

# ANNUAL REPORT (2017-2018)



VIKRAMA SIMHAPURI UNIVERSITY  
Nellore- 524 320  
Andhra Pradesh

## Annual Report (2017 – 2018)

*We are elated to present the Annual Report of Vikrama Simhapuri University for the academic year 2017-2018 before the Academic senate of university*

*This Report presents the activities, new initiatives implemented and achievements of the students and faculty for the year 2017-2018*

*We extend deep sense of great gratitude for all who have rendered their support.*

Annual Report Committee

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## **VISION**

- To educate, to train and to conduct research in areas of knowledge that contribute to the nation's knowledge-wealth production
- To be in constant quest for quality and excellence in the field of higher education
- To aim at the production of a human resource base that meets global manpower requirements in frontier areas of knowledge
- To train the youth in the values of secularism, humanism, tolerance, ethical values and the momentous task of the reconstruction of humanity

## **MISSION**

- To lead the student towards participating in socio economic development within competence and character by training them to play a lead role in a knowledge society drawing upon the fruits of the information and communication technology revolution
- To conduct teaching and research and address issues in areas that reconcile national developmental needs and regional priorities and resources
- To promote and propagate programs and create specialized centres of learning/training
- To help strengthen the values of egalitarianism and democracy
- To help the students to launch on a path of self discovery

# Vikrama Simhapuri University – Quality Policy



**EXECUTIVE COUNCIL MEMBERS FOR 2016-17**

<b>S.No</b>	<b>Name</b>	<b>Designation</b>	<b>Remarks</b>
1	Prof. V. Veeraiah Vice-Chancellor, Vikrama Simhapuri University, Nellore.	Chairman	
2	Sri Aditya Nath Das, IAS Special Chief Secretary to Government, Higher Education Department, Govt. of Andhra Pradesh, Velagapudi,	Member	
3	Smt Sujata Sharma, IAS Special Commissioner of Collegiate Education, Govt. of Andhra Pradesh, Vijayawada.	Member	
4	Sri V.Y.V.V. Rama Anjaneya Sarma, Deputy Secretary Finance Department, Govt. of Andhra Pradesh, Velagapudi.	Member	
5	Prof. M. Chandraiah, Professor of Commerce VSU PG Centre, Kavali.	Member	
6	Dr. A. Kusuma, Assistant Professor, Dept of Social Work, V.S.University College, Nellore.	Member	
7	Dr P.Subramanyam Naidu, Reader in Physics, Jawahar Bharati Degree College, Kavali.	Member	
8	Dr. P.Suneel Kumar, Principal, S.V.Degree & PG College, Nellore.	Member	
9	Sri Bollineni Krishnaiah, Chairman, BSCPL Infrastructure Ltd, Hyderabad.	Member	
10	Sri G. Malyadri, Advocate, Bungalaw Street, Kavali.	Member	
11	Dr P.Radhika, Former Principal, V.R College # 401, Balaji Heights, Saraswathi Nagar, Dargamitta, Nellore.	Member	
12	Prof. M. Chandraiah Registrar (I/c) V.S.University, Nellore.	Member- Secretary	

UNIVERSITY AT A  
GLANCE

## ASSETS OF VSU



The Strengths of VSU are as below

- ✓ Quality and Value Based Education
- ✓ Ethical and Moral Values
- ✓ Skilled Workforce
- ✓ Democratic Leadership style of Administrators
- ✓ Egalitarianism
- ✓ Pedagogy
- ✓ Quality and socially Relevant Research
- ✓ Extension and other outreach Activities for the civil society

The Vikrama Simhapuri University was established in 2008, with a Vision to provide quality education in all spheres of higher learning. It came into existence, by Act No.29 of 2008 enacted by legislative of State of Andhra Pradesh making Educational opportunities available to all segments of society and is directed by lofty



ideals of academic, social commitment, moral values and intellectual enlightenment. From its beginning the Vikrama Simhapuri University has grown into an Institution offering P.G, Integrated M.Sc courses and Ph.D programs in various specializations under its three constituent colleges, namely, VSU college of Science and Technology, VSU college of Arts, Commerce and Management, Nellore and VSU PG Centre, Kavali. The University conducts VSUPGCET to provide admission in various programs. The University conducts VSUPGCET to provide admission in various PG programs. Qualified candidates in AP Research Common Entrance Test (APRCET) are admitted into the Ph.D programme of the university

## College of Arts, Commerce and Management



College of Arts, Commerce  
and Management



Business Management - MBA

Commerce - MCom

English - MA

Education – M.Ed

Political Science – MA

Social Work – MSW

Tourism Management – MBT

Telugu – MA

# College of Science and Technology



College of Science and Technology



Biotechnology - MSc

Chemistry - MSc

Computer Science - MCA

Food Technology - MSc

Marine Biology - MSc

Mathematics - MSc

Microbiology - MSc

Physics - MSc

Statistics - MSc

# PG Centre Kavali



PG Centre - Kavali



Botany - MSc

Commerce - MCom

Computer Science - MSc

Economics - MA

English - MA

Maths - MSc

Physics - MSc

Zoology - MSc

*GENESIS AND  
HISTORY*

## History of the University

Vikrama Simhapuri University, Nellore, came into being, fulfilling the long-cherished dream of the people of Nellore district, re-christened Sri Potti Sri Ramulu Nellore district since 2008, by Act No. 29 of 2008 enacted by the Legislature of the State of Andhra Pradesh and published in the Andhra Pradesh Gazette on 24<sup>th</sup> September 2008. Prior to this, the University was formally launched by G.O.Ms. No. 89, Higher Education (U.E.II) Department, dated 25.06.2008. This GO makes history in the field of Higher Education in Andhra Pradesh since it paves the way for the establishment of six new Universities in six districts in Andhra Pradesh.

Nellore finds mention in Dongalasan epigraph of 1160 AD. The name is said to have been derived from 'Nelli' trees (*Perma Latifolia*) which were abundant in the region. The name Nellore has a Tamil origin as well. 'Nellu' in Tamil means paddy, indicating that the place is known for its rich harvest of paddy. Hence Nellore was also known as Dhanyapuri.

The name Vikrama Simhapuri derives itself from the literature and the inscription of 12th Century AD which mentions the place as 'Vikrama Simhapuri'. This name is linked to an early Pallava ruler, Simha – Vishnu (575 – 600 AD), though the Pallava inscriptions either of Simha – Vishnu or of the latter period did not refer to Simhapuri in spite of the fact that Nellore remained a part of the early Pallava territory of pre - and post - Simha Vishnu period. Nellore was under the reign of the Pallavas, Cholas, Chalukyas, Kakatiyas, and the Vijayanagara Empire. The city was known as Vikrama Simhapuri and was the capital of Manumasiddhi of Nellore Cholas in the thirteenth century. Tikkana, the poet, it was conjectured, was a Minister in the court of Manumasiddhi and with the help of the Kakatiya Kings with whom he forged enduring relationship through his poetry. He was instrumental in getting military support from Warangal for his King unveiling a saga of heroism. Thus the name Vikrama Simhapuri University suggests how time past is present in time present and is carried forward hopefully into time future, by this new University.

Nellore has a rich and varied history of the confluence of cultures. Historical evidence shows through some Jaina vestiges in and around Nellore that in

Kanuparthypadu and Krishnapatnam, apart from a number of other places, Jainalayas and pallis (monasteries) were found, as evidenced from a record of Kulottunga III (1178-1226 AD). Nellore is referred to also as Palli Vikrama Simhapuri. It is interesting to note that Vardhamana Jaina's Lanchana (emblem) was Simha, the lion.

Further, that a major part of Nellore district and the river Penna were generally assumed to form the southward extent of Mauryan Empire is well attested to by the discovery of silver punch-marked coins in the villages of Duvvuru and Alluru. This again shows how the history of Nellore reveals a mosaic of absorption.

After the founding of the city of Nellore by the Pallavas in the sixth century AD, it rapidly gained in political and commercial importance. The Telugu Cholas have a crucial importance in the cultural and social history of Andhra in the translation / transcreation of the Mahabharata into Telugu by Kavibrahma Tikkana who made his Mahabharata a vehicle of a message of amity between the warring creed of Saivism and Vaishnavism. Inaugurating a movement of the introducing the spoken Telugu idiom into poetry, Tikkana revolutionized the poetic idiom and language. Molla, the author of Telugu Ramayana, Ketana, known as Abhinava Dandin, and Marana who translated Markandeya Purana into Telugu are among the immortal poets of the district.

Archaeological material remains seen at the Telugu Chola temples in Krishnapatnam, the Vijayanagara temple at Mallam, the cave temples at Bhairava Kona are important sources that speak volumes about the cultural and art history of Nellore district and the holistic traditions that Nellore has absorbed, reflected, and transmitted to future generations.

The district is also known for its maritime trade and Krishnapatnam has come back into the mainstream of maritime trade again as an emerging port city. The valuable contribution the district has made in pre- and post-Independence period through letters, memoirs, autobiographies, diaries, translations, and other writing of a number of celebrities is also remarkable. The year - 2008 marks the centenary year of the stalwart statesman and man of letters Dr. Bezwada Gopala Reddy.

Contemporary journals of Nellore have enriched the understanding of the political, social, historical, and cultural aspects of human endeavor.

Vikrama Simhapuri University is thus situated in an ambience of great cultural awakening, fascinating journeys of the mind, and rapid economic development. In the globalized context of development of the district with its beacons of modernity like the SHAR, Krishnapatnam Port, SEZs, etc., the locale demands the University a vision and a mission that reflect this saga of progress. The University is thus tuned to help knowledge dissemination and skill development in frontier areas to enable the empowerment of the youth.

## THE LOGO



## Vikrama Simhapuri University

The description of the university Logo is as under:



The "*Sudarsana Chakra*" indicates immortality of the pursuit of dispelling the forces of Darkness leading to the dawning of the light of *Truth* and *Wisdom, Tamasoma Jyotirgamaya*. It also shows how VSU carves itself out of the territorial jurisdiction of SV university, Tirupati.



The "*V*" sign stands for *Vikrama Simhapuri university*, set against the backdrop of Refulgent glow of the rising sun signifying the establishment of a university in Sripoti Sriramulu Nellore district. There is image of Chandrayan launched by Shar, encircling the "*V*" sign zooming into the Skies, Signifying the *Exploration* and *Discovery of Knowledge*



The "*Ashoka Chakra*" symbolizes the *Quest for Dharma*, lays foundation of equality



The "*Poorna Kumbha*" signifies the "*Sense of fulfillment*", totality that follows True Education

సత్యం జ్ఞానమనంతమ్

The Motto "*Sathyam Gnanamanantham*" is taken from the "*Anandavalli*" of Taittiriya Upanishad. This proclaims the Truth, Knowledge and Wisdom are Infinite and Eternal.

# VIKRAMA SIMHAPURI UNIVERSITY

## Emblem

The Emblem of Vikrama Simhapuri University carries on its top the Sudarsana Chakra indicating the immortality of the pursuit of dispelling the forces of darkness leading to the dawning of the light of truth and wisdom, Tamasoma Jyotirgamaya. The Sudarsana Chakra also shows how Vikrama Simhapuri University carves itself out of the territorial jurisdiction of Sri Venkateswara University, Tirupati. At the bottom of the emblem is the Purna Kumbha, the edifice on which the emblem is poised, signifying a sense of fulfillment, a totality of being that follows true education. In the middle is the Asoka Chakra, symbolizing the quest for dharma that is inclusive. It obliterates distinctions and lays the foundations of equality, and thus access, both of which form the bedrock of the spread of education in tune with the lofty idealism of a democratic society. Nellore, once “Dhanyapuri” or “Nel-ur”, is known for its agriculture and hence the vistas of the paddy field in the emblem. Then there is the “V” sign standing for Vikrama Simhapuri University, set against the backdrop of the refulgent glow of the rising sun signifying the new order sought to be ushered in by the establishment of a University in Sri Potti Sri Ramulu Nellore district. Against this horizon of change betokened by the emblem, there is the image of Chandrayan launched by SHAR circling the “V” sign and zooming into the skies, into the infinite space of the universe and into the exploration and discovery of knowledge. The circling of Chandrayan reveals the intertwining of objectives and quests between the University and the world of rapid technological advance. It points in the direction of the spirit of collaborations and common pursuits in search of true unraveling. Chandrayan also represents the transition from an agricultural phase to the technological realm, which Nellore has witnessed in the recent decades on account of the thrust on industrialization and the rapid concourse of trade and commerce consequent on the development of the Krishnapatnam Port.

The Sanskrit epithet for the motto “Satyam Gnanamanantham” is taken from the “Anandavalli” of Taittiriya Upanishad (2.1.1). This sruti vachana proclaims that truth, knowledge and wisdom are infinite and eternal.



# IQAC

As per the NAAC guidelines, the Vice-Chancellor has reconstituted IQAC (Internal Quality Assurance Cell) to develop a system for conscious, consistent and catalytic improvement in overall performance of Institution and to promote measures for institutional functioning towards Quality enhancements through internalization of quality culture and institutionalization of Best practices. IQAC is a vehicle for ushering in quality enhancement. It ensures continuous improvements in all operations of institution and stake holders.



## Grievance Redressal Mechanisms

Several Committees have been constituted by the Honorable Vice - Chancellor to address the Grievances, timely resolve the issues, to safeguard the rights and to incorporate a healthy atmosphere in and around the University



*Academics & Particulars  
of Teaching Staff*

## DEPARTMENT OF CHEMISTRY

### About the Department:

The Department vision of both Teaching and Research spans the breadth of Chemistry, covering Organic Chemistry, Inorganic Chemistry, and Analytical Chemistry. The spectrum of challenging subjects along with research activities will provide students a strong foundation required for their professional career.

### Regular Faculty:

S.no.	Name of the Faculty	Designation
1	Dr.T.Veera Reddy	Associate Professor
2	Dr.Y.Vijaya	Assistant Professor
3	Dr.Thriveni	Assistant Professor

### Research Papers Published in Journals

S.no.	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	Page No	ISSN No	Impact Factor
1	Dr.Y.Vijaya	Methyl orange removal from aqueous solution using goethite, chitosan beads and goethite impregnated with chitosan beads	Journal of Molecular Liquids (I.F= 3.648)	2017	240	3329-339		-
2	Dr.T.Veera Reddy	Cycloaddition of 3-Diazooxindole with Arynes for the Synthesis of Spiro[indazole-3,3'-indolin]-2'-ones	Chemistry Select	2017	2	4290-4293		-
3	Dr.P.Thriveni	Synthesis of 2-substituted 4(3 <i>H</i> )-quinoxalinones derivatives using boron tribromide	Heterocyclic Letters	2017	7(1)	91-97	2230 – 9632 Online 2231 –	0.3

		as a efficient catalyst					3087 Print	
4	Dr.P.Thriveni	Trsilvertriflate Catalysed One-Pot Synthesis of 3-Substituted Quinazolinones by Three-Component Coupling of Anthranilic acid, amines and Ortho Esters at room temperature under Solvent-Free Conditions	Heterocyclic Letters	2017	7(1)	113-120	2230 – 9632 Online 2231 – 3087 Print	0.3
5	Dr.P.Thriveni	Synthesis of quinazolinones <i>via</i> tandem cyclization of 2-Halobenzoic acids with amidines using cerium(iii) chloride as a Catalyst	Heterocyclic Letters	2017	7(1)	141-146	2230 – 9632 Online 2231 – 3087 Print	0.3

**Papers Presented in the Seminars / Conferences/Workshops**

S.no.	Name of the Teacher	Participation of Teacher			
		Seminar on	National / International / State regional	Date & Year	Title of the paper presented in the Seminar
1	Dr. Y.Vijaya	The Indian Science Congress Association	National	2017	Removal of Cu (II) and Pb(II) using natural sorbents.
2	Dr.P.Thriveni	International Conference on Emerging Trends in Chemical, Pharmaceutical, Environmental Sciences &	International	24-25 <sup>th</sup> January, 2017	One pot synthesis of imidazole derivatives

		Technology			
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## DEPARTMENT OF ENGLISH

### About the Department:

One of the stated aims of the department has been the development of literary and critical perception in students which should ultimately enable them to place major literary works of in a proper literary perspective. The department provides an intellectually nourishing and conducive atmosphere to the students aspiring to understand an in-depth study of English Literature along with Curriculum design covering all genres of English Literature and fundamentals of English Language Teaching. The Department has well equipped Language Laboratory.

### Regular Faculty:

S.no.	Name of the Faculty	Designation
1	Dr.R.Prabhakar	Assistant Professor
2	B.S.S.Bhagavan	Assistant Professor

### Teachers (Retired / Contract / Ad-hoc basis)

S.no.	Name of the Faculty	Designation
1	Dr.K.Sujatha	Academic Consultant
2	Dr.R.Prasad Babu	Guest Faculty

### Research Papers Published in Journals

S.no.	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	Page No	ISBN /ISSN No
1	Dr. R. Prabhakar	Five-Personed God	The Criterion: An International Journal in English	2017	---	1192-1195	0976-8165

2	Dr. R. Prabhakar	Democracy at Stake	The Criterion: An International Journal in English	2017	---	1-2	0976-8165
3	Dr. R. Prabhakar	The Untouchable Nostalgia	The Expression: An International Multi-Disciplinary e-journal	2017	---	397-402	2395-4132
4	Dr.R.Prabhakar	The Nostalgia of the souls under the Tomb	The Expression: An International Multi-Disciplinary e-journal	2017	---	397-402	2395-4132
5	Dr.K.Sujatha	Tughlaq- An Alienated Existential Outsider	IJRASET	2017	5(12)	2096-2100	2321-9653
6	Dr.K.Sujatha	Conceptualisation of Gender Inequality in Nagamandala	IJMER	2017	---	475-485	2277-7881
7	Dr.K.Sujatha	Karnad: The Achiever of Theatrical Communication	IJAR	2017	5(12)	1985-1987	2320-5407

**Papers Presented in the Seminars / Conferences/Workshops**

S.no.	Name of the Teacher	Participation of Teacher			
		Seminar on	National / International / State regional	Date & Year	Title of the paper presented in the Seminar
1	Dr. R.Prabhakar	Contemporary Indian English Literature:	National	March,2017	Dalit Writing is

		Trends and Movements			the Need of the Hour
2	Dr.K.Sujatha	Innovative trends in teacher education: challenges and Strategies	National	February,2017	The features of ongoing teaching and learning in teacher education

## DEPARTMENT OF SOCIAL WORK

### About the Department:

The department of Social Work is committed to provide the students with essential skills and knowledge needed to work in the field of Social Work. The Department endeavours to facilitate students to develop sensitivity to issues and imbibe human values. The faculty are highly capable enough to challenge the oppressive social structure with in society, identify the problem areas, frame the intervention plans and contribute in overall development process.

### Regular Faculty:

S.no.	Name of the Faculty	Designation
1	Dr. P.Subbarama Raju	Assistant Professor
2	Dr. K.Suneetha	Assistant Professor
3	Dr. A. Kusuma	Assistant Professor
4	Dr.R.Madhumathi	Assistant Professor

### Teachers (Retired / Contract/ Ad-hoc basis)

S.no.	Name of the Faculty	Designation
1	Dr. B. Venkata Subba Reddy	Academic Consultant

### Research Papers Published in Journals

S.no.	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	Page No	ISBN No
1	Dr.R.Madhumathi	Adolescent Children with Autism- Challenges and Interventions	International Journal of Multidiciplinary Educational Research(IJMER)	2017	6(3)	-	2277 - 7881



2	Dr.A.Kusuma	Impact of Demonetization on the economy of India	International Journal of Recent Advances in Multidisciplinary Research	2017	19	3456-61	2350 - 0743
3	Dr.A.Kusuma	Social Impact of Environment and Environmental Accounting	<b>International Journal of Current Research</b>	2017	9( 11)	-	<b>0975 - 833 X</b>
4	Dr.A.Kusuma	Domestic Violence Among Women Workers: A Survey	International Journal of Current Research	2017	9(11)	-	0975 - 833 X
5	Dr.A.Kusuma	Role of Self-Help Groups (SHGs) in Women Empowerment to Development in India	International Journal of Research and Analytical Reviews	2017	4( 3)	161-165	2349 - 5138

### Books /Chapters/Articles Published in Edited Books

S.no	Author of the book	Title of the book	Title of the Article	Page no	Year	ISBN
1.	Dr.R.Madhumathi	Psychology for health, harmony and happiness	A study on Psycho-Social Problems of Women in Construction sites – with special reference to Nellore town	70-74	2017	978-93-85108-00-6

### Papers Presented in the Seminars / Conferences/Workshops

S.no.	Name of the Teacher	Participation of Teacher			
		Seminars / Conferences/Workshops	National / International / State regional	Date & Year	Title of the paper presented in the seminar
1	Dr.R.Madhumathi	Contemporary Trends in Health Psychology: Role of Psychologists	International	25 <sup>th</sup> -26 <sup>th</sup> September, 2017	Burden among care Givers of Children with Autism Spectrum

					Disorders –case studies
2	Dr.A.Kusuma	Women in Asia	International	28 <sup>th</sup> -30 <sup>th</sup> September, 2017	Role of Self-Help Groups (SHGs) in Women Empowerment to Development in India
3	Dr. K. Suneetha	Adolescents At Cross roads: Challenges and Interventions	National	June 2017	Prevalence of Risk Behaviour among Adolescents: Need of Strategies to

### Papers Presented in Seminars/Conference/Workshops

S.no.	Name of the Teacher	Participation of Teacher			
		Seminar on	National / International / State regional	Date & Year	Title of the paper presented in the Seminar
1	Dr.R.Madhumathi	Contemporary Trends in Health Psychology: Role of Psychologists	International	25 <sup>th</sup> -26 <sup>th</sup> September, 2017	Burden among care Givers of Children with Autism Spectrum Disorders – case studies

### Faculty Visits Abroad

S.no.	Name of the teacher	Institution visited & period of visit	Country	Sponsoring agency	Activity Undertaken
1	Dr.A.Kusuma	Kesetsart University, 2017	Bangkok/ Thailand	Vikrama Simhapuri University	Presented Paper in 4 <sup>th</sup> International Conference on Recent Trends in Management, Business, Humanities & Technology
2	Dr.A.Kusuma	National University of Singapore , May 2017	Singapore	Self	academic interest
3	Dr.A.Kusuma	National University of Malaysia May 2017	Malaysia	Self	

### Awards / Distinctions received by the Teacher:

S.no.	Name of the Teacher	Name of the Award	International/ National/ State level	Nature of award

1	Dr.A. Kusuma	Bharat Jyothi Puraskar Award 2017	National	Academics & Research
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### Faculty Nominated/ Elected to State/ National / International Bodies

S.no.	Name of the teacher	Membership/ Distinction earned	Organization	International/National/ State level
1	Dr.A.Kusuma	Member of Executive Council	VS University	State level

### DEPARTMENT OF COMPUTER SCIENCE

#### About the Department:

The Department of Computer Science was started 3 years MCA Course in the year 2008 with a sanctioned intake of 40 students. The Students are being admitted into this course through ICET counselling. The objective of introducing this course is to transform the non-technical graduates into technical graduates to cater to the needs of the IT sector. The Department has been established to impart instruction with latest curriculum for the students of MCA programme since 2008. The Department has a well equipped Computer Lab and expertise Faculty.

#### Regular Faculty:

S.no.	Name of the Faculty	Designation
1	Prof. Ande Prasad	Professor
2	Dr. K. Ramesh Reddy	Assistant Professor
3	Dr. M. Ussenaiah	Assistant Professor
4	Dr. G. Vijaya Lakshmi	Assistant Professor

#### Teachers (Retired / Contract/ Ad-hoc basis)

S.no.	Name of the Faculty	Designation
1	Dr. K. Leelavathi	Guest Faculty
2	Mr. K. M. Vara Prasad	Guest Faculty

#### Research Papers Published in Journals

S.no.	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	Page No	ISSN No
1	Dr.K. Ramesh Reddy	A Novel Method for online Failure Prediction in Cloud Data centres using Decision	International Conference on innovation Application in Engineering and Information	July 2017	103(1)	133-136	2454-356X

		Trees	Technology				
2	Dr.K. Ramesh Reddy	Intensifying Shared-Key Based Cryptography using Rbits.	Conference on innovation Application in Engineering and Information Technology	August 2017	3(1)	133-136	2454-356X
3	Dr. M.Ussenaiah	A Survey on Hybrid Techniques Using SVM	International Journal on Recent Innovation Trends in Computing and communication	September 2017	5(9)	115-120	2321-8169
4	Dr. M. Ussenaiah	A Survey on Classification Techniques Used for Rainfall Forecasting	International Journal of Advanced Research in Computer Science	October 2017	8		0976-5697
5	Dr. M. Ussenaiah	Supervised Classification of Rainfall coverage Data in Andhra Pradesh Using Support Vector Machine	International Journal for Research in Applied Science & Engineering Technology	October 2017	5	1198-1204	2321-9653
6	Dr. M. Ussenaiah	A Survey on Support Vector Machines and Artificial Neural	International Journal on future Revolution in Computer	November 2017	3	20-24	2454-4248

		Network in Rainfall Forecasting	Science & Communication engineering				
7	Dr. M. Ussenaiah	Classification of Rainfall Data Using Linear Kernel based Support Vector Machine	International Journal of Applied Engineering Research	2017	12	9717-9722	0973-4562

## DEPARTMENT OF BUSINESS MANAGEMENT

### About the Department:

The Department is a centre for excellence in making the students to be corporate leaders with philanthropic values and ethics. The Department strives to prepare students to meet changing requirements and demands of current competitive market environment. The Department focuses on continuous quality interface with industry through internships, project works and industrial tours. The faculty aims to develop the budding managers with a sensitive of initiative and accountability.

### Regular Faculty:

S.no.	Name of the Faculty	Designation
1	Prof. Suja S Nair	Professor
2	Dr. Vijetha Jadda	Assistant Professor
3	Dr. Pajjai. Chenchu Reddy	Assistant Professor
4	G.Sai Sravanthi	Assistant Professor

### Teachers (Retired / Contract/ Ad-hoc basis)

S.no.	Name of the Faculty	Designation
1	Dr. T. Vijay Kumar	Academic Consultant
2	Gayatri Anupama	Guest Faculty

### Research Papers Published in Journals

S. no	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	Page No	ISSN No	Impact factor
1	Prof. Suja S Nair	Handloom Sector in India: A Literature Review of Government Reports - Production, Exports, Weavers, Government Support Schemes, 12 <sup>th</sup> Five Year Plan and Market Research	International Research Journal of Management and Commerce	August 2017	4(8)	418-438	2348-9766	5.564
2	Prof. Suja S Nair	Corporate Social Responsibility on Environment – A Study in SPSR Nellore District	International Journal of Business Intelligence & Innovations	September 2017	6(4)	52-63	23484705	6.10
3	Prof. Suja S Nair	A Comparative Study of HRM Practices in Public and Private Banks in SPSR Nellore District	International journal of Management, IT& Engineering	October 2017	7(1)	286-295	2249-0558	7.119

### Papers Presented in the Seminars / Conferences/Workshops

S.no.	Name of the Teacher	Participation of Teacher			
		Seminar on	National / International / State regional	Date & Year	Title of the paper presented in the Seminar
1	Prof. Suja S Nair	Management Research: Philosophers and Emerging Issues	Conference/ Global	25 <sup>th</sup> - 26 <sup>th</sup> November 2017	Philosophers and Academicians: Ways to Foster Phronesis in Research and Education
2	Prof. Suja S Nair	Managing Service Personnel: The Neglected part of Services Marketing	Conference/ National	28 <sup>th</sup> August 2017	Services Marketing in Emerging Global Economy
3	Prof. Suja S Nair	A Study on Measuring the Satisfaction Level among the Beneficiaries	Conference/ Southern	23 <sup>rd</sup> -25 <sup>th</sup> March 2017	Social Science: New paradigms towards Sustainable and

		about Health Programme by their CSR Sponsored Companies: Special Reference to SPSR Nellore District			Prospective Future
4	G.Sai Sravanthi	Emerging Trends in Business and Commerce (ETiBC)	International Conference	6 <sup>th</sup> October 2018	Emerging Trends in Business and Commerce (ETiBC)

## DEPARTMENT OF BIO -TECHNOLOGY

### About the Department:

The Department of Biotechnology at VSU - Nellore was founded in 2008-09 with a vision to be recognized as a Department with a strong Interdisciplinary Research and Teaching base in Biological Sciences and engaging an active collaboration with industries and health-care institutions.

### Regular Faculty:

S.no.	Name of the Faculty	Designation
1	Dr.G.Vijayanand Babu	Associate Professor
2	Dr.C.Kiranmai	Assistant Professor
3	Dr.A.Uday Sankar	Assistant Professor
4	Dr.G.Mary Sandeepa	Assistant Professor
5	Dr.K.V.L.Shrikanya Rao	Assistant Professor
6	Dr.S.B.Sainath	Assistant Professor
7	Dr.K.Vidya Prabhakar	Assistant Professor

### Papers Presented in the Seminars/Conferences/Workshops

S.no.	Name of the Teacher	Participation of Teacher			
		Seminars/ Conferences/ Workshops	National / International / State regional	Date & Year	Title of the paper presented in the Seminar
1	Dr.G.Mary Sandeepa	Orientation Programme on Recent Advances and practical applications of Applied biological Science	National	7 <sup>th</sup> -11 <sup>th</sup> August 2017	Restriction Endo Nucleases
2	Dr.S.B.Sainath	Bioethics for the new	National	15 <sup>th</sup>	Participated

		millennium DKW College Nellore AP-India		September 2017	
3	Dr.S.B.Sainath	Innovatives in Biotechnology Madurai Kamaraj University, Tamil Nadu	National	14 <sup>th</sup> -15 <sup>th</sup> December 2017	Effect of 20-OH Ecdysone on ovarian maturation in the mud crab <i>Scylla serrata</i>
4	Dr.S.B.Sainath	World congress on reproductive health with emphasis on family planning and assisted reproductive technology CSIR-IICT Telangana - India	International	23 <sup>rd</sup> - 25 <sup>th</sup> February 2018	Effect of thyroid disrupting chemicals on male reproduction in rats

### Research Papers Published in Journals

S.no.	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	Page No
1	Dr.S.B.Sainath	Preliminary studies on the effect of retinoids on ovarian maturation in selected edible crustaceans of aquaculture importance	International Journal of Multidisciplinary Advanced Research Trends;	2017	4, 1(3).	2349-7408
2	Dr.S.B.Sainath	Novel 1, 4-dihydropyridines for L-type calcium channel as antagonists for cadmium toxicity	Nature Scientific Reports	2017	7	2045-2322
3	Dr.S.B.Sainath	Design of an economically feasible nutrient medium for microorganisms using banana waste	World Review of Science Technology and Sustainable Development	2017	10	1741-2234
4	Dr.S.B.Sainath	$\alpha$ -lipoic acid inhibits oxidative stress in testis and attenuates testicular toxicity in rats exposed to carbimazole during embryonic period.	Toxicology Reports	2017	4	373-381



5	Dr.C.Kiranmai	Oral nicotine aggravates endothelial dysfunction and vascular inflammation in diet-induced obese rats: Role of macrophage TNF $\alpha$	PLOS one	2017	13	1932 – 6203
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### Articles/Papers/Chapters Published in Edited books

S.no.	Name of the Author	Title of the Book	Title of the Article	Publisher	Month / Year	ISBN
1	Dr.C.Kiranmai	Concept in Biodiversity	A Glimpse of Biodiversity in India	S.K. Book Agency	2017	978-93-8315-864-5

### Tour Details of Vikrama Simhapuri University College, Kakatur

S.no	Study Tour Details	Date & Year
1	Field Trip to Agriculture Research Station (ARS),Nellore	23rd, September 2017
2	Visit to Krishi Vignan Kendra (KVK), Nellore on 20th and 21st, October 2017	2017
3	Field to Damien Foundation of Urban TB and Leprosy Hospital	2018

### DEPARTMENT OF COMMERCE (Self – Finance)

#### Teachers (Retired / Contract/ Ad-hoc basis)

S.no.	Name of the Faculty	Designation
1	Dr. C. Yellaiah	Academic Consultant
2	Dr. P. B. Sucharitha	Academic Consultant
3	Dr. P. Sivarama Krishna	Academic Consultant
4	Dr. N. Guravaiah	Academic Consultant

### Papers Presented in the Seminars / Conferences/Workshops

S.no.	Name of the Teacher	Participation of Teacher			
		Seminars / Conferences/Workshops	National / International / State regional	Date & Year	Title of the paper presented
1	Dr. Guravaiah	Green Accounting – Issues and Implementation	National	8 <sup>th</sup> -9 <sup>th</sup> December, 2017	A Study of Green Accounting Practices in India
2	Dr. Guravaiah	One day Workshop on Business Research Methods	State	28 <sup>th</sup> April, 2018	One day Workshop on Business Research Methods
3	Dr. Guravaiah	One week FDP on Case Studies and Story Telling	State	11 <sup>th</sup> - 16 <sup>th</sup> June, 2018	One week FDP on Case Studies and Story Telling

### Articles/Papers/Chapters Published in Edited books

S. no.	Name of the Author	Title of the Book	Publisher	Month / Year	ISSN
1	Dr.P.B.Sucharitha	Women Entrepreneurship in Micro Enterprises – A Study on SPSR Nellore District	Atman Publications (Book Publication)	2017	978-81-934973-2-6
2	Dr. P. Siva Ramakrishna	Performance of Commercial Banks in lending to priority sector	Scholars Press	2017	978-3-659-83638-1
3	Dr. P. Siva Ramakrishna	Managerial Economics	24BY7 Publishers	2017	978-93-86074-036-2
4	Dr. P. Siva Ramakrishna	International Financial Management	24BY7 Publishers	2017	978-93-86074-53-5

5	Dr. P. Siva Ramakrishna	Security Analysis and Portfolio Management	24BY7 Publishers	2017	978-93-5291-523-1
6	Dr. P. Siva Ramakrishna	Marketing Management	24BY7 Publishers	2017	978-93-86074-37-9
7	Dr. P. Siva Ramakrishna	Banking Law and Practice	24BY7 Publishers	2017	978-93-86074-34-8

### DEPARTMENT OF EDUCATION (Self – Finance)

#### Teachers (Retired / Contract / Ad-hoc basis)

S.no.	Name of the Faculty	Designation
1	Dr. K. Kavitha	Academic Consultant
2	Mrs. AVS. Prasanna	Academic Consultant
3	Mrs. P. Sandhya	Guest Faculty
4	Mrs. M. Siva Parvathi	Guest faculty

#### Papers Presented in the Seminars / Conferences/Workshops

S.no.	Name of the Teacher	Participation of Teacher			
		Seminars / Conferences/Workshops	National / International / State regional	Date & Year	Title of the paper presented
1	Dr.K.Kavitha	Advanced Trends in Value education	National Seminar	5 <sup>th</sup> December, 2017	Role of Value Education for Prospective Teachers in Teacher Education
2	A.V.S.Prasanna	Innovative Trends In Teacher Education: Challenges And Strategies	International Seminar	30 <sup>th</sup> -31 <sup>st</sup> July, 2017	Child Centered Approaches-Effective Class Room Management

3	A.V.S.Prasanna	Quality Education For Human Excellence	National Seminar	15 <sup>th</sup> – 16 <sup>th</sup> December, 2017	Exploring The Structure And Mechanism Of Cbcs
4.	A.V.S.Prasanna	Challenging Role Of Media In India Perspetive And Challenges	National Seminar	13th-14 <sup>th</sup> December, 2017	Effect Of Social Media On Health
5.	A.V.S.Prasanna	Advanced Trends In Value Education	National Seminar	5 <sup>th</sup> December, 2017	Applications Of Kholberg Theory Of Moral Development At School Level
6.	A.V.S.Prasanna	Holistic Management of Persons With Multiple Disabilities	National Seminar	22 <sup>nd</sup> -23 <sup>rd</sup> November, 2017	Best Assistive Apps For Dyslexic Children
7.	A.V.S.Prasanna	Human Rights : Perspectives And Priorities	National Seminar	3 <sup>rd</sup> - 4 <sup>th</sup> March, 2018	Impact Of Technology On Human Rights
8.	A.V.S.Prasanna	Introduction And Challenges In Inclusive Education	National Seminar	. 25 <sup>th</sup> -27 <sup>th</sup> March, 2018	Provisions And Rights Of Persons With Disabilities - Constitution Of India
9.	P.Sandhya	Teaching, Learning and Development”.	National Seminar	10 <sup>th</sup> March, 2018	Social Media Tools-Impact of Education

### Articles/Papers/Chapters Published in Edited books

S. no.	Name of the Author	Title of the Book	Publisher	Month / Year	ISBN
1	A.V.S.Prasanna	Literacy And Educational Status Of Schedule Tribes In India,	Roshan Publications	2017	978-9386251-435
2	A.V.S.Prasanna	Present Status Of Devadasi System In India,	Veda Publications	2017	978-81933199-63
3	A.V.S.Prasanna	Approaches To Instruct The Individuals With Autism In Inclusive Setting,	Jayam Publications	2017	978-9385108-204
4	A.V.S.Prasanna	Domestic Violence Against Women In India, K R R Govt Arts And Science College,		2017	978-9385101-298
5	A.V.S.Prasanna	Perspectives On Dyslexia –An Over View		2017	978-93-86251-47-2
6	A.V.S.Prasanna	Independent Reading With Assistive Pen For Dyslexia People		2017	978-81920761-40
7	A.V.S.Prasanna	The Concept Of The Bhagavathgeetha In The Present Scenario Of Education, English Language Teachers Association Of India	Dr.Y.Dayakar Asst.Prof in Zoology Dept.D.K Govt Association College for women, Nellore	2017	978-935268-1969

### Research Papers Published in Journals

S. no.	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	Page No	ISSN No
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1	A.V.S.Prasanna	Reflections On Teenage Pregnancy	Adolescents at Cross Roads : Challenges and Interventions	2017	6,2(3)	198-206	2277-7881
2	A.V.S.Prasanna	An Investigation Into Prospective Teachers Attitude Towards Using New Technology,	Quality in Teacher Education : Integration and Duration	2017	6,7(13)	1-10	2277-7881
3	A.V.S.Prasanna	Effective Strategies For Inclusive Children Through ICT	International Journal of Education for the 21 <sup>st</sup> Century	2017	4(1)	10-18	2394-5774

## DEPARTMENT OF FOOD TECHNOLOGY:

### About the Department:

The Department of Food Technology established in 2013 at Vikrama Simhapuri University offers 5-Year Integrated M.Sc., Food Technology and 2-Year M.Sc., Food Technology. The Department is committed to the excellence in both Under-Graduate and Post-Graduate level academic programs to cater local and National interests.

### Teachers (Retired / Contract/ Ad-hoc basis)

S.no.	Name of the Faculty	Designation
1	Dr Jayaram	Guest Faculty (Retired)
2	Dr Silpa Somavarapu	Academic Consultant
3	Dr Bellamkonda Ramesh	Academic Consultant

## Research Papers Published in Journals

S. no.	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	Page No	ISSN No
1	Dr.Silpa Somavarapu	Marine Organisms as Biomedical Resources enrich quality of Life	Computational Biology and Bioinformatics	2017	5	62-69	2330-8265 Print 2330-8281 Online
2	Dr.Silpa Somavarapu	Healthy Nutrition To Build A Healthy Nation	American Journal of Biomedical and Life sciences	2017	5	123-129	2330-8818
3	Dr.Silpa Somavarapu	Develop Healthy Fiber Rich Sweet from Different Combinations of Ingredients	SM Journal of food and Nutritional disorders	2017	3	1-4	2573-3664
4	Dr.Silpa Somavarapu	Extraction, Purification and characterization of a Novel Cysteine protease from the latex of plant Vallaris Solanacea.	Journal of Plant Biochemistry and Biotechnology	2017	27	186-198	0974 – 1275
5	Dr.Silpa Somavarapu	Beneficiary effect of Commiphora Mukul ethanolic extract against high fructose diet induced abnormalities	Journal of Traditional and Complementary Medicine	2017	8	1-9	2225-4110
6	Dr.Silpa Somavarapu	Substrate specificity and Immobilization Studies of Purified Solanain from the Latex of Vallaris solanacea	International Journal of Peptide Research and Therapeutics	2017	25	1-12	1573-3149
7	Dr.Silpa Somavarapu	Healthy Life Style, a Strategic Way to Combat	Journal of Family Medicine and	2017	3	75-78	2469-8342

		Elderly Health Problems	Health Care				Online
8	Dr. Ramesh	Develop Healthy Fiber Rich Sweet from Different Combinations of Ingredients	SM Journal of Food and Nutritional Disorders	2017	3(1)	1-4	2573-3664
9	Dr. Ramesh	Beneficiary effect of Commiphora Mukul ethanolic extract against high fructose diet induced abnormalities	Journal of Traditional and Complementary Medicine	2017	8	1-9	2225-4110
10	Dr.Ramesh	Dissipation of Monocrotophos residues in Castor, Ricinus communis and harvest time residues in its bi-products and Soil using LC-MS-MS	Asian Journal of Chemistry	2017	29(3)	665-668	0975-427X
11	Dr.Ramesh	Flubendiamide: Residues and Risk Assessment in Tomato Solanum lycopersicum	International Journal of Agriculture, Environment and Biotechnology	2017	10(6)	651-667	2230-732X

**Papers Presented in the Seminars/Conferences/Workshops**

S.no.	Name of the Teacher	Participation of Teacher			
		Seminars/Conferences/Workshops	National / International / State regional	Date & Year	Title of the paper presented in the seminar
1	Dr.Silpa Somavarapu	Aquaculture Production and Biodiversity Conservation and Environmental Toxicology	National	August, 2017	Nanotechnology- A Bliss to Aquaculture



2	Dr.Silpa Somavarapu	Technological Challenges for Future Probiotic Foods	National	September, 2017	Functional Foods - Chronic Diseases
3	Dr.Silpa Somavarapu	Biodiversity : Conservation, Emerging Trends and Challenges	National	October, 2017	Biodiversity in Environment Management
4	Dr.Silpa Somavarapu	Innovations in Pharma and Biopharma Industry	International	December, 2017	A study on correlation between dietary habits and obesity, development of a healthy product
5	Dr. Ramesh	Technological Challenges for future Probiotic Foods	National	7 <sup>th</sup> - 8 <sup>th</sup> September,2017	Functional Foods – Chronic Diseases
6	Dr. Ramesh	Aquaculture Production & Biodiversity Conservation and Environmental Toxicology (ABET-2017)	National	30 <sup>th</sup> - 31 <sup>st</sup> August, 2017	“Nanotechnology-a Bliss to Aquaculture”
7	Dr. Ramesh	Biodiversity: Conservation, Emerging trends and challenges	National	5 <sup>th</sup> - 6 <sup>th</sup> October, 2017	Biodiversity in Environment
8	Dr. Ramesh	Conference	International	20 <sup>th</sup> – 22 <sup>nd</sup> December, 2017	A study on correlation between dietary habits and obesity and development of a healthy product

9	Dr. Ramesh	Workshop (Orientation Programme)	National	7 <sup>th</sup> – 11 <sup>th</sup> August 2017	Recent Advances and Practical Applications of Applied Biological Sciences
10	Dr. Ramesh	Conference	National	30 <sup>th</sup> – 31 <sup>st</sup> August 2017	Nanotechnology-a Bliss to Aquaculture
11	Dr. Ramesh	Conference	National	7 <sup>th</sup> - 8 <sup>th</sup> September 2017	Functional foods Chronic Diseases
12	Dr. Ramesh	Conference	National	5 <sup>th</sup> – 6 <sup>th</sup> October 2017	Biodiversity in Environment Management

### Articles/Papers/Chapters Published in Edited books

S. No.	Name of the Author	Title of the Book	Title of the Article	Publisher	Month / Year	ISBN
1	Dr.B.Ramesh	Catharanthus roseus current research and future prospects	Therapeutic Efficacy of Catharanthus roseus in Type 1 and Type 2 Diabetes Mellitus in Wistar Rats	Springer	2017	978-3-319-51619-6
2	Dr.B.Ramesh	Diabetes and Mellitus	Evaluation of therapeutic efficacy of comiphora mukul in insulin deficient and insulin resistant rat models	LAP Lambert Academic Publishing	2017	978-3-330-03513-3

## DEPARTMENT OF MARINE BIOLOGY

### About the Department:

The importance of Marine Biology to the region having a vast seacoast extending over 169 kms has been duly taken note of. There are 93 coastal fishermen habitations, having a population of 82,500. There is an inland fish production of 45805 metric tons with marine fish production of 45363 metric tons. Thus fishing sector of the district contributes a major share to National income.

### Regular Faculty:

S.no.	Name of the Faculty	Designation
1	Dr.Ch.Vijaya	Associate Professor
2	Dr.C.Venkatrayalu	Assistant Professor
3	Dr.M.Hanuma Reddy	Assistant Professor

### Research Papers Published in Journals

S.no.	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	Page No	ISSN No
1	Dr.Vijaya	Chitosan from Shrimp Biowaste: Potential Antibacterial Agent.	International Journal of Informative & Futuristic Research (IJIF),	2017	4(5)	6398-6403	2347-1697 - 6403
2	Dr.Vijaya	Efficacy of the Marine Yeast Debaryomyces Hansenii on Growth of the Shrimp Litopenaeus Vannamei.	International Journal for Research in Applied Science & Engineering Technology	2017	5 : IX	1545-1547	2321-9653

### Papers Presented in the Seminars / Conferences/Workshops

S.no.	Name of the Teacher	Participation of Teacher			
		Seminar on	National / International / State regional	Date & Year	Title of the paper presented in the Seminar
1	Dr. Ch.Vijaya	New Market Oriented restructured Courses in Zoology,	National	9 <sup>th</sup> -11 <sup>th</sup> August, 2017	Molecular Diagnostic tools in Aquaculture

2	Dr.Ch.Vijaya	Aquaculture Production & Biodiversity Conservation and Environmental Toxicology	National Conference	30 <sup>th</sup> - 31 <sup>st</sup> August, 2017	Biodiversity of marine fungi isolated from Nellore Coast, Andhra Pradesh, India
3	Dr.Ch.Vijaya	Bioethics for New Millennium	National Conference	15 <sup>th</sup> -16 <sup>th</sup> September, 2017	-

## DEPARTMENT OF TOURISM MANAGEMENT

### About the Department:

The Department envisions itself as a centre of innovation & learning in the field of tourism by equipping students with professional skills and knowledge to effectively tackle the challenges of the industry. The Department faculty to provide leaders for industry who can use their managerial skills for the development of the industry.

### Regular Faculty:

S.no.	Name of the Faculty	Designation
1	Dr. K.V.S.N.Jawahar Babu	Associate Professor
2	Dr.M.Thyagaraju	Assistant Professor
3	Dr. Kota Neela Mani Kanta	Assistant Professor
4	Dr. P. Sujatha	Assistant Professor

### Research Papers Published in Journals

S.no.	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	ISSN No
1	Dr. Kota Neela Mani Kanta	Teaching Effectiveness: A Study on moderation effect of Organisational support and Job satisfaction	Journal of Strategic Human Resource Management	September, 2017	6 (3)	2277-2138
2	Dr. Kota Neela Mani Kanta	Moderation of Organisational Politics on Job Satisfaction and Teaching effectiveness among Engineering Faculties	Asian Journal of Management	December, 2017	8 (4)	0976-495X

3	Dr.P.Sujatha	Crowd Management at Kumbh and Pushkar Mela	Zenith International Journal of Multidisciplinary Research	February, 2018	8(2)	2231-5780
4	Dr. K.V.S.N Jawahar Babu	Customer retention Strategies in retailing sector	International Journal of Logistics and Supply Chain Management Perspectives,	2017	6(2)	2319-9032
5	Dr. K.V.S.N Jawahar Babu	Customer Retention Strategies in Retailing sector	IJRCM	2017	8(9)	0976-2183
6	Dr. K.V.S.N Jawahar Babu	Role of Customer Retention Strategies in Retailing sector	PEZZOTTAI TE Journals	2017	3(1)	2279 - 0926

### Papers Presented in the Seminars / Conferences/ Workshop

S.no.	Name of the Teacher	Participation of Teacher			
		Seminars / Conferences/ Workshop	National / International / State regional	Date & Year	Title of the paper presented in the seminar
1	Dr. Kota Neela Mani Kanta	Logistics	National	July, 2017	Participated in National Seminar
2	Dr. Kota Neela Mani Kanta	Innovation Readiness	National	2017	Participated in Workshop
3	Dr. Kota Neela Mani Kanta	Biodiversity: Conservation, emerging Trends and Developmental	National	December, 2017	Participated in National Seminar

		Strategies (BCETDS),			
4	Dr.P.Sujatha	Service marketing in Emerging Global Economy	National	28 <sup>th</sup> August, 2017	The Role of E-Technology in Travel Agencies”: A case study on Thomas cook (India) LTD
5	Dr.P.Sujatha	Service marketing in Emerging Global Economy	National	28 <sup>th</sup> August, 2017	Role of Social Media Marketing in Tourism Industry
6	Dr.P.Sujatha	Demonetization Impact and prospects	National	28 <sup>th</sup> - 29 <sup>th</sup> December, 2017	Impact of Demonetization on E-commerce
7	Dr. K.V.S.N Jawahar Babu	Role of digitalization in Customer Retention Strategies in retailing sector	National	14 <sup>th</sup> March,2018	Participated
8	Dr. K.V.S.N Jawahar Babu	Customer retention strategies in Retailing sector.	National	23 <sup>rd</sup> September,2017	Participated
9	Dr. K.V.S.N Jawahar Babu	Services Marketing in Emerging global Economy	National	28 <sup>th</sup> August 2017	Participated

## DEPARTMENT OF POLITICAL SCIENCE

### Teachers (Retired / Contract/ Ad-hoc basis)

S.no.	Name of the Faculty	Designation
1.	Dr.G.Sunil Kumar	Academic Consultant

2.	Dr.V.Govindu	Academic Consultant
3.	Dr.B.Prabhakara Rao	Academic Consultant

### Research Papers Published in Journals

S.no.	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume Number	ISSN Numbers
1	Dr.B.Prabhakara Rao	Globalisation Era, Women Politics in India	International Journal Research in Social Sciences	January, 2017	7(1)	2249-2496
2	Dr.B.Prabhakara Rao	The Violation of Women Human Rights In India	International Journal Research in Social Sciences	August, 2017	7(8)	2249-2496

### Papers Presented in the Seminars/Conferences/Workshops

S. No.	Name of the Teacher	Participation of Teacher			
		Seminars/ Conferences/ Workshops	National / International / State regional	Date & Year	Title of the paper presented in the seminar
1	Dr.G.Sunil Kumar	Inclusive Growth Through Startup India- Standup India: Opportunities and Challenges	National	2017	Emerging Youth through Skill Development
2	Dr.G.Sunil Kumar	Demonetization in India Impact and Prospects	National	2017	Impact of Demonetization on the Indian Economy and Society
3	Dr.G.Sunil Kumar	Adolescent at cross Roads Challenges and Interventions	National	2017	Adolescent s and HIV / AIDS
4	Dr.G.Sunil Kumar	Human Rights: Trends, Issues & Challenges in	National	2017	Human Rights of Dalits

		the Present Scenario			
5	Dr.G.Sunil Kumar	Marketing of Financial Services – Trend and Strategies	National	2017	Foreign Investment and Economic Growth through Multinational Corporations
6	Dr.G.Sunil Kumar	Issues and Challenges of Transgender Community	National	2017	Transgender Community / Hijra
7	Dr.G.Sunil Kumar	National Symposium	National	2017	Non Violence in Gandhian Philosophy
8	Dr.G.Sunil Kumar	Gandhian approach to Rural Development and Communication	National	2017	Gandhian Concept of Village

## DEPARTMENT OF TELUGU

### About the Department:

M.A Telugu Course was started in the Academic Year 2011-12 in V.SU College, V.S. University. The student enrollment is very good and satisfactory. As the government is focusing on Telugu Language, better employment will be provided for Telugu students.

### Teachers (Retired / Contract/ Ad-hoc basis)

S. no.	Name of the Faculty	Designation
1	Prof..S.Jayaprakash	Professor (Contract)
2	Dr. T. Vimala	Academic Consultant
3	Dr.C.Rajaram	Academic Consultant
4	Dr.K,Lakshmi Narayana Reddy	Academic Consultant
5.	Dr.V.Venkateswarlu	Academic Consultant



## Papers Presented in the Seminars / Conferences/Workshops

S.no.	Name of the Teacher	Participation of Teacher			
		Seminars / Conferences/Workshops	National / International / State regional	Date & Year	Title of the paper presented in the seminar
1	Dr.V.Venkateswarlu	The influence of Tagore's literature on Telugu literature Dept of Telugu Adikavi Nannayya University Rajahmundry, AP & APSCE	National	2017	Telugu Sahithyamlo Viswakavi Raveendruni Paatra
2	Dr.V.Venkateswarlu	Antarjalam lo Telugu Sahithi Saurabham, DKW Govt Degree College, Nellore,AP	National	2017	Face book daani Prathyekatha

### DEPARTMENT OF MICROBIOLOGY-(Self Finance)

#### About The Department:

The Department of Microbiology was established in the year 2011. The Department typically has given itself a broader scope to study the immune systems with intersections of studies of Microbiology Immunology, Virology, Parasitology and such other relevant areas. Microbial beneficial processes in industrial fermentation, dairy products and antibiotic production apart from the lucrative field of microbiology are for contemplation and Research for the Department.

### DEPARTMENT OF STATISTICS:

**Temporary Teachers** (Retired / Contract/ Ad-hoc basis)

S. No.	Name of the Faculty	Designation
1	Dr.R.V.S.S.Nagabhushana Rao	Academic consultant
2	Dr.CH.Prasuna	Academic consultant
3	Dr.S.C.Thasleema	Guest faculty
4	SD.AkhtarBasha	Guest faculty

### Research Papers Published in Journals

S.no	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	Page No	ISSN NO	Impact factor
1	Dr.R.V. SSN RAO	A Brief Review on Inference in General Linear Models	International Journal for Research in Applied Science & engineering Technology	2017	5	996-1000	2321-9653	6.887
2	Dr.R.V. SSN RAO	Auto Regressive (AR) Models in Forecasting Methods	International Journal for Research in Applied Science & engineering Technology	2017	5	1820-1826	2321-9653	6.887
3	Dr.R.V. SSN RAO	Muticollinearity Problem in Criteria of Model Selection	International Journal for Research in Applied Science & engineering Technology	2017	5	1827-1833	2321-9653	6.887
4	Dr.R.V. SSN RAO	Residual Measures for the Time Series Predictions	International Journal for Research in Applied Science & engineering Technology	2017	5	1650-1657	2321-9653	6.887

#### DEPARTMENT OF MATHEMATICS – (Self Finance)

**Head of the Department (I/C):** Dr. M. Ussenaiah

**Teachers** (Retired/on Contract / Ad-hoc basis)

S. No.	Name of the Faculty	Designation
1	Dr..B.Venkateswarlu	Academic Consultant

2	Dr. B.Niranjan Rao	Guest Faculty
3	Dr. V.Sekhar Reddy	Guest Faculty
4	Dr. D.Ravikumar	Guest Faculty

### **PG CENTER KAVALI**

#### **DEPARTMENT OF PHYSICS:**

##### **About the Department:**

The Department of Physics, VSU PG Centre, Kavali owes its origin to S.V.University, Tirupati. The Department of Physics was started in September 1979 at SVU PG Centre, Kavali as a boon in connection with Silver Jubilee Celebrations. At the beginning the students intake was 5 and the two specializations offered were Solid State Physics and Integrated Electronics and Micro Processors.

##### **Regular Faculty:**

S. no.	Name of the Faculty	Designation
1	Prof. Ch. Ramu	Professor
2	Dr. A. Sivasankar Reddy	Assistant Professor
3	Dr. N. O. Gopal	Assistant Professor

**Head of the Department:** Prof. Ch. Ramu

##### **Teachers (Retired / Contract / Ad-hoc basis)**

S. No.	Name of the Faculty	Designation
1	Prof. K. Ravinda Prasad	Guest Faculty (Retd)
2	Mr. N. Ashok Kumar	Ad-hoc basis

#### **Research Papers Published in Journals**

S.no.	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	ISSN No
1	Prof. Ch.Ramu	Preparation and Characterization of Pure and Copper Doped PVC Films	Journal of Polymer Engineering	2017	37(1)	2191-0349

2	Prof. Ch.Ramu	Structural, thermal and optical properties of Cu <sup>2+</sup> doped Methacrylic Acid – Ethyl Acrylate (MAA:EA) copolymer films	Bulletin of Materials Science	2017	40(5)	0973-7669
3	Prof. Ch.Ramu	Conductivity & Dielectric Behavior of Pure & Mn <sup>2+</sup> Doped Poly (Vinyl Chloride) Solid Polymer Electrolyte Films	International Journal for Innovative Research in Science & Technology	2017	4 (1)	2319-8753
4	Prof. Ch.Ramu	Electrical Conductivity and Dielectric Behavior of Pure and Fe <sup>3+</sup> doped poly (vinyl chloride) Solid Polymer Electrolyte Films	International Journal of Innovative Research in Science, Engineering and Technology	2017	6(6)	2349-6010
5	Prof. Ch.Ramu	Dielectric constant measurements of pure and cu <sup>2+</sup> doped polyvinyl chloride thin films	International Journal of Recent Scientific Research	2017	8(7)	0976-3031
6	Dr.A. Sivasankar Reddy	Nanocrystalline Au: SnO <sub>2</sub> Thin Films Grown by DC Reactive Magnetron Sputtering	International Journal of Engineering Research and Application	2017	7	2248-9622 Online
7	Dr.A. Sivasankar Reddy	Sputtering Power Dependent Physical Properties of Nanocrystalline Au: SnO <sub>2</sub> Thin Films	International Journal of Computational Engineering Research (IJCER)	2017	7	2250-3005 Online

8	Dr.A. Sivasankar Reddy	Annealing effect on the structural and electrical properties of LBMO thin films for uncooled bolometer applications	International Journal of Scientific & Engineering Research	2017	8	-
9	Dr. N.O.Gopal	Thermal, Optical And Dielectric Studies Of Vo <sup>2+</sup> Doped Polyvinyl Chloride Thin Films	Journal of Advanced Materials and processing	2017	5 (4)	2322-388X
10	Dr. N.O.Gopal	Phosphorus and boron codoping into TiO <sub>2</sub> nanoparticles; an avenue for enhancing the visible light photocatalytic activity	J. Mater. Sci.: Mater. Electron	2017	28	0957-4522 (Print) 1573-482X (Online)
11	Dr. N.O.Gopal	Preparation and characterization of pure and copper doped PVC films	Journal of Polymer Engineering	2017	37	2191-0349
12	Dr. N.O.Gopal	Conductivity and dielectric behavior of pure and Mn <sup>2+</sup> doped poly (vinyl chloride) solid polymer electrolyte films	International Journal for Innovative Research in Science & Technology	2017	4	2319-8753
13	Dr. N.O.Gopal	Electrical conductivity and dielectric behavior of pure and Fe <sup>3+</sup> doped poly (vinyl chloride) solid polymer electrolyte films	International Journal of Innovative Research in Science Engineering and Technology	2017	6	2349-6010
14	Dr. N.O.Gopal	Dielectric constant measurements of pure and cu <sup>2+</sup> doped polyvinyl chloride thin films	International Journal of Recent Scientific Research	2017	8	0976-3031

15	Dr. N.O.Gopal	Structural, thermal and optical properties of Cu <sup>2+</sup> doped Methacrylic Acid – Ethyl Acrylate (MAA:EA) copolymer films	Bulletin of Materials Science	2017	40(5)	0973-7669
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**Papers Presented in the Seminars/Conferences/Workshops**

S. no.	Name of the Teacher	Participation of Teacher			
		Seminars/ Conferences/ Workshops	National / International / State regional	Date & Year	Title of the paper presented in the seminar
1	Dr.Sivasankar Reddy	National Seminar on Recent Trends in Nano And Other Materials For Energy Efficient Devices	National	20 <sup>th</sup> - 22 <sup>nd</sup> July, 2017	Nanocrystalline copper oxide thin films grown by electron beam evaporation
2	Dr.Sivasankar Reddy	National Seminar on Recent Trends in Nano And Other Materials For Energy Efficient Devices	National	20 <sup>th</sup> - 22 <sup>nd</sup> July, 2017	DC reactive magnetron sputtered nanocrystalline TiO <sub>2</sub> thin films: Effect of substrate bias voltage
3	Dr.Sivasankar Reddy	National Seminar on Recent Trends in Nano And Other Materials For Energy Efficient Devices	National	20 <sup>th</sup> - 22 <sup>nd</sup> July, 2017	Nanostructured electron beam evaporated tungsten trioxide thin films
4	Dr.Sivasankar Reddy	National Seminar on Recent Trends in Nano And Other Materials For Energy Efficient Devices	National	20 <sup>th</sup> - 22 <sup>nd</sup> July, 2017	Thickness dependent physical properties of DC magnetron sputtered ultrathin tantalum films
5	Dr.Sivasankar Reddy	National Seminar on Recent Trends in Nano And Other Materials For Energy Efficient Devices	National	20 <sup>th</sup> - 22 <sup>nd</sup> July, 2017	Ultrathin Si films grown by dc magnetron sputtering
6	Dr. N.O.Gopal	National conference on trends in advanced materials and their applications	National	30 <sup>th</sup> November, 2017	Structural and spectroscopic characterization of boron doped

		(TAMA-2017)”			TiO <sub>2</sub> -CeO <sub>2</sub> nanocomposite synthesized by solution combustion technique.
7	Dr. N.O.Gopal	National conference on trends in advanced materials and their applications (TAMA-2017)”	National	30 <sup>th</sup> November, 2017	Invited talk on “Modified TiO <sub>2</sub> nanomaterials with visible light activity for photocatalytic applications”

## DEPARTMENT OF ECONOMICS

### About the Department:

The Department has been committed towards promoting high quality Teaching and Research. The students are trained by highly experienced and efficient Faculty. The Course structure incorporates Behavioral Economics, Macro Economics and key areas of Micro Economics.

### Regular Faculty:

S.no	Name of the Faculty	Designation
1	N.R.V.Ramana Reddy	Professor
2	Dr.P.Srinivas	Assistant Professor

### Teachers (Retired /Contract/ Ad-hoc basis)

S.no.	Name of the Faculty	Designation
1	Dr.K.Ekambaram	Academic Consultant
2	Dr.G.Venkatachalam	Academic Consultant
3	Dr.K.Rajaiah	Academic Consultant

### Research Papers Published in Journals

S.no	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	Page No	ISSN No
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1	Dr. P. Srinivas	Skill Development Scenario in India	The Indian Economic Journal	2017	Special Edition	465-473	0019-4662
2	Dr. P. Srinivas	Impact of Demonetisation on Rural Economy	Demonetisation: Impact and Prospects, Jyothi Granthamala Publishers, Hyderabad	2017	Edited Volume	286-292	978-93-83823-26-0
3	Dr. P. Srinivas	Employment Generation and Asset Creation through MGNREGA in Andhra Pradesh	International Journal of Humanities and Social Science Research	2017	3(3)	14-18	2455-2070

### Papers Presented in the Seminars / Conferences/Workshops

S.no.	Name of the Teacher	Participation of Teacher			
		Seminars / Conferences/Workshops	National / International / State regional	Date & Year	Title of the paper presented
1	Dr. P. Srinivas	Indian Economic Association Annual Conference, 2017 (Multi-Disciplinary)	National	27th - 30th December, 2017	Skill Development Scenario in India

## DEPARTMENT OF COMMERCE

### About the Department:

The Department has imbibed the tradition of exploring innovation in Academics, Course curriculum development , Teaching and Research have led to rapid growth of the Department.

### Regular Faculty:

S. No.	Name of the Faculty	Designation
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1	Prof. P. R. SivaSankar	Professor
2	Prof. M. Chandraiah	Professor
3	Prof. P. Venkata Rao	Professor
4	Prof. C. Srinivasa Rao	Professor & Special officer

### Research Papers Published in Journals

S.I No.	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	Page No	ISSN No	Impact factor
1	Prof. P.R. Sivasankar	Violence against Women: A Comparative Analysis of Southern States in India	International Journal of Research and Analytical Reviews	Jul-2017	9(11)	154-160		
2	Prof. P.R. Sivasankar	Social Impact of Environment and Environmental Accounting	<b>International Journal of Current Research,</b>	Nov-2017	9(11)		<b>0975-833X</b>	<b>7.086</b>
3	Prof. P.R. Sivasankar	Role of Self-Help Groups (SHGs) in Women Empowerment to Development in India	International Journal of Research and Analytical Reviews,	Sept-2017	4( 3)	161-165		<b>3.215</b>
4	Prof. P.R. Sivasankar	Marketing Practices of Select Rural Industries in SPSR Nellore District	International Journal of Research in Commerce and Management	Oct-2017	8(10)		0976-2183	<b>3.215</b>

5	Prof. P.R. Sivasankar	Demonetization and its impact on the Indian Economy	Demonetization: Impact and Prospects,	Dec-2017	4		978-93-83823-26-0	
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### Papers Presented in the Seminars / Conferences/Workshops

S.no.	Name of the Teacher	Participation of Teacher			
		Seminars / Conferences/Workshops	National / International / State Regional	Date & Year	Title of the paper presented in the seminar
1	Prof. P.R. Sivasankar	Role Government in Start up and Standup in India	National	10 <sup>th</sup> -11 <sup>th</sup> Febrauary 2017	Role of Startups for the development of Industry in India
2	Prof. P.R. Sivasankar	Environmental Accounting in India: An Overview	National	8 <sup>th</sup> -9 <sup>th</sup> December 2017	Principles of Environmental Accounting in India
3	Prof. P.R. Sivasankar	Demonetization and its impact on the Indian economy	National	28 <sup>th</sup> -29 <sup>th</sup> December 2017	Impact of Demonetization on the Indian economy

## DEPARTMENT OF ZOOLOGY

### About the Department:

The Department of Zoology was established in 1979 as a Regular Department .This is the unique Department in the erstwhile SV University and present Vikrama Simhapuri University by bringing alien German student for doing Research work under the guidance of Prof. K. Sasira Babu.

### Regular Faculty:

S. No.	Name of the Faculty	Designation
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1	Dr. V. Sailaja	Assistant Professor
2	Dr. P. Gopi Krishna	Assistant Professor
3	Dr. M. Suseela	Assistant Professor

**Teachers (Retired / Contract / Ad-hoc basis)**

S. No.	Name of the Faculty	Designation
1	Dr.CVN Murthy	Guest Faculty-Retired
2	Dr. P. Sudhakar Reddy	Ad-hoc basis

**Research Papers Published in Journals**

S. No.	Name of the Teacher	Title of the paper	Name of the Journal	Year of Publication	Volume No	Page No	ISSN No	Impact Factor
1	Dr.V.Sailaja	A novel herbal preparation for thrombocytosis	International journal of engineering science and Research	2017	4(7)	912-917	2394-3386	3.47
2	Dr.V.Sailaja	Role of Tylophora indica in treatment of bronchial Asthma	International Journal of Life Science and Pharma Research	2017	-	-	2250-0480	0.672
3	Dr.V.Sailaja	Snake Biodiversity and Snake Bite antidotes used in the tribal belt of Siddeswaram sacred groove of SPSR Nellore	International journal of engineering, science and research volume	2017	4(7)	785-788	2394-3386	-3.47

		Dt.A.P						
4	Dr.V.Sailaja	Allelopathic control of soil nematodes by crotolaria juncia in mulberry crop	International journal of current microbiology and Applied sciences	2017	(5)	90-92	2319-7692 (print) 2319-7706 (on line)	4.119
5	Dr.V.Sailaja	Influence of altered p <sup>H</sup> media on the gill histology of prawn Litopenaeus vannamei during acute and chronic exposure	International Journal of Engineering Technology Science and Research	Dec, 2017	4	52-57	2394 – 3386	<b>-2.120</b>
6	Dr.V.Sailaja	Influence of altered p <sup>H</sup> media on the histology of Hepatopancreas of prawn Litopenaeus vannamei during acute and chronic exposure	National Journal of Life sciencess	Dec, 2017	14(2)	103-106	0972-995X (Print )	<b>-3.73</b>
7	Dr.V.Sailaja	Effect of altered P <sup>H</sup> on the lipid metabolism of prawn Litopenaeus	International journal of advance research in science and technology	Dec, 2017	6	1040-1050	2319-8354	<b>3.843</b>

		vannamei						
8	Dr.V.Sailaja	Impact of altered PH media on mortality rate ,oxygen consumption and excretion in prawn Litopenaeus vannamei	Life sciences Bulletin	December 2017	4(2)	-	-	<b>-3.47</b>
9	Dr.V.Sailaja	Antioxidant properties of Gorojanam	International journal of Engineering ,Technology and scientific research	2017	4(2)	43-47	2394-3386	<b>3.47</b>
10	Dr.V.Sailaja	Design of Low Cost Electronic stimulator for Physical Exercise and Treatment.	International Journal of Engineering Technology, Management and Applied Sciences.	2017	5 (1)	128-129.	2349-4476	<b>2.24</b>
11	Dr.V.Sailaja	Arboreal Fauna Diversity of Siddeswaram sacred Groove	International journal of Engineering ,Technology and scientific research	2017	4 (10)	551-554	2394-3386	<b>3.47</b>

12	Dr.M.Suseela	Impairment of Hepatic and Renal activities during lambda cyhalothrin intoxication in Albino Mice.	International Journal of Engineering Technology Science and Research IJETSR	2017	4(8)	25-29	2394 – 3386	
13	Dr.M.Suseela	Induced effect of Lambda cyhalothrin on biochemical parameters of protein metabolism in selected tissues of albino mice	International Journal of Current Research	2017	9(7)	5427 2- 5427 6		

### Papers Presented in the Seminars / Conferences/Workshops

S.no.	Name of the Teacher	Participation of Teacher			
		Seminar/ Conference/Workshop	National / International / State regional	Date & Year	Title of the paper presented in the Seminar
1	Dr.D.V.Sailaja	Aquaculture production And Biodiversity conservation and Environmental Toxicology	National	30-31 <sup>st</sup> August,2017	Microbiological and physicochemical analysis of drinking water of Annagaripalem village, Kavali, Nellore Dt.
2	Dr.D.V.Sailaja	Engineering Technology, Science and Management Innovation (ICETSMI)	International	15 <sup>th</sup> January, 2017	Design of low cost Electronic stimulator for physical exercise and treatment
3	Dr.D.V.Sailaja	Latest concepts in Science Technology and Management (ICLCSTM)	International	5 <sup>th</sup> February, 2017	Anti oxidant property of Gorojanum
4	Dr.D.V.Sailaja	Plant microbe Interaction, Environmental conservation – challenges and Strategies (PMECS)	National	17&18 <sup>th</sup> March, 2017	Allelopathic control of soil nematodes by <i>Crotalaria juncia</i> in mulberry crop
5	Dr.D.V.Sailaja	National consultation on the role of Science and Technology in National Development (NCST ND)	National	21-22 <sup>nd</sup> March, 2017	Environmental resources and conservation technologies
6	Dr.D.V.Sailaja	New frontiers of	International	29 <sup>th</sup>	Snake Biodiversity and Snake

		engineering,science,management and humanities(ICNFESMH)		July,2017	Bite antidotes used in the tribal belt of Siddeswaram sacred groove of SPSR Nellore Dt.A.P
7	Dr.D.V.Sailaja	science,Technology and management (ICSTM)	International	15 <sup>th</sup> October,2017	Arboreal Fauna and Diversity of Siddeswaram sacred groove

# Research and Development



## RESEARCH ACTIVITIES AND DEVELOPMENT:

The University is committed to Research in all Disciplines. The Faculty are actively engaged in doing many Research Projects sponsored by many Funding Agencies. The following table shows the list of projects undertaken by faculty.

S.no	Name of the faculty	Department	Title of the Project	Funding Agency	Sanctioned amount
1	Dr. G. Vijaya Anand Kumar Babu, Principal Investigator	Biotechnology	Exploring Marine bacteria	DST-SERB	45,46,000/-
2	Dr. KVL. Shrikanya Rao, Principal Investigator	Biotechnology	Molecular Identification MT-COI Gene	DST-SERB	57,07,200/-
3	Dr. K. Vidya Prabhakar, Principal Investigator	Biotechnology	Antagonistic Marine Bacterium	NMPB	37,21,500/-

## Enrollment of Ph.D Scholars:

The university offers Ph.D programme in 9 departments where Research guides are available. Research admissions are made through a state level entrance test. Candidates qualifies in the APRCET-17 have been given admission for doing Ph.D as shown below.

S. No	Department	No of Ph.Ds Awarded
1	Business Management	4
2	Chemistry	11
3	Computer Science	5
4	English	5
5	Marine Biology	4

**Details of the Research Fellowships received by the Scholars working in Vikrama Simhapuri University**

S No	Name of the Research Scholar	Type of Fellowship	Year of Award
<b>Biotechnology</b>			
1	V. Manohar babu	RGNF	2017
2	T. Daveedu	DST New Delhi	2016-2018
<b>Computer Science</b>			
3	Sk. Sadiya	MANF	2018
<b>Tourism Management</b>			
4	P Keerthi	RGNF	2017
5	Shaik Abdulla	OBC	2017
6	M Hemalatha	RGNF	2017
7	U Dada Kalandar	MANF	2017
8	P Revathi	NOBC	2017
<b>English</b>			
9	Y Kishore	RGNF	
10	P. Rajesh	UGC-SRF	
<b>Social Work</b>			
11	J. Sudheer	ICSSR	2018
<b>Economics</b>			
12	B Sadana	RGNF	2017-18
13	Ch. Gangaiah	RGNF	2017-18

**Research Forum:**

Honorable Vice-Chancellor has constituted Research Forum ,to create an awareness regarding the research work carried out by fellow researcher in a department to facilitate collaborative research .Main objectives of the Forum are to bring in research ambience among the faculty members, research scholars and P.G. students, to motivate inter-disciplinary research proposals to funding agencies, to educate the research scholars about the facilities such as equipment, machineries, software etc. available in each department/school ,enlighten the state-of-art technologies to scholars through special lectures on contemporary research topics by renowned experts in key areas and to develop strengths of existing researchers by conducting workshops on different hardware/software used to facilitate research.

*Academic Distinctions*

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*Accolades*

**Details of the Gold Medals Constituted for the meritorious students of  
Vikrama Simhapuri University College**

<b>S no</b>	<b>Name of the Department</b>	<b>Course</b>	<b>Gold medal Instituted in the Name of</b>	<b>Donor</b>
1	Biotechnology	M.Sc. Biotechnology	Bhimreddy Foundation Medal	Bhimreddy Pratap, Bhimreddy Foundation, USA
2	Business Management	MBA	Prof. K.C. Reddy Medal	Prof. Raj Reddy, USA
3	Business Management	MBA	Rachapudi Kamakshi Memorial Medal	Maj. Gen. (Dr.) R. Siva Kumar, Head, NRDMS, New Delhi
4	Chemistry	M.Sc. Organic Chemistry	Late Prof. Kotra V. Krishna Murthy Memorial Medal	Prof. K. Srinivasulu and his son Com. Sridhar Kotra, NM
5	Chemistry	M.Sc. Organic Chemistry	Tikkavarapu Seshamma Medal	Seshamma T. Reddy, USA
6	Chemistry	M.Sc. Organic Chemistry	Late Dr. K. Venugopal Reddy Memorial Medal	Teaching Staff Association and his Parents
7	Commerce	M.Com. Banking & Finance	Sri Beeda Ramanaiah Memorial Medal	Sri Beeda Mastan Rao, Ex-MLA Kavali
8	Computer Science	Master of Computer Applications	Bhimreddy Foundation Medal	Bhimreddy Pratap, Bhimreddy Foundation, USA
9	Marine Biology	M.Sc. Marine Biology	Late Sri Trithala Venkata Ramanaiah Memorial Medal	Dr. T.V. Subbaiah, USA
10	Marine Biology	M.Sc. Marine Biology	Sri Beeda Ramanaiah Memorial Medal	Sri Beeda Mastan Rao, Ex-MLA Kavali
11	Social Work	Master of Social Work	S.R. Sankaran Memorial Medal	B. Adi Narayana Reddy, Bharat Builders
12	Telugu	M.A. Telugu	Bhimreddy Foundation Medal	Bhimreddy Pratap, Bhimreddy Foundation, USA
13	Any Department	Any Department	Andhra Bank Medal	Andhra Bank, V.R. College Branch

**Department wise details of the Prathibha awards during the academic year 2017-18**

<b>Department wise details of the Prathibha awards given to students</b>			
<b>S.no.</b>	<b>Department</b>	<b>Academic Year</b>	<b>Number of the Students</b>
1	Social Science	2018	15
2	Commerce/Management	2018	1
3	Life Science	2018	16
4	Mathematical Science	2018	1
5	Physical Science	2018	6
6	Language	2018	1
<b>Total</b>			<b>40</b>

**Enrollment of students in 1st year conventional PG courses in University Colleges**

<b>Name of the Course</b>	<b>Social Background</b>	<b>Total no of Students In the 1st year PG</b>		
		<b>Boy</b>	<b>Girl</b>	<b>Total</b>
Conventional Courses		15	34	49
	OC	59	60	119
	BC	86	73	159
	SC	10	6	16
	ST	0	0	0
	Mus.Min	0	0	0
	Chri.Min	0	0	0
	Others.Min	0	0	0
	<b>Total</b>	<b>170</b>	<b>173</b>	<b>343</b>

## Enrollment of students in 1st year conventional PG courses in Private Aided Colleges

Name of the Course	Social Background	Total no of Students Enrolled In the 1st year PG		
		Boy	Girl	Total
Conventional Courses	OC	0	0	0
	BC	0	0	0
	SC	0	0	0
	ST	0	0	0
	Mus.Min	0	0	0
	Chri.Min	0	0	0
	Others.Min	0	0	0
	Total	0	0	0

## Enrollment of students in 1st year Conventional PG courses in Private Unaided Colleges

Name of the Course	Social Background	Total no of Students Enrolled In the 1st year PG		
		Boy	Girl	Total
Conventional Courses	OC	67	197	264
	BC	173	366	539
	SC	129	198	327
	ST	12	23	35
	Mus.Min	0	0	0
	Chri.Min	0	0	0
	Others.Min	0	0	0
	Total	381	784	1165

## Overall Analysis of Enrollments at 1st year PG level

S.No	Total no of students in final year in all courses	Enrolment of students							
		OC	BC	SC	ST	Mus Min	Chri Min	Other Min	Total
1	Govt, Private Aided and Unaided Colleges								
	Conventional Courses								
	Enrolled (Boys)	944	2520	1407	221	0	0	15	5107
	Enrolled (Girls)	1297	2726	1214	187	0	0	7	5431
	Total	2241	5246	2621	408	0	0	22	10538
2	University Colleges & affiliated colleges in PG Courses								
	Conventional Courses								
	Enrolled (Boys)	15	59	86	10	0	0	0	170
	Enrolled (Girls)	34	60	73	6	0	0	0	173
	Total	49	119	159	16	0	0	0	343

### UG Courses:

#### Enrollment of students in 1st year conventional UG courses in Private Aided Colleges

Name of the Course	Social Background	Total no of Students Enrolled In the 1st year UG		
		Boy	Girl	Total
Conventional Courses	OC	95	69	164
	BC	287	111	398
	SC	328	149	477
	ST	52	15	67
	Mus.Min	0	0	0
	Chri.Min	0	0	0
	Others.Min	3	1	4
	Total	765	345	1110

## Enrollment of students in 1st year conventional UG courses in Private Unaided Colleges

Name of the Course	Social Background	Total no of Students Enrolled In the 1st year PG		
		Boy	Girl	Total
Conventional Courses	OC	877	1100	1977
	BC	2347	2360	4707
	SC	1278	1016	2294
	ST	209	164	373
	Mus.Min	0	0	0
	Chri.Min	0	0	0
	Others.Min	15	7	22
	Total	4726	4647	9373

## Overall Analysis of Enrollments at 1st year UG level

S.No.	Total no of students in final year in all courses	Enrolment of students							
		OC	BC	SC	ST	Mus Min	Chri Min	Other Min	Total
1	Private Aided and Unaided colleges								
	Conventional Courses								
	Enrolled (Boys)	972	2634	1606	261	0	0	18	5491
	Enrolled (Girls)	1169	2471	1165	179	0	0	8	4992
	Total	2141	5105	2771	440	0	0	26	10483



# Student Performance (Statistical Data)

## **VSU Examination Cell**

The Examination Cell of Vikrama Simhapuri University (VSU) is headed by the Controller of Examinations with supporting staff. VSU examination cell consist of three sections, viz. confidential, UG and PG & Professional courses. The major responsibility of examination cell is smooth conducting of examinations of all courses offered in the University College and its affiliated colleges in fair and systematic manner. The VSU examination cell looks after the processing of examination application forms, issue of hall tickets to the students, the conduct of examinations, issue of Marks Memos (Consolidated & Duplicate), Provisional Certificates, Transcripts and Migration Certificates etc. Further, VSU Examination cell looks after processing of PG & Ph.D. thesis/ dissertation, assist in conduct of university convocation and maintains the student's records pertaining to examinations. VSU Examination cell regularly updates results and all the student related information onto Jnanabhoomi portal apart from updating onto the Manabadi, VS University website. VSU examination cell appointed two Additional Controllers of Examinations separately for both UG and PG courses to assist Controller of Examination in preparation, updation, moderation of question papers of various courses, centers allotment, sitting observer appointment, flying squad, preparation of exam notifications, time tables, monitoring the bundling, coding, evaluations activities, processing and declaration of results and reevaluation. All the activities of VSU examination cell are monitored and supervised by Dean Examinations.

### **Salient features**

- Total six semesters for UG courses and four semesters for PG courses where each semester contains maximum six subjects.
- Colleges containing link in the mail can view and print the hall ticket and also can login into the system using login id and password to modify or update their students' details.
- The Online payment system is implemented for paying the examination fee both exams and reevaluation.
- Jumbling system of allotment students to the examination centres for theory examinations.

- Cent percent prevention of malpractices through CCTVs at examination halls of all examination centres.
- Bar coding & Sticking of answer scripts for quick and accurate processing with greater confidentiality.
- Centralized evaluation of answer scripts.
- Speedy announcement of results
- Web based announcement of results for greater transparency
- Online examinations for internal exams of VSU college is also introduced for all the course
- The results of the students provided to the Jnanabhumi Portals of Andhra Pradesh through Web hosting for the purpose of Scholarship and for other statistical reports as required by the Government.
- The Digital Certificates are designed and hosted to the National Academic Depository (NAD) as directed by the UGC, New Delhi.

**Examination cell is equipped with the following items**

1. High end Computers for processing and analysis of results
2. Photocopying machine and Scanners
3. 10KV UPS
4. LAN and WiFi for interconnecting

Extension Outreach  
&  
Student Activities

## Placements:



The university has a Placement Cell which helps students in exploring Career placement opportunities by inviting companies for campus recruitment drive of students.

VSU has a well laid-out systematic process of meeting student career aspirations and corporate requirements. This process is transparent and mutual beneficial in assisting companies to get "*Right Candidate*" for their organizations and students in getting their "*Dreams Jobs*".

### **Department wise details of Student Placements of Vikrama Simhapuri University College**

S.No	Name of the Department	Name of the company	No.of students placed
1	Business Management	I Process Securities, SBI Life, Appllo Hospitals, Sriram Group, APMMPICI	32
2	Marine Biology	CP Aquaculture Ltd, avanathi Feeds Ltd, BMR Group of Industries, Tata Rallis group, Fedoras Ind Ltd.	All admitted students
3	Social Work	NGOs, AP SACS & SSA	60% of the students admitted
4	Chemistry	Divis Laboratory, Hyderabad	12

## Extra Curricular Activities

### Sports:-

“Study and Sports are Two- linked Constituents of our learning process and will always be important for an individual”.

*“ A Healthy mind can exist only in a Healthy body”* The university always in - corporate adoption of Healthy life style by students to develop the various facets of personality which aids overall development of students, enhances Critical thinking, problem- solving skills and strengthen them psychologically to face any unforeseen situations, that they come across in their lives.

### OUTDOOR SPORTS & GAMES FACILITIES

The university has excellent Sports & Games facilities, spanning an area of 10 acres. About 11 play courts for different Ball games are picturesquely planned for both Men and Women. All these courts are laid out as per National standards. Provision is made for all activities.

### Other Provisions:

**Sports Equipment:** Are made available to the students for their sports and games practice

**Physical Education Department Office:** The Physical Director, along with Clerk available for the regular Department works.

### Facility for various games and Sports as below:

- |                             |                  |
|-----------------------------|------------------|
| 1. Tennikoit court          | - 1No - (W)      |
| 2. Throw ball court         | - 1No - (W)      |
| 3. Volleyball court         | - 1No - (M)      |
| 4. Cricket ground           | - 1No - (M)      |
| 5. Foot ball field          | - 1No - (M)      |
| 6. Handball                 | - 1No - (M)      |
| 7. Kabaddi Court            | - 2No - (M& W)   |
| 8. Soft Ball                | - 1No - (M)      |
| 9. Ball Badminton Courts    | - 2No's -(M & W) |
| 10. Kho-Kho Court           | - 2No's -(M & W) |
| 11. Athletic Track(400 Mts) | - 1No - (M & W)  |

### ACTIVITIES:

- **Departmental Games (Intramurals):** Departmental games are conducted for students (Boys and Girls) ,Teaching and Non Teaching staff
- **College Day Sports (Inter-Dept):** Annually the Sports Board organizes competitions in Sports and Games for both Students,Teaching and Non-Teaching staff on the Occasion of College Day
- **University teams Extramural participation:** Department has been representing students from the university every year for the Inter-Collegiate tournament, Invitational tournament and South zone Inter university and All India university tournaments.
- **Organizing Tournament:**We have been organizing tournament and special coaching camp every year, in any one of the games as selected by the V. S. university.

## VIKRAMA SIMHAPURI UNIVERSITY INTER COLLEGIATE

### TOURNAMENTS FOR MEN & WOMEN

2017 - 2018

S.NO	MEN GAMES	WINNER	RUNNER-UP
1.	Volley ball	VR College, Nellore	JB College, Kavali
2.	Basket Ball	JB College, Kavali	VR College, Nellore
3.	Foot Ball	Rao's College, Nellore	Jagan's College, Nellore
4.	Hand Ball	NBKR Science & Arts College , Vidyanagar	JB College, Kavali
5.	Ball Badminton	MSR College, Kavali	JB College, Kavali
6.	Kho-Kho	Jagan's College, Nellore	JB College, Kavali
7.	Chess	Joint winners: Sri Sarvodaya College, Nellore & Dr SRJ College, Athamakur	
8.	Tennis (Singles)	JB College, Kavali	Sri Sai College, Kavali
9.	Tennis (Doubles)	JB College, Kavali	Sri Sai College, Kavali
10.	Table Tennis (Singles)	Visvodaya Govt. College, Venkatagiri	SKR Govt. College, Gudur

11.	Table Tennis (Doubles)	Visvodaya Govt. College, Venkatagiri	SKR Govt. College, Gudur
12.	Badminton (Singles)	MSR College, Kavali	Sri Sarvodaya College, Nellore
13.	Badminton (Doubles)	MSR College, Kavali	GSR Deg. College, Buchi
14.	Kabaddi	JB College, Kavali	LENDY Deg. College, NorthRajupalem
15.	Cricket	-	-
Institutional championship		JB College, Kavali	

S.NO	WOMEN GAMES	WINNER	RUNNER-UP
1.	Volley ball	DKW College, Nellore	DRW College, Gudur
2.	Basket Ball	DRW College, Gudur	DKW College, Nellore
3.	Hand Ball	DKW College, Nellore	DRW College, Gudur
4.	Ball Badminton	JB College, Kavali	DKW College, Nellore
5.	Kho-Kho	DKW College, Nellore	DRW College, Gudur
6.	Kabaddi	JB College, Kavali	DKW College, Nellore
7.	Tennis (Doubles)	JB College, Kavali	DKW College, Nellore
8.	Tenni-koit (Doubles)	DRW College, Gudur	MSR College, Kavali
9.	Table Tennis (Singles)	Visvodaya Govt. College, Venkatagiri	JB College, Kavali
10.	Table Tennis (Doubles)	JB College, Kavali	Sri Sarvodaya College, Nellore
11.	Badminton (Singles)	JB College, Kavali	DKW College, Nellore
12.	Badminton (Doubles)	DKW College, Nellore	Krishna Chaitanya College, Nellore
Institutional championship		D.K.W College, Kavali	



**VS UNIVERSITY INTER COLLEGIATE ATHLETIC MEET FOR  
MEN & WOMEN  
INDIVIDUAL CHAMPIONSHIPS & INSTITUTIONAL  
CHAMPIONSHIPS**

**2017-18**

S.No	YEAR	ATHLETIC MEET ORGANIZED COLLEGE	INDIVIDUAL CHAMPIONSHIP		INSTITUTIONAL CHAMPIONSHIP	
			MEN CHAMPIONSHIP	WOMEN CHAMPIONSHIP	MEN SECTION	WOMEN SECTION
1.	2017-2018	Sri Sarvodaya College, Nellore	Mr. U.Pradeep Kumar II B.Com JB College, Kavali	Ms. M.Supriya II B.A D K W Nellore	JB College, Kavali	Sri Sarvodaya Nellore

# Recent Initiatives

## **NATIONAL SERVICE SCHEME**

### **Introduction:-**

### **About National Service Scheme (NSS):-**

The National Service Scheme (NSS), as academic programme, considered as third dimension Extension Education, was launched by the Ministry of Education and Culture, Govt. of India, on 24th September 1969, birth centenary year of Mahathma Gandhi in 37 Universities with 40,000 volunteers in the country. At present 19, 30,000 NSS volunteers from 174 universities have been rendering voluntary service to community development, while undergoing academic programmes in the institutions. The objective of introducing NSS at school or college level is to develop the personality and character of the students through voluntary community service. The very purpose of NSS is Education through Service. The motto of NSS is “NOT ME, BUT YOU” emphasizing the community first and then self. Today NSS has grown as one of the most prominent social service institutions and youth movements in the world with more than 38 lakhs of dedicated volunteers all over the country rendering voluntary service for the development of Community in adopted villages/slums and creating community assets worth of crores of rupees and spreading social awareness among the people.

### **Objectives:-**

The broad objectives of NSS are to: (i) understand the community in which they work (ii) understand themselves in relation to their community; (iii) identify the needs and problems of the community and involve them in problem solving process; (iv) develop among themselves a sense of social and civic responsibility; (v) utilize their knowledge in finding practical solution to individual and community problems; (vi) develop competence required for group living and sharing of responsibilities; (vii) gain skills in mobilizing community participation; (viii) acquire leadership qualities

and democratic attitude; (ix) develop capacity to meet emergencies and natural disasters and (x) practice national integration and social harmony.

### **The Motto:-**

The motto or watchword of the National Service Scheme is : “NOT ME BUT YOU”. This reflects the essence of democratic living and upholds the need for selfless service and appreciation of the other person's point of view and also to show consideration for fellow human beings. It underlines that the welfare of an individual is ultimately dependent on the welfare of society on the whole. Therefore, it should be the aim of the NSS to demonstrate this motto in its day-to-day programme.

### **NSS Symbol:-**

The symbol of the National Service Scheme, as appearing on the cover page of this Manual is based on the „Rath“ wheel of the Konark Sun Temple situated in Orissa. These giant wheels of the Sun Temple portray the cycle of creation, preservation and release, and signify the movement in life across time and space. The design of the symbol, a simplified form of the Sun-chariot wheel primarily depicts movement. The wheel signifies the progressive cycle of life. It stands for continuity as well as change and implies the continuous striving of NSS for social transformation and upliftment.

### **NSS Badge:-**

The NSS symbol is embossed on the NSS badge. The NSS volunteers wear it while undertaking any programme of community service. The Konark wheel in the symbol has eight bars which represent the 24 hours of the day. Hence, the badge reminds the wearer to be in readiness for service of the nation round the clock i.e. for 24 hours. The red colour in the badge indicates that the NSS volunteers are full of blood i.e. lively, active, energetic and full of high spirit. The navy blue colour indicates the cosmos of which the NSS is a tiny part, ready to contribute its share for the welfare of the mankind

Programs		Target	Enrollment
1	Strength of NSS Units as per guidelines	11,000	11,980
2	Adoption of villages/Slums and completion of Special Camping targets indicate Tasks and targets	110	110
3	Plantation	200	28,200
4	Blood Donation	86	4,230
5	Health/Eye/Immunization Camps	185 camps Organized	
6	Awareness Programs	181 Programs Organized	

**NATIONAL AND STATE LEVEL PROGRAMMES AND AWARDS (IN TABLE)**

**Total no. of volunteers and POs participated in International, National and State level programmes during the Academic Year 2017-18**

S.no.	Name of the Event	2017-18			Grand Total
		Vol	Pos	T	
1.	R. D. Parade	-		-	0
2.	National NSS Mega Camp	-	-	-	
3.	National Integration Camp	10	02	12	12
4.	Adventure Training Camps	-	-	-	-
5.	National Youth Festival & Suvichar	04		04	08
6.	Pre-R.D. Parade Camp	03	-	03	06
7.	State NSS Mega Camp	-	-	-	-
8.	State Level Youth Festival	16	01	17	17

## Skill Development Programmes

The NSS Cell of Vikrama Simhapuri University, Nellore concentrates on **Skill Development** to the student youth through which the volunteers train in various skills and in turn they train up the rural youth whenever they conduct **Special Camping programmes**. This will not only help the society to develop but also to develop the individual in his/her career growth. Training Programmes on **soft toy making, pot painting, Self Defence, First Aid, Inter National Yoga Day, Communication Skills** and discussion on **Time and Stress Management, Interview Techniques** etc., are being given for the benefit of the volunteers. The volunteers can save money at home by preparing all the above. This programme highlights the importance of earn while learn.



A Vignan Jyoth Programme is organized to encourage the students towards the Science side in connection with organization of Indian Science Congress during 03<sup>rd</sup> -07<sup>th</sup> January, 2017. Vice Chancellor Professor V.Veeraiah, Registrar P.R.Sivasankar, Principal Professor Venkat rao and then NSS PC cum PO Dr. K. Ramesh Reddy have attended the programme.

## Establishing Community Linkages

The NSS Unit of Vikrama Simhapuri University involved in establishing community linkages programme. As part of this programme, the NSS volunteers intervened in formation of Self Help Groups, capacity building of the groups and establishing bank linkages for several income generating programmes. Further, the

volunteers also motivated the community in getting Aadhar Cards and seeding of Aadhra Card with Government Social Security programmes and other developmental programmes.

## **YOGA**

The NSS Unit of Vikrama Simhapuri University in association with Department of Yoga and Consciousness of V S University, Nellore organises **YOGA** camps every year of June for the last 3 years in every important event such as Youth Leadership Training Camps, Special Camps, National Integration Camps, Inter-State Youth Exchange Home Stay programmes, Pre-Republic Day Parade Camps, etc. The NSS Units are informed to take up these activities in their special camping periods and also asked them to practice Yoga by their volunteers regularly. Nearly more than 25,000 Volunteers and 15000 Villagers are benefited with this programme.

## **Adoption of Poor Children**

Vikrama Simhapuri University College NSS Unit started another programme for the welfare of the poor children in the schools. The programme aimed at adoption of one **poor child (boy/girl)** in the adopted village/slum and their educational, health needs are addressed through sponsorship by Programme Officer, volunteers, students, staff and other philanthropists, so far 480 children were adopted.

## **Blood Donation**

### **Formation of Red Ribbon Clubs**

The NSS Unit under V S University established Red Ribbon Clubs in the colleges to promote voluntary blood donation and also to provide adequate knowledge about the HIV/AIDS under the supervision of the District AIDS Control Society. The NSS units also organized **Class Room Sessions** in the colleges by involving eminent Resource Persons to create awareness among the student youth.



A mega Blood Donation Programme organized by NSS in collaboration with 'My Duty' Foundation, Nellore. 583 Blood packets are collected in this program.

## WORLD ENVIRONMENT DAY

World Environment Day was observed on 5th June 2018 to promote awareness on the importance of preserving our biodiversity, and also to identify problems related to the environment and ways to take corrective action. The theme of 2018 environment day was to beat plastic pollution, as the plastic is non biodegradable material which takes years to degrade and thus causing a great damage to environment. Awareness rally was conducted in the campus and Eco friendly carry bags were distributed to the VS university staff members. All the NSS Units under VS University jurisdiction observed world environmental day in a befitting manner.

### **Water Harvesting Pits**

The Importance of Water Conservation is highly recognized in NSS activities. The NSS Units are informed to work for protection of natural water resources and also conserve water sources. As part of this the NSS Unit of V S University College take up water conservation activities and they organized awareness rallies and dig water harvesting pits in and around their colleges and also take up these activities during Special campaign period. As part of this, nearly 160 Water **Harvesting Pits** were dug by the volunteers. 45 **Check Dams** were repaired by the NSS Volunteers while conducting Special Camping Programmes during the last 3 years.



## **Eco Clubs**

V S University has taken up Environmental Protection programmes and Conservation of Natural Resources as part of sustainable development. In this programme, the NSS volunteers actively participated and voluntarily formed themselves as Eco Club Members and involved in plantation, watering the plants, installation of tree guards as part of Eco Club activities. They also participated in awareness rallies by holding placards which contains the information on the need for environment protection, conservation of resources and raised the slogans pertaining to environmental protection. The NSS Unit organized a workshop on “**Depletion Ozone Layer and its Consequences**” in collaboration with state Environment pollution Control Board, Hyderabad and Maximum NSS Volunteers and villagers are benefited with this programme.

## **Plastic Free Campus**

In view of the NSS Unit involvement in removing plastic carry bags and other non-permitted items in the college campus, most of the college campuses have become Plastic Free Campuses and created awareness on prevention of plastic in the college campus as well as adopted villages/slums in association with the NGOs, the NSS volunteers also distributed the Jute Bags in lieu of Plastic ones and encouraged the use of Jute and Paper ones.

## **SPECIAL CAMPS**

### **Special Camping Programmes**

**318 Special Camps organized** by the NSS Unit of V S University College during the last 3 years and the Volunteers benefited with group living experience through the Special Camps and involved in **Rural /Slum** Development activities which helped them to develop their personality.

### **Youth Leadership Training Camps**

The NSS Volunteers of Andhra University participated in **51 Youth Leadership Training Camps** with the strength of 7550 Volunteers are participated in the Camp.

### **Self Defence Training for Girl Volunteers**

The Girl volunteers of NSS Units were given training on Self Defence to protect themselves from the atrocities. In this training various Self Defence techniques were practiced. The demonstrations given by experts motivated the young volunteers to take the training on Self Defence.

### **State Level programmes organised by VSU NSS Cell**

<b>S.No.</b>	<b>Event</b>	<b>Year</b>
1	Workshop on First Aid and Disaster Management sponsored IRCS, Nellore and SETNEL Office	2017-18
2	Workshop on Meditation	2017-18

LIBRARY

### **Library:-**

Vikrama Simhapuri University Library was started in 2008. The university library works as a hub of knowledge base for the students, Research Scholars and faculty members. The library collection includes 12,000+ Volumes of printed books, subscription to 100+ printed Journals and Magazines, 350 items of Non-book materials and 52 volumes of theses in print form and 10 daily news papers available in our library. The mode of access is open access. The Library caters mainly to the needs of post graduate students, research scholars, faculties and other staff of the university. The library provides long range and short range reference services to the users including current awareness service, selective dissemination of information services as an extension activity, many of the library services are extended to the students and faculty members of the University. The library is planning to provide electronic information sources and services through the digital library platform.

### **Books and Journals:-**

- Year wise Books Purchased details from 2009 to till date

S.No	Year	Amount Rs./-
1	2009	8,90,429/-
2	2010	14,45,989/-
3	2011	1,15,684/-
4	2013	1,88,579/-
5	2014	7,05,732/-
6	2015	1,41,376/-
7	2016	7,27,073/-
8	2018	29,33,310/-
Total		71,48,172/-

➤ Journals purchased for the year 2018 Rs. 2,34,760/-

**Department wise Books and Journals List:-**

S.No	Name of the Department	No.of Titles of Books	No.of Volumes of Books	No. Printed Journals
1	Biotechnology & Microbiology	401	1,011	09
2	Business Management	463	1,136	10
3	Chemistry	250	887	07
4	Commerce	58	386	04
5	Computer Science	401	1,165	05
6	Education	32	103	05
7	English	624	1,482	09
8	Food Technology	65	374	04
9	General	177	486	12
10	Mathematics	27	87	04
11	Marine Biology	351	905	02
12	Physics	20	57	08
13	Political Science & Public Administration	45	178	10
14	Social Work	366	811	05
15	Statistics	55	220	05
16	Telugu	605	2,383	04
17	Tourism Management	127	448	02
<b>Total</b>		<b>4,067</b>	<b>12,119</b>	<b>105</b>

# Affiliated Colleges

## **Post-Graduate Centre**

- VSU PG Centre, Kavali.

## **Aided Degree Colleges**

- V.R.College, Nellore.
- Jawahar Bharathi Degree, College, Kavali.
- NBKR Science and Arts, College, Vidyanagar.
- Sarvodaya Degree College, Nellore.
- Sri Venugopala Swamy Arts and Science College, Nellore.
- Dr. SRJ Degree College, Atmakur.
- Ramakrishna Arts & Science Degree, College, Allur.
- D.R.W. College, Gudur.

## **Unaided Degree Colleges**

- Rama Krishna (Arts & Science) Degree College, Alluru
- Sri Shirdi Sai Ram Degree College, Atmakur
- Sri Venkateswara Degree College, Atmakur
- Anam Sanjeeva Reddy Degree College, Atmakur
- Papudippu Venkata Subbamma Degree College, Nellore
- Guthikonda Sreeramulu (Arts & Science) Degree College, Ramachandrapuram
- St. Mary's Degree College, Buchireddypalem
- Sri Srinivasa Degree College, Balayapalli
- Vignan Degree College, Nellore
- Sri Venkateswara Degree College, Vaddipalem
- Kakateeya Degree College, Dakkili
- S.V. Arts & Science Degree College
- Sri Karunamayi Institute of Higher Learning, Gudur
- Sri Swarnandhra Bharathi Degree College, Gudur
- Vidyalaya Degree College, Gudur
- GVK Degree College, Kothru
- Vijetha Degree College, Kavali
- Srinivasa Degree College, Kovuru

- Lendi Degree College, North Rajupalem
- MSR Degree College, Kavali
- Sri Chaitanya degree College, Kavali
- Sri Sai Degree College, Kavali
- Sri Viswashanthi Degree College, Kavali
- Sri Siva Sai Degree College, Kaluvoyi
- Sri Shirdi Sai Ram Degre College, Kaligiri
- Sri Pragathi Degree College, Kota
- Dr. C V Raman Degree College, Naidupet
- Srivema Degree College, Naidupet
- Viswam Degree College, Naidupet
- Aaditya Degree College, Nellore
- Dr. Begawada Gopal Reddy Women's Academy, Nellore
- Jagan's Degree & PG College, Nellore
- Krishna Chaitanya Degree College, Nellore
- Zenex Vision Degree College, Nellore
- Rao's Degree College, Nellore
- Sri Chandra Reddy Degree College, Muthukur
- Sri Venkateswara Degree College, Nellore
- V.R. Institution of Advance Studies, Nellore
- Vivekananda Degree College, Nellore
- Veda Sanskrit Oriental College, Nellore
- SPBVD Degree College, Podalakur
- Vignan Degree College, Podalakur
- Sri Netaji Degree College, Sangam
- Sitarama Degree College, Nellore
- Sri Prathiba Degree College, Sullurpet
- Vidyanjali College of Arts & Science, Sullurpet
- Vidyanjali College of Hotel Management, Sullurpet
- Dr. Chennur Radha Krishna Reddy Degree College, Sydapuram
- Chaitanya Bharathi Degree College, Venkatachalam
- Swati College of Arts & Science, Venkatachalam



- Magunta Subba Rama Reddy Degree College, Vinjamur
- E.S.S. Degree College, Venkatagiri
- Sri Shirdi Sai Ram Degre College, Marripadu
- Kakatiya Degree College, Podalakur
- Vikas Degree College, Anantasagaram
- Anam Sanjeeva Reddy Degree College, Anantasagaram
- Sasstra Degree College, Gudur
- Vaishnavi College of Arts & Science, Venkatarigi
- Sri VRJC Women's Degree College, Venkatarigi
- Sanjeevani Degree College, Chemudugunta
- Nethaji Degree College, Vinjamur
- Sri Vivekananda Degree College, Vinjamur
- Sri Sai Degree College, Vinjamur
- Sri Srinivasa Degree College, udur
- Jagan's Degree College, Muthukur

### **Govt. Degree Colleges**

- SKR Govt. Degree College, Gudur.
- PRR & VS Govt. Degree College, Vidavalur.
- Govt. Degree College, Sullurpeta.
- Govt. Degree College, Naidupeta.
- Govt. Degree College, Udayagiri.
- Govt. Degree College, Rapur.
- D.K. Govt. Degree College for Women, Nellore.
- Govt. Degree College, Kovur.
- Viswoodaya Govt. Degree College, Venkatagiri.

### **MBA & MCA Colleges**

- Nobel College of Computer Sciences, Musunur, Kavali.
- Sana Institute of Computer Studies, Chemudugunta, Bujabuja Nellore.
- Velankanni Institute of Computer Science, Venkatachalam.
- S.V.Arts & Sciences College, Devipalem.
- S.Chaavan Institute of Computer Applications, Muthukur.

- Rao's Institute of Computer Sciences, Chemudugunta, Bujabuja Nellore.
- DRW College, Gudur.
- Geethanjali Institute of PG Studies, Vaddipalem, Muthukur.
- V.R. Institute of PG Studies, Nellore.
- Sri Harsha Institute of PG Studies, Pothireddypalem, Kovur.
- Krishna Chaitanya Institute of Technology, Kakatur.
- Saastra College of Computer Science, Varigonda.
- Jagan's Institute of Management Studies, Vaviletipadu.
- SKR MCA College, North Rajupalem.
- Siddardha College of Computer Science, Musunur.
- Pamidi Institute of Science & Technology, Musunur.
- Sri Sai Ram College, Near Tapatopu, Kodavalur.
- Rao's Institute of Management Studies, Venkatachalam

### **PG Colleges**

- V.R Institute of Post Graduate Studies, Nellore.
- DRW College, Gudur.
- Sri Venkateswara Degree College, Nellore.
- Jawahar Bharati Degree & PG College, Kavali.
- Sri Padmavathi Degree College, Kavali.
- Jagan Degree & PG College, Nellore.
- Aaditya PG College, Nellore.
- St.Mary's Degree College, Buchireddipalem.
- N.B.K.R Science & Arts College, Vidyanagar.
- Sri Sarvodaya College, Nellore.
- Rao's Degree & PG College, Nellore.
- D.K Government Degree College for Women, Nellore.
- Vagdevi Degree College, Nellore.
- Sri Swarnandhra Bharathi Degree College, Kavali.
- Krishna Chaitanya Degree & PG College, Nellore.
- Sri Nethaji Degree College, Sangam.
- S.V.Arts & Science College, Gudur.

- Prathibha Degree College, Sullurpet.
- Ramakrishna Degree & PG College, Allur
- Shirdi Sairam Degree college, Atmakur
- Sri Tanguturi Prakasam Memorial Government Institute of Advanced Study in Education, Nellore
- Velankani College of Education, Venkatachalam
- Sri VSSC Govt Degree College, Sullurpet
- ESS Degree College, Venkatagiri
- G.S. Arts & Science College, Buchireddypalem

### **B.Ed. Colleges**

- Alexa College of Education, D.No.564, Venkatachalam, Gramapanchayeti.
- Audisankara College of Education, NH-5, Bypass Road, Aravinda Nagar, Gudur.
- Chillakuru Anil Kumar College of Education, Shri shiridi Sai Nagar, Gudur.
- DDR College of Education, Saraswathi Nagar.
- Doddapaneni Prameela Memorial College of Education, A.S.Peta, Atmakur.
- Guthikonda Sreeramulu College of Education, Buchireddypalem.
- Hussainy College of Education, Duttalur, Venkatampet.
- Narayana College of Education, Pedarupalli, A.K.Nagar, Nellore.
- NBKR College of Education, Vidyanagar (Vakadu).
- Pragathi Charities BED College of Mental Retardation, Nellore.
- Sri Tanguturi Prakasam Govt. Institute of Advanced Studies in Education, Santhapeta.
- Siddardha College of Education, Musunoor, Kavali.
- St Mari College of Education, Buchireddypalem.
- Sana College of Education, S.No. 261/B, Chemudugunta, Bujabuja, Nellore.
- ARKR College of Education, N0.12-13, Near GNT Road, Sullurpet.
- Sri Padmavathi College of Education, Near Satyanarayana Swamy Temple, Pulla Reddy Nagar, Kavali.
- Universal Christian College of Education Indukurupet , GNT Road, Near RTC Bus Stand, NELLORE- 524 003.
- Velankini College of Education, Kandrika, Venkatachalem (M), Nellore Dist.

- V.R.College of Education, Trunk Road, Nellore.
- Dr. C.R.R. College of Education Sydapuram (M), Nellore (Dt.).
- IASE Govt Comprehensive College of Education Nellore.
- KB Reddy College of Education, Naidupeta
- Krishnarjuna Reddy B.Ed College, Sangam

### **Law College**

- V.R.Law College, Nellore.

### **Physical Education (B.P.Ed)**

- Sri Sai College of Physical Education, Vinjamur
- Alexa College of Physical Education, Venkatachalam

### **Physical Education (M.P.Ed)**

- Sri Sai College of Physical Education, Vinjamur