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*Shruti*



## VIKRAMA SIMHAPURI UNIVERSITY

## Newsletter



*... in walks  
the Decency,  
the Passion,  
the Promise  
and our Pride*

**Hon'ble Vice-Chancellor**  
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## Mission

- To lead the student 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

## Vision

- The educated, 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

### Chief Patron

Prof. G. Rajarami Reddy  
Vice-Chancellor

### Patron

Prof. V. Narayana Reddy  
Registrar

### Editor

Dr. K. Narasimha Rao

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Prof. M. Srinivasulu Reddy  
Prof. T. Sudha  
Prof. K. Venkateshwarlu

## Vice-Chancellor's Message



It gives me very great pleasure to present the first edition of the University Newsletter, *Shruti* during the first quarter of my assuming the charge as the Vice-Chancellor. The University in carving its being is the concreteness of the wishes and aspirations of the people of this region to have a democratic access to higher education. Since Learning and Being are inalienable as Essence and Existence as said by famous Chinese philosopher Tao, the progress to the higher echelons of living standards and a greater freedom in human thought can be realized only through the enlightenment of the inner self and is illumined by character effectiveness and visionary nobility. The institute in the promising years of its existence has a spherical growth and with a holistic perspective of achieving the ennobled objectives of its vision and mission.

There is little room for festivities and to lie back on as the University is in its young years with all the caprices inevitable and engendering, and needs to be tethered to the ideals, led by example, given a character to stand up to the trials and travails of the far and the distant future. While consolidating the institute with profound intellectual and academic strength, there is a challenging responsibility to offer a stable physical structure to the University which defines the institute of its towering presence.

I am glad that the University in the current academic year is introducing two new courses, MCom (Banking and Finance) and MSc (Food Technology). The University is going to organize an International Symposium in July with delegates and invited speakers from across the globe which is certainly the first of its kind event edifying the institute, transgressing the regional and national levels. Very shortly, the University's Invocation Song will also be launched in a festive and culturally rich event that reflects the heritage and great spiritual legacy of the region.

The conventional scope of academic limits of the students is to be redefined as it is planned to offer simultaneous PG Diploma courses to the students to enable them to have a better market advantage and greater employability.

This edition pays regards to the Ex-Vice-Chancellor, Prof. C.R. Visweswara Rao garu, as he laid down his office and will richly be remembered for all the character and strength that he so passionately envisioned and imparted to make the institute a much preferred centre of learning.

**Prof. G. Rajarami Reddy**  
Vice-Chancellor

## Prof. G. Rajarami Reddy assumes charge as the Vice-Chancellor; Prioritizes stepping up of Research Potential



"True to the terms of standing up to the image of a higher institute, the University has to step up the research potential," said Prof. Gottipolu Rajarami Reddy, taking over the office as Vice-Chancellor, Vikrama Simhapuri University, Nellore, on the forenoon of 11<sup>th</sup> November 2011. In the wake of the State Government appointing Vice-Chancellors to five Universities, Prof. Reddy took over the office arriving early in the morning from Tirupati, and entered the Administration Building amidst the vedic chants and the warmth and the fervour of his near and dear. Arriving in the town, he met Hon'ble Finance Minister, Sri Anam Ramnarayana Reddy and sought his support for developing the University and chalking out the vision plan for an all round development.

"The occasion is rare and auspicious," he said. Much progress has been made in the University in all the spheres, and his duty is to further the growth of the University, he said. He was keen on getting 12(b) for the University and said that the PG Centre at Kavali is a well established centre and the infrastructure facilities will be taken advantage of towards attaining the clearance from the UGC, he said. Vikrama Simhapuri University is far ahead of the newly begun Universities with land being allocated and foundation-stone laid, with all the spade work being done, it requires a plan, process and vitalization of action to undertake the construction of the buildings for the University, he said.

He exuded confidence that with all his acquaintances nationally and internationally, he can bring good deal of funds to the University for research and development. Given the growing platform of the

University, he said that the same kind of momentum will be maintained with a touch of aggression.

Prof. Reddy spent 8 years in the USA spending time in quality research and teaching at various Universities during his stay. He remembered that his was the longest study leave granted by the Sri Venkateswara University for which he expressed his gratitude. He travelled widely in the USA, Canada, Korea, Australia and Scotland.

Speaking on the occasion, he grew nostalgic about his homecoming, since he belongs to Gudur, and took birth in Vendodu village. Born to G. Sidda Reddy and Ratnamma, his schooling was completed in the primary school at Jayampu which is 6 kms far from his village, Kommaneturu. He reminded himself of the committed teacher at the school, Kasturayya, who shaped his early career and inspired him. He studied at S.V. Arts College, Tirupati, and completed his under graduation. He worked in PG Centre, Kavali for a brief stint and joined Sri Venkateswara University, Tirupati as Assistant Professor. He steadily grew in position and became Professor of Zoology.

Prof. Reddy ripe in his career never leaving the mark of a student and a research scholar joined Berhampur University for Doctor of Science at the age of 50 and is keen on completing it even during his tenure as Vice-Chancellor. Taking his cue, his wife Mrs. Usha Rani, is pursuing her Doctorate in Psychology and has recently got a research grant of 23 lakhs for being the woman scientist. The Vice-Chancellor said that he is intent on shaping this University into a potential centre of excellence that grooms the young lot to possess international reckoning.

## VC pays a courtesy call on CM

Building plans and tenders to be finalized

Hon'ble Chief Minister, Sri N. Kiran Kumar Reddy is paid a courtesy call by Prof. G. Rajarami Reddy, Vice-Chancellor, Vikrama Simhapuri University, Nellore, on 16<sup>th</sup> November 2011, after assuming charges as Vice-Chancellor. He was accompanied by his wife, Dr. G. Usha Rani and Registrar, Prof. V. Narayana Reddy. Sri Anam Vivekananda Reddy, MLA, Nellore (rural), Sri Vakati. Narayana Reddy, MLC were also present. The Vice-Chancellor thanked the Chief Minister for deposing faith in him and ensured that he will endeavour to make the University a centre of higher learning and excellence. The Vice-Chancellor requested the Chief Minister additional grants to undertake the construction of buildings at the site allotted by the Government at Kakuturu village. He requested the Chief Minister to grant teaching and non-teaching posts in view of the University going on expansion. Assuring all help from the government in the progressive plans of the University, the Chief Minister said that the architecture and the building plan outlay should very much characterize and embody the culture, heritage and architectural style of Nellore.



The Vice-Chancellor met Hon'ble Deputy Chief Minister, Sri Damodara Raja Narasimha who ensured his support for fostering higher education with a good vision plan. The Vice-Chancellor met Hon'ble Finance Minister, Sri Anam Ramnarayana Reddy, who was along with Adala. Prabhakara Reddy, MLA, Sarvepalle, and MLC, Vakati. Naryana Reddy. The Vice-Chancellor dwelt at length the funds required to undertake the construction of the buildings to which the Finance Minister assured all support. "On 24<sup>th</sup> November, a meeting will be held in which the architecture, building plans and tenders will be finalized in the presence of the District officials", the Vice-Chancellor said after meeting the Finance Minister. Later, the Vice-Chancellor met the Principal Secretary of Higher Education, Sri M.G. Gopal, Finance Secretary, Sri L. Premchandra Reddy and Commissioner, Technical Education Sri. S. Balasubrahmanyam and sought their support in all the future endeavours.

## MoU with Tennesse State University

Indian potential is yet to be tapped: Dean, Tennesse State University



MoUs being exchanged by Prof.G. Rajarami Reddy, Vice-Chancellor and Dr. K. Chandra Reddy, Dean, Tennesse State University, USA flanked by Prof. V. Narayana Reddy, Registrar and Prof. M. Srinivasulu Reddy, Principal.



Dr. K. Chandra Reddy, Dean & Director, Tennesse State University, Nashville, USA in his address

"The US, the land of opportunities have immense possibilities in research and higher education and the Indians are yet to avail themselves of this potential,"

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said Dr. K. Chandra Reddy, Dean & Director, Tennessee State University, Nashville, USA, on entering into an MoU with Vikrama Simhapuri University, Nellore, on

20<sup>th</sup> December 2011, for exploring a meaningful mutual cooperation in academics and trans-national research possibilities. "A University is a microcosm of multiple disciplines and there is every chance for a sincere and bright student to get assistance both financially and academically in USA in case of clearing GRE/ TOEFL examinations," he said.

Earlier, Prof. G. Rajarami Reddy, Vice-Chancellor of the University exchanged the Letters of Agreement with Dr. Reddy and termed the moment as special and momentous. The Vice-Chancellor held that the MoU promotes joint proposals for collaborative research and training in Water and Natural Resources

Management, Marine Biology, Agricultural Biotechnology and Bio-safety, Food safety and Food Laws, Intellectual Property Rights, Technology Transfer and umpteen areas.

The Vice-Chancellor sounded positive that with the acquaintances he had abroad, the University will have some more MoUs with prestigious Universities in the USA. Prof. V. Narayana Reddy, Registrar said that the University is growing stronger under the dynamic leadership of the Vice-Chancellor. Prof. M. Srinivasulu Reddy, Principal, VS University College was also present on the occasion.

## Vice-Chancellor's first meeting with all the affiliated colleges



**The Correspondents & Principals of the affiliated colleges of the University**

"Colleges should temper the intellectual potential of the students with research inquisitiveness and this should start very early," said Prof. G. Rajarami Reddy, Vice-Chancellor Vikrama Simhapuri University addressing the Correspondents and the Principals of the Colleges affiliated to the University for the first time after assuming the office as Vice-Chancellor. Addressing the Managements, Correspondents and Principals from all the affiliated colleges present at the meeting, he said that it is the right occasion for him to place the academic vision plan before them. He pleaded that the colleges should open their websites that acts like a window on their activities and post information in order that they take advantage of the

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**Prof. G. Rajarami Reddy, Vice-Chancellor spelling out his vision plan**

faster means of communication. Prof. V. Narayana Reddy, Registrar said that the Vice-Chancellor's forthright vision the University will keep the same pace in achieving the 12(b) status and very soon the University will undertake construction process at the site allotted.

Prof. M. Chandraiah, Dean, College Development Council (CDC), said that the colleges maintain academic discipline and proper conduct of the classes so that committed and focused students come for higher education. Dr. K. Narasimha Rao, Prof. M. Srinivasulu Reddy, Principal, Prof. T. Sudha, Prof. Venkateswarlu, respected members of faculty, and staff were present on the occasion.

## Safe environment the end-all of our progress: V-C

On releasing the book *Environmental Pollution in Gwalior*



Prof. G. Rajarami Reddy unveiling his tome

“Human civilization is at the decisive point to leave our clean footprints of scientific progress to our successors that impels us for a safe environment,” said Prof. G. Rajarami Reddy, Vice-Chancellor, Vikrama Simhapuri University, on the release of the book, *Environmental Pollution Ecology and Human Health*, to which he is the principal editor. Dr. R. Vijaya Raghavan, Director, Defense Research Laboratory, Gwalior, released the book on 28<sup>th</sup> November 2011, in the august function attended by several scientists of DRDE and delegates from various national and international research and academic institutes. Talking on the occasion the Vice-Chancellor said that the book comprises expert insights of invited articles meticulously analyzing the evolving tendencies in Toxicology, Immunology and neurodegenerative disorders. The book brings to light the relationship of the environment and its influence on several neurological disorders like Parkinson’s disease, Alzheimer’s disease and the response and stimuli of the modern modes of living affecting stress related diseases, he said.

Dr. S.J.S. Flora , Head, Division of Pharmacology & Toxicology, Defense Research & Development Establishment, Gwalior and Dr. Riyaz Basha, Senior Research Scientist, MD Anderson Cancer Center Orlando Cancer Research Institute, USA were the co-editors. The Book was published by the well acclaimed Narosa Publishers and it will be marketed globally. The book contained 24 articles written by several environmental scientists, majority of which have been invited from abroad and also the contributions from India accommodated suitably.

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## First Foundation Day Lecture by

Dr. T. Ramasami, Secretary, DST

Dr. T. Ramasami, Secretary, Department of Science and Technology (DST), New Delhi, delivered the *First Foundation Day Lecture* in the Seminar Hall, Vikrama Simhapuri University on 17<sup>th</sup> July 2011. Referring to the ancient Indian learning as phenomenal, he said that it is time that the age-old values found restoration ushering in a new scientific awakening.



He recounted the self-asserting scientific discoveries of the post-independent India as path-breaking and sensational, fuelled only by innovative minds and resolved hearts, he said that funding for research by the higher research funding institutes should not be treated the be-all and end-all of research. Instilling confidence, he said when innovative minds are at work even with limited resources and in outmoded laboratories, path-breaking scientific discoveries will come to light. Reminding that the origin of every great institute as very humble, he said that the members of faculty in such an upcoming institute possess a shared conscious that a temple of learning is in the making through their unified efforts. He said that in such common pursuits there will be no place for personal egos and identities. Dwelt on analyzing the versatility of ancient Indian education, he said that Indian education has effectively grappled with the problem of diversity challenge and enhancing its global reach.

He said that Universities should have partnership with the society and they should become the fertile grounds for grooming personas with multi-faceted networking faculties.

Considering the nourishing of an institution in the embryonic stages as critical and crucial, he said that an affirmative perspective is needed to envision the thinly populated place of learning to grow into a centre of excellence and a shrine of moulding futuristic destinations of the world at large. It also needs the courage to dream that a temple of learning is in the making and grow dynamic with the diversity challenge in the higher educational system. He advised that only through a confluence of the Oriental and the Occidental knowledge emerges the holistic perspective to enhance our critical thinking abilities to question and to deduce conclusions. Western knowledge system has given us the great faculties of critical reasoning through deductive and empirical methods for invigorative scientific thinking and to know and understand nature's scientific analogy. Drawing reference to ancient Indian medicine, he said that Ayurveda is the rich repository where the legacy of ages are experimented, tested and thoroughly standardized. It is time that the country should catch up with the rapid progress in science and medicine and with self-faith and rootedness in legacy is all set to become a scientific destination of the future and a land of human positive energy, he said.

As sense of unrest should unsettle the educated the world today, until they realise their aspirations and goals to generate positive energy for the generations to come that model and shape the country's future in all spheres. He exhorted that a man with a progressive attitude should position himself between- what he wants to be...and what he is ..., if he recognizes his position, strength, aspirations and is properly motivated to channelize his energies in a proper way, a positive energy generates which not only electrifies and energizes himself but it affects the whole environment.



## Build institutes on self-faith and goodwill

"Institutes of higher learning should be built on self-faith and goodwill," said Dr. T. Ramasami, Secretary, Department of Science and Technology (DST), New Delhi, delivering the First Foundation Day Lecture in the Seminar Hall, Vikrama Simhapuri University on 17<sup>th</sup> July 2011. Reminding that the origin of every great institute as very humble, he said that the members of faculty in such an upcoming institute possess a shared conscious. He said that Universities should have partnership with the society and they should become the fertile grounds for grooming personas with multi-faceted networking faculties.

Prof. C.R.Visweswara Rao, Vice-Chancellor, in his presidential address said that Department of Science and Technology is the leader in grooming research and development in the country. He said that DST is pivotal in tapping the power of the youth and their dynamism for national productivity. He gave a brief sketch about the achievements of the University in the past three years of its coming into being.



**Dr. T. Ramasami, Secretary, DST lighting the inaugural lamp. Maj. Gen. Dr. R. Siva Kumar, Head NRDMS, New Delhi (third from left) is also seen**



**Launching the courses, MSc Microbiology & MSc Biotechnology**

Maj.Gen. Dr. R. Siva Kumar, Head, NRDMS, New Delhi said that it is a historical opportunity for the University to conduct rich and varied studies in Geo-spatial Sciences, given the situation of the region's strategic positioning with long coastline and rich natural resources. He also announced the institution of Gold Medal in the University and gave the letter of acceptance to the Vice-Chancellor through the hands of Dr.T.Ramasami.

Earlier, Prof.T.Sudha, Dean CDC introduced the both the distinguished guests, Dr.T.Ramasami, and Maj.Gen.Dr.R.Siva Kumar to the audience. An interactive session in which the members of faculty of the University exchanged their views with Dr. T.Ramasami was arranged in the Registrar's chambers. Special Officer of VSU PG Centre, Kavali, Dr. Siva Sankar, Principals of affiliated colleges, members of faculty of affiliated colleges were also present.

## 63<sup>rd</sup> Republic Day Celebrations

### Welfare and Knowledge are to crown our progressive dynamics

"The human facet of development is to be prioritized since the technological progress has to reach the grassroots level," said Prof. G. Rajarami Reddy, Vice-Chancellor, Vikrama Simhapuri University on 63<sup>rd</sup> Republic Day celebrations on the University campus.



The nation is now at the historic moment of transition adopting modern technology and reaching the masses with far-reaching progressive methods for their development, he said. Higher Education which is one of the decisive aspects of national construction and sustenance is also at its promising stages of yielding fruition and fulfillment for national glory, he said. The strength of the nation depends on the knowledge exploration and deliverance and such a progressive vision towards enablement will build the pride for the country, he said.

Earlier, the Vice-Chancellor hoisted the National Flag accompanied by the Registrar, Prof. V. Narayana Reddy, and the Principal Prof. M. Srinivasulu Reddy, amid the chant of the National Anthem. The members of faculty and students exchanged Republic Day wishes

## Foundation Stone laid at Kakuturu by CM



### Unveiling the Foundation Stone

Hon'ble Chief Minister Sri N. Kiran Kumar Reddy performed 'bhoomi puja' for the construction of Vikrama Simhapuri University(VSU) buildings estimated at a cost of Rs. 12.5 crore at Kakuturu village in Venkatachalam mandal in Sri Potti Sriramulu Nellore district on 24<sup>th</sup> July 2011. An administrative building, academic block and women's hostel would be constructed at the 83-acre site allotted for the new university.

Addressing a public meeting at the university site, Sri Kiran Kurmar Reddy said Government has been taking all steps to provide education for all sections, particularly the Sc, ST, OBCs and for BPL children in the society, he said. The Chief Minister sanctioned 10 crore additional grant for development of the new university. The government was spending about Rs. 3,500 crore towards Fee Reimbursement Scheme and Scholarships per annum for 27 lakh students, he said.

When Sarvepalli MLA Adala Prabhakar Reddy asked to sanction a Gurukula Patasala for fishermen children in the district, the Chief Minister agreed to set up a Residential School for Yanadi tribe children. He also assured to sanction a medical college, a high-level bridge across Penna River, ring road and a high level lift irrigation scheme at Somasila village in the district.

MP Nedurumalli Janardhan Reddy said the government is making efforts to start a scientific study centre on Oceanography in the sea coast villages in Nellore district. Recalling that VSU was the dream of former Chief Minister Y.S. Rajasekhara Reddy, the Raja

Sabha member asked the varsity official to get the name "University of Excellence" for VSU. Ministers Panabaka Lakshmi, Pitani Satyanarayana, Anam Ramnarayana Reddy, N.Raghuveera Reddy, M. Maheedhar Reddy, Pasupuleti Balaraju, Tirupati MP Chinta Moha,m MLC Vakati Narayana Reddy, MLAs, VSU Vice- Chancellor, C.R. Visweswara Rao, Registrar, V. Narayana Reddy, Collector B. Sreedhar and other attended the programme.



Hon'ble Chief Minister Sri Nallari Kiran Kumar Reddy addressing the public flanked by the political leaders of the district

### Meets CM and explains the master plan

The Vice-Chancellor, Prof. C.R.Visweswara Rao explained the activities and achievements of the new university to Chief Minister N. Kiran Kumar Reddy on 25<sup>th</sup> July 2011. He expressed thanks to Mr. Kiran Kumar Reddy for sanctioning R. 10 crore additional grant for VSU.



...at it as the time ticks away

## Facilitate a smooth transfer of talent

"Colleges should take on the responsibility to provide quality education to facilitate student progression across the world," said Prof. C.R.Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University addressing the Correspondents and Principals of all the affiliated colleges in a meeting organized in the Seminar Hall of the University on 14<sup>th</sup> July 2011. He said that teacher training and development is to be given serious thought. Only when the teacher is more informed and updated, the tall aims and objectives set out by the institutions and the University can be realized, he said. He appreciated the colleges for making last year a zero-ragging year and said that the same spirit and vigour has to be shown this year by forming anti-ragging squads and committees to ensure good academic ambience and freedom from fear to the students. He said that an Inter-Collegiate Sports and Games Tournament is planned to be conducted this year. While thanking the Principals for coordinating with the University in various activities, the Vice-Chancellor said that networking of colleges with the University ought to be taken up in all strictness and colleges should become tech-savvy, he said.

Prof. V. Narayana Reddy, Registrar and the Convener of the meeting said that several milestones were reached in a year's time of being conferred affiliation status. He said that the University is always open to receive quality enhancing suggestions, credibility building measures for good academic ambience in the region. Prof. T.Sudha, Dean, CDC said that the University is helping the all round development of the students. Principals and Correspondents of affiliated colleges attended the meeting.



Prof. C.R. Visweswara Rao, Ex-Vice-Chancellor addressing the Principals and Correspondents



The Principals and Correspondents of the affiliated colleges

## Make institutes free from gall and abuse

"Ensure a fair and growth promoting academic environment by making institutes free from gall and abuse," said Prof.V. Narayana Reddy, Registrar, Vikrama Simhapuri University, addressing the freshmen of all the departments of the University at the University Seminar Hall, on 12<sup>th</sup> September 2011. He said that the University for creating a ragging free environment is adopting counseling and strict vigil to instill confidence among the freshmen. On this occasion, he announced the formation of Anti-ragging squad comprising the In-charges of all the departments and Anti-Ragging committee consisting of all the members of faculty to keep a strict vigil on any incidence of ragging. Adopting the stance of warning and caution, he advised the students not to ruin their careers just for animal fun. Citing the stringency of Act 26 of A.P Legislature 1997, "once brought to book under this act the career of the student will go to rags and ruins," he said. He gently cautioned the students that they have an unavoidable duty and responsibility towards society in ensuring harmony and social amity.

The students of First Semester and all the senior students of all the departments, members of faculty, staff of the University were present on the occasion.

Visiting the memory  
lanes undone.....

## Prof. C.R. Visweswara Rao laid down his office

The first Vice-Chancellor of Vikrama Simhapuri University (VSU), Prof. C.R. Visweswara Rao was felicitated on 26<sup>th</sup> July in the Seminar Hall of the University late in the afternoon by all the members of faculty, staff and students with all the warmth and affection as he lays down his on July 27, 2011. The University achieved several mile stones including development of infrastructure, setting up labs, succeeded in getting land allotted, and a grant of about Rs. 25 crore for the construction of the University buildings.



Prof. C.R.Visweswara Rao  
felicitated by the Faculty

Collector B. Sreedhar, Chief Guest, attending the felicitation function arranged by A.P. Private Colleges Association members Acharya Aditya and Madhusudhan Reddy facilitated Prof. C.R.Visweswara Rao and his wife C. Lakshmi and praised Prof. Rao who developed the University in all aspects in the last three years. The VC has totally strengthened the examinations system which brought good reputation to the new university and Prof. Rao is a model for sincerity and honesty, said Prof. V. Narayana Reddy, Registrar.

Recalling his school and college days which he spent on pedaling bicycle in Kavali town in the district, the V-C said the university is a boon for Nellore district and asked the students to make use of the institution. He thanked the students and the staff for extending good cooperation in developing the university and wished students of all success in their life.



Perspectives on ELT: Select Essays, *festschrift* released on the occasion

### Concerted efforts result in great success: Felicitations at VSU PG Centre Kavali



"It is the concerted efforts and the carrying out of orders by his team mates that resulted in this fulfillment and his reaching the noteworthy milestones in his tenure as Vice-Chancellor," said Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University demitting his office on the last day, **27<sup>th</sup> July 2011**, participating in the felicitations function organized by the faculty, staff and students of VSU PG Centre, Kavali. Starting off in his office right on time, as usual at 9:00 AM and disposing of the immediate files and relishing every moment of his last moments in the office with veiled heaviness but guided by duty-mindedness, he set off to Kavali with the members of faculty of the University accompanying him to the PG Centre. He said that he was at the goals set right from day one, starting

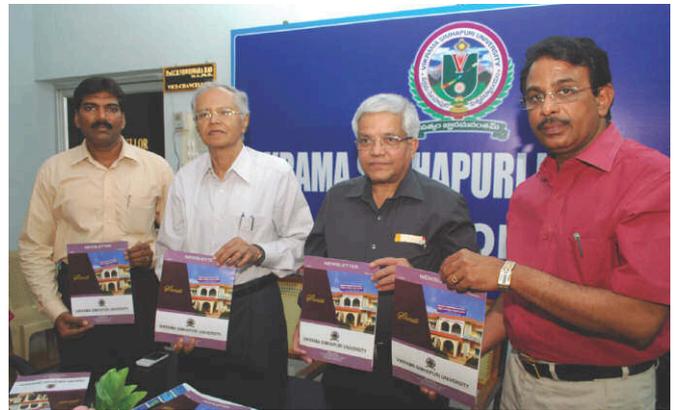
of the University's journey as one and made every one of the members in the University work like a team for the enhancement and empowerment of the University. He thanked the media for extending unstinted support to him during his tenure in the office. Recounting his achievements, he said that in his "last days in office, he presented a book of Laws and Statutes to the State Council for approval in order to bring in more transparency and accountability in the administration," he said.

Prof. V. Narayana Reddy, the Guest of Honour was very much moved as he recalled his association with the Vice-Chancellor. In the beginning, the Special Officer of VSU PG Centre, Sri. P.R.Shiva Shankar welcomed the Vice-Chancellor, Prof. C.R.Visweswara Rao, his better half, C. Lakshmi Bai, V. Narayana Reddy, Registrar, Prof. T. Sudha Dean, CDC. The faculty of VSU, the faculty of the PG Centre, non-teaching staff and students participated in the Felicitation function.

## Prioritize employability of the students: Principal Secretary, Higher Education

"Students should be imparted value-oriented and sustainable education," said Sri M.G. Gopal, Principal Secretary, Higher Education, Govt. of Andhra Pradesh in his visit to Vikrama Simhapuri University on the eve of the Laying of the Foundation Stone of the University Building Complex by Hon'ble Chief Minister of Andhra Pradesh, Sri Nallari Kiran Kumar Reddy at Kakuturu village, the site allotted to the University by the Government of Andhra Pradesh. He released the University Newsletter "Shruti," on the occasion. He said that conscious efforts have to be made to increase the gross enrollment ratio in Higher Education from 11% to 15 % by 2015. He appreciated the progress made by the Vikrama Simhapuri University in spite of all the challenges.

Prof. C.R. Visweswara Rao, Vice-Chancellor introduced him to the members of faculty of the University and the staff of VSU PG centre, Kavali, who were also present. Speaking on the occasion, he said that the occasion is indeed memorable since the efforts of the University have become fruitful in the direction



**Sri M.G. Gopal, IAS., Principal Secretary, Higher Education, Prof. C.R. Visweswara Rao, Vice-Chancellor, Prof. V. Narayana Reddy, Registrar, Dr. K. Narasimha Rao, Editor of the Newsletter releasing *Shruti*, University Newsletter**

of having stable structures meant for administration, academics and hostel facilities. He thanked the Principal Secretary, Higher Education, for his cooperation in the University's progression towards its vision and mission.

PG results of both the University College and the affiliated colleges were released on 26<sup>th</sup> July 2011. A pass percentage of 96.6% has been recorded in the University campus college and 90% results were recorded in the affiliated colleges.

B.Ed results of Vikrama Simhapuri University were released on 22<sup>nd</sup> October 2011. Of the 2098 candidates registered for the examinations, 2034 students appeared out of whom 1550 students passed the examinations. The overall pass percentage of the B.Ed examinations stood at 76%.

The results of B.Tech, M.Tech M.Sc., Maths, Physics, Biotechnology, and Zoology were released on 17<sup>th</sup> August 2011.

The second semester PG results of the University College were released on 28<sup>th</sup> September 2011. The overall aggregate pass percentage stood at 88%.

## Results Corner



## VSU Ph.D students qualified in National Eligibility Test



**B. Sreedhar**



**K.P.V. Subba Rao**

Two Ph.D students of Department of Chemistry, Vikrama Simhapuri University (VSU), K.P.V Subba Rao and B. Sreedhar secured 33<sup>rd</sup> and 39<sup>th</sup> ranks at the national level respectively in the National Eligibility Test (NET), conducted by the Council of Scientific and Industrial Research (CSIR), New Delhi. The rankers were pursuing research in the Chemistry department in VSU under the guidance of Assistant Professors, Dr. K. Venugopal Reddy, and Dr. P.Triveni. For the first time, Ph.D students of a new university have qualified for a national level test. University in-charge Vice-Chancellor, N. Prabhakara Rao, Prof. V. Narayana Reddy, Registrar, congratulated the researchers on qualifying for the National Eligibility Test (NET).

## New Appointments

**Prof. M. Chandraiah**, Department of Commerce, VSU PG Centre, Kavali was appointed **Dean, College Development Council**. He got his Doctorate from SVU PG Centre in 1995. He guided 5 PhDs and 8 MPhils. He organized a National Seminar on "Women Empowerment." He served as Assistant Warden for SVU PG hostel for 4 years, Deputy Warden for 3 years and acted as Coordinator, MCA and M.Sc Computer Science Departments. He became Professor in 2006. 5 PhDs and 8 MPhil degrees were awarded under his guidance.



**Prof. M. Srinivasulu Reddy**, Head, Department of Zoology, former Special Officer, VSU PG Centre, Kavali was appointed **Principal, Vikrama Simhapuri University College**. He got his Ph.D in the field of Insecticide Toxicology and Physiology (Zoology) in the year 1986 from Sri Venkateswara University, Tirupati. He served as Special Officer of Sri Venkateswara University Post Graduate Centre, Kavali during 2008 – 2010. He has so far carried out 6 Major Research Projects funded by major research funding agencies UGC, CSIR & DST and One UGC Major project is currently being pursued. He published 96 Research articles in reputed National and International Journals. He has guided 8 Research students for Ph.D., Degrees and 12 students for M.Phil. Degrees. He received **DBT National Associateship Award** and American Biographical Institute Inc., USA **Man of the Year 1996** etc. His brief sketch is included in **Who is who in World 2000, USA**.



Shruti

## Technology to step up user-friendliness and data security: V-C In-Charge



**Prof. N. Prabhakara Rao, Vice-Chancellor, In-Charge addressing the Conference**

"The growth of technology should affect user-friendliness and reach the common masses to go in for the application of technology in all fields," said Prof. N. Prabhakara Rao, Honourble Vice-Chancellor in-charge, Vikrama Simhapuri University, Nellore. He was the Chief Guest at the National Conference on *Emerging Trends in Information and Communications Systems Security*, 27-28 August 2011, sponsored by Andhra Pradesh State Council of Higher Education, Hyderabad and organized by the Department of Computer Science of the University. Over 90 abstracts for paper presentations have been received by the Department from various universities within and without the state. "Computer interface has empowered new trends like e-commerce, Internet transfer of money and also revolutionized mobile applications," he said.

Prof. V. Narayana Reddy, Registrar, in his presidential address congratulated the Department for organizing a National Conference on so emerging and upcoming a theme in the security concerns of computer systems. He said that information security relates to the security information systems and involves contingency planning in case of any security breakdown. Prof. M.V. Ramana Murthy, the keynote speaker from Osmania University, Hyderabad insisted that systems should be build to sustain changes with cost effectiveness and reliability.

Earlier, Prof. T.Sudha, Director of the Conference and Head, Department of Computer Science set out the objectives of the Conference. She underlined the importance of identifying the methods, models and tools for Information Communication Systems security. Sri K.Narasimha Rao introduced the guests to the delegates and participants of the conference.

## Recall the patriotic fervor in Nation building

"National spirit and fervor should lead us from the front as the nation is at the crossroads of transitional and historical upheavals," said Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University, in his Independence Day address on 15<sup>th</sup> August 2011. After hoisting the flag and offering his salutations to the national insignia, he said that

education forms the base for building a strong nation which was realized very early by the formidable founders of the nation. He said that in the XI and XII plan period, higher education has been prioritized to reach the grassroots level by way of uplifting the downtrodden above the poverty bar. "It is an occasion to look back at our goals realized and evaluate their value and set on foot to achieve more in our relentless stride towards perfection," he said.

The members of faculty, students and staff of the University participated in the celebrations.

### Activities of NSS Unit

#### Blood Donation Camp organized by VSU NSS Unit



Prof. G. Rajarami Reddy giving refreshments to Prof. M. Srinivasulu Reddy, Principal

#### Blood Donation Camps organized by NSS Unit of the University

The NSS Unit of the University organized a Blood Donation Camp on the 63<sup>rd</sup> Republic Day Celebrations. Prof. G. Rajarami Reddy, Vice-Chancellor, inaugurated the camp along with Prof. V. Narayana Reddy, Registrar. 40 donors both from members of faculty and the students donated blood. Prof. M. Srinivasulu Reddy, Principal, VSU College led from the front donating blood.

The NSS Unit of Vikrama Simhapuri University organized a Blood Donation Camp in VSU Seminar Hall marking Independence Day Celebrations on 15<sup>th</sup> August 2011.

#### Saplings planted on YSR's second Death Anniversary

The NSS Unit of the University made arrangements for planting saplings on the campus marking the occasion of the YSR's second death anniversary. Prof. V. Narayana Reddy, Registrar, Prof. T. Sudha, Dean, CDC, members of faculty, students and staff planted the saplings. Dr. T. Ramesh Reddy, Coordinator, NSS Programme, Dr. R. Prabhakar, Dr. Y. Vijaya, NSS Programme Officers attended the event.

#### Gold Medal instituted in Master of Social Work



Sri Bandi Adi Narayana Reddy, Industrialist, instituted the Gold Medal for the best outgoing student in MSW in the name of Late. Sri S.R. Sankaran, IAS

A Gold Medal in the Department of Social Work for the best outgoing student was instituted by Sri Bandi Adi Narayana Reddy, Industrialist, in the name of Late Sri S.R. Sankaran I.A.S., who served as District Collector and Magistrate of Nellore some years ago. The cheque was formally been handed over to the Registrar, Prof. V. Narayana Reddy on 10<sup>th</sup> October 2011. It is really a good gesture since Sri S.R. Sankaran is enshrined in the hearts of Nellorians for his remarkable efforts in improving the district, said Prof. Reddy while congratulating Sri Bandi Adi Narayana Reddy. With the addition of this Gold Medal, the University has now Gold Medals being instituted in 5 departments: Computer Science, Marine Biology, Organic Chemistry, Business Management, and Social Work.

#### VSU students' union inaugurated

A students' union in the name "Council of Societies," was inaugurated at Vikrama Simhapuri University PG Centre, Kavali, on 21<sup>st</sup> October 2011, for a more inclusive partnership of the students in the academic as well as in the co-curricular process. Prof. J. Prathap Reddy, Registrar, Sri Venkateswara University, Tirupati, was the chief guest to the inauguration of the society. Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University, Nellore, was the distinguished guest. Sri P. Sivasankar, Special Officer of VSU PG Centre, Kavali, presided over the function and Sri Jayachandra Reddy, Asst. Professor, Commerce was the vice-president.

## Prof. T. Sudha gets State Best Teacher Award



Prof. T. Sudha, Dean, College Development Council (CDC) and Head, Department of Computer Science, Vikrama Simhapuri University, was awarded the meritorious award, State Best Teacher Award, given to the teachers by the State Government of Andhra Pradesh. Hon'ble Chief Minister Sri Nallari Kiran Kumar Reddy presented the award at Ravindra Bharati, Hyderabad, on 5<sup>th</sup> September 2011, on Teachers' Day.

Prof. Sudha was in Sri Padmavathi Mahila Viswavidyalayam, Tirupati for 21 years after joining service as Lecturer in Computer Science Department and rose in academic and administrative positions. She joined Vikrama Simhapuri University in 2009 as Professor, Department of Computer Science and in 2010 she was made Dean, College Development Council. After taking over the Department of Computer Science, she successfully offered On-line testing services to all the Departments in the University. Besides, she produced prominent research in the fields of Artificial Intelligence, Data Mining, Operations Research, and Neural Networks. She has authored two books on *C Programming with Data Structures* and the other is on *Applications of Data Mining*. She was the Coordinator of four National Workshops sponsored by the Department of Science and Technology (DST), New Delhi and the Director of the National Conference on *Information and Communication Systems Security*, sponsored by the A.P State Council of Higher Education, Hyderabad. She successfully guided 4 Ph.Ds and 2 M.Phils and is currently supervising 7 Ph.D and 4 M. Phil research scholars.

Prof. T. Sudha was congratulated by the Vice-Chancellor In-Charge, Prof. N. Prabhakara Rao. Prof. T. Sudha expressed her deep sense of gratitude and thanked profusely the Chief Minister and the Deputy Chief Minister for selecting her for the award.

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## Felicitations to Registrar



Prof. V. Narayana Reddy, Registrar, Vikrama Simhapuri University, Nellore, was felicitated by the members of faculty on his successful completion of his second term in office. He joined the University as Registrar in August 2008 and got an extended term of two years in 2009. Receiving the felicitations in a humble manner, he attributed his success to the cooperation of the members of faculty and their dynamism in attending to the tasks assigned from time to time.

## Promote physical culture for a strong nation: VC

"The University is committed to promote strong physical culture in the students which is one of the cherished missions," said Prof. C.R. Visweswara Rao, Vice-Chancellor, Vikrama Simhapuri University chairing the First Sports Board Meeting in the Administration Building of the University on 25<sup>th</sup> July 2011. He pronounced the vision plan of the University in conducting the sports activities in the coming academic year.

The University Sports Body met and allotted venues for the Inter-collegiate tournaments. Jawahar Bharathi Degree College, Kavali will be venue for V.S. University Inter-Collegiate Athletics and Games tournaments for both men and women. V.S. University Inter-Collegiate zone-wise and Inter-Zonal Cricket Tournament for members of faculty and staff will be conducted in Govt. Degree College, Udayagiri. Students proving themselves in the Inter-collegiate tournaments will be encouraged to participate in the Inter-University tournaments to be held in S.V. University, Tirupati. Nine events have been identified to be conducted in the Inter-University Meet. They are: Athletics (Men & Women), Badminton (Men and Women) Ball Badminton (men), Chess (Men), Cricket (Men), Football (Men), Kho-Kho (Men and Women), Volleyball (Men), Kabaddi (Men).

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## Human activities of progress should not marspoil nature

“Increasing human activity for economic progression should not marspoil nature,” said Sri A. Subba Rao, Joint Chief Executive Engineer, A.P. Pollution Control Board, Zonal Office, Vijayawada, and Chief Guest at the National Seminar on “Climate Change: Strategies for Sustainable Environment,” sponsored by A.P. Pollution Control Board was organized by the Department of Social Work, Vikrama Simhapuri University on 19<sup>th</sup> July 2011. He said that the ideal goal for every society is to have better and protective environment.

Sri G. Gopalakrishna, Member Secretary & Executive Director, Academy of Gandhian Studies, Tirupati, and the Guest of Honour at the inauguration gave the keynote address. He, in his presentation touched upon nature’s compatible mechanism of crisis management through mangrove forests, marshy sand dunes and agricultural ecosystems. Prof. T. Sudha, Dean, CDC and the Guest of Honour said green house gasses have to be mitigated to arrest the rising temperatures. She said that the melting of polar ice is a worrying factor triggering natural calamities like tsunamis and earthquakes.

Dr. K. Suneetha, Director of the National Seminar set out the objectives of the Seminar. The Seminar got good response with 190 participants registering to participate and present their papers on various topics related to climate change. Dr. P. Subbarama Raju, and the members of faculty of the Department of Social Work and faculty of University, participants from various universities and colleges attended the Seminar.



Vikrama Simhapuri University Teams participated in All India/South Zone Inter-University tournaments in the following games:

1. **Kho-Kho Women** team participated in South Zone Inter-University tournaments held at Pondicherry University, Puducherry.
2. **Foot Ball Men’s** team participated in South Zone Inter-University tournaments held at University of Kerala, Thiruvananthapuram.
3. **Cricket Men’s** team participated in South Zone inter-University tournaments held at Osmania University, Hyderabad.
4. **Athletics Men’s** team participated in All India InterUniversity Tournaments held at Rajiv Gandhi University of Health Sciences, Karnataka.
5. **Athletics Women’s** Team participated in All India Inter-University Tournaments held at Rajiv Gandhi University of Health Sciences, Karnataka.
6. **Kabaddi Men’s** team participated in South Zone Inter-University tournaments held at Periyar University, Salem.
7. **Kho-Kho Men’s** team participated in South Zone Inter-University tournaments held at Anna University of Technology, Coimbatore.
8. **Volleyball Men’s** team participated in South zone Inter-University tournaments held at Bharatiar University, Coimbatore.
9. **Shuttle Badminton Men’s** team participated in South Zone Inter-University tournaments held at VIT University, Vellore.
10. **Shuttle Badminton Women’s** team participated in South Zone Inter-University tournaments held at VIT University, Vellore.
11. **Ball Badminton Men’s** team participated in All India Inter-University Tournaments held at Mangalore University, Mangalore.

## Honourable Founder Vice-Chancellor Vikrama Simhapuri University

**Prof. C.R.Visweswara Rao**

*With love and regards...*

From the bottom of our hearts,  
From the cusps of our moist eyes,  
Benumbed by memories sweet;  
Blaming the Time's unjust diktats,  
With a throb that beats your name;  
Bearing the Life's promise,  
Glancing back at you for inspiration and strength,  
Living your memories day-in and day-out,  
Ingraining what you have shown us by example—  
The qualities infinite, the values uncompromised;  
The magnificent vision and the platinum heart of a leader,  
Lingering in your plain smiles...  
Reminiscing on the care you showed on us...  
Visiting you ever in our memory lanes undone...  
Holding you close in our hearts in high esteem...  
The University records with pleasure this token of gratitude for  
grooming the University with your zealous mission, cultivating  
the quality concerns among us through your grand, towering  
and dynamic vision.  
Your humble step started a great saga and your passionate  
deeds are our epic references,  
Your lasting influence has kindled in us an inner journey of  
spiritual quest.  
Your actions are our quality norms, your endeavours; our  
preamble, your footprints; our ennobling path; your every idea;  
our culture.



**Vikrama Simhapuri University**

## NEWS FROM AFFILIATED COLLEGES

### D.R.W.College ( Autonomous ),Gudur

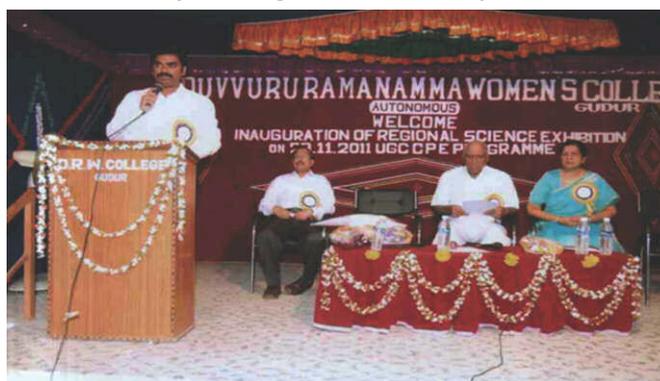
1. Digital Library was inaugurated by the Vice Chancellor of V.S. University Prof. Rajarami Reddy on 10.02.2012.
2. The S.V.U. Inter Collegiate Women Tournament for the year 2011-2012 was conducted on 16<sup>th</sup> & 17<sup>th</sup> September. 250 students from 17 colleges participated in the Tournament.



3. Sahitya Panchami a literary programme was jointly organized by Samskriti Sammelanam of Gudur and DRW College from 19<sup>th</sup> to 23<sup>rd</sup> September. Eminent Telugu Scholars from various places delivered lectures on famous Telugu epic Mahabharatham.
4. To create awareness among the students on the role of Science and Technology in producing quality material, we have conducted Regional Science Exhibition on 29<sup>th</sup> & 30<sup>th</sup> November, 2011. Nearly 300 exhibits were exhibited by various Colleges in the district.
5. Three day Orientation programme on "**Relevance of Social Sciences to the present day Society**" was conducted from 13<sup>th</sup> to 15<sup>th</sup> December to create awareness on the importance of Social Sciences to the students.
6. Three Day Refresher Courses by the Departments of Botany, Chemistry and English were organized to retrain the teachers of various colleges by arranging lectures by eminent resource persons.
7. One day Seminar in the relevant subjects i.e. Zoology, Chemistry, Physics, Commerce, Telugu, English, Political Science were conducted by inviting eminent scholars as Resource persons.
8. **Campus Selections** : The Wipro Software Solutions conducted on campus selection twice to the UG and PG students under WASE and WISTA Programme. Eleven students were given placement under this programme.
9. The SUN Business Solutions, Chennai conducted Campus selections at this college and 98 Students have been selected from various colleges.
10. To inculcate "Carry Your Bag" culture, the college has procured jute cotton bags worth about two lakhs . 3700 bags were made and distributed in Gudur Town with the slogan "Avoid Plastic – Save Environment."

### Jawahar Bharati College, Kavali

The Department of Chemistry, organized a National Seminar on *Role of Chemistry in building up Modern Society*, during 30 – 31 January 2011.



## Finance Minister inaugurates VSU Inter-Collegiate tourney at Kavali



Finance Minister Anam Ramnarayana Reddy has inaugurated the VSU first Inter-Collegiate Sports Tournaments at Kavali town in Potti Sreeramulu Nellore district on 28<sup>th</sup> September 2011. The Four day tournament is being organized by Vikrama Simhapuri University (VSU) along with Jawahar Bharati Educational Institutions, Kavali from 28<sup>th</sup> September to 1<sup>st</sup> October. The Minister along with VSU In-Charge Vice-Chancellor, Prof. N. Prabhakara Rao, District Collector, Sri. B. Sreedhar, Prof. V. Narayana Reddy, Registrar released the pigeons to mark the inauguration of the tournament. Kavali MLA, Beeda Masthan Rao presided over the programme.

Speaking on the occasion, Minister Ramnarayana Reddy announced that the government has sanctioned a Sports hostel for Nellore district which would accommodate several sports men and women in the district. The hostel building estimated at a cost of 2.5 crore would be constructed at A.C. Subba Reddy stadium in Nellore, said Minister. The government is also proposed to construct sports complexes in all 46 mandals in the district and directed the collector to acquire land for the establishment of the complexes.

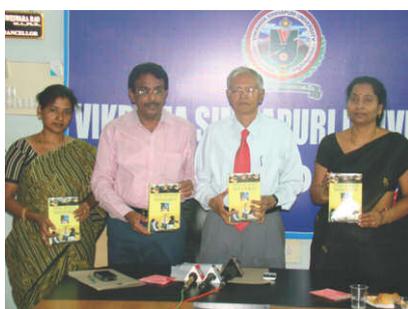
"Research in advanced areas has to be actively pursued not only to bring completeness to academics but also to provide viable remedies for social emancipation," said Prof. C.R. Visweswara Rao, Vice-Chancellor reviewing the Research and Development activities undertaken by the members of faculty of the University on 12<sup>th</sup> March 2011.

The University constituted Research and Development Committee Chaired by the Vice-Chancellor and consisting of Prof. M.K.Durga Prasad, Vice-Chancellor, Krishna University, Machilipatnam, Prof. D. Narayana Rao, Director (Research), Bhatnagar Award Winner, SRM University, Chennai, Prof. A. Sri Krishna, IISc, Bengaluru, Bhatnagar Award Winner, and Prof. P. Kondaiah, IISc, Bengaluru. All the Departments made presentations on their areas of current research and the future directions of their research.

## Advanced research applied for academic and social fulfillment



## Promising future with better quality policy: VC



### A Book on Total Quality Management released

"Total Quality Management with better productivity outcomes has been a major factor of thrust in today's globalized world," said Prof. C.R. Visweswara Rao releasing the book on 25<sup>th</sup> July 2011, brought out on Total Quality Management, edited by Dr. Suja.S. Nair, Incharge, Department of Business Administration. A National Seminar on "Total Quality Management," sponsored by Indian Council of Social Sciences Research was conducted on 25<sup>th</sup> September 2010. In the aftermath of the event, this book was brought out with the select papers presented at the Seminar. With the emergence of techno-savvy and technology-intensive industries, there is an equal and rational focus on the Quality Control measures adopted by both the industries and academia equally, he said.

Prof. V. Narayana Reddy, Registrar congratulated Dr. Suja.S. Nair on bringing out the book and said that in view of the greater significance given to the stakeholders interests, Quality Assurance has become a reliable factor to have good clientele and sound customer base. Prof. T. Sudha, Dean, CDC, was also present on the occasion.

**VSU pays rich homage paid to Y.S.R:** "No leader has striven so hard as Dr. Y.S.Rajasekhara Reddy, for the upliftment of the poor, backward and downtrodden classes of the society," said Prof. V. Narayana Reddy, Registrar, on the 2<sup>nd</sup> Death Anniversary of the demised leader, Dr. Y.S.Rajasekhara Reddy. The University on 2<sup>nd</sup> September 2011 paid rich tributes to the departed leader. After silence being observed in memory of the departed soul by the members of faculty, students and staff, the Registrar said that Dr. YSR's initiative and his affirmative leadership and vision went into devising various welfare schemes for the poor and the oppressed.



*Published by*

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