



# ANDHRA LOYOLA COLLEGE

(AUTONOMOUS): : VIAJAYAWADA - 520 008

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## From the Principal's Desk

Dear Readers,

*In this edition of our newsletter, we are delighted to present a comprehensive overview of the recent academic achievements, faculty development activities, student initiatives, and outreach programs at Andhra Loyola College. Our faculty members continue to excel in their respective fields, contributing valuable research publications and actively participating in workshops aimed at enhancing their academic skills. Their dedication to advancing knowledge and addressing contemporary issues underscores our commitment to academic excellence. Moreover, our college remains dedicated to providing holistic education through various academic fests, workshops, and guest lectures. These initiatives aim to enrich the learning experience of our students, preparing them for future endeavors and fostering intellectual growth. Furthermore, the achievements of our students in various competitions across different platforms highlight their exceptional talent and dedication. Their success reflects the nurturing environment and opportunities for personal and academic growth that Andhra Loyola College provides. As we continue our journey towards academic excellence, we extend our gratitude to our faculty, students, and staff for the unwavering commitment and dedication. Together, we strive to uphold the values of integrity, excellence, and service, ensuring that Andhra Loyola College remains a beacon of learning and innovation.*

- Rev. Fr. Dr. G.A.P. Kishore, SJ

## FACULTY ACHIEVEMENTS IN RESEARCH

**Several faculty members from various departments have made significant contributions to the academic landscape through their research publications. Here are some notable achievements:**

**Dr. B. Balaji Bhanu**, from the Department of Electronics, recently published a research article titled "Automated Detection of Skin Lesions Using Back Propagation Neural Network" in the prestigious International Journal "Intelligent Computing and Applications, Smart Innovation, Systems and Technologies" by Springer.

**Dr. A. Madhuri and Dr. B. RajeevKumar**, both from the Department of MBA, authored a research article titled "A Study on Perception of Employees with Reference to Welfare Measures in Select Paper Units Andhra Region," which was published in the International Journal of Food and Nutritional Sciences.

**Dr. T. Suresh**, also from the Department of MBA, contributed to the same research field with a publication in the International Journal of Food and Nutritional Sciences, exploring employee perceptions of welfare measures in paper units in the Andhra region.

**Ms. A. Sree Lakshmi**, from the Department of Commerce, added to the academic discourse with two research articles. The first, titled "Factors Influencing Consumer Buying Behaviour in Trendset Shopping Mall, Vijayawada," was published in the IJFANS International Journal of Food And Nutritional Sciences. The second article, "Preparation of a Business Plan in Entrepreneurship : The Road Map of an Enterprise," was featured in the Journal of Creativity and Innovation in Entrepreneurship.

These publications underscore the commitment of faculty members to advancing knowledge and addressing contemporary issues in their respective fields. Their contributions not only enhance the academic reputation of the institution but also contribute to the broader scholarly community.

### Faculty Development and Workshops:

Enhancing Academic Skills Faculty members from various departments of Andhra Loyola College actively participated in a series of national-level workshops and webinars aimed at skill development and academic enrichment.

**Dr. Poornima Ravinathan**, from the Department of Political Science, attended a Six-Day National Level Faculty Development Program on “Emerging Trends and Technologies in Development of Skills in Higher Education” from November 21 st to 26 th , 2022. The program was hosted by the Departments of English and Zoology at JMJ College for Women, Tenali.

**Mr. N Ranga Babu and Dr. L. Subha**, both from the Department of English, took part in a One-Day National Level Workshop on Skill Development in Translation Studies and Creative Writing. This workshop was conducted in collaboration with the ELT Center at Andhra Loyola College, Vijayawada, on November 14th, 2022.

**Additionally, Dr. T Sai Mamata, Dr. L. Subha, and Dr. M. Vijaya Kumar Reddy** attended an Inter-disciplinary Six-Day National Webinar cum Faculty Development Programme on “Emerging Trends and Technologies in Development of Skills in Higher Education” from November 21 st to 26 th , 2022. This webinar was organized by the Departments of English and Zoology at JMJ College for Women, Tenali.

**Furthermore, Ms. J. Haripriya and Ms. G. Mary Joshna**, both from the Department of Mathematics, participated in a National Webinar on Research Methodology held on November 18 th and 19 th , 2022. This webinar was organized by the Departments of Physical Sciences, Life Sciences, and Commerce, in association with IQAC at Sir C.R. Reddy College for Women, Eluru.

**Lastly, Dr. T. Jaison Jose**, from the Department of Chemistry, attended a webinar on “Greener Living: Sustainable Energy” on November 19 th , 2022. The event was organized by the Department of Chemistry at P.B. Siddhartha College of Arts & Science, Vijayawada.

Academic Workshops and Guest Lectures Enhance Student Learning Several departments at Andhra Loyola College have been actively organizing workshops, guest lectures, and seminars to enrich the academic experience of students and faculty members.

The Department of English conducted a One-Day Workshop on “Skill Development in Translational Studies and Creative Writing” on November 14 th,

2022. The workshop featured renowned experts, including Dr. M.C. Das, Dr. K. Job Sudarshan, and Sri N. Eswar Prasad, as resource persons. Attended by students and faculty from literature and psychology disciplines, the event aimed to enhance creative writing skills and translation expertise.

On the same day, the Department of Mathematics organized a Workshop on “Preparation of Research Papers,” led by Dr. N.V. Ramana Murty. Approximately 30 participants, including faculty members, actively engaged in discussions on research methodologies and paper preparation.



**Dr. B. Balaji Bhanu** from the Department of Electronics delivered a Guest Lecture on “Overview of Internship” on November 17 th , 2022. This informative session, organized by the Department of Mathematics, provided students with valuable insights into internship opportunities.

Furthermore, Dr. K. Sekhar, HoD of the Department of Telugu, Hindi, and Sanskrit, served as a Judge at the State Level ‘Prajna’ Debate & Elocution Competitions held at KBN College (A), Vijayawada on November 23 rd , 2022, contributing to the academic events beyond the college campus.



The Department of MBA conducted several guest lectures, including sessions on “Youth Entrepreneurship,” “Career Awareness and Opportunities For Youth,” and “Financial Literacy,” aimed at preparing students for future endeavors. Similarly, the Department of Biotechnology

organized a Guest Lecture on “Vaccine Designing and In-Silico Design Strategies Against Novel COVID-19,” providing students with insights into cutting-edge research in the field.

Lastly, the Department of Commerce organized a Seminar on “Career Opportunities after Graduation” with Mr. Rajesh Pershad as the Resource Person. Attended by approximately 120 III B.Com. students, the seminar shed light on various career paths post-graduation.

These academic initiatives underscore the college’s commitment to providing holistic education and fostering intellectual growth among its students.

Academic Fests and Field Trip Enhance Learning Experience In a bid to foster academic excellence and holistic development, Andhra Loyola College recently hosted two notable events – RESONANCE-2022 and BEMUS 2022, along with organizing a field trip for its students.

**RESONANCE-2022**, a National Level Academic Fest organized by the Department of Physics in collaboration with the Indian Association of Physics Teachers (IAPT), focused on the intriguing theme of “Search for Extra-Terrestrial Intelligence.” The event took place on October 31 st and November 1 st , 2022,



drawing participation from approximately 300 students representing various colleges. Mr. Kasturi Siva Shankar

Attorney, the Founder and Director of AMCONS, graced the inaugural session as the Chief Guest, while Mr. Borugadda Suresh Krishna, Chief General Manager, AP Telecom Circle, BSNL, Vijayawada, 3 onoured the valedictory session. The fest featured competitions and discussions, providing a platform for students to showcase their academic prowess.

Meanwhile, the Department of Commerce organized BEMUS 2022, a National Level Commerce Fest, on November 1 st and 2 nd , 2022. The event witnessed enthusiastic participation from 680 students representing 20 colleges nationwide.



Mr. J.V. Satyanarayana Reddy, Proprietor of R.K. Industries, inaugurated the event, and Mr. Venkata Mutyala Rao, Assistant Commissioner, Commercial Tax Department, Andhra Pradesh, presided over the valedictory function.



BEMUS 2022 featured various competitions and cultural programs, fostering healthy competition and camaraderie among participants. Additionally, the Department of English organized a field trip for its first-year students to Vikasa Vidya Vanam School at Poranki on November 27 th , 2022. Led by Dr. Mamata and Dr. L. Subha, the trip provided students with hands-on

learning experiences outside the classroom, enriching their educational journey.

**Achievements Galore:** Andhra Loyola College Students Shine in Various Competitions The students of Andhra Loyola College showcased their talents and brought laurels to the institution by securing top positions in several competitions across different platforms.

At UDBHAV – A Literary Fest 2022 organized by Nalanda Degree College and PG Centre, Gollapudi, our college’s cultural team displayed exceptional prowess, clinching the FIRST PRIZE in Stand-Up Comedy, Collage Making, and Write Angle categories on November 11, 2022.

In another notable achievement, our students secured the Second Prize in Essay Writing- English at the 42 nd State Level Inter-Collegiate Competitions- PRAGNA organized by K.B.N. College (Autonomous), Vijayawada, on November 23, 2022. Adding to the list of victories, our students emerged victorious in various events at CYNOSURE 4.0, organized by the Department of Commerce, KLEF Vaddeswaram, Guntur.

They bagged the First Prize in the Stock Market Event and the Second Prize in the Food Scramble Event, showcasing their diverse talents on November 25 th and 26 th , 2022.

Moreover, our students’ dedication to community service and excellence was recognized by the Andhra Pradesh State Council of Higher Education, where they secured the First Prize under the Influential Student Award and the Second Prize under the Community Service Award on November 26, 2022.

Additionally, our students actively participated in Quiz Competitions during the District

Level Youth Festival 2022 organized by the Department of Youth Services, STEP-KRISHI, Krishna District, on November 19, 2022, demonstrating their intellectual acumen and eagerness to excel.

Furthermore, they showcased their talents once again at the 42 nd State Level Inter-Collegiate Competitions- PRAGNA, participating in Quiz Competitions and Essay Writing-English on November 23, 2022, at K.B.N. College (Autonomous), Vijayawada.

These achievements reflect the dedication, talent, and competitive spirit of our students, underscoring Andhra Loyola College’s commitment to nurturing well-rounded individuals capable of excelling in various domains.

## DECEMBER-2023

### Research and Academic Achievements Highlighted by Andhra Loyola College Faculty

1. Sri. N. Satyanarayana, Lecturer in Economics, has recently been conferred with a Ph.D. degree on December 1, 2022, marking a significant milestone in his academic journey.
2. Mrs. D. Uma Kumari, from the Department of BBA, showcased her research prowess by publishing a research article titled “Digital Marketing - A Virtual Suppression of Traditional Marketing” in the prestigious International Journal of Food and Nutritional Sciences (IJFANS) in December 2022. The article sheds light on the transformative impact of digital marketing on traditional marketing strategies.
3. Continuing her scholarly contributions, Mrs. D. Uma Kumari, also from the Department of BBA, published another research article titled “A Study on Impulsive Buying Behavior Among Consumers in Shopping Malls” in the same esteemed journal, IJFANS, in December 2022.
4. Dr. A. Madhuri and Mrs. Ch. Varalakshmi, faculty members of the Department of MBA, collaborated on an empirical study titled “An Empirical Study on Employees” Work-Life Balance with Reference to Educational Institutions of Krishna and Guntur Districts, which was published in the International Journal of Food and Nutritional Sciences (IJFANS) in December 2022, contributing valuable insights to the field of management.
5. Dr. B. Rajeev Kumar, from the Department of MBA, made a significant contribution to the scholarly community by publishing a research article titled “Examining the Impact of Enterprise Social Networking Systems (ESNS) on Knowledge Management and Organizational Learning” in the esteemed international journal,

Manager - The British Journal of Administrative Management, in December 2022.

6. Ms. A. Sree Lakshmi, from the Department of Commerce, shared her research findings on impulsive buying behavior among consumers in shopping malls through her publication in the IJFANS journal in December 2022, adding valuable insights to consumer behavior studies.
7. Dr. T. Jaison Jose, from the Department of Chemistry, contributed to the scientific community by publishing a research article titled "UV Light Sensing and Switching Applications of Dimeric Smectic Liquid Crystals" in The European Physical Journal E in December 2022, advancing the field of materials science.
8. Dr. T. Sai Mamata, from the Department of English, presented a research paper titled "Selfless Love is Always Bound and Blind" at an International Conference on English Language and Literature and Culture, highlighting the nuanced aspects of literature, culture, and digital humanities.
9. Dr. P. Venu Gopala Rao, from the Department of Mathematics, presented a research paper on "A Note on Ideals of Gamma Semi-near Rings" at the International Conference on Essence of Mathematics and Engineering Applications, contributing to mathematical discourse and applications.

### **Faculty Development and Academic Engagements Highlighted at Andhra Loyola College**

1. Dr. L. Subha, from the Department of English, enriched her expertise by participating in a 5-Day Online Faculty Development Programme on "Communication Skills for Research Paper Writing and Professional Practices" from December 4th to 8th, 2022.

The program was organized by the Department of Basic Sciences and Humanities, GMR Institute of Technology, Rajam, Andhra Pradesh.

2. Mr. K. Moses Vandan, from the Department of Agriculture and Rural Development, engaged in an International Faculty Development Program focusing on "21st Century Skills and Teaching

Methodologies" from December 19th to 22nd, 2022, organized by APSCHE and CEMCA.

3. Mrs. Poornima N, Mrs. J. Madhuri, and Dr. K. Ramya Krishna, also from the Department of Agriculture and Rural Development, participated in the same International Faculty Development Program on "21st Century Skills and Teaching Methodologies" during the same dates, enhancing their teaching methodologies and skills.
4. Dr. B. Balaji Bhanu, from the Department of Electronics, delved into the realms of deep learning in computer vision by attending a 5-day Faculty Development Programme on "Deep Learning in Computer Vision: An End-to-End Pipeline" from December 27th to 31st, 2022. The event was organized by the Department of ECE, VR Siddhartha Engineering College, Vijayawada.
5. Dr. K. Sekhar, Head of the Oriental Languages Department, expanded his horizons by attending an International Seminar on the "5th World Telugu Writers Congress" on December 23rd and 24th, 2022, organized by the Krishna District Writers Association, Vijayawada.
6. Dr. P. Venu Gopala Rao, Head of the Department of Mathematics, shared his insights and knowledge by delivering a Guest Lecture on the "Autobiography of Srinivasa Ramanujan" on December 22nd, 2022, organized by the Department of Mathematics, S.R.R & C.V.R Govt. Degree College, Vijayawada.
7. Dr. B. Syam Sundar, HoD-Commerce, extended his expertise as a Resource Person at an Online Students' Development & Training on "In Plant Training" organized by the Department of Commerce with Computer Applications, Jayaraj Annapackiam College for Women (Autonomous), Periyakulam, Theni District, Tamil Nadu, in collaboration with the Department of Commerce, Andhra Loyola College (Autonomous), Vijayawada, Andhra Pradesh on December 20th, 2022.
8. The Department of MBA facilitated a webinar on "Current Trends in Capital Markets and Due

Diligence In Investing” on December 5th, 2022. The webinar witnessed the participation of 150 MBA students and featured Ms. Bertila Minz and Mr. Sampada Narasinga Rao as the introducer and resource person, respectively.

### Celebration and Awareness at Andhra Loyola College

- BHARATHIYA BHASHA DIVAS:** The Department of Telugu at Andhra Loyola College commemorated Bharathiya Bhasha Divas on December 10th, 2022. The event featured Sri Golla Narayana Rao,



President of Andhra Arts Academy, Vijayawada, as the Chief Guest, who delivered an enlightening speech on the Importance of languages. During the celebration, 18 students showcased their proficiency in various languages. The program witnessed the presence of students and faculty members of the Department. Rev. Fr. B. Bala SJ and Dr. B. Raju, Dean of Humanities, welcomed the participants, while Dr. Kola Sekhar, HoD Oriental Language, extended his greetings.



- AIDS AWARENESS DAY:** World AIDS Day was observed on December 1st, 2022, with a dedicated event organized by the Nutrition Support Programme for People Living with HIV/AIDS (PLHAs). The occasion aimed to raise awareness about HIV/AIDS and provide support to those affected by the condition.
- Industrial Visit to Mohan Spintex Limited:** The Department of MBA at Andhra Loyola College

arranged an industrial visit for its second-year students to Mohan Spintex Limited, Remalle, on December 3rd, 2022. The tour was led by Ms. Ch. Vara Lakshmi and Dr. M. Shireesha, faculty members of the department, providing students with valuable insights into industrial operations and practices.

### Engagement and Awareness Initiatives by Andhra Loyola College

- Youth Exchange Programme:** Cadet Senior Under Officer M. Sai Tejaswini (DEL 01) from Andhra Pradesh and Telangana Directorate was selected among 20 NCC cadets nationwide for the Youth Exchange Programme. Tejaswini represented the country in Bangladesh from December 12th to December 23rd, 2022, showcasing the excellence of the region’s NCC contingent.

- Participation in Various Events by 8 (A) Naval Unit NCC :**

- ★ **Anti-Corruption Rally:** Conducted on December 9th, 2022.
- ★ **World AIDS Day:** Commemorated on December 1st, 2022.
- ★ **World Pollution Prevention Day:** Observed on December 2nd, 2022.
- ★ **Human Rights Day:** Marked on December 10th, 2022.

- World AIDS Day and Nutrition Support Programme:**



Six units of NSS organized a Nutrition Support Programme for People Living with HIV/AIDS (PLHAs) on December 1st, 2022, in recognition of World AIDS Day.

- Awareness Campaign on HIV/AIDS & Adolescent Health Issues:**

On December 1st, 2022, the NSS units of Andhra Loyola College conducted an awareness campaign addressing HIV/AIDS and Adolescent

Health Issues. Dr. P. Nikhil, MBBS MD (Gen. Med), delivered an enlightening talk during the event.

### 5. Swachh Bharat Campaign:

To celebrate College Foundation Day, NSS units conducted a Swachh Bharat Campaign on December 8th, 2022, promoting cleanliness and hygiene.

### 6. Free Eye Check-up Camp:

As part of College Foundation Day celebrations, NSS units organized a mega free eye check-up camp on December 9th, 2022, at Fr. Theckemury Hall. Nearly 1000 students benefited from the camp, emphasizing the college's commitment to holistic student welfare.

### Achievements at Inter-Collegiate Events

1. Krishna Tarang-2022: Students from Andhra Loyola College showcased their talents at the Krishna University Inter-Collegiate Youth Festival, Krishna Tarang-2022, held on December 9th and 10th, 2022, in Machilipatnam. They clinched the Second Prize in three categories:

★ **Light Vocal Solo**

★ **Classical Vocal Solo**

★ **Western Vocal Solo** Their remarkable performances earned accolades, highlighting the college's vibrant cultural diversity and artistic prowess.

2. Avenir Jeunes, 22: Adding to their list of achievements, students from Andhra Loyola College secured the First Place in the Business Idea competition at Avenir Jeunes, 22, held on December 22nd, 2022. The event was organized by the Westin College of Hotel Management and Business Management. Their innovative business concept demonstrated creativity and entrepreneurial spirit, showcasing the college's commitment to fostering innovation and excellence among its students.

### Andhra Loyola College Hosts III National Sports Meet for Ekalavya Model Residential Schools

Andhra Loyola College (Autonomous), in collaboration with Andhra Loyola Institution of Engineering and Technology, proudly hosted the III National Sports Meet of Ekalavya Model Residential

Schools from December 17th to 22nd, 2022. The event, organized on behalf of the Government of Andhra Pradesh, welcomed over 4300 boys and girls from across India.

The college's facilities accommodated the participants in hostels and classrooms, providing a conducive environment for both lodging and competition. Various sporting events including Boxing, Judo, Basketball, Football, and Hockey were conducted within the campus premises.

The successful hosting of this prestigious sports meet further highlights Andhra Loyola College's commitment to promoting sports excellence and fostering camaraderie among students from diverse backgrounds. Such initiatives not only enrich the sporting culture but also contribute to the holistic development of youth on a national platform.

**In Memoriam:** Rev. Fr. C. Peter Raj, S.J. With heavy hearts, Andhra Loyola College mourns the passing of Rev. Fr. C. Peter Raj, S.J., at the age of 76. Rev. Fr. C. Peter Raj served as the ninth Principal of our esteemed institution, leaving an indelible mark on the college community.

Rev. Fr. C. Peter Raj's journey with the college began on March 31, 1979, when he joined as a member of the English Department. Throughout his dedicated tenure, he exemplified unwavering commitment to academic excellence and moral values.

During his tenure as Principal from 1999 to 2001 and again from 2002 to 2004, Rev. Fr. C. Peter Raj led the college with wisdom and compassion, shaping the institution's growth and fostering a spirit of learning and community.

The college gratefully acknowledges Rev. Fr. C. Peter Raj's distinguished service and profound impact on the college in various capacities. His legacy of integrity, leadership, and service will continue to inspire generations of students and faculty.

We extend our heartfelt condolences to his family, friends, colleagues, and all those who were touched by his presence. May his soul rest in peace.



Editor - in - Chief  
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