

# Newsletter

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# EMBLAZON

Aim  
Action  
Achieve

## ALL ABOUT THE COLLEGE

## EXCLUSIVE NEWS

An institution that never stops developing!

Sprawling campus is an amazing mix of dynamic students who thrive on challenges and developing themselves - both individually and together with others - and this makes for an ebullient academic environ that extends far beyond the classroom. Students can enhance their abilities and will be ready to seize the exceptional career opportunities.

### Impeccable Performance



K. Rajeswari got 2<sup>nd</sup> prize in senior category, NTR District Yoga Championship 2023.

**Formal education will make you a living; self-education will make you a fortune."**

--Jim Rohn



### Triumph:

II B.com General Students secured 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> places in quiz competition conducted by BAP (Better Andhra Pradesh Social organization) on the eve of 5<sup>th</sup> anniversary.



Dear Valued Colleague,

Tectonic shifts are underway in the economy and society, both globally and locally. Issues related to sustainability, circular economy, and glocal economies are coming to the fore. Education needs to not only respond to these shifts, but also advance thinking in these directions. In this fast-changing era, no institution on its own, can individually address the myriad challenges. A collaborative approach between industry, academia, and online platforms would be the order of the day. Institutions must move beyond their comfort zones and harness new technologies, mediums, and even structural forms. And, only institutions that are confident of their knowledge contributions will be able to seek, source, and deliver the best from anywhere, enabling their students to excel and grow.

‘Hybrid’ is one word that dominates the conversation whenever programme design and delivery are discussed in academic circles. Tech was always the elephant in the room, especially when it came to content design and delivery. But Covid changed it all and changed it for better. Institutional resistance to tech adoption was swept aside by the tsunami of Covid, and every university, every teacher, and every learner became tech enabled. Some did by choice, some were forced into it, but everybody adapted, and even when we are back to normal, the new normal is here to stay.

Institutions can now offer 40% of credits in any category through online courses, with the full autonomy to select. They are using this opportunity to curate industry-focused learning and close curricula gaps by integrating MOOCs for Campus content for credit. Much like the textbook transformed classroom learning, the leap with digital learning during the pandemic has been a defining shift for how online content can be leveraged as a resource. Learning has always been blended but the medium has changed — today’s reference book might well be an online module on various digital platforms.

*The Way forward is learn to unlearn, to relearn, and affect new learning’s.*

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 organised a ‘National Webinar of ‘Consumer Education’ in association with Consumer Advocacy Group on 08-07-2023. Dr. Inderpreet Kaur, Principal, Universal Law College, Lalru addressed the participants on the plight of consumers in contemporary era. Dr. Abubakkar Siddiq, Associate Professor, Department of Commerce, Mangalore University spoke on the topic ‘Marketing – Where Right is Wrong’. Ms Debina Mitra, Practising Advocate, and presently pursuing her PhD from Mangalyatn University, Alighar dwells on a very interesting topic ‘Space Exploration & Its Impact on Earth’s Climate.



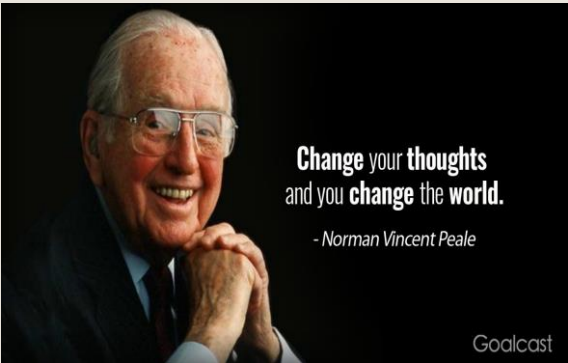
Mr. Kondapaneni Venkateswarlu, Branch Manager, ICCI Prudential AMC, Vijayawada and our alumni (MBA Batch 2010-12) addressed the students on the Opportunities in Capital Markets in general and Mutual Fund Sector in specific on 04-07-2023.

**DEPARTMENT OF MBA**

**DEPARTMENT OF TELUGU**



**Mr K. Udayavarman**, Sr DGM, Business HR (South), Exide Industries Limited and **Dr M Padma**, Managing Director of Centini Hospital addressed the Management students on the occasion of Farewell of MBA Class 2023 on 20-07-2023.



తెలుగుశాఖ ఆధ్వర్యంలో నేడు గుఱ్ఱం జాషువా వర్తంతి వేడుకలు ఈ క్లాస్ రూంలో జరిగిన వేడుకలు.



కేంద్రీయ అధికార భాషల కమిషన్ వారి నేతృత్వంలో రాష్ట్ర అధికార భాషాసంఘం మరియు జిల్లా కలెక్టరు ఆధ్వర్యంలో 27.06.2023 న పింగళి వెంకయ్య సమావేశ మందిరంలో జరిగిన సాహితీవేత్తల ఇష్టాగోష్ఠి కార్యక్రమంలో పాల్గొని తెలుగుభాష మనుగడకు అధికార భాష అమలుకు తీసుకోవాల్సిన చర్యలపై చక్కటి సూచనలు చేసిన సందర్భంగా గౌరవ కలెక్టర్ దిల్లీ రావు గారు, రాష్ట్ర అధికార భాషా సంఘం అధ్యక్షులు సత్కారం చేసిన చిత్రం తగు సమాచార నిమిత్తం. 🌸

# DEPARTMENTAL ACTIVITIES

## DEPARTMENT OF ELECTRONICS



# సాక్షి

## డిజిటల్ ఇమేజ్ ప్రొసెసింగ్పై సదస్సు

మొగల్రాజపురం(విజయవాడతూర్పు): డిజిటల్ ఇమేజ్ ప్రొసెసింగ్ టెక్నిక్స్ను మెడికల్ ఫీల్డ్లో ఉపయోగించి మానవ శరీరంలోని నూల పనితీరును స్పష్టంగా తెలుసుకునేందుకు ఇన్ఫారెడ్ కిరణాలు ఎంతగానో దోహదం చేస్తాయని అమృతసాయి ఇంజనీరింగ్ కళాశాల ఈసీఈ విభాగాధిపతి డాక్టర్ కె.పబ్లీ శ్రీనివాస్ చెప్పారు. సిద్ధార్థ కళాశాల ఎలక్ట్రానిక్స్ విభాగం ఆధ్వర్యంలో డిజిటల్ ఇమేజ్ ప్రొసెసింగ్ టెక్నిక్స్ ఇన్ మెడికల్ ఫీల్డ్ అంశంపై విద్యార్థులకు శుక్రవారం అవగాహన సదస్సు నిర్వహించారు.



ఫణి శ్రీనివాస్ను సత్కరిస్తున్న కళాశాల ప్రతినిధులు

ఫణి శ్రీనివాస్ ముఖ్య అతిథిగా హాజరై మాట్లాడారు. ప్రస్తుతం వైద్య రంగంలో మానవ శరీరంలోని అవయవాల పనితీరును గుర్తించడానికి ఎక్స్రే, ఈసీఈ, వివిధ రకాల స్కాన్లను ఉపయోగిస్తున్నారని తెలిపారు. వీటి కన్నా ఇన్ఫారెడ్ కిరణాలను శరీరంలోకి పంపడం ద్వారా అవయవాల పనితీరు స్పష్టంగా తెలుసుకోవడమే కాకుండా భవిష్యత్తులో శరీరంలో వచ్చే జబ్బులను కూడా గుర్తించవచ్చని వెల్లడించారు. ప్రస్తుతం ఈ అంశంపై పరిశోధనలు జరుగుతున్నాయని, మంచి ఫలితాలే వస్తు

న్నాయని చెప్పారు. ప్రస్తుతం గుండె జబ్బులు అధికంగా వస్తున్నాయని, వీటిని ముందుగానే గుర్తించడం వల్ల మనిషికి బతికించుకోవచ్చునని పేర్కొన్నారు. సిద్ధార్థ కళాశాల ఎలక్ట్రానిక్స్ విభాగాధిపతి కేఎన్వీ సాంబశివరావు మాట్లాడుతూ విద్యార్థులకు పాఠ్యపుస్తకాల్లో చెప్పిన అంశాలతో పాటుగా ఇలాంటి అవగాహన సదస్సుల వల్ల పరిజ్ఞానాన్ని పెంపొందించుకుంటున్నారని, కళాశాల ప్రెసిడెంట్ ఎం.రమేష్, డీన్ రాజేష్ సి.జంపాలతో పాటుగా అధ్యాపకులు పాల్గొన్నారు.

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Source : <https://epaperapp.sakshi.com/>

**DEPARTMENT OF COMPUTER SCIENCE & PLACEMENTS**

**ONE WEEK NATIONAL LEVEL FACULTY DEVELOPMENT PROGRAM ON CLOUD INFRASTRUCTURE**  
 "Unlock Your Potential with AWS FDP: Empowering Faculty for Future Success!"

ORGANIZED BY  
**DEPARTMENT OF COMPUTER SCIENCE**  
 In Association with

**BRAIN O VISION**  
Brain O Vision Solutions India Pvt. Ltd.

**Chief Guest**  
**Dr Buddha Chandrashekhar**  
Chief Coordinating Officer - All India Council of Technical Education

**21st to 25th, August 2023**  
**07:00 PM to 08:00 PM**

**PARTICIPATION CERTIFICATE WILL BE PROVIDED**  
Approved by AICTE, HOST College and Brainovision Solutions India Pvt Ltd

**Register Now -999/- Rs.09/-**  
<https://rzp.io/l/zdCePf8s>

MR. K. SRIDHAR TPO, MR. K. SUDHIR INCHARGE DEPT. OF CSC  
MR. E. SIVAKUMAR, MS. M. VIJITHA

One week FDP on Cloud infrastructure through AWS organised by Department of Computer Science in association with Brain O Vision and AICTE NEAT CELL.



July 28, 2023

Ms. Harika Pillutla  
 24-28/7-12, SF-2, VEMURI RESIDENCY, VIJAYA NURSING HOSTEL ROAD, DURGAPURAM, GANDHINAGARAM

Vijayawada  
 Andhra Pradesh  
 India

Dear Harika Pillutla,

Thank you for your keen interest in VIRTUSA SYSTEMS (INDIA) PRIVATE LIMITED, India. Subsequent to our discussions with you, we are delighted to extend you an offer to join Virtusa. We believe you can play an important role in our rapid growth and success, and look forward to welcoming you to the Virtusa family.

At the time of Joining, the following will be applicable  
 1. Job : Analyst-KPO  
 2. Tier : Tier 4

Your date of joining would be on **July 28, 2023**.

You will be based at Virtusa's Hyderabad office. You will be periodically evaluated on your conduct and performance to meet the standards of the Company. You would need to serve a notice period 2 months i.e., 60 days in occasion of resignation from the services.

Your Total Remuneration will be **₹320,000.00/- per annum** as per Annexure-1.

Upon joining you shall be signing the 'Employment Terms and Conditions' document and the 'Employee Non-Disclosure Agreement' with us in this regard.

Kindly sign the duplicate copy of this letter as a token of your acceptance of the Offer, and return it to the undersigned on or before **July 28, 2023**.

Please note that the offer is valid subject to successful completion of your Background Verification.

Sincerely

**PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS & SCIENCE**



**Kudos to**  
**SBI Life** **CTC ₹2.35 LPA**  
 Apne liye. Apno ke liye.  
**Champions 2023**

Since 1975

Hearty congratulations to our 2023 graduates who got selected as Graduate Sales Trainees in SBI Life Insurance with CTC of ₹2.35 LPA. Out of 12 selects, 9 are from P.B. Siddhartha College of Arts and Science, 2 from S.D.M. Siddhartha Mahila Kalasala and 1 from AG & SG Siddhartha Degree College of Arts and Science, Vuyyuru.



**PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS & SCIENCE**

**Kudos to**  
**Divis** **ACCREDITED WITH GRADE A+ NAAC**  
**Champions 2023**

Since 1975

Hearty congratulations to our B.Sc. Chemistry and M.Sc. Chemistry students who secured offers as Trainees in Divis Laboratories.

# ACHIEVEMENTS



Happy to share that our students Ms. Ch. Sai Deerthi, I B.Sc.(MSCS), Ms. A. Harshavardhini, I B.Sc.(CAME) and Ms. Ch. Himasree, I B.Sc.(CAME) met and interact with Mayor of Vijayawada Municipal Corporation Ms. Rayana Bhagya Lakshmi, MLA of Vijayawada Central Mr. Malladi Vishnu and Leader of the opposition in VMC Council Ms. Devineni Aparna as part of Urban Governance internship under the guidance of Ms. Pratiksha from Praja.



## AICTE-EduSkills Virtual Internship Initiatives

### Congratulations

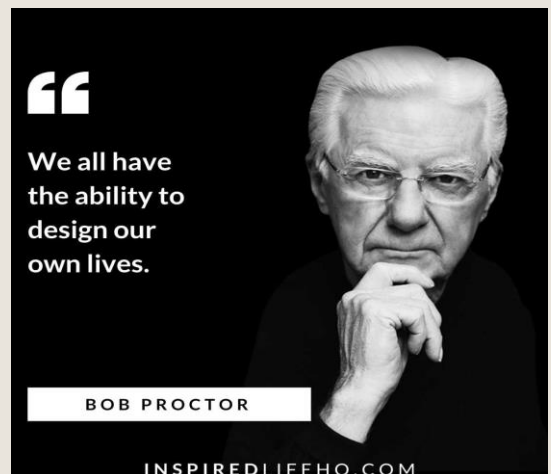
To all 22 Faculty Members for successfully completing Juniper JNCIA - Cloud Educator Development Program

#### EduSkills Educator Development Program(EDP-099)

 G. Parvathi Devi CIRI Technical Campus	 Dr. G. Mangun Garthi Institute of Technology and Management (GITAM) of Campus Bangalore	 Sita Kumar Chelga Gyan Vigya Prabodha College of Engineering (Autonomous)	 Nitya B M Kumraganga College of Technology
 D. Venkatesh Laxmi Institute of Engineering & Technology (Autonomous)	 Madala Chandu Jagan Sekhar Laxmi Institute of Engineering & Technology (Autonomous)	 B. Srinivasanarasu Narasimha Engineering College	 Rajani Vijitha Purushotham Saranya Sarthartha College of Arts & Science
 Ramawara Reddy Boddla Rajani Saranya Sarthartha College of Engineering and Technology	 Kallam Gopala Reddy Rajani Saranya Sarthartha College of Engineering	 Dr. K. Nageswara Rao BSEI Krishna Sar Prakasham Group of Institutions	 Ganesha Kishore BSEI Krishna Sar Prakasham Group of Institutions
 K. Raga Sekhar Sri Vidya Engineering College for Women	 K. Raga Sekhar Sri Vidya Engineering College for Women	 K. Raga Sekhar Sri Vidya Engineering College for Women	 K. Raga Sekhar Sri Vidya Engineering College for Women
 M. Lakshmi SRK Institute of Technology	 M. Subbarayan Sri Venkateswara College of Engineering and Technology	 Anuramha Nagayyathi Yashwanth College of Engineering	 Dr. Vinod Parshay Gyan Ganga College of Technology
 On Singh Parshar Gyan Ganga College of Technology	 On Singh Parshar Gyan Ganga College of Technology	 On Singh Parshar Gyan Ganga College of Technology	 On Singh Parshar Gyan Ganga College of Technology

[www.eduskillsfoundation.org](http://www.eduskillsfoundation.org)

Two faculty members Mr. Rayala Gopi and Ms. Magam Vijitha from computer science department successfully completed Juniper Networks Cloud Educator training program offered by EduSkills Foundation under AICTE NEAT CELL Eduskills virtual internship initiative.



# NSS & NCC ACTIVITIES



### Mission –Bahuguna: (Tree Plantation)

NSS unit I started another new programme called **Mission – Bahuguna**, it is a tree plantation programme, and in this all NSS volunteers must plant at least one tree near their area. The main theme is **Save Nature Save Earth** and to make the city greenery and to protect city from heavy temperature.



As a part of Puneeth Sagar Abhiyan 4 Andhra girls BN NCC cadets of PB Siddhartha college, cleared Krishna River basin by removing plastic material and distributed cloth bags to vendors and consumers in different vegetable markets in Vijayawada on 9<sup>th</sup> July 2023.