



Emphasis on Engineering Core Courses



The students of core courses are getting placements in Andhra University. Each student gets placement in two to three companies. The demand for the Core courses is increasing thanks to the efforts of placement officer.



AU News, September: The job market landscape for youth, especially engineering students, has undergone significant changes in recent years. In the past decade, IT qualifications have been highly sought-after, and many young people have found abundant job opportunities in this sector. However, the current situation is markedly different due to several factors. The global economic recession has had a profound impact on job markets across various industries. Economic crisis typically lead to reduced hiring and increased competition for available

positions. The IT sector has seen a boom in the number of professionals over the years, resulting in increased competition for IT jobs. This saturation can make it more challenging for newcomers to secure employment in the field. The infrastructure sector, which often complements engineering disciplines like civil and mechanical engineering, has faced a downturn. This downturn may have led to reduced job opportunities in this sector as well. In response to these challenges, experts have observed a resurgence in the importance of core engineering courses. Mechanical, civil, electrical,

and chemical engineering, among others, are now gaining prominence. Students pursuing these core engineering disciplines are finding increased job opportunities. Specifically, in the context of Andhra University, students enrolled in core engineering courses appear to be faring well. It is mentioned that they are able to secure two to three job offers after completing their studies, which is encouraging news for those pursuing these fields at AU. It's great to hear that for the academic year 2022-2023, Andhra University College of Engineering has selected 128 students for various core courses. These numbers

indicate a diverse group of students pursuing engineering disciplines. Here's figures of the selected students by their respective core courses: Mechanical Engineering 25 students Architecture Engineering 15 students Civil Engineering: 8 students Electronics and Communication Engineering: 23 students, Petrochemical Engineering 2 students Metallurgy Engineering 11 students Geo information 8 students Electrical and Electronics Engineering 31 students It's notable that two more job opportunities have been created for each student indicating a positive trend in job prospects for students

pursuing core engineering courses. The fact that students in these core courses are primarily securing jobs through special job fairs organized by the university underscores the importance of such events in connecting students with potential employers. Furthermore, the endorsement from manufacturing and other companies claiming that students from core engineering courses are providing the most opportunities in sectors beyond software is a significant observation. This suggests that employers are recognizing the value of students with expertise in

these core engineering fields, not only in the software sector but also in manufacturing and other industries. The advice from experts encouraging students aspiring to enter the field of engineering to focus on core courses is valuable. These courses appear to be opening up promising career prospects, and their relevance in a variety of sectors is evident. It's essential for students to consider their interests and career goals when choosing their engineering paths, and these statistics suggest that core engineering disciplines are offering substantial opportunities in the job market.

AU to enter into MoU with Sri Lankan University



AU News, September: Andhra University officials including Vice-Chancellor Prof. P.V.G.D Prasad Reddy, Rector Prof. K.Samatha and Registrar Prof. V. Krishnamohan, held discussions with Sri Jayawardhana University of Sri Lanka. They discussed the

possibility of signing a Memorandum of Understanding (MoU). The purpose of this MoU would be to initiate MA (Master of Arts) course in Pali-Buddhist Studies. During the meeting, representatives from both Andhra University and Sri Jayawardhana

University, Sri Lanka, led by Prof. M. Padmalal, Vice-Chancellor of Sri Jayawardhana University, and Prof. M. Vijiyananda, Head of the Department of Pali-Buddhist Studies, participated in discussions regarding the procedures and arrangements required for the successful implementation of this new academic program. Dr. Nimali Takshila, Professor of Practice, and others participated in the program said that there were likely detailed deliberations and planning sessions to ensure that the proposed MA course in Pali-Buddhist Studies could be effectively established through collaboration between the two universities.

Language Commission Chairman visits AU



AU News, September: The Chairman of the

State Official Language Commission Mr. P. Vijaya Babu, visited Andhra University and met with AU Vice-Chancellor Prof. P.V.G.D Prasad Reddy in his office. The Vice-Chancellor explained the development programs going on in AU to Mr. Vijaya Babu. Later he visited the newly developed Open Air Auditorium at AU and expressed his happiness with the facilities. With decades of history,

Cont 3rd page

Digital Cognitive Therapy Centre is a boon to students



AUNews, September: The pressure among the students leads to committing suicides in higher educational institutions. Students who are known as brilliant in studies are also under pressure. This is the situation not only in IITs, IIMs, NITs, Central and Regional Universities of the country, but also in many international higher education institutions where the students who stand best in internship and degrees are unable to adapt to the suddenly changing learning styles. Unable to fulfill the wishes of their parents, they are sacrificing their lives. However, higher educational institutions are taking steps to provide alternatives to relieve students from such situations. In this order, Andhra University, which has a historical background of 98 years, has also taken steps to solve this problem, like IITs, NIT and Central Universities. As part of MoU with Orange Neuroscience Institute, the Cognitive Therapy Center has been made available with the aim of relieving stress and mental anxiety among students. The services of this center are made available with a future vision towards the holistic health of varsity. Andhra University has made this Center available to improve the situation in the environment where students are committing suicides due to



depression in higher educational institutions. Stress, depression and suicidal feelings in students are detected early through this center with the help of digital technology. The digital technology that diagnoses the mental condition of a student is available through this center faster than the medical system available today. Some digital devices are used as part of this therapy. Ultimately, the stress and anxiety of students will be reduced and they will pave the way for their higher education. With this aim, this center will provide services from this academic year. Cognitive therapy centers are being made available for the future of students in higher educational institutions like BITs, NITs, IIITs and

Central Universities recognized in the country. This Digital Cognitive Therapy Center has been made available for the health and safety of students. As part of this therapy, a student experienced mild anxiety using a feedback device. Things like how much pressure he is facing will be considered first. After that, treatment would be given to the student. What kind of counseling the student is going to undergo, the device will also understand and provide services for them. For love, education, stress, depression, visual diseases and other mental diseases, counseling and treatment are provided through various methods. The doctors revealed that they can solve the problems in six sittings, usually with 30 minutes to one hour. According to the World Health Organization, 60 percent of the people in our country are suffering from depression, Prof MVR Raju, Professor of Psychology, revealed. He said that 70 to 80 percent of them have mental problems. It is revealed that the reason for this is not getting proper treatment and not identifying the problems early. Identifying the problems and realizing the problems in the students and solving them through digital cognitive

therapy.

It is a good development that the services of Cognitive Therapy Center are available in Andhra University thanks to the initiation of Vice-Chancellor Prof. P.V.G.D Prasad Reddy. It is commendable that Prasad Reddy took the initiative and paved the way for the signing of MoU with Orange Neurosciences. Through this cognitive therapy, students will get multiple benefits. Along with mental anxiety, stress and depression, this therapy is also effective in solving many problems. The process of making available the technical equipment of the center has been started.



Prof. M.V.R. RAJU
Psychology Head of the
Department,

Ch. Roopa Kameshwari
V. Mohan
Senior Students of AU Journalism
Department AU

SDE invites applications for online courses



AU News, September: PG and UG courses through their online platform. Postgraduate Programs (PG): Master of Business Administration (MBA) Master of Computer

Applications (MCA) M.Com. (Master of Commerce) MSc Psychology M.A. Political Science M.A. Human Resources Management M.A. Journalism and Mass Communication M.A. Economics M.A. English, M.A. Sociology Undergraduate Courses (UG): Bachelor of Arts in History, Economics, and Politics Bachelor of Commerce (B.Com.) Bachelor of Commerce (B.Com.) with a specialization in Accounting As mentioned, interested candidates can apply for these courses through the AU Distance Learning Center website. The deadline for admissions appears to be the 30th of this month.

Registrar offers puja to Lord Ganapathi



AU News, September : Ganapati navaratri celebrations have begun at Andhra University, and it's notable that the AU Security Department has been actively organizing this festival for the past nine years. The participation

of Registrar Prof. V. Krishnamohan and Chief Security Officer Mohammad Khan in the festivities is a positive sign of institutional involvement. A large number of university employees visited Lord Ganapati and

participated in the puja reflects the cultural and diversity and inclusivity within the university community. Such celebrations often bring people together and foster a sense of unity and tradition within the institution.

AU remembers Gurajada



AU News, September: Andhra University Telugu Department organized a grand celebration of Gurajada VenkataAppara o birth anniversary. The faculty and research scholars offered

floral tributes to the portrait of Gurjada Apparao. The speakers described Gurajada as the leader of the modern poets, and therefore, Gurajada Appa Rao is called the modern Telugu literary giant. Gurajada woke up the

society to fight against social evils like 'vara vikrayam' and promote equality by protecting themselves and those around them and wake up society through their writings. The speakers felt that the play

'Kanyasulkam' has remained immortal in the history of Telugu literature. The reason why this play has stood up to many criticisms is because of the great personality of

Madhuravani in the lead role and in the caste of prostitutes who were exposed by everyone in society. Girisam known as a social reformer because he created opportunities. It is said to be a

great drama composed of the combination of voice and sound. That is why the critics said that Kanyasulkam has millions of followers around the world



many national-level artists have expressed their joy at refurbishing this premises with modern touches. Mr. Vijayababu thanked the University administration for honouring him.



Saraswathi Vidyarthi receives MS Subbalakshmi Award



AUNews, September:

Prof. Saraswathi Vidyarthi of Department of Music and Dance, received Bharat Ratna MS Subbalakshmi Award at a function held in Mumbai. The award was given in recognition of Prof. Saraswathi's relentless services to Indian classical music. Padma

Vibhushan Dr. R. Chidambaram presented the award to Prof. Saraswati through the hands of Manmohan Sharma. Vice - Chancellor Prof. PVGD Prasad Reddy and Vice-Chancellor congratulated Prof. Saraswathi Vidyarthi on the occasion.

IIT Visiting Professor explains construction of Chenab Bridge



AU News, September: Dr. Mantrala Srinivas, a Visiting Professor of Practice of IIT Kanpur, recently delivered a lecture on Chenab bridge to students at the AU Civil Engineering Department. During the lecture, he highlighted India's remarkable achievements in constructing iconic structures. Specifically, he discussed the construction of the Chenab Bridge, which is the tallest railway bridge in the world. Notably, Dr.

Srinivas mentioned that he was involved in the construction of this bridge and provided insights into its features. In addition to the Chenab Bridge, Dr. Srinivas also spoke about other impressive structures, such as a bridge between Bakkal and Kauri areas in Jammu and Kashmir. The lecture was attended by members of various organizations, including the Indian Concrete Institute Vizag Chapter and the Indian Geotechnical

Society, Visakha Chapter, as well as department professors, researchers, and students. After the lecture, Dr. Srinivas met with Vice-Chancellor Prof. Prasad Reddy in his office, and he was honored by VC Prof. Prasad Reddy. It's evident that Dr. Srinivas has made significant contributions to civil engineering, and his lecture provided valuable insights into these remarkable engineering achievements in India.

Dr.Usha, the new Chairperson of DLCC



AU News, Septemebr: Dr. P. Usha, PVGD Prasad Reddy, Vice-Chancellor, congratulated Dr. Usha Durgabai Deshmukh Center for Women's Studies, has been appointed as the Chairperson of the District Level Local Complaints Committee (DLCC) for the second time. She will serve in this position for a three-year term. The appointment was made through an order issued by the District Collector. On this occasion, Prof.

for the prestigious appointment and advised her to take action on the complaints related to women issues. It's commendable that Dr. Usha has been entrusted with this important role in addressing local complaints, especially related to women's issues, for another term.

VCcongratulates State Best Teachers



AU News, September: Andhra University Vice Chancellor Prof. P.V.G.D Prasad Reddy, congratulated the Best Teacher Awardees at his chamber. The teachers were honored with the Best Teacher Awards by the state government in September. The

following professors received these prestigious awards:

Prof. N. Kishore Babu
Prof. P. Shyamala
Prof. CV Naidu
Prof. K. Sitamanikyam
Prof. K. Ramasudha
Prof. D. Lalitha
Bhaskari
These esteemed

teachers met the Vice-Chancellor in his office to celebrate their achievements. Prof. Prasad Reddy said that the teachers should be role models and always helpful to the students. Prof. V. Krishnamohan, Registrar, was also present on the occasion.



**THIS WEEK
DOCTORATES**



Lavanya receives Ph.D in Botany



AUNews,September: Jakkapu Lavanya received her doctorate in Botany from the Department of Botany College of Science and Technology Andhra University under the Supervision of Prof. Sandya Deepika. She was Awarded P.hD on the topic Isolation and screening of Bioactive Endophytic Bacteria from the Selected mangrove plants Distributed in Coringa Mangrove Ecosystem. Vice-Chancellor Prof. PVGD Prasad Reddy presented Ph.D. proceedings to Lavanya in his chamber. Prof. SandyaDeepika, and research students congratulated jakkapu Lavanya for her contribution.

Siva kumar receives Ph.D in Civil Engineering



AUNews,September: Mr.B.V. Siva Kumar received his doctorate in Civil Engineering from the Department of Civil Engineering, Andhra University under the Supervision of Prof. Vazeer

Mahmood. He was Awarded PhD On the GIS - Based Hydrographic Studies for Estimation of Floods in the Upper Sarada river basin, Visakhapatnam District "AU VCPof.

PVGD Prasad Reddy presented Ph.D. proceedings to B.V.Siva Kumar in his chamber. Prof. VazeerMahamood, and research students congratulated Siva Kumar for his contribution.

Siva Prasad receives Ph.D in Metallurgy



AU News,September: Mr. Gogada Siva Prasad received his doctorate in Metallurgical Engineering from the Department of Engineering Metallurgical, Andhra University under the Supervision of Prof. K. SrinivasaRao and Dr Madhusudhana Reddy. He was Awarded Ph.D On the topic "Material Characterization and

corrosion behaviour of AA2519 Aluminium Alloy Welds. AU Vice-Chancellor Prof. P.V.GD Prasad Reddy presented Ph.D. proceedings to Mr. Gogada Siva Prasad. K. SrinivasaRao and DrMadhuSudhana Reddy.and research students congratulated Siva Prasad for his contribution.

VC participates in Vinayaka Chavithi Puja



AU News, September Vinayaka Chavithi celebrations recently took place at the Andhra University Women's Dormitory in Maharanipet. The event was attended by Prof. P.V.GD Prasad Reddy, Vice-Chancellor and Registrar Prof. V. Krishna Mohan. During the celebrations, a special worship ceremony was conducted in honor of

Lord Vigneshwar, and Deepotsava (the lighting of lamps) was held as part of the Chavithi festivities. Prof. Prasad Reddy actively participated in the program and initiated the Deepotsava along with the students. The Vice-Chancellor expressed his delight at the enthusiastic participation of the students in these celebrations. Hostel Chief Warden Prof. A. Pallavi

extended congratulations to both the hostel staff and students for coming together to celebrate the festival. It is heartening to note that the students, regardless of their caste and religion, wish to celebrate all festivals together. During the event, the students also had the opportunity to discuss the deficiencies in the hostel buildings with the Vice-Chancellor. They shared

their requirements and discussed the facilities needed for the ongoing reconstruction of two buildings. This interaction demonstrates the commitment of the university to provide a conducive living and learning environment for its students. By performing the first puja to Lord Vigneshwar, the students become educated and get good education



without any interruptions. It is commendable to set up an idol in this setting and celebrate Vinayaka Chavithi festival on a

grand scale. Chief Warden Prof. Pallavi wishes to organize more such celebrations with the participation of students.

AU celebrates Telugu Medium Day



AU News, September: Department Telugu of Andhra University, under the joint auspices of Samaiky Bharati, celebrated the Telugu Medium Day and celebrated Tapi Dharmarao's birth anniversary. The guests paid their respects by

garlanding Tapi Dharmarao's portrait. Prof. Jarra Apparao, Head of Department of Telugu, attended the meeting. The President of Andhra Pradesh Official Language Commission, Mr. P.Vijayababu, was present as the chief guest. In his speech, he said

that the life of Tapi Dharmarao first started as a traditionalist and became a rationalist with a progressive outlook by reading a good number of books and understanding the prevailing social and cultural situations of the society.

Engineering classes to begin On September 30



AU News, September: The first-year classes for B.Tech, B.Arch, M.Tech, M.Arch and MCA will commence on 30th September. Vice-Chancellor Prof. PVGD Prasad Reddy will address the engineering students at

the AU Convention Center on Beach Road on September 30. Principal Prof. G. Sasibhushana Rao advised students and parents to arrive at the convention center by 9 am on the 30th specifically those

students admitted for the academic year 2023-24. Students were instructed to report to their respective departments on the 29th of September. Principal Prof. G. Sasibhushana Rao emphasized the importance of providing necessary information to students at the department level. On 29th, starting from 10 am, students are expected to go to their respective departments and report. The Chief Wardens of the hostels are directed to make accommodation arrangements for students starting from the 28th of September, and students will be allowed to get admission into their hostels from 28th.

Sports Board General Body Meeting



AU News, September: Prof. N. Vijayamohan, the Director of the AU Sports Board, expressed his commitment to making sports more accessible to students at Andhra University. In a recent meeting of the General Body of the Sports Board in the AU Sports Department, suggestions were made regarding the development of sports. The meeting was attended by Directors of the Physical Education Department and

Physical Education Lecturers from AU Affiliated Colleges. During the meeting, Prof. Vijayamohan emphasized the high priority given to sports at Andhra University. He encouraged affiliated colleges to work diligently in promoting sports among their students. He also mentioned that Andhra University would host the All India Inter-University roller skating competitions for the third time. Participation of Andhra University in

the All India Inter-University sports competitions, promoted athletes displaying talent and winning medals to receive financial support. This support is made possible through the cooperation of AU Vice-Chancellor Prof. Prasad Reddy and Registrar Prof. V. Krishnamohan. Prof. Vijayamohan also mentioned plans to conduct inter-collegiate sports events and university team meetings in various affiliated

colleges throughout the year. The program also included the participation of AU Physical Education Department Head Prof. A. Pallavi, Physical Education Professor Dr. Vasudevaraj, P.D Suresh, retired PD Prasad, and others. Later, Prof. Vijayamohan and Dr. Pallavi felicitated individuals who had received doctorates at the recently held Convocation.

