



SRI DURGA MALLESWARA

SIDDHARTHA MAHILA KALASALA

An Autonomous College in the Jurisdiction of Krishna University

A College with Potential for Excellence

Sponsors: SIDDHARTHA ACADEMY OF GENERAL AND TECHNICAL EDUCATION



QUARTERLY INSIGHTS

NEWSLETTER-VOL-I, ISSUE -I, JUNE- AUGUST,2024



'THE BEAUTIFUL THING ABOUT LEARNING IS THAT NOBODY CAN TAKE IT AWAY FROM YOU'

-B.B.KING

PATRON'S MESSAGE

It gives me immense pleasure to introduce Sri Durga Malleswara Siddhartha Mahila Kalasala's newsletter **Quarterly Insights** which explores a range of activities conducted by the various departments. We emphasize on holistic development of faculty and students by encouraging them to participate in various departmental activities as well as in different competitions. These I am sure, will instill confidence and improve their performance.



**Dr. S. KALPANA
PRINCIPAL**

EDITOR-IN CHIEF'S MESSAGE

Welcome to Siddhartha Mahila Kalasala's newsletter 'Quarterly Insights', a dedicated space to keep you informed and engaged in showcasing the latest developments, academic achievements and upcoming initiatives of the college. Stay with us as we inform you about the exciting educational journey of our faculty and students. This Quarter's edition brings to you the most captivating updates from our dynamic educational community brought forth through dedication, hard work.



**Dr. R. MADHAVI
SPECIAL OFFICER**

EDITOR'S FOREWORD

Bringing forth this Newsletter, is I hope, reflective of the variegated activities that happen on campus leading to the overall growth of our students in all fields, transforming them into citizens of national and global significance. More activities which are student-centric are in the offing in up-coming volumes of the Newsletter.



**A. ANNAPURNA
ASST. PROF. F&N**

EDITORIAL TEAM



ACTIVITIES OF QUARTER - I

5th June

World Environment Day-NCC & NSS

On the occasion of **World Environment Day** SDMSMK NCC unit under 4 (A) girls organized an **awareness programme** on 'Plastic free India - a step towards better world' initiated by Sri B. Siva Kumar, Asst. Forest Beat Officer, Vijayawada, AP Forest department. A tree plantation program was undertaken by the NCC cadets. They undertook a pledge to safeguard and save the environment. NSS units in association with HDFC Bank, Vijayawada conducted a 'Go Green' program on the campus of SDMSMK.

On this occasion the Department of Botany conducted an online Quiz program for the students and faculty of different colleges. 150 Students of Siddhartha Mahila Kalasala, PBS College of Arts & Science, Andhra Loyola College and Maris Stella College participated in the competition. The students of Botany also organized a plantation event.



15th JUNE.

DEPARTMENT OF BOTANY

A trip to Plant Herbarium: On 15th June 2024 a field trip to P.B. Siddhartha Arts and Science College for Herbarium Plant Collection was organized for the I BSc Botany students.



Students observed different varieties of fruit yielding, wood yielding, Horticultural & Medicinal plants. Dr. Srinivas (Head, Department of Botany, P.B.S Arts and Science) created awareness on different plants and their uses and explained about the exhibits of the Herbarium cabinet and Herbarium sheets to the students.

21st JUNE

The academic year's activities started off colourfully with NSS volunteers of units I,II,III and NCC cadets of Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada, participating in yoga asanas on **World Yoga Day**, celebrated on the college campus.



On 29th JUNE

Retirement Function of Director Madam

The celebration of the Retirement function of Dr. T. Vijayalakshmi, Director, Sri Durga Malleswara Siddhartha Mahila Kalasala was conducted with great pomp and fanfare as the teaching, non-teaching and Management expressed their gratefulness to an icon who had dedicated her services for the growth and development of the college to National stature.



Dr. Vijayalakshmi was instrumental in leading the college forward in bringing accolades and awards in all parameters. The award of A++ grade by N.A.A.C., conferment of College with Potential with Excellence Award, Best College for N.C.C, NSS, Eco-Club Activities, Education World Rankings, India Today Rankings, The Week Rankings, were the highlights of the achievement of the institution under her guidance and tutelage. Dr. Vijayalakshmi had rendered yeoman service to the college as Faculty and Head of Commerce, Vice Principal, Controller of Examinations, Principal and Director bringing greater glory and excellence in quality standards. The Management, Principals, Dr. S. Kalpana, Dr S. Padmaja, faculty and Non-teaching faculty expressed their wishes to her for fruitful years ahead filled with peace and happiness.

6th and 10th July 2024

The students of Siddhartha Mahila Kalasala attended the Student Induction Programme which was organized on 6th and 10th July 2024 for I B.Sc. Botany students by P.B. Siddhartha Arts and Science College. The students were given training on usage of data base management system for Herbarium Methodology and methods to store Herbarium data using software tool, Oracle.

9th JULY.

APPOINTMENT OF NEW SPECIAL OFFICER



On the occasion of the retirement of Director Dr. T. Vijayalaksmi, Dr. R. Madhavi assumes charge as Special Officer, Sri Durga Malleswara Siddhartha Mahila Kalasala from July 2024 onwards. Academic Officer Dr. Shri Mohan Rao and Principal Dr S. Kalpana welcomed her into the Siddhartha fold. She has been assigned the duties of enhancing Quality initiatives

such as Research, Publications, conduct of Seminars and workshops at National and International Level and other activities. She has also been assigned the duty of ensuring that faculty and students develop an excellent professional culture on campus. She addressed the IQAC and Heads of various Departments to orient them about the role she would be undertaking in the college.

19th JULY

NATIONAL FACULTY DEVELOPMENT PROGRAMME

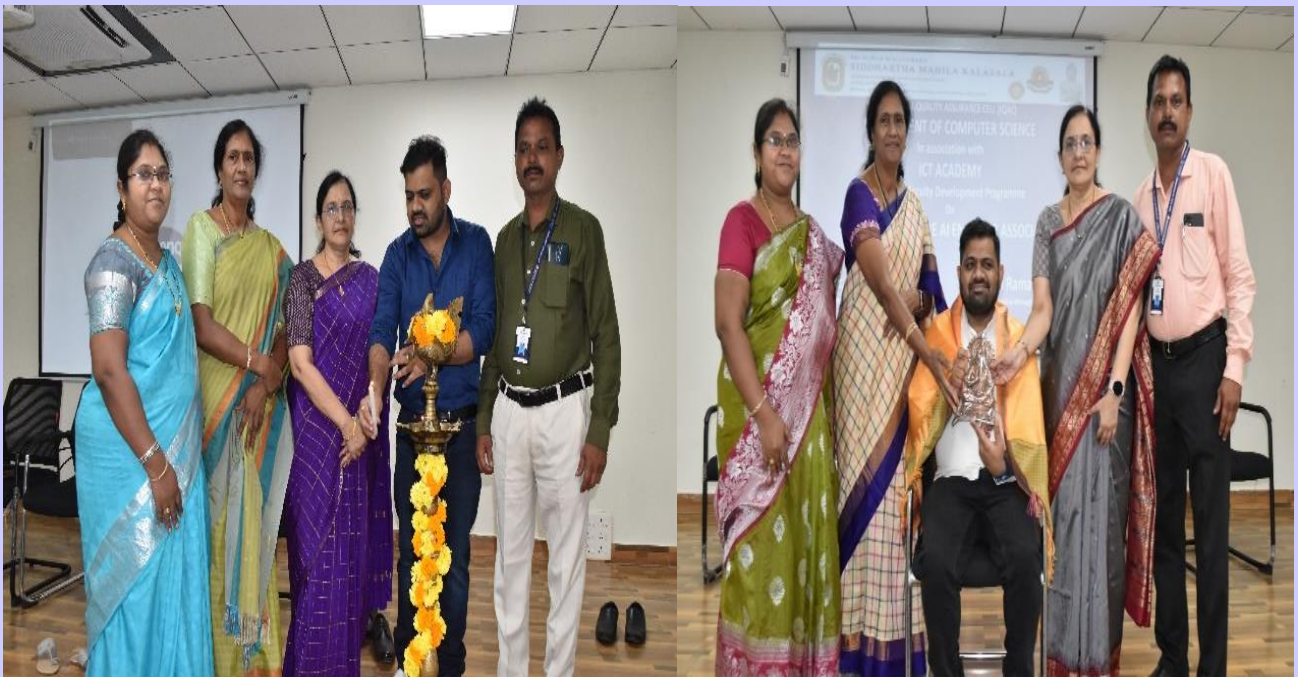
A National Level FDP on "**I.P.R., Copyrighting and Patenting - Moving towards Innovation**" was conducted on 19th July, 2024 by the IQAC in collaboration with the Innovation & Incubation Cell (IIC). Principal Dr. S. Kalpana and Special Officer Dr. R. Madhavi gave their opening remarks. The Resource Person, Prof. J. E. Moshe Dayan, faculty EEE department, PSNA College of Engineering and Technology, Dindigul, Tamil Nadu is a Govt. certified trainer for NIPAM, Mission 2.0 of the Government of India. He oriented the faculty regarding the significance of copyrighting and patenting. The programme proved to be a veritable boon to 50 online and 70 offline participants from India and the U.S. instilling the key concepts of patenting, trademarks, copyrights, industrial design which are vital in today's world of innovation and entrepreneurship. The program highlighted the need for ideation, innovation, IPR, Patenting and Copyrighting.



22nd July to 26th July 2024

DEPT. OF COMPUTER SCIENCE

From 22nd July to 26th July 2024 a 5- Day Faculty Development Programme was organized in association with I.C.T. Academy on “**Microsoft Azure AI Engineer Associate**” by Mr. A. Mallikarjun, Senior Technical Trainer, Microsoft, Bangalore. The Resource Person briefed the audience about importance of Azure teaching in Current Situation. On the first two days he focused on Azure and cloud computing, Redundancy, Cloud Storage, Azure Data Engineering, Azure AI. Later he elaborated on Computer Vision, Natural Language Processing with hands-on experience, Chatbot Services, Decision making services, Co-pilot and open AI.



21th to 27th July 2024

DEPT. OF COMMERCE

The department of Commerce and Management conducted **Commerce Week** from 21-8-2024 to 27-8-2024. The main aim of this event was to promote awareness about latest Commerce related topics, educating students about various aspects of business, and encouraging entrepreneurial spirit. The event not only provided a platform for knowledge sharing and skill development but also inspired participants to explore new horizons in the field of Commerce.

Day 1: Debate (Topic- Usage of Cell Phones in college hours, Impact of video games on children) & Group Discussions (Topic- Impact of social media on youth)

Winners:

1. A. Dimplesree -III BBA -1st
2. Keerthana-III BBA -1st
3. Uma - I B.Com General -2nd
4. Divya - I B.Com General -2nd

Winners:

1. M. Uma -I B.Com General
2. V. Tanu-I B.Com General
3. SK. Safia-I B.Com General
4. N. Hymavathi -I B.Com General
5. A. Kranthi-I B. Com General
6. P. Sivakeerthi -IIBBA-BPM
7. B. Deekshitha-IIBBA-BPM
8. K. Hemalatha-IIBBA-BPM
9. Rasool. B - II BBA - BA

Day 2: Advertising Competition

Winners:

Team 1 (BPM): Manasa, Jyothi, Fathima, Deepika

Team 2 (BPM&BCA): Meghana, Sharmila, Lilly, Bhavani

Team 3 (B.Com. Comp): Vijaya, Durga, Ratna kumara, Kalyani

Day 3: Ramp walk (Theme - Traditional Attire)

Winners:

1. Meghana -I BPM
2. Sowmya - B.Com. Comp

Day-3 Jokes Coff

Winners:

1. Yasmin -BCA
2. Ester Rani - B.Com. Banking
3. Stella - B. Com Comp

Day-4 Slogan Writing: (Topic- "Say no to Junk Foods")

Winners:

1. K. Durga - B. Com Comp
2. K. Naga Sri - BCA
3. M. Manasa - BBA-BPM

Day 5: Product Launch & Business Quiz

Winners:

Team 1 (BPM & BCA): Md. Yasmeen, M. Suchithra, Y. Kranthi, P. Anitha, N. Pujitha

Team 2 (BCOM A & D): C. Charishma, B. Lavanya, V. Bala Anusha, A. Ayisha, D. Kalyani

Team 3 (BCOM. COMP. & BBA): P. Anushka, B. Durga Bhavani, G. Jenny, Sk. Sabiha, V. Bhashitha



2nd AUGUST

Department of English

On 2nd Aug 2024 a **One Day International FDP** was organized in association with the Department of English on **“AI Tools to Improve English Writing Skills”** by Sri. Vasi Reddy



Murali Krishna, HOD, Curriculum University of Technology and Applied Sciences, Salalah, Oman. This FDP was aimed to equip faculty members with the latest Artificial Intelligence (AI) tools like ChatGPT, Microsoft Bing, Copilot, DALL-E and Google Gemini to enhance their writing skills and stay updated with the latest trends in AI-powered writing. The program mainly focused on harnessing the potential of AI to improve writing skills, enhance Research quality and foster innovation in teaching and learning.

5th & 6th AUGUST

DEPARTMENT OF MICROBIOLOGY

The Department organized a two-day Workshop on **“Molecular Biology Techniques”** from **5/7/24 to 6/7/24**. In this Workshop the key note speaker Dr. K. Kasthuri explained the importance of Molecular Biology techniques and also enlightened the students on Insilco PCR and its importance. The resource person Dr. M. Guruvaiha gave hands-on training in
1. DNA Isolation through agarose gel electrophoresis 2. SDS PAGE 3. PCR



6th AUGUST

DEPARTMENT OF CHEMISTRY:

A seminar on “*The Impact of Atom Bomb on Hiroshima & Nagasaki*” was presented by Sri IKA Balaji, “Mundadugu” Organisation, Kolkata and Dr. B. Aruna, Psychologist & General Secretary, Janasahithi on 6th Aug 2024. The seminar aimed to provide a comprehensive understanding of the atomic bomb’s historical and political significance during World War II. Ika Balaji vividly illustrated the devastating impacts of the atomic bomb on Hiroshima and Nagasaki. Dr. B. Aruna emphasized on the psychological trauma experienced by survivors of the atomic bombings. Her insights into the long-term mental health impacts provided a poignant reminder of the human cost of warfare.



8th & 9th AUGUST

DEPARTMENT OF COMMERCE

Department of Commerce organized a two-day Certificate Program on **Financial Literacy** in collaboration with the National Institute Securities Market (NISM) on the 8th & 9th Aug 2024 by Mr. G. Rajasekhara Reddy, an expert in the field of finance & securities markets. The program covered a wide range of topics, including the basics of financial markets, Investment planning, Risk Management and the role of securities markets in the economy. The interactive session allowed participants to engage with Mr. G. Rajasekhara Reddy to clarify doubts and to gain a better understanding of complex financial topics.



9TH AUGUST

DEPARTMENT OF ENGLISH

A **One-Day International Workshop** titled "*Communicative English in the 21st Century*" was conducted by Prof. P. Charles from Odessa, Texas, USA, on 9th August, 2024 for IInd year Students. Prof. Charles presented insights and techniques into effective communication strategies comparing those used to train Mexican, Spanish and Chinese learners in the USA and those needed to be used for Indian learners that are essential for success in both academic and professional environments. In conjunction with the workshop, the college launched the "*Speak English Drive,*" a campus-wide initiative aiming to promote better spoken English skills among students. The drive was kicked off with oath taking, where students and faculty came together to pledge to use and emphasize the importance of effective communication in English.



12th AUGUST

DEPARTMENT OF COMPUTER SCIENCE

A Guest Lecture was organized on **“Build a Project using DevOps”** by Mr. J. V. Avinash, C.E.O., Odenkirk Private Limited, Hyderabad, Telangana, India on 12th Aug 2024. Mr. Avinash enlightened the students on how to build a project using DevOps and he emphasised that becoming a programmer does not merely consist of learning the syntax and the concepts of a programming language but also about figuring out how to use that knowledge to make programs.

INDEPENDENCE DAY ON 15th AUGUST

Independence Day was celebrated with great fervor at SDMSMK on 15th Aug 2024. Our NCC Cadets participated in Marchpast showcasing discipline, patriotism and national spirit.



19th AUGUST

DEPARTMENT OF ELECTRONICS

A guest lecture by P. Sambashiva Rao, H.O.D, P. B. Siddhartha College, was organized on **“IOT & Its Applications”**. Students gained knowledge about how the IOT connects everyday objects, like home appliances and industrial machines, to the internet, allowing them to collect, share, and analyze data. It includes smart homes with automated devices, healthcare with wearable health monitors, industrial automation for predictive maintenance, agriculture with precision farming tools, and smart cities that optimize traffic and resource management. The resource person also shared inputs on security vulnerabilities, data privacy issues, and the need for device inter-operability.



20th & 21st AUGUST

CAREER GUIDANCE AND PLACEMENT CELL

In association with Career Guidance and Placement Cell under the guidance of Ms Harika Coordinator, a two-day (20th and 21st Aug 2024) workshop was organized on “**Trending Skills across Domains in Technology.**” Sri. Nissi Teppali a LinkedIn Trainer, FACE Prep was the resource person. The main objective of the workshop was to teach and train the students about LinkedIn Profile creation and its premium services which is free for six months. Students embedded these services in their mobiles with great enthusiasm. Nearly 1100 students participated in the event.

23rd AUGUST

DEPARTMENT OF PHYSICS

In association with the Women Empowerment Cell the Department of Physics conducted a programme on **National Space Day**, 23rd Aug 2024, where a guest lecture was delivered by **Manasa Bollu, Scientist Engineer from ISRO, Bengaluru** on *Careers in Astro Physics for Women*. The resource person addressed the students about exciting careers on Space technology and Astro Physics. She reminded the audience about the achievement of India in its Chandrayaan 3 mission and unknown facts about the Chandrayaan mission and the opportunities for students in esteemed institutes like ISRO. Principal, Dr S. Kalpana and Special Officer Dr. R. Madhavi spoke about the exciting opportunities in Space Science. Prizes for essay writing and poster presentation competitions were awarded to the students on the occasion.



28th AUGUST

DEPARTMENT OF TELUGU

Telugu Bhasha Dinostavam

A Guest Lecture was arranged for the students on the occasion of Telugu Bhasha Dinostavam. The chief Guest Dr. V.Raja Gopala Chakravarthi, spiritual Motivator, Vijayawada, spoke about the need to reinforce the significance and love of the Telugu Language in students. He brought out the rich cultural heritage the Telugu Language



upholds. Poster presentations and essay writing competitions by students made the celebrations meaningful and colourful.

30th AUGUST

DEPARTMENTS OF BIOCHEMISTRY AND MICROBIOLOGY

The Departments of Biochemistry and Microbiology organised Poster presentation and Model presentation Competitions on 30th August. Students of the Department participated and showcased their talents.

Prize Winners



B.Ramadevi, III FMB
Model presentation



Richa Chowdary, III FMB
Poster presentation



D.Gnanadeepika II B.C.
Poster presentation

FACULTY FORUM LECTURES

In a bid to improve teaching standards on campus Dr. R. Madhavi, Special Officer launched the Faculty Forum Lectures to be taken up by the faculty of the college. These sessions are scheduled to be held on Monday from 4.15- 5 p.m. every week and allow the faculty to make presentations on latest topics using student-centric methods of teaching. Use of mass-media, P.P.T, video clippings, on-line T/L tools, quiz, games, Blended mode of learning, group-pair work etc., are encouraged to train teachers to become more efficient and proficient in communicative skills and latest teaching strategies.

Faculty Forum Lecture --- Launch (10/7/24)

Dr. R. Madhavi.

Her Session '**Striving Towards Competency Building**' addressed the vital need for faculty to become lifelong learners with a thrust on research and student-centric research methodologies.

She emphasized the need to incorporate outcome-based educational practices and new technology assisted teaching methods to inculcate zeal for innovation

and self-reliance in students. The need to maintain high quality standards to sustain levels of excellence were put across to the eager audience of around 60 faculty members.



Faculty Forum 1 - (13/7/24)

TOPIC:

Why Does Vocabulary Matter-

Dr. K. Sailaja Rani

Dr. K. Sailaja Rani oriented the audience about why vocabulary plays a vital role in communication. She stressed on features of vocabulary like errors malapropisms and homophones which can affect

communication, and the role of understanding different types of language errors to maintain clarity and professionalism.



Dr. K. Sarala gave a talk that the Telugu language, with a rich history of about 2,500 years, is vital to the identity of its people. Despite being the third most spoken language in India and 15th globally, there are concerns about its potential endangerment due to global pressures. The preservation of Telugu is crucial for maintaining the cultural and communal identity of the Telugu people.



FACULTY FORUM 2 - (20/7/24)

a) Topic: Benefits of Mathematics in Daily Life-

Ms. Sudha Vani, Dept of Maths

b) Topic: On-Line Tools for Research Smt. K. Sasi

*Smt. S. Sudha Vani emphasized that mathematics is not just an academic subject but a vital skill that enhances various aspects of daily life. She encouraged the faculty to appreciate and utilize mathematical principles to improve their personal and professional lives. This enlightening presentation showcased the versatility and importance of mathematics, reaffirming its relevance in everyday activities and decision-making processes. Finally, the interactive nature of the session facilitated knowledge exchange.



*Smt. K. Sasi emphasized the importance of integrating online tools into research workflows. By leveraging these tools, researchers can enhance the efficiency and quality of their work, collaborate more effectively, and stay organized throughout the research process. The session provided valuable insights and practical knowledge, encouraging faculty to explore and adopt these tools in their research endeavours.

FACULTY FORUM 3- 5/8/24

Topic: India Shark Tank

*Dr. V. Sandhya Lakshmi emphasized that Indian Shark Tank has changed the way entrepreneurs work in India. She showed how clear communication helps get investments and achieve success. This session shared valuable lessons on innovation, negotiation, and risk-taking inspiring and educating new entrepreneurs.



FACULTY FORUM -4 12/8/24

Ms Aruna. D. Effects of Population on Indian Economy

Ms. B. Brahmani How to frame and analyze the feedback on curriculum

*Ms. D. Aruna explained that Indian economy is crucial for its development and progress. She pointed out the challenges such as overpopulation, which negatively impact the environment and economy. She also stressed that India is the first most overpopulated country, and if not controlled, it could fall in its overall ranking. To overcome this issue, the concept of a 5 trillion economy can be used as a guide and rescue to combat downgrading. Finally, she concluded that the economy is a strength for every country, and India should never succumb to the evils of overpopulation.



*Ms. B. Brahmani stated that feedback and course exit surveys are crucial for enhancing education quality. She stressed the importance of identifying strengths and weaknesses, refining teaching methods, and enhancing student satisfaction, which are thereby needed for promoting academic excellence.

Faculty Forum 5: 19/8/24

Ms. M. Geetha Madhuri, Dept. of Physics

Topic: The seven habits of highly effective people & Ms. M. Praveena

Head, Department of Computer Science

Topic: Learning Management System

M. Geetha Madhuri briefed the audience about the 7 Habits of Highly Effective People stipulated by Stephen R. Covey which could be a transformative guide for personal and professional success. She emphasized on the importance of pro-active thinking, prioritization, effective communication, and collaboration, which are needed for one's personal growth.



*M. Praveena emphasized on the importance of learning management system (LMS) and explained the different applications for the administration, documentation, tracking, reporting, automation, and delivery of educational courses, training programs, materials or learning and development programs.

NSS ACTIVITIES

On 10th Aug 2024 NSS I, II, III Units participated in Cyber Security Awareness Walkathon organised by the Cyber Security Police, Vijayawada. The Chief Guest, honourable Home Minister Smt. Vangalapudi Anitha, Sri.Ch. Dwaraka Thirumala Rao, IPS, Guest of Honour and Dr. Gummala Srujana, IAS, and other distinguished guests participated in the programme. The programme was organised to create awareness in public about the growing dangers of cyber-criminal activities and oriented the participants on ways to combat the issue.



13th Aug 2024

On 13th Aug 2024, 250 volunteers from NSS I, II, III Units participated in Har Ghar Thiranga programme organised by Bharathiya Janatha Party and participated in a rally. The Chief guest for the event was MP of Rajamahendravaram, Smt. Daggupati Purandheeswari.



EXTENSION ACTIVITIES

No more tears -Extension- Service to Society

A guest lecture on Life Skills -Stress Management, Positive Attitude, Emotional Intelligence, True Friendship Management, Leadership Qualities was given by Sri. A. Vijaya Ratnam, Psychologist, Director Animar Institution, Guntur for II-year students.



ACHIEVEMENT OF A SPORTS STAR

Student's Achievement

Ms Sindhu of Final B.Com Computers has been awarded the job of employee at Bank of Maharashtra due to her being a **University level Volley ball player** of our institution. The Principal, Dr S. Kalpana, Special Officer Dr.R.Madhavi and the Physical Director congratulated her on her milestone achievement.



STUDENT ACHIEVEMENTS

14th, AUGUST

Students from the Department of Food Science and Technology, participated in the program 'Future 4.0' organized by CII - Young Indians Amravati Chapter at V.R. Siddhartha Engineering College (Deemed to be University), Vijayawada on 14th Aug 2024. Pravallika Ayila of III FMB secured Best Visionary Award.



23th AUGUST

On the occasion of National Space Day Physics Department conducted an essay writing competition and poster presentation competition on the topic "Chandrayaan III - A glory to the Indian Nation." Fifteen students participated in essay writing; ten students participated in poster presentation.

Essay writing competitions:

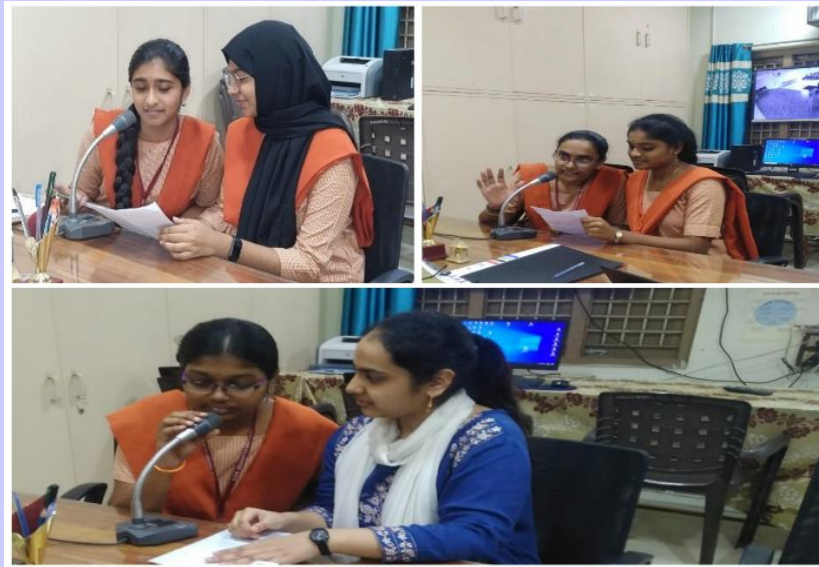
I Prize - Md. Gausia Begum (II B.Sc CSCS) II Prize - Aisha Baig (I B.Sc Physics)

Poster presentation competitions

I Prize - B.Tanusha (II B.Com) II Prize - Aisha B. (I B.Sc Phy) III Prize- K.Kalpana (II B.Sc AI)



Radio Spicy Tales



RADIO SPICY TALES BROADCAST

SDMSMK launched a Student Radio Station “RADIO SPICY TALES” on 4th August.

This Radio Programme was initiated to inculcate voice modulation, Accent training, Time Management and Confidence in students. The Radio Broadcast includes:

Word of the day, Thought for the day, Idiom of the Day, Spicy Tale of the Day, Riddles and Tongue twisters, News of the Day, Celebrations of the Day and Significance of the day. Miscellaneous other features are soon to be made part and parcel of the programme.

“If you just communicate, you can get by. But if you communicate skillfully, you can work miracles.”

– Jim Rohn, author



EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO CHANGE THE WORLD.

-NELSON MANDELA

