



An ISO Certified Institution

NAAC B⁺ Grade in Second Cycle

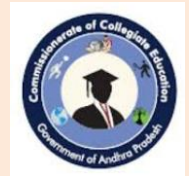
S.K.B.R. GOVERNMENT DEGREE COLLEGE

(Affiliated to Acharya Nagarjuna University, Guntur)

Macherla, Palnadu District - 522 426

Volume 3 Issue 9

September, 2024



Editorial Board EDITOR IN CHIEF: Dr.J.Lakshmi Kumari, PRINCIPAL EDITOR: Dr.P.Bharathi Devi, LECTURER IN COMPUTER SCIENCE EDITORIAL MEMBERS: Mr.G.Rajasekhar, LECTURER IN ZOOLOGY Sri.T.Polaiah, LECTURER IN ENGLISH Dr.Walter Ratna Kumar, LECTURER IN PHYSICS	Month:September Vol:3	Year: 2024 Issue:9
	Contents	Page No
	Days Celebrated	2-4
	Department Activities	5-13
	Staff Achievements	14-16

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

This month Teachers Day, Hindi Diwas and Sri Gurram Jashuva Birth celebrations organized by various departments and also Tradefair event organized by the department of Commerce. The NSS Unit organized various awareness programmes and plantation programmes.

TEACHERS DAY CELEBRATIONS

On the 5th of September 2024, SKBR Government Degree College celebrated Teachers' Day with great enthusiasm and respect in commemoration of the birth anniversary of Dr. Sarvepalli Radhakrishnan, the second President of India, a renowned philosopher, and an inspiring teacher. The occasion was marked by honoring the invaluable contribution of teachers to society and their role in shaping the future of the students.

Dr. B. Srinivasa Rao, Principal in charge, addressed the gathering and emphasized the significance of Teachers' Day. In his speech, he highlighted the legacy of Dr. Sarvepalli Radhakrishnan, reflecting on his contributions to education and the importance of upholding the values of dedication, wisdom, and integrity in the teaching profession. He also appreciated the continuous efforts of the faculty in nurturing young minds and guiding them toward a successful future.

Following the Principal's address, the faculty of the college paid tribute to Dr. Sarvepalli Radhakrishnan by offering floral respects. The students also actively participated in the event, delivering speeches that expressed their heartfelt gratitude toward the teachers.



గుర్రం జాషువా గారి జయంతి వేడుకలు

తేదీ 28 9 24న మాచర్ల పట్టణంలోని స్థానిక శ్రీ కాసు బ్రహ్మానంద రెడ్డి ప్రభుత్వ డిగ్రీ కళాశాల నందు తెలుగు అధ్యయన శాఖ వారి ఆధ్వర్యంలో గుర్రం జాషువా గారి జయంతి వేడుకలను ఘనంగా నిర్వహించడం జరిగినది.ఈ కార్యక్రమానికి కళాశాల ప్రెన్సిపల్ డాక్టర్ జయలక్ష్మి కుమారి గారు అధ్యక్షత వహించి తమ తొలి పలుకులలో గుర్రం జాషువా గారు పల్నాటి ప్రాంతానికి చెందిన వినుకొండ లో జన్మించారని అంటరానితనంతో ఎన్నో అవమానాలకు గురి అయినా చీత్యారాలను పొందిన చోట్ సత్యారాలను పొందిన మహాకవి అని ప్రశంసించారు.. ఇక శాఖ అధ్యక్షులు వారి జీవితాన్ని గురించి కవిత విశేషాలను గురించి తెలియజేస్తూ కవిత్యమే ఆయుధంగా మూఢాచారాలపై తిరగబడ్డ అభ్యుదయ వాది అని ఆయన పద్యాలలోని శబ్ద సౌందర్యం గుండెల్ని తాకుతుందని, వారి కవితా కంఠం విలక్షణం, సంఘసంస్కరణ జాషువా గారి కావ్య లక్ష్యం అంటూ అస్పృశ్యత కారణంగా సమాజంలో ఆయన ఎదుర్కొన్న అవమానాలను గురించి చెప్తూ వడగాల్పులు తన జీవితమైతే వెన్నెల తన కవిత్యం అన్న జాషువా గారి మాటలను గుర్తు చేశారు. జాషువా గారి చిత్రపటానికి పూలమాలను అలంకరించి విద్యార్థులు అధ్యాపక అధ్యాపకేతర సిబ్బంది జాషువా గారి ఖండ కావ్యాలలోని పద్యాలను మననం చేసుకుని కార్యక్రమాన్ని ముగించారు.





HINDI DIWAS

On 16th September 2024, SKBR Government Degree College, Macherla, celebrated Hindi Diwas(14th September) with great enthusiasm and participation. The event was organized under the guidance of Dr. B. Srinivasa Rao, Lecturer in Hindi, who played a pivotal role in making the event a success.

The celebration began with an introduction to the significance of Hindi Diwas. Dr. B. Srinivasa Rao delivered an enlightening speech on how Hindi became the official language of India on 14th September 1949 and emphasized the importance of promoting Hindi for national integration. He discussed the rich history, cultural heritage, and literary contributions of the language.



TRADE FAIR - 2024

The Department of Commerce at SKBR Government Degree College organized an enriching event, the "Trade Fair," aimed at inculcating business skills among the students. The event took place on 28th September, 2024, providing a hands-on platform for B.Com students to apply the theoretical knowledge they have acquired in the classroom to practical business scenarios.

The Trade Fair was inaugurated by the Principal, Dr. J. Lakshmi Kumari, who encouraged students to explore entrepreneurial avenues and emphasized the importance of such practical events in shaping future business leaders. She appreciated the efforts of the Department of Commerce in taking this initiative and lauded the students for their enthusiasm and dedication to making the event a success.

Under the guidance of Sri S. Mohan Rao, Lecturer in Charge of the Commerce Department, and the support of Sri V. Samuel Sukumar, Lecturer in Commerce, and Sri Rajasekhar, Guest Faculty in Commerce, the students organized and managed the entire event. The B.Com students brought in a variety of homemade dishes and other products, which they sold to faculty members, fellow students, and visitors.

The Trade Fair saw participation from not only the students and faculty of SKBR Government Degree College but also neighboring college students and faculty, who visited the event and contributed to its success. This cross-institutional participation added a competitive spirit and diversity to the fair, making it a grand success. The event not only allowed students to showcase their entrepreneurial skills but also provided them with an opportunity to learn the basics of pricing, sales strategies, customer interaction, and marketing in a real-world setting. The practical experience gained from this fair will undoubtedly benefit the students in their future business ventures and careers.



**ఎస్కెబిఆర్ డిగ్రీ
కళాశాలలో ట్రేడ్ ఫెయిర్**



సూర్య-మాచర్ల టౌన్

మాచర్ల ప్రభుత్వ డిగ్రీ కళాశాలలో శనివారం కామర్స్ విభాగం ఆధ్వర్యంలో ట్రేడ్ ఫెయిర్ నిర్వహించారు. కామర్స్ విభాగాధిపతి ఎస్. మోహన్ రావు, కళాశాల ప్రిన్సిపల్ డాక్టర్ జె. లక్ష్మి కుమారిలు ట్రేడ్ ఫెయిర్ ను ప్రారంభించారు. ఈ ట్రేడ్ ఫెయిర్ కార్యక్రమంలో బీకాం విద్యార్థిని విద్యార్థులు పలు రకాల స్నాక్స్ ఏర్పాటు చేయడం జరిగింది. పట్టణంలోని ఇతర కళాశాల విద్యార్థులు కూడా పాల్గొన్నారు. స్నాక్స్ నిర్వహించిన వాణిజ్యశాస్త్ర విద్యార్థిని విద్యార్థులు వ్యాపారంలోని భిన్న నైపుణ్యాలను మరియు మెలకువలను నేర్చుకున్నారు. ఈ కార్యక్రమంలో కళాశాలలోని బోధనా, బోధనేతల సిబ్బంది విద్యార్థిని విద్యార్థులు పాల్గొన్నారు.

సూర్య MAIN 29-9-2024-min-02
29 Sep 2024



Guest Lecture on Significance of Chartered Accountancy as a Career

On 13th September 2024, the Department of Commerce at SKBR Government Degree College, Macherla, in association with Master Minds (a renowned CA coaching institute), organized a guest lecture on the significance of Chartered Accountancy as a career. The event was monitored by the faculty members Sri V. Samuel Sukumar and Sri Rajashekar, who ensured the smooth conduct of the session.

The guest speaker, an experienced Chartered Accountant and representative from Master Minds, delivered an insightful lecture on the pivotal role of Chartered Accountants (CAs) in the financial sector. He discussed the various opportunities available for CAs in both national and international markets, highlighting their importance in areas such as taxation, auditing, financial management, and business consultancy.

During the lecture, the speaker also elaborated on:

The CA Course Structure: Explaining the step-by-step process to become a Chartered Accountant, from CPT/Foundation to the Final CA exam.

Career Prospects: He provided an overview of the wide range of career paths available for qualified CAs, including roles in corporate finance, public accounting, and entrepreneurship.

Skills Required: Emphasis was placed on the analytical, communication, and problem-solving skills necessary for aspiring Chartered Accountants.

The interactive session that followed allowed students to ask questions regarding the challenges and rewards of pursuing a career in Chartered Accountancy. The guest speaker provided valuable tips on exam preparation and time management, motivating the students to consider this prestigious profession. Sri V. Samuel Sukumar appreciated the collaboration with Master Minds and encouraged students to explore the possibilities in the field of Chartered Accountancy. Sri Rajashekar added that such lectures help bridge the gap between academic learning and professional opportunities.



AWARENESS PROGRAMME ON HIV/AIDS

On 26th September 2024, the Department of Zoology, in collaboration with the Red Ribbon Club and NSS Unit organized an awareness programme titled "Meeku Telusa" at SKBR Government Degree College. This event was conducted in association with the National AIDS Control Organisation (NACO) and Child Fund Association, Macherla wing. The primary objective of the programme was to spread awareness about HIV & AIDS and educate students and the community about the necessary precautions to prevent the spread of the virus.

The event was inaugurated by the Principal, Dr. J. Lakshmi Kumari, who emphasized the importance of HIV/AIDS awareness and the role of education in preventing the spread of these diseases. In her address, she highlighted the need for students to be well-informed about health risks and protective measures, and she appreciated the efforts of the Zoology Department and the Red Ribbon Club in organizing such a crucial event.

Vice Principal, Dr. B. Srinivasa Rao, also addressed the gathering, focusing on the precautions and measures to be taken to avoid the transmission of HIV and AIDS. He urged students to become ambassadors of health awareness and share the knowledge they gained during the event with their peers and the community.

Special guests included Sri Srinivasa Rao, Counselor from Macherla Area, and Sri Vishveswar Rao, a local worker from the Health Department's Integrated

Counseling and Testing Center. Both experts provided valuable insights into the current situation of HIV/AIDS in the region and explained the support systems available for individuals affected by the virus. They highlighted the importance of regular health check-ups, early testing, and counseling to manage and prevent the spread of HIV/AIDS.

The "Meeku Telusa" programme proved to be highly informative and impactful, raising awareness among students about the serious nature of HIV/AIDS and the steps that can be taken to prevent it. The event concluded with a Q&A session where students actively participated, asking questions and gaining clarity on various aspects of HIV prevention and health care.





VANAM MANAM

On 14th September, 2024 SKBR Government Degree College organized the "Vanam Manam" programme, a tree plantation drive aimed at promoting environmental awareness and sustainability. The event was organized by the National Service Scheme (NSS) unit of the college, with enthusiastic participation from both the faculty and students.

The primary objective of the "Vanam Manam" programme was to encourage eco-consciousness and to involve the college community in contributing to the green cover by planting saplings. The initiative reflected the commitment of the institution to environmental conservation and the broader vision of creating a cleaner and greener campus.

Under the leadership of the NSS unit, all the faculty members and students actively participated in the event, planting saplings in and around the college premises. The faculty guided the students on the importance of tree plantation and how it helps in combating climate change, reducing pollution, and preserving biodiversity.

The Principal, Dr. J. Lakshmi Kumari, along with the Vice Principal, Dr. B. Srinivasa Rao, praised the NSS unit for their efforts in organizing the event and emphasized the need for sustainable practices in everyday life.



SWACHHATA HI SEVA PLEDGE

On 24th September, 2024 the National Service Scheme (NSS) unit of SKBR Government Degree College organized the "Swachhata Hi Seva" pledge-taking ceremony as part of the nationwide cleanliness campaign. The initiative aimed at promoting the values of cleanliness, hygiene, and environmental responsibility among the students and staff of the college.

The event began with the NSS Programme Officer Dr.Y.Vyshnavi, Lecturer in Chemistry addressing the gathering, emphasizing the significance of cleanliness

in our daily lives and its direct impact on the health and well-being of individuals and society. The "Swachhata Hi Seva" campaign, inspired by the Swachh Bharat Abhiyan, calls upon citizens to actively participate in keeping their surroundings clean, promoting the ideals of sanitation and hygiene.

The Principal, Dr. J. Lakshmi Kumari, administered the Swachhata pledge to all the students, faculty members, and NSS volunteers present at the event. In her address, she encouraged everyone to take personal responsibility for ensuring cleanliness in their homes, classrooms, and the community. She also highlighted the importance of reducing plastic use, properly disposing of waste, and maintaining hygienic surroundings, aligning with the objectives of the Swachhata Hi Seva movement.

The pledge was a solemn commitment by all participants to contribute to a cleaner environment, both within the college campus and in their communities. It emphasized the importance of collective action in achieving the goal of a clean and healthy nation.

Following the pledge, the NSS unit initiated a cleanliness drive on the college premises, where students and faculty worked together to clean various areas of the campus. The drive focused on waste segregation, picking up litter, and spreading awareness about sustainable practices such as recycling and reducing single-use plastics.



NSS Day Celebrations

On 24th September 2024, SKBR Government Degree College, Macherla, celebrated NSS (National Service Scheme) Day with great enthusiasm, focusing on community service and youth involvement. The event, coordinated by the college's NSS unit, was aimed at fostering the spirit of volunteerism and social responsibility among students.

The program began with an inaugural speech by the Principal, who highlighted the importance of NSS in shaping socially responsible citizens. The Principal emphasized the core values of NSS, including "Not Me, But You," and encouraged students to engage actively in community welfare activities.

A series of events were organized **Cleanliness Drive**. Under the Swachh Bharat Abhiyan initiative, the NSS volunteers cleaned the college campus and surrounding areas. This drive aimed to promote cleanliness and hygiene among the local community.

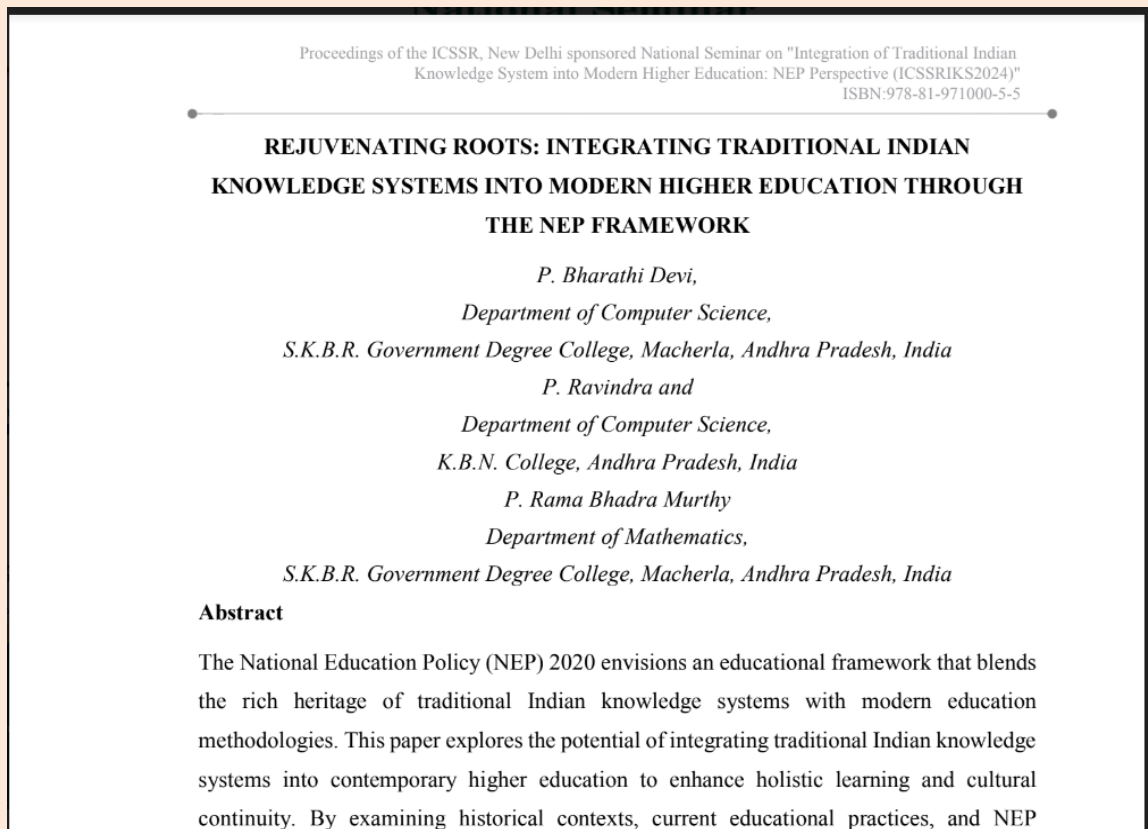


Staff Achievements

Dr.P.Bharathi Devi, Lecturer in Computer Science

Dr.P.Rama Bhadra Murthy, Lecturer in Mathematics

- Published a paper on “Rejuvenating Roots: Integrating Traditional Indian Knowledge Systems into Modern Higher Education through the NEP Framework” in proceedings of the National Seminar on “Integration of Traditional Indian Knowledge Systems into Modern Higher Education: NEP Perspective(ICSSRIKS2024)”, Vol.1,pp. 35-42, ISBN:978-81-971000-5-5, sponsored by ICSSR, New Delhi, Organized by IQAC, Dr.N.G.P.Arts & Science College, Coimbatore on 4th & 5th July, 2024.



Dr.J.Lakshmi Kumari, Principal

Dr.P.Bharathi Devi, Lecturer in Computer Science

- Attended a One Day Workshop on “Strengthening GDCs for Better NIRF Ranking in Andhra Pradesh on 19th September, 2024 organized by Quality Cell, CCE, Mangalagiri.

Dr.P.Bharathi Devi, Lecturer in Computer Science

- ✚ Attended a One Day Seminar on “Recent Trends in Cybersecurity” organized by CCE in association with CDAC, Hyderabad on 23rd September, 2024.

Dr.M.Yanadi Rao, Lecturer in Chemistry

- ✚ Participated in the Five-Day International Webinar-cum-FDP on “Innovative Approaches in Green Chemistry for Addressing Emerging Challenges in Chemical and Allied Sciences” organized by the Department of Chemistry, JMJ College for Women(Autonomous), Tenali from 10th to 14th September, 2024.



Dr.T.Polaiah, Lecturer in English

- ✚ Participated in One-Week Training Programme on English Pro for the English Faculty of Government Degree Colleges, AP Batch-VI from 17th September to 21st September, 2024 at the English and Foreign Languages University, Hyderabad.

