



# JNTUA..... NEWS LETTER



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**Volume – I**

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**Issue – 3**

Prof. H.Sudarsana Rao, Chairman

Prof. K.S.R.Anjaneyulu

Prof. P.R.Bhanu Murthy, Convener

Prof. V.Sankar

Prof. S.V.Satyanararana

Dr. M.L.S. Deva Kumar, Co-ordinator

Prof. K.Soundararajan

Prof. N. Devanna

## VICE-CHANCELLOR'S MESSAGE



Among the three Technological Universities in the State, JNTUA, Anantapur is younger one, in terms of size, with respect to number of Colleges affiliated and number of students enrolled. There are some colleges, which are given autonomous status, to plan academic development in their own way, with in the frame work of the University. Such colleges can take steps to set their own higher academic standards like having attendance requirement of 80%, instead of 75% etc.

Engineering students have to acquire practical knowledge through Laboratory Programmes. If the students perform laboratory experiments individually, instead of, in a group, they can learn in a better way. That is the ideal situation. In all cases, it may not be possible, particularly, when heavy machinery is to be used for experiments. But the colleges can plan to reduce the number of students in each subgroup, to two or three while doing the experiments. For computer based laboratories, this problem may not be there.

University proposes to change the syllabus for all the academic programmes in the academic year 2012-13. Suggestions are welcome from teachers in this regard. Faculty members in all colleges can discuss about this and give constructive suggestions. Instead of mentioning additive or deletion of topics, or subjects, alternate course structure or syllabus is to be given. The proposals can be sent to DAP or chairman Board of studies.

There is urgent need to improve quality in technical education. Colleges must concentrate on this aspect, rather than on quantity. Teacher training is an important aspect in this regard. University is conducting refresher Programmes in selected subjects. University also wants to recognize some departments in affiliated colleges as Research Centers, provided they meet stringent guidelines being framed. Hope some institutions will come forward to support Ph.D programmes also, without compromising with quality.

**Wishing fruitful and eventful Academic year for all.**

## EVENTS

### **66<sup>th</sup> Independence Day Celebrations at JNTUA**

66<sup>th</sup> Independence day has been celebrated at J.N.T.University Anantapur with great patriotic fervor. Hon'ble Vice Chancellor Prof. K. Lal Kishore unfurled the National Flag and addressed the gathering. He



stressed in his speech the need for Technology Improvement and Continuous Research for the Nation's development. He recapitulated the sacrifices of the great freedom fighters and their commitment for the cause. He called the youth to have such commitment for the cause and advised all the faculty to strive for the technological development and continuous improvement. Rector, Registrar, Directors of the University, Principals, Staff and students attended the event. The Hon'ble Vice Chancellor was invited by NCC cadets at the Administrative Block of the University

and he offered tributes to the National Leaders before flag hoisting. The parade of NCC cadets and students of Department of Management with uniform were attractive. The program concluded with the National Anthem.

### **TEACHERS' DAY CELEBRATIONS**

Teacher's Day was celebrated on 5<sup>th</sup> September, 2012 in the Administratve Block of JNTUA on the birth anniversary of the great Teacher, Philosopher and Statesman, Dr. Sarvepalli Radhakrishnan. On this occasion, the floral tributes were paid to the portrait of Dr. Sarvepalli Radhakrishnan, by all the University officials and the great qualities of Dr. Sarvepalli Radhakrishnan were remembered in the speeches.

It is a proud moment for the University, because on the occasion of Teacher's day, Deputy Chief Minister Damodar Raja Narashima awarded the Best Teacher Award of Government of Andhra Pradesh to Prof.K.Govinda Rajulu, Professor of Mechanical Engineering and Director in-charge, Foreign Affairs and Alumni Matters, JNTUA and Dr. K. B. Chandra Sekhar, Professor of Chemistry and Director of Evaluation, JNTUA, Anantapur at Ravindra Bharathi, Hyderabad.

### **ENGINEER'S DAY AT JNTUA**

The 45<sup>th</sup> Engineer's Day and 152<sup>nd</sup> birth anniversary of Sir Mokshagundam Visweswaraya was celebrated in a grand manner on JNTUA campus on the Friday 15<sup>th</sup> Septempber, 2012. This program is organized jointly by Institution of Engineers (India) and JNT University Anantapur. Engineers working in various Govt. departments like R&B, Irrigation, APCPDCL, Panchayat Raj and J.N.T.University attended the grand festival. Prof. K.Lal Kishore, Hon'ble Vice Chancellor, JNTUA and Shri V.Durga Das, IAS, District Collector and Magistrate were the Guests at this function.

Addressing the gathering, District Collector Sri V. Durga Das said that young and aspiring engineers should follow the footsteps of Visweswaraya, who made exceptional contributions in the field of engineering with a motto of selfless service to the nation. Speaking on the occasion the Hon'ble Vice-Chancellor, K. Lal Kishore said that every engineer should take Visweswaraya as an inspiration and strive hard to contribute to the country. The Hon'ble Vice-Chancellor inaugurated the engineering technical exhibition "TECHNO EXHIBITION – 2012" in the University campus. Prof. B. Umamaheswara Gowd Rector Co-ordinated the event. During this exhibition the laboratories of the J.N.T.U.A. College of Engineering, Anantapur kept open for the visit of school children and public. Around 4000 school children visited the laboratories.

### **FELICITATIONS TO VICE CHANCELLOR**

On September 14<sup>th</sup>, on the eve of Engineers' Day, members of Teachers' Association, JNTUCEA felicitated Hon'ble Vice Chancellor Prof. K.Lal Kishore. Dr. B.Eswara Reddy President, Teachers' Association presided over the function and Prof.A.Ananda Rao, Principal, JNTUACEA graced the occasion. All the University Officials attended the same. In his speech, Prof. K.Lal Kishore emphasized the need for Research & Development. Teachers Association Office bearers Prof.K.N.Jayaveera, Vice-President, Dr.M.L.S.Deva Kumar, Secretary, Dr.B.Chandra Mohana Reddy, Joint Secretary and Smt.G.Mamatha Treasurer organized the program.



Dignitaries on the dais



Felicitations to VC by President and Secretary

### **TEACHERS' ASSOCIATION WEB SITE LAUNCHED**

#### **BY HON'BLE VICE CHANCELLOR**

Teachers' Association, JNTUA College of Engineering, Anantapur developed a web site [www.jntuata.org](http://www.jntuata.org) for the use of association members. On 14<sup>th</sup> September, on the eve of Engineers' Day, the web site is launched by Hon'ble Vice Chancellor Prof. K.Lal Kishore at EEE seminar Hall in the presence of all the University Officers and members of Teachers' Association. Vice Chancellor enquired about function of web site and appreciated the efforts of Dr.M.L.S.Deva Kumar, Secretary who designed and developed website. The Vice Chancellor also suggested to include all the achievements of teachers in the web site. Dr. Deva Kumar demonstrated the utility of the web site and requested all the members to make a regular use of web site know about the news, announcements, new G.Os, new photographs, service matter and tax tips etc., through web site.

## NSS DAY CELEBRATED AT JNTUA

September 24<sup>th</sup> was celebrated as NSS Day at University Campus. Hon'ble Vice Chancellor Prof. K. Lal Kishore was the Chief Guest at Sapling plantation program arranged at High mast Triangle in front of EEE department, JNTUA College of Engineering. Principal Prof.K.S.R.Anjaneyulu presided over the program. NSS Program Officer Smt.K.Madhavi organised the 'plantation of saplings' activity. Along with Vice Chancellor, Prof. K. Soundararajan, OSD to V.C, H. Sudarsana Rao, Recor, Prof. K. Hemachandra Reddy, Registrar, other directors of the University, NSS Co-ordinator Dr.T.Narayana Reddy and other faculty members, volunteers attended the program. Dr.M.L.S.Deva Kumar, NSS Program Officer, Dept. of Management, administered NSS oath by all the participants. NSS volunteers of JNTUA College of Engineering, Anantapur, Dept. of Management participated in sapling plantation in the campus.



Hon'ble V.C Prof. K. Lal Kishore started plantation in JNTUA



Students of JNTUA taking NSS Pledge



Students of JNTUACEA with Program Officers at rally



Students of JNTUACEA at plantation site



Taking NSS pledge by Hon'ble V.C. K.Lal Kishore, along with DAP V. Sankar, OSD K.Soundararajan, Rector H. Sudarsana Rao, Registrar K.Hemachandra Reddy, Principal K.S.R.Anjaneyulu, Vice Principal D.SubbaRao, NSS Coordinator T.Narayana Reddy and others.

### **NSS FOUNDATION DAY AT OTRI, ANANTAPUR**

At Oil Technological Research Institute (OTRI) NSS Foundation Day has been celebrated in grand manner. Prof. K.Lal Kishore was Chief Guest at Blood Donation Camp arranged at OTRI Campus. Prof.V.Sankar, Director Academic & Planning, Dr. N.B.L.Prasad NSS Program Officer along with several volunteers donated blood. Prof. N.Devanna, Director, OTRI presided over the program. All the University Officers, faculty, staff and students participated in the program.



Offering Juice to Blood Donors Prof V.Sankar by Hon'ble V.C K. Lal kishore, Dr.N.B.L.Prasad by NSS Co-ordinator Dr. T. Narayana Reddy

# PROGRAMMES

## COMMUNITY SERVICE PROGRAMS

The students of Biotechnology of JNTUA College of Engineering, Pulivendula have organized a community service programme called “Helping Hands” and distributed Water Purifier & Sports kits to the adapted government school students on the occasion of AAVIRBHAV-2K12 held on 25<sup>th</sup> & 26<sup>th</sup> Sep-2012.

## FACULTY DEVELOPMENT PROGRAMS

Mr. T. Md. Munawar, a faculty of Bio-Technology Department, JNTUACE, Pulivendula has attended Summer workshop on Bio Process Engineering during July 9<sup>th</sup> to 13<sup>th</sup> 2012, at IIT, Madras.

Prof. A.Ananda Rao, Professor and Dr. B. Eswara Reddy, Associate Professor, of the Department of Computer Science and Engineering, JNTUA College of Engineering, Anantapur have attended national programme on “Technology Enhanced Learning” organized by IIT Madras on 31-08-2012 & 01-09-2012.

Dr. G. Sankara Sekhar Raju, a faculty of Mathematics Department, JNTUACE, Pulivendula attended the workshop on” NPTEL NMEICT Awareness Workshop” Organized by National Institute of Technology, Warangal during August 31 - September 1, 2012.

## FACULTY TRAINING PROGRAMME ON “C AND DATA STRUCTURES”

The department of Computer Science & Engineering, JNTUACEA has organized a six day short term faculty training programme on “C and Data Structures” during 3<sup>rd</sup> September - 8<sup>th</sup> September, 2012. The programme Coordinator was Dr. B.Eswara Reddy, Associate Professor & Head, Dept. of CSE, JNTUACEA and the Convener was Prof. A.Ananda Rao, Professor of CSE, JNTUACEA. The program was in collaboration with APSCHE. About 60 participants attended this programme from different affiliated colleges of JNTUA.

## CAREER AWARENESS PROGRAMME

The Department of Management, JNTUA has organized Career Awareness Programme on 10-07-2012. Mr.K.Ram Seshu, Assistant Manager, Dena Bank. Bangalore delivered guest lecture. Mr.K.Ram Seshu has explained about some important techniques of competitive examinations for the benefit of students.

The Department of Management, JNTUA has organized Career Awareness Programme on 08-08-2012. Mr.Manoj Kumar, HR Client Relations, ARTECH delivered guest lecture and discussed on ‘The Corporate Culture and MNCs work environment’ with the students.

## UGC SPONSORED JOB ORIENTED BRIDGE COURSE AT DEPT. OF MANAGEMENT

The Department of Management has introduced new Job Oriented Bridge course for the senior students of Dept. of Management. The course is on ‘International Banking and Financial Services’ sponsored by University Grants Commission. Dr.M.L.S.Deva Kumar, Officer Incharge of MBA acted as Co-ordinator. This training program is aimed to get employment opportunities in BFSI like, Banking Companies -Brokerage Firms -NBFCs -Mutual Funds -Insurance Companies, \*Bank of America \*Deutsche Bank \*J P Morgan \*Mphasis \*Karvy \*L&T Finance \*SBI Mutual Fund, \*Franklin Templeton Investments \*Bajaj Allianz \*Met life \*LIC \*CAMS

## **Deutsche Bank Group visited JNTUA**

Vimal Bhutani, Vice President - Head Training Academy, Deutsche Bank along with Mr. Chandra Sekhar Vice President, Deutsche Bank visited the Department of Management, JNTUA and interacted with the senior MBA students on 01-08-2012.

## **LECTURE ON ENERGY CRISIS**

In the presence of V. Sankar, Registrar of JNTUA, V.RaviShankar ADE & Incharge of Rayalaseema Electricity Engineers federation addressed the gathering and suggested JNTUA engineering students to utilize the natural resources to produce electricity with the help of solar and water and requested the University Authorities to help the students by providing the equipment for conducting experiments with the help of natural resources which can produce 6000 MW of power as it will avoid the power crisis.

## **CHANGES IN THE ADMINISTRATION**

The following changes have taken place in the administrative set up of JNTUA in the month of September 2012:

1. Prof. H. Sudarsana Rao is appointed as Rector of the University in place of Prof. B. Uma Maheswar Gowd.
2. Prof. K. Hemachandra Reddy is appointed as Registrar of the University in place of Prof. V. Sankar.
3. Prof. K. Soundrarajan is appointed as Officer on Special Duty to Vice-Chancellor.
4. Prof. V. Sankar is appointed as Director, Academic & Planning in place of Dr. K. Hemachandra Reddy.
5. Prof. B. Uma Maheswar Gowd is appointed as Director, Admissions in place of Dr. P.R. Bhanu Murthy.
6. Prof. K. Govinda Rajulu is appointed as Director of Evaluation in place of Prof. K. B. Chandra Sekhar.
7. Prof. P.R. Bhanu Murthy is appointed as Director, Foreign Affairs & Alumni Matters in place of Prof. K. Govinda Rajulu.
8. Prof. K.B. Chandra Sekhar is appointed a Director, R&D Cell in place of Prof. K.S.R. Anjaneyulu.
9. Prof. V. Bhaskar Desai is appointed as Director, Industrial Consultancy Services in place of Prof. H. Sudarsana Rao.
10. Prof A. Ananda Rao is appointed as Director, Industrial Relations and Placements and also Director, SCDE in place of Prof. S.V. Satyanarayana.
11. Prof. K.S.R. Anjaneyulu is appointed as the Principal, JNTUA College of Engineering, Anantapur in place of Prof. A. Ananda Rao.
12. Prof. S.V. Satyanarayana is appointed as the Principal, JNTUA, College of Engineering, Pulivendula, in place of Prof V. Venugopal Reddy.
13. Prof. D. Subba Rao is appointed as Vice-Principal of JNTUA College of Engineering, Anantapur in place of Dr. Prahlada Rao.
14. Prof. K. Rama Naidu is appointed the Vice Principal, JNTUA College of Engineering, Pulivendula in place of Prof. A.V.N. Swamy.





## Ph.D.s AWARDED

- a) Dr. K.Madhavi, obtained Ph.D. in Computer Science and Engineering for her thesis titled “Hand off Transaction Strategies in Wireless Networks”, supervised by Dr. K.Sudha Rani and Co-Supervised by Dr. P.Chandra Sekhar Reddy.
- b) Kiran kumar Jogu obtained Ph.D. in Computer Science and Engineering for his thesis titled “Cost-Effective Software Testing Techniques in Black-Box Environment”, supervised by Dr. A. Ananda Rao, Professor of Computer Science & Engineering

## PUBLICATIONS IN JOURNALS

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- Charuvaka Muvva<sup>1\*</sup>, Lata Tewari<sup>2</sup>, Kasoju Aruna<sup>3</sup>, Pabbati Ranjit<sup>3</sup>, Zahoorullah S MD<sup>4</sup>, K A Matheen MD<sup>5</sup>, Hemanth Veeramachaneni<sup>6</sup> “identification of m-RNA and their goals” Bioinformation,2012, ISSN 0973-2063, Vol 8(2), PP 98-103.
- Aruna Kasoju<sup>1\*</sup>, M Lakshmi Narasu<sup>2</sup>, Charuvaka Muvva<sup>3</sup> & Bathula VVSubbaRao<sup>3</sup> “Prediction of three –dimensional structure” Bioinformation,2012, ISSN 0973-2063, Vol 8(14), PP 684-686.
- T.Md.Munawar<sup>1</sup>, K.aruna<sup>1</sup>, A.V.N Swamy<sup>1</sup>” “studies on production of keratinase from different keratin substrates using *bacillus licheniformis* strains” International journal of pharmaceutical research and development, International Standard Serial Number 0974 – 9446 , vol 4(7), pp 193-200, sep 2012.
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- R.SRINU VENKAT RAO, T.REDDY PRASAD REDDY, T.Md.MUNAWAR<sup>1</sup> Isolation, Purification and Characterization of Anti-inflammatory and anti-cancer compounds from the leaves of “*Acalyphaindica*” 7 & 8<sup>th</sup> aug at JNTUACEP.
- A Stability Indicating UPLC Method for Finasteride and Its Related Impurities” Y. Koti Reddy, G. V. Subba Reddy, K. N. Jaya Veera, Kishore Kumar Hotha, American Journal of Analytical Chemistry, 2012, 3,(In press)
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- Y. Durga Prasad, Dr. A. Ananda Rao, "Service Level Management Approach to Address Dependability of SOA Life Cycle ", International Conference on Computer Science and Information Technology (ICCSIT), 14<sup>th</sup> June 2012 Pune. India
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- P. Lakshmi Narayana and A. Ananda Rao, “Improving Performance and Scalability of Two Sided Markets in SoS”, national conference on “Advances In Computer Sciences, communication and Information Technologies”[ACSCIT-2012] on 28<sup>th</sup> July 2012, Jawaharlal Nehru University(J.N.U), New Delhi-110 067 [ISSN 0974-2255]
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- Hemanath Koonna and A. Ananda Rao, “ASSESSMENT OF SOFTWARE QUALITY BY CODE READABILITY”, national conferences on INTERNET AND WEB SERVICE on 2<sup>nd</sup> and 3<sup>rd</sup> august 2012, at Pondicherry Engineering College, Puducherry, India-605014
- P. Dileep Kumar Reddy, A. Ananda Rao, “HTCPM: A Hybrid Test Case Prioritization Model for Web and GUI Application” at the National Conference on “Advances in Computer Sciences, Communication and Information Technologies” [ACSCIT- 2012] held at J.N.U, New Delhi on 28<sup>th</sup> July 2012 (ISSN No: 0974-2255 )
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## SEMINARS / SYMPOSIA / CONFERENCES AND WORK SHOPS ORGANISED

### A NATIONAL LEVEL CONFERENCE ON "EMERGING TRENDS IN BIOTECHNOLOGY"

The Department of Biotechnology, JNTUCE, Pulivendula has organized a National level conference on "Emerging trends in Biotechnology" on 7<sup>th</sup> & 8<sup>th</sup> AUG-2012 (For Faculty) and The Chief Guest was Prof. Arjula Ramachandra Reddy, Honorable Vice chancellor, Yogi Vemana University, KADAPA, and The Guest of Honor was Dr.Md. Nissar Hussain, Former Director of Animal Husbandry & Adviser, GVC India Pvt.Ltd, Hyderabad.

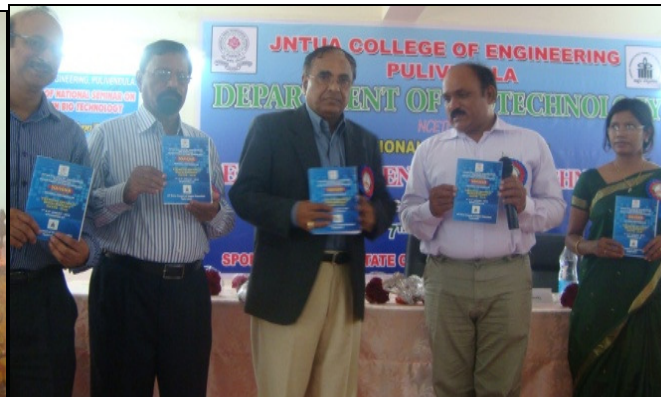
The conference was organized to benefit the teachers/scholars/engineers who wish to learn the Emerging Trends in Biotechnology for their future teaching/research activities.

The objective of the conference was to showcase research and development activities in Biotechnology. The conference brought together teachers/scholars/engineers in various disciplines like:

- Biotechnology
- Biomedical Engineering
- Pharmacy
- Bio Chemical Engineering



Inaugural function



Release of NCETB souvenir

## A National level Students' Technical Symposium "AAVIRBHAV-2K12"

The Department of Biotechnology, JNTUCE, Pulivendula has organized A National level Students' Technical Symposium "AAVIRBHAV-2K12" on 25<sup>th</sup> & 26<sup>th</sup> Sep-2012 and the Chief Guest was Prof. K. Lal Kishore, Honourable Vice-Chancellor, JNTU Anantapur and the Guest of Honor was Prof. K. Hemachandra Reddy, Registrar, JNTU Anantapur.

Different sessions of oral presentations and Poster Presentations were organized as a part of the Symposium. Several students from various Institutions attended the symposium.



Hon'ble V.C. gracing Inaugural function



Dignitaries during Lighting the lamp

## National Level Students Technical Symposium- Scintillace 2k12

The Department of Electronics and Communication Engineering, JNTUCE, Pulivendula organized a National Level Students Technical Symposium- Scintillace 2k12 on 27<sup>th</sup> & 28<sup>th</sup> September-2012. The Scintillace 2k9 and 2k11 have been a platform for the engineers to share the technical advancements and gave an industrial exposure to the students with a deep sense of bonding between the pillars of yesterday and talent of tomorrow.

The Scintillace 2k12 is all about acquiring the cutting edge expertise in all spheres from technical, cultural, theoretical and practical approaches. The symposium provided an excellent podium to bring out the talent in the students and facilitated a rapport in between various academic institutions with the industry with the goal of national empowerment.

## Workshop on JNTU Pulivendula Linux User Group

Computer Science & Engineering department of JNTUA College of Engineering, Pulivendula has conducted a two days workshop on 27-07-2012 & 28-07-2012 "JNTU Pulivendula Linux User Group[J-PLUG]", Resource persons are from SWETCHA Organization.

## Workshop on "NPTEL-NMEICT programme"

Dr. G.V.Subba Reddy, Assistant Professor, Department of Chemistry, JNTUA College of Engineering, Pulivendula has attended Two day workshop on "NPTEL-NMEICT programme", sponsored by IITM and conducted by NIT, Warangal during August 31<sup>st</sup>, 2012 & September 1<sup>st</sup>, 2012.

## GUEST LECTURES

- Pradeep, CEO, FINMARK, Cochin, have delivered series of lectures on “Experience of Share Markets and Fund Management” to students of Dept. of Management.
- Thyagarajan .B, CEO, Stratadigm has visited the Department of Management and spoke to the students on “Dynamics of Interview” and conducted MOCK INTERVIEWS for the students on 28-08-2012.



Vimal Bhutani, Vice President, Deutsche Bank, interacting with MBA Students



Thyagarajan .B CEO, Stratadigm at Dept. of Management

## JUBILANT MOMENTS OF DEPARTMENT OF M.B.A., JNTUA

The Department of Management has

- Obtained AICTE approval for MBA course for the academic years 2010-11, 2011-12 and 2012-13
- Obtained – *Life time Corporate Institutional Membership* from **All India Management Association** (AIMA)

### **Establishment of welfare associations:**

- Established JNTUA Management Students Association (JAMSA) for the welfare of the students of Department of Management.
- Established JNTUA ALUMNI ASSOCIATION OF MANAGEMENT (JAAM) for the welfare of the alumni Department of Management.