

Newsletter

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EMBLAZON

Aim
Action
Achieve

ALL ABOUT THE COLLEGE

EXCLUSIVE NEWS

We offer specialized academic programs, teaching and learning pedagogy to nurture students to be well-rounded, responsible citizens fully prepared for the world beyond the college. On campus, students are empowered to grow into their best, most complete self. To create an unparalleled opportunity for students expanding their learning to tackle real world challenges. Faculty, staff, and students collaboratively work to achieve success.

INTERNATIONAL YOGA DAY CELEBRATIONS



Celebrated 9th International day of **YOGA** in college Auditorium, Excellent performance was given by NSS students and they delivered well executed yoga protocol. Sri L. Chenchi Reddy (ACP, Headquarters, and Vijayawada) was Chief guest of this occasion. He highlighted the benefits of yoga in our daily routine.



Kudos to

The India Cements Ltd
Champions 2023

CTC
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LPA



Dear Valued Colleague

Greetings!

The next evolution of higher education is underway. Across India, universities are connecting ‘curriculum to careers’. They are fundamentally changing how they design and deliver programmes for much larger impact to strengthen employment outcomes. New possibilities with hybrid learning are driving this shift. Higher education leaders are innovating with blended solutions to modernise curricula with career-aligned courses and keep pace with the changing skills employers need. They are bringing in ‘industry as educators’, by offering micro-credentials that help students build in-demand, entry-level job skills.

Recent regulatory developments, in line with the National Education Policy, have accelerated this trend. Higher education institutions can now offer 40% of credits in any category through appropriate online courses that they deem best for their student cohorts. Education leaders are integrating such cutting-edge online content into curricula, enabling their students to earn credits, even as they bridge skill gaps, impart multidisciplinary competency, and expand learning opportunities at scale. By implementing hybrid solutions, institutions are uniquely positioned to provide students with both the foundational knowledge and job skills that make them employable as soon as they graduate.

I urge the entire faculty to explore the relevant courses in SWAYAM/NPTEL or any other standard MOOCs platforms and encourage students to get certified. We should also help them in the subject matter and provide additional support in terms of access to technology. The recent UGC guidelines that permit up to 40% of the curriculum to be sourced online is fundamentally revolutionary and very much needed. The respective Heads of Departments should contemplate steps to include online learning methodology in their curriculum. This matter has to be discussed thoroughly in Board of Studies meetings and get the necessary approvals from expert members.

You have the power to choose your new direction, and the world will open up to you when you do. In years to come you will thank yourself for everything you do ...

Truly Yours,

Prof. Rajesh C Jampala
Dean- Academics

Editorial Team:

Dr. M. Ramesh, Chief Editor
Prof Rajesh C Jampala, Editor
Dr. V. Srinivas, Sub Editor
Y. Triveni, Designer



The Department of Business Administration organized a “Workshop on Career Opportunities in Insurance Sector” on 03-06-2023. Mr. P. Sagar, Assistant Zonal Manager, G Uma Malleswara Rao, Training Manager, and M. Raja Sekhar, Branch Manager of STAR Health & ALLIED INSURANCE Company LTD., are the resource persons.



Awareness Programme on Higher Education Opportunities was organized by the Department of Business Administration in association with Concordia University St Paul, Minnesota, USA. Ms Sowjanya our alumna who did her M.Com at our college and presently working as Country Representative addressed the students and provided information about higher education opportunities on 30-06-2023.

INDUSTRY CONNECT



CTW

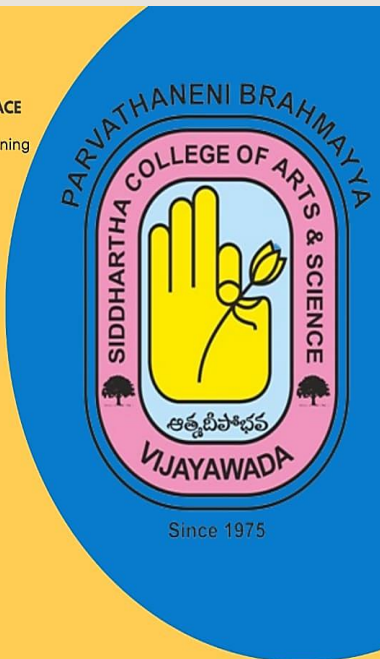
CLASS TAKEN TO WORKPLACE

- An Innovative Teaching and Learning Methodology

Real world environment is more complex than classroom. Many young people get their degrees without the necessary job skills to progress into the workplace. Application of knowledge is vital to propel in career.

OUTCOMES:

- Understand work culture
- Activity based learning
- Introverts to extraverts
- Identify skill gaps
- Develops Networking
- Interacting with new people



**P.B.Siddhartha College of Arts & Science (Autonomous)
Department of Commerce**

Just textbook concepts are not suffice to excel in this fierce competitive job market. Students need practical insights besides theory. We, Department of Commerce elated to share that we introduced an innovative teaching and learning methodology titled "CTW" - Class Taken to Workplace. Today we have taken our II B.Com (CA) students to Popular Shoe mart (Head Office, Vijayawada) to understand the application of 'Inventory management and control' techniques are adopted by the firm. Mr. Sandeep Chukkappalli, Managing Partner, has explained need for inventory control techniques. We firmly believe that this CTW is immensely helpful for students to understand theory concepts in a better way. We express our profuse thanks to our Respected Principal sir, esteemed Director sir for their incessant support and encouragement.

DEPARTMENTAL ACTIVITIES

DEPARTMENT OF ELECTRONICS



Students of second year B.Sc. (CA.M.E.) conducted mini project expo to first year students and projects are Automatic hand wash, Step door bell, police siren, Mobile Theft indicator, LDR using street light, Object detector, Water level indicator, Touch indicator, and Electronic dice.



Students of second year B.Sc. (M.E.Cs) conducted mini project expo to first year students and projects are Dancing LED, LDR using street light, Electronic piano, Break failure detector, Electronic dice. This type of project expo are been useful to improve their subject skills, organizing skills.

EXTENSION ACTIVITIES



Neighborhood activity, awareness about Pollution by M.Sc (Final) students at Vijaya Marry Integrated Institute, Gundala, Vijayawada on 27th June, 2023.



An extension activity provided lunch to the physically challenged & visually Challenged Students of Vijaya Marry Integrated Institute for the Blind, Gundala, Vijayawada on 27th June 2023.

Punctuality is not about being on time,
It's basically about respecting your own commitments..

A.K. Birla
APJ Abdul Kalam



STUDENT ACHIEVEMENTS



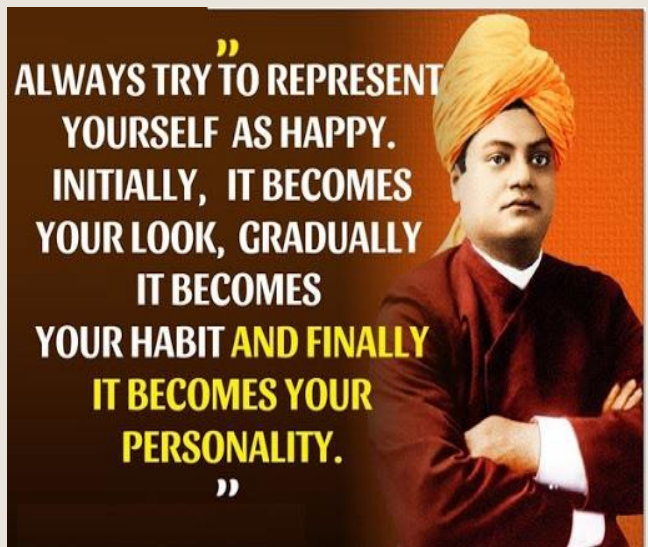
Hearty congratulations to our MBA students who got selected as Branch Sales Managers in [Piramal Finance](#) with a pay package of ₹7.5 Lakhs per Annum. Kudos to these proud Siddharthians and wish them a bright future ahead. 🎉



Hearty congratulations to our M.Sc. Chemistry students who got selected as Management Trainees in QA department of [India Cements](#).



On National Statistics Day college students (Statistics) have received a second prize in the quiz competition that was held @KBN College in association with NSSO(FOD) RO-Vijayawada on account of 17th. In this regard, We department of statistics congratulations to our students.



Students and faculty are an integral part of overall network of a college, but there are many people outside the campus who are interested to know what's happening in the institution. College newsletter helps stay connected to intellectuals, students and other stakeholders. A newsletter provides a regular and centralized source of information for students and teachers, and it can be used a platform to share achievements and successes, which can help to increase student and teacher engagement and foster a sense of community. By publishing a newsletter to an extended audience, college will expand its overall branding to various subsets of the external community, including potential placement partners (PPP) and prospective students. With the initiative of our visionary Director Sir. V. Babu Rao garu, we released our first monthly e- newsletter Emblazon in June 2022. This newsletter offers a place for us to explore ideas, refine our messaging, to see what generates interest among students and faculty. The main purpose of our newsletter is to provide information about the institution's activities and achievements. With this issue Emblazon celebrates its First Anniversary.

