



Chief Patron :
Dr. Narayana Bharat Gupta, IAS
Director of Collegiate Education, A.P.



Patron :
Dr. Ch. Krishna
Joint Director of
Collegiate Education, A.P.



Co-Patron :
Dr. P.V. Krishnaji
RJDCE (FAC) of Zone I & II
Rajamahendravaram, A.P.



Workshop Director :
Dr. K. Anjaneyulu
Principal
P.R. Govt. Degree College (A),
Kakinada

Dr. K. Lakshmana Rao, Director
Sub. Lt. Dr. J. Panduranga Rao, Co-Director
Dr. K. Nageswara Rao, Organizing Secretary

Resource Persons :

Prof. V. Krishna Mohan, Director General, IIAM
Prof. J. Ravi, Andhra University
Prof. N. Uday Bhaskar, Adikavi Nannaya University
Prof. Sivaram Prasad, Acharya Nagarjuna University
Dr. Sarat Mutyala, Ni-MSME, Hyderabad
Prof. Aruna, VIT Vellore, Tamil Nadu
Prof. J.Chandra Prasad, Rtd. Principal
Dr. B.Venkateswara Rao, Tribal Central University, Chhattisgarh
Mr. Ravi Eswarappa, CEO, Aahub
Prof. Purushottam, Director, Mumbai University, Maharashtra
Prof. Sunil Kumar Pradhan, Berhampur University, Odissa
Prof. Surya Chandra Rao, Krishna University, AP
Prof. Ranjan Lal, Utkal University, Bhubaneswar, Odissa
Prof. Chandra Mohan, Central University of Tamil Nadu
Prof. Lalitha Bhaskari, Andhra University
Prof. B.Ramesh, Goa University- Goa

Two Day National Seminar On Envisioning Swarnandhra to Twine with Viksit Bharath 2047-The Realities & Challenges

Call for Papers :

Academicians, policymakers, industry experts, entrepreneurs, and students are invited to present original research papers, case studies, and conceptual papers relevant to the seminar themes.

Publication :

- Selected papers will be published in ISSN Peer-Reviewed Journals / ISBN Book.
- Send your papers to prgcseminar@gmail.com by **20th September 2025** will be released in the inaugural session.

Submission Guidelines :

- Format: MS Word, A4, Times New Roman, Font size 12, 1.5 spacing, justified
 - Include: Title, Author(s), Designation, Affiliation, Contact details
 - Presentation Time: 8-10 minutes + discussion (PPT allowed)
- prgcseminar@gmail.com

Registration Fee :

Category	Fee (INR)
Faculty / Academicians	300
Research Scholars / Students	200
Industry Professionals	1500
Foreign Participants	\$30 USD
Paper Publications	500

**All Authors must registered.*

Payable in favour of :
Account No. : 003101000026555
IFSC CODE : IOBA0000031
CPDC, P.R.Govt.College (A), Kakinada.

Scan QR code for Registration



<https://docs.google.com/forms/d/e/1FAIpQLSdPhhPhOB6uGVRbcSmEUPxumHD1ATjzyBMjsLNbOPncAGTCZw/viewform?usp=header>

Send Paper Publications to :
Email : prgcseminar@gmail.com

Contact us : ☎ 94400 26354, 98484 05370, 91826 53340



PITHAPUR RAJAH'S GOVERNMENT COLLEGE (A)

(4th Cycle NAAC Accredited with B++ Grade)
(Affiliated to Adikavi Nannaya University, Rajamahendravaram)
KAKINADA - 533 001.

Two Day National Seminar On

ENVISIONING SWARNANDHARA TO TWINE WITH VIKSIT BHARATH 2047: THE REALITIES AND CHALLENGES

24th & 25th September 2025



Organized by: Dept. of Commerce & Management Studies

About the College

Pithapur Rajah's Government College (Autonomous) Kakinada, established in 1884 has carved a niche for itself in imparting quality higher education in Andhra Pradesh. Accredited by NAAC at grade A in its 3rd cycle during 2017, the college in its annals of over 139 years for glorious past had many feathers in its cap including conferment of the status "College with Potential for Excellence" (CPE) on it by UGC in 2010 besides autonomous status during 2000-01. It has been constant endeavour of the college to realize its vision of rolling out wholesome students with global competencies. An outcome-based institution to the core, the student-centric framework of the College served as a launch pad to many a student to fulfil their dreams through progression to higher education and securing employment opportunities in Government and Private sectors through optimum deployment of ICT Infrastructure. The ingenious faculty members and their innovative pedagogical strategies, research based and experimental teaching learning process to enhance quality in teaching, learning other hallmarks of the Institution. The 28 acre lush green campus creates an enriching learning ambience.

About the Department

The Department of Commerce and Management Studies at Pithapur Rajah's Government College (A), Kakinada, established in 1956, is the largest and most dynamic department of the institution. It offers a wide range of programs, from traditional B. Com to specialized courses like B. Com (Computer Applications), M. Com (Taxation), BBA (Digital Marketing) and BBA (Healthcare Management), aligning with industry demands. Known for producing successful professionals in various fields, the department has a strong alumni network, including Chartered Accountants and Company Secretaries. With 13 qualified faculty members five holding doctorates it is a recognized research centre under Adikavi Nannaya University, contributing extensively to academic publications. The department blends academic rigor with practical exposure through workshops, seminars, projects, and internships, and is committed to inclusivity, with over 70% of students from socially and economically weaker backgrounds and 45% women.

About the Seminar

Way back in 1956, the reorganization of states on a linguistic basis led to the formation of Andhra Pradesh, which flourished until 2014 with Hyderabad as its capital. The state bifurcation came as an unexpected jolt, creating Telangana with Hyderabad as its capital and leaving Andhra Pradesh without one.

Amaravati was later designated as the capital, raising hopes with ambitious proposals for infrastructure and development. However, political shifts and policy hurdles slowed progress.

In recent years, Andhra Pradesh has renewed its focus on industry, innovation, investment, infrastructure, education & skilling, foreign collaborations, and Public-Private-People Participation (4Ps). Combined with robust welfare schemes (Six Guarantees), the vision is to achieve Swarnandhra with a target per capita income of 55 lakhs, aligning with the national vision of Viksit Bharat 2047.

This seminar seeks to explore policies, initiatives, and challenges in achieving this ambitious goal, while acknowledging the roadblocks that may arise.

Sub-Themes

- Start-Up Ecosystem in Andhra Pradesh
- Public-Private-People Partnership (4Ps) - Visualization of Bangaru Families
- Industrial Corridors as Engines of Growth
- Potential of Tourism and Hospitality for Economic Prosperity
- Skilling Human Capital for Global Competitiveness
- Identifying Core Competencies for Youth Skill Development
- Entrepreneurship and Start-Up Ecosystem for a Vibrant Economy
- FinTech - The Game Changer
- Agriculture as a Core Competence vs. Industrial Global Imperatives
- Initiation of Quantum Valley-Opportunities & Prospects
- Financial Literacy to Accelerate Savings and Investments

National Advisory Committee

Prof. P. Mohan	Principal, KIMS, Telangana
Prof. P. Venugopal	VIT, Vellore, Tamil Nadu
Prof. D. Prabhakara Rao	Former Principal, A.U.
Prof. Varsha S. Sukha Deve	SGB Amaravathi Univ.
Dr. Venkateswara Bhanotu	Assoc. Prof., G.G.V.B., Bilaspur
Prof. P. Uma Maheswari Devi	DCMS, AKNU
K.V. Ramana Murthy	Assoc. Prof., DCMS, AU
Dr. K.V. Siva Prasad	Director R&D, KLU
Dr. K. Ratna Manikyam	Principal, Chintoor
Dr. P. Shanmukha Rao	GDC, Rajahmundry

Advisory Committee

Dr. V. Sanjeeva Kumar	Vice Principal
Dr. P. Hari Ram Prasad	IQAC Coordinator & HOD, Hindi
Sri P. Vijaya Kumar	Academic Coordinator
Dr. S.V.G.V.A. Prasad	Research and Dev. Coordinator
Dr. P. Kiran Kumar	Co-ordinator, NRC
Sri B. Chakravarthi	HOD, Zoology & Aquaculture
Dr. M. Venkateswara Rao	HOD, Economics
Dr. Ch. John Samuel	HOD, Botany
Dr. M. Surekha	HOD, Physics & Electronics
Sri G.P. Chakravarthy	HOD, Biotech. & Microbiology
Ms. Y. Bujji	HOD, Sanskrit
Dr. K. Jayadev	HOD, Mathematics
Dr. K. Hari Kishan	HOD, Political Science
Kum. Ch. Vennela	HOD, English
Ms. P. Jyothi	HOD, Computer Applications
Sri R.V. Satyanarayana	HOD, Comp. Sci. & Statistics
Sri V. Mallikarjun Naik	HOD, History
Dr. S.V.V.L.G. Varma	HOD, Physical Education
Sri V. Raju	Administrative Officer

Organizing Committee

Sri Ch. Balaji	M.Com, MBA, APSET, (Ph.D.)
Sri D.S. Madhu Prasad	M.Com, MBA, APSET, M.Phil, MA, LLB (Ph.D.)
G.S.R.S.G. Nooka Raju	M.Com, MBA, M.Phil, Ph.D.
Smt. B. Chinnari	M.Com
Dr. D. Venkateswara Rao	M.Com, APSET, M.Phil, Ph.D.
Kum. P. Sanghavi	MCA,
Smt. V. Asha Jyothi	MBA
Kum. P. Mounika	B.Sc Nursing, MBA (HCM)
Kum. M. Pavani	M.Com
Y. Ashok	III B.Com.(General)
S. Vinay Prabhas	III B.Com.(Taxation)
Y. Thanuja	II B.Com.(CA)
S. Bhargavi	II BBA(DM)
A. Rakesh	II BBA(HCM)