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**JNTUA CEA sanctioned Research Project costing Rs. 37L by SERB, GoI.**

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## International Womens Day

**JNTUA Celebrates Achievement of it's outstanding Alumnus Ms. Sushma Kallam, (ECE 1995-1999), An Entrepreneur, Film Maker, Social Activist.**

Ms. Sushma Kallam
JNTUA CEA (ECE 1995-1999)

# CONTENTS

# Importance of Internship to Students and Recent Graduates

*Internships have always been important to college students, but never more than now - Katie Riley.*

**- Dr.E Keshava Reddy**

## The concept of an internship

You require experience to get practical knowledge in your field of endeavour. Employers today place a lot of emphasis on resumes that show a meaningful work history, whether it comes from paid employment, volunteer work, or an internship at a business.



An internship is a formally sanctioned programme that businesses provide to assist in educating and giving students and recent graduates job experience. Graduate and undergraduate students who want to conduct research or obtain practical work experience frequently participate in internship programmes. Internships are now provided by almost all industries and business sizes, from big multinational corporations to small startups. Also, there has been an increase in "virtual internships," which allow people to work digitally as interns for multinational corporations. The value of an internship in today's environment is demonstrated by the abundance of internship possibilities.

## How valuable is job experience?



To launch your career as a recent graduate, gaining job experience is crucial. It is best to begin accumulating experience as soon as possible for your resume. Working experience is not just limited to office jobs at big companies. You can work as an intern at a small business or freelance to get experience. Any experience in which you utilised transferable talents for your future work is a great asset to your resume. By showcasing the skills that are pertinent to and transferrable to the position you are seeking, it can help you show an employer your devotion and abilities. One of the finest ways to acquire that crucial work experience is through an internship.

## Why internship?

## Exposure to the real world



Regrettably, having a degree and getting high grades on tests no longer provides you with the necessary professional experience to be successful in the workplace.

You will be able to expand your knowledge, obtain real-world experience, and decide if you are in the proper career field by participating in an internship. In addition to giving you first-hand experience in the working world, internships also give you the chance to learn about the professional path leading to the position you want. You can learn how to integrate the skills you pick up during an internship into your future careers.

Young grads and students can learn a lot while meeting new people and establishing contacts in the business world, which is another benefit.

## It is a platform to establish networking connections
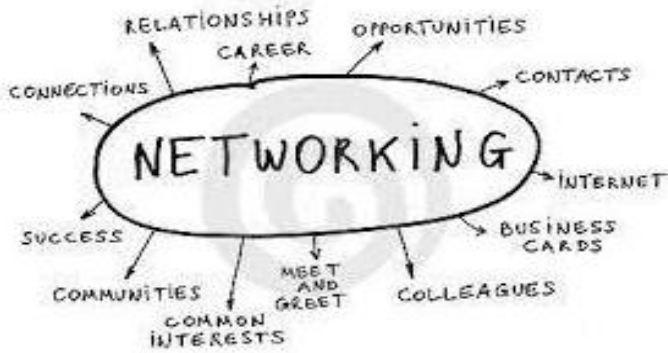


Through exchanging information, people can become acquainted and build relationships that can help them in their careers. Before they even graduate, students have the invaluable opportunity to network and forge important professional contacts through internships, which are experiential learning opportunities.

Other students use it as a launch for additional options within the same company, including full-time employment. Your chances of developing professionally increase when you come into contact with more people who share your interests. You will learn more about how these people operate, their methods for dealing with challenges, and how they do their tasks. People differ in their skill sets. You will learn how to work with various individuals and in varied work contexts by meeting them and observing them at work. You can adapt their tactics to your situation by using them.

## Helps to learn more about yourself

You might begin as an intern in a particular industry. Nevertheless, the more you look into it, the more you'll learn about it. Each industry has its benefits and drawbacks. You may better comprehend the scope of your area by working in a real-world setting, which will also help you decide if it's a career you want to follow in the future.



Your abilities will become more clear as a result of an internship, which will also motivate you to identify your strengths and flaws. It occasionally presents difficulties. Yet, the advantages you acquire from being forced out of your comfort zone will be extremely helpful to you later on when you are faced with a challenging task or circumstance.

## Helps you gain technical skills and social skills



Business and technical skills are not the only things that the industry needs of professionals working for organisations. You also need people skills because, no matter how talented you are, you won't achieve in any field unless you learn to work collaboratively and as a team member.

Also, you must understand how to work under pressure and the significance of deadlines. An internship exposes you to the difficulties of the workplace, and having firsthand knowledge of these obstacles will help you in future interviews by demonstrating your adaptability to the organisation.

## You gain a competitive edge



Everyone is aware of how fiercely competitive the job market is, especially in the current economic climate. The post you are applying for can have hundreds of applicants. Hence, you must devise a plan to differentiate yourself. You can gain the skills and

information you need to stand out to companies and persuade them that you'd be a good fit for their company through internships.Also, it demonstrates that you have the motivation and ambition to get experience outside of the classroom.

## Statistics

There is a wealth of evidence that shows how important it is for students to complete an internship at a company. US graduates who complete more than three internships are more likely to find a full-time position.

More and more educational institutions are placing a strong focus on the need for students to graduate with experience and a grasp of the value of an internship. In accordance with the same study, 81.1% of graduates claim that having an internship improved their employment prospects significantly.

Internship completion was linked to higher incomes in the UK, for both middle-class and working-class students. All of these studies demonstrate the value of an internship in the contemporary world.

## Conclusion

Future remote employment prospects will increase significantly, and they may represent a competitive alternative to working from an office. That merits taking into account in your professional plan.

There are still other ways you can make the most of this time if a remote internship is not for you. The worst thing you can do right now is to do nothing and hope for something to happen; instead, you might choose to pick up new skills like programming or volunteer with a nearby nonprofit

In conclusion, internships are essential in determining one's career path. Students and recent graduates benefit from real-world exposure to working contexts, as well as the development of the skills essential to stand out in a crowded job market. Now that you are aware of the value of an internship, it is time to look for a course in your field of interest.





## 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.moodlecloud.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.

# Magnetic Resonance Image
## A Mirror to the Human Anatomy
### English Translation of Telugu Transcript of Speech delivered on All India Radio Anantapur Station FM 101.7 by Dr. R. Padma Suvarna.

Without making a small cut on the body... without the need to open and see... inside...how to know about the internal organs of the body?

This complex question has plagued man for centuries. After a long struggle, the well-known X-ray was born. This is a 19th -century invention... a big step forward in the field of medicine! However, another big step was taken which can be said to be an unparalleled step from the past. Completely different from X-rays... without any side effects a unique device which clearly shows the internal organs is Magnetic Resonance Imaging scanner.

MRI is a fascinating combination of magnets, radio waves, computers and body chemistry. Many special features of this procedure allow for the ease of viewing and taking pictures of even the most delicate tissues of the body without the need to make even a small incision on the body. The brain, spinal cord, blood vessels, joints etc., can be clearly observed, and the problems and diseases in them can be identified and treated wonderfully. There is no other better way to see sensitive tissues.



MRI reveals the inner "subtleties" of the human body... in front of our eyes in moments.

With the development of the science and technology, the methods of seeing the internal organs of the body have changed drastically. Initially, in 1895, Sir Rontgen invented the X-ray method to know the condition of internal organs of the body. That is a miracle!. But later, with the discovery of submarines, the principle of "ultrasound" became available. Then, with the increase in understanding of the structure of molecules, "nuclear medicine" developed. Then by injecting a coloured liquid(dye) into the human body, doing angiography with the help of X-rays came into existence. Later, Computed Tomography (CT) scan which works with X-rays was developed. Then in 1970s a unique method namely, Magnetic Resonance Image, MRI was developed which allows to view internal organs at sub-atomic level without using X-rays. As MRI does not uses X-rays it has no side effects.

Magnetic resonance imaging allows us to see inside the human body with amazing details, by using magnets and radio waves. The first MRI scanner used to image the human body was built in New York in 1977. Since then, the technology has come a long way and MRI is now used frequently by doctors to look inside the human body.

Magnet is the heart of MRI. The magnetic potential is measured in Gauss/Tesla. (1Tesla=10,000 Gauss) Our earth's magnetic field is 0.25 to 0.65 gauss. The magnetic field used in MRI machines ranges from5000 Gauss to 20,000 Gauss. Magnetism is a property of matter that is a result of the orbiting electrons in atoms. The orbiting electrons cause the atoms to have a magnetic moment associated with an intrinsic angular momentum called spin. The magnetic field in magnetic resonance imaging (MRI) scanner is generated by surrounding a coil of wire with super cooling fluids (liquid helium and liquid nitrogen) lowering the temperature to about 10°K (-263°C or -441°F). Electrical current in the coil moves very fast creating the extremely large magnetic field.

Magnetic resonance imaging scanner uses the body's natural magnetic properties to produce detailed images from any part of the body. For imaging purpose the hydrogen nucleus (a single proton) is used because of its abundance in water. The basic principle of MRI scanner is that human body consists of nearly 80% of water.

Water molecule consists of 2 hydrogen atoms and 1 oxygen atom. A Hydrogen atom has 1 proton and 1 neutron in its nucleus and 1electron outside the nucleus. These hydrogen atoms behave like tiny magnets and are very useful for the MRI analysis process. Initialy all the hydrogen nuclei are randomly oriented. But,When the human body is placed between large magnetic poles, like the little children at school obeying their drill teacher, all the tiny magnets change their orientation towards the same pole.

Radio waves are then sent from the MRI machine and move these nuclei out of the original position. As the radio waves are turned off, the hydrogen nuclei return to their original position(reorient) and send back radio signals. These signals are received by a computer and converts into an image of the part of the body being examined. This image appears on a viewing monitor.The radiowaves emitted from different tissues in the body are different. So based on that variation, computers create "three-dimensional" images.
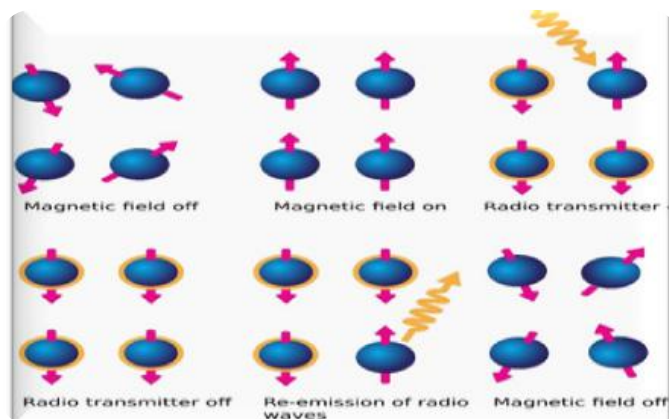


This procedure was initially called Nuclear Medical Resonance (NMR)becausethe method is based on the behaviour of nuclei.But in America and other countries, due to the fear of nuclear weapons, there was a chance of misunderstanding the name ``nuclear" and hence MRI was finalised.

MRI device consists of a large square box with a wide tunnel in the middle connected to it by a stretcher-like table which looks very large. But it is completely safe. After the patient lies on the table, it slowly moves into the tunnel. That tunnel is a huge magnetic field! When the part of the body to be tested comes near the magnets, specialists view images of the part on a computer screen in an adjacent room.

MRI images are particularly useful in diagnosing problems related to the brain and spinal cord. For example, how is the blood supplied to the brain, and how the blood vessels carry blood to the brain can also be well observed in it. If any problem occurs - which blood vessel is causing the problem? Is this blood vessel an artery? vein? That can also be known. Also, if there is a tumour of one-centimetre size in the brain... it is difficult to detect it normally. But with MRI even the size of the grain can be known.
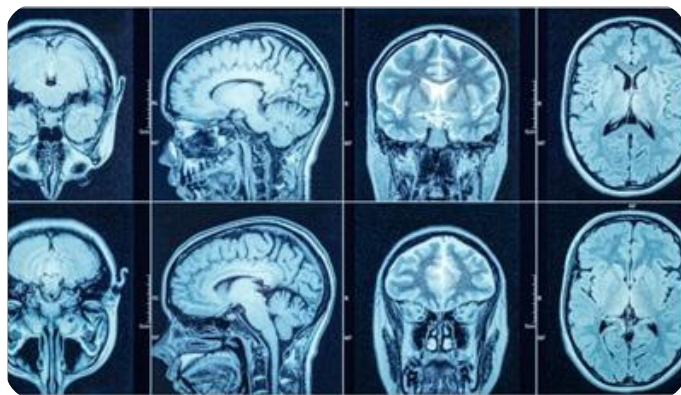


Also, with the help of MRI, all the details related to muscles and bones can be known. Especially what is happening in the soft tissue, muscles and their condition, bone and joint problems like arthritis can be identified clearly.

As the MRI is not working with X-rays, it does not have the side effects of radiation. Also, in the past, the patient had to be turned back and forth to take pictures from various angles. There is no such requirement in this. Image can be taken in any direction without the need to move the patient.

In 2003, two Scientists, from British and America received Nobel Prize for the invention of MRI.

## Translators of the original Telugu manuscript



M. Krishna Kankshith
Student B.Tech Chemical Engineering
4th year 2nd semester. His long term goal is to do research in reputed foreign university.



K. Moksha Sai
Student B.Tech Chemical Engineering
4th year 2nd semester. His long term goal is to establish career in entrepreneurship.

## About the Speaker



Prof. R. Padma Suvarna has obtained M.Sc ( Physics) from Sri Krishnadevaraya University, Anantapur in 1994, M.Phil., in 1997 and Ph.D in 2002 from the same institute. In 2011, she joined as an Associate professor in Jawaharlal Nehru Technological University in Anantapuramu and in 2015 she became a Professor in the same institution. Served as the Head of the department from 2011 to 2022, and from 2022 onwards she has been serving the University as the Director for Sponsored Research. Till now, she has guided 07 Ph.D. students as a supervisor, 09 Ph.D. students as a Co-Supervisor and 6 students are presently pursuing under her guidance. She has presented several popular talks on Science in All India Radio (AIR).

# NATIONAL EDUCATION POLICY-2020

## The multiple entry and exit system (mee) in Higher Education

- Dr. A.K. Damodaram

**T**he third major revamp of educational policy in India 'The National Education Policy (NEP-2020)' is in enactment with the primary objective of 'quality in education and adoption of innovation & research' that promise India to become a knowledge superpower by enhancing the necessary skills in its students. The policy aims to increase Gross Enrollment Ratio (GER) and provide 'Flexible Learning Paths' that allow the student to avail multiple entries into and exit from the program. This article aims at providing a comprehensive understanding of multiple entry and exit system.



New National Education Policy 2020 (NEP 2020)



Fig. 1. Academic Pathways in Multiple-Entry & Exit System (Author's illustration)
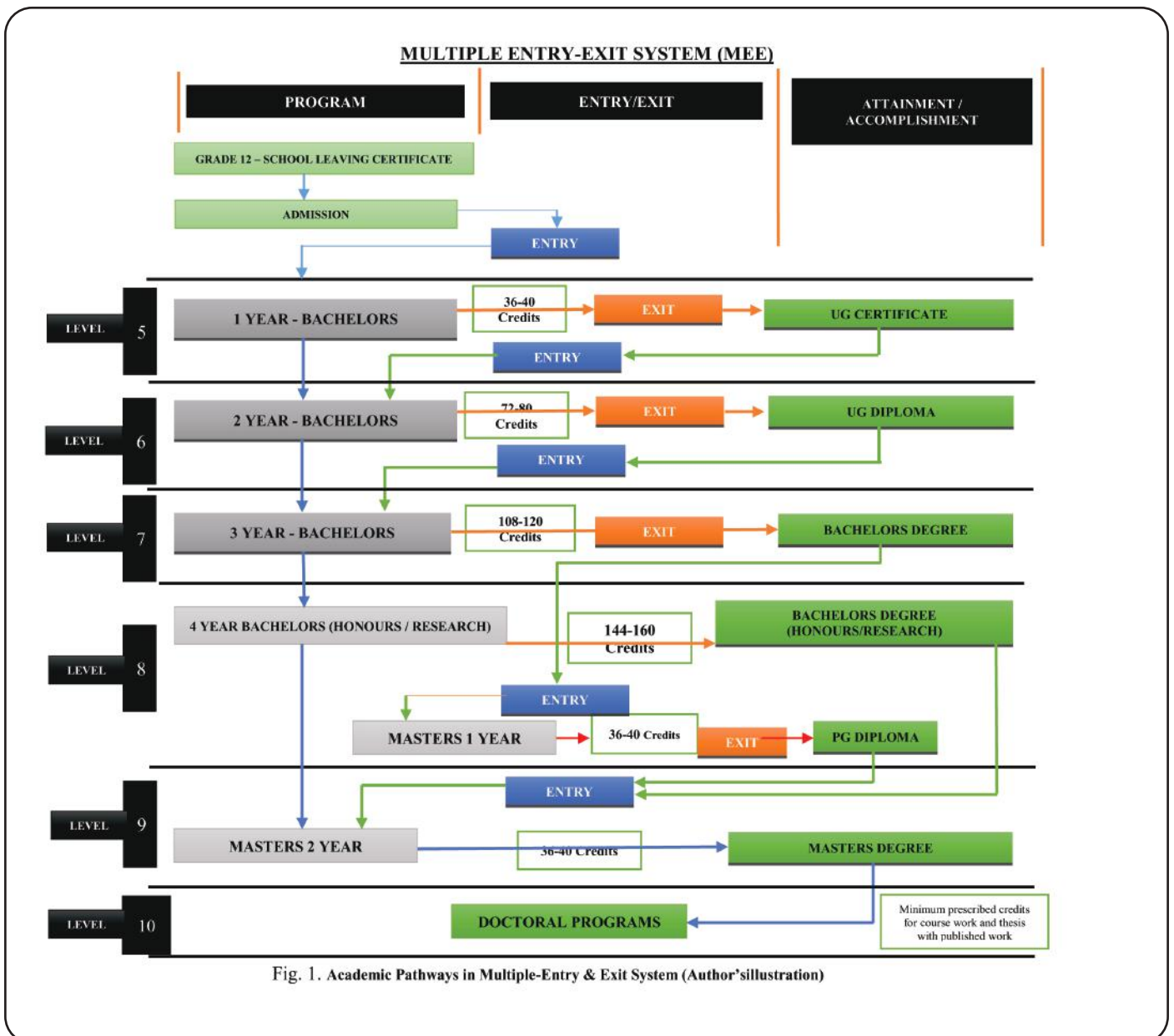
Flexible academic paths as shown in fig.1 describes the structure of the higher education system after introducing the Multiple Entry and Exit system in the Indian higher education system. Level 5 is the entry-level higher education system (with a grade 12 school leaving certificate). Level 5 to level 7 are Bachelor; Level 8 is Bachelor's with an option to pursue honor's/research degree; Level 9 – Masters; and Level 10 is a Doctoral program.

## MEE – Conceivable Cases

| Case1: Level 5 to Level 7 | | |
|---|---|---|
| Status | Accomplishment | Progress prospective |
| Completion of First Year Bachelor's | Certificate | Can progress to 2nd Year Bachelor's |
| Completion of Second Year Bachelor's | UG - Diploma | Can progress to 3rd Year Bachelor's |
| Completion of Third Year Bachelor's | Bachelor's Degree | Can Proceed to 1st Year Master's Programs Can Proceed to Final Year Bachelor's (Honors/ Research) |

| Case 2: Level 8 for 3 Year Bachelors | | |
|---|---|---|
| Status | Accomplishment | Progress prospective |
| Completion of 1st Year Master's | PG Diploma | Can progress to 2nd Year Master's |

| Case 3: Level 8 for 4 Year Bachelors | | |
|---|---|---|
| Status | Accomplishment | Progress prospective |
| Completion of 1st Year Master's | PG Diploma | Can progress to 2nd Year Master's |

| Case 4: Entry within Level 4 and Level 4 to Level 5 | | |
|---|---|---|
| Status | Accomplishment | Progress prospective |
| Completion of ITI | ITI Certificate | Can progress to 2nd Year Diploma |
| Completion of 3 years Diploma | Diploma Certificate | Can progress to 2nd Year Bachelor's in Engineering & Technology |

Case 4 is already existing before NEP-2020 giving scope to a student with a pass in ITI shall take direct admission in the second year of the Diploma and a student with a pass in the Diploma shall take admission in the second year of the UG course in Engineering & Technology (Lateral Entry).

## Scope of MEE in Transforming Engineering Education

The MEE's prime objective is to provide academic flexibility and pathways leading to the award of certificates, diplomas, and degrees to students, removing rigid existing boundaries for the students to choose and learn the subject of their choice. The MEE also facilitates 'lifelong learning' besides learning anywhere, anytime, at their own pace for the students. It also facilitates the mobility of the students across the institutions with the help of the academic bank of credits (ABC). In a nutshell, the MEE provides a holistic and multidisciplinary higher education in the student's preferred major and minors. The MEE, overall, is expected to curtail the dropouts in higher education.

For engineering disciplines, MEE offers unique flexibility to pursue a master's program.

◆ A one-year master's program leading to a Master's degree for those students completing a four-year bachelor's program with dedicated research in their final year of study

◆ An integrated five-year dual degree (bachelor's and master's) with a choice to exit at the end of a third-year bachelor's degree and re-enter into a master's program in the same or other higher education institution.

a.	Facilitate new possibilities through suggested academic pathways for learning that provide a scope for entry and exit at an appropriate time into and out of the higher education institution.

b.	Progressive student learning with the flexibility to enter and exit from the obtained 'Credits' facilitated by Academic Bank of Credits (ABC).

c.	Easy migration to other higher education institutions within India and across the world higher education institutions during the tenure of the program.

d.	Scope for internships, industry exposure, and learning by doing, etc. between the exit and entry into higher education facilitating the students to carry out the necessary pre-requisites for the award of diploma/degree and to enhance employability of the students.

e.	Elimination of rigid academic brinks of forcing the student to complete the diploma/degree in a fixed stipulated timeframes.

f.	Facilitates 'earning' in between the 'learning' thus helping the students to self-support their studies.

g.	'Back to home' in needy times when family or personal life demands and rejoining the program to sustain the studies at a later time conveniently.

h.	Providing scope for employability to the students at the time of exit from the program with the earned certificates, diplomas, and degrees.

i.	Authorizing employability opportunities with certificates and diplomas for those students who give up graduate/postgraduate education in unavoidable circumstances.

## Academic Bank of Credits (ABC)

The new education policy proposes an 'Academic Bank of Credit' (ABC) that stores credit gained by the student 'digitally', to facilitate the students for banking academic credit gained by them at engineering institution in India. The ABC promotes academic credit banking, transfer, and redemption within the MEE framework. ABC is expected to integrate multiple disciplines of higher learning. In the framework of MEE, ABC endorses substantial academic autonomy to the students by providing choices of the courses in the selected program of study and course options across many higher education disciplines and engineering institution. The ABC also help the students in accruing credit required for the award of certificates, diplomas, and degrees by tracking the credit earnings. It shall be noted that, if any student redeems academic credits to gain a certificate, a diploma, and degree, such redeemed credits shall be deleted from the ABC facilitating the student to use certificate/diploma as the entry for resuming the studies. At present, the following conditions shall be fulfilled by the Engineering education institutions to get the eligibility to avail credit transfers through ABC.

a.	Grade A or above from the National Assessment and Accreditation Council (NAAC)

<div align="center">Or</div>

b.	The National Institutional Ranking Framework (NIRF)- top 100 ranked institutions

<div align="center">Or</div>

c.	NBA Accreditation with a minimum score of 675 for at least 3 programs being offered in the institutions

As of date, 79.17 lac students created ABC IDs with 'Digilocker' with the 1120 academic institutions, and 233 academic institutions uploaded the mark sheets with credit details with the help of National Academic Depository (NAD). https://www.abc.gov.in/

## Gross Enrollment Ratio (GER)

GER in engineering higher education which is calculated between age group of 18-23 years in India. It is referred as the ratio of enrolment in engineering higher education institutions to the total population eligible age group between 18-23 in the country. The NEP-2020 implementation aims at increasing GER from 26.3 % (2018) to 50% by 2035.

## Conclusion:

The multiple entry and exit system is a game-changer in higher education that brings academic flexibility to the students curtailing 'drop-out' and facilitating learning by the student at their own pace and own learning path. The ABC facilitates student mobility across HEIs, and multiple entry & exit by storing, transferring, and redemption of credits earned by the students to gain certificates, diplomas, and degrees.

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## About the Author

Dr. A. K. Damodaram is a Professor of Mechanical Engineering at Sri Venkateswara College of Engineering & Technology (Autonomous), Chittoor, AP. Dr. Damodaram completed his B.Tech. (Mechanical Engg.) and M. Tech., (Industrial Engg.,) from SVU College of Engineering, Tiruati in 1998 and 2000 respectively. He obtained his Ph.D., (Supply Chain Management) from SVU College of Engineering in the year 2014. He accumulated 22 Years of teaching experience in AICTE-approved, JNTU affiliated Engineering Colleges as of date. He served various academic and administrative positions in engineering colleges which include 'Institution Coordinator' for TEQIP-II project at Sree Vidyanikethan Engineering College, Tirupati, AP. He also published Two patents and One Book. He is the reviewer for IEEE-IoT Journal, Cogent Journal of Business & Management, and Cogent Journal of Education(all WOS journals). He is a Member of SAE, India, the Institution of Engineers (India), and IAENG.

## 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

# On occassion of International Womens Day JNTUA celebrates Achievements of Ms.Sushma Kallam, Alumnus of College of Engineering Anantapur, ECE 1995-1999, an Entrepreneur, Developer of Health care APP, Film Producer & Director, Human Rights Activist.



Ms. Sushma Kallam, Alumnus College of Engineering
Anantapur, 1995-1999 ECE,
Co-Founder Rural Health Link-In, Developer WoW App,
Director & Producer of Documentary Film "Walls and the Tiger".

## About Ms Sushma Kallam

Ms. Sushma Kallam, who is from the village of Thelaprolu near Vijayawada, Andhra Pradesh completed B.Tech. in Electronics and Communication Engineering from JNTUA College of Engineering Ananthapuramu during 1995-1999. She completed a course related to supply chain management in United States of America and worked in several multinational companies as IT operations manager before settling down in Seattle USA. She is self employed and travels along with her daughter frequently to Vishakhapatnam and Hyderabad to visit her parents and to impart Telugu customs and culture to her daughter.

## Developer of WoW application a technology solution for medical delivery to rural India, for connecting women to health care.

Susham Kallam visited Vishakhatnam during the Covid period and was forced to stay for more than a year and a half in the Kondakarlaaava region. During her stay she came to know about the health problems faced by the residents there, especially she found that women found it difficult as they did not know to whom they should talk about their health issues. Even though women were aware of some telemedicine apps and phone numbers they were apprehensive in approaching them and using them due to fear of loss of confidentiality regarding the information about personal health issues. Sometimes they use to suffer by following the health guidelines and recommendations offered by the Youtubers. Some people were worrying about even seemingly trivial health issues. Some people chose not to visit hospitals even when they require medical attention. For trivial issues, they preferred to suffer physical and mental suffering rather than taking expert counselling.



Understanding the condition of the women, Sushma realised that access to reliable health information has become increasingly difficult for women in rural and semi-urban areas of India. She with the help of her friend Anirudh Kulkarni, a senior principal software engineer at Microsoft Corporation, United States developed the World of Women app.

This mobile application connects women to health care and provides women with the right health information in a safe environment using advanced technology available through the WoW - World of

Women app. The application raises awareness of the safety, mental health, and other concerns of women. This app has been made available in local languages and is absolutely free to use. Questions of women are answered through this app without the need for the women to furnish their name or phone number, ensuring women's safety. Nobody is aware of the origin of the questions and answers expressing doubts. Using only codes and notifications, suggestions in the form of video are sent to the mobile. When to see a doctor, and simple techniques for treating health issues are made available to the users of the app. Under the pressure of work, it is normal for women to forget monthly periods information. When doctors inquire about this information sometimes women are unable to provide right information.

**Director and Producer of feature length documentary film 'Walls and the Tiger' in the category of Human Rights, appreciated by the United Nations and environmentalists all over the world.**

Ms Sushma Kallam has produced and directed a feature length film titled 'Walls and the Tiger' • The documentary film is about how rural villagers from the Kona Forest in South India fight to protect their agrarian way of life against powerful global forces. She became the first female Indian director whose film was invited by the United Nations outreach program Cine¬ONU to screen alongside films such as CitizenFour, Fed Up, City of Ghosts, etc. The film was used by the UN to open their Cine-ONU program in Lisbon, Portugal. Sushma Kallam is the recipient of the Amnesty International Best Docu
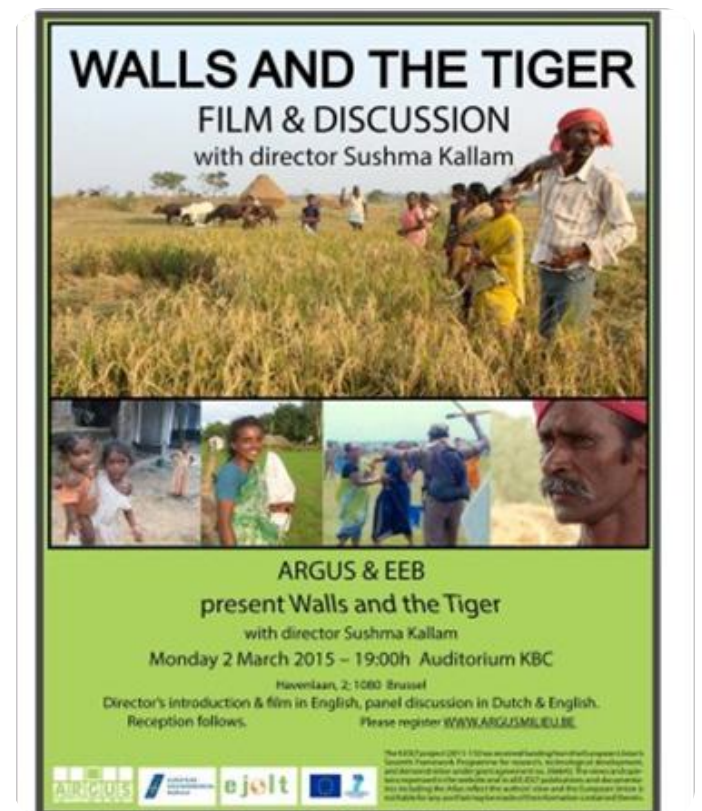


The WOW app has an inbuilt tracker for this purpose. The tracker records the dates of menstrual cycle and also blood loss details. Sushma claims that if the information in the app is presented to the doctors when gynaecological issues emerge, they will be able to treat the patient more effectively right away. Many ladies in Telugu states have already expressed their satisfaction with the services provided by this WoW app.

mentary on Human Rights award at the Tutti Nello Stesso Piatto Festival in Trento, Italy. Walls and the Tiger has been screened in 11 countries, translated into four languages, and has been shown at numerous festivals and universities in Europe in US, raising awareness of one of the pressing issues of present times.

Walls and the Tiger has received the Amnesty International Award for best film about human rights at the seventh "Tutti nello stesso piatto" Film Festival in Trento, Italy. The award ceremony took place in Trento on 26 November 2015.



The Amnesty International Jury said it chose Walls and the Tiger (www.wallsandthetiger.com) because it deals with the pressing subject of area development choices made without consulting those who are concerned. The documentary gives an excellent example of environmental democracy and shows the need to plan territorial development while actively and genuinely listening to all the involved parties. It highlights the farmers' ability to self-organize in order to maintain their rights. The documentary shows that it is possible to make a stand against decisions protecting private interests that damage fundamental rights; and that, if united, the fight can be won."



Walls and the Tiger was featured at a convention of the European Environmental Bureau, one of the union's largest such organizations. The critiques said "Walls and the Tiger doesn't just tell one of the (too) many epic stories of resistance. Director Sushma Kallam gets under the skin of the main characters and beams the audience to the colorful world that is rural India. By bringing a European audience

to tears for the fate of a small Indian farming community, she does more than connecting the dots in our mind. She connects our hearts." Walls and the Tiger was the feature presentation at Ciné-ONU, an always well-attended showcase of documentary films that bear on UN themes in Brussels, Belgium.



Ms. Sushma Kallam speaking at Gothe Institute Cultural Center in the City of Brussels, Belgium before screening of the 'Walls and the Tiger'.
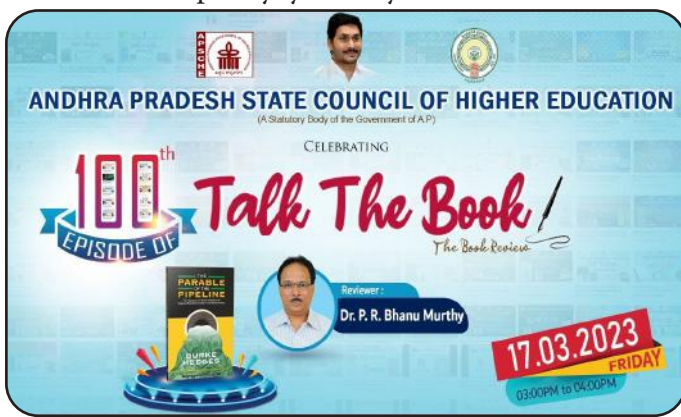
## Co-Founder Rural Health Link Inc., Seattle, Washington, United States

Sushma Kallam developed an AI based audio-visual symptom checker that can be accessed by people who are illiterate and have limited technical skills and healthcare awareness. Most rural users cannot use services like WebMD and Nurse Lines which exacerbate their problems. Rural users then have to go to a neighbouring town to seek care which takes half a day and hence lost wages. This was solved by providing tele-health services that include both online consultations and a free symptom checker with pre-recorded doctor videos so users save time and money. WoW is the application developed by the Rural health link Inc.

A crucial feature of the Rural Health Link-IN platform is that it will allow rural patients to access healthcare services in their native languages. The delivery service incorporates conversational artificial intelligence to bridge digital literacy barriers and healthcare awareness gaps. The platform is carefully tailored to local contexts. A strong team of medical and support personnel in rural India is gauging and demonstrating the feasibility of the approach. The project's IT specialists and programmers are using the village-based findings to shape the Link-IN interfaces and other technology.

# Prof. P.R.Bhanumurthy, Senior Professor, Department of Civil Engineering, JNTUA CEA delivers the 100ᵗʰ Episode of 'Talk the Book' a book review program of APSCHE, Andhra Pradesh

Talk the book is a book review program of AP State Council of Higher Education, Government of Andhra Pradesh for inculcating the habit of reading books in the younger generation. This program was conceived and launched by the Prof.K.Hemachandra Reddy, Chairman APSCHE on 23ʳᵈ April 2021 who felt the need for reviving the habit of reading books among the student community who have lost it due to the invasion of social media. The inaugural episode was streamed live with book titled 'Tholi Upadhyayudu' by Sri.V. Chinnaveerab-



hadrudu, Commissioner, School Education, Government of Andhra Pradesh. On 17ᵗʰ March 2023 the 100ᵗʰ episode was streamed live. Prof. P.R.Bhanumurthy had the privilege of reviewing the book in this 100ᵗʰ episode. Earlier he reviewed a book titled 'Super 30 Visionaries' a book written in Telugu by Sunil Dhavala.
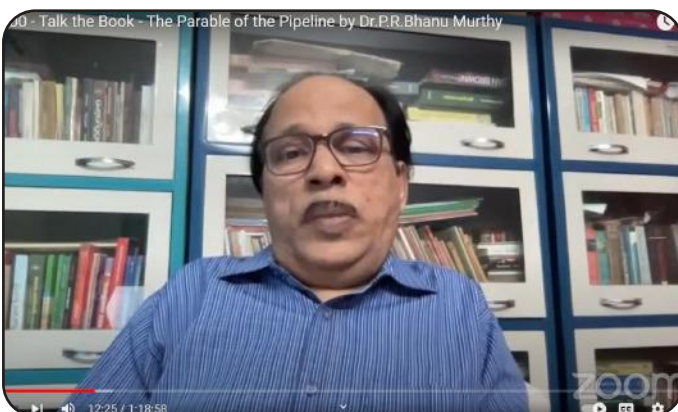


In this 100ᵗʰ episode, Prof. P.R.Bhanumurthy reviewed the book 'The Parable of the Pipeline' written in English by Burke Hedges which teaches us about the importance of financial freedom. The program was for one hour and was streamed live on U tube and the live link was made available to all colleges so that the young students can listen to. Re-

viewing the book Professor Bhanumurthy made the closing remarks **"the most important message this parable of pipeline story gives is when you grow, when you become financially free when you prosper let your efforts, let your enterprise also lead to the prosperity of the community in which you are living, also leads the prosperity of the country in which you are living. So that is the greatest message what this book gives. I request all of you to go through this through this book because there are many many interesting Concepts the language is very simple there are no Hi-Fi words there are no technical words there are no Financial jargon so the book is written in a very simple Style with very simple words and it is only 120 pages so I urge upon all the viewers to go through this book and get your lives a pipeline, all of you build pipelines for your life so that you can be financially free you can spend your time with your families you can spend your time with your friends you can spend your time with your passions so a good luck to all of you."** Prof. P.R.Bhanumurthy thanked the Chairman and other officers of the APSCHE for giving him the honor and privilege of reviewing the book in the landmark 100ᵗʰ episode of 'Talk the Book' an innovative practice launched by the APSCHE.
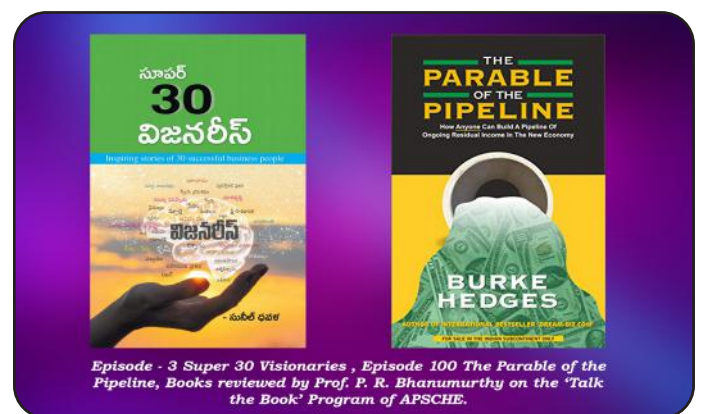


Prof G.Ranga Janardhana, Hon'ble Vice Chancellor JNTUA, Prof. C.Sashidhar, Registrar of JNTUA, Directors of the University, Teaching faculty of JNTUA CEA congratulated Prof. P.R. Bhanumurthy on this achievement.

**Youtube Link for Watching the 100ᵗʰ Episode of 'Talk the Book' by Prof. P.R.Bhanumurthy :** https://www.youtube.com/watch?v=0BoXTwYE48g&t=756s&ab_channel=APSCHETalktheBook

## INDO-MIM Pvt. Ltd, Tirupati conducts Placement Drive for students of Mechanical Engineering @ JNTUA CEA.

JNTU Anantapur College of Engineering Ananthapuramu Placement Office and INDO-MIM Pvt. Ltd, Tirupati conducted campus placement on 09-03-2023. INDO-MIM is a fully integrated Metal Injection Molding (MIM) parts manufacturer with capabilities and proficiency in design, tooling, materials, and a full range of finishing and assembly operations. The officials of the company met the Rector, Incharge Vice Chancellor Prof. M. Vijaya Kumar, Registrar Prof. C. Sashidhar, college Principal Prof. P. Sujatha, Director Industrial Relations and Placements Prof. V. Sumalatha and Dr. J.Sreenivasulu placement officer JNTUA CEA and discussed the job opportunities for students in the core company. 45 B.Tech. 2019 admitted batch Mechanical Engineering students participated in the campus placements drive out of which 21 students passed. Technical interviews were conducted for the qualified students and finally 10 students were offered appointment. Dr. J. Sreenivasulu, Mr. Harish HR Manager and Mr. Bindhu Madhav Senior Operation manager were present in this program.



Officials of INDO-MIM Pvt. Ltd. Tirupati seen with Universtiy and Anantapur Engineering College officials Date: 09-03-2023.

## JNTUA College of Engineering Anathapuramu sanctioned research project "CFD Analysis and Experimental Validation of Heat Flow around Spherical Spheres filled with phase change energy materials" by SERB, Government of India.

Dr. B. Omprakash Assistant Professor, Department of Mechanical Engineering, JNTUA College of Engineering Ananthapuramu has been sanctioned for research project titled, "CFD Analysis and Experimental Validation of Heat Flow around Spherical Spheres filled with phase change energy materials" by Science and Engineering Research Board (SERB), Government of India. The total cost sanctioned for the project is Rs. 37,52,232/- and duration of the project is 36 months. Hon'ble Vice chancellor Prof. G. Ranga Janardhana, Rector Prof. M. Vijaya Kumar, Registrar Prof. C. Sashidhar, Director of Sponsored Research Prof. R. Padma Suvarna and other Directors of the University, Prof P. Sujatha Principal of the College congratulated Dr. B.Ompakash on the occasion.



Dr. B. Omprakash being congratulated by Hon'ble Vice Chancellor Prof.G. Ranga Janardhana. Also seen in the picture are Prof. P. Sujatha Principal, Prof. V. Sumalatha Director Academic and Planning, and Prof. B. Joji Reddy Secretary Sports Council JNTUA. Date: 10-03-2023.

# International Women's Day Celebrations - 2023

### 6th to 8th March 2023
### Venue : Mechanical Seminar Hall, JNTUA CEA Ananthapuramu
### Organized by
### Directorate of Women Empowerment, JNTUA

JNTU Anantapur Directorate of Women Empowerment conducted the "She Lecture Series" as a part of the celebrations commemorating International Women's Day from 06-03-2023 to 08-03-2023. Vice Chancellor Prof. G. Ranga Janardhana attended the inaugural function as the chief guest on 8th March via online. Speaking on the occasion honorable vice chancellor said that in the present society women are faring equally in all fields with men. He said that more than half of the Directors of the University are women. Also the women alumni of the University are holding great positions and doing extremely well. He advised the girl students to take inspiration from them and bring out the best of their talent.

During this event, Registrar Prof. S. Sasidhar spoke about the need for women to engage in activities for the welfare of society. He elaborated that women are playing essential roles in various fields such as education, politics, media services, and science and technology.

Prof. G. Sri Lakshmi, WIE, IEEE, Hyderabad Section who is the special guest, spoke about the significance of International Women's Day and talked about the achievements of women in various fields. She also appreciated the staff and students who won prizes for their performances in the competitions held on the occasion.

Prof. R. Bhuvana Vijaya presided over the event. Other dignitaries who spoke on the occasion included Prof. V. Sumalatha, Prof. R. Kiranmayi, Prof. R. Padma Suvarna, Prof. E. Keshava Reddy, Prof. G.V. Subba Reddy, Prof. A. Suresh Babu, Prof. B. Durga Prasad and College Principal Prof. P. Sujatha. In addition, heads of the departments, teachers and students from various departments participated enthusiastically in the program.

# International Women's Day Celebrations - 2023

**8th March 2023**

**Venue : Main Building Auditorium, JNTUA CEA Anantapur**

**Organized by : JNTUA College of Engineering Ananthapuramu.**

*A Sprakle in Her Eyes*

Celebrating the International Women's Day on 08-03-2023 students, faculty and non-teaching staff organized various events at JNTU Anantapur College of Engineering. Principal Prof. P. Sujatha was the Chief Guest in this program. On this occasion, the Principal said that women are helping equally with men in the growth of country's development. She said that women are participating in sports, politics and also in defence. International Women's Day is celebrated every year to promote women's participation in every field and to educate women about their rights. Later events fashion parade, beauty with brain, blindfold, find the song were organized for the students, teaching and non-teach-ing staff. Everyone enthusiastically participated in these events. The program was organized by Lt. Dr. S. Sharada, NSS Coordinator JNTUA, Associate Professor Department of Chemical Engineering. Ms. M. Jahnavi UG III year Chemical Engineering was the student coordinator for this program. In this program Prof. E. Keshava Reddy Director of Evaluation JNTUA, Dr Ramasekhara Reddy PRO JNTUA, Heads of the Departments Prof. N.Visali, Dr. D. Vishnu Vardhan, faculty and non-teaching and students are participated. The program was also graced by the Prof. C. Sashidhar the Registrar of JNTUA.


Lt. Dr. S. Sharada, co-ordinator speaking on the occasion, also seen is Ms. Jahnavi the student coordinator


Fashion Parade


Blind Fold


Group photo with College Principal Prof. P. Sujatha

# JNT University Anantapur and Yogi Vemana University Kadapa sign a Memorandum of Understanding (MoU) to develop the greenery in campus under the guidance of Department of Botany, Yogi Vemana University

Under the Chairmanship of Hon'ble Vice Chancellor Prof. G. Ranga Janardhana a meeting was held on 14.03.2023 regarding development of greenery in the campus und er the guidance of Dept of Botany, Yogi Vemana University and to have an MoU in developing greenery in JNTUA. The Registrar of JNTUA; Prof. Madhusudana Reddy, Dept of Botany, Yogi Vemana University, Kadapa attended the meeting.

Accordingly an memorandum of understanding MoU was signed by Prof. C. Sashidhar Registrar JNTUA and Prof. Venkata Subbaiah Registrar YVU Kadapa in the presence of Hon'ble Vice Chancellor, JNTUA to develop the greenery in campus under the guidance of Dept. of Botany, Yogi Vemana University. University Engineer & Executive Engineer, JNTUA; Sreenivas, Principal YVU Engineering College, Proddatur; Prof A. Madhusudan Reddy, lead botanical garden attended the program, which was held at Yogi Vemana University, Kadapa on 17.03.2023.



Meeting with YVU Kadapa Officials regarding development of greenary in the campus. Date: 14-03-2023.



Signing and Exchange of MoU by Registrars of JNTU Anantapur and YVU Kadapa in the presence of Hon'ble Vice Chancellor Prof. G. Ranga Janardhana. Date : 17-03-2023.

# JNTUA CEA Students Madhava Narahari and Mohan Dinesh make it to Semi Finals of APSCHE QUIZ CHAMPIONSHIP 2023
### - Contributed by Dr. G. Mamatha, Department of ECE, JNTUA CEA.

JNTUA College of Engineering conducted online exam on 28-02-2023 for APSCHE Championship 2023. Students from 3 Universities in the state i.e. (Yogi Vemana University, Andhra University and Acharya Nagarjuna University) appeared for this examination. 40 teams were selected from each region. Preliminary, Qualifiers, Quarter Finals were held at Yogi Vemana University, Kadapa on March 3rd and 4th for selected teams from YVU area. JNTUA College of Engineering Ananthapuramu team consisting of students Mr. Madhava Nasrahari, Mr. P. Mohan Dinesh participated in the competitions. Team of Mr. Madhava Narahari, and Mr. P. Mohan Dinesh made to semi finals and was awarded certificate of participation. Vice-Chancellor Prof. G. Ranga Janardhana, Rector Prof. M. Vijaya kumar, Registrar Prof. C. Sasidhar and Principal Prof. P. Sujatha congratulated the students.
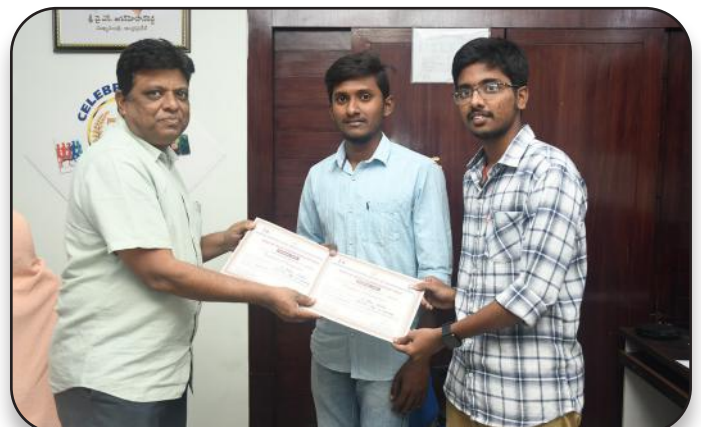


Madhava Narahari and Mohan Dinesh being congratulated by Registrar Prof. C. Sashidhar. Date: 28-03-2023.

# Inauguration of 5 day Faculty Development Program on "Introduction to ML, NLP, & Chat Bots"

## JNTUA College of Engineering Anantapur - 515 002.
### 31st March 2023
**Organized By : Department of Computer Science and Engineering JNTUA CEA**
**in association with**
**Directorate of Faculty Development - JNTUA and ISTE AP Section**

JNTUA College of Engineering Ananthapuramu Department of Computer Science and Engineering inaugurated a five day faculty development program on "Introduction to ML, NLP & Chat Bots" on March 31, 2023. The Program is being conducted in association with Directorate of Faculty Development Program - JNTUA and ISTE AP Section. Principal Prof. P. Sujatha inaugurated the program by lighting of the lamp. She explained the importance of this training as it helps faculty to acquire knowledge of new technical advancements, relevant to modern technology and in turn deliver the same to their students. The teachers were advised by the college principal to constantly update themselves to enhance their professional knowledge, skills and develop personality. The program was presided over by the in-charge Head of Computer Science and Engineering Department, Dr. A.P. Shiva Kumar. Prof. P. Chenna Reddy the coordinator of the faculty development program Director of Faculty Development Prof. B. Eswara Reddy, Director Academic Audit Prof. A. Suresh Babu, Dr. B. Lalitha, Dr. K.F. Bharathi, Vice Principal Prof. R. Bhavani, B. Uday Kiran, Sheikh Rahimuddin from industry, teaching and non teaching staff participated in the inaugural function.

# ANNUAL ATHLETIC MEET
## JNTUA College of Engineering Anantapur - 515 002.
### on 21st MARCH - 2023
### Organized By : Department of Physical Education

Annual athletic meet was organized on 21-03-2023 (Tuesday) at JNTUA College of Engineering Ananthapuramu, for the teaching, non-teaching staff and students. The meet was organized and coordinated by the college Principal Prof. P. Sujatha and Physical Director Dr. B. Joji Reddy. The JNTUA Sports Council Chairman and Vice Chancellor Prof. G. Ranga Janardhana was Chief Guest and inaugurated the meet by lighting the athletic meet torch along with the college principal Prof. P.Sujatha. He received the honorary greetings from UG, PG, MBA, NCC, NSS students marching contingents. On this occasion the students of all departments (both UG & PG) participated in the event.

The JNTUA Vice Chancellor Prof. G. Ranga Janardhana delivered his speech in which he emphasized the importance of sports and games. He told that the growth of mental abilities would increase by playing sports. He then quoted the importance of social, communication skills and told how playing sports can inculcate all these in a person and make the person more focused, healthy & intellectual. Af-terwards many events like running, shot put, long jump, athletic competitions were conducted successfully. The winners of Teaching staff (men) 100 Meters running race are 1st Place – Prof. C. Sasidhar, Registrar, JNTUA 2nd Place – Dr. A. P. Siva Kumar Department of CS &E 3rd Place – J. Sreenivasulu. Winners of Teaching staff (women) 100 Meters running race are 1st Place – Prof. Bhavani, Vice Principal JNTUA CEA 2nd Place – Prof. N. Visali, HoD EEE, and 3rd Place – Prof. K. Madhavi of CSE Department. Also both non-teaching staff and students participated in this event. Prize presentation ceremony was started soon after the events and the winners were awarded prizes by Rector Prof. M. Vijaya Kumar and Registrar Prof. C. Sasidhar. On this occasion Directors of JNTUA, Vice Principal Prof. R. Bhavani, HoD's of all Departments, all teaching and non teaching staff members, students of all departments, NCC Cadets, NSS students members participated with enthusiasm and made the event glorious successful. Sports secretary Dr. B. Joji Reddy said that around 700 students had participated in the event.

# ATHLETIC MEET - 2023
## Winners Gallery

# TECH FEST 2K23
## JNTUA College of Engineering Ananthapuramu - 515 002.
### 28-03-2023

Hon'ble Vice Chancellor attended as a Chief Guest to TECH FEST – 2K23 of JNTUA College of Engineering, Ananthapuramu on 28.03.2023. The Registrar, Principal, Vice Principal, University Officials, Heads of the departments, teaching staff and students attended the program. For the first time all individual department tech festivals had a common inaugural. All engineering departments celebrated their respective tech festivals under the common Tech Fest 2k23 on 28.03.2023.

**RACE 2K23** : A National Level Student Technical Symposium by the Department of Civil Engineering

**EYE 2K23** : A National Level Student Technical Symposium by the Department of Electrical and Electronics Engineering

**DYNAMECHS 2K23** : A National level Student Technical Symposium by the Department of Mechanical Engineering.

**EMERGE 2K23** : A National level Student Technical Symposium by the Department of Electronics & Communication Engineering

**PIXEL 2K23** : A National level Student Technical Symposium by the Department of Computer Science and Engineering

**FUSION 2K23** : A National level Student Technical Symposium by the Department of Chemical Engineering

# SPORTS DAY CELEBRATIONS
## JNTUA College of Engineering Anantapur - 515 002.
### on 28-03-2023
**Organized By : Department of Physical Education**

JNTUA College of Engineering Ananthapuramu celebrated its annual sports day in the monlit evening of 28.03.2023. The iconic main buildingof the college was tastefully decorated with serial electrical lights bringing the festive atmosphere to the fore. Hon'ble Vice Chancellor attended as a Chief Guest for the Sports Day Celebrations. The program began with a traditional welcome dance by Ms. O. Dharani, 2nd year MCA student of Department of Computer Science and Engineering. Then the lighting of the lamp by the dignitaries unfolded the events. The winners of various sports and track and field events were decorated with medals, trophies and certificates. Later the students followed up with dances to the delight of the audience. The Registrar Prof. C.Sashidhar, Principal Prof. P. Sujatha,Vice Principal Prof. R.Bhavani, University Directors, Officials from the University and the college, Heads of the Departments, Prof. B.Jogi Reddy, Secretary Sports Council JNTUA, teaching, non-teaching staff, and students from all departments attended the program making it a grand success.

## Sports Day Gallery
## Venue: Open Air Auditorium, JNTUA CEA.

# COLLEGE DAY 2023 CELEBRATIONS
## JNTUA College of Engineering Ananthapuramu - 515 002.
### 29-03-2023

JNTUA College of Engineering Ananthapuramu celebrated its annual college day function in the evening hours of 29.03.2023. The celebrations were started by the lighting of the traditional lamp by Hon'ble Vice Chancellor Prof. G. Ranga Janardhana who was the Chief Guest. On the occasion Vice Chancellor said that this college has a rich history and many students have studied in this college. He said that many of them are in high positions and advised the students to study well and progress to higher positions. He said that the National Education Policy (NEP 2020) has been incorporated in the University regulations. Through this JNTUA students can choose 40% subjects as per their choice. Students can study other branch subjects, apart from the branch subjects that they are studying. They were advised to choose the field of their choice and achieve their life ambitions. Students were advised to increase their knowledge and skills to get greater opportunities.

Registrar Prof. C. Sashidhar, the Guest of Honor in this program speaking on the occasion said that the youth of our country should help for the development of our country. Especially advised to plan for the life ambition. He also said that the students of our college have also established good industries.

The college Principal Prof. P. Sujatha presiding over the program narrated the events that have taken place in this academic year and elaborated the development programs undertaken.
Vice Principal Prof. R. Bhavani, Student Union Coordinator Mr. B. Joji Reddy, University Directors, teaching and non-teaching staff, students of the college were present for the function. Certificates were handed over to the meritorious students of all the departments by the Vice Chancellor.

# News from Colleges

### KSRM College of Engineering
### KADAPA - 516 005.



## Workshop on LaTeX conducted on 20.03.2023 & 21.03.2023.



## International Women's Day held on 8th March, 2023.

### Appointed as a reviewer

➤ Dr.M.S.Priyadarshini, Professor, E.E.E. appointed as the Reviewer of American Journal of Electrical Power and Energy Systems(EPES) ISSN Print: 2326-912X; ISSN Online: 2326-9200.

### Patents obtained by the faculty Patent Journal Published , India.

1. Patent Application No.202241066486 ATitle of the invention: Synthesis of Aryl Amides from Isocyanides and Carboxylic Acids using Ultrasound-promoted under ambient conditions by 1. Dr.K. Venkata Ramana, Assistant Professor; and Dr.I. Sreevani, Professor, HOD, H&S, KSRM College of Engineering, Kadapa.

2. Patent Application No.202241066490. A Title of the invention : Evaluation and Development of Analytical Procedure for determination of heavy metals used by Industrial Effluents by 1. Dr.K.VenkataRamana, Assistant Professor; and Dr.I.Sreevani, Professor, HOD, H&S, KSRM College of Engineering, Kadapa.

3. Patent Application No. 202241076559 A

Title of the invention: Treatment Of Water Purification With Modification Of Surface, Physical And Chemical Properties Of Activated Carbons By 1. Dr.k.venkataramana, Assistant Professor; And Dr.i. Sreevani, Professor, Hod, H&S, Ksrm College Of Engineering, Kadapa.

### World Forestry Day - 2023.

➤ The Nature Club of KSRMCE – Kadapa has organized World Forestry Day – 2023 Celebrationson 21st March - 2023.

➤ World Poetry Day organized by literary committee on 21.03.2023.

➤ FDP on Design of VLSI Circuits Using Cadance on 27th March, 2023.

### TEXT BOOK PUBLISHED ON DIGITAL ELECTRONICS by the faculty.

➤ A text book on Digital Electonics was published by the faculty Dr. S.L. Prathapa Reddy, Asscoicate Professor, E.C.E. Dept. in the month of March, 2023 with ISBN ISBN-976-93-95331-89-0.



International Day of Mathematics-23 on 14th March, 2023.

### Free Eye camp held on 18th March, 2023.

➤ The NSS Unit of KSRMCE organized a free Eye and Orthopedic Camp in the college on 18th March,2023. Dr.Madhavi, Opthalmologist and

Dr.Subramanya Rao,Orthopedician,extended their services on this occasion.

## MoU with Atal Incubation Center (AIC-SKU).

➢ KSRM College of Engineering extended the MoU with Atal Incubation Center (AIC-SKU) for the year 2023-2024 to enable the startup eco-system in the campus.

## 'Ugaadi' festival celebrations held at KSRMCE on 21st March 2023.

➢ As part of UgadiCelebrations , the festivity committee has organized and celebrated the event. Ugadi marks the beginning of the telugu new year in Andhra Pradesh, Karnataka and Telangana.

## Financial Education for Young Citizens.

➢ A programme on "Financial Education for Young Citizens (Students) – Kona KonaSiksha – A Kotak Securities CSR initiative in collaboration with NISM" is organized by the Dept. of Civil Engineering at CE Seminar Hall on 27-03-2023.

## WORLD WATER DAY CELEBRATIONS

➢ BIO-GAS Plant visit



➢ Prof. T Kiran Kumar and Sri P Rajendra Kumar addressed the students of Civil Engineering on the installation, working, and production process of the Bio-gas plant in the KSRMCE (A) campus.

## Publication of Journal Papers

➢ Sri.B. Veera Sankar, Assistant Professor, Department of Humanities and Sciences, KSRM College of Engineering, Kadapa. Published paper with entitle "Free convective oscillatory flow due to inclined perpendicular shield subject to the thermos-diffusion and suction effects" in journal Heliyon (Elsevier Journal), SCIE indexed journal,

E-ISSN:2405-8440/© 2023, Published by Elsevier Ltd. https://doi.org/10.1016/j.heliyon.2023.e14781

➢ Dr. V. Lokeswara Reddy, HoD, C.S.E Department has published a research journal entitled "Image Filtering and Edge Detection-Techniques and Applications", DongoRangsang Research Journal , Volume: 13, Issue: 01 No: 02, Pages: 36-48 , January-2023, ISSN: 2347-7180, UGC Care Listed (Group-1) Journal.

➢ Dr. T. Mari Prasath published a paper titled : "Investigation of Pungamia Oil Properties using Spectroscopy for Transformer Applications"., IETEJournal of Research, Taylor and Francis online. Impact factor :1.877.

➢ Smt. M.Mary Jasmine, Assistant Professor, KSRMCE has successfully participated in theInternational Short Term Training Programme-VII "Biodiversity and Environment Conservation" organized by Raj Rishi Govt.Autontomous College from 9th -15th March 2023.

➢ KSRM College of Engineering received approval from AICTE to establish AICTE-IDEA lab in the campus. The approval was received on 31-03-2023. Theteam of R and D cell headed by Prof. M. Venkatanarayana preceded theapplication process.

## Publication of Indian Patent

Dr. D. Arun Kumar published Indian patent titled : "Smart Pill Reminder". Application Number 202141045804, Application Filing Date 08/10/2021, FieldOf Invention BIO-MEDICAL ENGINEERING, Classification (IPC)A61J0007040000, G06Q0010100000, G08B0021240000, G08B0025080000, G08B0025010000

## One Week Workshop on C++ Programming.

## Sree Venkateswara College Of Engineering Nellore- 524 316.



### International Women's Day 2023 Celebrations At SVCN

♦ International Women's Day 2023 celebrated in SVCN campus in association with SVCN Women Empowerment & Grievance Redressal Cell(WE&GC) during March 7th & 8th, March 2023 with 50 Women Faculty of SVCN B.Tech / SVCN Diploma and Girl students of III,IV year B Techs representatives.

♦ Chief Guest for the Program Mrs. Rama Devi MRO, Kodavaluru, Guest of Honour, Smt. Vasantha Kumari, MEO, Kodavalluru & Smt. Rukumini, APM, Kodavalluru as Special Guest for the program have motivated the students with their valuable speech up on the need of education for girl student & for their family, how to handle the hurdles, Inculcate good practices in their daily life, motivated them to improve the skills set as per the requirement of industry & also aware them up on the Laws , that are there in the constitution of our country for Women (extraordinarily).On this occasion, student have actively taken part in the programs by singing songs, dance, skits & other performances and enthused the Audience/Participants.



### SVCN Hosting the Nellore Regional WOMEN Empowered Self Help Program by AP Govt.

Women Empowerment Self Help Group program conducted A Project Exhibition and Appraisal program at SVCN campus on 15th March 2023.Women Empowerment Self Help Groups (SHGs) Program conducted today in SVCN Seminar Hall

* Chief Guest, Sri Imtiaz Ahmed, IAS - AP State Commissioner, Rural Development Activities, CEO

  SERP & SPSR Nellore District Collector Sri KVN Chakradhar Babu have graced the occasion.

* Sri Sambasiva Reddy, Rural Development Project Director& Rukmini, Assistant Project Manager,

  Kodavaluru, Co- ordinated the program.

### Interaction of IAS Officers with Students undergoing Training in Advanced Computations Learning.



Sri Imtiaz Ahmed, IAS - AP State Commissioner, Rural Development Activities, CEO SERP & SPSR Nellore District Collector Sri KVN Chakradhar Babu Nellore District collector visited SVCN Campus, newly Inaugurated Intel Unnati Lab and interacted with students undergoing Training in Advanced Computations Learning and Appreciated the college Management on making Students move towards Enhanced Learning by providing Emerging Lab Infra Opportunities which will help in their Placements.

### ISKCON, Nellore in association with Rotary club, Nellore organized Career Guidance Program on the topic "Complete Education with Character Building".

ISKCON, Nellore in association with Rotary club, Nellore and Internal Coordination of SVCN Career Guidance Cell has organized Career Guidance Program on the topic "Complete Education with Character Building",Conducted at SVCN Campus on 14th march 2023, during 11.00 AM to 01.00 PM.

ISKON Guru Sri Krishna Chaitanya Swamy Guru,(USA) & Dr. Sukhdev Swami ,ISKCON Nellore addressed Outgoing IV year B Techs during this Career Guidance session on how the educations become complete with the building of Concentration, Positive Thoughts/attitude & respect.

During this program "30" SVCN Engg Aspirants studying Intermediate in a residential Govt Jr. College near Chandrasekharpuram took part in this event and enlightened their career path.

Rotary District Governor Sri Vommina Satish Babugaaru , Coordinated the ISKCON Swamiji's program in SVCN Campus along with SVCN Career Guidance Cell Members.

College Management & Principal have felicitated ISKON Guru on this occasion.

## A Two Day Faculty Workshop On "NBA Process Awareness Tier-II Criteria & SAR Documentation"



SVCN - IQAC in association with SVCN - NBA Team have organized A Two Day Faculty Workshop On "NBA Process Awareness Tier-II Criteria & SAR Documentation" at SVCN College Campus, by Experts Dr. N.Chandrasekhar Reddy, Professor in Dept of CSE, MLRIT, Hyderabad and Dr.H.S.Guru Prasad, Professor in Dept of CSE & Dean Student Affairs, BMS College, Bangalore on 24th & 25th March 2023.

Experts have shared their practical experience on the Process of NBA, its importance why it is essential for an Institution, to get the Accreditation what are to be followed.Also they have Explained up on the Vision, Mission, PEO's & Criteria -1 of SAR, How to Frame Quality Course Outcomes, Mainte-

nance of Course Files, CO & PO Mapping , Criteria 2 of SAR, Criteria -3 of SAR , experts have deliberated their lecture on CO (Course Outcomes) calculation procedures using EXEL formats for all subjects (courses), how to reach attainment level, over view of Criteria 4,5,6 & 7, verification of Pre Qualifier prepared for all FOUR Depts,

## On Campus Placement Drive by "MY GO Consulting"

SVCN Training & Placement Cell has organized "MY GO Consulting" On Campus Placement Drive



for IV year B Tech ECE,CSE Students of 2023 Outgoing batch at college campus on 25th March, 2023 .

Around 100 Students have actively taken part in the Placement Drive Out of them 06 students were selected after successful completion of Written Test, Group Discussion and HR Rounds.

Mr. B.Rajesh, Director(Placements) and Team of SVCN T& P have well trained the students and made them to achieve better goals in such Placement drives.



## Social Awareness for SVCN Girl Students.

Towards the Protection of "Girls Students" against Ragging & Eve Teasing, Awareness was given to SVCN girls by Kodavaluru Police. As a part of that "Complaints Box" was kept in SVCN Campus given by SI, Kodavalur region & CI, Buchireddypalem Circle & provided awareness on "Usage of Complaints Box" for Complaining directly to College Authorities / Police Officials on "Ragging " or "Eve Teasing".

**SVCN Students participated in the JNTUA 11th Inter Collegiate Games Meet held at Gudur.**

SVCN Students actively participated in the 11th Inter Collegiate Games Meet conducted During 4th to

6th March, 2023 at Audisankara College of Engineering & Technology, Gudur.

Around 34 Boys & 19 Girls have participated in the various events of Throwball, Kabbadi,Volley

Ball.

Mr.R.Prasad. Physical Director of SVCN , Mr. V.Abhinay Asst.Professor ,Dept of Mechanical & Mrs. Sd. Mousin ,Asst. Professor, Dept of H&S,have motivated & trained the Contingent of Players from SVCN and made them to actively participate in the Games Meet.

**SVCN Recertified as ISO 9001:2015 for Another 3 Years (Audit Program at SVCN Campus)**

SVCN , which is a premier institution in Nellore District is an ISO 9001:2015 certified institution, has under gone for Re-certification of ISO Certification by Mr Haragopal & Team from KVQA, Certification Company Pvt.Ltd., Noida, U P at SVCN Campus during 9th & 10th April,2023. As a part of recertification Process ISO Documents of past three years and other necessary documents were verified.Also Lead Auditor Mr Haragopal has interacted with all the HODs/Incharges of Various Departments and also with the Management and has CONFIRMED that SVCN will be RECOMMENDED for ISO 9001: 2015 Re-certification another 3 Years

**STUDENTS ACHIEVEMENTS IN CO CURRICULAR ACTIVITIES.**

1. Jalari Keerthi (20JN1A210) of III B.Tech- II sem EEE students got 1st Prize in Spot Event Conducted

by NBKR Institute of Science and Technology, VidyaNagar .

2. Lasya Priya Madanapalli (20JN1A0213) And Ponduru Joshna(20JN1A0225) of III B.Tech- II sem

EEE students got 1st Prize in PPT conducted by Geethanjali Institute of Science and Technology,

Nellore .

13. Gosala Ajay Kumar (20JN5A0207) And Shaik Saad Ahamed (19JN1A0240) of IV B.Tech- II sem

EEE students got 1st Prize in Project Expo Conducted by Geethanjali Institute of Science and

Technology, Nellore .

14. Mittadodla Penchala Baby Siri (20JN1A216) and Dasari Himabindu (20JN5A0221) of III B.Tech- II sem EEE students got 1st Prize in Poster Presentation Conducted by Geethanjali Institute of Science and Technology, Nellore .

## Appreciation for Tech Ananth

**Appreciation Whats App Message from 1969 Batch Alumnus sent to Rtd. Prof. V. Sankar.**

Dear sir Sankar garu, Namaste.

Very many thanks for sharing a very important item namely JNTUA Monthly e-magazine of

March month edition.

Apart from regular and routine curricular day to day schedules, tremendous extra important and relevant evets had been taken up for celebration and Conduction for providing educative and brain boosting to the students outside the classrooms. It is appropriate to have been conducting events on Ragging, cyber crimes, protection to girls, No to Drugs, Campus job-related exams , Applications of Engineering Sciences in life „ etc. It is also bringing running things to the awareness of all Alumni and Alumna.

Tremendous Magazine.
Hats off to all concerned responsible for the regular outcome of the
EXCELLENT MAGAZINE.
VK VEERABHADRARAO
1969 batch , Electrical.

# News from Constituent Units



JNTUA CE Ananthapuramu

1. JNTUA College of Engineering, Ananthapuramu organized the following programs:

i. Interaction Programme on "Career opportunities after completion of Bachelor's degree" on 01.03.2023.

ii. Overview of GATE in Chemical Engineering on 01.03.2023.

iii. Sustainable Biogas Plant Solutions for Canteen Waste on 03.03.2023.

iv. Future of Electrochemical Bio-Sensing "A Techno-Commercial Review on 18.03.2023.

2. Department of ECE, JNTUA CEA organized a Five day Up-skilling program in "IoT Technologies" for candidates belonging to SC/ST category on 28th February to 4th March 2023 in association with IEEE & CDAC. The program is sponsored by the Ministry of Electronics and Information Technology (MiETY).

3. Department of ECE, JNTUA CEA organized Two-day online Training Programme on EDA Tools for Circuit design on 24th & 25th March 2023 to gain the knowledge in designing electronic systems such as ICs and PCBs.

4. Department of Humanities, JNTUA College of Engineering, Anantapur organized the competitions on Poster Making for the students of A.P. state on the themes of "Covid-19: Climate Change & Science Research in India" at KSN Degree College for Women, Anantapur on 26.03.2023 and distributed prizes for the winners.

5. Department of Civil Engineering, JNTUA CEA organized a National Level Workshop on Auto CAD on 28.03.2023 to enhance student's technical skills.

6. Hon'ble Vice Chancellor attended as a Chief Guest to Tech Fest – 2K23 of JNTUA College of Engineering, Ananthapuramu on 28.03.2023. The Registrar, Principal, Vice Principal, University Officials, Heads of the departments, teaching staff and students attended the program.

7. Hon'ble Vice Chancellor attended as a Chief Guest for the Sports Day Celebrations of JNTUA College of Engineering, Ananthapuramu on 28.03.2023. The Registrar, Principal, Vice Principal, University Officials, Heads of the departments, Secretary of Sports Council, teaching & non-teaching staff, students attended the program.

8. The Engineering departments of JNTUA College of Engineering, Ananthapuramu have organized Tech Fests 2k23 on 28.03.2023:

i. RACE 2K23: A National Level Student Technical Symposium by the Department of Civil Engineering

ii. EYE 2K23: A National Level Student Technical Symposium by the Department of Electrical and Electronics Engineering

iii. DYNAMECHS 2K23: A National level Student Technical Symposium by the Department of Mechanical Engineering

iv. EMERGE 2K23: A National level Student Technical Symposium by the Department of Electronics & Communication Engineering

v. PIXEL 2K23: A National level Student Technical Symposium by the Department of Computer Science and Engineering

vi. FUSION 2K23: A National level Student Technical Symposium by the Department of Chemical Engineering

9. Hon'ble Vice Chancellor attended as a Chief Guest for the 76th College Day Celebrations of JNTUA College of Engineering, Ananthapuramu on 29.03.2023. The Registrar, Principal, Vice Princi

pal, University Officials, Heads of the departments, teaching & non-teaching staff, students attended the program.

10. Department of Mechanical Engineering, JNTUA CEA organized an awareness program to students on "Preventive Education on Drug Abuse" on 31.03.2023.


JNTUA CE Pulivendula

1. JNTUA College of Engineering, Pulivendula organized awareness program on environmentally friendly rangoli, importance of sprinkling cow dung in front of home, special focus to women to conserve environment on 15.03.2023.

2. Hon'ble Vice Chancellor inaugurated Tech Fest 2K23 as a Chief Guest at JNTUA College of Engineering, Pulivendula on 15.03.2023. The Principal, Teaching Staff and Students attended the program.

3. JNTUA College of Engineering, Pulivendula organized a E-SAMAGRA 2K23, A National Level Student Technical Symposium on 15th & 16th March 2023.

4. JNTUA College of Engineering, Pulivendula organized the following workshops for the benefit of students:

i. SCADA on 16.03.2023

ii. Design of Electrical Vehicles by using MATLAB on 17.03.2023.

5. JNTUA College of Engineering, Pulivendula organized Anandam, interaction (With Self, With

Society, With Nature) Community Service towards harmony on 27.03.2023, to encourage the students involving in nation development.
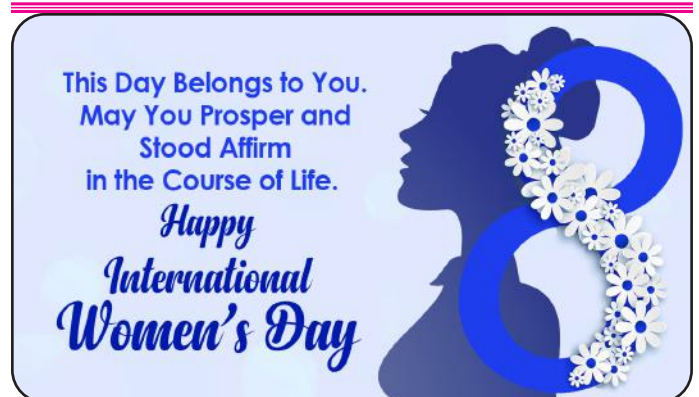

JNTUA CE Kalikiri

♦ JNTUA College of Engineering, Kalikiri organized the following workshops for the benefit of students:

i. BIM/REVIT on 04.03.2023.

ii. Drone Technologies in Civil Engineering on 16.03.2023 .

iii. ADC certification on emerging technologies - data science from 20-30 March 2023.

1. Department of Mechanical engineering, JNTUA CEK organised an Industrial visit to Arusha, a mineral water bottling unit, on 04.03.2023.

2. JNTUA College of Engineering, Kalikiri organised a Tech Fest, M Blitz 2K23 on 16.03.2023, a total of six innovative events were conducted as a part of Tech Fest.

3. Hon'ble Vice Chancellor attended as a Chief Guest to the 10th Annual Day Celebrations of JNTUA College of Engineering, Kalikiri on 18.03.2023. The Annamayya Dist. Superintendent of Police; The Principal, Vice Principal, teaching & non-teaching staff, students attended the program.


This Day Belongs to You. May You Prosper and Stood Affirm in the Course of Life. Happy International Women's Day

# News from University



1. A meeting was held under the Chairmanship of Hon'ble Vice chancellor as the Chairman of APEAPCET 2023 on 01.03.2023 with TCS officials and AP online officials in connection with conduct of APEAPCET 2023. The Convener, Co-Conveners, Coordinators and concerned officials of TCS and AP Online attended the meeting.

2. A meeting was held under the Chairmanship of Hon'ble Vice chancellor on 01.03.2023 in connection with NAAC Accreditation progress and IIQA submission. The Rector, Directors, Principal and Heads of the departments, attended the meeting.

3. The students of Chemical Engineering of the campus college who have been selected in campus drive by Hetero Labs were congratulated by Hon'ble Vice Chancellor 01.03.2023. The Rector, Registrar, Principal, Placement officer, were present.

4. A Special Executive Council Meeting was held under the Chairmanship of Hon'ble Vice Chancellor through online mode on 02.03.2023 regarding Court Cases. The Principal Secretary of AP Higher Education; The Chairman, APSCHE; Rector, Registrar and other EC members attended the meeting.

5. Hon'ble Vice Chancellor addressed the participants through online mode on the occasion of International Women's Day Celebrations 2023 regarding SHE Lecture Series on 06.03.2023.

6. An online meeting was held under the Chairmanship of Hon'ble Vice Chancellor on 10.03.2023 with the Principals of the Constituent and affiliated colleges of JNTUA regarding academic and examination related matters, affiliations, Internships, professional development activities etc. The Rector, Registrar and the Directors of the University attended the meeting.

7. Under the Chairmanship of Hon'ble Vice Chancellor, a meeting was held on 14.03.2023 regarding development of greenery in the campus under the guidance of Dept. of Botany, Yogi Vemana University and to have an MoU in developing greenery in JNTUA. The Registrar of JNTUA; Prof. Madhava Reddy, Dept of Botany, Yogi Vemana University, Kadapa attended the meeting.

8. Hon'ble Vice Chancellor attended an online meeting with all Vice Chancellors of State Universities on 15.03.2023 hosted by AP State Council of Higher Education. Hon'ble Vice Chancellor attended an online meeting hosted by APSCHE with Vice Chancellors of JNTUK, JNTUA & JNTU GV in connection with revision of curriculum.

9. A memorandum of understanding was signed between JNTUA & Yogi Vemana University, Kadapa in the presence of hon'ble vice chancellor, JNTUA to develop the greenery in campus under the guidance of Dept. of Botany, Yogi Vemana University. The Registrars of JNTUA and Yogi Vemana University; University Engineer & Executive Engineer, JNTUA; Principal, YVU Engineering College, Proddatur; Prof A. Madhusudan Reddy, lead botanical garden attended the program, which was held at yogi vemana university, kadapa on 17.03.2023.

# University Examination Results



Results of the semester end examinations conducted by the university are declared in the month of March 2023. Details are as below:

**03.03.2023**

Challenge Valuation results of B.Pharm I Yr I sem (R15) Supple Sep 2022, MBA IV sem (R17) Reg & Supple Sep/Oct 2022, B.Tech I Yr I sem (R15) Supple Sept/Oct 2022 and Results of B.Tech III Yr I sem(R20&R15) Reg & Supple Jan/Feb 2023 Exams.

**10.03.2023**

B.Tech III Yr I & II sem Supple Jan/Feb 2023 Exams, B.Pharm II-I & III-II Supple Jan/Feb 2023 Exams Results

**15.03.2023**

B.Pharm II-II (R19 & R15) Supple Feb 2023 Exams results

**20.03.2023**

Challenge Valuation results of Pharm.D V Year (R17) Adv.Supple Aug/Sep 2022.

**21.03.2023**

Challenge Valuation results of B.Tech I Yr I sem (R15) Supplementary Sep/Oct 2022, M.Tech-I sem (R17) Supplementary May/June 2022 Exams, M.Tech-II sem (R17) Supplementary May/June 2022 Exams.

**25.03.2023**

B.Pharm I Yr I & II sem Supple Feb2023 Exams Results, Pharm.D I Yr (R14) Supple Feb/Mar 2023 Exams, Pharm.D(PB) I Yr (R17) Adv.Supple Feb/Mar 2023 Exams and M.Pharm III sem Reg & Supple March 2023 Exams results.

**27.03.2023**

Results of Pharm.D I Year (R17) Adv.Supple Feb/Mar 2023, Challenge Valuation results of M.Tech I sem (R21) Supple Oct/Nov 2022 and B.Tech III Yr I sem (R15) Supple July/Aug 2022.

**29.03.2023**

Recounting results of B.Pharm II Yr I sem (R15) Supple February 2023 Exams, B.Pharm II Yr I sem (R19) Supple February 2023 Exams, B.Pharm III Yr II sem (R15) Supple Jan/Feb 2023 Exams, B.Pharm II Yr II sem (R15) Supple February 2023 Exams, B.Pharm III Yr I sem (R15) Supple January 2023 Exams and B.Pharm III Yr I sem (R19) Reg & Supple January 2023 Exams

# " Books / Book Chapters Published "

1. H. Rehana Anjum, S. Sharada and T. Noorjahan faculty of JNTUA College of Engineering, Ananthapuramu published a book "Recovery of Silver from X-Ray Photographic films" Lambert Academic Publishing.

2. Dr. N Madhusudhana Reddy faculty of RGMCET, Nandyal and others have published a book on "Python Basics and Beyond", by Notion Press Publisher, ISBN: 9798889866664.

3. Dr. S. Zahoor Ul Huq, faculty of G. Pulla Reddy Engineering College has published a book titled "Universal Human Values" by the publisher "Good Writers" with ISBN No.976-93-5756-025-2.

4. Dr. R. Sushmitha, faculty of G. Pulla Reddy Engineering College has published a book chapter entitled "Fire Resistance of Geopolymer Mortar", in proceedings book of International Instabul Current Scientific Research Congress, ISBN: 978-625-8254-14-3.

5. Dr. R. Sushmitha, faculty of G. Pulla Reddy Engineering College has published a book chapter entitled "Effect of Heavy Vehicle Load on Design of Flexible Pavements", in proceedings book of International Instabul Current Scientific Research Congress, ISBN: 978-625-8254-14-3.

## Awards and Recognitions

## NCC/NSS/Service Programmes

Dr. V.B. Chithra, faculty of JNTUA College of Engineering, Annathapuramu received National Award "Outstanding Woman Educator" from NFED Coimbatore on 08.03.2023.

Webinars, awareness sessions, seminars, competitions were conducted by NSS units of the constituent colleges/units on the following important days in the month of March 2023:

1. Conducted Health Camp Awareness of Antibiotic Resistance on 04.03.2023.

2. International women's day on 08.03.2023.

3. National De-warming day on 14.03.2023.

4. Drugs Free India on 14.03.2023.

5. World Consumer Rights day on 15.03.2023.

6. Celebrated Sri Amarajeevi potti Sreeramulu Jayanthi on 16.03.2023.

7. Conducted Blood donation camp on 19.03.2023.

8. International Day of Happiness on 20.03.2023. Word forest day & Word water day on 21.03.2023.

**" It is a fundamental rule of Human Life, that if the approach is Good, the response is Good."**

-------- JAWARHARLAL NEHRU ---------

# " Patents Awarded "

1. Dr. G. Rajeswarappa, faculty of G. Pulla Reddy Engineering College published a patent on "Smart Healthcare Management systems for Diabetes prediction and for blood glucose measurement using Machine learning algorithms and neural network methods" with an Application Number 202341010530 on 17th March 2023.

2. Dr. M. Hemalatha, faculty of Sree Rama Engineering College published a patent "An AI Based System for Generating Program for Solving Simultaneous Partial Differential Equation by Use of Finite Element Means and Method thereof" Patent No: 202341012907, published on 17.03.2023.

3. A.Rajesh Pavan faculty of JNTUA OTPRI published a patent "Gastro resistant pharmaceutical formulations for oral administration containing salts of Bile acids" Application No. 202341017609.

4. S. Lahari faculty of JNTUA OTPRI published a patent "Anticancer self-defencing Nicotinamide adenine nucleotide" Application No.202341012546A.

5. S. Lahari faculty of JNTUA OTPRI published a patent "Quantification of polysaccharides of Manilkara Hexandra bark" Application No. 202341016349A.

6. A. Mounika and N. Yamini faculty of JNTUA OTPRI published a patent "Anticancer self-defencing Nicotinamide adenine nucleotide&"A Thiazine Mide Derivative Having a Structure of Formula for Prevention or Treatment of Neurodegenerative Disease" Application No. 202341015482 A.

## Research Projects

Dr. B. Omparkash, faculty of JNTUA College of Engineering, Annathapuramu received the SERB project "CFD Analysis and Experimental Validation of Heat Flow around Spherical Sphere filled with Phase change energy storage materials" on 03.02.2023 with a grant of Rs. 37,52,232/-.

## Projects Initiated/ completed

Department of Civil Engineering, JNTUA College of Engineering Ananthapuramu generated an amount of Rs. 1,82,419/- through Industrial Consultancy Services.

## Ph.D Awarded List

**Ph.D's Awarded:** The University has awarded Ph.D. to 14 research scholars during this month.

| Discipline | Number of Ph.D's Awarded |
|---|---|
| Civil Engineering | 03 |
| Electronics and Communication Engineering | 03 |
| Computer Science Engineering | 01 |
| Mathematics | 02 |
| Pharmacy | 02 |
| English | 02 |
| Physics | 01 |

# Important National & International Days in March



**World Civil Defence Day** is celebrated every year on 1st March to bring the attention of the world public to the importance of Civil protection and to pay tributes to the efforts, sacrifices, and accomplishments of all the services responsible to fight against disasters. International Civil Defence Organisation (ICDO) decided to celebrate this day in 1990.



**1st March - Self-Injury Awareness Day**

It is celebrated globally on 1 March. Purpose behind celebrating the day is to remove the stigma attached to self-injury and to encourage parents, family members, educators, and healthcare professionals to recognise signs of self-harm.



This day is celebrated globally on 3rd March and is closely aligned with Sustainable Development Goal 12 that is Life without water, which focuses on marine species and highlights the problems, critical issues of marine wildlife to our everyday life. The theme of World Wildlife Day 2023 is "Recovering key species for ecosystem restoration".



**National Safety Day** is celebrated in India on 4th March by the National Safety Council of India. This day is celebrated to make people get safe from several issues like financial loss, health problems, and also any other problems that people are facing in their life.



**8 March - International Women's Day**

This day is observed globally every year on 8 March to celebrate the social, economic, cultural, and political achievements of women. Also, it is an action for accelerating gender parity.



**8 March - No Smoking Day** (Second Wednesday of March)

No Smoking Day is observed every year on the second Wednesday of March to raise awareness about the harmful health effects of tobacco via smoking and to encourage people all over the world to quit smoking.

The Central Industrial Security Force (CISF) Raising Day is observed every year on 10 March. The CISF was set up in 1969 under the act of the Parliament of India. It works under the Union Ministry of Home Affairs and its headquarter is in New Delhi. This organization works for seaways, airways, and some of the major installations in India.
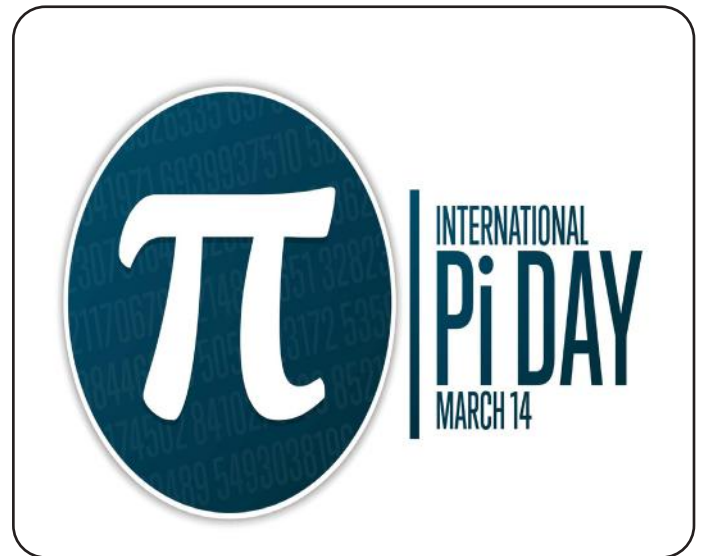


14 March – Pi Day

On 14 March Pi Day is celebrated around the world. Pi is a symbol used in mathematics to represent a constant. It is the ratio of the circumference of a circle to its diameter which is approx. 3.14.
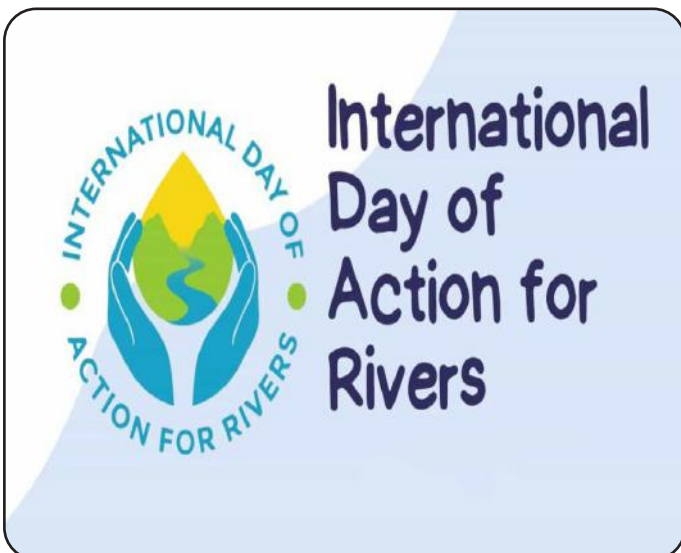


Every year on 14 March, the International Day of Action for Rivers is observed to raise voice to protect rivers and demand for improving the policies for Rivers. It is a day to educate one another about the threats facing our rivers and to find solutions.



It is observed on 15th March every year for raising global awareness about consumer rights and needs. This day is a chance to demand that the rights of all consumers are respected and protected and to protest against social injustices.



On 16 March every year, National Vaccination Day is observed in India which is also known as National Immunisation Day (IMD). It was first observed on 16 March 1995 when the first dose of the Oral Polio Vaccine was given. It is an attempt to increase awareness for the eradication of polio from the planet earth.
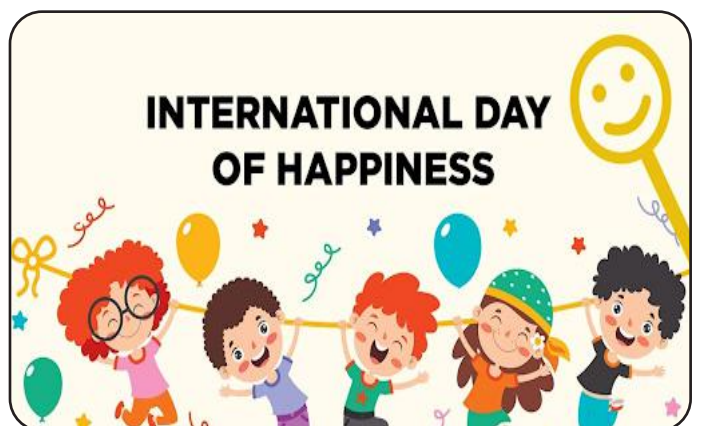


International Day of Happiness is observed every year on 20 March. Since 2013, the United Nations has celebrated this day to recognize the importance of happiness in the lives of people around the world. The UN launched the 17 Sustainable Development Goals in 2015 to end poverty, reduce inequality and protect our planet which are the three key aspects that lead to well-being and happiness.

**20 March: World Oral Health Day**

World Oral Health Day is celebrated on 20 March to raise awareness about oral health. The theme of World Oral Health day 2023 is "Be Proud Of Your Mouth". In other words, value and take care of it.
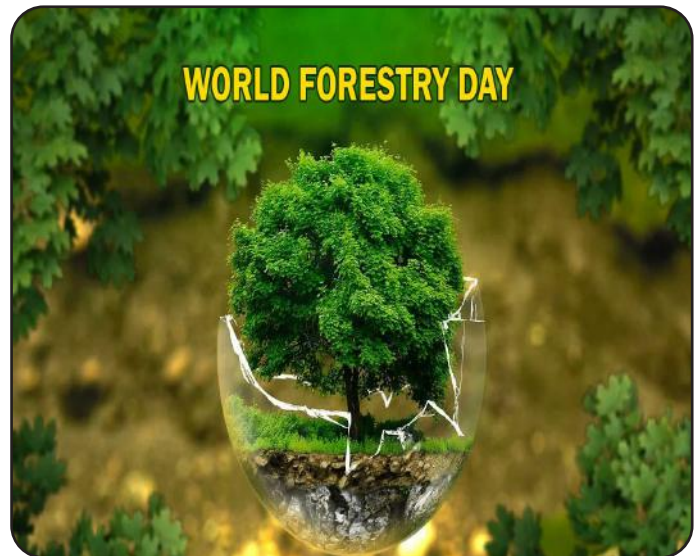


On 21st March, World Forestry Day or International Day of Forests is celebrated every year to raise public awareness about the values, significance, and contributions of the forests to balance the life cycle on the earth. In 1971, World Forestry Day was established at the 23rd General Assembly of the European Confederation of Agriculture.
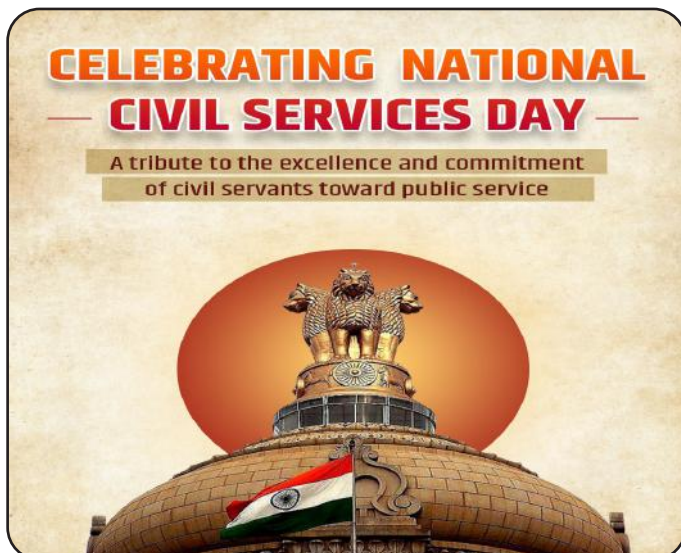


Every year, the Indian government celebrates "Civil Services Day" on April 21. This is an opportunity for government employees to recommit to serving the public interest and to upholding the highest standards of professionalism in their work. The inaugural event was first held in Vigyan Bhawan on April 21, 2006.
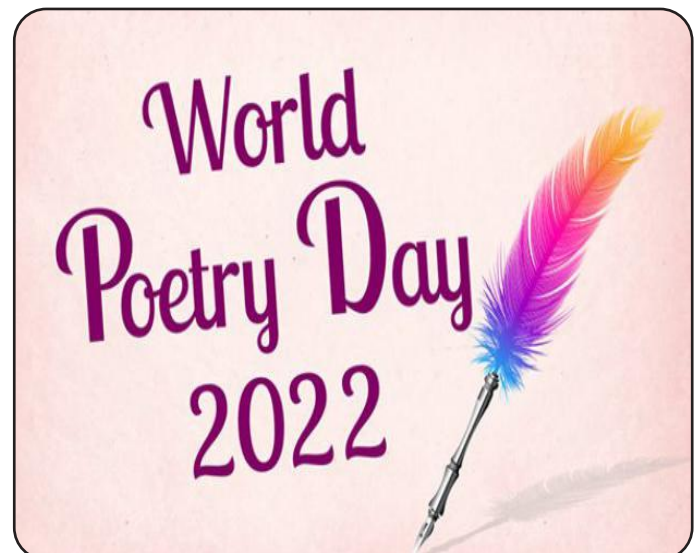


On 21st March, World Poetry Day is celebrated every year to recognise the unique ability of poetry to capture the creative spirit of the human mind. To celebrate this day on 21st March was adopted during UNESCO's 30th session in Paris in 1999.
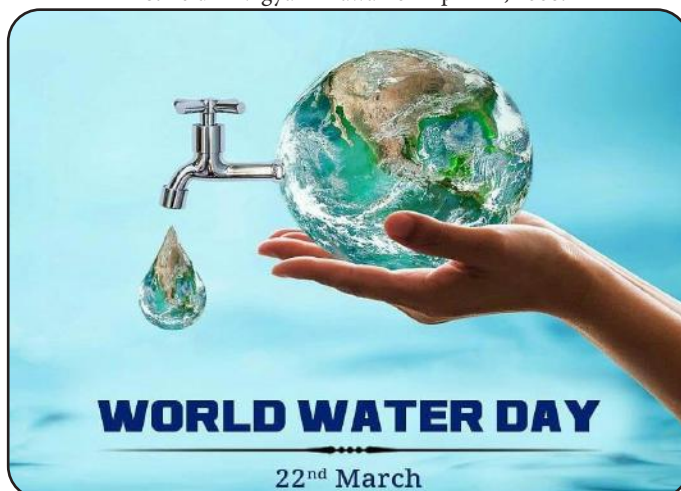


On 22 March, World Water Day is observed annually to raise awareness about the importance of freshwater and advocate for the sustainable management of freshwater resources. It was recommended to celebrate in 1992 at the United Nations Conference on Environment and Development (UNCED) in Rio de Janerio. And then, in 1993 the first World Water Day is celebrated.
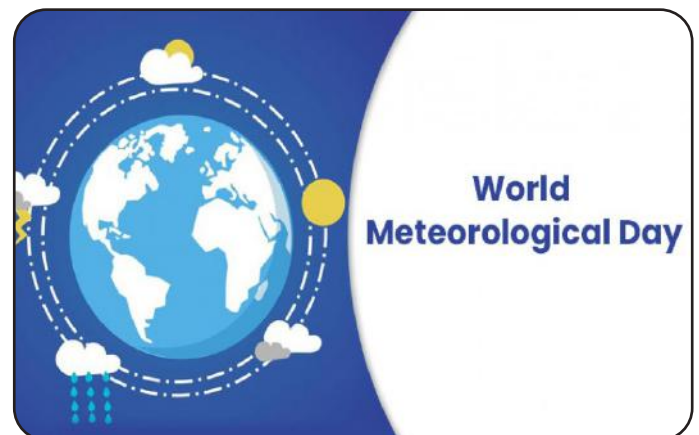


World Meteorological Day is celebrated on 23rd March every year to attract attention towards weather and climate for the safety and well-being of the society. On 23rd March 1950, the World Meteorological Organisation came into force. The theme of World Meteorological Day 2023 is "Early Warning and Early Action. Hydrometeorological and Climate Information for Disaster Risk Reduction."

# APSCHE
### Andhra Pradesh State Council of Higher Education

**From the Chairman's Desk**

## Social Responsibility of HEIs

Any HEI must design its vision and mission with a social responsibility embedded in them. Higher Educational Institutions' Social Responsibility plays a significant role in enhancing educational development and improving the quality of life of the community through their education, research, and social actions. HEIs represent a vital component of any society. It is the function of HEIs to transform students into responsible citizens where they work for the development of society with their acquired knowledge and capacities. Historically, Indian education system never distanced itself from the societal responsibility. However, with LPG reforms in 1991 and the explosion of technology, HEIs started to produce students to meet the demands of industries. HEIs have cut down on the social responsibility, personality development, ethics, values etc. form the curriculum. The distancing of HEIs from society is the result of micro level focus on education from the last three decades. Students have also distanced themselves from society and a gap has been formed. There is a generation gap between teachers and students. There was a time when teachers emphasized on values and ethics along with academics. Unfortunately, the same is missing in the current education system.

There is a need to reconnect the entire Higher Education ecosystem with society and inculcate the values of societal development, balanced growth and happy life among the students. To foster Social Responsibility among HEIs, the government of Andhra Pradesh introduced 2-months Community Service Project with 4 credits to reconnect the students with society. Students will bring awareness on Healthcare, Education, Wash, Gender Violence etc. and sensitization on the local administration. The government established the Board for Community Development through Education (BCDE) to enhance the community connect of HEIs with local administration, citizens and NGOs. Students from all disciplines participate in the community activities. It is a two pronged approach where the students and society learn from one another. Happiness to individuals is happiness to family and society at large. We have also initiated state-level APSCHE Excellence Awards 2022 that has a 'Community Service Award' to reward the students for their concern towards society.

Today, we have concluded the 4th AP HEPB meeting with the theme 'Fostering Social Responsibility of HEIs through Community Engagement'. All the esteemed Vice-Chancellors/Directors have taken a resolution to create intangible assets through students and their activities. We want HEIs to develop themselves in a holistic way and become an integral part of the society. With the advantage of demographic dividend, HEIs should develop the right kind of aspirations to the society and should work towards realizing them. We need to ensure that our local community succeeds for us to succeed and our global community thrives for us to grow. HEIs should strive for a vibrant, progressive and developed society through their actions. HEIs ought to play an indispensable role in the holistic development of society.

We have a social responsibility, a constitutional opportunity and
moral obligation to make this world a better place to live.

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

# LENS TECH



Meeting under the Chairmanship of Hon'ble Vice chancellor, the Chairman of APEAPCET 2023 on 01.03.2023 with TCS officials and AP online officials in connection with APEAPCET 2023. The Convener, Co-Convener, Coordinators and concerned officials of TCS and AP Online attended the meeting.



Meeting under the Chairmanship of Hon'ble Vice chancellor on 01.03.2023 in connection with NAAC Accreditation progress and IIQA submission. The Rector, Directors, Principal and Heads of the departments, attended the meeting.





26 students of Chemical Engineering 2019 Batch of JNTUA CEA who have been selected in campus drive by Hetero Labs were congratulated by Hon'ble Vice Chancellor 01.03.2023. The Rector, Registrar, Principal, Placement officer, were present.





Online meeting under the Chairmanship of Hon'ble Vice Chancellor on 10.03.2023 with the Principals of the Constituent and affiliated colleges of JNTUA regarding academic and examination related matters, affiliations, Internships, professional development activities etc. The Rector, Registrar and the Directors of the University attended the meeting.

# Tech Ananth

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

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