From the Vice Chancellor’s desk...

“Educating the mind without educating the heart is no education at all.”
- Aristotle

It is my responsibility to serve and contribute to the holistic development and wellbeing of Krishna University, founded in Machilipatnam a town of many a historic event even before our country attained its independence.

Krishna University believes in the poet Horace’s principle of cultivating its students a way of life to be guided by virtues and wisdom. The success of the students was delightfully celebrated through the First Convocation of Krishna University, which was held on 9th December 2012, etching it in the glorious annals of Krishna District. Along with one Ph.D., 2110 students of 2008-10, 2009-11 & 2010-12 batches were conferred degrees, in the gracious presence of His Excellency, Sri E.S.L. Narasimhan, Governor of Andhra Pradesh and Chancellor of Krishna University; Esteemed Chief Guest, Hon’ble Justice Sri Jasti Chelameswar, Judge of the Supreme Court of India, New Delhi; Members of the Monitoring & Development Committee (M&DC); Distinguished Invitees; Faculty and Staff of the University.

While addressing the august gathering, His Excellency, Sri E.S.L. Narasimhan said “Today is a memorable event in your life, a day filled with pride for what you have accomplished”. He challenged the students to become the instruments of change to impact the world around saying, “Nothing great has been achieved except by those who dared to believe that there is something in them superior to circumstances. I am sure you have it in you to change the world around you.”

The Hon’ble Justice Sri Jasti Chelameswar said, “As the first batch of graduates from this university, you have a great responsibility to promote a just social order in order to create a better future for you and this country. It is possible only when you are educated in the true sense of it. My dear graduates, please prove that you are educated. Bring glory to this university which imparted education to you. Live a happy life. Always remember that in the long run no individual would be happy while the society is in turmoil”.

It has always been my staunch conviction that university education is bound to encourage ‘free thinking’ to shed-off diffidence and inculcate the commitment to contribute clear expression on civic important issues. The University is committed to provide responsive governance for facilitating a highly conducive environment for quality teaching and research. Hence, the bounden duty of undertaking academic research relevant for the needs of the society is prominently reflected in the setting up of Centre for Research Studies in Krishna University. The University has instituted sound systems to provide required impetus to carryout cutting edge research in humanities, social sciences, commerce and management studies, life sciences and technology. The entrance examination for admission into Ph D programme was conducted to foster transparency in admission process with a pristine motive to facilitate team spirit and to synergize human minds towards yielding vibrant knowledge relevant to the society. The bedrock of Krishna University is an amalgamation of values that ascribe to the highest levels of academic distinction, academic freedom and accountability, apart from the values that strive to promote integrity and respect for diversity and human dignity. We trust that we will not fail in our responsibility to create a living legacy for the future generations.

I wish to place on record my appreciation to all the members of the University community for their support and commitment towards making Krishna University a University of choice.
When the winter sun descended a reflection of blissful azure skies on to the wintry waves lacing the sandy beaches of Machilipatnam, the success of Krishna University (KRU) students was delightfully celebrated through the University’s maiden convocation.

The First Convocation of Krishna University was held on the auspicious day of 9th December 2012, at Kalamandiram, University Main Campus; etching in the glorious annals of Krishna District. The ceremony was commenced with the University Song.

The Grace Committee Consisted of His Excellency, E.S.L. Narasimhan, Governor of Andhra Pradesh and Chancellor of Krishna University, Esteemed Chief Guest, Hon’ble Justice Sri Jasti Chelameswar, Judge of the Supreme court of India, New Delhi; Members of the Monitoring & Development Committee (M&DC), distinguished invitees, Faculty and Staff of the University. The first Degree in Doctor of Philosophy was awarded by the Hon’ble Vice-Chancellor, Prof. V.Venkaiah to Dr. Ramana Murthy, a Ph.D. scholar from the Department of Business Management, Krishna University.

Dr. M. Sanjithnath Gold Medals for excellence in academics were conferred upon the first rank holders Veena Swaroopa Valluru (2011) and Sobhadeepthi Kompella (2012), who secured the highest aggregate marks in the Master’s Degree in Pharmacy by passing all the subjects in one attempt within the minimum period prescribed by the University for the completion of the programme.

Ch. Purna Venkata Shivraman Gold Medal was awarded to B.Udayakiran Rompicherla, for obtaining first division by securing the highest aggregate marks in the M.A. in Telugu by passing all the subjects in one attempt within the minimum period prescribed by the University for the completion of the programme.

In his address, His Excellency, Sri E.S.L. Narasimhan said “I am happy to be in the premises where the Father of the
Nation Mahatma Gandhi stayed. He said that the unique objective of education is to be useful for the society and nation. He advised the recipients of the degrees that in the long run, integrity and values distinguish the achievers from others.”

He congratulated the graduating batch and said “the onus is on the educational institutions to be the catalysts in the society to bring about a radical change in the mindset of the leaders as well as the common men to profit with ethical systems and constitutional principles.”

Sri Jasti Chelameswar, Judge of the Supreme Court of India, New Delhi, delivered the first convocation address and said, ‘In my opinion corruption is only a symptom but not a disease. The real disease is lack of right education which teaches the value of the life of fellow human beings, the relevance of nature and need to respect and maintain balance and preserve nature. Our minds are required to be sensitized to the acute pain that each of us inflict upon the society by indulging in activities which are not helpful for generating peace and happiness’.

‘As the first batch of graduates from this university, you have a great responsibility to promote a just social order in order to create a better future for you and this country. It is possible only when you are educated in the true sense of it. My dear graduates, please prove that you are educated. Bring glory to this university which imparted education to you. Live a happy life. Always remember that in the long run no individual would be happy while the society is in turmoil’.

Hon’ble Vice-Chancellor, Krishna University, Prof V. Venkaiah, conducted the proceedings of the First Convocation of the University and presented to the august audience, the First Convocation Report of Krishna University.

He said, ‘in order to preserve and promote our distinctive culture and to instruct our youth in the sacred precepts of religion, it is necessary to build up an ideal University which would seek to combine the practical efficiency of the modern system of education with the high spiritual ideals of yester years. The success story of three years is scripted by the confidence and the determined efforts of everyone in the University.’

He added ‘The affectionate encouragement, guidance and warmth from the Chancellor, Krishna University and the Governor of Andhra Pradesh, His Excellency Shri E.S.N.L. Narasimhan and the stakeholders of the University made the family of Krishna University be modestly proud of what it has achieved in three years besides pointing at the miles to go in the hearts of millions as pioneers in academics.’

Prof. Venkaiah ushered a new academic landscape for posterity, by conferring the First Doctor of Philosophy (Ph. D), Degree on Dr Ramana Murthy, a research scholar from the Department of Business Management, Krishna University.

Prof. Venkaiah expressed gratitude to the Hon’ble Governor for bestowing grace and for giving blessings to the graduates and the students on the august occasion of the First Convocation of Krishna University. He congratulated the parents, who had supported their wards in their academic endeavors. He also thanked all the dignitaries, staff, students and the stakeholders of the University. Krishna University hosted a dinner for all those who were invited for the convocation.
Intercollegiate competitions for all the 143 affiliated colleges were organized as part of the KRU Intercollegiate Youth Festival (KRUICYF) 2012 during 26-28 November, 2012 by the University this year in association with P.B. Siddhartha College, Vijayawada in 25 events including Music, Dance, Theatre, and Literary and Fine Arts. Apart from academic knowledge and scientific advancement imparted in the university, this youth festival is a synergy for all UG and PG students to showcase their culture in a wider arena and win accolades.

Krishna University students welcomed the dignitaries in traditional attires amid trumpets and the NCC cadets gave the guard of honour to the Chief Guest Sri. K. Pardhasaradhi, Minister for Secondary Education, Govt. of Andhra Pradesh.

Inaugurating the festival, he said that, “The Government of India declared January 12th as the National Youth Day in 1995. This day marks the birth day of great Indian philosopher, Swami Vivekananda whose teachings are the biggest philosophical asset of our country.” He also shared his memories as an alumnus of P.B. Siddhartha College. Prof. V. Venkaiah, Vice-Chancellor of Krishna University presided over the inaugural programme and named the event as ‘Krishna Tarang.’ He reiterated the fact that KRU will continue the youth festival celebrations with the same title every year. He said, “The objective of this youth festival is to inculcate leadership qualities, social and moral values among students and ensure their overall development. The event will help strengthen bonds of brotherhood, and friendship among the students of various institutions and share their ideas.”

The colourful stage came alive with distinguished guests such as Sri. Ilapuram Venkaiah, MLC, Sri. Yalamanchili Ravi, MLA Vijayawada East, Prof. K. Viyannarao, Vice-Chancellor, Acharya Nagarjuna University, Sri. S.V. Vishnuvardhana Rao, President, Siddhartha Academy, Sri. N. Venkateswarlu, Secretary, Siddhartha Academy. Prof. D. Suryachandra Rao, Registrar, KRU and Prof. M.V. Basaveswara Rao, Convener, KRUICYF also conveyed their greetings on this occasion. Careful planning and execution by various committees helped in organizing all the 25 events for three days. Nearly 1100 students of affiliated Colleges from Jaggayya Peta to Nagayalanka in Krishna...
District participated in this colourful Festival for three days and displayed their talent.

A vibrant Bharatanatyam performance on Telugu arts and culture set the theme for the valedictory programme on 27th November 2012. In contrast, youth attired in different designer wear with latest hairs-dos presented a spicy fashion show amid foot tapping music much to the delight of the audience. The students went into raptures and the auditorium reverberated with trumpet beats and huge applause. Photo and videographers vied to capture snaps of the fashion show.

The Valedictory Programme was graced by the Chief Guest and founder Vice Chancellor of Krishna University, Prof. M. K. Durga Prasad. He highlighted the rich culture and literature of Krishna District and complimented the university and P.B. Siddhartha College for organising the event. The other distinguished Guests Sri. J. Wilson, MLC, Prof. K. Koteswara Rao, Director, Campus Operations, K L University, Sri. S.V. Vishnuvardhana Rao, President, Siddhartha Academy, Sri. N. Venkateswarlu, Secretary, Siddhartha Academy distributed the prizes to all the enthusiastic winners. 210 prizes were given away for the first three places along with impressive rolling shields for the best all-round performances on the final day. Prof. M.V. Basaveswara Rao, Festival Convener and Prof. Y.K. Sundara Krishna, Festival Treasurer, were also present on the occasion. The Students of Sri Durga Malleswari Siddhartha Mahila Kalasala (SDMSM), Vijayawada, bagged overall championship, KBN College stood as runner-up while P.B. Siddhartha College of Arts and Science won the second runner up in the festival. Every moment and activity of the Festival was planned and carried out by the students, with the guidance and support of the University and affiliated colleges staff. This event was coordinated by Prof. M.V. Basaveswara Rao, Convener, Prof. Y.K. Sundara Krishna, Treasurer, Dr. N. Usha, Cultural Coordinator, and Dr. A. Srinivasa Rao, Event Co-ordinator, Krishna University.

KRU wins three Prizes at the South-Zone Inter-university Youth Festival, Gulbarga


KRU wins at the 28th Inter University National Youth Festival, West Bengal

The students of Krishna University secured second place in One Act Play in the 28th Inter University National Youth Festival 2012-13 held at University of Kalyani, West Bengal from 5 to 9 February, 2013.

The University participated in the South Zone and National Youth Festivals for the first time and our university team won prizes simultaneously. This is a commendable achievement for Krishna University.

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The department of Telugu, Krishna University organized a Regional Seminar on the “Importance of Krishna District in Telugu Language, Culture, Literature and Arts” in association with Krishna District Writers’ Association on December 23rd, 2012 in order to highlight the importance of Fourth World Telugu Conference to be organized on 27th, 28th and 29th December, 2012 in Tirupati. Prof. V. Venkaiah, honourable Vice-Chancellor, KRU presided over the inaugural programme and spoke on the necessity to formulate plans on how best one can disseminate quality information on the rich culture, heritage, traditions, and values of Telugu language and its history among children and youngsters. The Chief Guest of the seminar Prof. Avula Manjulatha, former Vice-Chancellor of Potti Sriramulu Telugu University, and former director of Telugu Academy, Hyderabad, gave the Inaugural address. Delving into the complexities of language, she viewed that, “Research proved that Telugu had a great history. But, due to change in civilization, Telugu language got mixed with Persian, Arabic, Portuguese, German, French, Greek, Latin, Hindi, Sanskrit, and other languages. Literature is an important aspect of Telugu language, which helps in personality development and identity formation. There are about 600-plus languages, but the Constitution has identified only a few. Telugu, which is one among them, is derived from other languages some 3,100 years ago.” She also highlighted the effort of Telugu Academy in publishing books on Telugu literature, culture and Telugu dictionaries, and described how some root words were formed in ancient Telugu language and how their pronunciation changed later. Earlier Dr.N.Usha, Head i/c, Department of Telugu, introduced the theme of the seminar to the audience.

Prof.D.Surya Chandra Rao, Registrar, KRU said that Telugu language has a rich history dating back to thousands of years and effective steps should be taken in making Telugu language vibrant. Prof.Y.K. Sundara Krishna, Principal i/c, KRU said that Telugu people are blessed with a rich heritage of Telugu folk literature and traditions and different dialects should be encouraged and preserved in the internet. He also stressed the need for maintaining dress code depicting Telugu culture while attending such meetings. Krishna District Writers’ Association president Sri. Guthikonda Subba Rao and General secretary Sri. G.V. Purnachand, highlighted the greatness of Telugu language.
The Vice-Chancellor presented the traditional ‘tambulam’ and felicitated the Chief Guest. Thought provoking research papers on various aspects of Telugu literature and culture of Krishna district were presented by Prof. Sikhamani, Director, Centre for Comparative Studies, Potti Sriramulu Telugu University, Sri.Kadiyala Rammohan Roy, Sri. Ravela Samabiva Rao, Dr.G.Vishnu Prasad and Dr.A.Srinivasa Rao, in the paper presentation session chaired by Sri.G.V.Purnachand. Speakers reiterated that Krishna District has always been in the forefront in dishing out the best in telugu literature and eminent Telugu writers of the district have brought national awards to Telugu literature. In the afternoon, the university arranged a rich cultural feast to the audience with traditional Hari katha, Burra katha, Kuchipudi and folk performances by students drawn from different parts of Andhra Pradesh.
Prof. M V Basaveswara Rao, SO, Dr. MRAR PG Centre, Krishna University organized a motivation and training program for the students for placement activity on 19-12-2012. This programme is aimed at making the students aware of the various employment opportunities available to them. It also focused on the skills necessary in today’s competitive world and motivated them to improve their technical knowhow for better career opportunities.

A Placement activity was organized for all the graduates and post graduates by various companies at Krishna University PG Centre, Nuzvid, on 29th December 2012. Many students were placed in reputed and well established institutions and organizations in Hyderabad, Visakhapatnam and Vijayawada.

NEW YEAR CELEBRATION
MARTYRS DAY
JANUARY 26th FLAG HOISTING
FREE MEDICAL CAMP
FREE DENTAL CAMP
BLOOD DONATION CAMP
FREE MEDICAL CAMP

NATIONAL SCIENCE DAY

SCHOOL CHILDREN DENTAL AWARENESS

INAGURATION OF NRDA WORK SHOP

RELEASING KRUCET BROCHURE

NSS CAMP UNIT I

NSS CAMP UNIT II

Krishna University News Letter - Krishna Tarangalu
Vice-Chancellor, Krishna University, Prof. V. Venkaiah addressed the students as President of the programme and motivated 10th Class Students to believe in themselves and in their strength, at the ‘10th class students’ conscious awareness programme’ organized jointly by Krishna University NSS Unit and AP Social Welfare Department, Machilipatnam. Speaking on this occasion, he recollected what our former President APJ Abdul Kalam had to say about the point. Prof. V. Venkaiah further advised the students to have a goal and work hard to achieve it. One should work hard to reach the pinnacle of success, he further added. He exhorted that success should not be a destination, it should be a life-long journey. He told the students that family background does not obstruct one’s growth if one is strong willed and dedicated towards the chosen path. He showed himself as an example saying that he also came from a family of farmers. He also told that Krishna University always extends its helping hand in the organization of such programmes.

Chief Guest of the programme, RDO, Venkateswara Reddy expressed his happiness in the organization of this programme by the university teachers who strive towards encouraging the students for a bright future and are always dedicated to the upliftment of the society.

He also told that he too went to work in the fields as his father was a farmer, but he studied because he found that going to school and studying are easier when compared to the relentless toil in the fields. Even though he was an average student till his graduation, he secured a gold medal in his post graduation as a result of mental maturity, he told the students. He succeeded in convincing the students that it is a myth that some students are intelligent and some are not. The reason behind the success of the so-called intelligent students is their hard work, he further stated.

In the inaugural address of the programme, NSS coordinator Dr. CM Vinaya Kumar advised the students to inculcate qualities like discipline, trust and courage. He further added that life is always difficult for those who think that every task is difficult. The more one toils, the more happy his life will be, he added.

Participating in this programme, Social Welfare Department Joint Director, PV Prasad advised the students to make use of these programmes and get good results in 10th class Public examinations. Registrar, Krishna University, Prof. D. Surya Chandra Rao, Principal i/c, Prof. Y.K. Sundara Krishna, NSS Programme officers, Dr. T. Vijayalakshmi, Dr. P.V. Bramhachari also took part in this programme. On this occasion, several voluntary organizations gave geometry boxes to the students. At the end, guests and faculty who took part in the programme were felicitated by the Vice-Chancellor.

**Cycle rally... for a noble cause !**

On the occasion of “Prapancha Telugu Mahasabhalu”, Krishna University NSS unit organized a cycle rally under the auspices of Prakrithi Mithra, Pollution Control Board. While Registrar, Prof. D. Surya Chandra Rao started the rally, Principal (i/c)
Prof. Y.K. Sundara Krishna led the rally. Students took part in this rally explaining the greatness of Telugu language and the need to conserve our environment. Programme Coordinator, NSS Unit, Krishna University, Dr. C.M. Vinaya Kumar, NSS Programme Officers, Dr. P.V. Bramhachari, Dr. M. Koteswara Rao, Officer-on-Special Duty, Examinations Section, Dr. K. Kiran Kumar, students of Krishna University and its affiliated colleges took part in this programme.

For ‘Getting to Zero’ on AIDS

Krishna University organised an “AIDS Awareness Programme” on the occasion of World AIDS Day. Chief Guest of the Programme, Dr. B. Dhanvanthari Acharya told that unsafe sexual practices, blood transfusion methods, using the same syringes for a number of people are the main reasons for this disease. He further stated that AIDS is not a disease per se but it weakens the defence system of the body. He said that the current practices in medicine are able to save the child in a mother’s womb from acquiring this disease from the mother. An AIDS patient may live longer by taking proper diet, he stated. President of the programme, Prof. YK Sundara Krishna opined that a disciplined life would never fall prey to such a problem. He also reiterated the old saying, ‘prevention is better than cure’. Guest of Honour of the Programme, NSS Coordinator, Dr. C.M. Vinaya Kumar told that a large number of villagers are acquiring this disease because of lack of awareness programmes. He was of the opinion that preventive measures should be explained to people using simple and clear language. NSS Programme Officer, Dr. P.V. Bramhachari told that World AIDS Control Centre is working towards the goal of ‘getting to zero’ this year and this cannot be achieved without the cooperation of everyone. Guests, invitees, teachers, students and research scholars lighted candles in this programme and expressed their togetherness in fighting with this disease. This programme was concluded by a formal vote of thanks proposed by NSS Programme Officer, Dr. M. Koteswara Rao.

Awareness programme on Telugu Bhasha, Prakrithi Mithra & Paryavaranam...

On the occasion of ‘Prapancha Telugu Mahasabhalu”, Krishna University conducted an awareness programme on ‘Telugu Bhasha, Prakrithi Mithra, Paryavaranam’ in which students from the affiliated colleges also participated. Chief Guest of the inaugural programme, Prof. Y.K. Sundara Krishna opined that the present generation is unnecessarily getting attracted to western culture and forgetting our own culture and values. He further stated that technological advances have adversely affected our culture and tradition. President of the
programme, Prof. D.Surya Chandra Rao was of the opinion that when compared to other States, our people had little respect towards our language. Guest of Honour, District Ecological Engineering Department Joint Chief Sri. A.Vijayakumar stated that his department is working with all the universities in the state to create awareness among people. NSS Coordinator, Dr. C.M.Vinaya Kumar reminded the students that environmental conservation is everyone’s right and responsibility. As the Vice-Chancellor was in an official programme in Hyderabad, he sent his best wishes to the programme. In his message, the VC exhorted that programmes of this kind would help people to come out of the clutches of pollution. In the Presidential address of the Valedictory Programme, Prof. V. Venkaiah commented that education is not limited to class rooms, exams and results; and having competitive spirit and being goal-oriented are the qualities of a good student. He reminded the students that participating in NSS programmes is nothing but helping the society and country’s development. He told the volunteers that their immediate goal should be to recognize social problems and show possible solutions to them. Chief Guest of the Valedictory Programme, Former Vice-Chancellor, Potti Sriramulu Telugu Viswavidyalayam, Prof. A. Manjulatha opined that pollution of our language and culture are the result of the polluted moral values and ethical systems in the society. While studying English, she told the students, there is no need to forget our own language. At the end of the programme, winners of the competitions were given away prizes.

Blood Donation Camp organised

Voluntary blood donation camp was conducted by NSS units of Krishna University on 6th December 2012 at the University Auditorium. It started at 9:30 am, with Hon’ble Vice-Chancellor, Prof.V.Venkaiah cutting the ribbon in the presence of the Registrar, Krishna University, Prof.D.Suryachandra Rao, Principal I/c, Campus College, Prof.Y.K.Sundara Krishna, Programme Coordinator, NSS, Krishna University, Dr.C.M.Vinaya Kumar and Programme officers Dr. M. Koteswara Rao, Dr.T.Vijayalakshmi and Dr .P.Veerabrahmachari.

Extensive publicity of the event was done by the enthusiastic volunteers of NSS. As a result a large number of students from the University campuses and degree colleges and some faculty members came forward to donate to this noble cause. Donors first had to fill out a registration form. Next they had to undergo the primary & secondary screening procedure. The tests insured that the donor’s weight was above 45 kgs and haemoglobin level greater than 12.5 mg; else they were deferred from donating blood. Donations took place in a well-organized manner wherein a warm and pleasant environment was maintained for the donors. After donating blood, donors were provided with refreshments and a Certificate of Appreciation, acknowledging their precious contribution to the society. Donating blood proved to be an elevating experience for the donors – an experience that felt like bestowing life!

By noon the blood count soared to 105 units, which was fortified by the Programme Coordinator inspiring students to contribute for the cause. The event ended at 2:30 pm bringing a smile of satisfaction. And yet another event ascertained the NSS motto “Not me but you”. 

NSS motto “Not me but you”.
FACULTY ACTIVITIES

Prof. M V Basaveswara Rao, 
SO, Dr. MRAR PG Centre, Krishna University

Publications


Dr. N.Usaha, Associate professor, Department of English:

Publications


Paper Presentations

- Presented a paper titled “Resistance in Patrick White’s Voss” in the International Patrick White Centenary Conference organized by Department of English, University of Hyderabad during 5-7 November, 2012.
- Presented a paper titled “To empower and to humanize: America in Adichie’s The Thing around your Neck,” in International Seminar on Negotiating Margins by OUCIP, Osmania University during 17-19 December, 2012.

Dr. C M Vinaya Kumar, Asst.professor, Dept. of Journalism and Mass Communication, KRU

Publications

- Presented paper titled ‘Connective Role of Mass Media between Research Institutes and Farmers in Adaptation of Agricultural Innovations’ in the UGC - National Seminar on ‘Agricultural Innovations and Mass Media Approaches’ Organized by Department of Journalism and Mass Communication Acharaya Nagarjuna University, Guntur, during November 29-30, 2012

Dr. J. Naveena Lavanya Latha, Asst.professor, Dept. of Bio-Technology, KRU

Publications


Paper Presentations

- Paper present on “”Differences in proteomes of Candida albicans in diverse environmental conditions in AP Science Congress, 14-16th Nov-2012 at ANU Guntur
- Semi dry Blotting apparatus (Merck Millipore)
- Fluroscent Microscope (Optika, Italy)

Ms. Suseela Lanka, Asst.professor, Department of Biochemistry, Krishna University Dr. M.R.A.R. PG centre Nuzvid.

- Presented a paper titled “spectrophotometric determination of Azatanavir in pure and doses formulation” in A P science congress -2012 organized by ANADHRA PRADESH AKADEMI OF SCIENCES and ACHARYA NAGARJUNA UNIVERSITY, during Nov, 14-16,2012.
- Presented a paper titled “spectrophotometric determination of Azatanavir in pure and doses formulation” International seminar on current trends in environmental toxicology and experimental therapeutics ( ISETET-2012), organized by department of chemistry , VIKRAMA SIMHAPURI UNIVERSITY, Nellore during 18-19 DEC,2012.
Vice-Chancellor, Krishna University, Prof. V. Venkaiah stated that the glory of Telugu language will continue to share its fragrance forever to its people, at the District Central Library at a programme organized by Bharateeya Sahitya Parishad on 17th November, 2012. He further added that learning a second language does not and should not mean that one can eventually forget one’s own mother tongue. A true user of second language is the one, who can easily switch over from one language to the other, he stated. Education does not mean studies alone; it also includes games, cultural activities, social service and self-discipline among many others, he elaborated on. He further added that right education would make a person aware of not only rights; but also responsibilities. He advised the students to think of their rights only after they fulfilled their responsibilities.

He also told the audience that he is trying to promote telugu art and literature in the university.

Telugu Language... the Italian of East!

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He also told the audience that he is trying to promote telugu art and literature in the university.
On the occasion of Andhra Pradesh Formation Day which was celebrated greatly in Krishna University, Vice-Chancellor, Prof. V. Venkaiah paid his tributes to Amarajeeti Potti Sriramulu and unfurled the national flag. In his speech, prof. V. Venkaiah expressed his hope that Krishna University would grow to greater heights with the dedication and commitment of its faculty and staff. He recollected the days of infancy of Dr. BR Ambedkar Open University when he joined the university and admired at its present status of worldwide recognition. In the same way, he said that Krishna University will develop with the hard work and dedication of faculty and staff of international quality. And in 20 years the university can stand ahead by building reputation.

Principal (i/c) Prof. Y.K. Sundara Krishna recollected the martyrs whose sacrifices had resulted in the establishment of Andhra Pradesh as a separate state. In memory of those, Prof. Sundara Krishna suggested that the university’s correspondence could be done in Telugu. NSS Programme Coordinator Dr. C.M.Vinaya Kumar, Coordinator, Centre for Research Studies, Dr. Ch. Jayasankara Prasad, teachers, students and research scholars took part in these celebrations.
The pursuit of academic excellence has always been a major thrust, coupled with all types of opportunities and facilities, provided to the next generation for a better standard of living. We cater to the holistic development of the young students and our continuous endeavor to find out the talent in our students and to guide them to the right path, will really be achieved in the days to come. Though it has been a period of success, we must not forget that there are “many more miles to go” and we must toil continuously to bring the performance of our Athletes from better to the best. In fulfilling the above aims of the University, Sports Board has conducted various activities throughout the academic session. Sports activities are conducted as per the Sports calendar circulated by the University Sports Board. In the whole academic session various sports activities were conducted at College Level and the best players were selected to represent our University in various Games and Sports at South Zone/All India Inter University Tournaments during this academic year. Students actively participated in all the KRU Inter Collegiate tournaments. Inter Collegiate tournaments-cum-University team selections were conducted in 34 events. Only University team selections were conducted in Archery (MW), Aquatics (M), Boxing (M), Gymnastics (MW) and Tennis (M).

- In Athletics (M), AG&SG Siddhartha College, Vuyyuru, Dr.Z.H.College, Ibrahimpatnam and V.K.R.College, Buddhavaram secured the first, second and third places respectively.
- In Badminton (M), P.B.Siddhartha College, Vijayawada, A.N.R College, Gudivada, and K.B.N College, Vijayawada secured the first, second and third places respectively.
- In Badminton (W), A.N.R College, Gudivada, Maris Stella College, Vijayawada and PBSiddhartha College, Vijayawada secured the first, second and third places respectively.
- In Ball Badminton (M), Noble College, Machilipatnam, DAR College, Nuzvid and The Hindu College, Machilipatnam secured the first, second and third places respectively.
- In Ball Badminton (W), Noble College, Machilipatnam, Sri Bala Sai Degree College, Machilipatnam and The Hindu College, Machilipatnam secured the first, second and third places respectively.
- In Basketball (M), Sarada College, Nuzvid, DAR College, Nuzvid and AL College, Vijayawada secured the first, second and third places respectively.
- In Basketball (W), Maris Stella College, Vijayawada, SDMS Kalasala, Vijayawada and Sarada College, Nuzvid secured the first, second and third places respectively.
- In Chess (M), KBN College, Vijayawada, SRR&CVR GDC, Vijayawada and SVD Siddhartha Law College, Vijayawada secured the first, second and third places respectively.
- In Chess (W), Maris Stella College, Vijayawada, SDMS Kalasala, Vijayawada and Madona College, Gunadala secured the first, second and third places respectively.
KRUIC Men Athletics Champions, AG&SG Siddhartha Degree College, Vuyyuru

KRUIC Women Athletics Champions, SDM Siddhartha Mahila Kalasala, Vijayawada

secured the first, second and third places respectively.

- In Cricket (M), AL College, Vijayawada, P.B. Siddhartha College, Vijayawada and AG&SG Siddhartha College, Vuyyuru secured the first, second and third places respectively.

- In Cross Country (MEN), AG&SG Siddhartha College, Vuyyuru, VSR Govt. Degree College, Movva and KVR College, Nandigama secured the first, second and third places respectively.

- In Handball (W), SDMS Kalasala, Vijayawada, KBN. College, Vijayawada and Satavahana College, Vijayawada secured the first, second and third places respectively.

- In Cross Country (W), SDM Siddhartha Mahila Kalasala, Vijayawada, and VSR Govt. Degree College, Movva secured the first and second places respectively.

- In Football (M), AL College, Vijayawada, P.B. Siddhartha College, Vijayawada and Noble College, Machilipatnam secured the first, second and third places respectively.

- In Handball (M), Satavahana College, Vijayawada, KBN. College, Vijayawada and PBS College, Vijayawada secured the first, second and third places respectively.

- In Kabaddi (M), PBS Siddhartha College, Vijayawada, TSR&ERR GD College, Pamarru and AG&SG Siddhartha College, Vuyyuru secured the first, second and third places respectively.

- In Kabaddi (W), AG&SG Siddhartha College, Vuyyuru, TSR&ERR GD College, Pamarru and VSR Govt. Degree College, Movva secured the first, second and third places respectively.

- In Kho-Kho (M), Noble College, Machilipatnam, The Hindu College, Machilipatnam and AG&SG Siddhartha
College, Vuyyuru secured the first, second and third places respectively.

- In Kho-Kho (W), SDMS Kalasala, Vijayawada, KBN College, Vijayawada and VSR Govt. Degree College, Movva secured the first, second and third places respectively.

- In Netball (M), Satavahana College, Vijayawada, SRR&CVR GDC, Vijayawada and VSR Govt. Degree College, Movva secured the first, second and third places respectively.

- In Netball (W), SDMS Kalasala, Vijayawada, Maris Stella College, Vijayawada and SRR&CVR GDC, Vijayawada secured the first, second and third places respectively.

- In Softball (M), AL College, Vijayawada, AG&SG Siddhartha College, Vuyyuru and SRR&CVR GDC, Vijayawada secured the first, second and third places respectively.

- In Softball (W), AG&SG Siddhartha College, Vuyyuru, SDMS Kalasala, Vijayawada and Maris Stella College, Vijayawada secured the first, second and third places respectively.

- In Table Tennis (M), KBN College, Vijayawada, P.B. Siddhartha College, Vijayawada and ANR College, Gudivada secured the first, second and third places respectively.

- In Table Tennis (W), KBN College, Vijayawada, SDMS Kalasala, Vijayawada and KVR College, Nandigama secured the first, second and third places respectively.

- In Volleyball (M), YVNR GDC, Kaikaluru, P.B. Siddhartha College, Vijayawada and AL College, Vijayawada secured the first, second and third places respectively.

- In Volleyball (W), ANR College, Gudivada, Maris Stella College, Vijayawada and SDMS Kalasala, Vijayawada secured the first, second and third places respectively.