



NEWSLETTER

VIKRAMA SIMHAPURI UNIVERSITY



Shruti

Nellore – 524 003
Andhra Pradesh, India
Phones: 0861 – 2352377, Fax. 0861 – 2352356
website: www.simhapuriuniv.org
Email: registrar@simhapuriuniv.org

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From the Vice-Chancellor's Desk

Higher Education drives and is driven by globalization and hence is passing through phases of drastic changes in recent decades. Competitiveness in a society governed by knowledge explosion and the spirit of innovation has contributed to the rise of collaborations, cross-cultural exchanges, cross border flow of ideas, technology innovations, and experimentation in the newer modes of governance. World University Rankings - 2009 show that Asian countries are growing in stature and the Universities in the United States of America are revealing a trend of decline when measured against European Universities. Each ranking mechanism devises its own parameters and places the premium on certain key components that constitute excellence. Japan rises in strength from 4 to 6 among the top 100 Universities in one estimate and South Korea has 4 Universities in the top 200. These positive signs for Asia on the one hand and alarm signals indicated by the unseating of the top-seeded institutions from their zealously held positions held for long on the other place before us paradigms to consider and also ideas that make for the pursuit of university education and excellence. Consequent on the growing reliance on digital media rather than print, the development of social networking softwares, "cyber or virtual" universities (if not as independent Universities at least as adjuncts to the higher educational system in the promotion of e-learning and promotion of issue-focused research rather than discipline-based enquiry), new Universities have to evolve mechanisms of absorbing change and innovative practices.



In the light of these developments which are fast paced, a new University like Vikrama Simhapuri University with its 127 Affiliated Colleges will have to focus on holistic development through a collective pursuit of quality in Higher Education. Quality culture ought to be something innate rather than cultured as a laboratory specimen. The design, methodology, and approach are based on our adopting a conceptual framework that enriches our understanding of our knowledge domain and our perspective on quality as a totality of the being of an institution. We need to lay for ourselves a foundation for a comprehensive understanding and analysis of quality culture which is multi-dimensional and to be brought out in teaching-learning, curriculum development and deployment, research, consultancy and extension, infrastructure and learning resources, student support and progression, governance and leadership initiatives, and innovative practices which we introduced in the institution as inclusive practices for social justice and for developing a spirit of productive outlook in the student community.

My appeal to all the colleges in this context is to examine a variety of models, the prescriptive model, the outcome-based model, and the student centric model. All the colleges and the University should so work together that a spirit of professionalism governs their outlook. The focus should be on mastering change and in this we need probably to move towards an open systems culture. In this context, all colleges are requested to create their own websites and display information about their institutions on the websites. The questions that are being asked now are - Does the institution have a listening mechanism? Does this listening mechanism change, where necessary, the outcome parameters, and is this a weighted parameter? I am quite sure that in the years to come a Higher Education Eco-system which represents a mosaic will ensure greater self-evaluation, enrichment of campus experience for the students and the faculty, and innovative thinking and practices.

Union HRD Minister's Visit



Hon'ble Union Minister of State for HRD, Shrimati Daggubati Purandheswari, Prof. C.R. Visweswara Rao, Vice-Chancellor, Sri Anam Vivekananda Reddy, Hon'ble M.L.A. (Nellore Rural), Prof. V. Narayana Reddy, Registrar releasing the University's Newsletter *Shruti*.

Shrimati Daggubati Purandheswari, Hon'ble Union Minister of State for HRD, Government of India, New Delhi, visited Vikrama Simhapuri University, Nellore on **15th June 2010**. The Hon'ble Union Minister released the first issue of *Vikrama Simhapuri University Newsletter* in the presence of Sri Anam Vivekananda Reddy, Hon'ble M.L.A. (Nellore Rural) and Sri Mungamuru Sridhara Krishna Reddy, Hon'ble M.L.A. (Nellore Town). The *Newsletter* highlights the important activities of the University over a period of time. Named *Shruti*, it publicizes the various academic events and student activities that take place in the University and holds the mirror up to the University's growth.

The Union Minister for HRD enquired about the growth targets and objectives of the University and expressed her happiness over the University introducing a number of components in its curriculum on par with the latest recommendations of the UGC. The Vice-Chancellor thanked the Union Minister for HRD for her keen interest in accelerating the processes of the UGC in the matter of the release of a one-time catch-up grant for the new Universities in Andhra Pradesh. He also thanked Sri Anam Vivekananda Reddy, Hon'ble M.L.A., for providing the premises of V.R. College as its Correspondent to the University since its inception. Prof. V. Narayana Reddy, Registrar, expressed his happiness over the *Newsletter* opening a window on to the world to watch the progress of the University. After the release of the *Newsletter*, Shrimati D. Purandheswari received felicitations from the University.

SVU PG Centre transferred to VSU

Vikrama University which came into being in June 2008 fulfilling the long cherished dream of the people of SPSR Nellore district. After the University has been given conferred the affiliation status with 127 colleges coming under its jurisdiction with effect from April 2010, formerly affiliated to S. V. University, Tirupati, the transfer of the PG Centre, Kavali is indeed a cherished moment in the academic progress of the VSU, Nellore. With SVU PG Centre, Kavali, under its fold now, the University has two campuses, one at Nellore and one at Kavali.

The PG Centre at Kavali came into being in 1973 under the Visvodaya Trust with two courses, namely, Economics and Commerce. Now the PG Centre has 12 PG courses out of which 5 courses are regular and 7 courses are self-supporting. There are 20 regular teaching staff supported by guest faculty and teaching assistants. The PG centre is in a sprawling campus of 79 acres with infrastructure of about 5 crores.

The PG Centre, Kavali, has been given to the University at an opportune moment for it is expected to hasten up the process of the University's eligibility under Section 12 (B) of the UGC Act.

NO COMPROMISE ON FUNDING HIGHER EDUCATION: Higher Education Minister

"There is no compromise on funding Higher Education for meeting the objective of raising enrollment in higher education to 15% as envisaged in the XI Plan" said Sri D. Sreedhar Babu, Hon'ble Minister for Higher Education. He is on a visit to Vikrama Simhapuri University on **28th May 2010** and reviewed the progress made and the development activities launched by the University. Prof. C.R. Visweswara Rao, Vice-Chancellor, briefed the Minister for Higher Education and NRI Affairs about the activities and aspirations of the University and requested him to hasten the process of the transfer of S.V. University Post-graduate Centre at Kavali to VSU. The Vice-Chancellor profusely thanked the Hon'ble Minister for extending the affiliation status to this new University which brings under its fold 127 Degree, PG and Professional Colleges in Sri Potti Sreeramulu Nellore District.



Hon'ble Minister for Higher Education and NRI Affairs, Sri. D. Sreedhar Babu, Prof. C.R. Visweswara Rao, Prof. V. Narayana Reddy releasing the Brochure of the University.

On the occasion of his visit, Hon'ble Minister, Sri. D. Sreedhar Babu released the University Brochure incorporating the courses offered by the University and their significance in the emerging global scenario for promoting the students' subjective and pragmatic competence. After releasing the brochure, the Minister emphasized that the fee re-imbursment scheme would continue to be in operation in a full measure inspiring youth enrollment to higher education. He assured the University of extending support to the building construction, land acquisition, and UGC recognition under 12 (B).

Prof. V. Narayana Reddy, Registrar, in his vote of , said that VSU was the dream come true of the people of the district fulfilling Dr. Y.S.Rajasekhara Reddy's vision of raising a knowledge society. The meeting concluded with the University felicitating the Honorable Minister.

Faculty Publications

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Suneetha. K, ed. *Social Support for the Elderly*, Sonali Publications, New Delhi, 2010

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Suneetha, K. V.S. Ajitha and B. Venkata Subba Reddy, "Prevention of Child Alcohol Errands – Role of Counselling," *Contemporary Social Work Research*, Department of Social Work, Madras School of Social Work, Chennai, 2010

B. Venkata Subba Reddy, K. Suneetha and A. Jyotsna, "Youth Perception on HIV/AIDS Prevention," *Contemporary Social Work*

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K. Suneetha, B. Venkata Subba Reddy, "Problems of the Elderly: Role of Social Work," *Social Issues – Problems and Perspectives*, Sonali Publications, New Delhi, 2010

K. Surekha Rao, K. Suneetha, B. Venkata Subba Reddy, "Domestic Violence with Special Reference to Elderly Abuse-Need of Family Counselling," *Social Issues – Problems and Perspectives*, Sonali Publications, New Delhi, 2010

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Vijaya Lakshmi Chalamcherla, M.A. Singaracharya, and Vijaya Lakshmi M, "Amino Acids rofile of the Lingnocellulosic Feed Treated with Cellulase-Free Lignolytic Mutants of *Pleurotus Ostreatus*," *BioResources*, 5(1), 259-267

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Ch. Vijaya, Ch. Venkatrayulu, M. Hanuma Reddy, G. Sujay Kumar, M.A. Singara Charya, "A Study on the Impacts of Special Economic Zone: Krishnapatnam, Nellore District A.P with reference to Marine Pollution," *Social Issues – Problems and Perspectives*, Sonali Publications, New Delhi, 2010

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Dr. K. Ramesh Reddy, "Data Banking Technical Efficiency Data Mining Technique," *International Journal of Management Research and Technology*, Jan- June 2011. (accepted)

K. Narasimha Rao, "Concept Oriented and Application based Instruction through an Integrated Workbook Pattern," *Forum for Musings*, June-December 2010.

K. Narasimha Rao, "Reparation and Remonstrance in J.M. Coetzee's *Waiting for the Barbarians*," *Critical Endeavour*, June-December 2010. (accepted)

Vice-Chancellor's Engagements

Prof. C.R. Visweswara Rao, Vice-Chancellor was the Chief Guest at the Awareness and Information Campaign on Engineering Counselling conducted at Haritha, A.P. Tourism Resorts on **25th August 2010**. The programme was organized by *The Hindu, Education Plus* in alliance with Vignan Engineering Colleges. Prof. V. Narayana Reddy, Registrar, Prof. T. Sudha, Dean, CDC were the invited guests at this Awareness Campaign.

* Inaugurated S.V. University Inter-Collegiate Women's Games Tournament 2010 – '11 at D.K. Women's College, Nellore on **September 21, 2010**.

* Inaugurated the New Buildings of SBI, Vedayapalem on **September 22, 2010**. Appreciated the Green Bank Services of the bank.

VSU commences Research Programmes



Hon'ble Minister of Higher Education, Sri D. Sreedhar Babu, Prof. C.R. Visweswara Rao, Prof. V. Narayana Reddy, Smt. N. Bhanu Sri, Mayor of the City, Sri M. Sreedhar Krishna Reddy, MLA (Urban), Sri A. Vivekananda Reddy, MLA (Rural) unveiling the plaque formally announcing the launching of Ph.D. Programmes.

Vikrama Simhapuri University, one of the six new universities established in the state two years ago, started Ph.D. courses on 19th September 2010. A three-member Screening Committee comprising Sri Venkateswara University Distance Education, Director Prof. K.V.S. Sarma, Sri Krishandevaraya University former Registrar Prof. Y.V. Ramanaiah and VSU College Development Council Dean T. Sudha conducted Ph.D. admissions assisted by the faculty of the respective subjects.

About 37 percent of the candidates qualified in the VSU RESET – 2010 (Entrance Test for Ph.D.) the results of which were released by Hon'ble Minister for Higher Education Minister Sri D. Sridhar Babu. Speaking on the occasion, Prof. Rao said Ph.D. courses were started in six branches in the university and 22 students including 15 full-time students joined the first batch. Candidates possessing NET, CSIR and M.Tech qualifications from across the country attended the interviews. The Registrar said admissions were made strictly as per UGC guidelines. Two students of VSU topped in the Ph.D. entrance test in Marine Biology and Organic Chemistry, he said.

Vice-Chancellor at Adikavi Nannaya University

Prof. C.R. Visweswara Rao, Vice-Chancellor participated in the Valedictory function of the National Seminar on "Coastal Andhra Folk traditions & Preservation" held by Adikavi Nannaya University, Rajahmundry, in alliance with the Central Institute of Indian Languages, Mysore, as the Chief Guest on 25th October 2010. Prof. Rao, in his address on "Western Theoretical Constructs and Folk Traditions – The Idea of Intertextuality," referred to Western Theoretical constructs relating to folklore and how these are applicable in the Indian context. Pointing out the interconnections between the oral and written literatures, he referred to folk versions of the Ramayana and the Mahabharata across the boundaries of the nation reflecting a spirit of assimilation and acculturation. Dr. K. Ramesh, Head, Department of English, Adikavi Nannaya University, was the Director of the Seminar.

Placements @ VSU

Even before the formal send off is given to the first out-going batch, it is very much encouraging to all the Departments that 65% of the students got placements in Industries, Academic Institutions, Marketing Sector, etc.. Some students have registered themselves for research in the Universities and also the parent University.

In the placement drive conducted by The Water Ways Limited, Chennai, an ISO 9001: 2001 certified company producing high quality shrimp and prawn feed products, six students of the Department of Marine Biology, Vikrama Simhapuri University were placed and were given appointment orders as the Technical Officers in the company on **17th October 2010**. Another four students of the Department are also assured of being provided placement by Sarath Sea Foods and the appointment orders are awaited.

"It is a bright sign for the University offering courses to bring about better employability of the students," said the Vice-Chancellor, Prof. C.R. Visweswara Rao. Prof. V. Narayana Reddy, Registrar congratulated the students.

All India Vice-Chancellor's Conference

Prof. C.R. Visweswara Rao attended the All India Vice-Chancellor's Conference at Bharati Vidyapeeth Deemed University, Pune, organized by the UGC and Association of Indian Universities, New Delhi. The Conference was held from 12 – 14th November, 2010 on the theme, "Governance of Higher Education." While Hon'ble Chief Minister of Maharashtra, Sri. Prithviraj Chavan, inaugurated the conference, Prof. S.K. Thorat, Chairman of the UGC, delivered the keynote address. The Conference dealt with themes such as – "The Role of the UGC in coordinating Higher Education, Models of Governance," "Autonomy and Accountability, Public Private Partnership in Higher Education," "Cross-Country Collaboration in Higher Education."

One of the sessions was devoted to the delegates from France, Canada, and the Russia who outlined major areas of collaboration and partnership and modes of academic exchanges between the two countries. Bharati Vidyapeeth Deemed University, Pune, under the leadership of Prof. Shivaji Rao Kadam, Vice-Chancellor, and Prof. Uttam Bhoite, former Vice-Chancellor and Nodal Officer, organized the Conference with meticulous attention to detail. The Valedictory session was addressed by Dr. Lakshmanan, former Judge of the Supreme Court of India, who spoke about the need for higher education to meet the challenges of a vibrant democracy.

Extension Lectures by the Faculty

Dr. Suja.S. Nair, was one of the Resource Persons at the Symposium on "General Management Trends," conducted by Sri Venkateswara College of Engineering and Technology, Tirupati.

Dr. Suja S. Nair, gave a guest talk at the inauguration of RADIANCE organized by Jagan's College, Nellore.

Sri K. Narasimha Rao was one of the Resource Persons at the Teachers' Orientation Programme organized by the District Educational Officer, Nellore District for the SGTs at Chandrasekharapuram, Nellore on January 9, 2010.

Sri K. Narasimha Rao conducted the Orientation Programme on 14th November 2010 for the III Zone English Teachers' Training Programme organized by the Board of Intermediate Education in association with -Nellore.

Sri K. Narasimha Rao was the Resource Person for Campus Recruitment Training Drive conducted on 8th & 9th January 2011, by Priyadarshini College of Engineering, Kanuparthipadu, Nellore.

Keeping Tabs on Ragging Menace

Vikrama Simhapuri University, Nellore took steps to control ragging through counselling the students and keeping constant vigil on the campus. Posters indicating the penal punishments for the students involved in ragging have been fixed at prominent places on the University campus. The information regarding "What Constitutes Ragging," and the Act 26 of A.P Legislative Assembly's resolutions on ragging have also been fixed to keep at bay any stray occurrences of ragging.

To step up the seriousness, the Vice-Chancellor, Prof. C.R. Visweswara Rao has constituted an Anti-Ragging Committee. Anti-Ragging squads were also formed and the students are given the mobile numbers of the teachers so that any complaint or grievance shall be freely expressed without inhibitions. In the meeting with the Principals of Professional Colleges on 27th and 28th August apart from dwelling on major issues and concerns of immediate relevance and significance from the point of view of strengthening the affiliation system, he advised the managements to take up strong anti-ragging measures. He called for making this academic year a zero-ragging year by involving all sections of society and by pleading for greater transparency of functioning.



The Vice-Chancellor and the Registrar inspecting the hoardings on the prevention of ragging

An intense anti-ragging drive was launched with teachers visiting the classrooms and providing awareness to the students on the ill effects of ragging. At the macro level, the Vice-Chancellor also addressed a joint gathering of the senior students and freshmen on 8th October 2010 allaying fears among the first year students about ragging. Hostels were constantly under vigil by the members of the faculty and the Anti-Ragging Committees and squads were also on the alert.

The Vice-Chancellor and the Registrar made surprise visits to the classrooms and late night visits to the hostels to ensure that the value of togetherness and harmony are effectively put into practice by the student community.

VSURESET – 2010 conducted

A total of 383 candidates attended VSURESET – 2010 Ph.D Entrance Examination conducted in Vikrama Simhapuri University on 14th August 2010. Out of 202 candidates appearing for the examination in the morning session, 96 candidates appeared for Chemistry, 89 for MBA and 17 for Marine Biology. In the afternoon session, 181 candidates appeared - 21 for Biotechnology, 148 for Computer Science, and 12 for Social Work departments. The Entrance Examination was conducted following the latest UGC norms as slated by the highest

VSU Registrar gets A.P State Best Teacher Award

Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University received the State Best Teacher Award from the Hon'ble Minister of Higher Education, Sri D. Sridhar Babu at a function conducted in Hyderabad on the occasion of the Teacher's Day on 5th September 2010.



Hon'ble Minister for Higher Education, Sri D. Sreedhar Babu giving the State best Teacher Award for VSU to Prof. V. Narayana Reddy, Registrar. Hon'ble Minister Sri D. Manikya Vara Prasad, is also seen.

Prof. V. Narayana Reddy receiving felicitation from the Members of faculty and Staff of the University, Prof. C.R. Visweswara Rao, Vice-Chancellor, chaired the function.



VSU Registrar felicitated by Staff

Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University was felicitated by the members of faculty and staff of the University on his receiving the State Best Teacher Award – 2010 on 9th September 2010. Prof. C.R. Visweswara Rao, Vice-Chancellor felicitated Prof. V. Narayana Reddy and said that the teachers should pay a great deal of attention to both teaching and research and secure major research projects funded by the high-end academic bodies in the country. Prof. V. Narayana Reddy thanked Prof. C.R. Visweswara Rao, Vice-Chancellor for his kind wishes and advised the teachers to undertake more enriching and competent academic assignments for a promising career. Prof. T. Sudha, Dean, College Development Council, Members of Faculty of the University were present on the occasion.

body for admission to Ph. D and the candidates were accorded eligibility to write the examination based on those regulations.

Vice-Chancellor, Prof. C.R. Visweswara Rao, Registrar, Prof. V. Narayana Reddy visited the Examination halls. Candidates' identity was recorded in all the Examination halls through video-footage.

VC's call for a throbbing Academic Environment

The second meeting of the Correspondents and Principals of the Affiliated Colleges under Vikrama Simhapuri University was called to discuss issues related to affiliation and academic aspects on 16th November 2010. Principals and Correspondents from 85 UG, PG and Professional colleges affiliated to the University attended the meeting. Prof. C.R. Visweswara Rao, Vice-Chancellor said that the colleges should keep their websites active and create an email in the designation of the principal to ensure better and swift communication. He said that the colleges should come forward in taking initiative to conduct a workshop that benefits the teaching community at large.

Prof. V. Narayana Reddy, Registrar said that the affiliated colleges should cooperate with the University. He said it is only in a win-win situation, there will be a good scope for getting results either in academic sphere or in envisioning a bright academic future of the district.

Later, Sri K.Prabhakara Rao, Managing Director, ICM Ltd., Software Development & Training, Hyderabad, provided information on creating a website to the Principals and correspondents attending the meeting. He spoke on creating active portals and the technicalities involved in creating a website.

Prof. T. Sudha, Dean, College Development Council, welcomed the principals and correspondents in her introductory address. Several Correspondents and Principals interacted with the Vice-Chancellor on several issues and the meeting concluded on a cordial note.

Vice-Chancellor's Meetings with Affiliated Colleges

For a win-win situation and greater accountability

The Vice-Chancellor conducted separate meetings with the affiliated colleges in spells. He addressed the Correspondents and the Principals of Professional colleges on 27th and 28th August 2010, to dwell on major issues and concerns of immediate relevance and significance from the point of view of strengthening the affiliation system. He said "efforts should be stepped up to provide better employability skills for the students and for effecting greater transparency in the academic scenario." On 27th he met the Principals of MBA and MCA colleges and on 28th he met the Principals and Correspondents of the non-professional Aided, Un-aided, and Self-financing colleges in the district.

The Vice-Chancellor said that colleges should provide better training facilities and hands-on experience to the students by adopting learner-centred approaches and by promoting awareness among the staff and students of the modern technologies. He also advised the managements to conduct on-line tests for Internal Examinations and develop a question bank that will ensure the students to compete at the higher rungs of national level examinations like CSIR and UGC NET etc.

The Vice-Chancellor also advised the Principals to keep the college websites active posting information on a regular basis. He also said that colleges may consider gaining autonomous status and acquire state-of-the-art infrastructure and adopt goal-oriented teaching-learning process that are expected by the National Accreditation Bodies. Prof. V. Narayana Reddy, Registrar coordinated the discussion that followed on various aspects of college- functioning and appealed for strengthening the examination system.

SEMINAR / CONFERENCE PARTICIPATION BY THE FACULTY

Dr. Y. Vijaya, presented the research paper entitled "Adsorption Process in Water Treatment: Evaluation and Characterization," by the way of participation for the Dr. K.V. Rao Research Award 2010 in Chemistry and Allied Sciences, 3rd May 2010.

Dr. Y. Vijaya, participated in the National Seminar on Vedic Science in Relevance to Modern Science, held at Sri Venkateswara University, Tirupati on September 18, 2010.

Dr. Ch. Vijaya, presented a paper, "Proteomics – Applications and Challenges in Marine Biology," in the UGC sponsored National Seminar on Sustainable Development and Biotechnology during 23rd and 24th October 2010

Dr. Ch. Vijaya, participated in the One Day Workshop on "Pernicious Effects of Plastic on the Environment," Vikrama Simhapuri University on 26th March 2010.

Dr. Ch. Vijaya, Karthik Reddy, K. Seshadri Reddy, A. and Singaracharya, M.A. presented paper, "Phytoplankton blooms: Production of DMS and DMSP," in the 5th International Symposium on biological and environmental chemistry of DMS (P) and related compounds, between 19th and 22nd October 2010. National Institute of Oceanography, Council of Scientific and Industrial Research, Dona Paula Goa, India.

Dr. Ch. Vijaya and M.A. Singaracharya, presented "DNA barcoding: A potential tool for census of marine life," in the National Seminar on Microbial Diversity – Exploration and Bioprospecting, 27 – 28 March 2010 by the Department of Microbiology, Kakatiya University, Warangal.

Dr. Suja S. Nair, presented paper entitled "Managing Human Psychology – The Role of Employee Engagement," in the 6th National Conference of Academy of Psychologists (NCAP) by the Directorate of Distance Education, S.V. University, Tirupati. September 13th & 14th, 2010.

Dr. K. Suneetha, presented a paper "Marginalized Children's Empowerment," in the International Conference on Development and Equity for a Global Society – Emerging Concerns for Social Work at Madras School of Social Work, Chennai, 6th and 7th August 2010.

Dr. K. Suneetha, presented a paper "Elderly Perception on prevalence of Elder Abuse," at 6th National Conference of Academy of Psychologists, 13th and 14th Spetember 2010 organized by the Directorate of Distance Education, S.V. University, Tirupati.

Dr. Ch. Vijaya, presented paper entitled, "Marine Meta Genomics: The Tide is Turning," in the National Seminar on Microbial Diversity and Bioprospecting Exploring the Unexplored," organized by the Department of Microbiology, Sri Venkateswara University PG Centre, Kavali during 25th – 26th March 2010.

K. Narasimha Rao, presented the paper, "Elusiveness is Resistance in J.M. Coetzee's Life & Times of Michael K," in the National Seminar on *Contrapuntal Readings of Nobel Laureates & Booker Laureates from 1999 to 2009*, 12 -13 June 2010, by Orissa Researchers' Association, Cuttack, Orissa.

A Second spell meeting with Affiliated Colleges

Plea for Quality Teaching Methodologies and availing Technological Aids

“Teachers acquainted with using quality teaching methodologies and using technological aids in imparting knowledge will keep the students abreast of the changes that are rapidly taking place,” said Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University. He was addressing the Principals of the B.Ed colleges affiliated to the University on 2nd September 2010. He said that the colleges have to adopt modern practices in teaching to enable the students to get better exposure. He suggested that the colleges should keep their websites vibrant with information posted up to date and follow the NCTE norms. He directed the Principals of the colleges to see that the students get quality teaching and a flawless examination process while conforming to the guidelines of NCTE. Prof. V. Narayana Reddy, Registrar, hoped a mutually beneficial association and the cooperation of the University and the colleges will go a long way in empowering the academic process. Prof. T. Sudha, Dean, College Development Council was also present.

Affecting Eternity through Inspiring Teaching

“Teaching comes out of the unswerving faith in learning,” said Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University. He was the Chief Guest at the felicitation function for Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University on the occasion of the conferment of the Best Teacher award on him. The Managements, Principals, Staff and Students of S.V. Arts & Science College, Vidyalaya Degree College, Sri Swarnandhra Bharathi Degree College & Sri Karunamayi Institute for Higher Learning together arranged this felicitation function for Prof. V. Narayana Reddy in Gudur on 25th September 2010.

Prof. V. Narayana Reddy in his response said that a teacher’s impression on the students’ mind is indelible and leaves a legacy of thought and wisdom for ages to come.

VC’s plea for a positive interface: VSU Student Blog opened

“New trends in inflosion is a great opportunity for the student community to bridge the information gap and build a positive interface,” said Prof. C.R.Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University declaring open the Student Blog of the University on 24th December 2010. The Blog provides information on the activities of the University, Syllabus and Previous Papers, Events of the University, Events of the affiliated Colleges, Discussion forums, Student Achievement Records, News of the University and Event Photographs and Success related articles etc. Wishing all success to the student Blog Administrators, Mr. M. Vikram Kumar, Mr. P. Prasad, of MBA and MCA respectively, he said that information sharing is an important aspect of communication and students should be encouraged to respond to the events, participate creatively in discussions and promote positive thoughts on issues.

Prof. V. Narayana Reddy, Registrar, congratulated the students on their pro-active role. The Student blog can be accessed at www.vsuniversity.in.

ICSSR Sponsored Workshop on Enrichment of Research Skills

Focus on Socially Responsible Research



Prof. V. Naryana Reddy, Registrar, Releasing the Brochure of the Seminar. Dr. Jayachandra Reddy, Joint Director, A.P State Aids Control Society, Dr. K. Suneetha, Coordinator of the Workshop are also seen.

“Research should be insightful and explorative benefitting the society at large,” said Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University. Inaugurating the One-Day Workshop on “Enrichment of Research Skills and their Applications in Social Work/Social Sciences,” sponsored by Indian Council of Social Science Research, (ICSSR) New Delhi on 29th September 2010. He gave rich insights into the value-oriented research and gave a call for innovative thinking and critical assessment of the societal maladies.

Dr. Jayachandra Reddy, Joint Director, A.P State Aids Control Society, the Chief Guest at the function felt happy that the workshop was very apt as crisis is felt in the deteriorating trends in research in the fields of Sciences and Social Sciences. He shared his experiences of working on bringing awareness on AIDS control in the state.

Prof. T. Sudha, Dean, College Development Council, said that research brings completeness to knowledge and it also provides the means to find applications to the tedious theoretical knowledge acquired by the scholars. Earlier Dr. K. Suneetha, Coordinator of the Workshop presented the objectives of the workshop.

Prof. M.S.R. Murthy, Dr. K. Lal Das, Director of Reesearch, Roda Mishra College of Social Work, Members of faculty of other Departments, Participants and Delegates from reputed institutions, students were also present. The workshop was signed off with a grand valediction. Dr. K. Lal Das, Director of Research, Roda Mishra College of Social Work, attended the function as the Chief Guest.

DST Workshop on Advanced Computer Applications



Prof. K.C. Reddy, Chairman, A.P State Council of Higher Education, Hyderabad giving his inaugural address at the DST Sponsored Workshop. Prof. Allam Appa Rao, Prof. C.R. Visweswara Rao, Vice-Chancellor, Prof. V. Narayana Reddy, Registrar, Prof. T. Sudha at the Inauguration of the workshop

The University has organized three academic events sponsored by DST, and ICSSR. Of them two are National Workshops and one is a National Seminar. The Workshop organized by Computer Science Department is sponsored by Department of Science and Technology, (DST) while the Workshops by the departments of Business Administration and Master of Social Work are sponsored by Indian Council of Social Science Research (ICSSR). Another APSCH & APCOST

Department of Computer Science, Vikrama Simhapuri University, inaugurated the Department of Science and Technology sponsored National Workshop on "Applications of Mathematical Models for Pattern Recognition." on 7th August 2010. The Inaugural Function of the workshop was attended by Prof. Raj Reddy, Chancellor, Rajiv Gandhi University of Knowledge Technologies, Hyderabad, Prof. K.C. Reddy, Chairman, A.P. State Council of Higher Education, Hyderabad, Prof. Allam Appa Rao, Vice-Chancellor, JNTU, Kakinada. The Inauguration was presided over by the Vice-Chancellor, Vikrama Simhapuri University, Prof. C.R. Visweswara Rao. The Registrar of the University, Prof. V. Narayana Reddy introduced the guests while Prof. T. Sudha, Chairperson of the Workshop, presented the objectives of the workshop.



Dr. Raghu Korrapati, Vice-President, Computer Science Corporation, New Delhi, Sri K. Rajendra Prasad, Vice-President, CMC Ltd., Hyderabad, Prof. C.R. Visweswara Rao, Vice-Chancellor, Prof. T. Sudha, Dean, CDC at the Valedictory function.

In his presidential address, Prof. C.R. Visweswara Rao recalled the matchless vision of Prof. K.C. Reddy by describing him the "architect of revitalized higher education scenario in the state." Prof. Raj Reddy, who was the chief guest on the occasion, recalled the relentless march of the computers in facilitating virtual laboratories. He expounded on the various paradigms used and the advanced phenomena in the offing. Prof. K.C. Reddy, the Distinguished Guest on the occasion, dwelt at length the commitment of the government to the wide accessibility of higher education to the rural youth and reassured that the present government also adheres to the great mission.

Prof. Allam Appa Rao, Vice-Chancellor, JNTU, Kakinada gave the key note address with an exponential view of the Digital image processing. He gave an analysis of web applications and the advanced criteria in modeling and simulation that computers revolutionize the future times.

Earlier, Prof. V. Narayana Reddy, Registrar of the University introduced the guests. Dr. Raghu Korrapati, Vice-President, Computer Science Corporation, New Delhi, was the Chief Guest at the Valedictory function. He said that technology in all its munificent faces is the best step forward to build the glory of the country and a grand legacy to future generations. He advised the students to enrich themselves with intelligible communication, Soft Skills and Industry-grade skills which will unfold a great career for them. Sri. K. Rajendra Prasad, Vice-President, CMC Ltd., Hyderabad said that workshops of this kind will create consciousness and provide exclusive insights for the prospective research of advanced kind.

Earlier, Prof. T. Sudha, Chairperson of the Workshop gave a feedback on the workshop and thanked the participants for their cooperation and warmth.

Harnessing Research Potential is the need of the Hour

"A deep sense of scientific temper and vision is the need for the fast track growth of the nation," said Dr. T.V. Subbaiah, a scientist of great renown who in his prime years served as the Senior Vice-President, Alembic India Ltd., and was associated with the establishment of the Centre for Cellular and Molecular Biology, Hyderabad, Tata Institute of Fundamental Research, Mumbai and other pioneering institutes committed to path-breaking research. He gave an invited talk at Vikrama Simhapuri University on 27th October 2010, dealing with various emerging aspects in Biotechnology, Microbiology and tissue culture. Starting his career as an Agricultural scientist and shifting his loyalties to various emerging trends and casting his rich insights on interdisciplinary research, Dr.T.V.Subbaiah spoke on the concerns of the premier research institutes in the country exhorting the young researchers to delve on the trends that mark the country's research outlook.

ICSSR Sponsored National Seminar on Total Quality Management

Synergetic Relationships for a productive environment



Prof. Emeritus V. Bala Mohan Das, former Vice-Chancellor, ANU, Prof. C.R. Visweswara Rao, Vice-Chancellor, Prof. V. Narayana Reddy, Registrar, Prof. T. Sudha, Dean, CDC, Dr. Suja S. Nair at the inauguration of the Seminar

“Synergetic relationships with focus on pooling the capabilities are the need of the hour for better quality outcomes,” said Professor, Emeritus V. Bala Mohan Das, former Vice-Chancellor of Acharya Nagarjuna University. He was attending the National Seminar on “Total Quality Management: Major Areas of Concern,” sponsored by Indian Council of Social Science Research organized by the Department of Business Management, Vikrama Simhapuri University, Nellore on 25th September 2010. About forty paper presenters and 70 delegates from the Universities, colleges and reputed firms attended the National Seminar from within the state and from without. Prof. Das was

dwelling at length the principles and efficacy of Total Quality Management. He referred to the historical principles of Quality Policy and related them to the modern scenario by stressing the need for Total Quality Management as the bedrock for industrial standardization and betterment.

Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University, in his presidential address said that the National Seminar is the seventh national event and third collaborative event organized under the sponsorship of the national bodies like DST, APSCHE and ICSSR. Prof. Rao said that quality relies on timely metrics, predictability and productivity.

Earlier, Prof. V. Narayana Reddy, Registrar and Guest of Honour, set the tone of the seminar by his welcome remarks and touched upon the salient features of Total Quality Management as the slogan of the modern service sector making headways in the industrialization process.

Dr. Suja S.Nair, Coordinator of the National Seminar, read out the objectives of the seminar and said that Total Quality Management has brought in a culture and behavioral change in the quality policies and in the predictable outcomes.

Prof. T. Sudha, Dean, College Development Council referred to the calibration processes and the international thrust for uniform quality codes and delivery processes and proposed vote of thanks.

The One-day National Seminar was off to a grand close as Sri E. Damodar, Superintendent of Police, Nellore, Prof. C.R. Visweswara Rao, Vice-Chancellor, Prof. V. Narayana Reddy, Registrar and Prof. T. Sudha, Dean, College Development Council attended the Valedictory function.

The Chief Guest, E. Damodar said that events like these will raise customer awareness and change workforce perceptions since the survival of the industries in today’s environment is a challenging and demanding task.

A Greater Role for Social Work enunciated



Prof. C.R. Visweswara Rao, Vice-Chancellor, Prof. V. Narayana Reddy, Registrar, Prof. T. Sudha, Dean, CDC releasing the book edited by Dr. K. Suneetha(second from left), the faculty of MSW are also seen.

“Social Work assumes significance in creating specific roles to all the communities and sections striving commonly towards nation building,” said Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University attending the book release function on 3rd September 2010. He was releasing the book “Social Issues: Problems and Perspectives,”

edited by Dr. Suneetha, Assistant Professor, Department of Social Work.

Prof. V. Narayana Reddy, Registrar, released another book edited by Dr. Suneetha “Social Support for the Elderly,” which is dedicated to the field of Gerontological Social Work. He said that the young people should feel responsibility towards their parents and only their care and support will give solace to the elderly in their retired life.

The book “Social Issues: Problems and Perspectives,” discusses various risks faced by the children, women, youth and the aged in different aspects of Health, Welfare Development, Peoples’ Participation, Social Adjustment, and Ecological Issues. This books aims at enlightening the readers about the magnitude of current social concerns, problems and strategies to be adopted to overcome them.

The Book “Social Support for the Elderly,” explores the status of pensioner’s health and their adjustment to living arrangements, retirement and to assess the social support received by the pensioners. It tries to carve a true-to-life picture of the elderly facing psychological and sociological challenges.

Prof. T. Sudha, Dean, College Development Council, presented a report on both the books and appreciated the author’s effort.

Biz-Gita – '10: VC calls for Industry Readiness among professionals



Vice-Chancellor lighting the lamp marking the inauguration of the event

"Professionals should have the industry readiness to rise up to the demands of the global market and the corporate expectations," said the Vice-Chancellor, Prof. C.R. Visweswara Rao inaugurating the Business innovative programme of the Business Management Department of Vikrama Simhapuri University organized on December 27, 2010. Four managerial events namely, Innovative Entrepreneur, Adzap, Promotion of New consumer Products, Corporate Quiz were organized in the Programme. Prof. V. Narayana Reddy, Registrar, in his presidential address said, that following professional ethics in business is the need of the hour since there is a down-rating of business as a form of money-making.

English Journal Released

VC for Enriched Language Skills of the Teachers

"The enriched language skills of the teachers create a good learning environment for better student outcomes," said Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University. He was the Chief Guest of the book release function arranged by English Teachers' Association, Nellore on 8th November 2010. The Association with the academic support of District Centres for English, The English and Foreign Languages University, Hyderabad, has brought out a journal to create an interface for the teachers of English in this district through the journal, "The English Teacher –The English Teachers' Bulletin," on 08-11-2010.

Prof. V. Narayana Reddy, Registrar, presided over the function. Sri. K. Narasimha Rao, Assistant Professor of English, reviewed the journal, while Sri. D. Anjaneyulu, Principal, DIET, Pallepadu, Nellore, and Sri. M.Siva Kumar, Secretary, D.C.E.B, Nellore were the Guests of Honour on the occasion.

Soft Skills Workshop for Job Orientation in VSU

VC calls for Language Competence and Social Skills in students



Vice-Chancellor addressing the participants of the Workshop on Soft Skills for Professional Success. Prof. Jaya Shree Mohan Raj, Prof. T.Sudha, Prof. S. Mohan Raj, Sri K. Narasimha Rao, Coordinator of the Workshop on the dais.

"Students have to acquire good language competence in order to possess global reckoning which instills confidence in the trans-cultural technical environment," said Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University inaugurating the one day Workshop on "Soft Skills for Professional Success," on 29th December 2010. The Workshop attended by 140 students from the select professional colleges of Nellore region received an overwhelming response with students participating in the day long task-oriented and activity-based sessions conducted by the Resource Persons from The English and Foreign Languages University, Hyderabad. Prof. T. Sudha, Dean, College Development Council in her presidential address congratulated the Coordinator of the Workshop, Sri K. Narasimha Rao for organizing this Workshop for the students to train them in the skills expected by the global market.

Prof. S. Mohan Raj, The English and Foreign Languages University, Hyderabad said that English has become a coordinating bi-lingual in many regions. He dealt with the inhibitions of the second language learners in getting good competence in language and said that learners' should feel the democratic right to commit learning errors only to gain standardization of their language.

Prof. Jayashree Mohan Raj from the English and Foreign Languages University, Hyderabad, instilled confidence in the students by saying that language learning is an experiential activity and the students should not fear the foreign tongue as an insurmountable hurdle.

Sri K. Narasimha Rao, Coordinator of the Workshop in his presentation of the objectives of the workshop asserted the pivotal role played by the Soft Skills as the deal breaker in many of today's hiring decisions.

The three sessions conducted in the Workshop dealt with the guided learning, individual learning strategies and group dynamics enabled by practical linguistic competence. The participants gave their feedback before the Valediction commenced and certificates were distributed to the participants.

Bidding Adieu to the First Batch



Prof. C.R. Visweswara Rao, Vice-Chancellor, Prof. V. Narayana Reddy, Registrar, Prof. T. Sudha, Dean, CDC giving away the Mark Sheets.

Marks sheets were given to the first out-going batch of students, 2008 –'10 by the Vice-Chancellor, Prof. C.R. Visweswara Rao. Talking on the occasion, he exhorted the students that getting a degree increases the responsibility of the students, and said that the students should be more responsive and constantly upgrade their abilities to enter the global marketplace. Prof. V. Narayana Reddy, Registrar, presiding over the function has a word of praise for the members of faculty who have striven hard to get good results. Earlier, Prof. T. Sudha, Dean, College Development Council, invited both the Vice-Chancellor and the Registrar to the dais. All the members of faculty, students of all the departments, staff were present on the occasion.

News from the Affiliated Colleges



Autonomous status conferred on Duvvuru Ramanamma Women's College

Autonomous status was conferred on Duvvuru Ramanamma Women's College, Gudur in Potti Sriramulu Nellore district by the UGC. Marking the occasion, the college organized a formal meeting on 5th October 2010. The College acquired the distinction of being the first College to get Autonomous status after having been taken into the fold of Vikrama Simhapuri University. Prof. C.R. Visweswara Rao, Vice-Chancellor, Prof. V. Narayana Reddy, Registrar, Prof. N. Prabhakara Rao, Vice-Chancellor, Sri Venkateswara University, SVU Registrar, Prof. J. Pratap Reddy congratulated the Management and the Staff of the College.

National Seminar on Sustainable Development and Biotechnology

A UGC-sponsored Two-Day National Seminar on "Sustainable Development and Biotechnology" was organized during 23rd and 24th October 2010 at Jawahar Bharati Degree & PG College, Kavali. Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University inaugurated the Seminar. He said that Biotechnology offers the key to many nagging environmental issues. Prof. P. Srinivasulu Reddy, Professor and Head, Department of Biotechnology, delivered keynote address. Sri N.V. Ramaiah, Correspondent, Jawahar Bharati Degree College, was the Guest of Honour. Sri. D. Vinaya Kumar Reddy, Rector, Visvodaya, Kavali, presided over the inaugural session.

Under the main theme of the Seminar, Six sub-themes are identified on which six technical session were arranged. They are: Sustainable Development and Biotechnology, Environmental Pollution and Biotechnology, Molecular Biology and Genetic Engineering, Transgenic plants and animals, Bio-fertilizers and Bio-pesticides, Bioinformatics and Nanotechnology. As many as 96 participants from various national and reputed institutes and Universities presented their papers at the Seminar. Prof. M. Srinivasulu Reddy, Coordinator, Department of Biotechnology, Sri Venkateswara University PG Centre, Kavali delivered the valedictory address.

Seminar on Right to Education Act – 2009



Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University with the Members of faculty of V.R. College of Education.

A One-Day District Level Seminar on "Right to Education Act – 2009" was organized at V.R. College of Education, Nellore, by the Correspondents & Principals of 18 private B.Ed. colleges and 1 Government College on 26th April 2010. Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University, delivered the keynote address. He said that all the faculty of B.Ed. Colleges should play a key role in the implementation of the Act, and the Governments – both at the Centre and the State, should allocate sufficient budget for providing free and compulsory education. Prof. Audinarayana Reddy, H.O.D of Adult Education and Former Principal of I.A.S.E., Sri Venkateswara University, presided over the function, while Prof. K. Rathnaiah, Rector, S.V.U., was the Chief Guest at the Seminar.

World Food Day Celebrations at Jawahar Bharati

World Food Day was celebrated on 16th October 2010 by the Department of Dairy Science, Jawahar Bharati Degree College, Kavali. Falling in line with the principal aim of the Food and Agriculture Organization of the United Nations (FAO), "let there be bread," the college organizes an event to mark the day every year. The Department of Dairy Science organized a Conference this year to signify the immediacy of creating food security in India. Smt. K. Vijaya Lakshmi, Development Officer of ICDS Project, Kavali, Sri. M. Mallikarjuna Reddy, Head of the Department of Dairy Science, were the Guests at the function. Sri. A.B. Paul Manohar, Principal, Jawahar Bharati Degree College presided over the function. Sri D.Vinaya Kumar Reddy, Rector, Visvodaya, Members of faculty, students of Jawahar Bharati Degree and PG College participated in the celebrations.

VSU celebrates YSR Jayanthi

The 61st Birth Anniversary celebrations of the late Chief Minister of Andhra Pradesh Dr. Y.S. Rajasekhara Reddy were celebrated in a grand manner in Vikrama Simhapuri University, Nellore on 08th July 2010. In a commemorative meeting arranged on the occasion of the Birth Anniversary of the late Chief Minister, the Vice-Chancellor of Krishna University, Machilipatnam, Prof. M. K. Durga Prasad was the Chief Guest, while the Vice-Chancellor, Vikrama Simhapuri University Prof. C.R. Visweswara Rao presided over the function.

In his opening address Prof. M.K. Durga Prasad, Vice-Chancellor, Krishna University, recalled the remarkable achievements of the late Chief Minister whose relentless efforts for the cause of the poor and the downtrodden left an indelible impression on the minds of the people.

Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University, in his vote of thanks stated that YSR blended the finest qualities of a statesman, politician, humanist and executive.



Prof. C.R. Visweswara Rao, Vice-Chancellor, Prof. M.K. Durga Prasad Rao, Vice-Chancellor, Krishna University, Machilipatnam, Prof. V. Narayana Reddy, Registrar, Prof. T. Sudha, Dean, CDC garlanding the portrait of the Late Chief Minister, Dr. Y.S. Rajasekhara Reddy

VC calls for National Asset Development



"In tune with the expectations of the world, the youth of the nation should focus on developing progressive education which will prove to be a National Asset for nation building," said, Prof. C. R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University. He was addressing the students of the University on the occasion of the "FRESHMEN'S DAY," on 10th November 2010.

Prof. V. Narayana Reddy, Registrar, presiding over the function, appreciated the senior students for making the campus ragging-free. He said that only togetherness and a sense of prioritizing will lead the students to realize their dreams.

Prof. T. Sudha, Dean, College Development Council, expressed that the University is recording good rate of success in academics and also discharging social responsibilities.

A Cultural Programme followed in which the students displayed their talents of a good variety. The evening ended on a joyful note.

Selecting the Right group is vital

“Selection of the right group and putting in good efforts to acquire domain knowledge are the vital factors for the success of any Engineering student,” said Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University at the Awareness and Information Campaign on Engineering Counselling conducted at Haritha A.P. Tourism Resorts on 01st August 2010. The programme was organized by The Hindu: Education Plus in truck with Vignan Engineering Colleges. Talking on the occasion, Prof. C.R. Visweswara Rao said that the students should ensure that the college has good infrastructural facilities and provides the right ambience for his all round development.

The programme has presented the technicalities and modalities of attending web-counselling and gave information to the participants. The Registrar of V.S. University, Prof. V. Narayana Reddy, advised the students to follow the rules and regulations of web-counselling for choosing the right discipline which will match the students’ abilities. Prof. T. Sudha, Dean, College Development Council, V.S. University said that the students should follow their inner conscience and interest while selecting the discipline.

Violets and Olive....

VSU pays rich tributes to Dr. Y.S.R



Prof. C.R. Visweswara Rao, Vice-Chancellor, Prof. V. Narayana Reddy, Registrar, paying floral tributes on the First Death Anniversary of Late Chief Minister Dr. Y.S. Rajasekhara Reddy.

On the First Death Anniversary of the Late Chief Minister Dr. Y.S. Rajasekhara Reddy, Vikrama Simhapuri University paid rich tributes to him by commemorating the tireless efforts of the late Chief Minister for the promotion of higher education and for the uplift of the downtrodden and the backward communities.

Paying rich tributes, Prof. C.R. Visweswara Rao, Vice-Chancellor recalled the late Chief Minister’s vision in establishing the new Universities in the State for the promotion of Higher Education. He said that Dr. Y.S.R will remain the ‘man of the masses,’ since he was the leader who knew the plight of the poor and was committed to wiping away every tear from every eye.

Prof. V. Narayana Reddy, Registrar, said that Dr. Y.S.R remains the matinee idol of the State not only in increasing the standards of the living of the poor but also in prioritizing the promotion of the higher education in the State.

Earlier the Vice-Chancellor, the Registrar, Prof. T. Sudha, Dean, College Development Council, students and the Members of Faculty paid floral tributes and garlanded the portrait of Dr. Y.S.R. The NSS Unit of the University organized a Blood Donation Camp and a Free Health Check-Up marking the occasion.

NSS Activities

15th August 2010, The NSS Unit has organized A Tree Plantation Activity on the campus.

On 2nd September 2010, the NSS Unit organized a Blood Donation Camp and Medical Camp on the campus in connection with the Death Anniversary of the Late Chief Minister of A.P, Dr. Y.S. Rajasekhara Reddy.

On 30th November 2010, the NSS Unit of the University on the occasion of World AIDS Day organized HIV/AIDS Door-to-Door Awareness Campaign in Balaji Nagar slum area in Nellore on 30th November 2010.

1st December, 2010, on the Worlds AIDS Day an AIDS Awareness Rally was organized by the NSS Unit.

Villages/Areas adopted by the University in 2010- 2011

Unit – I of the NSS Unit adopted Kunkampudi, 9 KMs from the University.

Unit – II of the NSS Unit adopted Balaji Nagar slum area, 2 KMs from the University.

Unit – III adopted Narasimha Konda Colony, 10KMs from the University.

NSS Officers:

Dr. K. Ramesh Reddy, Coordinator, NSS Unit.

Dr. R. Prabhakar, Programme Officer, NSS Unit.

Dr. Y. Vijaya, Programme Officer, NSS Unit.

Socially responsible....

Awareness Campaign and Rally on the Prevention of HIV/AIDS



Prof. T. Sudha flagging off HIV/AIDS Awareness Rally organized by the NSS Unit

15th August Celebrations 2010



Empowered Youth for National Reconstruction

“Youth should imbibe the values of the Freedom Struggle and follow the spirit of selfless sacrifice of the great martyrs of the movement to be on the fast-track of the development process in the 21st century,” said Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University. He was addressing the members of faculty and the students gathered on the campus of the University on the occasion of the 64th Independence Day Celebrations. Members of faculty, students and staff of VSU exchanged greetings of the Independence Day at the get-together arranged in this connection.

Surprise Inspections by the VC



The Vice-Chancellor, the Registrar, and the Dean, College Development Council conducted surprise inspections were done in S.V. Arts and Science P.G College, Karunamayi Degree College on 23rd September, 2010. This is the first visit of the Vice-Chancellor after the colleges' new affiliation to Vikrama Simhapuri University.

Vice-Chancellor visits NBKR Institute of Science and Technology



Prof. C.R. Visweswara Rao, Vice-Chancellor, Prof. V. Narayana Reddy, Registrar, at the Boards of Studies Meeting in NBKRIT, Vidyanagar.

Prof. C.R. Visweswara Rao, Vice-Chancellor, and the Registrar, Prof. V. Narayana Reddy, visited NBKR Institute of Science and Technology, Vidyanagar, on 29.10.2010 to address the joint meeting of the Boards of Studies of Engineering faculties of the University. He gave a call for a dynamic curriculum that meets the challenging innovations in the various subject domains and the skill initiatives to be structured into them for empowering the youth. Accompanied by the Chairman of the Institute, Prof. I. Gopal Reddy, and the Correspondent Sri Nedurumalli Ram Kumar, the Vice-Chancellor and the Registrar visited the central facilities and went round the campus. They also inspected Women's Common Rooms and the hostels and interacted exclusively with the students to assess at first hand their acquaintance with the provisions of the Anti-Ragging Act and to make an on the spot study of the measures being taken to prevent ragging and to exercise constant vigil in the matter.

Know your English

affect

vs

effect

Affect and effect are two words that are commonly confused.

affect is usually a verb (action) - effect is usually a noun (thing)

Hint: If it's something you're going to do, use "affect." If it's something you've already done, use "effect."

To affect something or someone.

Meaning: to influence, act upon, or change something or someone.

For example: The noise outside affected my performance.

To have an effect on something or someone

!Note: effect is followed by the preposition on and preceded by an article (an, the)

Meaning: to have an impact on something or someone.

improve

vs

improvise

For example: His smile had a strange effect on me. Effect can also mean "the end result".

For example: The drug has many adverse side effects

To improve is a verb that means to get better:

For example: "Lynne did a lot to help people improve their English."

To improvise is a verb that means to invent or make something without having planned it:

For example: "I hadn't prepared a speech, so I had to improvise."

Learn to use

"Other" with comparatives when necessary (but never with superlatives)

W: Her autobiography is more interesting than any book I have read.

W: I believe he is more wicked than any living man.

R: Her autobiography is more interesting than any other book I have read.

R: I believe he is more wicked than any other living man.

Reason: The person or thing compared must clearly be excluded from the class of persons of things with which it is being compared, and so the use of "other" or "else" or some such word is necessary here.

Inspiring Quotes

- ❖ More than anything else, I believe it's our decisions, not the conditions of our
- ❖ lives, that determine our destiny. - *Anthony Robbins*
- ❖ It is not so much a tragedy to be a person with no eyesight, but it is a great tragedy to have no vision - *Hellen Keller*
- ❖ The best way to predict the future is to create it. - *Steven.R. Covey*
- ❖ Man cannot discover new oceans unless he has the courage to lose sight of the shore. - *Andre Gide*.
- ❖ One of the biggest mistakes you can make is to think that having a good job leads ultimately to wealth - *Anonymous*.



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Vikrama Simhapuri University

Nellore - 524 003, A.P.

Ph: 0861- 2352377 (O), Fax: 0861- 2352357

Website: www.simhapuriuniv.org