

Profile of Prof. KV Subba Raju, Ph.D(OU)

M.Sc(Psychology), PGDCS(U of Hyderabad), Cert. Yoga, Cert ETM(EDII), 4-Month Cert Course on Teaching(Harvard University

Professor, Researcher, Author, Motivational Speaker, Soft Skills Trainer for students and Teachers

**Plot :485 (#101A), Matrusri Nagar, Miyapur
Hyderabad-500049
Mob: 9848680767**

**subbaraju2000@ gmail.com
youtube/subbaraju kalidindi
amazon.in/Books/Prof KV Subba Raju
linkedin/subbaraju kalidindi**

Dr KV Subba Raju, PhD with education, training and expertise in **SEVEN AREAS of Science**(Chemistry, Ph.D; Biology), **Engineering**(Computer Science, UoH), **Social Sciences** (Psychology, Entrepreneurship (EDII, Ahmedabad), Education & Learning (Harvard University, USA), Yoga (APSBTE)) and work experience of 43 years-- in teaching, administration, R&D, training, counselling, writing books-- helps bring excellence in human resources of the organisation—the students, faculty and administrators through collaboration, mentoring, counselling, coaching, training and authoring books.

Dr Subba Raju believes “EVERY STUDENT HAS GENIUS POTENTIAL” and EVERY TEACHER CAN BECOME A BETTER TEACHER BY TRAINING AND SELF EFFORT.”
By bringing change in their thinking and communication - through training, motivation and book reading, extraordinary transformations can be achieved.

He is working on this idea from the last 22 years (from 1995); he established the first “**Centre on Personality Development and Learning in 1995**” (first in AP and Telangana and may be one of the first few in India). In 2016, he established “**Centre for Human Excellence and Leadership Projects**” (HELP-Centre) to create success, excellence and greatness among the students and teachers through training, visioning, book reading, authoring books; and also for benefit of local communities. He is conducting a program called “**10GB: Reading 10 Great books an year for self development**” to encourage 20.000 students, teachers and youth in Engineering Colleges and Schools in 2017-18.

Dr Subba Raju is one among a **RARE BREED OF EDUCATIONISTS**-- **education in MULTIPLE DISCIPLINES** and **playing MULTIPLE ROLES** essential in an educational institute. He is a **popular TEACHER, RESEARCHER (DEVELOPED PRODUCTS, Aqualab Kit)** for fish-farmers for water testing (1993)), worked on **SPONSORED RESEARCH PROJECTS** (1989) and **PUBLISHED PAPERS** in high impact journals (1974-1998), acted as **HOD(1984-2012), NSS Program Coordinator (1984-86), Coordinator (Sports,1981-88), Cultural, Extracurricular activities(1981-1991; 1998-2012), Coordinator (Exhibitions, Cultural Fests for over two decades)**, as an **AUTHOR OF BOOKS** (used as **TEXT BOOKS (JNTUH) /REFERENCE BOOKS(GSSIP,APSCCE)** and **KIT BOOKS** by many Universities & Engineering Colleges) (2005-)and as a trainer/motivational speaker(1,20,000+ students-teachers in 120+ Institutes (1995-) .

1.As a TRAINER(for Students) (from 1995-) he designed (one day-two day programs) and conducted training programs on **soft skills** suitable (for students of I , II, III and CRT) and Human Values and Ethics. He conducted training and motivation for more than one lakh students (about 1000 programs in more than 120 institutes).

2.As an author(2005), he **wrote several books** for the benefit of students, teachers and youth. which are used as KIT books for I year Engineering(Book-1 **SUCCESS SECRETS FOR ENGINEERING STUDENTS**), II Year(Book-2 **ZEROES HEROES: Power of VISION GOALS PURPOSE(SUCCESS SECRETS FOR ENGINEERING STUDENTS-2)** and III Year

CRT Training(Book-1 and Book-2) . He wrote special book in Telugu on Life Skills & Human Values for rural school children.

High impact-whole brain learning book reading-training: He conducted high impact-whole brain learning book reading-training programs for I and II Year students based on his books in several engineering colleges. In this program every participants has own copy of the book.

3.a) FDPs/Teacher Training : On Learning & Teaching: He participated in a 4-month certificate (online) course from **HARVARD UNIVERSITY USA (2004)** on **“HOW TO TEACH SO THAT EVERY STUDENT LEARNS USING MULTIPLE INTELLIGENCES as Tool.”** He also participated in 4-Day International Conference on **“IGNITING GENIUS WITHIN”** by Indian School of Business (ISB, Hyderabad)(2008).

b)Research on Learning :He worked on Learning and Teaching problems in Engineering Education as part of his dissertation of M. Sc (App Psychology Project)(Presented papers and as key note speaker). He can bring out improvement in classroom environment and classroom communication through training and conducting workshops for teachers and students.

c)Teacher Training: He conducted two day FDP on **“GET CONNECTED BEFORE YOU COMMUNICATE:TEACHING SO THAT EVERY STUDENT LEARNS”** at MLRIT (3-4 Jan,2017) (rated 9+ on 10 scale); He conducted similar program at GRIET, CMREC etc.

He is invited regularly by Academic Staff College, JNTUH for conducting Sessions on Soft Skills and Human Values as part of FDP; Other Universities and Colleges: Andhra University Research Forum, GSS Indra Prastha University, New Delhi, JNTUK, GITAM, IIITH, GRIET, Vishnu group, SRKREC, DNR group, Swarnandhra group, Christ group(Pondicherry) etc.

He designed and conducted one/two day Teacher Training Programs:**“Igniting Genius within Every Student: Brain Based Learning,” “Smart Teacher.”**

He also conducted half day sessions on i) Soft Skills for Excellence in Teaching ii) Whole Brain Teaching iii) Learning Styles iv) Multiple Intelligences v) Transactional Analysis & Counselling vi) Emotional Intelligence and Interpersonal Skills vii) Counselling, Mentoring and Coaching Students viii) Human Values and Ethics ix) Understanding self and students x) Training on Career Counselling and Planning for students.

Educational Qualifications of Prof. KV Subba Raju, Ph.D

Education

B.Sc	Chemistry, Biology	Andhra University	1972	First class	67%
M.Sc	Chemistry	Agra University	1974	First class	62%
Ph.D	Chemistry	Osmania University	1978		

Other Educational Qualifications & Training

- **M.Sc Applied Psychology** Bharatiyar University 2005 First class
- **PGD Comp Science** University of Hyderabad 2001 First class
- **Cert Course in Yoga** APSBTE 2009 First class

Special Training/Education

- 4 month Certificate Course “Teaching So that Every student learns using Multiple Intelligences” Harvard University(USA) 2004
- 21-day Trainers Training (Entrepreneur-Trainer-Motivator) Program EDII (Ahmedabad) 1991 (Certified Entrepreneurship Trainer Motivator, ETMs)
- Participated in International Conference on “Igniting Genius Within” ISB, Hyderabad 2008

Work Experience of Dr KV Subba Raju

1975-77 **JRF** Work on synthesis of Patented plant products and Drugs
Central Council of Research in Ayurveda at Osmania University, Hyderabad

1978-80 **Scientist** R&D IDL Chemicals, Hyderabad

1978-2012 **Faculty Member (Professor from 1988)**, SRKR Engg College Bhimavaram

Roles Played

Faculty Member: Taught Varied subjects like Engineering Chemistry, Material Science & Metallurgy, Technology of Semiconductors, Environmental Science, Indian Culture & Civilisation, Soft Skills, Human Values

HOD Dept of Chemistry 1984-2012,
Principal Investigator : UGC Major Research Project 4.95 lakhs 1989-1995
Product Development: Aqualab Kit for water analysis for Fish Farmers 1993-98
Coordinator, Student Activities, 1981- 1991, 98-2012
Coordinator, Centre for Personality Development & Learning, motivational speaker, trainer, author etc) 1995-2012

Personal Growth Trainer- Motivational Speaker 1995-2012
Author of Books on Soft Skills and Personal Growth 2005- (wrote books on soft skills, human values, one book used as text book by JNTU for Human Values Course)
Professor, GRIET, Hyderabad 2014-16

Emeritus Professor, Centre for Human Excellence & Leadership Projects, SRKR Engineering College Bhimavaram (Designing & Conducting Motivational and Training Programs for students, teachers and local communities(Rural School students, teachers, parents) 2016-

- ❖ Dr Subba Raju, took **training from masters in personal growth, spirituality, meditations,** yoga like Sri Sri Ravishankar, Sri Swami Sukhabhodananda, Dr Prasad Kaipa (CEO Coach, Silicon Valley & Executive Director, CLIC, ISB), Prof Ganesh Bagaria (Jeevan Vidya, Human Values and Professional Ethics), Project Zero, Harvard University(Multiple Intelligences), EDII(Entrepreneurship) and a number of others. He took training of duration of about two years from such persons/organisations.

Recognitions for the Books

- ❖ **1)TEXT BOOKS:SUCCESS SECRETS FOR ENGINEERING STUDENTS**, is prescribed as **text book for teaching HUMAN VALUES & PROFESSIONAL ETHICS** course)B.Tech III Year by **JNTU Hyderabad**, many autonomous Engineering Colleges, and for MBA course
- ❖ **2)REFERENCE BOOK** GSS Indra Prastha University, New Delhi.
- ❖ Translation into other Languages: **Punjab Technical University (PTU)** sought permission to **translate into Punjabi** and publish for their students and community).
- ❖ The Book **5-Success Secrets for 21st Century** is prescribed as reference book by AP Commissionarate of Collegiate Education(undivided AP) for teaching HUMAN VALUES & PROFESSIONAL ETHICS COURSE in Degree Colleges.
- ❖ **3)KIT BOOKS:** Many Educational groups like SRKREC, GRIET, Aditya(3 colleges), BVRIT, Vishnu(3), Swarnandhra(3), Audisankara(3) , MRITS, MRCET, MVGRCE, Christ (3 colleges, Pondicherry and TN), Mailam Group (TN),IARE(Hyderabad). About 30,000 copies were procured as kit books.
- **Kit book in I Year: Book-1 SUCCESS SECRETS FOR ENGINEERING STUDENTS**,
- **Kit Book II Year(Book-2 ZEROES HEROES: Power of VISION GOALS PURPOSE(SUCCESS SECRETS FOR ENGINEERING STUDENTS-2)** , **Kit Book for III Year CRT Training(Book-1 and Book-2)KIT BOOK-3 on Learning, Communication and Leadership: Software for 21st Century**,

Some autonomous colleges are planning curriculum on soft skills based on Book-1 and Book-2

Dr Subba Raju conducted Teacher Training Programs for about 2000 University, Engineering and College teachers. He conducted training for four international schools and more than 1000 Teacher Trainers and 1500 teachers of rural Government elementary and high school teachers. He conducted Training on Life Skills and Human Values for about 10,000 rural students and given free books.

5.Entrepreneurship Training(EDP): He is a Certified ETM (Entrepreneurship-Trainer-Motivator) by Entrepreneurship Development Institute of India(EDII, Ahmedabad). He conducted several EDP programs in colleges, and rural areas. He was invited to conduct Trainers Training Program for Engineering Teachers by JNTUK (2008)

He has more than **40 years of teaching, R&D, industrial and administrative experience** in highly reputed Institutes(33yrs+ from inception in NIRF 81st ranked SRKREC, Bhimavaram; 2 Yrs GRIET, 3 yrs in OU, 3 yrs in R&D, IDL Chemicals Ltd, Hyderabad.

6. As an author, he wrote several books which are used as KIT books for I year Engineering(Book-1 SUCCESS SECRETS FOR ENGINEERING STUDENTS), II Year(Book-2 ZEROES HEROES: Power of VISION GOALS PURPOSE(SUCCESS SECRETS FOR ENGINEERING STUDENTS-2) and III Year CRT Training(Book-1 and Book-2) .

AS TRAINER, MOTIVATIONAL SPEAKER, MENTOR, Dr Subba Raju, working as professor from 1988, has played multiple roles --trained, mentored, coached and trained more than one lakh students, 5000 teachers, and 1000 corporate employees like TCS (Hyd, Bngl), NATCO, Dr Reddy's, Bimaonline, Millennium Finance etc.

R&D Activities

- 1. First Sponsored Major Research Project** Dr KV Subba Raju, was awarded the **first Major Research Project** (among private Engineering Colleges in Combined AP) by **UGC in 1989** of 4.95 lakhs, successfully completed (1989-1994), presented and published research papers.
- 2. Commercial Product Development(AQUALAB KIT):** Dr KV Subba Raju (1993) developed a **product for rural farmers** “ AQUALAB KIT” for testing 10 important parameters for water quality management and successful Aquaculture(fish and prawn farming)(when aquaculture was started in 1990s);
- 3. Conducted training programs in villages for farmers, consultants, faculty of West Godavari, East Godavari, Nellore, Krishna**
- 4. Exhibited the product in AQUA FAIRS, and at Central Fisheries Research Institute (CIFE, Bombay).**
- 5. The Aqualab kits were sold** to farmers, consultants, and educational institutes. This is hailed as **LAB to POND** program. About 1000 farmers were benefitted.

Conferences/Workshops Organised:

He was the coordinator of the **first UGC sponsored National Seminar** among self financed Engineering Colleges in undivided AP on **“CORROSION CONTROL IN CONCRETE and Building Materials (1989)**. It was conducted in Association with CECRI, KARAIKUDI and SAEST. The proceedings were published.

Coordinator: One week ISTE/AICTE FDP on Value Education (June, 2008) at SRKR Engg College

Coordinator: FDP one day on Human Values and Professional Ethics Dec, 2015

Publications of Books/Proceedings

- 1) K V Subba Raju & S R K Reddy (Editors) proceedings of National Conference of corrosion control in concrete 24-25, March, 1990 (U.G.C. sponsored,
- 2) 2) K.V.Subba Raju & G.Bangar Raju water quality management in “Aqua culture Industry” (in Telugu and English). 1992

Programs of Dr KV Subba Raju Telecast on Television(TV) :
Youtubechannel/subbaraju kalidindi

- **HMTV**(Self Esteem among Engineering Students)
- **HMTV**(Dandana Leni Vidya)
- **Mana TV**(Govt Education Channel) on Human Values & Professional Ethics(Two Programs)
- **DD Saptagiri**
- **VCTV** channel (2004-2005), TV Programs on Personality Development& Parenting were telecast for one year.

Major Conventions Addressed by Dr KV Subba Raju

He addressed at **IMPACT 2013**, in which about 2000 unemployed youth get training in Employability and Soft Skills freely.

Addressed about 500 youth at **Ramakrishna Mutt “Youth Convention”** Oct13 2011, Rajahmundry

Addressed about 1000 youth at **Ramakrishna Mutt “Youth Convention”** Sept 22, 2014 Nellore

Addressed at **Youth Convention of Indian Youth at Dallas(USA)** “ Team Intelligence: Igniting Genius” Feb16, 2015

These videos are available in Youtube channel/subbaraju kalidindi

Trainings Taken by Dr KV Subba Raju

1. Nov 9-14 **Advanced Mediataion Course(Art of Living)** by Sri Sri Ravishankar, Dwaraka Tirumala
2. Dec 25-28 **Advance Course on Human Values (Jeevan Vidya), IIT, Hyderabad**
3. May 19-21 **Art of Living Basic Course** at SRKR Engineering College, Bhimavaram

Programs Organised by Dr KV Subba Raju organised and conducted during June 2016-June 2017

- ❖ June 6, 2016 **Teacher Training for Bhaskar International School, Nizampet**
- ❖ June 11,2016 **“Effective Communication using Multiple Inteeligenes and Human Values L& D Professionals Hyderabad Chapter**
- ❖ June 11(Evening) **Employability and Communication Skills for Civil Engineers, CAD Centre Ameerpet**
- ❖ June 2016 One Day **FDP for Teachers “ Effective Communication Using Multiple Intelligences”** Women’s College , Tanuku
- ❖ June **“5-Success Secrets for Achieving Goals “** for II Year Students of Women’s College , Tanuku
- ❖ August 4- Sept 19 2016 **” 7-Steps to Get Good Engineering Degree and Job”** at SRKREC, Bhimavaram (Eighteen programs conducted for I years , 1600 students)
- ❖ August 2016 six Programs on **7-Steps to Get Good Engineering Degree and Job”** at GRIET Hyderabad(420 students)
- ❖ **July-Sept 2016** taught **Value Education and Ethics Course** for 11 sections of Students of II B.Tech (ECE,ME,CE, BT Branches) for 10 sections of GRIET, Hyderabad(600 students, 10 hours)
- ❖ One Day FDP at GRIET” **“Get Connected before you Get Connected”** Oct 2016
- ❖ One Day FDP **“Get Connected before you Get Connected”** CMREC Dec 2 2016(News item covered in Hindu & Hans India
- ❖ Two Day FDP **“Get Connected before you Get Connected: Teaching So that Every Student Understands”** 3-4 January, 2017
- ❖ Half day Session on (FDP) at GRIET” **Time& Stress Management”** 1st March, 2017
- ❖ **5-Success Secrets and Power of Book Reading for IX students** of ZPH School, Chinna Amiaram(WG Dist) 22-4-2017
- ❖ **FDP on Importance of Soft Skills and Book Reading for Excellence in Teaching** , VIST, Tadepalligudem 24-04-2017
- ❖ **Tips for Preparing for Polytechnic Entrance for X class students** at VIST, Tadepalligudem 24-04-2017
- ❖ **Role of Soft Skills and Book Reading for Teachers Trainers (Resource Persons Training Program)** (3 programs for 600 Resource Persons for 13 Districts of AP) at Eluru 28-4-2017
- ❖ **FDP on Human Values and Professional Ethics,** ASC JNTU Hyderabad 11 May, 2017
- ❖ **Soft Skills and Book Reading** Government High School Teachers Training, Bhimavaram 14-5-2017, 200 teachers
- ❖ 23-25 May 2017 **3-Day FOCUS programs** (On Attitude, Communication, GDs, Interviews) conducted for about 225 3rd Year students as part of CRT; They were also provided with two books SS& ZHS, 400 students of IARE
- ❖ 26-29 May 2017 **3-Day FOCUS programs** (On Attitude, Communication, GDs, Interviews) conducted for about 225 3rd Year students as part of CRT; They were also provided with two books SS& ZHS, 180 students of IARE

- ❖ 28 May,2017 Addressed participants on **Role of Soft Skills and Parenting** for Student Success **Telangana Golden Educational Fair**, Nizam Grounds, Hyderabad

Designing Programs

April 2017 Design of 6-Day(3 Two Day Modules) Certificate Course on Teaching Methodology

- ❖ Classroom Communication,
- ❖ Interpersonal Skills & Counseling Students
- ❖ Blooms Taxonomy and OBE to conduct Programs at SRKREC, Bhimavaram and other Colleges.

Each teacher can complete these modules in 6 month period and get certificate on Teaching methodology. Thus the quality of classroom communication can be enhanced.

Authoring Books

- ❖ A new 70 page booklet of “5-Vijaya rahasyalu(mini)(Telugu)” is published in multicolour to be used as training material for programs on “LIFE SKILLS and HUMAN VALUES” for rural High school students. These programs along with free book will be conducted.
- ❖ Winning Attitude is translated into Telugu and being published
- ❖ ZEROES HEROES SUPERHEROES is translated into Telugu and being published
- ❖ A New Book ‘ SUCCESS SECRETS FOR HUMAN VALUES & ETHICS is being brought out incorporating new topics for the benefit of JNTUH and other Universities and autonomous colleges.
- ❖ Syllabus on soft skills is framed based on 1.SUCCESS SECRETS FOR ENGINEERING STUDENTS 2. ZEROES HEROES SUPER HEROES for I year Engineering Students of SRKRECollege and other autonomous colleges

Publication of Books

The reprints of above books are being published in May. They will be used as CRT material by several engineering colleges: IARE, MLRIT, MLRITM, SRKREC, SCET, GRIET, DPEC, CCET, SJSPM CET (Pondicherry).

Collaborate with Educational Groups to publish books

Negotiations are underway to include as part of CRT Training at CMR Group Institutions, GIET, Aditya Group, Pragati Engineering College, Aditya group of Degree Colleges

It is planned to publish books” 1.SUCCESS SECRETS FOR ENGINEERING STUDENTS 2. ZEROES HEROES SUPER HEROES in collaboration with educational groups/Institutes like MLR group, SRKREC, CMR Group, IARE, GIET, Aditya, Christ group, Pragati , Vishnu, BVRIT etc. for use of I, II year Students and CRT Training.

It is also planned to publish A new 70 page booklet of “ 5-SUCCESS SECRETS”(mini)(English)” is published in multicolour to be used as training material for programs on “LIFE SKILLS and HUMAN VALUES” for High school students.

Experience

JRF 1975-77 Osmania University Hyderabad

1978-july- 1980 Oct, Scientist, R&D IDL Chemicals, Hyderabad (Process and Product Development in Association with Astra, Sweden

1980-1985 Lecturer, Chemistry SRKR Engineering College

1985-88 Reader

1988-2012 Professor

984-2012 HOD

1984-86 NSS Program Coordinator

1981-82, 83-88 in charge sports & games

1981-1991 and 1998-2012 In-charge extra curricular and co-curricular activities

Organised competitions, Annual Day Function

1993- 98 Developed a Product for Farmers

1989-95 Coordinator, UGC sponsored Major Research Project on Environment Friendly Chemical Technologies”

1995-2012 Coordinator Personality Development and Learning Centre

(Organised Personality Development and Employability Skills Training for students)

2014 Aug Oct 2016 Professor GRIET, Hyderabad

2016 Oct-- SRKR Engineering College, Bhimavaram

Conducted more than thousand sessions/programs on personal growth, soft skills, human values, teaching methodology for students, teachers; delivered key note speeches on teaching methodology.

Major Recognition for Books Written by Dr KV Subba Raju

1.The Book Success Secrets for Engineering Students (3rd Edition,2013) by KV Subba Raju ISBN 9788192813431 is recommended by **JNTU Hyderabad as text book** for Teaching Human Values and Professional Ethics “ for B.Tech (III/IV) from 2015-16 On wards(2013R) ISBN 9788192813431

2.The same book Success Secrets for Engineering Students by KV Subba Raju is recommended as text book by some autonomous engineering colleges under JNTU Hyderabad for B.Tech and MBA from 2015 for Teaching Human Values and Professional Ethics “ for B.Tech (I/IV) from 2013 On wards(2013R)

3.The Book Success Secrets for Engineering Students by KV Subba Raju is recommended as reference book by GSS Indra Prastha University, New Delhi for Teaching Human Values and Professional Ethics “ for B.Tech (I/IV) from 2013 On wards(2013R)

4.The same book is recommended as reference book by GSS Indra Prastha University, New Delhi for Teaching Human Values and Professional Ethics “ for B.Tech (I/IV) from 2013 On wards(2013R)

5.The Book 5- Secrets for Success in 21st Century by KV Subba Raju is recommended by reference book by AP Commissionerate of Collegiate education(APCCE, Combined state) for Teaching Human Values and Professional Ethics “ for degree students from 2013 onwards (2013R)

5.The same book is being planned to be translated into Punjabi by Punjab Technical University, Jalandhar

A New Book on Soft skills for students and youth “ ZEROES HEROES SUPERHEROES: Power of Vision Goals and Purpose by Dr KV Subba Raju is Published by SMART STUDENT is published and few engineering colleges procured the book in bulk(about 500 copies each) (2015)

5-Vijaya Rahasyalu(telugu) by Dr KV Subba Raju is Published by SMART STUDENT is published ISBN 9788192813479

Mee Chinnari Oka Medhaviu(telugu) by Dr KV Subba Raju is Published(2014) by SMART STUDENT is published ISBN 9788192813479

Several of his books on soft skills, value education and parenting are published

Workshops organised for teachers

KV Subba Raju ,Coordinator, One Day workshop on “Human Values and Professional Ethics” (TEQUIP) , 29-12-2015

Resource Person at FDP programs at Universities(from 2015-2016)

Dr KV Subba Raju is regularly invited by JNTU Hyderabad and others for conducting sessions on Human Values and Ethics, Classroom Communication, Multiple Intelligences etc.

Dr KV Subba Raju, Resource Person Topic: “Professional Ethics”” FDP for Teachers” ASC, JNTU Hyderabad, 4-9-2015

KV Subba Raju Resource Person Topic: Evaluation of Presentations by teachers” FDP on Soft Skills for Excellence”

Dr.KV Subba Raju Resource Person Topic: “Professional Ethics”” FDP for Teachers” ASC, JNTU Hyderabad, 15-7-2016

Workshops for Businessmen, Chambers of Commerce and other Professionals

Dr. KV Subba Raju “Conducted workshop on Effective Communication using Multiple Intelligences for Businessmen and Leaders, 14-8-2016 AP chamber of Commerce, Vijayawada

Dr. KV Subba Raju conducted workshop for students on Soft skills at PVP Siddhardha Engineering College, under “IETE Student Chapter, Vijayawada” on 12-8-2016

Dr. KV Subba Raju “Using Multiple Intelligences for Communication for effective parenting and leadership” HR Global, Hyderabad Chapter, 11-6-2016

Dr. KV Subba Raju conducted several programs/ delivered lectures for students and teachers on Soft Skills, Communication skills, Effective communication in classroom and human values

Dr. KV Subbaraju” Conducted workshop on” 7-steps to get good engineering degree and job” for I and II year civil Engineering Students

Workshops conducted at different Colleges

Dr KV Subba Raju conducted different book reading programs based on his books, Motivational Lectures and training programs for students in different colleges in AP, TS, Gujarat, Pondicherry and Tamil Nadu on SUCCESS SECRETS for ENGINEERING STUDENTS, SMART Student etc.

International Conferences attended

KV Subba Raju, Participated in 5th International Conference Human Values in Higher Education, Rajkot, January 8-10, 2016

Papers Published in Referred and High Impact ratio journals

1. KV Subba Raju et al "New Method for Synthesis of Coumarins" Tetrahedron Letters" 1977 (impact ratio 3.0)
2. KV Subba Raju et al "A New Isoflavone" Phytochemistry" 1978 (impact ratio 3.0)
3. KV Subba Raju et al "Claisen Rearrangement of Allyl Flavonoids" Indian Journal of Chemistry" 1980 (impact ratio 0.5).
4. KV Subba Raju et al "C13 NMR Studies of Natural Products" Tetrahedron, 1981 (impact ratio 3.0)
5. KV Subba Raju et al "Claisen Rearrangement of Allyl 3-hydroxy chromones" Indian Journal of Chemistry" 1984 (impact Ratio 0.5)

OTHER PAPERS Published and PRESENTED IN CONFERENCES:

1. K.V.Subba Raju G.J.V.J.Raju "Synthetic aspects of Electro Chemistry of Natural Oxygen heterocyclics and their analogues, paper presented at National Seminar on Electrodeics, July, 1988, Karaikudi.
2. K.V.Subba Raju G.J.V.Raju National Symposium on pollution, March 1989 JNTU, Anantapur Anantapur.
3. K.V.Subba Raju S.R.K.Reddy and V.Siva Rama Raju "Proceedings of National Seminar on offshore structures, Visakhapatnam, (1990) pp.217.
4. K.V.Subba Raju, S.R.K.Reddy and G.J.V.J.Raju proceedings of International conference on Bridges & Flyovers, (1991), JNTU, Hyderabad Hyderabad.
5. K.V.Subba Raju S.R.K.Reddy and G.J.V.J.Raju "Proceedings of International conference on structural Engg., June, 1994, Singapore.
6. K.V.Subba Raju G.J.V.J.Raju "Pollution free methods of synthesis of organics" proceedings of seminar on pollution and its control in chemical & Allied Industries, New Delhi, 1991.
7. K.V.Subba Raju S.R.K.Reddy, V.Siva Rama Raju and G.J.V.J.Raju "Proceedings building materials, March 1990 Bhimavaram, pp D 20-23.
8. K.V.Subba Raju, S.R.K.Reddy, V.Siva Rama Raju and G.J.V.J.Raju "Proceedings of the National Seminar on corrosion in concrete and other building materials" March 1990, Bhimavaram, pp D 20-23.
9. K.V.Subba Raju, G.Bangar Raju, "Water Quality Testing and Management in Aquaculture with low cost kits" at workshop of Asian Fisheries Society on gain fresh water prawn central Institute of Fisheries Education, Bombay, March, 1994.
10. K.V.Subba Raju, "Electrochemical Synthesis of 1-thiodcoumestands" conference of Indian council of chemists, Tirupathi, 1988.
11. K.V.Subba Raju, "Durability of concrete structures, Indian Corrosion Congress, Sept, 1997, Hyderabad.
12. K.V.Subba Raju "Syllabus of Engineering Chemistry in A.U.", National conference of Physical Sciences in Engineering Education, REC, Warangal 1999.

13. K.V.Subba Raju & G.Bangar Raju Aqua Lab Kit. A lab to Pond program Symposium on teaching methods in chemistry, March 95, Waltair March 10-11, 95.
14. K.V.Subba Raju flow cells for Electro organic synthesis symposium.
15. K.V.Subba Raju work shop on Electro organic synthesis October, 1988, CECRI, Karaikudi.
16. K.V.Subba Raju Training Program for Entrepreneurship development organized by EDII, Ahmedabad at Hyderabad, September, 2000.
17. K.V.Subba Raju Resource person at Summer school on "Natural products as pesticides in 1 pm" at University Agriculture college, Bangalore, July, 1989.
18. K.V.Subba Raju, S.R.K.Reddy, G.Bangar Raju and G.J.V.J.Raju, Corrosion control in Marine structure International conference on Electrochemical Technology SAEST, Nov.24-26, 1994, Madras.
19. K.V.Subba Raju, G.J.V.Raju and G.Bangar Raju Electrochemical Synthetic studies in flow cells, SAEST, Nov., 24-26, 1994, Madras.

BOOKS Published in Technical Area:

- 3 K.V.Subba Raju Book let on personality development for students.
- 4) KV Subba Raju, Booklets on Communication, G D, Interview Techniques, Technical paper presentation, EQ & Human Relations, HABITS etc.

High Quality Books on Soft Skills by Dr KV Subba Raju(Sole Author)

- 1. Success Secrets for Engineering Students Prescribed as text for Teaching Human Values course of JNTU H and as reference book in some Universities; also used as kit book by many colleges**
- 2. How to Succeed : 5 Success Secrets for 21st Century**
- 3. Zeroes Heroes Super Heroes: Power of Vision**
- 4. Winning Attitude**
- 5. Power of SMARTER Goals**
- 6. . Mee Chinnari Oka Medhavi (Parenting)**
- 7. 5- VIJAYA RAHASYLU(telugu) 2014**
- 8. 5-Vijaya Rahasyalu (Mini)(teliugu) 70 P book in multicolour for RURAL HIGH SCHOOL STUDENTS**

Other Activities

SEMINARS /CONFERENCES ORGANISED

- 9. 1. National seminar on “Corrosion control in concrete and other building materials” Sponsored By UGC (With Dept of Civil Engg CECRI ,Karikudi & SAEST Karaikudi) Feb.1990.**
- 10. Workshop on fabrication of electrochemical equipment (in collaboration with Osmania University, Hyderabad), September,1992**
- 11.. Involved in organizing workshops on communications, counseling & Interpersonal skills September 1996.**
- 12.15. K.V.Subba Raju “summer school on Integrated Pest Management (Resource Person)” July 1989, UAS, Bangalore**
- 13. Coordinator : One week ISTE UGC Sponsored FDP” Human Values” 2008 June**