



Reflections

...a mirror of College activities



SRI Y.N. COLLEGE (AUTONOMOUS)

Thrice Accredited by NAAC at "A" Grade
Recognized by UGC as "College with Potential for Excellence"

NARSAPUR - 534 275, W.G.Dt., A.P.

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Vol. XVI

December 2020 – May 2021

Issue. II

Events at a glance:

1 st Dec.2020	World Aids Day
5 th Dec.2020	World Soil Day
11 th Dec. 2020	Orientation Programme on 'Entrepreneurship Development'
12 th Dec.2020	Online Placements conducted by INFOSYS
18 th Dec.2020	Online Placements conducted by WIPRO
12 th Jan.2021	Swamy Vivekananda Birthday Celebrations
18 th Jan. 2021	MOU with Suvarnabhoomi Developers Pvt. Ltd. Vizag
21 st Jan. 2021	Orientation Programme on Human Trafficking
26 th Jan.2021	Republic Day Celebrations
30 th Jan. 2021	Trafficking News Bulletin Released
1 st Feb.2021	Student Induction Programme
24 th Feb. 2021	Awareness Programme on Women Rights
8 th Mar.2021	Continuous Professional Development
8 th Mar. 2021	Women's Day Celebrations
25 th Mar.2021	Blood Donation Camp
27 th Mar. 2021	Orientation Programme on Apparels Designing
1 st Apr. 2021	Inaugurated NSS Special Camp at Pedalanka
3 rd Apr.2021	Orientation Programme on Career Guidance
7 th Apr. 2021	World Health Day

Editorial Team:

Dr. A.P.V. AppaRao, Principal

Prof. N. ChintaRao, Director, Dr.C.S.Rao P.G.Centre

Sri B. VenkataRatnam, Vice-Principal

Dr. G.S.V.S. Saibaba, Coordinator, IQAC

Dr. Gandham Sri Rama Krishna, Coordinator, IED Centre

From Principal Desk...



Dr. A.P.V. Appa Rao

Principal

As a part of the Quality Mandate, University Grants Commission (UGC) has set the goal to get every Higher Education Institution (HEI) accredited by the year 2022.

In order to achieve the goal, UGC has decided to introduce a new scheme 'PARAMARSH' to enable Higher Education Institutions to upgrade their Academic Performance, enhance their overall Quality and get them accredited by NAAC. In this context, I am happy to inform that our College has been identified by UGC as a 'Potential Mentor Institution' to help and guide the NAAC aspiring Institutions. Under PARAMARSH Scheme, five colleges were selected initially and two more were added recently.



Dr.C.S.Rao, Secretary & Correspondent addressing newly joined UG Students on "Student Induction Programme" (SIP) on 01-02-2021

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I am very happy to share that Sri Y.N. College Research Centre in Management Studies has been allotted 9 Ph.D. scholars on the basis of APRCET19. Out of them three are the full-time scholars and six are the Part-time scholars. The Research guides of the Centre, Dr. R. Pardhasaradhi, Dr.Ch.Srinivas and Dr.G.S.Ramakrishna are allotted three scholars each.

GUEST LECTURES

- Prof. K. Rama Mohan Rao, Vice-Chairman, AP State Council for Higher Education, Amaravathi, delivered a lecture on "Orientation Programme for continuous Professional Development" on 08-03-2021
- Department of Management studies arranged an



"Executive Interaction Programme" by the Resource Person Sri Chinamilli Srinivas, Chief Executive Officer, Tessolve Semi-Conductors Pvt. Ltd., Bangalore on 1-2-2021.



- A Guest lecture was conducted by the Physics Department on 29th December, 2020 at 3.00 PM in e-Class room by Dr. K Ram Narayana, Lecturer in physics, ASNM Degree College (A), Bhimavaram on the topic "Renewable Energy Resources".

- Guest Lecture was conducted by the PG Maths Department, on the occasion of Prof. Srinivasa Ramanujan's birthday, lecture given by Sri R.V.Subba Rao, Research & Academic advisor, Sri Y.N College(A), Narsapur, on 22nd December 2020.

FACULTY ENRICHMENT

- Sri M. ManikyaRao, Asst. Prof. Dept. of Management Studies, participated 02 webinars through Zoom App meetings during the month of December, 2020.
- Sri M. ManikyaRao, Asst. Prof. Dept. of Management Studies, participated in the Two-day National Seminar on New Labour Codes and its Influence on Industrial Scenario, organised by Dept. of HRM, AcharyaNagarjuna University, Guntur, on 13th& 14th March, 2021. A Paper was presented in the seminar. The title of the paper is "Compliance of Code on Wages in Present Scenario.

EXTENSION LECTURES BY FACULTY MEMBERS

- Dr. R. Pardhasaradhi, HOD of Management Studies, delivered a talk on "Designing Self Study Report for NAAC Accreditation" at V.S.K College in Bhimavaram, on 8th Jan. 2021, as a Resource Person. This is a part of UGCPARAMARSH Scheme.

- Dr. A.V.Ramana, Associate Prof., Management Studies, participated as a Resource person in Handicraft Technical Training program Organised by Export promotion Council for Handicraft, (NewDelhi)" in International Lace Trade Centre ,Narsapur, West Godavari District and delivered a Lecture on Marketing of Handicrafts on March 16th & 18th 2021.
- Dr .A.V.Ramana, Associate Prof., Management Studies, participated as a Resource person in one-day Seminar on a Measure to address the challenges & opportunities in post COVID Times for "Product development Design and marketing in Handicrafts Sector" Organised by EPCH in International Lace Trade Centre and delivered a Lecture on Creating market of Handicraft in post COVID Times on 23 March, 2021.

PUBLICATIONS BY THE STAFF

- Dr. L Malleswara Rao, J. Rama Mohan, Dr. A.P.V. Appa Rao, P. Ramakrishna Rao, Ch. Sundar Singh, Faculty, Department of Physics, MOOCs: "A New Era in Online Teaching". Edited Book "COVID 19: Pedagogical Issues, Challenges And Opportunities". Chapter 2, Adhyayan Publishers & Distributors, New Delhi, First published in March, 2021, pp: 17-30 (ISBN: 978-93-88804-99-8).
- Dr. Ch. Kanakarao, HOD of Electronics published an Article entitled "Role of Yoga in Education and Physical Education" in the "Ajanta International Interdisciplinary Quarterly Research Journal", ISSN: 2277-5730, Impact Factor: 6.399, Peer Reviewed Referred and UGC-CARE listed Journal-Serial No. 40776, Volume IX, Issue III, October-December, 2020
- Dr. Ch. Kanakarao, HOD of Electronics published an Article entitled "Higher Education Sector in India in the post COVID 19 Era: Issues & Challenge", ISBN: 978-81-942547-4-4 by Maharaja Agrasen University Publication, New Delhi in December 2020.

ARTICLES PUBLISHED IN EDITED VOLUMES

- Dr. Gandham Sri Rama Krishna, Associate Professor, Management Studies, contributed one Chapter "Recent Trends in Online Teaching and Learning" in the edited book entitled "Recent Trends in Online Teaching and Learning", published in the year 2021, February, by Akinik Publications, New Delhi, pp. 173-185, ISBN: 978-93-90541-77-5.
- Dr. Gandham Sri Rama Krishna, Associate Professor, Management Studies, contributed one Chapter "Recent Trends in Human Resource Analytics" in the Edited Book entitled "Emerging Trends in Engineering & Management", published in the year 2021. March, by Sri Satya Offset Printers, Tadepalligudem, PP.276-279. ISBN: 978-93-5437-197-4.
- Mr.Vinaya Phaneendhra K, Lecturer in Electronics contributed a chapter entitled "Transforming India's Education System through Internet of Things (IoT)" in the Edited Book "New Education Policy 2020 - Concepts, Approaches and Challenges", ISBN 978-93-90588-04-6, Chapter 6, Page No. 74-83, published by S SKhannaMahila Mahavidyalay, A Constituent College of the University of Allahabad in association with Authors Press, New Delhi in February 2021.

STUDENT ACHIEVEMENTS

- Abhinaya Nrutya Bharati (Regd), Eluru, in association with International Associations of Lions Club - Dist 316 G, Lions Club of Helapuri and Service Trust, Nehru Yuve Kendram (Govt. of India) conducted National Youth Dance Festival on 26th & 27th December, 2020. Our students participated in the fest and won prizes. V. Siri Chaitanya, II BBA, won Nrutya Kaumudi, Abhinaya Best Youth Classical Dancer 2020 Award. SK. Ahmedunnisa secured Third prize in Janapadam. Dance Competition on 25-1-2021.
- Our students K.VeeraKumari, K. Srinu, K. Sekhar Gupta, K. Prasad, & A. Sai Rai Mayale from II "BCom. Students participated in the event and Won Prizes.



SEMINARS, WORKSHOPS AND WEBINARS

- On 10th June, 2020, a National Webinar on "The Impact of COVID-19 on the Global Economy" was organized. Prof. V. Krishna Mohan, Registrar of Andhra University, Dr. P. Arunachalam of Cochin University of Science & Technology, Dr. S.Samuel, Asir Roy of Manonmaniam Sundaranar University delivered lectures in the webinar. 232 academicians from different parts of our country, Srilanka and Malaysia took part in the Webinar.

MRP

- Eleven Minor Research Projects (MRP) by our faculty members and Thirty two Student Research Projects by our students were successfully completed and submitted under RUSA 2.0 scheme sponsored by St. Theresa Women's College, Eluru during this academic year.
- Dr. R. Pardhasaradhi, Principal Investigator and Mrs.S. Sita Smitha of MBA Department did a Minor Research Project on Motivation of Management College Teachers in West Godavari Dist.
- Dr. Gandham Sri Rama Krishna, Principal Investigator and Dr.Ch.Srinivas of MBA Department did a Minor Research Project on "Social, Economic & Working Conditions of Women Artisans of Crochet Lace Clusters in Narsapur".
- Dr. T. Mary Persis and Miss.Rehna Begum Mirza did a Minor Research Project on "Enriching English Language Communication Skills of Under Privileged Students in Degree Colleges of West Godavari District.

ONLINE QUIZ:

The Innovation & Entrepreneurship Development Centre conducted an Online National Level Entrepreneurship Quiz competition titled "Entrepreneurship Development" from 22-12-2020 to 28-12-2020, on the eve of Ratan Naval Tata's birthday. Good number of participants from all over the country attempted the quiz and got the e-certificates.

HRD CENTRE

- Sri K. Rajkumar, Deputy Secretary, AP Assembly Vijayawada on delivered a lecture on "Career Guidance & Placements" on 3-4-2021
- On 25-01-2021 HRD Centre organized Campus Placements conducted by DIVIS LABORATORIES for Degree and PG Chemistry Students. 48 students got placements.
- On 10-03-2021 HRD Centre organized VIKASA Job Mela for degree and PG students. 66 students got placements.
- On 27-03-2021 HRD Centre organized Campus Placements conducted by HETERO Drugs -Hyderabad, Vijayawada. 16 students got placements.



NCC

- 6 Cadets participated on boat pulling competition for SD's conducted by 7(A) Naval Unit between SVKP and Dr.K.S. Raju College and Sri Y.N. College, Narsapur. Y.N. College Navy team won 1st place in this competition (A. Rajesh, V. C.N.V. Satya Sai, N. Sai Kumar, K. Prasanth, M. Mohan Kumar, K. Satya Prasad), on 6th January, 2021,
- 6 Navy Cadets Team participated in boat pulling competition held at Penugonda. Conducted by 7(A) Naval Unit. Participants are N. Harsha Vardhan, N. Sandeep, A. Durga Ganesh, P. Rajesh Kumar, K. Jay Prakash, K. Satya Prasad, on 26th February 2021.



NSS

- NSS Unit 1 and 2 conducted rally on world AIDS day, December 1st 2020 during the rally 100 volunteers gave slogans to aware the public on HIV/AIDS. NSS units conducted Special Camp from 26th March 2021 to 1st April 2021 at Pedalanka (Rajula Lanka) Special



Camp were conducted at Pedalanka (Rajula Lanka) from 26-03-2021 to 01-04-2021. On 26th march 2021 NSS special camp was inaugurated at Pedalanka village by Principal Dr.A.P.V.Apparao, Academic and Research Advisor Sri R.V. Subbarao, Vice Principal Sri J. Ramamohan, HRD Director Ch. Srinivas, Surpanch Pedalanka, Sri V.Sitarama Raju, Vice Surpanch Sri Kutumbarao and some elders of the village attended the program. SwathBharat and conducted rally awareness on Covid - 19.



- On 28th March 2021 tree plantation programme was organized during the programme our NSS volunteers created awareness on tree plantation among the villagers and the villagers and they distributed samplings. Some other kind of samplings were planted at various places of the village
- On 29-03-2021 NSS volunteers conducted Swatch Bharath and Awareness on sanitation. As part of this programme they swept the streets of the village road both sides and created awareness on sanitation
- On 30-03-2021 NSS volunteers explain the Covid virus and mask utilization at Pedalanka, Pedasarava, L.B.Cherla villages 100 volunteers participated in this programme and also arranged the eye medical camp and helped the Gowthami Eye Hospital Narsapur.
- On 31-03-2021 NSS volunteers created awareness on plastic eradication among the villages by giving slogans against the using of plastic and also important of vaccine.

INNOVATION & ENTREPRENEURSHIP DEVELOPMENT CENTRE

- IED Centre & Department of Management Studies conducted a Guest Lecture on 'Orientation of Entrepreneurship Development'. Sri Y.S. Michael, SMART RURAL GOVERNANCE, More Village, East Godavari District, on 11-12-2020.



- IED Centre conducted an "Awareness Programme on Apparel Design" by Ms. B. Varshha Aksharaa, Designer, NIFT (National Institute of



Fashion Technology), Hyderabad, on 27-3-2021.

- Memorandum of Understanding (MOU) with IED Centre by Suvarnabhoomi Developers Pvt. Ltd., Visakhapatnam, on 18-01-2021

COMMUNITY SERVICE CENTRE :

- Our college community service centre distributed Blankets, Fruits and Sanitizers at 31st ward, Chinamamidipalli area, Narsapur, beside of drainage canal. The needs was sponsored by our college students, on 19-12-2020.
- Distributed the Blankets, Fruits and Sanitizer to the Bondamma Female Old Age Home, Narsapur, on 21-12-2020
- Financial assistance was provided to our college student and donated to our college student mother for Cancer treatment, on 25-03-2021



WOMEN EMPOWERMENT CELL

- Being associated with MoU, collaborative action for combatting trafficking, news bulletin is released by K. Viswanathan, IAS, Sub-collector, W.G.Dist., on January 30th, 2021 with representation by Chrysolyte Sanamanda, Red Rope and Anti-Human Trafficking Club, Sri Y.N.College students & Faculty.



- Our Cell conducted orientation programme on awareness on Women Protection Acts by Dr. S. Rajya Laxmi, Member, AP State Women Commission, on 24-02-2021. The Women Empowerment Cell organised awareness programme on International Womens Day by inviting Smt. K. Chitti Padmaja, on 08-03-2021.

GANDHIAN STUDIES CENTRE

- Prof. K. Rama Mohan Rao, Vice-Chairman, AP State Council for Higher Education, Amaravathi, Inaugurated 3 Months Certificate Courses on 08-03-2021
- Sri Chinamilli Srinivas, Chief Executive Officer, Tessolve Semi-Conductors Pvt. Ltd., Bangalore Visited GSC on 01-02-2021.



REPUBLIC DAY & SCHOLARS' DAY CELEBRATIONS

Republic Day Flag Hoisting by Sri Ponnappalli Sri Rama Rao, Treasurer



Sri Y.N. College (Autonomous) Newsletter "Reflections" is intended to showcase the talents of faculty & students and highlight the achievements of the college. Distributed freely in the Academic interest of the College.