



# VIGNANA JYOTHI INSTITUTE OF ARTS & SCIENCES

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## FOUNDATION DAY CELEBRATIONS

As a part of the 13<sup>th</sup> Foundation Day Celebrations, Alumni Meeting was conducted on 14<sup>th</sup> July, 2024. Principal Dr.N.Aruna addressed the alumni and introduced the Executive Members of VJIAS Alumni Association. She also spoke about the important role played by alumni in any institution. She asked the alumni to keep in touch with the college authorities and contribute to the college in any capacity.



Group Pic with VJIAS Alumni and Staff



13<sup>th</sup> Foundation day Celebrations



Lighting Lamp @ Alumni Meeting

The Executive members are

- Mr. Chaithanya -President
- Mr. Chakradhar –Vice-President
- Mr. Chandra Shekar – Gen. Secretary
- Ms. Bhavani-Treasure
- Mr. Prathik-Member
- Mr. Raj -Member
- Mr. Jonathan- Member



Mr. L. Bhushan Reddy - Joint Secretary, Alumni Association, VNR VJIET was called to be the chief guest for the occasion. He congratulated the executive members and spoke at length about the importance of alumni associations in developing their institutions by playing a vital role in :

- Networking
- Mentorship
- Fundraising
- Ambassadorship
- Community building
- Career opportunities, Feedback and improvement

By engaging with alumni, educational institutions can leverage their experience, expertise, and networks to enhance the quality of education and overall institutional development.

The book of 'By-Laws' of the Alumni Association was released on this occasion by the chief guest, principal and the executive members. Some students currently pursuing B.Com/B.Sc /BBA performed dances and conducted fun games to entertain the alumni.



Release of "By-Laws" of VJIAS Alumni Association

The program was anchored by Mr. Jaya Krishna, welcome address was given by Mr. Prathik and vote of thanks was proposed by Ms. Bhavani all of them alumni of VJIAS. Refreshments were provided by the Management to the alumni.

## ORIENTATION PROGRAM

Orientation was held on 15-07-2024 for the first year students. The Principal, Vice-Principal and the conveners of the committees addressed the students and parents and explained the workings/activities of the college and committees to them.



## INDEPENDENCE DAY CELEBRATIONS

On 15<sup>th</sup> Aug, 78<sup>th</sup> Independence Day was celebrated in college with all patriotic fervor. The flag was hoisted by the girls who topped in their classes. The Principal, Vice-Principal and Dr. Lakshmi addressed the gathering and spoke about the sacrifices of our leaders, the designing of the flag, achievements made by India in various fields and the role played by students in any major movements that bring about change in society. Many students gave speeches and sang patriotic songs.



78<sup>th</sup> Independence Day Celebrations

## NSS ACTIVITY

- International Yoga Day was celebrated on 24<sup>th</sup> June, 2024 as exams were conducted on the 21<sup>st</sup>.



- As per the direction of the Ministry of Education the Department of Traffic Police conducted an awareness program on 30-07-2024 on Traffic Rules and Regulations. In that context our NSS Committee in collaboration with the Traffic Police personnel from their Head Quarters in Hyderabad conducted a workshop on Traffic Rules and Regulations for all the students. It was a very comprehensive, informative and useful workshop for all.



Awareness Program on Traffic Rules and Regulations

## GUEST LECTURE

- A motivational speech to all the BBA Students was given by the Vice-President, VJIAS Alumni Association, Mr. Chakradhar on 18-07-2024. He stressed the fact that communication skills are more important than other skills and to focus more on interview skills to get good jobs.



Motivational speech by Mr. Chakradhar

- On 2<sup>nd</sup> Aug, 2024 a lecture on PowerBi & Advanced Excel was arranged for the students of B.Com & B.Sc Computers by Ms. Anuradha & Ms. T. Radhika. Mr. Kumara Swamy, Data Analyst from the company Re-Cordent Pvt. Ltd was the resource person.



Lecture on PowerBi & Advanced Excel

## FACULTY DEVELOPMENT PROGRAM

- On 29-06-2024 a FDP was conducted for faculty members on 'SPSS Software'. The resource person was Dr. K. S. Harish, Program Chair-PGDM Business Analytics from Siva Sivani Institute of Management. 22 faculty members including faculty from other colleges like St Mary's, Aurora and DBPM, participated in the FDP. All the participants found it very useful and relevant.



FDP on 'SPSS Software'



Participants of FDP

Lab Sessions for the FDP

- A workshop on E-filing of ITR was conducted for all faculty by the Principal Dr. Aruna on 6<sup>th</sup> July, 2024.



E-filing of ITR

## **PAPER PRESENTATIONS /PUBLICATIONS /PATENTS**

- Dr. N. Aruna, Principal, co-authored a paper titled “An Assessment of the Potential Effects of Covid -19 on the Indian Economy: Implications for GDP Growth, Employment, Trade & Sectoral Performance” and it was published in the Journal of Research Administration, Society of Research Administrators International indexed by Scopus.
- Dr. T. Rama, Vice-Principal, authored a paper titled “Using Smart phones as Learning Tools in the English Classroom” which was published in the journal The English Classroom- A peer reviewed Bi- Annual Journal, ISSN 2250-2831, Vol.26, No.1, Pg.62, June 2024, Impact Factor-2018:5.361, published by Regional Institute of English, South India.
- Ms. M. Anuradha and Ms. Rachana published a paper on “Impact of working Capital Management on Liquidity and Profitability of Pharmaceutical Industry- A case study of Cipla Ltd.” in the Journal of The K. R.Cama Oriental Institute, Mumbai with ISSN:0970-0609.Volume No.78(July 2024), Peer reviewed, UGC Care listed journal.
- Ms.T.Radhika Lecturer, Dept. of Computer Science was invited as a resource person for a session in the Five Day National Level Faculty Development Programme on “Leveraging AI: Human Factors in Cyber Security “in Association with IEEE student Branch by Madanepalle Institute of Technology and Science(Autonomous Institution, Annamayya Dist, AndhraPradesh ).She delivered a lecture on the topic “Vulnerabilities of AI Infrastructure” on 11<sup>th</sup> August, afternoon session.
- Ms. T.Radhika, as part of a 12 member team, published a paper on “Accurate Fake Review Detection: A Graph –Based Deep Learning Approach with Explainable AI”. This paper presents an innovative and original detection of fake images. Since it is an original application,it has been patented. (Application No: 202421057266 in the Journal No: 34/2024 dated on 23/08/24.)

## **WORKSHOPS/SEMINARS ATTENDED**

- On 20<sup>th</sup> July, 2024 Sri Sathya Sai Seva organized an orientation program for principals and management teams of colleges to inform them of the Youth Empowerment Series that they plan to conduct to empower students in life skills and human values. The program was organized at their premises at Sivam, Hyderabad. Ms. Anuradha and Ms. Sujatha attended the program.
- Ms. Rachana faculty from Department of Commerce attended a one day National Seminar on “Sustainable Finance and Investments Issues and Prospects” held on July 27<sup>th</sup> by Badruka College of Commerce and Arts in association with Indian Accounting Association, Hyderabad Branch.

## SATURDAY SEMINARS AT A GLANCE

Seminars provide an opportunity for students to discuss, interact and learn. Discussion on relevant topics, help students to learn about the latest information and new skills related to them. Thus Saturday Seminars help the students in more ways than one. They help them to improve their communication skills, presentation skills, body language and leadership skills besides helping them to overcome stage fear. The table below gives the list of participants and topics presented on different dates.

S.NO	TOPIC	NAME OF THE STUDENT & GROUP	DATE
1.	Paper presentation on the theme “Empowering Women Entrepreneurs in the Digital Age”	Md. Affan- BBA III year Md. Aleemuddin -Bcom Final year Ms. Pratyusha & Ms.Gayathri – Bsc second year.	11/3/24
2.	Young people and their World	Divya – BBA II year	23/3/24
3.	Time Management	Vikshit – BBA II year	
4.	Organic farming	Arthi – Bcom I year	
5.	Growing Depression among youth	Mrunalika – Bcom I year	
6.	From Soil to Success	A.Medha,Baijyanthi and Arthi – BBA I year	
7.	Virtual Reality	Akhil and Mahaveer – BBA I year	
8.	Formula F1 car races	Dhanraj – Bcom I year	
9.	Seminar	Sanjay – BBA 3 <sup>rd</sup> year	27/7/24
10.	Aryabhata	Praneeth Raj – Bsc 1 <sup>st</sup> year	
11.	Social Media Addiction	Sai Kumar – Bcom 1 <sup>st</sup> year	
12.	Advantages & disadvantages of mobile phones	Mani chandrika – Bba 1 <sup>st</sup> year	
13.	Srinivasa Ramanujan	Shravya – Bsc 1 <sup>st</sup> year	
14.	Highlights of the Indian Budget	Ambarish – Bcom 2 <sup>nd</sup> year	
15.	Textile or Fashion industry	Sai Krishna- BBA 1 <sup>st</sup> year	
16.	E-Sports	Dhanush – BBA 1 <sup>st</sup> year	
17.	Karna	Imam Hussain – Bcom 2 <sup>nd</sup> year	
18.	Public speaker	Sandeep – BBA 2 <sup>nd</sup> year	
19.	Social Media and youth	Malavika & Swathi – Bcom 2 <sup>nd</sup> year	
20.	Technology – Uses and misuses	Gagana reddy – BBA 1 <sup>st</sup> year	
21.	Union Budget 2024-2025	Sandhya – Bcom 2 <sup>nd</sup> year	
22.	Indian Education System	Nandhesh – BBA 1 <sup>st</sup> year	



23	Animations	Srinath – Bcom 2 <sup>nd</sup> year	
24	Pollution	Santosh – BBA 2 <sup>nd</sup> year	
25	Union budget 24-25	Sheshagiri – Bcom 2 <sup>nd</sup> year	
26	Art of Product Branding Crafting Mastering	Sai sree & Likitha – BBA 2 <sup>nd</sup> year	
27	Time & Social Media	Niharika – Bcom 3 <sup>rd</sup> year	
28	Mental Health	Sreenidhi, VAishnavi, Dakshayani – Bcom 1 <sup>st</sup> year	
29	A Quick Review of the Paris Olympic Games	J.Imam hussain & karunakar – Bcom IIA	
30	AI in Education	O.Shreekar & Ambarish	
31	Value of Time	Tanuja – BA I	3/8/24
32	Self-Confidence	Shruthi Laya – BA I	
33	Study Abroad	Hari Krishna – Bsc II	
34	Trauma	Tanish – Bsc II	
35	Self-Confidence	K.Nirmala – Bcom IA	
36	AI in Education	Mani Chandrika, Bhavana, Nandini – BBA I	
37	Trauma	Mahaveer & Anusha – BBA II	
38	A Quick Review of the Paris Olympic Games	Riyaaaz & Shafi – BBA II	
39	Value of Time	Arthi & Sahithi – BBA II	
40	AI in Education	Divya – BBA III	
41	Study Abroad	Pallavi – Bcom IA	17/8/24
42	How to Succeed in Life	P.Pavan – Bcom IB	
43	Increasing Rape Cases in India	Tanusha – Bcom IB	
44	Indian Women in Olympics	D.Ekshitha & Keerthana – Bcom IA	
45	Indian Railways	Md.Shafi, Nithin – BBA II	
46	Forest Man of India	Rajini & Goutami – Bcom IIA	
47	Cyber Security	Varshitha – Bsc I	



## **EDITORIAL**

### **India's Diplomacy - A Combination of Achievement of International Peace and Self Development**

India has been following a neutral path in its international affairs since independence. The path set for it by the first generation administrators is still followed by India. But now in its modern diplomacy practices India is raising its voice clearly for world peace. After the year 2000 the world has entered a new phase of technology in terms of all areas including warfare. A new look of Imperialism has emerged. Power and influence have spread to new countries along with the old. UNO and other international Organizations remain mere mute spectators in many incidents that the world has witnessed. Hence it is not sufficient for India to continue with the old neutral policy, but to have some aggressive diplomacy in international affairs, without compromising its own priorities.

India has started playing a bigger and crucial role on the global diplomacy arena. That is what it is following successfully, which we can call as an onset of a new era in Indian diplomacy. From the stage of being offered arbitration by the US and the UN to pacify border tensions with neighbors, India is now in a position to arbitrate for countries undergoing strife. It is encouraging global leaders to indulge in fruitful dialogue. India could successfully establish the fact, that just by imposing sanctions, nations that indulge in wrong doing cannot change. Hence it is continuing to buy crude oil from Russia.

Despite tensions with China, India continues trade relations and partnerships in crucial areas like electronic manufacturing and chip making industries with it, extends a helping hand to Maldives despite its 'India Out' policy, and has given asylum to the Ex-Prime Minister of Bangladesh, which prove that our foreign policy is all about helping one another, maintaining peace and mutual prosperity. All the while pressurizing for mutual dialogue.

On the self-development front, India strives to strengthen itself economically, in terms of GDP, Per capita income, employment, poverty alleviation, industrial development, exports, stabilizing rupee value in the international market, by maintaining good international relations, not only with its neighboring countries, but also with markets far off.

In order to maintain good international relations, India has to establish its image in the world arena as a force to reckon with. It is in the process of doing just that by giving a boost to all the sectors and segments of economy to bring parity. This has resulted in a stable growth in the GDP, and controlled inflation, introduction of its world renowned quality education to the international students through the establishment of IIT campuses overseas, succeeding in influencing UNO for announcing International Yoga Day, bringing international fame to Indian cinema, art and culture, boost to the sports men for participating in international sports events like Olympics and Paralympics, better infrastructure facilities on par with developed countries to invite foreign investors, skill development among youth for better human resource development, digitalization for hassle free transactions, world class stock markets with bullish rallies, touching new heights etc. are the activities that have paved the way for India to not only raise its voice, but also to regain its prestige that it had once enjoyed.

**Dr. G.V.L.Narasamamba, Faculty**

## FACULTY PAGE

### **The Silent Witness**

The pretty child of the Blue Planet  
Always following the Mother,  
Attached to her apron strings,  
Silent and obedient  
Quietly making your presence felt.  
What a lustrous golden orb you are,  
Shining bright and overshadowing the stars,  
Lighting lovers' path on their trysts  
And keeping their secrets hidden well.  
You are the Mother's pet and many a poet's  
Muse,  
A messenger and a confidant to multitudes,  
A plaything to lure children to feed,  
A mute spectator witnessing  
Various nefarious activities of humans all  
over.  
You are calm and quiet  
Yet you impact the Mother with your  
powerful presence  
Controlling tides and minds,  
A torch-bearer for many a way-farer

Spreading warmth with your cool  
presence  
In the hearts of lost individuals.  
Your serene and soothing visage  
Spreads joy in the Mother's heart  
You have your moods  
That wax and wane  
Still the Mother waits eagerly, patiently  
For your normalcy.  
Oh you powerful child, the satellite  
Of the Blue Planet,  
We worship thee, earnestly, with all our  
heart,  
Ever look down upon us benevolently  
And spread cheer and love to humanity.  
We beseech you to hold  
All the secrets to yourself lest they cause  
trouble,  
To ever remain a silent witness  
And the golden child of the Mother.

By  
Dr. T. Rama, Principal

## “Greening the Digital Frontier: A study on Innovating Sustainable Marketing Strategies”

In recent years, the intersection of sustainable marketing and the Sustainable Development Goals (SDGs) has gained increasing attention. As businesses adapt to the digital age, there is a significant opportunity to leverage digital technologies to promote sustainable practices and contribute to global sustainability targets. This study aims to explore how integrating sustainable marketing with the SDGs can be enhanced through digital platforms, with a focus on practical applications and outcomes. In today's rapidly evolving digital landscape, businesses face increasing pressure to adopt sustainable practices. Marketing, as a crucial aspect of business strategy, plays a pivotal role in shaping consumer behavior and environmental impact. The rise in climate consciousness among consumers has forced brands to rethink their approach.

According to a 2021 survey by IBM, 57% of consumers are willing to change their purchasing habits to reduce environmental impact. This shift in consumer behavior means businesses need to embrace greener practices, both in their physical operations and in their digital marketing strategies. In the early 1970s, ecological concerns emerged as a new paradigm within marketing strategies. During the following decade, social issues gained prominence, joining ecological concerns in the spotlight. A re-evaluation of these issues gave rise to the integration of green or environmental considerations in marketing strategies. Today, sustainability has become the primary focus for researchers in the realm of marketing strategy.

### **Innovating Sustainable Digital Marketing Strategies**

While traditional marketing methods have long been aligned with environmental causes, the digital age demands more than simple green messaging. The following strategies provide a roadmap for brands to innovate while promoting sustainable practices in their marketing efforts:

- **Embracing Digital Transformation and Authentic Storytelling**
- **SEO contribution to SDGs & Social media and Influencer Marketing for SDGs.**
- **Promoting Collaboration with NGOs & Government**
- **Leveraging Innovative Technology & Product innovation for sustainability**
- **Educating consumers and Encouraging ‘REDUCE, REUSE, RECYCLE’**

### **Case Studies: Brands Leading the Way**

Several companies are leading the charge in sustainable digital marketing. For example:

- **Patagonia**, a brand known for its commitment to sustainability, uses its digital platforms to promote environmental activism. The "Don't Buy This Jacket..unless you really need it" campaign serves as a compelling example of a company urging customers to reduce consumption and make more environmentally conscious choices.
- **IKEA** has embraced digital innovation to promote sustainability. Through augmented reality (AR) apps that allow customers to visualize products in their homes before purchasing, IKEA reduces the need for returns, minimizing waste and shipping emissions.
- **Unilever** has introduced carbon labels on its products, giving consumers greater insight into the environmental impact of their purchases. This transparency has helped the brand position itself as a leader in sustainability while driving digital consumer engagement.

The digital marketing landscape is evolving, and with it comes the opportunity to merge innovation with environmental consciousness. Brands that lead this transformation will not only meet the demands of an eco-conscious consumer base but also contribute to global sustainability efforts. By adopting energy-efficient practices, reducing waste, and fostering transparency, companies can carve a path toward a greener digital future. The time to innovate is now, and the companies that do will redefine the intersection of sustainability and digital marketing for generations to come. In the race to green the digital frontier, those who innovate sustainably will leave a lasting, positive legacy—both for their brand and for the planet.

## STUDENT PAGE

### The Future of AI : Potential Replacements and Their Implications

The future of AI is a fascinating topic with many layers, especially when considering potential replacements and their implications. Here are some key areas to explore:

#### Quantum Computing-Based AI:

**Overview:** Quantum computing leverages the principles of quantum mechanics to process information in ways that classical computers cannot. AI systems using quantum computing could potentially solve problems exponentially faster than today's classical systems.

**Implications:** This could revolutionize fields like cryptography, optimization, and complex simulations. However, it also raises questions about security and the need for new algorithms.

#### Neuromorphic Computing:

**Overview:** Neuromorphic computing aims to mimic the structure and function of the human brain to create more efficient and adaptable AI systems.

**Implications:** These systems might be more energy-efficient and capable of more sophisticated cognitive tasks, but they also pose challenges in terms of development and understanding.

#### Biologically Integrated AI:

**Overview:** Combining biological elements with AI, such as using organic neural networks or bio-hybrid systems, could lead to more advanced and adaptive AI.

**Implications:** This could blur the lines between artificial and biological intelligence, raising ethical concerns and requiring new approaches to regulation and integration.

#### General Artificial Intelligence (AGI):

**Overview:** AGI refers to AI systems with the ability to understand, learn, and apply intelligence in a general way, similar to human capabilities.

**Implications:** The development of AGI could transform many industries and aspects of life, but it also introduces significant risks related to control, ethics, and societal impact.

#### Implications of Replacements:

##### Ethical and Societal Impacts:

New forms of AI may challenge current ethical norms and regulations. Issues around privacy, bias, and decision-making could become more complex. Job displacement and changes in the labor market are likely, necessitating new approaches to education and workforce development.

**Security Concern:** Advanced AI systems, especially those with unprecedented computational power or capabilities, could be used maliciously or be vulnerable to new types of cyber threats. Ensuring the security and safety of such systems will be crucial to avoid unintended consequences.

**Economic Disparities :** The benefits of advanced AI might be unevenly distributed, potentially widening the gap between different regions and socioeconomic groups. Addressing these disparities will be important to ensure equitable access to the advantages that AI offers.

##### Regulatory and Governance Challenges:

Developing appropriate regulations and governance frameworks for advanced AI technologies will be essential. This includes addressing issues of accountability, transparency, and control. International cooperation may be necessary to create standards and prevent the misuse of AI.

##### Human-Machine Collaboration:

The nature of human-machine collaboration could change significantly, with potential for more seamless and integrated interactions. Ensuring that these collaborations are beneficial and that humans remain in control will be important for maximizing the positive impact of AI.

**Conclusion:** The trajectory of AI will likely be shaped by a combination of technological advancements and the societal responses to those changes. It's a dynamic field where the future is still being written, and ongoing dialogue among technologists, policymakers, and the public will be key to navigating the challenges and opportunities ahead.

## GENERAL INFORMATION

- On 6<sup>th</sup> June 2024, HYM International Certification (IAS) Inspection for ISO 21001:2018 certificate was done for the academic year 2024-25.
- On 11<sup>th</sup> June, 2024 Inspection of the college premises was undertaken by the committee of experts constituted by Osmania University for the approval of the additional BA course to be started this academic year.
- On 20<sup>th</sup> July, 2024 GHMC workers sanitized the premises and conducted awareness program on diseases caused by mosquitoes to students and staff.
- On 6<sup>th</sup> Aug, Floral tributes were paid to Prof. Jayashankar, Telangana Activist, on his birth anniversary. Ms. T. Radhika, faculty and Mr. Swami, librarian spoke a few words about him on this occasion.
- On 28<sup>th</sup> Aug, 2024, An 'Entrepreneurship Awareness Programme for Youth' was organised by MSME Development and Facilitation Office, Balanagar, for all the final year students. It was arranged and coordinated by the Department of Commerce.
- Our NSS students are participating in Traffic Controlling Program conducted by the police department.
- On 3<sup>rd</sup> Aug, 2024 selections for a cricket team was held and team members were selected to prepare them for future competitions with other colleges.



## **FACULTY ACHIEVEMENTS**

- Ms.M.S.Rachana, Lecturer in Commerce registered for Ph.D in Presidency University in Bangalore in May, 2024.
- Mr. Prashant Pandey, Lecturer in Commerce registered for Ph.D in Lovely Professional University, Punjab, in June, 2024.

## **VIGNANA JYOTHI EXECUTIVE COMMITTEE MEMBERS**

1. Sri. D. Suresh Babu	--	President
2. Sri. Kode Durga Prasad, IPS (Retd.)	--	Vice-President
3. Sri. Vallurupalli Rajasekhar	--	Vice-President
4. Er. J. S.Rao	--	General Secretary
5. Sri. Ch. Achyuta Ram Prasad	--	Joint Secretary
6. Sri. K. Madhav	--	Joint Secretary
7. Sri. Koteswara Rao S.S.R	--	Treasurer
8. Sri.K.Harishchandra Prasad	--	Member
9. Sri Harish Cherukuri	--	Member
10. Sri. Narendra Paruchuri	--	Member
11. Sri V. Raj Kumar	--	Member
12. Sri G. Krishna Prasad	--	Special Invitee

## **GOVERNING BODY, VJIAS**

1. Sri. Vallurupalli Rajasekhar	--	Chairman, GB.
2. Sri. D. Suresh Babu	--	Member(Ex-Officio)
3. Sri. Kode Durga Prasad, IPS (Retd.)	--	Member
4. Sri. Er. J. S.Rao	--	Member(Ex-Officio)
5. Sri. K. Madhav	--	Member
6. Sri. Koteswara Rao S.S.R	--	Member(Ex-Officio)
7. Sri. N. Bhanu Prasad	--	Member
8. Sri. Y. J. Venkata Rao	--	Member
9. Prof. P. Kamalakar	--	Member, OU Representative
10. Dr. N. Aruna, Deputy Director	--	Member
11. Dr. T. Rama, Principal	--	Member
12. Dr. D. Vijaya Prasad , Director	--	Member, Secretary