



VIKRAMA SIMHAPURI UNIVERSITY



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Chancellor of A.P. Universities



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Sri D. Sreedhar Babu
Hon'ble Minister for Higher Education
Andhra Pradesh



Prof. K.C. Reddy
Chairman, APSCHE
Andhra Pradesh



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Mission

- To lead the students towards participating in the nation's socio-economic development with competence and character by training them to play a lead role in a knowledge society drawing upon the fruits of the information and Communication Technology revolution
- To conduct teaching and research and address issues in areas that reconcile national developmental needs and regional priorities and resources
- To promote and propagate programmes and create specialized centres of learning/ training
- To help strengthen the values of egalitarianism and democracy
- To help the students launch on a path of self-discovery

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Vision

- The educate, to train, and to conduct research in areas of knowledge that contribute to the nation's knowledge-wealth production
- To be in constant quest for quality and excellence in the field of higher education
- To aim at the production of a human resource base that meets global manpower requirements in frontier areas of knowledge.
- To train the youth in the values of secularism, humanism, tolerance, ethical values and the momentous tasks of the reconstruction of humanity

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First Meeting of the Affiliated Colleges



A historical moment of the first meeting of the Principals and Correspondents of all the affiliated colleges being taken into the fold of Vikrama Simhapuri University was formally conducted in the Seminar Hall of the University located in V.R. College Campus, Nellore.

Principals and Correspondents of 100 U.G, P.G, Professional, Law, Oriental Colleges, and Colleges of Education etc., hitherto affiliated to Sri Venkateswara University, Tirupati but getting affiliated to Vikrama Simhapuri University from this academic year, attended the first meeting conducted by Vikrama Simhapuri University to mark the occasion.

Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University, speaking on the occasion stressed the significant role of Higher Education in transforming society and in strengthening the democratic and social order. Dwelling at length on the Yash Pal Committee's Report on Higher Education, he mentioned that the renovation of higher education and the twinning of the national and regional objectives have gained vital significance in the current educational scenario.

Prof. N. Prabhakara Rao, Vice-Chancellor, Sri Venkateswara University, Tirupati, observed that Vikrama Simhapuri University is all braced up to meeting the affiliation status and assured all support in extending expertise in the establishment of official processes and procedures.

Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University, referred to the precedents of the establishment of Andhra University and Sri Venkateswara University that got affiliated colleges on their foundation day without extended facilities. He observed that Vikrama Simhapuri University will extend all support to the affiliated colleges in resolving issues through collaboration and coordination.

Dr. A. Sarada Devi, Principal, D.K. Government College for Women expressed happiness over the new affiliation to Vikrama Simhapuri University and assured all cooperation. Sri Acharya Aditya, voicing the opinion of the Private Unaided colleges in the district, pleaded for an effective role for the private colleges in the academic and extra-curricular activities of the University. Sri P.S. Reddy, representing Professional Colleges, Sri Bhavani Sankar, Principal, V.R. College of Education, and Sri K. Prabhakara Reddy, Liaison Officer, V.R. Group of institutions expressed happiness over the new affiliation status and extended support to the academic initiatives of the authorities.

Later, Prof. N. Prabhakar Rao, Vice-Chancellor of Sri Venkateswara University, was felicitated and was presented a memento by Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University.

From the Vice-Chancellor's Desk



It gives me great pleasure to place before the public the first issue of *Vikrama Simhapuri University Newsletter, Shruti*, aimed at highlighting not so much the accomplishments but the aspiration index of this as yet thinly populated academic world. Vikrama Simhapuri University, the brainchild of the late Dr. Y.S. Rajasekhara Reddy, Former Chief Minister of Andhra Pradesh, reflects the vision of the National Knowledge Commission that new universities ought to widen the access to higher education promoting equity and contribute to the making of a value-oriented knowledge society symbolizing the quest for what Jawaharlal Nehru described as tolerance and humanism.

One of the millennium development goals is to strengthen universities to contribute to the making of a knowledge society that is responsive to the needs of the sustainable socio-economic development of the nation. Universities of late have been in search of the ingredients necessary for giving a thrust to innovation that creates new ideas and converts them into economically useful and viable products and concepts. In a key sector like University - Industry research collaboration, there is a lot more we can do to acquire adequate hold on cutting edge technologies that help convert knowledge into something tangible for the economy. The engendering of the green shoots of a competitive innovative culture is one important challenge before higher education in the context of globalization, a challenge which Vikrama Simhapuri University is aware that a new university has to be face to face with.

Commensurate with the quantum leap in higher education, the pursuit of quality needs to be bestowed attention upon. The quest for quality is a quest in eternity and hence today the staff and students should be engaged in an activity of ceaseless industry for which there is no alternative.

The Cooperative Institutional Research Programme Report reached at Orlando at the ACPA conference in April 2007 points in the direction of certain major trends anticipated and initiated by the AP State Council of Higher Education when it championed the cause of the five-year integrated programme involving modularization of course structures. The CIRP Report states that an explicit value that needs to be built into academic structures is that college / university should "lead to fulfilled life." The five-year integrated course, as has rightly been envisioned, does take due care of value and utility of the Humanities and Social Sciences component, thus balancing the quest for employable skills and the immutable search for values

Yet another feature of higher educational reform is competency promotion. Again, thanks to the proactive measures implemented by the AP State Council of Higher Education, under the dynamic leadership of Prof. K.C. Reddy, the train the trainer programme is a unique step in the direction of accelerating the academic orientation and growth of the younger teacher. An intensive training programme in the newer curricular innovations, teaching methodologies, and theoretical aspects impinging upon curricular reforms, part of the quest for quality enhancement, are proposed to be built into the academic structure and budgetary provisions of a university.

Even in the West, employability of graduates is an issue of concern that was awarded 67 per cent rating in 2007. In the context of globalization, giving an employability orientation to courses of study is a high priority item. In our attempts to meet this challenge, it is necessary for us, as an academic community, to study social, market and policy issues involved in the needed transition.

The newly added affiliated colleges from Sri Potti Sreeramulu Nellore district are part of this process of empowerment. A University represents "a growing and a becoming". Towards the shaping of that destiny, let us all, including the academic community from the collegiate system, move collectively in common pursuit.

"The University looks up to His Excellency the Governor & Chancellor of the University, the Hon'ble Chief Minister, and the Hon'ble Minister for Higher Education to guide its future in tune with the great national vision and mission.

VC receives Excellence in Education Award in the US

Prof. C.R.Visweswara Rao, Vice-Chancellor, received the Excellence in Education Award from the Telugu Association of North America (TANA) and the Telugu Association of North Texas (TANTEX) in February 2010 when he visited the U.S. The award was made in recognition of his contribution to higher educational planning. Prof. C.R. Visweswara Rao was earlier a recipient of the Government of Andhra Pradesh t of Award to University Teachers for Meritorious Service (Best Teacher Award) - 2005, Shiksha Rattan Puraskar - 2007 with Certificate of Excellence, India International Friendship Society, New Delhi, and Ananta Lakshmikanta Sahiti Puraskaram - 2009. He delivered the prestigious K.R. Srinivasa Iyengar Centenary lectures at Andhra University in 2008.

Strategic planning, vision plan preparation, infrastructure development, promotion of collaboration with the Industry, contemporizing the course structure in tune with the NEP & NKC, instituting courses of study that are relevant to the concerns of society and the region, advocating HR and skill empowerment initiatives, fostering scientific research culture with a thrust on relevance, furthering the quest for excellence by identifying development radars, propagation of quality initiatives and development of quality parameters, initiation of the use of technology for enriched quality of teaching, framing Laws, Statutes, and Regulations are some of the important areas on which Vikrama Simhapuri University has bestowed its attention under the leadership of Prof. C.R. Visweswara Rao.

2nd Annual Day Celebrations

A Call for Legal Forums in Colleges



“The institution of legal forums and awareness on the human rights will pave the way for a more democratically vigilant society” felt Sri Reddappa Reddy, Principal District & Sessions Judge, Nellore. He was the Chief Guest on the Second Annual Day Celebrations of Vikrama Simhapuri University. Sri Reddy mentioned in his speech the volatility of the international markets and the sudden nosedive in employment generation in the technical scenario. To put on hold such sudden happenings, he said that the student community should concentrate on the Basic Sciences and Humanities so that the felt need of a rounded professional is achieved with the professionals gaining technical knowledge and social awareness.

Earlier the Second Annual Day Celebrations got off to a colourful start on 27th April 2010 with a certain Indian touch in a traditional fashion. Two students of Potti Sreeramulu Telugu University who are also the students of the well-known musician Smt. Balarka gave a serene opening to the celebrations with their rendition of the songs of the poet-composer Annamacharya. The stage was set in the premises of the Administration Building of the University with students pouring in with all fervour and in a mood of celebration.

The Vice-Chancellor of the University and the President of the function, Prof. C.R. Visweswara Rao, in his inaugural address presented the progressive activities and the

VSU Registrar wins Rashtriya Gaurav Award

Professor. V. Narayana Reddy, Registrar, Vikrama Simhapuri University, was awarded the prestigious Rashtriya Gaurav Award - 2010 by the India International Friendship Society (IIFS), an International Organisation working on the Community Development and the uplift of the downtrodden in the Third World countries. Prof. Reddy received the award from the former Governor of Tamilnadu and Assam Sri. Bhisma Narayan Singhji at the India Heritage Centre, New Delhi on 22nd May 2010.



This award was given to Prof. V. Narayana Reddy in recognition of his yeomen service to Community Development through initiating a study on the abject conditions of the poor and by proposing various remedial measures for the uplift of the deprived, under-privileged sections of society.

Prof. Reddy has held many responsible positions in various capacities in Sri Venkateswara University as Professor of Anthropological Studies serving the University for 25 years. He served as Dean, Resource Mobilisation and has played a vital role in pooling of resources for the University. An academican of wide learning and exposure, he visited the U.S, the U.K and European countries and has 75 National and International Papers to his credit. He published widely and is presently the Chief Editor of an International Journal, International Journal of Millennium Development Studies, New Delhi.

Prof. C. R. Visweswara Rao, Vice-Chancellor of Vikrama Simhapuri University congratulated Prof. V. Narayana Reddy on winning the award. The faculty of Vikrama Simhapuri University also congratulated the Registrar on this occasion.

prospective plans for the overall development of the University in the light of the recent conferment of the affiliation status on the University. His address threw light on the plans that the University was keen on undertaking for a fool-proof mechanism of academic growth.

The Registrar of the University, Prof. V. Narayana Reddy, in his address complimented the efforts of the members of the faculty and the students and bade a warm farewell to the out-going batch of the students. He presented the Annual Report touching upon various activities undertaken by the University and those that are in prospect for the next academic year.

Prof. T. Sudha, Head, Department of Computer Science proposed a vote of thanks.

The Cultural Programme arranged as a part of the celebrations was scintillating and sent the students off the wire as they revelled in joy as some of the popular Hindi and Telugu dance numbers were staged with an even dose of message-oriented skits falling in between.

Bright Results in I Semester

The Vice-Chancellor of the University, Prof. C.R.

Visweswara Rao, released the First Semester results in the Administration building on 8th May 2009. The Vice-Chancellor said that despite the constraints before a new University, these results showed the determination of the authorities and the faculty to pursue certain academic goals unhindered. He added that conducting special classes on holidays and teaching by experienced faculty facilitated these results. Prof. V. Narayana Reddy, Registrar, Prof. Rathnaiah, Rector, S.V. University, Prof. Suresh, Dean of Examination, S.V. University, Prof. Krishna Reddy, Academic Dean, S.V. University, were also present on the occasion.



VSU Releases II Semester Results

The second semester results of the University have formally been released by the Vice-Chancellor of the University Prof. C.R. Visweswara Rao and the Registrar of the University Prof. V. Narayana Reddy on February 15, 2010. Conceding to the delay in the release of the results despite the fact that the said examinations were conducted in May - June, the Vice-Chancellor attributed the delay to the adoption of the Cumulative Grade Point Average System (CGPAS) by the University. This brings the University closer to the formulations of the UGC regarding curricular innovations and examination reforms.

The Vice-Chancellor said that 134 students attended the second semester examinations out of whom 124 passed the examinations. Analyzing the results to the media, he said that up to Grade E were awarded to the students based on their score averages.

- Grade - O Above 75% and below 85% - only 1 student got it
- Grade - B Above 67% and below 74% - 26 students got this grade
- Grade - C Above 58% and below 66% - 51 students got it
- Grade - D Above 50% and below 57% - 37 students got this grade
- Grade - E Above 40% and below 49% - 09 students got this grade

Prof. T.Sudha, Head, Department of Computer Science, and the members of the Examination Committee Dr.Ch. Venkatrayulu, and In-charges of all the departments were present on the occasion.

Prospective Academic Sharing between VSU & IITTM

A Prospective Academic Sharing between Vikrama Simhapuri University, Nellore & Indian Institute of Travel and Tourism Management, Gwalior is in the offing since IITM is starting a new campus at Nellore. This is going to the fifth centre of the reputed institute. A Master's Programme in Travel and Tourism Management will be offered in the new campus from this academic year. The district administration has ear-marked 10 acres of land for the institute.

Vikrama Simhapuri University, Nellore is also offering MBA (Tourism Management) with effect from this academic year. This course has been included in the ICET 2010 schedule. Since the course offered by IITTM and Vikrama Simhapuri University share a lot of common ground, Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University, met Prof. Manjula Chaudhary, Director, Indian Institute of Tourism and Travel Management (IITTM) on 2nd

May 2010 and held extensive discussions with her on areas of collaboration between the two institutes in the matter of faculty exchange, fusion of local history in the curriculum, expertise sharing and exploration of avenues of placement. Towards this end, it was felt that in due course an MOU can be reached between the two institutes. Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University, Nellore, Prof. Sandeep Kulshreshtha, Professor & Head, Academic Affairs, Prof. Nimit Chaudhary, Professor, IITTM, Gwalior, participated in the discussions.



The U.S Visit of the Vice-Chancellor

Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University addressed a press meet at twelve noon to give a follow up on his visit to the U.S.A on October, 17, 2010

The Vice-Chancellor visited New Jersey, Philadelphia, and Dallas where he addressed the NRI community there on the growth requirements of Vikrama Simhapuri University. At all the three places, he gave Power Point Presentations on the vision of the university, Courses of Study offered, Infrastructure and building requirements for the immediate future.

The entrepreneur NRI community of the U.S.A., especially of Sri Potti Sreeramulu Nellore district origin, has responded positively to the Vice-Chancellor's appeal and has come forward to contribute liberally to the growth of the university. At least 4 gold medals for the best out-going students in each subject and a liberal funding exceeding Rs. 2 crores in addition to a dynamic website is expected to be instituted in the next three months.

The NRI community at Dallas present at the meeting was 100 strong and the meeting was organized under the joint auspices of the Telugu Association of North America (TANA) and Telugu Association of North Texas (TANTEX). The Vice-Chancellor also briefed the press on the new courses of study

proposed this year which are highly employment oriented and have contemporary relevance in terms of need for the generation of skilled personnel in vital sectors of the economy. The courses proposed are M.Sc (Pharmacy), M.Sc (Food Technology), M.Sc (Geographical Information Systems). The

M.Sc (Geographical Information Systems) is expected to receive support from Department of Science and Technology (DST), Government of India. In addition, Master of Travel and Tourism Management which could not be launched last year has been renamed MBA (Tourism Management). The course will be offered through ICET - 2010 counselling. All other courses of study will be offered through Sri Venkateswara University Regional Common Entrance Test SVURCET - 2010 as decided upon at the meeting of the Vice-Chancellors organized under the auspices of Andhra Pradesh State Council of Higher Education (APSCHE). The Common Entrance Tests will be organized region-wise and the responsibility has been entrusted to Sri Venkateswara University, Tirupati.

Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University, Dr. Ch. Venkatrayulu, In charge, Examinations were also present on the occasion.



German Team's Visit

An MOU with the University of Marburg, Germany, is being chalked out by Vikrama Simhapuri University for active inter-university academic exchange programmes on Marine ecology and Geographical Information Systems. The German Team of Faculty and Students from the University of Marburg were on a visit to Vikrama Simhapuri University on 7th March 2010 on the invitation extended by Prof. V. Narayana Reddy, Registrar of the University.

As a part of the academic-cum-cultural exchange programme, the German team visited Nellore on their way to Krishnapatnam port in view of its strategic importance in marine ecology and diversity. In the formal meeting arranged to introduce the German team to the students of Vikrama Simhapuri University, Prof. Opp, of the University of Marburg has expressed keen interest in getting support from the university and the local industries

for an enriching study of the marine ecology of the district. He has also assured support for initiating an understanding with Vikrama Simhapuri University in Marine Ecology and Geographical Information Systems. Prof. Thomas of the University of Marburg said that since Germany has a good coastline, their study on the marine life in Krishnapatnam port will be of immense help to them.

Speaking on the occasion, Prof. V. Narayana Reddy, Registrar, said that besides academic cooperation, the University had been actively approaching the Government for an academic exchange programme. It will help in the faculty visit foreign universities in getting valuable inputs. Prof. T. Sudha, Head, Department of Computer Science, was also present on the occasion. Sri K. Narashimha Rao, In-charge, Dept of English proposed vote of thanks.



Revamping Curriculum for value-oriented academics: IIM guru

“There is a certain need to revamp the curriculum with a profound base of Indian values,” said Prof. D.V.R. Seshadri, Director, Marketing, IIM Bangalore. His visit to give an invited talk for MBA and MCA students in Vikrama Simhapuri University was an exhilarating experience both from the academic point of view and also from the dimension of spiritual quest. Delving on the recent malicious outcomes of the valueless tendencies in society, he exemplified the outbreak of recession, the unethical news breakings about those enjoying higher positions, and the lack of an even balance on the part of individual over mind, heart, intellect and spirit that breeds corruption and dishonour in the society.

Guiding the young minds with unassuming simplicity and combining his experiences with worldly wisdom, he said “The inner journey to rediscover oneself and to submit oneself to the supra-eminent Infinity” is the essence of true enlightenment and the beginning of the self-realization

Dwelling at length on the dynamics of life and the awareness of the super-sentient being that controls the all-pervading Universe, Prof. Seshadri was deftly quoting from the ancient scriptures about the dispossession of all egoistic tendencies.

In his enthralling lecture on “Life and its Purpose and an Ideal Vision,” he was liberal in citing from great books with an even dose of the personal experience that left an indelible impression on the audience. Drawing a striking parallel between purposeful existence and the duty-bound nature of



the human being, he said, “Odds in life are the essential embankment on which the insights of a profound vision for the future are developed.”

Keen on the full-bloomed personality of the students, Prof. Seshadri stressed the need for being resilient, pro-active and envisioning the future with a devotion and high self-image.

Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University, at the inception introduced Prof. D.V.R. Seshadri in glowing terms and said that his coming to the University was a benevolent sign for the young people to pursue higher goals and develop their true potential with a glowing vision for the future.

VSU introduces ONLINE EXAMINATION scheme

Treading the path of technology for academic enrichment, Vikrama Simhapuri University, Nellore has commenced the On-line Internal Assessment Test on 10th February 2010 for the Communication & Soft Skills course. This course has been extended to all the Departments in the University during the academic year 2008-2009 for I Semester and III Semester under the Choice Based Credit System (CBCS). Aiming also at the computer literacy of the students, the University is going to offer a Computer Skills course during the II and IV Semesters under CBCS. Commencing the On-line Test in the University Computer Centre, the Vice-Chancellor of Vikrama Simhapuri University, Prof. C. R. Visweswara Rao said that this On-line Internal Assessment Test is an integral part of the continuous Internal Assessment System falling within the scope of the

semester system adopted by the University. Informing further, he said this On-line Internal Assessment will also be extended to all the respective subjects.



This On-line Test, he observed, will enable the students to get hands-on experience to write the National Eligibility Test (NET) conducted by the UGC and CSIR. He also stated that in this process a question bank will be developed by the faculty which in turn shall be assessed in due course by subject experts with regard to the questions’ analytical scope and domain specificity.

The Registrar of Vikrama Simhapuri University, Prof. V. Narayana Reddy, said that this On-line Test is a mark of distinction and a progressive feature reflecting the academic focus and technology orientation of the University. The Vice-Chancellor commended the efforts Prof. T. Sudha, Head, Department of Computer Science, and her colleagues for developing this student-friendly software module. He expressed his appreciation of the Department of English and the faculty of other departments for initiating this effort. The members of faculty of Vikrama Simhapuri University were present at the inauguration.



Special NSS Camp by VSU

A One-week Special Camp was organized by the NSS Unit of Vikrama Simhapuri University at Pothireddypalem, Kovuru mandalam and simultaneously at Janardhana Reddy College, Nellore on 28th March 2010 to create awareness among the villagers about health, sanitation, education, and several other civic issues of major importance. Attending the inauguration of the service camp at Pothireddypalem village, the Vice-Chancellor of Vikrama Simhapuri University, Prof. C. R. Visweswara Rao who was the chief guest at the function advised the students to not only acquire knowledge and enrich themselves with a profound skill base but also dedicate their energies for national reconstruction and national rejuvenation. He said that the service camps of this nature were a manifestation of the university's contribution to bringing about social awareness and rural empowerment. Directing the student volunteers of the NSS Unit to collect proper data on school drop-outs, hygiene issues, and AIDS and other diseases, the Vice-Chancellor exhorted the students to counsel the villagers so that rural empowerment, one of the constitutional objectives, could be achieved through their efforts.

The President of the function, the Registrar of Vikrama Simhapuri University, Prof. V. Narayana Reddy praised the developmental efforts of the members of Pothireddypadu village panchayat. He said that the government's vision of establishing universities in rural areas was only to see that education reaches the grassroots level and contributes to inclusive growth of the country. He thanked the villagers for good hospitality and their responding positively to the service camp undertaken by the NSS Unit of the university.

The Mandal President, Sri. Ashok Reddy wished the students a nice stay at the village and ensured all help to the students on behalf of the villagers. Dr. T. Ramesh Reddy, NSS Programme Coordinator, proposed a vote of thanks. Sri. T.Vani, Sarpanch, Sri. Rami Reddy, MPTC member, G. Murali Yadav, Vice-President, G. Nageswara Rao, MPTC member, members of faculty of Vikrama Simhapuri University, Students were present on the occasion.

Preventive Awareness for a Disease-Free Society

The Vice-Chancellor of Vikrama Simhapuri University gave a call to have awareness on the prevention of disease rather than relying on curative medicine. Inaugurating the Rural Camp arranged at Damaramadugu Village, Buchireddypalem Mandal on 17th November 2009, organized by the Department of Social Work, Vikrama Simhapuri University, he felt the need for finding solutions to the problems prevalent in rural areas voluntarily rather than waiting for governmental aid. A team of 25 students guided by 5 members of faculty shall stay in the village educating the villagers about various schemes and bringing awareness in them. He also explained that lack of proper education was one of the reasons for the backwardness of rural areas. The Sarpanch, Sri Srinivasulu, Head Mistress of the High School, Ms Florence, Best Teacher Awardee, Sri B.N. Suresh Babu also participated in the function.



Ambedkar Jayanathi celebrated with fervour

Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University, gave a clarion call to the students to derive inspiration from Dr. Baba Saheb Ambedkar's ideals. Addressing the students and the faculty on the occasion of Ambedkar Jayanathi, on 14th April 2010, the Vice-Chancellor said that Bharat Ratna Dr. Ambedkar was not only the



constitution maker and profound philosopher of the creed of equality but also an eminent example of a man inspired by the Buddhist thought and envisioning service to humanity as the

essential faith that ought to govern man. Prof. C.R. Visweswara Rao said that Dr. B.R. Ambedkar ever remains an example to emulate for the youth of the nation. Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University pointed out how based on the Buddha's *Dhammapada*, Ambedkar's thought and vision of modern India were moulded by an acute concern for the under privileged sections of the society whose rights he sought to protect by appropriate constitutional safeguards. A number of the students and the faculty addressed the gathering on the occasion. The Department of Social Work distributed clothes to the poor marking Ambedkar Jayanathi as a gesture of reaching out to the under privileged sections of the society.

Progress through the fervour of Freedom Struggle



Students should re-dedicate themselves to the course of building up a knowledge society inspired by the fervor of Indian Freedom Struggle, said the Vice-Chancellor of Vikrama Simhapuri University, Prof. C.R. Visweswara Rao, and the Registrar of the University, Prof. V. Narayana Reddy. On the occasion of the Independence Day, the Vice-Chancellor unfurled the National Flag at the Administration Building of the University and said that students should live up to the values cultivated through the freedom fighting spirit and should never fail in spreading nationalistic fervor. The Freedom Struggle symbolized sacrifice and self respect the spirit of which should go into the root of one's being, the Vice-Chancellor said. Prof. V. Narayana Reddy, Registrar, recalled the values propagated by the freedom fighters and pleaded for the youth to emulate those values. The members of faculty, non-teaching staff and students of the University participated in the tea following the celebration.

Fund Raising for Flood Victims

Vikrama Simhapuri University took initiative in collecting funds for the flood victims by going on a rally from V.R. College Centre to Gandhi statue on 8th October 2009. People voluntarily donated amounts for the flood relief of the victims. Rs/- 6,995 was collected as Flood Relief Fund and it was handed over to the Vice-Chancellor of the University, Prof. C.R. Visweswara Rao so that the fund collected may be sent to Chief Minister's Relief Fund.



New Resolves Taken - The Foundation Day celebrated

The Foundation Day of the University was celebrated on August 4, 2009 with all exhilaration. It was an occasion of nostalgia recounting the humble beginning of the University in 12 rooms in V.R. College that is now spread over in 24 rooms for conducting the class work with an intake of over 400 students. From offering 6 courses in the year of inception, the university is currently offering 9 courses of study and is all set to start MBA Tourism Management Course in the current academic year.

First Anniversary of Vikrama Simhapuri University

Students excelling in academics should be reinforced by a proper goal-setting for their prospective career in this ever-evolving technical world, advised the Vice-Chancellor of Sri Venkateswara University Prof. N. Prabhakar Rao. On being invited as the Chief Guest of the First Anniversary of Vikrama Simhapuri University on 21st April 2009, he exhorted the students to develop Communication Skills for excelling in this competitive world. Growing nostalgic, he said that he belonged to Nellore and he studied with higher ideals and grew in position as the Vice-Chancellor. He expressed his readiness to extend all help to the upcoming university. He also advised the students to feel the heat of competition and to look for a glorious career. Prof. C.R. Visweswara Rao, Vice-Chancellor of Vikrama Simhapuri University explained that six course were being offered successfully and two more courses, Biotechnology and Master of Tourism courses, are going to be offered next year. In addition to providing every facility to the students, Guest lectures by eminent professors were also offered to the students since the inception. He revealed that the university was granted 62.84 acres and steps are afoot for the release of funds for building construction for the university. Prof. V. Narayana Reddy, Registrar of Vikrama Simhapuri University thanked the help being extended in all facets by S.V. University to the newly born university. Prof. Venkatrami Reddy, Registrar, S.V. University praised the State government for establishing new universities with a noble intention. Later, the guests were felicitated. Special Officer of Kavali P.G. Centre Prof. M. Srinivasulu Reddy, V.R. College Principal Dr. Radhika, D.K. College Govt. College for Women Principal Dr. Sarada Devi, staff and members of the faculty were also present on the occasion.

Introducing Choice Based Credit System

Adopting the guidelines of the UGC to offer strategic skills to the students apart from the domain skills to excel in academics and to fare well in professional environment, the University introduced the Choice Based Credit System to offer off-the course orientation to the students. In I & III semesters, Communication Skills and Soft Skills was introduced to all the departments and in II & IV semesters, Fundamentals of Computers was introduced so that the students will have the skills necessary to meet the international standards.

Anti-Ragging Campaign

A Campaign on Ragging Awareness Promotion and Preventive measures was organized in Vikrama Simhapuri University on 4th August 2009. The District Collector, Sri K. Ramgopal advised the students to be empathetic and affectionate towards the fellow student and strive for a bright future. He exhorted that the students should live up to the expectations and wished of their parents. The students are sent to fulfill the cherished dreams of the students and warned the students about stringent Ragging laws which when invoked will definitely ruin the students' future.

The Superintendent of Police, Sri B. Malla Reddy said that ragging which began as a healthy practice of driving away the fright and the feeling of strangeness of the junior students turned out to be an atrocious practice. He warned the students about the stringent Ragging Act and informed them of the consequences of being involved in ragging. He also said that suitable cases will be instituted in cases of harassment of women, regional segregation and community divisions in case of any complaint in the police stations by the victims. The Vice-Chancellor, Prof. C.R. Visweswara Rao, advised the students to make college education memorable and it is the students' responsibility to create such ideal atmosphere for their fellow students. The Registrar of the university, Prof. V. Narayana Reddy, members of the faculty and staff also participated in the function.

Establishment of Men's Hostel

A Men's hostel was established near Kondaipalem Gate for the students of the University. Formerly the Police Men's hostel is taken over by the University to provide accommodation to the students.

APPSC Chief's visit

Andhra Pradesh Public Service Commission (APPSC) Chairman, Prof. Y. Venkatrami Reddy felt the need for improving standards in degree and P.G. Colleges and Universities in the state. He was keen on revamping the curriculum so that students would gain greater advantage in competitive examinations and also mould themselves into good entrepreneurs. Prof. Y. Venkatrami Reddy who was here to attend a private function on Saturday met the Vice-Chancellor of Vikrama Simhapuri University, Prof. C. R. Visweswara Rao and the Registrar of the University, Prof. V. Narayana Reddy on 3rd May 2009. He was briefed about the courses being offered by the new university. Speaking on the occasion, Prof. Venkatrami Reddy said that government jobs had been mostly sought after and the number of P.G and Engineering students becoming entrepreneurs was much less. He felt that it is time that the universities guided the students to start industries and create employment for others.

Addressing the outnumbering of students from rural areas, he said that poor communication skills on their part has been a major impediment in their professional growth and performance in the interviews. He said that steps should be taken to improve language skills right from the school level. He stressed the need for the universities to have a tie-up with Rajiv Gandhi University of Knowledge Technologies (RGUKT). He also opined that professional colleges and university managements should arrange interactions and fieldworks for some select students and faculty which helps them acquire field knowledge.

Meeting Dr. Kasturi Rangan

Former ISRO Chairman and Member of the Planning Commission, Dr. Kasturi Rangan assured the co-operation of ISRO to Vikrama Simhapuri University, Nellore in



matters of space research undertaken by the university in the future. Dr. Kasturi Rangan was in the town in connection with an official visit. The Vice-Chancellor of Vikrama Simhapuri University, Prof. C.R. Visweswara Rao and the Registrar, Prof. V. Narayana Reddy met him on 26th June 2009. Dr. Kasturi Rangan impressed upon them the need for the establishment of training centre in the university to increase awareness about Space Research among the students. He said that ISRO could be relied on for extra-mural lectures and collaborative research programmes.



Towards a fulfilling Engagement Thrust studies in Marine Biology

The Chief Executive of National Fisheries Development Board (NFDB), Sri. P. Krishnaiah visited Vikrama Simhapuri University, (VSU) on 1st December 2009. The Chief Executive met the Vice-Chancellor of the University Prof. C.R. Visweswara Rao, Registrar, Prof. V. Narayana Reddy and the member of faculty of M.Sc (Marine Biology) course and enquired about the syllabus, laboratory facilities and field training being provided to the students. Speaking on the occasion, Dr. Krishnaiah promised to provide necessary training to the faculty and help the institution in organizing orientation programmes for aqua culture farmers. He asked the University Management to make field training a must for students in various aqua industries which will help them in getting jobs immediately after the completion of the course.

Dr. Krishnaiah said that the students of M.Sc (Marine Biology) and B.Sc and M.Sc Fisheries have good employment opportunities in aqua culture industries, cold storage plants and hatcheries in coastal districts. Prof. Visweswara Rao explained that the University is planning to arrange field visits and training for the students in State Fisheries Training Institute at Kakinada in East Godavari district and Government Fisheries College, Muthukur in Nellore district.

Later, the Registrar of the University, Prof. V. Narayana Reddy and members of faculty of the Department of Marine Biology felicitated Dr. Krishnaiah and presented a memento to him on the occasion.



Chemical Society Launched in VSU

The Department of Organic Chemistry, Vikrama Simhapuri University started Chemical Society on 12th November 2009. The Vice-Chancellor, Prof. C. R. Visweswara Rao formally inaugurated the Chapter and said that this society was launched to inform the professional bodies about the new trends emerging in the competitive world which would also make the professionals to keep themselves abreast of the new movements coming up in their field. He also suggested that Chemistry should be made environment-friendly and informed that the emergence of Green Chemistry is truly a welcome sign in this era of Chemical pollution. The Registrar of the University, Prof. V. Narayana Reddy said that the students should avail themselves of the new employment opportunities created through the growing importance of Chemistry. The Distinguished Guest, Dr. G.V. Subbaraju, Senior Vice-President, Aptuit Laurus, Hyderabad said that the students should constantly be aware of the new phenomena taking place in Chemistry. Later, he explained to the students the significance of the slogan "Green Chemistry"

Commencing Hospital Management Course

The Vice-Chancellor of Vikrama Simhapuri University, Prof. C.R. Visweswara Rao commenced a new course, Master of Hospital Management on 28th August 2009 that was started in collaboration with Narayana Hospitals, Nellore. An MOU in connection with this course was signed by the Vice-Chancellor and the Registrar of the University. Speaking on the occasion, the Vice-Chancellor said that the course was started keeping in view the potential of employment of this course. He also said that the Two-year MHM course was commence with a good understanding with 930 bed hospital extending state-of-the-art facilities. He expressed happiness over the cooperation being extended by all the departments in Narayana Hospitals. Those who completed UG may apply for admission into this course. The last date of applications raching the office of admission is 31st August 2009.

The Chief Superintendent of the Hospitals, Dr. Narasimha Reddy said that MHM course has been in much demand owing to the corporate expansions of the hospitals. He assured of providing suitable placement to the students who completed the course successfully. The staff of the University and the staff of the Hospitals were also present at the event.

New Course Launched

Five-year Integrated Bio-Technology courses were launched in Vikrama Simhapuri University on April 10, 2009 by the Chief Guest, Prof. Raji Reddy, Chancellor of Rajiv Gandhi University of Technology and Knowledge Sciences flanked by The Vice-Chancellor of Acharya Nagarjuna University, Prof. Hargopal Reddy, and The Vice-Chancellor of Andhra University, Prof. L. Venugopal Reddy making it a memorable occasion.

Course Renamed

Master of Travel and Tourism Management which could not be launched in 2008-2009 academic year is renamed MBA (Tourism Management). The course will be offered through ICET - 2010 counselling.

Counselling for P.G courses in June 2009

Counselling for admissions into PG courses in the University was started from **June 19 and conducted upto July 2, 2009** for all the courses. Seats were filled by those who got qualified in SVUCET. 1529 applications were received for M.Sc (Marine Biology), 519 for M.A (English), 249 each for MSW and Master of Tourism and Travelling Management while 5,507 was the highest number of applications received for Organic Chemistry.

Launching of Ph.D. Programmes

Since research being the crowning endeavor of every university for finding scope to intellectual engagement, the University is all set to launch Ph.D programmes in all the departments from the next academic year. The syllabus has been chalked out and the model of the RESET examination is also conceived. Initially, each department will be entitled to take minimum number of research scholars, part-time and full-time.



LAKSHYA

Proper analysis of various events will bring far-fetched understanding and incisive knowledge to the students, said the Vice-Chancellor of Vikrama Simhapuri University, Prof. C.R. Visweswara Rao in the Awareness Programme for the II Semester MBA students organized by the university in the name of Lakshya on 12th April 2009. Speaking on this occasion, he said that the events of this nature will empower the students towards realizing their goals and develop the self-confidence in the prospective managers. The Registrar, Prof. V. Narayana Reddy advised the students to read the newspaper to keep themselves abreast of the movements. Distinguished Guest on the occasion, Sri. V. Venkatesh, Vice-President, Reliance Infrastructure (Pvt) Limited exhorted the students to develop Communication Skills and a right attitude for a flowery career. Students participated in Role-plays, Group discussions, Business Quiz, and Ad Zap that were organized as a part of the event.

Workshop on Communication Skills

To complement the innovative tools and techniques proposed in the National Seminar on ELT, the University organized a Workshop for the IV semester students on April 6, 2010. This workshop is arranged to provide students the hands-on experience to catch up with the corporate world.

Biz-Gita, a Rhapsody of Young Managers

The Department of Business Administration organized Biz-Gita, a Young Managers academic and cultural meet on **November 20, 2009**. The event was planned and staged by the senior MBA students for the Juniors of MBA so that a healthy inactive practice can be established and an exchange of learning takes place in a well conceived environment. MBA juniors took an active part in the three events Adzap, Young Managers contest, and Paper presentations organized as a part of this programme.

TECHNOGNA '10, the Technomeet in VSU

Towards providing the technocrats of tomorrow, a chance to showcase their talents with youthful exuberance and competitive finesse, the Department of Computer Science, Vikrama Simhapuri University organized VSU Technogna '10, one-day National Level Student IT Meet on 12th March 2010. Over 40 colleges in and around Nellore and Engineering and MCA colleges from different parts of the state took part in the event. The objectives of the meet being to develop the domain competency and to enhance the logical potential of the students in the trans-national technical environment, the department has conceived three activities, Technocons (IT Quiz), Techkriti (Paper Presentation on Emerging Trends in IT) and Techsavvy (Bug-free Programming) that hint at maintaining the golden mean between knowledge-gaining and knowledge-forecast.



The Vice-Chancellor of the University and the Chief Guest of the Inaugural function Prof. C.R. Visweswara Rao, said that the Information Age is going to outperform the earlier revolutionary trends such as Agricultural Revolution and the Industrial Revolution not only through its assimilation and absorption but by its expansion and influence. He exhorted the students to emulate the great preaching of Aristotle to gain knowledge and to practice it.

The Registrar of the University, Prof. V. Narayana Reddy in his opening address congratulated the department for organizing an event that develops the skill of networking and innovative thinking in the students. He expressed happiness over the good response to the event and advised the students to keep themselves abreast of the trends emerging in the technical world.

The Distinguished Guest, Sri J.A. Chowdary, Chairman, Talent Sprint India (Pvt) Ltd., Hyderabad dwelling on the signification of the emblem said that education with value-addition should be the cherished goal of all the students. He gave a call to the students to be technically competent and socially responsible to become a rounded professional.



The Guest of Honour, Prof. K. Subbarangaiah, Veda IIT, Hyderabad evinced on self-awakening and building up a self-image that are essential for building are true to building a professional of a rare genre. He also explicated the oriental philosophy of invocation to seek the knowledge within and serve the society without.

Prof. K. Sudha, Head, Dept. of Computer Science, Convener, VSU Technogna '10, wished that the event will be a great learning experience to the students and said that the event's objective is to empower the students with rich exposure to the trends in IT.

The Guests, Sri. J.A. Chowdary, was felicitated by the Vice-Chancellor of the University, Prof. C.R. Visweswara Rao and Prof. K. Subbarangaiah, was felicitated by the Registrar of the University, Prof. V. Narayana Reddy.



The Valedictory function signed off the gala event. The Vice-Chancellor and the Chief Guest of the function said that the dynamism of the knowledge society is a factor of great reckoning since it demands the students to be goal-oriented and to acquire competency through an integral approach to academics.

The Registrar and President of the function, Prof. V. Narayana Reddy advised the students to give up complacency and strive hard through analyzing the strengths and weaknesses, the bottom-line for completeness of knowledge.



The Distinguished Guest, Sri G. Gopi, General Manager, BSNL, Nellore said that the students should an integrated approach to trans-technical environment since it demands not only the domain competency but also the strategic skills to work out greater efficiency and practice.

Prof.T. Sudha, Head, Dept. of Computer Science and Convener of VSU Technogna '10 wished the students a bright future and said that their participation in this event will be an enriching experience.

The Guest Sri G. Gopi was felicitated by the Vice-Chancellor of the University Prof. C.R. Visweswara Rao and Prizes were given away to the winners by the Sri G.Gopi, the Vice-Chancellor, and the Registrar.

The Fountainhead 10, a Management Bash

The Fountainhead 10, a management bash was organized by the Master of Business Administration, Vikrama Simhapuri University providing a competitive platform for the young managers to test their strategic skills for a fair self-assessment and a competitive exposure. Thirty colleges in and around the district sent the teams for the event. Two Events - The Alchemist (The Young Managers' Contest), The Bridge Across (A Business Quiz) were organized during the fest.

Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University, who was also the Chief Guest, inaugurated the event and explained the aptness of the title Fountainhead, as symbolizing the effervescence of energy and spurt of vitality and intellectual power. He stated that knowledge applied is knowledge magnificently gained that resolves human problems and sets newer goals to achieve and newer destinations to reach. He stressed upon the significance of Business Ethics to ennoble the cause of economics and business for a fair social advantage. Focusing on the value-addition to academic output, he asserted the advantage for both the teacher and the taught to get engaged in *Samvada*, the discourse of knowledge.

Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University, the president of the event commended both the members of faculty and the students of MBA for their organized

efforts. He affirmed that knowledge, attitude, approach and behaviour get enriched and refined only when they are displayed, adjudged and assessed. He emphasized on an impact assessment study to be taken up that elucidates the outcome of such events which will bear upon the tangible behavioral changes in the students.

Mr. K. Satya Prakash, General Manager, KPCL, also the distinguished guest on the occasion, told that the dynamic nature of the manager is the need of the hour and advised the participants to strengthen the basics to empower their managerial edifice.

Prof. C. S. G. Krishnamacharyulu, Rtd. Head, S.V. University, one of the distinguished guests spoke about the empowerment of strategic competencies so that the managerial reservoir of our country rise up to the expectations of the world. He also asserted that a competitive skill in communicating the ideas is a preeminent feature of the young managers and exhorted the participants to speak for reaching the peak.

The Valedictory function was attended by Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University, Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University, Major General. K. Babayya, Senior Vice-President, Administration, Reliance Coastal Andhra Power Limited, Mr. Udaya Sankar, Senior Vice-President, Head of the Project.

Advising the managers to be more holistic in approach, Prof. C.R. Visweswara Rao stressed on the need for the managers to be shrewd in decision-making and to be sharp in innovative techniques. Prof. V. Narayana Reddy, Registrar, stated that this event would be a worthwhile and great learning experience for the managers to surge ahead in their careers.

Major General K. Babayya, Senior Vice-President, Administration exhorted the managers to be more insightful and promising with ideas since ideas would generate visions for the greater good of an organization and tell upon the economics of the country.

Vice-Chancellor, Prof. C. R. Visweswara Rao, Registrar, Prof. V. Narayana Reddy, gave prizes to the winners in the events. The Guests were presented mementos by the Vice-Chancellor and the Registrar.

VSU Workshop on Plastic Management

Providing impetus to the cause of ecology, the Department of Social Work of Vikrama Simhapuri University organized a One-day Workshop on "Pernicious Effects of Plastics on Environment" in collaboration with A.P. Pollution Control Board, Nellore on 28th March 2010. Speaking on the occasion, the Vice-Chancellor of Vikrama Simhapuri University, Prof. C.R. Visweswara Rao expressed happiness over A.P. Pollution Control Board giving a grant for the conduct of the workshop. He said that plastic had become an aesthetic nuisance and the "throw away" culture of the public had pushed the mankind to the brink of danger. He observed that the use of plastic can be contained only when the people swear to leave a healthy and green planet to their succeeding generations. He suggested that the scientists could get a biological remedy for this pernicious problem.

The President of the function, Registrar of Vikrama Simhapuri University, Prof. V. Narayana Reddy congratulated the members of faculty of the Department of Social Work for organizing such an event that reflects the social responsibility of the higher learning centres like the universities. The distinguished guest, Sri. E. Sathyanarayana, Senior Engineer

of A.P. Pollution Control Board, Nellore, apprised of the governmental initiatives in containing thin plastic of twenty micron size restricting the manufacturing of covers and carry bags and their usage for commercial and domestic purposes.

Later, the Vice-Chancellor felicitated the distinguished guest and presented a memento. The members of faculty of Vikrama Simhapuri University, students and staff were present on the occasion.

Hon'ble Speaker's visit



Visit of the Minister of Higher Education



Gandhi Jayanthi



Vivekananda Jayanthi



Sports Galore



2nd Annual Celebrations



Republic Day Celebrations



Science Express Visited



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