

## From the Chairman's Desk.....



A clarion call is sounded for Higher Education in the State of Andhra Pradesh for putting its growth on a sustainable and faster track, giving importance to equity, access, affordability and quality in all spheres of education and for avoiding potential stagnation. Presently, Andhra Pradesh State has 31 State Universities, 8 Central Institutions, 3 Central Universities, 5 Deemed to be Universities and 8 Private Universities. The State has 1305 Colleges offering conventional Degree programs, 307 colleges offering technical programs like Engineering, MBA, MCA, Pharmacy, 482 Colleges offering Education Programs, 73 Colleges offering Physical Education programs and 39 Colleges offering Law programs. The GER of AP was 32.4 as against the GER of 26.3 on all India basis in 2018-19. 13.21 lakhs of students are pursuing Higher Education in the State of AP.

As we poise ourselves to meet the desired objectives, there needs to be a platform to disseminate desired information to all the stakeholders – educational administrators, faculty, students, parents and employers. It is hence that *Illumino*, the maiden issue of the bulletin from A P State Council of Higher Education is launched on the eve of *Plava Nama Samvatsara*, 2021. Since we talk so much about sustainability, global environment and carbon credits, we launched *Illumino* as an e-bulletin.

The *Illumino* of AP State Council of Higher Education consists of **Pradhāna anśaṁ** – a theme paper which focuses on one of the academic or administrative aspects. The selection of the theme paper is based on its usefulness to faculty and/or students. **Kāryakalāpālu** - short briefs on the recent activities of the APSCHE and those of the Department of Higher Education, Govt. of AP are included in the e-bulletin. Some of the orders of the Government of AP or Central Government or UGC Regulations will be explicated

in **Nibandhanalu** to create awareness along with **Nivēdika**—a summary on one of the Reports of either APSCHE or UGC or State or Central Governments. Another feature of the e-bulletin is **Āviṣkaraṇa**, a concise report on one of the innovations in science and technology or on any idea that is transformed into a novel solution to a meaningful problem. This feature is to generate new ideas among innovating students and to draw students and faculty towards innovations. **Mārga nirdhēsaṁ** is another facet in the e-bulletin dealing with career guidance for students. Every issue of e-bulletin will speak about the career prospects of one area or other under this. **Viślēṣaṇa** deals with statistical analysis of data pertaining to Higher Education. **Atithi**, is a guest column where thoughts on Higher Education are shared by eminent people in the field.

As one looks back, it is a matter of no small surprise that all the activities of the Council are being performed by a band of less than a dozen committed functionaries in the office of AP State Council of Higher Education which is as lean as the Council and no other whose mandate is as big as the Council.

I profusely thank Prof.K.C.Reddy, Former Chairman, APSCHE and Chancellor, RGUKT, for his contribution to our Guest Column and I sincerely thank Prof. K.Nagabhushana Raju, Professor, SKU College of Engineering and Technology and Director, AIC, Sri Krishna Devaraya University, Anantapur for the Startup Impact Story.

The e-bulletin of APSCHE brings the happenings of our ever-on-the move Higher Education in the State of Andhra Pradesh. Through this e-bulletin, we at the AP State Council of Higher Education wanted to capture all the activities and happenings in Higher Education and disseminate them to all stakeholders.

Dear fellow academicians and students, here I present, *Illumino*—the e-bulletin of the APSCHE.



K. Hemachandra Reddy

Improving Generic Skills in Students

One of the major concerns of the effect of globalization is to bring in reforms in the higher education system to address the issue of improving the employability of students. Employability through education is different from relevance of education. It is being felt that policy makers in Universities and Government should take a hard look at the present scenario and take appropriate actions to make our students more employable.

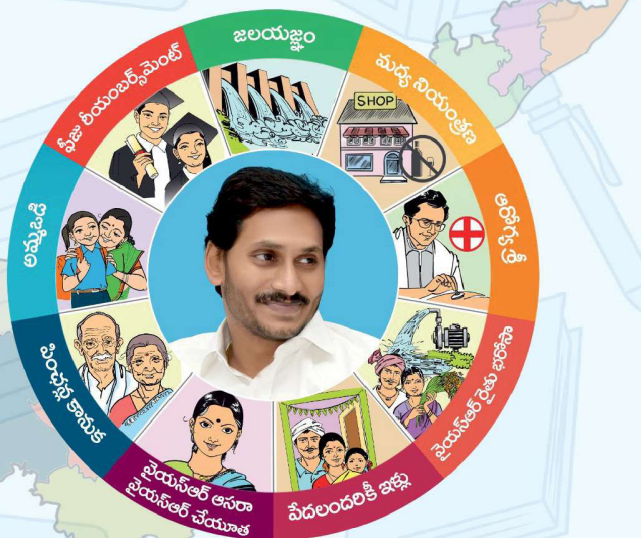
The complaints these days one hears from the employers are that even the best students from some of the lead institutions are considered as 'educated but unemployable' by industries' standards. The reasons could be many, but one has to realize that an educational institution cannot be able to build a workforce for each one of the industrial firms or service-based undertakings. The job-specific human capitals for each of the industrial units cannot be built in educational institutions. Studies indicate that acquiring trade skills through vocational / professional education and training is inferior to company based training. Moreover, the needed skills in the market are also becoming increasingly complex.

Analyzing this situation, the Universities and Colleges need to seriously involve in focusing on what is the best to be done to improve employability potential in our students. It may be realized that the various skills required for employment can be divided into job-specific skills and generic skills.

The job-specific skills are to be learnt on the job rather than in the classrooms. Therefore we need to concentrate on the generic skills that are useful for all sectors of employment. Such skills include communication and related academic skills, analytical skills, problem-solving skills, computer skills, emotional skills, ability for self-learning skills, etc. In addition to this, one can add many values like self-confidence, leadership, work ethics, honesty, etc. Our higher education system needs to provide these basic and generic skills to the students. However, these skills cannot possibly be taught formally in a 'course' mode. Some of the academic skills can be inculcated along with subject knowledge in the classrooms. The other generic skills have to come from the academic atmosphere maintained in the institution and interaction with the community. Institutions should provide scope through their own methods for nurturing such skills by promoting various activities. Students should be exposed to such activities from the first year of their course studies and should be continued till the end of their stay in the institution. It may be necessary that these be brought into the assessment mode and students should know that they are evaluated.

This issue of how to improve the generic skills in our students is a great challenge and the teachers and academic administrators have the responsibility to focus attention on this in the fast-changing global scenario during this knowledge century.

Priorities of the Government



నవరత్నాలు



Review Meeting of Hon'ble Chief Minister on Higher Education held on 09.03.2020



Release of Model Engineering Curriculum by Hon'ble Minister on 08.09.2020

## Kāryakalāpālu

### Activities

#### **Establishment of Entrepreneurship, Innovation and Start-Ups in HEIs**

The Quality Assurance Cell of APSCHE formulated an Idea paper on starting Entrepreneurship, Innovation and Start-Ups Centres in all institutions of Higher Education across the State of Andhra Pradesh with an objective to create an environment for acquiring new knowledge through innovation and research, compatible with the educational mission of the State and to identify and develop Entrepreneurs among the students. 147 institutions have established EISC centres and communicated their compliance report to APSCHE.

#### **Memorandum of Understanding between APSCHE and Confederation of Indian Micro, Small and Medium Enterprises, Bangalore:**

The Andhra Pradesh State Council of Higher Education signed a MoU with Confederation of Indian Micro, Small and Medium Enterprises, Bangalore. The Scope of the MoU is to develop incubation centre(s) and technology laboratories/research station for novel, innovative and value added products, process or service particularly in areas of advances in Technology, Management & Applied Engineering and associated areas of applications across all Universities and the affiliated Institutions under APSCHE. As a part of the MoU APSCHE has organized an Online meeting with the EISC coordinators nominated by Universities and Colleges and CIMSME on 06.01.2021.

#### **Memorandum of Understanding between APSCHE and NRDC:**

The Andhra Pradesh State Council of Higher Education signed a MoU with National Research Development Corporation (NRDC), an Enterprise of Department of Scientific & Industrial Research, Ministry of Science & Technology, Government of India with an objective to organize programmes to create awareness on IPR and patent process and to conduct seminars, workshops and other academic programmes to promote entrepreneurship, innovation, start-ups among students and faculty. APSCHE will identify research areas, training requirements and developmental activities in the thrust areas of research for AP State Universities and work with NRDC to organize various programmes and to undertake projects in the State Universities. As a part of this MoU, a webinar on “Intellectual Property & Innovation Management &

Academia-Industry Collaboration” was organized online on 27th August, 2020, with 230 faculty members of State Universities, Government, Engineering and Pharmacy Colleges

#### **Higher Education Planning Board (HEPB):**

APSCHE has established Higher Education Planning Board (HEPB) in the state of Andhra Pradesh which aims to strengthen inter institutional relationships and bondage irrespective of the status as Central or State University with an objective to promote mutually beneficial programmes among HEIs in the state including skill development, placement support, sharing of infrastructure and learning resources, faculty exchange programmes, best practices, and innovation, incubation & Start-Ups and to suggest new courses of contemporary relevance and support in design and development of curriculum. The first Meeting of HEPB was held at Indian Institute of Technology, Tirupati on 27.02.2021. The meeting was inaugurated by Sri. Audimulapu Suresh, Minister for Education, Government of Andhra Pradesh. A Business Session on “Promotion of Inter-Institutional Cooperation and Enhancing Quality Standards of Higher Education in the light of NEP 2020” was conducted.

#### **Memorandum of Understanding between APSCHE and Council of Scientific & Industrial Research:**

The Andhra Pradesh State Council of Higher Education signed a MoU with Council of Scientific & Industrial Research, New – Delhi. The Scope of this MoU is to promote research and innovation in all the State Universities established in Andhra Pradesh and to develop a research ecosystem wherein the scientists from CSIR and education institutes work together to generate scientific outcomes for the benefit of different sectors of the economy. The two organizations individually and collaboratively take up training programmes, research projects, and innovation programmes and all other programmes for the promotion of research.

#### **One day Webinar on “How to Improve your NIRF Rankings”:**

The Andhra Pradesh State Council of Higher Education has conducted one day NIRF webinar on the theme “How to improve your NIRF Rankings” inviting all the State Universities, Principals of Engineering, Degree colleges and Professional colleges on 04.02.2021. Prof. N.V. Ramana

Rao, Director, NIT Warangal was the Resource Person for the Webinar. The Webinar was attended by 190 participants from higher education institutions across the state of Andhra Pradesh.

### Revision of Curriculum under CBCS

Outcome based curriculum of non-professional undergraduate programmes was revised through the subject committees constituted with experts from Universities and Degree Colleges. The revised curriculum of 4 year Honours Programme with BA, B.Sc, B.Com etc. with Life Skill courses, Skill Development Courses, Skill Enhancement Courses, Research and 10 months of mandatory internship is introduced from the academic year 2020-21. The 4 year Honours Degree Program will have an exit option at the end of three years. Credits are given for participating in NCC / NSS / NGC, etc. Extra Credits can be earned through Online Courses or Massive Open Online Courses (MOOCs) or add-on certificate courses. The system of credit transfer to facilitate students getting better training at appropriate places is also introduced. To ensure inculcating social responsibility and compassionate commitment among the students, Community service during the summer vacation in the intervening 1st and 2nd years of study is made compulsory.

### Online Admissions-2020-21 for Non Professional UG Programmes

The Government of A.P, vide G.O.Ms.No.34 Higher Education (CE) Department Dt: 15-10-2020 has issued orders introducing online admission process for admission into Undergraduate Programmes in Arts, Sciences, Social Sciences, Commerce, Management, Computer Applications and Social work etc. in Government Degree Colleges, Government Autonomous Degree Colleges, Private Aided Degree Colleges, Private Unaided Degree Colleges and Private-Autonomous Degree Colleges and authorised AP State Council of Higher Education to implement the process through the **Online Admission Module for Degree Colleges (OAMDC)** of APCFSS. In order to provide assistance to the students how register on the OAMDC, make web options, issues related to allotment of seats etc., the A.P State Council of Higher Education, in association with the Commissionerate of Collegiate Education, A.P has set up **College Level Helpline Centres (CLHLCs)** in 53 Government Degree Colleges (GDCs) 4 GDCs per District, in all the 13 Districts of the state (with the exception of 5 CLHLCs in Chittoor District). Further, **University Level Helpline Centres (ULHLCs)** were also set up in the 10 affiliating Universities to provide better access to candidates. The admissions were conducted in three phases under Convener quota. 2,62,822 students were admitted across Government, Aided, Unaided and University Colleges in A.P under Convener quota and Spot admissions for 2020-21.



Vice-Chancellors Conference with Hon'ble Governor and Officials of Higher Education held on 16.10.2020



Womens day celebrations in APSCHE on 08.03.2021



HEPB brochure by Hon'ble Minister for Edn. on 27.02.2021

# Nibandhanalu Regulations

## UGC (Degrees and other Awards by the Universities) Regulations 2008

The University Grants Commission issued UGC Degrees and other Awards by the Universities Regulations 2008 were issued with the objective (i) to ensure that each University grants Degrees and other awards to its eligible students regularly in every academic year (ii) to facilitate timely holding of a convocation or adopting any other method, for conferring the Degrees / other awards to eligible students at each University (iii) to assist the eligible students going for employment, higher studies and/or other opportunities, by giving their Degrees and other awards without delay; (iv) to enhance the quality and standard of the University concerned, through its strict adherence to the academic calendar announced in advance; (v) to gain the confidence, goodwill and respect of stake holders, particularly students, through timely and orderly functioning of University. They shall apply to all the Universities in the State.

For implementation of these Regulations, the Universities shall follow the procedure ie (1) At the beginning of each academic year, the University shall announce its academic calendar, giving the schedules for all its activities during the year; (2) In addition to the schedules for academic activities like courses and examinations, the calendar shall also include the date/s for Degree awards; (3) If necessary, the University may schedule Degree awards more often than once in a year and the same shall be included in its academic calendar; (4) The Degree award date/s shall be within 180 days of the date/s by which the students are expected to

qualify and become eligible for them; (5) The University shall notify a programme for Degree awards at least 30 days before the date/s so fixed, so that the candidates can apply for the same; (6) The University shall hold a convocation or follow any other method on the date/s so fixed, to confer the Degrees and other awards to eligible students; (7) If a convocation is held, it shall include the ceremonial aspects, as per the provisions made for them in the University Act, Statutes and / or Ordinances; (8) If for any reason the convocation is not held, the University shall only give away the Degrees and other awards to the eligible applicants at this time; (9) The University shall have the power to assign selected Colleges to hold graduation ceremonies for their students on its behalf, on the date/s so fixed; (10) Such Colleges shall be required to abide by the directions of the University and hold the graduation ceremonies as per the schedule fixed; (11) it may be necessary to amend the University Statutes, Ordinances and / or Rules; (12) The University shall furnish an annual return to the Commission on the observance of the above provision regularly, in the prescribed proforma.

In case, a University does not comply with any of the provisions of these Regulations, the Commission shall have the power to impose penalty on the University in the form of fine and take such other action as it may deem fit including recommendation to the Government, after giving due opportunity to the University concerned to be heard.



Inauguration of AP Higher Education Planning Board held on 27.02.2021



QAC Advisory Committee meeting held on 17.03.2021

## Summary of the UGC ‘SATAT’ – the Framework for Eco-Friendly and Sustainable Campus Development in Higher Educational Institutions

The University Grants Commission (UGC), New Delhi has brought out a Framework for Eco-Friendly and Sustainable Campus Development in HEIs. The framework emphasises that for meaningful and successful campus sustainability programs, clear strategies and goals must be set and a comprehensive approach needs to be taken which not only integrate the built environment but also goes beyond it and touches every aspect of learning, working, and living in campus. Creation of a campus compatible with the surrounding natural and cultural environments, integration of sustainable features into new building designs by adopting green building norms, enhancement of water and energy use efficiency, utilization of materials, services and technologies with less negative environmental impacts, efficient solid waste management are a few steps which are essential for campus sustainability. However, the first step in the direction needs to be sustainability initiatives tied to overall institutional strategy.

The UGC has proposed a generic sustainable framework to set out the principles for achieving green and sustainable campus environment. It is the endeavour of the UGC to integrate sustainability principles into campus operations, developments and programme curricula to promote sustainability.

The overall objective of the framework is to create Higher Education Institution campuses as Laboratory for Implementation of the Sustainable Development Goals. The other specific objectives of proposing this framework are –

- Implement sustainable initiatives within the campus environment by incorporating sustainable practices in development projects.

- Establish a teaching-learning and research environment conducive to a safe and sustainable future by including sustainability related topics in academic programmes.
- Transfer knowledge of sustainability to the community beyond the HEI campus to raise environmental awareness.

The framework gives precise guidelines on issues like –

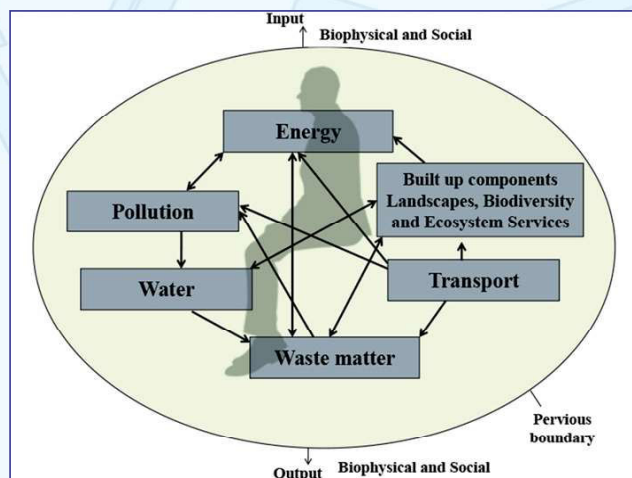
Campus Planning, Design and Development; Resource Optimization; Landscape and Biodiversity; Campus Buildings and Design; Energy Sustainability ; Water Sustainability; Transportation; Procurement; Waste Management and Green Catering all with a recommended implementation approach.

Prof. D. P. Singh, Chairman, UGC visualizes that this initiative will formally integrate faculty, students and support staff into university sustainability movement. Prof Singh summarises that implementing this framework ‘SATAT’ is a process of continual improvement in environmental, social and economic performance leading towards sustainable development. He hopes that our HEIs will adopt the ‘SATAT’ and contribute to India’s journey towards fulfilling the promise made to achieve the Sustainable Development Goals.

The detailed framework of Eco-Friendly and Sustainable Campus Development is available on the UGC website <https://www.ugc.ac.in>.

**Consolidated data of APCEs-2020**

2020-21									
CET Name	Registered			Appeared			Qualified		
	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL
APEAMCET	111135	74801	185936	94558	62395	156953	79033	54039	133072
APEAMCETB	28555	59097	87652	24635	51223	75858	22424	47197	69621
APECET	29081	8086	37167	25168	6731	31899	24112	6550	30662
APICET	35044	29840	64884	28215	23799	52014	22090	18823	40913
APPGECET	16691	12177	28868	13093	9826	22919	11270	8895	20165
APEDCET	5670	9988	15658	3714	6652	10366	3685	6585	10270
APLAWCET	12970	5401	18371	8551	3733	12284	7932	3294	11226
APPECET	2326	770	3096	1535	474	2009	1508	458	1966



## Kuppam Electro Solutions - Startup Impact Story A Journey – Idea To Product

A programme was organised by Atal Incubation Centre – Sri Krishnadevaraya University (AIC-SKU), Anantapur to convert ideas into product in association with World Wide Fund (WWF-India). The prototype was developed by Kuppam Electro Solutions (KES) and tested in the field in the month of December – 2019 and the product was delivered to WWF – India in the month of March – 2020. The product, Live Wire Detector proved quite successful in detecting live wires in the forest areas. WWF-India team was satisfied with not just the solution but also with the implementation mechanism which led to commercialization of the product. WWF-India gave the first order for 100 devices. The product impressed WWF-India so much so that it extended support on the marketing front for the product. The product has now been promoted in other countries and KES team is putting efforts on streamlining the production-operation-delivery cycle to take the product to the next level of commercialization.

The Kuppam Electro solutions Private Limited (KESPL) company was incorporated on 19th February 2020 with the aim of providing globally acceptable solutions to our clients.

They closely work with the clients for better understanding of their needs and to provide high quality product services.

Kuppam electro solutions is incubating with Atal Incubation Centre - Sri Krishnadevaraya University (AIC-SKU), Ananthapuramu, Andhra Pradesh. The journey of KESPL began with an innovation challenge organized by AIC-SKU in partnership with World Wildlife Fund (WWF) - India in August - 2019. Here is our journey of how a problem converted into idea and there by a product.

### Building Products through Innovation

There is no better way to celebrate a product innovation than to realize its commercial potential. Many brilliant ideas come to the table but only few make it out of the boardroom to see the ‘Product Development’ phase. Kuppam Engineering College (KEC) with due support from AIC-SKU has done a brilliant job in terms of building a commercially viable product through innovation. Here’s the story on the same –

### Problem Statement

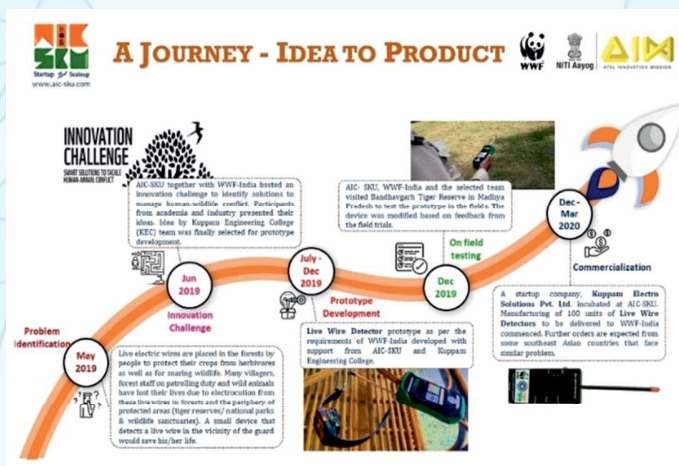
WWF-India forest guards lost their lives as they accidentally stepped onto ‘live wires’ laid to trap wild animals in the periphery of the forests and National parks. There was an imminent need for WWF-India to come up with a plausible solution to eradicate this problem and save lives of the forest guards.

### Tackling the Challenge

AIC-SKU in partnership with WWF-India took up the challenge and hosted an ‘Innovation Event’ on May 2019 as part of their efforts to encourage and bring in various innovative ideas to fruition. Participants from across academia and industry took part in Innovation Challenge and put out their ideas. The ideas ranged from educating forest guards and taking preventive measures to building software solutions and hardware devices that can be used to eradicate the problem at hand.

### Providing Solution - Live wire detection

Kuppam Engineering College (KEC) came up with an innovative solution in the form of a Live Wire Detection and presented in innovation challenge conducted by AIC with



### Start-up Name: Kuppam Electro Solutions



Live Wire Detector Product

WWF on JUN 2019. The solution comprised of a combination of software and hardware package that helped detect the hidden live wires laid deep beneath in the ground. The solution impressed the overseeing panel and was decided as the winner of the challenge.

### Developing Prototype

AIC-SKU provided the required support to KEC and helped develop the prototype. The prototype was developed under carefully designed guidelines and practices keeping in mind the requirements of WWF-India.

### Testing the Solution – On Field-Testing

AIC-SKU led the discussions and with support from WWF-India, KEC was able to test the prototype on-field. The team included members from KEC Innovation Team, AIC-SKU and WWF-India that reached Bandhavgarh Tiger Reserve in Madhya Pradesh on 16th Dec 2019 and put the device to test.

### Commercialization of Efforts

The live wire product Live Wire Detector proved quite successful in detecting live wires in the forest areas. WWF-India team was satisfied with not just the solution but also with the implementation mechanism which led to commercialization of the product. WWF-India gave the first order for 100 devices.

### Product Details:

#### LIVE WIRE DETECTOR



### Description :

Electrocution causes serious effect on humans and animals and some times leads to death. The Electrocution is one in all the main problems faced in forest areas, Building collapse due to earth quakes and floods and in agricultural fields.

The Live Wire Detector (LWD) gives cautioning of uncovered high voltage AC from a protected distance. The LWD will gives audible alert of the presence of AC voltage wires without the need to contact the AC wires. The LWD beeps with an increasing rate as the unit is closer to the AC wires.

LWD is an affordable device and it is easy to carry in the hand and pocket. It is extremely valuable for frontline officers as it saves their lives.

### Degrees and Duration of Major Programmes in Higher Education

UG PROGRAMMES		
(Entry after 10+2 Edn.,)		
General	B.A., B.Sc., B.Com.,	4 Yr
Engineering	B.E., B.Tech.,	4 Yr
Medical	M.B.B.S.,	5 ½ Yr
Veterinary	B.V.Sc.,	5 Yr
	B.Pharm.,	4 Yr
Pharmacy	Pharma.D	6 Yr
Agriculture	B.Sc.,	4 Yr
Law	LLB	5 Yr
PG PROGRAMMES		
(Entry after completing UG)		
General	M.A., M.Sc., M.Com.,	2 Yr
Engineering	M.E., M.Tech.,	2 Yr
Medical	M.S., M.D.,	3 Yr
Pharmacy	M. Pharm	2 Yr
	Pharm.D (PB)	3 Yr
Management	MBA	2 Yr
Law	LLM	2 Yr
Computers	MCA	2 Yr

UG PROGRAMMES (Entry after completing UG)			
Education	B.Ed.,		2 Yr
Law	LLB		3 Yr
Research PROGRAMMES ( After P.G )			
1	D.Litt.	Doctor of Literature	...
2	D.Sc.	Doctor of Science	...
3	L.L.D	Doctor of Laws	2
4	Ph.D. / D.Phil	Doctor of Philosophy	2
5	M.Phil	Master of Philosophy	1-1/2

### BUDGET ALLOCATION TO EDUCATION

Year	School Education	Higher Education	Technical Education (Skill Development and Training)	Rs. In Thousands
2018-19	17196,69.52	1648,81.04	634,97.88	19480,48.44
2019-20	29772,79.24	2595,86.57	1054,41.00	33423,06.81
2020-21	22604,01.42	2276,97.23	856,64.12	25737,62.77



# Mārga-nirdhēsam

Where to go from here

## Career Planning

A career has been defined as the sequence of a person's experiences on different jobs over the period of time. It is viewed as fundamentally a relationship between one or more organizations and the individual. To some career is a carefully worked out plan for self advancement and to others it is a calling-life role, to others it is voyage to self discovery and to still others it is life itself. A career is a sequence of positions/jobs held by a person during the course of his working life.

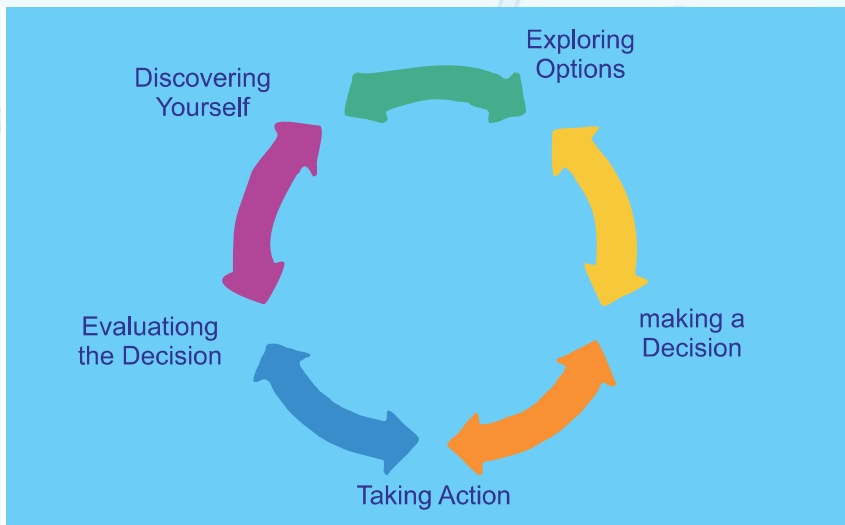
According to Edwin B.Flippo, "A career is a sequence of separate but related work activities that provided continuity, order and meaning to a person's life".

There has been a general increase in the concern of the quality of life. Young people expect more from their jobs than just income. A further impetus to career planning is the need for making the best possible use of one's most valuable skills in a time of rapid technological growth and change. Career planning refers to the strategy a person uses to determine career goals and the path to achieve those goals. The process integrates various activities, including steps for self-improvement and the process of meeting these goals.

The importance of career planning can't be overemphasized. Having a career plan is crucial for every person aspiring to become successful in life. It is a multi-stage process that needs to be thoroughly planned and executed to reap the desired benefits.

### CAREER PLANNING PROCESS

- The Career planning encourages individuals to explore



Adopted from: <https://s3-us-west-2.amazonaws.com>

and gather information which enables them to synthesize, gain competencies, make decisions, set goals and take actions.

- Each individual varies in their progress through each of these stages for many reasons. Some advance rapidly through each or all of the stages while others progress more slowly.

### Steps in Career Planning Process

#### Self-analysis:

The first and foremost among the features of career planning is the need for self-analysis. Individuals need to analyze their strengths, abilities, knowledge, and personal preferences.

#### Opportunity analysis:

Once the career choice is determined there is a need to analyze the available opportunities.

#### Goal setting:

Among the features of career planning, goal setting is probably the most important. An individual needs to set realistic short and long-term career goals.

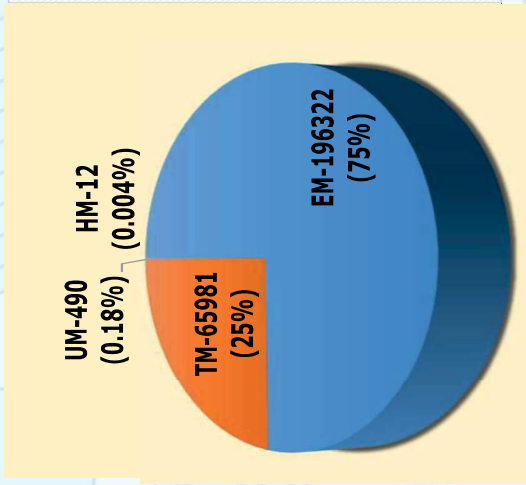
#### Creating a strategy and implementing the action plan:

Once the goals are set, charting out the course and acquiring the skills or resources necessary for achieving those goals is to be done.

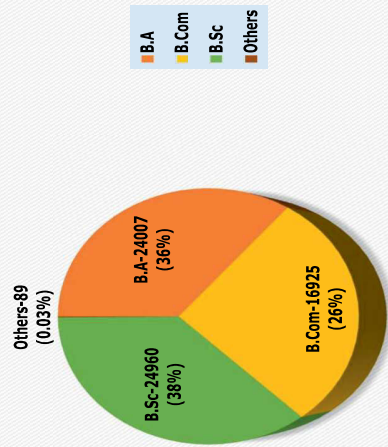


## Admissions in Non-Professional Degree Colleges - 2020-21

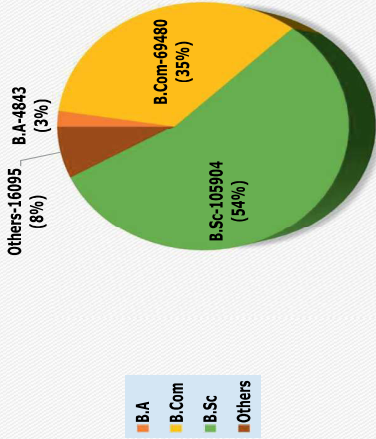
### Students admitted Medium wise



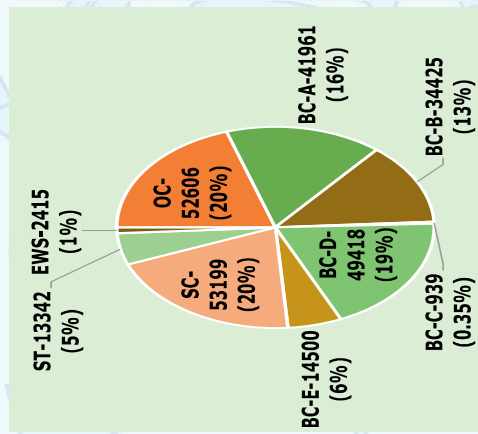
### Students admitted in Telugu Medium - Programme wise



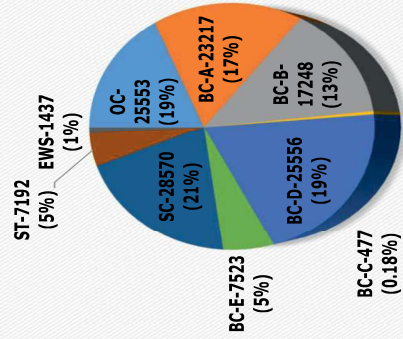
### Students admitted in English Medium - Programme wise



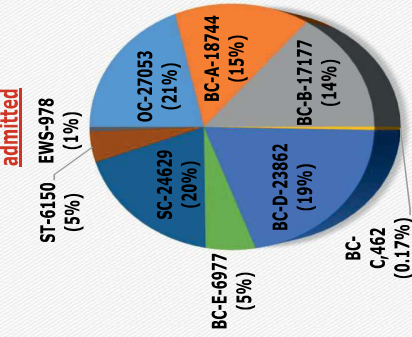
### Students admitted Social Background wise



### Social Background wise - Male students admitted



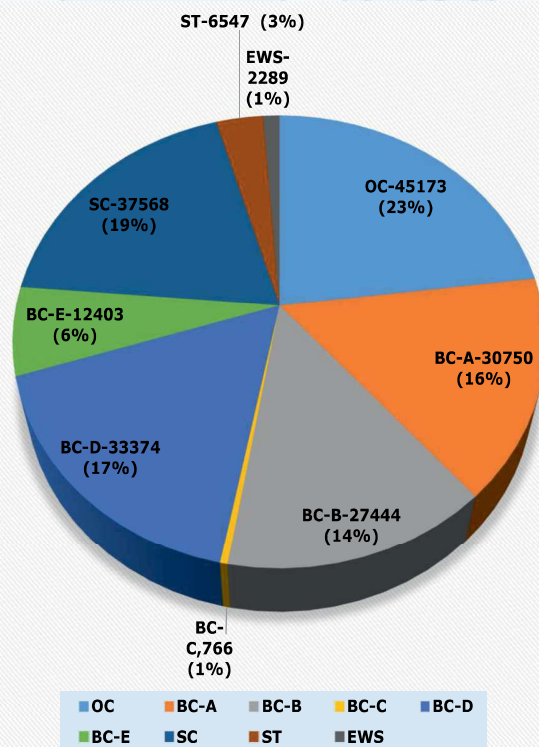
### Social Background wise - Female students admitted



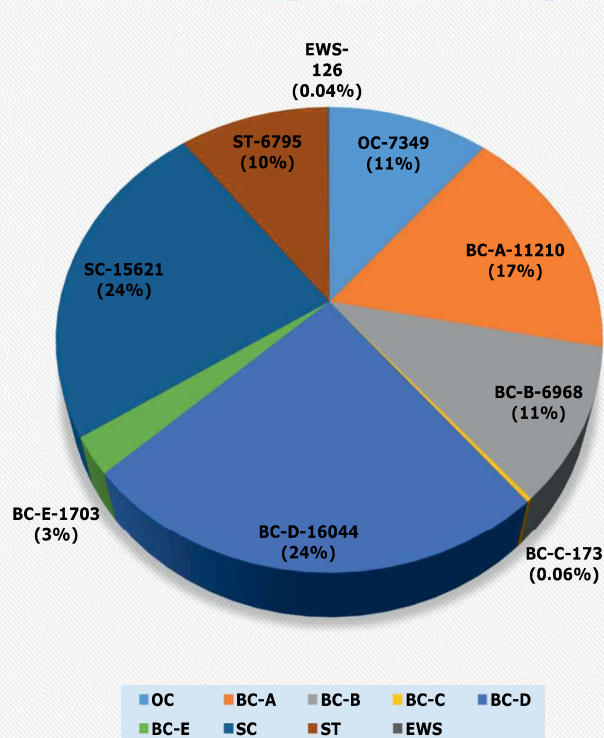
## Admissions in Non-Professional Degree Colleges - 2020-21 Percentage of Admissions

S.No	District Name	Total Intake	Total Admissions	% of Admissions on Intake
1	Anantapur	32571	22385	68.72%
2	Chittoor	46194	28995	62.76%
3	East Godavari	47790	28031	58.65%
4	Guntur	32676	20751	63.50%
5	Kadapa	24703	15166	61.39%
6	Krishna	28730	18922	65.86%
7	Kurnool	37660	23238	61.70%
8	Nellore	22618	13573	60%
9	Prakasam	25069	16064	64.07%
10	Srikakulam	30530	18190	59.58%
11	Visakhapatnam	37691	24032	63.76%
12	Vizianagaram	27676	16124	58.25%
13	West Godavari	31029	17334	55.87%
<b>Total</b>		<b>424937</b>	<b>262805</b>	<b>61.84%</b>

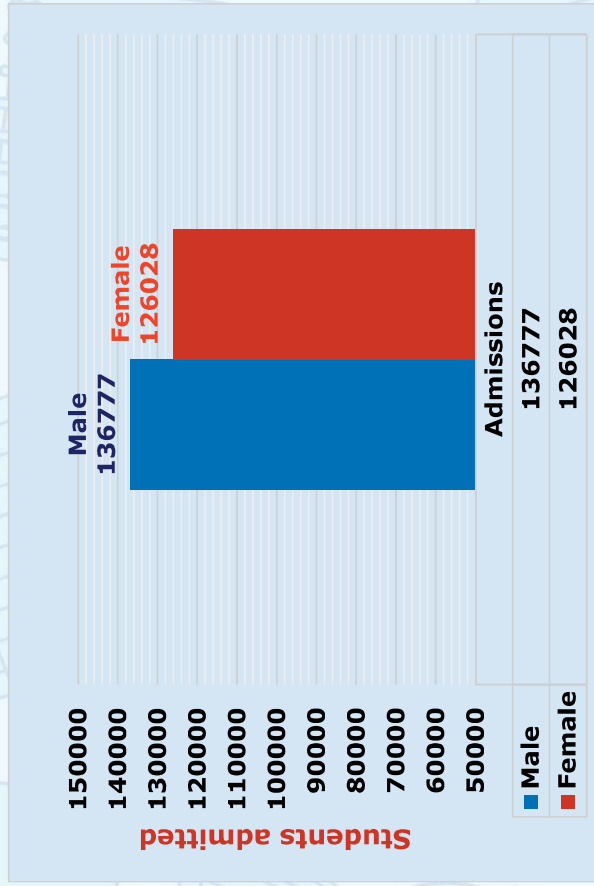
**Social Background wise - Students admitted in English Medium**



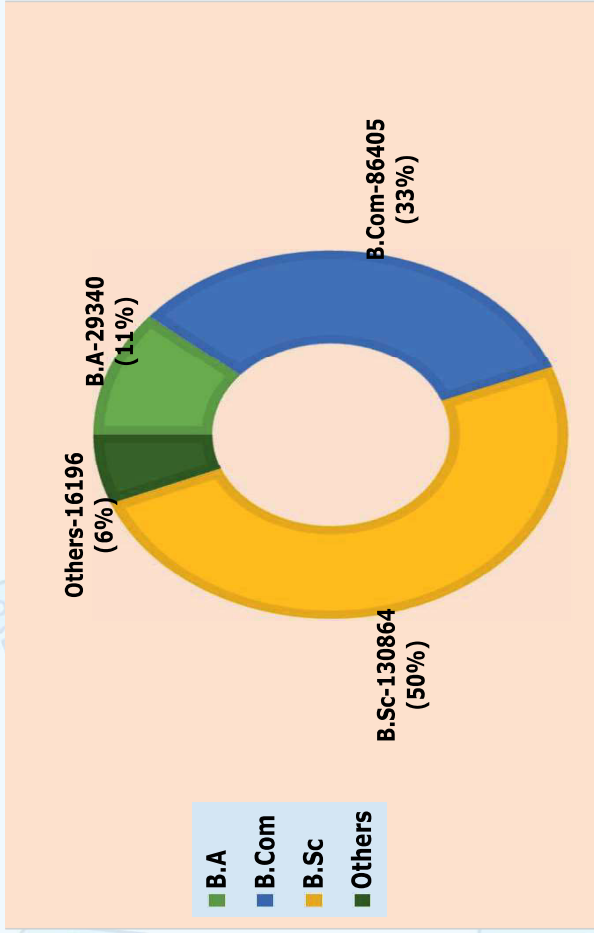
**Social Background wise - Students admitted in Telugu Medium**



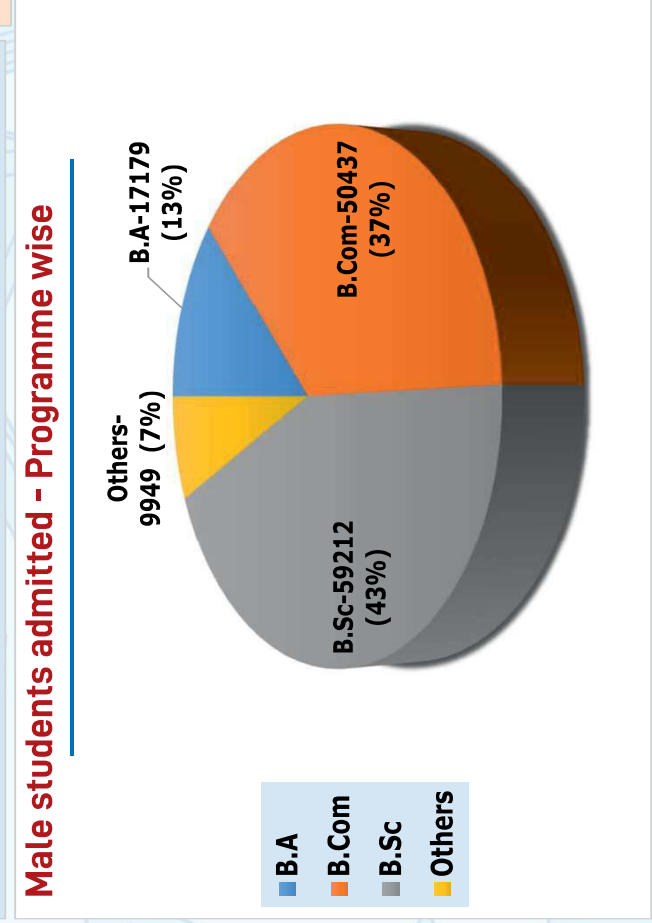
## Admissions in non-professional Degree Colleges - 2020-21 Students admitted Gender wise



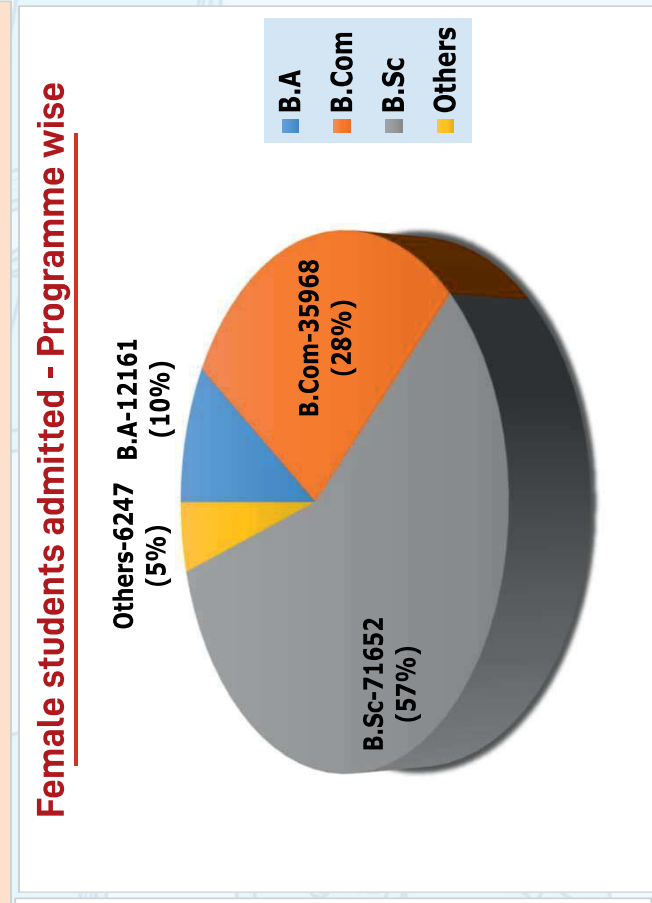
## Students admitted Programme wise



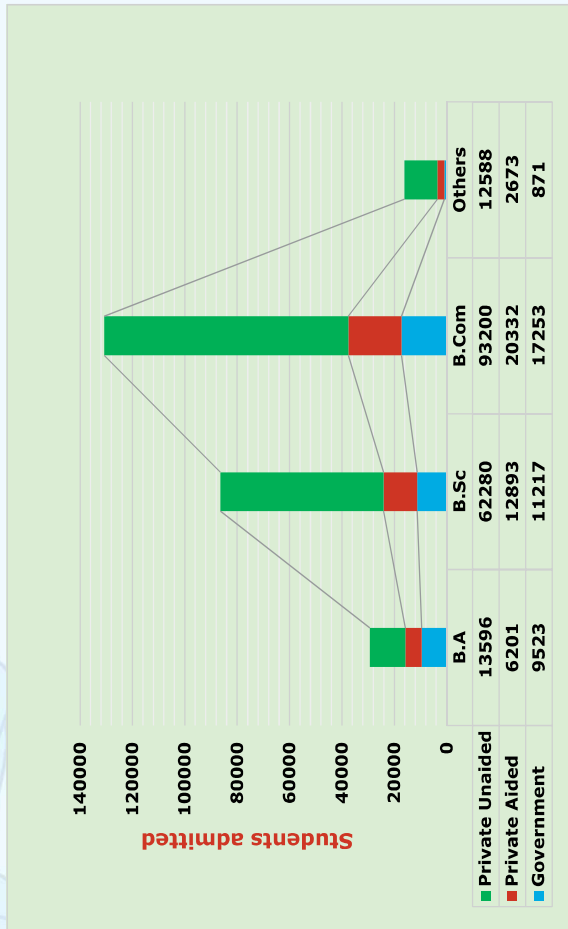
## Male students admitted - Programme wise



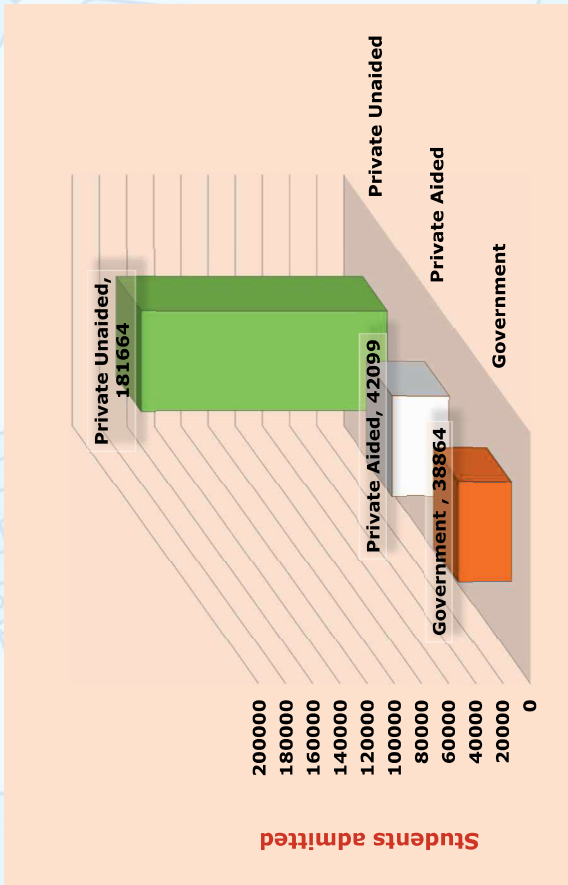
## Female students admitted - Programme wise



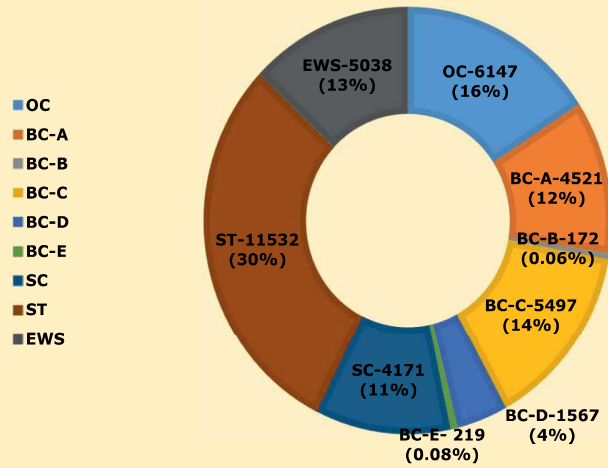
### Admissions in Degree Colleges - 2020-21 Programme wise - Category wise



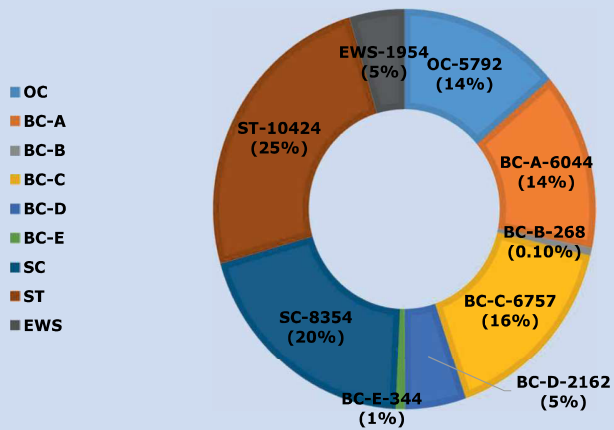
### Admissions in Degree Colleges - 2020-21 Category wise



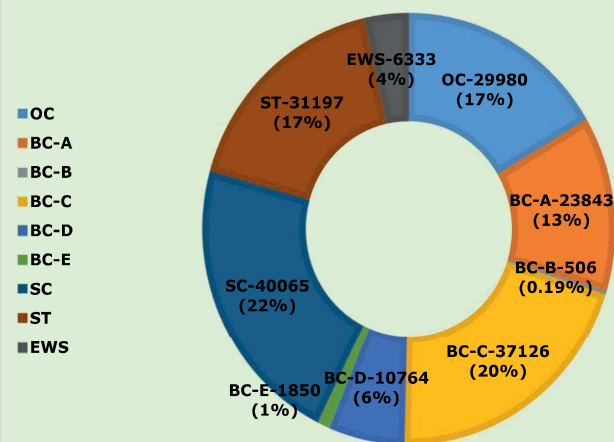
### ADMISSIONS IN DEGREE COLLEGES - 2020-21 STUDENTS ADMITTED IN GOVERNMENT COLLEGES - SOCIAL BACKGROUND WISE



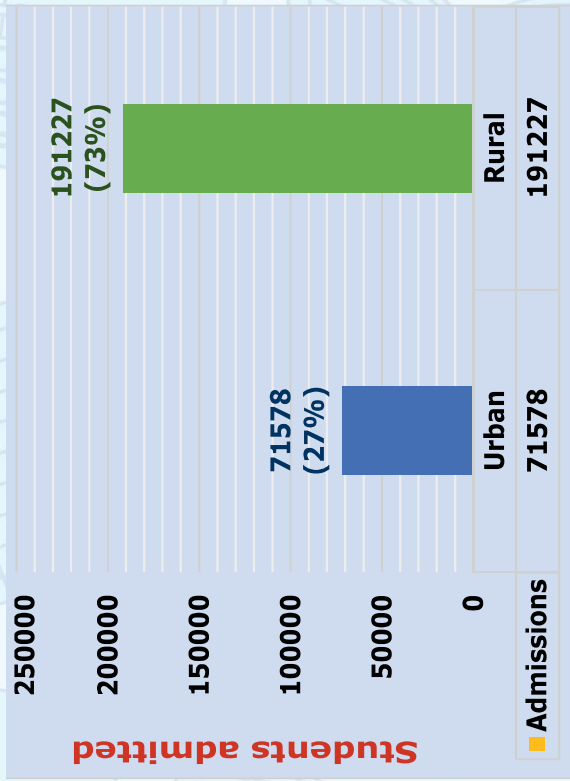
### STUDENTS ADMITTED IN PRIVATE AIDED COLLEGES - SOCIAL BACKGROUND WISE



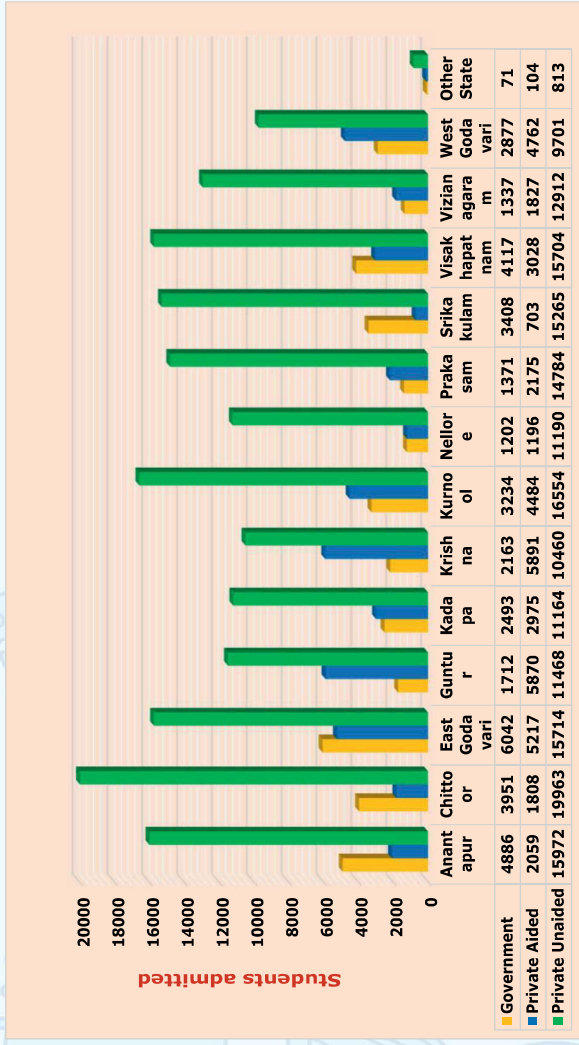
### STUDENTS ADMITTED IN PRIVATE UNAIDED COLLEGES - SOCIAL BACKGROUND WISE



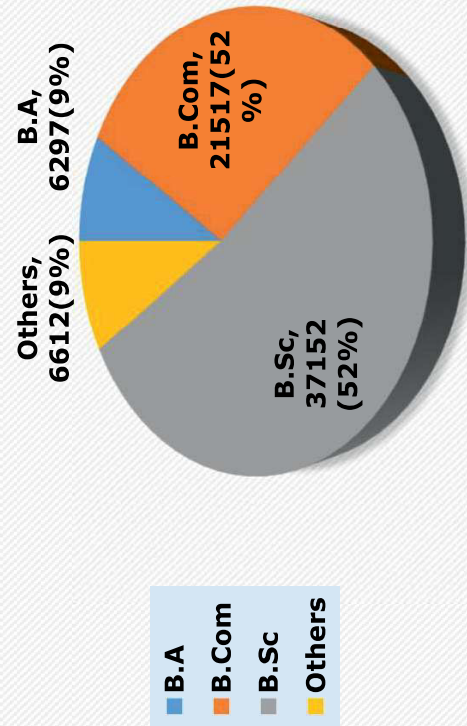
### Admissions in non-professional Degree Colleges - 2020-21 Students admitted-Area wise



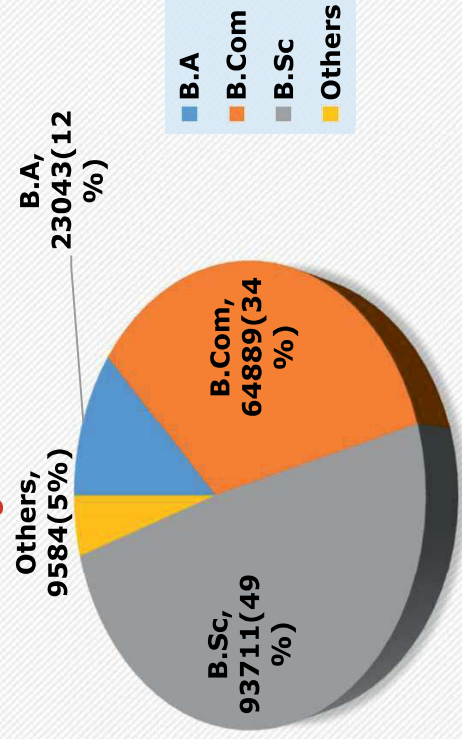
### Admissions in Degree Colleges - 2020-21 District wise - Category wise



### Students admitted in Urban areas - Programme wise



### Students admitted in Rural areas - Programme wise



- **Teacher Recruitment in the Universities** - Hon'ble High Court on 5-3-2021 set aside the teacher recruitment notifications issued in Dec. 2017 and Jan. 2018 by the Universities and gave directions to fix unit of appointment, to fix roster points, to relax upper age limit, to conduct re-rationalization and initiate recruitment process.
- As an initiative under NEP 2020, the Government introduced **4 year Honors programme** in Non-professional UG Programs, with a rigorous research project in the major area(s) of study to award Honours Degree and with an exit option after 3 years from 2020-21. (G.O.Ms.No. 46 HE Dept., dt. 22.12.2000)
- The Government issued orders for establishment of **International Affairs in each University** as an integral part of internationalization of higher education in AP. (vide G.O.Rt.No. 51 Higher Education (EC) Department dated 6-4-2021)
- **Release of UGC Arrears**- The Government of AP issued orders releasing Rs. 503 crores for payment of UGC arrears for the period from 1.1.2016 to 31.3.2019 to the teachers working in the Universities and Degree Colleges in the State.
- Government have initiated **technological reforms** by way of introducing end to end automation of academic and administrative activities in the Universities and Colleges (G.O.Rt.No. 63 HE Dept. dt.16-4-2020).
- The Government has accorded permission to admit **2 Year Diploma holders** of ANGRAU, SVVU, YSRHU into B.Sc. Biology stream B.Voc. Programs in Agriculture and Horticulture and other relevant disciplines of B.Com, and B.A., without Mathematics and Statistics (G.O.Rt.No. 17 Higher Education Department Dt.10.2.2021)
- Government has introduced fee reimbursement scheme under Jagananna Vidya Deevena and Jagananna Deevena Schemes for the welfare of the students pursuing Higher Education in the Universities and Colleges in the State (G.O.Ms. No. 23 HE Dept. dt. 24.6.2020)
- Government **transferred the subject matter of B.Ed., M.Ed., B.P.Ed., M.P.Ed.**, from School Education Department to the Higher Education Department (G.O.Ms.No. 22 GA Dept. dt. 4-3-2021)
- The Government issued orders for **digitalization of key examination process** in the Universities. (G.O.Ms.No. 14 Higher Education Dept. dt. 7.4.2021)
- The Government has established AP Higher Education Monitoring and Regulatory Commission to maintain standards of Education, Regulation of fee, service condition of teachers, safeguard the interest of the students and other related matters vide Act 20 of 2019.
- The Government has fixed terms of reference to the Committee for sanction of Private Universities in the State. They are - To conduct a scientific study on the educational needs of various parts of the State for Private Universities and notify such localities for inviting applications for establishment of Private Universities in the State- To prescribe norms on the requirement of instructional and infrastructural facilities required for establishment of Private Universities in the State etc., (vide G.O.Rt.No. 136 Higher Education Department dated 7.9.2020.
- The Government has constituted a high-level committee headed by Padmasri Prof. Balakrishnan to undertake a comprehensive review of the current status of education in the state and various programmes that are currently in operation and develop an appropriate education policy and strategy to improve the standard as well as the reach of all educational institutions in the state of AP in line with the National Policy and suggest the Educational Reforms in Higher Education in Andhra Pradesh. (G.O.Rt.No. 75 Higher Education (UE) Department dated 24.6.2019)

Atithi

Guest column

## From Professor K.C.Reddy, Chancellor, RGUKT & Former Chairman, APSICHE



*Prof. K.C. Reddy has a Doctorate in Economics. He taught Economics at Andhra University for over three decades. He was Chairman, AP State Council of Higher Education from 18.8.2004 to 17.8.2010 and is now the Chancellor of Rajiv Gandhi University of Technologies. He is acclaimed as a Teacher Researcher par excellence by his students and peers. He authored many books and papers and is recipient of many awards and honours across in India and abroad.*

APSICHE is bringing out a e-bulletin, which was on cards for over a decade and half, to disseminate information critical to the stakeholders in the field of higher education. This is possible only because of the committed efforts by the Chairperson, Professor K. Hemachandra Reddy and his dynamic team of officers. AP State Council is not only one of the few State Councils that has come into existence taking clue from the recommendations of the 1986 Education Policy but also is unique as it is the only Statutory body headed by a Professional. AP State Council launched in 1988 in the united Andhra Pradesh with broad objectives and well defined mandate to guide and support the Universities and colleges has been providing with important information from various Regulatory bodies and funding agencies, advising them on both curriculum and even extracurricular activities, all with an objective to make higher education relevant to changing times.

Over the years APSICHE has diversified its functions without losing its basic advisory role in view of the emerging demand for professional guidance and advise in a fast changing higher education composition coupled with complex systems and procedures. APSICHE is now being looked at as the one Body that can handle the complex issues of privatisation and internationalisation of higher education within the broad objectives that both the national and state governments have set: equity, access, relevance and excellence. In the years to come, higher education sector is likely to emerge as an important instrument of socio-economic transformation and many writers started defining higher education as a public good, considering its contribution to human resources in building societies and economies. It is from this perspective that the New Education policy has not only laid down a well structured framework for the sector in the years to come but more importantly indicated a perspective for the sector to make it more competitive and vibrant with built-in flexibility and

multi-disciplinary approach. To make education relevant without losing quality focus is a challenge and ensuring equity without compromising on quality is an essential requirement given the socio-economic background of the bulging youth of this 'Young India'. It is here the APSICHE will have tremendous responsibility to guide both the Government and Private institutions.

In the context of emerging knowledge economy demand for quality Human Resources together with the aspirational young population, the APSICHE probably has to revisit its own activity profile. While Regulation is inescapable given the intentions of some of the Private players getting into the Sector it is desirable to build them on the two pillars of Autonomy and Accountability. Autonomy without accountability is both unacceptable and undesirable. Also the increase in demand for new institutions will promote mediocrity, if we do not come up with appropriate strategies to develop pool of required human resources at different levels. Simultaneously the APSICHE has to work on strategies to nurture visionary leadership, which is being looked at as the most demanding input in Indian higher education apart from shortage of qualified faculty.

The APSICHE is also required to put in additional effort to strengthen research culture in the universities as recognition and global rankings largely depend on citations and publications. Finally, creating a wing exclusively for skilling and placements is more demand driven and the APSICHE may consider to create one professional wing to coordinate and guide institutions to build a robust ecosystem that will support the young to realise their aspirations which ultimately build an equitable and sustainable development paradigm.

I wish the e-bulletin long, purposeful and fruitful life

**Prof. K.C.Reddy**