



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 - IV, MARCH - MAY 2025



EDUCATION IS THE MOVEMENT FROM DARKNESS TO LIGHT

ALLAN BLOOM

## PRINCIPAL'S MESSAGE

Dear students, faculty and esteemed readers,

I welcome all the readers who are scrolling through the newsletter of SDMSMK. I feel extremely honoured to let you all know about the volume I and Issue IV newsletter. This volume displays the immense effort of the faculty and students with boundless energy in carrying out both the academics and other co-curricular activities. The motto of our college is to encourage our young minds to participate in various activities and to come out in flying colours.

As our college is named for commitment regarding academics, sports and other cultural activities, we continue to maintain the same zeal to carry forward all the events organised by our college forever.

I would like to convey my heartfelt greetings to all the faculty and students who had put down their endless effort in bringing down this edition to an end.



## EDITOR-IN-CHIEF'S MESSAGE

As we come to the end of an eventful academic year and usher in the new one with gusto, it is customary to sit back and reflect on what more could have been achieved. This edition of the **4th quarter** brings out an array of events that our forward-thinking faculty have attempted to undertake-some of them unique, some ambitious and some upholding the value of sheer workmanship. The International ambience brought in by Conferences, Guest Talks, training students to crack the IELTS, the manifold leap in publications by staff and students, increase in staff achievements, the upward trends in student centricity point out that Siddhartha Mahila Kalasala is a happening place. We leave you to catch up with the trending activities on campus.



**Dr. R. MADHAVI**  
**SPECIAL OFFICER**

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## 1-03-2025 to 3-03-2025 SPORTS

Kum. K. Uma Maheswari, II B.C.A & Kum. A. Sri Rajani, II B.Com secured I place in Badminton, Kabaddi team won III- Place and Kum. Suchitra, I B.C.A in Athletics 100mts race Secured II & III position organized by Akila Bharatiya Vidyarthi Parishad games held at P.B. Siddhartha College of Art Science, VJA on from 1-03-2025 to 3-03-2025.



## 2-3-2025

### " Training Program On Mushroom Cultivation "

The Department of Botany organized a two-day "Mushroom Cultivation Training Program" on 2nd March 2025. The session was led by the resource person, Sri T. Jayachand, who provided in-depth insights into the nutritional and medicinal benefits of milky mushrooms. He covered essential topics such as post-harvest packaging and management, marketing strategies, required machinery and equipment, and the proper layout of a mushroom farm. The training also addressed critical aspects like disease and pest management, sanitation, and food safety in mushroom farming. Additionally, participants were educated on the techniques for identifying edible mushrooms and distinguishing them from poisonous varieties. The program proved to be highly informative and beneficial for those interested in commercial mushroom cultivation.



**03-03-2025**

### **Academic Study tour - Mangrove Forest, Hamsaladeevi**

On March 3, 2025, students from the Department of Aquaculture and Zoology's I, II, and III B.Sc. Aquaculture and AZC programs embarked on an academic study tour to the Hamsaladeevi Mangrove Forest, located at the confluence of the Bay of Bengal and the Krishna River. This ecologically significant site, part of the Krishna Wildlife Sanctuary, is renowned for its rich biodiversity and vital role in maintaining ecological balance. The mangrove forest acts as a natural buffer against coastal erosion, provides habitat for various species, and supports both marine and terrestrial life. During the visit, students observed unique flora and fauna, including the rare Fishing Cat, vulnerable Olive Ridley Turtles, Fiddler Crabs, Mudskippers, Telescopium Snails, Black-Capped Kingfishers, and the Solomon Arab Butterfly. Dolphins were also occasionally spotted in the area.

The study tour offered students a hands-on learning experience, enhancing their understanding of the ecological importance of mangrove forests in coastal protection, biodiversity conservation, and ecosystem stability. Under the guidance of the Andhra Pradesh Forest Department, students also participated in conservation activities, such as protecting turtle eggs. The visit was a valuable opportunity to reinforce their knowledge of both aquatic and terrestrial ecosystems while highlighting the urgent need for conservation efforts to preserve these delicate environments.

**6-03-2025 & 7-03-2025**

### **International Conference on Virtual and Mass Media**

DEPARTMENT OF ENGLISH Organized an International Conference on Virtual and Mass Meida by Prof. Nargis, B.C., Canada, Prof. Usha Reddy, Osmania University, Prof. K. Sujatha, EFLU & Prof. Usha, Krishna University on 6-03-2025 & 7-03-2025.





The Department of English of Sri Durga Malleswara Siddhartha Mahila Kalasala organised a Two-Day International Conference on "New Frontiers in Visual Communication & Mass Media" on 6th &7th March, 2025. The Chief Guest for the inaugural session was Prof.Usha Reddy, Rtd. Director, A.V Research Centre, Osmania University, Hyderabad. The Guest of Honour was Prof. Nargis Abraham, Faculty, BCIT University of British Columbia, Canada.

The Inaugural Session featured keynote addresses by Prof.Nargis Abraham & Prof. UshaReddy. Prof. Nargis Abraham spoke about the importance of improving one's skills in creating a strong resume and on-line platforms like Linked In, Nakuri.com, Indeed etc. for good careers. She stated that in just 6 seconds employers from abroad and India could select a good resume from bad ones. Hence utmost care should be taken when writing resumes. Prof. Usha Reddy highlighted the importance of ethics and good values to be observed when using online platforms for various purposes. Plagiarism, Cyber bullying, and Unethical Communication should be strongly avoided by students and users of Social media.

The Valedictory Session was attended by Dr. S. Kalpana, Principal and Dr. R. Madhavi, Special Officer. The keynote speaker Dr. N.Usha, Principal and Registrar, Krishna University, Machilipatnam emphasised on digital dominance in the field of Visual Communication and Mass Media.

She expressed that English as a universal language plays a pivotal role to communicate with diverse global audiences. She cited real-life examples of how Japanese cartooning is viewed with Telugu and English subtitles. She told English speakers have good opportunities but multilingual speakers will have more opportunities.

The Hybrid Session is chaired by Ms. R. Deepa, Govt. College, Thiruvuru. The paper presenters from various Universities across the states actively participated in the hybrid mode conference. The conference was concluded with felicitation to the guests followed by distribution of certificates to the delegates

7-03-2025 To 30-3-2025

## Cultural Events

Date	Item	Event	Place
07-03-2025	Burrakatha	Golden Jubilee Celebrations of Siddhartha Institutions	PB Siddhartha College of Arts and Science
07-03-2025	Folk Orchestra	Golden Jubilee Celebrations of Siddhartha Institutions	PB Siddhartha College of Arts and Science
08-03-2025	Folk Orchestra	Women's day Celebrations	PWD Grounds and Tummalapalli Kalakshetram
30-03-2025	Singing Competition (Patriotic and Motivational songs - Solo)	Ugadi Sambharalu	Makineni Basavapunnaiah Vignana Kendram



**08.03.2025:**

**NCC,NSS and Cultural forum join Hands to celebrate International Women's Day Celebrations**

Our NCC cadets participated in the International Women's Day celebrations at Indira Gandhi Municipal Stadium, organized by the AP Police, Government of Andhra Pradesh.

Our NCC cadets were invited to form a Guard of Honour for our respected Home Minister.



200 NSS volunteers participated in the rally organised by the police dept of Andhra Pradesh state govt on the eve of international women's day.



Our Cultural Team through music,dance highlighted the strength and achievements of women.



**08-03-2025**

### **FIELD TRIP - Sastry Balm, Mangalagiri**

The Department of Commerce and Management organized a field trip for III B.Com/Computer Applications and Honours students to Sastry Balm, Mangalagiri .



**11-03-2025**

### **Generous Donation By Jayaprada Foundation**

The Wellness Club of Sri Durga Malleswara Siddhartha Mahila Kalasala organized the inauguration of a Water Plant on March 11, 2025, with the support of the Jayaprada Foundation. This initiative aimed to provide safe drinking water, promote health and hygiene, and support sustainability efforts on campus. We are deeply grateful to This Foundation for their thoughtful contributions, which will significantly benefit both students and faculty by ensuring continuous access to clean and safe drinking water. As part of their generous donation, the Foundation provided two RO water plants, each with a capacity of 250 liters per hour, enhancing overall health and well-being on campus. In addition, they donated spectacles to students in need, further supporting their educational experience by allowing them to engage in classroom activities with greater comfort and clarity.

The installation of the RO water plants has ensured the availability of safe drinking water, promoting better



health and hygiene. Meanwhile, the donation of spectacles has helped visually challenged students participate more effectively in academic work, improving focus, reading ability, and academic performance. Overall, these initiatives have raised awareness among students about the importance of health, hygiene, and eye care, fostering a more health-conscious and supportive campus environment.



## 11-03-2025 MEDICAL CAMP

On March 11, 2025, the Wellness Club of Sri Durga Malleswara Siddhartha Mahila Kalasala, in collaboration with the Dr. Pinnamaneni Siddhartha Institute of Medical Sciences and Research Foundation, organized a four-day Medical Camp aimed at promoting student health and well-being. The camp focused on preventive healthcare and offered a variety of essential medical services, consultations, and awareness sessions for students, faculty, and staff. Key highlights of the camp included blood pressure (BP) and haemoglobin (Hb) tests to detect early signs of anaemia and hypertension, as well as general physician consultations for common health issues.



Female students were provided with valuable gynaecological consultations to address personal health concerns, while medical professionals also offered advice on healthy lifestyles, stress management, and nutrition. Throughout the camp, participants received personalized medical recommendations, and many students were identified with health concerns that required follow-up care. The camp successfully increased awareness among students about the importance of regular health monitoring, anaemia prevention, and proper nutrition. It also empowered female students with knowledge about menstrual hygiene and gynaecological health. By offering comprehensive healthcare services and advice, the camp reinforced the college's commitment to fostering a healthy campus environment and ensuring access to essential medical support.



11-3-2025

## Understanding Fopple Drone Technology through Field Visiting

On 11th March 2025, a group of students and faculty visited Fopple Drone Technology in Kankipadu, Krishna District, to explore the applications and technical aspects of drone technology, especially in agriculture. Fopple, a leading company in UAVs, provides solutions for industries like agriculture, defense, surveillance, and logistics. The visit began with an informative session on drone types, technologies, and their real-world applications, including GPS, sensors, and AI. Live demonstrations followed, showcasing agricultural drones for crop monitoring, surveillance drones with night vision, and a delivery drone prototype for logistics. The trip highlighted how drones are transforming industries, particularly agriculture, by improving efficiency in tasks like pest control and irrigation. The experience provided valuable insights into the future potential of drones and the importance of ongoing research to overcome technological challenges.



12-03-2025 , 13-03-2025

## Rising Scholars on the Conference Stage

The **Department of Mathematics** proudly reports the achievement of three students from the II B.Sc. Honours Mathematics program—N. Jyothi, I. Dilleswari and S. Anitha—who successfully presented their research paper titled "*Mathematical Modeling in Cancer Epidemiology: Differential Equations for Tumour Growth and Treatment Optimization*" at the National Conference organized by the Department of Mathematics, Andhra Loyola College. Their presentations highlighted their analytical abilities and strong grasp of mathematical concepts, earning appreciation from the panel of experts. In recognition of their participation, all three students received certificates of presentation.



15-3-2025

#### "Knowledge Sharing Session by an Expert"



On 15th March 2025, T. Salomi, Lecturer in the Department of Botany, delivered an insightful talk on the topic "Single Use, Big Impact: The Environmental Toll of Plastic" at SRR & CVR Government Degree College (A), Vijayawada. The lecture highlighted the serious environmental consequences of single-use plastics, emphasizing their long-term impact on ecosystems and human health. The session aimed to raise awareness among students and faculty about sustainable alternatives and the urgent need to reduce plastic usage for a cleaner and greener environment.

16-3-2025 , 17-3-2025

#### THE SPORTS BUZZ



M. Bhavana, II BA, participated in the International Soft Tennis Tournament held at Noida from 16th March to 22nd March.

M. Uma Maheswari, II BCA, participated Ball Badminton event held on 17th March 2025, in our campus, where her team secured 1st place. She also represented in the All India Inter-University Ball Badminton Tournament held at Alagappa University from 29th March to 1st April 2025. P. Bhuvaneswari, II B.Com , K. Saraswathi, III B.Com also actively participated and contributed through their involvement in Sports activities.



20-3-2025

## “Sparrow Model Exhibition”

The Department of Botany in collaboration with the Eco Club organized a “Sparrow Model Exhibition” on the occasion of *World Sparrow Day* on 20th March 2025. The event witnessed enthusiastic participation from First Year Degree, II B.Sc. Botany, and III B.Z.C students, who took part in various activities including drawing, model making, quiz, and poster presentation competitions. A total of 8 students participated in the drawing competition, 11 students presented posters, 14 sparrow models were displayed, and an impressive 123 students participated in the quiz competition, including participants from other colleges. The quiz received excellent response and engagement.



21-3-2025

## Green Guardians: Honouring Forest Day

On March 21, 2025, the Department of Botany and the Ecoclub organized an Awareness program to mark the "International Day of Forests". The Programme emphasized the importance of forest in maintaining ecological balance



Sri Chiranjeevi Chowdhary IFS (Retd.), the Chief Guest, emphasized the importance of the 3-30-300 formula: 3 trees should be visible near us, 30% of the surrounding area should be green, and there should be a park every 300 meters. Guest of Honour, Sri Dyana Chandra IAS, Municipal Commissioner of Vijayawada, also highlighted the significance of forest conservation. Special Guest Speaker, Sri Komera Jaji, a renowned social activist dedicated to the conservation of the Nallamala forest, shared his three decades of experience in protecting the environment. He spoke about his efforts in cleaning the forest, making seed balls, controlling forest fires, and educating students to become forest lovers.



22-03-2025

### “World Water Day: Water for Today, Security for Tomorrow”

The Department of Chemistry organized a Guest Lecture on "Monitoring of Ground Water Quality: Chemical Analysis & Interpretation in Andhra Pradesh" on March 22, 2025, in observance of World Water Day. The session, attended by 130 students from various Departments, Sri Guru Raghavendra, Deputy Director of the Ground Water Department, Government of Andhra Pradesh, provided a detailed overview of water quality parameters for both surface and groundwater in the state. He highlighted the role of five major water testing laboratories in Vijayawada, Kadapa, Kurnool,



Visakhapatnam, and Rajahmundry, which test 18 different water quality parameters to ensure water suitability for drinking and agricultural purposes. The session covered the use of various analytical instruments, including the pH Meter, Conduct Meter, Flame Photometer, Nephlo Turbid Meter, and UV-Visible Spectrophotometer, all of which play a crucial role in assessing water safety and usability.

25-03-2025

### ***Self-Defence Training Session for Girls***

On March 25, 2025, the NSS Units in collaboration with Rotaract Club of Vijayawada is set to host a Self-Defence Training Session for girls under the banner of *Project Shakthi*, at Sri Durga Malleswara Siddhartha Mahila Kalasala from 3:00 PM to 4:15 PM. Aimed at empowering young women aged 16 to 25, this initiative focuses on equipping participants with essential self-defence skills, including basic escape techniques, physical protection strategies, and threat awareness. The session will be led by B. Kishore Garu, a Black Belt IV-Dan and Chief Instructor of the School of Dynamic Karate. Through practical training and confidence-building activities, the event seeks to foster both physical preparedness and mental resilience. Organized with strong community support, *Project Shakthi* reflects the Rotaract Club of Vijayawada's commitment to youth empowerment and safety, promising to be a significant step in promoting self-reliance and strength among young women.



2-4-2025, 3-4-2025

### Learning Beyond Classroom: Food Packaging Technology



The Department of Food Science & Technology attended a workshop on Food Packaging Technology, conducted by Dr. Gladvin, Assistant Professor at Loyola Academy, Degree and P.G. College, Vijayawada, on April 2nd and 3rd, 2025. On April 4th, 2025, students visited Spectra Foods in Vijayawada to learn about quality control in ice creams and frozen desserts..

02-04-2025

### CAPACITY BUILDING THROUGH A WORKSHOP ON BIOINFORMATICS

Department of Microbiology organized a one day Workshop on “Bioinformatics” on 2/4/2025. In this Workshop the Resource person Dr. K. Kasthuri explained about nucleotide and protein databases. The resource person gave hands on experience in collecting information from NCBI website for protein and nucleotide and various journals, which can be utilised for their molecular biology, Bioinformatics project works. She also enlightened students about sequence alignments, usage of BLAST& FASTA tools



3-4-2025

***“Stress to Strength”***



NSS UNITS organized a guest talk on “Stress to Strength” talk by Dr. Manasa, a renowned psychiatrist, was an insightful session that aimed to help participants understand stress, its effects on mental health, and how it can be transformed into a source of personal strength. Dr. Manasa shared various strategies for transforming stress into strength. These included mindfulness and challenges rather than threats; making healthy lifestyle choices, including a balanced diet, regular exercise, and adequate sleep; effective time management, focusing on task prioritization and goal-setting; and building emotional resilience through a supportive network and self-care practices. The session also featured interactive exercises where participants practiced mindfulness, alongside real-life case studies of individuals who successfully turned their stress into strength.

**4-4-2025**  
**Achiever's Day-A Tribute to Excellence**



Achievers Day was celebrated to recognize and honor the outstanding accomplishments of students for their excellence in academics, sports and cocurricular activities. On the occasion of Achievers day celebrations Chief Guest, Prof. Koona Ramji, Honourable Vice – Chancellor, Krishna University, Machilipatnam, Sri. Ch. Krishna Rao, Vice-President, SAGTE & Convenor of our college, Sri. L. K. Mohana Rao, Academic Advisor, Siddhartha

Academy of General & Technical Education, Dr.S.Padmaja, Principal, Junior College, S.D.M.Siddhartha addressed the gathering



7-4-2025

### **E-Awareness Program**

The Department of Food Science and Technology organised a Nutritional E-Awareness Program by II Food Science & Technology (FST) students on 7<sup>th</sup> April 2025. The awareness included creation of education videos for school children to bring about Nutritional awareness. The videos included Healthy Eating like 'The Food Forest Adventure', 'The Colorful Veggie Showcase', 'Oliver's Odd Taste Buds' and several others. The aim of this program is to highlight healthy food choices and concepts to the school going child

08-04-2025

### **ECON SIDDHARTHA 2K25**

On April 8, 2025, II and III BA students of SDMSM Kalasala participated in the ECON SIDDHARTHA 2K25 event organized by the Department of Economics at PB Siddhartha College of Arts and Science. The students excelled in various competitions such as Elocution, Poster Presentation, Quiz, and Debate, bringing home several prizes.

In the Quiz competition, Ch. Keerthika (II BA Eco), Susanna, Padma Priya, and Reshma secured the 1st prize. In the Poster Presentation category, the 1st prize was awarded to A. Nithya Siri and M. Leela Malleswari (II BA Eco), B. Susanna (II BA Pol). M. Leela Malleswari also clinched the 1st prize in the Elocution competition, while A. Nithya Siri and M. Leela Malleswari, Y. Pradeepthi (II BA Pol), bagged the 1st prize in the Debate competition. The students' remarkable performances highlighted their skills and commitment, making the event a proud moment for SDMSM Kalasala.



On April 9th, 2025, a visit to Priya Pickles in Vijayawada provided valuable insights into preventing microbial contamination and preservation techniques. These events collectively enhanced students' knowledge in both practical and scientific aspects of food safety and health.



the Department of Microbiology celebrated National Vaccination Day on March 10th, 2025, by hosting a guest lecture titled "Vaccines: A Path to Global Health Security," delivered by Dr. Asha Parveen Sayyad, Assistant Professor in the Department of Community Medicine at Government Siddhartha Medical College, Vijayawada.

**19-4-2025**

### **IDSSC Selections Camp**

NCC cadet **P. Divya** (Reg. No: AP2023SWA012659) from our institution actively participated in the **IDSSC Selections Camp**, showcasing her dedication and commitment to the National Cadet Corps.



The **first camp** was conducted by **18(A) BN NCC, Kakinada** from **19th April to 30th April 2025** at **Jawahar Navodaya Vidyalaya (JNV), Peddapuram, Kakinada**. During the camp, Cadet Divya underwent rigorous training and participated in various selection activities aimed at identifying and grooming cadets for higher-level national camps. Her participation reflects her enthusiasm, discipline, and the spirit of NCC in striving for excellence.



22-4-2025

### **Protecting Our Planet :World Earth Day celebrations**

On the occasion of World Earth Day, the NSS Units and The Department of Botany in collaboration with ASHRAE Deccan Chapter, ISHRAE VIJ, and HYDROMO, organized an awareness programme focusing on “The Role of Youth in Environmental Sustainability” on April 22, 2025. The event featured a thought-provoking talk by Dr. Saandepani Vajje, Managing Director of Cinoy Design, who highlighted the vital role that youth play in promoting sustainable practices and safeguarding the environment. The programme aimed to raise awareness among students and staff about the importance of environmental conservation, inspiring them to incorporate eco-friendly practices into their daily routines. To further engage the community, NSS volunteers actively participated in a Walkathon



organized by the collaborating organizations in the morning. The walkathon served as an effective platform to spread awareness about pressing environmental issues and encouraged participants to adopt sustainable habits for a greener future.

24-4-2025

### **Cultural Event**



On 24th April 2025, students participated in a group singing event featuring patriotic and folk songs as part of the workshop titled "*IP and Music: Feel the Beat of IP in AP*", held at Nagarjuna University.

24-4-2025

## Industry Exposure Program for students

On 24th April 2025, the Department of Chemistry organized an industrial trip to *Sri Kodandarama Ayurveda Nilayam* in Mangalagiri, specifically to the Sastri Balm manufacturing facility. A total of 86 Chemistry students, accompanied by three faculty members, participated in this educational visit. The primary objective was to provide students with practical exposure to the chemical processes involved in the production of pain relief balms, thereby bridging the gap between classroom theory and real-world industrial applications. Sastri Balm, a well-known topical analgesic, is produced using state-of-the-art technology under strict quality control standards. During the visit, industry experts offered detailed insights into the formulation of the balm, including the selection and proportioning of active ingredients like menthol, camphor, and eucalyptus oil. Overall, the visit proved to be a highly enriching experience, providing students with valuable knowledge and a deeper understanding of industrial practices relevant to careers in the chemical and pharmaceutical sectors.



28-4-2025

## SELF-DEFENCE TRAINING PROGRAM



On April 28, 2025, the NSS volunteers actively participated in a self-defense training program organized by the Krishna Lanka Police Shakti Team. The primary aim of the program was to raise awareness among girls and empower them to handle sudden attacks with courage and confidence. The Shakti Team

conducted practical demonstrations, teaching essential self-defense techniques that can be applied in real-life situations. The session not only focused on physical defense skills but also provided strategies to stay alert and respond effectively during emergencies. The training was highly interactive and motivating, fostering a strong sense of confidence among the participants. The initiative by the Krishna Lanka Police Department was well-received and appreciated by both the volunteers and the faculty members present. This event underscored the importance of self-protection and awareness, particularly for young women, and marked a significant step towards creating a safer, more empowered community.

**29-4-2025**

#### **SEMINAR ON “SOLAR ENERGY AND THE TECHNOLOGY BEHIND SOLAR ENERGY.”**



On 29th April 2025, the Departments of Physics and Electronics in collaboration with the Institution Innovation Cell (an MHRD initiative), organized a seminar on “*Solar Energy and the Technology Behind Solar Energy.*” The event was attended by 80 students from I B.Sc. Physics, Electronics, and Computer Science streams. The resource person, Mr. S. Pradeep Kumar, Software and Hardware Developer and Director of Smart Home & Industrial Solutions, delivered an engaging and informative session. He explained the principles of solar energy, focusing on how photovoltaic panels convert sunlight into electricity and how the energy is stored in batteries for practical applications. He also discussed the difference between renewable and non-renewable energy sources and shared insights into real-world applications and technological advancements in solar power. The session concluded with an interactive Q&A segment, where students enthusiastically participated and cleared their doubts.

#### **YOUNG LEADERS IN ACTION : NCC, CADETS ACHIEVEMENTS**

Our NCC cadet **M. Rajeswari** actively participated in two prestigious camps, showcasing her dedication and enthusiasm for NCC activities. She attended the **TN P & AN Trek-I Camp** held in **Tamil Nadu** from **4th May to 11th May 2025**, where she engaged in trekking activities and



gained valuable exposure to adventure and endurance training. Following this, she also took part in the **ATC-I Camp** conducted at **IIIT Nuzvidu** from **19th May to 28th May 2025**, which saw the participation of over **70 cadets and 1 CTO**. Through these camps, Cadet Rajeswari demonstrated commendable discipline, teamwork, and leadership qualities, representing the institution with pride and actively contributing to the spirit of NCC. Our Cadet M.Rajeswari participated in TN P & AN Trek camp held at Tamilnadu OOTY, from 04-05-2025 to 11-05-2025 Conducted by NCC Group Coimbatore.

**70 cadets** attended for ATC-I camp at IIIT RGUKT, NUZIVIDU from **19-05-2025 to 28-05-2025**.

In this camp, Cadets got prizes in

Sno	ReglNo.	Name	Event	Prize
1.	AP2024SWIA0280479	G. Jeevitha	100 mts. Running	First Prize
2.	AP2024SWIA0280481	P.Harika	400 mts. Running	Second Prize
	AP2024SWIA0280464	SK.Mehar		
	AP2024SWIA0280474	P.Yamini		
	AP2024SWIA0280487	P.SivaJyothi		
3.	AP2024SWIA0280458	K. Lehya Radha Sri	Table Drill	Prize
4.	AP2024SWIA0280506	G.C.L Sahasra	Solo Dance	First Prize
5.	AP2024SWIA0280	35 Cadets	Drill Test	Frist Prize
6.	AP2024SWIA0280458	K. Lehya Radha Sri	FCBC	Frist Prize
7.	AP2024SWIA0280662	V. Sri Lakshmi	Flag Area	Second Prize
	AP2024SWIA0280524	P. Sirisha		
	AP2024SWIA0280459	T.Yasasri		
	AP2024SWIA0280466	V. Amulya		
	AP2024SWIA0280472	B. Harini		
8.	AP2024SWIA0280506	G.C.L Sahasra	Group Dance	First Prize
	AP2024SWIA0280457	G.Manasa		
	AP2024SWIA0280474	P.Yamini		
	AP2024SWIA0280529	Ch. Kaveri		
	AP2024SWIA0280464	Sk. Mehar		
	AP2024SWIA0280485	S.HarshithaMouli		
	AP2024SWIA0280528	K.Mani		
	AP2024SWIA0280481	P.Harika		
	AP2024SWIA0280498	K.Vennela		
	AP2024SWIA0280519	K.Tejamma		
	AP2024SWIA0280477	N. Tejamani		

9.	AP2024SWIA0280516	E. Navaneeta Priya	AV Creation	Best Performer
	AP2024SWIA0280505	M. Sai Sowmya		
10.	AP2024SWIA0280507	N. Nikhitha Sharon	MC	Best Performer
11.	AP2024SWIA0280507	N. Nikhitha Sharon	Yoga Collage	Best Performer
	AP2024SWIA0280530	D. Sujitha		
	AP2024SWIA0280494	P. Vijaya Kumari		



16-5-2025

## ***SUCCESS OF OPERATION SINDOOR -TIRANGA RALLY***

On May 16, 2025, NSS volunteers and Cultural Team actively took part in the Tiranga Rally organized to celebrate the success of **Operation Sindoor**, a bold initiative undertaken by the Andhra Pradesh State Government.

The rally, which began at Indira Gandhi Municipal Stadium and concluded at Benz Circle in Vijayawada,



marked a proud moment of national unity and patriotic fervor.

Operation Sindoor was a strategic mission aimed at dismantling terrorist infrastructure in Pakistan and Pakistan-Occupied Kashmir(POK), and the rally served as a public expression of pride and solidarity with the Indian Armed Forces. NSS volunteers from various institutions assembled at 5:00 PM, dressed in white NSS uniforms and holding national flags. They marched with great enthusiasm, chanting patriotic slogans and engaging the public to raise Awareness about the operation's significance. The rally paid tribute to the martyrs, including Murali Naik from Andhra Pradesh, who sacrificed their lives during the mission. The volunteers' participation added youthful energy, discipline, and a spirit of national service to the event. A Folk Orchestra performance was conducted by cultural team as part of *Operation Sindoor*, which included both a stage performance



and a road show. The event took place from Indira Gandhi Stadium to Benz Circle, drawing attention and appreciation from the public.



30-5-2025

## "PLANTATION DRIVE – 2025".



On May 30, 2025, the Department of Botany, in collaboration with the environmental organization One Earth & One Life, organized "Plantation – 2025". As part of the program, 20 mango saplings were planted within the campus of Sri Durga Malleswara Siddhartha Mahila Kalasala. The plantation drive was a hands-on experience for students, promoting awareness about green practices and environmental responsibility. The collective effort reflected a strong commitment to promoting greenery and preserving nature for future generations.

### Academic Spotlight: Publications, Awards and Achievements

- Dr. K.Sailaja rani Hod of English department has published the following paper entitled "the influence of media language on society and communication "
- K .Sasi , Asst Prof in English published "Trends in Mass Media Vocabulary" .A Linguistic analysis
- P.Ratna sree Asst Prof of English department published the paper named "Media Linguistics and Communication studies"
- Y.Sri Sindhu Asst Prof of English department published the paper on "The Dark side of Social media " promulgating the ethical concerns of cyber bullying impact on teenage
- S.hindola lecturer in English published the paper on "Visual Media Influence on Education"
  - **Kum. D. Aruna, H.O.D, Economics and Dr. M. Sunitha, Lec in Economics**
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- Participated in One day International Conference on "New Frontiers in Visual Communication & Mass Media" on 6<sup>th</sup> & 7<sup>th</sup> March 2025 Organized by Department of English SDMSMK title "The Role of Mass Media in Education".

- Participated in One day National Conference on “**Exploring the Role of Cooperatives in Sustainable Development** “on 8<sup>th</sup> March Organized by Departments of Political Science, Economics &History Andhra Loyola College The Role of Cooperatives in Rural Development in India.
- Participated in UGC Sponsored Two Days National Seminar on “Socio and Economic Dimensions of Entrepreneurship in India: Historical and Political Perspectives.” Organized by Departments of Politics, Economics & History S.K.S.D. MAHILA KALASALA UG AND PG (A), TANUKU 24th & 25<sup>th</sup> March, 2025.
- A.Nithya sree and M. Leela Malleeswari , IIBA Economics published a paper entitled, “Health care in India-Medias role in representation and challenges”.
- Ch.Manju naga Sudha , IIBSC COMP and N. Mahanvitha ,IBSC COMP published a paper entitled ,”the intersection of visual communication and mass media”.
- V.Sahithi, IIIFST published a paper, “The Ubiquitous Influence; how social media reshapes lives and careers in the digital age”.
- J.Joshna , IBSC AI published a paper on “Impact of Social Media on Life and other Aspects”.
- K.V.N. Sri Latha, Kum. S. Usha Rani, Kum. V. Gowthami, Kum. G. Lohitha, Kum. R.K.S.S. Meghana, and Kum. A. Sruthi of I B.Sc AI secured the 1st prize in the Folk Dance cultural event
- Kum. Srivalli ,III B.Sc/MPCS won the 1st prize in Mathcoding, Kum. R.K.S.S. Meghana earned the 2nd prize in Solo Dance, and Kum. G. Lohitha took the 3rd prize in the same category. Kum. J. Jyothsna won the 1st prize in Ramp Walk at the event organized by the Department of Mathematics, P.B. Siddhartha College of Arts & Science, Vijayawada, on March 18, 2025.
- Additionally, in the Sankya-2K25 event held by the Department of Statistics at Andhra Loyola College, Vijayawada, II B.Sc. Statistics student Sk. Farha secured the 1st prize in ICONIC Walk, while Vijaya Durga won the 1st prize in Stack and Run. Other notable achievements included Sandhya, Vijaya Durga, Raji, and Chandrika winning the 2nd prize in Quiz, Sandhya securing the 2nd prize in Essay Writing, and K. Prajyothi clinching the 1st prize in Solo Dance. T. Meghana also earned the 1st prize in JAM.
- In the Electro-2K25 event organized by Nalanda Degree College, Kum. B. Sandhya from I B.Sc./Electronics secured the 2nd prize in Poster Presentation on “E-Waste Management,” while Kum. B. Revathi, also from I B.Sc./Electronics, won the 2nd prize in Ludo and the 1st prize in Treasure Hunt.

- Dr Kamatam Sarala and Dr A.Manjula has attended workshop on COMPARATIVE Research Methods on 13 & 14-04-2025 conducted by P R R & VS Govt college ,Vidavaluru -Research Centre -Department of Telugu ,D K Govt .college for Women(A),Nellore.
- Smt. P. Bhagya Lakshmi, Smt. Ch. Majusha & Smt. B. Mounika, Lec in Commerce: Published an article on ***A Study on An Impact of Remote Work Environment on Employee Job Satisfaction with Reference to Software Industry – India*** an International Journal of Information Systems Engineering and Management in Scopus Indexed Journal with ISSN No: 2468-4376.
- ON 30-3-2025 Dr A.Manjula, Lec in Telugu PUBLISHED ARTICLE “Sri Vishwavasu Nama Samvatsara” CONDUCTED BY PARDHA TEJAM
- Dr Kamatam Sarala and Dr A.Manjula ,Lec in Telugu has attended workshop on COMPARATIVE Research Methods on 13 & 14-04-2025 conducted by P R R & v s govt college ,Vidavaluru - Research Centre -Department of Telugu ,D K Govt .college for Women(A),Nellore.
- Dr.A.Pallavi, Assistant Professor and Smt.A.Harika, Assistant Professor in The Department of Biochemistry published a patent on A System for Predicting Cancer Disease Stage and Personalized Drug Recommendations and Method Thereof on 16/5/2025.

