



**VIGNANA BHARATHI INSTITUTE OF TECHNOLOGY**  
Aushapur (V), Ghatkesar (M), R.R Dist. – 501301  
**SCHOOL CODE: 45893584 STUDENT BRANCH CODE: 65451**

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**REPORT**

The Communications Society under IEEE - VBIT SB, was successful in organizing the Industrial Visit to IMD - Indian Meteorological Department. The primitive working of Radar and Weather Forecasting helps the students in perceiving the practical knowledge which is perfectly achieved by an Industrial Visit. As signal transmission is one of the crucial topics, the communication in different media like atmosphere using the antenna were well interpreted and were constructive in clutching the students with innovative thoughts on the subjects.

**EVENT DETAILS:**

- Date : 9<sup>th</sup> September, 2019
- Venue : Indian Meteorological Department
- No. of students : 45

**BRANCH COUNSELOR:**

- ❖ Mr. M. Venkateswara Rao

**FACULTY COORDINATORS:**

- ❖ Ms. R. Neeharika
- ❖ Ms. B. Srija

**ORGANIZING COMMITTEE:**

- Chairperson : Karthik Mogilipuram
- Vice Chairperson : G. Shanthan Reddy
- Secretary : K.Sreekruthi
- Treasurer : C. Kaushik Reddy
- Representative : A. Niharika Reddy

**EVENT DESCRIPTION:**

The Communications Society under IEEE -VBIT SB, organized an Industrial Visit to IMD - Indian Meteorological Department on 9<sup>th</sup> September, 2019. Focusing the fourth year students of the Electronics and Communications Engineering Department, the visit helped them in broadening their creed constraint on the topics that include Radar and Weather Forecasting along with the practical experience of the signal transmission in different media through assorted methods. Also, the distinctive methods utilized in the Weather Forecast detection were seemingly instructed to the students.

## **OVERVIEW:**

- The visit was initiated by escorting the students from the campus to the IMD - Indian Meteorological Department, through college transport along with Mr. S. Pothalaiah, who assisted them in understanding of the concepts evidently.
- Upon arrival, the students and the faculty were addressed by the staff of IMD. Later, the students were then given a brief introduction to the topics, assisting them with essential information of the industry and the work.
- The session instituted with a basic concept and introduction on convention of Radar Communications and the importance of the different techniques used in detection of the Weather Forecasting conditions in any given area. This was followed by the segregation of students into two different groups.
- The first groups of students were enroute to the Radar building, where they could evaluate the complete insight of the Radars, their working principles, the meteorological products that are available from DWRs and the plans for modernisation of the radar network in IMD.
- The other group of students, who headed to the experimental zone, could interpret the diverse methods of experiments used in the detection and observation of Weather Forecasting like the humidity in air, the approximations in the rainfall etc.
- The visit marked its ending by aiding the students in analysis on the topics by demonstrating in a more practical and prominent manner. The visit was successful in promoting the practical thinking ability in the students.

## **GLIMPSE FROM THE INDUSTRIAL VISIT:**









### **REVIEW:**

The Industrial Visit assisted students in amplifying their knowledge in the topics Radar and Weather Forecasting in a more practical way. The working of the Radar systems in different fields like military, remote sensing, aircraft safety and navigation, ship navigation was well interpreted to the students. The basic experiments used in Weather Forecasting for the detection of humidity percentage and rainfall approximations were demonstrated utterly to the students. The practical outlook and exploration to the diverse methods of technical approach to the communicational obligation was supplemented to the thinking ability of the students.

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**REPORT**

The Guest Lecture on the topic “Digital Pass Band Transmission” was successfully organized by the Communications Society under IEEE - VBIT SB. Digital Communications is a pre-eminent and imperative topic that includes the coding techniques used in the transmission of the information through signals and detection and correction of various types of errors occurring in the signal transmission. The lecture aided the students in acquiring the intact knowledge on Digital Communications.

**EVENT DETAILS:**

- Date : 31<sup>st</sup> August, 2019
- Venue : PrernaHall
- No. of students : 170

**BRANCH COUNSELOR:**

- ❖ Mr. M. VenkateswaraRao

**FACULTY COORDINATORS:**

- ❖ Ms. R. Neeharika
- ❖ Ms. B. Srija

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- Representative : A. Niharika Reddy

**EVENT DESCRIPTION:**

The Communications Society under IEEE - VBIT SB, conducted a Guest Lecture on 31<sup>st</sup> August, 2019. The honorable Chief Guest, Dr. Amar Prakasa Rao Associate Professor, NIT Warangal delivered a lecture on the topic “Digital Pass Band Transmission” that concealed briefly about the coding system that is used in the transmission of information and communications. The event was divided with two sessions and was held exclusively for third year ECE students at PrernaHall.



### **HONORABLE SPEAKER:**

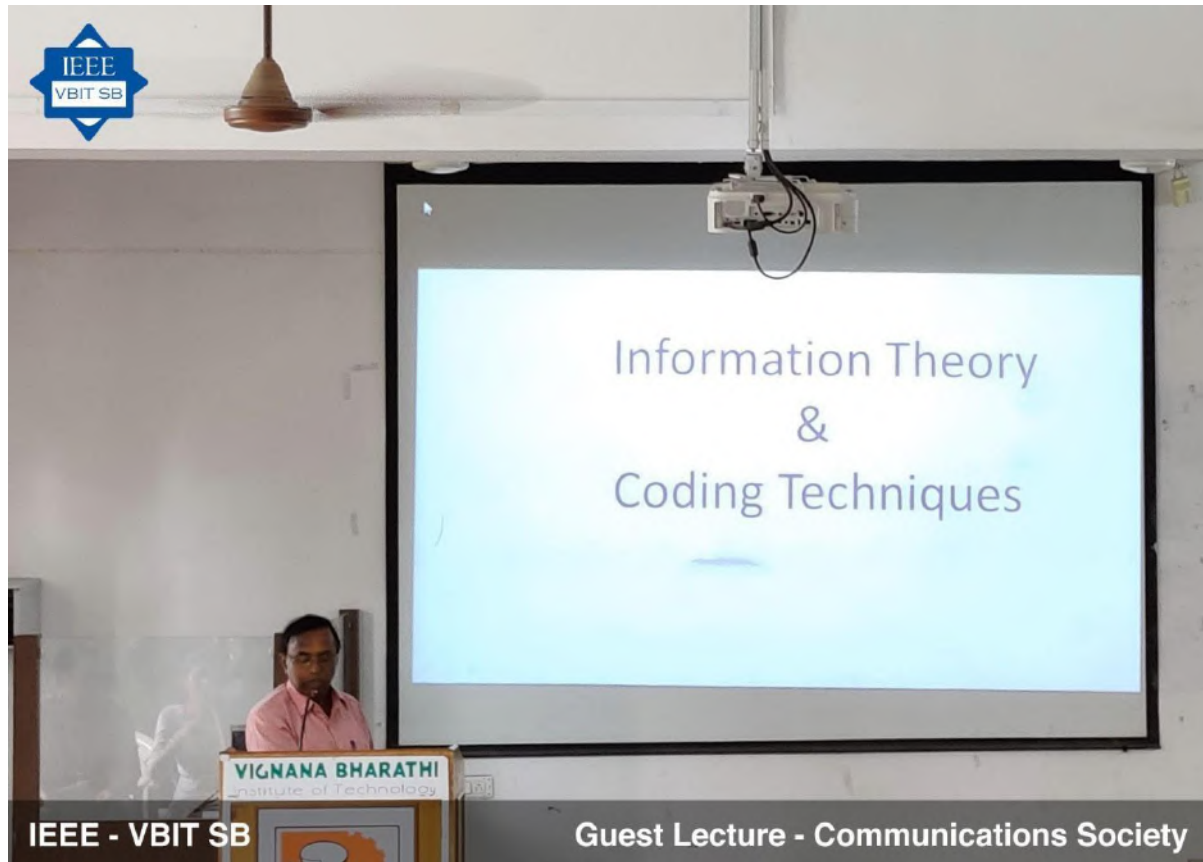
Dr. Amar Prakasa Rao is an Associate Professor, NIT Warangal. He is an expertise in various fields such as Electronics and Devices Circuits, Communication Systems, Coding Theory and handled various labs. He supervised and guided many Undergraduate projects and Post Graduate projects. Many of his exemplary works were published in journals and conferences. He also acquires professional body membership at ISTE - The Indian Society for Technical Education and IEEE - Institute of Electrical and Electronics Engineers.

### **OVERVIEW:**

- The event was commenced by ovation of the Chief Guest, Dr. Amar Prakasa Rao Associate Professor, NIT Warangal, followed by the Head of Department of ECE, Dr. Y. Srinivas, faculty and the students.
- The third year students of ECE were categorized into two groups, where the first session was conducted in the forenoon. The chief guest evoked with the basic introduction on the topics of 'Information Theory' and 'Coding Techniques'.
- The lecture edified complete knowledge on 'Information Theory' and 'Coding Techniques' that were interpreted to the students precisely helping them in analyzing the transmission process.
- The lecture was concluded with the distinct applications on the topics, followed by a queries session, where the students were cleared with the doubts regarding the subject. The session adjoined and the students left for the lunch break.
- After the lunch break, the second session of the event initiated with the second group of the students.
- The Head of Department, Dr. Y. Srinivas Rao, concluded the event with an inspiring speech. The Chief Guest was later hailed with a token of appreciation prevailed by the vote of thanks.

### **GLIMPSE FROM THE GUEST LECTURE:**











### **REVIEW:**

The Guest Lecture on 'Digital Pass Band Transmission' was very enlightening and informative to the students. The importance of coding system used in the subject 'Digital Communication' was very well elucidated to the students, as it plays a vital role in different applications of technology such as mobile communications, television signals transmissions, satellite signals transmission etc. The students could analyze the working the communication and transmission of information through various approaches. This stimulates the students in expanding their innovation in the subject and aids them in initiating new ideas in product development. The students were benefited with the extra information and overview, which enhanced their thought process on the topic DigitalCommunication.

### **BUDGET:**

The total budget allotted for Guest Lecture was : INR 670

The total amount spent on the Guest Lecture: INR 670.

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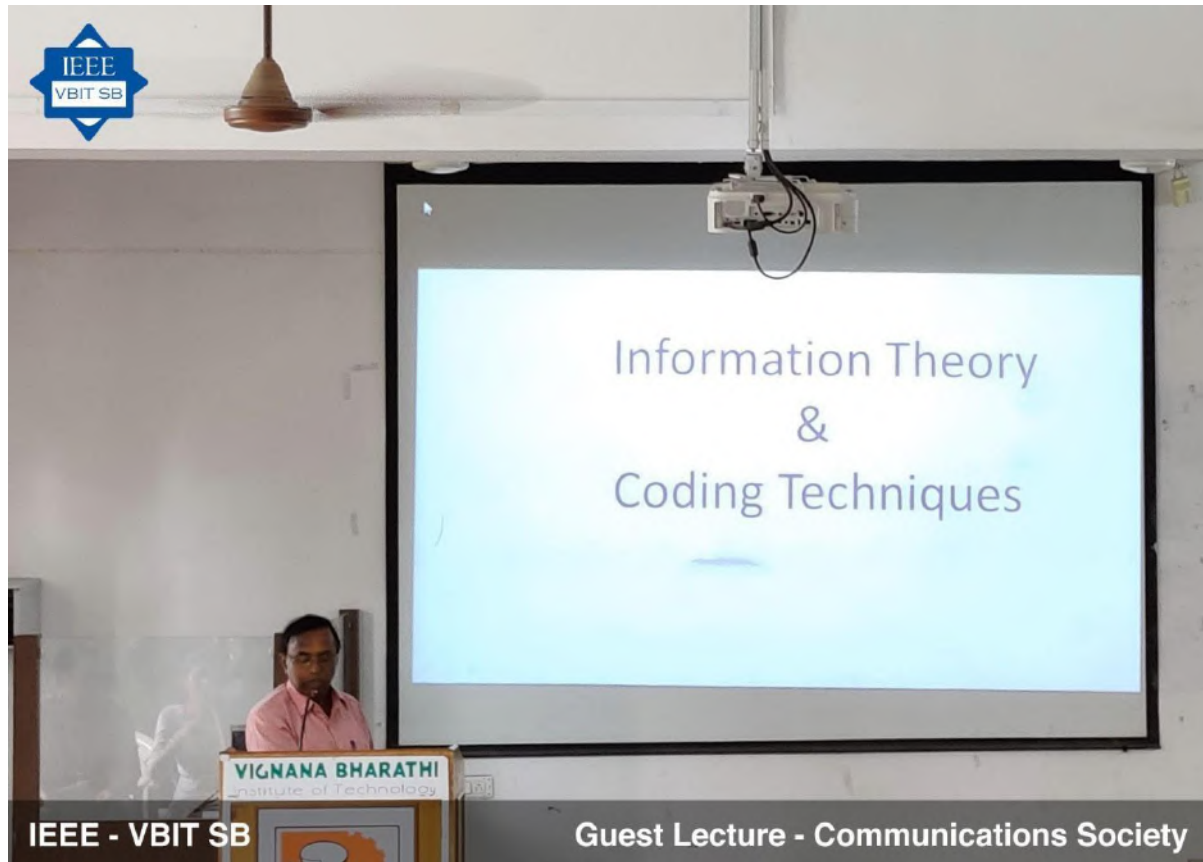
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**REPORT**

The Communications Society under IEEE - VBIT SB, was successful in organizing the Industrial Visit to ICOMM Tele. Limited. ICOMM Tele Limited is one of the India's largest firms in Product Designing, Engineering Development and Turnkey Solutions for Telecom, Defense, Solar, Power and Infrastructure Sectors. The primitive design and working of various devices used in communications help the students in evaluating the subject in depth. Also, it assists them to analyze the spearheading growth of advanced telecommunications through indigenous development of latest optical transmission products that were constructive in clutching innovative thoughts on the subjects.

**EVENT DETAILS:**

- Date : 9<sup>th</sup> November, 2019
- Venue : ICOMM Tele. Limited
- No. of students : 33

**BRANCH COUNSELOR:**

- ❖ Mr. M. Venkateswara Rao

**FACULTY COORDINATORS:**

- ❖ Ms. R. Neeharika
- ❖ Ms. B. Srija

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**EVENT DESCRIPTION:**

The Communications Society under IEEE -VBIT SB, organized an Industrial Visit to ICOMM Tele. Limited on 9<sup>th</sup> November, 2019. Focusing the fourth year students of the Electronics and Communications Engineering Department, the visit helped them in broadening their creed constraint on the topics that include designing of

distinct antennas based on applications and diversified updated technology used in telecommunications especially at remote areas. The students were also supervised and nurtured regarding the product designing and the future opportunities in the core subjects for jobs and higher studies.

### **OVERVIEW:**

- The visit was instituted by escorting the students to the ICOMM Tele. Limited, through college transport along with Mr. Kiran Babu and Ms. B. Srija who assisted them in understanding of the concepts evidently.
- Upon arrival, the students and the faculty were addressed by the staff of ICOMM. Later, the students were given a brief introduction to the topics, assisting them with essential information of the industry and the work.
- An inaugural session was initiated through seminar, regarding the work flow and the various sectors of ICOMM. Various doubts on career opportunities and future scope were made cleared and clarified by the industry experts.
- The students were parted into two different groups and taken to two separate sectors of the industry. The first groups of students were escorted to the telecommunications sector. Here, they were briefed about the modern techniques used for the communication in remote areas. The other group of students was escorted to the other section of industry, wherein they were explained about the antenna working and testing methodologies.
- The manufacturing of different types of IC and PCB boards, the working of telecommunication devices at border, the antenna testing process, the manufacturing of different types of antenna were all discussed, depicted and explained with utmost information to the students.
- The visit concluded by the closure on the topics of future technical methodologies used in the signals transmission and telecommunication devices with a effective transmission.

### **GLIMPSE FROM THE INDUSTRIAL VISIT:**

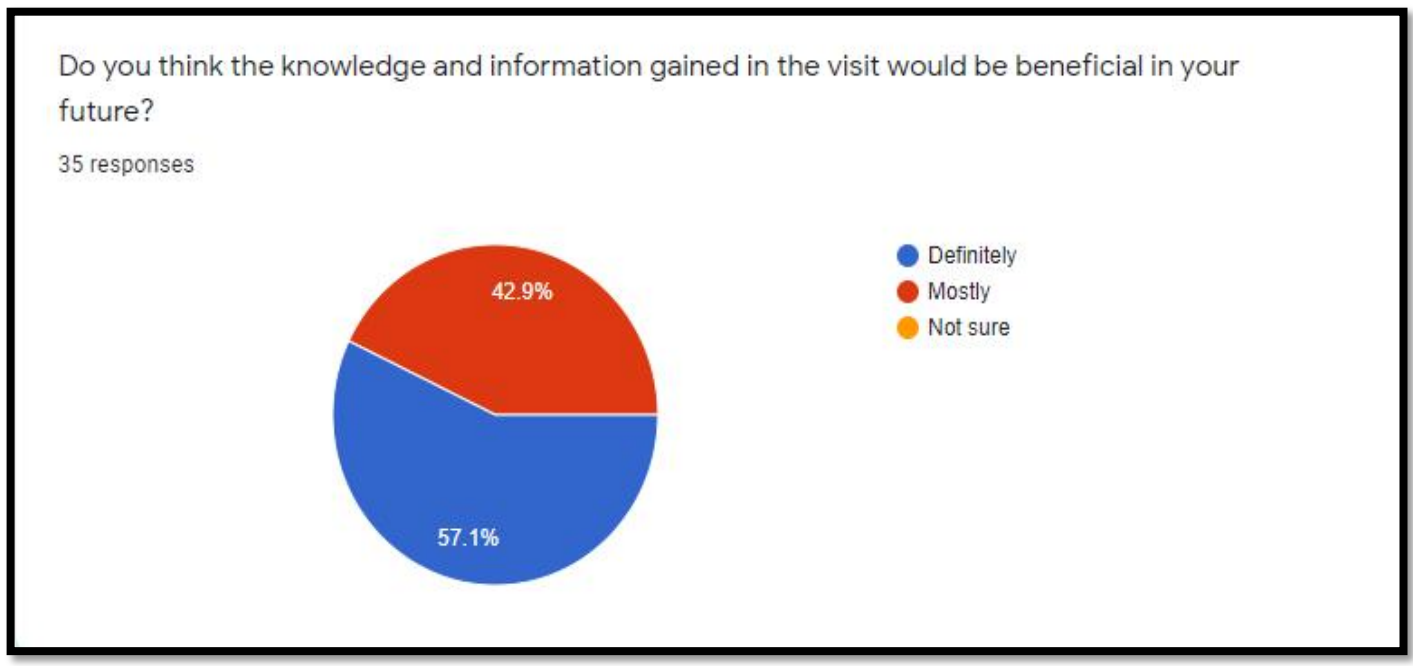






## **FEEDBACK**

The feedback was taken online through form to reduce the use of paper. The responses are as follows:



### **REVIEW:**

The Industrial Visit reinforced the students in amplifying their knowledge in the topics, Telecommunications and Antenna Wave Propagation. It was lucrative in inculcating the product designing skills in the students. The qualitative analysis and invoking methodologies on the core topics are boosted. The exposure to the various technologies and updated solutions to the signal communication complications were interpreted evidently which promoted the problem solving skills among the students.



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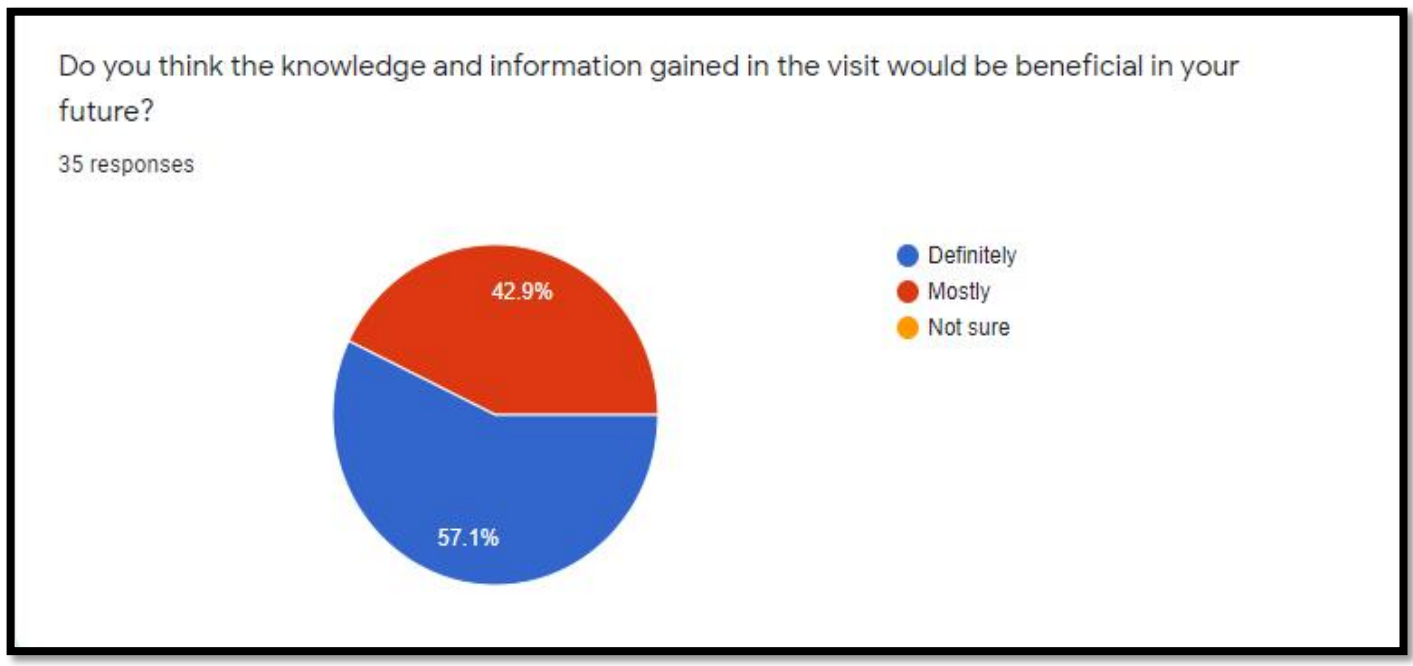
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**SCHOOL CODE: 45893584 STUDENT BRANCH CODE: 65451**

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**REPORT**

Projects and Innovation team, under IEEE - VBIT SB, was triumphant in organizing a seminar on “Bacterial Concrete”. Since Bacterial Concrete is one of the essential topics in Civil Engineering, the seminar provided a platform to the students, to bestow them an avenue to ameliorate their understanding of various concepts of software utilization in constructions. It was helpful in broadening profoundly the information and knowledge regarding the Bacterial Concrete.

**EVENT DETAILS:**

- |                          |   |                                |
|--------------------------|---|--------------------------------|
| ➤ Date                   | : | 03 <sup>rd</sup> October, 2019 |
| ➤ Venue                  | : | Chetana Auditorium             |
| ➤ Number of Participants | : | 57                             |

**BRANCH COUNSELOR:**

- ❖ Mr. M. Venkateswara Rao

**ORGANIZING COMMITTEE:**

**Projects and Innovation | IEEE - VBIT SB**

- |             |   |                       |
|-------------|---|-----------------------|
| ➤ Lead      | : | M. Avinash            |
| ➤ Co - Lead | : | M. Phani Chandramouli |

**EVENT DESCRIPTION:**

Projects and Innovation team, under IEEE - VBIT SB, organized a seminar on 3<sup>rd</sup> October, 2019. The event was a half day session, conducted on “Bacterial Concrete” delivered by Mr. Shiva Ram Prasad sir, Associate Professor, VBIT. It was exclusively for the third year students of Civil Department. The seminar covered topics like different software used in the constructions, the statistical analysis of the materials and the complete information on self healing concrete.

**OVERVIEW:**

- The event was initiated in Chetana Auditorium by the inauguration of the dignitaries, the principal, Dr. G. Amarendra Rao, succeeded by the Branch Counselor of IEEE - VBIT SB, Mr. M. Venkateswara Rao, pursued by the honorable speaker Mr. Shiva Ram Prasad, Associate Professor, VBIT, the Faculty Coordinator, Mr. P. Anil and the students.

- The session was exclusively held for the third year students of the civil department, who were firstly given a brief introduction on Civil Engineering, its importance and the future scope.
- Succeeding the introduction, the students were enlightened on the topic “Bacterial Concrete” and assorted software and techniques used in the constructions.
- The seminar was concluded with the distinct applications on the topics, followed by a queries session, where the students were cleared with the doubts regarding the subject.
- The Principal, Dr. G. Amarender Rao and the Branch Counselor of IEEE - VBIT SB, Mr. M. Venkateswara Rao delivered an illuminating speech regarding the session.
- The session marked its ending, as the speaker was hailed with the token of appreciation prevailed by the vote of thanks.

### **GLIMPSES FROM THE SEMINAR:**











FEEDBACK

**VIGNANA BHARATHI**  
Institute of Technology

(Approved by AICTE, Accredited by NBA & NAAC, Permanently Affiliated to JNTU H)

**VIGNANA BHARATHI INSTITUTE OF TECHNOLOGY**  
Aushapur (V), Ghatkesar (M), R.R. Dist - 501 301  
SCHOOL CODE: 45893584 STUDENT BRANCH CODE: 65451

**Feedback Form**

Name: G GANGSH REDDY Roll Number: 17P61A0127  
Year: III Section: A

- How was your overall experience at the Seminar?  
☒ Excellent      2. Good      3. Average
- Was the seminar successful in meeting your expectations?  
☒ Yes      ☐ No
- Do you think the knowledge and information gained in the Seminar would be beneficial in your future?  
☒ Definitely      ☐ Mostly      ☐ Not sure
- Was the speaker able to clarify your doubts regarding the topic?  
☒ Yes      ☐ No
- Any suggestions to the Organizing Committee?  
NO They organizing well

For membership details, contact: P. Girish: 8523035485

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**Feedback Form**

Name: M. Varun Reddy Roll Number: 17P61A0127  
Year: III Section: B

- How was your overall experience at the Seminar?  
 1. Excellent      ☒ 2. Good      3. Average
- Was the seminar successful in meeting your expectations?  
☒ Yes      ☐ No
- Do you think the knowledge and information gained in the Seminar would be beneficial in your future?  
☐ Definitely      ☒ Mostly      ☐ Not sure
- Was the speaker able to clarify your doubts regarding the topic?  
☒ Yes      ☐ No
- Any suggestions to the Organizing Committee?  
NO.

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**Feedback Form**

Name: T. Vinaya Sree Roll Number: 17P61A0178  
Year: III Section: B

- How was your overall experience at the Seminar?  
☒ Excellent      2. Good      3. Average
- Was the seminar successful in meeting your expectations?  
☒ Yes      ☐ No
- Do you think the knowledge and information gained in the Seminar would be beneficial in your future?  
☒ Definitely      ☐ Mostly      ☐ Not sure
- Was the speaker able to clarify your doubts regarding the topic?  
☒ Yes      ☐ No
- Any suggestions to the Organizing Committee?  
Excellent, hope we get such good seminars in further future

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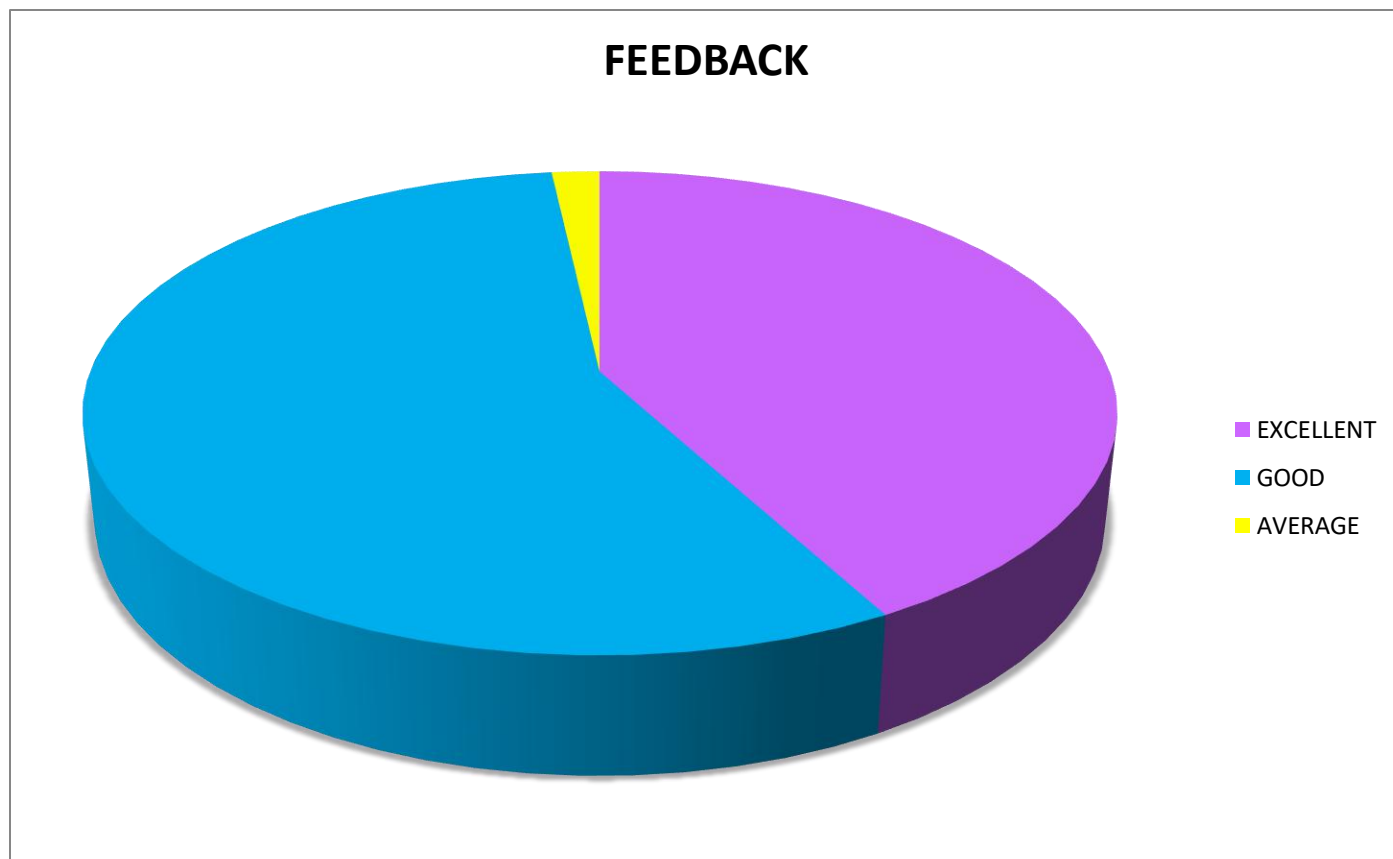
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Name: J. Sunantha Yadav Roll Number: 17P61A0131  
Year: 3<sup>rd</sup> Section: Civil-3A

- How was your overall experience at the Seminar?  
☒ Excellent      2. Good      3. Average
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☒ Yes      ☐ No
- Any suggestions to the Organizing Committee?  
NO.

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**STATISTICS****TABLE:**

Below is the statistical representation of the responses collected from the students.

REMARKS	STATISTICS
Excellent	42.10
Good	56.14
Average	1.76

### **REVIEW:**

The Seminar on “Bacterial Concrete” was very enlightening and informative to the students. The prominence of Bacterial Concrete used in constructions was very well elucidated to the students, as it plays an essential role in the development and maintenance of constructions in Civil Engineering. The seminar also alleviated the students regarding the diverse software used in Civil Engineering and their specifications in the applications. This stimulated the students in expanding their innovation in the subject and assisted them in initiating new ideas in product development. The students were benefited with the ideology on the future aspects and distinct opportunities in the course.

### **BUDGET:**

The total budget allotted for Seminar: INR 500

The total amount spent: INR 326

The remaining amount of INR was handed over to the management.

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**REPORT**

On the account of IEEE week celebrations, Women in Engineering Affinity Group under IEEE - VBIT SB has taken an initiative to spread awareness among the students about the various digital abuses associated with the virtual world through the event Unplug - Disconnect to Reconnect. The event was conducted in collaboration with End Now Foundation, which is India's first non-profit organization that aims at making the ever-growing digital technology transparent and free from cybercrime, social engineering crimes, online fake news, and other digital abuses through its various activities.

**EVENT DETAILS:**

- Date : 5<sup>th</sup> October, 2019.
- Venue : Vignana Bharathi Institute of Technology.
- Number of Participants : 74.

**BRANCH COUNSELOR:**

Mr. M. Venkateswara Rao

**FACULTY COORDINATOR:**

Mrs. K. Shirisha Reddy.

**ORGANIZING COMMITTEE:**

Chair Person	:	CH. Manogna
Vice Chair Person	:	C. Durga Sai Praveen
Secretary	:	Sakshi Agarwal
Treasurer	:	G. S. Sumith
Representative	:	A. Dharani Sandhya

**EVENT DESCRIPTION:**

Unplug - Disconnect to Reconnect is the event organized by WIE AG, with the motive to assist students to comprehend the need for a digital detox in their everyday routine by outlining the diverse consequences of technology overuse and the necessity for digital safety. The students were provided with an opportunity to convey their views on digital detox through Painting, Debate, and Picture Interpretation. The students were instructed to choose between Debate and Painting as per their interest whereas Picture Interpretation was open for all the students. The various contests focused on enhancing the creative abilities of the students.



### **OVERVIEW:**

- Students were officially notified about the event UNPLUG on 29<sup>th</sup> August, 2019.
- Classroom campaigning took place on 1<sup>st</sup> October, 2019 and the students were directed to register through the link or by scanning the QR code on the posters.
- The last date for registration was notified as 3<sup>rd</sup> October, 2019.

### **5<sup>th</sup> October, 2019**

#### **Session 1:**

- The session initiated with an Inaugural Ceremony in the Chetana Auditorium, wherein the honorable dignitaries welcomed the Guest of Honor, Mr. Anil Rachamalla the founder of the End Now Foundation, which was followed by Lighting of the Lamp.
- The session was then handed over to the honorable speaker Mr. Anil Rachamalla.
- Mr. Anil Rachamalla continued the session with a brief introduction about the End Now Foundation and its various activities that are conducted to promote Advocacy on Digital Safety and he also encouraged the students to be part of the Foundation.
- Students were elucidated about the adverse effects of their addiction towards technology.
- The participants were expounded about the increasing number of cybercrimes, social engineering crimes, and other digital abuses by citing different case studies.
- The speaker explained how the overuse of technology affects the mental and physical health of an individual.
- A brief explanation about the sense of pleasure that students receive through a notification is due to the release of dopamine from the brain, which was given by the speaker.
- The speaker enlightened the students about the benefits and process of technology cleanse and influenced them to assimilate digital detox in their everyday routine.
- The session was concluded with the students querying the speaker about the problems they face in today's digitally dominated era and then students dispersed for lunch.

#### **Session 2:**

- Post lunch, students were escorted to Prerana hall for the second session.
- The session started off by instructing the students the rules for Picture Interpretation.
- The students conveyed their views on the picture displayed and the best ones were given goodies from the cyber guru, the radio city channel of End Now Foundation.
- The participants for Thematic Painting were then escorted to a classroom and were allotted an hour to sketch their views on the theme of digital detox.
- Simultaneously, the participants of Debate were asked to stay back in the prerana hall and were divided into two teams wherein one team had to speak in favor of and the other was against the given statement.
- The students participated with lots of enthusiasm and conveyed their thoughts on the topic.
- A felicitation session was held, wherein the Chairman Dr. N. Goutham Rao Garu presented the Bonsai plant as a token of gratitude to the Guest of Honor Mr. Anil Rachamalla and his colleagues.

- The outstanding speaker from each team of Debate and the finest Painting were selected and were felicitated by the honorable dignitaries.
- The valedictory session was held, followed by the vote of thanks proposed by G.S. Sumith the Treasurer of WIE AG.

**SCHEDULE:**

TIME	SESSION
10:00 AM - 11:30 AM	Inauguration Ceremony
11:30 AM - 12:30 PM	Oration
12:30 PM - 1:30 PM	Lunch
1:30 PM - 2: 30 PM	Picture Interpretation
2:30 PM - 3:30 PM	Thematic painting and Debate
3:30 PM - 4:00 PM	Felicitatation and Valedictory
4:00 PM - 4:20 PM	Vote of Thanks & Feedback by participants

**WINNERS:**

COMPETITION	WINNER
Thematic Painting	D. Akhil Kumar Nayak
Debate	C. A. Alekhya
Debate	Teja Kadiyala

## GLIMPSES FROM UNPLUG:













## FEEDBACK:

**VIGNANA BHARATHI**  
Institute of Technology  
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**VIGNANA BHARATHI INSTITUTE OF TECHNOLOGY**  
Aushapur (V), Ghatkesar (M), R.R. Dist. - 501301  
SCHOOL CODE: 45893584 STUDENT BRANCH CODE: 65451

**Feedback Form**

Name: NANYASREE.V Branch: CSE - 3<sup>rd</sup> yr  
Roll No: 17P61A05J5 Section: D

- Did the event reach your expectations?  
☒ Yes ☐ No
- Did you gain complete knowledge on the concept of the digital detox?  
☒ Yes ☐ No
- Will you incorporate digital detox in your everyday routine?  
☒ Yes ☐ No
- Was the event successful in enhancing your creative abilities?  
☒ Yes ☐ No
- Any suggestions for the Organizing Committee?  
Conduct more such events.

Note: For IEEE membership, contact P. Girish: 8523035485

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SCHOOL CODE: 45893584 STUDENT BRANCH CODE: 65451

**Feedback Form**

Name: B. Devanand Branch: ECE  
Roll No: 18P61A0420 Section: A

- Did the event reach your expectations?  
☒ Yes ☐ No
- Did you gain complete knowledge on the concept of the digital detox?  
☒ Yes ☐ No
- Will you incorporate digital detox in your everyday routine?  
☒ Yes ☐ No
- Was the event successful in enhancing your creative abilities?  
☒ Yes ☐ No
- Any suggestions for the Organizing Committee?  
It was really nice. Thank you.

Note: For IEEE membership, contact P. Girish: 8523035485

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SCHOOL CODE: 45893584 STUDENT BRANCH CODE: 65451

**Feedback Form**

Name: M. Vasanthi Raji Branch: CSE  
Roll No: 18P61A05C2 Section: C

- Did the event reach your expectations?  
☒ Yes ☐ No
- Did you gain complete knowledge on the concept of the digital detox?  
☒ Yes ☐ No
- Will you incorporate digital detox in your everyday routine?  
☒ Yes ☐ No
- Was the event successful in enhancing your creative abilities?  
☒ Yes ☐ No
- Any suggestions for the Organizing Committee?  
Nope, the event was great!

Note: For IEEE membership, contact P. Girish: 8523035485

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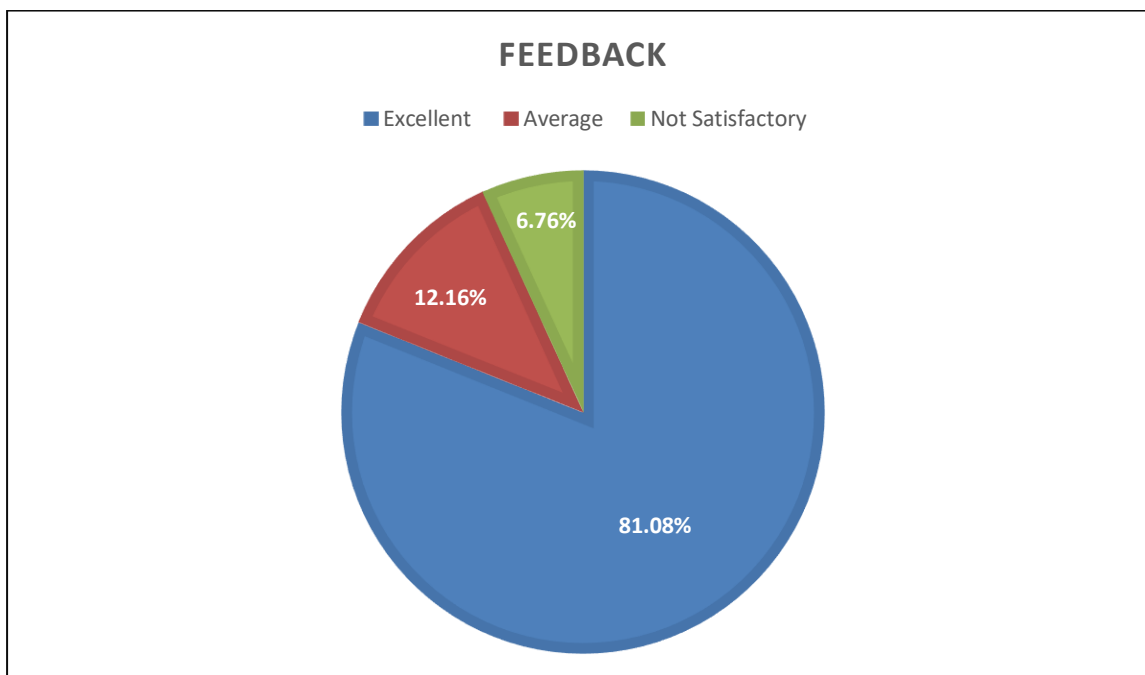
**Feedback Form**

Name: Bhanuteja Branch: ECG  
Roll No: 19P61A0424 Section: A

- Did the event reach your expectations?  
☒ Yes ☐ No
- Did you gain complete knowledge on the concept of the digital detox?  
☐ Yes ☒ No
- Will you incorporate digital detox in your everyday routine?  
☒ Yes ☐ No
- Was the event successful in enhancing your creative abilities?  
☒ Yes ☐ No
- Any suggestions for the Organizing Committee?  
Well done!! But students need to participate more

Note: For IEEE membership, contact P. Girish: 8523035485



**STATISTICS:****TABLE:**

Below is the statistical representation of the responses collected from the students.

REMARK	STATISTICS
Excellent	81.08%
Average	12.16%
Not Satisfactory	6.76%

### **REVIEW:**

Technology and social media bring us instant communication, instant access to tons of entertainment, like Netflix or Amazon Prime. Though technology can be very beneficial we can get exposed to various risks associated with it. With the increasing number of cybercrimes, cyberbullying, social engineering crimes, identity theft, and the other digital abuses, an individual should consider the process of technology cleanse to stay away from the internet and abundance of technology. The event evoked the students to resist themselves from using technology and incorporate digital detox to explore their surroundings. The various contests conducted as part of the event were successful in enriching the student's communication and creative skills.

### **BUDGET:**

The total budget allotted for the event was: INR 3500.

The total amount spent was: INR 2440.

The remnant amount to be handed over to the management: INR 1060.

**VIGNANA BHARATHI INSTITUTE OF TECHNOLOGY**  
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**SCHOOL CODE: 45893584 STUDENT BRANCH CODE: 65451**

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## **REPORT**

In view of IEEE Week celebrations, the Computer Society Chapter, under IEEE - VBIT SB has taken up the initiative to conduct a Student Development Programme on Search Engine Optimization. With the advent of Digital Marketing, creating a niche for a brand in the competitive digital world has become an absolute necessity. Brands and websites look for online visibility which can be achieved by Search Engine Optimization, hence acquiring knowledge on basic concepts of SEO will empower students with the capability to market their product or innovation and get noticed online.

### **EVENT DETAILS:**

- Date : 4<sup>th</sup> October, 2019
- Venue : Vignana Bharathi Institute of Technology
- Number of Participants : 96

### **BRANCH COUNSELOR:**

❖ Mr. M. Venkateswara Rao

### **ORGANIZING COMMITTEE:**

Computer Society Chapter | IEEE - VBIT SB

### **EVENT DESCRIPTION:**

The Student Development Programme on Search Engine Optimization, focused on instilling a basic idea of Digital Marketing among students. The session was open for participation to students belonging to second and third year, of all branches currently pursuing the Bachelors of technology at VBIT. The students were taught the basic concepts of Search Engine Optimization and SEO tools. Students were also imparted knowledge on the concepts of website ranking algorithms and its implications on the search results.

### **OVERVIEW:**

- Students were officially notified about the Student Development Session on 27<sup>th</sup> September, 2019.
- On campus campaigning for the SDP on SEO commenced on 30<sup>th</sup> September, 2019.



- Interested Students were directed to register for the event via the registration link or the QR code available on the posters.
- Students were informed to register themselves within the provided deadline, 3<sup>rd</sup> October, 2019.
- Students were then shortlisted on the basis of their responses in the registration form. The shortlisted students were sent a selection mail to attend the SDP session.

## **4<sup>th</sup> October, 2019:**

- The Session began with an inaugural ceremony in the presence of dignitaries, who marked the beginning of the SDP with the lighting of the lamp, followed by which the dignitaries inspired the participants with their enlightening words.
- The Session was then handed over to S. Sai Dheeraj, the Treasurer of Computer Society Chapter, IEEE - VBIT SB, who was the speaker for the SDP session.

## **Session - 1:**

- The participants were first explained about Search Engine Optimization and the need for SEO in today's digital marketing driven world.
- For a better understanding, the students then, unraveled the meaning of technical terms related to SEO such as traffic, profiles, forums, comments and keywords, alongside discerning the differences between a Search Engine and a Browser.
- The students were then explained about the prioritization of websites by google, factors to increase website rankings and Alexa Ranking.
- Through the varied demonstrations, the participants learnt the differences between on page and off page SEO alongside comprehending, Keyword optimization, optimization rules, backlinking and the role of forums and comments in increasing views.
- Through the various tips and tricks shared by the speaker the students were able to understand the steps and processes involved in website optimization.
- The competitive spirit and enthusiasm of the learners was seen during a quiz session where students were divided into teams and tested on the concepts taught during Session 1 following which the students dispersed for lunch.

## **Session - 2:**

- Post lunch, the session commenced with the Speaker for the afternoon, Uday Kumar, The Web Designer of IEEE - VBIT SB, enlightening the participants about WordPress.
- The students were taught the basics of WordPress and the technical terms involved. Important tips to be remembered during website development were also discussed.
- Session 2 culminated with a Quiz session on Wordpress. The top performers received goodies from IEEE - VBIT SB.
- This was followed by a quick feedback session where the participants shared their feedback on the SDP Session via the feedback forms.
- A membership drive was then held, wherein the GINI & MDO of IEEE - VBIT SB, P. Girish, explained the audience about IEEE and the benefits of an IEEE Membership.
- The SDP culminated with a Vote of Thanks followed by the recital of the National Anthem.

## SCHEDULE:

*Date: 4<sup>th</sup> October, 2019.*

TIME	SESSION
10:00 AM - 10:30 AM	Inaugural
10:30 AM - 1:00 AM	Session 1
1:00 PM - 1:50 PM	Lunch
1:50 PM - 3:00 PM	Session 2
3:00 PM - 3:15 PM	Feedback Session
3:15 PM - 3:30 PM	Vote of Thanks

## GLIMPSES FROM THE SDP SESSION ON SEARCH ENGINE OPTIMIZATION:









## FEEDBACK

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SCHOOL CODE: 45893584 STUDENT BRANCH CODE: 65451

**Feedback Form**

Name: C. Vinod Branch: EEE  
Roll No: 18P61A0251 Section: B

1. Was the SDP successful in instilling a basic idea on SEO?  
☒ Yes ☐ No

2. Rate your learning experience on the topic SEO through the SDP Session.  
☐ Excellent ☐ Good ☒ Average

3. Were the topics taught in the SDP, helpful in implementing your ideas?  
Yes, of course but it may create impact by doing it practically

4. Were the speakers effective in cultivating an outreach on the topic?  
Yes, the morning session is good enough and more value can be added in evening session

5. We value your opinion. Please share your suggestions with the Organizing Committee.  
Great idea to have a workshop on SEO was time worthy

Note: For IEEE membership, contact P. Girish: 8523035485

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**IEEE**  
COMPUTER  
SOCIETY  
IEEE VBIT SB

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SCHOOL CODE: 45893584 STUDENT BRANCH CODE: 65451

**Feedback Form**

Name: Hd. Faizan Branch: EEE  
Roll No: 18P61A0255 Section: B

1. Was the SDP successful in instilling a basic idea on SEO?  
☒ Yes ☐ No

2. Rate your learning experience on the topic SEO through the SDP Session.  
☐ Excellent ☒ Good ☐ Average

3. Were the topics taught in the SDP, helpful in implementing your ideas?  
yes, topic taught will be helpful.

4. Were the speakers effective in cultivating an outreach on the topic?  
Not completely effectively saying maybe due to speaker but voice was not good as expected.

5. We value your opinion. Please share your suggestions with the Organizing Committee.  
In my opinion, programme was good. Actually idea is very effective but not told completely.

Note: For IEEE membership, contact P. Girish: 8523035485

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**IEEE**  
COMPUTER  
SOCIETY  
IEEE VBIT SB

**VIGNANA BHARATHI INSTITUTE OF TECHNOLOGY**  
Aushapur (V), Ghatkesar (M), R.R. Dist. - 501301  
SCHOOL CODE: 45893584 STUDENT BRANCH CODE: 65451

**Feedback Form**

Name: Yash Muttineni Branch: CSE  
Roll No: 17P61A05K6 Section: D

1. Was the SDP successful in instilling a basic idea on SEO?  
☒ Yes ☐ No

2. Rate your learning experience on the topic SEO through the SDP Session.  
☐ Excellent ☒ Good ☐ Average

3. Were the topics taught in the SDP, helpful in implementing your ideas?  
Yes they were

4. Were the speakers effective in cultivating an outreach on the topic?  
Yes, could have gone more deeper into SEO and made us practically do it.

5. We value your opinion. Please share your suggestions with the Organizing Committee.  
Session was good but planning and timing can be better

Note: For IEEE membership, contact P. Girish: 8523035485

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SCHOOL CODE: 45893584 STUDENT BRANCH CODE: 65451

**Feedback Form**

Name: Amreen Branch: CSE  
Roll No: 17B61A0549 Section: D

1. Was the SDP successful in instilling a basic idea on SEO?  
☒ Yes ☐ No

2. Rate your learning experience on the topic SEO through the SDP Session.  
☐ Excellent ☐ Good ☒ Average

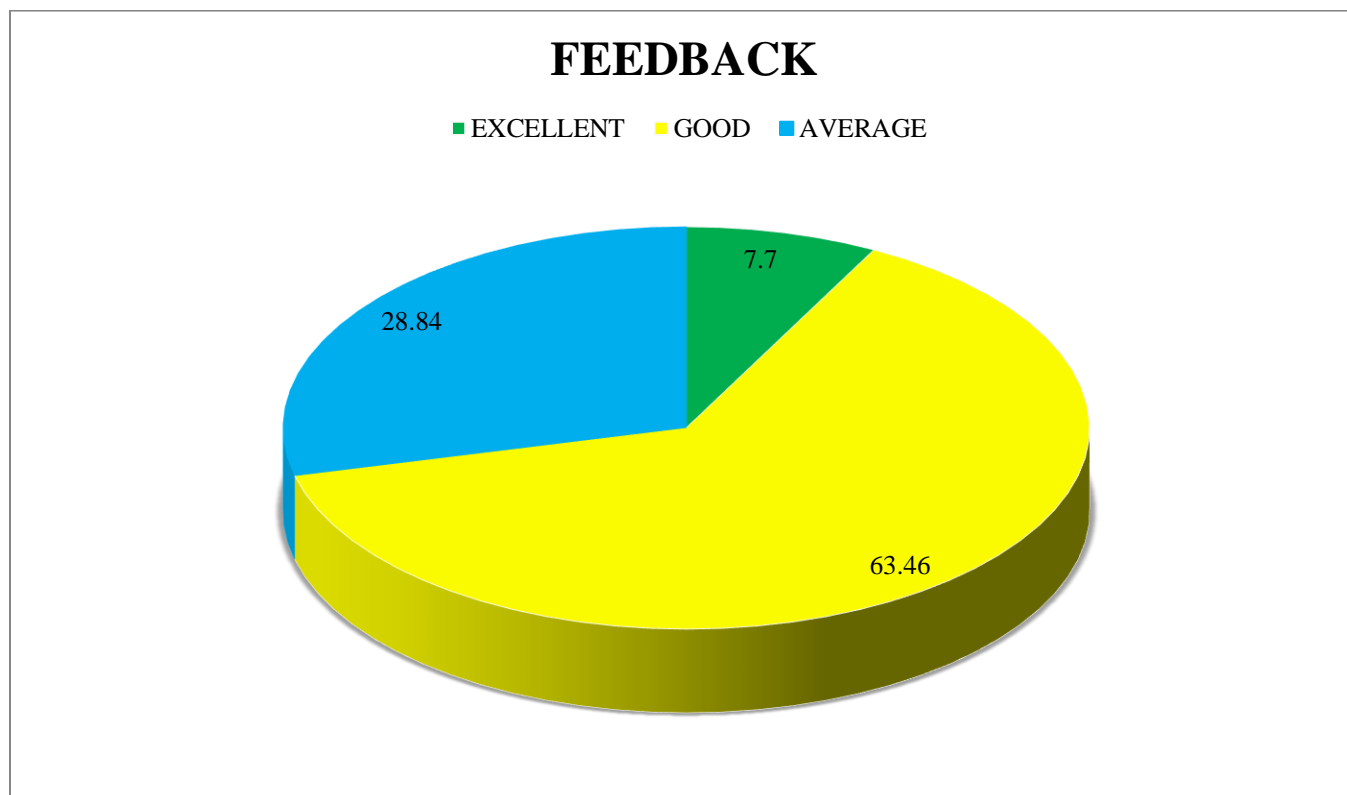
3. Were the topics taught in the SDP, helpful in implementing your ideas?  
Yes, Got idea about SEO better than before

4. Were the speakers effective in cultivating an outreach on the topic?  
Speakers were Average, They had knowledge but, I felt they couldn't successfully reach expectations.

5. We value your opinion. Please share your suggestions with the Organizing Committee.  
I feel like Speakers must practice their presentation skills

Note: For IEEE membership, contact P. Girish: 8523035485

## STATISTICS



### TABLE:

Below is the statistical representation of the responses collected from the students.

REMARK	STATISTICS
Excellent	7.7%
Good	63.46%
Average	28.84%



### **REVIEW:**

Competition is a key factor that drives innovation in today's industry. As an engineer who seeks to market his/her innovation, online visibility becomes the key factor which could boost product sales. Another factor that plays a vital role in product promotion is building an attractive website that captures the attention of the customer, hence mastering the art of effective website building on a simple yet powerful platform like WordPress alongside basic knowledge of Digital marketing and SEO shall prove to be beneficial to the student. With the knowledge gained during the SDP Session, alongside learning to build an effective website using WordPress, a student, is able to understand the ranking algorithms of popular search engines and optimize their websites. Students are able to discern their audience and design their websites to attract the right traffic, enhancing their online visibility promoting better sales and promotions.

### **BUDGET:**

The total budget allotted for SDP Session on SEO was: INR 800.00

The total amount spent: INR 280.00

The remaining amount of INR 520.00 was handed over to the management.



**VIGNANA BHARATHI INSTITUTE OF TECHNOLOGY**  
Aushapur (V), Ghatkesar (M), R.R.Dist.-501 301  
**SCHOOL CODE: 45893584 STUDENT BRANCH CODE: 65451**

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**REPORT**

Women in Engineering Affinity Group under IEEE - VBIT SB took an initiative to organize #IWD2020 - Embrace, Empower, Exalt, on the occasion of International Women's Day. This momentous occasion was first celebrated on 8<sup>th</sup> March, 1975 with the motive to help women proclaim equal rights. International Women's Day is celebrated annually on 8<sup>th</sup> March, it's all about unity, reflection, celebration, advocacy, and action. WiE AG, IEEE - VBIT SB takes a step to contribute to this day by reflecting the advancements and achievements of women in every field and also to mark a call to action for accelerating gender parity.

**EVENT DETAILS:**

- Date : 6<sup>th</sup> March, 2020 and 7<sup>th</sup> March, 2020.
- Venue : Vignana Bharathi Institute of Technology.
- Number of Participants : 38.

**BRANCH COUNSELOR:**

Mr. M. Venkateswara Rao

**FACULTY COORDINATOR:**

Mrs. K. Shirisha Reddy.

**ORGANIZING COMMITTEE:**

Chair Person	:	CH. Manogna
Vice-Chair Person	:	C. Durga Sai Praveen
Secretary	:	Sakshi Agarwal
Treasurer	:	G. S. Sumith
Representative	:	A. Dharani Sandhya

**EVENT DESCRIPTION:**

#IWD2020 was a 2-day event coordinated by Women in Engineering Affinity Group, IEEE - VBIT SB for the undergraduates and the Women Faculty of VBIT. Day one was organized for the students, to bestow them with an opportunity to express about the women who inspired them and share their perspective through the contests RaW - Represent a Women and #doodle it. The next day was held for Female professors wherein a speech from each department was delivered by the respective branch professor's and all the lecturers were invited to attend.

**OVERVIEW:****6<sup>th</sup> March, 2020**

- The undergraduates of VBIT were officially notified about the event on 5<sup>th</sup> March, 2020.
- The students were directed to register through the link provided and choose from the contests listed in the form.
- Participants were informed to gather at the venue through mails.
- The session initiated with an Inaugural Ceremony at Sumedha hall, where students were addressed by the Principal Dr. G. Amarendar Rao and Branch Counselor of IEEE - VBIT SB Mr. M. Venkateshwara Rao, who shared their views on International Women's Day.
- The students were then instructed about the rules and regulations of the contest RaW - Represent a Woman.
- The session continued with the participants of RaW, orating about the Woman who inspired them, which was followed by Lunch.
- Post Lunch, the participants were instructed about the rules and regulations of #doodleit.
- #I am Remarkable was the hashtag given to the students on which they doodled their view within 50 minutes.
- A felicitation session was held, wherein all the participants of Raw were presented with goodies and the top three doodles were rewarded.

**7<sup>th</sup> March, 2020**

- The event marked its beginning with Amisha Raj, Representative of Computer Society extending a warm welcome to all the female lecturers and wishing them a Happy Women's Day on behalf of Team IEEE - VBIT SB.
- The significance of International Women's Day and the vision of Women in Engineering Affinity Group under IEEE - VBIT SB was expounded by her.
- Dr. G. Amarendar Rao, Principal, and Dr. Ch. S. L. N. Sridhar, Vice Principal addressed the gathering and appreciated all the lecturers for their exceptional contribution to the college.
- The session continued with the female professor from each department, who were invited as speakers, orating about the role of women in society and their struggles.
- The session was then handed over to Dr. A. Ashwini, Associate Professor at the Humanities and Science department, who then welcomed the Guests of Honor's, Ms. Vasantha, Municipal Commissioner Ghatkesar, Dr. Aparna Varma, HOD Biochemistry AIIMS, and Ms. Kaveri Machendar reddy, Sarpanch Aushapur.
- The session continued with Guest of Honor's, who shared their journey and disseminated the struggles of a woman faced by the women in society.
- Dr. N. Goutham Rao, Chairman felicitated the Guest of Honor's, which was followed by dispersion of the guests and the session was handed over to Amisha Raj.
- The session continued with felicitation of professors by R. Hansika, Vice Chairperson of IEEE - VBIT SB and Ch. Manogna, Chair Person of WIE - AG under IEEE - VBIT SB.
- The event marked its ending with V. Yashaswi, Graphic Designer at IEEE - VBIT SB, who proposed the Vote of Thanks which was followed by the recital of the National Anthem.

**SCHEDULE:**

*Date: 6<sup>th</sup> March, 2020.*

<b>TIME</b>	<b>SESSION</b>
10:00 AM - 11:30 AM	Inauguration Ceremony
11:30 AM - 1:10 PM	RaW
1:10 PM - 2:00 PM	Lunch
2:00 PM - 3:30 PM	#doodleit
3:30 PM - 4:00 PM	Felicitation and Valedictory
4:00 PM - 4:20 PM	Feedback by participants

*Date: 7<sup>th</sup> March, 2020.*

<b>TIME</b>	<b>SESSION</b>
1:45 PM - 2:00 PM	Inauguration Ceremony
2:00 PM- 2:45 PM	Speech by Faculty Members
2:45 PM - 3:30 PM	Oration by Guest of Honors
3:30 PM - 4:10 PM	Felicitation and Vote of Thanks
4:10 PM - 4:20 PM	Feedback by Faculty Members

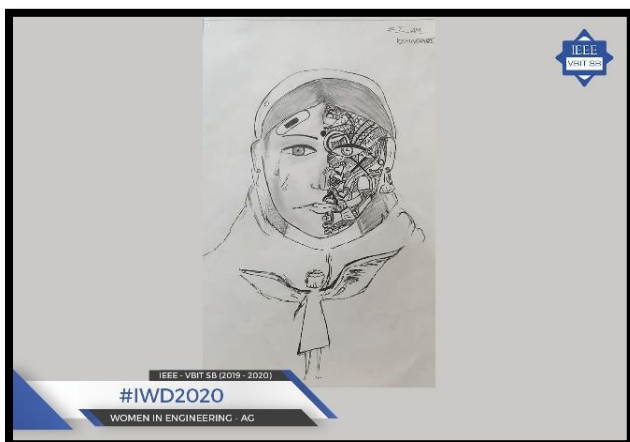


# **WINNERS:**

Prize	Competition	Winner
First	#doodleit	S. Chanakya
Second	#doodleit	G. Nirmala
Third	#doodleit	Akhil Kumar Nayak Dharavth

## **GLIMPSES FROM #IWD2020:**

### *Day - 1*





## Day - 2





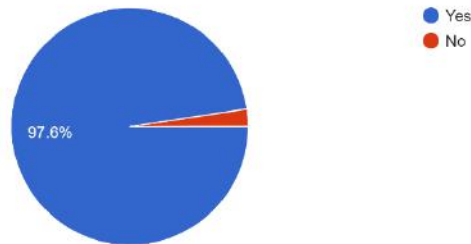




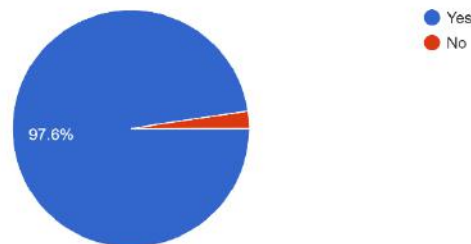
**FEEDBACK:**

The below pie charts depict the statistical analysis of the response taken from the participants through google forms.

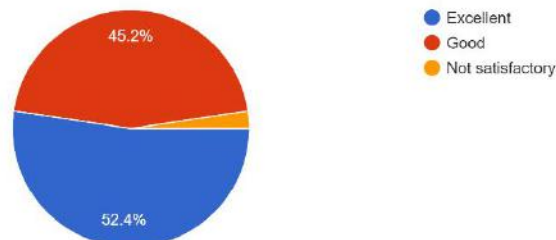
Did the event reach your expectations?  
42 responses



Was the event helpful to enhance your skills?  
42 responses



How well was the event organized?  
42 responses



**Review:**

WIE - AG under IEEE - VBIT SB was triumphant to provide a unified direction, to guide and galvanize a collective action through the event #IWD2020, which was conducted to escalate the significance of International Women's Day. The event was successful in bestowing students a platform to share their perspectives on the topics related to women through the varied contest and also encouraged them to ruminate in an efficacious way for a better tomorrow by amplifying the need for women's safety and gender equality. On this remarkable occasion, the team was enraptured to admire the female professors for their unparalleled contribution to the college.

**Budget:**

The total budget allotted for the event was INR 1781.

The total amount spent was INR 1781.