



KASTURBA GANDHI DEGREE & PG COLLEGE FOR WOMEN

(Sponsored & Managed jointly by Osmania Graduates' Association and The Exhibition Society, Hyderabad)

WEST MARREDPALLY, SECUNDERABAD, TELANGANA - 500026



2018-19		
Name of the workshop/ seminar/ conference		
RESEARCH METHODOLOGIES	IPR	ENTREPRENEURSHIP
Guest Lecture on "Basic Concepts of Research Methodology"	IPR in Science & technology	Entrepreneurship-Growth-Role of Women - Be a leader who matters
Google Analytics	Skit performance on Intellectual property rights	Compostpreneurship: Turning Waste into Opportunity
Steps involved in Quantitative Research		
	TOTAL: 07	


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le of Event	:	Guest Lecture on “Basic Concepts of Research Methodology”
Organized by	:	Department of Computer Science(UG) & Department of Library Science(UG)
Date	:	21-07-2018
Time	:	10:30am to 12:30pm
Venue	:	Hostel Block Auditorium
Brochure/Flyer/Invitation	:	<p style="text-align: center;"><u>Invitation Letter</u></p> <p style="text-align: right;">Date: 16-07-2018</p> <p>To Dear Faculty,</p> <p>We would like to take this opportunity to invite and inform you that, the Department of Computer Science (UG) & the Department of Library Science(UG) has organized a Guest Lecture on “Basic Concepts of Research Methodology” by Prof. Dr. SAROJA, Associate Professor, BRAOU-Jubilee Hills for B.Sc Computer Science students on 21-07-2018 at 10:30 am in Hostel Auditorium.</p> <p>We would be greatly honored if you can spare some time from your busy schedule to attend the Guest Lecture. The knowledge of taking part in the Guest Lecture will be enriching.</p> <p>We eagerly wait for your participation in the guest Lecture.</p> <p>Thanks and Regards, Department of Computer Science.</p>
Objective of the event	:	The objective behind organizing the guest lecture was to enlighten the students about the theoretical and practical aspects of doing research at a Masters level.
Resource Person/Guest	:	Prof. Dr.P. SAROJA
Resource Person Profile	:	Associate Professor, BRAOU-Jubilee Hills


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**Summary of The Event
(eg:what did Speaker emphasized on)**

The speaker attached immense respect to the idea of research and explained how a good research facilitates in the development of the society.

The speaker further highlighted as to the attributes and duties of a critical scholar and how the same would affect the quality of research. She mentioned that a research scholar must have the taste for the subject matter, patience, intellectual honesty, objectivity and should not suffer from chronic inaccuracy.

The speaker also exemplified the different headings to be mandatorily present while preparing a research proposal. The speaker mentioned that a Research scholar must always highlight the importance of the research topic as it signifies his/her expression of work

Target Audience

Faculty and B.Sc Computer Science students

Pics of the Event

(covering Speaker participants/organizers)



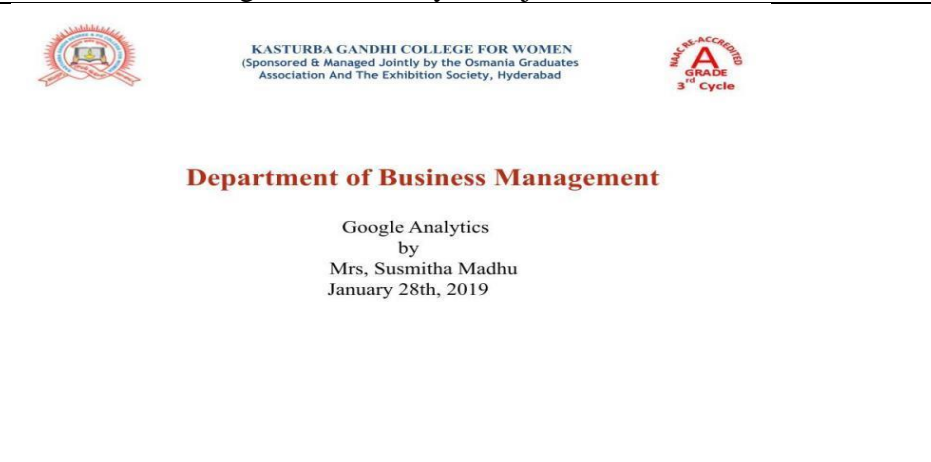


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Title of Event	Google Analytics
Date	28 January 2019
Time	: 10.30 AM to 1 PM
Venue	: MBA seminar Hall
Objective of Event	: To make students aware of the concept of Google Analytics and how to generate report from Google Analytics and how to use these real time data for doing business analyst Projects as well.
Brochure/Poster/Flyer of Event	 <p style="text-align: center;">Department of Business Management</p> <p style="text-align: center;">Google Analytics by Mrs, Susmitha Madhu January 28th, 2019</p>
Resource Person/Guest	Mrs. Susmitha Madhu
Resource Person Profile Collaboration with	<p>PROFILE</p> <p>Mrs. Sushmita Madhu has 18+ years of work experience. She Possess excellent interpersonal communication and analytical skills with demonstrated abilities in Customer Relationship Management. Able to learn new skills quickly in self learning process.</p> <p>SUSHMITA MADHU HAS BEEN TEACHING DIGITAL MARKETING SINCE 2014. SHE HAS WORKED IN THREE DIFFERENT MULTINATIONAL COMPANIES FOR 9 YEARS. SUSHMITA MADHU IS A POST GRADUATE AND HAS BEEN WORKING SINCE 2005. SHE FOUNDED PASHAM TECHNOLOGIES, PASHAM TRAININGS AND PASHAM HOSTING, WHERE SHE PROVIDES DIGITAL MARKETING CONSULTING; TRAINING'S AND WEB HOSTING SERVICES. SHE IS ALSO A CORPORATE TRAINER.</p>
Summary of The Event (eg:what did Speaker emphasized on)	<p>A session on 'Google Analytics' was conducted on 28 January, 2019 at the seminar Hall Ms Madhavi Gutha, Assoc Professor was the Facilitator for the Seminar. The seminar was attended by 40 students from MBA. The speaker initially started with the basics of Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google launched the service in November 2005 after acquiring Urchin. Google Analytics is now the most widely used web analytics service on the Internet. She emphasized that the Google Analytics users can review online campaigns by tracking landing page</p>

	<p>quality and conversions (goals). Goals might include sales, lead generation, viewing a specific page, or downloading a particular file. Google Analytics' approach is to show high-level, dashboard-type data for the casual user and more in-depth data further into the report set. The speaker demonstrated students that Google Analytics analysis can identify poorly performing pages with techniques such as funnel visualization, where visitors came from, how long they stayed on the website and their geographical position. It also provides more advanced features including custom visitor segmentation. Google Analytics e-commerce reporting can track sales activity and performance. The e-commerce reports show a site's transactions, revenue, and many other commerce-related metrics. Students got an overall idea how to generate report from Google Analytics and they can use these real time data for doing business analyst projects as well.</p>
<p>Student Feedback/view/outcome of event</p>	<p><u>Feedback form of Google analytics.xlsx</u></p>
<p>Pics of the Event(4) (covering Speaker participants/organizers</p>	
<p>Participants list</p>	<p><u>Student Attendance for Google Analyst.xlsx</u></p>


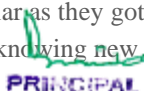

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Format for Report of an Event

Title of Event	Steps involved in Quantitative Research
Date	25/10/2018
Time	2:00pm – 3:00pm
Venue	KGCW
Objective of Event	To explore and learn about various steps and methods those are involved in research methodology. To get to know many new methods and approaches for doing the research.
No of Participants	103
Brochure/Poster/Flyer of Event	
Resource Person/Guest	Dr. D. Lalitha Devi
Resource Person Profile	Head, Associate Professor, Department of Statistics, KGCW
Collaboration with	
Summary of The Event (eg:what did Speaker emphasized on)	The speaker emphasized on various methods used in quantitative research. The speaker gave a brief idea on hypothesis, research design, selection of a research site, data collection, selection of respondent's etc. Many real life examples were also given for easy understanding of the students.
Student Feedback/view/outcome of event	The students were very much satisfied with the seminar as they got to learn many new methods. They were very excited in knowing new techniques and methods involved in research.
Pics of the Event(4)	 PRINCIPAL Kasturba Gandhi Degree & P.G. College For Women, Marredpally, SECUNDERABAD.

(covering Speaker participants/organizers)



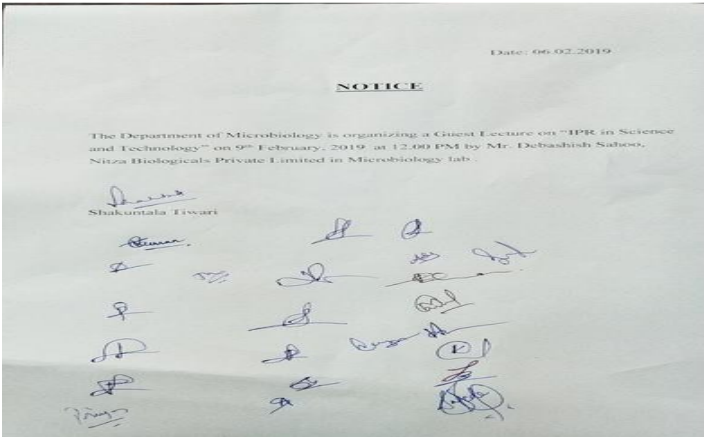
Any other info


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Department of Microbiology

2018-19

Title of Event	IPR in Science & technology
Date	9/02/ 2019
Time	1:30 to 3 PM
Venue	Microbiology lab
Objective of the Event	: To create awareness about significance of IPR in science & technology
Organizing Department	: Microbiology
Faculty associated with the event	: Mrs. Shakuntala Tiwari, Mrs. Nahida, Dr. K. Kusuma Dorcas
No. of Participants	47 Students
Collaboration with	Nitza Biologicals
Brochure/Poster/Flyer /Notice of Event	
Resource Person/Guest	Mr. Debasish Sahoo.
Resource Person Profile	DEBASISH SAHOO., PhD (Continuing), E-MBA (Regular), MSc. Industrial Biotechnology. He has been working with niTza Biologicals (P) Ltd, Secunderabad.(BSL-2), as R&D, Biological Services, Training, Consultancy, Contract R&D, as Senior Research Associate (R&D). His areas of work include, ➤ Carrying out almost all types of wet laboratory practices and research related to Microbiology, Biochemistry, Basic Molecular biology, Blotting techniques,

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Immunology, Pharmacognosy and plant biotechnology, Enzyme techniques, Environmental Biotechnology, Bioremediation, Chromatography (Glass column and TLC).

- Insilico practices on bioinformatics, Computational biology for various ongoing research works.
- Contract research and development.
- Scientific Research publications and Reviews in International and National Journals.
- Workshops for Graduate and Post graduates on Enzymology, rDNA, Plant Biochemistry, Instrumentation.
- Staff Training and orientation in regards to Good Laboratory Practices (GLP).
- He also delivers guest lectures on Intellectual property rights in Science.

**Student
Feedback/view/outcome
of event**

Informative , thought provoking.

**Summary of the Event
(eg: What did the speaker
emphasize on)**

To create awareness on the knowledge necessary to tackle these interrelated challenges and to strengthen the connection between science and technology in this society. There is a link to wider social policies, in particular education. Education systems play a critical role in developing the knowledge intensive skills and innovation. Therefore, strengthening capacity-building in science, technology and innovation is important.

There is a responsibility for policy makers to create an environment where development needs to influence science and innovation priorities and where policy development and practice is important. It is a responsibility on policy makers to build an environment where there are adequate incentives for both the public and private sectors to grow so that science and knowledge base and place it at the service of humanity. Creativity and innovation are a natural resource in which every country and every community develops. Intellectual property provides a policy framework that can enable these intangible resources to be transformed into sustainable development resources through the protection and support of creativity and innovation in science and technology. The above points were highlighted in this programme.

**Pics of the Event
(covering Speaker
participants/organizers) 2
or 3 Pics**




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Title of Event	Skit performance on Intellectual property rights
Date	13-FEB-2019
Time	10:00-4:00
Venue	Biotechnology lab
Objective of the Event	To make students understand the importance of all intellectual property rights and help them in accessing all the rights
Organizing Department	BIOTECHNOLOGY
Faculty associated with the event	Dr.G.Srilatha
No. of Participants	-30
Collaboration with	-
Brochure/Poster/Flyer /Notice of Event	
Resource Person/Guest	-
Resource Person Profile	-
Student Feedback/view/outcome of event	good


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Summary of the Event

(eg: What did the speaker emphasize on)

Students have learned what is intellectual property which is a product of mind and it is intangible and what are the rights involved in IP. They are legal rights provided to the inventor or manufacturer to protect their creation and invention by the government.

The main purpose of this skit is to make students aware of how different rights like patents, copyright rights, trade secrets, trade secrets are utilized by inventors and researchers and make them understand what are the different ways to protect any human intelligence such as artistic, literacy, technical and scientific etc.

In between the students also explained the history and what are organizations like GATT, TRIPS, WIPO involved in protecting intellectual property and given details regarding what are the problems face by the inventors before introducing of IPR

The students skit especially focused on Copyright and patenting of articles and in various fields and what is the procedure and steps involved at national and international level of patenting and what are benefits and what are products or articles of work that can be patented according to the current government instructions.

And also explained how copyright is important in preventing others in imitation of their products. And we made understand regarding all the forms of IPR as students will be our future inventors and access IPR.

Pics of the Event

(covering Speaker participants/organizers) 2 or 3 Pics




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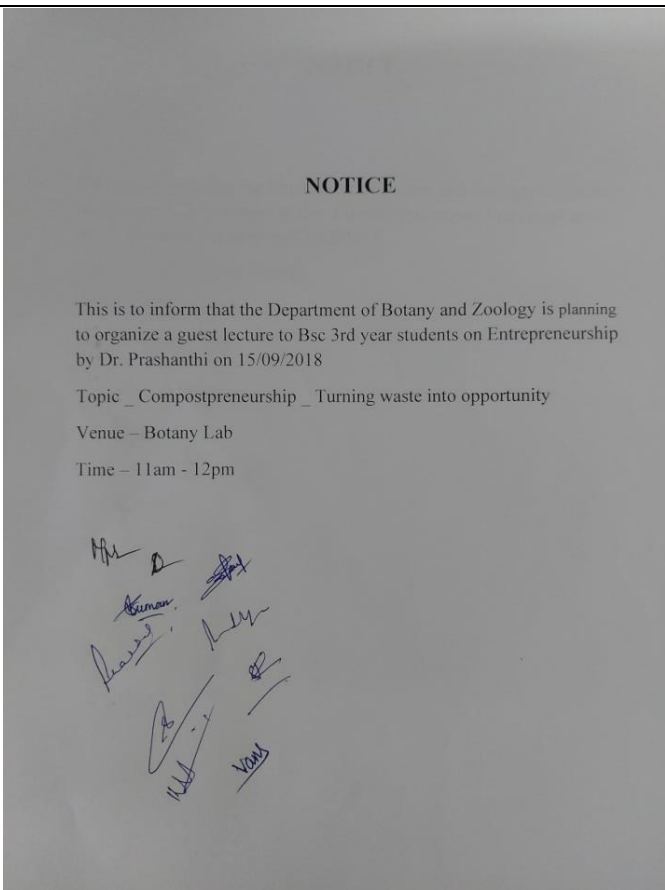
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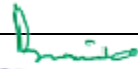
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EVENTS ON ENTREPRENEURSHIP

2018-19

Title of Event	Compostpreneurship: Turning Waste into Opportunity
Date	15/09/2018
Time	11:00-12:00 pm
Venue	Botany Lab , KGCW
Objective of the Event	To create young entrepreneurs in biology
Organizing Department	Botany and Zoology
Faculty associated with the event	D. Jyothi, M. Susheela Sundari, R. K. Devi, Padmasri, Sandhya Gupta, V. Sandhya
No. of Participants	40
Collaboration with	-
Brochure/Poster/Flyer /Notice of Event	 <p style="text-align: center;">NOTICE</p> <p>This is to inform that the Department of Botany and Zoology is planning to organize a guest lecture to Bsc 3rd year students on Entrepreneurship by Dr. Prashanthi on 15/09/2018</p> <p>Topic _ Compostpreneurship _ Turning waste into opportunity</p> <p>Venue – Botany Lab</p> <p>Time – 11am - 12pm</p> <p><i>(Handwritten signatures and initials are visible on the notice)</i></p>
Resource Person/Guest	Dr. Prashanthi
Resource Person Profile	Jr. Scientist, ICRISAT


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<p>Student Feedback/view/outcome of event</p>	<p>Created awareness among students regarding wet waste and how to convert it into usable, beneficial organic compost. She also put emphasis on economic benefits of the organic compost.</p>
<p>Summary of the Event (eg: What did the speaker emphasize on)</p>	<p>The event aimed to raise awareness about the potential of composting in generating entrepreneurs. During the event, the guest speaker shared her knowledge and experiences with the participants. Participants engaged in interactive discussions, asking questions and seeking clarifications on various aspects of composting. Overall, the event successfully highlighted the transformative power of composting and its potential for entrepreneurial ventures.</p>
<p>Pics of the Event (Covering Speaker participants/organizers)</p>	


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