

## JNTUA's Moment of Pride



Ms. Kalyani Kutagulla  
JNTUA CEA  
(ECE 1998-2002)

**ISRO releases postal  
stamp on scientist  
**Kalyani** an  
alumnus of varsity  
for her role in  
Mars Orbiter Mission  
launch**

P08

**Core Engineering  
- An Evergreen  
Cardinal**

P04



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# IMPORTANCE OF CORE ENGINEERING

-- An Evergreen Cardinal

**Dr.E. Keshava Reddy**

Department of Mathematics

**T**he ideal engineer is a composite ... He is not a scientist, he is not a mathematician, he is not a sociologist or a writer; but he may use the knowledge and techniques of all these disciplines in solving engineering problems.

—Nathan W. Dougherty

## Core Engineering And it's downfall

Despite the immense growth in almost all the existing domains of knowledge, certain branches of engineering and sciences remain relevant and grounded through time, such as Mechanical, Civil, Electrical and Chemical. These are considered as the core engineering branches.

The four core engineering branches: Chemical, Civil, Electrical, and Mechanical have somewhat lost their glory with the advent of new fields like electronics, computer science(Data Science, Artificial Intelligence, Machine Learning), and software engineering. Although the new fields were important to lead a sophisticated life but the core fields are also equally important.



A report by MHRD in 2018-19 about Indian engineering graduates shows, a total of 806,298 undergraduate students graduates every year in various engineering fields in India. A total number of 378,250 students graduate in computer and electronic engineering, and around 428,048 students graduate in core engineering fields. These numbers are staggering and show how few students are interested in core engineering fields.

## Importance of Core Engineering

In order to build new factories, develop new processes, build new highways, ports, bridges tunnels, etc. for the infrastructure, to produce clean and green energy, we will need engineers in the core disciplines. Computer Science and Computer related engineers won't be able to build all these things without the Core disciplines."

It is quite interesting to note that many major megapolises around the world have registered drastically lowered air pollution levels. Challenges such as finding alternatives for the internal combustion engine and reliance on fossil fuels will be solved by using core engineering.

Industries that generate massive employment, such as energy, infrastructure, manufacturing and agriculture are heavily dependent on core engineering. There is a belief that automation will solve every problem of the industry and high efficiency is required in all areas. If all produce at very high efficiency, then there will be no takers of the products or services,

"core engineering can and should be supplemented by newer engineering disciplines such as information technology, artificial intelligence etc."more hands-on learning approach to give an immersive learning experience to the students.

## Electrical Engineering & It's Scope

Electrical engineering is an extremely exciting field of endeavor which is made possible by electrons that move about creating small currents. Several billion electrons can be harnessed to create larger currents.

By intelligently routing these currents, you can make unique things happen! Past examples include high-definition television, embedded computer systems, solar power generators, microprocessor chips, electronic amplifiers, laser sources, robots and intelligent systems, power distribution, information technology, to name a few. Electrical engineers learn the physics of electricity, magnetism, and optics, work with signals at frequencies from zero to beyond the optical range, and use tools as varied as computers and wire cutters. The field of electrical engineering has several areas for you to get involved in, based on your aptitude and interests. Examples are networks and electronic circuits, electromagnetic fields and waves, signal processing, microprocessors, communication and control systems, solid state electronics, electrical power systems, computer engineering, analog and digital electronics, optoelectronics, instrumentation, remote

sensing, robotics and automation, microwaves, radar, and power generation, transmission, and distribution.



The career prospects for electrical engineers are always extremely bright. Due to the rapid advancement in technology and the rapid inroads being made in developing countries, the world needs a lot more electrical engineers compared to the supply of graduating seniors. In addition, among engineering majors, starting salaries are generally the highest (on average) for electrical engineering graduates compared to other disciplines everywhere in the world.

#### Importance & Scope of Mechanical Engineering

The field has a vast scope and the recent development in collaboration with the automation process has helped to develop state-of-the-art motor vehicles, aircraft engines, motor parts, manufacturing units, and other industrial machinery. Apart from the machinery and vehicles, with the new learnings from various mechanical engineering subjects, you can immensely contribute towards the development of power and construction equipment, engines, and complex machinery systems. Other than designing and manufacturing, the maintenance and testing of machinery equipment are also a part of the responsibility of mechanical engineers.

Today, due to the rise of modern technology mechanical engineering has witnessed new importance. More and more students can enroll for BE in Mechanical Engineering and opt to explore the untapped domains such as robotics, mechatronics, nanotechnology, etc. There is a great job offer or placement opportunities for a large number of engineering graduates who wish to take up mechanical engineering as a stream.

From automobiles to heavy-duty machines, modern aircraft to drones, a variety of modern systems are designed under expert mechanical engineers. You will not find mechanical engineers limited to manufacturing, testing, and assisting units anymore. Mechanical engineers are now in high demand



in various industries and firms with open arms and given attractive compensation packages, provided aspirants should be skilled and highly proficient in their respective fields.

#### Scope for Civil Engineering

##### Scope of Civil Engineering in Government Sector:

There is a massive career scope in Civil Engineering as BE/BTech Civil Engineering graduates can explore promising opportunities in both the private sector and public sectors. Most importantly, there is an immense scope of Civil Engineering in the government sector where you can work in the following government jobs in Civil Engineering:

- ONGC
- PWD
- Electricity boards
- Armed Forces
- NHAI
- Indian Railways
- IOC
- Town Planning
- BHEL



At these public-sector organizations, there are numerous vacancies available at Indian Railways, ONGC, PWD and BHEL and offer the most scope of Civil Engineering in India!

##### Scope of Civil Engineering in the Private Sector

Here are the most popular job profiles and careers in Civil Engineering in India:



- Project Manager
- Planning and Design Officer
- Site Engineer
- Construction Managers
- Civil Engineering Technicians
- Architects
- Assistant Engineer
- Senior Engineer
- Chief Engineer

#### Scope of Chemical Engineering:

Chemical engineers work in areas such as chemicals, biotechnology, pharmaceuticals, food, energy, environment, consumer products, electronics, nanotechnology, advanced materials, and finance. Chemical engineers have jobs in research, design, development, manufacturing, optimization, teaching, and consulting. Chemical engineers work in laboratories, plants, and offices.



Chemical Graduates have immense scope in various fields. One can get employment opportunities in industrial plants and refineries, offices, laboratories, pharmaceutical companies, etc. Along with private corporations, one can also get to work in government organizations. They are the one who develops atomic science, polymers, paper, dyes, drugs, plastics, fertilizers, foods, petrochemicals, etc. So, this field of engineering has the widest scope in terms of employment and Invention.

“In a nutshell, I would strongly advise the young student community to pursue their Bachelor’s or Masters with major in any these above said core branches/fields, as they do have a lot more scope in the competitive world. One could also find better opportunities in core engineering by supplementing it with the emerging technologies (like AI, ML).”

#### About the Author



Prof. Keshava Reddy is a professor of Mathematics at JNTUA College of Engineering Anantapur and presently serving as the Director of Evaluation at JNT University Anantapur. He has written books on Mathematics which will not only improve the knowledge of engineering students and help students to improve their research capabilities in Mathematics. His Modular Object-Oriented Dynamic learning Environment (Moodle) site is <http://keshava.moodle-cloud.com> or <https://keshava.moodle.school>, through which he teaches Mathematics to B.Tech. and M.Tech. students online. He is guiding young minds to achieve their research goals in the field of Mathematics.

# INTELLECTUAL PROPERTY RIGHTS (IPR)

Mr. Ravindranadh Kacharamh

Intellectual property rights (IPR) are the rights given to persons over the creations of their minds: inventions, literary and artistic works, and symbols, names and images used in commerce. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time. These rights are outlined in Article 27 of the Universal Declaration of Human Rights, which provides for the right to benefit from the protection of moral and material interests resulting from authorship of scientific, literary or artistic productions. Intellectual property rights are the rights given to persons over the creations of their minds. The most common IPRs include patents, copyrights, marks and trade secrets.

## R&D SERVICES

SCITEC  
PATENT



### Example questions raised by R&D clients

- What solutions have others tried for such a problem in the past?
- Who can I collaborate with?
- What technical white-spaces exist in this domain?
- What is our competitors' technology strategy?
- Where is this technology going? What are others working on?
- What is company ABC doing?
- Are there technical ways to extend our IP's life?

### Why do they need SPA?

- Search strategy unclear
- Many databases
- Signal-to-noise is too low
- Patents incomprehensible to most R&D clients

A patent is a form of preservation of intellectual property. It is an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem. The three types of patents are utility patents, design patents, and plant patents. Utility patents protect the function of a composition, machine, or process.

The main purpose of intellectual property law is to encourage the creation of a wide variety of intellectual goods. To achieve this, the law gives people and businesses property rights to the information and intellectual goods they create, usually for a limited period. This gives economic incentive for their creation because it allows people to benefit from the information and intellectual goods they create and allows them to protect their ideas and prevent copying. These economic incentives are expected to stimulate innovation and contribute to the technological progress of countries, which depends on the extent of protection granted to innovators.

An efficient and equitable intellectual property system can help all countries to realize intellectual property's potential as a catalyst for economic development and social & cultural well-being.



Mr. Ravindranadh Kacharam is an alumnus of Dept. of Chemical Engineering, JNTUA CEA. In the photo he is seen being felicitated by Prof. B. Dilip Kumar, HOD Chemical Engg.

## About the Author



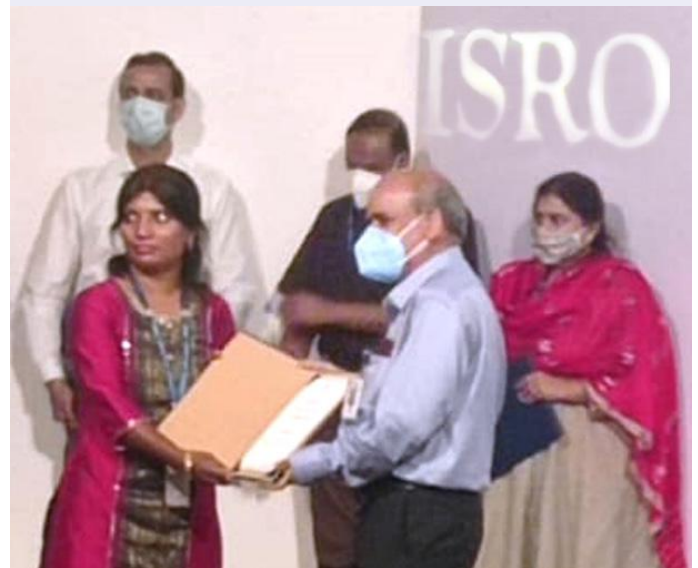
Mr. Ravindranadh Kacharam is Senior Manager, Sci-Tech Patent Art Services Pvt Ltd, Hyderabad. Vast experience in executing various dimensions related to Intellectual Property Rights, especially Patent rights. Being specially trained by Top Fortune 50 company on "patent searching", gained a rich hands-on experience in patent searching and analytics. Skilled in developing and adopting appropriate methods/techniques related to Prior-art, Patentability, Freedom to operate, Invalidation searches, Design patents and Trademarks etc. Successful track record in aiding Scientists, researchers, patent engineers, attorneys, Inventors, patent consultant firms and academic Institutions on various aspects related to Patent Rights.



# JNTUA's Moment of Pride

**ISRO releases postal stamp on scientist Kalyani an alumnus of varsity for her role in Mars Orbital Mission launch**

The Indian Space Research Organization (ISRO) has released a special postal stamp of ₹5 denomination on scientist Ms. K. Kalyani, an alumnus of Jawaharlal Nehru Technological University Anantapur. The stamp was released recently in honor of Ms. Kalyani for her contribution in the launch of the Mars Orbiter Mission (MOM) and development of Lyman Alpha Photometer (LAP). The LAP is an absorption cell photometer, and measures the relative abundance of deuterium and hydrogen from Lyman-alpha emission in the Martian upper atmosphere (typically Exosphere and exobase).



development. Team excellence award in the year 2018 in recognition of her contribution to the Design & Realization of GSAT-29 spacecraft. She received "My Stamp" postal stamp made by ISRO with MARS full disc image by Mars Orbital Mission (MOM) in 2022



## About Ms K Kalyani and her achievements

Ms. Kutagulla Kalyani is working in ISRO since December 2003. She joined laboratory for Electro Optics Systems (LEOS-ISRO), Bangalore, LEOS develops and delivers sensors and optical elements for the satellite. She graduated from JNTU College of Engineering Anantapur (JNTUCEA) in the year 2002. For her academic excellence she received three gold medals from JNTU. Gold Medal for securing First rank in B.Tech. Electronics & Communication Engineering at JNTUCEA. Gold medal for best outgoing girl student among university Autonomous/affiliated colleges at the university. Gold medal for securing first rank in B.Tech. ECE among university Autonomous / Affiliated Colleges. She completed her Masters from Indian Institute of Science (IISc), Bangalore in the year 2011. She has received Team excellence award in the year 2008 in recognition of her contribution to the Chandryaan-1 payload instrument. Team excellence award in the year 2013 in recognition of her contribution to Lyman Alpha Photometer (LAP) payload



The special postal stamp released by ISRO on scientist K. Kalyani for her contribution in the launch of MOM



Vice-Chancellor  
Prof. G. Ranga Janardhana,  
Rector Prof. M. Vijaya Kumar  
and the Registrar  
Prof. C. Sashidhar,  
congratulated her and said the  
university was proud to have such  
an alumnus.



## 3<sup>rd</sup> Meeting of Andhra Pradesh Higher Education Planning Board on Education 4.0 – Roadmap for a New Era of Higher Education

29– 30 July 2022 at Rural Development Trust (RDT) Sports Complex, Ananthapuramu

### Introduction

Andhra Pradesh Higher Education Planning Board (APHEPB), first of its kind in the country, was constituted by the Govt. of Andhra Pradesh with a vision to facilitate promotion of mutual understanding and development of the State and Central Universities/institutions which will lead to development of higher education in the state. The idea is to integrate 30 State universities, five deemed universities, seven private universities, eight central institutions and three central universities in the state to pave the way for a more vibrant higher education ecosystem in the state. The planning board will meet twice in a year at different venues. The first meeting of APHEPB was held at IIT, Tirupathi on 27th February 2021 with the theme “Promotion of Inter Institutional cooperation and Enhancing Quality standards of Higher Education in the light of NEP 2020”. The first meeting of the planning board was inaugurated by Hon’ble Minister for Education, Dr Audimulapu Suresh and Sri Satish Chandra, Special Chief Secretary, Higher Education, Govt. of Andhra Pradesh participated as Guest of Honour. The Vice Chancellors and Directors of 37 State and Central Universities have attended the meeting and deliberated on the ways to promote institutional research projects, credit transfer, share best practices

and developing an ecosystem of harmonious relationships among the state and central institutions. The major outcome of the first meeting is the formation of five regional cluster groups to work out a plan for effective collaboration. The second meeting was held at Andhra University, Visakhapatnam on 18th September 2021 with the theme “Expansion, Equity and Quality in Higher Education”. The meeting was jointly hosted by Andhra University, IIM Vizag and Indian Institute of Petroleum and Energy in Visakhapatnam. Prof. V. Ramgopal Rao Director, IIT Delhi attended the meeting as Guest of Honor. From providing quality education to exchanging best practices and expanding horizons of higher education were some of the topics discussed in the meeting. Need for the universities in the State to have uniform academic calendar, curriculum, teaching - learning approach and examination system is discussed. Newly developed Learning Management System (LMS) by the AP State Council of Higher Education is launched. The third meeting of APHEPB was held at Rural Development Trust (RDT) Sports Complex, Ananthapuramu on 29th & 30th July 2022 with the theme “Education 4.0 – Roadmap for a New Era of Higher Education”. The event is jointly hosted by JNTUA, SKU & AP Cluster University.

### Inaugural Session

The inaugural session is presided by Prof. K. Hema Chandra Reddy, Chairman, APSCHE & Chairperson of AP Higher Education Planning Board. Sri J. Shyamala Rao, Principal Secretary, Department of Higher Education, Govt. of Andhra Pradesh attended the session as Guest of Honour and Dr Buddha Chandrasekhar, Chief Operating officer, AICTE as Keynote Speaker. The Vice Chancellors and Directors of State, Central and private Universities participated in the meeting. Prof. B. Sudheer Prem Kumar, Secretary, APSCHE & Convener, APHEPB welcomed the members and invited guests on to the dais. The program started with recital of prayer followed by the traditional lighting of the lamp by the dignitaries on the dais.





In his opening remarks, Prof. K. Hema Chandra Reddy, Chairperson, APHEPB emphasized on the objectives of constituting the board in creating a collective vision and develop a road map for higher education in the state of Andhra Pradesh. He said for the first time state, and centrally funded universities were brought on one platform with an intention to meet 3 to 4 times in a year to discuss, the best practices and importance of relevant reforms in higher education of the state. He briefed about the meaningful discussions happened in the first two meetings and said the best outcome from these meetings is formation of regional cluster groups. He said that a structure for the cluster group has been made and a nodal officer for each cluster was created. The universities were asked to allocate seed funding to facilitate the discussions to go to a next level. He said that for the first time the private universities have joined and also state universities of agriculture, horticulture, law and health have been included in the board so that all the Universities can correct fully come together and contribute for the development of higher education in the state of Andhra Pradesh. He thanked everyone for collectively coming together to develop higher education in the State of Andhra Pradesh. Sharing his thoughts Prof Hemachandra Reddy said that we did not take Education 2.0 and 3.0 were not taken seriously and they were allowed to let go. The education institutes have heavily relied on chalk and talk way of imparting learning and only few adopted IC tools. The pandemic forced educators and the students to embrace online teaching. The NEP 2020 rolled out by the central government talks on lateral thinking, much needed reforms and ways educational institutes complement Industry 4.0. He said without active participation in education 2.0 and 3.0 it is a huge challenge to understand education 4.0 and implementing it. In spite of all this the state government has come up with the strong vision of unshackling the higher education system and gave fresh breath into the system. The higher education department of

government of Andhra Pradesh ably supported by the principal secretary and in complementary APSCHE has brought many reforms. Talking about the agenda the chairman APSCHE said that the education 4.0 is the desired approach to learning that aligns with emerging 4th industrial revolution which focuses on smart technologies, AI, robotics which have already become part of our regular life. For the universities to continue to produce successful graduates, students have to be prepared for a world where cyber physical systems are prevalent across all the industries. This means teaching these technologies in the curriculum and shifting to learner centric approach and utilizing these technologies for better improving the university experience. He asked the Universities to think afresh about this. He added that the entire paradigm shifted to skill orientation and meeting the requirements of industry 4.0. The capacities of the universities have not been built over the past decade resulting in stale situation requiring us to embrace online learning. There in need to leverage on the advantages of blending learning approach. Talking about the initiatives taken by the HE department of government of Andhra Pradesh complemented by the APSCHE, Prof Hemachandra Reddy said a learning management systems (LMS) has been developed and digital libraries are being set up in all villages of the state bringing online learning to the forefront. Facility for delivering any learning content to the nook and corner villages of the state is being created. So that quality can be effectively visited and the students are supported. Technology is allowing us to be constantly connected resulting in flexibility in working too as we see working from home has become common today. The higher education needs to change in the same lines. A road map for a new era of higher education by aligning Teaching and Learning methods with skills needed in the future, the Universities and be sure that they are successful in preparing the students for the fourth industrial revolution. Education 4.0, Learner centric approach is going to be the key. Focused learning for a student is the demand on the path. Quoting ancient scriptures, like a bee moves from flower to flower for honey, student in pursuit of knowledge has to go guru after guru for acquiring knowledge. But in the present scenario the student has not much of choice. But education 4.0, with the adoption of online learning, creation of LMS and setting up digital libraries the student has innumerable number of gurus with whom he can easily connect and have focused learning. Talking about project based learning another area of focus, he



said that students can study wide set of skills that can be applied in different scenarios. Today we planning Apprenticeship embedded degree programs. These programs require students to learn through participation and by doing. Students will be in paid internship from day one with complimentary classes via online in the evening hours. It is being planned to roll out 70000 to 80000 such degrees each year. The Universities should be prepared for the same. Online courses and programs can help us reach out to greater number of students and especially those working and would like to study for up gradation and up skilling. Online educations can double the capacity of the universities and we can easily reach GER of 75 by 2035. Already AU, SVU, SPMU are eligible for offering online degrees. Other Universities also need to prepare themselves in the same line for offering online programs thus satisfying the UGC requirement. The universities should design curriculum to suit all types of learners. Universities shall provide more personalized way of learning to students by using data tracking, student performance, identify the struggling students and provide optimized learning strategies to suit their needs. Education 4.0 with the help of technology gives lot of leverage for making it happen. Welcoming the heads of the Universities, Prof Hemachandra Reddy emphasized the various activities taken up in the present scenario, such as creation of LMS portal, MoU with Microsoft for up skilling of 1.62 lakh graduates and

the industry-institute Connect portal by APSCHE. Around one lakh students are registered on the online portal which will help them to get 8 month mandatory internship. He said that the state has constituted committees at district and state level chaired by the district collectors at district level and chief secretary at state level for monitoring the internship program. For the first time the entire government mechanism is behind the higher education system in A.P. This only calls for the realizing the importance of the reforms and taking them seriously by heads of the Universities. He said the reforms are mandatory for the Universities. Quoting a Telugu saying the chairman said when pleasant things are happening around us why we are caught asleep. Let us be awake and seriously work together to help build the new system. This is the agenda for the III HEPB meeting for the next two days. He urged "Let us all walk talk and think together. Let us join in hands in carefully nurturing the next generation." He also urged the universities to satisfy the requirements specified by the statutory bodies for offering online courses or degrees. He also stressed on the importance of bridging the gap between industry & academia and the challenges associated it. The need for universities to embrace Education 4.0 by aligning teaching and processes with the skills needed in the future to successfully prepare students for the fourth industrial revolution is highlighted. He urged the heads of all the Universities to join hands in nurturing higher education in the State of Andhra Pradesh.

**Excerpt from the speech of Shri J Shymala Rao IAS, Principal Secretary,  
Department of Higher Education, Govt. of Andhra Pradesh**



We have taken number of initiatives much before launch of NEP in 2020. We are the first to launch many programs before other states started thinking about it, curricular reforms have been brought in, skill orientation has been given in consultation with industry, the courses are redesigned and ensured that 30% skill courses are included. Even before NEP talked about it we included multidisciplinary curriculum and student has flexibility to take interdisciplinary courses. Not only that we are first to introduce four-year hon-

ors degree with an exit option after third year. There are many such initiatives have been started. One of the states to introduce six plus two months internship for other than professional courses so that students will be ready to be employed. Community Service Project (CSP) is introduced first time in the country. Students have to work with the society understand identify and suggest solution to the problems. This is to sensitize social responsibility amongst the students. AP under the leadership of visionary CM, top priority has been given to higher education. He feels that every rupee spent on education is an investment not an expenditure which will give highest return in future. Therefore, very innovative and path breakings are introduced, one of them is 100% reimbursement of tuition fee. Through this 87% of the students pursuing higher education are provided with scholarships. In addition, through another scheme maintenance grant is provided. Through this we want to improve access so that student need not spend a single rupee from his pocket for pursuing higher education. We are spending



about 4500 crores per annum and more than 11000 crores so far since 2019. This started showing results in terms of improving access, GER has increased, we have seen the numbers increasing from SEDG groups much more than average and are getting better access because of the schemes. State not only committed to increase not only the access but also quality. Quality is very important and a matter of concern with more than 2700 institutions and universities. One of the important steps taken is that Government of Andhra Pradesh has mandated that all the higher education institutions in the state should obtain NAAC accreditation within three years. We have started to improve the access and committed to improve quality with large number of institutions are NAAC accreditation within three years. We have taken number of steps, QAC cell is established d by APSCHE headed by Vice Chairperson. Affiliation process will be taken up seriously and ensure that universities won't give affiliation to those institutions who doesn't meet the standards. Students should not be exposed to substandard institutions. Huge money is being spent on education and we do not waste even one rupee of it. Necessary steps are being taken in this direction. Six universities have been identified for transforming into MERU as per NEP 2020. They have the potential and working to ensure that they become reality within a span of three to five years. We want research to be multidisciplinary cutting across disciplines. Numbers of steps are taken to improve research in the universities. In the last 2 to 3 years all universities have generated 150 patents. Some of the patents are commercialized. Much more is expected from the universities in future. One of the important Issued faced surprisingly is basic thing which required is regular faculty requirement in universities. Lot of senior professors are retiring and there are going to be many vacancies at senior levels in the coming year. Government will take care of faculty recruitment as soon as legal hurdles are cleared. Happy to note that APSCHE has come up with several innovation measures using technology to improve teaching learning process. The HEPB provides excel-

lent opportunity for all the higher education institutions irrespective of state or central to come together and work together to improve quality of education in the state. We also expect that this forum will give inputs or suggestions to improve quality and also to be prepared for future to improve quality of education in the State. This also provides an excellent opportunity to collaborate with each other especially in interdisciplinary research and other activities. Very happy to learn that five regional clusters have been formed with different institutions and this excellent initiative has been appreciated by NITI Ayog. We need the build a sustainable so that other states will definitely follow. Similar to Vizag cluster the other clusters need to enter into MoU with participating institutions. He suggested that this board which exists as per the GO given by the Govt. of AP may convert itself into a society, if the participating institutions and members agree. We can think to formalize so that sustainability is ensured. Education 4.0 and path to new era of higher education, this is very appropriate topic at this point of time and world is changing so fast and technology is developing so rapidly, and universities need update and to adopt quickly to changing requirements. Automation is coming up in a rapid way and present coding jobs will be reduced and the universities have to think about imparting skills to the students in emerging technologies such as AI. Expressed concern in reduced competence levels of students in core sector skills and quality of output has drastically come down over period of time due to less jobs in the core sectors. Many of the graduating students from core sectors are preparing for certifications to join the IT sector. Because of this quality of students coming from core branches has come down over the past few years. India is going to become a major manufacturing hub and its time we think about strengthening competence levels in core areas and universities has to produce good quality students so that they will be able to match the requirements on the ground. I am sure board will definitely discuss all these issues and come out with a policy prescription so that we can adapt ourselves to new changes which are coming at the national and international level and better prepared to face new challenges.



## JNTUA COLLEGE OF ENGINEERING (AUTONOMOUS) PULIVENDULA, YSR KADAPA DISTRICT



### Training & Workshops organized

JNTUA CEP organized a training program for students on Cyber Security – Trends in Cyber Crime and Cyber Frauds by Ayub Shaik Founder and CEO, Huntmetrics on **22.07.2022**

### Extension & Community Oriented Activities

JNTUA CEP conducted Maanavatha anniversary meeting on **24-07-2022** to decide the next year road map on various activities like donation and distribution of fruits and food at Govt. Hospital Pulivendula, awareness programmes on valued and ethics to School children etc.,

### Important Conferences/Seminars and Meetings organised

JNTUA College of Engineering Pulivendula organized a seminar on Career Guidance and Placement Skills for students by N.S. Reddy Sr. Manager Kautilya on **29.07.2022**

### Awards & Recognitions

Mr. Nallamothu Balakrishna, 2008-2012 batch of ECE, JNTUA CEP got UPSC 2021 All India Rank 420; Mr. Pydikalva Sai Eswar Yashwanth, 2011 admitted batch, succeeded APPSC 2018 and secured DSP post; Gandla Nanubala Sai Praveen, 2016 passed batch, JNTUA CEP succeeded APPSC 2018 and secured DSP post.



# JNTUA CE Kalikiri Plantation Programme

on 23rd July 2022.

As part of Azadi ki Amrut Mahotsav, ITBP (Indo Tibetan Battalion Police) and JNTU Kalikiri NSS units jointly organized plantation programme at JNTUCEKalikiri campus on 23rd July 2022. ITBP members, Principal Prof. S. V. Satyanarayana, Vice Principal Prof. Subhas, Heads of the departments, NSS coordinators, faculty members and students attended the programme and planted around 500 plants.

ITBP, NSS Unit members felt that to make our planet greener and better, we must pay special attention to tree planting in the future.

At the end of the event, there was photo session with ITBP members, principal, HODs, Faculty member and students. It became successful. On behalf of this meet NSS Programme Officer Rajendra Prasad thanked the gathering for their endeavors.



On this occasion, Prof. S.V Satyanarayana motivated the students about the importance of plants and its impact on human beings and society. Trees provide us clean air. His statement runs thus: we all must save trees and save this beautiful planet. Environment activities have become a necessity and it is the day of every citizen to contribute positivity in preserving and nurturing the environment for a safe and better future for our future generations.



Vice Principal Subhas asserted that Trees have spiritual and religious importance in certain nations like India, they are regarded equal to gods and worshipped.



Saplings were planted by ITBP crew and NSS unit members in and around the JNTU Kalikiri campus. The most striking feature of this event was that it was organized by ITBP and NSS Unit. Then the students were divided into groups students watered the saplings as part of the mega programme.





# J.N.T.U.A. COLLEGE OF ENGINEERING KALIKIRI- 517234

## Unnat Bharat Abhiyan Village Survey July 2022

**J**NTUA College of Engineering Kalikiri is recognized under Unnat Bharat Abhiyaan Government of India to engage higher educational institutions in the development of rural areas. The JNTUA College of Engineering Kalikiri initiated the UBA activities for 2022-2023. The Government of India released 10,000 Rupees per village under the UBA program.

- ♦ The UBA cell of JNTUA College of Engineering Kalikiri organized a wide spectrum of activities in the arenas of health, education, hygiene and environment through out the year.
- ♦ Dr.S. V.Satyanarayana Principal, JNTUA College of Engineering Kalikiri launched the flagship programme of ministry of education Government of India in JNTUACE Kalikiri by planting a sapling and watering the plants in the college premises. Vice Principal Dr.C.Subash, Dr. V. Naga Prasad Naidu, UBA Coordinator Dr.K.Aparna, teaching and Non-teaching Staff and students took part in this programme.
- ♦ JNTUA college of engineering Kalikiri has adopted five villages in Annamayya District under Unnat Bharat Abhiyan Scheme to develop rural areas.

The details are as follows:

S. No.	Name of Village
1	<u>Thellaguttapalli</u>
2	<u>Nagiripalli</u>
3	<u>Nayanacheruvupalli</u>
4	<u>Yerrapalli</u>
5	<u>Naravandalapalli</u>



In the part of program Principal Prof. S.V. Satya Narayana pouring water to the saplings, along with vice principal and Unnat Bharat abhiyaan Coordinator.

- ♦ The members of UBA cell visited Nagiripalli village on 16-07-2022 and interacted with the village members of Nagiripalli village.
- ♦ A group of faculty members and student volunteers visited the Nagiripalli conducted Village Survey and household survey on 16<sup>th</sup> July 2022. Village gram secretariat provided the data about village developmental activities. The crew collected data from individual houses. student volunteers along with faculties interacted with local people effectively and on these days gathered survey from 150 households. The faculty members involved in this visit includes UBA-coordinator Dr. K. Aparna, Mrs. M. Revathy, and student volunteers.



Students participation in household survey and interaction with villagers. Similarly, UBA Coordinator Dr. K. Aparna and students visited Yerrapalli Village on 30/07/2022 conducted the household survey. Finally, all the student Volunteers have been instructed to submit proposal on the identified areas for betterment of adopted villages.



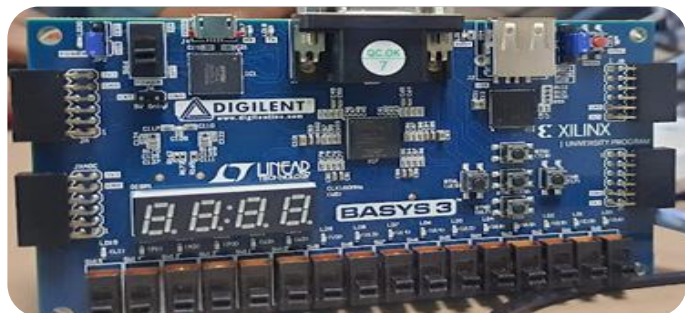
Faculty members and student's participation on Inauguration day

# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS INSTITUTION)

## Department of Electronics and Communication Engineering

### Workshop Organized:

A Five Day Workshop on Engineering Signal Processing and Communication Systems using FPGA held from 26th July to 30th July 2022.



**Resource Person:** Dr. Nettimi Satya Sai Srinivas, Director, ATRIEL India Private Limited, Karikal.  
No. of Participants: 30-Offline, 15-Online.

**Online Link of Workshop:** [https://youtube.com/playlist?list=PL\\_6QR94iYxAWRr5X9jSncG1xdSWmX-loFh](https://youtube.com/playlist?list=PL_6QR94iYxAWRr5X9jSncG1xdSWmX-loFh)

**Day-1:** The first session was dedicated to introduction to the concepts of VLSI and FPGA. The second session of the day started with informing the industry standards and opportunities related to the workshop. The session continued with introduction to the Xilinx VIVADO software and basic programming.

**Day-2:** The workshop continued with introduction to the hardware –DIGILENT Basys 3 and programming for the hardware for different functions. Participants have learnt to program basic gates and Counter using the software and dump the code to the FPGA board.

**Day-3:** In day 3 the VIVADO Intellectual Properties were discussed along with designing projects using BLOCK Design.

**Day-4:** In day 5 finite state machines were discussed along with implementation using the Basys FPGA.

**Day-5:** In day 6 Ethernet packet generator was done using the IP cores.

## Department of Computer Science and Technology

### Seminar Organized:

A Seminar on Research & Internship Opportunities in India and Aboard held on 16<sup>th</sup> July, 2022.

**Resource Person:** Dr. R. Rajakumar, Associate Professor/Research Coordinator/CST, MITS.

**Target Audience:** II Year Students (CST/CS, MITS)

**Objective of the Seminar:** Imparting research knowledge; creating awareness on what is research? How to become a researcher? and worldwide Internship opportunities.



### Mode of Seminar: Offline

**Abstract of Talk:** For the past decades, research plays a vital role in enriching the knowledge, skills, attitudes and values of the people. It is a systematic investigation into reality to gain knowledge. Initially, research starts with three golden principles namely “What, Why and How”. Once the people started to ask these three questions, it means that they have started their research.





In the literature, computer science related various research domains are very popular which are including, Machine Learning, Deep Learning, Computer Vision, HCI, Wireless sensor networks, Optimization, etc., have been widely used to solve variety of problems in both science and industry. Despite the popularity and impact of such methods, optimisation of real-world problems involve in addressing a large number of difficulties such as local solutions, multiple objectives, constraints, expensive objective function, noisy objective function, dynamic search space, uncertainties, etc. In this talk, the state-of-the-art and recent advances in research opportunities have been addressed. In addition, we discussed how to grasp the world wide internship opportunities with the aid of research process.

### Industry Institute Interaction Cell (IIIC), MITS

#### Workshop Organized:

A two-day workshop on "Essential Skills Needed in Today's Workforce" from 20.07.2022 & 21.07.2022 organized by IIIC, MITS.

#### Resource Persons:

Mr. K. Prasad, Motivator and Freelancing Educator  
Mrs. U. Vijaya Lakshmi, Student Counsellor and Mentor, MITS

**Target Audience:** All Non-Teaching Technical/ Non-technical Staff, MITS.

**Content focused on:** 7 Habits of Highly Effective People

**No of Participants:** 85

**Mode of workshop:** Physical

**A Two-days Workshop for non-teaching Staff**  
on  
"Essential Skills Needed in Today's Workforce" for Technical/  
Non-technical Staff with focus on 7 Habits of Highly Effective People

Date: 20-07-2022, Time: 16:00 – 17:00 Hours, Venue: Scale-up Classroom (East Block), Staff/ Members: Non-teaching Technical Staff.  
Date: 21-07-2022, Time: 16:00 – 17:00 Hours, Venue: Scale-up Classroom (East Block), Staff/ Members: Non-technical Staff.

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**  
(UGC-AUTONOMOUS INSTITUTION)  
Madanapalle-517325, Annamaya Dist., Andhra Pradesh  
www.mits.ac.in

**Resource Persons:**  
**Mr. K. Prasad,**  
Motivator and Freelancing Educator  
**Mrs. U. Vijaya Lakshmi,**  
Student Counsellor and Mentor

**Day 1 (20.07.2022)** The programme began at 4:00pm in the scale-up classroom (East Block) for non-teaching technical staff as participants and was held in the scale-up classroom (East Block). Dr. P. Ramanathan, the Vice Principal (Academics), MITS, delivered a welcome note at the beginning of his speech. After the welcome remarks were made, Dr. Ram Krishna, Associate Dean, IIIC, then introduced the Resource

Persons of the day, Mr. K. Prasad and Mrs. U. Vijaya Lakshmi, Coordinator of the International Relations Office.



During his speech, Dr. P. Ramanathan, expressed his opinion on the importance of continuous training and upskilling for non-teaching staff as well. In addition, he stressed that since all of the department is currently undergoing the NBA accreditation process, all of the non-teaching technical staff members must be able to familiarize themselves with the operating conditions of the laboratory equipment. It is important for them to have a good understanding of the equipment and be ready to show one experiment using it. As a result, departments will be able to prove that they have the necessary competencies.

Afterward, the resource persons took over the session and interacted with the non-teaching technical staff about the seven habits that are the hallmarks of highly effective people, and they showed a short video based on the book of the same name by Stephen R. Covey.



Later on, the resource persons discussed with the participants in both English and Telugu languages on the 7 habits for the purpose of providing clear information to communicate as the author of the book Stephen R. Covey recommended.



**Guest Lecture Conducted:**

A Guest Lecture on the topic “Importance of Effective Communicative skills with hands-on experience” held on 19.07.2022

**Resource Person:** Dr. Rajakumar Assistant Professor School of Humanities, Social Sciences and Management, IIT Bhubaneswar, Odisha.

**Target Audience:** All First Year Students  
**No of Students Participated:** Seven Hundred  
**Mode of Lecture:** Physical



Speakers discussed the 7 habits of a happy life and their importance as a powerful tool for bringing about change in a person's life. It is these habits that are at the core of personal effectiveness for individuals and teams as a whole. Among these habits are: (1) Be Proactive, (2) Begin with the End in Mind, (3) Put First Things First, (4) Think Win-Win, (5) Seek First to Understand, then to Be Understood, (6) Synergize and (7) Sharpen the Saw.

A total of 40 non-teaching technical staff were in attendance at the event. There was a formal vote of thanks given to the speakers of the first day workshop, which concluded the event of the first day.

**Day 2 (21.07.2022)**

The second day programme started at 4:00pm in the scale-up classroom in the East Block for non-teaching non-technical staff (AAOs, Attenders, Office Assistants, Drivers, Security etc.) as participants, and was held in the scale-up classroom in the East Block. Resource Persons introduced the session to non-technical staff members as an introduction to the topic. In the same format as the first day, the session was followed by showing a short video on 7 habits and discussion of how these 7 habits can be used in the personal life to improve communication with others and to enhance relationships.



Communication skills play a vital role in one's personal and professional spheres while effective communication skills would facilitate wider scope of growth to an individual in terms of academics, research and development and corporate sector and so on. Effective communication skills consist of appropriate postures, gestures, eye-contact, facial expressions and vocalics.



Effective communication skills will be part and parcel of one's interpersonal skills in the society or organization; One's success in an Interview; One's presentation in a seminar or conference or debate or group discussion or decision making; finally, one's success is directly or indirectly connected with effective communication.



A vote of thanks was given to the Resource Person at the end of the session for sharing their valuable time with us.

**Department of Management Studies- MITS****Industrial Visit Organized:**

An industrial visit on 19-July-2022 to the Tirumala Dairy Products Pvt. Ltd, Pasupathur Village, Near-Palamaner, Andhra Pradesh.



Target Students: I MBA, MITS

No of Students part of Industrial Visit: 55

An Industrial Visit to Thirumala Dairy Products Private Ltd, Near Palamaner was organized on 19.07.22 by our institution for the students of Department of Management Studies. Fifty five students belonging to the MBA I Year B section took part in the Industrial visit under the supervision of Mrs.S. Sujatha and Mr. V. Karthikeyan. We started from our college at 9.45 AM and reached around 11.40 AM.

We were welcomed by the HR Manager Mr. Shekar Reddy and he gave an overview of Thirumala dairy products and their achievements. At the end there was a question session with the students in which many students asked questions regarding career opportunities and Products of Tirumala dairy and he cleared all the doubts.

The Quality control manager Mr. Arul Kumar started explained the following working sections by splitting the students into 3 batches.



Milk, curd and Butter products are manufactured in their unit. We were shown only Milk Production. The production processes consist of following stages:

- ➔ Milk Procurement from producers & societies
  - ➔ Quality checking of the milk at the receiving terminal
  - ➔ Boiling of the milk
  - ➔ Pasteurization process of milk
  - ➔ Extraction of Butter from the milk
  - ➔ Preparation of curd
  - ➔ Converting curd into Butter milk
  - ➔ Preparing Butter
  - ➔ Packing & labelling of Milk. Curd, Butter milk & Butter
  - ➔ Inspection and Quality checking of the finished products as per standards
  - ➔ Invoicing, collection of payments and accounting process
  - ➔ HR, Finance and Production department
- Around 2.00 PM, we completed the visit.

Thereafter we had lunch and then we started our return journey. We reached college around 4.45 PM.

**Department of Training & Placement Cell****Workshop Organized:**

An Awareness Workshop on TOEFL iBT Scores and GRE Tests held on 07.07.2022 organized by IIIC & Dept. of Training and Placement, MITS.

An awareness workshop on TOEFL iBT Scores and GRE Tests was organised by ETS India meant for students to understand how to approach the training for GRE and TOEFL tests. It will help students to apply for the universities, scholarship and funding for students, post-study work opportunities, and life at international campuses.

**Session – I – Seminar Hall B (10:00 AM)**

At 10:00 am, the first programme of the day began in Seminar Hall B for all of the students in the B.Tech program. The students were from the mechanical and civil engineering departments. This interactive session was attended by a total of 90 students who were present for the duration of the event. As part of the welcome note, Dr. Ram Krishna, Associate Dean - IIIC, introduced the guest speaker/resource person, Mr. Bharat Karra, Business Development Manager, ETS India, to the audience at the beginning of the workshop. The session was followed by an interactive discussion focusing on the importance of TOEFL iBT scores as well as GRE scores for those applying to graduate schools.





### Session – II – Seminar Hall B (11:30 AM)

The second session started at 11:30 am in the Seminar Hall - B, which was open to all B.Tech students. There were students from the ECE department present at the event. A total of 75 students attended this session. A presentation was given by the resource person/guest speaker at the beginning of the session.

During the presentation, the speaker engaged the students in a discussion about GRE test preparation strategies as well as TOEFL iBT scores. The session continued until 01:00 pm, and was concluded with a resounding gratitude to the resource person for all the effort he had put into helping MITS students in such a valuable manner.

## Contribution of Articles to the e - magazine

### Tech Ananth

The members of the JNTUA fraternity all students, faculty and alumni are requested to contribute for publication in the monthly illustrated on-line e magazine 'Tech Ananth' of the University. The members can send submissions to the editorial team email id <emagazine@jntua.ac.in>. The members can send reports of important events along with photos, details of achievements such as awards, prestigious assignments and funded projects, success/inspirational stories of alumni, articles on science and technology which induce technical and scientific thinking. Also students members seeking career counselling in their respective fields can write to the same email id by including <career counselling request> in the subject-line of the email id. Senior Professors of the University shall answer to the counselling related questions which will be published. Members contributing articles shall give their full details such as Name, Designation, College, and Department with mobile number and email id for correspondence.

Editorial Team  
magazine@jntua.ac.in



# SREE VENKATESWARA COLLEGE OF ENGINEERING

## NOTABLE ACHIEVEMENTS OF SREE VENKATESWARA COLLEGE OF ENGINEERING(SVCN), NELLORE – JULY- 2022

### 1. Institutional Activities

#### Co-curricular/Extra Curricular Activities conducted at SVCN

1. Industrial Visit Organized for II Year B.Tech ECE Students for “ Doordarshan Kendra”, Tirupathi on 16.07.2022. Around 150 students have attended for

the industrial Visit along with ECE Department Faculty.



2. Mechanical Engineering B Tech Students of II year are being made to visit APSRTC Zonal Workshop in Nellore on 21.07.2022 . Faculty accompanying them are Mr Varun Kumar, Assistant Professor & Mr

Abhinay , Assistant Professor. II year Mech students participating in "Automobile Work shop" in APSRTC Zonal Office premises ,Nellore



### 2. Community Oriented & Extension Activities

#### a. Free Mega Eye Check up Camp at SVCN

**S**VCN College through NSS Unit & CDE cell is organizing a Free Eye Check up Camp and Remedial Advises/Medical treatment Advises through Doctors of "Smart Vision " Nellore to all North Rajupalem local colony public , NTR Harijana colony public ,Kodavaluru today in SVCN College Campus on 26th July 2022.

Mr Venkatesh of Smart Vision , Nellore Co-ordinator of the Camp and Dr.Dr Rajendra Reddy of Smart Vision , checking the Eye related problems and giving Medical Advise.Around 350 members have undergone Eye check up and around 100 members have been tested.For Blood Pressure and Diabetics( Blood Test).







**శ్రీ వెంకటేశ్వరలో ఉచిత మెగా కంటి వైద్య పరీక్షలు**

[illegible]

## b. MEGA Career Guidance Programme 2022

Hall ,Nellore. Mrs.G.Sundhara Valli , Vice Chancellor of Vikrama Simhapuri University, Nellore gaaru acted as Chief Guest , Dr Bijay Kumar Sahu , Regional Head ,NRDC,Vizag acted as Guest of Honor, Mr. Kasa Avinash, Entrepreneur acted as Special Guest, in Career Guidance Programme.



**కెలీర్ గైడ్లెన్స్ పై విద్యార్థులకు అవగాహన**

[illegible][illegible]





### 3. Student Achievement

"40" students of II & III B.Tech who are Microsoft Certified TECHNICAL Associates in the Areas of Python Programming, Mobility Devices & Mr, Srikanth, Asst. Professor/T&P Trainer has certi-

fied in the Python Programming . Out of 108 students /faculty attempted for Microsoft Exam after taking Online Training for Four Weeks through JNTUA, 40 got cleared in Certifications.



### 4. Student Sports Achievement

SVCN Students have attended for the District Level Competition, held at AC Subba Reddy Stadium , Nellore on 11th Aug,2022 for the Game "Fencing" and out of which 12(6 boys & 6 girls) students got

selected for state level fencing competition ,which going to be held by SAAP in the month of July – August, 2022.





# SEVEN HILLS COLLEGE OF PHARMACY

## (Autonomous)

### List of activities organized during July 2022

Organized by **National Doctors Day**  
Department of Pharmacy Practice

Date: 01 July 2022

**N**ational Doctors' Day is celebrated on 01 July every year in INDIA. When there is pandemic situation doctors are always come first to fight against it for the general population, there are so many pandemic situation like COVID-19, Plague, Flu, AIDS, Ebola etc where doctors were the front liner for public safety and their health.

In India, National Doctors' Day was first observed on 01 July 1991 in the honor of Dr. Bidhan Chandra Roy, to pay tribute to his contributions in health domain. July 01 happens to be his death and birth anniversary that coincides on the same date.

Behalf of this day, celebrated National Doctors day at Sri Venkateswara Institute of Medical Sciences,

Sri Padmavathi Medical College for Womens Hospital, Tirupati by Seven Hills College of Pharmacy, Tirupati.

All Pharm.D intern students and faculty of Pharm.D greeted and wished each and every doctors present in SVIMS hospital as "National Doctors Day". Meeting attended persons:

1. Dr K Uma maheswara Rao, Professor and Pharm.D co-ordinator (SVIMS), SVIMS, SPMC (W), Tirupati and all faculty members of Dept of pharmacology, SVIMS.

2. Dr A.Bharat Kumar, Professor, SHCP, TPT and All Pharm.D intern students.

**Venue:** Dept of Pharmacology, Sri Venkateswara Institute of Medical Sciences, Sri Padmavathi Medical College for Womens Hospital, Tirupati.





## Webinar on

## "Importance of Profession Ready Training in Clinical Research and Pharmacovigilance"

Organized by Department of Pharmacy Practice SHCP  
In association with CLININDIA, Bangalore

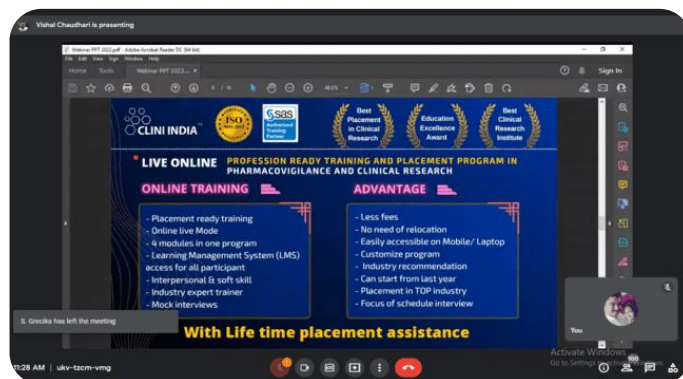
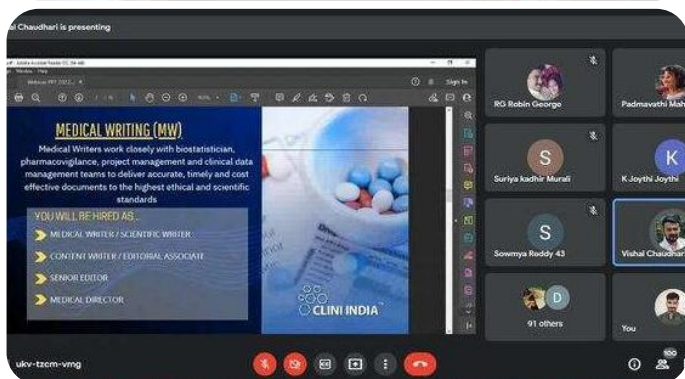
Date & Timing : 2 July @ 11am

Speaker: Mr. Vishal Chaudhari

Speaker Introduction: Mr. Vishal Chaudhari is B.Pharm and Masters in Clinical Research. He has been serving 10 years in the Pharma industry and worked on multiple profiles. Last six years he has been a part of India's top institute in Clinical research train-

ing and placement, Clini India as Head of operation and responsible to handle technical as well as training and placement support to Clini India campus in Pune, Mumbai, Bangalore and Hyderabad.

Participants: I, II & III B.Pharmacy, II & IV Pharm.D students.



## HANDS ON TRAINING ON UV SPECTROSCOPY

Organized by Department of Pharmacy Practice and Pharmaceutical Analysis

In advanced research needs of spectroscopy in medical field a team of Doctors, Medical College Professors, Senior and Junior Residents and technicians from Sri Padmavathi Medical College for Women - SVIMS Tirupati had visited Seven Hills College of Pharmacy on 2nd July 2022. Under the lead of Department of Pharmacy Practice and Department of Pharmaceutical Analysis, Seven Hills Collage of pharmacy have organized Hands on training on UV Spectroscopy and given brief introduction to IR Spectroscopy,

HPLC, Gas Chromatography, Gel Electrophoresis etc.

Hands on Training Given by: Mrs.B.Sivagami, Department of Pharmaceutical Analysis.

Session Lead by: Dr.Robin George, Department of Pharmacy Practice

Attended by: Dr. K.Vijayachandra Reddy and Team from Sri Padmavathi Medical College for Women - SVIMS Tirupati





## WORLD ZOO NOSES DAY

Organized by

National Service Scheme (NSS) Unit, SHCP

**Venue: Venkatramapuram Village, Tirupati.**

Seven Hills College of Pharmacy (Autonomous) NSS Unit has organized Awareness program on World Zoonoses Day at Venkatramapuram Village with the help of NSS volunteers. World Zoonoses Day is celebrated every year 6th of July. World Zoonoses Day is celebrated to raise awareness among the people about the zoonotic diseases and teach them the methods to tackle this illness. People should know the method to prevent and treat zoonotic diseases because if not handled well this illness can have a threatening impact on the lives of Human.

1 year Pharm.D and Pharm.D intern students are actively participated in the event. The NSS volunteers and Pharm.D students visited door to door and primary school in Venkatramapuram village and

educated the people on zoonoses disease prevention and management. The village peoples and primary school teachers were appreciated the event organizers and NSS team members for conducting such a good programme in their village.

**Event organizers:**

1. Dr K.Saravana Kumar, Professor, Department of Pharmaceutics, SHCP, TPT.
2. Dr.A.Bharath Kumar, Professor and HoD, Department of Pharmacy Practice, SHCP, TPT.
3. Mr.Deepak Sai Ram, Associate Professor, Department of Pharmaceutical Analysis, SHCP, TPT and All Pharm.D intern students.
4. Ist yr Pharm.D.
5. VI Pharm.D students and NSS volunteers.





Organized by

**DENTAL HEALTH CHECKUP CAMP**

Date: 23 July 2022

National Service Scheme (NSS) Unit, SHCP

Venue : Venkatramapuram Village, Tirupati.  
 Resource Person : Dr. K.N.V. Sai Praveen, MDS and his TeamCKS Theja Institute of Dental Sciences and Research, Tirupati.  
 Target Group : SHCP Students & Staff Members

**S**even Hills College of Pharmacy (Autonomous) NSS Unit has organized Dental checkup camp in association with CKS Theja Institute of Dental Sciences and Research, Tirupati. The programme was started with lamp lightening by Chief Guest Dr.K.N.V. SaiPraveen, MDS, followed by Principal (i/c) Dr. G. Satheesh Kumar. The programme was stated with prayer song. The dental infections, prevention and treatment in the community awareness talk was delivered by Dr.K.N.V. Sai Praveen, MDS. After the guest lecture, the speaker was felicitated by memento and all the teaching staff was gathered to felicitated the speaker. A team of CKS Dental Sciences and Research, Tirupati doctors screened the students and faculty members for dental problems and necessary medications were prescribed.

The Seven Hills College of Pharmacy extended services to Primary Care through extensive Outreach Programs targeting underprivileged and underserved communities. The main aim of dental camp is eradication of myths, taboos and misconceptions about oral health in rural areas and intimate about the benefits of good oral health. The regular preventive care of the teeth and gums is important in maintaining quality of life and overall health, playing a role in controlling

diseases such as diabetes and heart disease. Yet, rural communities often lack adequate oral healthcare and subsequently miss out on the benefits of good oral health as well.

The dental screening camps are conducted for early detection of dental diseases, especially in underprivileged and underserved communities. The Screening Camps are organized with the support of students, faculty members who takes ownership in ensuring that everyone in the community takes the best use of the program. The people who are identified with oral diseases are referred to our nearest facility.

The NSS volunteers, Dental doctors from CKS Theja Institute of Dental Sciences and Research, Tirupati and I,II,III,IV,V year Pharm.D and I, II, III B.Pharmacy students are actively participated in the dental check-up. 104 members from students, staff from SHCP were participated and checked with health camp team.

**Event Coordinators:**

- 1.Mr. Mallikarjuna, Assistant Professor, SHCP, TPT.
- 2.Prof. K. Saravanakumar, NSS Coordinator, SHCP, TPT.
- 3.Dr.A.Bharath Kumar, Professor and HoD, Department of Pharmacy Practice, SHCP, TPT.





Organized by

**“World Nature Conservation Day”**

IQAC, in association with NSS Unit, SHCP

Date: 28 July 2022

Seven Hills College of Pharmacy in association with IQAC & NSS Unit organized “World Nature Conservation Day” on July 28th 2022. Many student volunteers participated and presented various activities. Students from B Pharmacy and Pharm.D participated in the programme and created awareness on various themes such as **“Forests and Livelihoods:**

**Session Lead by:**

1. Dr. M. Niranjan Babu, Principal Seven Hills College of Pharmacy,
2. Dr. K. Saravana Kumar, Professor, NSS Co-ordinator, Dept of Pharmaceutics and
3. Mr. R. Chandrasekar, Dept of Pharmacognosy.

**Sustaining People and Planet”. “Cut Down on Plastic.”**

All the students participated actively and involved in the programme and created awareness on importance of planting trees, save earth and save water. The students involved in planting trees in and around the campus premises.

**BHARAT GAURAV PURASKAR Award winners**

Dr. A. Bharath Kumar, M.Pharm., Ph.D., Professor and Head, Department of Pharmacy Practice (Pharm.D - PB), Seven Hills College of Pharmacy (Autonomous), Tirupati, Andhra Pradesh awarded with **“BHARAT GAURAV PURASKAR”** from **KTK OUTSTANDING ACHIEVERS AND EDUCATION FOUNDATION** is a Registered, Non-profit and Voluntary Organization New Delhi, India on July 24, 2022. This award is recommended to the people who have outstanding achievements and remarkable contribution in the field of Pharmacy. He is awarded for excellent academic track record, research, patent, contribution in the field of Pharmacy. The Management, Principal, Staff extended heartiest congratulations to him for this award.

Prof K. Saravanakumar, Professor and NSS Programme Officer, Department of Pharmaceutics, Seven Hills College of Pharmacy (Autonomous), Tirupati, Andhra Pradesh has been selected as an awardee for the prestigious **“BHARAT GAURAV PURASKAR”** and a **“CERTIFICATE OF EXCELLENCE”** from **KTK OUTSTANDING ACHIEVERS AND EDUCATION FOUNDATION**, a Registered, Non-profit and Voluntary Organization New Delhi, India for his outstanding achievements and remarkable contribution in the field of Pharmacy. In a virtual event ceremony on 24th July 2022, he has been awarded the most prestigious “Bharat Gaurav Puraskar”, recognized for his continued efforts in contributing toward NSS and as NSS Programme Officer for a period of 10 Years.





## Sanskriti Group of Institutions Placement Success Meet 2022

Venue – Anahata Seminar Hall, Sanskriti School of Engineering,  
Puttaparthi, Satya Sai District - 515134

Date: 02 July 2022

The Placement Success Meet 2022 was organized on 2nd July 2022 at the seminar hall of Sanskriti School of Engineering.

### Distinguished Guests :

#### 1. Chief Guest - Prof. G. RangaJanardhana, Vice Chancellor, JNTUA, Anantapur.

Prof. G. Ranga Janardhana was born on 23rd June 1964 at Tadipatri town, Anantapur district, Andhra Pradesh. His school and Intermediate education were at Government Junior College, New Town, Anantapur and B. Tech. in JNTU College of Engineering, Anantapur. He pursued his Master of Engineering at PSG College of Technology, Coimbatore, Ph.D. from J.N.T. University, Hyderabad and Post Doctoral Fellowship from Hoseo University, South Korea.

He joined in JNTU College of Engineering, Anantapur as Lecturer in November 1992 and later he was promoted as Associate Professor and Professor. He was actively involved in various capacities in JNTU Hyderabad and JNTU Kakinada. He worked as Principal, University College of Engineering, JNTU Kakinada, Vijayanagaram Campus, Director, Institute of Science & Technology, Director, Foreign University Relations, Director, University Games & Sports Activities at JNTUK Kakinada. He also worked as Officer-in-charge of Academic Section, Head of Mechanical Engineering Department and Additional Controller of Examinations at JNTU Hyderabad. Earlier to JNTU service, he served in Southern Railways for two years.



Prof. G. Ranga Janardhana has attended technical and management courses at IIT Kanpur and IIM Bangalore. He worked as Member, Andhra Pradesh Public Service Commission, Vijayawada from 14-9-2016 to 17-01-2021.

#### 2. Guest of Honour - Mrs. Madhumita Murli, HR manager, HCL Pvt Ltd



Ms Madhumita is an energetic, enthusiastic and positive-minded human resource professional who currently engages as Lead HR - Fresher Campus Recruitment at HCL Technologies. She did her Bachelor of Engineering (B.E.), Electronics and Instrumentation from SRM Valliammai Engineering College and her MBA in HR and Marketing from Shiv Nadar University. Since 2021, she is the Deputy Manager - Talent Supply Chain at Chennai engaged in E-School Talent Acquisition Lead for HCL Technologies via Campus/Off-Campus Placements for Freshers.

### Along with,

#### 3. Mr. Raimund Rittnauer, faculty from Vienna University.

Raimund Rittnauer is a programming enthusiast having 10 years of experience programming C# at a company in Europe. Alongside his job, he is currently pursuing Business Informatics at the Vienna University of Technology. He has created numerous web applications for Austrian companies.



He teaches at SSE as an Adjunct Faculty via the IAESTE Program, where he works together with the institution in creating and continuing a voluntary training course on par with international standards.



The Placement Success Meet is all about celebrating the dream of parents to see their child excel in career and in life, coming true. The students are felicitated for their academic achievement as well as their success in securing their dream job.



The program started with a welcome note delivered by Ms. Sai Krishnam followed by the ceremonial lamp lighting by the distinguished guests.



The program proceeded with a motivational address by Dr. A. Senthil Kumar, Principal, Sanskrithi School of Engineering.



The program continued with the brief presentation of the Placements Report 2022, by Dr. BalaKoteswari madam, Dean, Academics and Principal, Sanskrithi School of Business. The presentation gave an overview of the placement activities for the year.



Following in the agenda was the highlight section of felicitation. The felicitation session began with felicitating the hon'ble guests on the dias, followed by felicitating the students on their successful placements. The most celebrated achiever among placed students was Ms. P. Srivalli, securing jobs in 13 reputed companies.



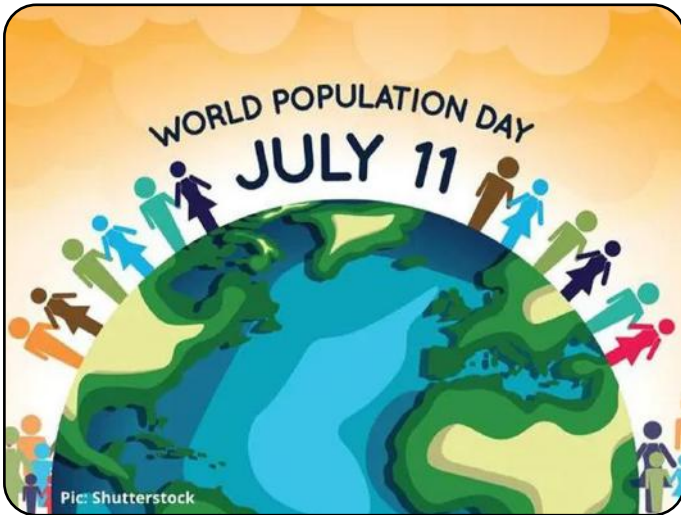
The program then proceeded with the Hon'ble Chief Guest Prof. G. Ranga Janardhana, addressing the students and parents congratulating them for the great success.



Followed by felicitating the students who secured job offers from more than 5 companies and more 3 companies. The students receiving offers from



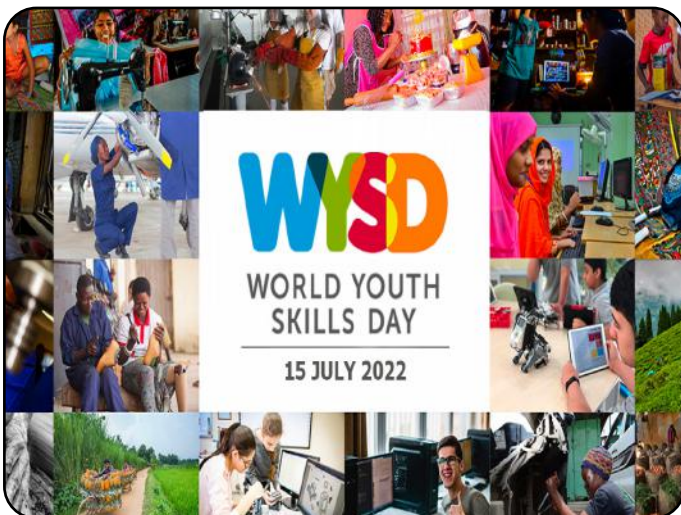
## Important National & International Days in July



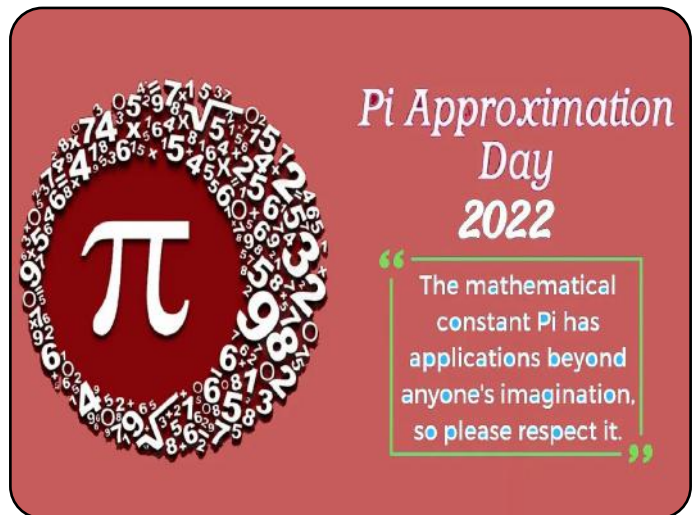
World Population Day is observed annually on **11 July** to focus attention on the urgency and importance of population issues.



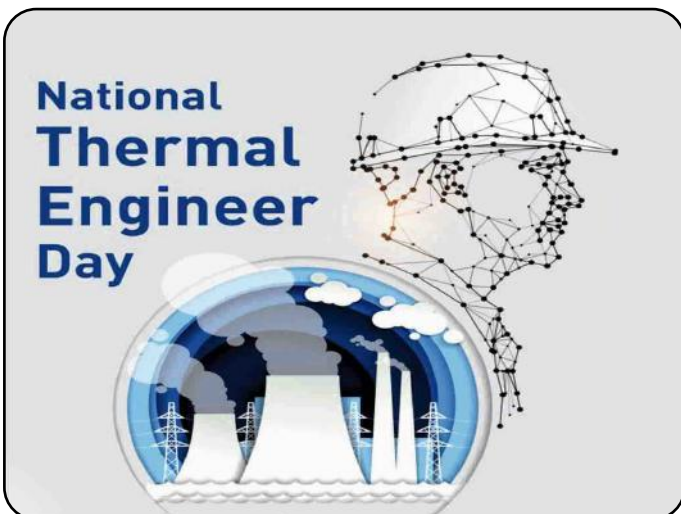
Paper Bag Day is observed on **12 July** annually to recognize the importance of the invention of the Paper Bag that we mostly take it for granted. In 1852, Francis Wolle, a schoolteacher, invented the first machine to mass-produce paper bags.



World Youth Skills Day is celebrated on **15 July** every year to raise awareness about the importance of technical, vocational education & training and the development of other skills relevant to both local and global economies



Pi Approximation Day is observed on **22 July** every year because of the value of Pi that is 22/7. Whereas Pi Day is celebrated on 14 March which is similar to the approximate value of 3.14 and also coincides with Albert Einstein's birthday.



National Thermal Engineer Day is observed every year on **24 July** to show the importance of advancing the thermal engineering industry and is provide the electronics industry with innovative, high-quality, and cost-effective thermal management and its packaging solutions.



Kargil Vijay Diwas is observed on **26 July** and is named after the success of Operation Vijay. The Kargil war was ended on 26 July which continued approximately 60 days. This day is celebrated to honor the Kargil War Heroes.





# APSCHE

Andhra Pradesh State Council of Higher Education



*From the  
Chairman's Desk*



## The Team and The Leader

John C. Maxwell said, "Teamwork makes the dream work". The implication of the saying is that to realize a dream, it needs a dedicated, committed, and hardworking team that shares the common dream. It is a common practice in the world to attribute the success of an invention or an innovation to an individual. But in reality, success is the result of a collective effort of a team. Henry Ford says, "Coming together is the beginning; keeping together is progress, and working together is success". Let us not forget that a team is to be led by a leader. The success of the team solely depends on the attitude of the leader. An African proverb succinctly summarizes the importance of a leader, "An army of sheep led by a Lion can easily defeat an army of lions led by a Sheep". When we utter the word Apple, the immediate name that comes to our mind is Steve Jobs. However, we all know that the iconic products of Apple Company are the result of the efforts of thousands of developers and software professionals. Steve Jobs gave them inspirational leadership that ignited the zeal and fire in them to create unique products. The same is the case with Bill Gates.

The job of a Leader is not to create followers but to create more leaders. It is a big mad world out there and in this rat race for success, you have to compete with people who are either equally qualified or more talented than you. The secret to getting a lead is to have a great team with you. Thomas Alva Edison, who is considered to be the greatest inventor, had a team of twenty-one assistants. If you want to build great orga-

is dream workplace for many youngsters. It all started very humbly under the leadership of Narayana Murthy with Nandan Nilekani and Kris Gopalkrishnan as his team members. It created history in the software industry globally. It is pertinent to note that Narayana Murthy was taught Western Classical Music by his father. In Western Classical Music, a group of people, each an accomplished maestro, come together and work to produce an outstanding symphony where it is not possible to achieve the same result individually.

My dear students, to become a leader, you ought to have a focused vision, dedication, commitment, passion, patience, and the ability to create more leaders. As a member of a team, one should be enthusiastic, ready to learn, and have a burning desire to excel. To achieve success, both the leader and the team must overcome their egos.

నువ్వు సప్తకావాలంటే ముందుగా ద్రష్టకావాలి  
నువ్వు నాయకుడిగా ఎదగాలంటే ముందు సేవకుడిలా ఒడగాలి  
నీ తల ఆకాశమంత ఎత్తులో నిలబడాలంటే  
నీ పాదాలు భూమిపై స్థిరంగా ఉండాలి

*K. Hemachandra Reddy*

**Prof. K. Hemachandra Reddy**  
Chairman, APSCH

Date: 15-07-2022







Felicitation of Shri E. Sreenivasulu on the occasion of relief as University Engineer on 02-07-2022



Press Briefing by AP State Council of Higher Education on the eve of APEAPCET - 2022 Examination attended by core committee members in virtual mode Date 02-07-2022.



Observing 125<sup>th</sup> Birth anniversary of Shri Alluri Sitarama Raju freedom fighter at Administrative Building JNTUA on 04-07-2022



Hon'ble Vice Chancellor Prof. G. Ranga Janardhana inspecting APEAPCET - 2022 Examination Center at Anantha Lakshmi Institute of Technology and Science Ananthapuramu on 04-07-2022



Meeting of Representatives of Blekinge Institute of Technology, BTH, Sweden with Faculty and Students of JNTUA CE Ananthapuramu 04-07-2022



Felicitation of Shri Gurudutt Velpula Deputy Director IR, Representative of Blekinge Institute of Technology, BTH, Sweden by Prof. G. Ranga Janardhana on 04-07-2022





Felicitating of Shri Sai Prashant Joysula, Program Manager and Representative of Blekinge Institute of Technology, BTH, Sweden by Prof. G. Ranga Janardhana on **04-07-2022**



Hon'ble Vice Chancellor Prof. G. Ranga Janardhana inspecting APEAPCET - 2022 Examination Center at Annamacharya Institute of Technology and Sciences, Tirupati on **06-07-2022**



Release of University Examination Results Online by Hon'ble Vice Chancellor Prof. G. Ranga Janardhana on **08-07-2022**. Also seen Prof. E. Keshava Reddy Director of Evaluation along with other Examination Branch Officials.



Observing 73<sup>rd</sup> Birth anniversary of Maha Netha Dr. Y.S. Rajasekhara Reddy at Administrative Building JNTUA on **08-07-2022**



13th Sports Council General Body Meeting at Department of Mechanical Engineering, JNTUA CE Ananthapuramu on **12-07-2022**



Felicitating of Hon'ble Vice Chancellor by the Physical Directors of Affiliated Colleges on **12-07-2022**





Group Photo of Members of Sports Council General Body at Department of Mechanical Engineering, JNTUA CE Ananthapuramu on 12-07-2022



Induction programme for Research Scholar admitted in Academic Year 2021-22 on 13-07-2022



Signing of MOU between JNTUA and M/s Kapoor and Associates, New Delhi on 14-07-2022 regarding Architectural and Structural services.



Capacity Building programme on "Financial Literacy" conducted by Board for community development through education, Govt. of A.P. at JNTU Anantapur on 16-07-2022.



Presentation of Memento to the Resource person Dr. K. Rajendra Prasad by Prof. M.L.S. Deva Kumar Secretary & CEO at Board for Community Development through Education, Govt of AP on 16-07-2022



Anantapur Region Cluster of A.P. Higher Education Planning Board meeting held at V.C. Conference Hall JNTUA on 18-07-2022





Online Meeting of Computer Science and Engineering Faculty of JNTUA CEA with IIIT Directors of Delhi and Hyderabad regarding CSE DU Faculty Development Programmes on 22-07-2022.



Online Meeting with University Faculty regarding Affiliation process on 22-07-2022.



3rd Meeting of Andhra Pradesh Higher Education Planning Board on Education 4.0 – Roadmap for a New Era of Higher Education inauguration conducted at RDT Sports Complex Ananthapuramu on 29-07-2022.



Inaugural Address by Prof. K. Hema Chandra Reddy, Chairman, APSCHE, Amaravathi.



Address by Shri J. Shyamala Rao IAS, Principal Secretary, Department of Higher Education, Govt. of Andhra Pradesh



Address by Dr Buddha Chandrasekhar, Chief Operating officer, AICTE, New Delhi.





Address by Hon'ble Vice Chancellor  
Prof. G. Ranga Janardhana, JNTUA.



Address by Prof. M. Ramakrishna Reddy, Hon'ble  
Vice Chancellor of SKU, Ananthapur.



Address by Prof. S.A.Kori, Hon'ble  
Vice Chancellor of Central University  
Andhra Pradesh, Anantapur



Release of book titled Education 4.0, A road  
map for a new era of Higher Education published  
by APSCHE.



Release of APSCHE Manual for Quality Enhancement and NAAC Accreditation Ver.2.0 by the Dignitaries



# Tech Ananth

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