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NAAC B⁺ Grade in Second Cycle

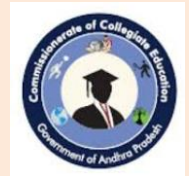
S.K.B.R. GOVERNMENT DEGREE COLLEGE

(Affiliated to Acharya Nagarjuna University, Guntur)

Macherla, Palnadu District - 522 426

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Vision of the College

The grand vision of SKBR Government Degree College comprehends large interactive areas of Education, Culture, Literature, Arts, Humanities, Science and Technology; the high-quality education at different levels, inculcation of scientific temper and creative thinking, cultivation of character, promotion of dynamism, forward looking outlook. SKBR Government Degree College is still inspired and guided by the same vision.

Principal's Desk

Organized AIDS Day, World Computer Literacy Day, National Mathematics Day, Consumer Day, Vijay Diwas and many more.

World Computer Literacy Day

The Department of Computer Science at SKBR Government Degree College celebrated Computer Literacy Day on 2nd December 2024, with a series of engaging activities to promote the importance of computers in daily life and the impact of technological advancements.

As part of the celebrations, students from the III and II-year Computer Science streams visited nearby schools, including Kids Pathashala, Sri Chaitanya Techno School, and ZP Girls High School, to conduct awareness sessions. These interactive sessions emphasized:

- ✚ The role of computers in education, communication, and modern life.
- ✚ Insights into the evolution of technology and its societal implications.

Within the college premises, a special lecture was delivered by Mr. Sudhakar of III MPCs who discussed various aspects of computer literacy, stressing its significance in today's digital age. The event was presided over by Dr. J. Lakshmi Kumari, Principal of SKBR Government Degree College, who highlighted the transformative role of technology and the importance of embracing digital skills.

The event was a resounding success, fostering awareness among school students, faculty, and college students alike, and reaffirming the institution's commitment to preparing individuals for a technology-driven future. A total of 260 students benefitted from this program.

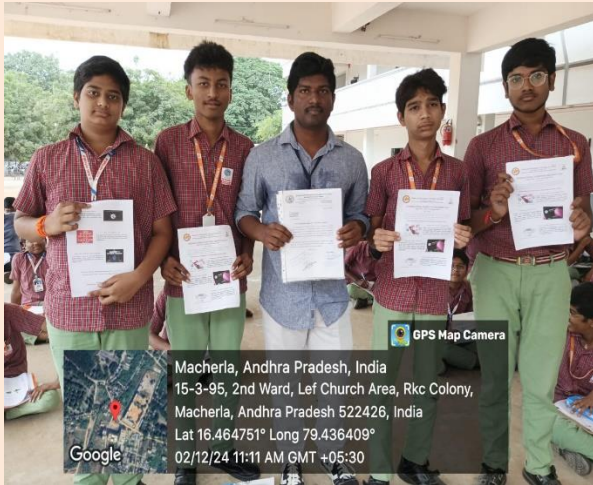




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National Mathematics Day Celebrations

On December 21, 2024, SKBR Government Degree College celebrated Mathematics Day with great enthusiasm to commemorate the birth anniversary of the mathematical genius Srinivasa Ramanujan. The event was thoughtfully organized by Mr. Sudhakar, a dedicated student of the MPCs stream, under the able guidance of Dr. P. Rama Bhadra Murthy, Lecturer incharge, Department of Mathematics and convenor of the program.

The program commenced with a warm welcome address, setting a tone of reverence for the contributions of Ramanujan to the field of mathematics. The event was presided over by Dr. B. Srinivasa Rao, Principal In-charge, who delivered an inspiring speech highlighting the significance of mathematics in everyday life and its pivotal role in driving scientific and technological advancements.

A key highlight of the celebrations was a quiz competition conducted by Dr. P. Rama Bhadra Murthy on 4th December, 2024. The quiz provided a platform for students to showcase their knowledge and passion for mathematics. The winners of the quiz were awarded prizes, which served as a testament to their academic excellence and enthusiasm for learning. The department also presented mathematics formulae books to the following students for their good performance in academics.

- ✚ A.Sudhakar of III MPCs,
- ✚ V.Uma Maheswara Rao of III MPCs,
- ✚ N.Jani Basha of III MPCs,
- ✚ G. Nagasai of III MPC and
- ✚ Siva Shankar of I B.Sc.(Computer Science)

The program also featured engaging discussions about Srinivasa Ramanujan's extraordinary contributions to mathematics, his theories, and the profound impact of his work on modern mathematical research. Students and faculty alike reflected on his journey, emphasizing the importance of perseverance, creativity, and intellectual curiosity.



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Quiz Competition marks National Mathematics Day Celebrations

The Department of Mathematics at SKBR Government Degree College marked the occasion of National Mathematics Day by organizing a quiz competition on December 4, 2024, as a tribute to the legendary mathematician Srinivasa Ramanujan. The event, organized by Dr. P. Rama Bhadra Murthy, Lecturer In-charge of the Department of Mathematics, witnessed enthusiastic participation from students across various streams.

The quiz aimed to test the mathematical acumen of students and foster their interest in the subject. It covered a wide range of topics, including mathematical theories, problem-solving, and the life & contributions of Srinivasa Ramanujan.

The Winners are Sk.Safia from II BA & U.Bhavani from II BA and runners are U.Divya Bhavani from I B.Sc.(Zoology) & U.Kaveri from I B.Sc.(Computer Science). Prizes for the winners of the quiz competition were distributed on National Mathematics Day celebrations which held on December 21, 2024, during a special program commemorating the birth anniversary of Srinivasa Ramanujan. The winners were lauded for their exceptional performance, and all participants were appreciated for their enthusiasm and effort.

The event successfully inspired students to delve deeper into the world of mathematics, honoring the legacy of one of the greatest mathematicians in history.



Consumer Day Celebrations

The Department of Commerce at SKBR Government Degree College organized Consumer Day celebrations on 21st December, 2024 with great enthusiasm, emphasizing the significance of consumer awareness and rights. The event was presided over by Dr. B. Srinivasa Rao, Principal In-charge, presided over the event. Sri S. Mohan Rao, Lecturer In-charge of the Department of Commerce, addressed the gathering and highlighted the importance of Consumer Day in empowering individuals with knowledge about their rights and responsibilities in the marketplace. Sri P. Rajashekar, the Guest of Honor, delivered an insightful speech, encouraging students to understand the role of consumers in promoting fair practices and ethical business conduct. He shared valuable examples to emphasize the significance of informed consumer choices. Sri Samuel Sukumar, Contract Faculty, also participated in the program and contributed to the discussions, adding depth to the event with his valuable insights.



AIDS Day

On the occasion of World AIDS Day, the Department of Zoology, Red Ribbon Club (RRC), and NSS Unit of SKBR Government Degree College organized an awareness rally to educate the community about HIV/AIDS and promote prevention and understanding. The rally, held on December 1, 2024, was convened by Sri G. Rajashekar, Contract Faculty, and witnessed active participation from students, faculty, and health experts.

The event commenced with an inaugural address by Dr. J. Lakshmi Kumari, Principal, who emphasized the importance of spreading awareness to reduce stigma and misconceptions surrounding HIV/AIDS. Dr. Y. Vyshnavi, NSS Unit Officer, highlighted the role of youth in advocating for preventive measures and fostering empathy for those affected.

Sri K. Balaswamy, Guest Faculty, joined the event, adding his insights on the collective responsibility of society in combating this global health challenge.

Essay Writing & Drawing Competitions held on this occasions and distributed prizes to the winners.

Essay Writing:

🏆 I Prize – M.Abhinaya, I B.Sc.(Zoology)

🏆 II Prize – B.Chakradhar, I B.Sc.(Zoology)

Drawing Competition

🏆 I Prize – Vemula Bhavani, I B.Sc.(Zoology)

✚ II Prize – Divya Bhargavi, I B.Sc.(Zoology)

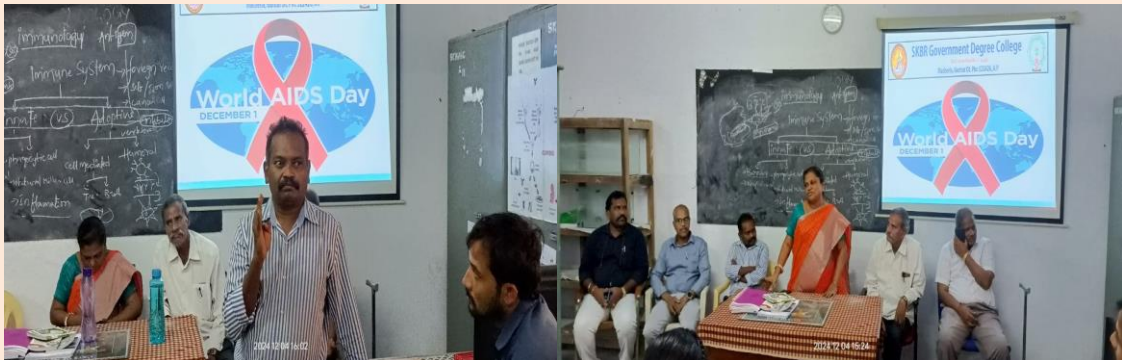
The rally also featured expert presentations by Dr. Dinesh, Dr. B. Srinivas, Counsellor, and Sk. Moulabi from the Government Hospital. They shared valuable information about the causes, symptoms, prevention strategies, and available treatments for HIV/AIDS, encouraging everyone to be proactive in protecting their health and supporting those in need.



మాచర్లలో HIV, AIDS నివారణపై అవగాహన ర్యాలీ

మాచర్ల పట్టణంలో శుక్రవారం ప్రభుత్వ ఆదేశాల మేరకు జిల్లా ఆరోగ్యశాఖ, ఎయిడ్స్ నివారణ శాఖ సంయుక్తంగా అవగాహన ర్యాలీ నిర్వహించారు. కౌన్సిలర్ బి శ్రీనివాస్ మాట్లాడుతూ ఎయిడ్స్ రోగులకు పూర్తిస్థాయిలో చికిత్స ఉచితంగా అందించబడుతుందన్నారు. హెచ్ఐవి రాకుండా తీసుకోవాల్సిన జాగ్రత్తలు వివరించారు. ఎస్సీ, బీఆర్ కళాశాల విద్యార్థులు, డాక్టర్ దినేష్, షేక్ మౌలాబి, ప్రిన్సిపల్ లక్ష్మి కుమారి, పాల్గొన్నారు.

🕒 03:37 pm, 29th Nov 2024





Wildlife conservation day on 4/12/24

The Department of Zoology at SKBR Government Degree College, Macherla, organized an enlightening program on Wildlife Conservation Day, observed on 4th December 2024. The event was convened by Sri G. Rajashekar, with support from Sri Balaswamy, Guest Faculty.

The program featured Sri Kelam Adinarayana, a renowned environmentalist and member of Jana Vignana Vedika, Macherla, as the Chief Guest. Addressing the gathering, he emphasized the critical role of conserving wildlife in maintaining ecological balance and ensuring the survival of future generations. His insights into the challenges faced by wild animals and practical steps for their protection deeply resonated with the students.

The event saw active participation from students and faculty, fostering awareness and inspiring a sense of responsibility towards protecting our planet's biodiversity. The Department of Zoology's initiative was highly appreciated for its commitment to raising awareness about wildlife conservation.



Haritha Vanmahotsvam

A tree plantation program was organized to promote environmental sustainability in Macherla. The event was conducted at the college premises in collaboration with KCP and Rotary Club, Macherla wing. The program was inaugurated by Sri Venkata Ramana, General Manager, KCP along with various officials. Dr.Ramakotaiah, Sri Ramakrishna, Sri Balaiah, Sri Y.Venkata Ramaiah, Sri Siva Bhaskar, Sri Pathan Nagur Vali, Smt K.Krishna Kumari, President of Rotary Club, Smt.Nimmagadda Sureka, Secretary of Rotary Club, Smt.A.Lakshmi Raha, Sri Satya Prasad, Sri Siva Rammurthy, Sri K.Vasu, etc. were participated in this event. They emphasized the importance of increasing green cover to combat pollution and improve the environment.

During the event, over 300 saplings were planted. The guest of honors highlighted the need for collective action in preserving natural resources and promoting greenery. Speakers also stressed the role of students and youth in environmental conservation efforts.

The initiative witnessed active participation from several community members, including school children and officials from local colleges. The collaborative effort ensured a successful and meaningful tree plantation drive, which aimed at fostering a sustainable future.

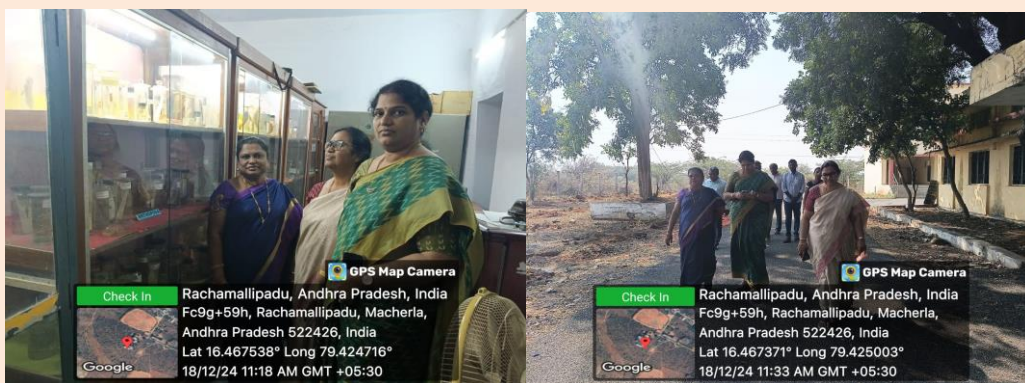
This green initiative reflects the community's commitment to addressing environmental challenges and creating a cleaner, greener Macherla.





Affiliation Committee Inspection

The affiliation committee from the Acharya Nagarjuna University visited the college campus on 18th December, 2024. The members are Dr.J.Rajeswari, Department of Bio Chemistry and Dr.A.Krishna Satya, Department of Bio Technology,



Potti Sriramulu Birth Anniversary

The Department of Political Science at SKBR Government Degree College organized a program to commemorate Potti Sriramulu Jayanthi on 16th December, 2024, celebrating the life and sacrifices of the legendary freedom fighter and advocate for Andhra statehood.

Sri M. Paparao, Contract Faculty in Political Science, addressed the gathering and paid homage to Potti Sriramulu's relentless dedication and selfless sacrifice that led to the formation of Andhra State. In his speech, he also remembered the pivotal contributions of Prakasam Pantulu, who played a significant role in the movement for statehood and the upliftment of Andhra people.

The program served as an occasion to inspire students with the ideals of patriotism and selflessness exemplified by Potti Sriramulu. Faculty and students actively participated in the event, reflecting on the historical significance of his sacrifices and their relevance in today's context.



Vijay Diwas

The NSS Unit of SKBR Government Degree College organized an inspiring program on December 16, 2024, to commemorate *Vijaya Diwas* and honor the valor and sacrifices of the Indian Armed Forces. The event brought together students and faculty in a spirit of patriotism and gratitude.

Dr. J. Lakshmi Kumari addressed the gathering, highlighting the historical significance of *Vijaya Diwas* and its commemoration as the day marking India's victory in the 1971 war. Her speech emphasized the importance of remembering and respecting the sacrifices made by soldiers to protect the nation's sovereignty.

Dr. Y. Vyshnavi, NSS Unit Officer and Lecturer In-charge of the Department of Chemistry, also spoke during the program. She motivated students to imbibe

the values of discipline, courage, and dedication exemplified by the Armed Forces, encouraging them to contribute positively to society and the nation.



Christmas Celebrations at SKBR GDC, Macherla

The festive spirit of Christmas was celebrated with great enthusiasm at SKBR Government Degree College, Macherla, on 6th December 2024. The event was presided over by Dr. J. Lakshmi Kumari, Principal of the college, who conveyed her heartfelt Christmas greetings and emphasized the values of love, peace, and harmony associated with the festival.

Students actively participated in the celebrations, showcasing their creativity through various activities, including Christmas carols, a nativity play, and cultural performances. The joyous atmosphere was further enriched by the vibrant decorations, including a beautifully adorned Christmas tree and nativity scene.

The program concluded with a message of unity and goodwill, leaving everyone with a sense of warmth and festive cheer. The event was a collective effort of the college community, reflecting the true spirit of Christmas.



STUDENT ACHIEVEMENTS

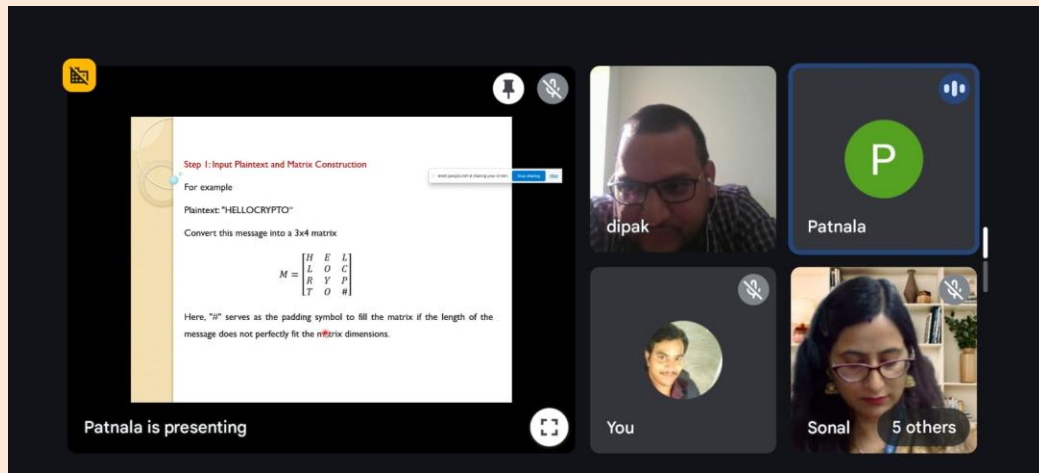
- Aleti Sudhakar of III MPCs participated in the National Essay Writing Competition 2024 on the occasion of Audit Diwas organized by Accountant General Audit.



STAFF ACHIEVEMENTS

Dr.P.Bharathi Devi **Lecturer in Computer Science**

- Presented and published a paper #1571089959, Title: ('Matrix Rotation Cipher With Graph-Based Key Generation for Secure Message Encryption') in 16th IEEE International Conference on Computational Intelligence and Communication Networks (CICN) organized by Oriental University, Indore on Dec 22-23, 2024.

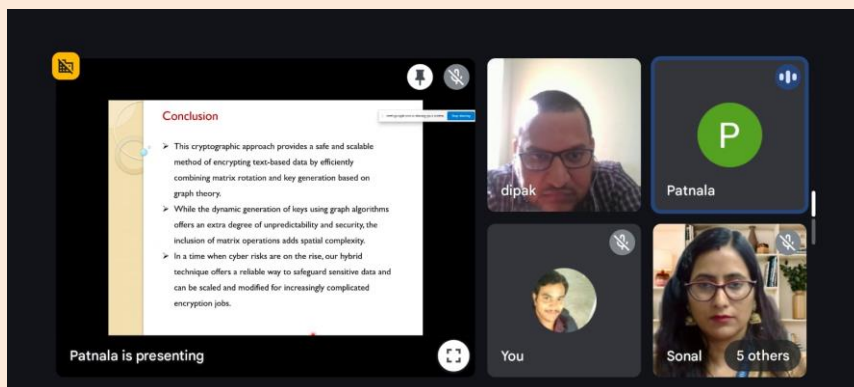


- Published a paper on “Unconscious Bias against Women at Workplace” in the book Economic Empowerment in India: Women as Architects of Progress, ISBN: 978-81-975248-7-5, pp.No. 21-27, November 2024 published by UGC-Women’s Studies Centre, KBN College(A), Vijayawada, Andhra Pradesh.

Dr.P.Rama Bhadra Murthy
Lecturer in Mathematics

- Presented and published a paper #1571089959, Title: ('Matrix Rotation Cipher With Graph-Based Key Generation for Secure Message Encryption') in 16th IEEE International Conference on Computational

Intelligence and Communication Networks (CICN) organized by Oriental University, Indore on Dec 22-23, 2024.



Dr.K.Kanaka Ratnam
Lecturer in Economics

- Published a paper on “Exploring the role of Microfinance in Women’s Empowerment and Entrepreneurial Development: A Qualitative study of Krishna District” in the book Economic Empowerment in India: Women as Architects of Progress, ISBN: 978-81-975248-7-5, pp.No. 47-50, November 2024 published by UGC-Women’s Studies Centre, KBN College(A), Vijayawada, Andhra Pradesh.