KSN Govt.Degree College for Women, Anantapuramu. Dept.of Commerce

Personality Development Activities 2014-2019

Consolidated Table and Report

Year & Number	SL .No	Date	Program / Area insisted	Objective	Guest -Details	Beneficiary Group
2017-18 (01)	1	16 th Oct 2017	Awareness on Food Day with Poster Exhibition	Nutrition an essential element in JUNK FOOD Phase	Prof B .Andalu Retd.Asst.Professor,Dept. of Food & Nutrition,SSSIHL, Ananthapuram	Staff & selected Students by the the Govt authorities, All Students
2015-16 (02)	1	8 th Sep 2015	Awareness meet on Child Protection	Understanding the severity of Child Marriage as a Social Menance and importance of protecting a girl child	Dr Subramanyam Dasri, Child Protection Officer, Anantapur.	150 Students
	2	8 th Oct 2015	Guest Lecture on Ayurveda	"Manamu Mana Aarogyamu"	By Dr Patil Prabhakar Reddy,Senior Medical Officer, AYUSH, Ananthapuramu	180 Students
2014-15 (12)	1	9 th Aug 2014	Personality Development program on 'Shape UR Mind'	Enabling the students for overall development	Srinivasa Sailke., B.Com., PGDCA., Faculty for CAs and Coach for Soft Skills	All Students
	2	20 th & 21 st Aug2014	Poster Exhibition on Food Security	Understanding the importance of Food and avoiding wastage of food to feed the needy	Dept.of Commerce	III B.Com (CA) & (Gen) and II B.Com (CA) & (Gen) Students
	3	17 th Sep 2014	Guest Lecture on Dignity of Labour	understanding the importance of Physical labour and about the dignity associated with it in each and every work	RamakrishnaSastry Ex - Manager in Syndicate Bank	All Students

2014-15	4	25 th Sep 2014	Awareness program on 'Skin Care and Hair Fall'	Beauty is Power, A Smile is it's sword	Dr K. Malleswari, Aurvedic Physician in Collaboration with Himalayan Drug Company	III Year Students
	5	11 th Oct 2014	"An Open Discussion by Students and Opinion Sharing Session"	Celebrating International Day of the Girl Child		Hostel Students
	6	19 th Oct2014	An Awareness program on "Learn Magic and Come out of Blind Beliefs"	Awareness of blind beliefs protect us from various kinds of cheating	Jana Vignana Vedika, Ananthapur	All students of the College
	7	3 rd Nov 2014	Video show on Women Empowerment	To motivate students with successful stories of UPSC Lady Toppers	You Tube Videos	All students of B.Com Course
	8	20 th Nov2014	A program on Child Abuse	Helping the children to enjoy their Childhood	Judges of Ananthapuramu and Sri K. Krishnamachari, District Co- ordinator Child Line, Anantapur (Help line No: 1098 an NGO working for Child Rights in Anantapur)	All students of the College
	9	10 th Dec 2014	Celebration of Human Rights Day	Understanding the importance protecting our own rights to live in a right way	Sri T.V. Subba Rao B.Com., B.L., Senior Civil Judge- cum Secretary, District Legal Services Authority, Ananthapuramu	All students of the College
	10	12 th Dec2014	A programme on MALALA	Empowered women who could prove their capability to the world	AIDWA Team of Ananthapuramu	All students of the College
	11	6 th Jan 2015	Video show on Women Empowerment	Learn to be cautious by not being a prey to the vicious circle of Human Trafficking	Caution Program for students on Human Trafficking	All students of B.Com Course
	12	7 th Mar 2015	Women's Day Celebrations	Meeting the empowered women of the Town and celebrating the womenhood	Smt M. Swaroopa Mayor , Ananthapur and Padmaja Advocate (Alumnae)	All students of the College

2013-14 (05)	1	4 th Nov 2013	Awareness Programme on "Environmental - Biodiversity – Conservation, Pollution and It's Effect on Human life"	A personality development program on to understand their role in Organic Living	Prof T. Pullaih , Chairman, & Janavijnana Vedika Team , Ananthapur	Y. Vijaya Brunda & W E Cell Team with Dr K.V.Ramana, Lec turer in History
	2	30 th Nov 2013	Demonstration of miracles on Blind beliefs, Junk Foods, Irrational Superstitious attitude	To enhance scientific approach to blind beliefs which is amajor psychological hurdle in development	Janavijnana Vedika Team, Ananthapur	Y. Vijaya Brunda & W E Cell Team
	3	8 th Jan'2014	Personality Development – Employable Communication Skills	"Effective Communication Strengthens Life"	Mr Chandrasekhar, Corporate Trainer & Motivator Mother Terasa Institute of Life Education ,B'lore	Y. Vijaya Brunda & W E Cell Team
	4	12 th Feb2014	Awareness Program on "Safety of Women Students - Role of students"	To create awareness in self protection with observation techniques through the eyes of Police	Gorantla Madhav , C.I, I Town Police Station, Anantapur	
	5	8 th Mar2014	A Guest lecture on" Women Empowerment through Yoga and Health"	Opening up students' minds to healthy experiences of experts in Yoga Practice	Sri Gopalappa, District Incharge,SVYASA,B'lore and S.Hanumantha Reddy, Yoga Instructor,SVYASA,B'lore	Y. Vijaya Brunda & S. Pavani, Lecturer in Physics

AY 2017-18

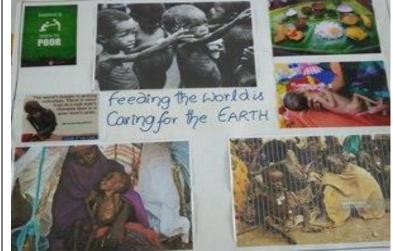
On the Eve of celebrating World Food Day

- 1. "Food" -Poster Exhibition
- 2. Food Exhibition with 40 Participants with 50 Items by Prof B.Andalu SSSIHL, Ananthapuram She explained the Nutrition Values of various items and precautions to be taken while preparing them
- 3. The profits earned by the Students were donated to the Orphan Children and the Chief Guest was Sri Nagendra Babu. Manager, SBI, JNTU, Ananthapuramu.











2. Food Exhibition with 40 Participants with 50 Items



I Prize – P.Sireesha I B.Com (CA)
II Prize- J.Gowthami II B.A (HEJ)
Consolation Prizes
B. Renuka - II B.Com (Gen)
J. Manjula – II B.Com (Gen)
E.DivyaSree –III B.Com (Gen)
Profit Making Prizes
M.Bhavani & M.Mounika

- I B.Com (CA)



Prof B.Andalu Retired HoD,Dept.of Food & Nutrition, SSSIHL, Ananthapuramu.



AY 2015-16

The Guest Speaker shared his views on

- Personal Cleanliness
- Try to be calm while facing a problem
- Be bold in facing any trouble
- Be cautious in food habits
- Importance of Ayurveda in being a healthy with simple food items available even in a poor kitchen.









1. Guest Lecture on Ayurveda- "Manamu Mana Aarogyamu" On 08/ 10 /2015

DR. PATIL PRABHAKARA REDDY *District Ayurvedic Senior Medical Officer* Govt. Ayurvedic Dispensary 2nd Road, Anantapur.

Bio-Data

Service entry: 1.1.1987 Padamati Yalesu, Atmakur Mandal, ATP Dist.

As Medical Officer at Govt. Ayurvedic Dispensery up to 2008 7/2008 to 10/2010 GAD, Havaligi Vidapanakal Mandal as M.O. 10/2010 to 11/2014 as Senior M.O at GAD/UKD 11/2014 to till date Sr MO/GAD/ATP

AY 2015-16

2. Free Medical camp by Dept.of Ayush, Anatapur20th February'2016 by Dr Patil Prabhakar Reddy & his Team of LadyDoctors



a) Blood Test b) De-worming of the students & Staff

With the sponsorship of Vivekananda Yoga Kendra , Anantapur a Blood Test had been conducted for more than 500 students for three Days from 17^{th} to 20^{th} February'2016.

Students with Anemia had been identified and was distributed freely Ayurveda Iron tablets of 30 in each pouch. Keeping in view of Students health, a de-worming program was also arranged by the DMHO, Anantapur has also been conducted.







AY 2014-15

1. Personality Development program -- 'Shape UR Mind'

9th August' 2014 (6pm to 7 pm)

by Srinivasa Sailke., B.Com., PGDCA., Faculty for CAs and Coach for Soft Skills With a participation of 60 Hostel Students accompanied by the Principal and WEC Committee





Team of Chartered Accountants in educating the B.Com Students about CA & ICWA –as higher courses for UG students and the Career opportunities of CAs in shaping their personality as empowered women.

2. Poster Exhibition on Food Security – 20th and 21 st August' 2014

by III B.Com (CA) & (Gen) and II B.Com (CA) & (Gen) Students On the eve of conducting first National Seminar in the College, Our Students had shown interest on arranging this poster exhibition for the two days of National Seminar and thus creating an awareness among the students about the importance of hunger and need for taking measures to avoid wastage of food.





Rangoli on Fruits – Major item of healthy food Convener & Organising Secretary of National Seminar on Challengs & Strategies on Food Security With the team of Poster exhibition i.e., III & II B.Com Students









Organising Secretary, Lecturers witnessing the ideas of students in the exhibition

3.Dignity of Labour' on **17th September'2014** at 2.30 pm

A Personality Development Lecture (Empowerment through financial strength to III Year Students of the College)

by **V.R.K. Sastry. Vavilvla** and Senior Manager (Retd), Syndicate Bank Advisor to adarana Group, Ananthapuramu.

Founder: Achieve Consultancy

Lenin Babu a Singer.

Trainer in Soft Skills (Motivation, Personality Development, Public Speaking etc.,)

Social Activist, Homeo Healer, Spiritual & Yoga Teacher,

28-3-392, Sarada Nagar, II Main, Ananthapuramu

Accompanied by Principal and WEC Committee . He insisted on the division of society as

- i) 'Paniki Vacchhe Vallu,
- ii) 'Paniki Raani Vallu

Hence, insisted on learning attitude of any work that is necessary for us to live and letting others to live. He told that, let us not under estimate the work and think high of oneself; Deal the work with respect and be successful then the Society automatically recognizes you high.

Mr Lenin Babu Spoke about Divinity in Women as a Mother and shared his thoughts by a song.











Improving general Health with more insistence on

4. 'Skin Care and Hair Fall'an Awareness Program by

Dr Malleswari, Aurvedic Physician in Collaboration with Himalayan Drug Company on

24th September'2014

1. Srinu Bhukya, Regional Manager, The Himalaya Drug Company

Makali, Bangalore. 562 123

T + 91 80 2371 4444. F + 9180 2371 4480

www.himalavahealthcae.com

2. A.Ismail Medical Representative, The Himalaya Drug Company Makali, Bangalore. 562 162, India.

T + 91 80 2371 4444. F + 9180 2371 4484

Mobile+91 96428 00308

Accompanied by WEC Committee & NSS Officer – Inviting the Guests











PPT on the topic – Hair loss reasons & Skin care to be taken







Vote of Thanks by Smt D.Jaya Lakshmi, NSS Officer



II TERM (8th October to 31st December 2014)

5. A get together program on celebrating International Day of Save the Girl Child on

11th October'2014

"An Open Discussion by Students and Opinion Sharing Session"

from 11 am to 1pm accompanied by the Principal and Kum. S. Pavani





An open discussion was arranged on Status of Girl Child in India and opinions of women students in having a girl child with true protective measures felt by them.

Principal with Women Empowerment Cell members and the Moderator of the session Smt. Usha Subramanyam Counselor and Trainer, Anantapur.



6. Miracle Exposer on 19th October'2014 from 4pm to 5.30 pm

Guests: Shankar Shiva Rao (JVV State Kaaryadarshi)
Shilpa Bai (District Samatha Convenor)
T. Raju (District Cultural Covenor)
Master Vignesh (District Kids President)

Dappu Shiva (Distict Cultural Co Convenor) Seena,Ramu, Chanti (Singers) Principal: Smt N. Nirmala

A Programme is held in the college by the "*Jana Vignana Vedika*" on Sunday at 4.00 pm to create awareness among the students regarding Miracles done by the fake Babas and Magicians. The programme is named as "**Miracle Exposer**".

Mr. Shankar Shiva Rao performed about 15 items on the stage and showed every trick by clearly explaining the scientific principle behind it. They also assured that there will be a 4 day training programme organized for the students in which they train up the students in performing some of the tricks that are most of the times used to strengthen up the superstition among the people especially in the rural areas by the fake babas .

Master Shiva performed a daring act of sleeping on the bed of nails.







The items include magic of three ropes, getting blood and flowers out of coconut. And playing with the fire. There was daring act performed by Shankar Rao sir putting a needle into the thread. The programme thrilled the students with the magic and science behind it. Vote of Thanks is conveyed by Miss S. Pavani.



7. Activity: A Video show on empowering women with more career opportunities

with downloaded videos

- I. A Video of UPSC Topper
- II. A Video of CA Topper
- III. A Video of Andhra Toppers in UPSC Exams
- IV. An Auto Driver's Daughter being the Topper in CA Exam from

Tamil Nadu was shown to Students at their leisure hour to motivate them for better performance in future

www.jeywin.com videos

- 1. R.Vimala, IAS CSE 2009 Batch All India Rank 162
- 2. R.ShanmugaPriya, IAS 2009 All India Rank 35
 - 3. Srujana ,IAS 2009 Batch All India Rank 44 from Andhra-TV9 News
 - 4. Jalley Keerthi, IAS Topper from Andhra
 - 5. Shehrish Asghar 1st Muslim Women in IAS from J&K-NDTV News

Other Videos Shown

- 6. Petals in the Dust_ The Endangered Indian Girls Documentary Film Trailer.mp4
- 7. Human Trafficking in India.mp4
- 8. Meet J&K's first Muslim woman qualifier for IAS.mp4
- 9. Special story Civils Telugu topper Jalley Keerthi.mp4
- 10. Kiran Bedi Inspirational & Motivational Speech Great Woman.mp4

8. Activity: An Awareness program on Child Abuse

20th November'2014

By— K. Krishnamachari, District Co-ordinator Child Line, Anantapur

(Help line No: 1098 an NGO working for Child Rights in Anantapur)





Release of Poster on protecting Child Rights by the Judge, Smt Jubedha, Project Director, ICDS, Anantapur Viswanatha Choudary, SI, I Town., Anantapur. (Above-Extreme left: Child Line NGO Krishnamachari holding the Poster)





Smt C.Sumalatha, Honourable Judge,

A group photo of the guests with the

Labour Court speaking on the occasion

WECell Committee members



9. Activity: Celebration of Human Rights Day

on 10-12-2014

Chief Guest: Sri T.V. Subba Rao B.Com., B.L., Senior Civil Judge- cum Secretary, District Legal Services Authority, Ananthapuramu. The program is inaugurated by the principal Smt. N. Nirmala., with an introduction of importance of human rights. She pointed out that everybody should understand that the other person also enjoys the same rights as we do.

Dr.K. Prabhakar Reddy Convenor Human Rights Committee gave a brief idea about human rights available in the constitution and expressed his joy for certificate course on human rights and ethical values sanctioned by UGC which is going to be started in the college.

Smt Padmaja Advocate, Vice – President Bar Association, Ananthapur enlightened the students on the "Impact of Human Rights" and its relevance to various acts protecting the women. She insisted on the importance of proof in any case in the court of law.

Sri T.V. Subba Rao motivated the students to participate in the session through interaction and answered their queries and satisfied their doubts through his speech. He also gave Toll free legal cell phone numbers to all the students and thus encouraged them to be the right citizen in enjoying their human rights. He gave a brief idea of District Legal Services Authority and its functioning. He took an oath by the students an Article 21.

Smt N. Nagasasikala conveyed vote of thanks.

All the members, WE Cell First and Second year students of all courses participated in the programme.

Toll Free No: 1800-425-0093

Office No: 08554-244166 Cell No: 9440901044





Sri T.V. Subba Rao B.Com., B.L., Senior Civil Judge- cum Secretary, District Legal Services Authority, Ananthapuramu taking Oath for Human Rights and A I B.com Student Kum Jhansi, clarifying her doubts with the Judge on the Topic.







about Human Rights & Role of Women adressing the students on the Ocassion



Dr K. Prabhakar Reddy Lec.in Political Science, A group photo with the WEC Team

10. Activity: A programme on MALALA

A programme on Malala has been conducted by the Women Empowerment Cell on 12-12-14.

The Guests include:

- 1. Pragathi Lecturer in Chemistry, Arts College (Men) Ananthapuramu, Member of IIDWA,
- 2. Savithri, District Covenor
- 3. Lakshmi Devi, District Co-Convenor
- 4. Dilshad & 5. Chandrika

Pragathi madam gave a clear picture about the right to choice which is declared as the slogan of this year by UNO The women deprived from their right to choice in their life starting from their child hood to old age which is a matter of concern. Every aspect of her life is dominated by the men around her. She also told that right to choice gives fruitful results if its taken as a great responsibility by the women.

Dilshad madam briefly talked about the life of malala what circumstances made her to become a social reformer. The pains and gains behind her Nobel Peace Prize. She also told that the girls would be greatly inspired by the diary written by Malala.

Chandrika and Lakshmi Devi sang an inspirational song to motivate the girls.

They also distributed the book to the students published by Prajashakti book House named Nenu Malala" "Telugu Versionat Rs 30/- with a discount of Rs 20/-whose original cost is Rs 50/-









Celebrating Human Rights Day with AIDWA, S.Pavani and The Guests are speaking on Malala by quoting words from the Book on MALALA Copies of the book are gifted to the College Library.



11. Activity: Video show on Women Empowerment Caution Program for students on Human Trafficking

All students of B.Com Course are shown two videos on Human trafficking along with "Bangaru Talli" Movie of Sunitha Krishnan is shown on 6th January'2015. Videos are downloaded from NET.







12. Activity: Women's Day Celebrations

on 7th March'2015

Celebration of international Womens' Day including Telugu Daily Eenadu team with Chief Guest Smt Swaroopa, Mayor, Anatapur speaking on Importance of Women.

Prayer song by Chitti bai & Vijaya Sree IIIB.A.,



Smt. Swaroopa Rani, Mayor- Anantapur Muncipality, Anantapur



Smt. Padmaja Advocate Speaking on the occasion



Students' speeches on International Women's Day G.Pravallika, III B.Com., S.V. Geeta II B.Sc., and Haseena. III B.Sc.,







Smt Jaya Lakshmi, Lecturer in Political Science speaking on job opportunities for women.



National Anthem with WEC Team



Eenadu Paper Clipping





AY 2013-14 **Activity: 1**

Awareness Programme on

"Environmental Pollution and It's Effect on Human life Biodiversity - Conservation"

by 04-11-2013 Janavijnana Vedika, Ananthapur

by Prof T. Pullaih, Chairman, & Jana Vijnana Vedika Team

About the Resource Person:

- Prof. T. Pullaiah M.Sc., Ph. D Andhra University
- Post Doctoral Moscow State University, Russia in 1976-78
- Joined in SK University in 1979 and became Professor in 1993
- Worked as Head of the Dept. Botany for 12 years
- Dean Faculty of Life Sciences I year
- Chairman- Board of Studies in Botany
- Chairman- Board of Studies in Bio- Technology
- Co-ordinator, Bio-Technology
- 52 students obtained their Ph.D degrees & 35 Students their M.Phil Degrees
- Published 56 Books 295 Research Papers and 35 Popular Articles
- 11. Worked as Principal, SK University College, Ananthapuram
- 12. Worked as Principal, SK University Engineering College, Ananthapuram
- 13. Worked as Principal, SK University B.Ed College, Ananthapuram
- 14. Presently President of Indian Association for Angio sperm Taxonomy
- 15. Very Recently elected as President of Indian Botanical Society
- 16. Travelled widely in 17 countries
- 17. Awardss Received:
 - ✓ Best Teacher Award, Govt. of A.P.
 - ✓ Prof. P. Maheswari Gold Medal of Indian Botanicl society
 - ✓ Prof. Y.D. Tiagi Gold Medal of Indian Association for Angio sperm Taxonomy
 - ✓ Dr. G. Panigrahi Memorial Award member of IUCO
- C. Another Educative Programme accompanied the Lecture is by

Sri M. Ramakrishna: District Secretary-

Sri Radha Krishna Murthy: Honorary President -

They Spoke on " Junk food and Cool Drinks - Their harmful effects"

Participation: All Students & Staff of the College



Inaugural remarks of life Brincipal Smt N. Nirmals
about Importance of Environment Weed for protecting

orth own environment "

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Activity: 2

Awareness Programme on 30-11-2013 by Janavijnana Vedika , Ananthapur

A very interesting lively demonstration of miracles on Blind beliefs , Junk Foods, Irrational Supersitious attitude by

Sri S. Radhakrishna Murthy, Retd. Ex Engineer, Honorary president

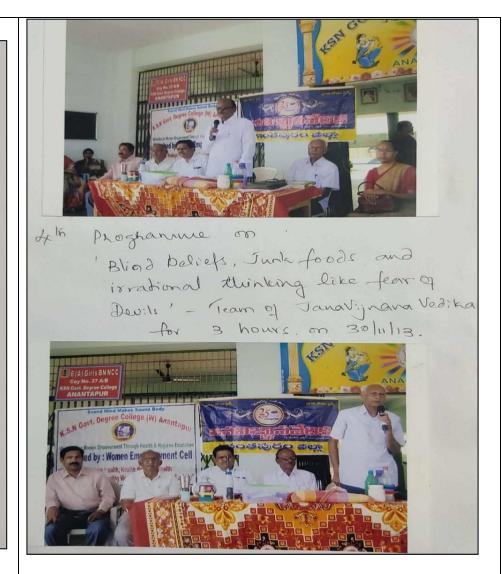
Sri M. Ramakrishmna, District Secretary,

Sri L. Ganagadhar, Treasurer and

Sri A. Vannurappa, Vice- President speaking on the Occasion.

Vote of Thanks by Kum Haseena II B.Sc Student

Participation: 400 + Students and All Staff members



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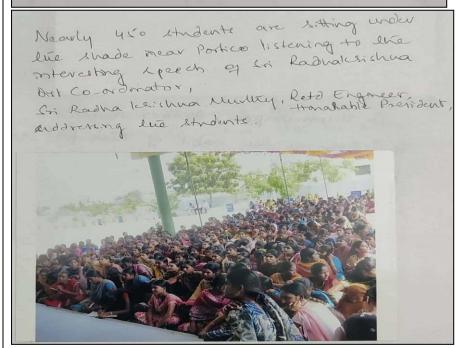
Sri M. Ramakrishmna, District Secretary,

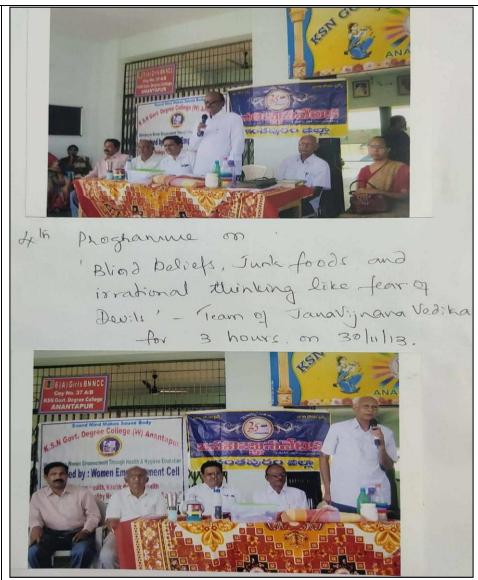
Sri L. Ganagadhar, Treasurer and

Sri A. Vannurappa, Vice- President speaking on the Occasion.

Vote of Thanks by Kum Haseena II B.Sc Student

Participation: 400 + Students and All Staff members





Personality Development Program on "Employable Communication Skills"

08/01/2014 at 2.30 pm

By Mr Chandra Sekhar, Corporate Trainer and Motivator,

Mother Therasa Institute of Life Education, Bangalore.

Synopsis: 1. Meaning of Life, Education-Building up the Personality

- 2. Importance of Behavioral modification
- 3. Communication- Language, Accent, Style of speech, Voice modulation Fluency, Knowledge of the Subject to be spoken in meetings etc.,
- 4. Requirement for attending an interview a brief Idea

Participation: 230 Students

Activity: 3



Awareness Program on

" Self Defense Safety of Women Students - Role of Students"

by Sri Gorantla Madhav ,C.I., I Town Police Station, Anantapur & S.I., J., Khan of I Town Police station

encouraged the students to be bold enough and honest in bringing out their inconvenience or difficulties on the way to/from the College Campus. They, like own brothers, promised to extend a hand of support to them in case of need and assured them not to be afraid of police as their duties are society friendly.

On Completion of this programme

Phincipal but N Nirmala, M.E. Cell Convener

Phincipal but N Nirmala, M.E. Cell Convener

Kun Y. V. aya Brunda. Members. Enut M. Nouga hasi kala

Kun Y. V. aya Brunda. Members. Enut M. Nouga hasi kala

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Kun Y. V. aya Brunda. Members. Enut M. Nouga hasi kala

Reddy along with students at 1°50 pm.

Reddy along with students at 1°50 pm.



On 12/02/2014 **Activity: 4**

Women's Day Program at 5 pm

A Guest lecture on Women Empowerment through Yoga and Health

By 1. Sri Gopalayya garu, Retd. Ex. Engineer, District In-charge for Yoga, SVYASA, B'lore. &

 Sri Hanumantha Reddy, Yoga Instructor, SVYASA, B'lore.

Sri Gopalayya garu explained about 5types of health that is required for women empowerment in present day society i.e., Physical Health, Psychological Health-Emotional health, Society health and Spiritual Health about which the students should concentrate for their empowerment.

Sri Hanumantha Reddy spoke about Swami Vivekananda's inspiring words that impose courage and strength in doing good deeds to benefit themselves and the society at large.



On 8th March 2014 – Women's Day Celebrations **Activity: 5**