

# VNR VIGNANA JYOTHI INSTITUTE OF ENGINEERING & TECHNOLOGY

## KNOWLEDGE ASSET (2016-2017)

**Name:** S.V.S.S.SRINIVASA RAJU

**Designation:** Professor

**Department:** Mechanical Engineering

**Mail.I.D:** srinivasaraju\_svss@vnrvjiet.in



**Experience (in years): Teaching:** 27 Years **Research:** 24 Years **Others (If any, Specify):** 2 Years

### 1. Educational / Technical qualifications:

S.No	Level (UG / PG / Ph.D)	Year of Passing	Specialization
1	B.E	1984	Mechanical
2	M.B.A	1987	Production & Marketing Management
3	M.E	1993	Industrial Engineering
4	M.Phil	2005	Management
5	Ph.D	2007	Business Administration

### 2. Teaching and Learning:

#### 2.1. Teaching Interests:

Industrial Engineering and Management ,Automation in Manufacturing, Production and Operations Management, Operations Research, Management Science, Managerial Economics and Financial Analysis, Power Plant Engineering, Service Operations Management, Production Planning and Control, Production Technology ,Industrial Safety Management, Quality and Reliability Engineering, Metallurgy & Material Science, Entrepreneurship ,Research Methodology and Intellectual Property Rights.

#### 2.2.Novel Teaching & Learning Techniques adopted:

POGIL, Case Studies, Role Plays, WIT & WIL.

#### 2.3.Involvement in curriculum updating / Design:

Preparation of syllabus for several subjects

### 3. Co-curricular and Extra-Curricular Activities

#### 3.1. Interests and Hobbies:

- Interested in reading Books, Journals, Magazines, attending Conferences Workshops, Seminars, Playing Cricket and Table Tennis.
- To promote work efficiency and good attitude towards work in educational Institutions / Organizations.

#### 3.2. CCA/ECA Organized:

- Conducted 1-Day “Entrepreneurship Motivation Campaign “for B.Tech, M.Tech, polytechnic students in collaboration with MSMEDI, Hyderabad in the month of February, 2012.
- Conducting My Big Idea Competitions for the students of VNRVJIET on a regular basis.
- Participating in Career Vision Programme through delivering expert lectures in Entrepreneurship and Incubation to I Year B.Tech students every year.

### **3.3. CCA/ECA Participated:**

- Coordinator, B.Tech final year M.E students Technical Seminar Presentations at VNRVJIET, Hyderabad.
- Coordinated, M.Tech (Advanced Manufacturing Systems) students Technical Seminar Presentations at VNRVJIET, Hyderabad.
- Organized Industrial study Tour for IV B.Tech (Mechanical) students for Northern States for 10 days duration (01-07- 2010 to 11-07-2012).
- Conducted Technical Seminar Sessions for IV (Final) Year B.Tech Students of Mechanical Engineering.

### **3.4. Counseling and Mentoring Activity:**

Conducted Class Review Meetings with student representatives, Students Mentoring

### **3.5. Committees involved in:**

#### **Department level:**

Project Review Committee, Department Development Committee NAAC and NBA Committee Member.

#### **Institute Level:**

Coordinator ,ED Cell, Manager ,MSME Sponsored Business Incubator, NAAC Committee member at in preparing SWOC Analysis for the Institute, Member Secretary-Industry Institute Partnership & Entrepreneurship Development Cell

## **4. Conference / Workshop / Seminar / Guest Lectures:**

### **4.1 Conducted:**

- Participated twice in Prime Minister’s Rojgar Yojana (PMRY) Program as a Resource Person.
- Conducted a short-term evening course & acted as resource person on “Soft Skills” to P.G students, during, 2004-2005.
- Conducted a two day training programme on “Personality Development” for newly recruited faculty in the institute.
- Offered four-day training in W.G.District to the beneficiaries of PMRY Programme.
- Participated as a Resource Person in MARPU Programme, organised by AP State Government
- Acted as a Convener to the P.M.R.Y Training Programme, conducted in D.N.R College, P.G.Courses, Bhimavaram
- Coordinated 22<sup>nd</sup> Annual Economic Conference organized by D.N.R. College Association, Bhimavaram.
- organized a “2-Day National Work Shop on “Intellectual Property Management and Technopreneurship”
- Organized a 3-Day Programme on Entrepreneurship Awareness Camps (EAC-1) during the years 2010 and 2011.

- Organized Two Entrepreneurship Awareness Camps (EAC's) each with 3 days duration in the year 2012.
- Organized one Entrepreneurship Awareness Programme (EAP) in the year 2012.
- As a programme coordinator organized one DST - NSTEDB Sponsored Two week Faculty Development Programme in Entrepreneurship during 18-06-2012 to 29-06-2012 at VNRVJIET Campus.
- Organized Innovators Meet on 19-01-2013 at VNRVJIET campus in association with Indian Innovators Association, Honeybee AP ,National Innovation Foundation and VNRVJIET ED Cell
- Organised E-Week during 04-03-2013 to 08-03-2013 at VNRVJIET & VJIM campus in association with NEN, VJIM ED Cell & IIPC.
- As a programme coordinator organized a 3-Day Programme on Entrepreneurship Awareness Camp (EAC-1) in the year 2013 at VNRVJIET, Hyderabad during 26<sup>th</sup> – 28<sup>th</sup>, September ,2013
- As a programme coordinator organized a 3-Day Programme on Entrepreneurship Awareness Camp (EAC-2) in the year 2013 at VNRVJIET, Hyderabad during 29<sup>th</sup> – 31<sup>st</sup> , October ,2013
- As a part of Career Vision Programme a series of Entrepreneurship talks organised for First year students of all branches of Engineering (VNRVJIET) during the month of October, 2013.
- Organizing E-Week during February and March every year as a part of Convergence through Entrepreneurship Development Cell (ED Cell) at VNRVJIET campus in association with NEN & VNRVJIET Students Innovation Centre.
- Organized a three day programme on “Design Thinking Workshop”(DTW) as a part of Technology Entrepreneurship Programme (TEP) initiated by Andhra Pradesh Society For Knowledge Networks(APSFKNW) & designed by Indian School of Business(ISB) for selected B.Tech students of VNRVJIET,GRIET,NIT Warangal (all branches of Engineering) during 04-07-2014 to 06-07-2014 at VNRVJIET & VJIM campus.
- Organized E-Week during 2<sup>nd</sup> & 8<sup>th</sup> of March, 2015 as a part of Convergence 2K15 at VNRVJIET. During this programme several activities like Stock Pulse, B-Quiz, Street Play and B-Simulation were conducted in which 150 students of VNRVJIET have participated.
- Organised a one Day workshop on “Design Challenge” for TEP/ISB students of VNRVJIET and BVRIT,Narsapur was held by VNRVJIET ED Cell and ISB Hyderabad on 23-03-2015 at Yogaiah Naidu Bhavan Seminar Hall (D-304) in association with Department of Mechanical Engineering, VNRVJIET in which 36 students of VNRVJIET and 17 Students of BVRIT (Total-53 Students) have participated.
- As a coordinator of VNR VJIET ED Cell Organized Entrepreneurship Awareness Drive (EAD-16) in collaboration with E-Cell, IIT Kharagpur in K.S. Auditorium of VNRVJIET on 4<sup>th</sup> October,2016
- Conducting World Intellectual Property Day on a regular basis from 2016 onwards on 26<sup>th</sup> April every year through VJ Hub at Dr.A.P.J. Abdul Kalam Auditorium, D-204, Yogaiah Naidu Bhavan during 3 PM to 5 PM.As a part of which organizing several activities related to Intellectual Property and honoring the winners of the several events.
- As a Coordinator of ED Cell Orange Research Labs (ORL) Makers Garage 2K17 was organized by VNRVJIET ED Cell in association with ORL industries during 5<sup>th</sup> June to 8<sup>th</sup> July, 2017,in which 200 students from 15 Engineering and Polytechnic Colleges have participated.

- As a Coordinator of ED Cell VNRVJIET Alumni Entrepreneurs Meet-2K17 was jointly organized by Alumni Association and Entrepreneurship Development Cell (ED Cell) On 23-09-2017 at Dr.A.P.J.Abdul Kalam Auditorium from 10 AM to 2 PM, On this occasion a website of an Alumni Entrepreneur startup by name “Startup Trio” was launched by the President, General Secretary of Vignana Jyothi and Principal, VNRVJIET.
- As a Coordinator of ED Cell along with Department of CSE has jointly organized a two day Workshop cum National Level Championship in association with IIT- Kharagpur entitled “UTTKRAANTI” during 12th and 13th October, 2017 on **Big Data and Cloud Computing** at Dr. A.P.J Abdul Kalam Auditorium, VNRVJIET.
- An Entrepreneurship Fest by name “ECFICIO” was organized as a part of convergence during 5<sup>th</sup> and 6<sup>th</sup> of February, 2018 by ED Cell with the support of student coordinators. In the fest five events were organized by name CEOs Dilemma, CHART-TO-MART, BUSYNESS, CRAZY-MONO and INSTA WIZARD.
- Organized the startup League 2017-2018 under the patronage of Startup India in association with Million Minds, Mumbai at B-Block seminar hall, VNRVJIET on 13-03-2018.
- World Intellectual Property Day-2018 celebrations were jointly organized by ED Cell and RCC at B-Block Seminar Hall, Patrons Bhavan on 26-04-2018 during 3 PM to 5 PM, in which 15 faculty and 35 students of various branches of B.Tech and M.Tech have participated. This year’s theme of the World IP Day is “Powering change for women in innovation and creativity”.
- Arranged venue for recording Josh Talks on line. About 40 expert talks were shot and video recorded to upload in YouTube, Facebook and other online platforms during 28th and 29th July, 2018 at B-Block Seminar Hall, VNRVJIET.
- During the Lock down period in the month of June,2020 Organized two Webinars as a resource person with the other faculty members of the Department in the Area of Entrepreneurship with Faculty and students as target audience.

#### **4.2 Attended:**

##### **SEMINARS**

- Building a Learning Organization conducted by Hyderabad Management Association, at Hotel Holiday Inn Krishna on 22-09-1996
- Seminar on Insurance Sector reforms conducted by Dept. of Commerce & Mgmt. Studies, Andhra University, Sponsored by UGC on 31-06-2000
- National Seminar on the Recommendations of the second National Commission on Labour conducted by National Institute of Personnel Management (NIPM), at Hotel Dolphin, Visakhapatnam on 23-11-2002
- Seminar on Citizen Charter conducted by Consumer Awareness Rural Research Centre & D.N.R. College Association, Bhimavaram on 27-09-2003
- Seminar on Consumer Education conducted by Consumer Awareness Rural Research Centre & D.N.R. College Association, Bhimavaram on 20-12-2003
- Paper Presented on “Banking Sector Reforms and Hi-Tech Banking (with Special Reference to ATM’s)”.National Seminar on Banking Sector Reforms conducted by KGRL College (Degree and P.G), Bhimavaram from 24-01-2004 to 25-01-2004
- A Two Days Seminar on “Entrepreneurship Development in the Globalised Environment

Opportunities and Challenges” conducted by Department of Commerce and Management Studies, Andhra University, Visakhapatnam. Held at Department of Transportation Conference Hall from 18-07-2005 to 19-07-05

- A One Day Seminar on “WTO and Agricultural Sector in India – Challenges and Prospects” Organised by P.G. Department of Economics, D.N.R.College, Bhimavaram on 28-03-2006
- UGC Sponsored National Seminar on “Organisation of Rural Credit” conducted by Dept. of Commerce, P.G. Courses, DNR. College, Bhimavaram on 16-09-2006
- National Seminar on “Supply chain Management Strategies for Competitive Advantage” Sponsored by AICTE and Organized by Ambedkar Institute of Management Studies (AIMS), at Hotel Palm Beach, Visakhapatnam from 06-07-2007 to 07-07-2007.
- Two-Day Regional Seminar on “Innovation & Creativity Development Among Engineering Students” Sponsored by VNRVJIET, Hyderabad from 21-11-2008 to 22-11-2008.
- Attended One Day Seminar on Solid Waste Management Sponsored by Confederation of Indian Industry (CII), Hyderabad Division at Hotel Taj Krishna, Hyderabad on 02-12-2014.
- Participated in A Two day National Seminar on “**Make in India** (Opportunities & Challenges)” during 24th & 25th April, 2015 at Park Haytt, Raod No 2, Banjarahills, Hyderabad organized by The Federation of Telengana and Andhra Pradesh Chambers of Commerce & Industry (FTAPCCI).
- Dr S.V.S.S.Srinivasa Raju, Manager, MSME Business Incubator has attended a seminar on “Road to Global Entrepreneurship Summit (GES) at IIIT, Hyderabad on 18-11-2017 during 3 PM to 6 PM and also visited t-Hub in that campus.

## **CONFERENCES**

- Ist Southern Regional Conference on Industry- Management Institutes Interface (Healthy Practices of the Management Education in New Millennium) conducted by Ambedkar Institute of Management Studies (AIMS), at Park Hotel, Vizag. From 25-04-1999 to 26-04-1999.
- Participated & Paper Presented on “Rising & Shining District – The West Godavari”. In XXIIInd A.P. Economic Annual Conference conducted by Andhra Pradesh Economic Association D.N.R. College, Bhimavaram from 14-02-2004 to 15-02-2004
- Participated & Paper Presented (Published) on “Is F.D.I. Deserves Faster Growth?” conducted by Andhra Pradesh Economic Association Maris Stella College, (Autonomous) Vijayawada from 11-03-2006 to 12-03-2006
- Participated & Presented a Paper on “B 2 B Commerce.” A Two Day National Conference on “E-Commerce: Strategies, Technologies and Applications” conducted by K.G.R.L. College, Bhimavaram, Sponsored by Department of Science and Technology, G.O.I, New Delhi. From 08-08-2006 to 09-08-2006
- Participated & Paper Presented (Published) on “Concurrent Engineering-A Strategy For Product Development” National Conference on “Sustainability and Social Comfort-Strategizing Design and Manufacturing” (NASCOS-2009) conducted by Vallurupalli Nageswara Rao Vignana Jyothi Institute of Engineering and Technology, Hyderabad. From 19-01-2009 to 20-01-2009
- Paper Presented (Published) on “Prediction of Surface Roughness in Turning Process Using Taguchi Design of Experiments and Developing Regression Model” 3<sup>rd</sup> Inter National and

24<sup>th</sup> All India Manufacturing Technology, Design And Research Conference (AIMTDR), conducted by Andhra University College of Engineering (A), Andhra University, Visakhapatnam from 13-12-2010 to 15-12-2010

- National Conference on Advances in Mechanical Engineering (NACAME-2010) at Department of Mechanical Engineering Prasad V. Potluri Siddartha Institute of Technology (Affiliated to J.N.T.U.K, Kakinada) Kanuru, Vijayawada on 18-12-2010.
- National Conference on “Recent Advances In Manufacturing Engineering & Technology” during (RAMET- 2011) from 10-01-11 to 11-01-11 at VNRVJIET, Hyderabad.
- Annual International Conference on “Materials Processing and Characterization” at GRIET, Hyderabad from 08-03-2012 to 10-03-2012.
- One day National Conference on “**Emerging Issues and Challenges in Supply Chain Management**” organized by the Department of Operations and Supply Chain Management, Hyderabad Business School, GITAM University, Hyderabad on 21<sup>st</sup> March 2014.
- one day conference on “Innovation : Transforming Ideas to Business” organized by Confederation of Indian Industry(CII),Chennai at Hotel Park Hayath, Banjara Hills, Hyderabad on 9<sup>th</sup> December,2016.
- Attended a one day Conference on **ENTREPRENEUR 2.0 “Innovation: Transforming Ideas into Business”** organized by Confederation of Indian Industry (CII), Chennai at Hotel Park Hyatt, Banjara Hills, Hyderabad on 9<sup>th</sup> DEC,2016.
- A Two day International Conference on “Recent Innovations in Civil and Mechanical Engineering (i-Cam2K16)”, Jointly organized by the departments of Civil and Mechanical Engineering at CMRTC, Hyderabad from 10-12-2016 to 11-12-2016.
- Attended a three day 7<sup>th</sup> International Conference on “**Materials Processing and Characterization, 2017**” organized during 17-19<sup>th</sup> March,2017 at Gokaraju Rangaraju Institute of Engineering and Technology (GRIET),Hyderabad and presented a paper entitled “**Design and Fabrication of a System for Harnessing Energy From Road Traffic**”.

## WORKSHOPS

- Workshop on ISO 9000 conducted by S.R.K.R. Engineering College, Bhimavaram on 14-12-1996
- Workshop on Case Writing and Case Teaching for Management Teachers conducted by Association of Indian Management Schools (AIMS), at AU, Vizag from 21-2-1997 to 25-2-1997
- One day Workshop on “The Information Economy and Labour Management Relations: Managing for results”. Conducted by National Institute of Management Studies (NIPM), GITAM &GIFT at Hotel Dolphin, Vizag. On 05-03-2003
- A Workshop on “Industrial Relations Teaching and Research”.By GIFT and in Collaboration with Indian Institute of Foreign Trade, New Delhi at GIFT Bhavan, Vizag. From 02-02-2004 to 06-02-2004
- National Level Workshop on “Advertisement – Its Effect on Consumer and Social Ethics” by Department of Commerce and Management Studies, Ideal College of Arts and Science, Kakinada from 18-12-2004 to 19-12-2004
- A 5 Days Workshop on “Concurrent Engineering – A Modern Approach to Product Development” conducted by S.R.K.R. Engg. College, Bhimavaram from 27-12-2004 to 31-12-2004
- A 2 Days Workshop on “Supply Chain Management” Jointly Organised by GIFT & SISS at Hotel Green Park, Vizag from 6-12-2005 to 7-12-2005
- Train the Trainer” Workshop Organised by VNR Vignana Jyothi Institute of Engineering

and Technology, Hyderabad. From 05-11-2008 to 09-11-2008

- 2-Day National Workshop on “Modelling With Stella” Sponsored by VNRVJIET, Bachupally (via) Kukatpalli, Hyderabad. From 02-01-2009 to 03-01-2009
- Organised and Participated 2-Day National Workshop on “Intellectual Property Management and Technopreneurship” Sponsored by VNRVJIET, Bachupally (via) Kukatpalli, Hyderabad from 20-11-2009 to 21-11-2009
- 3- Day workshop on “Art of Teaching” Sponsored by VNRVJIET, Bachupally (via) Kukatpalli, Hyderabad & organized by Enhanceedu, IIT, Hyderabad 06-05-2013 to 08-05-2013.
- One day International workshop on “**Business Incubation**” Sponsored by APIN (world Bank) & organised by PSG STEP, Peelamedu,Coimbatore Tamilnadu,on 20-06-2013.
- Participated in A Two Day National Workshop on “**Additive Manufacturing**” conducted by the Department of Mechanical Engineering, VNRVJIET during 16<sup>th</sup> -17<sup>th</sup> December, 2013 under TEQIP-II at VNRVJIET.
- Participated in A three day workshop on “**Non Destructive Testing (NDT)**” conducted by the Department of Mechanical Engineering of VNRVJIET, Hyderabad during 19<sup>th</sup> -21<sup>st</sup> of December,2013 under TEQIP-II.
- Participated in A two day Workshop on “**Design Thinking Workshop**” for Faculty of Technology Entrepreneurship Programme (TEP) conducted by the Indian School of Business (ISB) at the Munjal Institute for Global Manufacturing at ISB, Hyderabad from 28-03-2014 to 29-03-2014.
- Participated in A Three Day Programme on “**Design Thinking Workshop(DTW)**” as a part of Technology Entrepreneurship Programme (TEP) initiated by Andhra Pradesh Society For Knowledge Networks(APSFKNW) & designed by Indian School of Business(ISB) for selected B.Tech students of VNRVJIET,GRIET,NIT Warangal (all branches of Engineering) during 04-07-2014 to 06-07-2014 at VNRVJIET & VJIM campus.
- Participated in A Two Day National Workshop on “**3D Printing**” conducted by the Department of Mechanical Engineering, VNRVJIET during 19<sup>th</sup> -20<sup>th</sup> March, 2015 at VNRVJIET.
- Participated in A Three Day National Workshop on “**Recent Trends and Research Opportunities in Manufacturing Processes(RTROMP-2016)**” conducted by the Department of Automobile Engineering during 9<sup>th</sup> -11<sup>th</sup> March, 2016 under TEQIP-II at VNRVJIET,Hyderabad.
- Participated in A Two Day National Workshop on “**Entrepreneurship Development**” organized by Engineering Staff College of India (ESCI),Skill Development Cell at ,Gachi Bowli, Hyderabad, during 10<sup>th</sup> – 11<sup>th</sup> , **January 2017.**
- Participated in one week National Workshop on “**Advanced Numerical Modeling Techniques for Mechanical Engineering**” organized by The Department of Mechanical Engineering at Dr.A.P.J.Abdul Kalam Auditorium, VNRVJIET, Hyderabad during **27<sup>th</sup> – 31<sup>st</sup>, March 2017.**
- Participated in A Two Day National Workshop on “**Business Opportunities in waste Management (BOWM-2019)**” organized by The Department of Civil Engineering at Dr.A.P.J.Abdul Kalam Auditorium, VNRVJIET, Hyderabad, during 3<sup>rd</sup> &4<sup>th</sup> October,2019.

#### **ORIENTATION / REFRESHER / STTTP / FACULTY DEVELOPMENT PROGRAMMES**

- Orientation Programme for Management Faculty organized by Department of Commerce & Mgmt. Studies, AU, Vizag from 12-09-1994 to 19-09-1994

- Induction Training Programme for Management Faculty organized by Department of Commerce & Mgmt. Studies, AU, Vizag. Sponsored by AICTE, New Delhi from 26-02-1996 to 17-03-1996
- Faculty Development Programme conducted by Dept. of Commerce & Management Studies, AU, Vizag. Sponsored by AICTE, New Delhi from 15-06-2000 to 05-07-2000
- Faculty / Executive Development Programme on Research Methodology and SPSS organized by School of Management Studies, JNTU, Kokatpally, Hyderabad on 14<sup>th</sup>, 28<sup>th</sup> December, 2006 and 10-01-2007.
- Refresher Programme on Innovation & Technology Management conducted by U.G.C. Academic Staff College & School of Management Studies, JNTU, Kukatpally, Hyderabad from 13-10-2008 to 04-11-2008
- National Faculty Development Programme in Entrepreneurship-2011(“How to teach students to become Entrepreneurial”) organized by Entrepreneurship Development Institute of India (EDI),Ahmedabad from 19-12-2011 to 30-12-2011
- Organised & Participated as Programme Coordinator DST-NSTEDB Sponsored Two week Faculty Development Programme (FDP) in Entrepreneurship-2012 conducted by VNRVJIET,ED Cell, Hyderabad from 18-06-2012 to 29-06-2012
- Participated in A two day Faculty Development Programme on “**Insights into Finite Element Analysis using ABAQUS Software**” conducted by the Department of Mechanical Engineering of VNRVJIET, Hyderabad during 28<sup>th</sup> -29<sup>th</sup> of November,2013 under TEQIP-II.
- Participated in A two day “**Mentor Development Programme**” in Entrepreneurship conducted by the Bharatiya Yuva Shakti Trust, Hyderabad during 10<sup>th</sup> -11<sup>th</sup> of February,2016 at CII, Begumpet, Hyderabad
- Participated in Five day Short Term Training Programme on “**Engineering Drawing through AUTOCAD**” conducted by the Department of Mechanical & Automobile Engineering during 11<sup>th</sup>-15<sup>th</sup> December, 2017 at VNRVJIET, Hyderabad.
- Participated in Five day Faculty Development Programme (FDP) on “**Computational Tools for Engineering Applications**” conducted by the Department of Mechanical Engineering during 25<sup>th</sup>-29<sup>th</sup> June, 2018 at D-Block, VNRVJIET, Hyderabad.
- Attended a 5 day (Faculty Development Programme (FDP) on “**Master CAM & CIMCO DNC**” during 01-04-2019 to 05-04-2019 organized by Department of Mechanical Engineering at VNRVJIET.
- Participated in Five day Faculty Development Programme (FDP) on “**Automation Studio Software**” conducted by the Department of Mechanical Engineering during 24<sup>th</sup>-28<sup>th</sup> September, 2019 at VNRVJIET, Hyderabad.
- Participated in Five day Faculty Development Programme (FDP) on “**Development Characterization and Analysis of Composites (DCAC-2019)**” conducted by the Department of Mechanical Engineering during 19<sup>th</sup>-23<sup>rd</sup> November, 2019 at VNRVJIET, Hyderabad.
- Participated in Five day Short Term Training Programme (STTP) on “**3DPrinting Processing and Applications** ” conducted by the Department of Mechanical Engineering during 25<sup>th</sup>-29<sup>th</sup> November, 2019 at VNRVJIET, Hyderabad.
- Attended a Two day Training Programme on “**Entrepreneurship Development Programme**” conducted as a part of IIC Innovation Ambassador Training Series organized by Institutions Innovation Council of MHRD’s Innovation Cell, AICTE held at MLR Institute of Technology, Hyderabad, Telangana on 6<sup>th</sup>-7<sup>th</sup> ,February,2020.



### **NPTEL-AICTE Faculty Development Programmes (FDP's):**

- 1) Successfully Completed 12 Weeks (11/2 FDP of one Week) NPTEL-AICTE Faculty Development Programme (FDP) on “Industrial Safety Engineering” during July-October, 2019 with a consolidated Score of 75%.**
- 2) Successfully Completed 8 Weeks (Full FDP of one Week) NPTEL-AICTE Faculty Development Programme (FDP) on “Innovation, Business Models and Entrepreneurship” during August-October, 2019 with a consolidated Score of 72%.**
- 3) Successfully Completed 4 Weeks (1/2 FDP of one Week) NPTEL-AICTE Faculty Development Programme (FDP) on “Inspection and Quality Control in Manufacturing” during February-March, 2020 with a consolidated Score of 66%.**
- 4) Successfully Completed 4 Weeks NPTEL-AICTE Faculty Development Programme (FDP) on “Product Design and Innovation” during January-February, 2020 with a consolidated Score of 83%.**
- 5) Successfully Completed 4 Weeks NPTEL-AICTE Faculty Development Programme (FDP) on entitled “Product Design and Development” during September -October, 2019 with a consolidated Score of 93%.**
- 6) Successfully Completed 12 Weeks NPTEL-AICTE Faculty Development Programme (FDP) on “Rapid Manufacturing” during September-December, 2020 with a consolidated Score of 85%.**
- 7) Successfully Completed 12 Weeks NPTEL-AICTE Faculty Development Programme (FDP) on “Intellectual Property” during January-April, 2021 with a consolidated Score of 84%.**
- 8) Successfully Completed 4 Weeks NPTEL-AICTE Faculty Development Programme (FDP) on “Design Thinking - A Primer” during July-August, 2021 with a consolidated Score of 78%.**
- 9) Successfully Completed 12 Weeks NPTEL-AICTE Faculty Development Programme (FDP) on “NBA Accreditation and Teaching and learning in Engineering (NATE)” during January-April, 2022 with a consolidated Score of 77%.**
- 10) Successfully Completed 8 Weeks NPTEL-AICTE Faculty Development Programme (FDP) on “Entrepreneurship and IP Strategy” during July-September, 2022 with a consolidated Score of 86%.**

## Other Details

- Participated in a Two Days Sensitization Programme on “Abatement of Pollution” Jointly Organised by Nalsar University of Law, Hyderabad & College of Law, D.N.R. College Association, Bhimavaram at BVRM from 26-03-2005 to 27-03-2005.
- Attended a One Day practical training programme under the scheme of “**Shadow Engineering**” Jointly Organised by AGI glasspac and VNRVJIET for Faculty Members of VNRVJIET at Bhongir Plant on 01-09-2009.
- Attended a One day Training and Placement Awareness Camp Organised by INFOSYS, Development Centre, Gacchibowli, Hyderabad on 24-07-2010 (“SPARK”).
- Attended a Two Day Practical Training Programme under the scheme of “**Shadow Engineering**” along with the Final Year Students of VNRVJIET Jointly Organised by AGI glasspac and VNRVJIET at Bhongir Plant from 03-03-2011 to 04-03-2011.
- Attended a Four Day Practical Training Programme under the scheme of “**Shadow Engineering**” along with the 9<sup>th</sup> batch of II Year Students of all branches of VNRVJIET Jointly Organised by Keerthi Industries Limited and VNRVJIET at Cement Plant Mellacheruvu (Village & Mandal) from 20-01-2013 to 23-01-2013.
- One Day programme on POGIL(Process Oriented Guided Inquiry Learning) Jointly Organised by VNRVJIET,Hyderabad & enhanceedu,IIT,Hyderabad for Faculty Members of VNRVJIET on 09-05-2013.
- Attended a conversation with Neeraj Arora ,Vice President, Whatsapp along with 3 TEP / ISB students at Kheemka Auditorium, ISB, Hyderabad on 04-11-2014.
- A Series of guest lectures given as a part of Career Vision (CV) Programme to all First Year B.Tech students of all branches of VNRVJIET about Entrepreneurship & Incubation during 19<sup>th</sup> ,20<sup>th</sup> and 21<sup>st</sup> of November,2014.
- Dr.A.Subba Rao Garu & Dr.S.V.S.S.Srinivasa Raju have attended Business Idea Competition held at VJIM on 19-12-2014 as Judges for selecting winners .
- Dr. S.V.S.S.Srinivasa Raju TEP / ISB Faculty Coordinator has attended TEP review meeting held at ISB, Hyderabad on 29-07-2016, Interacted with officials of Telangana Academy for Skill and Knowledge (TASK) and Indian School of Business (ISB) regarding the issues pertaining to changes in the curriculum of Technology Entrepreneurship Programme(TEP) and the problems faced by VNRVJIET TEP / ISB students while pursuing the course.
- As a Business Incubator Manager Monitored the establishment of MSME, New Delhi sponsored Vignana Jyothi Technology Business Incubator (VJTBI) at VNRVJIET under the scheme of “Support for Entrepreneurial and Managerial Development of SMEs through Incubators” in the year 2014 with a grant of Rs 66.50 Laks for 10 Incubatees each with not exceeding Rs 6.25 lakhs
- Dr.S.V.S.S.SRINIVASA RAJU,Professor, Department of Mechanical has attended mentor mentee connect programme organized by Bharatiya Yuva Shakti Trust(BYST) at Kasturba Gandhi Degree & P.G College for Women at West Maredpally on 24-03-2107 and received "**Accreditation Certificate**" in Entrepreneurship from **City & Guilds, UK & BYST**.
- Dr S.V.S.S.Srinivasa Raju, Manager, MSME Business Incubator and Sri.K.Kodanda Ram, Chief Coordinator, ED Cell have participated in a one day conference organized by

Confederation of Indian Industry (CII) in partnership with Government of Telangana, the 13th edition of its flagship Conference, Man'Exe-2017 with the theme "Make in Telangana : Creating a Sustainable & Globally Competitive Ecosystem" on 13 October 2017 at Hotel Taj Krishna, Hyderabad.

- Dr S.V.S.S.Srinivasa Raju, Coordinator, ED Cell and Faculty Coordinator, TEP has attended a review on the progress of TEP / ISB since its inception at TASK office, Begumpet, Hyderabad on 16/12/2017.
- Dr.S.V.S.S.Srinivasa Raju, Professor, ME has been nominated by the Institution to look after J-Hub activities promoted by JNTUH as a faculty Single Point of Contact (SPoC). Participated in J-Hub activity Launch by Dr. A. Venugopal Reddy, Vice Chancellor on 25/01/2018 at JNTUH.
- Dr.S.V.S.S.Srinivasa Raju, Professor, ME has attended orientation programme of Faculty SPOC of J-Hub I-Cell of JNTUH on 02-02-2018.
- Attended second meeting of Institution Faculty Single Point of Contact (SPOC) of J-Hub of JNTUH campus on 03-03-2018.
- Attended UnderGrad Summit 2018 organized by stumagz at Hari Hara Kala Bhavan, Secunderabad on 24-03-2018 between 10 AM to 4 PM ,in which VNRVJIET ED Cell has received special mention award in the category of E-Cell for the best events.
- As a representative of VNRVJIET attended a Curtain raiser event of the Technology Entrepreneurship Program (TEP) Version-2 designed by Indian School of Business (ISB), Hyderabad and sponsored by Telangana Academy for Skill and Knowledge (TASK) on 14/05/2018 at ISB, Hyderabad. Two years programme of TEP / ISB has been condensed to one year keeping other terms and conditions unaltered. The student enters into TEP certification Programme in B.Tech second year second semester and completes by the end of third year first semester.
- As a TEP Faculty Coordinator of VNRVJIET attended Graduation day of TEP / ISB for the Batch of (2016-2018) on 08-06-2018 at ISB, Hyderabad and received Certificate of Appreciation from TASK and ISB, Hyderabad.
- As a representative of VNRVJIET attended startup summit which was organized by New Indian Express at Vivanta Taj, Begumpet, [Hyderabad](#) on 09/06/2018.
- Attended review meeting of MSME (DI), Balanagar regarding presentation of the progress of the four active projects before the Director and Assistant Directors of MSME Development Centre, Balanagar between 2 PM to 5PM on 11-06-2018 at the office of MSME (DI), Balanagar, Hyderabad.
- Attended 62 on line Webinars, brand new lectures series from NPTEL, Workshops and 5 quizzes during Lock Down (Covid-19).
- As a Faculty Coordinator of Technology Entrepreneurship Programme (TEP), received Appreciation Certificate from Indian School of Business (ISB),Hyderabad and Telangana Academy of Skill and Knowledge(TASK),Government of Telangana during the period of (2016-2018).
- Registered, Attended and Obtained Participation & Appreciation Certificates from the Organizers in the Webinars, Workshops, Quizzes, Seminars & FDP's through online mode during the (Pandemic Situation) March,2020 to May,2021in about 200 Programmes.

### **National Programme for Technology Enhanced Learning (NPTEL) Courses:**

- 1) Completed 12 Weeks NPTEL Online Certification Course entitled “**Industrial Safety Engineering**” during July-December, 2019 and passed the course with **Elite + Silver** Certificate by securing 75% of Marks.
- 2) Completed 8 Weeks Course entitled “**Innovation, Business Models and Entrepreneurship**” during July-December, 2019 and passed the course with **Elite** Certificate by securing 72% of Marks.
- 3) Completed 4 Weeks NPTEL Online Certification Course entitled “**Inspection and Quality Control in Manufacturing**” during January-April, 2020 and passed the course with a score 98% .
- 4) Completed 4 Weeks NPTEL Online Certification Course entitled “**Product Design and Innovation**” during January-April, 2020 and passed the course with a score 85% .
- 5) Completed 4 Weeks NPTEL Online Certification Course entitled “**Python for Data Science**” during September- October, 2020 and passed the course with a score of 87%.
- 6) Completed 4 Weeks NPTEL Online Certification Course entitled “**Inspection and Quality Control in Manufacturing**” during September- October, 2020 and passed the course with **Elite** Certificate by securing 66% of Marks.
- 7) Completed 4 Weeks NPTEL Online Certification Course entitled “**Product Design and Innovation**” during January-April, 2020 and passed the course with **Elite + Silver** Certificate by securing 83% of Marks.
- 8) Completed 4 Weeks NPTEL Online Certification Course entitled “**Product Design and Development**” during September- October, 2020 and passed the course with **Elite + Gold** Certificate by securing 93% of Marks.
- 9) Completed 12 Weeks NPTEL Online Certification Course entitled “**Rapid Manufacturing**” during September- December, 2020 and passed the course with **Elite + Silver** Certificate by securing 85% of Marks.
- 10) Completed 12 Weeks NPTEL Online Certification Course entitled “**Intellectual Property**” during September- December, 2020 and passed the course with **Elite + Silver** Certificate by securing 84% of Marks, positioned in top 5% .
- 11) Successfully Completed 4 Weeks NPTEL Online Certification Course entitled “**Design Thinking - A Primer**” during July-August, 2021 and passed the course with **Elite + Silver** Certificate by securing 78% of Marks.
- 12) Completed 12 Weeks NPTEL Online Certification Course entitled “**NBA Accreditation and Teaching and learning in Engineering (NATE)**” during January-April, 2022 and passed the course with **Elite + Silver** Certificate by securing 77% of Marks.
- 13) Completed 8 Weeks NPTEL Online Certification Course entitled “**Entrepreneurship and IP Strategy**” during July-September, 2022. Passed the course with **Elite + Silver** Certificate by securing 86% of Marks and stood Topper of this Course.

### **Awards and Rewards from NPTEL**

- 1) Received **Certificate of Appreciation** by Dr.S.V.S.S.Srinivasa Raju from NPTEL for being recognized as NPTEL Believer January- December 2020.
- 2) Received **Certificate of Appreciation** by Dr.S.V.S.S.Srinivasa Raju from NPTEL for being recognized as NPTEL Motivated Learner January- April 2021.

### **Awards and Rewards from TEP / ISB**

- 1) Received Certificate of Appreciation by Dr.S.V.S.S.Srinivasa Raju from Telangana Academy for Skill and Knowledge (TASK) in sincere Appreciation of his contribution as **“Faculty Coordinator”** in Technology Entrepreneurship Programme Sponsored by TASK, Government of Telangana and Designed by Indian School of Business(ISB),Hyderabad during 2017-2019.
- 2) Received Certificate of Appreciation by Dr.S.V.S.S.Srinivasa Raju from Telangana Academy for Skill and Knowledge (TASK) in sincere Appreciation of his contribution as **“Faculty Coordinator”** in Technology Entrepreneurship Programme Sponsored by TASK, Government of Telangana and Designed by Indian School of Business(ISB),Hyderabad during 2019-2020.

## **5. Academic Contribution and Research & Consultancy:**

5.1. **Invited Lectures:** As a guest Faculty at Sri Vishnu Engineering College for Women, Bhimavaram.

5.2. **Articles / Chapters published in Books:** Nil

5.3. **Books published as single author or as editor:** Nil

5.4. **Projects Guided:**

a) **UG:** 30

b) **PG:** 62

5.5. **Research Interests:**

- To train the students with engineering problems and state-of-the-art technology through summer/ special/ final projects at UG, PG and Doctoral level.
- To create intellectual resources.
- To develop customized machinery to suit the industry needs.
- To contribute to institutional and professional improvement.
- To enhance engineering & research perspective among students.

5.6. **Ph.D students:**

a) **Enrolled:** 1

b) **Submitted:** Nil

c) **Awarded:** Nil

5.7. **Papers Published in Reviewed Journals:**

S.No	Title of the Paper	Journal Name, Vol.No. PP	ISBN/ISSN No.	Impact Factor/ Citation Index	National/ International
1	“Viability of Street Vending Business-A case study on twin cities of Hyderabad.”	An International Journal of Contemporary Issues in Business and Government. Volume. 27, No. 2,2021, pp 4385-4395.	P-ISSN: 2204-1990: E-ISSN: 1323-6903	Emerging Sources Citation Index (ESCI)	International Journal
2	“An Analysis of the Performance of Micro-entrepreneurs in Twin Cities of Hyderabad.”	International Journal of Psychosocial Rehabilitation. Volume. 24, Issue 05 , pp 5112-5117 , April 2020	ISSN: - 1475-7192	SCOPUS Indexed	International Journal
3	“Optimizing Process Parameters of Spark and Wire-Cut EDM Through ANOVA using Stainless Steel AISI 316 Material”	International Journal of Engineering and Advanced Technology (IJEAT), Volume-9, Issue-2, pp 817-821, December 2019	ISSN: 2249 – 8958	SCOPUS Indexed	International Journal
4	“Design and Fabrication of a System for Harnessing Energy From Road Traffic”	Materials Today: Proceedings, Volume 5, March 2018, pp 6189-6194	ISSN : 2214-7853	SCOPUS / Web of Science / UGC / Google Scholar Indexed	Journal Proceedings
5	“A Comparative Study on Experimental Investigation of Abrasive Water Jet Cutting and Laser Cutting of Mild Steel E250 Material”.	International Journal of Emerging Technology and Advanced Engineering (IJETAEE), pp 347-357,November 2017, Volume 7, Issue 11	ISSN 2250-2459, ISO 9001:2008 Certified Journal	Google Scholar Indexed	International Journal
6	“Optimization of Process Parameters of Plasma Arc Cutting using Taguchi’s Robust Design Methodology”	IOSR Journal of Mechanical and Civil Engineering (IOSR-JMCE) PP 124-128, December,2016	e-ISSN: 2278-1684, p-ISSN : 2320–334X	3.781	International Journal
7	“Parametric Investigation of Laser Cutting and Plasma Cutting of Mild Steel 8E350 Material –A Comparative Study”	IOSR Journal of Mechanical and Civil Engineering (IOSR - JMCE) Volume 12, Issue 5 Ver. II(pp1-9) Sep. -Oct. 2015	E-ISSN: 2278 -1684, P- ISSN: 2320 - 334X	3.781 Google Scholar Indexed	International Journal

8	“Customer Perception on ICICI Bank in Hyderabad”	“Research Dimensions”. Volume 2, Issue 5, pp. 34-42, January (2014)	ISSN 2249-3867	Google Scholar Indexed	International Research Journal
9	“Benefits of FDI In Indian Retail Sector and Customer Perception of Organized Retail Outlets in Hyderabad”	“International Journal of Management (IJM)” Volume 4, Issue 4, pp. 180-192, July-August (2013)	ISSN 0976-6502 Print ISSN 0976-6510 Online	6.9071 Google Scholar Indexed	International Journal
10	“Quality Improvement Techniques for Rejection Control in Heavy Electrical Manufacturing Industry- A Case Study”	International Academy of Science, Engineering and Technology Journal(IJME), Volume-1, Issue-2, November 2012, pp 19-24	ISSN 2319-2240	0.7293 Google Scholar Indexed	International Journal
11	“Performance Evaluation of Paper Industry (A Case Study of Select Paper Units in Godavari Districts of Andhra Pradesh)”	GITAM Journal of Management Vol.9,No.3, pp149-154 July-September 2011.	ISSN 0972-740X	Google Scholar Indexed	National Journal
12	“A comparative study of manual and automated system of a solar semiconductor module manufacturing unit - A case study”	“International Journal on Mechanical and Automobile Engineering”, Volume 05, issue no 7, June09-August ,2009 pp 53-63.	ISSN 0974-231X	Google Scholar Indexed	International Journal

#### 5.8. Papers Presented at National / International Conferences/Journals:

S.No	Title of the Paper	Name of the Conference/ Seminar	National / International	Period
1	“Role of Artificial Intelligence in Financial Management”	12 <sup>th</sup> International Conference on Computer Communication and Informatics (ICCCI -2022), IEEE, Jan. 25-27, 2022, Chinniyampalayam, Coimbatore, INDIA (2022 International Conference on Computer Communication and Informatics (ICCCI)   978-1-6654-8035-2/22/\$31.00 ©2022 IEEE   DOI: 10.1109/ICCCI54379.2022.9740900)	International Conference	25-01-2022 to 27-01-2022
2	“Design and Fabrication of a System for Harnessing Energy from Road Traffic”	“7 <sup>th</sup> International Conference on Materials Processing and Characterization, 2017”	Three Day International Conference	17-03-2017 to 19-03-2017
3	“Optimization of Process Parameters of Plasma Arc Cutting using Taguchi’s	“Recent Innovations in Civil and Mechanical Engineering (i-Cam2K16)”,	Two day International Conference	10-12-2016 to 11-12-2016

	Robust Design Methodology”			
4	“An over view of Supply Chain Management (SCM) and increasing role of Information Technology in managing the supply chain and Logistics”	A one day National Conference on “Emerging Issues and Challenges in Supply Chain Management”	National Conference	21-03-2014
5	“Rejection Analysis of a Component Manufacturing Industry- A Case Study”	“Annual International Conference on Materials processing and Characterization”	International Conference	08-03-2012 to 10-03-2012
6	“An analysis of application of TQM concepts in Engineering and Technical Education – A case study”	A two day National Conference on “Recent Advances In Manufacturing Engineering & Technology” (RAMET- 2011)	National Conference	10-01-2011 to 11-01-2011
7	“Performance Evaluation of Manual and Automated System of A Solar Semiconductor Module Assembling Unit - A Comparative Study”	A National Conference on Advances in Mechanical Engineering (NACAME-2010)	National Conference	18-12-2010
8	“Prediction of Surface Roughness in Turning Process Using Taguchi Design of Experiments and Developing Regression Model”	3 <sup>rd</sup> Inter National and 24 <sup>th</sup> All India Manufacturing Technology, Design And Research Conference, (AIMTDR, 2010) , pp379-384	International Conference	13-12-2010 to 15-12-2010
9	“Concurrent Engineering - A Strategy for Product Development”	A National Conference on “Sustainability and Social Comfort Strategizing Design and Manufacturing” (2009)	National Conference	19-01-2009 to 20-01-2009
10	“B 2 B Commerce”	A National Conference on “E-Commerce: Strategies, Technologies and Applications”	National Conference	08-08-2006 to 09-08-2006
11	“Is F.D.I. Deserves Faster Growth?”	XXIV A.P. Economic Annual Conference. (2006)	National Conference	11-03-2006 to 12-03-2006
12	“Rising And Shining District the West Godavari”	XXIInd A.P. Economic Annual Conference, (2004).	National Conference	14-02-2004 to 15-02-2004
13	Banking Sector Reforms and Hi-Tech Banking (with Special Reference to A TM’s)”	A National Conference on “E-Commerce: Strategies, Technologies and Applications”.	National Conference	24-01-2004 to 25-01-2004



### 5.9. Sponsored Research Projects:

S.No	Title	Agency	Period	Grant amount	Ongoing / Completed
		NIL			

### 5.10 Consultancy Projects:

S.No	Title	Agency	Period	Sanctioned Amount	Ongoing / Completed
1	“Design of new locking mechanism for easy fixing-easy removal of an automobile wheel”	MSME, New Delhi	2016-2017	6.25 lakhs	On going
2	“Dynamic Power Distribution System”	MSME, New Delhi	2016-2017	6.25 Lakhs	On going
3	“Smart Electric Immersion Water Heater”	MSME, New Delhi	2016-2017	4.51 LAKhs	On going

### 6. Awards / Honors Received: Nil

### 7. Motto:

Work is Worship & Efficiency is Divine, Commitment towards achievement of Institute Goals.