



## **Professor (Dr) Kesava Rao, Vurrakula**

### ***Vice-Chancellor (In-charge)***

*Damodaram Sanjivayya National Law University, Visakhapatnam.*

#### Office Address

*“NYAYAPRASTHA”, Sabbavaram, Visakhapatnam-5310035, Andhra Pradesh.*

#### Permanent Address

*Flat No. GA, Srinivasa Towers, V.S. Krishna College Road, Visakhapatnam – 530 022.*

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#### Personal

Date of Birth : 01-06-1953

Nationality : Indian; Religion : Hindu

Caste : Yadava (BC-D)

Education

*B.Com., LLB., ( Gold Medalist)*

*M.L.,( Gold Medalist)*

*Ph.D., in Law( Gold Medalist & Best Researcher)*

Field of Specialization

*Law of Contracts; Law of Evidence; Advertising Law*

Employment

Andhra University, Visakhapatnam- 1984- 2013

NVP Law College, Visakhapatnam -1980-1984

**National Law Universities:**

*NLUO, Cuttack -2014 -2016*

*CNLU, Patna -2007-2008*

*NLSIU, Bengaluru- 2002-2004*

**Service as Professor of Law:**

NLSIU, Bangalore (04.04.2002 to 03.04.2003) ... 1 Yr.

Andhra University Law College, Visakhapatnam (01.07.2004 to 28.2.2007) ... 2 Yrs. 8 Months

Chanakya National Law University, Patna (01.03.2007 to 29.04.2008) ... 1 Yr. 2 Months

Andhra University Law College, Visakhapatnam (30.04.2008 to 31.05.2013) ... 5 Yrs. 1 Month

National Law University, Odisha, Cuttack – 04.04.2014 to 24.06.2016 ... 2 Yrs. 2 Months

**Total Service as PROFESSOR OF LAW .... 12 Years.**

**Teaching**

*37 Years of Under Graduate Teaching*

*30 Years of Post Graduate Teaching*

**Administration**

***Vice-Chancellor (I/c.), Damodaram Sanjivayya National Law University, [June 2016 to date]***

**Other Administrative Responsibilities**

***Chairman, Academic Coordination Committee, NLUO, [April, 2014 onwards]***

*Director, Center for Distance Education, NLUO, [ January,2015*

*onwards] Chief Warden, NLUO, Cuttack [2014-2015]*

***Registrar, Chanakya National Law University, Patna (CNLU) [2007-***

***2008] Principal, College of Law, Andhra University, Vishakhapatnam***

***[2011-2013] Dean, Faculty of Law, Andhra University [2010-2013]***

*Coordinator, Legal Affairs, Andhra University [2008-2013]*

***Director, The Institute of Law and Ethics in Medicine, NLSIU, Bangalore [2002-2004]***

*Principal, NBM Law College, Visakhapatnam [1988-89] Principal*

*Incharge, NVP Law College, Visakhapatnam [1981-84]*

***Chief Warden, Law Hostels, Andhra University [1996-99]***

*Warden, Arts, Commerce and Law Hostels, Andhra University*

*[1986-96] Director, Affiliated Law College Admissions [ 1996-97]*

*Coordinator, Examinations, Andhra University [2005-*

*07] Academic Senate Member, Andhra University*

*[2005-13] Member, University Adalat [2008 – 2013]*

*Placement Officer, Andhra University Law College [2006-2007 & 2008-2013]*

*Member, Board of Studies in Law, Andhra University [2004 to 2013]*

### Gold Medals for Academic Performance

*J. T. V.L Memorial Gold Medal- (LLB)- for standing first amongst all students appearing in the three year LLB course in the University*

*Rao Saheb P. Venkayya Gold Medal-(LLM)- for standing first amongst all students appearing for LLM in that year and also amongst all students passing out from LLM course in the University*

*Peri Narayana Murthy Gold Medal- (PhD)- for original and cutting edge research work amongst all awardees that year*

### Prizes

*Law College Decennial Celebrations Prize*

*D. Dakshina Murthy Memorial Prize*

*Vempati Ramabrahmam Prize*

*Justice E. Venkatesam Prize*

*A. Ranganayakamma Memorial Prize*

*Deewan Bahadur D. Sri Rama Sastry Memorial Prize*

*A. Venkata Subba Rao Memorial Prize*

*N.S. Subba Rao Memorial Prize*

*Eswara Lakshmi Narasinga Rao Memorial Prize*

### Distinctions

*Best Researcher Awardee*

*Best Ph.D. Gold Medal Awardee*

*Awardee of National Merit Scholarship in 1977*

*Student Representative in Board of Students in Law for the year 1976-77 by virtue of being the University First in B.G.L., (1974-76)*

*Invited by University of Durban – Westville (South Africa) as a Research*

*Fellow Certified Member Trainer, Junior Chamber International*

*Served as Additional Professor in National Law School of India*

*University Ex. Coordinator, The Institute of Law & Ethics in Medicine*

*Ex. Member, Law Panel, Mohan Foundation, India*

*Ex. Member, Digital Committee, Rajiv Gandhi University of Health Sciences*

### Books Published- Seven

*Edited, 'Law of Evidence' by Woodroff and Amir Ali (4 Volumes), 18<sup>th</sup> Edition 'Contracts-I Cases and Materials' – Published by Lexis Nexis*

*Editor- 'Medical Law and Ethics, Manuals and Monographs' by NLSIU*

*Editor- 'Misleading Advertisement', Published by CAI, Chennai*

*Compiler-'Speech Craft', Published by Indian Junior Chamber, Mumbai*

*Contributor-'Interview Techniques', Published by Indian Junior Chamber, Mumbai*

*Compiler – 'Success Unlimited', Published by Indian Junior Chamber, Mumbai*

**Chief Editor – Ten DSNLU Publications**

### Books under preparation

Lectures on Evidence	To be published by EBC
'Contracts-II Cases and Materials'	To be published by Lexis Nexis

### Research

*"Legality of Claims in Commercial Advertisements"* for the award of *Ph.D. in Law* from Andhra University.

*"Proper Law of Charterparty"* for the award of *M.L., Andhra University.*

Research Experience- *Thirty Seven Years.*

### Research Papers Published

*"Falsity or Misleading at Whose Perception"*, (2014), NLUO Law Journal Vol. 1, Issue 1, p. 19.

*"Most Significant Relationship Test in Relation to Charterparty"*, (1987) Cochin University Law Review p 155.

*"Contracts Inter Presentis – Mistake in Identity"*, (1990) Cochin University Law Review p 33.

*"Lex Voluntatis as Law Governing Charterparty"*, (1991) Cochin University Law Review p 379. *"Manner of Communication of Acceptance"*, (1991) Supreme Court Journal.

*"Unfair Treatment of Fair sex in Urban Matrimonial Litigation"*, (1993) Andhra University Law Journal p 88.

*"Puffery"*, (2000) Andhra University Law Journal p 124.

*"Right to Advertise and Freedom of Speech and Expression"*, (2002) All India Reporter Journal

*"Commercial Speech"* in FESTSCHRIFT, book published in honour of Prof. A. Lakshminath (2002)

*"Protection against protective clauses in Bailment"* in Legal Academy Published in honour of Prof. N. J. Rao (2003)

*Consumer Protection vis-à-vis Puffery* published in Consumer Protection in India, Edited by K. Ram Mohan Rao

*Right to Health*, published in SEWA, Patna.

*Fairness at Whose Standard? NLUO Journal*

*Access to Justice and Presumption of Guilt. NLUO Journal.*

### Key Note Address and Foundation Day Lectures

1. "Contract Labour – Legal Compliance" (Key Note Address, National Seminar)
2. "Uniform Civil Code ..Issues and Challenges" (Key Note Address, National Seminar)
3. "Commercial Speech under Indian Constitution" (Foundation Day Lecture, MNLU, Mumbai)

## Research Papers Presented at Seminars / Workshops

*The Policy Bases of Industrial Relations Law in a Developing Economy-* Institute of Labour Law and Management

*Consumer Grievances Forum-A Critique-* Kakatiya University & University Grants Commission (UGC)

*Unfair treatment of Fair Sex in Matrimonial Litigation-* Law Commission & Socio Legal Aid and Research Centre

*Lex Bandi as Law Governing an International Shipping Contract-* Madras University & UGC

*Proper law of Charterparty-* UGC & A.U.

*Trial Judges on Trial-* Madras University

*Legal Aspects of Organ Transplants-* Indian Society of Organ Transplants & Sanjay Gandhi Institute of medical Sciences.

*Consumer Protection & Transport Sector-* Indian Institute of Foreign Trade & Karnataka State Road Transport Corporation.

*Recent Trends in Labour Laws-* Power Grid Corporation of India & Karnataka Power Supply Corporation

*Power Contracts – Legal Issues-* COOPER, PHIBBS & WILLIAMS & KPSC *Infrastructure*

*Contracts – Legal Issues-* Department of Economic Affairs UNDP & NLSIU

*AIDS Patients & Legal Protection-* ILO & Central Board for Workers Education, New Delhi

*Accountability of Medical Profession According to Law-* All India Association of Medical Practitioners for Ethics

*AIDS, Sex Workers & Law-* Karnataka Sex Workers Welfare Association

*Visual Pollution in Urban Areas-* British Scholars of India

*Consumer and Puffery-* UGC and Andhra University

*Protecting Consumer from Himself-* UGC and Andhra University

## Participation in Seminars/Workshops

National Seminar on “*Importance of Industrial Relations in a Developing Economy*” organised by the Institute of Labour Law and Management, Hyderabad, in 1980.

National Seminar on “*Role of Trade Unions in Industrial Development*” organised by the Institute of Labour Law and Management, Hyderabad in 1981.

The All India Law Teachers Conference organised by Rohitkhand University, Bareilly in 1984.

*Training Programme for Newly Appointed lecturers of University Colleges and Centers* sponsored by University Grants Commission and organized by Andhra University, Waltair, in 1985.

*National Workshop on Legal Literacy through Universities/Colleges* organized by Indian University Association for Continuing Education & University of Poona, Pune 1985.

Workshop on “*The Law of Evidence*” organized by A.P. Bar Council at Visakhapatnam, in 1985.

UGC Workshop on *“Modern Legal Theory and Techniques of Research with Special Reference To Reservations policy”*, organized by Department of Law, Andhra University, Waltair, in 1986.

Eastern Zonal Workshop on *“Reforms in Urban Litigation”* sponsored by Law Commission of India, and Socio-legal Aid Research & Training Center, Puri in 1987.

UGC National Seminar on *Govt. Liability – Problems & Prospects* organized by Andhra University, Visakhapatnam in 1990.

National Seminar on *“Law and Consumer Protection in India”* (Sponsored by U.G.C.) organised by Kakatiya University, Warangal, in 1990.

Seminar on *“Environment and Industry”* organised by GITAM, Visakhapatnam, in 1995.

U.G.C. National Seminar on *“International Commercial Contracts & Conflict of Laws”* organised by University of Madras, in 1996.

UGC National Seminar on the *Law of Shipping* Organized by Andhra University at Visakhapatnam 1997.

*‘Corporate Governance in 21<sup>st</sup> Century’* organized by GITAM in 1997.

National Seminar on *‘Legal Reforms’* organized by University of Madras in 1998. All India Seminar on *Organ Transplants*, organized by ISOT and

SGIMS Workshop on *Transport Needs of 21<sup>st</sup> Century* by IIFT and KSRTC

*‘Training Programme for Supervisor Engineers of Power Sector’* by CPW

*‘Infrastructure Law and Policy Round Table’* by UNDP and NLSIU

Workshop on *‘AIDS Awareness’* by ILO and CBWE, New Delhi

*‘Accountability of Medical Profession’* by All India Association of Medical Practitioners for Ethics. *‘Environmental Issues in Urban Areas’* organized by British Scholars of India.

*‘Consumer Protection in India’* by UGC and Andhra

University. Seminar on *‘Right to Health’* organized by SEWA

*‘Redress for Unfair Trade Practices’* in National Seminar on Consumer Protection organized by IIPA

### Research Guidance/Supervision

*6 Scholars Awarded Ph.D. in Law. (Three Scholars pursuing research.)*

*54 LL.M., (Scholars in “Business Law” and ‘Labour Law’ in preparation of their dissertation for award of LL.M. Degree since 1985. All the 54 LL.M., Scholars were successful.)*

*7 LL.M. Scholars in ‘Health Care and Law’ – NLSIU*

### Introduced Best Practices in Administration in the University

Governed on the principles of participation and transparency- *it involved all stakeholders in the administration of the Institution, such as office staff, students and teachers. The troublesome hierarchical structure was done away with and more freedom was given to the faculty and staff. Decision making was decentralized to a large extent and staff was given freedom to decide within the bounds of regulations.*

Academic and administrative planning in the institution- *Teachers and staff were asked to plan their work schedule and programs well in advance of the incoming semester. This made them feel participatory and it was well suited to meet targets and deadlines.*

Practice of well thought out welfare schemes for all its constituencies- *Ensured that all permanent employees had opened their PF account and also open bank accounts within the campus as these facilitated easy depositing of salary and other emoluments.*

Fair and expeditious grievance redressal mechanisms- *Opened and started the Friday meeting with staff to ventilate their genuine grievances and well measured options were given to the staff. Open house meetings were with students and also faculty once a month. This ensured that grievances were sorted out without any acrimony.*

Effective in resource mobilization and planning development strategies- *To effectively mobilize resource the first step was to curtail wasteful expenditure, such leaving fans and lights on when not in use. This drastically cut down electricity bills. As part of the strategy to mobilize resources corporates were approached to finance seminars and workshops. New courses were started to mobilize resources.*

Finances judiciously allocated and effectively utilized- *There was strict control on finances which was started by cutting down on wasteful expenditure. Resources from grants were used with a sense of purpose and the procedures were streamlined to cut waste.*

Budgeting and auditing procedures are regular and standardized- *There was an internal audit carried every month to oversee expenditure. Budgets from internal sections were called for before the commencement of financial year for the next year. This ensured timely requests to the Government for fund allocation. In fact funds were allotted based much faster and without repeated reminders.*

Sensitivity to changing educational, social and market demands- *market demands were foremost and syllabus was revamped to cater to the market demand and also to newer technologies that were in use. The change in syllabus was incorporated by keeping in mind the UGC & BCI guidelines and the demands of the legal profession.*

Promote an ambience of creativity and innovation- *Students and staff were encouraged to suggest methods for improving efficiency and functionality and their suggestions were invited through a suggestion box kept for the purpose.*

Adopted quality management strategies administrative aspects- *Office procedures were revamped to ensure best optimum output without being taxing on staff. Certain procedures were cut down to save time in meeting demands of good practices.*



Promoted value-based education, social responsibilities and good citizenry- *Social responsibilities were taken on through NSS activities and villages were adopted which volunteers willingly did. This improved student responses to needs of the society at the grass root level. Legal aid cells were made compulsory for students.*

### *Introduced Best Teaching Practices in the University Classrooms*

*Lecture/Rhetorical Questioning – Introducing the serious talk and lecture on the subject in packets of 10-15 minutes and letting students answer questions that have been pre-planned. The students must record their answers in the notes itself in the margin and this would inculcate the spirit of critical thinking*

*Surveys with Exemplifier- This exemplifies the typical show of hands in the class room on a particular question and they are asked to justify why they think so.*

*Explication- de- Texte – This is a participatory classroom exercise that would entail a student to read aloud a selected passage or from the slide and the read passage is critiqued by the student himself and the other students are asked to comment and offer their views. This exercise would involve the entire class in the discussion.*

*Guided Lecture- This entails the students to listen to the lecture in packets and then they are asked to write the points of the lecture from memory. They are then asked to discuss the points recalled and throw open questions for answers from the class itself with the teacher being a facilitator.*

*Immediate Mastery Quiz- At the end of the class they are quizzed on the topic by the teacher and students are generally enthusiastic about the outcome. This quiz is both as a surprise quiz and they are marked.*

*Co-operative Group Assignments- In this the students are divided into batches and are expected to achieve the group goals that have been specified. The groups are then pitted against one another for seeking out rational answers to the subject taught.*

*Active Learning Strategies- This was introduced to brainstorm, discuss strategies, writing the probable solutions, demonstrate the opinion by giving 2-3 minutes.*

*Rewarding Learner Participation- Narrating one's own experience relevant to the classroom discussion and rewarding the participant when answers are rationale by way of support to the points.*

*Modelling- Continuous learning and placing trust in the students, being a trustworthy individual as a teacher and expressing a belief that the student will learn and grow.*

Fostering Learner Self Responsibility- *to pace individually the learners progress, mutual planning regarding a lesson to be taught, to attain some proficiency in the difficult part of the course as set out by the student himself.* Double Loop Feedback- *Non fostering of hostility due to poor performance by the student, seeking the student's co-operation for better performance, and entails both the teacher and student in evaluating deficiencies and permitting him to correct and set the pace for learning himself.*

*Reality in Practice of Law, especially in criminal trials is shown by referring to movies, national and foreign.*

### Legal & Management Development Programs for Senior Managers of Corporates & Senior Government Officers

*Conducted Legal & Management Development Programs for Senior Management of*

*- ITC, SAIL, Singareni Collieries, Kothagudem Collieries, HAL, Coromandal Fertilizers, Medical Professionals of Sanjay Gandhi Institute of Medical Sciences, Cooper Fibbs and Williams, Bharat Aluminium , NTPC, Narcotics Drugs Control Wing, NTPC, Visakha Port Trust, South Eastern Coal Fields*

[ It included -How to carry out Audit of Legal Assets, such as Licensing, Contracts, etc, understanding the Basics of Contracts, what to look for in hidden terms in Contract Drafting, ensuring Fair Play in Drafting, Medical Jurisprudence, Evidential Matters in Medical Negligence Cases, Management of Legally Critical Cases, dealing with Relatives of Patients, Time Management, Management of Legally Stressed Assets, Labour laws, Introduction of Best Labour Practices, PF management, the Art of Negotiation, Maternity benefits, Conciliation Process, Charter Parties, Liability of Ship Owners]

*Conducted Special Professional Development Programmes for Teachers, Chartered Accountants, Doctors and Lawyers.*

### Affiliations

*Past President & Member of Rotaract Club of Visakhapatnam*

*Charter Secretary, Rotary Club of  
Visakhapatnam Central Member, Amnesty  
International*

*Member, International Jurists  
Orgn. Asia Member, Indian Law  
Institute*

*Former Secretary, Centre for Environment Education & Legal Awareness,  
Visakhapatnam Past Zone President, Indian Junior Chamber, Mumbai  
Certified Member Trainer, Junior Chamber International*

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