Sree Vidyanikethan Engineering College (Autonomous) organized a ‘Career Guidance Session’ jointly with Confederation of Indian Industry (CII) and State Project Facilitation Unit (SPFU, AP), Govt., of AP on 31st July, 2015 in Dasari Auditorium, SVEC.

Mr. Anil Yendluri, Director & CEO, Krishnapatnam Port and Ms. Suchitra K Ella, JMD, Bharat Biotech International Ltd., were the resource persons for the session. 452 students of Final Year ME, EEE and ECE programs of the Institution participated in the session.

In his opening address, Dr. D.V.S Bhagavanulu, Director, Sree Vidyanikethan Engineering College, emphasized the need for ‘Career Guidance’ in building a sound ‘Career’.

Beginning with the corporate profile of Krishnapatnam Port, Mr. Anil Yendluri briefly highlighted the ‘success journey’ of the port. Later, in line with the theme of the session, he enlightened the students on ‘Career Guidance’. He laid emphasis on having a successful ‘Career’ instead of a ‘Job’ by quoting most successful real life examples involving ‘Learning from Failures’. Also, he made clear on ‘Employer – Employee synchronization’ in light of Communication, Personality, Multi-tasking, Team work, Interpersonal skills, Problem solving etc.. Finally, he concluded with a note on ‘Bridging skill gap’ through Individual Skill gap analysis, Development plan and skill based training.
Continuing the theme of the session, Ms. Suchitra K Ella, commenced her presentation with ‘Entrepreneurial’ approach of Career building. While emphasizing on career building, she stressed the need for ‘Self-conviction’ approach for successful career as an entrepreneur. She effectively conveyed the conscience of ‘Characteristics of a good Entrepreneur’ through ‘10 commandments’ and ‘Characteristics of a good Enterprise’ enumerated by her. Finally, she briefed the students with the development, products and achievements of ‘Bharat Biotech International Ltd.,’

Finally, Dr. A.K. Damodarm, Prof. of ME & Coordinator, TEQIP-II, SVEC presented concluding remarks on the session and also profusely thanked the resource persons and CII representative on behalf of The Management, Faculty, Staff and Students of Sree Vidyanikethan Engineering College.

Ms. Suchitra Ella, Past Chairperson, CII Andhra Pradesh & Joint Managing Director, Bharat Biotech International Ltd.

Ms. Suchitra Ella

Ms. Suchitra Ella, JMD, Bharat Biotech International Ltd. – Address

Brief Profiles of the Resource Persons:

Mr. Anil Yendluri,
Director & CEO - Krishnapatnam Port

A 1988 batch Indian Police Service (IPS) officer, Anil Yendluri started his career as Assistant Superintendent of Police, in Kottayam district of Kerala. During his career in police service, spanning over 20 years, he has served in various capacities including Superintendent of Police, Commissioner of Police, IGP Police Head Quarters and Managing Director of Kerala Police Housing & Construction Corporation. He also received the prestigious, mentorious service Presidential Medal from the Chief Minister of Kerala in 2007. A Post Graduate in Science Mr Yendluri also holds an MBA and LLB. His vast experience in the police force has helped him gain professional knowledge and skills in various other domains including HR functions, fleet management, material management, finances and general administration. His stint as Supdt of Police, CBI at Visakhapatnam, helped him gain insight into the working of a large number of Public Sectors Undertakings and Port. Mr Yendluri took voluntary retirement from his illustrious career in police service in 2009 and joined Krishnapatnam Port as the Chief Executive Officer (CEO). In his current role as Director & CEO of Krishnapatnam Port, he has created a highly dedicated team of professionals who have carved a niche for themselves in various specialized activities in the Port. To list a few, this has lead to the creation of records like highest discharge rate of 1,22,000 MT of coal in 24 hrs, average rake loading within 90 minutes and fastest turnaround of trucks/trailer’s in 2 hrs from the time of entry to exit of the port, record unloading of 90 container boxes in 9 minutes etc. Under Mr Yendluri’s able leadership and guidance Krishnapatnam Port is poised to becoming amongst the most efficient Ports in the world.

Ms. Suchitra Ella
Past Chairperson, CII Andhra Pradesh & Joint Managing Director, Bharat Biotech International Ltd.

Mrs. Suchitra K Ella is a B.S in Economics from University of Madras. She holds a Diploma in Business Development & Operations from UWCU Quality College, Madison WI, USA. She holds a diploma in Estate Management & Regulation from department of Licensing & LLR, South, Carolina, USA. She also holds a PG Diploma in Patent Law from NALSAR, Hyderabad. At present she is the Joint Managing Director of Bharat Biotech International Limited. She is also Director on the Board of Bharat Biotech International Ltd., Hyderabad, Bharat Biotech Foundation, Hyderabad, Clintrac International Ltd., Bangalore, Century Biologicals Pvt.Ltd. Bangalore and Innova Agri Bio-Park Ltd., Bangalore (JV with Govt. of Karnataka). She was the chairperson for CII Andhra Pradesh and also for Indian Women Network chapter of CII Southern Region. She is currently board member of TTD. In 1996, She convinced her husband Dr.Krishna M Ella to return to India and start a biotech company and thus, they co-founded Bharat Biotech International Ltd., in Hyderabad. She has been involved in the day-to-day operations of the company ever since - overseeing areas such as project planning and implementation, administration, purchase, marketing, corporate communications, corporate affairs, etc.