking you madam.

Mane Dept.

K. Padma  
6/11/19

Padma

Yours truly  
Dr. Ch. Shilpa  
Associate Professor  
HOD of M.Sc Biototechnology

## LOYOLA ACADEMY DEGREE & PG COLLEGE

ALWAL, SECUNDERABAD 500 010

(Autonomous and affiliated to Osmania University)

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[www.loyolaacademyugpg.ac.in](http://www.loyolaacademyugpg.ac.in) Ph: 040-27862363 / 27860077



Aspire Inspire Achieve

### *Department of M.Sc. Biotechnology*



*Cordially Invites you*

to

**"SCIENTIA"**

*Seminar on Highly Prevalent Disorders*

on

Friday, 10 October 2014

Time: 10:00 A.M. to 4:00 P.M.

Venue: PG Seminar Hall, Loyola Academy, Alwal

**Free Medical Tests:** Blood Group, BMI, RBS, Haemoglobin Levels and Blood Pressure Check Up by Authorized Medical Staff



## PROGRAMME SCHEDULE

- 10:00 to 10:20 a.m. - *Kinetics of the Seminar*
- 10:20 to 10:25 a.m. - *Blessings by Rev Fr K.A. Stanislaus SJ*
- 10:25 to 10:30 a.m. - *Blessings by Rev Fr Dr A. Francis Xavier SJ*
- 10:30 to 10:35 a.m. - *Address by Rev Fr Dr K.S. Casimir SJ*
- 10:35 to 10:40 a.m. - *Address by Rev Fr K. Anil Kumar SJ*
- 10:40 to 10:45 a.m. - *Address by Rev Fr Dr L. Joji Reddy SJ*

### FORENOON SESSION:

#### Session I:

- 10:45 to 11:45 a.m. - *"Metabolic Disorders (Diabetes and Hypertension)"*  
by Dr. R.L. Laksman Rao M.D. Associate Professor  
Gandhi Medical College

#### Session II:

- 12:00 to 12:45 p.m. - *"Dental Caries and Oral Care"*  
by Dr. L.J.S Abhimay BDS

### Afternoon session:

#### Session III:

- 01:45 to 02:45 p.m. - *"Women's Health"*  
by Dr. Neelima Singh DGO, DNB. Faculty and State  
Coordinator-Indian Institute of Health & Family Welfare

#### Session IV:

- 03:00 to 3:45 p.m. - *"Nutrition for Better Life"*  
by Dr. M.Padmaja MSc. Ph.D. St. Theresa college for women

*Vote of Thanks*

## **DEPARTMENT OF M. Sc. BIOTECHNOLOGY**

**LOYOLA ACADEMY DEGREE & PG COLLEGE**

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*Cordially Invite Eminent Speakers*

*For*

**"SCIENTIA: Seminar on highly prevalent disorders"**

**Dr. R. L. LAKSHMAN RAO, M. D.**

Associate Professor,  
Department of Community Medicine,  
Gandhi Medical College, Hyderabad.

**Dr. NEELIMA SINGH DGO, DNB.**

Faculty, State Coordinator  
MDR, F-IMMCI & LSAS  
Indian Institute of Health and Family  
Welfare, Hyderabad.

**Dr. M. PADMAJA, M. Sc. Ph. D.**

Faculty, Department of Home Science,  
St. Theresa's college for Women,  
Eluru, Andhra Pradesh.

**Dr. L. J. S. ABHINAY, B. D. S.**

Dentist, Dentacare Clinic,  
Alwal, Secunderabad.

**" HEALTH IS NOT VALUED TILL SICKNESS COMES"**

**DIET FOR ANEMIC PEOPLE**

DO'S	DONT'S
<ul style="list-style-type: none"> <li>➤ FRUITS</li> <li>-Bananas, Apples, Pears, Dark Grapes, Apricots, Plums, Strawberries</li> <li>➤ VEGETABLES</li> <li>-Spinach, Green Onions, Squash, Carrots, Beet Roots, Tomatoes, Radishes, Yams</li> <li>➤ IRON RICH FOODS</li> <li>-Whole Wheat, Brown Rice, Soya Beans, Sunflower seeds, Beans, Eggs, Honey, Dates</li> </ul>	<ul style="list-style-type: none"> <li>➤ Avoid Coffee and Tea</li> <li>➤ Avoid Beer, Candy Bars, Soft Drinks, Dairy Products like milk, butter, ice creamed ,etc</li> <li>➤ Avoid food containing oxalic acid, like almonds, cocoa, soda, nuts and beans.</li> </ul>

**DIET FOR DIABETIC PATIENTS**

DO'S	DON'T'S
<ul style="list-style-type: none"> <li>➤ Eat Food at Fixed Hours</li> <li>➤ Intake of Bitter guard, Fenugreek, Indian Blackberry(jamun), Cinnamon, Garlic and Onion</li> <li>➤ White meat, Fish, Egg White Can be Included</li> <li>➤ Include Fruits like Apple, guava, Pear, Orange</li> <li>➤ Include Grains like Wheat, Bajra, Oats, Barley</li> </ul>	<ul style="list-style-type: none"> <li>➤ Don't Fast or Feast</li> <li>➤ Limit Use of Condiments like Ketchup, soya sauce, mustard and salad dressing</li> <li>➤ Avoid Canned Foods</li> <li>➤ Quit Smoking</li> <li>➤ Stop Alcohol Consumption</li> <li>➤ Limit Your Salt Intake</li> <li>➤ Avoid White Rice, Potatoes, Bananas, Egg Yolk</li> </ul>

Do Exercise for 30-40mins Daily and keep yourself well hydrated at the times.



## 12. Department : Mass Communication

### TITLE : LenZcape

Date : 20<sup>th</sup> and 21<sup>st</sup> August 2014

#### Report

Celebrating World Photography Day on 19 August, Department of Mass Communication, conducted a photography event, LenZcape on 20<sup>th</sup> and 21<sup>st</sup> of August. This competition was a huge platform for interaction with like – minded people in the industry.

This year we had two themes, ‘Vintage’ and ‘Decisive Moment’. Apart from the competition, we had seminars by Mr. Mayank Austen Soofi, a photographer and a writer for various newspapers.

Another guest, Mr. Ritam Banerjee spoke about “Ethics in Photography”. He is a photographer for Getty images and many other newspapers across the world. We also had, Mr. Satya Prabhu the photographer from Hyderabad. He took a session on “Ad Photography and careers in Advertising and Photography” and was the main judge of the competition.

## 13. Department – B.Sc. Mathematics, Statistics & Computer Science

### Title – *MATH ORIGINS 2014*

The Department of Mathematics and Statistics and Computer science organized a two day seminar on 1<sup>st</sup> & 2<sup>nd</sup> December, 2014 at Inigo hall the event flagged off with a prayer song AT 10.00AM ON 1ST DECEMBER.

**Objective:** To improve understanding of the nature of mathematics: what is important, how it is practiced, how mathematical validity is determined, mathematics learning, and mathematics teaching as problematic and to develop an inquiry approach to and an ability to reflect on these domains.

**Report:** The Inaugural ceremony was hosted by Mr. Sai Krishna and Abhishek Bakshi of DMSCS. The event was made glorious with the presence of Pf. M. V Ramana Murthy, Head Department of Mathematics, Osmania University along with the principal Fr.K.S.Casimir. The event was moved further by the lightening of lamp by the chief guest Pf. M. V Ramana Murthy,, Principal and the lecturers of the department. After the welcome address by the principal Dr. K. Vijayalakshmi, Head, Department of MSCS presented departmental report. Mr. Marutiram has given a detailed introduction about the chief guest Pf. M. V Ramana Murthy. The I session came to an end by the inaugural address by the chief guest Pf. M. V .Ramana Murthy.

Session II of the day one started at 11.30 am with an informative talk on “Applications of Statistics in Pharmaceutical industry and software techniques” By P. Promod Kumar reddy manager of Dr.reddy’s lab. The talk continued for one hour which was made interesting by friendly interactions with the students and by giving real world instances.

The Session III started at 2.00 pm a talk on “Basics of Statistics and hypothesis testing” was given by Pf.V.V.Haragopal, Department of Statistics, Osmania University. The last session of the day ended with a quiz competition which was actively participated by the students of various colleges divided in to seven groups.

First prize won by *Mohit, Sanjayand Vikas* the first year BBA students of Loyola academy. The second prize won by Rashab, Akhil and Prashanth the Second year Bcom students of Loyola academy. The third prize won by Abhijit and pranay from Bhavans College. The other participants of quiz were from St.Ann’s College, Mehdipatnam and Sri Sai Degree College, Dilsukhnagar.

The second day of the event started with a prayer song followed by a lecture on “Productive Analytics” By. Mr.B.Prasad lecturer in statistics Loyola Academy. A competitive session of presentations by students of various colleges was held at 11.00 am. In this competition Abhijit

,Bhavan's college,Sainikpuri got Ist prize, II and III were got by students of St.Ann's College. Next a mock test was conducted to scrutinize the participants of Treasure hunt in to 5 teams. In this event ABBA students of Loyola got first prize and II prize won by Students of Bhavan's college. At 2.00pm A talk on "Solid geometry and visualization of solids" was given by Prof C.Govardhan, Department of Mathematics, Osmania University. The two day seminar was concluded with a valedictory function in which the participants were congratulated with the distribution of certificates and the winners were felicitated with momentous and certificates. Dr. K. Vijayalakshmi summoned the two day event with a vote of thanks.





#### 14. DEPARTMENT : Mass Communication

Title : Infocus

Date : 3-4 Feb 2015

It's an immense pleasure to present a report on the 7<sup>th</sup> edition of 'Infocus', the national film festival hosted by the Department of Mass Communication on 3-4 Feb 2015.

The faculty of Mass Communication department wish this opportunity to show our gratitude to the management and the administrative body of Loyola Academy, who supported us to conduct the event proper and well structured manner. **Rev Fr. K A Stanislaus**, The Rector of Loyola Academy, **Rev Fr Dr. K S Casimir**, the Principal, **Rev Fr. Dr. A Francis Xavier**, the correspondent, **Rev Fr. Dr. Joji Reddy**, the Vice Principal and **Dr. Sadhana Jayaswal**, the Dean of Academics and HOD, Mass Communication was given their unconditional support for the organization of the InFocus film festival.

The **teaching and non-teaching staff** of the department and our enthusiastic **students** really deserve an actual appreciation, the event wouldn't have conducted in such a splendid manner without their effort and hard work.

It is always a challenging task for any organization which hosts a film festival or cultural programme. How special and unique it has to be?

When we were given this opportunity to coordinate InFocus, we had a lengthy discussion by connecting each and every aspect of it, and came into a strong conclusion that any art/cultural event are not only to promote the domain, but also to protect the values, social relevance and consciousness of the art, here our popular art is cinema.

- The decentralization of power was the ideology we took as a part of this measure. We formed a dozen committees, assigned group leaders and in addition to that a councillor were appointed from the student community to distribute the responsibilities equally
- Inviting colleges within and outside the city, connecting sponsors, sound and lighting, hospitality, stage and auditorium decoration, the arrangement of the guests and documentation of such activities were taken care of the student body
- The program committee decided the dates of Infocus at the beginning and classified the competition category into four. The categories were Short films, Documentary, PSM and Ad Mission



- The programme gained a wonderful sponsorship and some valuable facilities from organizations such as I-Mantra – title sponsor, Lazzaria, YoGrad, Hotel Alankrita, to name a few
- The invitation committee directly invited more than 3 dozen colleges within the city of Hyderabad and more than a hundred colleges outside through emails. So we got a strong participation of more than three dozen entries in various categories
- The scrutinizing committee arranged the jury members to analyze the competition entries and they have selected some exceptional films. Prizes will be distributed at the valedictory function for those
- The efforts of the hospitality team were outstanding as they have offered a fabulous service to all our guests
- The media committee proved their quality and talent by capturing each and every activity of Infocus

#### **The names of the committee heads:**

Sam Kamaleshan, (Student Councillor), Vedika and Martin (Sponsorship Committee), Sreya (Invitation), Sai (Organizaing), V Tarun (Hospitality), Tarun Raj (Stage), April (Advertising and PR), Bhavana and Tushar (Souvenir), Sashidhar (Cultural), Mervin (Discipline), Sankeerth (Purchase), Uday (Media), Maitreyi (Scrutinizing), Kiran (Decoration).

The students and the faculty of Mass Communication are highly delighted and inspired by the guest sessions in various areas of film making. So that we are really thankful to **Mr. Debkanta Chakrabarti, Prof. Rakesh S Katarey, Mr. Sudhish Kamath, Mr. Phani Sunder** for their valuable lectures. We are happy that the Infocus fest is graced by the presence of **Sri Talasani Srinivas Yadav, the cinematography minister of Telengana state** and **Mr. K. K. Senthil Kumar, Cinematographer – Telugu cinema Industry.**

The valuable supports and encouragements of everyone for conducting event will be appreciated.

### **15. Department – Commerce & BBA**

#### **Title : Ethical Hacking, Digital Marketing and Financial Services**

A seminar on Ethical Hacking, Digital Marketing and Financial Services was conducted for the final year students of Commerce & BBA on 13 November, 2014 at 1:45 p.m. in Inigo Hall, by Mr. G Udaya Bhaskar Rao & team from QSEQ INFFO SOLUTIONS, Hyderabad.

The seminar was about Ethical Hacking, and Information security. The speakers Mr. G. Udaya Bhaskar Rao, Mr. B. Mahesh Kumar, and P R V Gowtham threw light on three important aspects of Information security like Confidentiality, Integrity, and Availability. The students were also enlightened about the types of Hackers (White Hat Hacker, Black hat hacker, and Gray hat hacker,) and types of Hacking (Ethical hacking – for Ethical purpose; and Unethical hacking – for Unethical purpose). Further, the speakers briefed about the course CEH meant for learning ethical hacking which contains 20 important aspects like scanning networks, introduction to ethical hacking etc.

The speaker Mr. S. Venkatesh discussed about the ways to use internet for marketing, and phases of inbound digital marketing.

The speaker Ms. G. Madhavi Reddy gave a brief insight about various financial services offered by MIFS (Madhavi Institute for Financial Services), which undertakes training for

CFP program and NCFM, NISM MODULES (capital markets, derivatives, currency, commodities, mutual funds etc.)

### **2015 – 16 Academic Year – Seminars / Workshops Conducted by the Departments**

#### **16. Department – B.Sc. Chemical Technology**

**Title : National Seminar - “Emerging Trends in Chemical Technology”**

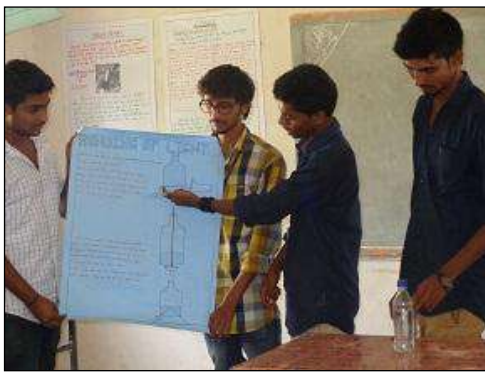
**Dates : 10<sup>th</sup> & 11<sup>th</sup> December, 2015**

The department of Chemical Technology has conducted National Seminar on "Emerging Trends in Chemical Technology" on 10-11 December 2015.













## 17. DEPARTMENT : MCA

### Title : TechXplosion-2K15

Date : 11<sup>th</sup> December, 2015

The department of MCA has organized a one day Technical Event “TechXplosion-2K15” *think big explore big* on 11<sup>th</sup> December 2015 at Inigo Hall from 9:00 A.M. to 5:00 P.M. for the students of MCA, BTech(CS,IT), BSc(CS) in and around tri cities. About 80 students from 15 different colleges participated in the event.

- **Objective:** The main purpose of this event was to bring students of Information Technology together to make them aware of knowledge of various tools and technologies in the Hadoop ecosystem and also to make them aware of its effectiveness for career.
- **Report:** TechXplosion-2K15 *think big explore big* event was done under the guidance of Rev. Father Dr. L. Joji Reddy (Acting Principal). In this program all the students of our college and the students of MCA, BTech(CS,IT), BSc(CS) in and around tri cities has participated in this program. The following are the chief guests and the dignitaries for the event

**Chief Guest:** Mr. Rajendra Irri, IM Leader (Global ERP and EAI Solution Delivery) GE Energy Management.

**Other Dignitaries:** Fr Dr L.Joji Reddy SJ, Acting Principal, Fr K. Anil Kumar, Vice Principal P.G, Mrs. M. Geetha, H.O.D MCA Dept. Fr. J. Thianese SJ, Correspondent.

The speech on Hadoop was given by the Resource person Mr. Rajendra Irri.

Around **100** participants from different colleges actively participated in the Event.

### Formal Event Details

The event was conducted in the MCA lab and various classrooms of the department.

A **cash prize of Rs.1000** was given for the first prize winners and a **cash prize of Rs.500** was given for second prize winners for formal events.

- **Coding and debugging** –Eighteen participants from various colleges actively participated in this event. There were three rounds (aptitude, debugging and coding).
- **Mock Interview** –Nineteen participants from various colleges actively participated in this event. There three rounds (aptitude, GD and technical +HR).
- **Web Designing** –Seven teams from various colleges actively participated in this event. It was a group event with 2 participants in each group. Two rounds were there (aptitude, designing templates).
- **Paper Presentation-** Thirteen participants submitted their power point presentations. Best five presentations were selected for the final round.

### Informal Event Details



➤ **JAM:** Instantly the topic was given to the participants of which they have to talk for a minute. Nearly 10 students participated in this event and first and second prizes were given.

➤ **BRAIN STORM:** It is like a memory test where some images are shown and they have to write in the same sequence. Around 20 participants participated. There were two rounds and first and second prizes were given.

➤ **QUIZ:** Two rounds for this event. Nearly 40-50 students participated and first and second prizes were given.

We planned for nearly a month and made the event successful. The main coordinators were from final year under which various members worked on it.

We successfully ended up our formal and informal event around 4:00 P.M and then we began with the valedictory session.

The **Chief Guest** for the valedictory session was

**Mr. Ganesh Anand Arcot**, Director, Engineering @Teradata Corporation.

After his wonderful speech, the prizes were distributed by our esteemed Chief Guest to the winners and participants.

We ended up the event by singing the National Anthem.

- **Review:** This event greatly helped the students to seek knowledge, improve their technical, professional and managerial skills required for IT industries.









## 18. Department : Business Administration

Title : Melange

Date : 2015

### Report of the Seminar

The department of business administration has conducted a seminar and alumni meet Melange 2015 for the students of MBA.

**Purpose:** To enlighten the students with thoughts on personality development and attitude.

**Report:** The department of Business Administration, Loyola Academy Organised a Seminar “Melange” 2015. The speakers of the seminar were **Mr. Pramod Chandrasekhar** Head - Learning and Development , Wells Fargo Enterprise Global Services & **Mr. KJASwarup** General Manager HR , ITC Limited . 120 students of MBA were participated.

They enlightened the students with his thoughts on personality development and attitude. The session was interesting and helped students to clarify their doubts on various aspects.

**Review:** The session was interactive and helped students to have a glimpse of the future of Managers



19. Department : B.Com Honours

Title : CHANGING PARADIGMS IN ACADEMIA – INDUSTRY INTERFACE

Date : 07-10-2015

A one-day seminar of three sessions was organized by the Department of Commerce, Loyola Academy, on 07-10-2015. The seminar began with a short talk by the Principal Fr. K.S. Casimir who spoke on laws to be poor and laws of success.

The Resource person for the **first session** was **Mr. Desaraju Muralikrishna** who enlightened us on communication and importance of delivering a message in an effective manner. According to him, many students know what they want in life, but miss out on knowing themselves. In his session, we learnt that just knowing good English does not mean that we're good at communicating. "Knowing is only knowing; knowing is not doing; only doing is doing" quoted Mr. Murali.

He gave the formula  $C=C$ , in which the 1<sup>st</sup> 'C' stand for 'your communication is a reflection of your personality' and the 2<sup>nd</sup> 'C' stand for 'your communication should be other's comfort'. He also said that our communication is not our choice of words but how it relates to us.

According to Mr. Murali, the problem in India is not 'unemployment', but 'employability'. He says that communication is not about speaking English, it's about your personality. It is important for a person to be able to accept himself for who he is because, each person is unique in their own way. A person should grow from being yourself to better yourself to the best yourself. He also being us on the 5 things you must avoid to be better yourself i.e., avoid intensifiers, avoid true translation, avoid redundancy, avoid weak verbs, and avoid lengthy sentences.

He also briefed us about the subtle difference between being effective and being efficient. In conclusion, he said that the ones who dare to believe and have the courage to do so, are the ones who will eventually succeed.

The Resource person for the **second session** was **Dr. V.V. Hara Gopal** who holds a doctorate in Statistics. He spoke on Research Methodology and how to go about with research. We were taught about the importance of thinking in research. He briefed us on various methods, characteristics, prerequisites of research. And how to select an appropriate research problem. He quoted Albert Szent, "research is to see what everybody else has seen and to think what nobody else has thought." Research ensures progress of knowledge proven scientifically and not empirically. He also spoke to us about research design and its various forms, limitations, and how to group in a group.

The Resource person for the **third session** was **Prof. Narendra Nath Menon** who spoke about the changing trends in economy. He spoke about the working and importance of understanding the Indian economy. He picked up an article from The Hindu Times dated Oct 6<sup>th</sup>, 2015. He showed us the various elements taken into consideration while calculating the total expenditure of an economy, the various taxes involved, and the difference between them. He concluded by giving four reference book namely "Who took my cheese?", "One minute manager", "Fish", "Our iceberg is melting".



## 20. International seminar on Technology Driven paradigm in Commerce

Department of Commerce

Date : 9-10 th December

**INTERNATIONAL SEMINAR  
ON  
"TECHNOLOGY - DRIVEN PARADIGMS  
IN COMMERCE"**

**Friday, 9 & Saturday, 10 December 2016**





**Aspire Inspire Achieve**

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A "College with Potential for Excellence" by UGC





**SCHEDULE**  
**INAUGURAL SESSION**

**Friday, 9 December 2016 - DAY-1**  
**9:30AM - 4:00PM**

**TECHNICAL SESSION-I**

**INNOVATIONS AND OPPORTUNITIES  
IN THE MARKETING LANDSCAPE**

Sub-themes :

- Digital marketing
- Impact of Big Data on Marketing
- Dynamics of Distribution(Including Supply Chain Management)
- Evolution of Social Media Marketing
- E-Commerce: Issues and challenges

**TECHNICAL SESSION-II**

**EMERGING CHALLENGES IN  
HUMAN RESOURCES**

Sub-themes :

- The techno-employee 2020
- Employee engagement and motivation
- The Dynamics of managing change
- Crafting Industry-Ready Workforce
- Using innovative methods of hiring (e-platform, etc)

**Saturday, 10 December 2016 - DAY-2**  
**9:30AM - 4:00PM**

**TECHNICAL SESSION-III**

**THE FUTURE OF GLOBAL ACCOUNTING  
AND FINANCIAL REPORTING**

Sub-themes :

- Risk Management
- IFRS
- Forensic Accounting
- Trends in Accounting (Cloud Computing)
- Growing Relevance of Management Accounting

**VALEDICTORY SESSION**

**Chief Patron:**

**Rev Fr A. Santiago SJ**  
Rector

**Patron :**

**Rev Fr J. Thainese SJ**  
Correspondent

**Convenor :**

**Rev Fr Dr K.S. Casimir SJ**  
Principal

**Key Note Speakers:**

**Dr Justin Paul**  
Professor, University of Puerto Rico, USA

**Dr Welcome Sibanda**

Director, UG Programmes  
Heriot Watt University, Dubai Campus

**Advisory Committee:**

**Prof S V Satyanarayana**  
Head, Department Of Commerce, O.U

**Prof T Krishna Kumar**

Prof in Commerce O.U

**Organizing Secretary:**

Dr Jacqueline Williams, Dean of Commerce

**Organizing Committee:**

Dr N Maria Das, Dean of Administration  
Ms Jacintha Vincent, HOD B.Com Comp.  
Mrs E Praveena, HOD B.Com Hons.  
Mr G Srivatsa, HOD B.Com Advtg. SP & SM  
Mrs Dolly Isaac, HOD B.Com Gen.  
Mr N Anil Kumar, HOD B.Com IAF  
Ms Phebe Priya Darshini, HOD BBA

**Contact :**

Dr N Maria Das : 9908076584  
Dr Jacqueline Williams : 9949246574  
Ms Jacintha Vincent : 9908082486

30 November 2016

To  
The Principal  
Loyola Academy Degree & PG College  
Secunderabad

Rev. Dr. K.S.Casimir SJ

Sub: Approval of budget for food arrangements committee

As part of the International Seminar planned by the Department of Commerce & BBA on 9<sup>th</sup> and 10<sup>th</sup> December, 2016 we require an amount of Rs 1,50,000 for making arrangements for the food on both the days, plus tea & snacks.

Thanking You

Yours faithfully

Food Arrangements Committee

*Phebe Priyadarshini*  
Coordinator: Ms P. Phebe Priyadarshini 30/11/16

*Paul*  
30/11/2016  
Dean of Commerce: Ms Jacqueline Williams

*30/11/16*  
PRINCIPAL  
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Old Alwal, Secunderabad-500 010. T.S.



## INTERNATIONAL SEMINAR

### Day I

Veg Biryani (Kaju, Peas)  
Chicken Curry  
Whole Wheat Roti  
Bhagara Bhaigan Curry  
Cauliflower Fry  
Paneer Pakoda  
Palak Dal  
Sambar  
White Rice  
Papad  
Green Salad  
Curd & Raitha  
Gongora Pickle  
Rasmalai Sweet  
Vanila/Strawberry Ice Cream  
Sweet Pan  
  
Cold Water  
Glasses  
Sounf  
Cups, Spoons, Toothpicks, Tissues

### Day I

#### Session I - 11.00am

Chocolate Plum Cake & Tea

#### Session II - 3.00pm

Corn Samosa & Tea

### Day II

Bhagara Rice  
Chicken Curry  
Whole Wheat Roti  
Paneer Butter Masala Curry  
Lady Finger Fry  
Veg Manchuria  
Tomato Dal  
Rasam  
White Rice  
Macrons (Gold Fingers)  
Green Salad  
Curd & Raitha  
Mango Pickle  
Gulab Jamoon Sweet  
Butter Scotch Ice Cream  
Sweet Pan

Cold Water  
Glasses  
Sounf  
Cups, Spoons, Toothpicks,  
Tissues

### Day II

#### Session I - 11.00am

Sandwich & Tea

#### Session II - 3.00pm

Paneer Samosa & Tea



# TECHNOLOGY-DRIVEN PARADIGMS IN COMMERCE

## PROGRAMME SCHEDULE

### DAY I

Friday, 9 December 2016

Time: 10:00 am

#### Inaugural Session

	Time
Prayer Song	10:00-10:03
Welcome Dance	10:03-10:07
Inviting Dignitaries to the Dais	10:07-10:12
Lighting of the Lamp	10:12-10:15
Welcome Address : Fr Dr K S Casimir, SJ Principal, Loyola Academy	10:15-10:20
Chief Guest : Mr. Sriram Pusarla Senior Manager Deloitte & Touché AERS India Pvt Ltd.	10:20-10:30
Guest of Honour: Mr. John Francis Head Middle East & North Africa Delivery & Digital Innovation Leader Ernst & Young Knowledge Delivery Services	10:30-10:40
Keynote Address : Prof Justin Paul University of Puerto Rico, USA	10:40-10:50
Felicitations of the guests	10:50-10:55
Book Release	10:55-11:00
Tea-Break	11:00-11:15

### **Technical Session-I**

**Topic: Innovations and Opportunities in the Marketing Landscape**

11:15-12:00 pm : Prof Welcome Sibanda  
Heriott Watt University, Dubai Campus

12:00-1:00pm : Paper Presentations  
Session Chair: Dr M Aruna  
Associate Professor IBS  
ICFAI University  
Hyderabad, Telangana State  
India

### **Technical Session-II**

**Topic: Emerging Challenges in Human Resources**

02:00-2:45pm : Prof S V Satyanarayana  
HOD, Department of Commerce, Osmania University  
Hyderabad, Telangana State  
India

02:45-3:45pm : Paper Presentations  
Session Chair: Prof Krishna Kumar  
Professor in Commerce  
Department of Commerce, Osmania University  
Hyderabad, Telangana State  
India

03:45-4:00 pm : Tea Break

## DAY II

Saturday, 10 December 2016

Time: 09:30 am

### Technical Session-III

**Topic: The Future of Global Accounting and Financial Reporting**

09:30-10:15am: Prof Justin Paul  
University of Puerto Rico, USA

10:15-11:15am : Paper Presentations  
Session Chair: Dr Ganga Bhavani  
Professor in Commerce  
Dubai

11:15-11:30am : Tea Break  
11:30-12:30 pm : Feedback and Suggestions  
12:30-01:30 pm : Lunch

### Valedictory Session

Saturday, 10 December 2016

Time: 02:00 pm

Prayer Song	02:00-02:03
Folk Dance	02:03-02:07
Inviting Dignitaries to the Dais	02:07-02:12
Welcome Address by Father Principal	02:12-02:22
Profile of the Chief Guest	02:22-02:25
Chief Guest's Address: Mr. S.N Srinivas Director, Great Moves.	02:25-02:40
Felicitations	02:40-02:45
Review on International Seminar by Dr. Welcome Sibanda.	02:45-03:10
Video on international seminar 2k16	03:10-03:20
Vote of thanks	03:20-03:25
National Anthem	03:25-03:30

**PAPER PRESENTATIONS DAY-I**

S.NO	NAME	PAPER TOPIC	NAME OF THE INSTITUTION
1	Dr.Nazia Sultana	Content creation for the success of Digital Marketing Program	Koti Women's College
2	Dr. C.V.Ranjani	FDI Policy in E-Commerce Survival of Tradition Retail Stores	Nizam College
3	Ms.Gargi, Sana & Dr.N.V. Kavita	Viral Marketing- A study of selected costumers	St. Ann's College for Women
4	Ms. Rebecca Mukhopadhayay & Ms.Priti Yadav	Innovation and Opportunities in Marketing Landscape	Bhavans Vivekananda College
5	Ms.Supraja & Ms.Sandhaya	The Paradigms of E-Commerce Issues and Challenges	Loyola Academy Degree & PG College
6	Ms.Bhavya	Impact of Social Media	Bhadruka College of Commerce
7	Harpreet & Shweta	Digital Marketing	Loyola Academy Degree & PG College
8	Mihira Kona	Digital Marketing Powered by Big Data Analytics	Institute of Public Enterprise
9	Ms.Prisilla Jayanthi & Ramanjanelu	Cyber Security in Banking Clouds	Geetanjali College of ET
10	Piyush & Sanjay	Digital India	Loyola Academy Degree & PG College
11	Dr. Kavitha Joshi	A Comparative Analysis of Achievement Motivation between Habitual & Greenhorn Women Entrepreneurs	Loyola Academy Degree & PG College
12	Dr. T. Rachel Shalini	Contemporary Trends of Training & Development- A study of select companies in IT/ITES Industry	Loyola Academy Degree & PG College



## **Report on International Seminar**

### **TECHNOLOGY - DRIVEN PARADIGMS IN COMMERCE**

Loyola Academy Degree & PG college organized a two-day International Seminar for its students of Commerce Department on December 9<sup>th</sup> & 10<sup>th</sup> 2016 in the college premises on TECHNOLOGY- DRIVEN PARADIGMS IN COMMERCE. Its objective was to develop in the students an overall understanding of the impact of technological advancements in the era of Globalisation and to provide a unique platform for the industry, teaching fraternity and the student community to forge an alliance by contributing their views to the existing world of knowledge, so as to make an impact on society. Around 900 students, Research scholars and professors participated in this two day seminar.

The inauguration commenced at 10:00 am With the lighting of the Lamp by the Guests followed by a prayer song and welcome dance by students. The Seminar started with a welcome and inaugural speech by Fr Dr. K S Casimir, SJ-Principal, Loyola Academy Degree & PG College with his words of wisdom quoting "In order to unlock greatness one needs to discover one's own talent" drawn from his own personal life were inspiring and it set the tone for the proceedings of Day-I as Mr. Sri Ram Pusarla, Senior Manager of Deloitte and Touch AERS India Pvt.Ltd who was the Chief Guest, addressed the gathering with his thought provoking words based on technology and perseverance of an individual by quoting "Walk on untrodden paths to discover yourselves". He also said that this kind of seminar would help the students and scholars in acquiring information on the latest technologies. Once upon a time technology was a tool, but now it is a way of life. He also said that technology is the key to Innovation. Later Mr. John Francis, Head, the Middle East and North Africa, Ernst and Young Knowledge Delivery Services was provided the Guest of Honour, He said that in the near future people will get jobs based on their experience, so he suggested students to learn and have an access to the latest technologies apart from the regular curriculum. Prof. Justin Paul, University of Puerto Rico, U.S.A, has delivered a keynote address at the seminar. He stated that "Hyderabad was a tourist city 10 years back, and now Information Technology has helped it to be the second fastest technology driven city of India". The Technical Session-I began by Prof. Welcome Sibanda, Director-UG Programmes, Heriot-Watt University, Dubai and he spoke on "Innovations and Opportunities in the Marketing Landscape", He also said that technology is the future and commerce will drive the technology, Economic transformation will not be possible without technological transformation. The session was chaired by Dr. M. Aruna, ICFAI University.

During the Technical Session-II, Prof. S.V. Satyanarayana, HOD, Dept. of Commerce, Osmania University spoke on “Emerging Challenges in Human Resources” and the session was chaired by Prof. Krishna Kumar, Dept. of Commerce, Osmania University. It was mainly focused to discuss the details of Consumerization and Operations of Human Resources.

Later on the second day of the International Seminar, i.e on 10<sup>th</sup> December 2016, the proceedings began with the main topic “THE FUTURE OF GLOBAL ACCOUNTING & FINANCIAL REPORTING” after the welcome speech of Fr Dr. K S Casimir, SJ- Principal, Loyola Academy Degree & PG College. Later in Technical Session-III, Prof. Justin Paul, University of Puerto Rico, USA spoke about the “Future of Global Accounting & Financial Reporting”, and the session was chaired by Dr. Ganga Bhavani, Prof. in Commerce, Dubai.

#### **PAPER PRESENTATIONS DAY-II**

<b>S.NO</b>	<b>NAME</b>	<b>PAPER TOPIC</b>	<b>NAME OF THE INSTITUTION</b>
1	Mrs.Rolla Anit, Dr. V. Kulanandai Swamy	Crafting Industry- Ready Workforce- Strategic Educational Imperative	St. Joseph's Degree & PG College
2	Dr. R. Shiny	BitCoins VIS-À-VIS Physical Currency- A Banker's Perspective	St. Francis College for Women
3	Ms.Menorah	Using Innovative Methods of Hiring	Loyola Academy Degree & PG College
4	Ms.Sharanya & Mr.Hitesh	Risk Management	Loyola Academy Degree & PG College
5	Mr. T. Hanok	Impact of Rights Issue on Liquidity	Loyola Academy Degree & PG College
6	Nitin & Aurelius	IFRS & its Convergence in India	Loyola Academy Degree & PG College

Later in the Valedictory session, Dr. Welcome Sibanda, Director of UG Programs, Heroite Watt University, Dubai reviewed the entire seminar with his verdict of opinions on “Present, Future & Beyond” on Innovations & Opportunities in the Marketing Landscape and the challenges which Businesses have to leverage in order to survive and thrive. Mr.S.N. Srinivas, Director – Great Moves has been felicitated and the certificates were distributed to participants in the Seminar. The proceedings ended with the ‘Vote of Thanks’ proposed by Dr. Jacqueline Williams, Dean of Commerce. It was an enlightening event filled with thought-

provoking sessions in the field of Business, making the International Seminar on  
"Technology-Driven Paradigms in Commerce" a successful noble academic endeavor.

## 21.REPORT OF THE INTERNATIONAL SEMINAR Emerging trends in synthesis of NanoParticles in Agri Bio technology- Research and Commercialization

### DAY-1(SESSION-1)

1) **Mr. Roel Ravanera(Xavier University Phillipines)**:Spoke on “Green Pesticide For Sustainable Development In Asia”.He shared his views on biopesticide and its uses in Asian countries. The talk was on using biopesticides and how to increase the yield of crops, based on the yield of increase of GDP throughout the world and how the world had overcome the problems of malnourishment.He explained the production of “vermicast” and “vermitea” etc.,which were used as a biopesticide.

2) **Prof .D .B. Ramachary (Prof. Chemistry UoH)**:Spoke on “Organic Catalytic Sequential One-Pot Reactions Discovery And Applications”.He shared his view on environment friendly and sustainable chemicals as natural drugs which are available at low cost, for instance functionalized 1,2,3 triazoles which are used as HIV inhibitors and anticancer ,antifungal drugs etc. He was encouraging the young chemists who are involved in the research activities in identifying the low cost, natural chemicals and eco-friendly drugs.

3) **Prof. Steve Lanners(University of Namur,Belgium)**:Spoke on “Micro-Reactors and Flow Chemistry for Sustainable Environment”.He shared his views through skype by spreading Knowledge spree in all the participants. His detailed explanation on the principles of green chemistry applied to a reaction through Immobilization techniques i.e., polymer beads and synthesis of r-lactams and bromic acid.

### DAY-1(SESSION-2)

4) **Dr. Manojit Pal**: Spoke on “Synthesis of Guidelines – A Green Chemistry Approach”. The speaker had research focus on design/synthesis of phosphodiesterase that is target for Inflammation , tuberculosis and cancer. He discussed on organic synthesis, cascade reactions, coupling cyclationetc. He conveyed the importance of green chemistry in environmental aspects such as 12-principles of green chemistry for instance design safer chemical, design for degradation using safer solvents and reaction conditions etc. In this aspect he



gave the current situation of our capital New Delhi a wake –up call for the world on air pollution according to UNICEF. He continued the talk on the prevention of waste , real time analysis, waste management, use of renewable energy, design of solar compounds, design of degradation etc.

5) **Mr. Anoop Basnet**: Spoke on “Biogas as a potential and alternative source of energy in Nepal , present condition and future challenges”. The speaker discussed about Nepal’s energy consumption where 76% of the population had lack of electricity whose literates are promoting awareness on biogas production plants in rural areas to overcome the power crisis. As explained the genesis of biogas and how it occupied the position as a main alternate source of renewable energy in all the Asian countries. He shared about the production of biogas with the reactions like acedogenesis, acetogenesis and methanogenesis by arranging them in dome shaped containers etc. His talk influenced all the participants as its cost is low.

6) **Rev.Fr.Dr.Praveen Martis**: Spoke on “ Decoration of multi-walled carbon nanotubes (MWCNT’s) with metal nano crystals by Green Synthesis and Design”. It was an excellent talk on carbon nanotubes. He discussed about covalent bonds in graphite, fullerenes, carbon nanotubes etc., use of carbon nanotubes in mechanical or electrical. These are efficient in solar cells, biosensors etc. FITR, XPS, spectra of O-MW carbon nanotubes consists materials like strong fiber, nickel is used as fibre in nanotubes.

#### DAY-2(SESSION-1)

- 1) **Dr.Jacob Lanphere(California Baptist University,LA,USA)**: Spoke on “Using fate and Transport studies of Engineering Nanomaterials in the Environment to determine the optimum Green Chemistry technique: A Life Cycle Approach”. He shared his views on green chemistry, bioremediation and phytoremediation process by using nanoparticles(100Nm). He discussed about Graphene and Molybdenum sulphide(MoS<sub>2</sub>). His research project focuses on food, where the aggregation of nanomaterials in a water body , synthesis, physical dimensions, methods etc. He also discussed about the Interactions of Quartz with nano materials. Based on the above research project he

concluded the phytotoxicity of Engineered Nano materials on food plants.

- 2) **Prof.Samba Siva Rao Kotha**: Spoke on “Rongalite: A useful Green reagent in Organic Synthesis”. He discussed about the importance of Rongalite i.e., sodium hydroxyl methane sulfinic which is a de-colourizing agent in textile industry. He explained about the research on which he focused as follows:  
Suzuki coupling, polycyclics, Suzuki metathesis, 2+2+2 cyclo addition, Rongalite, Diene, Phenyl alanine, approach towards tetralin-based amino acid, peptide modifications, alpha-amino acids, metathesis etc. He discussed about catalysis process for minimizing waste. In stoichiometric process waste was generated.

#### DAY-2(SESSION-2)

- 3) **Dr. D.M. Ravichand(Ramakrishna Medical College,Kolkata)**: Spoke on “Green Nanotechnology –The Magic Bullet. He explained about the nanotechnology applications in medical related fields. It was the first research in nanotech in gene delivery. Biomedical applications in nanotherapeutics are detection and diagnosis, biomarker mapping, molecular imaging, drug delivery, targeted therapy. He told that the painless needle patent got his work a successful patent. They were trying to work on painless needles for diabetic patients. Drug stent has great demand in the US market. They are trying for gene therapy by nano technology and also chip based technology oncology at present on animals. Those who take BCG injection, they will be free from bladder cancer. He even described the nano-oncology work on cells which are exactly same as the cancer cells. He stated that the adverse effects are less and even explained about theranostic strategy. Hyperthermia-upcoming treatment for cancer. Presently, Ph.D work is going on , on artificial blood. These are some of the major challenges on CDER nano technology.
- 4) **Dr. A V V S Swami(Acharya Nagarjuna University Campus)**: Spoke on “e-waste management”. In 2008, the US environment agency conducted a survey and found that the US occupied the 4<sup>th</sup> place in indoor air pollution. The 1<sup>st</sup> place is the active dumping sites. The vulgarity of the

wealth is e-waste. In 1995 only 1% of the population used cell-phones. Every seventh man on the globe is an Indian. He stated the major issues caused by the e-waste. They are: production, end of life products, orphan products, ways of disposal. People with high income don't use these electronic gadgets upto the end of its life. India knew the effects of e-waste in 2015 only, but Japan knew it in 1990 after the minimata. Water samples were tested in West Bengal proved to be harmful to children. Chromium is also one of the chemicals released from e-waste. Asia alone generates 12 million tons/year. 50%-80% e-waste is collected in the US and other developed countries. 400m units has to be scrapped every decade. Mercury, Cadmium and 40% lead is generated every year. Mercury is the largest consumer of e-industry. 80% of the population in the world are under the cellphone reception. About 40% of the population don't have access to the drinking water. India is the only country where the extension of dismantling and discarding etc are done by utilization of the low end users. By recycling one million cellphones , 24kg gold as well as palladium can be extracted or recovered. 60 million US dollars are sent to the dumping sites for recovery. E-waste causes hormone problems, nervous problems, reproductive problems, skin, B.P., Ringxiety (behavioural elaboration). Dilution is a solution for pollution. Incineration is the only process so far (1000-1200 degrees). Thus, 100 participants came from different states to attend the international seminar. They are:

- 1) Osmania University-30 participants
- 2) IIT Basar Nizamabad
- 3) Kakatiya University, Telangana-25 participants
- 4) Maharashtra-1 participant
- 5) Andhra Pradesh-1 participant
- 6) Students-21 participants
- 7) Research schools-32 participants
- 8) Faculty-41 participants

### About ICAR

The Indian Council of Agricultural Research (ICAR) is an autonomous organization under the Department of Agriculture, Research and Education (DARE), Ministry of Agriculture and Farmers Welfare, Government of India. Formerly known as Imperial Council of Agricultural Research, it was established on 16 July 1929 as a registered society under the Societies Registration Act, 1860 as per the report of the Royal Commission on Agriculture. The ICAR has its headquarters in New Delhi.

Website: [www.icar.org.in](http://www.icar.org.in)



### About NAARM

The National Academy of Agricultural Research Management (NAARM) was established by the Indian Council of Agricultural Research (ICAR) in Hyderabad in 1975, to address issues related to agricultural research and education management. In the initial years, the Academy primarily imparted foundation training to the new entrants of the Agricultural Research Service of ICAR. Subsequently its role expanded to include research, capacity building of senior professionals of research and extension, NARS in agricultural research and education management and policy and consultancy support to NARS.

Website: [www.naarm.org.in](http://www.naarm.org.in)



### About Loyola Academy

Loyola Academy (Affiliated to Osmania University) is managed and administered by the Jesuits of the Andhra Jesuit Province, belonging to the Society of Jesus, an international Catholic Religious Order. Loyola Academy Degree and Post Graduate College as well as Loyola Academy Junior College were founded by Rev Fr T. Balaji SJ in 1974 in Alwal, Secunderabad, Telangana, India. The Loyola educational philosophy is characterized by 4 objectives: 1) Quality 2) Commitment 3) Values 4) Careers.

Website: [www.loyolacademygpg.ac.in](http://www.loyolacademygpg.ac.in)



### About Prathista Industries Limited

Prathista is 20 years old India based Multinational company.

**Prathista Vision:** To protect ecology and protect Agriculture activity as profit making industry.

**Prathista Mission:** To produce eco friendly products to cater the needs of Pharma & Food, Agriculture, Animal Health Care & allied segments through Bio Technology methodologies.

**Prathista Mandate:** To provide value addition to naturally cultivable non edible grade agricultural commodities like "Carbohydrates / Proteins".

Prathista is first company to commercialize ICAR innovations as products "Make in India" products for agricultural segment which includes Nano fertilizers & Nano micronutrients under NISHTAG program.

Prathista recognized R&D Center is mainly focusing on providing capacity building to young scientists & post graduates, who have to select Agriculture as "BEST profession" for future career considering "food security" is main important task for growing population.

Website: [www.prathista.com](http://www.prathista.com)



### About Tropical Agrosystems India (P) Ltd.,

Tropical Agrosystems India (P) Ltd., is one of the lead players in the Indian crop and pest management industry. The company belongs to the well known "Jawan" Group, for whom every business vision is a business reality. With its high tech manufacturing facilities (5 professional and weekend meeting capacities) over 500 agricultural professionals and more than 8000 channel partners, renowned product portfolio, as it several new products in the pipeline, the company is fully poised for ushering in the new age in Safety, Crop Nutrition protection and pest management in India.

Tropical Agrosystems has several strategic marketing tie-ups with leading multinational and Indian companies, including full manufacturing arrangements and supply chain collaborations for supplying technical and bulk grades of pesticides. The company has one of the largest arrays of pesticide product registrations under one roof (more than 200 registrations approved by the Central Insecticides Board of the Govt. of India). It is one of the lead players in crop nutrition and biological pest management in India.

Website: [www.tropicalagro.in](http://www.tropicalagro.in)



## International Conference on "Emerging Trends in Synthesis of Nano Particles in Agri Biotechnology - Research and Commercialization"



"Nano Nutrients for Sustainable Agriculture"

ORGANIZED BY



### Conference Dates

25 - 27 February, 2016

### Venue

LOYOLA ACADEMY DEGREE & PG COLLEGE  
OLD ALWAL, SECUNDERABAD - 500010,  
TELANGANA STATE, INDIA



## INVITATION

### Preamble

Nanotechnology has started increasing applications to change our lives. It is considered as a generic technology that offers better-built, long-lasting, cost-effective and smart products that will find wide applications in agriculture and food industry. Nano particles are the best Nano materials which have predominant surface effects with at least one of its measured dimensions less than 100nm. Nanotechnologies have already revolutionized the health care, textile industry information technology and energy sectors but their application in agriculture are meager. The concept of nano particles in agri biotechnology deals with the synthesis of nano materials with specific applications in agriculture and allied sciences.

### Chief Guest

Hon'ble Dr. S. Ayyappa  
Secretary, DARE & DG - ICAR, Govt. of India, New Delhi

### Guests of Honor

Hon'ble Dr. Manmohan Singh IAS - Principal Secretary, AP	Hon'ble Dr. D. Rama Rao Present Director - NAARM & Ex. National Director - NAIP	Hon'ble Dr. William Dar Ex. DG - ICRISAT
Hon'ble Bui Minh Tien General Director - PVFCCO, Vietnam	Hon'ble Dr. Kadi Iqbal Kandasamy Sr. Vice President, Malayan Biotechnology Corporation	Hon'ble Dr. P. Gopal Reddy DVM, PhD, DACVM Professor & Director - International Relations, Tuskegee University, USA
Hon'ble DR. KVSP RAO Scientist 'G' & Head (T+G) - DSR	Hon'ble Mr. VK Jha Chairman - Tropical Agrosystems India (P) Ltd.	

### Mentors

**Dr. Jagadish Chandra Tarafdar**  
ICAR Emeritus Scientist

**Dr. Ajit Varma,**  
Vice Chairman, Amity Science, Technology & Innovation Foundation (ASTIF)  
Amity University, Uttar Pradesh.

**Dr. Sudhir Kochhar**  
ARS (Ret.) Ex. ICAR, Former National Coordinator - NAIP (ICAR)

**Padmasree Prof. E.A. Siddiq**  
Honorary Director, Institute of Biotechnology ANGRAU, Ex.DDG - ICAR

**Dr. K.R.S. Sambasiva Rao**  
Rector - Acharya Nagarjuna University

### Programme Schedule

Inauguration of Conference & Technical Session-I : 25-02-2016  
Technical Session-II : 26-02-2016  
Visit to Industry & Valedictory Function at Prathista Industries Limited : 27-02-2016

### Organizing Committee

<b>Chief Patron</b> Rev Fr A. Samaga SJ Superior	<b>President</b> Dr. KVSS Sairam CEO - Prathista Industries Limited	<b>Members</b> Dr. N. Mani Das Dean of Administration Ms. PVK. Sri Prasad Dean of ICAR Dr. K. Shashi HOD - Agricultural Sciences Rev Fr Dr. L. Jaji Reddy SJ Acting Principal - Loyola Academy Dr. Ch. Sriharsha HOD - Biotechnology Ms. S.P. Mythili HOD - Chemistry Dr. A. Ravinder HOD - Food Technology
<b>Patrons</b> Dr. D. Rama Rao Director - NAARM Rev Fr J. Thainese SJ Correspondent Rev Fr Dr. K.S. Casimir SJ Principal	<b>Convener</b> Rev Fr Dr. L. Jaji Reddy SJ Acting Principal - Loyola Academy	

### Advisory Committee

Dr. S. Raghavardhan Reddy Ex. Vice Chancellor, ANGRAU, Hyd.	Dr. N. Sreenama Reddy Ex. Dean of Agriculture, ANGRAU, Hyd.	Dr. Rajesh K. Sharma Vice President, Prathista Industries Limited	Dr. A. Raja Reddy Dean of Sciences, Loyola Academy.
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### Important Dates

Registrations Open	1 <sup>st</sup> January 2016
Last date for Registration	15 <sup>th</sup> February 2016
Last date for Abstracts/Full Length Research Paper Submission	21 <sup>st</sup> January 2016
Confirmation of participation and request for accommodation	15 <sup>th</sup> February 2016

### Registration Fees

Research Scholars / Students	Rs. 500/-
Researchers and Faculty Members	Rs. 3000/-
Industrial and Corporate Delegates	Rs. 5000/-
International Students	\$ 250
Scholars	\$ 500

### NO Spot Registration Agri nano 2015 Exhibition

Exhibition space (3x3 meters)  
available for display of research  
activities, products, equipment etc.

### Tariff

Govt. Organization, Universities, Research Institutes NGOs, Education Institute.	Rs. 5000/- (including Registration Fee for one person)
Private Institutes, Business Organizations etc. NGOs, Education Institute.	Rs. 20,000/- (including registration fee for two persons)

Remittance of Registration Fee as Bank DD / NEFT of any nationalized bank  
in favour of **Principal, Loyola Academy, Indian Overseas Bank,**  
A/c. No. 171501000001486. IFSC Code: IOBA0001715

### For further details contact:

**Mr. P. Suresh Kumar,** Lecturer in Biotechnology Loyola Academy Degree & PG College, Secunderabad.  
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**Mr. A. Somasekhhar Reddy,** Manager, Prathista Industries Limited, Manjeera Colony, Secunderabad.  
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## **22.Department : Mass Communication**

**Title : EDITING**

**Date : 13<sup>th</sup> September, 2016**

### **EDITING SEMINAR BY DHARMENDRA KAKARALA**

The editing seminar was held on 13<sup>th</sup> September, 2016 in Loyola Academy, Degree and PG College. The session was started by a fellow student's introduction of Mr. Dharmendrakakarala and his work. Mr. Dharmendrakakarala was born to Kakarala Ramesh Kumar & K Vasanta into a renowned family in Eluru Andhra Pradesh. He obtained a degree in BA and left to pursue his interest in film making and joined at Satyajit Ray Film and Television Institute. A 2004 pass out and worked as an associate editor for films Oka V Chitram (2005), Rakhee (2006), Lakshmi Kalyanam (2006), Mysamma (2006), Adi Vishnu (2008), Mestry (2009) and Chandamama (2009).

He is presently working as an Indian Film Editor and works in mainstream Telugu cinema. He started his work as an editor with film Prasthanam (2010) which was a huge success and brought him tremendous recognition in industry. He later worked for film like LBW (2011), Dhada (2011), Routine Love Story (2012), Back Bench Student (2013), MallelaTheeram Lo Sirimallepuvvu (2013), BangaruKodipetta (2013), D for Dopidi (2013).

Chandamamakathalu (2014) which was edited by Dharmendra won the National Award for the best feature film in Telugu. The students of Mass Communication had a fantastic learning experience in this seminar. Mr. Dharmendra made it an interesting session by sharing his knowledge and experience with students. He spoke about his college and professional life



which struck a chord with the students. Being a person who witnessed an evolution in editing technology, Dharmendra was a speaker who enlightened them on working of both early and new age equipment.

He also explained how the understanding of old technology was equally important and adds to skills of an editor. He was generous in sharing all the knowledge he had acquired in years of learning in just four hours of time. He was patient enough to share the rare footage of shoot and show how editing actually happens in films.

The students were introduced to professional work style and the way editing works in feature films. He indeed helped us in understanding editing in its right meaning and to attain exposure in film editing. He interacted with students, cleared doubts and explained new concepts. At some points, he convinced and even reversed our opinions on few concepts of editing. His critical perspective of how the industry works and his life experiences enriched and broadened student's knowledge. He did share some of valuable material and suggested students on the kind of films to be watched.

This editing seminar was a value of time and the four hours shared with Mr. Dharmendra couldn't get any better. Editing is indeed an art which can be mastered through years of practice and patience and we must agree Mr. Dharmendra Kakarala was a master of this art

### **23. Department : Mass Communication**

**Title : In-Focus**

**Date : 2<sup>nd</sup> and 3<sup>rd</sup> of December 2016**

**Report :**



The Infocus National Film Festival took place on 2<sup>nd</sup> and 3<sup>rd</sup> of December 2016 at Loyola Academy Degree and PG College by the department of B.A. Mass Communication. It was a two-day fest which provided a platform to all the budding filmmakers by giving them a glance into the film industry.



The event opened with the lighting of the lamp by none other than Mr. Chandoo Mondeti, the Director of astounding movies like Premam

and Karthikeya. After the film fest was declared 'open', the event displayed magnificent short films created by amateur film-makers.



The afternoon session of the first day started out with a seminar by Satish Kasetty, the director of movies like Hope and Terror and the National Award winner for Best film titled Hope. He addressed the audience on the topic of "Importance of a story in a film". The crowd thoroughly enjoyed his lecture.

His session was followed by the grand entrance of the "Pellichoppullu" movie cast-Raj Kondukuri, the producer and Abhay Bethiganti, the supporting cast of the movie. The film fest also piloted an extraordinary event called the "Cosplay" where participants dressed up as various Hollywood, Bollywood and Tollywood characters showcased their talents of acting.



The second day morning session started out with screening of heart touching short films. The



function hosted celebrity guests – Mr. Kona Venkat, the director of blockbuster films like Badshah, Dookudu, Satya and many more; and Mr. Mahesh Kathi, a film critic and director of Tollywood movies. Both of them encouraged the students to pursue a career in the industry and guided them with their stirring words.

The event conducted various competitions like Dubsmash, Ad-Mad and Filmy quiz. All the movie enthusiasts participated with a competitive spirit to stand out in the race. The valedictorian session in the afternoon Principal Loyola Academy Rev. Fr. Dr. K.S. Casimir gave out the awards to all the winners and the participants.

The occasion was a grand success with amazing movies screened, varieties of competitions held and an immense experience gained. The sponsors of the event – Hot Mirchees, Top Spin Mocktails, Siva Sai Graphics, media partners- The Hindu and Radio Mirchi supported the occasion till the end. The efforts of the students along with the guidance of Father Principal, the HOD of Mass Communication and team of Infocus, Loyola Academy made this event a successful and the most memorable one.

#### **24. Department : Mass Communication**

**Title : LenZcape 2016**

**Date : 19<sup>th</sup> August, 2016**

#### **LenZcape provides a platform to students for showcasing their photography skills.**

Thousands of flash, sounds of camera clicking, bundles of talent, hundreds of photos, loads of entertainment- is precisely how the World Photography Day was celebrated by Mass Communication students of Loyola Academy of Degree & PG College.

‘LenZcape’ fest, which was held on 19<sup>th</sup> August, 2016 comprised a photography competition and an exhibition on the theme of “Sounds of Earth”. Students enthusiastically participated in the event and there were more than 500 photos which were put up for display. The event started with the dignitaries and guests lighting up the lamp.

After that, Chief Guest and judge for the competition Mr. Aravind Chenji, one of India’s top





notch photographers, shared his thoughts and enlightened the students. Prof. K. Stevenson, HoD, Communication and Journalism department of Osmania University, encouraged the students to bring their hidden talents to the fore. Among those who graced the event were Rev.Fr. Casimir SJ, Principal of Loyola Academy, Rev.Fr. Anil Kumar, Vice-Principal and Rev. Fr. Thainese, Correspondent of Loyola Academy.

Unlike any other fests, 'Lenzcape' had a theme 'Sounds of Earth', which focused on the love showered by mother earth on mankind and how we are destroying the nature. A photo-booth had been arranged with a forest backdrop, which depicted the theme and many students clicked pictures at the booth.

In the afternoon, Mass Communication students gripped the viewers with their Rap and dance performances. After that, the winners of the competition were announced and Rev. Fr. Shailendra Boora appreciated their work with prize money and certificates. Later, Akhil Bhaneswar proposed the vote of thanks and the event successfully came to an end with the singing of the National Anthem.





It was an educative journey for the photography students along with a mix of fun and entertainment.

## 25. DEPARTMENT : ELECTRONICS TECHNOLOGY

**Title : Electronic Design Automation**

**Date : 29<sup>th</sup> July 2016**

### Report

A National Level work shop on “**Electronic Design Automation**”(EDA) was organised on 29 July 2016 by the Department of Electronics Technology, Loyola Academy Degree and PG College in collaboration with FOSSEE,IIT Bombay in the computer lab of computer science block at Loyola Academy.



The work shop was attended by all the teaching faculty members, students of the department and students from St. Francis Degree College for women. All the participants gained hands on experience in designing and simulating various electronics circuits.

Feed back on the workshop has been submitted online by the participants at web site <http://tinyurl.com/esimfeedback>.

29 and 30 August 2016-The department of electronics technology arranged for a two day (i.e.,10 hours) training programme on “**PRINTED CIRCUIT BOARD(PCB) DESIGNING USING PADS 9 VERSION**” at NSIC (National Small Industries corporation), Kamala Nagar near ECIL,X road,Hyderabad for all its Bsc . Electronics second year students.

## 26. Department : MSCS/Cs/CE/DCS

**Title : APPLICATIONS OF MATHEMATICS TO CRYPTOGRAPHY**

**Date : 6<sup>TH</sup> January 2017**

The Department of Mathematics, Statistics& Computer Science organized a one Day National Seminar on “Applications Of Mathematics to Cryptography” on January 6<sup>th</sup> 2017 in collaborations with Departments of Computer Science & Engineering, Computer Systems & Engineering, Computer Data Science & Data Analytics Engineering.

### OBJECTIVE

The objective of the seminar is to bring together the leading mathematicians and young researchers across the country on a common platform and to discuss and learn about the recent advances in mathematics and its applications to cryptography.

**Report:** The one day national seminar on “Applications of Mathematics to Cryptography” jointly organized by the departments of Mathematics, Statistics & Computer Science; Computer Science & Engineering ; Computer Systems & Engineering and Computer Data Science & Data Analytics Engineering was held on Friday, 6 January 2017 at Loyola Academy Degree & PG College was inaugurated by Dr.B.L.S Prakasa Rao. The seminar was presided over by Rev.Fr Dr.K.S.Casimir SJ, Principal, Dr.K.Vijayalakshmi, Guest speakers Dr.L.Praveen Kumar, Prof.Ramana Murthy and Dr.C.H.Rupa and other invitees. The programme commenced with the prayer song preceded by lighting of the Ceremonial lamp by the principal, chief guest and other dignitaries. The welcome speech was given by Mrs.V.Theresa Vinayasheela. The welcome address was presented by Rev.Fr Dr.K.S.Casimir SJ, Principal who formally welcomed the eminent guest and mentioned about the scope of Mathematics, Statistics and Computer Science in daily life. He ended his

welcome address with a warm note, “Every student should know how to tie what you learn in every aspect of your life.” The departmental report was presented by Dr.K.Vijayalakshmi highlighting the achievements of lecturers and students of these departments. Mr.V.Harsha Sastry introduced the chief guest Dr.B.L.S.Prakasa Rao to the gathering. Dr.B.L.S.Prakasa Rao while addressing the gathering proclaimed that he was immensely impressed by the beauty of our campus. He also stated that this is the Golden Age for Statisticians. He gave a brief description about Cryptography, hacking, message confidentiality types of cryptography, its applications and RSA Algorithm. He concluded his speech with the note that there are ample opportunities for the statisticians. Entailing the bouquet presentation to the honorable chief guest, the Vote of thanks was proposed by Mr.V.Jagadish which was the end of the inaugural session.

The second session began with the introduction of the Guest speaker Dr.Praveen Kumar Lavudi by P.S.R Malathi. He addressed the gathering and started his speech with a note given by the great mathematician Srinivasa Ramanujan, “An equation means nothing to me unless it expresses a thought of God.” He explained in detail about Elliptical Cryptography and applications of elliptic curves. He wished the gathering a Happy New Year ‘2017’ using Ramanujan Primes. He concluded with a note, “Think Analytically, Prove Algebraically.”

In the next session, Mrs.S.Shobha Rani introduced the key note speaker Prof.Ramana Murthy. He addressed the gathering and began his session titled, “The role of Mathematics in real world/time applications. He explained the meaning and role of mathematics, real world problem and examples like data intercepts on fly, hacking the website, cracking password and solution or algorithms to tackle the real world problem. He also explained in brief about the problems in Financial Security and Economic security. He ended with a note that data security is depended on Number Theory and Algebra. So, Mathematics is required in every aspect of life.

The afternoon session commenced with the introduction of Guest speaker Dr.C.H.Rupa by Dr.K.Vijayalakshmi. Dr.C.H.Rupa addressed the gathering and began her session titled “Security Risks Assessment and Management. She stated about the role of mathematics, focus of security analyst on Risk Assessment, Vulnerability Assessment and Defense Planning. She explained the assets of security like confidentiality, integrity; availability, authentication, digital sign and access control & non repudiation. She made her session very lively by narrating the security and encryption techniques in the form of a story and ended her session.

After the interactive session by Dr.C.H.Rupa, Prof.Shanti Priya from Bhavan’s Vivekananda College presented a paper on “Cipher in Cryptography Matrix Approach.” She gave a brief description on Hill Cipher Algorithm, role of matrix as Cipher in encryption & decryption, residue matrix, congruence, triangular matrix-modular arithmetic and ended her session giving a brief account on encryption of text. Here comes the end of all sessions.

The valedictory ceremony was hosted by Dr.Jasmin Regila Rani. The ceremony was presided over by Rev.Fr K.Anil Kumar SJ, Vice-Principal; Dr.N.Maria Das and Dr.K.Vijayalakshmi. All the participants and the lecturers of the departments who organized the seminar were felicitated with certificates by the dignitaries. The programme culminated with the National Anthem.

**Reviews:** The Seminar was Useful for research scholars who are working in the field of Number Theory and Cryptography.

**Outcome:** The seminar was a success, and the knowledge gained was truly useful to its audience for their intellectual enhancement as well as to gain expertise in the field.

Total 6 Research papers were presented by lecturers from various colleges from Hyderabad and Vijayawada. All the papers including the proceedings of the seminar were published with ISSN Number 978-93-87298-07-1.









**27. Department : CT and M.Sc Organic Chemistry**  
**Title : Green Chemistry for Sustainable Development:**  
***Issues, Challenges and Prospects***  
**Date : Friday, 20 & 21 January 2017**

**Report**

Loyola Academy Degree and PG College (Autonomous), a college (“with potential for excellence, UGC”), NAAC re-accredited, Alwal, Secunderabad 500 010, Telangana, India, had organised an International Seminar jointly by the Departments of Chemistry, Chemical Technology, Biotechnology, Environmental Science and Agricultural Science & Rural Development.

**Objective of the Seminar:**

The objective of the seminar was to bring together students, faculty members, scientists and industrialists from diverse fields like chemistry, chemical technology, pharmaceuticals and agriculture to discuss the various issues, challenges, prospects of green chemistry and possible solutions.

We invited papers on the following subthemes either as oral presentations or Poster presentation.

- Green Synthesis and Designing
- New Trends in Green Chemistry
- Green Chemicals and Solvents
- Industrial Application of Green Chemistry
- Green catalysis
- Green Nanotechnology
- Green Biotechnology
- Green pesticides
- Renewable energy
- Green Building
- Industrial Waste Management/Treatment
- Carbon Capture Technology

Ten distinguished speakers were invited from across the continents (Asia, Europe and America) both from academia and industry to deliver expert lectures on the various aspects of Green Chemistry. A total of **102 participants** registered from different states of the country and from other countries like Nepal. We received a very encouraging response from students, research scholars, faculty members and delegates from industry who attended the seminar.

The two day seminar was scheduled into four sessions, two on each day. Poster session was organised on both the days (day I and day II) whereas oral presentations were conducted on the day II. The best presentation of Oral and Poster sessions were awarded prizes. A detailed programme schedule is given below:

<b>PROGRAMME SCHEDULE</b>
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**Day: 1**

**20 Jan 2017**

**9:00 am:**

**Registration**

**9:30 am-10:15 am**

**INAUGURATION**

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<b>Time: 10.15 am to 12.45 pm                      Session-I</b>		
<b>Talk –I</b> <b>10.15 am-11.00 am</b>	Mr Roel R Ravanera (SEARSOLIN, Xavier University, Philippines)	Title: <i>Green Pesticide for Sustainable Development</i>
<b>11:00 am-11:15 am TEA BREAK</b>		
<b>Talk-II</b> <b>11:15 am-12 Noon</b>	Prof D B Ramachary (School of Chemistry, University of Hyderabad, Hyderabad)	Title: <i>Organo Catalytic Sequential One-pot Reactions: Discovery and Applications</i>
<b>Talk-III</b> <b>12 Noon-12.45pm</b>	Prof Steve Lanners (University of Namur, Belgium)	Title: <i>“Micro-Reactors and Flow Chemistry for Sustainable Environment”</i>
<b>12:45 pm -1.45 pm LUNCH &amp; POSTER SESSION</b>		
<b>Time: 1.45 pm to 3.45 pm                      Session-II</b>		
<b>Talk-IV</b> <b>1.45 pm - 2.30 pm</b>	Dr Manojit Pal (Dean, Dr Reddy’s Institute of Life Sciences)	Title: <i>Synthesis of Quinolines: A Green Chemistry Approach</i>
<b>Talk-V</b> <b>2:30 pm - 3.00 pm</b>	Mr. Sagar Aryal (St. Xavier’s College , Kathmandu, Nepal)	Title: <i>Biogas as a Potential and Alternative source of Energy in Nepal: Present Condition and Future Challenges</i>
<b>Talk-VI</b> <b>3.00 pm - 3:45 pm</b>	Rev Fr Dr Praveen Martis (University of Namur, Belgium)	Title: <i>Decoration of Multi-walled carbon nanotubes (MWCNTs) with Metal Nanocrystals by Green Synthesis and Design</i>

**Day: 2**

**21 Jan 2017**

<b>Time: 9.30 am to 12.45 pm                      Session-I</b>		
<b>Talk-I</b> <b>9:30 am - 10.15 am</b>	Dr. Jacob Lanphere (California Baptist University, LA, USA)	Title: <i>Using Fate and Transport Studies of Engineered Nanomaterials in the Environment to Determine the Optimum Green Chemistry Synthesis Technique; a Life Cycle Approach</i>
<b>Talk-II</b> <b>10.15 am – 11:00am</b>	Prof S Kotha (Department of Chemistry, IIT, Bombay)	Title: <i>Rongalite: A Useful Green Reagent in Organic Synthesis</i>
<b>11.00 am-11.15 am TEA BREAK</b>		



<b>Talk-III</b> <b>11.15 am - 12:00 pm</b>	Dr D M Ravichand MD (Ramakrishna Medical College, Kolkata, India)	Title: <i>Green Nanotechnology - The Magic Bullet</i>
<b>Talk-IV</b> <b>12:00 pm -12:45 pm</b>	Dr A V V S Swami (Acharaya Nagarjuna University, Guntur, Andhra Pradesh)	Title: <i>e-Waste Management</i>
<b>12:45 pm - 1.45 pm LUNCH &amp; POSTER SESSION</b>		
<b>Time: 1.45 pm to 4.30 pm                      Session-II</b>		
<b>2:30 pm - 3.00 pm</b>	Panel Discussion	
<b>2.00 pm - 3:30 pm</b>	ORAL PRESENTATION (Venue : PG Block Seminar Hall)	
<b>3:30 pm - 4:30 pm</b>	Valedictory	

## **“Green Chemistry for Sustainable Development:**

### ***Issues, Challenges and Prospects”***

Date: Friday, 20 & 21 January 2017

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 Loyola Academy Degree and PG College (Autonomous), a college (“with potential for excellence, UGC”), NAAC re-accredited, Alwal, Secunderabad 500 010, Telangana, India, had organised an International Seminar jointly by the Departments of Chemistry, Chemical Technology, Biotechnology, Environmental Science and Agricultural Science & Rural Development.

#### **Objective of the Seminar:**

The objective of the seminar was to bring together students, faculty members, scientists and industrialists from diverse fields like chemistry, chemical technology, pharmaceuticals and agriculture to discuss the various issues, challenges, prospects of green chemistry and possible solutions.

We invited papers on the following subthemes either as oral presentations or Poster presentation.

Green Synthesis and Designing, New Trends in Green Chemistry, Green Chemicals and Solvents

Industrial Application of Green Chemistry, Green catalysis, Green Nanotechnology, Green Biotechnology, Green pesticides, Renewable energy, Green Building, Industrial Waste Management/Treatment, Carbon Capture Technology

Ten distinguished speakers were invited from across the continents (Asia, Europe and America) both from academia and industry to deliver expert lectures on the various aspects of Green Chemistry. A total of **102 participants** registered from different states of the country and from other countries like Nepal. We received a very encouraging response from students, research scholars, faculty members and delegates from industry who attended the seminar.

The two day seminar was scheduled into four sessions, two on each day. Poster session was organised on both the days (day I and day II) whereas oral presentations were conducted on the day II. The best presentation of Oral and Poster sessions were awarded prizes.

### Organizing Secretary

**Dr Sonika Sharma**  
Head, Department of Chemistry (PG)

#### Coordinators

Dr M.Jayaramudu  
Mrs. B.Lalitha Kumari  
Dr K.Shanthi  
Mrs. N.Kavitha  
Dr CH.Sirisha  
Mr. V.V.S. Chalapati Rao  
Dr P.Thirupathi

#### List of Speakers

1. **Mr Roel R. Ravanera**, Executive Director, SEARSOIN, Xavier University, Philippines.
2. **Prof. Steve Lammers**, University of Namur, Belgium.
3. **Prof. Praveen Maris**, University of Namur, Belgium.
4. **Mr Anoop Basnet**, St Xavier's College, Kathmandu, Nepal.
5. **Mr Sagar Aryal**, St Xavier's College, Kathmandu, Nepal.
6. **Prof. D. B. Ramachary**, School of Chemistry, University of Hyderabad, Hyderabad.
7. **Prof. S. Kotha**, Department of Chemistry, IIT, Bombay.
8. **Dr Manojit Pal**, Dean, Dr Reddy's Institute of Life Sciences, Andhra Pradesh.
9. **Dr A.V.V. S. Swami**, Acharya Nagarjuna University, Guntur, Andhra Pradesh.
10. **Dr J.V.N.S. Prasad**, Principal Scientist, Central Research Institute for Dryland Agriculture, Hyderabad.
11. **Prof. P. Chandrashekar Rao (Retd.)**, Prof. Jayashankar Telangana State Agricultural University, Hyderabad.

### Registration:

Participants are requested to register by returning duly filled-in registration form along with registration fee Students/Scholars: Rs 500 Faculty/Scientists/Corporate Delegates: Rs. 1000 Last date for registration: Monday, 09 January 2017

#### Mode of Payment

Demand Draft:  
Demand draft must be drawn in favor of The Principal, Loyola Academy Degree & PG College, Secunderabad 500 010 TS. (Payable at Hyderabad)  
Net Banking: A/c 17150100004237, IFSC : IOBA0001715

#### Accommodation:

Accommodation will be arranged at a reasonable rate. Request to be made atleast 10 days in advance. For details, please contact Mr P. Sudhakar Reddy, Cell: 9490225998

### Registration Form

Name: Dr/Mr/Ms :

Designation :

Institution :

Address for Communication :

E-mail :

Mobile :

Nature of participation : Faculty/ Research scholar/

Student/Corporate Delegates

Poster presentation : Yes / No

Author/s & Title of the poster:

Details of registration fee :

Name of the bank :

D.D. Number :

Accommodation required : Yes / No

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature of applicant



## Two-Day International Seminar On

"Green Chemistry for Sustainable Development: Issues, Challenges and Prospects"

Friday, 20 & Saturday, 21 January 2017

### ORGANIZED BY

DEPARTMENTS OF CHEMISTRY,  
CHEMICAL TECHNOLOGY, BIOTECHNOLOGY,  
AGRICULTURE SCIENCE AND RURAL DEVELOPMENT

### ABOUT THE INSTITUTION

Loyola Academy (LA) is managed and administrated by the members of the Society of Jesus belonging to the "Jesuit Province Society-Hyderabad", covering both the states of Telangana and Andhra Pradesh. Appreciating the achievements and qualitative pursuit of higher educational needs, UGC had awarded LA a rare status known as a "College with Potential for Excellence" (CPE) in the year 2008 and had also extended CPE phase II projects in the year 2015. In addition to this, The National Assessment and Accreditation Council accredited this college in the year 2005 and reaccredited in 2011 and awarded 'A' Grade (3.50 out of 4.00 CGPA) in recognition of its excellent contribution to the cause of higher education.

### OBJECTIVE

This seminar on "Green Chemistry for Sustainable Development" aims at creating awareness among students, faculty, and researchers about the significance of green chemistry for a safer and environment-friendly sustainable development.

We invite papers on the following themes:

- Green Synthesis and Designing
- New Trends in Green Chemistry
- Green Chemicals and Solvents
- Industrial Application of Green Chemistry
- Green Catalysis
- Green Nanotechnology
- Green Biotechnology
- Green Pesticides
- Renewable energy
- Green Building
- Industrial Waste Management/Treatment
- Carbon Capture Technology

Presentation can be Oral/Poster. The abstract should be between 200-250 words, typed in Times New Roman, font size-12. Submission of the papers indicates that it or similar version of it has not been previously published or accepted for publication. Papers selected through peer evaluation will be published in the souvenir. The soft copy of the abstract should be e-mailed to [greenchemloyola2017@gmail.com](mailto:greenchemloyola2017@gmail.com)

### ORGANIZING COMMITTEE

**Chief Patron**  
Rev Fr A. Santiago SJ  
Superior

**Patron**  
Rev Fr J. Thainese SJ  
Correspondent

**Convener**  
Rev Fr Dr K.S. Casimir SJ  
Principal

**Members**  
**Dr N.Maria Das**  
Dean of Administration

**Mr P.V.R.S. Prasad**  
Dean Developmental Affairs  
& IQAC Coordinator

**Ms Jacintha Vincent**  
NAAC Coordinator

#### Advisory Committee

**Prof M. Devadas**  
Head, Department of Chemistry, Osmania  
University, Hyderabad, TS, INDIA

**Prof V. Uma**  
Dean of Sciences, Osmania University,  
Hyderabad, TS, INDIA

**Prof D. B. Ramachary**  
School of Chemistry, University of Hyderabad,  
Hyderabad, TS, INDIA

**Dr H. Surekha Rani**  
Department of Bio-Technology, Osmania University,  
Hyderabad, TS, INDIA









## 28. Department : FOOD TECHNOLOGY & MANAGEMENT

### Title : TRABHAKSHA

Date : 26<sup>th</sup> & 27<sup>th</sup> August, 2016

#### Report

The Department of Food Technology & Management Loyola Academy Degree and PG College, Alwal, organised an International Seminar called “**TRABHAKSHA**” with the tag line “**EVERY GRAIN COUNTS**” on 26<sup>th</sup> & 27<sup>th</sup> August, 2016 in the college premises. The two day seminar focused on the pressing issue of food wastage and how as citizens we can tackle this problem and reduce food wastage. There were international and national speakers and also competitions for the participants.

According to statistics around 1.3 billion tons of food is wasted in the world. On one hand food is being wasted and on the other hand children are dying due to malnutrition because they don't have healthy food to eat. Save Food Today For Tomorrow is a club started by the students of Food Technology department of Loyola Academy in order to bring awareness about this issue of food wastage and also contribute in reducing food waste.

The two day seminar began with an inaugural ceremony. The Chief Guest for the seminar was Mr. Raunaq Yar Khan, Great grandson of his Highness Mir Mahboob Ali Khan, The 6<sup>th</sup> Nizam of Hyderabad. The seminar began with a prayer song presented by the choir, followed by blessings offered by Reverend Father A. Santiago, Rector, Loyola Academy. The correspondent of Loyola Academy Reverend Father J.Thianese greeted the audience and The Principal of Loyola Academy; Reverend Father Dr. K.S.Casimir presented the introductory note. The chief guest presented his speech and spoke about the issue of food wastage and appreciated the students for organizing this event. At the end of the inaugural ceremony the souvenir book was released.













## DAY 1-

The international seminar started off with the first speaker being Mr. Maloush from University of Serbia representing AIESEC. He spoke about the how serious food wastage is on a world scale and how we as citizens of the world should work towards such issues and make a change for a better future. The next technical session was by Dr.K.S.Premavalli who is a retired scientist 'G' from Defense food research laboratory, Mysore. She spoke about the basic issue as to why food is being wasted and at what level and how science can help reduce this food waste by utilizing these wastes.

The AIESEC Hyderabad team spoke next about their organization and what they aim at and how they encourage youngsters to organize such events and help in developing leadership qualities. The next technical session was by Dr. Aparna a scientist in food and nutrition from Prof. Jayashankar Telangana State Agricultural University, Rajendranagar, Hyderabad. She focused on the severity of food wastage and how it is impacting our nation on a daily basis.

After the lunch break, Just a Minute and Oral presentation competitions were conducted where there were participants from different colleges. The last technical session of the day was by Dr. Kavitha Waghray who educated the delegates about the different stages of production where food wastage takes place and about the concept of Food Recovery which is the practice of safely retrieving edible food that would otherwise go to waste and distributing it to those in need. The poster presentation competition was conducted at the same time and the array of posters portrayed not just the artistic talent of the participants but also a fascinating perspective on the idea of food wastage and its solution. At the end of day 1 the vote of thanks was presented by a student organizer.





## DAY 2-

The choir presented a prayer song in the beginning. The AIESEC team of Hyderabad presented a video clipping on food loss and wastage. After this Dr.K.S Premavalli, DFRL, Mysore spoke about food loss and sustainable use of raw materials. There was a special Mime performance by the students of Food Technology about the impact of food wastage on human lives.

The AIESEC International speakers next presented a seminar which consisted of short films, video clippings and they also had an interactive session with the students. Prof. B.K.Karna, Director of PCRI, Hyderabad presented a technical session on India's chronic food insecurity and how packaging can play an important role in saving food from further wastage. A PCRI initiative called IAS (India Against Starving) has done considerable work in this field and proper packaging of food will help prevent any food loss during transportation, and storage of food.

The next technical session was by Dr. Mohammed Ali, from Shadan Institute of Medical Sciences. The preliminary round of the quiz was held simultaneously.

After the lunch break, the quiz was conducted. Following the quiz, the next technical session was presented by Dr. Srinivas Maloo, associate professor from Dept. of Food Technology, University College of Technology, Osmania University, Hyderabad. The AD-MAD competition was held next, where the topic of the competition was "Noodles".

The valedictory ceremony was held in the end where the prizes for the competitions were given to the winners and runner ups and the guest of honor for the ceremony was Dr. Srinivas Maloo. A folk dance was performed by the students of Food Technology. The Guest of honor addressed the gathering by congratulating the winners and all the participants and appreciated the students for organizing this seminar. The vote of thanks was presented by Dr. Prachi Lad, Lecturer in MSc. Food Technology, Loyola Academy.

The title sponsor of the seminar was Shadan group of institutions and also received a lot of support from Mr. Raunaq Yar Khan. The seminar dealt with the importance of food and how loss of such a basic need is affecting the lives of people in India as well the world. The

technical speakers presented excellent solutions to this problem and really helped in educating the delegates about the intensity of this problem.







29. **Department : FOOD TECHNOLOGY & MANAGEMENT**  
**Title : FOOD TECH 2K17**  
**Date : 19<sup>th</sup> September 2017**  
**Report**

### **WORKSHOP ON**

### **FOODTEC2K17#MYTHS REVEALED | 19<sup>TH</sup> SEP, 2017**

Food technology is a branch of food science that deals with the production processes that make foods. The idea of breaking the misconception of the people about what food technology is all about? And how different it is from other courses such as hotel management or home science or nutrition this was emerged and put forward by the students.



The workshop was inaugurated at 9:30am in Inigo hall as fathers cut the ribbon and lighted the lamp. There was then a prayer song by the food technology students. The fathers spoke few kind words and showered their blessings and well wishes on us before leaving to the workshop. Various students from different colleges took part in this event as our students demonstrated on topics concerned about food technology.

Later on dignitaries from kaympee foods Mr.Bashisthadev bebartta(Head engineer), Mr.Ashok Kale(Plant head), Mr.Thyagesh (manager quality assurance), MR.Shiva(manager purchase) were invited to share their experiences and knowledge on being a food technologist working in an industry.industry.

The students were allotted a stall to organize their topic of demonstration. Various topics such as food safety, packaging, adulteration, preservation, food styling, myths and facts about foods, food pyramids, etc. Each stall was unique in its presentation and students made the participants involve by performing experiments, conducting games, making them involve to do the tests etc. This session went successfully a day long and had to be ended due to time concerns.

We conducted even some games related to the subject where students, lecturers took part to win the prize. There was a feedback box which has gained the most positive response that flourished us making this workshop run successfully.



The participants were given snacks made by the students of food technology which gained the most popularity during the day. There was even a stall of product development which had various biscuits that include oats, ragi, cassava, maize, pineapple, maida, salt biscuits etc. and grape squash. Finally it ended smoothly and successfully which kept our students busy whole day conducting their demonstrations.









### 30. DEPARTMENT : MCA

Title : Technotsav

Date : December 2017

#### Report

Department of MCA organized annual technical fest Technotsav 17, A journey from dreams to wonders, a one day extravaganza for the students of Information Technology.

**Chief Guest** -Bhavani Reddy, Scientist – E Defence Electronics Research Organisation, DRDO Chandrayangutta, Hyderabad, Telengana.

#### **Guest Speech on Internet of Things By Mrs. Bhavani Reddy, Scientist – E. DRDO**

- **Purpose:** The main purpose of **Technotsav '17** is to perform a high level exploration through high level experts on the requirements and implications of **Internet of Things**. This event comes up with an objective of promoting interest in students about the current technology of Interconnection and Integration of physical world and cyber space.
- **Report:** Enabling anything to be connected and providing smartness to these connected things will bring a value across a number of sectors in the networked society. **The event was successful enough to attract as many as 60 registrations for the fest. The event executed with a total of 7 events planned and organized at its best of quality. Four formal events web designing, Coding and Debugging, Paper Presentation, Mock Interview and three informal events Brain Strom, General Quiz and Audio Visual quiz were conducted.**
- **Review:** Technotsav '17 provided platform for the students to present their ideas and show their technical skills by active participation in various organized events.



### 31. Department : MBA

#### Title : Equity Research

Date : 5<sup>th</sup> and 6<sup>th</sup> of January 2017

#### Report

A two day financial workshop on equity research was conducted by the department of MBA on 5<sup>th</sup> and 6<sup>th</sup> of January 2017 with collaboration with Karvy stock broking limited.

**Purpose-**The workshop aimed at the students understanding of Equity research for their future career options.

**Report-** A two day financial workshop on equity research was conducted on 5<sup>th</sup> and 6<sup>th</sup> of January 2017 with collaboration with Karvy stock broking limited. The resource persons were Mr.Rohan Deep and Mr.AnkitSoni deputy manager fundamental research

**Review-** The students were given extensive knowledge on equity research from a practical perspective.Certificates were also given after the completion of the workshop.



### 32. Green Chemistry and Nano Technology

Date: 27-28<sup>th</sup> February 2017



**About St. Aloysius College:** St. Aloysius College is managed by the Mangalore Jesuit Educational Society which is registered under the Societies Registration Act, 1860 and admits students without discriminating against any religion, caste or creed.

St. Aloysius College was started in 1880 to cater to the Academic needs and for the growth and development of the youth of this area. It was granted the status of Autonomy from June 2007. Presently the College offers 7 undergraduate and 17 post graduate programmes at two campuses. The UGC has recognized the College as a College with Potential for Excellence (CPE). In addition the College is also recognized with 'Star Status' by DBT, Government of India. The College is re-accredited with 'A' Grade by NAAC with a grade point average of 3.62 out of 4. The college along with undergraduate and post-graduate courses also offers PhD and postdoctoral studies.

With over 12,000 students, boys and girls, from primary to post graduate classes including doctoral studies, the campus is known for its salubrious atmosphere, community culture, excellence in teaching, high degree of discipline, deep mutual respect, abiding spirit of tolerance, strong appreciation for all cultures, deep reverence for all religions, intense attachment to ethical values, state of the art facilities, multiplicity of avenues for all round growth of the individual and efficient as well as enlightened administration, drawing appreciative accolades from the University as well as governmental bodies.

**About GCNOC-2017:** Green chemistry, a sustainable energy field, promoting prevention of

pollution has developed growing interest in scientific, industrial and academia from past few decades. Green chemistry, a developing area having positive social impact as well, many challenges, needs a global acceptance and better exposure. Nanotechnology is one of the new and fastest growing areas in Science and Engineering. The subject is multidisciplinary in nature and has the potential to provide solutions to many of the world's major problems in agriculture, electronics, energy, environment, health and other issues. The aim of this conference is to review the current state of knowledge in the field of Nanoscience and technology along with their novel applications and challenges in below mentioned areas

**About conference:** The conference will be held during February 27 & 28, 2017 at St Aloysius College (Autonomous), in association with Loyola Academy, Hyderabad and Jain University, Bangalore. The conference invites Scientists, Research Scholars, Undergraduate and Post graduate teachers and students in the field of Chemistry, Physics, Material Science, Food Science and Bioscience, Biomedical Science and Engineering.

#### Invited Speakers

- **Dr Balaram**, Former Director of IISc, IISc Bangalore
- **Dr Steve Lanners**, University of Namur, Belgium
- **Dr Nobuyuki Tamaoki**, Professor, Hokkaido University, Japan.
- **Dr Jacob Lanhphere**, California Baptist University, USA.

- **Prof. M. M. Nayak**, ISRO Programme Launch Director, Visiting Professor IISc, Center of Nanotechnology
- **Prof. S.D Bhat**, CSIR, Chennai
- **Prof. Nataraj SK**, Center for Nano Material Sciences, Jain University
- **Dr Lokesh**, Assistant Professor, Department of Nanotechnology, VTU, Bengaluru Region, Muddenahalli.
- **Dr Sonika Sharma**, Professor, Department of Chemistry, Loyola Academy, Hyderabad.
- **Dr Ganapati V Shanbhag**, Poornaprajna Institute of Scientific Research, Bangalore.



#### CALL FOR PAPERS

Papers on original research and recent developments are invited from the authors for oral and poster presentation on the following topics

- Bioinorganic Chemistry
- Nano-Biotechnology
- Corrosion Science
- Clinical Chemistry
- Energy & Catalysis
- Environmental Chemistry
- Industrial Microbiology
- Nonlinear materials
- Inorganic & Organo Materials
- Instrumental Analysis
- Nanoscience & Materials
- Polymer Chemistry
- Food Technology
- Biochemistry
- Bio-Fuels/Fuel Cells

The authors are requested to send the abstract to the organizing secretary, not exceeding 200 words soft copy typed in MS-Word of 2007 or latest version, font size 12 in Times New Roman font with single space. The title should be bold followed by author(s) name(s) and address with the presenting authors name underlined. The soft copy of the abstract should be sent as attached mail to [gcnoc17@gmail.com](mailto:gcnoc17@gmail.com) on or before February 20th 2017. Submissions will be judged on originality, significance, interest, clarity, relevance, correctness, and presentation in two categories viz students and research scholars/teachers.

#### IMPORTANT DATES

Paper Submission February 20, 2017  
Notification of Acceptance February 22, 2017  
Conference Dates February 27 & 28, 2017

#### REGISTRATION FEE

For UG / PG Students : Rs 300  
For Teaching faculty : Rs 600  
For Research Scholars : Rs 1000  
For Industry representatives/ Sponsored candidates : Rs 2000

Payment should be made only through cheque drawn in favour of Principal, St Aloysius College, Mangalore.

#### VENUE

**L F Rasquinha Auditorium**  
Loyola Centre for Innovation and Research (LCRI)  
St Aloysius College (Autonomous), Mangalore - 3

#### ORGANIZING COMMITTEE

**Rev. Fr Swebert D'Silva SJ**  
Principal, St. Aloysius College  
Mangalore - 575 003

**Rev. Dr Praveen Maritis SJ**  
Director, DDU KAUSHAL Kendra &  
Vice Principal, LCRI

**Rev. Dr Leo D'Souza SJ**  
Director, Laboratory of Applied Biology

**Rev. Dr Melwyn D'Cunha SJ**  
Head of Department  
PG Food Science & Technology

**Dr Ronald Nazareth**  
Convener - GCNOC-17  
Co-ordinator - Star College Scheme

**Dr Adarsha Gowda**  
Organizing Secretary-1 - GCNOC-17  
Department of Food Processing and Engineering  
DDU KAUSHAL Kendra

**Dr Vileen Rashmi Pereira**  
Organizing Secretary-2 - GCNOC-17  
Department of PG Studies in Chemistry

**Dr Richard Gonsalves**  
Head of Department, PG Studies in Chemistry

**Mr Rajgopal Bhat**  
Head of Department, UG Chemistry

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**St Aloysius College**  
(Autonomous), Mangaluru - 575 003.  
Recognized by NAAC with 'A' Grade - CGPA 3.62  
"College with Potential for Excellence" by UGC  
College with 'STAR STATUS' by DBT Government of India

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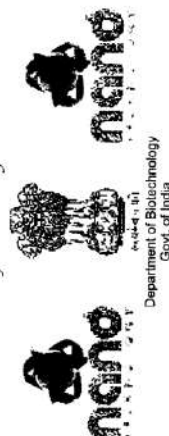
**GREEN CHEMISTRY & NANOTECHNOLOGY  
OPPORTUNITIES AND CHALLENGES - 2017**



February 27 & 28, 2017

A Programme of  
**STAR COLLEGE SCHEME**

Sponsored by



Department of Chemistry  
UG & PG  
DDU KAUSHAL Kendra  
UGC Approved Centre  
Department of Biotechnology  
Food Science & Technology



### 33. DEPARTMENT : Mass Communication

**Title : Democracy, Elections and Student Participation**

**Date : August 16, 2017**

#### Report

. Department organized a seminar on "**Democracy, Elections and Student Participation**" on August 16, 2017 by Indian Folk. The Founder & Director of Indian Folk Mr. Chandrashekar K. address the gathering and appreciated Rev. Fr. Shailendra Boora SJ for conducting this seminar.



### 34.DEPARTMENT : Mass Communication

**Title : Lenzcape**

**Date : 19<sup>th</sup> August 2017**

#### Report

The department of Mass Communication has conducted “**Lenzcape**” Photography festival. It is conducted on the 19<sup>th</sup> August every year to mark the celebration of World Photography Day. Lenzcape 2017 was the first of its kind, because this year the department opened the fest to all colleges around the city.

**Purpose:** The purpose of this event is to encourage budding photographers to participate in events like the photography competition, photography exhibition and on-spot photography competition on the theme “Growing in India”.

**Report:** The event was inaugurated by Mr. G. K Rufus and Mr. Arvind Chenji lighting the lamp, accompanied by the Principal and Vice-Principal of Loyola College. The chief-guest for the day, Mr. G. K Rufus, an eminent artist and photographer then addressed the audience by throwing emphasis on the importance of creative thinking in the art of photography. He said how it was important for every photographer to have a vision set in order to capture the best photograph. This was followed by an address by Mr. Arvind Chenji, a popular photographer in the city, who enlightened the crowd to have faith in themselves by using his own success as an example. The event proceeded by the Principal Rev. Fr. Dr. P Anthony Reddy giving a welcome address and sharing his thoughts on the event. The Vice-Principal, Rev. Fr. Dr. L Joji Reddy appreciated the Mass Communication Department and their efforts in organizing the event.

The morning session of the event came to an end by a workshop conducted by Mr. Ram Nagesh, the chairman of Hyderabad photography club. The workshop was based on the topic “Guidelines for beginners in commercial photography” and helped the audience gather a lot of knowledge.

The cultural events kicked off by an epic ‘beat-boxing’ battle between the students of Mass Communication. Next came an intriguing dance performance set in 2052 based on the theme of post-apocalyptic period. Following this was a rhythmic performance by the band whose choice of songs got the audience humming and swaying to the music. To mark an energetic end to the cultural performances the students performed a flash-mob that doubled the energy of the crowd. The event ended with the prize distribution ceremony for the winners: Aman Sharma, winner of the ‘Photography Competition, Srinath Chavali, winner of the ‘#phontochallenge’ and Mohammed, winner of the ‘On-spot photography competition’. The festival was successful in conveying a strong message on growing in India through the extravaganza of photographs displayed in the exhibition that inspired the audience.

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**Review:** The event ended with the prize distribution ceremony for the winners: Aman Sharma, winner of the ‘Photography Competition, Srinath Chavali, winner of the ‘#phontochallenge’ and Mohammed, winner of the ‘On-spot photography competition’. The festival was successful in conveying a strong message on growing in India through the extravaganza of photographs displayed in the exhibition that inspired the audience.









### **35. DEPARTMENT : Mass Communication**

**Title : INFOCUS 2017**

**Date : 7<sup>th</sup> and 8<sup>th</sup> of December, 2017.**

#### **Report**

The department of Mass Communication conducted National Level film Festival with the title Infocus on 7<sup>th</sup> and 8<sup>th</sup> of December, 2017.

- **Purpose :** The film festival is an initiative by the department aimed at encouraging young and talented film makers from around the country and providing them a platform to showcase their work. Infocus 2017, the 10th edition of the fest was celebrated with grandeur on the 7th and 8th of December, 2017, and marked the presence of many esteemed guests from the film industry.
- **Report :** The fest was inaugurated on the 7th of December by the chief guest for the day, Mr. Praveen Sattaru, a well known director from tollywood. He addressed the gathering and shared the insights of his career that acted as a guiding force for the aspirations present in the room. More than 120 participants from all across the country sent in their entries in different categories of film making like, documentaries, short films, PSAs and PSMs. Other chief guests for the day were, Mr. Dharmendra Kakarala, who answered all questions about film and video editing and Mr. Satish Kasetty, who interacted with the audience and conducted a workshop on 'the different stages in film production'. The young tollywood actor and favorite of many, Mr. Naga Shourya, also marked his presence and shared with the audience some fun anectodes of his life and career. On the second day of the fest, the morning session began on a very high note by welcome adresses and interactive sessions by Mr. Thamma Reddy Bharadwaja, Mr. BVS Ravi and Mr. Mahesh Katthi, some of the best critical minds of the Telugu film industry. The venue was packed to a full as many students from across the city gathered to hear from the masterminds themselves. The event went on with some cultural events and path-breaking on-spot competitions held for the participants. Folley- the magic of sound, on-stage dubs mash and DJ hunt were the main highlights of the event that saw participation in huge numbers. The entries sent by the participants were screened throughout the 2 days of the fest and the best works were awarded in the valedictory ceremony with chief guest Ms. Jennifer Alfonso and the HOD of the department. The fest received recognition from all across the city through coverage in mainstream media.
- **Review :** The department of Mass Communication looks forward to conducting more such events in the future to let the young minds dream higher and achieve nothing but the best.

### 36. Department : BBA

#### TITLE : COLLAB

Date : 30<sup>th</sup> November and 1<sup>st</sup> December 2017

#### Report

**OBJECTIVES OF THE PRACTICE :-**COLLAB 2K17 an inter departmental seminar main objective is “ To Set-up a platform and a domain for the sharing of technical expertise , by blurring the dividing wires between the technical spheres of today’s industry

“The Harbinger summit, 2018-2019 chapter main objective. To set up a Platform and a domain for the sharing of requisite information on key issues of relevance to the global business community and to help students capture the diversity of the global business frontier.

#### **THE CONTEXT:**

**THE PRACTICE:** The event was 2 day Inter departmental Seminar that aimed to emblazon and expound India’s window of opportunity to capitalize off the fourth Industrial Revolution

The inaugural session started with address and blessings of Fr.P. Anthony SJ and Fr. DR L. JojiReddy Sj. ,Mr. Moses John Wesley Group head of Wipro for automation and AI Rollout the first keynote speaker enlightened the gathering with his address on AI

Mr. CMA Milind Chief learning officer at ISDC keynote speaker for the second session made a major emphasis on various paradigm shifts in course of availing a qualification in lieu with industry 4.0

#### **EVIDENCE OF SUCCESS:**

Collab 2k17 was held on 30 November , 2017 to 1 December , 2017 at Inigo Hall , Loyola Academy .

The key industries on which the seminar is based on are Health Care , Telecom, IT & ITE’S , Biotech , Outstanding , Pharmaceuticals , Electronics , IT & ITE’S (2), Agriculture ( 1, 2) , E-commerce , Aviation, Oil & Natural gas , cement , Goldman sacks , FMCG ‘s Tourism/Hospitality, Banking , Biotech , Automobiles , Textile , Education, Entertainment , Retail etc. Almost 15 teams from department of BBA and 11 other teams from the other streams . Almost 80 Students participated in the seminar. Collab 2k17 was held on 30 November , 2017 to 1 December , 2017 at Inigo Hall , Loyola Academy .

The key industries on which the seminar is based on are Health Care , Telecom, IT & ITE’S , Biotech , Outstanding , Pharmaceuticals , Electronics , IT & ITE’S (2), Agriculture ( 1, 2) , E-commerce , Aviation, Oil & Natural gas , cement , Goldman sacks , FMCG ‘s Tourism/Hospitality, Banking , Biotech , Automobiles , Textile , Education, Entertainment , Retail etc. The Harbinger Business Summit :2018-2019 was held on 3 August 2018 to 4 August 2018 at Loyola Seminar Hall

Description:- The Harbinger Business summit was organized by the department of BBA Loyola Academy on August 3 and 4 , 2018 aiming at capturing and exploring the consequences of trade war initiated by Us in April this year its allies and trade partners . The summit is a two-day event themed “Globalization Post Pax American –The elimination of American –led world war order in Trade.

The inaugural session started with address and blessings of Rev. Fr Dr P. Anthony Reddy SJ , Principal Loyola Academy and Rev.Fr. BalaSwamy SJ , Vice Principal , UG , Loyola Academy

Mr. Moses John Wesley , Group Head at Wipro for Automation and AI Rollout , the first keynote speaker enlighten the gathering by highlighting the repercussions of trade war

Mr. Vijay bouton , MD & CEO , AFS technology services , the keynote speaker of day 2 , made major emphasis on the need to identify the most prominent issues facing the global companies in the midst of the ongoing trade war

The Harbinger case competition was a Business case competition aimed at testing the ability to develop innovative real world business solution to global companies like Apple INC. , Tesla, Qualcomm-NXP merger , Tata motors and boeing in the lieu with imminent trade war.

**PROBLEMS ENCOUNTERED AND RESOURCES REQUIRED:**

**NOTES:** NIL









### 37. Department : Chemical Technology

#### TITLE : Emerging Trends in Chemical Technology 2018

Date : 31<sup>st</sup> Jan 2018

#### Report

The department of Chemical Technology has organized a one day Seminar on "**Emerging Trends in Chemical Technology**" on 31 January 2018.

- **Purpose:** The purpose of the seminar is to instigate and get updated in the field of Chemical Technology. The new developments accompanied with original ideas, helped gather the growth in the field effectively.
- **Report:** The seminar was organized in PG seminar hall and it was started at 9.30 a.m. with an efficient set of speakers who enlightened the audience on the topics related to the seminar.

Session	Time	Topic	Name of the Speaker
I	09:30 a.m. to 11:00 a.m.	Innovations in Chemical Technology for Sustainable Development of Indian Industry and Society	<b>Dr. S. Sridhar</b> , Scientist & Project Leader, Membrane Separations Group, Chemical Engineering Division, CSIR-Indian Institute of Chemical Technology, Hyderabad
II	11:15 a.m. To 12:15 p.m.	"Concepts of Life & Life Sciences and Life Technologies"	<b>Dr. P. Raja Rao</b> , Professor & Chairman, BOS, HMCT & CA, University College of Technology, Osmania University, Hyderabad
III	01:15 p.m. To 02:30 p.m.	"Principles and applications of Membrane Separations"	<b>Dr. Radhika G.B.</b> , Professor, Department of Chemical Engineering, Padmasri Dr. B.V. Raju Institute of

			Technology, Narsapur, TS
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The seminar was well received by both staff and students. It also enhanced the career skills in the students, who wished to pursue higher education in the field.

- **Review:** The seminar was quite appreciable. The varied speakers were glad to be a part of the seminar, where the outlook was to measure the research in the field of Chemical Engineering. It opened wide doors for exchange of new ideas, bringing people in the same field under one roof. The students happily received the lectures and clarified their doubts.



### 38. Department : Business Administration

#### TITLE : Melange2k18

Date : 25<sup>th</sup> and 27<sup>th</sup>, January 2018

#### Report

The department of business administration has conducted a seminar and alumni meet **Melange2k18** on January 25<sup>th</sup>, 2018 and January 27<sup>th</sup>, 2018 for the students of MBA

**Purpose:** to enlighten the students with thoughts on personality development and attitude. 120 students of MBA participated, 15 students from other colleges participated. 200 alumni had visited the alumni meet.

**Report:** The department of Business Administration, Loyola Academy conducted “**Melange**”, a Management Fest on January 25<sup>th</sup>, 2018 and January 27<sup>th</sup>, 2018.

The first day of the event had two speakers. Dr. Radhika Meenakshi Shankar, Founder of Wise Owl Consulting Services took over the first session. She focused on the need for entrepreneurship and intrapreneurship. The session was interactive and helped students to have a glimpse of the future of entrepreneurship. The second session was handled by Mr. Abhirama Krishna, Strategic Business and Leadership Consultant, Director South State Business School. He enlightened the students with his thoughts on personality development and attitude. The session was interesting and helped students to clarify their doubts on various aspects. An intercollegiate business Quiz was conducted. An Alumni Meet was held on the second day. It was a fun filled event. The alumni shared their memories and there were many cultural activities which got everyone glued to their seats.

**Review:** The session was interactive and helped students to have a glimpse of the future of entrepreneurship. The alumni interacted with the students sharing their experiences.



### 39.DEPARTMENT OF B.COM (COMPUTERS)

#### Title: INFOCOM 5-6<sup>th</sup> January

The department organized “INFOCOM 2K18 – Enrich, Explore, Excel”, a two-day Intra-College Level seminar on 5-6 January 2K18.

#### PROGRAMME SCHEDULE

##### DAY I

09:45 am - 09:50 am	Prayer Song
09:50 am - 09:55 am	Welcome dance
09:55 am - 09:57 am	Inviting Dignataries to the dais
09:57 am - 10:00 am	Lighting of the lamp
10:00 am - 10:05 am	Welcome Address by Rev Fr J Thainese, Correspondent
10:05 am - 10:10 am	Inaugural Address by Rev Fr Dr P Anthony, Principal
10:10 am - 10:13 am	Department Report
10:13 am - 01:00 pm	Session I
01:00 pm - 01:30 pm	Lunch
01:30 pm - 02:15 pm	Quiz / Coding
02:15 pm - 02:45 pm	Talent Showcase
02:45 pm - 03:30 pm	Situational Reaction
03:30 pm - 04:00 pm	Quick Bytes

##### DAY II

09:35 am - 09:40 am	Prayer Song
09:40 am - 11:00 am	Session II
11:00 am - 11:10 am	Break
11:10 am - 12:40 pm	Session III
12:40 pm - 12:45 pm	Instructions for Post Lunch Session
12:45 pm - 01:15 pm	Lunch
01:20 pm - 02:00 pm	Brainstorming / Debate
02:00 pm - 02:45 pm	Case Study
02:45 pm - 03:10 pm	Quick Pick
03:15 pm - 04:00 pm	Valedictory Programme

- **Purpose:** To empower the students in planning, organizing and leadership skills.
- **Report:** Various sessions were held on “Personality Development and Goal Setting” by Mr Rajesh Pershad, “Peer Pressure and Stress Management” by Ms Arundhati Ann G and “ERP and SAP” by Mr Jude Xavier. The afternoon sessions were held for various competitions organized by the students of the department for other department students of Loyola Academy.
- **Review:** The students learnt how to plan and organize events. They also learnt how to resolve conflicts and to take on the spot decisions. The technical session enriched the students and they felt that really learnt a lot from them. Overall the students felt that



such events helped them to understand and overcome their personal inhibitions through collaborative work and supporting each other in times of crisis and also made them understand how a team works and what qualities are required to make an event a success.







## **DEPARTMENT OF BBA**

### **Innovative and Best practices of Dept (2017-18):**

- The department of BBA initiated a departmental activity - 'The Harbinger' ('Globality in Profundity') during the academic year 2017-18 to get equipped on various issues & affairs of relevance to the global business community. 'The Harbinger' is an open publication that aims to equip its readers with requisite information on key issues of relevance to the global business community and to help them capture the diversity of the global business frontier. The department has conducted this event on 28 June 2017, 14 July 2017, 22 September 2017, 14 December 2017, and 2 February 2018.



- The second year students of BBA came up with an innovative idea of presenting video lectures during the end of second semester (26 February 2018 to 5 March 2018), with an intention to revise all the theoretical concepts they studied in the class room. Although students are highly varied in their academic abilities and motivation, they voluntarily contributed to this innovative learning style, and divided themselves into seven groups with each group focusing on one subject/topic.
- As a part of the Integrated International Immersion Conference (IIIC), an international seminar, held in the premises of Loyola Academy Degree & PG college, during 23 February, 2018 to 01 March, 2018 the students of BBA presented four different modules in line with their discipline and relevance. The themes selected for the modules include Corporate Social Responsibility, Core Competencies, Entrepreneurship, and Technology and Business Administration. All the modules were well appreciated.



## **REPORT ON INNOVATIVE PRACTICE –**

### **“THE HARBINGER” - ‘Globality in Profundity’**

The department of BBA initiated a departmental activity - ‘The Harbinger’ (‘Globality in Profundity’) during the academic year 2017-18 to get equipped on various issues & affairs of relevance to the global business community, with jargon busters to demystify complexities regarding such issues & affairs in the quotidian turn of events. ‘The Harbinger’ is a open publication that aims to equip its readers with requisite information on key issues of relevance to the global business community and to help them capture the diversity of the global business frontier.

Globality is a term used in 1998 by author and economist Daniel Yergin in a Newsweek article that described the end-state of the globalization process, and in his book, ‘Commanding Heights: The Battle for the World Economy. It describes a hypothetical condition to which we are ever closer. In here, the process of globalization is complete or nearly so, barriers have fallen, and "a new global reality" is emerging. The current use of “globality” applies to the current competitive state of world commerce. By ‘Globality in Profundity’, we mean to capture and explore the depths of this on-going metamorphosis.

The open publication of 'Harbinger' is categorized under the following sections:

Superlative States – Paramount Issues of Concerns

Highflier’s Altitude – An Entrepreneurial Opportunity

Corporate Anatomization – Company Analyses

The department has conducted this event for all I, II and III year BBA students on 28 June 2017, 14 July 2017, 22 September 2017, 14 December 2017, and 2 February 2018.









**INNOVATIVE BEST PRACTICES**  
**REPORT ON INNOVATIVE PRACTICE – VIDEO LECTURES**

**Date:** 26 February 2018 to 5 March 2018

**Activity:** Video Lectures

**Place:** Loyola Academy Degree & PG College

**Objective:** Majority of students are used to tech-savvy, and opportunities must be provided for them, to explore and innovate. Video lectures stimulate and engages students by creating interest and maintaining that interest for longer periods of time.

The second year students of BBA came up with an innovative idea of presenting video lectures during the end of second semester, with an intention to revise all the theoretical concepts they studied in the class room. Although students are highly varied in their academic abilities and motivation, they voluntarily contributed to this innovative learning style, and divided themselves into seven groups with each group focusing on one subject/topic.

The students strongly believed that this initiative will help them in better understanding of subject topics, and further improve course grades, as video lectures, inside a classroom, are believed to motivate students and improve topics" debate, at the outset it is a good opportunity for self-learning.

Students chose to record their video-lectures as Voice Over Presentation (usually a PowerPoint presentation, complemented with a voice over that describes the slides), and Talking Head Video (typically a webcam recording of an instructor, during which he talks on the subject matter). So, in this way they can catch up with basic concepts making a self-review of subject topics.

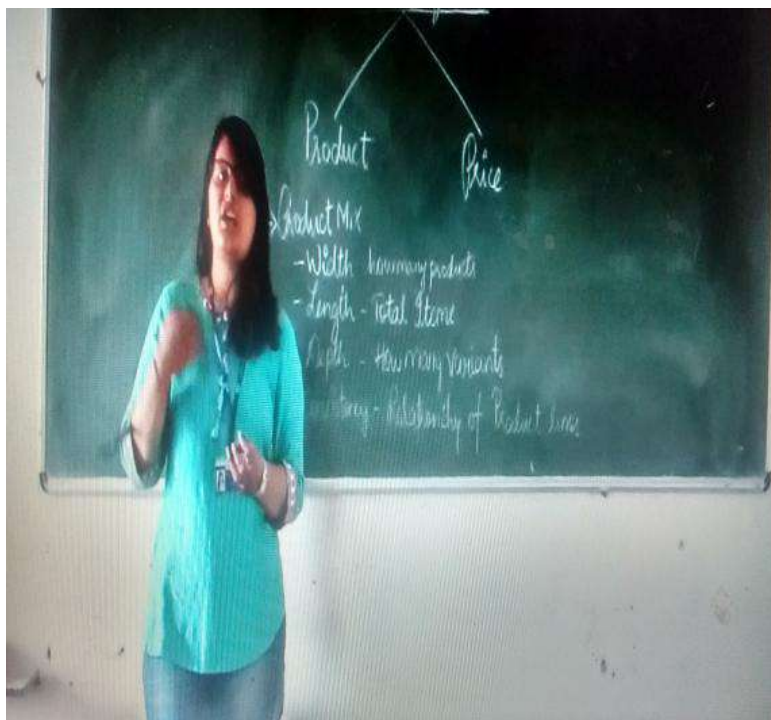
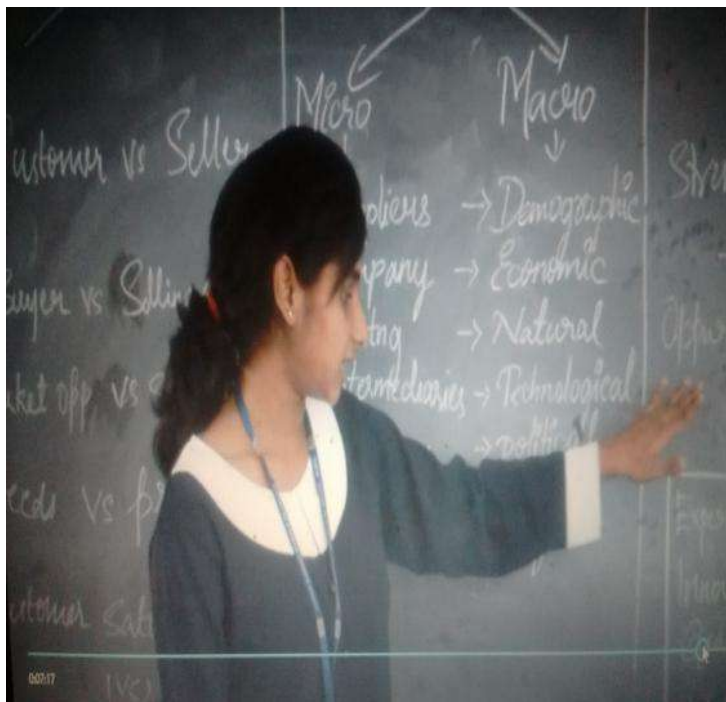
The following is the list of students and the subjects opted:

<b>Subject</b>	<b>Student Name &amp; Roll No</b>
Marketing	George (111716029032), Preethi (111716029017), Vibha

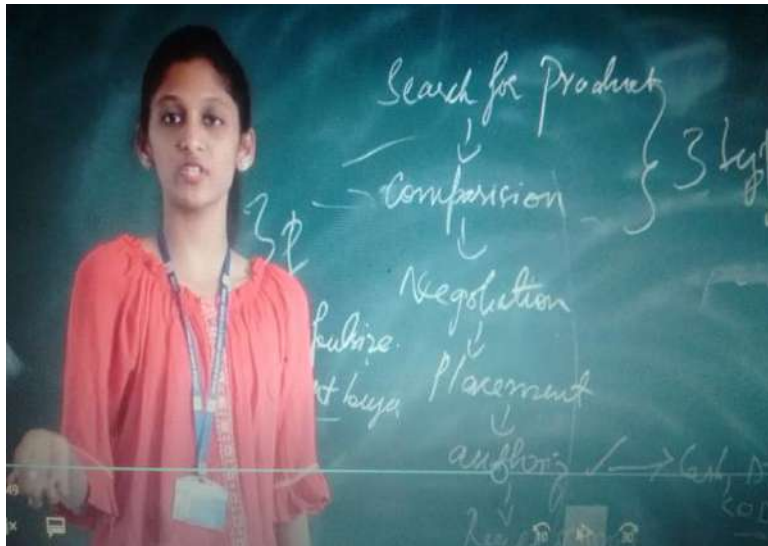
Management	(111716029018), Shivani (111716029009), Nazia (111716029024), Mukesh (111716029052), Shankar (111716029029), Johnson (111716029042)
Human Resource Management	Jerusha (111716029002), Vinitha (111716029025), Soumya (111716029014), Mallika (111716029010), Swetha (111716029007), Lloyd (111716029034), Thouhid (111716029039)
Financial Management	Ibrahim (111716029037), Aliasgar (111716029038), Murtaza (111716029040), Rohit Reddy (111716029044), Raunaq (111716029047), Rohit Baid (111716029048), Soyeb (111716029053)
Corporate Accounting	Manmohan (1117160236), Syed (111715029048), Eric (111715029034), Ahmed (111716029027)
E-Commerce	Lavanya (111716029015), Aditya (111716029026), Sai Priya (111716029020), Sainath (111716029046), Aswin (111716029043), Sowjanya (111716029003), Sharmista (111716029021)
World Economic Forum	Ravali (111716029001), Srivani (111716029013), Udbhav (111716029055), Kranthi (111716029049), Mohana (111716029006), Rajshekar (111716029033)
Goods & Services Tax	Sumithra (111716029023), Prasanth (111716029030), Lathasree (111716029056), Dinakar (111716029041), Pranavi (111716029057), Marina (111716029016), Mercy (111716029012), Chandrashekar (111716029054)

**Learning Outcome:** Video lectures have an advantage of, when done objectively, explaining in a few seconds something that needs several pages when written. This, together with the fact that students may see them whenever they can and play it as many times as they need it, makes them a very powerful tool for enhancing learning efficiency. During intense revision periods video lectures can be very beneficial for students to be able to revisit or catch up on lectures and to navigate easily to the content they need.









## **REPORT ON INNOVATIVE PRACTICE - MODULE PRESENTATION**

**Date: 23 & 24 February 2018**

**Activity: Module Presentation**

**Place: Loyola Academy Degree & PG College**

As a part of the Integrated International Immersion Conference (IIIC), an international seminar, held in the premises of Loyola Academy Degree & PG College, during 23 February, 2018 to 01 March, 2018 the students of BBA presented four different modules in line with their discipline and relevance.

The themes selected for the modules include Corporate Social Responsibility, Core Competencies, Entrepreneurship, and Technology and Business Administration. The following is a brief about each module:

**Corporate Social Responsibility:** According to Company Act 2013, 2% of the company's profit must be given to the society. Banking on this idea, BBA Students - Meenakshi Vanguri (15029011), Sharmista (16029021), Nazia (16029024), Rahul (17029046), and Sushmita (17029010) prepared a working model of how the profits earned by the company are split into the company reserves, employee benefits and salaries, and other portion going back to the society in the form of investments in the fields of education, health, environment, legal protection, etc. The students felt "it's not always about earning but it is definitely about giving".

**Core Competencies:** BBA Students Sowjanya (16029003), Sumitra (16029023), Udbhav (16029055), Roshan (17029052), and Shivani (17029009) developed a 3-D demonstration of their esteemed Loyola college campus and the different subjects that are taught within the different parts of the campus with a touch of delicate details over the greenery and serenity of the environment they are blessed with.

**Entrepreneurship:** BBA students Anurag (15029026), Aditya (16029026), Sowmya (16029014), Jennifer (17029007), and Sini Sam (17029026) presented a module on Entrepreneurship highlighting all the best young entrepreneurs of our country and what they have accomplished at a young age with simple but thought provoking ideas, just like the tagline of service provider IDEA, "an idea can change your life". They displayed and

discussed about 6 such living examples highlighting the success of their second year student, Aditya (16029026), who printed fidget spinners using a 3D printer getting an amazing turnover.

**Technology and Business Administration:** This module demonstrated the discipline of business administration and its outcome when integrated with technology. BBA Students – Atul (15029027), Preethi (16029017), Sai priya (16029020), Raunaq (16029047), and Perna (17029019) prepared a 3D module showing the technological advancements and the probability of a global company, Amazon, delivering packages using the ever spreading drones in future. The students explained that there would be a bar code allotted to every house and a landing pad where the drone would drop off the package once the customer orders it and this would result in much efficient and faster delivery. The second half of the module was about the ERP system that college has adopted to deal with student's attendance and its usefulness to the educational institutions and other organizations.

All the modules were well appreciated.







