



# A.M.A.L. COLLEGE

ANAKAPALLE- 531001. Ph.08924 220634

**NAAC ACCREDITED B++ GRADE**

**Mail:**[amalcollegeakp1953@gmail.com](mailto:amalcollegeakp1953@gmail.com),**web:**[www.amalcollege.edu.in](http://www.amalcollege.edu.in)

### 3.2.2 Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the last five years

Year	Name of the workshop/ seminar/ conference	Number of Participants	Date
2021-2022	Awareness Program on Intellectual Property Rights (IPR)	55	18-11-2021
	Awareness Program on Plagiarism	50	09-12-2021
	Awareness Program on Publication of Articles	54	29-01-2022
	Awareness on Patent Filing Procedure	55	18-03-2022
2022-2023	Plant Nursery Business: A New Way of Entrepreneurship	35	09-06-2022
	Entrepreneurial Skills	30	09-07-2022
	Entrepreneurship on Mushroom cultivation	45	30-07-2022
	Entrepreneurship on Polultry farming & Emerging trends in profitable Poultry Farming	70	12-08-2022
	Entrepreneurial Awareness on Jaggery Business	30	26-08-2022
	Entrepreneurial Awareness on Plant Nursery Business	32	08-09-2022
	Entrepreneurial Awareness on Khadi and Textile Business	155	24-09-2022
	Entrepreneurial Training Programme	35	07-10-2022
	Business opportunities in Beauty care	140	18-10-2022
	Plant Nursery Business: A New Way of Enterpreneurship	35	11-11-2022
	Entrepreneurship on Poultry farming & Emerging trends in profitable Poultry farming	30	24-11-2022
	Entrepreneurial Skills	160	29-12-2022
	Business opportunities in Fashion Designing	70	10-01-2023

Entrepreneurial Awareness on Jaggery Business	170	17-02-2023
Business opportunities in Beauty care	70	09-03-2023
Entrepreneurial Awareness on Professional Photography and Video Graphy	65	20-04-2023
Entrepreneurial Awareness on Plant Nursery Business	35	28-04-2023
Care and Management of pets and advanced clinical procedures in the treatment of pet animals	70	19-05-2023



  
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**Date: 15-11-2021**

## **CIRCULAR**

This is to inform all the PG students that an awareness program is going to be conducted on 18-11-2021 by A.Suri Babu, HOD P.G. Chemistry A.M.A.L.College, Anakapalle. The purpose of the program is to create “**Awareness on Intellectual Property Rights (IPR)**”. Interested students may attend the awareness program and utilize the opportunity.

**Venue: Digital class room**

**Time: 3.30 p.m.**

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## **AWARENESS PROGRAM ON INTELLECTUAL PROPERTY RIGHTS (IPR)**

Learning about awareness of Intellectual Property Rights (IPR) helps innovators to protect their inventions and designs. Additionally, IPR provides them with better collaboration and funding opportunities. Young innovators need to know more about IP rules and rights.

Intellectual Property Rights (IPRs) are increasingly becoming significant for sustainable growth of today's knowledge-based society. An inappropriate knowledge regarding IPR can fail to reserve rights for one's intellectual creation. Hence the students were planned with an aim to assess knowledge, awareness, and practices regarding intellectual property rights in India.

With an increasing focus on innovation, research and collaboration, it is necessary to learn about intellectual property rights in order to protect innovation among students. As countries turn to establishing and implementing sustainable development, the need to understand the importance of IPRs has increased. In modern times, research translates and transforms into services or products. IPRs help the innovators to protect and sustain them in the market. If the inventions are patented and used to trade for beginners, it will provide a competitive edge for students and entrepreneurs.



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**SRI A SURI BABU ADDRESSING THE STUDENTS ON INTELLECTUAL  
PROPERTY RIGHTS (IPR)**



*Sri A. Suri Babu*  
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**Date: 06-12-2021**

## **CIRCULAR**

This is to inform all the PG students of Chemistry that an awareness program is going to be conducted on 09-12-2021 by Dr M.Hari Babu, HOD Biological Sciences, A.M.A.L.College, Anakapalle. The purpose of the program is to create “**Awareness Program on Plagiarism**”. Interested students may attend the awareness program and utilize the opportunity.

**Venue: Digital class room**

**Time: 10.30 a.m.**

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## AWARENESS PROGRAM ON PLAGIARISM

Plagiarism is considered a form of cheating and is an examination offence. You will receive instruction within your taught course to understand what plagiarism is and how to avoid it. Your lecturers will use several methods to identify possible plagiarism, which may include an electronic text-matching tool. Plagiarism is when you copy someone else's work, words or ideas and use these in your coursework, thesis, report, etc and do not acknowledge that you have done this. This can be either intentional or unintentional.

An important part of higher education study is becoming familiar with the literature of your discipline. Researchers, scientists, engineers and medical practitioners have produced key literature in your subject field. The concept of academic integrity is built upon the act of recognizing the ideas and work that have already been produced and of any subsequent work and giving proper credit to those who developed the ideas.

Good academic practice requires developing skill in active reading, understanding ideas in existing literature and developing the ability to write in your own words. As a member of an academic community you are required to take an active role and to respect other members. Demonstrating your original thought process with respect to previous research shows an understanding of what you have learned and read and will mean you receive much better results.



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**Dr M.HARI BABU ADDRESSING THE STUDENTS ON PLAGAIRISM**



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**Date: 26-01-2022**

## CIRCULAR

This is to inform all the PG students that an awareness program is going to be conducted on 29-01-2022 by Dr K.V.S.Maheswara Rao, Vice Principal, A.M.A.L.College, Anakapalle. The purpose of the program is to create “Awareness on Publication of Articles”. Interested students may attend the awareness program and utilize the opportunity.

**Venue: Digital class room**

**Time: 2.30 p.m.**

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## AWARENESS PROGRAM ON PUBLICATION OF ARTICLES IN JOURNALS

What is article writing in a publication? Article writing in a publication is a form of written communication aimed at engaging a wide audience through various media outlets. In the context of article writing, these media outlets encompass publishing entities such as newspapers, magazines, journals, and more.

Articles are written works intended for a wide audience to view, and traditionally are published in magazines, newspapers, or journals. Therefore they are typically shorter than other forms of writing, such as books or essays.

If you're contemplating how to write a great article, a key point to remember is that it can be about any topic, from current events to personal experiences. They are intended to inform, educate, or entertain the reader. As you gain proficiency in organizing your thoughts, understanding your audience, and building a coherent structure, you will inevitably learn how to write articles fast, a skill that improves over time.

The basic structure of a typical research paper includes Introduction, Methods, Results, and Discussion. Each section addresses a different objective.

- The problem they intend to address -- in other words, the research question -- in the Introduction; or Abstract.
- What they did to answer the question in Methodology;
- What they observed in Results; and
- What they think the results mean in Discussion.
- Conclusions
- Reference list with citations (sources of information used in the article)



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PRINCIPAL  
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**Dr.K.V.S. MAHESWARA RAO ADRESSING THE STUDENTS**



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**Date: 14-03-2022**

## CIRCULAR

This is to inform all the PG students that an awareness program is going to be conducted on 18-03-2022 by Dr.G.Jaya Babu, Principal, A.M.A.L.College, Anakapalle. The purpose of the program is to create “**Awareness on Patent Filing Procedure**”. Interested students may attend the awareness program and utilize the opportunity to the best.

**Venue: Digital class room**

**Time: 11.00 a.m.**

  
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## **AWARENESS PROGRAM ON PATENT FILING PROCEDURE**

Intellectual property is an intangible asset – one that can bestow the world with an invention that can make life simple and also contribute to the inventor or his company's fiscal growth. An Intellectual property brings with it a whole lot of benefits. It can turn an idea into a profit making asset, enhance the market value of a business and even help raise finances. Various inventions such as solar power trees, solar water purifiers, cane-based prosthetic limbs and self-repairing roads have all been credited to Indian investors. These inventions have truly changed the world.

If you have created or invented a process, product or service that can be defined as an original invention, it is in your best interest get it patented. Patenting your invention prevents your competitors from profiting from something created by you. If you need to file a patent, you can refer to this step-by-step guide covering the entire patent process in India.

Inventors can file a patent in two ways:

- The inventor can file the patent on his/her own
- The inventor can take the help of a patent filing professional or agency.



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**Dr. G.JAYA BABU ADDRESSING THE STUDENTS ON PATENT FILING  
PROCEDURE**



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**Date: 06-06-2022**

## CIRCULAR

This is to inform all the students that a training program is going to be conducted on 09-06-2022 on **“Plant Nursery Business: A New Way of Entrepreneurship”** by Sri Sitha Rama Raju, Manager, Sri Sitaramaraju Plant Nursery. The purpose of the program is to motivate the students of Botany courses to choose Nursery farming as one of the career opportunities. Interested students may attend the field visit at 3.00 p.m. . Hope that you will utilize the opportunity to the best.

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## **PLANT NURSERY BUSINESS: A NEW WAY OF ENTREPRENEURSHIP**

Plant nursery business is one of the emerging businesses now a day in rural and urban areas. Applications of entrepreneurship in plant nursery business enhance the knowledge of modern entrepreneurship and Agro - entrepreneurship. Buying and selling of plant improve the economic position of the locality. It may help create more and more employment, create more income which may lead to improve their standard of living. The proprietor of the Nursery discussed how an entrepreneur can enter in this Nursery business can generate employment and at the same time help to flourish the local economy.

Nursery is a place where plants are propagated and grown to usable size. There is retail Nurseries which sell to the general public, wholesale nurseries which sell only to other nurseries and to commercial landscape gardeners and private nurseries which supply the needs of institutions or Private estates.

Nurseries have a variety of uses decorative plants for flower gardening and landscaping, garden vegetable plants and agricultural plants. Nurseries often grow plants in a green house, a building of glass or in plastic tunnels, designed to protect young plants from harsh weather while allowing access to light and ventilation. Nursery business is highly seasonal, concentrated in spring and autumn.



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**STUDENTS LEARNING BUSINESS TRICKS IN PLANT NURSERY**



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**Date: 06-07-2022**

## CIRCULAR

This is to inform all the students that a training program is going to be conducted on 09-07-2022 by Mr. Sureshkumar, Proprietor, Amrutha Sweets & Bakery on “**Entrepreneurial Skills**”. The purpose of the program is to promote Entrepreneurship and innovation as one of the career opportunities to the students after graduation program. Interested students will have an opportunity to visit the bakery, learn bakery, organizing and management skills from Mr. Sureshkumar. Hope that you will utilize the opportunity to the best.

  
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## ENTREPRENEURIAL SKILLS IN BAKERY BUSINESS

Entrepreneurial education and training provide individuals with the ability to recognize business and commercial opportunities, self-esteem, knowledge and skills to act on them. A.M.A.L. College concentrates on the all – round development of students. To make its students self-sufficient and independent, steps are taken to provide students with entrepreneurial education and training.

Amrutha Sweets & Bakery has been making good profits and providing employment opportunities in and around Anakapalle. The unique feature of the bakery is its policy of Making and Baking with Millets, which are gluten-free and a good choice of nutrition. The bakery is well known for its healthier and tastier food items. The profits earned by Amrutha Sweets & Bakery demonstrated that even a small business can make good returns. Mr. Suresh Kumar, Proprietor, Amrutha Sweets & Bakery explained the students about Bread baking and cutting and making of other sweets and bakery items.



*Sana H.*  
PRINCIPAL  
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**Mr. SURESH KUMAR ADDRESSING THE STUDENTS ON BACKERY BUSINESS**



*Sana M. S.*  
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**STUDENTS LEARNING TO MAKE CURRY PUFFS**



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**DEMONSTRATION OF THE BAKING OF ITEMS IN THE OVEN**



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**Date: 27-07-2022**

## CIRCULAR

The students of Agriculture 1<sup>st</sup> Semester are instructed to attend a training programme in “**Entrepreneurship on Mushroom cultivation**” at Vamsi Agro food industries, Yelamanchili on 30-07-2022. As mushroom cultivation has become a lucrative business in the present days all the students are advised to learn the procedures and various techniques of mushroom cultivation and equip them self with sufficient knowledge to became future Entrepreneurs. Hope that you will utilize the opportunity to the best.

  
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## **ENTREPRENEURSHIP PROGRAMME-MUSHROOM CULTIVATION AND NURSERY MANAGEMENT**

Mushroom cultivation and nursery management has gained lot of importance now-a-days. Mushroom owing to its valuable nutritive value is accepted by people of all food habits. Keeping in view of its importance, the students of B.Voc Agriculture were sent to Vamsi Agro food industries, a well organised and well maintained mushroom cultivation unit cum nursery in Yelamanchili mandal.

The organisers of the unit have provided an excellent hands on training to the students of B.Voc Agriculture. They have provided lot of information regarding mushroom cultivation and Nursery management. They have elaborated the various techniques of mushroom cultivation to make it a profitable agri business. They have promised to provide employment to few deserving students as and when they complete their graduation and also to guide the individuals who are enthusiastic in starting mushroom cultivation activity.



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**STUDENTS LEARNING MUSHROOM CULTIVATION PROCEDURE**



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**Date: 10-08-2022**

## CIRCULAR

This is to inform all the students that a seminar is going to be conducted on 12-08-2022 on **“Entrepreneurship on Poultry farming & Emerging trends in profitable Poultry farming”** by M.Rama Rao, Manager, Rajkamal Poultry farm, a unit of Rajkamal Agro Industries. The purpose of the program is to motivate the students of Dairying & Animal Husbandry and Agriculture courses to choose poultry farming as one of the career opportunities. Interested students may attend the seminar from 3.00 PM in room no 1 of Vocational Block. Hope that you will utilize the opportunity to the best.

  
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## **ENTREPRENEURSHIP ON POULTRY FARMING & EMERGING TRENDS IN PROFITABLE POULTRY FARMING**

1. The seminar was attended by both Dairying&Animal husbandry and Agriculture students. Nearly 85 students attended the seminar.
2. Sri.M.Rama Rao, Manager explained the various practical feasibilities and pros and cons of poultry farming.
3. With the increasing utilization of poultry meat, eggs and other poultry products the demand for poultry farming is ever increasing and the reason of no other food product in place of egg is also one of the reasons for sustain poultry industry.
4. As the major investment in poultry farming is feed and feed ingredients, the main focus should be on minimising the feed cost.
5. Locally available feed ingredients which are available at a reasonable cost should be procured.
6. In Animal husbandry sectors poultry farming is the 2<sup>nd</sup> prioritised sector next to dairy.
7. There are ample opportunities both in Entrepreneurship and also developing as a career in poultry sector



*Rama Rao*  
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**N.RAMA RAO, MANAGER, RAJKAMAL AGRO FOODS CONDUCTING  
A SEMINAR ON POULTRY MANAGEMENT AND  
ENTREPRENEURSHIP**



*N. Rama Rao*  
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**STUDENTS VISIT TO RAJKAMAL POULTRY**



*Rama Raju*  
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**Date: 22-08-2022**

## CIRCULAR

This is to inform all the students that a training program is going to be conducted on 26-08-2022 on “Entrepreneurial Awareness on Jaggery Business ” by K.RAMESH, Jaggery Merchant, Anakapalle Merchants Association Jaggery Market. The purpose of the program is to promote “Entrepreneurship and innovation as one of the career opportunities to the students after graduation program. Interested students may attend the field trip to the Jaggery Market, Anakapalle. Hope that you will utilize the opportunity to the best.

  
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# A.M.A.L. COLLEGE

ANAKAPALLE- 531001. Ph.08924 220634

**NAAC ACCREDITED B++ GRADE**

**Mail:**[amalcollegeakp1953@gmail.com](mailto:amalcollegeakp1953@gmail.com), **web:**[www.amalcollege.edu.in](http://www.amalcollege.edu.in)

## ENTREPRENEURIAL AWARENESS ON JAGGERY BUSINESS

Since long time the fields of Anakapalle and surrounding areas of Anakapalle are suitable for sugar cane crop by virtue of the type of soil. Hence, Anakapalle has become a hub of Jaggery industry due to the availability of sugar cane. Once upon a time the Anakapalle Jaggery Market was the biggest Jaggery market in Asia. As the time goes on Jaggery making which was a small activity at farmer's premises has emerged as a big industry providing lot of employment to the public.

The Regional Agriculture Research Station (RARS) Anakapalle was established with the soul intention of improving the sugar cane crop. Now a days Jaggery has gained lot of importance replacing sugar keeping its value in good health of human beings. It has become a very good Entrepreneurship and career opportunity for youth in and around Anakapalle. The various products of Jaggery like powder, granules, cubes are being exporting to various places in India.



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**SRI K RAMESH BABU ADDRESSING THE STUDENTS ON JAGGERY BUSINESS**



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**STUDENTS KNOWING ABOUT DIFFERENT KINDS OF JAGGERY BLOCKS**



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**Date: 05-09-2022**

## CIRCULAR

This is to inform all the students that a training program is going to be conducted on 08-09-2022 on **“Entrepreneurial Awareness on Plant Nursery Business”** by Sri P.Anuradha, Manager, Sarada Nursery, Thumapala Village, Anakapalle. The purpose of the program is to motivate the students of Agriculture courses to choose Nursery farming as one of the career opportunities. Interested students may attend the field visit to the Nursery at 10.00 a.m. Hope that you will utilize the opportunity to the best.

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## **PLANT NURSERY BUSINESS: A NEW WAY OF ENTREPRENEURSHIP**

Plant nursery business is one of the emerging businesses now a day in rural and urban areas. Applications of entrepreneurship in plant nursery business enhance the knowledge of modern entrepreneurship and Agro - entrepreneurship. Buying and selling of plant improve the economic position of the locality. It may help create more and more employment, create more income which may lead to improve their standard of living. The proprietor of the Nursery discussed how an entrepreneur can enter in this Nursery business can generate employment and at the same time help to flourish the local economy.

Nursery is a place where plants are propagated and grown to usable size. There is retail Nurseries which sell to the general public, wholesale nurseries which sell only to other nurseries and to commercial landscape gardeners and private nurseries which supply the needs of institutions or Private estates.

Nurseries have a variety of uses decorative plants for flower gardening and landscaping, garden vegetable plants and agricultural plants. Nurseries often grow plants in a green house, a building of glass or in plastic tunnels, designed to protect young plants from harsh weather while allowing access to light and ventilation. Nursery business is highly seasonal, concentrated in spring and autumn.



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**DEMONSTRATION ON PLANT NURSERY BUSINESS**



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**STUDNETS KNOWING ABOUT DIFFERENT KINDS OF PLANTS**



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**STUDENTS KNOWING ABOUT DIFFERENT KINDS OF PLANTS AND USAGE**



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**NAAC ACCREDITED B++ GRADE**

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**Date: 21-09-2022**

## CIRCULAR

This is to inform all the students that a seminar is going to be conducted on “**Entrepreneurial Awareness**” on Khadi and Textile Business”. The Speaker of the session is Sri. M.Srinivasa Rao, Proprietor **Gunturu Chenetha Vasthralay** on 24-09-2022. The purpose of the programme is to promote Entrepreneurship as one of the career opportunities to the students after graduation program. Interested students can attend the seminar from 3.00 PM in seminar hall. Hope that you will utilize the opportunity to the best.

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## ENTREPRENEURIAL AWARENESS ON KHADI AND TEXTILE BUSINESS

Programs that raise awareness of entrepreneurship improve students' knowledge and abilities while inspiring them to pursue entrepreneurship. It contributes to the growth of such people inside an economy. A seminar was held to discuss entrepreneurship as a career option and to emphasize the advantages of going that route.

On 24-09-2022, an Entrepreneurial Awareness was conducted in the campus by Sri M.Srinivasa Rao, Proprietor, Gunturu Chenetha Vasthralay about the opportunities in Kadhi and Textile Industries. By helping rural weavers to make a living, it boosts the rural economy. He also brought up Mahatma Gandhi's connection to Khadi. He remarked that being a part of this industry and continuing the tradition that goes along with it fills him with a great deal of respect and pride. He claimed that the sector boosts the economy and offers wonderful opportunities. People who possess strong managerial and administrative abilities will succeed in their fields.

He said that youth must show utmost interest in being Entrepreneurs in the Textile Industry. 120 students took part in the seminar.



*Sana M. Rao*  
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**Mail:**[amalcollegeakp1953@gmail.com](mailto:amalcollegeakp1953@gmail.com), **web:**[www.amalcollege.edu.in](http://www.amalcollege.edu.in)



**SRI M. SRINIVASA RAO ADDRESSING TO THE STUDENTS ON KHADI AND TEXTILE BUSINESS**



*Sana M. Rao*  
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**NAAC ACCREDITED B++ GRADE**

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**Date: 04-10-2022**

## CIRCULAR

It is hereby informed that the students of Agriculture 3<sup>rd</sup> semester are advised to attend “**Entrepreneurial Training Programme**” on 07-10-2022 in **Sri Chandana Mohana Rao Nursery (CMR)** of Madhurawada Visakhapatnam. In the nursery premises there is lot of scope for teach nursery management, land scaping with greenery, growing of ornamental plants, Bonsai plants etc. There will be lot of scope for the students to gain knowledge in the above activities and to convert them to be future Entrepreneurs. As there is lot of scope for the business related to nursery management and allied activities all the students are advised to utilise this opportunity.

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## **ENTREPRENEURSHIP PROGRAMME-CMR NURSERY, MADHURAWADA**

Nursery management has become an important activity to gain knowledge for Agriculture students. Every Agriculture student need to update himself in nursery management, propagation of horticulture plants, various techniques of growing ornamental plants, landscaping and beatification with greenery etc.

Keeping in view of the importance of nursery management and allied activities, students of B.Voc agriculture were sent to Sri Chandana Mohana Rao nursery at Madhurawada. The technical staff of nursery have provided very good training to the students. As majority of the students are from rural side around Vizag and Anakapalli districts some of the students have determined to start the activity of nursery management and cultivation of ornamental plants. As there is lot of scope for the business of landscaping, ornamental plants and bonsai plants, majority of the students are inclined to start the agribusiness related to the above activities after completion of their graduation.



*Principals Signature*  
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**STUDENTS LEARNING BUSINESS TRICKS IN PLANT NURSERY BUSINESS**



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**Date: 15-10-2022**

## CIRCULAR

This is to inform all the students that a seminar is going to be conducted on “**Business Opportunities in Beauty Care**” by Mrs. R.Renuka, Proprietor, Rosy’s Beauty Care is going to be conducted on 18-10-2022. The purpose of the program is to promote Entrepreneurship and innovation which help students become independent and channel their creativity into creating something of their own in this competitive world. Interested students may attend the seminar from 4.00PM in seminar hall. Hope that you will utilize the opportunity to the best.

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## **BUSINESS OPPORTUNITES IN BEAUTY CARE**

**BY**

**Mrs. R.Renuka, Proprietor, Rosy's Beauty Care**

In this cutthroat environment, entrepreneurship and invention enable people to become self-sufficient and focus their creativity on producing original works of art. To raise awareness about entrepreneurship and its importance, strong businesswomen who are successful in their fields give seminars to A.M.A.L Degree College students. One such woman is Mrs. R. Renuka, the proprietor of Rosy's Beauty Care, which has been a success story for the past five years. She instructs beautician classes and manages a beauty salon.

The potential for women's business to empower them and change society is enormous. Financial independence is attained by female entrepreneurs through business success. The opportunities and problems facing women in the digital age are expanding so quickly that these formerly job searchers are now creating new jobs. Growing socioeconomic consciousness, the desire for extra money, making use of free time, ongoing encouragement from public institutions, education, social standing, and the influence of role models are some of the elements driving the growth of women's entrepreneurship in India.



*Sana H.*  
PRINCIPAL  
A.M.A.L. COLLEGE  
ANAKAPALLE





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**MRS. R.RENUKA ADDRESSING THE STUDENTS**



*Sana M.S.*  
PRINCIPAL  
A.M.A.L. COLLEGE  
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**MRS. R.RENUKA EXPLAINING BEAUTY TIPS TO THE STUDENTS**



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**MRS. R.RENUKA ADDRESSING THE STUDENTS**



*Sana M.S.*  
PRINCIPAL  
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**Date: 08-11-2022**

## CIRCULAR

This is to inform all the students that a training program is going to be conducted on 11-11-2022 on **“Plant Nursery Business: A New Way of Entrepreneurship”** by Sri B. Rajesh Kumar, Manager, **Nidhi Vanam Nursery**. The purpose of the program is to motivate B.Vocational Agriculture final year students to choose Nursery farming business as one of the career opportunities. Interested students may attend the field visit at 3.00 p.m. . Hope that you will utilize the opportunity to the best.

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## **PLANT NURSERY BUSINESS: A NEW WAY OF ENTREPRENEURSHIP**

Nursery is a place where plants are propagated and grown to usable size. There is retail Nurseries which sell to the general public, wholesale nurseries which sell only to other nurseries and to commercial landscape gardeners and private nurseries which supply the needs of institutions or Private estates.

Plant nursery business is one of the emerging businesses now a day in rural and urban areas. Applications of entrepreneurship in plant nursery business enhance the knowledge of modern entrepreneurship and Agro - entrepreneurship. Buying and selling of plant improve the economic position of the locality. It may help create more and more employment, create more income which may lead to improve their standard of living. The proprietor of the Nursery discussed how an entrepreneur can enter in this Nursery business can generate employment and at the same time help to flourish the local economy.

Nurseries have a variety of uses decorative plants for flower gardening and landscaping, garden vegetable plants and agricultural plants. Nurseries often grow plants in a green house, a building of glass or in plastic tunnels, designed to protect young plants from harsh weather while allowing access to light and ventilation. Nursery business is highly seasonal, concentrated in spring and autumn.



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**B.RAJESH KUMAR ADDRESSING THE STUDENTS ON PLANT NURSERY**



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**STUDENTS LEARNING PLANTATION TRICKS OF NURSERY BUSINESS**



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**Date: 21-11-2022**

## CIRCULAR

This is to inform all the students that a training program is going to be conducted on 24-11-2022 on **“Entrepreneurship on Poultry farming & Emerging trends in profitable Poultry farming”** by J.Shivanand, Manager, Malathi Bhai Poultry farm Sankaram, Anakapalle. The purpose of the program is to motivate the students of Biological courses to choose poultry farming as one of the career opportunities. Interested students may attend the training program and utilize the opportunity to the best.

  
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## **ENTREPRENEURSHIP ON POULTRY FARMING & EMERGING TRENDS IN PROFITABLE POULTRY FARMING**

- Biological students of A.M.A.L.College visited poultry form to gain the knowledge about the poultry farming and the opportunities through poultry business.
- Sri.J.Shivanand, Manager explained the various practical feasibilities and pros and cons of poultry farming.
- With the increasing utilization of poultry meat, eggs and other poultry products the demand for poultry farming is ever increasing and the reason of no other food product in place of egg is also one of the reasons for sustain poultry industry.
- As the major investment in poultry farming is feed and feed ingredients, the main focus should be on minimising the feed cost.
- Locally available feed ingredients which are available at a reasonable cost should be procured.
- There are ample opportunities both in Entrepreneurship and also developing as a career in poultry sector



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**Sri J SHIVANAND ADDRESSING THE STUDENTS ON POULTRY BUSINESS**



*Sri J Shivanand*  
PRINCIPAL  
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**STUDENTS KNOWING THINGS ABOUT POULTRY FARMING**



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**Date: 26-12-2022**

## CIRCULAR

This is to inform all the students that a seminar is going to be conducted on 29-12-2022 by Mr. Saurabh Lal, Proprietor, New Modern Bangalore Iyengar Bakery on “**Entrepreneurial Skills**”. The purpose of the program is to promote Entrepreneurship and innovation as one of the career opportunities to the students after graduation program. Interested students will have an opportunity to visit the bakery, learn bakery, organizing and management skills from Mr. Saurabh Lal. Interested students may attend the seminar from 11.00 AM in seminar hall. Hope that you will utilize the opportunity to the best.

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## **ENTREPRENEURIAL SKILLS BUILD YOUR OWN BUSINESS WITH INNOVATION**

Entrepreneurial education and training provide individuals with the ability to recognize business and commercial opportunities, self-esteem, knowledge and skills to act on them. A.M.A.L. College concentrates on the all – round development of students. To make its students self-sufficient and independent, steps are taken to provide students with entrepreneurial education and training.

New Modren Bangalore Iyengar Bakery has been making good profits and providing employment opportunities in and around Anakapalle. The unique feature of the bakery is its policy of Making and Baking with Millets, which are gluten-free and a good choice of nutrition. The bakery is well known for its healthier and tastier food items. The profits earned by New Modren Bangalore Iyengar Bakery demonstrated that even a small business can make good returns. Mr. Saurabh Lal, Proprietor, New Modren Bangalore Iyengar Bakery explained the students about Bread baking and cutting and making of other bakery items.



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## ENTREPRENEURIAL SKILLS



**Mr. SAURABH LAL ADDRESSING THE STUDENTS**



*Sana M. S.*  
PRINCIPAL  
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**STUDENTS LEARNING BAKERY SKILLS**



*Sana M.S.*  
PRINCIPAL  
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**MR SAURABH LAL GUIDING STUDENTS IN THE BAKERY**



*Saurabh Lal*  
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ANAKAPALLE





# A.M.A.L. COLLEGE

ANAKAPALLE- 531001. Ph.08924 220634

**NAAC ACCREDITED B++ GRADE**

**Mail:** [amalcollegeakp1953@gmail.com](mailto:amalcollegeakp1953@gmail.com), **web:** [www.amalcollege.edu.in](http://www.amalcollege.edu.in)

**Date: 06-01-2023**

## CIRCULAR

This is to inform all the students that a seminar is going to be conducted on **“Business Opportunities in Fashion Designing”** by Mrs. K.Poornima Preethi, Proprietor; Sri Blalaji Boutique is going to be conducted on 10-01-2023. The purpose of the program is to promote Entrepreneurship and innovation which help students become independent and their creativity into creating something of their own in this competitive world. Interested students may attend the seminar at 3.00PM in seminar hall. Hope that you will utilize the opportunity to the best.

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## **BUSINESS OPPORTUNITIES IN FASHION DESIGNING**

Women's Entrepreneurship has tremendous potential in empowering women and transforming society. Success in business makes women entrepreneurs financially independent. The challenges and opportunities provided to the women of digital era growing rapidly that the job seekers are turning into job creators. In order to create awareness regarding entrepreneurship and its prominence, sessions are conducted to the students in A.M.A.L. College, by strong entrepreneurs excelling well in their field, such an entrepreneur is Mrs. K.Poornima Preethi, Proprietor, Sri Balaji Boutique, who has been doing well in fashion designing. She trains people daily to stitch and fashion designing which provides self employment to many.



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**MRS. K.POORNIMA PREETHI ADDRESSING THE STUDENTS**



*Purna M. S.*  
PRINCIPAL  
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**STUDENTS LEARNING FASSION DESIGNING SKILLS**



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**STUDENTS LEARNING STITCHING TECHNIQUES**



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**Date: 14-02-2023**

## CIRCULAR

This is to inform all the students that a seminar is going to be conducted on 17-02-2023 on **“Entrepreneurial Awareness on Jaggery Business ”** by Y.Satyanarayana, Jaggery Merchant, Anakapalle Merchants Association Jaggery Market. The purpose of the program is to promote “Entrepreneurship and innovation as one of the career opportunities to the students after graduation program. Interested students can attend the seminar from 3.00 PM in seminar hall. Hope that you will utilize the opportunity to the best.

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## ENTREPRENEURIAL AWARENESS ON JAGGERY BUSINESS

- Since long time the fields of Anakapalle and surrounding areas of Anakapalle are suitable for sugar cane crop by virtue of the type of soil. Hence, Anakapalle has become a hub of Jaggery industry due to the availability of sugar cane.
- Once upon a time the Anakapalle Jaggery Market was the biggest Jaggery market in Asia.
- As the time goes on Jaggery making which was a small activity at farmers premises has emerged as a big industry providing lot of employment to the public.
- The Regional Agriculture Research Station (RARS) Anakapalle was established with the soul intention of improving the sugar cane crop.
- Now a days Jaggery has gained lot of importance replacing sugar keeping its value in good health of human beings.
- It has become a very good Entrepreneurship and career opportunity for youth in and around Anakapalle.
- The various products of Jaggery like powder, granules, cubes are being exporting to various places in India.



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**SRI Y. SATYANARAYANA ADDRESSING THE STUDENTS**



*Sri Y. Satyanarayana*  
PRINCIPAL  
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**STUDENTS VISTI TO ANAKAPALLE JAGGERY MARKET**



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**STUDENTS KNOWING ABOUT DIFFERENT KINDS OF JAGGERY**



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**Date: 06-03-2023**

## CIRCULAR

This is to inform all the students that a seminar is going to be conducted on **Business Opportunities in Beauty Care** by Mrs. K.Dhana Lakshmi, Proprietor, Blossoms Beauty Clinic is going to be conducted on 09-03-2023. The purpose of the program is to promote “**Entrepreneurship and Innovation**” which help students become independent and channel their creativity into creating something of their own in this competitive world. Interested students can attend the seminar from 2.00PM in seminar hall. Hope that you will utilize the opportunity to the best.

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## **BUSINESS OPPORTUNITIES IN BEAUTY CARE**

**BY**

**Mrs.K.Dhana Lakshmi, Proprietor, Blossoms Beauty Clinic**

Entrepreneurship and innovation help individuals become independent and channel their creativity into creating something of their own in this competitive world. To raise awareness about entrepreneurship and its importance, strong businesswomen who are successful in their fields give seminars to A.M.A.L Degree College students. One such woman is Mrs. K.Dhana Lakshmi, the proprietor of Blossoms Beauty Clinic, which has been a success story for the past five years. She instructs beautician classes and manages a beauty salon.

The potential for women's business to empower them and change society is enormous. Financial independence is attained by female entrepreneurs through business success. The opportunities and problems facing women in the digital age are expanding so quickly that these formerly job searchers are now creating new jobs. Growing socioeconomic consciousness, the desire for extra money, making use of free time, ongoing encouragement from public institutions, education, social standing, and the influence of role models are some of the elements driving the growth of women's entrepreneurship in India.



*Dhana Lakshmi*  
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**Mrs. K.DHANA LAKSHMI EXPLAINING FRUIT FACIAL TIPS TO THE STUDENTS**



*Dhana Lakshmi*  
PRINCIPAL  
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**Mrs. K.DHANA LAKSHMI EXPLAINING THE EYE BROW TREDDING**



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## HYDRA FACIAL TREATMENT



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**PEDICURE TREATMENT FOR LEGS**



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**Date: 17-04-2023**

## **CIRCULAR**

This is to inform all the students that a seminar is going to be conducted on 20-04-2023 on Entrepreneurial Awareness on "**Professional Photography and Videography**" by B.Rajesh Kumar, Proprietor, Mahatma Digitals & Photography". The purpose of the program is to promote "Entrepreneurship and innovation as one of the career opportunities to the students after graduation program. Interested students can attend the seminar from 3.00 PM in seminar hall. Hope that you will utilize the opportunity to the best.

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## **ENTREPRENEURIAL AWARENESS ON PROFESSIONAL PHOTOGRAPHY AND VIDEOGRAPHY**

We need more competitive and expanding enterprises if we are to increase employment and develop into a rising, competitive nation. The A.M.A.L. DEGREE COLLEGE states that in order to make it happen, an atmosphere that is more conducive to entrepreneurship must be established. Seminars and workshops are led by successful business owners in the institution with the goal of fostering an entrepreneurial mindset and inspiring others to pursue their own business ventures. After noticing that the majority of students were interested in animation, design, photography, and videography, the college decided to take the initiative and on 20-04-2023, a seminar was held to encourage students to start their own businesses.

On requisition of the students, Sri B.Rajesh Kumar conducted a seminar in photography, videography, animation and designing. Students were addressed about the current and future opportunities as entrepreneurs in the field of photography and videography. The session shown the light on entrepreneurship and its prominence.



*Sana H.*  
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**SRI B.RAJESH KUMAR ADDRESSING THE STUDENTS**



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**Date: 25-04-2023**

## CIRCULAR

This is to inform all the students that a training program is going to be conducted on 28-04-2023 on “**Entrepreneurial Awareness on Plant Nursery Business**” by Sri M.Appa Rao, Manager, Sri Venkateswara Nursery, Gundala. The purpose of the program is to motivate the students of Botany courses to choose Nursery farming as one of the career opportunities. Interested students may attend the field visit at 10.00 a.m. . Hope that you will utilize the opportunity to the best.

  
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## **PLANT NURSERY BUSINESS: A NEW WAY OF ENTREPRENEURSHIP**

Nursery is a place where plants are propagated and grown to usable size. There is retail Nurseries which sell to the general public, wholesale nurseries which sell only to other nurseries and to commercial landscape gardeners and private nurseries which supply the needs of institutions or Private estates.

Plant nursery business is one of the emerging businesses now a day in rural and urban areas. Applications of entrepreneurship in plant nursery business enhance the knowledge of modern entrepreneurship and Agro - entrepreneurship. Buying and selling of plant improve the economic position of the locality. It may help create more and more employment, create more income which may lead to improve their standard of living. The proprietor of the Nursery discussed how an entrepreneur can enter in this Nursery business can generate employment and at the same time help to flourish the local economy.

Nurseries have a variety of uses decorative plants for flower gardening and landscaping, garden vegetable plants and agricultural plants. Nurseries often grow plants in a green house, a building of glass or in plastic tunnels, designed to protect young plants from harsh weather while allowing access to light and ventilation. Nursery business is highly seasonal, concentrated in spring and autumn.



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**Sri M.APPARAO ADDRESSING THE STUDENTS ON NURSERY BUSINESS**



*Sana Ali*  
PRINCIPAL  
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**STUDENTS KNOWING ABOUT VERMYCOMPOST MAKING PROCEDURE**



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**Date: 15-05-2023**

## CIRCULAR

This is to inform all the students of Dairying&Animal husbandry course that a seminar will be conducted on 19-05-2023. The topic is “**Care and management of pets and advanced clinical procedures in the treatment of pet animals**”. Dr.N.Sridhar chief Veterinarian of Paws N Tails pet clinic, Vizag will conduct the seminar. Paws N Tails is a premium pet hospital in Vizag with global standards in pet treatment. Dr.Sridhar is a renowned pet surgeon and is in pet and wild animal practice for the last two decades.

Interested students may attend the seminar at 2.30 Pm in seminar hall in the campus.

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## **CARE AND MANAGEMENT OF PETS AND ADVANCED CLINICAL PROCEDURES IN THE TREATMENT OF PET ANIMALS**

1. Nearly 60 students from Dairying & Animal husbandry and three faculty members attended the seminar.
2. Dr.Sridhar explained the present status of canine treatment and management
3. The dog management which was once upon a time is a negligible field the the Veterinary sector has gained lot of importance now-a-days.
4. The pets in the house holds were given only table scrap once upon a time are now being fed with costliest pet foods like Royal canine, Pedegree, drools etc.
5. With the increasing treatment and management aspects of pets, pet management and treatment has become an important career opportunity in the present days.
6. Dr.Sridhar has explained the various management aspects of pets in terms of both breed wise and utility wise.
7. His lecture was well received by students as well as faculty.



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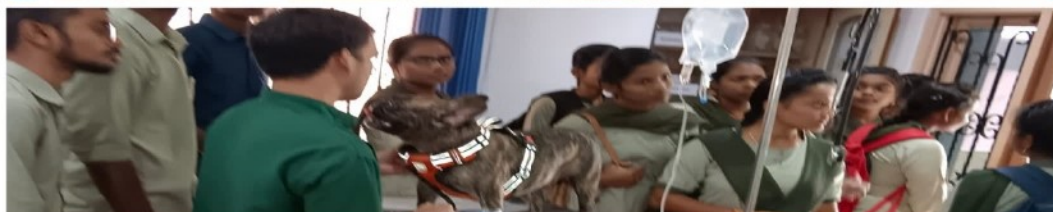


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**DR. SRIDHAR ADDRESSING TO THE STUDENTS ON ENTREPRENEURSHIP  
DEVELOPMENT PROGRAMME**



*Sana Nigam*  
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