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From the Principal's Desk....



It gives me great pleasure to present the July edition of our college newsletter. This month has been marked by a series of dynamic activities and student-centric programmes that reflect our commitment to holistic education.

Our students enthusiastically participated in various initiatives, including the Digital Branding Workshop, Employability Skills Training Programme, and a Field Trip that offered practical exposure beyond the classroom. We also took pride in promoting social responsibility through the Plastic-Free Campus Initiative and the Clean and Green Programme. These efforts not only enhanced learning but also fostered environmental awareness and life skills among our students. I commend the faculty and students for their active involvement and look forward to more such impactful engagements in the coming months.



Dr.B.Sujatha
MSc.,Ph.D

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Digital Branding Workshop

Dr. Eswar Rao, along with two students from our college—one from the 3rd year and one from the 2nd year—actively participated in the Capacity Building Workshop on Social Media Strategy, SOPs, and Branding Templates organized by the Commissionerate of Collegiate Education, Andhra Pradesh, on 17th July 2025 at Government College for Women (A), Guntur. The workshop provided training on the effective creation and management of official social media handles for Government Degree Colleges, covering content planning, posting guidelines, branding consistency, and account setup on platforms like Facebook, Instagram, X (Twitter), YouTube, and WhatsApp Channels.



Following the workshop, the two students have been designated as Digital Brand Ambassadors for our college and, under the mentorship of Dr. Eswar Rao, will lead the implementation and regular management of the college's official social media presence as per the SOPs and templates provided.



## Employability Skills Training Programme



The Internal Quality Assurance Cell (IQAC) and the Department of Computer Science and Applications of PRR&VS Government College, Vidavalur, in collaboration with the SGBS UNNATI Foundation, organized a 30-day Employability Skills Training Program from 24th July 2025 to 1st September 2025. The primary objective of this initiative was to enhance the employability of students by equipping them with essential career-oriented skills. All students from the college registered and participated enthusiastically, recognizing the importance of preparation for competitive examinations and job interviews. The program was inaugurated in a formal session attended by the Principal, IQAC Coordinator, Department In-charges, faculty members, and students. During the inauguration, speakers emphasized the significance of skill development in today's competitive job market and encouraged students to take full advantage of the sessions.

Throughout the 30 days, students received training in vital areas such as communication skills, resume writing, interview techniques, time management, aptitude and reasoning, and career planning. The sessions were interactive, practical, and activity-based, which helped students actively engage and build confidence. Activities like group discussions, mock interviews, and task-based learning were integral parts of the program. This training initiative not only improved the students' soft skills but also enhanced their readiness for employment opportunities. The college extends its sincere gratitude to the SGBS UNNATI Foundation for conducting the sessions and appreciates the wholehearted participation of faculty and students that made the program a great success.



### విద్యార్థుల డ్లైత్రి పర్యటన



జానపద సంస్కృతి లో శక్తిారోధనకు ప్రత్యేక స్థానం ఉంది. గ్రామీణ ప్రజల ఆచార, సంప్రదాయాల్లో గ్రామదేవతల ఆరాధన ఒక ముఖ్యమైన భాగంగా ఉంటుంది. విద్యార్థులకు ఈ సంప్రదాయాలపై అవగాహన కల్పించాలనే ఉద్దేశంతో, మా కళాశాల నుండి విద్యార్థులను విడవలారు గ్రామదేవత అయిన అంకమ్మ తల్లి తిరునాళ్లకు డ్లైత్రి పర్యటనకు తీసుకెళ్ళడమైనది.

ఈ పర్యటన ద్వారా విద్యార్థులు గ్రామీణ దేవీ ఆరాధన విధానాలు, స్థానిక ప్రజల భక్తిశ్రద్ధలు, పూజా విధానాలు, జానపద కళల ప్రదర్శనలు, మరియు తల్లి విశేషాలు గురించి ప్రత్యక్షంగా తెలుసుకునే అవకాశం పొందారు. తిరునాళ్ళ సందర్భంగా నిర్వహించిన పల్లకి ఉత్సవం, బోనాల సంప్రదాయం, తల్లికి వైవిధ్యం అర్పించే విధానం విద్యార్థులను ఎంతో ఆకట్టుకున్నాయి.

ఈ పర్యటన విద్యార్థులలో మన సంప్రదాయాల పట్ల గౌరవం పెంపొందించడమే కాకుండా, జానపద సాంస్కృతిక విలువలను తెలుసుకునే మార్గం అయ్యింది. భవిష్యత్తు తరాలకూ ఈ రీతిని ప్రజా సంస్కృతిని పరిచయం చేయడం నిత్యం అవసరమని ఈ సందర్భంగా గుర్తించవచ్చు.

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## Plastic-Free Campus Initiative



As part of the "Swachh Andhra Swarna Andhra" initiative, which emphasizes cleanliness, environmental sustainability, and plastic waste management, PRR&VS Government College, Vidavalur, organized a Plastic Waste Management Awareness and Campus Cleaning Programme on 19th July 2025 under the NSS banner.

The program aimed to raise awareness among students and staff about the harmful effects of plastic on the environment and to promote the use of eco-friendly alternatives. It also included a hands-on campus cleaning activity to reinforce the message of cleanliness and responsibility toward the environment.

The event was graced by the College Principal, Dr. B. Sujatha, and Vice Principal, Dr. N. Madhu, who addressed the gathering and highlighted the importance of reducing plastic usage. NSS Programme Officer, Dr. Eswara Rao, coordinated the programme with the active involvement of staff and NSS student volunteers.

The participants enthusiastically took part in both the awareness session, Quiz Competitions and the campus cleaning drive, making the event a meaningful step towards a cleaner and greener environment.

## Youth For Social Impact(YFSI)- Student Orientation

The Youth For Social Impact (YFSI) Student Orientation Program was held on July 3, 2025, at our college. The session was convened by Smt. V. Sarvani with enthusiastic participation from the Principal, teaching staff, and students.

The program aimed to create awareness among students about their role in bringing positive social change. Resource persons explained the objectives and scope of YFSI, encouraging students to take part in community-based problem-solving and leadership activities.

Students were motivated to become socially responsible citizens by identifying local issues and designing innovative, impactful solutions. The orientation also highlighted upcoming activities and opportunities under the YFSI initiative.

The session concluded with a lively interaction, where students shared their ideas and expressed interest in being active contributors to the program.



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## Clean and Green Programme



Under the banner of the National Service Scheme (NSS) and Youth Red Cross Committee of our college, Clean and Green Programmes were conducted twice during the month of July at PRR & VS Government College, Vidavalur.

The programmes were led by Principal Dr. B. Sujatha, who actively participated and encouraged the staff and students to take part in the initiatives. The events were coordinated by the NSS Programme Officer Dr. D. Eswara Rao, Convener of YRC Dr. Padmapriya with the enthusiastic involvement of teaching staff, non-teaching staff, and students.

The activities included cleaning the campus, removing plastic waste, planting saplings, and spreading awareness on the importance of environmental cleanliness. These programmes helped in enhancing the aesthetic appeal of the college campus and promoted environmental consciousness among the participants.

The enthusiastic participation of students and staff made both events a great success, reflecting the college's commitment to cleanliness and green practices.

### Useful Government Websites for Students:

1. NIRF Rankings – <https://www.nirfindia.org/>  
(Rankings of top colleges in various streams like Science, Commerce, Arts, etc.)
2. National Scholarships Portal – <https://scholarships.gov.in/>  
(Centralized portal for applying to scholarships across India)
3. Vidya Lakshmi Portal – [vidyalakshmi.co.in](http://vidyalakshmi.co.in)  
(Education loan portal by the Government of India)
4. O\*NET Online – <https://www.onetonline.org/>  
(Career guidance and job analysis platform)
5. Employment News – <https://employmentnews.gov.in/NewEmp/Home.aspx>  
(Government job updates and alerts)

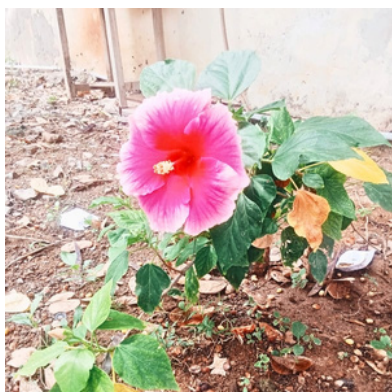
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