An ISO Certified Institution NAAC B++ Grade in Second Cycle

S.K.B.R.GOVERNMENT DEGREE COLLEGE

(Affiliated to Acharya Nagarjuna University, Guntur)

Macherla, Guntur District-522 426

SKBR NEWSLETTER – A SMART MOVE

Volume 1 Issue 3 March, 2022

TWO DAY NATIONAL WEBINAR ON "DATASCIENCE & ITS APPLICATIONS IN ASSOCIATION WITH GDC,CHEBROLE

The department of Computer Science & Applications of GDC, Macherla and GDC, Chebrole organized Two Day National Webinar on "Datascience & Its Applications" from 25th March, 2022 to 26th March, 2022.

DAY 1: 25th March, 2022

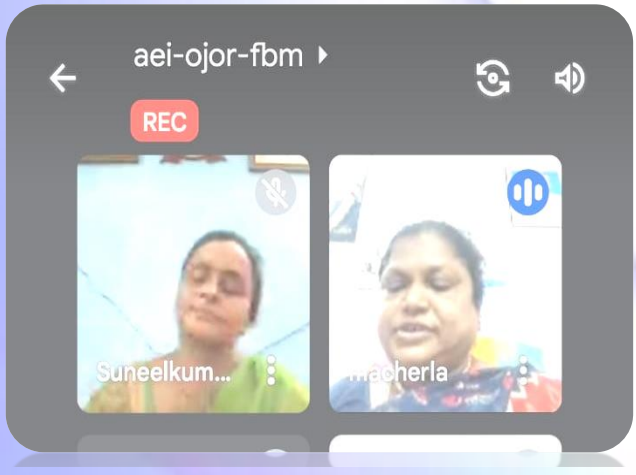
Dr.A.Ramakrishna Rao, Coordinator, IQAC welcomed the delegates of the webinar. The inaugural session was started with welcome address by Dr.V.Sridevi, Principal, GDC Chebrole and Dr.J.Lakshmi Kumari, Principal, GDC Macherla. The chief guest of the inaugural session Dr.M.Ramireddy, Registrar, Krishna University spoke the importance of Datascience now-a-days. The special guest of the inaugural session Dr.R.David Kumar, Joint Director, CCE addressing the gathering about the various applications used by many people now-a-days using Datascience. The theme of webinar was presented by Dr.V.Saritha reddy, Convener of the programme, Lecturer in Department of Computer Applications, GDC Chebrole. The resource person of the first session Prof S.Jyothi, professor, Department of Computer Science, Sri Padmavati Mahila Visva Vidyalayam, Tirupati advised the students to develop the models using R programming or Python programming and discussed the various applications like healthcare sector, traffic management, etc., The second session was handled by Dr.M.Babureddy, Principal, University College of Krishna University, Machilipatnam motivated the students with his real time examples from social media. The third session was engaged by Dr.D.N.V.L.S.Indira, Associate Professor, Department of Information Technology, Gudlavalleru Engineering College, Gudlavalleru demonstrated the data analytics by using R programming.

DAY 2: 26th March, 2022

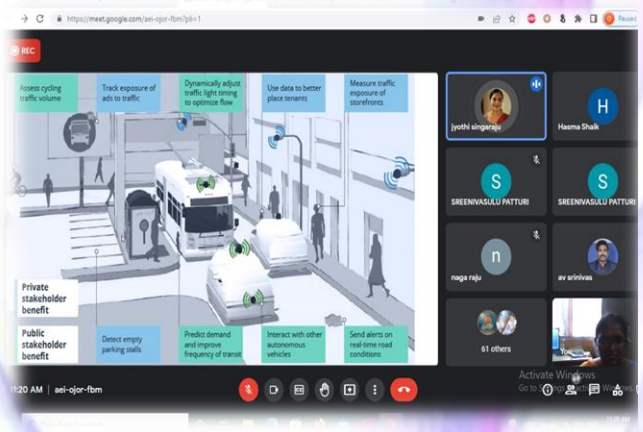
In the first session on the second day Dr.M.Naresh Babu, Assistant Professor, Department of Computer Science & Engineering, NIT Silchar, Assam explained about the intrusion detection system to monitor a system which detects suspicious activities and generates alerts when they are detected. The next session was dealt by Dr.Asadi Srinivasaulu, Professor of IT & Head Research, Datascience Research Lab, BlueCrest University, explained the importance of datascience in identifying covid-19 impact in the world and also demonstrated the linear and logistic regression for cancer dataset. The last session was handled by Dr.M.Ravikanth, Assistant Professor, Department of Computer Science & Engineering, VNRVJ Institute of Engineering & Technology. The chief guest of valedictory function Prof.Rosaiah, Former Registrar, ANU addressed the gathering about datascience & its importance. The webinar's closing remarks were presented by Dr.O.Nagaraju, Head, Department of Computer Science, GDC, Macherla.

Dr.M.Rami Reddy, Registrar
Krishna University

Dr.R.David Kumar, Joint Director, CCE

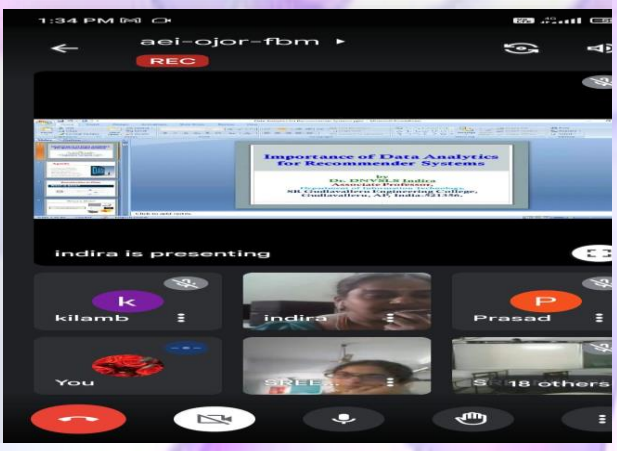


Dr.V.Sridevi, Principal, GDC, Chebrole
Dr.J.Lakshmi Kumari, GDC, Macherla

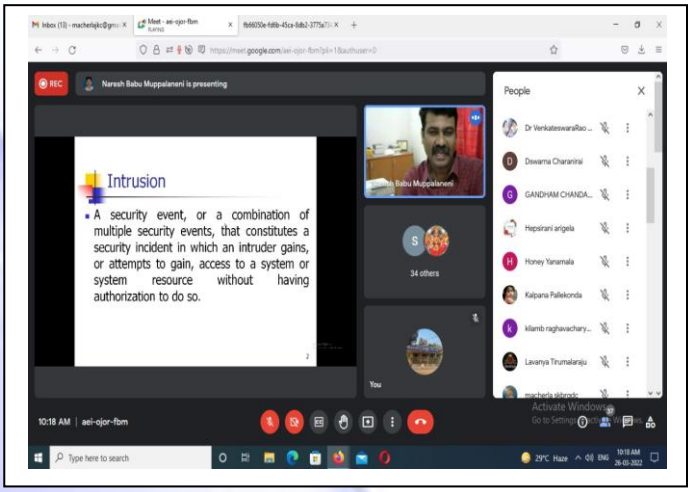


Prof.S.Jyothi addressing the gathering

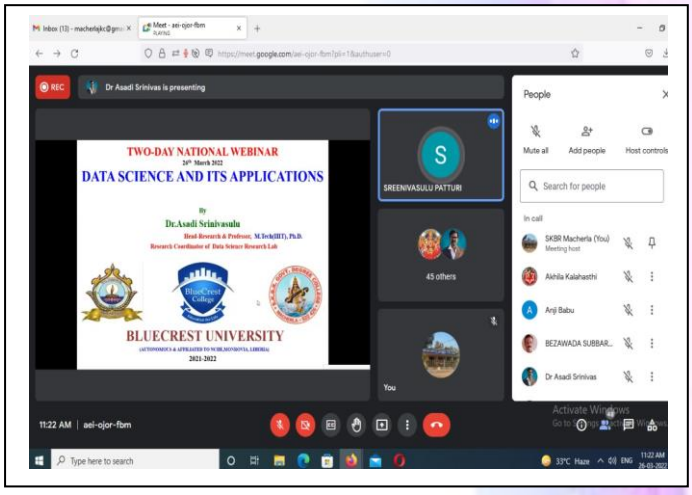
Dr.M.Babureddy, Krishna University



Dr.D.N.V.S.L.S.Indira, GEC,Gudlavalleru



Dr.M.Naresh Babu, NIT Assam



Dr.Asadi Srinivasulu, Bluecrest University

Dr.M.Ravikanth, , VNRVJ Institute of Engineering & Technology

ONLINE GUEST LECTURE
BY
Dr.K.SUJATHA, ASSISTANT PROFESSOR OF TELUGU, TRR GDC, KANDUKUR
TOPIC: TIKKANA BHARATAM-UTTARA GOGRAHANAM
ORGANIZED BY
DEPARTMENT OF TELUGU
DATE: 25.03.2022

దక్షిణ గోగ్రహణం జరిగిన మర్నాడు కౌరవసైన్యం విరాటరాజు యొక్క ఉత్తరం వైపు ఉన్న గోవులను అపహరించడం. కౌరవ సైన్యం పైకి ఉత్తరకుమారుని సారథ్యంలో బృహన్నల వేషంలో ఉన్న అర్జునుడు కౌరవ సైన్యాన్ని ముట్టడించుట మొదలైన అంశాలు ప్రస్తావించారు.

తెలుగు విభాగంలోని అధ్యాపకులు డా. గుంటుపల్లి గౌరీ , యనమల కళ్యాణి ఈ అతిథి ఉపన్యాసాన్ని నిర్వహించటం జరిగింది.

Dr.Sujatha delivering the lecture

Students @ Guest Lecture

INTERNATIONAL WOMEN'S DAY CELEBRATIONS

WOMEN EMPOWERMENT CELL

March 8th considered as International Womens Day. Every year, Women's Day is observed around the world to honour the social, economic, and cultural achievements of women from all walks of life. The purpose of the day is to honour a woman's accomplishments and raise awareness about bias. This day marks many things for women – a cause for celebration, a reason to pause and reevaluate their role in society, an inspiration and a time to honor their achievements. Keeping this in mind, the women empowerment cell of SKBR Government Degree College, Macherla organized womens day celebrations on 9th March, 2022. The male faculty felicitated all the women faculty. The women empowerment cell convener Smt.E.Kalyani, Lecturer in Telugu and other members organized competitions in cuisine to the students and distributed prizes to the winners. A delicious food fest was arranged. The faculty and students enjoyed in the food fest. The women empowerment cell also organized a programme GUPPEDU BIYYAM on that day to distribute the rice to the poor and the destitute. Principal Dr.J.Lakshmi Kumari, in her address to the students asked them to be strong in all aspects and gave away prizes to the winners.

Principal Dr.J.Lakshmi Kumari @ Guppedu Biyyam

Faculty were enjoying @ Food Fest

Prizes distributed to the winners by Dr.J.Lakshmi Kumari, Principal

GUEST LECTURE ON GLOBALIZATION

ORGANIZED BY DEPARTMENT OF POLITICAL SCIENCE

Dt: 29.03.2022

The resource person for this guest lecture was Sri.Y.N.S.Chaudhary, Principal-FAC & Head, Department of Political Science, APRDC, Nagarjuna Sagar. Dr.J.Lakshmi Kumari, Principal gave her presidential remarks to all the students on the importance of globalization. She motivated all the students to upgrade their skill set and be ready to face the interviews. Later, Sri K.Srinivasa Rao, Head, Department of Political Science advised the students to utilize and note down the important aspects said by the resource person. Later the guest lecture was given by the resource person. The resource person addressed all the B.A. students regarding the globalization and its impact. He explained in his lecture about the impact of globalization on social, economical, technological, cultural, and political changes that promote inter dependence and growth. He mentioned one of the benefits of globalization at social level is an increased human development index. The human development index is a measurement of a country's social, political, and economical growth in comparison to other countries in the world. He also discussed the positives & negatives of a globalization. Finally the session ended with the felicitation to the resource person.

Student honoring the guest with a bouquet

Dr.J.Lakshmi Kumari, Principal gave her opening remarks

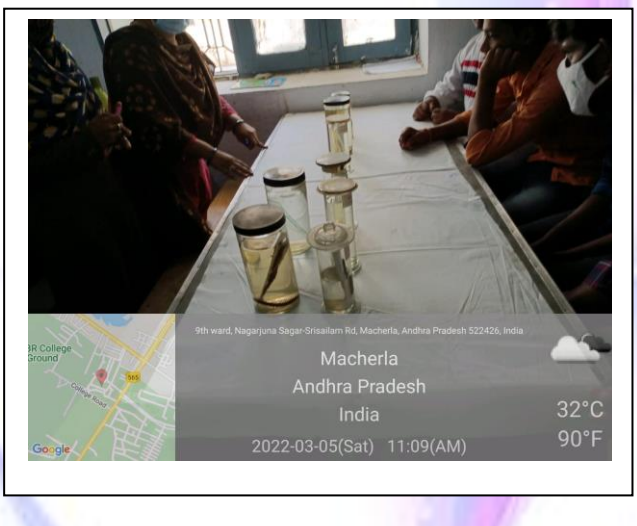
Sri.Y.N.S.Chaudhary delivering his lecture

Students felicitated the resource person

Museum Specimens Display and PowerPoint presentation to Govt. Junior College students for educating the final practical examination

Dt: 05.03.2022

The department of zoology staff explained the practical syllabus for intermediate second-year students through the PowerPoint presentation. On this occasion, the students were shown and explained the live spotters and slides as in the syllabus of invertebrates and vertebrates. Students were also shown some videos related to zoology. Career counselling was conducted for students on what courses to take after intermediate education, what the future holds to them and prepare for competitive exams in NEET and EMCET. The boys and girls watched various specimens which were displayed and learned to be interested in career counseling. Bi. P.C students of Jr. College recorded their feedback..



Students observed various spotters

Career Counselling to Intermediate Students By Ramaraju, Lecturer in Zoology

FIELD VISIT TO CHENNAKESAVALAYA TEMPLE, MACHERLA

BY

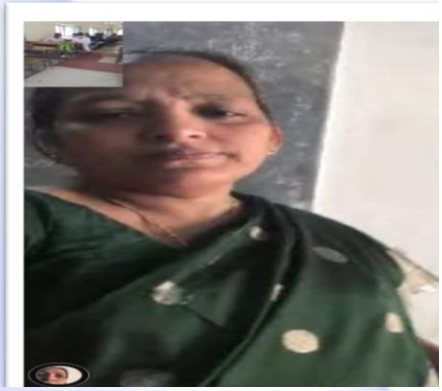
DEPARTMENT OF TELUGU

Dt:30.03.2022

మంగళం చెన్నకేశాయ, మంగళం గుణసిండవే, మంగళానాం నివాసాయ, శ్రీ మాచర్ల చెన్నకేశయా మంగళం అంటూ భక్త కోటి స్వామి వారి అనంత కల్యాణ గుణ గణాలను కీర్తిస్తారు . చెన్నుడు అంటే అందమైనవాడని అర్థం. అందుకే విష్ణుమూర్తి ఇక్కడ చెన్నకేశవ స్వామి పేరుతో పూజలందుకుంటున్నారు. పురాణాల ప్రకారం చూసినట్లయితే షట్ చక్రవర్తులలో చివరి వాడయినా కార్త్య వీర్యార్జునుడు త్రేతాయుగం లో ఇక్కడ 1113 లో శైవ దేవాలయాన్ని నిర్మించాడు. ఆ తరువాత కార్త్యవీర్యార్జునుడు సంతతికి చెందిన అనుంగు రాజు మాచర్ల ను రాజధాని గా చేసుకొని పరిపాలించగా బ్రహ్మ నాయుడు మహా మంత్రి గా వ్యవహరించారు. బ్రహ్మ నాయుడే శిథిలావస్థ లో ఉన్న శివాలయ స్థానం లో నూతన వైష్ణవ ఆలయాన్ని నిర్మించాడు. మాచర్ల నగరాన్ని బ్రహ్మ నాయుడే నిర్మించినట్లు పద్మ నాయక రాజుల చరిత్ర ద్వారా తెలుస్తున్నది. చాళుక్య, కాకతీయ విజయనగర రాజుల వైభవానికి ప్రతీకగా నిలుస్తుంది. ఈ ఆలయం లో రామాయణ, మహాభారత, భాగవతాల్లోని ప్రధాన ఘట్టాలను, సన్నివేశాలను ఆలయ రంగ మండపం లోని నాలుగు స్తంభాలపైసుందరంగా. చెక్కారు. వైష్ణవ మతాన్ని స్వీకరించిన బ్రహ్మనాయుడు దేవుని దృష్టికి అందరు సమానమే అని సామజిక కట్టుబాట్లను కాదని 1000 సం "క్రితమే ఈ ఆలయంలో అన్ని కులాల వారిని ఒకే వరుసలో కూర్చోబెట్టి సహపంక్తి భోజనాలను ఏర్పాటు చేసారు. ఇదే చాపకూడు సిద్ధాంతంగా చరిత్రలో నిలిచింది. పల్నాటి యుద్ధానికి సాక్షి భూతంగా ఎన్నో ఆధ్యాత్మిక, చారిత్రక, సాంస్కృతిక గాధలకు వేదికగా నిలుస్తుందీ ఆలయం. అంతే గాక దేవుని ముందు అన్ని వర్ణాల వారు సమానులే అంటూ సమాజంలోని అసమానతలను రూపుమాపి ప్రజల్లో సమతా భావాలను నింపటానికి ఈ చెన్నకేశవాలయంలోనే పునాదులు పడ్డాయి.

Students observing the monuments

GUEST LECTURE ON "LAW OF DIMNISHING MARGINAL UTILITY"
ON
24.03.2022
ORGANIZED BY
DEPARTMENT OF ECONOMICS



Dr.N.M.Mrudula, Head, Department of Economics explaining about the topic to the students

Students involved in the guest lecture

The lecture arranged to the first year B.A. students on "Law of diminishing marginal utility".

In her lecture she explained the importance of the law of diminishing marginal utility is as follows:

(i) Helps to utilize resources economically: When the consumer purchases more units of a commodity, his marginal utility decreases. Due to this behaviour, the consumer cuts his expenditure on that commodity.

(ii) It has practical application : This law has a practical application in the field of public finance, as the principle of taxation is based on this law.

(iii) Base to other economic laws : The law of diminishing marginal utility is the base for other economic laws like law of demand, elasticity of demand, consumer surplus, the law of substitution etc.

BEHAVIOURAL COUNSELLING TO GIRL STUDENTS

ORGANIZED BY
WOMEN EMPOWERMENT CELL
29.03.2022

Smt.E.Kalyani, Convener, WEC counseling the girl students

Field visit to KCP CEMENT, Macherla

By

Departments of Mathematics, physics & chemistry

Dt:29.03.2022

The departments of Mathematics, Physics and Chemistry visited KCP Cement Factory Unit located in Macherla on 29.03.2022 from 10 AM to 1 PM with 29 students from MPC, BZC and AZC. The students observed the functioning of preparation of cement from raw material to final product. Thanks to the KCP team for providing useful information to all the students.

Faculty & Students @ KCP

STAFF ACHIEVEMENTS

Department of Computer Science

- Dr.P.Bharathi Devi participated Two Day online workshop on AQAR, organized by IQAC, Government Degree College, Porumamilla, Kadapa on 17th & 18th March, 2022.
- Dr.P.Bharathi Devi published a paper on "National Education Policy 2020: Opportunities & Challenges" in ICSSR Sponsored Two Day National Conference on Social Innovation & Entrepreneurship in India in collaboration with Krishna University, Machilipatnam. ISBN: 978-81-947453-1-0, Vol.VI, pp.No.96-102.

Department of Telugu

- Dr.G.Gowri participated two day national webinar and presented a paper on "Bharatamlo Stri Parvam" in National webinar Telugu Sahityam Mahila, Organized by GDC, Chebrole & SYKR & KGDC, Kovur on 3rd March, 2022 to 4th March, 2022.
- Dr.G.Gowri participated a national webinar on Saga of Women in 21st Century organized by NSPR GDC(w), Hindupur on 13th March, 2022.
- Dr.G.Gowri participated two days workshop on "Adhunika Sahithya Prakriyalu-Parinama Vikasam" organized by Silver Jublee Government Degree College(A), Kurnool & SML GDC, Ammiganur, Rayalaseema University, Kurnool.
- Dr.G.Gowri presented a paper on "Suvartha sunadanni vinipistunna masilamani" in International Webinar on "Telugu Christava Sahityam-Vibinna Prakriyalu" organized by Chennai Christian College, Chennai on 28th & 29th March, 2022.
- Smt.E.Kalyani presented a paper on "Nalluri Rukmini Kathalu-Stri Patra" in International webinar on "Antarjatiya Telugu Mahila Chaitanya Vikasam" organized by Department of Telugu, KVR Government Women's College, Kurnool in association with Vijayaganga Academy, Vijayawada on 4th & 5th March, 2022.

Department of Physical Education

- Dr.K.L.Swaroop participated in UGC & APSCHE Sponsored Two Day National Seminar on "Stress Management in Modern Era" organized by department of Physical Education and sports science, Acharya Nagarjuna University during 10th & 11th March, 2022 and also presented a paper on "Effect of pranayama on pulse rate and breathe holding among the inter collegiate players of JNTU, Andhra Pradesh.

Department of Economics

- Dr.M.Sarada, participated and presented a paper on "Status of Women Labour in Agriculture in Guntur District" in UGC Sponsored Two Day National Seminar on Accelerating Economic Growth and Sustainable Development in the aftermath of COVID-19 organized by Department of Economics, Acharya Nagarjuna University, Guntur on 8th & 9th March, 2022.
- Dr.M.Sarada, participated and presented a paper on "Attitudes of the women Entrepreneurs in Coastal Andhra SWOT Analysis" in Two Day National Seminar on "Growth Rate Strategies to Review Indian Agriculture and Economy: Post COVID-19 organized by Y.A.Government College for Women, Chirala on 14th and 15th March, 2022.

Department of Commerce

- Mr.Mohan Rao Salivendra has participated in One Week International Workshop on "Shape Your Future-Share Not Your Ideas" from 21st March to 26th March, 2022 organized by IQAC, Placement Cell & JKC of GDC, Avanigadda.

EDITOR IN CHIEF: Dr.J.Lakshmi Kumari, **PRINCIPAL**
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Dr.K.L.Swaroop **LECTURER IN PHYSICAL EDUCATION**
Dr.Walter Ratna Kumar. **LECTURER IN PHYSICS**

IF YOU WANT TO SHINE LIKE A SUN, FIRST BURN LIKE A SUN

Dr.A.P.J.Abdul Kalam