

SIR C R REDDY COLLEGE ELURU

(An Aided & Autonomous College in the Jurisdiction of
Adikavi Nannaya University; A College of Excellence,
Thrice Accredited with 'A' Grade by NAAC, Bengaluru &
An ISO 9001 : 2015 Certified Institution)



MAGAZINE FOR THE ACADEMIC YEAR
2017-18

VOLUME - LXX



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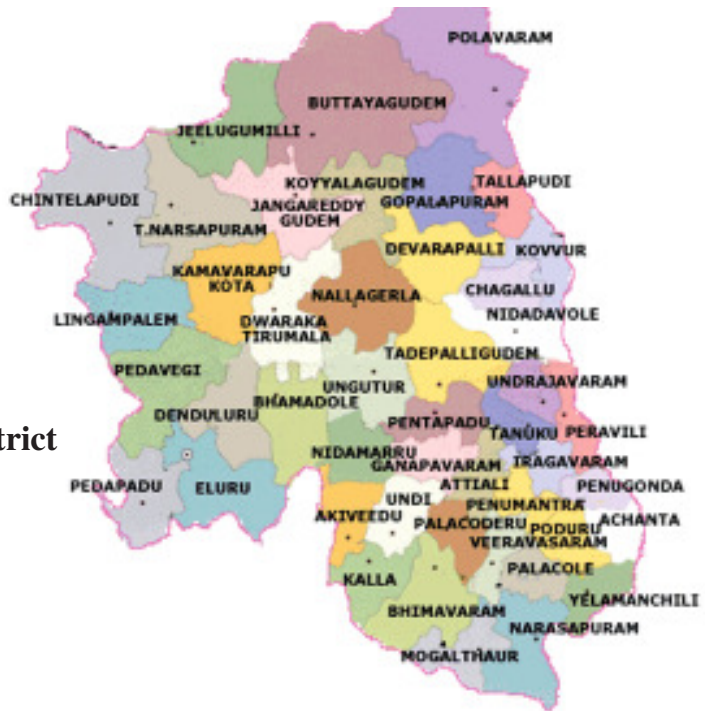
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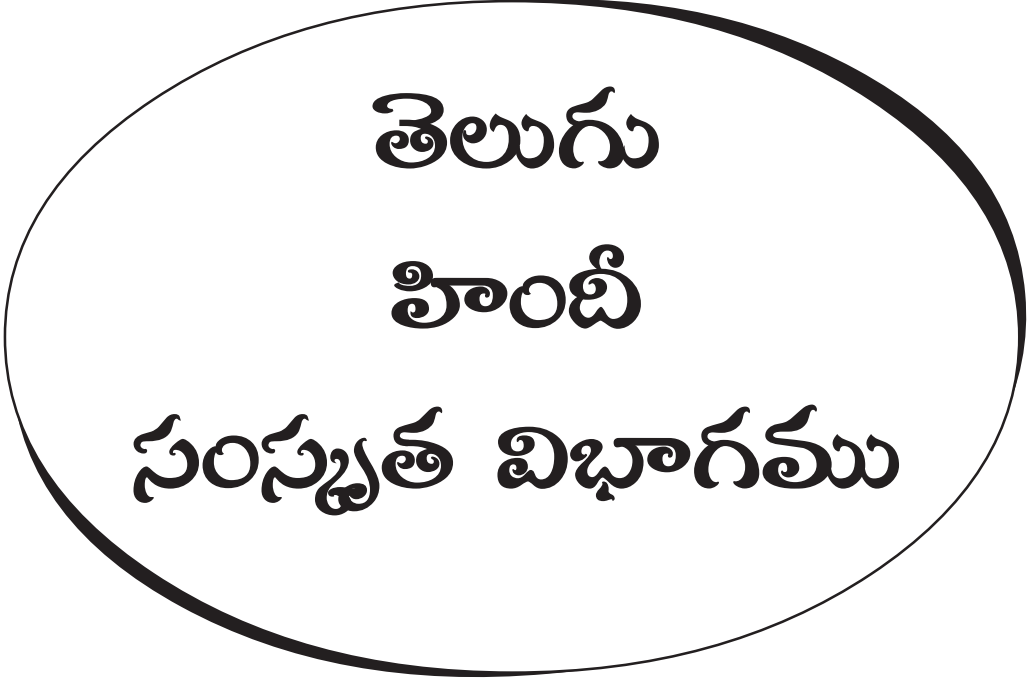


Andhra Pradesh District-wise



West Godavari District Mandal-wise







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Editorial*Let's Work, Work, Work*

Ever since its inception in 1945, our college has had efficient governing bodies. Their efficiency has made the college popular and prestigious.

The best academic results and other achievements in co-curricular and extra-curricular activities are made possible because of the cooperation and encouragement of the **dynamic, pro-active and magnanimous** management which is committed to the **all-round development of the students, dedicated teaching and non-teaching staff**, diligent students and their caring parents.

For the academic year 2017-18, the college was re-opened on 6-6-2017. Classes for Senior Intermediate, II&III Degree students were commenced from the same day.

Admissions for Junior Intermediate and 1st Degree were started on 1-5-2017 and went on till 31-7-2017. The admissions were very hopeful for this year since they were made upto full sanctioned strength. In addition to that, 150 extra seats were granted to our college for the new combinations i.e., Maths, Chemistry, Computer Science (MCCS), Maths, Geology, Computer Science (MGCS), Maths, Statistics, Computer Science (MSCS) by Adikavi Nannaya University, Rajamahendravaram, for this academic year to satisfy the surge of demand.

We got **80.8** percent aggregate in the results of BA, BCom and BSc final year.

Under the able guidance of NCC officer, Programme co-ordinators of NSS, Cultural Cell, Women's Cell, Red Ribbon Club and Community Service Centre and with the well-equipped Research Laboratory and AC Auditorium, our students excelled in various activities bagging **state level prizes**.

We have good infrastructure-large playground, separate gymnasia for men and women and the courts for Table Tennis and Shuttle Badminton.

The two most important activities of this academic year are : **World Space Week Celebrations and International Conference on "Materials for Energy and Environmental Protection"**.

To encourage creative thought and writing skills among the students and the faculty, the college has been running the magazine since its inception. This year also we have brought out this magazine with different articles contributed by the students and the staff.

Our college has been enjoying autonomous status since 1987 and identified as the 'College with Potential for Excellence' in the first phase and '**College of Excellence**' in the second phase and **thrice accredited with 'A' Grade** by NAAC, Bengaluru. It shows our commitment to the **cause of education and work culture, thereby opening the minds of the students and empowering them for larger life roles**.

Let's fervently hope to **achieve still higher levels of successful performance in this year**.

*This magazine is both **informative and transformative**; it **awakens, enlightens and ignites** the student to perform well, goading him to conform to the educational vision of '**Learning to Be**' and institutional mission of '**Learning to Care and Share**'*

I thank each and every one who is involved in the administration of the college.

I also thank the Editorial Board for bringing out this magazine with an academic insight and relevance.

Happy Reading!!

- Chief Editor

God is a verb, not a noun. He is ceaseless work, not a static entity.

CORRESPONDENT'S ANNUAL REPORT

- I am very happy to have successfully completed 2 years in office and I hope I will do my best in the discharge of the duties assigned to me in the current year as well. For this year :
Activities and Achievements:
- The '**International Yoga Day**' was celebrated on **21.06.2017**. Sri Venugopal Lunani enlightened the students and the staff about the importance of **YOGA for skillfulness in action and well being**.
- Three retired staff members, Sri Y V Krishna Rao, SG Lecturer in Physics, Sri V Daniel, Head & SG Lecturer in English and Sri D Mallikarjuna Rao, Programmer, were felicitated on 30-06-17 on the occasion of their retirement on 30-06-2017.
- Training programme on '**Employability Skills**' was conducted for the Degree passed-out students, by the Career Guidance & Placement Cell of our college, for 15days.
- A Guest Lecture was arranged on 'Big Data and IOT' by Mr. D Santha Kumar, Big Data Architect, London, UK for the B.Sc Computer Science Students on 24-07-2017.
- '**Graduation Day**' was conducted on 28-07-2017. **Prof. M Mutyalu Naidu**, Vice Chancellor, Adikavi Nannaya University, Rajamahendravaram was the Chief Guest for the event and awarded Degrees to 600 Students.
- Sri A Satyanarayana, Head and Lecturer, Department of Social Work, was felicitated by the management on the occasion of his retirement on 31-07-2017.
- An awareness programme on '**Civil Services and Various Competitive Examinations**' was conducted on 04-08-2017. **Sri Ronanki Gopalakrishna, 3rd Ranker**, UPSC Civil Services-2016, was the Resource Person. More than 600 students attended the programme.
- On 05-08-2017 an inspirational awareness programme was conducted by the IQAC of the College to Degree Students on the life of Sri Aurobindo followed by a brief talk on the role of **Sri Aurobindo in Freedom Movement**, by Sri P C Swaroop, Convener, IQAC.
- On 08-08-2017 Awareness Programme on 'Indian Air Force Recruitment' by the SETWEL, West Godavari District. 200 students of our College applied for the vacancies in 'Indian Air Force'.
- The College NCC Unit organized a Guest Lecture on 21-08-2017 on '**National Integration and the Effect of China on Indian Economy**' and Sri P Janardhan of Swadesi Jagaran Munch, Eluru was the resource person. Nearly 200 students of Degree Courses attended the programme.
- The Career Guidance and Placement Cell conducted a Two-Day Orientation Programme on '**Employability Skills**' on 21-08-2017 to Final Degree Students in association with Andhra Pradesh State Skill Development Corporation.

- The Department of History celebrated 146th Birth Anniversary Celebrations on 23-08-2017 of Sri Tanguturi Prakasam, the first Chief Minister of Andhra State and Mr M Vincent Paul, Head, Department of English was the Resource Person.
- On the occasion of **World Space Week**, Indian Space and Research Organisation (ISRO), SHAR, Srikahrikota, conducted an exhibition with Space Models in the College on 5th & 6th October, 2017. In connection with this programme, ISRO Representatives visited the college for planning the event on 24-08-2017. Nearly **25,000 students** of various schools and colleges in and around Eluru participated and got inspired by various Power Point Presentations on **preparation & launching of Satellites** in the College Auditorium and various Charts explaining different space programmes with various **interesting models of Rockets** carrying Satellites. **Hon'ble MP Sri Mangantti Babu and Hon'ble Minister Sri Prathipati Pulla Rao** inaugurated the celebrations by lighting the lamp. A host of Teachers, Principals and officers of various departments along with their children visited the college and were inspired. **Hon'ble ZP Chairman Sri Mullapudi Bapi Raju** graced the occasion in the valedictory function.
- On 28-08-2017 conducted Under-19 Team Selections for West Godavari District Junior Colleges for the events (1) Badminton (2) Basket Ball (3) Tennicoit (4) weight Lifting (5) Boxing (6) Kick-Boxing, Swimming (7) Hockey and (8) Best Physic
- On 29-08-2017 the department of Telugu organized "**Telugu Bhashaa Dinotsavam**" and arranged a Guest Lecture on "Telugu Bhashaa Visistatha" to I and II Degree Students by Dr B Venkata Swamy, Head, Department of Telugu, Pedanandipadu Arts & Science College, Guntur was the Resource Person.
- On 01-09-2017 "**Organisation of Humanity**" conducted its 1st Anniversary Meet under the auspices of the College Literary Cell and released the poster on "**Free Education for Poor Children**".
- On 05-09-2017 the Department of English inaugurated "English club" for the benefit of the students of Intermediate and Degree Courses. The inauguration meeting was chaired by the I/c Principal, Dr A Veerabhadra Rao.
- On 05-09-2017 '**Teachers' Day**' was celebrated and the management felicitated **14 Best Teachers** of Sir C R Reddy Education Institutions, Eluru. Dr. VV Balakrishna Rao, Sri K Rajendra Varapasada Rao, Vice Presidents and Sri NVK Durga Rao, Secretary, Managing Committee attended the function and felicitated the Best Teachers along with the other members of the Managing Committee.
- Sri P C Swaroop, Associate Professor, Department of Geology, attended as Mentor INSPIRE Programme at K L University, Vijayawada on 07-09-2017. He attended the programme as Resource

- Person during the programme in which 150 students have participated.
- The departments of Politics, Economics and History organized **One-Day workshop** on 08-09-2017 on “**Education and Employment for Youth in Independent India**” to Final Degree Students. Sri R Surya Rao, MLC, Sri K Lakshmana Rao, Ex.MLC and Sri T.S. Ramakrishna, Eenadu Columnist were the resource persons.
 - On 09-09-2017 Department of Botany organized One-Day Botanical Field Trip to B.Sc. – BZC students to Guntupalli Caves of Jeelakarragudem.
 - Sri P C Swaroop, Associate Professor, Department of Geology and Convener, IQAC, Sir C R Reddy College gave a Talk as Resource Person on **Self-Development** Programme to Final B.Sc – MPC Students on 13-09-2017.
 - On 14-09-2017 the Women Development Cell conducted a guest lecture on “**Creativity and Women Empowerment**” by Mrs. Ume Salma, Lecturer, Department of Hindi, Ch.S.D.St. Theresa’s College for Women, Eluru
 - The department of Physical Education hosted the Inter Collegiate Sports and games Competitions on 14th, 15th September, 2017 organized by ABVP, Eluru in connection with the “**Engineers’ Day Celebrations**”.
 - On 15-09-2017 Departments of Commerce and Economics conducted a Guest Lecture on “**Goods and Services Tax (GST)–Fundamentals**”. Chartered Accountant Sri S Harsha attended as Resource Person.
 - **A Blood Donation Camp** was conducted on 18-09-2017 by “Government Blood Bank” under the auspices of ‘Red Ribbon Club and College NCC Unit’ in which 15 units of Blood was donated by our college students.
 - Training Classes were conducted on 20-09-2017 to 150 students of Sir C R R (A) College and Sir C R Reddy College of Engineering, by the Technical Team from ISRO, SHAR, Sriharikota, in connection with World Space Week Celebrations to be conducted in the College during 5th & 6th October, 2017.
 - Placement Cell of our College conducted **Recruitment Drive** by ‘Indian Immunologicals Limited’, Hyderabad on 22-09-2017
 - On 25-09-2017 30 students of our college NCC Unit participated in campus cleaning in and outside the campus as part of ‘**Swachaa Bharat Programme**’.
 - On 25-09-2017 60 B.A.(HEP) students had been on a History Tour to Amaravathi (Field Tour). Four faculty members accompanied the students.
 - Blood Donation Camp was conducted on 12-10-2017 by ‘**Government Blood Bank, District Hospital, Eluru**’ under the auspices of Red Ribbon Club and College NCC Unit in which 16 units of Blood were donated by our college students.

- A Guest Lecture was conducted on 12-10-2017 by Career Guidance & Placement Cell of our College on '**Career Oriented Courses**' and Mr. Hari Krishna Annam, Technical Head, ICON Technical Solutions, Eluru and Balaji Galla, Software Developer, ICON Technical Solutions, Eluru, addressed the students.
- Department of Chemistry organized Guest Lecture on 07-12-2017 on '**Day to Day Applications of Nano Sciences & Technology**' by Prof. K Ramachandra Rao, Government Arts College, Rajamahendravaram.
- Department of Botany organized Guest Lecture on 12-12-2017 on '**Basic Concepts of Ayurvedic Medicinal System**' by Dr. P R P Santha Kumari, M.D. (Ayurveda), Medical Officer, Govt. Hospital, Eluru.
- Our College NSS Unit – II conducted a special camp from 12-12-2017 to 18-12-2017 at Chodimella Village of Eluru mandal.
- On 20-12-2017, Hetero Drugs Hyderabad, conducted placement Drive in which 24 students of the college were selected.
- College NSS Units, Red Ribbon Club and Special Unit for Differently-abled conducted a Guest Lecture on 20-12-2017 on "**Eye Care Tips**". 120 students attended the guest lecture, Dr. A S Ram was the Resource Person.
- Department of Mathematics arranged a Guest Lecture on 22-12-2017 on "**Srinivasa Ramanujan – Prince of Intuition**" on the occasion of birthday of Srinivasa Ramanujan, famous mathematician.
- Cycle Expedition was conducted by NCC Cadets of the College on 23-12-2017 to create awareness on "**Open Defecation Free (ODF) Society**".
- On 23-12-2017 a student of Senior Intermediate, Mr. D Mohan Kumar participated in Under-19 Basket Ball School Games Federation of India.
- **CRR Fest – 2017** was organized from 27-12-2017 to 29-12-2017. Nearly 900 players from Sir C R Reddy Educational Institutions participated in the Sports and Cultural Competitions of the Fest. Nearly, **400 prizes** were presented to the winners in the Valedictory Function of the Fest on 29-12-2017. Office Bearers and Members of the Managing Committee, Correspondents and Principals of Sir C R Reddy Educational Institutions attended both the inaugural and valedictory functions of the Fest.
- On 02-01-2018 Felicitation programme was conducted by the College management to **Sri PC Swaroop, Head of the Department of Geology**, who retired from service on 31-12-2017.
- "**Special Unit for Differently-abled**" of the College arranged a guest lecture on 04-01-2018 on "Empowerment of

- Youth : SETWEL Programmes” and 120 students attended the guest lecture.
- On 03-02-2018 Campus Recruitment Drive by Nagarjuna Fertilizers and Chemicals Limited was arranged by Career Guidance and Placement Cell of our college. 58 Candidates appeared for the written examinations and 14 candidates got selected for Technical & HR rounds.
 - On 03-02-2018 Awareness talk is arranged on ‘**Union Budget-2018**’ by the Department of Economics.
 - Departments of Economics & Politics arranged a Field Trip on 09-02-2018 to the Students of III B.A. to Polavaram Project. 32 Students participated.
 - With a lot of encouragement as well as generous funding from the management we have conducted an **International Seminar on “Materials for Energy and Environmental Protection”** on 12th and 13th February, 2018. **Three eminent Scientists from the USA** attended and made their valuable speeches on those days along with other invited speakers.
 - 72nd College Day was celebrated on 23-02-2018 in the College Quadrangle. **Acharya Cattamanchi Maha Lakshamma**, Family member of Sir Cattamanchi Ramalinga Reddy attended this function.
 - Hon’ble Chief Minister of Andhra Pradesh **Sri Nara Chandra Babu Naidu’s** Interaction Programme with students was arranged on 24-02-2018 in the Audio-Visual Hall of the College.
 - College Career Guidance and Placement Cell organized One-Day Workshop on 06-03-2018 on “**Personality Development and Interview Preparation**” by Sri M Subhash, Personality Development Trainer.
 - **Campus Recruitment Drive** was conducted on 09-03-2018 by Dr. Reddy’s Labs, Hyderabad. In this drive, a total of 226 students from various colleges of Sir C R Reddy Educational Institutions participated.
 - **Employability Skills Centre** was inaugurated on 22-03-2018 by Dr. K Lakshminarayana, Director, Andhra Pradesh State Skill Development Corporation, Amaravathi, followed by his inspiring speech to the staff and students in the College Auditorium.
 - On 22-03-2018, ‘**Sri Alluri Bapineedu Chair of Excellence Award**’ was given away to Dr. K Lakshminarayana, Director, Andhra Pradesh State Skill Development Corporation, Amaravathi.
 - Felicitation programme was arranged by the college management to Sri P Umamaheswara Rao, SG Lecturer, Department of Commerce, who retired on 31-03-2018.
 - Sri N Verraju Chowdary, SG Lecturer, Department of Chemistry and Sri N Satyanarayana, Office-Subordinate retired on 30-04-2018.



PRINCIPAL'S ANNUAL REPORT

Our College was established in 1945 with the efforts of public personalities, Philanthropists and academicians.

I am proud to state that our college has seven other sister Institutions. This shows that the management is interested enough in educating the public, in and around Eluru. This is the prime reason to establish seven more institutions. It exemplifies the volume of the magnanimity of our management. It fulfills the dictum, '*Vidyaya Amrutha Masnute*' (By education, one attains immortality)

Ours is an autonomous college and accredited with 'A' Grade by NAAC for three times consecutively.

Our College is accorded with the status of College with Potential for excellence in the 1st Phase and College of Excellence in the 2nd Phase.

During the present academic year the student-strength of the college is 2909, the strength of the faculty is 96, and the strength of the non teaching staff is 72.

The discipline of the students and commitment of the staff are an asset to our college. In addition to the well-equipped departmental laboratories, we have the Central Research Laboratory of 1.5 crores worth equipment also an asset.

The Dr. KA Emmanuel and Dr P Paul Diwakar are the recognized Research Directors within the jurisdiction of Adikavi Nannaya University.

Guest Lectures - Workshops - Field Trips :
As a part of the curriculum, we have

conducted a number of Guest Lectures, Workshops and Field Trips. Some of them are :

- The department of Computer Science organized a guest lecture on "Big Data and IOT, one-day Workshop on Cloud and Grid computing and one day workshop on cloud computing and distributed database system on different dates in this academic year.
- The departments of Commerce and Economics combinedly organized Awareness programmes on *Goods and services Tax (GST)-Fundamentals and Employment Opportunities* in LIC of India in the months of September, 2017.
- The department of English conducted a guest lecture on '*Census – India*' on 9th August, 2017. Sri Balaji, Joint Director, Census, Ministry of Home affairs was attended as the resource person.
- The department of Chemistry organized an awareness programme on "*Drugs Usage*" on 30th August, 2017. Sri V Vijay sekhar, Assistant Director, Drugs Control Administration was resource person.
- The department of *Geology* organized a *one-day workshop* on *Emerging Trends in Geology*: In sight of Petrology, Hydrogeology, Remote sensing and GIS on 16th December, 2017.

- The department of Physics and Electronics conducted **one-day Workshop** on Basic Principles of Physics & Electronics on 21st August, 2017. Sri N Vittal Durga Prasad, Joint General Manager, BSNL, attended as the resource person.
- Conducted **Graduation Day** on 28th July, 2017. **Prof. M Mutyalu Naidu**, Vice Chancellor of AKNU, our President, Secretary, Correspondent and other eminent persons attended this programme and Awarded Degrees for about 600 students.

Field Trips :

- The Department of Botany organized a one-day Botanical Field Trip to Guntupalli caves of Jeelakarragudem on 9th September, 2017.
- A field Trip was conducted by the department of Geology to Duddukuru and Dwarakatirumala to visit the Basalt Rock quarries.
- As a part of the curriculum, the department of zoology organized a field trip to Atapaka and Kolleru lake on 5th January, 2018.
- The department of Botany organized a study-tour for II and III degree students to Visakhapatnam, Burra caves and Araku from 28th January to 1st February 2018. 41 students and 3 faculty members participated.
- The departments of Economics and Politics organized a field trip to Polavaram Project for III B.A students on 9th February, 2018.
- 'Sanskrit Day' was celebrated on 7th August 2017 and Dr. S Rama Krishna attended as the chief guest.
- The department of Oriental Languages celebrated 'Hindi Day' and arranged a guest lecture on 14th September, 2017.
- 'Teachers Day' was celebrated and our Management felicitated **14 best teachers** from our institution on **5th September, 2017**.
- **Vigilance Awareness Week** was conducted in collaboration with Indian Oil Corporation from 30th October to 4th November, 2017.
- **Matru Basha Dinotsavam** was conducted on 21st February, 2018.

Special Programmes:

- Celebrated International **Yoga Day** on 21st June, 2017 Kriya yoga teachers Sri Venu Gopala Lunani and Sri Durga Prasad Conducted training programme and 500 students participated and got benefited.
- **World Space Week Celebrations** were organized by the ISRO in collaboration with Sir C R R Educational Institutions on 5th & 6th October 2017. Nearly 25,000 students from different colleges and schools in and around Eluru have visited the ISRO exhibition arranged in our college.
- I am happy to state that our management organized **CRR Fest-2017** from 27th to 29th December, 2017 and conducted competitions in Games, Sports and Cultural Events among the students of all the institutions

- With a lot of encouragement as well as generous funding from the management we have conducted an **International Seminar on “Materials for Energy and Environmental Protection”** on 12th and 13th February, 2018. **Three eminent Scientists from the USA** attended and made their valuable speeches on those days along with other invited speakers

Campus Interviews :

- I am happy to state that in this academic year **05 on Campus Drives** were conducted in our college by the prestigious companies like Deepak Nexgen Feeds (P) Ltd, Bommuluru, Indian Immunologicals Limited, Hyderabad, Aspire fellows, Hetro Drugs, Hyderabad and M/s Nagarjuna Fertilizers & Chemicals Ltd – KKD. out of 192 appeared 57 got appointments.
- Also I am happy to inform that **Dr. Reddy’s Laboratories** conducted the campus recruitment drive on 9th March 2018 in our college.

Training Programmes:

- Our college has **Skill Development Centre**, in which we give training to our students for competitive exams.
- Conducted 15 days training programme on Employability Skills to the degree passed – out students by the Career Guidance and Placement Cell in the month of July 2017.
- On the occasion of 125th Anniversary of Swami Vivekananda the Ministry of Human Resources and Development,

Government of India arranged the Hon’ble PM’s live speech on “Young India, New India.”

- Sri P.C Swaroop, Associate professor in Geology gave a talk on Self Development Programme for III B.Sc. Students on 13th September, 2017.

National Service Scheme (NSS):

- The NSS programmes have been going on since 1975.
- At present we have two NSS Units with 246 volunteers. .
- Our NSS Units, so far, have conducted five rallies during this academic year with the themes of Swachh Bharat, ODF, Clean & Green , Aids, National Integration.
- They have organized three blood donation camps. 75 units of blood was donated by our NSS volunteers to the Blood Bank, Govt. Hospital, Eluru.
- Our NSS Units organized various awareness programmes like **Eye Care Tips** for students, **Civil Services examinations**, **Census and Vigilance Week** in addition to their regular activities like **Campus cleaning and tree planting**.
- Our NSS Units adopted Vatluru and Chodimella villages and conducted **Swachh Bharat Programmes** for 15 days and Janmabhoomi Programme for 10days

NCC Report

- Cadet Sk. Allabakshu, II B.Sc. participated **Snow Skiing Camp** at

Gulmarg, Jammu & Kashmir in the month of April, 2017.

- Four of our NCC cadets participated in **IGC camp** at Secunderabad, Telangana from 17th July, 2017.
- Cadet MVSM Pavan, III B.Sc participated **Special National Integration Camp** at Leh, Jammu & Kashmir from 3rd August, 2017.
- SUO B. Suguna Prasad, III B.Sc. participated in **National Integration Camp** at Secunderabad, Telangana from 9th August, 2017.
- JUO P. Sai Teja, III B.Sc. participated in **Independence Day Parade (CM Parade)** at Tirupathi on 15-08-2017 and he acted as contingent Commander.
- Four of our NCC cadets participated in **National Trekking Camp** at Kolhapur, Maharastra on 3rd December, 2017.
- JUO A. Bhaskara Rao, III B.Sc. participated in **National Integration Camp** at Tejpur, Assam from 17th, December, 2017.
- Our college NCC Unit conducted **AIDS Awareness Rally** on 1st December, 2017 and conducted door to door campaign about ODF on 13-12-2017 at Koppaka Village, Pedavegi Mandal, W.G.Dt.
- Our College NCC Unit conducted **Cycle Rally** on ODF from Eluru to Pedavegi on 23-12-2017 with the collaboration of Rotary Club, Eluru.
- On the occasion of NCC Day celebrations our NCC Unit conducted several service programmes like **Blood**

Donation, Plantation, Food and Fruits donation, Swaccha Bharath programmes etc.

Cultural Report :

- Our students participated in **Zonal level competitions and won first prizes** in Skit, Group Dance, Instrumental Solo in the month of September, 2017 organised by SETWEL, Eluru.
- Our students participated in **District Level Youth Festival** and our students won 2nd prizes in Skit, Group Dance, Instrumental Solo and Mimicry in the month of November, 2017 organised by SETWEL, Eluru.
- Out of 8 prizes, two prizes got by our students in the '**CRR Fest-2017**' organized by the Management from 27th to 29th December, 2017 in Sir CRR (A) College, Eluru.
- Our Cultural Cell conducted Happy Sunday Programme in our college campus on 20-10-2017, with assistance of Municipal Corporation, Eluru.

Sports & Games :

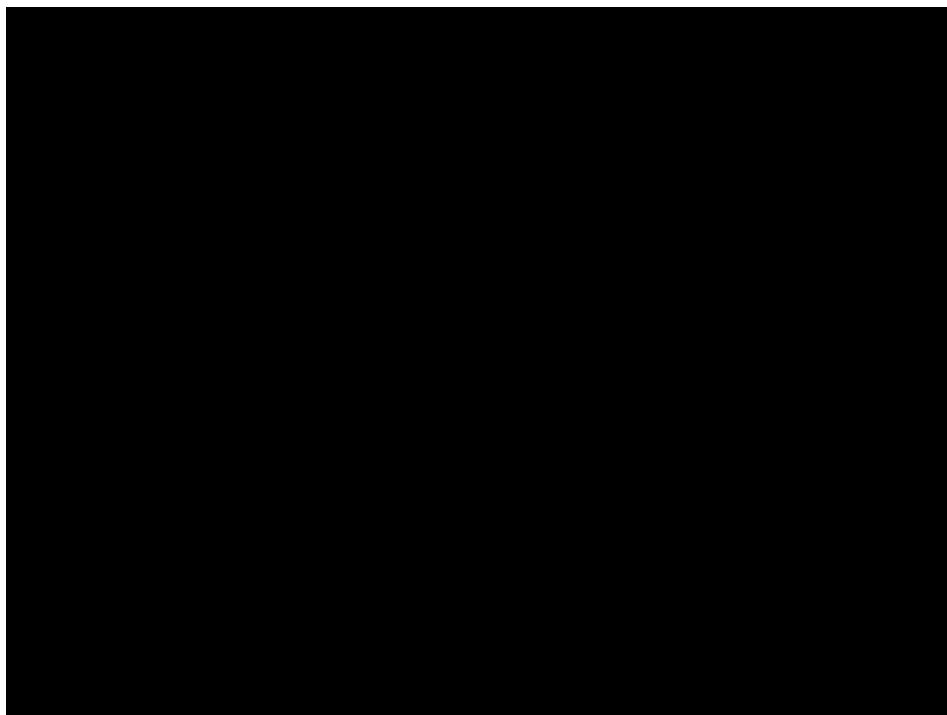
Our College organized the following Sports & Games events in the Academic Year 2017-18.

- West Godavari District Junior College Games Tournament and under-19 School Games Selections on 28-08-2017.
- Adikavi Nannaya University Weight Lifting, Best Physique and Power Lifting Inter Collegiate cum University Team Selections on 07th – 08th December, 2017.

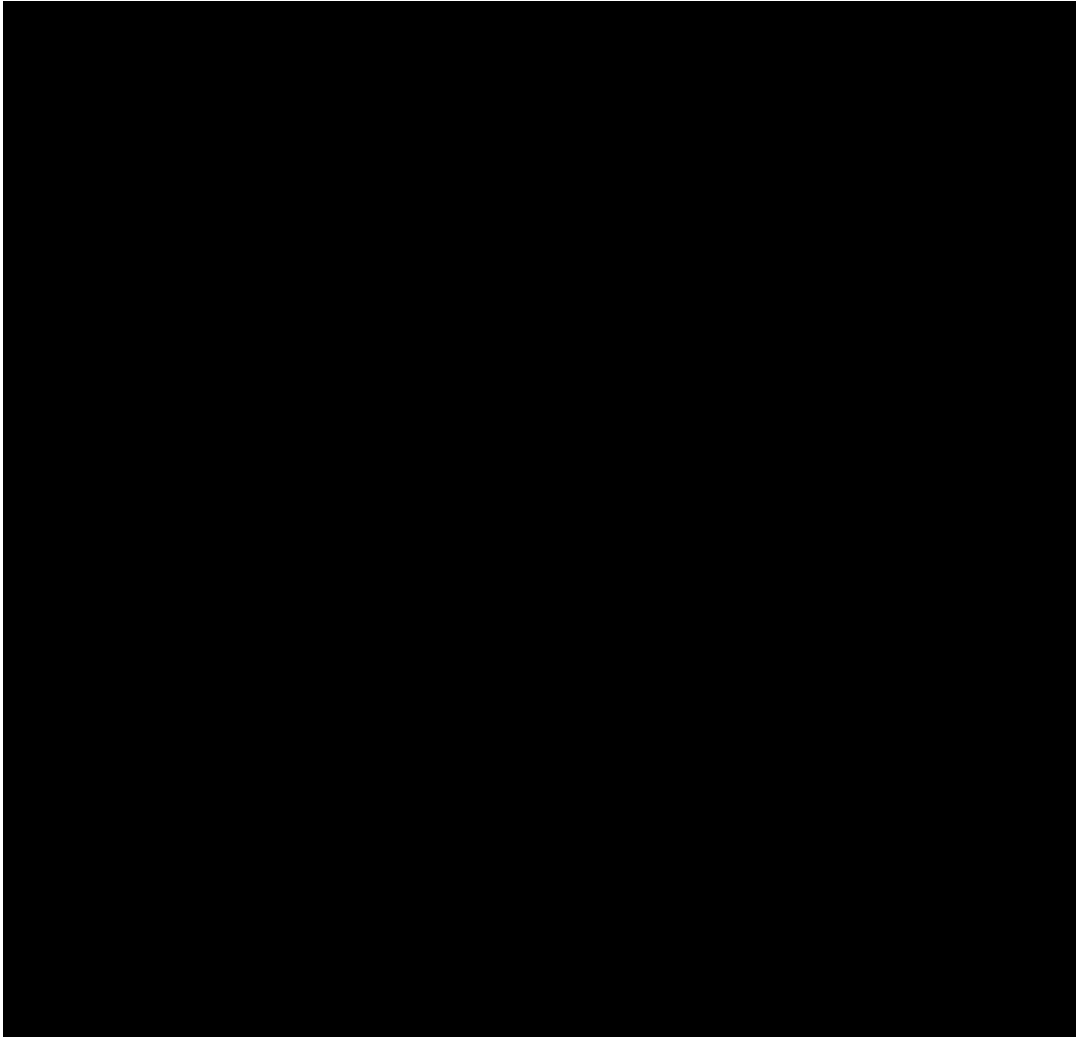
- We hosted Andhra Pradesh Men Kabbadi Team Coaching Camp from 15th December, 2017 to 29th December, 2017.
- CRR Fest – 2017 is organized from 27th – 29th December, 2017 in which all the colleges under Sir C R R Educational Institutions participated.
- Some of our students were selected for Inter University & Nationals Sports and Games.

Retirement:

- Well experienced faculty members Sri Y V Krishna Rao garu, Dept. of Physics, Sri V Daniel Dept. of English, Sri A Satyanarayana, Dept. of Social Work, Dr C Ravi and PC Swaroop, Dept. of Geology retired in this academic year.
- Sri P Umamaheswara Rao, Associate Professor in Commerce retired on 31st March, 2018.
- Sri N Veerajju Chowdary, Associate Professor in Chemistry retired on 30th April, 2018.
- In this connection I am happy to say that ***Sri Y V Krishna Rao donated Rs.2 lakhs for constitution of “Sri Alluri Bapineedu Academic Excellence Award”*** for teachers. The annual bank interest accrued on this corpus fund will be awarded to the best teacher of the college every year on the birthday of Sri Alluri Bapineedu garu.



PASS PERCENTAGE OF STUDENTS : 2016-17



“A good conscience is the best divinity” - Thomas Fuller

NATIONAL SERVICE SCHEME, UNIT – I
ANNUAL REPORT OF THE REGULAR ACTIVITIES FOR THE YEAR 2017-'18

Dr. B. Emmanuel
NSS Unit-I Officer

The following are nominated as members on the advisory committee of NSS Unit-I by the Principal :

1. Sri U S Ramaprasad, Correspondent
2. Dr. B. Emmanuel , HOD, History & NSS Programme Officer, Unit-I,
3. Sri VSVS Bapuji, Physical Director,
4. Sri A Satyanarayana, Lect. in Social Work,
5. Mr Ch Abdullah, student of III BA
6. Sadu Ashok, student of III BA as student members.

After constituting the Committee, the Committee met in the Principal's chamber on 24th June, 2017 at 4 PM. and prepared tentative programme schedule and accepted the same unanimously.

The Management Committee celebrated Founders' Day on 4th July. All the Volunteers of NSS Unit-I and rendered their services for smooth running of the Celebration.

NSS Unit-I organized a guest Lecture programme along with the department of Computer Sciences on 'Big Data and IOT' by Mr. D Santha kumar, former student of our college and Big Data architect, London, UK in our college on 24th July, 2017. 110 volunteers participated in the programme.

On 31st July, 1027, 78 volunteers of NSS Unit-I participated in the Swatcha Bharat programme and cleaned the college campus.

The 'Swatcha Pakhwada' (a swachcha Bharath Programme) was announced by the Government of India for 15 days . NSS Unit-I volunteers numbering 109 organized the programmes on each day of the Fifteen days programme.

On 1st August, 2017, One day Seminar was conducted and took oath to participate in Swatcha Pakhwada of each day.

From 2nd to 5th August, 2017 Volunteers of NSS Unit – I made the campus of our college clean. They clean the classrooms, Labs, Library, Auditorium, Play ground, toilets, lawans and roads in the college campus. Total number 108 volunteers participated in the programme on each day.

On 3rd August, 2017, as part of Swatcha Pakhwada programme saplings more than 100 were planted on either side of the National Highway which is in front of our college. Plants and tree guards were supplied by the Commissioner of Eluru Municipal Corporation. Mayor Ms Shaik Nurjahan, Commissioner Sri Srinivas, Sri R Surya Rao, MLC, Sri K Rambabu, President of Our College Managing Committee, Sri U S Rama Prasad, Correspondent of our college, Principal Dr. A Veerabhadra Rao, Lecturers and other

dignitaries of the city participated in the programme.

An orientation programme for NSS Volunteers was organized by NSS Unit-I on 4th August, 2017 at 10 AM. 114 Volunteers participated in the Programme.

On 4th August, 2017 an awareness programme on Civil Services and other Competitive Examinations was conducted. Sri R Gopalakrishna, 3rd Ranker of UPSC Civil Services-2016 addressed the volunteers. All the volunteers participated in the programme.

Volunteers of NSS Unit-I visited the adopted village Vatluru on 6th, 7th and 8th of August, 2017 and conducted door to door campaign. Volunteers focused on educating the villages to make free from Open Defecation and encouraged to construct their own toilets.

On 8th August, 2017, the NSS Unit-I conducted an awareness programme on 'Indian Air Force Recruitment' with the co-operation of SETWEL, West Godavari district, Eluru.

The Volunteers of NSS Unit-I participated in cleaning the roads and drainages of village Vatluru along with the local village people on 9th and 10th of August, 2017.

The Volunteers of NSS Unit-I participated in cleaning the Primary Health Centre at Vatluru village and helped the staff to serve

the patients on 11th, 12th, and 13th of August, 2017.

The NSS Volunteers of Unit-I conducted a rally along with the villagers to give them an awareness on cleanliness and declared the village and our college clean institutions.

The NSS Unit-I along with the Department of History organized a programme of Celebration of 146th Birth Anniversary of Sri Tanguturu Prakasam, the First Chief Minister of Andhra State. Mr. M Vincent Paul, Head of the Department of English of our college addressed the volunteers on 23rd August, 2017.

The NSS Unit-I along with the Department of English organized a Guest Lecture Programme on 'Census-India'. Sri G Balaji, Joint Director (Rtd.), Department of Census, Ministry of Home Affairs, Government of India, New Delhi delivered his speech on 30th August, 2017.

Dr. B Emmanuel, NSS Programme Officer received a Best Teacher Award from the College Management for his services rendered to the college on 5th September, 2017 on the occasion of Teachers' Day.

The NSS Unit-I of our college along with all arts groups organized 'One Day Workshop' on Education and Employment for the Youth in independent India. Sri R Surya Rao, MLC, Sri K Lakshmana Rao, Ex MLC of Guntur, and Sri T Ramakrishna, a columnist,

Eenadu News Paper Daily addressed the volunteers on 8th September, 2017.

The NSS Unit-I of our College and the Department of Oriental Languages jointly organized a Guest Lecture programme on the occasion of 'Hindi Day' on 14th September, 2017. Sri G Venkatacharyulu, Rtd, Teacher, of St. Xavier's High School, Eluru delivered his lecture.

On 18th September, 2017, the NSS Unit-I conducted a Blood Donation Camp through the Government Hospital Blood Bank, Eluru. 25 units of blood was donated by the volunteers.

On 10th October, 2017, the NSS Unit-I along with NCC Unit of our college, conducted a blood donation camp through the Government Hospital Blood Bank. 26 units of blood was donated by the volunteers and NCC cadres.

NSS Unit-I Programme Officer Dr. B Emmanuel attended the NSS Programme Officers Meet arranged by NSS cell of Adikavi Nannaya University, Rajamahendravaram to discuss and prepare action plan of NSS programmes for the year 2017-18 on 16th October, 2017.

Dr. B Emmanuel, NSS Programme Officer attended a Video Conference arranged by the commissioner of Collegiate Education, Amaravathi to reveal the ODF mobile app on 25th October, 2017.

NSS Unit-I of our college organized a 'Run for Unity-Rashtreeya Ekta Divas' on the occasion of the Birth Anniversary of Sardar Vallabhai Patel, the first Home Minister and the First Deputy Prime Minister of Union Government of India on 31st October, 2017 as per the instruction from the Home Department, Government of India.

The NSS Unit-I of our college organized Swatcha Andhra under NSS Action Plan 2017-18. Volunteers visited the adopted village Vatluru on 2nd November, 2017. Volunteers met the villagers house to house and gave awareness on having toilet each house to the house holders. Volunteers took help from VRO, MEO of village. Volunteers conducted a 'Hygiene Survey' in Vatluru village. Volunteers organized Rallies along with the Zilla Parishad High School students of Vatluru village.

NSS Unit-I of our college organized a Vigilance Awareness Week programme from 2nd to 9th November, 2017. The Programme was arranged with the co-operation of District Vigilance Department, Eluru. District Vigilance Officer, Sri V Balasubrahmanyam participated and addressed the volunteers on anti-corruption.

NSS Volunteers of Unit-I of our college conducted a Survey on 2nd November, 2017 for identifying toilet less /under construction toilet houses in the adopted village Vatluru.

Dr B Emmanuel, NSS Programme Officer, attended a Video Conference at SCIM

Government college, Tanuku, which was arranged by the AP State commissioner of collegiate Education on 20th November, 2017.

NSS Unit-I of our College volunteers visited the Government Children Home for boys, Sanivarapupeta. 25 Volunteers participated in Swatcha Bharat programme in Children Home. T Madhusudhana Rao Superintendent of Children Home participated in the programme. NSS volunteers render their services to Juvenile welfare home at Sanivarapupeta, leveling work of the ground and kitchen in home on 8th November, 2017.

Dr. B Emmanuel, NSS Programme Officer attended a One Day Training Programme on Disaster Management arranged by the SETWEL in the presence of Collector in Godavari Meeting Hall at Collector's Office, Eluru.

The NSS Unit-I of our college observed the 4th Saturday as Swatcha Andhra Mission Programme. Volunteers participated in the cleaning programme of college campus.

As per the instructions from the collegiate Education the process of registration of Volunteers who participated in the Swatcha Andhra Pradesh was executed.

As per the request of the District Medical and Health Officer of West Godavari, our NSS Unit-I volunteers participated in Mega Rally on 1st December, 2017 on the occasion of 'World AIDS Day'. World Health

Organization issued a theme 'My Health-My Right'. District Collector of West Godavari flag off the Rally on that day at 9 O' clock from Indoor Stadium, Eluru.

NSS Unit-I of our college, organized a special camp at adopted village i.e. Vatluru for seven days from 5th to 11th December, 2017. We conducted 4 medical camps. Dr. Swarupa, Dr. Sridhar, Dr. Vara Prasad, Dr. Madhu participated in the Medical camps. Tests were conducted and issued medicines on free of cost. All these programmes were sponsored by the Lions Club of Eluru. We also conducted awareness programmes on Aids, De-monetization, GST. Personality Development and career guidance. Sri M Guru Pratap Reddy, Sri M Syam Prasad, Dr. RNV Raja Rao, Sri BRDV Phanikumar participated as resource persons.

NSS Unit-I of our College organized a Guest Lecture programme along with Special Unit for differently Abled on the occasion of 209th Birth Anniversary of Dr. Louis Braille. SETWEL manager Sri K Kota Prabhakara Rao gave a lecture on the career development and the opportunities provided the government through their setwel office. One hundred and twenty two volunteers participated in the programme.

The government of Andhra Pradesh declared a ten days programme of Janmabhoomi from 2nd to 11th January, 2018. The NSS Unit-I volunteers of our college participated and conducted by the

programmes as government declared schedule.

On 2nd January, 2018, we organized a meeting to give awareness on welfare schemes conducted by the government of Andhra Pradesh and the Government of India.

On 3rd January, 2018 we organized a meeting with villagers to give an awareness on health. Members of Primary Health centre and District Medical and Health Office were participated in the programme.

On 4th January, 2018 Volunteers visited door to door of the adopted village and took the information of caste, gender, dropout strength particulars and others.

On 5th January, 2018 Volunteers visited Educational Institutions in the adopted village and conducted a campaign to give awareness on ODF.

On 6th January, 2018 volunteers visited adopted village and gathered information of infrastructure existed in the village itself.

On 7th January, 2018 Volunteers organized an awareness programme on water consumption to the villagers.

On 8th January, 2018 Volunteers organized an awareness programme on Animal Husbandry. Members of the Veterinary Hospital and department of Animal Husbandry participated in the programme and gave their suggestions in domesticating the animals and others.

On 9th January, 2018, Volunteers explained to the villagers about the vision of the government for the years 2022, 2029 and 2050 about the village development.

On 10th January, 2018, Volunteers met the village committee and discussed on village economic development plan and give their suggestions to the committee.

On 11th January, 2018, we organized a valedictory function and took farewell from the villagers, members of the Panchayat Committee and Officials of the village.

With the support of the Department of Youth Affairs and SETWEL of West Godavari District, NSS Unit-I arranged an Inter-District Youth Exchange Programme. Thirty one NSS volunteers participated in the above programme. Our NSS Units sent 31 volunteers to participate in the Inter-District Youth Exchange Programme. They were brought to Prakasam District and show all the important historical and other places of the district. And also share their views of volunteers with other district participants and observed the lifestyle of the people of native district.

* * *

***“A mediocre teacher only tells ;
A good teacher explains ;
A superior teacher demonstrates;
And a great teacher inspires”
- Anon.***

NATIONAL SERVICE SCHEME, UNIT – II

ANNUAL REPORT OF THE REGULAR ACTIVITIES FOR THE YEAR 2017-'18

Sri N. Srinivasa Rao
NSS Unit-II Officer

The Chairman of the Advisory committee of NSS unit – II and Principal of our college nominated the following candidates as the members of the Advisory Committee for the NSS Unit-II of our college. They are- Sri U S Rama Prasad, Correspondent of Autonomous College are representative from the governing body, Mr N Srinivasa Rao, HOD- Politics and NSS Programme officer Unit-II. Advisory committee members LSRChVK Nageswara Rao, Head, Department of Physics, Dr. K Srikanth, SG Lecturer in Chemistry, Sri P Anjaneyulu,

Sr. Lecturer in English, Sri PNV Prasada Rao, Sr. Lecturer in Mathematics, Sri R Kesava, Lecturer in Economics, Sri S Elijah Raju, Lecturer in Commerce, Sri T Rambabu, Lecturer in Politics.

The Advisory Committee met on 15th June, 2017 at 4 PM in Principal's chamber and discussed the proposed agenda presented by NSS Unit-II programme officer and accepted and resolved the resolutions. The main items of the agenda are at least one blood donation camp to be conducted. Swatcha Bharat programme which was declared by the Prime Minister of India is to be the part of our programmes. Plantation of trees, active participation in cultural and

youth festival programmes, conducting to rallies to get awareness among the youth on different important occasion National Unity Day, Aids day, etc.,

Then, the NSS Unit-II of our college proceeded to activate the programmes which were resolved by the advisory committee under the leadership of NSS Programme Officer Mr. N Srinivasa Rao and in the guidance of the Principal.

The NSS Unit – II of our college arranged a yoga awareness programme on the occasion of International Yoga Day i.e. on 21st June, 2017. 64 Volunteers participated in this programme at Sir C R R College Quadrangle.

The NSS Unit-II of our College arranged a Orientation Programme and Oath on 01-08-2017. 129 Volunteers participated in the programme at Audio-Visual Hall. Dr.A Veerabhadra Rao, Principal, Dr. MSC Sophia, HOD in English, PG Courses, Sri VV Ramana, HOD in Economics, addressed the gathering.

The NSS Unit-II of our College arranged tree plantation programme both sides of Main road. 64 volunteers participated in this programme. Dr.A Veerabhadra Rao, Principal participated in this programme.

The NSS Unit-II of our College arranged Swachh Shapath (Oath) on 03th August, 2017 in our College campus. 132 Volunteers participated in this programme.

The NSS Unit-II of our College arranged Clean & Green programme in our College campus on 03rd August, 2017. 65 Volunteers participated in this programme.

The NSS Unit-II of our College arranged Swacch Bharath programme at Botany Garden in our College campus on 04th August, 2017. 59 Volunteers participated in this programme.

The NSS Unit-II of our College arranged Swacch Bharath programme at surroundings of Auditorium in our College campus on 05th August, 2017. 44 Volunteers participated in this programme.

The NSS Unit-II of our College arranged tree plantation programme both sides of Main road on 06.09.2017. 53 volunteers participated in this programme. Dr.A Veerabhadra Rao, Principal participated in this programme.

The NSS Unit-II of our College arranged Swacch Bharath programme at New Bus Station in Eluru on 12th September, 2017. 47 Volunteers participated in this programme.

The NSS Unit-II of our college arranged an awareness programme on "Swachhathe Seva" Rally from Sir C R Reddy Autonomous College, Eluru to Fire Station

Centre on 20-09-2017. 66 volunteers participated in this rally.

The NSS Unit-II of our College arranged one-day orientation programme on 'Precautions to be taken while firing the crackers' in association with the Fire Safety Association on 17-10-2017 at Fire Safety Department, Eluru. 110 NSS Volunteers participated in this programme.

The NSS Unit-II of our College arranged "National Unity Day" rally from Sir C R Reddy Autonomous College, Eluru to Fire Station Centre, and Collectorate on 31-10-2017. Principal Dr. A Veerabhadra Rao, 83 NSS Volunteers participated in this programme.

The NSS Unit-II of our College arranged "World AIDS Day" rally from Sir C R Reddy Autonomous College, Eluru to Fire Station Centre, and Indore Stadium on 01-12-2017. 92 NSS Volunteers participated in this programme.

District Authorities arranged "ODF" rally from Ch.S.D.St.Theresa's College for Women, Eluru to Fire Station Centre, and R R Pet on 14-12-2017. District Collector, Vice-Chancellor, ANUR, Sri R Surya Rao, MLC and 129 NSS Volunteers participated in this programme.

The NSS Unit-II of our College arranged awareness programme on "Eye Care Tips for Students" at Audio Visual Hall in Sir CR Reddy Autonomous College, Eluru on

20-12-2017. Dr. A S Ram, Dr. NVVS Prasad, Principal, staff and 105 NSS Volunteers participated in this programme.

The NSS Unit-II of our College arranged awareness programme on “National Voters Day” at Audio-Visual Hall in Sir C R Reddy Autonomous College, Eluru on 23-01-2018. Dr. NVVS Prasad, Principal, staff and 125 NSS Volunteers participated in this programme.

The NSS Unit-II of our College arranged on “National Voters Day-Pledge” at Audio-Visual Hall in Sir C R Reddy Autonomous College, Eluru on 25-01-2018. Dr. NVVS Prasad, Principal, staff and 125 NSS Volunteers participated in this programme.

95 NSS Volunteers participated in the “Republic Day Celebrations” arranged by the College Management at Quadrangle of Sir C R Reddy Autonomous College, Eluru on 26-01-2018.

Department of Youth Services arranged “Youth Exchange Programme” from 07-02-2018 to

09-02-2018 for 03 days under Inter District Exchange Programme by SETWEL, Eluru in Prakasam District. 10 NSS Unit-II Volunteers participated in this programme.

* * *

THE PARTS OF SPEECH

Every name is called a **noun**,
As **field** and **fountain**, **street** and **town**.

In place of noun the **pronoun** stands,
As **he** and **she** can clap their hands.

The **adjective** describes a thing,
As **magic** wand or **bridal** ring.

The **verb** means action, something done,
As **read** and **write** and **jump** and **run**.

How things are done the **adverbs** tell,
As **quickly**, **slowly**, **badly**, **well**.

The **preposition** shows relation,
As **in** the street or **at** the station.

Conjunctions join, in many ways,
Sentences, words, **or** phrase **and** phrase.

The **interjection** cries out, “**Hark!**”
I need an exclamation mark!”

* * *

“**All problems arise when language goes on a holiday.**”

“**The centre of the universe is inside but not outside.**”

- *Ludwig Wittgenstein*



NCC REPORT 2017-18

Ltn. M. Naveen Kumar
NCC Officer

- ❖ Cadet Sk. Allabakshu, II B.Sc. participated Snow Skiing Camp at Gulmarg, Jammu & Kashmir in the month of April 2017.
- ❖ 36 of our NCC Cadets participated in 3rd International YOGA Day conducted by 19 (A) BN, NCC, Eluru on 21-06-2017 at Ch.S.D.St. Theresa College for Women, Eluru.
- ❖ On occasion of Graduation Day our NCC Cadets given Guard of Honour to Vice-Chancellor, Andhra University on 28-07-2017.
- ❖ Four of our NCC cadets participated in IGC camp at Secunderabad, Telangana from 17th July, 2017.
- ❖ Cadet MVSM Pavan, III B.Sc participated Special National Integration Camp at Leh Jammu & Kashmir from 3rd August, 2017.
- ❖ Ltn. M Naveen Kumar and Physical Director Sri VSVS Bapuji both are given Training to students for attending Air Men Selections on 5th October, 2017.
- ❖ SUO B. Suguna Prasad, III B.Sc. participated in National Integration Camp at Secunderabad, Telangana from 9th August, 2017.
- ❖ JUO P. Sai Teja, III B.Sc. participated in Local Independence Day Parade (CM Parade) at Tirupathi on 15-08-2017 and he acted as contingent Commander.
- ❖ A Guest Lecture on 'Roll of NCC Cadets in National Building' on 21-08-2017 at Sir C R Reddy College Auditorium.
- ❖ Our College NCC Unit conducted Swatccha Bharath programme on 25-09-2017 from TTD Kalyana Mandapam to Santhi Nagar Circle.
- ❖ Our College NCC Cadets attended to the Disaster Management Programme conducted by District Disaster Management Authority on 18-10-2017.
- ❖ Four of our NCC cadets participated in National Trekking Camp at Kolhapur (Madhya Pradesh), Maharashtra from 3rd December, 2017.
- ❖ Our NCC cadets, Officer Ltn. M Naveen Kumar and 19 (A) BN NCC Commanding Officer Col. M venkata Ratnam visited AIDS affected Child Home on 23-11-2017 and distributed fruits, rice and writing materials to the students.
- ❖ Our NCC cadets, Officer Ltn. M Naveen Kumar and 19 (A) BN NCC Commanding Officer Col. M venkata Ratnam visited Physically Handicapped Home on 24-11-2017 and arranged lunch to the disabled children.
- ❖ Our NCC Unit conducted Blood Donation Camp on 25-11-2017. Officer Ltn. M Naveen Kumar and 19 (A) BN NCC Commanding Officer Col. M venkata Ratnam attended to the camp. In this programme 23 Units blood donated to Red Cross Society.
- ❖ JUO A. Bhaskara Rao, III B.Sc. participated in National Integration Camp at Tejpur, Assam from 17th, December, 2017.
- ❖ Our college NCC Cadets participated in AIDS Awareness Rally on 1st December, 2017.
- ❖ Our College NCC Cadets and Officer Ltn. M Naveen Kumar conducted door to door campaign about ODF on 13-12-2017 at Koppaka Village, Pedavegi Mandal, W.G.Dt.
- ❖ Our College NCC Unit conducted Cycle Rally on ODF from Eluru to Pedavegi on 23-12-2017 with the collaboration of Rotary Club, Eluru.
- ❖ Our College provided venue to conduct NCC 'C' Certificate Practical Examination on 03-03-2018 at College Ground.

"Injustice anywhere is a threat to justice everywhere"- Martin Luther King

ACTIVITIES OF PHYSICAL EDUCATION : 2017-18

Sri VSVS BAPUJI

Physical Director

As in the previous year the activities of the department of Physical Education started right from the beginning of the Academic Year 2017-18.

- Mr. G Naveen Kumar, III B.Com got Silver Medal in Adikavi Nannaya University Cross Country Inter Collegiate Meet at Adikavi Nannaya University, Rajamahendravaram on 14-10-2017.
- Adikavi Nannaya University Inter Collegiate Athletic Meet was held at M.R.College, Peddapuram on 28-11-2017 and 29-11-2017, Mr P. Vamsi Siva Durga Rao II B.Sc got Silver medal in 400 mts Hudles, Mr. G. Naveen Kumar III B.Com (V) got Gold Medal in 10,000 mts, Silver Medal in 5,000mts, Mr. Md Zia UL Rehman I M.B.A got Gold Medal in Hammer Throw & Shot-Put.
- Our College organized Adikavi Nannaya University weight Lifting, Power Lifting and Best Physique Inter Collegiate Cum University selection Trails. In weight lifting Mr Ch.Naveen Kumar III B.Sc, Mr Md. Zia UL Rehman MBA got Silver Medal. In Power lifting got Bronze & Silver Medals. In Best Physique Competitions our College team got Championship, Mr P. Vivachan, I B.Sc got silver medal, Mr K Pavan Kumar, I B.Sc and K. Lakshmi Madhu Sudhana Rao, I B.Com got Gold Medals, Mr. S. Satish, III B.Com got Bronze Medal, Mr. K. Pavan Kalyan, III B.Sc, Mr. P. Nagendra Babu, Mr. K Jagadesh Pavan Kumar, I B.Sc and Mr. Avinash Babu, III B.Com got Silver Medals.
- Mr. G Naveen Kumar III B.Com (V) Participated in Jr. Men. Cross Country Meet 2017 at Samalkot on 24-12-2017 got gold Medal and also participated A.P. Junior Inter District Athaletics Championship 2017 and got Bronze Medal in 5000 mts, at Nagarjuna University grounds, Mangalagiri on 9th & 10th September, 2017.
- Mr. K. Sri Ram & Mr. B. Ranjith Kumar I B.Sc Selected for West Godavari District Inter Kabaddi Team. The tournament held at Karnool from 24-09-2017 to 26-09-2017.
- Mr K Sri Ram Selected for Adikavi Nannaya University Kabaddi Team.
- Mr. Ch Naveen Kumar III B.Sc Selected for Adikavi Nannaya University Weight Lifting Team and participated All India Inter University Weight Lifting Competitions at Punjab from 20-12-2017 to 24-12-2017.
- Mr. K S Chandra Sekhar Reddy, I. B.Com Selected for Adikavi Nannaya University Volley Ball Team and Participated South Zone Inter University Tournament held at SRM University, Chennai from 22-12-2017 to 26-12-2017.

*“Time is precious, but **truth** is more precious than time.” - Benjamin Disraeli*

- Our College organized CRR Fest-2017 from 27th, 28th & 29th December, 2017.
- Mr G Naveen Kumar, III B.Com (V) for Adikavi Nannaya University Athletic Team and participated All India Inter University Athletic Meet held at Acharya Nagarjuna University, Guntur.
- Mr. P Gopi II B.Sc, Selected for West Godavari District Base Ball Team and selected State Team. He participated Nationals at Chhattisgarh from 08-02-2018 to 12-02-2018.
- L Venkatesh II B.Sc selected for West Godavari District Kho-Kho Team and participated Inter District Matches at Kirlampudi from 13 February to 15 February, 2018.
- Our Students got selected for Under-19 and Under-17 Inter District School Games Tournament.

Base-Ball : Mr N Pavan Kumar, Jr. Inter was selected for Under-19 Inter District School Games played at Arugolanu from 21-09-2017 to 23-09-2017.

Hockey : Mr. K. Martha Raju, Sr Inter, Mr. D. Shanmuka Srinivas & Mr. SK.Novab Saib, Jr. Inter played at Chandragiri from 18-10-2017 to 20-10-2017.

Hand Ball : N Pavan Kumar, Jr. Inter selected for Under-19 Inter District School Games, played at Chilumuru from 27-10-2017 to 29-10-2017.

Kabaddi : Mr D Nikhil, Jr. Inter selected for Under-19 Inter District School Games,

played at Chilumuru from 17-11-2017 to 19-11-2017.

Athletics : Mr. J Nagaraju, Jr. Inter got 2 Silver Medal in 3,000 mts and 5,000mts in West Godavari District Junior Colleges Athletic meet held at Bharathiya Vidyabhavan, Pedathadepalli on 07-09-2017, and also selected Under-19 Inter District School Games participated at Karnool from 04-11-2017 to 06-11-2017.

Swimming : Mr. K.V.R. Kishore, Jr. Inter was participated under-19 School Games Swimming Competitions at Tirupathi from 09-10-2017 to 11-10-2017 and got one gold medal, 1 silver medal and 1 bronze medal. He is participated Nationals at Delhi.

Ball-Badminton : Mr. P Pavan Kumar, Jr. Inter was selected for Under-19 School Games, played at Ramachandrapuram from 13-10-2017 to 15-10-2017.

Basket Ball : Mr T Mohan Kumar, Mr STNVD Prasad, Mr A Abhiram Sr. Inter, Mr. PV Sai was selected for Under-19 Inter District School Games.

Mr. Ch. Rajesh & Mr. S Shabhiresh, Jr. Inter selected for Under-17 Inter District School Games, played at Nuzvid.

Kho-Kho : Mr P Akhil, Sr. Inter, Selected for Under-19 Inter District School Games.

Chess : Mr. K Jashuva, Jr. Inter was selected for Under-19 Inter District School Games played at Narayanapuram.

Weight Lifting : Mr B Shanmukh Kumar, Jr. Inter was selected Under-19 Inter District School Games.

- Mr. D. Shanmukh Srinivas, Jr. Inter was selected for West Godavari District Junior Hockey Team, played at Kadapa from 17-11-2017 to 19-11-2017.
- Our Intermediate Kho-Kho Team Won 1st Place in Eenadu District Tournament on 02-11-2017 at our College and also participated Eenadu Regional Meet at Vijayawada on 05th & 06th November, 2017.
- Mr. T Mohan Kumar. Sr. Inter was selected for Nationals Under-19 School Games in A.P. Basket Team, Played at Haryana.
- Mr. Ch. Rajesh Jr. Inter was selected for Nationals Under-17 School Games in A.P. Basket Team, Played at Delhi.
- Mr. M Vamsi, Jr. Inter was participated Athletic Meet at Palasa from 13-10-2017 to 15-10-2017 and secured gold medal and also participated Junior Athletic Meet, at Visakhapatnam from 03-12-2017 to 05-12-2017 and selected for nationals.
- Mr. K.V.R.Kishore (Swimming) and Mr. M Vamsi (Athletics) got Rs. 5,000/- each financial assistance from the College Management.
- Mr. G Naveen Kumar (Athletics), Mr. T Mohan Kumar and Mr. Ch. Rajesh (Basket Ball) got Scholarship.

* * *

OPEN A BOOK

Open a book

And you will find,

People and places of every kind;

open a book

And you can be,

Anything you want to be;

Open a book

And you can share,

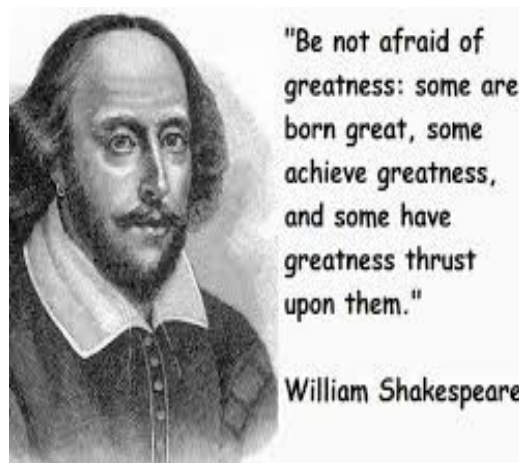
Wondrous words you find in there

open a book

And I will too,

You read to me,

And I'll read to you!



"Be not afraid of greatness: some are born great, some achieve greatness, and some have greatness thrust upon them."

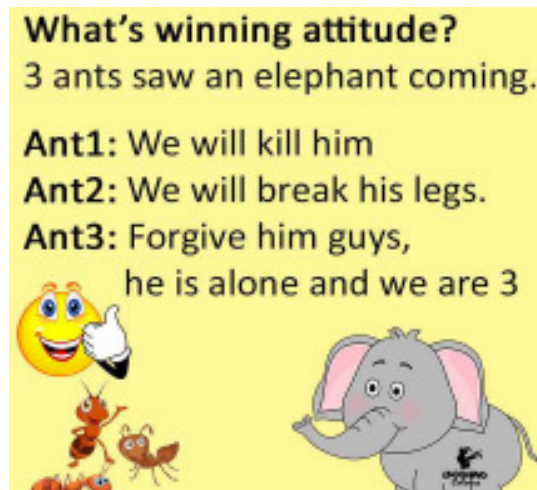
William Shakespeare

CULTURAL ACTIVITIES : 2017-18

Ltn. M. Naveen Kumar
Lecturer in Zoology

- ❖ Our students participated in Zonal level and won first prizes in Skit, Group Dance, Instrumental Solo in the month of September, 2017 organised by SETWEL, Eluru.
- ❖ Our students participated in District Level Youth Festival and our students won 2nd prizes in Skit, Group Dance, Instrumental Solo and Mimicry in the month of November, 2017 organised by SETWEL, Eluru.
- ❖ Out of 8 prizes, two prizes got by our students in the 'CRR Fest-2017' organized by the Management from 27th to 29th December, 2017 in Sir CRR (A) College, Eluru.
- ❖ Our cultural students performed their talents in the front of NAAC Peer Team, Vice-Chancellors, VIPs etc.
- ❖ Our Cultural Cell conducted happy Sunday programme in our college campus on 20-10-2017, with assistance of Municipal Corporation, Eluru.
- ❖ On 23-02-2018 our Cultural students participated in various cultural programmes on 'College Annual Day'.

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BRIEF REPORT ON ACTIVITIES CONCERNED TO CAREER GUIDANCE & PLACEMENT CELL FOR THE PERIOD 2017-2018

Sri **BVRD Phani Kumar**

Placement Officer

Following are the details of activities concerned to **Career Guidance & Placement Cell** for the academic year **2017-2018**.

- The placement cell of our college arranged a recruitment drive for the posts of Quality Controllers in Laboratory to the B.Sc.,(Chemistry) and M.Sc.,(Chemistry) graduates **on 12-06-2017** from 9.30am to 5.00pm in our college campus. The **Deepak Nexgen Feeds Private Limited Bommuluru** participated in the drive and selected the students through conducting written test, Technical and Personal Interview. 45 in number were participated and finally 15 candidates were selected from our college.
- The placement cell of our college arranged a recruitment drive for the posts of Trainee in AH production department to the B.Sc., (Life Sciences/ B.Z.C) graduates of 2014 to 2017 passed outs **on 22-09-2017** from 9.30am to 5.00pm in our college campus. The **Indian Immunologicals Limited, Hyderabad** participated in the drive and selected the students through conducting written test, Technical and Personal Interview. 25 in number were participated and finally one candidate was selected from our college.
- Sir C.R.Reddy College of Engineering, Vatluru arranged an off campus recruitment drive for the post of AR Trainee to all B.Sc.,(Life Sciences) students (2018 passing outs) between 9.00am to 5.00pm **on 09-10-2017**. **Vee Technologies, Bengaluru** participated in the drive. Event process followed as Written Test, Group Discussion and HR interview. Our final year students belongs to B.Sc., (B.Z.C) were sent to participate in the above said recruitment programme. 29 students in number were participated and finally 01 candidate was selected.
- The placement cell of our college arranged a recruitment drive for the posts of **IT Fellows and English Fellows in Tribal & Social Welfare Residential Schools** in association with Andhra Pradesh State Skill Development Corporation to B.Tech., B.C.A, B.Sc., (Computer Science) graduates **on 29-10-2017** from 8.00am to 4.00pm in our college campus. An online examination conducted at B.Sc., computer lab in three batches who are registered with APSSDC official website under the observation by the team from Andhra Pradesh State Skill Development Corporation. Technical and Personal Interview conducted to all the shortlisted candidates in written test at Vijayawada. 11 in number were participated and finally 03 candidates were selected from our college.
- Aditya Engineering College, Surampalem, East Godavari District, arranged an off campus recruitment drive for the post of Technical Trainee to all B.C.A, B.Sc., students **on 20-11-**

“The limits of my language are the limits of my world” - Ludwig Wittgenstein

- 2017. Infosys, Hyderabad** participated in the drive. Event process followed as Written Test, Group Discussion and HR interview. Our final year students belongs to B.Sc., were sent to participate in the above said recruitment programme. 15 students in number were participated and finally no candidate was selected.
- The placement cell of our college organised a one day training programme **“MOCK INTERVIEWS” on 25-11-2017** to all final year students at audio-visual hall from 2.00pm to 6.00pm. Mr.Krishna Manohar, HR from Talent Acquisition, L&T Company, Mr.Sri Rama Kiran, Senior Software Engineer, Gleed Technologies, Visakhapatanam, Mr.Ch.Sai Chaitanya, IT Analyst, Tata Consultancy Services (TCS) Hyderabad are acted as trainers for the programme. The trainers covered various topics belongs to soft skills, interview tips, mock group discussions, tips to be followed while preparing the resumes etc., which make the session very live and interesting. Some live demonstrations are also conducted for better awareness. Finally student’s doubts are clarified. . 34 students in number were participated and finally 03 candidates was selected as best performers.
 - The placement cell of our college arranged a recruitment drive for the posts of Trainee in production, Quality Controllers and Quality Analysts in Laboratory to the B.Sc., (Chemistry) ,M.Sc.,(Chemistry) and B.Pharmacy graduates of 2015 to 2018 pass outs respectively **on 20-12-2017** from 9.00am to 5.00pm in our college campus.
- Hetero Drugs Private Limited, Hyderabad** participated in the drive and selected the students through conducting written test, Technical and Personal Interview. 101 in number were participated and finally 24 candidates were selected from our college.
- The placement cell of our college arranged a recruitment drive for the posts of Trainee in production to the B.Sc., (Chemistry) 2018 pass outs **on 03-02-2018** from 9.00am to 5.00pm in our college campus. **M/s NAGARJUNA FERTILIZERS AND CHEMICALS LIMITED, Kakinada** participated in the drive and selected the students through conducting written test, Technical and Personal Interview. 58 in number were participated and finally 05 candidates were selected from our college.
 - The placement cell of our college organized a **one day workshop on “PERSONALITY DEVELOPMENT & INTERVIEW PREPARATIONS” on 06-03-2018** to all degree students at audio-visual hall from 10.00am to 5.00pm. Sri M.Subhash (9 times World Record Holder on Memory), Personality Development Trainer, acted as resource person for the programme. He covered various topics belongs to memory skills, soft skills, interview tips, etc., through power point presentations which make the session very live and interesting. Some live demonstrations are also conducted for better awareness. Finally student’s doubts are clarified. . 125 students in number were participated and finally 03 candidates was selected as best performers and awarded with merit certificates along with medals.

- The placement cell of our college arranged a recruitment drive for the posts of Trainee in production, Quality Controllers and Quality Analysts in Laboratory to the B.Sc., (Chemistry) and M.Sc.,(Chemistry) graduates of 2018 pass outs **on 09-03-2018** from 9.00am to 5.00pm in our college campus. **Dr.REDDY's LABORATORIES LIMITED, Hyderabad** participated in the drive and selected the students through conducting written test, Technical and Personal Interview. 63 in number were participated and finally 08 candidates were selected from our college.
- The placement cell of our college organised a 45 days training programme on "INTEGRATED DIGITAL & FILED OPERATIONS TRAINING PROGRAMME" in association with UNWIND LEARNING LABS PRIVATE LIMITED from 27th March, 2018. 68 students in number were participating in the programme. Training classes are conducting every day from 10.00 am to 12.30 noon.
- Employability Skills Centre Inaugurated on 22nd March, 2018 by Sri K Lakshmi Narayana, Retired IAS, Director, Andhra Pradesh State Skill Development Corporation.
- The Career Guidance and Placement Cell is planning to conduct a summer training classes on communication skills and personality development to the job seekers in the month of April and May of 2018.



FRIENDSHIP

The best of friends,
Can change a frown,
Into a smile,
When you feel down.

The best of friends,
Will understand,
Your little trials,
And lend a hand.

The best of friends,
Will always share,
Your secret dreams,
Because they care.

The best of friends,
Worth more than gold,
Give all the love,
A heart can hold.



**"In all things success depends
on previous preparation ;
without such preparation, there
is failure" - Confucius**

SPECIAL UNIT FOR THE DIFFERENTLY - ABLED ACTIVITIES : 2017 – 2018

Sri M. Gurupratap Reddy

Convener, Special Unit for the Differently Abled

1. Facilitated Smooth Admissions for the differently-abled students.
2. Differently-abled students are exempted from the payment of examination fee.
3. Helped the students in getting the Bus passes renewed.
4. Celebrated Hellen Keller's Birth Anniversary on 27-06-2017. On this occasion arranged a Guest Lecture by Dr. B Emmanuel, Head of the Department of History.
5. Participated in History Tour conducted by Department of History, Sir C R Reddy College, Eluru to Amaravathi on 25-10-2017.
6. Participated in World Space Week Celebrations organized by SDSC SHAR ISRO, Sriharikota held at Sir CR Reddy College, Eluru and rendered services as the head of Help Desk.
7. An interview with the Co-ordinator on "Spoorathi Pradatalaina Divyangulu" was broad cast on All India Radio, Vijayawada on 03-12-2017 on the occasion of International day for persons with disabilities.
8. The co-ordinators along with the differently-abled students participated in the Sports Meet organized by department of welfare differently-abled and senior citizens, West Godavari District, Andhra Pradesh and two students won prizes.
9. The Co-ordinator is invited to deliver a Lecture on "Measures for AIDS Control" in the NSS Special Camp held on 07-12-2017 at Vatluru Village, Pedapadu Mandal.
10. An Awareness Programme on Eye-Care was organized by the Special Unit for the Differently-abled in collaboration with Red Ribbon on 20-12-2017. Dr AS Ram, Popular Ophthalmologist, Govt. District Hospital Eluru provided tips for Eye-Care.
11. The Co-ordinator participated and delivered a lecture on courses in Higher Education and opportunities on 03-01-2018 as a part of Janmabhoomi Programme organized by College.
12. Celebrated the 209th birth anniversary of Sir Louis Braille on 04-01-2018. Sri K Prabhakar, SETWEL Manager deliver a Lecture on "Empowerment of youth – SETWEL Programmes".
13. Co-ordinator of the special Unit for the differently-abled and differently-abled students participated in the awareness programme arranged by Government of Andhra Pradesh Department of Youth Services, West Godavari District. On the Occasion of World Day of Social Justice on 20-02-2018.
14. Organised an Awareness Camp for the People with Disabilities living in the village Kovvali on 01-04-2018 at Mutaparathi Bhavan, Kovvali and offered solutions to all the Differently-abled who participated in the camp.

"Woman! - Oh woman! - You are God's wonderful plan" - Dr. KVSG Murali Krishna.

PRINCIPLES OF SERVANT LEADERSHIP

Sri T RAMBABU

Lecturer in Politics

The following 12 characteristics of Servant-Leadership have been identified by Larry Spears, CEO of the Greenleaf Center for Servant Leadership. He views them as being critical to the development of servantleaders. These are by no means exhaustive. However, they serve to communicate the power and promise this concept offers.

1. Listening : Traditionally, leaders have been valued for their communication and decision making skills. Servantleaders must reinforce these important skills by making a deep commitment to listening intently to others. Servant-leaders seek to identify and clarify the will of a group. They seek to listen receptively to what is being done and said (not just said). Listening also encompasses getting in touch with one's inner voice, and seeking to understand what is being communicated.

2. Empathy : Servant-leaders strive to understand and empathize with others. People need to be accepted and recognized for their special and unique spirit. One must assume the good intentions of employees/partners and not reject them as people, even when forced to reject or call into question their behavior or performance.

3. Healing : Learning to heal is a powerful force for transformation and integration. One of the great strengths of servant-leadership is the potential for healing one's self and others. In *The Servant as Leader*, Greenleaf writes, "There is something subtle communicated to those being served and led

if, implicit in the compact between the servant-leader and led is the understanding that the search for wholeness is something that they have."

4. Awareness : General awareness, and especially self-awareness, strengthens the servant-leader. Making a commitment to foster awareness can be scary—one never knows what one may discover. Greenleaf observed, "Awareness is not a giver of solace – it's just the opposite." Do others believe you have a strong awareness for what is going on? Servant leaders have a strong sense of what is going on around them. They are always looking for cues from their opinions and decisions. They know what's going on and will rarely be fooled.

5. Persuasion : Servant-leaders rely on persuasion, rather than positional authority in making decisions. Servant-leaders seek to convince others, rather than coerce compliance. This particular element offers one of the clearest distinctions between the traditional authoritarian model and that of servant-leadership. The servantleader is effective at building consensus within groups.

6. Conceptualization : Servant-leaders seek to nurture their abilities to "dream great dreams." They have the ability to look at the organization, and any issues within the organization, from a conceptualizing perspective. This means the leader must think beyond day-to-day realities. Servant-leaders must seek a delicate balance between conceptualization and day-to-day focus

"Renunciation and service are the national ideals of India" - Swami Vivekananda

7. Foresight : Foresight is a characteristic that enables servant-leaders to understand lessons from the past, the realities of the present, and the likely consequence of a decision in the future. It is deeply rooted in the intuitive mind.

8. Stewardship : Servant leaders are often characterized by a strong sense of stewardship. Stewardship stems from medieval times when a steward would be assigned to hone the skills and development of the young prince to prepare him for his reign. A steward in an organization is responsible for preparing it for its destiny, usually for the betterment of society. When we describe a leader as having a strong sense of stewardship, we refer to a desire to prepare the organization to contribute to the greater good of society—not unlike preparing the prince to serve the greater good of the kingdom.

9. Growth : Do employees believe that you are committed to helping them develop and grow? Servant leaders have a strong commitment to the growth of people. They believe that all employees have something to offer beyond their tangible contributions. Servant leaders work hard to help employees develop in a number of ways. Servant-leaders need to connect to others' developmental needs and actively find ways to help them reach their true potential as employees.

10. Building Community : Do employees feel a strong sense of community? Servant leaders have a strong sense of community spirit and work hard to foster it in an organization. They believe the organization

needs to function as a community and work hard to build community within. Servant-leaders are aware that the shift from local communities to large institutions as the primary shaper of humanity has changed our perceptions and caused a sense of loss. Servant-leaders seek to identify a means for building community among those who are part of the organization.

11. Calling : Do employees believe that you are willing to sacrifice self-interest for the good of the organization? Servant leaders have a natural desire to serve others. This notion of having a calling to serve is deeply rooted and values-based. The servant leaders desire to make a difference for others within the organization and will pursue opportunities to make a difference and to impact the lives of employees, the organization and the community—never for their own gain.

12. Nurturing the Spirit – JOY!!

The servant leader is someone who understands the deep human need to contribute to personally meaningful enterprises. The servant-leader nurtures the individual's spirit through honest praise and supportive recognition. Criticisms and suggestions are not personal or harsh. The joy of the work is celebrated through means that acknowledge the value of employees' commitment to worthwhile activities. The servant leader reminds employees to reflect on the importance of both the struggles and successes in the organization and learn from both.

* * *