



## Vice-Chancellor sensitised Journalism students on New Media Technologies



**AU News, August:** Prof. P.V.G.D. Prasad Reddy, Vice-Chancellor of Andhra University, has interacted with the students of the Journalism and Mass Communication. He advised the students to enhance their skills and abilities in tune with the evolving changes in the media. He said the students should update their new media technologies. He further said that the students should make use of the opportunities by learning practical skills. By the time they complete their course, they should have a comprehensive knowledge and understanding of the field. **Startup Opportunities:** Graduates of the journalism program should be encouraged to explore startup opportunities, said the Vice-Chancellor Prof. Prasad Reddy. The AU Startup Incubation Center provides necessary support and guidance for students who wish to establish their own startup companies. **Involvement in AU Looks:** Journalism students are directed by the Vice-Chancellor to actively participate in the design and creation of AU Looks issues, a publication by Andhra University. Efforts are being made to increase students' participation in editing and designing AU Looks both English and Telugu. He advised the students to contribute to Andhra University, which is nearing its centenary celebration. Students are advised

to submit articles and interviews related to AU colleges, students, and alumni. **New Ideas:** Students will be encouraged to be receptive to new ideas and innovative approaches in their work. International students are also invited to participate in the university's activities. **AU Looks Magazines:** The Telugu and English weekly magazines, AU Looks, are widely read by thousands of alumni. Students are reminded of the responsibility to maintain high standards in its content. Vice Chancellor Prof. Prasad Reddy emphasizes that the orientation of Andhra University's Journalism students should be imparting skills that align with future needs and industry. He said the students should update themselves on emerging technologies, digital platforms, and new storytelling techniques that are likely to shape the future of journalism. He advised the students to be open to change and willing to learn new skills as the media industry which continues to evolve on the lines of digital world. He said In today's digital age, a strong foundation in digital tools and platforms is essential for journalists. The orientation of students should be proficiency in various digital tools used for research, content creation, and distribution. Prof. Challa Ramakrishna, Director of Media Relations and Chairman of Board of Studies,

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## Vice-Chancellor calls for Eco Friendly Campus Sets an example by Planting Saplings



**AUNews, August:** Andhra University has been actively involved in a large-scale sapling planting program across its various colleges and campuses. This initiative demonstrates a commitment to environmental sustainability and beautification of the university grounds. The variety of plant species that have been planted, including Maredu,



Ramaphalam, Neem, Devakanchanam, Moduga, Bottlebrush, Ponna, Rela Alocwood Tree, Buttonwood, Nagamalli, Turai, Marri, Ravi, Adivjuvvi, Velaga, Sampanga, Kadamalli, Pogda, Kadamba, Amla, Ashoka, Ganuga, Jammi, Jama, African Tulip, Mahagani, Water Apple, Neredu, Yellow Takhibia, Cuban Pink, Fink Tabibia, Tellamadi, Gangarawi, and Regu which added to the biodiversity and richness of the university's green spaces. The students, research scholars, staff and teachers of various departments, hostels of university have actively participated in this program indicates a collective effort toward



enhancing the campus environment. Initiatives like these not only contribute to the aesthetic appeal of the university but also support local ecosystems and create a healthier environment for students, faculty, and visitors. By promoting these sustainable

## Teachers are the change makers: Says Registrar



**AUNews, August:** Prof. V. Krishna Mohan, Registrar, who spoke at the closing meeting of the Faculty Induction Program held at AU HRD Centre said that the teachers can change the world with their strong influence on students. He highlighted the role of students in changing society and emphasized that teachers play a significant role as social engineers. He suggested

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practices, Andhra University sets an example for other educational institutions and the community at large. Planting trees and diverse plant species can have positive impacts on air quality, temperature regulation, biodiversity, and overall well-being. It's inspiring to see university taking such proactive steps toward a greenery and more sustainable future. The establishment of the 'Panchatulasi Vanam' at Andhra University is a



commendable initiative that adds not only to the greenery and beauty of the campus but also holds cultural and ecological significance. The planting of five different types of Tulsi plants in this forest area showcases a dedication to promoting biodiversity and traditional knowledge. The location of the forest near the Principal office of AU College of Science and Technology particularly in an area associated with education and scientific pursuits, carries a symbolic message of the importance of nature and its preservation. This move aligns well with the ideals of World Environment Day and emphasizes the university's commitment to sustainable practices and environmental awareness. The personal participation of Vice-Chancellor Prof. Prasad Reddy in the program and his involvement in planting the Tulsi plants highlights the leadership's active engagement in promoting green initiatives within the university. Tulsi, also known as Holy Basil, holds cultural and medicinal significance in many societies, making the creation of the 'Panchatulasi Vanam' even more special. Such initiatives can have a positive impact on the university community by creating a serene and natural space for relaxation, study, and reflection. Additionally, they contribute to raising

## Vice-Chancellor calls for Eco Friendly Campus Sets an example by Planting Saplings

environmental awareness among students, faculty, and visitors. The establishment of the 'Panchatulasi Vanam' at Andhra University is a wonderful step forward in the pursuit of a greenery, more sustainable campus and serves as an inspiration for other institutions to incorporate similar initiatives into their own spaces. The establishment of a special forest featuring 75 different fruit plants at Andhra University is a remarkable endeavor that combines environmental conservation, nutritional awareness, and community engagement. This initiative, organized jointly by the AU Beautification and Nutrition Department and the NSS Center as part of the Meri Mitti Mera Desh program, reflects a holistic approach to sustainability and education. The selection of the location near the AU Commerce and Management Department is strategic, as it brings attention to the intersection of nature, agriculture, and business, fostering an understanding of the importance of sustainable practices in various fields. The inclusion of mango, guava, water apple, sapota, and neredu varieties of plants in the forest showcases the diversity of fruit-bearing trees. Not only does this contribute to the biodiversity of the campus, but it also promotes the value of growing and consuming locally sourced, nutritious fruits. The involvement of students, NSS volunteers, and ex-servicemen from the three forces demonstrates the collaborative nature of the project, involving different segments of the community. By incorporating the slogan "Veeronka Vandan" and honoring ex-servicemen from Trividha Dalashala, the event extends beyond environmental and nutritional concerns to recognize and appreciate the contributions of veterans, fostering a sense of unity and gratitude. The participation of AU professors and students further emphasizes the educational aspect of the initiative, aligning with the university's role in nurturing not only academic knowledge but also a sense of responsibility toward the environment and society. Prof. Prasad Reddy has announced that the Andhra University Campus would be made one of the best eco friendly campuses in the country.





## DGR COMMANDER LAUDS AU



**AU News, August:** Commander Yuvaraj, representing the Director General of Resettlement Ministry of Defence, Government of India visited the Andhra University campus to deliver the inaugural address to the participants of the PRC program. This program likely focuses on preparing armed forces personnel for their transition to civilian life after their service. Around hundred uniformed soldiers from the armed forces took part in the event. The Commander Yuvaraj congratulated the participants for being part of Andhra University campus, highlighting its prestige as one of the most prestigious universities in India. The Commander Yuvaraj mentioned that by the end of the academic year, approximately a thousand participants will undergo the PRC program at Andhra University. After the inaugural address, the Commander had a

meeting with the Registrar of Andhra University, Prof. V. Krishna Mohan. The Registrar felicitated the Commander Yuvaraj. Prof. Krishna Mohan said that the Centre for Defence Studies has been upgraded as School of Defence Studies by the Vice-Chancellor Prof. PVGD Prasad Reddy.. The School will have improved faculties and infrastructure, indicating the university's commitment to enhancing the education and training provided to armed forces personnel. On this Occasion AU Registrar Prof. V. Krishna Mohan, AU SDS Adjunct Prof Dr. Uijwal Kumar Ghatak, Indian Army Sub Maj Baji Shaik, Indian Navy MCPO G.K. Sharma, Indian Navy MCPO Manoranjan Biswal, Indian Army Sub Pisini Raju, Kaushal Kumar, Indian Army Sub Sampath kumar and others participated.

## Teachers are the change makers: Says Registrar



that students should take on the responsibility of contributing to social development. Responsibility of Teachers: Registrar Prof. Krishna Mohan emphasized that teachers have the responsibility of preparing future citizens and act like social engineers. He said the teachers alone win the respect of students and they have lot of impact on the mindsets of the students. India as a World Teacher: He noted that Prime Minister Narendra Modi's vision is to make India a world teacher. Teachers today have the responsibility to educate the youth and contribute to moulding the students as best and responsible citizens. Wealth of a Teacher He stated that the real wealth of a teacher lies in having highly developed and successful students. Connecting Students with Society: He suggested to involve students in

community service projects undertaken by the state government. This would help connect students with society and contribute to their holistic development.. Character Building Beyond academic knowledge, teachers also help in building strong character and values among students. They can instill qualities such as empathy, respect, integrity, and responsible citizenship, which are essential for creating a harmonious society. Critical Thinking: Teachers encourage critical thinking and analytical skills in students. This enables them to question, analyze, and evaluate information, fostering a society that values informed decision-making and innovation. Social awareness: Teachers can raise awareness about social issues, diversity, and inclusivity. They can initiate and guide discussions on topics like

social justice, equality, and human rights, inspiring students to become active and responsible members of society. Inspiration and Role Modeling: Teachers often serve as role models for students. Their actions, attitudes, and values can influence how students perceive and engage with the world around them. Positive role models can inspire students to contribute positively to society. Community Engagement, Teachers can promote community service and involvement among students. By organizing or participating in community projects, students learn the importance of giving back and making a difference in their local communities. Fostering Future Leaders: Teachers have the opportunity to identify and nurture leadership qualities in students. By empowering students to take on

## Make students industry ready



**AU News, August:** The Department of Commerce and Management Studies at Andhra University organized a workshop titled "Make Yourself Corporate Ready" for students in the management, commerce, and HRM department over the course of the last four days. The workshop aimed to prepare students for the corporate world and enhance their skills. It spanned four days and included various skill development activities such as interview skills, group discussions, mock interviews, spot analysis, and self-

The students were engaged in various activities like interview preparation, group discussions to improve their communication and collaboration skills, and mock interviews for real-world experience. Professor V. Krishna Mohan, the Registrar of Andhra University, attended the workshop as the chief guest. He acknowledged the efforts of the students and resource persons and honored the latter during the closing ceremony. Mr. V.R Reddy and Mr. Mohan Ganesh, Placement Officers,

introduction. The workshop featured resource persons from Rubicon, including Amar Nagendra, Pallavi, and Komali.

along with representatives from Rubicon, congratulated the students for gaining skills that are essential for adapting to dynamic job market conditions and excelling in a competitive environment. The attendees benefited through the workshop the significance of group discussions in understanding diverse viewpoints, learning how to agree and disagree, and ultimately, preparing for job opportunities through holistic personal development. Students conveyed their appreciation to Andhra University's Vice Chancellor PVGD Prasad Reddy, Registrar Prof. V. Krishnamohan, and Prof. Jaladi Ravi for organizing the workshop. The Department Placement Officer Prof. N Sambasivarao, faculty member Prof. Prabhakar, and other staff members Dr. B. Subbaiah, Dr. Ranjith, Serans, and Vidyarthi and students were present at the event. The workshop was a comprehensive effort to equip students with essential skills and knowledge for their future careers,.

leadership roles, teachers contribute to the development of future leaders who can drive positive changes in society. Lifelong Learning : Teachers instill a love for learning in their students, encouraging them to be lifelong learners. In a rapidly evolving world, individuals who continue to learn and adapt contribute to a society that is open to change and progress. Ultimately, teachers have a profound influence on the younger generations. Their efforts in education extend far beyond classroom subjects; they shape the minds, values, and aspirations of students who will become the future leaders, professionals, and citizens of society. Therefore, recognizing and supporting the role of teachers is crucial for bringing about positive changes and advancements in any society. Director of HRDCentre Prof. T.V. Krishna, Prof. N.A.D. Paul, and others participated in the event. Certificates were awarded to 21 teachers who completed the training.



# AU COURSES ARE MOST SOUGHT AFTER IN AP



AU News, August: Andhra University is witnessing a consistent growth in the demand for its PG courses, particularly in the arts and science disciplines. The ongoing admissions process for these courses reflects the active interest of students. The fact that the university is proactively increasing seats in science courses in response to this demand is a testament to its commitment to accommodating more students and providing quality education. Over the past three years, the significant increase in admissions for PG courses can be attributed to effective placement management within the university. This success is particularly notable among arts and science students who are securing lucrative job opportunities, often outperforming engineering students in terms of salary prospects. This trend speaks to the relevance and value of arts and science education in today's job market. Furthermore, the appeal of Andhra University extends beyond national borders, with a considerable number of foreign students expressing interest in pursuing higher education in Andhra University. The university's focus on developing advanced infrastructural facilities and adhering to commercial

standards contributes to its attractiveness for students from both India and abroad. This commitment to modernizing the campus environment enhances the overall learning experience and student satisfaction. The visionary decisions of Prof. P. V.G.D. Prasad Reddy are undoubtedly playing a key role in enhancing the university's reputation. His strategic leadership and innovative choices are elevating Andhra University's standing in the field of higher education, which in turn benefits both the institution and its students. The high demand for science courses highlights the continued significance of these disciplines across various industries and research fields. Andhra University's ability to cater to this demand further reinforces its relevance and influence in shaping future professionals. In summary, the growth in demand for PG courses at Andhra University is a result of various factors including effective placements, quality education, advanced infrastructure, and visionary leadership. These elements collectively contribute to the university's reputation and its ability to provide valuable educational opportunities for a diverse range of students. The high demand for science courses at Andhra

University reflects the institution's reputation for providing quality education and valuable career opportunities. The fact that only the most talented students from the state gain admission speaks to the competitiveness and prestige associated with studying science courses at the university. The College of Science and Technology at Andhra University offers a diverse range of courses, catering to different areas of scientific study. The expansion of seats in various departments is a proactive response to the growing demand for education and employment prospects in these fields. Specifically, the increase in seats in departments like Statistics, Botany, Biotechnology, Organic Chemistry, Analytical Chemistry, Microbiology, Zoology, Physical Chemistry, Marine Biotechnology, Inorganic Chemistry, Food and Nutrition showcases the university's commitment to accommodating more students while addressing the evolving needs of industries and research sectors. The decision to increase seats in the Statistics department reflects an understanding of the rising demand for professionals in this field, which often offers strong employment opportunities. Similarly, departments like Biotechnology, Botany, and various branches of Chemistry and Biology play crucial roles in advancing research, technology, and various industries. By offering more seats in these high-demand courses, Andhra University is not only providing opportunities for more students to pursue their chosen fields of study but also contributing to the development of a skilled workforce in sectors that play pivotal roles in society.

The expansion of seats demonstrates the university's responsiveness to the changing educational landscape and the needs of students and industries alike. It reflects a commitment to maintaining the quality of education even as the institution grows and evolves to meet the demands of the modern world. In conclusion, the increased seats in various science courses at Andhra University indicate a proactive approach to meeting the demand for quality education and skilled professionals in these fields. The

university's dedication to accommodating students and aligning its offerings with employment prospects is commendable and contributes to its reputation as a prestigious educational institution. In accordance with the needs of the industries and thanks to the new education system, the Food Science and Technology course with a duration of five years has been started and is being successfully conducted under the multi-entry, multi-exit system. The authorities have succeeded in overcoming the shortage of teachers in Andhra University. Recruitment of Professor, Adjunct Professors, Professor of Practice has been taken up. Post Doctoral Fellows (PDF) are employed in teaching. Assistant professors provided by UGC are also working in Andhra University. More than 82 percent of the students have got employment opportunities within the science college. 100% jobs are achieved especially in chemistry course. Two mock courses, two added courses, internship part done. This includes intellectual property rights (IPR). Modern laboratories and equipments are useful for the students.

The popularity of Arts courses is increasing: In the last three years, the popularity of arts courses is increasing. Admissions in to courses like Economics, Political Science, Public Administration are going on in full face. The shortage of professors in Arts College has been solved to some extent with the teachers who have come on deputation from degree colleges and they are playing an active role in teaching, research and administrative aspects.

The Arts and Commerce College students are also getting better employment opportunities. If we look at the PG courses, the maximum package per student is Rs.15 lakhs. Students of departments like Library Science, Economics, Political Science, History, Education have also got better employment opportunities with annual salaries ranging from Rs.3 to 14 lakhs.



AU on the creation of employment opportunities for students studying arts courses. As part of this, employment opportunities have been increased by appointing a placement officer. Tens of thousands of students getting selected for jobs with an annual salary of more than 15 lakhs. This year will further increase the demand.

AU Arts and Commerce College, Principal, Prof. A. Narasimha Rao,



The demand for science courses is increasing significantly in Andhra University. Keeping this in mind, the authorities are working to increase the number of seats and arrange hostel accommodation so that more poor and middle-class students can get higher education.

AU College of Science and Technology, Principal Prof. K. Srinivasa Rao



## This Week DOCTORATES



### Rahul Pal receives Ph.D in CSE



AU News, August: Nitta Rahul Pal, a research student in the Department of Computer Science and Engineering at Andhra University, has been awarded Ph.D for his research on "A Framework for the Performance of Six LoW Pan for IoT Using Soft Computing Techniques" under the supervision of Prof. Pallamsetty. Prof. P.V.G.D. Prasad Reddy, Vice-Chancellor, handed over the proceedings to Dr. Rahul. Professors and researchers congratulated Rahul Pal on this occasion.

### Bhavani receives doctorate in Library and Information Sciences



AU News, August: G. Bhavani a research student in the Department of Library and Information Science at Andhra University, has been awarded Ph.D . G. Bhavani received a doctorate from Andhra University in the field of Library and Information

Sciences. On this occasion, the Vice-Chancellor of Andhra University, Prof. P.V.G.D. Prasad Reddy, congratulated Bhavani. Researcher Scholars and students also congratulated Bhavani. She expressed her thanks to Vice Chancellor Prof. Prasad Reddy.

### Eswar Rao receives Doctorate in Philosophy



AU News, August: Mr. G. Eswar Rao, a research scholar of Department of Philosophy, received doctorate in Philosophy. Prof. P.V.G.D. Prasad Reddy, Vice-Chancellor, presented the Ph.D proceedings to Mr. Eswar Rao. Professors, researchers, and students from the philosophy department congratulated Eswar Rao. He thanked Vice-Chancellor Prof. Prasad Reddy for encouraging researchers on the campus.

### Suresh receives Doctorate in Chemistry



AU News, August: Mr. D. Suresh, a researcher from the department of Chemistry, College of Science and Technology, was awarded doctorate from Andhra University. The Vice-Chancellor of Andhra

University Prof. P. V. G. D. Prasad Reddy, presented the proceedings to Suresh on this occasion. The staff, researchers, and students of the Department of Chemistry congratulated Suresh.

### Srinivas receives Ph.D in Economics



AU News, August: Mr. T. Srinivas, who did research in the Department of Economics, College of Arts and Commerce, Andhra University, was awarded doctorate in Economics. Prof. P.V.G.D. Prasad Reddy congratulated Mr. Srinivas and handed over Ph.D proceedings . Professors. Researchers and students congratulated Srinivas. On this occasion, Dr. Srinivas thanked the Vice-Chancellor.

### Mahesh Kumar receives Doctorate in English



AU News, August: Mr. A. Mahesh Kumar, research scholar in department of English, received Ph.D. in English. Prof. P.V.G.D. Prasad Reddy, Vice-Chancellor, handed over the proceedings to Dr. Mahesh Kumar. He is working as Assistant Professor at MVGR College of Engineering. He did his research on the topic "The Empower model of ELT using a Broad range of resource materials for B1 and B2 learners".



# International Students complete courses on happy note

AU News, August: The successful completion of Post graduate and Undergraduate courses by international students at Andhra University is indeed a remarkable achievement. The international students, coming from various countries have demonstrated their dedication and hard work in pursuing higher education in a foreign environment. The diverse academic backgrounds and cultural experiences they bring to the university contribute to a rich interaction among world students. The international students' successful completion of their courses signifies not only their personal growth and development but also the quality of education and support provided by Andhra University.



This achievement showcases the university's commitment to providing a conducive and inclusive environment for students from around the world to excel academically. The international students' accomplishments also contribute to the global reputation of Andhra University and strengthen its position as a hub for higher education and research. As these students return to their home countries, they carry with them not only their degrees but also a wealth of knowledge, experiences, and connections that will undoubtedly have a positive impact on their communities and beyond. Their success story serves as an inspiration for future international students who aspire to pursue their education at Andhra University. It's wonderful to hear about the successful completion of PG and UG courses by international students at Andhra University. The event was marked by a special felicitation and farewell



organized by AU International Women Hostel Warden, Dr. Rajamanikyam, to celebrate the achievements of these students. The students who were honored and bid farewell include: Salmeet Chitumba Tukosha from Namibia who completed MSc Statistics. Gilles Robinson from Tanzania - who completed MSc Environment Science. Noorani Gone from Fillion who completed MA Social Work, Varu Chilwa who completed MSc. Elina Sultana who completed MSc. Surya from Filayan, Bangladesh - who completed B.Pharmacy. Gulzada from Tujudbistan who completed MA in English. The students expressed their happiness and gratitude for completing their courses in a peaceful environment at AU.



## Vice-Chancellor sensitised Journalism students on New Media Technologies



Dr. C.M. Vinayakumar, Head of Department of Journalism and Mass Communication, were present on the occasion. Prof. Prasad Reddy opined that journalism is no longer limited to traditional print formats. The students should be introduced to the concept of multimedia journalism, which involves combining text, images, videos, and interactive elements to tell compelling stories. With the availability of data and analytics, journalists can

now incorporate data-driven insights into their stories. The journalists should touch upon the basics of data journalism and how to present data in an understandable and engaging manner. Prof. Prasad Reddy said that the students should be encouraged to think entrepreneurially and consider starting their own media-related ventures. This aligns with the trend of journalists becoming content creators, bloggers, or even starting their own news platforms. Given the interconnected nature of today's world, journalists should be aware of global events and trends. The Vice-Chancellor emphasized the importance of having a global perspective and covering stories that have international relevance. He said in an era of misinformation, ethics and credibility are paramount. The interaction with Vice-Chancellor motivated the students of journalism to be ready to compete with the challenges in media world and for their career planning.

## Prof Sudhakar appointed as Registrar of Adikavi Nannaya University



AU News, August: Prof. G. Sudhakar Head of the Department of Human Genetics at Andhra University, has been appointed as Registrar of Adikavi Nannaya University. Prof. Sudhakar pursued his education at Andhra

University. Prof. Sudhakar has been recognized for his extensive experience in teaching and research. Under his guidance, 40 researchers have conducted research and received degrees. He has also supervised 15 M. Phil candidates. Prof. Sudhakar has organized various national and international conferences, earning a good reputation. Prof. Sudhakar has held multiple positions at Andhra University, including Dean of Student Affairs, Special Officer, and Dean of Examinations. on this Occation Prof. N. Vijaya Mohan, along with professors, researchers, and students from various departments, congratulated Sudhakar.

## Suresh Babu Completed NIS (cert)



AU News, August: Suresh Babu was felicitated for completing an NIS (National Institute of Sports) course in Cricket at the Sports Training Institute in Punjab, India. The felicitation event was organized by Prof. N. Vijaya Mohan, AU Director in Physical Education and Sports Sciences and Prof. A. Pallavi, Head of the Department participated. During the event, Prof. N. Vijaya Mohan mentioned that Suresh Babu had a diverse background, having held various positions in the Navy prior to pursuing his PhD in the Department of Physical Education at Andhra University. Suresh Babu's dedication to education and his accomplishments his aspiration to achieve higher positions in the field, potentially leveraging his experience and knowledge gained from both his Navy service and his academic excellence was praised by Prof. Vijaya Mohan.

# Rally on Anti-Ragging in AU



AU News, August: Prof. D.Y. Naidu, the Director of Admissions at Andhra University, emphasised the negative consequences of ragging, which leads to mishaps and makes students' lives miserable. A rally took place at the AU College of Engineering to observe Anti-Ragging Day. The event had the slogan 'Say No to Ragging'. The event was inaugurated by several dignitaries, including AU Director of Admissions Prof. D.Y. Naidu, AU Director of

Sports Board Prof. N. Vijayamohan, NCC Officer Dr. Yugandhar, and NSS Engineering Department Officer Dr. Asha Immanuel Raj. During the event, students raised slogans against ragging. AU Physical Education Department Director Prof. Vijay Mohan, highlighted the importance of treating junior students by the seniors with a sense of brotherhood, especially as first-year students arrive. Essay and Debate competitions related to the negative impacts of ragging are planned for students in the near future. AU Vice-Chancellor Prof. Prasada Reddy suggested that the campus should be made ragging-free campus.



## AU Students own diverse Skills



AU News, August: Prof. M. Chandrasekhar, Director of IIM, Visakhapatnam, was the chief guest at the Graduation Day celebrations for BBA students at Andhra University School of International Business. Prof.

Chandrasekhar emphasized that acquire competitive skills aligned with societal needs. Encouraging creativity and adapting to changing technologies was also stressed by Prof. Chandrasekhar. Students were advised to learn to respect



social values and systems and to gain knowledge and experiences that last beyond their university years. AU Registrar Prof. V. Krishnamohan expressed his wish for AU School of International Business' students to become successful internationally and to contribute to AU's reputation globally. Managing Director Arun Kiran Karthik Sunkara said tht the students should be

encouraged to seek solutions to problems without waiting for employment opportunities, expressing hope that they will create employment opportunities themselves. AU SIB Director Dr. S. Sarabandi and others participated. The guests presented certificates and merit awards to the students in the presence of AU Registrar Prof Krishna Mohan.