



VIGNANA JYOTHI INSTITUTE OF ARTS & SCIENCES

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“New Learning Everyday – VJ Philosophy”

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TEACHERS' DAY CELEBRATIONS

Teachers' Day was celebrated in college on 8th Sep 2023 since 5th Sep was declared a holiday due to heavy rains. A few students gave speeches on the greatness of Sri Radhakrishnan and the importance of teachers. The Director and Principal addressed the gathering and shared a few words on the occasion. As is the custom at VJIAS, senior faculty members are felicitated on Teachers' Day. This year, Dr. Shashidhar, senior faculty, Dept. of Sanskrit, Dr. Lakshmi Narasamamba, faculty, Dept. of Commerce and Ms. Sujatha, faculty, Dept. of Management was felicitated.



Faculty and Students on Teachers' Day

TELANGANA BHASHA DINOTSAVAM

Telangana Bhasha Dinotsavam was celebrated in college on 11th sep 2023. The Director and Principal addressed the students and spoke about literature in Telugu bhasha and its importance and also about Kaloji Narayana Rao and his contribution to the language. Ms. Sandhya, Telugu faculty, organizer of the program, gave the welcome address and a few students & faculty gave speeches befitting the occasion.



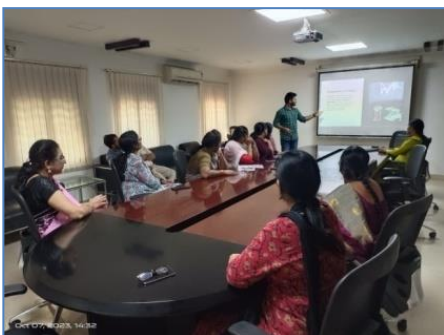
A Student Expressing her views on the occasion

FACULTY DEVELOPMENT PROGRAM

Dr. P. Srinivas Subbarao, Director, VJIM, had an interactive session with all the BBA students on 10th October 2023. He spoke about the advantages of doing PGDM or MBA for students



Dr. P. Srinivas Subbarao, Director, VJIM, Guest Speaker



Mr. M. Satish Kumar, Mathematics faculty, made a presentation on the topic, 'How Maths is Used in our Daily Life', to the entire faculty on 7th October 2023.

Placement Drive by Sutherland Global

A campus placement drive was held by the company Sutherland Global on 28th Nov 2023. The drive was for both Voice and Non-Voice processes. 58 students from B.Com, BBA & BSC V semester participated in the drive. Ms. Durga Iyer was the HR personnel from Sutherland who conducted the drive.



A Pic with selected students in Sutherland Global Company

Training

- On 19th August 2023 a training program was organized by the placement committee for all the final year students. An external trainer Ms. Meenakshi Dhondi was the speaker. She gave a talk on “How to be Job Ready effectively.”
- On 23rd September 2023 a senior faculty from T.I.M.E addressed all the final year students and spoke on “The Importance of Speaking Skills and Developing Vocabulary”.
- On 6th October 2023, the General Manager of Rotomaker VFX Pvt Ltd, Mr. Surya Praveen, conducted a training session on the topic “Today’s Business World and Career Opportunities” for all the final year students.
- Ms. Pavani and Dr.T.Rama of the Placement Committee attended a TPO - College Connect Event conducted by the company Workruit, at T-Hub, Raidurgam on 1st Sep 2023. Workruit is an AI- powered career and recruitment development platform.



Editorial

Higher educational institutions foster new knowledge leading to skill development, new businesses, new technologies and innovations. With the initiative of our college Chairman Sri. Vallurupalli Rajashekar garu, supported by Ms. Mounika, from Indian School of Business (ISB), several certificate and diploma courses are planned, to improve the quality and employability prospects of students. This unique exercise of skill up-gradation will boost the students' self-confidence in their attempt for employment/self-employment. We strongly believe that higher educational institutions are primarily responsible for preparing future citizens with advanced knowledge and skills to contribute to nation-building and technological development.

Social sciences study society, behavior and environment and equip the students with analytical and communication skills that are critical for sustainable development. Unfortunately, across the country, the teaching of social sciences at the undergraduate level is diminishing remarkably. In order to promote liberal arts, VJIAS has decided to introduce 'B.A' course in our college from next academic year. The support of the students is crucial for the sustainability of this program.

VJIAS's sister institutions viz., VNR VJIET and VJIM have national recognition and reputation. To promote a good standard of learning at VJIAS, several certificate and diploma programs are being planned in association with VNR VJIET and VJIM besides guest lectures, workshops, faculty/ student training programs, etc. Students should utilize these opportunities for personality development and betterment as 'Vignana Jyothi' is unique in providing such facilities and opportunities to its students.

In tune with the policies and priorities of the state government on private universities we propose to establish Vignana Jyothi University with the existing infrastructure and planned expansion and employment oriented academic programs from graduate to Ph. D levels.

‘All the power is within you.
You can do anything and everything.’
- Swamy Vivekananda

Dr. D. Vijaya Prasad
Director

FACULTY CORNER

Generative AI

Generative AI is designed to generate new content such as Text Generation, Image Generation, Music Composition, Audio & Video Generations (Hugging Face), Data Augmentation (TelegramBot) etc., based on the patterns and the information learned from training a dataset through Algorithms of Artificial Intelligence and its models.

This model is trained to use generative models and generate new or similar data by understanding patterns, structures, relationships and also features of the given input. There are two neural networks called Generator - which creates and improves its ability through iterative training, and Discriminator - which evaluates whether the content is real or fake.

One such popular type of generative model is the Generative Adversarial Network (GAN), introduced by Ian Goodfellow and his colleagues in 2014. Some other Generative AI Models which can be used are, Variation Auto encoders (VAEs) for image generation, Recurrent Neural Networks (RNNs) for time series data & text data and (LSTMs) for language modeling and generating the text. Transformer Models particularly large-scale ones like GPT (Generative Pre-trained Transformer), are designed to capture complex patterns and relationships in data. Example (Chat GPT).

Generative AI has shown lot of advancements in the recent years, but it also raises ethical considerations in misusing the generated content. If this technology continues to evolve, researchers and developers are worried where it might lead to. But, researchers are working to address the positive and negative implications of generative AI.

Ms. T. Radhika, Faculty, Computer Science Dept.

COLONIAL LAWS A BOON OR BANE

Colonial laws, a double-edged legacy, provoke a nuanced debate on whether they were a sin or boon. On one hand, these laws formed the institutional backbone of burgeoning societies, providing frameworks for governance, legal systems, and infrastructure.

They introduced concepts of order and administration that laid the groundwork for the modern state. However, this apparent boon came at a steep cost – the sins of colonialism are undeniable.

Colonial laws were often instruments of oppression, enforcing discriminatory practices, cultural assimilation, and economic exploitation. Indigenous populations faced dispossession, loss of autonomy, and the suppression of their traditions.

The sins lie in the blatant disregard for human rights and the imposition of foreign values, disrupting local cultures and perpetuating inequalities.

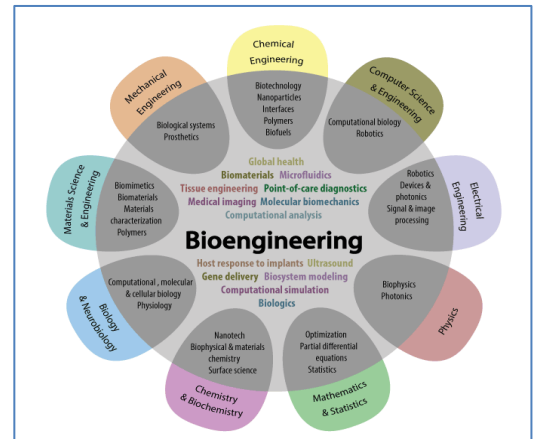
Recognizing the sins of colonial laws is crucial for fostering a just and inclusive legal landscape today. Reckoning with this history means dismantling inherited structures of injustice and fostering a legal system that respects diversity, human rights, and equitable governance.

In this process, the challenge is to salvage the boons while rectifying the sins, creating a legal framework that learns from history to build a fair and harmonious future.

Mr.Prashant Pandey, Faculty, Commerce Dept.

BIOENGINEERING

Bioengineering is the application of engineering, life sciences, and applied mathematics to define and solve problems in biology, medicine, health care, and other fields that deal with living systems. Bioengineering is a relatively new discipline that combines many aspects of traditional engineering fields, such as chemical, electrical, and mechanical engineering as well as a number of specialties, including biomedical engineering, biotechnology, biological engineering, biomolecular engineering, biomechanics, biochemical engineering, and clinical engineering. Each of these fields may differ slightly in its focus of interest, but all are concerned with the improvement of human life.



Some examples of bioengineering include the design and development of

- Devices that substitute for damaged body parts such as hearing aids, cardiac pacemakers, and synthetic bone and teeth.
- Artificial kidneys, hearts, heart valves, blood vessels, arms, legs, hips, knees, and other joints.
- Medical imaging techniques (ultrasound, MRI, CT, and others)
- Engineered organisms for chemical and pharmaceutical manufacturing blood oxygenators, dialysis machines, and diagnostic equipment.

What do Bioengineers do?

Bioengineers have a wide variety of career choices. Some work alongside medical practitioners, developing new medical techniques, medical devices, and instrumentation for manufacturing companies. Hospitals and clinics employ clinical engineers to maintain and improve the technological support systems used for patient care. Engineers with advanced bioengineering degrees can perform biological and medical research in educational and government research laboratories. Many bioengineers help people by solving complex problems in medicine and health care. Some bioengineering jobs combine several disciplines, requiring a diverse array of skills.

Ms. Rachana, Faculty, Commerce Dept.

UNLOCKING OPPORTUNITIES: GROWING INFLUENCE OF MOBILE COMMERCE

An emerging new internet business model, where handheld wireless devices perform business transactions digitally is termed as M-Commerce. It is not just a technical advancement, it's a dynamic force reshaping the way businesses operate and consumers engage in buying. In this article we probe into the growing influence of M-Commerce, exploring the opportunities it unlocks for businesses and its transformative effects on the global economy.

The journey of M-Commerce is marked by its rapid ascent to prominence. The proliferated usage of internet enabled mobile devices has resulted in transmission of primary E-Commerce to M-Commerce. The ubiquity of Smartphone and the accessibility they provide have propelled M-Commerce to the fore front of the digital revolution.

Wide range of smart phone adoptions and advent of 5G technologies is poised to redefine the way transactions are conducted. The convenience offered and faster accessibility improves the speed of transactions and expanding the market reach enabling businesses to connect with a global audience. 5G has shown synergistic impact on m commerce in accelerating the transactions by providing fastest speed low latency, improved connectivity, ultimately contributing to a more seamless and innovative mobile shopping environment. The integration of secure and user friendly mobile payment system has played a vital role in the success of M-Commerce.

M-Commerce has positively impacted various industries, streamlining processes and enhancing user experiences. Retail has experienced a boost with increased online sales, Banking and finance have benefited from mobile payment solutions. Additionally, sectors like healthcare and education have seen improvements in service delivery through mobile applications.

Omni channel, retail strategy, intelligent chatbots, one click ordering, progressive web apps, augmented reality are the M-Commerce trends that continue to evolve with advancement in technology.

M-Commerce has experienced remarkable growth over the past few years. Indian E-Commerce is expected to grow at a compound annual growth rate of 27% to reach the US dollars 163 billion by 2026. India witnessed a growth of 26.2% in FY23 indicating a flourishing E-Commerce in India, says a report by Uni-Commerce. As the M-Commerce revolution continuous to unfold, it presents a spectrum of possibilities and challenges like cyber security concerns, regulatory considerations and the need for continuous adoption to emerging technology.

To overcome the challenges, businesses should focus on implementing robust security measures, ensuring cross-platform compatibility, building user trust through transparent privacy practices, integrating diverse payment options seamlessly, optimizing for varying network connectivity, fostering innovation to stay competitive, providing responsive customer support, prioritizing a smooth user experience, and leveraging data analytics for insights and improvements. By addressing these aspects, businesses can create a secure, efficient, and user-friendly M-Commerce environment, promoting trust and sustained growth.

In conclusion the growing influence of M-Commerce is unlocking a new era of opportunities for the businesses across the globe. The evolution goes beyond transactions, it signifies a fundamental shift in the way businesses and consumers engage, paving the way for a dynamic and interconnected future where the power of commerce lies at the fingertips of individuals worldwide.

Ms. Sujatha, Faculty, Dept. of Management.

Tapping into the Rural Pulse: Strategies for Successful Marketing in Rural India

It is said that “Bharat mata gram vasini” which means that mother India lives in her villages. According to Census 2023, our country has 6,00,000 villages with a rural population of 83.3 crore which constitute about 68.84% of the population.



When one thinks about rural India, pictures of cow manure, bullock carts, endless stretches of rice fields, kaccha roads, and dwellings spring to mind. It might not be accurate anymore. In the last ten years, there have been significant changes in rural markets. Ten years ago, the rural market was less crowded and not given priority as a target market. The rural market's scope has expanded with improvements in transportation, communication, and infrastructure facilities.

In rural areas compared to metropolitan ones, societal norms, traditions, caste, and conventions have a stronger influence on consumer behavior. Value, dependability, and ties to the community are frequently given top priority by customers in rural marketplaces. Because trust influences purchasing decisions, effective rural marketing necessitates embracing the variety of rural India. Similar to this, social norms and cultural values are crucial to understanding rural customer behavior, and marketers need to take into account the deeply ingrained customs that shape buying decisions.

Preachers and marketing experts alike now use the term "rural marketing" interchangeably. The new function of rural marketing will be to deliver a higher quality

of life and standard of living. Over the past few years, the rural market has steadily expanded and is now even larger than the urban market. Major opportunities available in rural market are increase in population and hence increase in demand, increase in literacy rate, rapidly improving infrastructure and IT penetration in rural India. The 4 A's of rural marketing are Affordability, Availability, Acceptability and Awareness.

Promoting a company's product in a rural market through the use of marketing strategies, the planning of an appropriate supply of consumer goods and agricultural input to the villages at a reasonable price to meet the needs of the rural consumers is referred to as a rural marketing strategy. Knowing the pulse of your target audience is essential for effective marketing. Brands may effectively target rural audiences with the aid of these rural marketing methods.

Rural Marketing Strategies to Succeed in Rural India:

- Focus on rural market segmentation (selected market and selected villages)
- Focus on product strategy (understanding the product value, packaging, logos and symbols)
- Pricing strategies (the demise of Rs 5 sachets and the rise of modern trade)
- Advertisements via Hoardings and wall paintings
- Mobile van advertising (Posters, mega phone and pamphlets)
- Kiosk setups (mic and tents)
- Shop branding and Fairs (Melas and events)
- Word-of-mouth marketing efforts and community-driven projects can foster loyalty and trust in rural communities.
- A consistent brand experience must be achieved by using storytelling that appeals to audiences and by using flexible distribution methods.
- Mobile marketing and localized events can be effective strategies in rural areas.
- Additionally, in order for small businesses in rural areas to compete with those in cities and suburbs, they must implement digital marketing and retailing tactics.
- Implications of Effective Rural E-Marketing.
- For marketers, the rural market has greater promise for the future and presents a plethora of opportunities.

There are several prospects in the rural market for FMCG, automakers, and other businesses. It depends upon a particular marketer on how he tackles and exploits the present opportunities. Given the difficulties and possibilities that rural markets present to marketers, it is clear that those who can comprehend these markets' unique characteristics and make full use of them will have a bright future. To effectively engage with the audience in rural areas, e-marketing poses a distinct combination of difficulties and opportunities that need for customized solutions. Since the rural market in India is so large and well-developed, there are a lot of brands looking to get into it.

Ms. Pavani, Faculty, Dept. of Management.

A PLACE IN THE STARS

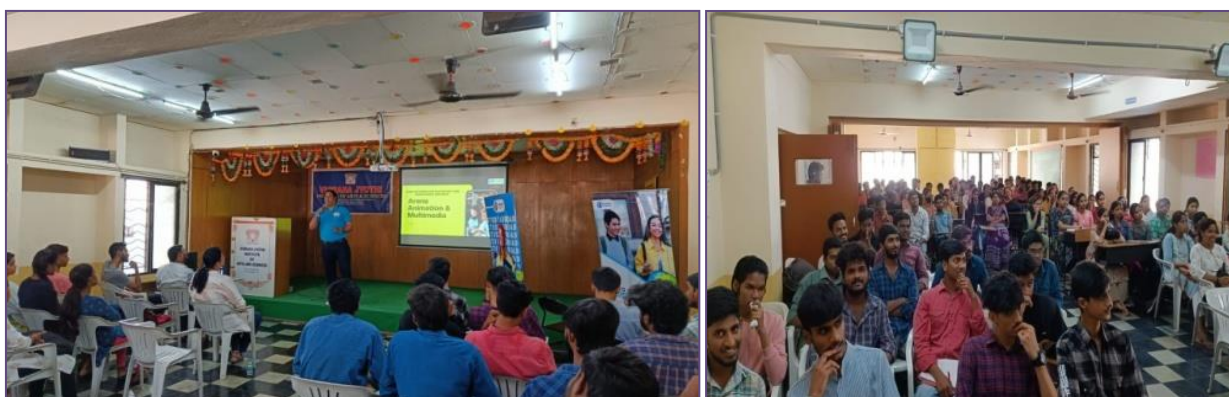
In the wide expanse of the cosmos
In the midst of awesome forces
Where there is no beginning or end
Where the stars shine bright and extend
I am searching for a place to ascend.
I often wondered as a child
What lay beyond the sky so mild
What could be the purpose of life
How could I make it better in strife
And find for myself a place in the stars.

I wish I were a different kind
With natural talent refined
That could make me stand out in a crowd
To hold my head and do others proud
To help fix for me a place in the stars
I think the cosmos is getting me ready
Sending me signals to be steady
To continue to venture and strive
So I can thrive and it can contrive
To provide for me, a place in the stars.

By Dr. T. Rama
Vice-Principal

A LECTURE ON 'ANIMATION AND MULTIMEDIA'

Department of Sciences organized a lecture on 'Animation and Multimedia' for the students of B.Sc and BBA on 9th October 2023. The speakers were Mr. Manoj and Ms.Swathi from Shree Institute of Technology & Education Services (SITES) company. They spoke about Animation, Multimedia tools and how they were different. They also discussed 2D, 3D, Gaming & VFX. The movie Pushpa was used as an example to show how it is used practically. The session was informative, interesting and helpful for the students who are seeking their career in the animation field.



The speakers Mr.Manoj and Ms.Swathi from Shree Institute of Technology & Education Services company

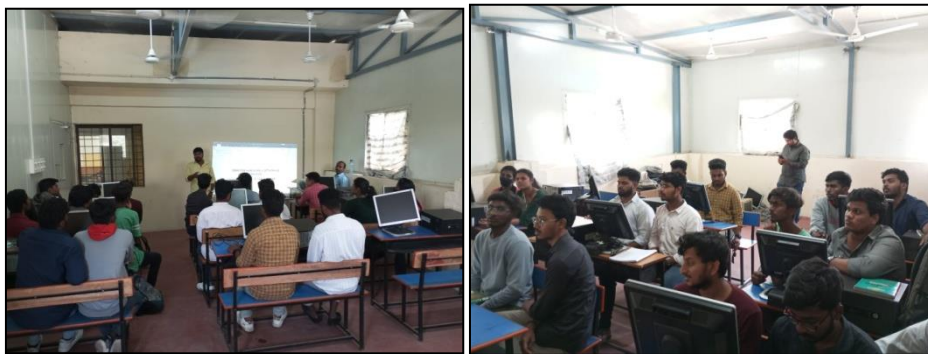
CERTIFICATE COURSES

Cyber Security and Generative AI Course

The certificate course on Cyber Security and Generative AI has been conducted online by the college. The resource person was Mr.Sai Sathish, CEO, Indian Servers and a Ted Talk Speaker. It was a 45 days course with 15 sessions. The course covered the topics of Cyber Security and the emerging field of Generative AI, Web Application pen-testing, Cybercrimes Awareness, NLP concepts and Chatbot Development of GPT. The students participated happily and enthusiastically in the course and also enjoyed doing the assignments.

Hardware and Networking Certificate Course

Hardware and Networking Certificate Course was conducted from 4th Oct, 2023 to 11th Nov 2023. It was a one month course and classes were held in the college from 1.30 PM to 3.30PM. The program instructor was Mr. Tarun from Nexin Soft Tech. The training programme went on very satisfactorily and the students acquired new knowledge related to computer hardware, which is very useful professionally and also allows ways for self employability. A total of 23 students from all streams participated in the program.



A lecture on Hardware and Networking Course

Beautician Course

L'oreal in collaboration with Sambhav foundation is offering a certificate course in Beauty and Hair Care Training. It is for 5 months which includes 2 months of teaching and 3 months of training. An exam will be conducted at the end of the course and those who qualify get a certificate. They also offer placement and self employment support.18 girls from our college enrolled for the course.

NSS ACTIVITY

People have realized the importance of Eco friendly products & are shifting to Eco friendly Ganeshas too. To create awareness among students on the ill effects of Ganeshas made of plaster of paris, a work shop was conducted on 16th September on making clay Ganeshas. This was turned into a competition for students & faculty.



On the occasion of NSS Formation Day students distributed food to the needy people on 23rd Sep 2023.



A self defense training session was conducted for all B.Com girls by our student Saikumar (B.Com second year) from 25th to 29th Sep 2023.



Self defense class in progress

Yoga classes were conducted by Dr. Shashidhar and some students. Introduction to Pathanjali Yoga Shastra and Asanas like Pranayamam, Kapalbhathi, were taught.



Yoga class

EVENTS

The Management Dept. organized a **‘Biz Inno Quest’ an Innovative Idea Competition**, for all the BBA students on 5th October, 2023. Twenty presentations by students were made on the 5th and 7th of October 2023. Mr. Sanjay of BBA II year, Mr. Affan Ahmed and Ms. Ojaswini from BBA III year, were the first, second and third prize winners respectively. Some of the topics are Community Fridge, Oxycar, Anti Sleep Alarm, Solar Tonz, Bike Air Bag, Gas cylinder Indicator and Detector.



A Pic of Biz Inno Quest’ an Innovative Idea Competition

BATHUKAMMA CELEBRATIONS

Bathukamma and Ethnic day was celebrated in college on 17th October 2023. Faculty and students participated with zeal in the celebrations. Everybody came colourfully dressed and the college wore a festive and beautiful look.



A group picture with the students for Bhathukamma Celebraions

EDUCATIONAL TOUR

Faculty Educational Trip

On 30th November 2023, the teaching and non-teaching staff of VJIAS, a total of 25 members including 6 children went on an educational trip to Vizag. The Faculty visited several tourist spots including Simhachalam, Kailash Giri & Rushikonda Beach on day one and on the second day they visited Lambasingi and Kothapalli waterfalls and Araku. The trip was a learning experience to all the members as they learnt about the history of Simhachalam, the working of fighter aircraft and Submarines in the Museum. A Visit to the Tribal Museum at Araku, was a lesson in how tribal people live and make a living for themselves. The faculty and staff of VJIAS wholeheartedly thank the management of VJ and specially the Chairman, VJIAS and General Secretary, VJ for readily granting permission and for providing total financial assistance for the trip.



Students' Picnic

60 final year students, from all streams, with 4 members of the faculty and 2 non-teaching staff went on a picnic to **Wonderla** on 18th November 2023, Students expressed their joy and happiness for allowing them to go on this trip. They immensely enjoyed themselves and thanked the principal and management for granting their request.



Student Achievement:

Our student K.Sai Kumar from B.Com II year, has won two Gold Medals in the 4th National Traditional Silambam Championship 2023 in Single stick and Double stick events. VJIAS Management, Faculty and staff congratulate him on achieving this feat.



TRIBUTES TO THE NATION'S LEADER



Floral tributes were paid to Sardar Vallabh Bhai Patel on 'Ektadiwas' i.e on 31st October.

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. 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.

| | | | |
|----|--|--|------------|
| 01 | Avinash & Manoj - BBA 2nd year | Impact Of Movies On Human Life | 02/09/2023 |
| | Niharika & Deepika – BBA 1st year | Building One's Confidence | |
| | Anand Rao – BSC 1st year | Pill Camera | |
| | Mayur and Akshay kumar – B.com 1st year | Women Security | |
| | Swathi – B.com 1(A) | Problems Faced By Teenagers Today | |
| | Crestina – B.com 1(A) | How To Manage Failures | |
| | Priyanka- Bcom (2A) | ISRO | |
| | Kumar sai – B.com(2B) | Cyber Security | |
| | MH.D Aleemuddin – Bcom 3B | The untold story of TATA - ZUDIO | |
| | Rohith – BBA 3rd year | Mapples Map My India | |
| 02 | Jayavardhan & Raviteja –B.com 1A | Screenless Display | 04/11/2023 |
| | Sanjana & Dhanraj – B.com 1B | Change your thinking & Change your life | |
| | Affan Ahmed & Swetha sharma-BBA 3rd year | Empowering Women Leaders In Indian Elections | |
| | Mohd.Ghouse & Rakesh-BBA 3rd year | D-Mart | |
| | Charmi & Divya – Bcom 2B | Women Entrepreneur | |
| | Chaitanya & Rakesh – Bcom 2B | Drug Free Life | |
| | Niharika – Bcom 2A | Japanese Philosophies | |



A Group photo of Students and Faculty

FUTURE EVENT PLANNED

A national seminar on the theme “Empowering Women Entrepreneurs in the Digital Age”, is planned to be held in February 2024. This seminar attempts to connect women entrepreneurs and innovators with faculty and students of various colleges. The aim of the seminar is to promote entrepreneurship and innovation among students.

VIGNANA JYOTHI EXECUTIVE COMMITTEE MEMBERS

| | | |
|---------------------------------------|----|-------------------|
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| 6. Sri K. Madhav | -- | Joint Secretary |
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| 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

| | | |
|--|----|---------------------------|
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| 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, Principal | -- | Member |
| 11. Dr. T. Rama, Vice-Principal | -- | Special Invitee |
| 12. Dr. D. Vijaya Prasad , Director | -- | Member, Secretary |