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From the Vice Chancellor’s desk...

Education is the most powerful weapon which you can use to change the world.

--- Nelson Mandela

Krishna University is evolving itself with a spirit to endow its graduates with specialized knowledge in their respective fields and encouraging them to acquire necessary skills for living successfully as citizens and to perform well in the world of work... an act of bringing positive change as said by Madiba, the champion of freedom.

Knowledge is power, but it can be used for good or for evil. If we are not careful, it can lead to complacency and arrogance. However, Krishna University is racing along with others to embed in itself the new paradigm of integrating ICTs in teaching and learning to realize Krishna University’s mission of Technology Enhanced Learning (TEL). Also, the varsity is raising clarion call to all educational institutions in Krishna District to emulate student-centric knowledge imparting model which facilitates deep learning. ICTs are a great boon to meet the current career needs and they must not be relegated to mere access and information delivery.

Though humble in its beginnings, Krishna University is making all possible efforts to identify, brainstorm, design and offer courses that are not water-tight compartments. The orientation is always inclined towards giving students the freedom to diversify into various fields as per their career preferences. Technology enhanced learning is the guiding principle of the University as all labs and lecture halls are well equipped with market-speed configurations to cater to the academic and research needs of the students.

Academic leadership is a great responsibility and the University conducted a meeting to all the Principals of its Affiliated Colleges to implore upon them to give highest priority to deepen their academic responsibility, which propels the students’ performance in a long way. Much stress was laid on finding ways to sculpt a student and imbibe skills to face challenges of life on one side and the challenges of the society on the other, in this fast-changing and impacting global scenario.

Krishna University is learning to prevail on quality thrust in higher education so that it should train learners gain knowledge, skills, values and transform them into responsible citizens to lead sustainable lives. As Part of its social responsibility the University organized Public Lecture Series and Prof. V.S. Prasad, former Director, National Assessment and Accreditation Council (NAAC), Bangalore, delivered the first University Public Lecture on “Towards Synergy of Quality Assurance in Higher Education” at Siddhartha Auditorium, Vijayawada on 2nd January, 2013.

Emphasizing the synergy of Quality Assurance, he said that it is the convergence of combined efforts to produce results which are greater than the sum of individual efforts as a result of creative cooperation.

The vision of the University is “to develop the University as a highly reputed higher education institution of perennial source of knowledge like river Krishna, for a just and sustainable knowledge economy and society”. As envisaged by the National Knowledge Commission, the University offers a blend of conventional and career-oriented courses in Arts, Sciences, Management and Technology with industry linkage. Started with six Post Graduate programmes in the University Campus College, the total number of programmes reached to 12 in the Main Campus 8 at the PG Centre during the academic year 2013-14. Despite its stringent shortcomings, the University is striving hard to be accountable to its stakeholders. The University has proven its mettle time and again in the successful conduct of examinations, declaration of results on time and in providing academic leadership to the affiliated colleges. With a strong desire and unfathomable zeal to imprint its footprint on the global landscape of education, the University has conducted several penetrating sessions of brainstorming with its stakeholders and obtained their feedback. The varsity is cognizant of the aspirations and expectations of the stakeholders, who responded to our structured questionnaire and expressed that strengthening of PG Programmes and creation of the state-of-the-art laboratories are essential to meet the global and local needs. Hence, the University has recorded all these observations in its proposal for RUSA, to reveal the threatening infrastructural and academic constraints.

The yoke of responsibility is on Krishna University to rejuvenate the past glory of arts, cultural activities and education of this region. The Machilipatnam town was a great seat of learning for the entire district as the British people founded many schools and colleges here. What has to become a greater global learning centre after so many years of educational nourishment, Machilipatnam lags behind in showing pointers to development. Hence, there is an imminent need to make the University, a research hub, which requires well developed library and laboratory facilities, which will boost-up research and culminate in the exchange programmes between experts and students.

--- Prof. V. Venkaiah
Meeting of the Principals of Affiliated Colleges

Krishna University (KRU) conducted Principals Meeting at Seminar Hall of P.B.Siddhartha College of Arts and Science, Vijayawada on 25th July 2013. The meeting was held to discuss academic matters, affiliation matters, mandatory assessment and accreditation, examination matters and other important issues pertaining to the academic activities of the University. The meeting was presided over by the Vice-Chancellor, Krishna University, Prof.V.Venkaiah, in which the Dean, College Development Council, KRU, Prof.D.Suryachandra Rao, Director, Directorate of Admissions, KRU, Prof.M.V.Basaveswara Rao, Controller of Examinations, KRU, Prof.Y.K.Sunadara Krishna, Coordinator, Academic Audit Cell, KRU, Dr.N.Usha, Programme Coordinator, NSS Cell, KRU, Dr.C.M.Vinaya Kumar and Secretary, Sports Board, KRU, Dr.N.Srinivasa Rao, gave power-point presentations on the objectives and goals of the respective offices.

During his presentation for over 45 minutes, Prof. Venkaiah elaborated the vision of the varsity as “To develop the University as a highly reputed higher education institution of perennial source of knowledge like river Krishna, for a just and sustainable knowledge economy and society”. He added that the University is committed to provide more inclusive access to affordable quality higher education and promote quality research in diverse areas of development appropriate to the local context. He maintained that the university community will be engaged in application of knowledge for community development and to strengthen interface between Affiliated Colleges and University to provide a responsive, accountable, transparent, participative, and results based management system. He reiterated that the University will develop collaborations and network with industry and other academic and research institutions to meet the expectations of various stakeholders and use ICT extensively for enrichment of teaching-learning process and for effective governance.

Prof D. Suryachandra Rao, Registrar, who is also discharging duties of Dean, College Development Council, in his power point presentation to the Principals of all the affiliated colleges highlighted the recommendations of High Power Committee, UGC’s (Mandatory Assessment and Accreditation of Higher Education Institutions) Regulations, 2012, details of XII plan for securing grants from UGC, and also provided information with regard to organization of a National Seminar on “Assessment and Accreditation” by College Development Council.

In his address to the Principals, Prof. D. Suryachandra Rao provided details about the constitution of High Power Committee to strengthen the affiliating system in Krishna University. He said that the High Power Committee in its report recommended that the University shall grant permanent affiliation to the private institutions which are enjoying temporary affiliation at least for a period of five years subject to the fulfilment of other conditions stipulated by the University. He has also informed that the Committee has recommended to the University to send Inspection Committee for grant of affiliation to the affiliated colleges, once in two years. Further, the Committee has recommended to encourage those affiliated colleges with not less than ten year of standing, holding permanent affiliation and recognised by the UGC under Sections 2(f) and 12(B) of the UGC Act., 1956 and fulfilled other norms prescribed by the University, to apply for the status of Autonomy to the UGC. The Committee has also recommended to encourage those affiliated colleges which have fulfilled all the requirements to apply for inclusion...
under Sections 2(f) and 12(B) of the UGC Act., 1956 in order to secure grants from the UGC. Another important suggestion is that the University shall encourage the affiliated colleges to establish Internal Quality Assurance Cell (IQAC) and use of Information and Communication Technology (ICT).

The Dean, College Development Council has informed that the UGC has recently notified Mandatory Assessment and Accreditation of Higher Education Institutions) Regulations, 2012. These regulations shall apply to all the Universities established under Central Act/ State Act and all the colleges, including autonomous colleges, other than technical institutions. As per the regulations, it shall be mandatory for each Higher Educational Institution to get accredited by the Accreditation Agency after passing out of two batches or six years, whichever is earlier. Those who comply to these regulations will be benefited in terms of liberal financial assistance under various plans and schemes. Institutions which ignore these regulations will be penalised appropriately by UGC.

To create awareness among the affiliated colleges with regard to UGC (Mandatory Assessment and Accreditation of Higher Education Institutions) Regulations, 2012, the Dean, CDC has informed that the Colleges Development Council will organize a two day National Seminar on “Assessment and Accreditation – A tool to enhance quality and excellence in Higher Education” in the month of January, 2014.

The Dean, CDC has also provided useful tips to secure grants from UGC under XII plan and assured cooperation from College Development Council, Krishna University in this process.

The Regional Director, IGNOU, Vijayawada, Dr.V.Venugopal Reddy and the Principal, P.B.Siddhartha College of Arts and Science, Sri.V.Babu Rao spoke on the occasion. Towards the end of the programme the Principals of the affiliated colleges, KRU interacted with the University administration and obtained clarifications on many a matter of academic and administrative importance.
KRU VC’s Keynote Address at International Conference at GRIET, Hyd

KRU Vice-Chancellor Prof.V.Venkaiah inaugurated a two-day national seminar on “Consumer Dynamics and Marketing Strategies in a Globalized Economic Era-Perspectives and Challenges” organized by Gokaraju Rangaraju Institute of Engineering and Technology (GRIET), Hyderabad, on 29th October 2013. Addressing the gathering Prof.V.Venkaiah emphasized on mega marketing trends/dynamics in the globalized era, Technology and marketing interrelatedness, global market competition and borderless markets, changing expectations and awareness among Indian consumers. Vice-chancellor said that globalization has been a major factor behind the improvement of the market changes in India. Therefore there is a dire need to adopt a market driven approach which takes the form of careful monitoring of the competition and skill in understanding the market and its customers. Prof.V.Venkaiah also pointed out that predominance of emerging large economies outweighed the developed western economies, and the new modern middle class has created a great impact on marketing process and strategies. Prof.V.Venkaiah said that every human and social problem is an opportunity to the marketers. He also said that the fast changes in consumer lifestyles, perceptions and behavior have been noticed in this globalized era. Besides the Vice-Chancellor, Dr.G.Gangaraju, Sri. GVK.Rangaraju, Prof. P.S.Raju, Dr.J.N.Murthy, Dr.Y.Ramakrishna Prasad, Prof.KVS Raju, Prof. PB Appa Rao, Prof. SR Seshagiri, Faculty Members, students and few others were present at the programme.

KRU Launches Public Lecture Series

Krishna University started Public Lecture Series in the New Year 2014 as a social responsibility towards its affiliated colleges, students and the general public. Prof.V.S.Prasad, former Director, National Assessment and Accreditation Council (NAAC), Bangalore, delivered the first University Public Lecture on “Towards Synergy of Quality Assurance in Higher Education” at Siddhartha Auditorium, Vijayawada on 2nd January, 2013. He opined that Quality deficit is the defining feature of the huge, diverse and complex higher education system in India and the understanding of collective responsibility for quality deficit may change our appreciation of the problem from ‘not me’ syndrome to ‘me too’ outlook. He reiterated that a positive change in attitude should lead to synergy of individual and institutional efforts in quality assurance. Emphasizing the synergy of Quality Assurance, he said that it is the convergence of combined efforts to produce results which are greater than the sum of individual efforts as a result of creative cooperation.

From the minimalistic perspective, he listed the generic features of a good higher education institution as:
1) A clearly stated vision, mission and values
2) Student admissions based on comprehensive merit representing diverse social Groups
3) Staff with academic distinction and commitment to profession
4) Development of programmes, curriculum and pedagogy for making a living and for living in a diverse and democratic society
5) Sufficient infrastructure to meet the teaching-learning and administrative requirements with application of modern technologies in all its operations.
6) Flexible and networked governance system and idea centric leadership balancing professional management and academic autonomy
7) Embedded quality assurance system for continuous improvement and rejuvenation.

The right alignment of these elements makes the institution a good higher education institution.
Patriotic fervour grips Krishna University

Amid enthusiasm and patriotic fervour, the tricolour flew high on the Krishna University premises, as part of the 67th Independence Day Celebrations on August 15, 2013. The Vice Chancellor, Prof. V.Venkaiah unfurled the tricolour in front of KRU main building which was followed by the National Anthem and other patriotic songs which included the all-time great National Integration song “Saare Jahan Se Achha”. An inspiring, motivating and unique address by the Vice-Chancellor kindled the patriotic feeling among all those present and provided them with a valuable message for shaping the future of the Nation through their dedicated involvement to overcome the challenges faced by the Nation. Addressing the gathering he said that India would achieve true independence in the true sense only when we banish poverty, illiteracy, hunger and backwardness from our country. The Vice-Chancellor in his address pointed out that India is no ordinary nation – it is indeed a great nation which stands united despite its very many diversities and that every Indian takes pride in ensuring that it remains one among the top ranking nations in economic performance in the global arena. Prof. D.Surya Chandra Rao, Registrar, Krishna University also addressed the students and urged them to remember that they have a duty and responsibility for the larger task of nation building. The function was also attended by Principal Prof. Y.K. Sundara Krishna and other faculty members and student fraternity. The function concluded with the National Anthem.

Award for Prof. V.Venkaiah

The Vice Chancellor, Krishna University, Prof. V. Venkaiah was awarded ‘Pulavarthi Narayanamurthi Memorial Award for Excellence’ by Dr. Pattabhi Kala Peetham, Machilipatnam, in its Third Anniversary. The meeting was presided by Sri. Guttikonda Subbarao, while Smt.S.Surya Prabha acted as the Chief Guest. Many a scholar and artist of par excellence attended the meeting. Speaking on the occasion Prof. V. Venkaiah said that ‘Pulavarthi Narayanamurthi is known for his services and exemplary personal values. He added that his simple living and noble thoughts are timeless treasures.
ACTIVITIES OF CENTRE FOR RESEARCH STUDIES (CRS)

The CRS of the University had successfully conducted mandatory research course work (one semester) for 150 research scholars (M.Phil./Ph.D.) admitted for the academic year, 2012-13 during July-Dec, 2013 in the Departments of Computer Science, Commerce and Management, English, Journalism and Mass Communication and Biotechnology at University Campus College, Machilipatnam, and for the departments of Chemistry and Pharmacy at Dr. MRAR PG Centre, Nuzvid under the supervision of the Dean Faculty concerned. Eminent faculty members, scientists and industrialists with proven expertise are drawn from academia, national research organisations and corporate sector across the country.

The CRS of the University had successfully conducted Pre-Ph.D./M.Phil. Part-1 examination during 02-04 Dec, 2013 to 140 research scholars (M.Phil./Ph.D.) who had successfully completed their research course work in the departments concerned. The Pre-Ph.D./M.Phil. Part-1 examination results were declared in the last week of December, 2013 and first week of Jan 2014.

Guest Lecture by Prof. V. Venkata Krishna

A guest lecture delivered by Prof. V. Venkata Krishna, Principal, Chaitanya Institute of Engineering and Technology, Rajahmundry on Research Methodology flourished enthusiasm in all the research scholars. He also elevated the scope of research in Image Processing. The guest lecture was organized on 17-09-2013 as a part of Computer Science research course work at Krishna University, Machilipatnam.

As a part of the research course work, on 07-09-2013 Prof. E. Sreenivasa Reddy, Principal, ANU College of Engineering and Technology, Guntur gave a guest lecture on Research Methodology and image processing. He explored different issues that can be addressed by the research scholars in various sub areas of Image Processing. He also enlightens the scholars to pursue research in Image Processing and its related field of study.

As a part of the research course work, a guest lecture was organized by the department of Computer Science of Krishna University on 25-09-2013 and presented by Prof. G. V. S. N. R. V. Prasad, Professor and Head of the Department, Department of Computer Science & Engineering, Gudlavalleru Engineering College, Gudlavalleru.

At an outset, he discussed various burning issues and problems that can be focused by the researchers in Data Mining and Image Processing. He elucidated certain problems in Data Mining and how he addressed those issues in his research work.
**PG Centre activities**

**Placements**

Trimax laboratories Pvt.Ltd, Raichur, Maharastra conducted Campus Placement activity for the M.Sc., Organic chemistry, M.Sc., Analytical Chemistry and M.Pharmacy students at Krishna University Dr.MRAR PG Centre, Nuzvid. Md. Junaid Azam, HR Department conducted written test for 51 aspirants from krishna University and universities around. Two rounds of test was conducted and the selected candidates were called for the medical test at the trimax labs, raichur. Mr. Azam said.

Prof. M.V.Basaveswara Rao, Special officer, KRU Dr. MRAR PG Centre, Nuzvid greeted the selected candidates and in the inaugural program Dr.N.Srinadh, principal, Sri Siddhartha Pharmacy College, Nuzvid and faculty members from the PG Centre Susheela, Ramarao, Dr. Ravi Kumar, Nagaraju participated. Prof. Basaveswara Rao advised the students to develop competitive spirit to get success in the placement activity.

**Independence Day**

Prof.Mandava V.Basaveswara Rao, Special Officer, Krishna University Dr.MRAR PG Centre, Nuzvid hoisted the Flag.

Several faculty and students spoke about the sacrifices made in the freedom struggle and total movement of independence.
Smart Lecture

An expert lecture on “Smart Factories for the Human Life” was organized at Krishna University Dr.MRAR PG Centre, Nuzvid.

Dr. P. Bhanuprasad, working at Matrix Vision GmBH, Paris, France was invited to deliver expert lecture on smart factories for human life. He spoke with live examples of smart factories which are used in our day to day life and their role in improving our lifestyle.

He gave enormous examples of the instruments, computers, ornaments, traffic lights and life protecting items.

Prof. M. V. Basaveswara Rao, Special Officer, Krishna University Dr.MRAR PG Centre felicitated the guest.

Faculty members and students of krishna University participated in the seminar.

Seminar on Care for Good Health – Stream out Stay Fresh

Krishna University Dr. MRAR PG Centre, Nuzvid, in association with Rotary Club Nuzvid, organized a seminar on “Care for Good Health- Stream out and Stay Fresh” at Krishna University PG Centre on 19th August 2013. Prof. M. V. Basaveswara Rao, Special Officer, Krishna University Dr.MRAR PG Centre inaugurated the seminar and presided over the function. Ms. Sharon Sai Chowdary, Head, Department of Physical Education, Melbourne University, Australia, who has founded and working for Aus Niryana Foundation for EHES was the keynote speaker. Sri. P. Anil Kumar and Sri RKN Murthy were the distinguished Guests. This is a successful programme on cancer and diabetes awareness campaign.

Ms. Sharon Sai Chowdary spoke at length on the reasons for the diabetes, types of diabetes, symptoms of the diabetes, and effects of excessive sugars on our health. If somebody is identified with diabetes, what should one do? She focused mainly on the diet to be followed and the items to be restricted. She advised not to have junk and bottled food and advocated for the organic farming and the products of organic farming are much more safer than the practiced greedy farming products which will have the residues of pesticides in food. She has focused on the cancer, risk factors to cancer and advocated for the vegetarian food. She has highlighted the ways of cancer and the preventive measures to be taken. Prof. M. V. Basaveswara Rao, Special Officer, Krishna University Dr.MRAR PG Centre, felicitated the speakers Sharon Sai Chowdary, P. Anil Kumar and RKN Murthy. Faculty, students of the PG Centre and the guests participated and enjoyed the lecture given by Sharon Sai Chowdary. Members of Rotary Club and Inner Wheel Club of Nuzvid participated in the program. Sharon Sai Chowdary inaugurated the Gym in the Ladies Hostel.
Another important attempt towards strengthening academics and ushering mutual cooperation between academic institution and industry, Prof. V. Venkaiah, Vice-Chancellor, Krishna University has taken an initiative to ink a Memorandum of Understanding (MoU) with Laurus Labs Pvt. Ltd., Hyderabad, which has commendable capabilities in development and manufacturing chemicals towards improving access to quality and affordable healthcare.

Krishna University (KRU) has entered into a MoU with M/s. Laurus Labs Pvt. Ltd., Hyderabad, for collaborating in all academic activities connected with the M.Sc. Organic Chemistry course. The MoU was signed by Prof. D. Suryachandra Rao, Registrar, KRU and Mr. V. V. Ravi Kumar, Executive Director, Laurus Labs Pvt. Ltd., Hyderabad. Prof. M. V. Basaveswara Rao, Special Officer, KRU MRARPG Centre, Nuzvid, Dr. Raju S. Kalidindi, Executive Director, Operations, Laurus Labs Pvt. Ltd, Mr. B. Rama Krishna, Deputy General Manager, HR, Laurus Labs Pvt. Ltd and Ms. G. Vamsi, Senior Manager, HR, Laurus Labs Pvt. Ltd were present. Prof. V. Venkaiah, Vice-Chancellor, KRU, thanked Dr. C. V. Satyanarayana, CEO and other Directors of the Company.

This PG Course is offered by KRU under semester system or Choice Based Credit System (CBCS) with Self Supporting Mode and the duration of the course is one semester with credits and the performance being evaluated on grades.

The Structure of the course, syllabi and scheme of examination is prepared by KRU through the standard procedures which will be adopted by M/s. Laurus Labs Pvt. Ltd. Further, the Board of Studies constituted by KRU will revise and re-draft syllabi, credits and grades as per the requirements of industry skill development component. The skill is assessed at the end of fourth semester through a dissertation submitted by the student in each course followed by a seminar and viva-voce.

The fourth semester students are offered an internship (Industrial Training) by Laurus Labs Pvt. Ltd, which has agreed to make payments solely for the internship as special and unique incentive of studentship payable on monthly basis @ Rs.5,000/- (rupees five thousand only per month) for the duration of the program. Laurus Labs., will make these payments to all the interns in the batch of 2013-14 onwards. The number of beneficiaries (students) will be within the limitations of the maximum enrolment of students i.e. 50 students. Further, it is mutually agreed that these payments will be effected to the students of the concerned batch subject to their regularity to the classes, behavior and performance of the students which will be reviewed and recommended by the University and Laurus Labs Pvt. Ltd.

Teachers Day Celebrations

Teachers’ day was celebrated splendidly by Research Scholars of Department of Computer Science, Krishna University on 5th September 2013 at the University Campus.

Prof. D. Suryachandra Rao, Registrar, Krishna University in his inaugural speech flattered the contributions of the former President Dr. Sarvepalli Radhakrishnan, as on his birth anniversary we celebrate the Teachers Day. He also highlighted the importance of the relationship between teachers and students.

Later, Prof. Y. K. Sundara Krishna, Principal University Campus College, The Dean, Faculty of Engineering and Technology, started his talk by proposing gratitude to all the gurus in his career. He memorized the value of the Shanthi Mantra “Om Sahana Bhavatu……”. He also remembered the significant role of teacher in nation building.

Later, Dr. Kiran Kumar Reddi and Dr. M Babu Reddy, Assistant Professors in the Department of Computer Science addressed the students and gave their valuable suggestions on this occasion. All the teachers were honored and felicitated with mementoes and shawls by the Research Scholars of Department of Computer Science. The celebration came to an end with the National Anthem.
Krishna University conducted Krishna Tarang-2013, a three-day inter-Collegiate youth festival from 7th to 9th December. The event was inaugurated at Kakaraparti Bhavanarayana (KBN) College by Vijayawada (West) MLA Velampalli Srinivasa Rao. Others present at the inaugural session were SKPVV Hindu High School committee Correspondent Gopisetty Mallaiah, KBN College Secretary & Correspondent Sri S.V.S.M. Rajith Kumar, KBN College Committee President Uppala Sambasiva Rao, KBN College Principal P. Krishna Murthy, Prof. Y.K. Sunadara Krishna, Principal, University Campus College and Dr.C.M.Vinaya Kumar, Programme Coordinator, NSS Cell, Krishna University.

Speaking as the Chief Guest of the inaugural function, the Registrar, KRU, D. Surya Chandra Rao said that the youth force is a potent force and they should contribute sizably to the overall development process of the country. He urged the participants to take active part in the youth fest and use it as a platform to showcase their creative best. The Registrar also announced that a team will be chosen from the ongoing youth fest, to represent the university in the upcoming south zone youth fest, which is scheduled to begin on December 19 at Bangalore University.
Krishna University News Letter - Krishna Tarangalu

Krishna University has got about 146 affiliated colleges under its fold, and many colleges registered for participating in various events such as classical vocal, rangoli, spot photography, elocution, folk orchestra, clay modeling, western music, college presentation, quiz, debate, mime and cartooning, that are lined up for the next three days.

The Special Officer of the University M.V. Basaveswara Rao urged the students to actively take part in the fest. He also pointed out that within a short-time the university had done well not only in the academic arena but also in sports.

The Valedictory Function was presided over by the Vice-Chancellor, KRU, Prof. V. Venkaiah. The vice-Chancellor, Acharya Ngrjuna University, Prof. K. Viyyanna Rao, while addressing the gathering as the Chief Guest, applauded the efforts of the Krishna University in conducting such programmes. The Vijayawada (Central) MLA, Sri. Malladi Vishnu and Vijayawada (West) MLA Velampalli Srinivasa Rao were the Distinguished Guests of the Function. KBN College Secretary & Correspondent Sri S.V.S.M. Rajith Kumar was present on this occasion. Later, the dignitaries on the dais distributed the prizes to the winners in various competitions.
Prof. Basaveswara Rao designated FRSC

The Best Teacher awardee in the year 2011 by the Govt. of Andhra Pradesh, Prof. M.V. Basaveswara Rao, Special Officer, Krishna University Dr. MRAR PG Centre, Nuzvid, Dean Faculty of Sciences, Krishna University, is designated as FRSC, Fellow of Royal Society of Chemistry, London.

Prof. V. Venkaiah, Vice Chancellor, Krishna University, Prof. D. Surya Chandra Rao, Registrar Krishna University, Prof. Y. K. Sundar Krishna, Principal, University Campus College, teaching faculty and non teaching faculty felicitated Prof. M. V. B. Rao on this occasion. Prof. V. Venkaiah congratulated him for the great achievement. He also said the young faculty must be inspired by his exemplary research. Prof. D. Surya Chandra Rao said that Prof. M. V. Basaveswara Rao is role model to him in the administration. Prof. Sundara Krishna lauded Prof. Basaveswara Rao’s successful organization of research. Dr. C. M. Vinaya Kumar, Head, Department of Journalism and Mass Communication, KRU said that Prof. Rao turns his failures to success with his hard work and dedication towards research. Dr. B. Vijaya Lakshmi, Head, Department of Biotechnology, Dr. N. Usha, Head, Department of English and other faculty spoke about Prof. Basaveswara Rao.

Orientation Programme at D.M.S.S.V.H. College of Engineering

On the occasion of Orientation Programme organized by D.M.S.S.V.H. College of Engineering, Machilipatnam, the Chief Guest Prof. V. Venkaiah, Vice-Chancellor, KRU, said that global business environment is highly volatile, competitive and complex. The consumer preferences, nature of competition and the sources of competitive advantages are shifting continually and the corporate social responsibility is becoming increasingly important in the global business environment. Shifts in the global business environment weaken the firm’s ability to act solitarily. Therefore the students should adapt to latest technology and upgrade themselves to meet the corporate requirements in the job market with effective technical and management skills to withstand the competition and move up in the career ladder. He also said that multi-skilling enhances the employability of technology graduates and eventually narrows the gap between graduating engineer and professional engineer. Prof. V. Venkaiah said that the engineers are backbone of the country and their professional growth is very much needed to get at par with international standards. Speaking on this occasion he said that the technology graduates with exceptional talent, time management, communication skills, strong determination, will power and teamwork can reach better heights. Prof. Venkaiah also highlighted some important steps essential for every technology graduate to succeed in their career and life. Besides the Vice-Chancellor, Dr. B. Dhanvatari Acharya, Faculty members, students and few others were present at the programme.
The goals of Human values Courses

The Human Values courses tries to achieve two goals. First to develop a critical ability to distinguish between essence and form, or between what is of value and what is superficial, in life. What makes it difficult is the fact that the ability is to be developed not for a narrow area or field of study, but for everyday situations in life. It covers the widest possible canvas. It should be mentioned that frequently people assume that a course on Human Values teaches values. This assumption is not correct. The course does not teach values but encourages students to discover what is valuable for them. Accordingly, they should be able to discriminate between valuable and the superficial in real situations in their life.

The second goal of the course is to draw attention to the fact that discrimination leads to commitment. It is not sufficient to develop the discrimination ability; it is important to act on such discrimination in a given situation. Therefore, experiments or practicals are important. The difference is that the laboratory is everyday life, and practicals are how you behave and work in it. Faculty Member’s role is in pointing to essential elements to help in sorting out from the surface elements (in pointing to the basic principles under which incidents take place, so that different incidents can be understood and explained). The group discussions would also provide support to a student in performing actions commensurate to his/her preferences born out of his/her understanding. Hopefully, this would lead to development of “commitment” for behaving and working based on one’s values.

Krishna University Initiative

The Registrar of Krishna University nominated Dr.N.Usha, Associate Professor & Head, Dept. of English, & Dr. T. Vijaya Lakshmi, Assistant Professor, Dept. of Journalism to undergo the training at IIIT, Hyderabad in June, 2013 and in turn train the Lecturers in its affiliated colleges. In a letter to all the Principals, he stated that every college will establish a Value Education Cell nominating faculty members endowed with passion for inculcating values in students and are willing to take necessary measures to implement the course in all sincerity from August 1st, 2013.
For the first time, the NSS Cell, Krishna University, in association with the NSS Training and Orientation Centre (TOC), Andhra University, Viskhapatnam, conducted a one-week training programme to the Programme Officers of the National Service Scheme (NSS) Units in the jurisdiction of Krishna University (KRU), Machilipatnam.

The Vice-Chancellor, KRU, Prof.V. Venkaiah addressing as the Chief Guest of the Inaugural function of the Orientation Programme, delivered lecture on ‘Values and Ethics’ and said that value education is teaching values to be practiced in real life situations. He said that the value education is as old as the history of humans. He stressed that patriotism, national integration, equality and cultural heritage will help in the holistic development of the individuals as well as society as a whole.

Speaking on this occasion, the Registrar, KRU, Prof. D. Suryachandra Rao said that time is now for the NSS units in various colleges to understand the need to inculcate values in the youth. The Principal, University Campus College, KRU, Prof. Y. K. Sunadara Krishna stated that youth must understand the importance of values in life.

In his address, the Programme Coordinator, NSS Cell, KRU, Dr. C. M. Vinaya Kumar reminded of the new trends in culture invading the society, which impact the young mind disturbing the fabric of our rich cultural heritage. He added, though the youth are trying new ways of life, they ought not to demote the age old value systems and foundations of our culture to the backseat.

The Inaugural programme was presided over by the Coordinator, (TOC), NSS, Andhra University, Viskhapatnam, Dr. N A D Paul.

During the seven day programme, the Programme Officers (POs) are given training in how to conduct regular activities and Special Camp Programmes. Booklets containing guidelines of conducting various programmes were distributed among them. Also, special sessions were arranged on various topics like personality development, stress management, women empowerment, communication skills, Right to Information Act (RTA), Human Rights and so on.

A special session on “Legal Literacy” was organized in which the judges of the local courts addressed the POs. Speaking on this occasion, Prof. V. Venkaiah declared to the gathering that the small booklets on laws, which were printed in English by the Judicial Department will be translated into Telugu language and will be kept in the official website of Krishna University.

Krishna District Judge G. Chakradhara Rao said that the onus is on the shoulders of the POs and the University to take the knowledge of Laws to the grassroots of the society. He added that small booklets translated into Telugu on laws and legal aspects will be webhosted. The senior Civil Judge, Chinnamsetti Raju gave insights on legal issues to the gathering while senior Civil Judge Ram Gopal Rao exhorted on the youth that their education must be a remedy to the ills of the society. The session was presided over by Dr. N A D Paul, while it was organized by the Programme Coordinator, NSS Cell, KRU, Dr. C. M. Vinaya Kumar.
Addressing the gathering of the valedictory function, Prof. V. Venkaiah gave a call to all the NSS Programme Officers indicating that they must strive hard to make the Krishna University flag fly high in the state with their unstinted efforts. He recalled the objectives of the United Nations Organization towards development and stressed that the underprivileged are looking towards the young and the intellectuals to salvage them from their misery. He added that he will request the Collector & Magistrate, Krishna District to initiate Best Programme Officer Award, which is to be given away on 15th August or 26th January every year. The Youth Officer & Head, NSS Regional Centre, Hyderabad, R. Gokul Krishnan said that the POs must imbibe the spirit of community service in the young mind and heart. He added that the participation by youth in community developmental activities will give them multidimensional personality development.

Towards the end of the valedictory programme, Prof. V. Venkaiah distributed certificates to the participant NSS Programme Officers. The Registrar, KRU, Prof. D. Suryachandra Rao, the Programme Coordinator, NSS Cell, KRU, Dr. C. M. Vinaya Kumar, the Coordinator, (TOC), NSS, Andhra University, Vishakhapatnam, Dr. N. A. D. Paul, the Principal, University Campus College, KRU, Prof. Y. K. Sunadara Krishna, and NSS Programme Officers from various Colleges across Krishna District were present.

National Education Day celebrated

The National Education Day was celebrated in Krishna University Campus College on November 11th to mark the birth anniversary of the first Education Minister of Independent India, Maulana Abul Kalam Azad. Speaking on the occasion, the chief guest Prof. Iyyanki. V. Murali Krishna, Ex-Director (Research and Development) JNTUH, said that scientific temper and analytical skills should be enhanced in the science and technology students. He also emphasized on the recent advancements on the Digital Image Fusion, Geospatial Visualization and Object Oriented Image Processing EIA/Thematic Mapping and Spatial Information Technology (Remote sensing, GIS, GPS, Geodesy), Spatial Data Mining Soft computing technologies, CDM and Climate Change Technology Management, Cloud seeding technologies and Numerical Modeling. The Krishna University has arranged competitions like Essay Writing and Debate competitions on women empowerment and women atrocities to commemorate the anniversary of Maulana Abul Kalam Azad. Prof. D. Surya Chandra Rao, Registrar, Krishna University also addressed the students and urged them to remember that they have a duty and responsibility for the larger task of nation building through education. The function was also attended by Principal Prof. Y. K. Sundara Krishna and other faculty members, Dr. P. V. Bramhachari, Dr. Rama Sekhar Reddy, Dr. B. Vijayalakshmi and student fraternity from sciences and management studies. The function concluded with the National Anthem.

World AIDS Day observed at Krishna University Campus College

World AIDS day was observed at Krishna University Campus College on 1st December 2013. More than 50 student volunteers participated in the awareness programme. The programme was inaugurated by Prof. D. Surya Chandra Rao, Registrar, Krishna University and NSS Program Officer, Dr. P. V. Bramhachari. Participating in the programme, Prof. D. S. Rao briefly explained the students about how the AIDS spreads and what precautions to be taken to prevent it. “Students should create awareness in the society about the menace as they have a wide reach than any other agency,” he said. NSS Program Officer, Dr. P. V. Bramhachari explained about the human immune evading mechanism of HIV virus, availability of novel antiretroviral therapies with a public health perspective and theme of 2014 world aids day. He also urged the NSS student volunteers to educate people on the symptoms, diagnosis of the disease, along with the prevention measures to be followed. At the end an interactive session was held for student volunteers.
Faculty Activities

Prof. D.Suryachandra Rao

International Publications:


Seminars attended:

- Key Note address delivered on the occasion of UGC Sponsored National Seminar on “Changing Dimensions of Commercial Banking in India: Problems and Perspectives” organized by Department of Commerce, DAR College, Nuzvid on 18th November, 2013.

- Chief Guest for the Valedictory function of the AICTE Sponsored two day National Seminar “Role Of Knowledge Management In Modern Era” organized by Sri Vasavi Engineering College, Tadepalligudem, West Godavari Distrit, held on 27th & 28th Dec, 2013. And also Chairman for the in the seminar for Track - 4 on 28th Dec, 2013 at 10:00 AM.

Prof. Y.K. Sundara Krishna

International Presentations:


- K. Lakshminath, Y.K. Sundara Krishna, K. Nageswara Rao, “Improving TCP Performance with Delayed Acknowledgments over Wireless Networks: A Receiver side solution”, International Conference on Advances in Recent Technologies in Electrical and Electronics, ARTEE-2013, September 19-20,2013, Bangalore, India

International Publications:


Activities:

- Delivered Key Note address at International Conference on Computing @ NECICC2K13 on July 12-13, 2013, Narasaraopeta, A.P., India.

- Guest Lecture on “Mobile Computing and Its Applications” at PVP Siddhartha Engineering College, on November 21, 2013, Vijayawada, A.P., India.

Dr.R.Kiran Kumar


Dr. Ch. Jayasankara Prasad

“The role of consumer emotions in determining the persuasiveness of retail price promotions: moderating effect of pricing tactics persuasion knowledge” in the AICTE sponsored Two day International Conference on Consumer Dynamics and Marketing strategies in the globalised economic era-perspectives and challeges organised by Department of Management Studies, GRIET, Hyderabad during Oct 29-30, 2013.

Ms. Sravani

- “Risk and Return Analysis of Select Equity Funds in India” Elixir International journal

ISSN 2229 712X Accepted-8th July 2013
“Role of Technology in Microfinance Sector in India”
International Journal of Social Science & Interdisciplinary Research
ISSN 2277 3630 IJSSIR, vol. 2 (9), September (2013)

Prof. M. V. Basaveswara Rao:
- Fellow of Royal Society of Chemistry, London Member, Academic senate, Krishna University (Government of Andhra Pradesh, G.O.Ms. No.132, Dated 26-12-2013 Higher Education (UE.I) Department)

International Publications:
- Catalysis by Amberlyst-15 under ultrasound in water: A green synthesis of 1,2,4-benzothiadiazine-1,1-dioxides and their spiro derivatives; S. Kiran Kumar, D. Rambabu, CH. Vijay Kumar, B. Yogi Sreenivas, K. R. S. Prasad, M. V. Basaveswara Rao, Manojit Pal, RSC Advances, 2013, 47, 3, 24863-24867.

Dr. N. USHA
- Coordinator, Cultural Activities and member of Krishna University Youth Festival Committee 2013 on 20.08.2013.
- Plenary Address on “Teaching English Language through Literature” in the UGC national Seminar on “Language, Society and other Issues with Special reference to English” at Singareni Collieries Women’s Degree & PG College, Kothagudem on 21.09.2013. She also chaired a session on “English Language and Inclusive education”.
- Plenary Address on “English for Global Communication in the 21st Century” in the UGC national Seminar on “Trends in English Language and Literature in the 21st Century” organised by DAR College, Nuzvid on 30.09.2013. She also chaired two sessions.

Mrs. Bhavani

Dr. K.Jyothirmayee
- Presented a paper jointly with Prof. Vani, titled ‘Use of Social Media among Youth: An Exploratory Study’ at International Conference on ‘Changing Landscape in communication with new media technologies: Issues and challenges’ co organised by Sri Padmavati Mahila Visvavidyalayam (Women’s University), Tirupati and E.W.Scripps School of Journalism, Ohio University, USA.
KRU Sports Borad constituted

The Sports Board of Krishna University for the academic year 2013-14 was constituted on Aug 5, 2013 at K.R.U Campus under The Chairmanship of Prof. V. Venkaiah, Vice-Chancellor, Krishna University during the General Body Meeting with the following members.

1. Prof. V. Venkaiah
   Vice-Chancellor – Chairman, Sports Board
2. Prof. D. Suryachandra Rao,
   Registrar, Krishna University, Machilipatnam
3. Prof. Y. K. Sundar Krishna,
   Principal, University College – Member, Sports Board
4. Dr. N. Srinivasa Rao,
   Reader in Physical Education, VKR College, Buddhavaram
   Sports Co-ordinator & Secretary, Sports Board
5. Dr. Smt. P. V. Anila,
   Principal, Noble College, Machilipatnam
6. Sri. S. Ramesh Babu,
   Lecturer in Physical Education, Noble College, Machilipatnam
7. Dr. V. Ravi,
   Principal, S.R.R & C.V.R Govt. Degree College, Vijayawada
8. Sri M. Koteswara Rao,
   Lecturer in Physical Education,
   S.R.R & C.V.R Govt. Degree College, Vijayawada
9. Dr. Smt. R. Padmavathi,
   Principal, Montessori Mahila Kalasala, Vijayawada
10. Smt. G. Sudha Rani,
    Lecturer in Physical Education, M.M. Kalasala, Vijayawada
11. Prof. Y. Gopi Krishna,
    Professor of Physical Education, J.N.T. University, Hyderabad
12. Dr. G. Ganga Raju,
    Hon. Secretary, Andhra Cricket Association, Vijayawada

The Third Sports Board meeting was held on Aug 16, 2013 at S.R.R and C.V.R Govt. Degree College, Vijayawada. The Sports Board approved a budget of Rs. 25.00 Lakhs for the year 2013-14, to meet the expenditure towards organisation of Inter Collegiate tournaments, to field the University teams to Inter University tournaments, cash awards to medallists and organisation of South Zone Inter University Kabaddi Women Tournament. The Sports Board has taken a decision to enhance the Zonal Convenor allowance from Rs. 2,500 to Rs. 3,000 and financial assistance to the colleges to organise the Inter Collegiate tournaments from Rs. 3,200/- to Rs. 3,700/-. D.A for Players during IUT enhanced from Rs. 175/- to Rs. 200/- and D.A for Managers and Coaches during IUT enhanced from Rs. 200/- to Rs. 225/-. Sports Board has decided to field 34 University teams in different Games and Sports to take part in South Zone and All India Inter University Tournaments during the Year 2013-14.

KRU Organizes

SOUTH ZONE INTER UNIVERSITY KABADDI WOMEN TOURNAMENT

The Association of Indian Universities has entrusted the responsibility to organise the South Zone Inter University (SZIU) Kabaddi Women Tournament to Krishna University for the year 2013-14.

The Sports Board of Krishna University has allotted Rs. 7 Lakhs to organise SZIU Kabaddi Women Tournament. Sports Board has decided to organise this tournament at K.V.R College, Nandigama from November 6th to 10th 2013. In total 46 University teams registered their entries from South India. To organise this Tournament four National standard Kabaddi Courts for matches and four courts for practice purpose were prepared at K.V.R College, Nandigama. Galary arrangement was made to accommodate 1000 spectators to witness the kabaddi matches and also seating arrangement for 2000 spectators around the courts. Flood lights were also arranged to organise the matches during night.
**Festival Atmosphere at K.V.R College**

A huge crowd from 5 to 80 years of age people from the Nandigama Town and surrounding villages gathered to witness the Women Kabaddi Matches during the evening time during all the Tournament days. They have encouraged the players’ performance and enjoyed the game during all the days of tournament. There are no boundaries of happiness among Organisers. It seems like a festival atmosphere, as the event was highly successful. All the participants and team officials appreciated the way the tournament is organized.

Finally, 37 university teams took part in this mega tournament. The Opening Ceremony was held on Nov 6th at 10.00 AM. Prof. Vunnam Venkaiah, Vice Chancellor, Krishna University presided over this function. Prof. K. Narasimha reddy, Vice Chancellor, Mahatma Gandhi University, Nalgonda has attended as Chief Guest. Sri. T. Prabhakar Rao, M.L.A, Nandigama Constituency, Prof. Y.K. Sundara Krishna, Principal K.R.U College, Sri G. Veerabhadr Rao, President, K.V.R College Committee, Nandigama, Sri. K. P. Rao, Secretary, KDOA and Smt. K. Elizabeth Alice, Principal, K.V.R. College, Nandigama graced the occasion. Mr. Vasireddy Nageswara Rao, Tournament Convenor welcomed the invitees, and Dr. Nalluri Srinivasa Rao, Organizing Secretary proposed the vote of thanks.

The Tournament was organised on the basis of knock-out cum league system. Thousands of spectators witnessed the matches daily and enjoyed with the performance of players. The first place was bagged by Madhurai Kamraj University, Madhurai and the Second Place was secured by Mother Teresa University, Kodaikanal. The Third Place was won by Krishna University, Machilipatnam and Mangalore University, Mangalore satisfied with Fourth Place.

Prize distribution function was held on November 10th 2013 at 10.00 AM. Prof. Iyyanki, V. Murali Krishna, Former JNTU Professor and Director (R&D) has attended as Chief Guest and delivered the message to the players. Prof. Vunnam Venkaiah, Vice Chancellor, Krishna University presided over the function. Prof. D. Suryachandra Rao, Registrar, Krishna University, Prof. M. V. Basaveswara Rao, Special Officer, KRU Dr. M. R. A. R., P. G. Center, Nuzvid, Sri. P. Rama Krishna D. S. D. O., (Krishna District) attended as Guests of Honour. The function ended with vote of thanks by Tournament Organising Secretary Dr. N. Srinivasa Rao.

**Congratulations to KRU KABADDI WOMEN TEAM**

First time in the history of Krishna University, the university Kabaddi team bagged third place in South Zone Inter University Kabaddi Women Tournament held at KVR College, Nandigama and also the same team won fourth Place at All India Inter University Inter Zonal Kabaddi Women Tournament held at Solan (Himachal Pradesh) from 26th to 30th November 2013. On this happiest occasion the Vice-Chancellor, Prof. V. Venkaiah, Registrar, Prof. D. Suryachandra Rao, other University Authorities and staff members congratulated the players, Coach Mr. Sai Prasad and Team Manager Mr. M. Koteswara Rao.
Courses offered at Krishna University Campus, Machilipatnam

- M.Sc., Organic Chemistry
- M.Sc., Chemistry (Pharmaceutical Chemistry)
- M.Sc., Electronics and Instrumentation
- M.Sc., Electronics
- M.Sc., Botany
- M.A. Botany
- M.A. English
- M.A. Telugu
- M.A. Journalism and Mass Communication

Courses offered at Krishna University Dr. MRAR PG Centre, Nuzvid

- M.Sc., Physics
- M.Sc., Analytical Chemistry
- M.Sc., Applied Mathematics
- M.Sc., Biochemistry
- M.Sc., Organic Chemistry
- M.Com

Courses offered at Krishna University Affiliated Colleges

- M.Sc., Organic Chemistry
- M.Sc., Analytical Chemistry
- M.Sc., Computer Science
- M.Sc., Electronics
- M.Sc., Mathematics
- M.Sc., Microbiology
- M.Sc., Zoology
- M.Sc., Biochemistry
- M.Sc., Botany
- M.Sc., Biotechnology
- M.Sc., Physics
- M.A., Economics
- M.A., English
- M.A. Social Work
- M.Com.
- M.A. Telugu
- M.Ed.
- M.H.R.M.

M.Phil / Ph.D. Courses Offered

- Bio-Technology
- Chemistry
- Pharmacy
- Computer Science
- Commerce
- English
- Journalism & Mass Communication
- Business Management

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