Orientation Program

Orientation Program was held for the first year students on 31th July. Around 80 students and some parents attended the program. It was started with lighting of the lamp by the Director, Principal, Vice-Principal, Dr. Shashidhar and Ms. Anuradha and a prayer song sung by Ms. Madhulika, B.Com final year student. The welcome address was given by Mr. Suniraj of BSC II year. This was followed by the Principal's, Director's and Vice-Principal's address to the gathering, motivating them to work hard and do well in their lives. Next the conveners of committees like: Placement & Training, Certificate Courses, Cultural, Literary, NSS, Examinations, Seminars & Sports made PPT presentations to the students to apprise them of what to expect in the three years that they are going to be here.

Lighting of the Lamp

Ms. Sandhya, Telugu faculty read out the motivating summary of a song dealing with environmental and other ethical issues.
Ms. Radhika, faculty, Computer Science Dept., administered the anti-ragging pledge to all the students.
This was followed by some dance performances by senior students of BBA & B.Com, and a song sung by Mr. Rohan Anthony of B.Com final year, to entertain the audience.

Ms.Shriya performing dance

Ms. Ojaswini of BBA final year proposed the vote of thanks and the program ended with the National Anthem. Ms. Ojaswini, Mr. Suniraj and Mr. Rohan Anthony were the anchors for the program.

12th Foundation day

12th Foundation Day of VJIAS was celebrated with great enthusiasm on 14th July in college. The Director and Principal spoke on the occasion and some students from different classes performed dances and entertained the audience.

The faculty and staff visited an orphanage to commemorate the foundation day, and donated utensils and other items that were requested by them. Some games were conducted for the inmates and prizes were distributed to the winners. Dr. Vijaya Prasad, director donated money for the items that were got for the orphanage.

Talk on 'Higher Education-Issues & Concerns' Guest Lecture by Dr. K. Lakshminarayana, IAS (Retd)

NSS Unit of VJIAS organized a lecture on 'Higher Education-Issues & Concerns' in college on 14 August at 11:30 A.M. The speaker was the retired IAS officer, Dr. K. Lakshminarayana garu.

He spoke about what college is, why one should attend college and what one should learn in college. He stressed that students should develop 21st century skills like, critical thinking, problem solving, communication skills, collaboration, creativity and courage.

He advised students to approach learning with an open mind and with curiosity which are essential to get conceptual clarity. He said that without the desire to learn nothing can be achieved.

Felicitating Dr. K. Lakshminarayana garu

He also advised students to be innovative and to learn about themselves along with learning life skills. He urged students and faculty to read extensively to improve language and imagination. A college is a place that offers opportunities to learn about oneself and that this was the power of college. This is why one needs to go to college. The lecture was well received by the students and faculty. Whatever he spoke was very practical and relevant to everyone.

Some students and faculty posed questions that were answered by Dr. K. Lakshminarayana garu. He distributed handouts to students on critical reading, applying intellectual standards to an author's reasoning, and describing simple mathematical functions.

The program started with the principal Dr. N. Aruna giving the welcome address and an introduction to the speaker. After the talk, Dr. Vijaya Prasad, Director, gave the concluding remarks and also introduced the other guest for the day, Sri. K.L.N. Reddy, Director of Hetero Drugs.

Felicitating Sri. K.L.N. Reddy Garu

Both the guests were felicitated by the Director and Principal. The vote of thanks was proposed by Dr. Rama, Vice-Principal. The program was hosted by Ms. Ojaswini from BBA final year.
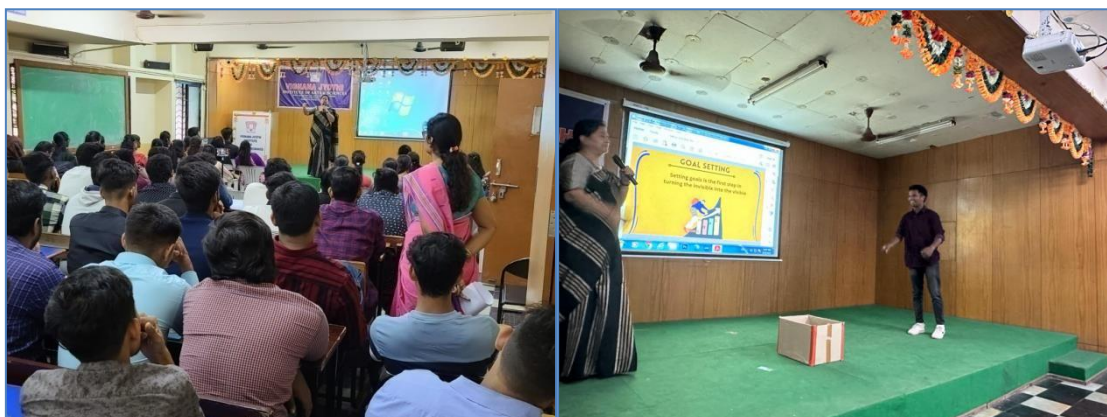
Post lunch, Dr. K. Lakshminarayana garu, interacted with all members of the faculty. He urged faculty to merge their classroom teaching with reality by giving real life examples. He distributed handouts to them on the topic, 'A Common Sense Approach to Teaching'.

Dr. K. Lakshminarayana garu with Management and staff

Placement Cell :

Placement Cell organized a talk on 'How to Get Job Ready Effectively' on 26th August. The resource person was Ms. Meenakshi Dhondi, Director, Sharada Career Hub. She is a certified career counselor and corporate trainer.

Placement Training

Guest Lectures

On 29th August, an online guest lecture on "Capital Market Awareness", was organized by Dept. of Commerce for B.com II year students. The Speaker was Mr. Rahul Dhawan from Bombay Stock Exchange.
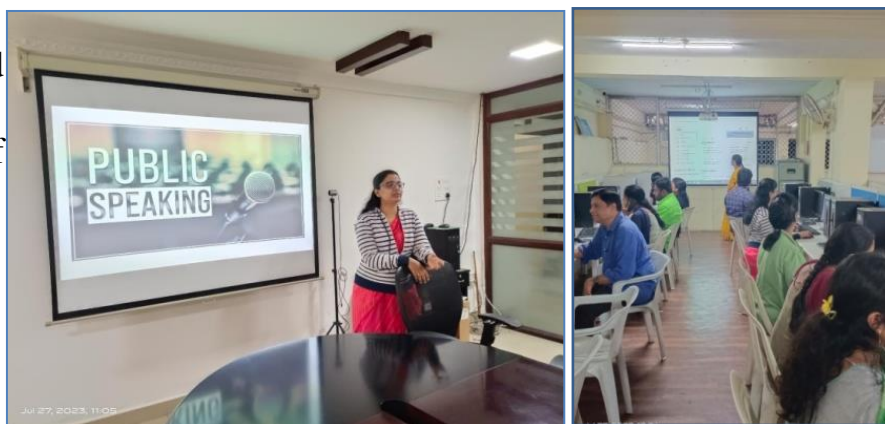

On 30th August, A guest lecture was organized by the Management Dept. on the topic, 'Goal Setting & Personal Branding'. The resource person was, Dr. Arijit Santikary, Associate Professor, Marketing, Program Chair, PGDM at Siva Sivani Institute of Management, Hyderabad.

Dr. Arijit Santikary, Marketing, PGDM

Faculty Seminar

Principal Dr. Aruna conducted a workshop on filing IT Returns for all the members of the faculty. Ms. Rachana, faculty from the B.Com Dept. made a presentation to the other members on TED Talks and how to prepare for them.

Ms.Rachana's presentation

On the 28th of July, Ms. Jahnavi, faculty, Commerce Dept. made a presentation on the Basics of Income Tax for all the other members of the faculty.

Ms.Jahnavi's presentation

College Events

Independence Day

Independence Day was celebrated in college on 15th August. As is the custom at VJIAS, the flag was hoisted by the girl toppers of all streams. Patriotic songs were sung by students and faculty. Few students gave speeches to mark the occasion. The Director, Principal and Vice-Principal addressed the students and spoke about the importance of Independence Day and how students should help develop the country.

Independence day Celebrations

International Day of Yoga

International Day of Yoga was celebrated in college by all the members of the faculty on 21st June 2023. Dr. Aruna, Principal spoke a few words on the importance of Yoga for health and urged everyone to practice it. Dr. Shashidhar and Ms. Durga walked the faculty through some breathing, neck and eye exercises.

Yoga day Celebrations

Farewell to Seniors:

A farewell party was arranged by the juniors for all final year students on 17th May, 2023 at SSK Banquet Hall in Malkajgiri.

NSS Committee

In view of National Sports Day (birthday of Hockey legend Major Dhyan Chand) on 29-08-2023, NSS committee organized Fit India Sports competitions on 29th and 30th of August.
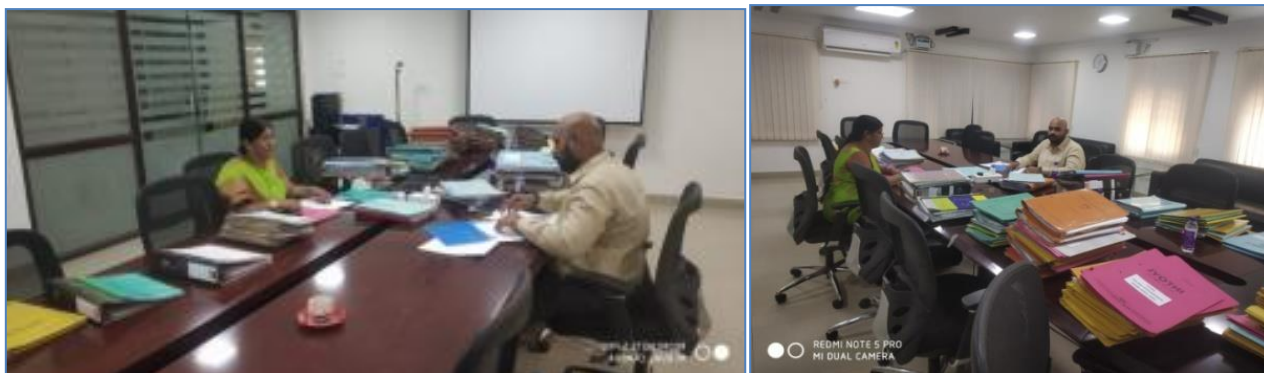

Chess and Kabaddi Competitions

Workshop

Bhoomika Theatre Art group conducted a workshop on team building, overcoming stage fear and communication skills, through fun based activities, for a batch of 30 final year students of all the three streams on 16th August.

Milestones

ISO Certification

Inspection for the renewal of ISO-21001:2018 certification was conducted on 7th June by HYM International Certifications Pvt. Ltd.

Inspection for ISO Certification

Principal's Achievement

Dr. N. Aruna, Principal has co-authored a text book titled "Cost Accounting" published by Charulatha Publications which was released in the month of May 2023.

Dr.N Aruna

Faculty Achievement

Dr. G. Lakshmi Narasamamba, Faculty,Commerce Dept. completed Ph.D viva and was awarded Ph.D on 17th Sep 2023 . Her topic is "Performance of Debt Marketing in India - An Empirical Study".

Dr. G. Lakshmi Narasamamba, Faculty , Commerce Dept.

Anti-Ragging week

As per UGC and Osmania University guidelines, 12th to 18th August was observed as Anti-Ragging week. All the institutions were directed to conduct some competitions in their respective colleges. In this regard a Pledge was taken by each and every student of all classes at 11.50 AM in the presence of faculty. Essay writing, Slogan writing and Drawing Competitions on "Anti Ragging and its Laws" were conducted on 17th August.

20 students took part in Essay Writing competition, 13 students in slogan writing competition and 5 students in drawing Competition.

Some of the sample slogans are
1. East or West, Ragging is waste.
2. Ragging thrills but it kills.
3. Respect is Key and Ragging is Lock.

Management appreciated the students' participation in good numbers in the various categories of events organized on the occasion of Anti ragging day and for making the program successful. The event intends to create awareness among the student fraternity on the consequences of ragging.

Essay writing Competition on celebrating Anti-ragging Week

Student Achievements
- D. Pramod of B.Com II A, won first prize in the event 'Telegenic' at 'NAVRANG' the cultural event conducted by Kasturba Gandhi College on 10 May.

Commemoration
Floral tributes were paid to Prof. Jaya Shankar to commemorate his birthday on 6th Aug. Dr. Aruna, Principal, spoke a few words about him and his struggle for a separate Telangana.

Editorial

Book reading is a very good habit that every student / teacher needs to develop early in life. Good books can enlighten you, guide you and lead you in the right direction. Reading improves one's imagination. One of the most significant benefits of reading is taking you to different time periods and experiencing different cultures of that time. Reading can take you places you have never been to before. Normally, books are gifted in social life on several occasions, to promote 'reading'.

Reading is important. If you know how to read, then the whole world opens up to you- said Barack Obama, former U. S President. "Something very magical can happen when you read a good book –said J.K. Rowling, noted fiction writer. "Reading is essential for those who seek to rise above the ordinary –said Jim Rohn, famous American Management expert. Make 'reading' a part of your daily routine. The power of reading helps to develop inference and deduction capabilities!

Reading is a conversation. All books talk. You live and imagine several lives while reading. Reading is good for students because it improves their focus, memory and communication skills. Reading can divert students and teachers from their mundane drudgery and improve their mental health. Reading books facilitate learning new things to succeed in one's work and relationships. All time-conscious people have the habit of buying a book and reading in their travel. You will find book- stalls at bus stands, Railway stations and Airports. Make 'reading' a part of your daily routine.

When 'September' comes, it reminds us of a great teacher of our times – Dr. Sarvepalli Radhakrishnan. Students and teachers recollecting the preachings of Radhakrishnan in a seminar talk on his birthday is a good augury. Another notable student program is 'Telangana Bhasha Dinotsavam' –where again teachers and students expressed their candid views. They wouldn't have been able to do it without reading up on those topics. Such activities will promote the students capabilities, in the long run.

Think before you speak, Read before you think.
--Ann Lebiwitz, American Writer.

-Dr. D. Vijaya Prasad.

Faculty Corner

Use AI (Artificial Intelligence) to Transform Learning – ChatGPT

In today's world, technology plays a vital role in education. The COVID pandemic gave way to the rise of online teaching & learning and introduced many technical platforms for convenient learning. Among those technologies, Chat GPT is a recent phenomenon which is used worldwide for solving many problems in all domains. It was created by a San Francisco-based artificial intelligence Company (AI Company) which is known as Open AI. ChatGPT was founded by a group of entrepreneurs and researchers including Elon Musk and Sam Altman in 2015 and launched on 30th November 2022. Since then, it gained quick popularity with its detailed & immediate response to many questions related to many domains.

In ChatGPT, GPT's full form is 'Generative Pre-trained Transformer'. As the name suggests, the Generative model will generate text, pre-training relates to the enormous amount of data in it & the transformer refers to the architecture of the AI model in it. It uses the GPT-3 language model, a neural network machine learning model and the third generation of Generative Pre-trained Transformers. It is designed in such a way that it creates responses that humans would prefer to know about. It gives natural answers to queries raised in a conversational tone. It is basically similar to using Google Assistant or any other virtual assistants. It is used to generate text, summarise text, create stories or poems, create codes, debug codes, solve maths questions, completing assignment questions etc. Apart from these, it also provides creative ideas for a party, decoration, art etc.

ChatGPT is a valuable tool due to its depth of knowledge of various concepts. It provides personalized assistance to students by answering their questions and offering additional information. Therefore, teachers can integrate Chat GPT into online learning platforms for students as virtual tutors, providing guidance & feedback outside regular class hours. Even though AI shouldn't replace a teacher's lessons, it can be used as a practice tool to employ in the classroom & give pupils something fresh & on-demand support.

ChatGPT will be a helpful tool for teachers in many ways. It can be a great starting point for teachers to use when creating assessments from scratch. Teachers can input information into the AI program and provide context and ChatGPT will generate a result. It can grade & provide instant feedback on assignments, essay writing etc. It also provides quick, concise & direct answers that students can read in real-time.

For students, ChatGPT is a valuable resource for completing their homework. It assists students in enhancing their writing abilities and provides corrections and suggestions for improvement.

Although ChatGPT is a powerful tool that can generate impressive responses on a variety of topics, it still has certain limitations such as lack of common sense, potential bias, difficulty with complex reasoning and inability to process visual information. ChatGPT poses different threats to the traditional education & research system, including the possibility of cheating on online exams, diminished critical thinking & problem-solving skills and difficulties in evaluating information generated by it. When using ChatGPT, it is important to keep in mind all the limitations of ChatGPT. It should not be relied upon blindly.

Recent studies show that there is a decline in the usage of ChatGPT, especially the latest version, ChatGPT 4, which is causing many issues while using it. In August, 2023, an analytics firm reported that ChatGPT experienced a third consecutive monthly decrease in website traffic. Global website traffic to the ChatGPT website, encompassing both desktop and mobile visits, saw a 3.2% decline, totalling 1.43 billion visits. This followed a roughly 10% reduction in traffic. Furthermore, the average duration of time visitors spent on the website has been decreasing steadily since March, dropping from an average of 8.7 minutes per visit to 7 minutes per visit by August.

However, the schools for the new academic year are expected to have a positive impact on ChatGPT's website traffic and usage. Some educational institutions have already started adopting ChatGPT as a tool and reflects on the slight rise in ChatGPT traffic. If we look into the future of ChatGPT and large language models (LLM), there are many exciting possibilities and open opportunities for this technology to enhance our lives and change the way we interact with technology. In the future, ChatGPT could be used to create more sophisticated virtual agents that can understand user intent and provide more accurate responses.

<div align="right">
M.Anuradha
Faculty,Dept. of Commerce
</div>

NETWORK MARKETING – FEW INSIGHTS

Network marketing is also called multilevel marketing (MLM).Network marketing is a business model that depends on person-to-person sales by independent representatives, often working from home. A network marketing business may require you to build a network of business partners or sales people to assist with the generation of leads and to close sales. For Example: Amway sells various home, health and beauty products through a network of independent sales people called Amway Business Owners (IBO or Independent Business Owners).

Today, the network marketing in India is estimated to be around Rs.16 billion. Choosing the network marketing industry as a career is not challenging especially at this time. The market is growing, and people will grow substantially and make a good amount of money within five years. Network marketing is legal in India. Top 5 network marketing earners in India are:1)Sonu Sharma 2)SP Bharill 3)Deepak Bajaj 4)Surekha Bhargava 5)Siddarth

Singh. These earners played a crucial role in direct selling industry, as distributors who follow their path. Network marketing is a way where individual distributors sell products of any company and take commission on products they sell. They are individual contractors and don't work in that company. Each person has a different strategy, and sales depend on individual capacity.

The future of network marketing is very good in India and this sector will give lots of job opportunities. So, anyone can join any best direct marketing company in India to make extra income. Thus, Network marketing is a tried and tested method. It requires very low starting capital and can start giving you profits right away. For people who are willing to put in time and effort into their business quickly, this is an effective and profitable career opportunity.

K. Jahnavi Faculty, Dept. of Commerce.

TED TALKS

Public speaking is an oral presentation or speech delivered to a live audience in an event. One of the platforms for public speaking is ted talks TED stands for Technology, Entertainment, Design.It was founded by Richard Saul Wurman and Harry Marke in 1984.TED is a non-profit organization.It firmly deals with

- TED X- events which happen where the speaker will talk and share his life experiences, express his ideas, inspirational stories and many more. Speakers would be famous personalities around the world like Bill Gates, Sundar Pichai, Srishti Bakshi and many more.
- Schools TED-ED- it is meant for school students
- TED-Like-you can upload your own ted talks.

Chris Anderson is a person who wrote a book named TED TALKS, the official TED guide to public speaking. This book is an essential read for anyone who is ready to create an impact with their ideas, it teaches everything from how to craft your talk content to how you can be most effective on stage. Public speaking includes language, ideas, words and style of talking to the audience. We must have the skill of presentation literacy. Whenever we speak, the introduction, context, main concepts must be expressed properly. We must have a connection with the audience while speaking by making eye contact, by telling stories, using of metaphors, explanation, narration, images, videos, demos etc., to make it a wonderful talk.

Preparation is very important. Unless you deliver the talk in the right way, the talk may not feel impactful and fresh. Speaking and reading are two very different experiences. Opening and closing of the talk is very important. We must grab the attention of the audiences, and build curiosity among them.

Presentation on stage is important. We must dress appropriately because we will be

standing in front of huge crowds. Everyone will observe us. To get rid of nervousness and tension mental preparation needs to be done like meditation, eating chocolates etc. We must have a good pitch, pace and tone. Your presence on the stage must be for 18 to 26 minutes. By using technology, innovative ideas you can deliver your talk with contextual knowledge, creative thinking, and deeper understanding of our humanity, we can deliver our talk and make it impactful.

The future is not yet written. We are all collectively in the process of writing it. There is an open page and an empty stage waiting for your contribution. It's your turn to speak. Learn to do it.

<div align="right">M.S Rachana, Faculty in Commerce.</div>

THE REALITY OF REJUVENATION OF ONE NATION – ONE ELECTION

The buzz word for long in political and administrative circles, being debated among intellectuals as well as commoners in India for the past few days is one nation one election. The idea of 'One Nation - One Polls' was suggested by Election Commission in 1983, according to which, a system should be evolved so that elections to Lok Sabha and State Legislative Assemblies could be held simultaneously. This concept is not new; India had held simultaneous polls for both the Centre and States from 1951 to 1967. However, due to the premature dissolution of some State Assemblies, separate elections for the Lok Sabha and Assembly became necessary. Furthermore, in 1971, Lok Sabha polls were advanced following the split in the Congress party. So gradually the concept of simultaneous polls got faded out.

Apart from Election commission, entities like the Law Commission of India, NITI Ayog, and a Parliamentary Standing Committee had already examined the issue. The Law Commission's report (January-2023), stated that simultaneous elections, in addition to saving public funds, would reduce the burden on security forces and promote greater involvement of the administrative machinery in the ongoing developed work rather than constant election preparations, and also further stated that, simultaneous elections is ideal and desirable but would require a workable formula in the Constitution. Prime Minister Modi has constantly advocated simultaneous elections since 2014. In September 2016, then-President Pranab Mukherjee, during an interaction with students at Rajendra Prasad Sarvodaya Vidyalaya within the Presidential estate, expressed the belief that holding simultaneous polls could be highly beneficial, suggesting that the Election Commission could work towards this goal.

Keeping the suggestions of different parties in view, on 1st September, 2023, the government set up a High-Level Committee (HLC) under former President Ram Nath Kovind (an eight-member committee) to examine the possibility of holding Lok Sabha and Assembly elections together.

The HLC will examine and make recommendations for the following:
- For holding simultaneous elections to the House of the People (Lok Sabha), State Legislative Assemblies, Municipalities, and Panchayats.
- Amendments to the Constitution and other laws (Representation of peoples Acts, 1950 & 1951 etc.) as may be required.
- Examines if the amendments to the Constitution would require ratification by the States.
- Analyze and recommend possible solutions in a scenario of simultaneous elections emerging out of a hung House, adoption of a no-confidence motion, or defection or any such other event.
- Suggests a framework for synchronizing elections, including the phases and time frame within which simultaneous elections may be held if they cannot be held in one go.
- Recommends necessary safeguards for ensuring the continuity of the cycle of simultaneous elections.
- Examines the logistics and manpower required, including EVMs, VVPATs, etc., for holding such simultaneous elections.
- Examines and recommends the modalities of use of a single electoral roll and electoral identity cards for identification of voters in elections to the House of the People (Lok Sabha), State Legislative Assemblies, Municipalities, and Panchayats.

Fears among stake holders:
- It would require at least five Constitutional Amendments—in Articles 83, 85, 172, 174 and 356. Of this, Article 174 deals with the dissolution of State Assemblies while the key Article 356 is concerned with the imposition of the President's Rule in States
- At least 50 per cent of the States should ratify the constitutional amendments. The states where opposition parties in rule may not ratify the bill.
- Synchronization of elections will require all existing Assemblies to be dissolved, which currently have different tenures, with some even only half-way.
- Some may argue that, it undermines diversity, favoring national parties over regional ones.
- Some fear that if State politics influence national elections, it may lead to unstable governments, contrary to federalism.
- Additionally, the possibility of unclear mandates could necessitate frequent fresh elections.
- While cost reduction is cited, expenses have raised even in non-partisan panchayat and local body polls. Many view combining these polls as unrealistic and a threat to democratic ideals in the long term.

Amidst of this much opposition and critism if the government could pass the bill in the parliament, it would become one more unified system, which may not only save crores of rupees of public money, but also useful in effective unified policy making for the nation.

Dr. G.V.L. Narasamamba, Faculty, Dept. of Commerce.

Saturday Seminars

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. The table below gives the list of participants and topics presented on different dates.

Name&class	Topic	Date
Just a Minute - JAM Session	All Streams	06-05-23
Affan - BBA III yr	Personal Experience in my life	15-07-2023
T.Hemanth - Bsc II yr	Social Media	
Nithin - B.Com III yr	Chandrayaan - 3	
Nikhil - B.Com II yr	My Experiences till now	
Niharika - B.Com-IIyr	Sanskrit	
Sri Charan And vikshith - BBA - II yr	Augmenting Reality	
Rakesh - B.Com II yr	Artificial Intelligence	
Chaitanya - B.Com - IIyr	Animes	
Aleemuddin-B.Com IIIyr	Lays - company	
Aleemuddin-B.Com IIIyr	Business case study Harvard business school	05-08-2023
Varodhini & Keerthana BBAIII year	Wings of Fire – Sake Bharathi	
Mounika & Ajay Rajkumar- Bcom II	Networks	
Bharath & Sri Charan – BBA II year	Cyber Crime	
Nikhil – Bcom II B	Chat GPT	
Dheeraja & Harika – Bsc – II year	Mind your mind	
Sai kushal & Madhu – Bcom III year	Marketing	
Shiva & C kumar - Bcom 3A	Benefits of social media	26/8/2023
A sowmya - Bcom 3A	Power of media	
Lucky & Chandhan - Bcom 3B	Artificial Intelligence	
Abhishek - Bsc 2nd year	Successful mission of Chandrayaan-3	
Gowtham,Gnapika - BBA 3year	" Swiggy"Strategies, swot Analysis	
Anusha - BBA 1st year	Public Speaking	
Poojitha, Sandhya- Bcom 1B	Food Recycle.	
Harshitha, Sharanya- Bcom 1A	Chandrayaan 1,2	
Nikhil & Nandhakishore - Bcom 3B	"Importance of Time"	
Karthik & Rohan - Bcom 2A	E- commerce	
Ambarish- Bcom 1A	ROLEX- The Story of Zero to Hero	
Sriteja & Krishnaveni- Bsc 1st year	Un masking the reality of Black money	
Shyam & sandeep- Bcom 2B	"TATA"	
Adithya- Bcom 2A	Subhash Chandrabose	
Rikshitha- Bsc 3rd year	LI-FI	

World Photography Day is celebrated every year on **August 19**.World Photography Day commemorates the announcement of the daguerreotype process to the public on August 19, 1839, by the French Academy of Sciences. The daguerreotype process was one of the earliest methods of capturing permanent images on a light-sensitive surface.

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GOVERNING BODY, VJIAS

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