

## Papers presented in – 2013-14

### Papers presented in Seminars / Workshops:

1. Mr.Y.Hanumantha Rao, Dept. of Chemistry, made a poster and oral presentation at the 21<sup>st</sup> National Symposium on “Catalysis for sustainable development” conducted by CSIR-Indian Institute of Chemical Technology, Hyderabad, during 11-13<sup>th</sup> February 2013.
2. Dr.G.Sahaya Baskaran, Dept. of Physics, along with his group of scholars N.Krishnamacharyulu and G.Mohini made a poster presentation entitled “Structural, optical, bioactive and degradation studies on B<sub>2</sub>O<sub>3</sub>-SiO<sub>2</sub>-P<sub>2</sub>O<sub>5</sub>-Na<sub>2</sub>O-CaO glasses doped with chromium ions” at the National Seminar on "Multi Functional Materials" conducted by the Dept. of Physics, Andhra Loyola College (ALC), Vijayawada, during 6-7<sup>th</sup> March 2013 and won the ‘Best Poster Award’ as well as a cash prize.
3. Dr.G.Sahaya Baskaran, Dept. of Physics, along with his group of scholars A.V. Sri Pallavi, Y.Sudhakar and D.Rajeswara Rao presented a paper entitled “Influence of vanadyl ions on dielectric and other physical properties of PbO-CaO-B<sub>2</sub>O<sub>3</sub> glasses (Oral Presentation) at the National Seminar on "Multi Functional Materials" conducted by the Dept. of Physics, ALC, Vijayawada, on 6-7<sup>th</sup> March 2013.
4. Mr.Y.Hanumantha Rao, Dept. of Chemistry, presented a paper entitled “X-Ray Photoelectron Spectroscopy of activated carbons in de-fluoridation studies” at an UGC-sponsored National Seminar on "Multi Functional Materials" conducted by the Dept. of Physics, ALC, Vijayawada, on 6-7<sup>th</sup> March 2013.
5. Mr.D.Bala Karuna Kumar, Dept. of Chemistry, presented a paper entitled “N-methyl-2-pyrrolidone a Multifunctional Fluid” in an UGC Sponsored National Seminar on Multi-Functional Materials, conducted by the Dept. of Physics, ALC, Vijayawada, on 6-7<sup>th</sup> March, 2013.
6. Dr.M. Vijaya Kumar Reddy, Dept. of History, presented a research paper on ”The need for Professional Development of Teachers” at an UGC-sponsored National Conference on “Inclusive Education: Strengths and Challenges” organized by Dr.B.R.Ambedkar Open University, Hyderabad, on 7-8<sup>th</sup> March 2013.

7. Dr.G.Sambasiva Rao, Dept. of Telugu, presented a paper on Jashuva Telugu Prasasthi at a National Seminar organized by the Dept. of Telugu, Madras University, on 23-24<sup>th</sup> March 2013.
8. Dr.G.Sambasiva Rao, Dept. of Telugu, presented a paper on “Kannada Kranthi Purusha Basavarina Kanakadasu Telugu Anuvaadalu—oka pariseelana” at a National Conference conducted by Central Institute of Indian Languages (Mysore) at Tirupati during 25-27<sup>th</sup> March 2013.
9. Dr.M.Vijaya Kumar Reddy, Dept. of History, presented a paper on “Land Revenue Reforms in Rayalaseema” at an UGC-sponsored National Conference on “Structural Growth of Rayalaseema in Global Development” organized by Dept. of Econometrics, S.V.University, Tirupati, on 27-28<sup>th</sup> March 2013.
10. Dr.G.Sambasiva Rao, Dept. of Telugu, presented a paper on “Annamayya pada sowndaryam” at a National Seminar conducted by TTD, Tirumala, on 9<sup>th</sup> April 2013.
11. Dr.CH.Srinivasu, Dept. of Physics, presented a paper on Efficient Solar cells in absorbing lower and higher wavelength Solar Rays with Nano technology at a Seminar on Solar Energy Harvesting Through Photovoltaic Cells and Storage” organized by the RVR&JC College of Engineering, Chowdavaram, Guntur, on 21-22<sup>nd</sup> June 2013.
12. Dr.M.Vijaya Kumar Reddy, Dept. of History, presented a research paper on “Rama Krishna Mission Activities in India and America” at the 42<sup>nd</sup> Annual Conference of the Indian Association for the American Studies, organized by the Dept. of History, SV University, Tirupati, from 29<sup>th</sup> to 31<sup>st</sup> July 2013.
13. Dr.G.Sambasiva Rao, Dept. of Telugu, presented a paper on “Naalam Krishna Rao Kavithwam-samaajika viluvalu” at a National Seminar conducted by Govt. Degree College, Narsipatnam, on 30-31<sup>st</sup> July 2013.
14. Dr.G.Sambasiva Rao, Dept. of Telugu, presented a paper on “Telugu Kavaitwampai Bouddhamatha prabhaavam” at a National Seminar conducted by VR Memorial College, Nagaram, on 23-24<sup>th</sup> August 2013.
15. Dr.N.Suresh Babu, Dept. of Sanskrit, presented a paper entitled “Upanishatstu yogatattvam” in an International Sanskrit Conference organized by the Delhi Sanskrit Academy in collaboration with the Ministry of Human Resources Development and Government of Delhi at the Vignan Bhavan, New Delhi,

during 23-25<sup>th</sup> August 2013.

16. Mr.T.Kamalakar Raju, Dept. of Comp. Science, presented a paper entitled “A Critical Study on E-Learning Using Cloud Computing: A Study of Coastal AP” in the National Conference on Cloud Computing: Driving New Initiatives for E-governance and Education held at IILM Academy of Higher Learning College of Engineering & Technology, Noida, on 20<sup>th</sup> September 2013.
17. Mr.G.Shraavan Kumar, Mr.M.Raju and Mr.Ch.Hari Charan, Dept. of MBA, presented papers entitled “Challenging Future of H.R.M., “Relationship between CSR and CRM”, “Stress Management” respectively, at a National Conference on Paradigm Shift in Management to Achieve Excellence organized by Sri Rama Chandra University, Chennai, on 27<sup>th</sup> September 2013.
18. Mr.B.Syam Sundar, Dept. of Commerce, presented a paper entitled “Initiatives of Financial Inclusion by Commercial Banks” at an International Conference on Global Economic Turbulence and its implications on Indian Financial Environment organized by the Dept. of Commerce, Kristu Jayanti College, Bangalore, on 26-27<sup>th</sup> September, 2013.
19. Mr.B.Syam Sundar, Dept. of Commerce, presented a paper entitled “Unleashing the Entrepreneurial Potential of Women: 5by20 Women’s Economic Empowerment Initiative of Coca Cola Company-A Case Study” at an International Conference on Women Empowerment: Global Perspective organized by the Environmental Advisory for Sustainable Trust (EAST), Palayamkottai, Tamilnadu, on 27-28<sup>th</sup> September, 2013. He also chaired a session.
20. Dr.M.C.Rao, Dept. of Physics, presented a paper entitled “Education for Social Development” at the 38<sup>th</sup> National Seminar on Individual Achievements for Economic and Social Development organized by the Global Society for Health and Educational Growth, New Delhi, on 30<sup>th</sup> September 2013.
21. Mr.B.Syam Sundar, Dept. of Commerce, presented a paper entitled “Including the Excluded through Education for Livelihood: Role of Community Colleges” at a National Conference on “Towards an Inclusive Higher Education in India: Access, Equity and Quality” organized by the Internal Quality Assurance Cell (IQAC) of St.Claret College, Bangalore, on 7-8<sup>th</sup> November, 2013.

22. Dr.V.Vallabha Rao, Dept. of Hindi, presented a paper entitled “Hindi-Telugu Bhashallo Sri Sri Mahaprasthaanam” at the one day Seminar on *Sri Sri Sahitya Vishleshana*, conducted by Montessori Mahila Kalashala, Vijayawada, on 12<sup>th</sup> November 2013.
23. Mr.B.Syam Sundar, Dept. of Commerce, presented a paper entitled “Leveraging Technology for Empowering the Unbanked and Under-banked: A Case Study of M-PESA, a world class mobile banking service” at an UGC-sponsored National Seminar on “Changing Dimensions of Commercial Banking in India-Problems and Perspectives” organized by the Dept. of Commerce, DAR College, Nuzvid, on 18-19<sup>th</sup> November 2013.
24. Mr.B.Syam Sundar, Dept. of Commerce, presented a paper entitled “The Conundrum of Demographic Dividend and Skill Gap” at a National Seminar on “Social Defence” organized by Madurai Institute of Social Sciences, Madurai, sponsored by the National Institute of Social Defence, Ministry of Social Justice and Empowerment, Govt. of India, New Delhi, during 25<sup>th</sup>-27<sup>th</sup> November, 2013.
25. Dr.G.Sahaya Baskaran, Dept. of Physics, presented a paper entitled “Surface Activity of Alkali Boro silica phosphate bioactive glasses - The Role of aluminium ions” in the AICTE Sponsored National Seminar on “Recent Trends in Surface Science and Nanotechnology” organized by the Dept. of Science and Humanities, PSCMR College of Engineering & Technology, Vijayawada, on 29-30<sup>th</sup> November 2013.
26. Dr.M.C.Rao, Dept. of Physics, presented a paper entitled “Physical Properties of Ni<sup>+2</sup> Doped PVA Assisted ZnSe Nanoparticles” at a National Seminar on Recent Trends in Surface Science and Nanotechnology organized by PSCMR College of Engineering & Technology, Vijayawada, on 29-30<sup>th</sup> November 2013.
27. Dr.M.C.Rao, Dept. of Physics, presented a paper entitled “Preparation of Co (II) Ion Doped PVA Assisted CdSe Nanoparticles: Physical Parameters” at a National Seminar on Recent Trends in Surface Science and Nanotechnology, organized by PSCMR College of Engineering & Technology, Vijayawada, on 29-30<sup>th</sup> November, 2013.
28. Dr.M.C. Rao, Dept. of Physics, presented a paper entitled “Preparation of CdO Nanoparticles by Spray Pyrolysis” at a National Seminar on Recent Trends in

- Surface Science and Nanotechnology organized by PSCMR College of Engineering & Technology, Vijayawada, on 29-30<sup>th</sup> November 2013.
29. Dr.M.C.Rao, Dept. of Physics, presented a paper entitled “CdS Nanoparticles-Biological Applications” at a National Seminar on Recent Trends in Surface Science and Nanotechnology organized by PSCMR College of Engineering & Technology, Vijayawada, on 29-30<sup>th</sup> November 2013.
  30. Dr.M.C.Rao, Dept. of Physics, presented a paper entitled “Antibacterial Activity of ZnO Nanoparticles: Biosensing Activity” at a National Seminar on Recent Trends in Surface Science and Nanotechnology organized by PSCMR College of Engineering & Technology, Vijayawada, on 29-30<sup>th</sup> November 2013.
  31. Dr.K.Rayapa Reddy, Dept. of Chemistry, presented a paper entitled “Motivation for the use of adsorption process in waste water treatment” at a National Seminar on Recent Trends in Surface Science and Nanotechnology organized by PSCMR College of Engineering and Technology, Vijayawada, on 29-30<sup>th</sup> November 2013.
  32. Mr.Y.Hanumantha Rao, Dept. of Chemistry, presented a paper entitled “Kinetic Studies for the removal of F<sup>-</sup>Ions bio-Waste Activated Carbons” at the AICTE-sponsored National Seminar on “Recent Trends in Surface Science and Nanotechnology” organized by PSCMR College of Engineering and Technology, Vijayawada, on 29-30<sup>th</sup> November 2013.
  33. Mrs.P.Anila, Dept. of Chemistry, presented a paper entitled “Motivation For The Use Of Absorption Process In Waste Water Treatment” at the AICTE-sponsored National Seminar on Recent Trends in Surface Science and Nanotechnology organized by the Dept. of Sciences and Humanities, PSCMR College of Engineering & Technology, Vijayawada, on 29-30<sup>th</sup> November 2013.
  34. Dr.G.Sambasiva Rao, Dept. of Telugu, presented a paper on “Nandigrama Rajyam-Haasya Sannivesalu” at a National Seminar on Sri Viswanatha Sathyanarayana Saahithi Vaibhavam, organized by the Telugu Academy-Hyderabad, Maha Vaisakee Saamskruthika Mandali, Vijayawada and SRR & CVR Govt. Degree College, Vijayawada, on 5-6<sup>th</sup> December 2013 at Vijayawada.

35. Mr.K.Sekhar, Dept. of Telugu, made an oral presentation on “Navalakaruniga Viswanadha” at the National Seminar on Sri Viswanatha Sathyanarayana Saahithi Vaibhavam, organized by the Telugu Academy-Hyderabad, Maha Vaisakee Saamskruthika Mandali, Vijayawada and SRR & CVR Govt. Degree College, Vijayawada, on 5-6<sup>th</sup> December 2013 at Vijayawada.
36. Dr.G.Srinivasa Rao, Dept. of Physics, presented a paper on "Thermodynamics of mixing of N-methyl-2-Pyrrolidone with Higher 1-alkanols at different temperatures" in the National Seminar on Modern Trends in Chemical Sciences held at Acharya Nagarjuna University, Guntur, on 20-21<sup>st</sup> December 2013.
37. Dr.G.Srinivasa Rao and Mr. PVS Sairam, Dept. of Physics, presented a paper on "Study of intermolecular interactions in Demineralized water with Hydrazine hydrate and Methyl ethyl ketone" in the National Seminar on Modern Trends in Chemical Sciences held at Acharya Nagarjuna University, Guntur, on 20-21<sup>st</sup> December 2013.
38. Dr.M.C.Rao, Dept. of Physics, presented a paper entitled “Synthesis and characterization of ZnO thin films by thermal evaporation” at a National Seminar on Modern Trends in Chemical Sciences organized by Acharya Nagarjuna University, Guntur, on 20-21<sup>st</sup> December, 2013.
39. Mr.Y.Hanumantha Rao and Dr.G.V.Ramana, Dept. of Chemistry, made a poster Presentation at a National Seminar on Modern Trends in Chemical Sciences organized by the Dept. of Chemistry, University College of Sciences, Acharya Nagarjuna University, Guntur, on 20-21<sup>st</sup> December 2013.
40. Dr.B.Venkateswara Rao, Dept. of Chemistry, presented a paper titled “Greener Techniques For The Synthesis of Silver Nano Particles” at a National Seminar on Modern Trends in Chemical Sciences organized by the Dept. of Chemistry, Acharya Nagarjuna University, Guntur, on 20-21<sup>st</sup> December, 2013
41. Dr.B.Venkateswara Rao, Dept. of Chemistry, presented a paper titled “Thermal Analysis of some Metal Complexes of Triazoles and their Schiff Bases” at a National Seminar on Modern Trends in Chemical Sciences organized by the Dept. of Chemistry, Acharya Nagarjuna University, Guntur, on 20-21<sup>st</sup> December, 2013

42. Dr.G.V.Ramana, Dept. of Chemistry, presented a paper on “kinetics and mechanism of oxidation of Methyl phenyl Sulphite by LTA” in the National Seminar on Modern Trends in Chemical Sciences, organized by the Dept. of Chemistry, University College of Sciences, Acharya Nagarjuna University, on 20-21<sup>st</sup> December 2013.
43. Mrs.P.Anila, Dept. of Chemistry, presented two papers entitled “Study of intermolecular interactions of Dimethyl Sulfoxide with Ethyl Acetate and Butyl Acetate” and “Study Of Intermolecular Interactions of Demineralised Water with Hydrazine Hydrate and Methyl Ethyl Ketone” at a National Seminar on Modern Trends in Chemical Sciences organized by the Dept. of Chemistry, University College of Sciences, Acharya Nagarjuna University, Guntur, on 20-21<sup>st</sup> December 2013.
44. Ms.CH.Bhargavi, Dept. of Chemistry, presented a paper entitled “Preparation of Diclophenac Diethylamine Gels Using Hyaluronic Acid their Evaluation and Effect of various Permeation Enhancers on Rat Skin Penetration” at a National Seminar on Modern Trends in Chemical Sciences organized by the Dept. of Chemistry, University College of Sciences, Acharya Nagarjuna University, Guntur, on 20-21<sup>st</sup> December 2013.
45. Dr.K.Rayapa Reddy, Dept. of Chemistry, presented a paper, entitled “Study of intermolecular interactions in Demineralized water with Hydrazine Hydrate and methyl ethyl ketone” at a National Seminar on Modern Trends in Chemical Sciences organized by Acharya Nagarjuna University on 20-21<sup>st</sup> December 2013.
46. Dr.K.Rayapa Reddy, Dept. of Chemistry, presented a paper entitled “Study of intermolecular interactions of Dimethyl sulfoxide with ethyl acetate and butyl acetate” at a national seminar on Modern Trends in Chemical Sciences organized by Acharya Nagarjuna University on 20-21<sup>st</sup> December 2013.
47. Dr.K.Rayapa Reddy, Dept. of Chemistry, presented a paper entitled “Thermodynamics of mixing of N-methyl-2-pyrrolidone with Higher 1-alkanols at different temperatures” at a National Seminar on Modern Trends in Chemical Sciences organized by Acharya Nagarjuna University on 20-21<sup>st</sup> December 2013.
48. Dr.T.Sri Kumar, Dept. of Physics, made a Poster Presentation entitled “Bioactive Materials – Synthesis and Characterization” at National Seminar

- on Modern Trends in Chemical Sciences organized by the Dept. of Chemistry, University College of Sciences, Acharya Nagarjuna University, Guntur, on 20-21<sup>st</sup> December 2013.
49. Mr.D.Bala Karuna Kumar, Dept. of Chemistry, presented a paper entitled “Some excess properties, theoretical evaluation and comparative study of ultrasonic velocities in binary liquid mixtures of NMP with alkyl amines at different temperatures and atmospheric pressure” at an APSHC-sponsored National Seminar on Modern Trends in Chemical Sciences, held at Acharya Nagarjuna University, Guntur, on 22-23<sup>rd</sup> December, 2013.
  50. Mr.D.Bala Karuna Kumar, Dept. of Chemistry, presented a paper entitled “Thermodynamics of mixing of N-methyl-2-Pyrrolidone with Higher 1-alkanols at different temperatures” at an APSHE-sponsored National Seminar on Modern Trends in Chemical Sciences, held at Acharya Nagarjuna University, Guntur, on 22-23<sup>rd</sup> December, 2013.
  51. Mr.B.Syam Sundar, Dept. of Commerce, presented a paper entitled “Emotional Intelligence: the sine qua non of Knowledge Management ” at an AICTE-sponsored National Seminar on “Role of Knowledge Management in Modern Era” organized by the Dept. of Management Studies, Sri Vasavi Engineering College, Tadepalligudem, on 27-28<sup>th</sup> December, 2013.
  52. Dr.G.Srinivasa Rao, Dept. of Physics, presented a paper on "Motivation for the use of absorption processes in waste water management" in the National Seminar on Recent Trends in Surface Science and Nanotechnology held at PSCMR College of Engineering & Technology, Vijayawada, on 29-30<sup>th</sup> December 2013.
  53. Dr.G.Srinivasa Rao and Mr. PVS Sairam, Dept. of Physics, presented a paper on "Phase equilibrium studies of NMP with hydrazine hydrate" in Luminescence Society of India sponsored National Seminar on Advance Materials and Applications (AMA-14) held at Sri ABR Government Degree College, Repalle, on 4<sup>th</sup> January 2014.
  54. Ms.A.Sree Lakshmi, Dept. of Commerce, presented a paper entitled “Women Entrepreneurship” at a National Seminar on “Women in Management” organized by Mahatma Gandhi College, Guntur, on 4<sup>th</sup> January 2014.
  55. Dr.M.Vijaya Kumar Reddy, Dept. of History, presented a research paper on “New Settlements in Rayalaseema” at the 38<sup>th</sup> A.P.History Congress Annual



- Section, organized by the Dept. of Ancient Indian History, Culture & Archaeology, S.V.University, Tirupati, on 4-5<sup>th</sup> January 2014.
56. Dr.M.Vijaya Kumar Reddy, Dept. of History, presented a research paper on "The War Weapons used in the Mahabharatam" at an International Conference on Mahabharatam organized by The Oriental Research Institute, S.V.University, Tirupati, from 7<sup>th</sup> to 11<sup>th</sup> January 2014.
  57. Dr.M.C.Rao, Dept. of Physics, presented a paper entitled "Applications of Thin Films in Functional Material" at an International Conference on Nano, Bio and Material Sciences organized by Osmania University, Hyderabad, during 8<sup>th</sup>-10<sup>th</sup> January, 2014.
  58. Dr.M.C.Rao, Dept. of Physics, presented a paper entitled "Thermodynamic properties of laser ablated LiMn<sub>2</sub>O<sub>4</sub> thin films" at an International Conference on Nano, Bio and Material Sciences organized by Osmania University, Hyderabad, during 8<sup>th</sup>-10<sup>th</sup> January, 2014.
  59. Dr.M.C.Rao, Dept. of Physics, presented a paper entitled "Thermal Evaporated V<sub>2</sub>O<sub>5</sub> Thin Films: Thermodynamic properties" at an International Conference on Nano, Bio and Material Sciences organized by Osmania University, Hyderabad, during 8<sup>th</sup>-10<sup>th</sup> January, 2014.
  60. Dr.G.Sambasiva Rao, Dept. of Telugu, presented a paper on "Andhra Mahabharatam - Sri Krishna Raayabaaram – Raajaneethi" at an UGC-sponsored National Seminar conducted by the Dept. of Telugu, DRW College, Gudur, Nellore Dist. on 23-24<sup>th</sup> January 2014.
  61. Dr.B.Siva Kumari, Dept. of Botany, presented a paper on "Role of Nano Particles in the Seed Germination" at an UGC-sponsored National Seminar on "Conservation of Biodiversity" organized by the Dept. of Zoology, JMJ College, Tenali, on 23-24<sup>th</sup> January 2014.
  62. Dr.B.Siva Kumari, Dept. of Botany, presented a paper on "Digital Herbarium - 60 year old Herbarium of Andhra Loyola College" at an NMPB-sponsored National Conference on "Modern Approaches to the Conservation of Medicinal Plants" organized by the Dept. of Botany, ALC, Vijayawada, on 27-28<sup>th</sup> January 2014.
  63. Dr.B.Siva Kumari, Dept. of Botany, presented a paper. on "The Role of Nano Particles on Medicinal Plants Growth" at an NMPB-sponsored National

- Conference on “Modern Approaches to the Conservation of Medicinal Plants” organized by the Dept. of Botany, ALC, Vijayawada, on 27-28<sup>th</sup> January 2014.
64. Dr.B.Siva Kumari, Dept. of Botany, presented a paper on “Survey of Medicinal Plants of Andhra Loyola College” at an NMPB-sponsored National Conference on “Modern Approaches to the Conservation of Medicinal Plants” organized by the Dept. of Botany, ALC, Vijayawada, on 27-28<sup>th</sup> January 2014.
  65. Dr.G.Sahaya Baskaran, Dept. of Physics, presented a Paper on ‘Emerging techniques in Nanolithography’ at the National Conference on ‘Modern Approaches to the Conservation of Medicinal Plants’ organized by the Dept. of Botany, ALC, on 27-28<sup>th</sup> January 2014.
  66. Dr.T.Sri Kumar, Dept. of Physics, presented a paper on “Plant Biodiversity Conservation, at the National Conference on “Modern Approaches to the Conservation of Medicinal Plants” organized by the Dept. of Botany, ALC, on 27-28<sup>th</sup> January 2014.
  67. Dr.D.V.Satish, Dept. of Physics, presented a paper on “Spectroscopic investigations of Fe<sup>3+</sup> Doped ZnCdO nanopowder: at the National Conference on ‘Modern Approaches to the Conservation of Medicinal Plants’ organized by the Dept. of Botany, ALC, on 27-28<sup>th</sup> January 2014.
  68. Dr.D.V.Satish and Dr.V.Ashok Babu, Dept. of Physics, and Dr.K.Rayapu Reddy, Dept. of Chemistry, jointly presented a paper on “Advantage of Biological approach of zinc oxide nano particles formation over Chemical approach” at the National Conference on ‘Modern Approaches to the Conservation of Medicinal Plants’ organized by the Dept. of Botany, ALC, on 27-28<sup>th</sup> January 2014.
  69. Dr.G.Sahaya Baskaran, Dept. of Physics, co-authored and presented a paper on ‘Studies on Surface Activity of Li<sub>2</sub>O<sub>3</sub>-CaO-B<sub>2</sub>O<sub>3</sub>-SiO<sub>2</sub> : Al<sub>2</sub>O<sub>3</sub> glass - A Potential bio-material’ at the National Conference on ‘Advanced Materials for Energy Applications’ organized by the Dept. of Physics, Osmania university, Hyderabad, on 31<sup>st</sup> January & 1<sup>st</sup> February 2014.
  70. Dr.G.Sambasiva Rao, Dept. of Telugu, presented a paper on “Gurram Jashuva Kavithvam–Alankara Vaichitri” at an UGC-sponsored National Seminar conducted by the Dept. of Telugu, Andhra University, on 1-2<sup>nd</sup> February 2014.
  71. Dr.B.Venkateswara Rao, Dept. of Chemistry, presented a paper titled “Thermal Study of ionic liquids” at an UGC-sponsored National Seminar on

- Green Chemistry, Its Need and Role in our Society organized by the Dept. of Chemistry, DAR College, Nuzvid, on 10-11<sup>th</sup> February, 2014.
72. Dr.D.V.Satish, Dept. of Physics, presented a paper titled “Green Energy Sources for Future” at an UGC-sponsored National Seminar on Green Chemistry, Its Need and Role in our Society organized by the Dept. of Chemistry, DAR College, Nuzvid, on 10-11<sup>th</sup> February, 2014.
  73. Dr.G.Sahaya Baskaran, Dept. of Physics, and Sri M Arokiasamy, Dept. of Maths, co-authored and presented a paper on ‘Migration: its impact on Poverty and Development’ at the XXXII Annual Conference of Andhra Pradesh Economic Association organized by Maris Stella College, Vijayawada, on 8-9<sup>th</sup> February 2014.
  74. Dr.CH.Srinivasu, Dept. of Physics, presented a paper on “Study of molecular interactions in binary liquid mixture by using excess thermodynamic parameters at different temperatures” at the International Conference on Research and Development in Engineering and Technology held at Chennai on 9<sup>th</sup> February 2014.
  75. Dr.G.Sahaya Baskaran, Dept. of Physics, made an oral presentation on ‘Structural role of aluminium ions on the in vitro bioactive behavior of alkali boro silica phosphate glasses’ at the National Conference on Technical Advances in Materials Science and Research organized by School of Physics, Sambalpur University, Sambalpur, during 13-15<sup>th</sup> February 2014.
  76. Dr.G.Sahaya Baskaran, Dept. of Physics, co-authored along with three students of M.Sc., Physics viz. R.Gopala Krishna, U.Srinivasa Rao and G. Amani, three Posters on ‘Influence of some modifier oxides on luminescence characteristics of  $\text{Ho}^{3+}$  ions in  $\text{PbO-P}_2\text{O}_5\text{-As}_2\text{O}_3$  glass system’, ‘Thermoluminescence studies on  $\text{WO}_3\text{-P}_2\text{O}_5$  glasses doped with various rare earth ions’, Spectroscopic features of some lanthanide ions in antimony borate glass system’ and presented them at the National Conference on Technical Advances in Materials Science and Research organized by the School of Physics, Sambalpur University, Sambalpur, during 13-15<sup>th</sup> February 2014.
  77. Mr.M.Prasanth Raju, PG Dept. of Physics, presented a Paper on “Influence of some modifier oxides on Luminescence characteristics of  $\text{Ho}^{3+}$  ions in  $\text{PbO-P}_2\text{O}_5\text{-As}_2\text{O}_3$  glass system at the National Conference on Technical Advances

- in Materials Science and Research organized by the School of Physics, Sambalpur University, Sambalpur, Odisha, during 13-15<sup>th</sup> February 2014.
78. Mr.B.Syam Sundar, Dept. of Commerce, presented a paper entitled “Financial Inclusion through Financial Education: Initiatives of RBI” in an UGC-sponsored National Seminar on “Banking and Insurance-Contemporary Issues” organized by the Dept. of Commerce, Sir CR Reddy College, Eluru, on 13<sup>th</sup> February 2014.
  79. Dr.G.Sambasiva Rao, Dept. of Telugu, presented a paper on “Mini kavitallo sthreevada drukpadham” at a National Seminar on “Hindi, Telugu Saahityaalu – Sthreevadam” conducted by the Dept. of Telugu, SDMSM College, Vijayawada, on 18<sup>th</sup> February 2014.
  80. Sri K.Sekhar, Dept.of Telugu, made an oral presentation on “Dr.VR Raasani 'Mudra' Navalalo Mahila Chaithanyam” at a National Seminar on "Hindi, Telugu Sahithyamlo-Sthri vadam" organized by the SDMSM College, Vijayawada, on 18<sup>th</sup> February 2014.
  81. Mr.T.Raja Kumar, PG Dept. of Visual Communication, presented a paper on “Comparative roles of Public Relations and human resources: The Significance of PR practice” at the National Seminar on “The Changing dimensions of Public Relations” conducted by the Dept. of Mass Communication and Journalism, Acharya Nagarjuna University, Guntur, on 3-4<sup>th</sup> March 2014.
  82. Mr.P.John Adinarayana, PG Dept. of Visual Communication, presented a paper on “Semiotic Analysis on Advertising and Public Relation” at the National Seminar on “The Changing dimensions of Public Relations” conducted by the Dept. of Mass Communication and Journalism, Acharya Nagarjuna University, Guntur, on 3-4<sup>th</sup> March 2014.
  83. Ms.D.Gayatri, Dept. of MCA, presented a paper on “Anonymization Mechanism in wireless Sensor Networks” at a National Conference on Wireless Communications and Sensor Networks organized by DRDO and Sensor Network Research Group, at KL University, Vijayawada, on 7-8<sup>th</sup> March 2014.
  84. Dr.G.A.Prasad Rao, Librarian, presented a paper on “Role of Consortia in Enriching e-Information Resources” at an International Conference on “Information Literacy in the Knowledge Society” organized by the Dept. of

Library and Information Science, School of Economics, Management and Information Sciences, North-Eastern Hill University (NEHU), Shillong, Meghalaya, in collaboration with the Indian Council Social Science Research, New Delhi, from 6<sup>th</sup> to 8<sup>th</sup> March 2014.

85. Mr.B.Syam Sundar, Dept. of Commerce, presented a paper entitled “Failure: the Building Block of Sustainable Innovation” at an International Conference on “Innovative Management Strategies organized by the the Dept. of Management Studies, Madanapalle Institute of Technology and Science, Madanapalle, at Clarks Exotica Resorts and Spa, Bangalore, on 7-8<sup>th</sup> March 2014.