INVITATION

ANDHRA UNIVERSITY, VISAKHAPATNAM
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

In collaboration with

RINL – VIZAG STEEL       NTPC – SIMHADRI
ANDHRA BANK             VISAKHAPATNAM PORT TRUST
COROMANDEL INTERNATIONAL LIMITED

CII, QCFI, ISTD, NIPM

National Seminar

SUSTAINABLE INDUSTRY INSTITUTE INTERACTION
IN THE CHANGING GLOBAL ENVIRONMENT

25 JULY 2014

Seminar Director

PROF. R. SATYA RAJU
Seminar Co-director

PROF. M. MADHUSUDHANA RAO

Venue:

Seminar Hall, Platinum Jubilee Guest House
Andhra University, Visakhapatnam
About the National Seminar:

We have experienced a sea change in the global economy during the last two decades as a result of several policy measures and structural changes. The industrial and commercial organizations have also been changed in the structure and style of management. The higher education system and management education has been expanded tremendously and still, there is a vast scope for expansion. In this context, there is a need for strengthening industry and institute interface. The outcome is expected to have healthy and wealthy global environment.

Industry Institute Interaction is highly required for economic development of a nation. The development of several institutions and industries is evident for its model. Several projects have been completed successfully. This seminar is designed to cover the following themes:

- Industry Expectation
- Institute Experience
- Role of Professional Bodies
- Alumni Relations
- Curriculum Development
- Social Responsibility
- Executive Education
- Training & Development

The outcome of the seminar is to be expected for identifying the gaps, strengthening relationship and national development. The paper writers are requested to send their papers on any of the sub themes. The full paper along with abstract and registration fee is to be sent to Seminar Director.

Who can attend?

This seminar is useful to several individuals and associations. The following can attend:

- Teaching Faculty, Government Officials
- Researchers and Students
- NGOs and Corporate Professionals
- Executives and Entrepreneurs

Call for Papers:

Academicians and Professionals who are interested can send their papers to the Seminar Director. Please send the abstract and full paper both soft and hard copies on or before 20th JULY 2014 to PROF. R. SATYA RAJU. Email rsrapaka@hotmail.com

Registration / Participation Fee (Non Residential)

For registration, please fill enclosed Registration Form, and send it back along with Demand Draft / Crossed Cheque payable to Seminar Director – Andhra University payable at Visakhapatnam

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<th>Category</th>
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<td>Industrialist / Executive</td>
<td>Rs.1500/-</td>
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Chief Patrons:

- **Prof. L. VENUGOPAL REDDY**, Chairman, APSCHE, Hyderabad
- **Prof. G. S. N. RAJU**, Vice Chancellor, Andhra University
- **Shri M. T. KRISHNA BABU, I.A.S.** Chairman, Visakhapatnam Port Trust
- **Shri P. MADHUSUDAN**, Chairman cum Managing Director, RINL – Vizag Steel

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- **Dr. G.B.S. Prasad**, Director (Personnel), RINL – Vizag Steel
- **Shri Asim Kumar Samanta**, Group General Manager, NTPC – Simhadri Super Thermal Power Project
- **Shri G.V.L. Satya Kumar, I.R.T.S.** Deputy Chairman, Visakhapatnam Port Trust

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Prof. R. SATYA RAJU
Principal, Colleges of Arts & Commerce, Andhra University, Visakhapatnam

Organizing Committee Members

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- Shri Bhaskara Srinivas
- Shri A. Radha Krishna
- Shri ORM Rao
- Shri Jyothi Babu
- Shri V. S. Appaji
- Shri O. Naresh Kumar
**Andhra University, Visakhapatnam:**

Andhra University (AU) was founded in 1926. It is one of the oldest and premier Universities in India. The University has been offering a wide range of graduate, post graduate and research programmes in various disciplines in Arts, Science, Pharmacy, Law & Engineering. Since the day of its inception, the University has indeed, been keeping up its tradition of a national interface. Besides its routine contribution in cultivating, nurturing and grooming up of the top-notch class intellectuals for the nation, unique presence of AU is strongly felt even in the International scenario from its research and innovations in the field of Science, Engineering and Technology.

Great personalities like Dr. Cattamanchi Ramalinga Reddy, Dr. Sarvepalli Radhakrishna and Dr. V.S. Krishna had served the University as Vice Chancellors. Andhra University is one of the jewels on the east coast of India and it was the pioneer in offering two year MBA programme in India and it is one of the best B-schools in India. Commerce Post graduation programme was started much earlier in 1934. Several great personalities were produced by the University during the last eight decades. The University is considered to be world class with ISO – 9001:2000 certification and NAAC accredited “A” grade institution. It has over 30 full time reputed faculty in the Commerce and Management programme and over 800 students and 200 research scholars. The Department started a three year MBA Evening programme in 1977 for the first time in the State of Andhra Pradesh and further expanded with the Distance Mode programme. The Department started a first of its kind, customized Executive MBA Programme in National Thermal Power Corporation and Visakhapatnam Steel Plant in 2005 and MBA - Retail Management Programme in 2006 and MBA – Banking and Financial Services Programme from 2013-15 batch.

**PROGRAMME SCHEDULE**

<table>
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<th>Time</th>
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<tr>
<td>08.30 AM – 09.30 AM</td>
<td>Registration</td>
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<td>09.30 AM – 11.00 AM</td>
<td>Inaugural Session</td>
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<td>11.00 AM – 11.15 AM</td>
<td>Tea / Coffee Break</td>
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<td>11.15 AM – 12.15 PM</td>
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<td>12.15 PM – 01.15 PM</td>
<td>Session – II</td>
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<td>01.15 PM – 02.00 PM</td>
<td>Lunch Break</td>
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<tr>
<td>02.00 PM – 03.00 PM</td>
<td>Session – III</td>
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<td>03.00 PM – 04.00 PM</td>
<td>Session – IV</td>
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<td>04.00 PM – 04.15 PM</td>
<td>Tea / Coffee Break</td>
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<td>04.15 PM – 05.00 PM</td>
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RINL – Vizag Steel:

Visakhapatnam Steel Plant an integrated steel plant under the corporate entity of Rashtriya Ispat Nigam Limited (RINL), is the first shore based integrated Steel Plant in the country, constructed with the then latest state of the art technology. The Plant with a rated capacity of 3.0 Mt is a producer of steel products in the longs category like wire rods, re-bars, angles, channels, blooms and billets. It was conceived in the year 1970 as a unit of Steel Authority of India Limited (SAIL), and commissioned in the year 1992, with the Soviet technical support with an estimated cost of Rs.8,594 crores.

The improved performance of Vizag Steel won the Prime Minister’s trophy for the best Integrated steel plant in the country for two times. For its excellent performance Vizag Steel was conferred with the ‘SCOPE’ excellence award for turnaround and outstanding performance. Vizag Steel has been winning the National Energy Conservation awards for the last several years and to name a few six Vishwakarma Rashtriya Puraskar Awards, Vriksha Mitra Award, World Quality Commitment Award at Paris. Space is a constraint to list out all its prestigious awards. However, the very latest one is Steel Minister’s Trophy for the second time. Armed with a vision to become world class integrated steel plant, Vizag Steel has gone with its expansion plans initially to double its capacity from 3 MT to 6.3 MT. Gradually it will be 20.0 MT in a phased manner.

NTPC – Simhadri Super Thermal Power Project:

India’s largest power company, NTPC was set up in 1975 to accelerate power development in India. NTPC is emerging as a diversified power major with presence in the entire value chain of the power generation business. Apart from power generation, which is the mainstay of the company, NTPC has already ventured into consultancy, power trading, ash utilisation and coal mining. NTPC ranked 384th in the ‘2013, Forbes Global 2000’ ranking of the World’s biggest companies. NTPC became a Maharatna company. The total installed capacity of the company is 43,128 MW (including JVs) with 17 coal based and 7 gas based stations, located across the country.

NTPC has been operating its plants at high efficiency levels. Although the company has 16% of the total national capacity, it contributes 25.6% of total power generation due to its focus on high efficiency. At NTPC, People before Plant Load Factor is the mantra that guides all HR related policies. NTPC has been awarded 6th Best Company to work for in India for the year 2013, by the Great Places to Work Institute, India Chapter in collaboration with The Economic Times.

Visakhapatnam Port Trust:

Port of Visakhapatnam is one of the leading major ports of India. The Port is located on the east coast of India at a latitude of 17°42' 00" North and longitude of 83°23' 00" East and the time zone is GMT + 5:30. The Port has three harbours viz., outer harbour, inner harbour and the fishing harbour. The outer harbour with a water spread of 200 hectares has 6 berths and the inner harbour with a water spread of 100 hectares has 18 berths.

Bestowed with natural deep water basins, the outer harbour is capable of accommodating 150,000 DWT vessels and draft upto 17 meters. The inner harbour is capable of accommodating vessels upto 230 meters LOA and draft upto 11 meters.
QCFI – Visakhapatnam Chapter:

QCFI, a National nonprofit organization, established in the year 1982, for propagation and implementation of the philosophy and system of “Quality Concepts” has been playing a very significant role along with its 22 Chapters and 5 Centres in establishing Quality Concepts in most of the companies across the country through education, training programmes, workshops, and organizing chapter, national and international level QC conventions. Vizag Chapter was established during the year 2001.

CII:

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India’s development process. Founded in 1895, India’s premier business association has over 7200 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 100,000 enterprises from around 242 national and regional sectoral industry bodies. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few. It has 64 offices, including 9 Centres of Excellence, in India, and 7 overseas offices in Australia, China, Egypt, France, Singapore, UK, and USA, as well as institutional partnerships with 312 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.

ISTD – Visakha Chapter:

The Indian Society for Training & Development (ISTD), established in April 1970, is a national level professional and non-profit society registered under the Societies Registration Act, 1860. It has a large membership of individuals and institutions involved in the area of training and HRD from Government, Public and Private Sector Organisations & Enterprises; Educational and Training Institutions and other Professional Bodies. The society is affiliated to the International Federation of Training and Development Organisations (IFTDO), USA and Asian Regional Training and Development Organisations (ARTDO), Manila. ISTD organises Training Programs, all over the country both at Chapter and National Levels.

NIPM – Visakha Chapter:

National Institute of Personnel Management (NIPM), is the all-India body of professional managers engaged in the profession of personnel management, industrial relations, labour welfare, training and HRD in the country. It came into existence in March 1980 as a result of merger of two professional institutions, namely the Indian Institute of Personnel Management (IIPM) established in 1948 in Kolkata and the National Institute of Labour Management (NILM) established in 1950 in Bombay, now Mumbai. With its National Office at Kolkata, NIPM has a total membership of about 11,000 spread over 52 chapters all over the country. NIPM is a non-profit making body devoted to the development of skill and expertise of the professionals engaged in the management of human resources through regular lecture, meetings, seminars, training courses, conferences and publication in its chapters all over the country.
ANDHRA UNIVERSITY
VISAKHAPATNAM

DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES

National Seminar
Sustainable Industry Institute Interaction
In the changing global environment

25 JULY 2014

REGISTRATION FORM:

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<th>Sl. No.</th>
<th>Name of the Participant</th>
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Payment Details:

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Name of the Bank ......................... payable at Visakhapatnam

Date:  
Signature

Registration fees may please be sent through Demand Draft / Cheque, drawn in favour of Seminar Director – Andhra University payable at Visakhapatnam