



SRI DURGA MALLESWARA

SIDDHARTHA MAHILA KALASALA

An Autonomous College in the Jurisdiction of Krishna University

A College with Potential for Excellence

Sponsors: SIDDHARTHA ACADEMY OF GENERAL AND TECHNICAL EDUCATION



QUARTERLY INSIGHTS

NEWSLETTER-VOL - I, ISSUE - II, SEPTEMBER–NOVEMBER, 2024



**‘WHEN WOMEN ARE EDUCATED, THEIR COUNTRIES BECOME
STRONGER AND MORE PROSPEROUS’**

-Michelle Obama

PRINCIPAL'S MESSAGE

I am delighted to present SDMSMK's newsletter 'Quarterly Insights', Vol. 1, Issue 2, September to November. As we continue to provide more and more student-centric activities that are beyond curriculum, this period has been hectic with activities. I'm glad to state that in this quarter, as always, our faculty have left no stone unturned to instill the qualities of confidence, workmanship and concerted effort in the student body. Celebration and observance of important days, department fests, activities of N.S.S. and N.C.C. wings, Sports and Games and a host of other curricular, co-curricular and extra-curricular activities have been instrumental in helping learners become equipped with skills of head, heart and body.



Dr. S. KALPANA
PRINCIPAL

EDITOR-IN-CHIEF'S MESSAGE

Welcome to the September to November issue of the 'Quarterly Insights' which focuses on the professional zeal and spirit of teacher and taught on campus. Enthusiasm, dedication and commitment are the watchwords that encompassed the whole fraternity urging them towards pro-active learning and resilience. The initial set-back by the devastating floods the city experienced was a time when philanthropic benevolence surfaced in myriad kind gestures displayed by Siddharthians. While the month of October brought in experts from around the state and country, the month of November was replete with student centric-activities such as academic competitions, field- trips, sports events, exhibitions etc., which were instrumental in show-casing talent, grit and determination. This edition of the newsletter encompasses all these and more.



Dr. R. MADHAVI
SPECIAL OFFICER

CHIEF PATRONS: -

Sri M.Rajayya - President

Sri.P.Lakshmana Rao - Secretary

Sri S.Venkateswara Rao-Treasurer

Sri N.Lalitha Prasad - Convenor

Dr.L.K.Mohan Rao - A.O

ACTIVITIES OF QUARTER – II

The Devastating Calamity – The Floods and the Aftermath

4-09-2024 to 8-09-2024

As an answer to the call of the suffering victims of the floods that ravaged Vijayawada and surrounding hamlets and towns in the month of September, the NSS volunteers participated in the packing and supply of food and water to the flood affected people in association with the Govt of Andhra Pradesh at Siddhartha Auditorium. They also rendered their services in association with Red Cross Society at Siddhartha Centre, Sitara Centre, and other distribution spots. They visited flood affected areas to lend succour and sustenance to the flood victims. Their role in distributing groceries, medicines and essentials to the flood victims was greatly appreciated by the Management and the Government. Faculty too lent their assistance in the wake of this calamity by food packing for flood victims at Jyothi Convention Centre, Benz Circle.



NASSCOM

1-09-2024

A one-day workshop on *Employment Opportunities* was organized by Sri Durga Malleswara Siddhartha Mahila Kalasala in collaboration with the National Association of Software and Service Companies (NASSCOM). The event was graced by the presence of the college Principal, Special Officer, and Placement Officer, along with esteemed resource persons from NASSCOM.



STUDENT UNION

5-09-2024

Teachers' Day was celebrated in our college on 5th September, to celebrate Shri. Sarvepalli Radha Krishnan's Jayanti. Meaningful speeches on Sarvepalli Radhakrishnan and the significance of Teachers' Day were brought out on the occasion. The students performed various cultural activities like dance, song, recitation, drama, etc. Teaching and Non-Teaching Staff who completed 25 years of experience were honoured in a traditional manner by Principals Dr.S.Kalpana, Dr Padmaja and Special Officer Dr. R.Madhavi. Silver Jubilarians, Mrs. M. Geetha Madhuri, H.O.D, Physics and attender Mr. K Ranganath were felicitated befittingly with recapitulations of the dedicated service they had rendered for the growth of the institution.



Awareness Programme on "World Suicide Prevention Day" 09-10-2024

The "Student Union Committee" organized an Awareness Programme on "World Suicide Prevention Day" by Mrs. M Shravani, and Sri. Jaga Ramesh Bapishetty, Director of Spark, Vijayawada on 09-10-2024 with an aim to create awareness about the sorry state of affairs where students are being bullied and resorting to committing suicide. The Awareness Programme was highly impactful and well-received. Principal, Dr. S. Kalpana emphasized the importance of valuing life and facing challenges bravely.

Special Officer Dr. R. Madhavi highlighted the preciousness of human life, while Chief Guest Mrs. M. Shravani urged the need for counselling to support youth.



ATAL FDP - DEPARTMENT OF COMPUTER SCIENCE 9-09- 2024 to 14-09-2024

The Department of Computer Science in Association under the aegis of the IQAC organized a one-week AICTE sponsored ATAL Faculty Development Programme on *Implementing Cybersecurity and IoT in AI: Recent Trends*, from 9th to 14th Sept., 2024. The objective of this FDP was to enhance knowledge and stay updated with the current requirements of the world. Resource persons from various reputable institutions and industries, presented insights into various scholarly areas and 60 specially selected participants who were faculty from various institutions successfully completed the course.



RESOURCE PERSONS:

1. **Mr. M. Kumar** - Scientist-E, Joint Director at Centre for Development of Advanced Computing (CDAC), Hyderabad.

Topic: Securing the future: Integrating Cyber Security and AI into systems Emerging Trends and best practices.



2. **Madhu Vadlamani**- Senior Technical Manager at Miracle Software Systems, Hyderabad.

Topic: AI in Health Care: Revolutionizing Patient Care and Medical Research.



3. **Dr. Perugu Shyam-** Asst. Prof. in the Department of Biotechnology at National Institute of Technology (NIT), Warangal.

Topics: Role of AI and Machine Learning in Molecular Biological Sciences”, and “Research and Development with reference to NEP-2020”.



4. **Dr. K. Lavanya-** Assistant Professor in the department of Computer Science at Acharya Nagarjuna University, Guntur.

Topic: IoT and its applications in AI.



5. **Prof.Kota Naga Srinivasa Batta-** Assistant Gr-I is presently working in Department of Electronics and Communication Engineering, NIT Warangal.

Topic: Hardware Security for IOT Applications.



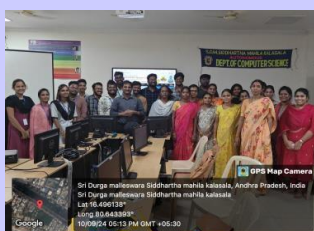
6. **Prof. E. Suresh Babu-** Assistant Professor at the National Institute of Technology (NIT), Warangal.

Topic : Role of Cybersecurity and AI in IOT, Block Chain.



7. **Mr. Jagadish Neeli-** Sr. Engineer at TATA communications, Chennai.

Topics: Information Security and Practical skills & Endpoint Security.



8. **Mr. D. Sai Satish-** Founder & CEO of Indian Servers.

Topic: Cybersecurity for Professionals: VAPT and Malware Analysis.
ATAL FDP participants visited to **APSOLUT Software India Pvt. Ltd., IT Park, Mangalagiri.**



DEPARTMENT OF HINDI

14-09-2024

A guest lecture on *Hindi Udbhav Aur Vikas* by Prof. G. Padhmavathi, D.B.H.P.S, Shiksha Mahavidyalaya, Vijayawada was organized on 14-09-2024.

Prof. G. Padhmavathi enlightened the students about how the National language got its name as “Hindi”. She spoke about the need to develop the creativity and ‘Sahithya’ in Hindi language. She explained how the Hindi language unites a nation and why it is important for efficient communication and understanding. She also brought out the role Hindi plays in the freedom of our nation. Principal, Dr S.Kalpana and Special Officer, Dr R.Madhavi highlighted the need for students to gain fluency in the National Language.



DEPARTMENT OF CHEMISTRY

14-09-2024 and 16-09-2024

On the occasion of World Ozone Day, the Chemistry Department conducted an Elocution Competition on “*Measures to Protect Ozone Layer*” for all the Science & Arts students on 14th September 2024.

1st prize N.Mahanvitha of I B.Sc Honours Computers II, 2nd prize SK.Yasmin of I BBA and 3rd prize V.Gayathri of I B.Sc. Honours Chemistry.

A guest lecture on “*Advancing Climate Action for the Preservation of the Ozone Layer*” by Dr. P. Brahmaji Rao, Associate Professor & Head, Dept. of Environmental Sciences, Acharya Nagarjuna University, Guntur, AP was organized on 16th September 2024. This guest lecture raised awareness about the significance of the ozone layer, its formation, depletion, and the steps we can take to protect it.



DEPT OF BIOCHEMISTRY, MICROBIOLOGY & FOOD SCIENCE & TECHNOLOGY

18-09-2024

On 18/9/2024 a National Seminar on “*Significance of Fermentation in Industry and Health care*” was organized by Departments of Biochemistry, Microbiology & Food Sci. & Tech on 18-09-2024. Dr. P. Kiranmayi, Associate Professor, Dept of Biochemistry, Acharya Nagarjuna University, Guntur. Dr. S. Sreedevi, Professor, Dept. of Microbiology, School of Allied and Health care Sciences, Mallareddy University, Hyderabad. Prof. Majeti Narasimha Vara Prasad, Retired Professor, School of LifeSciences, University of Hyderabad, Hyderabad were the Resource Persons. The beneficiaries were around 160 students of III FMB, I&II Microbiology, Biochemistry & Food science and Technology and 21 students from other colleges participated. A Recipe Competition on Fermented Foods was conducted where students showcased their awareness of these healthy nutritional foods. A monograph containing these recipes on Fermented Foods around the World was released on the occasion to encourage healthy diets in students and faculty.



DEPARTMENT OF MATHEMATICS

18-09-24

A Guest Lecture on “Careers in the Field of Mathematics” by Mrs.C.Savithri, Rtd.H.O.D, Department of Mathematics, Little Flower Junior College, Hyderabad was organized for I B.Sc., Hon(Maths, Physics and Electronics) and III B.Sc., MSCA students. The main objective was to inspire and inform students opportunities, skills required, and real-world applications, and Job opportunities in Public Sector, Engineering and Technology, Finance and Actuarial Science, Academic , Research Opportunities and Operations Research and a comprehensive view of the various career paths in Mathematics.



DEPARTMENT OF BOTANY

20-09-2024

Staff and students participated in a One Day National workshop on *Basics, Advances in Plant Taxonomy & Herbarium Technology* organized by Department of Botany Government of City College (A) Nayapul, Hyderabad in association with Botanical survey of India. Through this work shop students gained knowledge in floristic diversity information, basics and advanced Herbarium techniques. A total of twelve students participated in the Workshop and received Certificates.



DEPARTMENT OF TELUGU

21-09-2024

On the occasion of Gurajada Appa Rao Jayanthi the Telugu Department celebrated the great poet's life and achievements by conducting a meaningful programme where students spoke about his literary talents in short speeches. Principal Dr. S.Kalpana and Dr R.Madhavi paid homage to this great literary giant of A.P.



DEPARTMENT OF BOTANY

24-09-2024

II Botany, III BZC students participated in the Agro-products event in the district level District level Yuvajanostav 2024 youth festival 2024 conducted on 1-10-2024 by A.P Govt.Dept.of.Youth services at PBS Arts and Science college and won Ist and II nd prizes.

The start-ups Presented:

I Prize Winner in District Level Krishi, Youth Festival

- 1. **“VITALITY -Antioxidant-rich Concoction”** a product that is an antioxidant-rich, a butterfly pea and hibiscus flower concoction which has the capacity to neutralize free radicals, reduce inflammation, boost immunity, and protect against chronic diseases like heart disease and cancer. The objective of the antioxidant-rich concoctions is to protect cells from oxidative damage, enhance immune function, and reduce the risk of chronic diseases by providing the body with essential antioxidants.

Name of the Students:

K. Supraja, II B.Sc., Hon (Botany)

Lahari Reddy, II B.Sc., Hon(Botany)

M. Noorjahan, II B.Sc., Hon(Botany)

Md. Sumayya, II B.Sc., Hon(Botany)

2.Miracle Mix. II Prize Winner

- (A MULTI-MILLET POWDER). To develop a nutritious, sustainable and healthy millet mix that promotes better health and culinary diversity. Our main objective is to promote a healthy, market viable and a ready-to-use millet powder.



Name of the Students:

- Yadaraju Satya Deepika, III B.Sc., BZC
- Nagidi Neeraja. III BSc-BZC

ECO-CLUB

27-09-2024

Making of seed balls

Department of Botany organized **hands-on training** in preparation of **seed balls** in association with Vasavi Club, Kanur. President, Smt. R.Manasa Lakshmi, who clearly explained the seed ball procedure, applications and provided hands-on training to the I, II, III Botany students. Nearly 300 seed balls were prepared by the students which come immensely handy in propagating plant species in the Go-Green Campaign.



INSTITUTION'S INNOVATION COUNCIL -IIC

24-09-2024

On 24th Sep 2024, Institution's Innovation Council under the aegis of the Innovation and Incubation Cell conducted a National Seminar & Workshop on 'Transforming Business Ideas into Start-ups' by Resource Person, Mr. B. S. Lokesh, Trainer, Mentor, Facilitator and Consultant from Agastya Academy, Bangalore. The program included Seminar, Presentation of Business Ideas by students and Workshop by Mr. Lokesh to transform these ideas into Start-ups.

15 student team Start-ups were presented based on varied and important sectors like Healthcare, Cosmetics, Nutraceuticals, Food Business, Books and others. Nearly 200 students participated in the event. The resource person emphasized on connecting, communicating and collaborating for a successful Business venture. He stressed on the need for value addition and cost reduction for an idea to turn it into a product or service. Students were immensely benefitted by the interesting and interactive program. The day-long session ended with an IIC Council Meet by the members of IIC with the Principal Dr S. Kalpana as President, Special Officer Dr.R. Madhavi as Vice President and Smt.A. Annapoorna as Coordinator. The College IIC was formally initiated and its first calendar activities will be uploaded in the IIC portal, Ministry of Education and Innovation & Incubation Council, M.H.R.D., Govt. of India.



STUDENT PRESENTATIONS of START-UPS

1. Kum T. Bhavana Sai, II B.Com/ A
Start-up: Date seeds powder
2. Kum. Ch. Prasanna, II B.Com/D
Start-up: Making gum with petrol
3. Kum A. Lahari, IIB.Sc., Botany
Kum. K. Supraja, IIB.Sc., Botany
Kum. M. Noorjahan, IIB.Sc., Botany
Kum.Md. Sumaya, IIB.Sc., Botany
Start-up: Antioxidant rich vitality food.
4. Kum. N. Neeraja, III B.Sc/BZC
Kum. Y.Satya deepika, III B.Sc/BZC
Kum. P. Pujitha, III B.Sc/BZC
Start-up: Miracle mix.
5. Kum. D. Gnana Deepika, II B.Sc/ Biochemistry
Kum. Ch. Sree Varsha, II B.Sc/ Biochemistry
Start-up: Mulch-mate.
6. Kum.Ch. Richa, III B.SC/ FMB
Kum. B.Rama Devi, III B.Sc/FMB
Start-up: Development of nutrition mix
7. Kum. S.Hema Lasya, III FMB
Kum. A. Pravallika, III FMB
Start-up: Healthy fermented snack on Wheels
8. Kum. Sk. Asmatunnisa, I B.Sc/Chemistry
Start-up: Preparation of Herbal hair oil
9. Kum. MD.Hemi Yasmin, II B.Sc/Chemistry
Kum. K.Pragna, II B.Sc/ Chemistry
Start-up: Herbal body and face pack
10. Kum. G.Yesaswini
Kum. V.S.Satya Harika
Start-up: Beauty Bliss
11. Kum. A.Chinmayi
Kum S.Jemeema preethi
Start-up: Kome Barn Soap

12. Kum. P. Sri vyashnavi

Kum. Sd. Angum K.Jahnavi Krishna

Start-up: Service app (Computer Science)

13. Kum. P. Sri Lakshmi

Kum.V. Prasanna

Kum. B. Prasanna Lakshmi

Start-up: Bloom organic app

14. Kum. A. Tejaswini

Kum. Sk.Farkhana

Start-up: Book Cycle App

15. Kum. GMNS. Shalini

Start-up : Dopamine App

16. A. Dimple Sree, III B.B.A

Start-up: Herbal hair product

DEPARTMENT OF BOTANY

1-10-2024

On the occasion of World Fungus Day III BZC Students participated Photography of Fungi, oral presentation, poster presentations, Drawing, Painting, Rangoli essay writing competitions conducted by Mycological Society Of India and Y.Satya Deepika got **1st prize** in oral presentation competition.



WELLNESS CLUB

01-10-2024

A Guest Lecture on was arranged on *Awareness on Human Papilloma Virus* by Mrs. P. Haritha pinnamaneni, M.S OBG DMAS Uro-Gynecologist, Laparoscopic & Robotic Surgeon. Mrs.P. Haritha provided clear guidance on its importance, stating that the vaccine is most effective when administered to young individuals, before they are exposed to the virus. She encouraged girls to be vaccinated, reinforcing the vaccine's role in preventing HPV related cancers. Additionally, she discussed safe practices and other preventive strategies. Attendees gained a clear understanding of HPV, its transmission



modes, associated risks, and the potential to cause cancers, particularly cervical cancers. The talk emphasized the need for routine Pap-smears and regular health checkups, encouraging attendees to prioritize early detection of HPV- related health issues.

21-10-2024

ADVITIYA-2024

In a bid to foster Communication Skills in the *Lingua Franca* of the world, English, **Advitiya-2024, Inter Collegiate Academic Competitions** were held on a large scale on 21st Oct, 2024 with over 256 students hailing from institutions offering Pharmacy,



Engineering, Arts & Science, Management studies who participated in various categories Dr.T. Vijaya Lakshmi, Former Director, flagged off the events. The programme conducted under the aegis of the Literary Committee of the college and under the guidance of Special Officer Dr.R. Madhavi and coordinators, was planned and executed with great acumen and finesse. The categories thrown open to students included PPT presentation, Poster Presentation, Short Film Making, Ad Film, Collage, Essay Writing, Elocution, JAM, Debate & Mr & Ms. Advitiya. The prizewinners for each category were awarded cash awards and certificate of participation were given to all the participants of various categories.

Prize Winners for each category:

1. Collage:

- J.S.SD Pavan Kumar, KBN College secured – I prize
- A. Lahari & S.K. Parveenaaz, our college won – II Prize.

2. Debate:

- B. Bharathi & P. Prajapathi, K.B.N. College won – I Prize
- P. Bhagyavathi & K. Kavya, P.V.P. S.I. T got – II prize.

3. Essay Writing:

- In English
 - P. Geethika Lakshmi, SRKIT won – I prize.
 - V. Advitha, Andhra Loyola College got – II Prize.
- In Telugu
 - A. Chenna Kesava, K.B. N. College secured – I prize
 - G. Leelavathi, Nalanda Degree College got II prize.



4. Elocution:

- In English
 - I. Ashok Chakravarthi SRKIT won I prize.
 - A. Vijaya Lakshmi, SRKIT got II Prize
- In Telugu
 - P. John Badu, KBN College got I prize.
 - Y. Pravallika, KBN College secured II prize.



5. Ad. Film Making:

- J.S.S.S.D. Pavan Kumar & M. Sravani, K.B.N. College secured I prize.
- A. Jagadish, VAjay, K. Karthik & Sk. Mujaraff, Nlanda College got II prize.

6. Poster Presentation:

- D. Bhagyavathi, PVPSIT won I prize.
- R. Amruth Shalim Josh, KB.N. College got II prize.

7. PPT Presentation:

- P. Prajapathi & P. Jahnvi, K.B.N. College won I prize
- G. Anuradha & A. Vijaya Lakshmi, SRKIT college got II prize.



8. Reels/ Short Film Making:

- V. Harsha Vardhan, P.B.S.C & Arasavalli Devesh Sai Karthik, PVPSIT got I prize
- J.S.S.S.D. Pavan Kumar & P. Prajapathi, K.B.N. College won II Prize.

9. Just A Minute (JAM)

- P. Prajapathi, K.B.N College got I prize.
- B. Y. Deepika, K.B.N. College secured II prize.

10. Mr & Miss. Advitiya

In Mr.

- M. Yaswanth, VRSE University won I prize
- J.S.S.D. Pavan Kumar, K.B.N. College got II prize.

In Miss.

- P. Jahnvi, S.D.M.S.Mahila Kalasala got I prize.
- M. Shivani, P.B.S.C. won II prize.

The Chief Sponsors of the Programme were:

- Satyam Academy
- Writer's Voice

DEPARTMENT OF CHEMISTRY

23-10-2024

To commemorate Mole Day, the Department of Chemistry organized an elocution competition on the theme "Concept of Mole" on 23rd October. A total of 23 students participated in the competition, showcasing their knowledge and speaking skills. The participants presented diverse insights into the importance and applications of the mole concept, emphasizing its role in chemical calculations and reactions. Three participants were awarded prizes for their outstanding presentations, in recognition of their ability to effectively convey complex scientific ideas in an engaging manner. The prize winners are G.Yesaswini (II Chem)-1st Prize, K.Pragna(I Chem)-2nd Prize and V.Gayathri (I Chem)- 3rd prize.



Environmental Studies

23-10-2024

In association with the International Red Cross Society faculty of Environmental Studies organized a climate campaign programme. The resource person of this programme Shri A.K.Parida, Retd. IAS Officer and General Secretary of Indian Red Cross Society urged student volunteers of Siddhartha Mahila Kalasala, to become instrumental in helping society face the travails and ravages caused due to Climate change that are playing havoc in the world. Students of B.SC.BZC, Botany, N.S.S & N.C.C groups were urged to download the A.P. Red Cross App which would help ascertain pollution, water contamination and garbage disposal problems in neighbourhoods. In-Charge Principal Dr.R.Madhavi brought home to the students the impending dangers looming large due to climate change and suggested ways and means to combat it. Co-ordinator of the programme Ms.T.Salomi, Lec in Botany and Senior faculty were present on the occasion.



DEPARTMENT OF BOTANY

24-10-2024 & 25-10-2024

On the occasion of **World Mushroom Day**

24-10-2024, *Mushrooms Culinary challenge* competition was organized. A Total of 78 different Mushroom tasty recipes were prepared by the students and winning recipes were suitably rewarded with Prizes. Students from the III BZC I M.B, Bio-Chemistry, I Botany, B Com and students from P.B.Siddhartha Arts and Science college participated in this competition.



25-10-2024: A workshop on *Mushroom Cultivation* was organised. The Resource person, Smt. P.Jyothi, an entrepreneur and proprietor of Jyothi Mushrooms Unit with an annual turnover of over 1 crore rupees brought home to the students the benefits and techniques relating to Commercial cultivation technology of Button and Milky mushrooms. She educated the students about the nutritive and medicinal properties, post-harvest packaging and management, marketing, machinery, and equipment for mushroom farm, farm layout, Disease and pest management, sanitation & food safety in the mushroom farm. She also explained how to differentiate between poisonous mushrooms and edible mushrooms. The Rotary Club of Vijayawada which sponsored the programme, distributed prizes at the Valedictory session held on 25.10.2024.

ECOCLUB ACTIVITIES

27-10-2024

In association with *One earth and One Life* Organisation a Programme was arranged on creating awareness in the *Cultivation and importance of Flower and Fruit yielding plants*.



This programme specially meant for women and housewives of Vijayawada was organised with the assistance of II & III B.Sc. students of the Eco-club. They participated in the programme that sensitized them of the plants that grew on terrace and home gardens.

STUDENTS AT THE FORE

29.10.2024

INTER-COLLEGIATE DEBATE COMPETITIONS

As a part of Maria Philip Future Leaders Debate competitions 2024-2025, students M.Sri Vyshanavi and M.M Sankeerthana of II CSCS have qualified in the Semi-finals and secured first prize along with Rs.10,000/- cash prize in the organization of XIME, Bangalore. This competition was attended by around 15 debating teams from colleges in and around the city. They will be participating in the National level competitions to be held in Hyderabad to be held on November 22nd 2024. The Principal in-charge, Dr R.Madhavi expressed her happiness and wished the team good luck for the impending rounds ahead.



Wellness Club in collaboration with N.S.S

01-11-2024

The Wellness Club in collaboration with NSS units I, II, & III at SDMSMK organized an Awareness Programme on Breast Cancer on November 1st, 2024 to raise awareness about prevalence and prevention of breast cancer one of the leading causes of death among women.



The resource persons of this program were Dr. N. Aditya, Medical Oncology Kamineni Hospital, Vijayawada and Dr. Y. Amulya, Endocrinologist Orizon Hospital, Vijayawada. Dr. N. Aditya highlighted the medical aspects of breast cancer, explaining its causes, types and risk factors. He emphasised the significance of genetics, lifestyle choices, and environmental factors that may contribute to breast cancer development. Dr. Amulya addressed a common misconception that women are less likely to suffer from vitamin D deficiency. She mentioned that this nutritional gap has lasting effects, impacting both maternal health and the health of their children. In this session, the college Special Officer, Dr. R. Madhavi and Wellness Club members and students attended this talk.

DEPARTMENT OF TELUGU

01-11-2024

The Department of Telugu Arranged an Extension Activity on the event of Sri Sri Tridendi Srimanarayana Ramanuja Chinna Jeeyar Swamy Tiru Nakshthram Day Celebrations. The students of Telugu honours visited Jeeyar Ashram, Muchinthala, Shamshabad, Hyderabad and participated in Different service Activities.



DEPARTMENT OF TELUGU & HINDI

05-11-2024

A field trip to Undavalli Caves, Venkatapalam, Krisnayapalem, Ananthavaram, and Talayapalem was organised on 5th November to help students understand the historical, cultural and archaeological significance of important landmarks of A.P. The students of 2nd and 1st degree attended the field trip and prepared a Scrap book which encompassed all the places they visited. They learnt about the significance and history of each place visited. The Undavalli Caves are famous as Buddhist Viharas and known for their unique rock formations. The other sites are famous for this deities and religious significance.



DEPARTMENT OF COMMERCE & MANAGEMENT

07-11-2024

The Department of Commerce and Management organised an Awareness Programme on *Risk Management* by Sri. D.N.V. Ramana, Sr. RSDM, TATA AIA Life insurance, Sri.N. Hari Babu, Sr. Branch Manager, TATA AIA Life Insurance and Sri. M. Bruhaspathi, Sr. Business Associate, TATA AIA Life Insurance on 07-11-2024. In this programme the significance of Risk Management in financial and Business contexts were explained by the Resource Person . Strategies to avoid Risk, the details of IC 38 qualifying exam which is crucial in landing lucrative careers in Insurance Sector were detailed at length. Different Life and Non-Life policies of the L.I.C. were detailed.



EDC CELL ENTREPRENEUR DEVELOPMENT CELL WORKSHOP ON PAPERBAG PREPARATION

08-11-2024

On the eve of Paper Bags Day, an E-Workshop was conducted for students by the trainer Sri.G. Rama Brahman, of Jana Sikshan Samstan. During the workshop, the process of making Kirana covers and shopping bags was demonstrated. Attendees learned how to create both vertical and horizontal bags based on specific measurements. These paper bags can be used for carrying daily essentials like groceries, vegetables, and fruits. The event also introduced participants to various techniques and highlighted the importance of using sustainable products in everyday life. The workshop emphasized the role of entrepreneurship in promoting eco-friendly practices and potential business ventures.



CHEMFEST 2024

18-11-2024

As part of the CHEMFEST celebrations, the Department of Chemistry successfully organized a National Seminar on the topic "New Initiatives in the Field of Chemistry in the 21st Century".



Dr.S.Srinivasa Rao, Associate Professor, Head of Department, Department of Chemistry, VRSEC, Vijayawada inaugurated the Seminar. The event featured a distinguished researcher in Chemistry, Dr.Raju Jannapu Reddy Ph.D, MRSC, Assistant Professor, Chemistry, Osmania University, Hyderabad, who delivered an engaging and insightful session. The resource person provided a detailed overview of

previous and recent inventions in the field of chemistry. He elaborated on the practical applications of these new innovations and their potential to address current and future challenges. Dr S.Kalpana and Dr.R.Madhavi flagged off the event with enthusiasm. In addition to the seminar, a series of competitions were conducted in the morning session. Following the seminar, prizes were distributed to the winners, recognizing their outstanding performances and efforts. Around 200 students participated in CHEMFEST competitions and secured various prizes. The seminar and associated activities left a strong impression, fostering curiosity and interest in the field of chemistry among participants. Overall, the event was a grand success, combining knowledge-sharing with active student participation.



PRIZE WINNERS OF CHEMFEST

ENTREPRENEURIAL INDIA: A FASCINATING VISION

09-11-2024

The Department of Commerce & Management of SDMSMK celebrated National Entrepreneurship Day in a programme “**Entrepreneurial India: A Fascinating Vision**”. The event aimed at highlighting the importance of Entrepreneurship in the current age and provided insights to students about the significance of Entrepreneurial opportunities available. The Speaker for this program



Koratala Preethi Director of CASA group and head of the Entrepreneurial panel, explained that entrepreneurship is not merely about starting a business, but about a mindset driven by innovation, and problem-solving. Shiva Swathi, a young Entrepreneur and the second resource person, stated that, 'One should not wait for opportunities but instead create them'. She explained that in an entrepreneur, innovatively transforming one's interests and implementing them makes achieving success easier. Dr R.Madhavi, Special Officer brought out the need to have a sustainable business plan to launch one's own business. Dr. Sandhya Lakshmi, H.O.D. and members of the Commerce Department were present.



DEEPOTSAVAM -PRESERVING OUR CULTURE

11-11-2024

The Department of Commerce & Management of SDMSMK celebrated **Deepotsavam** on 11-11-2024 on the eve of Kaarthikamasam. On this day the Department of Commerce organized a co-operative store activity providing essential articles used for Pooja as part of Deepotsavam. The event commenced with a traditional lamp-lighting ceremony, symbolizing the victory of light over darkness. The event aimed at promoting insights into the rich cultural heritage of India and to celebrate the spirit of the festival. As sunset the college campus was illuminated with hundreds of Diyas which was mesmerising.



DEPARTMENT OF COMMERCE & MANAGEMENT

07-11-2024

A guest lecture was organized on the topic "**An Awareness Program on Risk Management**" on 7th November to educate students about the importance of Risk Management in Financial and business contexts. The Resource persons from TATA AIA Life Insurance, D.N.V. Ramana, Senior RSDM, provided insights into various aspects of risk and strategies for effective risk management. He enlightened the students that there are ample opportunities for youth citing that post privatization of the insurance sector, 28 companies are providing wide opportunities to the youth. To become insurance advisors, they needed to crack the IC-38 exam conducted by IRDA. He also explained about various insurance products like Health, Fire, Vehicle, Earthquakes and Floods Insurance.



DEPARTMENT OF ELECTRONICS

19-11-2024

Department of Electronics organised a state-level program MIND SPARKLE-2k24 on 19-11-2024 to instil awareness on new perspectives and career opportunities in the subject of Electronics. Around 180 students from different colleges under Krishna University participated in various competitions. Both technical and non-technical events were conducted which encouraged students to apply theoretical knowledge to solve technical problems. Dr G Chakravarthi, H.O.D., Department of Statistics, P.B.S. flagged off the event, encouraging students to garner good communication skills by participation in such events. Mr P. Sambasiva Rao, H.O.D., Electronics lent his expertise on the occasion. Students enthusiastically participated in events such as elocution, J.A.M., Poster Presentation, Project Exhibition, Spot Circuit Making, P.P.T Presentation, Quiz , and Treasure Hunt



DEPARTMENT OF BIOCHEMISTRY & MICROBIOLOGY

11-11-2024 & 12-11-2024

A Two-Day Workshop on Advanced Techniques in Molecular Biology and Plant Tissue Culture was conducted by Dr. M. Guravaiah, M.D, Pasteur Education and Research Training Laboratory, Guntur. Around 152 students of B. Sc (Hon) were trained in Molecular biology and were provided insights on the techniques involved in disease diagnosis and cell physiology in a hands-on training programme. On the first day training was provided on Agorose Gel Electrophoresis. On the second day students were trained on Plant Tissue Culture with insights provided on molecular techniques. Certificates which would of much use in career development were provided to all students who were trained.



DEPARTMENT OF ENGLISH

11-11- 2024

The Department of English, in collaboration with the Institution's Innovation Council under the patronage of Ministry of Education, M.H.R.D, Gvt. of India organized a Guest Lecture on the Significance of **National Education Day** on the occasion of National Education Day under the able guidance of the Special Officer Dr. R. Madhavi. The speaker Dr. Sr. Candy D' Cunha, Associate Professor Department of English, Andhra Loyola Institute of Engineering and Technology, Vijayawada spoke at length about the ways education played a key role in society. Dr. R. Madhavi stressed on the significance of Women's Education and need to undertake University Education with many illustrations. The programme was coordinated by Ms. K. Sasi, Asst Prof, Ms P. Ratna Sree, Ms Y. Sri Sindhu, and Ms. S. Hindola. More than 200 students attended this session and the collective efforts of the administrators, faculty and the enthusiastic participation of students made the event a grand success.



DEPARTMENT OF FOOD SCIENCE & TECHNOLOGY

08-11-2024

The Department of Food Science and Technology organised a Seminar on the 'Early Detection and Treatment of PCOS in Teens' by Dr. Dharmaja Dandamudi (Obstetrics & Gynaecology) and Kavitha Kodali (Nutrition) on 8th Nov 2024. The experts enlightened the students about the early detection and treatment of PCOS in young girls and the importance of diet to reduce the symptoms of irregular periods. She also explained that Polycystic ovary syndrome is a hormonal disorder resulting in menstrual disturbances which may be due to genetic and environmental factors and that, following a specific diet and exercise patterns helps to relieve symptoms. Around 100 students benefitted by learning how to detect, cope and manage any hormonal imbalances.



15-11-2024 to 20-11-2024

DEPARTMENT OF LIBRARY SCIENCE: - 57th National Library Week Celebrations 2024

Inter-Collegiate Competitions

As part of the celebrations, the Library under the guidance of Librarian, Dr Mallika organized the following competitions:

QUIZ COMPETITION DT.: 15-11-2024

The SDMSMK NDLI Club, in collaboration with Vidhyarthi Vikasa Vahini, hosted a quiz competition titled "*The Ultimate Bookworm Challenge*." The event saw enthusiastic participation from various college institutions. Sri G.S. Padmanabh, President of the Rotary Club, graced the occasion as the Guest of Honour. Shri V. Kesava Rao, Secretary of Vidhyarthi Vikas Vahini, judged the competition. This event helped participants enhance their memory and retention skills by recalling facts and details about books and authors.



The following prizes were awarded:

First Prize: Y.V. Rao Siddhartha B.Ed. College Team, **Second and Third Prizes:** SDM Siddhartha Mahila Kalasala Team.

E-certificates were provided to all participants.

BOOK REVIEW COMPETITION - 16-11-2024.

The SDMSMK NDLI Club organized a book review competition on the topic "Unstoppable Reads: Books That Inspire and Empower." This competition aimed to develop students critical and analytical abilities and to cultivate a lifelong reading habit. Reading is a fundamental aspect of the learning process. The event was judged by Ms. Swetha, Lecturer of the Department of Computer Science.

The following prizes were awarded:

- First Prize: MD. Yasmeen, Second Prize: Ayesha, Third Prize: Tirupatamma
- E-certificates were provided to all participants.



ELOCUTION COMPETITION - 18-11-2024

An elocution competition on the topic "The Psychology of Social Media Addiction" was conducted. This competition aimed to understand the psychological mechanisms behind social media addiction, and its impact on mental health, and to promote critical thinking and awareness among students.



It also encouraged the development of effective strategies to manage social media use and prioritize well-being. The following prizes were awarded:

- First Prize: Kranti Priya, Y.V. Rao Siddhartha B.Ed. College
- Second Prize: MD. Yasmeen, SDM Siddhartha Mahila Kalasala
- Third Prize: Ganesh, Y.V. Rao Siddhartha B.Ed. College

POSTER PRESENTATION - 19-11-2024

The Siddhartha Mahila Kalasala Library NDLI Club organized a poster presentation competition themed "*Discover Your Library.*" The event aimed to inspire students to explore the extensive resources and services offered by their library. Participants were tasked with creating visually engaging posters that emphasized the significance of libraries in the digital age. More than 50 students participated in this event. Special Officer Dr. R. Madhavi served as the judge.



The following prizes were awarded:

- First Prize: Kasi Nandini, SDMSMK.
- Second Prize: Harshini Priya, SDMSMK.
- Third Prize: AD Salma, SDMSMK.

Public Library Visit - 20-11-2024

SDMSMK students, accompanied by the library staff, visited two public libraries in Vijayawada: the **Tagore Memorial Library** and the **Rammohan Public Library**, which holds a 120-year-old treasure trove of books. This enriching learning experience highlighted the value of public libraries and their vital role in fostering knowledge and learning.



DEPARTMENT OF BIOCHEMISTRY

20-11-2024

The Department of Biochemistry organized a One Day work shop on Bioinformatics where Dr.K.Kasturi, Assistant Professor, Department of Biotechnology, Acharya Nagarjuna University was the Resource person. She explained the importance and scope of Bioinformatics and focused on the Bioinformatics tools that aid in comparing, analyzing and interpreting genetic and genomic data. 40 students of III FMB benefitted.



21-11-2024

DEPARTMENT OF ECONOMICS - "PRAVAH 2K24"

The Department of Economics organized "PRAVAH 2K24", an Intercollegiate Economics competition fest on 21st November, 2024. The event featured eminent resource persons, including Prof.C S N Raju Vice Principal of Acharya Nagarjuna University, Smt.J.Vasanth Kumari, Retired Principal of SDMSMK and Prof.M.Vijay Kumar, Managing Director of SENA IAS Academy. Students and faculty members from other colleges attended adding to the event's intellectual and collaborative spirit. Prof. C.S.N.Raju spoke about the importance of Economics in UPSC Examinations, especially I E S (Indian Economic Services) and other Government related Examinations. M.Vasanth Kumari former Principal, emphasized the importance of being independent and successful citizens in life. Prof. M. Vijay Kumar, the Managing Director of SENA IAS Academy emphasized that patience, time management, consistency, positivity, and smart work are essential for successfully passing any challenging government exam. Competitions in debate, J.A.M., Elocution, Quiz, Poster Presentation were held and prizes distributed.



FIELD TRIP TO RGC AQUACULTURE CENTER GIFT TILAPIA PROJECT

23-11-2024

The department of Aquaculture with students of II. B.Sc., Aqua Culture (HONS) visited RGC Aquaculture Centre, Manikonda. It was an enlightening experience, providing first hand insights into the cutting-edge advancements in aquaculture, particularly in Genetically Improved Farmed Tilapia (GIFT). Students and staff interacted with the scientific officers at the centre, who shared their expertise and gave us a detailed explanation of the processes and technologies involved in GIFT Tilapia production. Their guidance helped us understand the practical applications of aquaculture in boosting productivity and sustainability. This visit was a highly enriching experience, leaving students inspired and well-informed about the critical role of aquaculture in addressing global food security challenges.



DEPARTMENTS OF POLITICAL SCIENCE AND HISTORY -SAMVIDHAN 2K24

26-11-2024

The Departments of Political Science and History organised SAMVIDHAN-2K24 competitions along with a Guest Lecture on "The Role of Indian Constitution in protecting Democratic Principles and Values" on the eve of National Constitution Day by Ch. Radha Kumari, Advocate, Member of Child Welfare, NTR and Krishna District Magistrate Bench, Vijayawada. She spoke about the importance of constitution and the values enshrined in our constitution like unity, fraternity and so on. Competitions like Elocution, debate, Quiz and Poster making were conducted.



SUSTAINABLE DEVELOPMENT GOALS CLUB

28-11-2024

The inauguration of the Sustainable Development Goals (SDG) Club with the unveiling of the club's logo, aptly named VIBHAVA on 28th November 2024 symbolized a significant stride towards fostering awareness and action for global sustainability. The event was graced by the esteemed presence of Prof. M.N.V. Prasad, former Dean of Life Sciences, University of Hyderabad, who officially launched the club. The resource person, Prof. Prasad, delivered an inspiring session on various sustainability topics. He highlighted the importance of waste recycling, composting, using indigenous products, and generating income through natural resources. On this occasion, Dr. S. Kalpana, emphasized the significance of the SDG Club and its role in driving meaningful change. Dr. R.Madhavi elaborated on the club's goals and their relevance in modern life. Dr. Ramani is the Coordinator of the club.



DEPARTMENT OF COMMERCE

28-11-2024

On November 28th 2024, The Department of Commerce and Management with 130 students of BBA, BPM, BCOM (Banking & Insurance) took part in a Field Trip to KCP Cements Pvt. Ltd. at Muthayalam, Jaggaighpeta and Yindu Textiles, Tirumalagiri. The primary objective of the visit was to gain insights into the KCP Cements Pvt. Ltd. operations, management and production process. Students aimed to learn about the company's products, services and innovative practices like Robot Technology as well as understand the challenges faced by the Industry. Later on, at Yindu Textiles they learnt about preparation of thread, the vital component of textile industries. Students also were oriented on spinning and ginning in a practical hands-on training programme. This experience was highly educative as interesting insights were gained.



SPORTS AND GAMES

FENCING

- Collegiate players participated in Fencing Tournament held at Y.V.N.R. Govt. Junior College, Kaikaluru on 23.10.2024 and secured 2 silver & 1 Bronze medals.
- Two players, Ch.Lakshmi Prasanna of 2nd B.Com., MSrilakshmi of 3rd B.Sc., were selected for All India Inter University level held at Jammu University, Jammu from 6-11-2024 to 10-11-2024



TAEKWONDO

- Siddhartha Mahila Kalasala College players participated in *Taekwondo tournament* held at Y.V.N.R. Govt. Degree College, Kaikaluru on 24.10.2024. and students secured 2 Gold, 4- silver & 1 Bronze medal. A player was selected for All India Inter University level to be held at Gurunank Dev University, Punjab from 12-11-2024 to 15-11-2024



KABBADDI

Siddhartha Mahila College players under the expert guidance of P.D. Dr. Hema Venkata Lakshmi, participated in the **Kabaddi Tournament** held at Dr. L.H.R. Govt. Degree College, Mylavaram from 7th to 8th Nov, 2024 and secured III places. Three players, T.Deevena of 1st B.Com, A Triveni of 2nd B.Sc and N. Lahiri of 3rd B.Com were selected for the SouthZone InterUniversity level held at Alagappa University, Tamilnadu from 26-11-2024 to 30-11-2024.



CROSS COUNTRY RACE

In the **Cross Country** held at Cross Country from 9th Nov. 2024 the SDMSMK team secured II place. R.Yamuna Bai of 3rd B.A. was selected for South Zone Inter University level held at Mangalore University, Karnataka from 18-11-2024



BADMINTON

Siddhartha Mahila Kalasala, college hosted Krishna University Inter Collegiate **Badminton (w)** Tournament Selection cum trials held on 20th Nov, 2024. The home team secured **Ist place** and three players. A.Sri Raajini, of 2nd B.Com, K.Uma Maheshwari of 2nd B.C.A., M . Suchitra of 1st B.C.A were selected for South Zone Inter University level held at Visveshvaraya Technological University, Belgavi University, Karnataka from 26-11-2024 to 28-11-2024.



CHESS



Siddhartha Mahila Kalasala players participated in Inter Collegiate *Chess(w)* Tournament held at Krishna University, Machilipatnam in the selection-cum-trials held at the college on 22nd Nov, & 23rd Nov, 2024 and the team secured IIIrd place. Three players, N.Navya, 2nd B.Sc., A Ramhitha, 3rd B.Sc and Sk Thamuroon were selected for South Zone Inter University level held at GITAM University, Visakhapatnam from 06-12-2024 to 09-12-2024.



ARCHERY

Krishna University Inter-Collegiate Archery Women selection trials were organised by Sathavahana Degree College Vijayawada held on 25th and our college 1st year student, B.PriyaVaishnavi secured a gold medal and was she selected for All India Inter University which will be held at KIIT University Bhubaneswar from 24th to 27th December 2024.



BOXING

1st year BBA D.Taruni was selected in Inter Collegiate Boxing which is held on 29.11.2024 at Andhra Loyola College Vijayawada having secured the Gold medal. Taruni will be representing the college in the All India Inter University Competition which is to be held at Guru Kasi University Punjab from 18th to 24th December 2024.



NSS UNIT I, II & III

15-09- 2024

NSS Volunteers participated in the distribution of necessities to the flood victims in association with Helping Hands Organization.

24-09-2024

Organized an awareness Programme to students by **Dr. Vijaya MBBS, MD (OBG)** on **Vaccination for The Prevention of Cervical Cancer** in association with Rainbow Hospital Vijayawada.

25-09-2024

Organized Seminar to students on **Morality is Freedom** by Mr. Mohammad Rafeeq, President, Jammat-E-Islami Hindi, Andhra Pradesh.

29-09-2024

Volunteers participated in **10K Run** from Mangalagiri NRI Circle to Eco Park.



3 -10-2024 to 12-10- 2024

- 150 Volunteers of NSS units rendered their services at **Dasara Festival Camp** at Durga temple at the peak hours and time of the Daasara Navaratri festival. They lent their services in organizing devotees in queues, distributing necessities to pilgrims and facilitating smooth run of the Mega event of the Endowments Department of the Govt. of A.P.



- 100 Volunteers of NSS I, II & III UNITS rendered their services at the **Chandi Yagam** organized by Viswamatha Foundation at Siddhartha Hotel Management College.



20 -10-2024

NSS volunteers of I,II & III units participated in the Walkathon conducted by the commissioner of Income Tax Vijayawada to bring about awareness of **Swachtha hi Seva**. 200 volunteers participated in the walkathon flagged off by Tollywood hero actor **Sudheer Babu**.



01-11-2024

On the occasion of A.P. Formation Day celebrated on November 1, Siddhartha Mahila Kalasala students, in collaboration with students from Icon Public School, performed a dance themed 'Unity in Diversity' at Raj Bhavan. Mr. and Mrs. Governor appreciated the participants for showcasing the diverse culture of 15 states through their performance.



21-11-2024

The Deputy Commissioner of Police, Shri KrishnaMurthi Naidu of the traffic wing Vijayawada city addressed the students regarding the importance of **traffic rules** while driving and the safety measures for pedestrians. He warned students to take care while crossing roads, waiting at bus-stations and to not use cell-phones while driving or crossing roads. He insisted on vital road safety rules to ensure conservation of precious lives of young and old. These important directives come in the wake of terrible accidents claiming lives of many people in recent times. The students enthusiastically expressed their solidarity in ensuring road safety rules.



25-11-2024

Blood Grouping Programme was organised for 800 first degree students of SDMSMK which is a regular feature practised and conducted by the N.S.S. Programme Officers in the college every year in association with the New City Blood Bank. This year too the humanitarian activity was conducted to render service to society.



26-11-2024

An Awareness Programme was conducted in SDMSMK on **Cyber Crime & Safety Measures** to Junior Intermediate & Degree Students of SDMSMK by Commissioner of Police. He oriented students about how to beware of on-line frauds, harassment and cheating that are rampant in society.



27-11-2024

A Mega Blood Donation camp was conducted on SDMSMK campus in association with HDFC Bank, Dr. Pinnamaneni Siddhartha Institute of Medical Sciences, Red Cross Society, Walkers International Association. Students of SDMSMK, NSS Volunteers and other Volunteers voluntarily gave 304 units of Blood, breaking all earlier records. AP Red Cross presented a Memento as a token of recognition for the achievement of SDMSMK.



CULTURAL ACTIVITIES:

In response to a special Invitation from the affiliating University, Krishna University, to make a cultural presentation showcasing the talents of students of Sidhhartha Mahila Kalasala reputed to be world-class, at their NAAC Accreditation process with the Peer Team, our students rose to the occasion. Their performance of the 'Thappati Gullu' Folk Song and Dance performance was a visual and acoustic treat to the Peer Team who applauded their performance for technical brilliance, excellent performance, grace and revival of a lost form of indigenous art of Andhra Pradesh.

Students at Cultural Show at Krishna University on 24-10-2024.



SKILLING-UP FOR COMPETENCY – INTERNSHIP PROGRAMME:

Keeping in view the need for skill-based training in accordance with the new educational system of the NEP 2020, the institution strives to collaborate with Industry to provide job-oriented, hands-on training to 3rd year students. In the Fifth Semester a total of 334 students completed Long-Term Internships in areas like Banking Services, GST Returns, Human Resources, Digital Marketing, Python, Full Stack, Nano Technology, IOT, Backend Developer, Data Sciences, Cloud Engineering and Devops, Quality Control, Microbial Diagnosis, Chemical Analysis in collaboration with organizations like AP Co-operative Bank, Kanaka Maha Lakshmi Co-op. Bank, Data Valley, VXL IT Solutions, Rainbow Hospitals, Nagarjuna Hospitals, Spectra Foods and Beverages, VM Bakery Pvt.Ltd, Marino Food Products Pvt.Ltd., Shree Icon Labs,T.C.S. and other prominent companies and organisations.

SECTION	NO OF STUDENTS
B.Com/Computer Applications	62
B.B.A., (Business Process Management)	19
B.Com., Honors	22
B.Sc., MPCS	49
B.Sc., MCCS	26
B.Sc., MSCS/B	31
B.Sc., MSDS	33
B.Sc., CSCS	46
B.Sc., AZC	13
B.Sc., FMC	33

CAREER GUIDANCE & PLACEMENT CELL

The Career Guidance and Placement Cell guides the Final Year students and orients them of career opportunities in various fields. The cell also arranges guest lectures on Personality Development and classes in Communication Skills for students. In this period of three months 68 students have been placed in various companies.

SNO	COMPANY NAME	NUMBER OF STUDENTS PLACED
1	ACCENTURE	16
2	TCS-BPS	8
3	ILM	44
TOTAL		68

SEXUAL HARASSMENT CELL - AWARENESS PROGRAM

23-11-2024

The Sexual Harassment Cell organized a programme on “POSH Act on Prevention of Sexual Harassment” on November 23, 2024. In her talk, Mrs. Mokka pati Yogitha, an activist and expert on the POSH Act, stated that the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013, was provided to make it easier for women to file complaints of sexual harassment. She explained that this Act has eliminated the need for women to become entangled in lengthy legal battles. However, despite these provisions, many employees still hesitate to report incidents of sexual harassment in the workplace. Around 150 students of the Humanities stream attended the programme.



Women's Empowerment Cell

11-11-2024

A motivational speech 'Paving the way to Women's Empowerment' was organized by the Women Empowerment Cell on 11th November 2024 at 3 p.m. The Resource Person was Vineela Paladugu, Credit Manager in Energy Industry, Melbourne, Australia. Special officer Dr.R.Madhavi introduced the speaker and highlighted the importance of empowering women to make a mark in society. The Resource Person explained that Women's Empowerment is a multifaceted concept that encompasses economic, social, political, and cultural dimensions. She also stressed that it is essential not only to achieving gender equality but to foster sustainable development across societies. Financial independence is crucial for empowering women providing them with the means to make choices and to influence decision-making processes. She oriented the students about career opportunities for women in Australia in the field of Commerce and Credit Management. Dr Padmaja, Junior College Principal and Dr.Sandhya Lakshmi, Convener of Women's Empowerment Cell graced the occasion.



FACULTY FORUMS

This season witnessed great professional zeal in the presentations made by the faculty. The forums are designed to engage faculty in meaningful deliberations in areas chosen and delivered with clarity of expression.

4-11-2024

Ms. D. NIKHILA DEVI, Department of Computer Science

Topic: Neural Networks in Machine Learning

Ms. Nikhila explained about Neural networks which are a core component of machine learning, designed to simulate the way the human brain processes information. Composed of layers of interconnected nodes, or "neurons," these networks can identify patterns in data by learning from examples. She explained that Each neuron processes input data, applies weights, and passes it through an activation function to determine its significance. She stressed the importance of Neural networks which are particularly powerful for complex tasks like image recognition, language processing, and predictive analytics, where traditional algorithms struggle. She concluded that as they receive more data, these networks continuously adjust, improving their accuracy and making them indispensable for advancing AI applications.



21-11-2024

Ms. NAGA SUNEETHA, Department of Physics

Topic: Science Behind Dreams

Ms. Naga Sunitha presented that dreams occur during the rapid eye movement (REM) stage of sleep when brain activity resembles wakefulness. She explained that Scientists believe that dreams may help with memory processing, emotional regulation, and problem-solving, as the brain consolidates and reorganizes information from the day. She also stressed that theories suggest dreams allow the brain to make sense of random neural activity, creating stories or images from stored experiences and emotions. Finally, she concluded that, though the exact purpose of dreams remains a mystery, they appear to play a role in mental health, learning, and adaptation by blending real and imagined experiences.

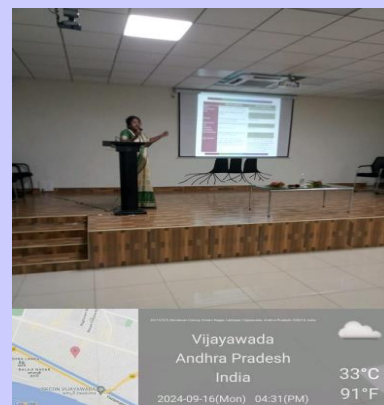


16.09.2024

1. Dr. M. DHANALAKSHMI, Department of Mathematics

Topic: How to write and publish a research paper.

Ms. M. Dhana Lakshmi explained the structure of the Research paper i.e. the main parts of a composition, that includes introduction, body and conclusion. She explained the significance of Title, abstract, introduction, Literature review, methodology, results, discussion, conclusion, reference, and appendices at length. Different referencing styles, their guidelines, impact factor, reputation, editorial board, peer review process, indexing etc were also elaborated upon in her presentation.



2. Dr. G. JYOTHI, Department of Mathematics

Topic: How to publish in esteemed journals.

Ms. Jyothi gave some insights of how to publish in reputed journals. Firstly, one has to choose a journal that fits his/her research scope and follow its guidelines closely. One needs to present original, well-supported findings with clear, concise writing. She also stressed that it is important to be open to peer review feedback and be willing to revise whenever any recommendations are made. Finally, she concluded that any researcher has to ensure that the work adheres to ethical standards and contributes meaningfully to the field.



3. Ms. K. BHANUPRIYA, Department of Mathematics

Topic: How to undertake student publications?

Ms. Bhanupriya stressed on the importance of choosing an apt research topic followed by need for conducting a thorough literature survey. This is followed by writing the draft keeping in view the guidelines and getting suitable feedback from professors, peers or mentors. She also stressed on the importance of selecting a suitable journal to publish the paper or make a presentation at a conference. Motivating and mentoring students to take up research writing was also stressed upon. She also made it clear about how to respond to the reviewer's comments and insisted on consistency in research to bring about sustainable ideas.

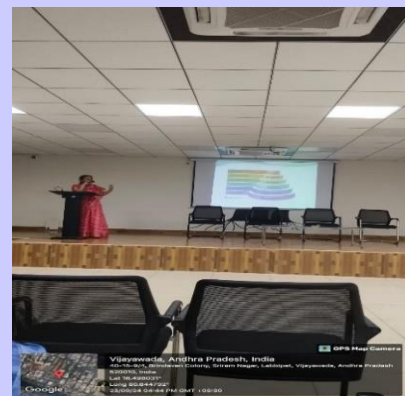


23.9.2024

1. Smt. N. Saritha, Head, Dept. of Microbiology

Topic: Bloom's Taxonomy

Ms. Saritha explained about Bloom's Taxonomy as a framework for categorizing educational learning objectives. She reminded the audience of Benjamin Bloom, the creator of Bloom's taxonomy who designed it in 1956 and Lorrin Anderson who revised it in 2001. She added that Bloom's taxonomy organizes learning outcomes into three domains: cognitive (knowledge-based), affective (emotion-based), and psychomotor (action-based). She concluded that this taxonomy helps teachers set clear, progressive goals for students, enhancing the depth and effectiveness of the learning process and demonstrated some examples of CO's, PO's, PSO's and their mapping and setting of the question paper following the above mapping.



2. Smt. A. HARIKA, Head, Dept. of Biochemistry

Topic: Course Structure

Ms. Harika explained the new course structure and the courses that were implemented in the college in view of curricular reforms formed by NEP 2020. She explained about various Skill-development courses, multidisciplinary courses, value-added courses etc. are being offered by various departments in the college. She explained the internal and external examination pattern, assessments and the marks division in detail. Further, she explained about program credits and question paper pattern in view of CO's, PO's and their mapping. This session was, in particular, targeted to create awareness in newly recruited faculty.



30.9.2024

Dr.K.N. Vara Lakshmi, Head, Dept. of Food Science & Technology

Topic: Criterion I

Ms. Varalakshmi explained how Criterion I is important in designing and updating curriculum to stay relevant to industry and societal needs. This criterion on Curricular aspects focuses on academic flexibility, innovation, and alignment with policies like the NEP. NAAC also lays importance on how effectively institutions continuously collect feedback to refine the curriculum, ensuring students receive an education that is meaningful and future-ready. She concluded that this criterion is crucial in preparing students to meet real-world challenges and succeed in their careers.



Dr. P.V. Durgavathi, Dept. of Mathematics

Topic: Foundations of Vedic Mathematics

Ms. Durgavathi delivered an inter-active session filled with games and puzzles on ancient mathematical techniques derived from the "Atharva Veda." She explained that this system, pioneered by Swami Bharathi Krishna Tirtha Ji, simplifies calculations in arithmetic and algebra through efficient methods like the base and complement approach. She also explained some Key methods including- finding complements (e.g., "All from 9 and the last from 10") and multiplication tricks using 9's. The presentation emphasized the advantages of Vedic Mathematics for faster, more accurate mental calculations that are useful in daily life, and for students in the examinations.

14-10-2024

Week: 9

Mrs. P. Ratna Sree, Department of English

Topic: Pronunciation

Ms. Ratna Sree explained about Phonetics, the study of sounds in human speech, focusing on how they are produced, transmitted, and received. Pronunciation using phonetics involves using symbols from the International Phonetic Alphabet (IPA) that aids in achieving accurate pronunciation by providing a consistent, universal system to map sounds across languages. She engaged the audience by starting her presentation with a small quiz. Later she played a comic video which stressed the importance of correct pronunciation.



Dr. G. Padmaja, Head, Department of Political Science

Topic: Democracy

Ms. Padmaja explained that Democracy is a system where people have the power to make decisions about their government. She mentioned that, in a democracy, citizens vote to elect leaders and can voice their opinions on laws and policies. It is based on principles of freedom, equality, and justice, allowing everyone a fair chance to participate. When people elect representatives, they trust them to work for the common good. Ultimately, democracy is about giving power to the people and ensuring that everyone's voice counts. She concluded the session with a small quiz that assessed her audience's attentiveness.



21-10-2024

WEEK 10

Mrs T. Naga Rani, Department of Commerce

Topic: Business, Commerce & Rules of Accounting

Ms. Nagarani's presentation focused on the aim of Business and Commerce that involves the exchange of goods and services. She explained that in these fields, accounting plays a critical role by establishing the financial rules and principles that govern how transactions are recorded, analysed, and reported. These rules – such as the Generally Accepted Accounting Principles (GAAP) or International Financial Reporting Standards (IFRS) ensure accuracy, transparency, and consistency in financial statements. She stressed on the importance of proper accounting practices that help businesses assess their financial health, make informed decisions, meet regulatory requirements, and maintain credibility with stakeholders, from investors to government bodies. She ended the session with an interesting business quiz.



Ms.M. Swetha, Department of Computer Science

Topic: Different Applications Used in Teaching

Ms. Swetha, explained various on-line tools such as Semrush which is vastly useful for SEO and online visibility, while Typeset.io helps format academic papers. Quill Bot is a handy tool for paraphrasing, and Heuristica offers analytics for research. Paperpal assists in improving academic writing, and Screen capture allows easy screen recordings. OBS (Open Broadcaster Software) and Loom both record videos for tutorials and presentations. Canva is a popular design tool, and Prezi offers dynamic presentations. Mentimeter and Slido create interactive polls and Q&As, perfect for engaging audiences. For English learning, 'Speak English with Vanessa' and 'English with Lucy' provide helpful lessons. Sivi designs visual content, OpenTalk is a conversational platform, and Discord supports real-time discussions in communities.



28-10-2024

Week 11

Kum. B. Lavanya, Department of Chemistry

Topic: Forensic Chemistry

Ms. Lavanya explained that Forensic Chemistry is the application of Chemistry to criminal investigations, focusing on analyzing evidence from crime scenes. She added that Forensic chemists use chemical techniques to identify and quantify substances such as drugs, poisons, explosives, and trace materials and that, their analyses help determine what substances are present, how they might have been used, and link suspects to criminal activities. She presented various slides that depicted the necessity of forensic chemistry in detecting crimes.



Kum. Ch. Meghala, Department of Microbiology

Topic: Benefits of Probiotics

Ms. Meghala explained that probiotics are beneficial live bacteria and yeasts that support gut health and overall well-being. She also explained that they help balance the gut microbiome, improving digestion, enhancing immune function, and potentially reducing symptoms of digestive issues like irritable bowel syndrome (IBS). She stressed the fact that probiotics may also aid in nutrient absorption, reduce the risk of certain infections, and contribute to mental health by influencing the gut-brain axis. She finally concluded that regular intake of probiotics, through foods like yoghurt or supplements, can support a healthy microbiome and improve quality of life.



RADIO SPICY TALES

This Quarter saw an added impetus in the presentations of our Radio-jockeys as content has been re-designed with innovative ideas. The programme aimed at ushering a spirit of ease in communication has gone just a notch higher with the addition of features like “Moving Towards Excellence” featured to instil tips for youth to inculcate in order to become refined and polished entities. Other features included have been “Significance of the Day” and “Fun Facts” where students research the importance of the day in question and ponder over interesting facts on world-wide incidents and happenings. “News of the Day” has also been an added feature with news head-lines being culled from various newspapers.

The other features like Word of the Day, Song of the Day, Thought for the Day, Spicy Tale of the Day, Idiom of the Day continue to run their course. Kudos to the Radio Jockeys and to the assistance rendered by the **Radio-Spicy Tales Team**- Aisha Baig of 1st B.Sc Physics, Angelina Pratika of 1st F.S.T, Pavitra of 1st F.S.T., Syed Momina of 1st F.S.T, Dyothi of 2nd CSCS, Sk Farah of 1st, Md. Afreen of 1st B.Sc Physics, Sri Uma of 1st B.Com, Devi Suvarna of 1st B.Sc Physics.



Staying in Vogue in the News

గ్రేటర్ నోరాలపై ముందస్తు బారీకరణ ఉపేక్షా వారి

ప్రతి పక్షం పైకి వేస్తూనే ఉన్న రాజకీయాలు
 శ్రీకాకుళం జిల్లాలో గ్రేటర్ నోరాలపై ముందస్తు బారీకరణ ఉపేక్షా వారి వ్యూహం అమలులో ఉన్నట్లు తెలుస్తోంది. గ్రేటర్ నోరాలపై ముందస్తు బారీకరణ ఉపేక్షా వారి వ్యూహం అమలులో ఉన్నట్లు తెలుస్తోంది. గ్రేటర్ నోరాలపై ముందస్తు బారీకరణ ఉపేక్షా వారి వ్యూహం అమలులో ఉన్నట్లు తెలుస్తోంది.

నైపుణ్యాలపై పట్టు... ఉపాధి కేసు

ఉపాధి కేసు
 ఉపాధి కేసులో ఉన్న వారిపై నైపుణ్యాలపై పట్టు... ఉపాధి కేసులో ఉన్న వారిపై నైపుణ్యాలపై పట్టు... ఉపాధి కేసులో ఉన్న వారిపై నైపుణ్యాలపై పట్టు...

మరణకలిక ప్రాణదానం

మరణకలిక ప్రాణదానం
 మరణకలిక ప్రాణదానం... మరణకలిక ప్రాణదానం... మరణకలిక ప్రాణదానం...

సిద్ధార్థలో ఉత్సాహంగా కెమిస్ట్రీ ఫెస్ట్ 2వ 24

సిద్ధార్థలో ఉత్సాహంగా కెమిస్ట్రీ ఫెస్ట్ 2వ 24
 సిద్ధార్థలో ఉత్సాహంగా కెమిస్ట్రీ ఫెస్ట్ 2వ 24... సిద్ధార్థలో ఉత్సాహంగా కెమిస్ట్రీ ఫెస్ట్ 2వ 24...

National Library Week celebrations conclude
 The Hindu Bureau
 Students of various colleges and schools visited the library to take a look at the books arranged as part of an exhibition organised at the library. Prizes were given to winners of the essay competitions held during the week. All participants received appreciation certificates.

ఆత్మవిశ్వాసంతో విజయాలు సాంతం

ఆత్మవిశ్వాసంతో విజయాలు సాంతం
 ఆత్మవిశ్వాసంతో విజయాలు సాంతం... ఆత్మవిశ్వాసంతో విజయాలు సాంతం...

అత్తమ్మల మెరుగుదల

అత్తమ్మల మెరుగుదల
 అత్తమ్మల మెరుగుదల... అత్తమ్మల మెరుగుదల...

సిద్ధార్థ మహిళా కళాశాలలో ఎం

సిద్ధార్థ మహిళా కళాశాలలో ఎం
 సిద్ధార్థ మహిళా కళాశాలలో ఎం... సిద్ధార్థ మహిళా కళాశాలలో ఎం...

సృజన అభివృద్ధి

సృజన అభివృద్ధి
 సృజన అభివృద్ధి... సృజన అభివృద్ధి...

కాన్సెప్ట్ ఆఫ్ మోల్ పై పత్తక ప్రాజెక్టు

కాన్సెప్ట్ ఆఫ్ మోల్ పై పత్తక ప్రాజెక్టు
 కాన్సెప్ట్ ఆఫ్ మోల్ పై పత్తక ప్రాజెక్టు... కాన్సెప్ట్ ఆఫ్ మోల్ పై పత్తక ప్రాజెక్టు...

అంతర్జాతీయ యువ పోటీలలో విజయం

అంతర్జాతీయ యువ పోటీలలో విజయం
 అంతర్జాతీయ యువ పోటీలలో విజయం... అంతర్జాతీయ యువ పోటీలలో విజయం...

అర్ధశతాబ్దంతో ఉపాధి మెరుగుదల

అర్ధశతాబ్దంతో ఉపాధి మెరుగుదల
 అర్ధశతాబ్దంతో ఉపాధి మెరుగుదల... అర్ధశతాబ్దంతో ఉపాధి మెరుగుదల...

ముగిసిన స్వాగత వేడుకల ముగింపు ప్రాజెక్టు

ముగిసిన స్వాగత వేడుకల ముగింపు ప్రాజెక్టు
 ముగిసిన స్వాగత వేడుకల ముగింపు ప్రాజెక్టు... ముగిసిన స్వాగత వేడుకల ముగింపు ప్రాజెక్టు...

అక్షయ శక్తి పై ఎంపీల సమావేశం

అక్షయ శక్తి పై ఎంపీల సమావేశం
 అక్షయ శక్తి పై ఎంపీల సమావేశం... అక్షయ శక్తి పై ఎంపీల సమావేశం...

సిద్ధార్థ మహిళా కళాశాల విద్యార్థినులు ఫస్ట్

సిద్ధార్థ మహిళా కళాశాల విద్యార్థినులు ఫస్ట్
 సిద్ధార్థ మహిళా కళాశాల విద్యార్థినులు ఫస్ట్... సిద్ధార్థ మహిళా కళాశాల విద్యార్థినులు ఫస్ట్...

మనం 57వ జాతీయ గ్రంథాలయ

మనం 57వ జాతీయ గ్రంథాలయ
 మనం 57వ జాతీయ గ్రంథాలయ... మనం 57వ జాతీయ గ్రంథాలయ...

ముగిసిన స్వాగత వేడుకల ముగింపు ప్రాజెక్టు

ముగిసిన స్వాగత వేడుకల ముగింపు ప్రాజెక్టు
 ముగిసిన స్వాగత వేడుకల ముగింపు ప్రాజెక్టు... ముగిసిన స్వాగత వేడుకల ముగింపు ప్రాజెక్టు...

అక్షయ శక్తి పై ఎంపీల సమావేశం

అక్షయ శక్తి పై ఎంపీల సమావేశం
 అక్షయ శక్తి పై ఎంపీల సమావేశం... అక్షయ శక్తి పై ఎంపీల సమావేశం...

సిద్ధార్థ మహిళా కళాశాల విద్యార్థినులు ఫస్ట్

సిద్ధార్థ మహిళా కళాశాల విద్యార్థినులు ఫస్ట్
 సిద్ధార్థ మహిళా కళాశాల విద్యార్థినులు ఫస్ట్... సిద్ధార్థ మహిళా కళాశాల విద్యార్థినులు ఫస్ట్...

మనం 57వ జాతీయ గ్రంథాలయ

మనం 57వ జాతీయ గ్రంథాలయ
 మనం 57వ జాతీయ గ్రంథాలయ... మనం 57వ జాతీయ గ్రంథాలయ...

ముగిసిన స్వాగత వేడుకల ముగింపు ప్రాజెక్టు

ముగిసిన స్వాగత వేడుకల ముగింపు ప్రాజెక్టు
 ముగిసిన స్వాగత వేడుకల ముగింపు ప్రాజెక్టు... ముగిసిన స్వాగత వేడుకల ముగింపు ప్రాజెక్టు...

PUBLICATIONS & ACHIEVEMENTS

Smt.A.Harika,H.O.D, Bio-Chemistry & Dr.A.Pallavi, Lecturer In Bio-Chemistry

- Participated and presented a paper on A Review On Effect Of Mulching On Soil and Water Conservation in a one day National Seminar on Recent Trends in Biological Sciences and Their Applications (RTBSA-2024) organised by Lakireddy Hanimireddy Overnment Degree College, Mylavaram, Ntr District,Andhra Pardeash. on 20-09-2024.

Dr.A.Pallavi, Lecturer In Bio-Chemistry

- Participated in International Nutrition Webinar 2K24a five day lecturer series organised by Department of Biochemistry by St.Josephs college for women, Visakapatnam. from 1-09-2024 to 6-09-2024.

Smt. Y.Ramya, Lecturer in Chemistry:

- Published a paper on "Development and Evaluation of Sustained Release Venlafaxine Hydrochloride Tablets using HPMC and SCMC Matrix Systems -"A Comprehensive review" in an International Journal of Pharmaceutical Sciences, ISSN: 0975-4725, CODEN(USA): IJPS00 in October 2024.

Dr.S.V.D. Mohana Rupa, Lecturer in Mathematics

- Participated in a National Seminar on "*Generative Tools to Enhance teaching and learning in Higher Education*" by IQAC Cluster, Pune, India on 23-10-2024.
- Published Book chapter on "*Data Science in Cybersecurity*" in a book with ISBN: 978-93-93622-48-4 on 1-11-2024
- Published a paper on "*Mathematical Approaches in Botany: from Plant Growth Models to Genetic Algorithms*", Nov., 2024.
- Attended a National Seminar on "*Generative AI*" organised by IOT Academy on 13-11-2024.
- Attended a National On-line Workshop on Statistical Data Analysis Using R -Python from organised by Amiruddaula Islamia Degree College, Lucknow on 24th to 30th Nov, 2024.

Dr. V. Sandhya Lakshmi, H.O.D, Commerce

- Published an article in a journal **Cyber Security in E-Business & Management** by a study on *Customer Preferences in the Selection of Online Payment Apps: with Reference to NTR District, A.P.* in an UGC Care approved group – II Journal ISSN NO: 0886-9367.
- Has Qualified in APSET 2024.

Dr.A.Annapurna, Dr.K.N.Vara Lakshmi, L.Lakshmi Manasa, B.Sravani

- Published a paper, "Development And Evaluation Of The Organoleptic, Properties Of A Traditional Snack With Black Rice (*Oryza Sativa L. Indica*), Gis Science Journal, ISSN:1869-9391, page no-100 to 106, DOI: 20.18001.GSJ.2024 V111L10.2441110560.



MAKE WAVES, CHASE DREAMS



THE IMPORTANT THING IS NOT TO STOP QUESTIONING.

ALBERT EINSTEIN