

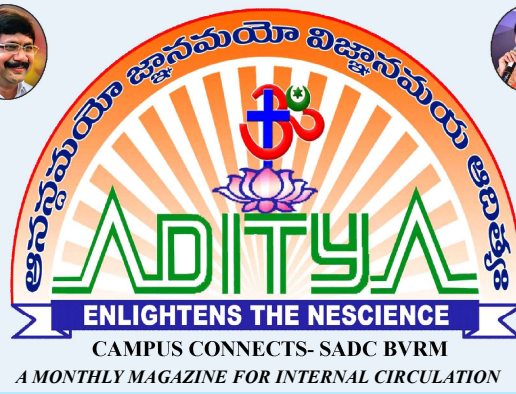
7997256662/63

sadcbvm@aditya.ac.in

FB/SADCBVM

sriadityadegreecollege

sriadityadegreecollege365



Editor-in-Chief

Mrs A.Anuradha
M.C.A, M.Phil,M.Tech (Ph.D)

Editors

Mr. B.Mavullu M.Sc,
Mr. Ch. V.V Bramham M.Tech

Graphics

Mr. P. Ravi Kumar B.Sc, B.Com, M.A

Edition: 1

Date: 10/02/2025

Pages : 11



May the warmth and joy of Pongal fill your hearts and homes. May the harvest season bring prosperity, happiness, and good health to you and your loved ones. As we celebrate the festival of Surya, the Sun God, may his radiant energy illuminate our paths and guide us towards a brighter future. Wishing you a Happy Pongal from the management, faculty, and students of Sri Aditya Degree College. May this festive season bring us all closer together and fill our lives with love, laughter, and joy. Sri Aditya Degree College Family.

Sankranthi Celebrations at Sri Aditya Degree College Sri Aditya Degree College, Bhimavaram, celebrated Sankranthi with great enthusiasm. The event was attended by the Director, Principal, Vice Principal, and staff members. The celebrations included traditional puja, cultural programs, kite-flying, and traditional games. The students showcased their talents, and the staff members encouraged them to take pride in their traditions and customs. The Principal emphasized the importance of preserving and promoting cultural heritage.

Welcome to the inaugural edition of “**Campus Connects**” the official magazine of Sri Aditya Degree College, Bhimavaram. As we launch this magazine, we aim to provide a platform for the students and faculty of our college to express themselves, share their ideas, and showcase their talents. This magazine is a celebration of our college community's creativity, diversity, and spirit. In this first edition, we bring you a mix of articles, stories, and features that reflect the interests and passions of our students and teaching faculty. From inspiring stories of success to thought-provoking opinions on current issues, we hope you'll find something that resonates with you. We would like to thank our contributors, writers, and designers who have worked tirelessly to bring this magazine to life. We also extend our gratitude to our Chairman sir Dr. N. Sessa Reddy Garu, Secretary Dr. N. Suguna garu and Sri. M. Srinivasa Rao garu Director AEI Bhimavaram for their support and encouragement. We hope you enjoy reading this magazine as much as we've enjoyed creating it. Your feedback and suggestions are welcome, and we look forward to continuing to serve as a voice for our college community. Happy reading!



*Mrs A.Anuradha M.C.A, M.Phil, M.Tech (Ph.D)
Principal, Sri Aditya Degree College, Bhimavaram*





Star Student Emerges Victorious

Nakka Navya Sudha from Bhimavaram has secured the prestigious 5th rank in the APPGCET-2024, outshining over 5 lakh participants. This remarkable achievement is a testament to her dedication, hard work, and academic excellence. Navya Sudha's success has brought recognition to her and raised the profile of educational achievements in the region. The Member of the Legislative Assembly (MLA) from Bhimavaram, Pulaparathi Ramanjaneyulu (Anji Babu), congratulated her on her achievement, acknowledging the hard work and sacrifice of her parents. Navya Sudha's achievement serves as an inspiration to other students in the community, highlighting the importance of supportive families and quality education in nurturing young talent. College principal Mrs. A. Anuradha, vice principal Mr. B. Mavullu and other faculty and management members appreciated her.



Student Achieves 5th Place in State-Level Bodybuilding Championship

C. Rohith Varma, a second-year BBA student at Sri Aditya Degree College, Bhimavaram, secured 5th place in the prestigious Mr. Andhra Pradesh Bodybuilding Championship. Rohith's remarkable performance showcased his dedication, hard work, and commitment to a disciplined lifestyle. I'm grateful to my college, coaches, my teachers, friends, and family for their support," Rohith said. "This is just the beginning, and I'm aiming for higher goals. Rohith's achievement marks a significant milestone in his bodybuilding journey, and he is expected to continue making a name for himself in the competitive arena. Sri Aditya Degree College is proud of Rohith's success and looks forward to his future achievements.

Clapingo Conducts Seminar on English Speaking and Writing Skills



Sri Aditya Degree College Bhimavaram has recently hosted a seminar collaborated with Clapingo, a renowned language learning platform. The event aimed to enhance students' English proficiency and confidence. Experts from Clapingo provided practical tips on improving speaking, writing, and language fluency. Interactive sessions and activities helped students to overcome their fears and improve their skills. A second-year student praised the session, saying it helped them overcome their fear of speaking in English and improved their writing skills. The seminar covered key aspects like sentence structure, vocabulary enhancement, and regular practice. The event received positive feedback, motivating students to confidently use English in everyday conversations.



SRI ADITYA DEGREE COLLEGE & AMBITIONS CAREER COUNSELLORS HOST TALENT TEST

Commerce and Management Talent Test was Held at Sri Aditya Degree College . In association with Ambitions Career Counsellors, SADC BVRM organized a Commerce and Management Talent Test for BBA and B. Com students. The event aimed to promote academic excellence and provide a platform for students to showcase their knowledge and skills. Dr. A. Srikanth, Associate Professor at KL University, emphasized the importance of practical knowledge and continuous learning in his address. The top performers were awarded cash prizes, and the event motivated students to pursue academic excellence while enhancing their problem-solving and analytical abilities. This initiative reflects Sri Aditya Degree College's commitment to student development and academic rigor. The event's success highlighted the importance of hard work, dedication, and continuous improvement in students' academic journeys.

Reddi Devika Shines in Naukari Young Trucks Talent Test

Reddi Devika, a BCA student at Sri Aditya Degree College, Bhimavaram, has achieved outstanding success in the Naukari Young Trucks National Talent Test. She secured 42nd rank in the Pharma Sector and 93rd rank in the Accounting & Finance Sector. Devika's achievement has garnered praise from the Member of Legislative Assembly (MLA) of Undi, Mr. Raghu Rama Krishnam Raju. Her success serves as an inspiration to young students, especially those from small towns, showing that dedication and hard work can lead to great achievements. Sri Aditya Degree College, Bhimavaram, is proud of Devika's accomplishment, highlighting the college's commitment to providing quality education and fostering talent among its students.





CELEBRATING THE SPIRIT OF REPUBLIC DAY AT SRI ADITYA DEGREE COLLEGE



The 74th Republic Day celebrations at Sri Aditya Degree College, Bhimavaram, were a resounding success. The event was attended by the esteemed Principal, Mrs. A. Anuradha, Vice Principal, B. Mavullu, and Administrative Officer Jayakumar, along with faculty members and students. The celebrations began with the unfurling of the national flag, followed by a series of inspiring speeches by the faculty members. The speeches highlighted the significance of Republic Day, emphasizing the importance of unity, diversity, and the sacrifices made by our freedom fighters. Principal Mrs. A. Anuradha, in her address, encouraged the students to take pride in their country's rich heritage and to strive towards building a better future for themselves and for India. Vice Principal B. Mavullu and A.O Jayakumar also shared their thoughts, emphasizing the need for patriotism, social

responsibility, and community service. The event was marked by a sense of patriotism and national pride, with students and faculty members alike participating with enthusiasm. The celebrations concluded with a vote of thanks and a sense of renewed commitment to the values of democracy, equality, and justice. The success of the Republic Day celebrations at Sri Aditya Degree College is a testament to the institution's commitment to fostering a sense of national pride and social responsibility among its students.

POLANATI ANUSHA, A SHINING STAR FROM SRI ADITYA DEGREE COLLEGE



Polanati Anusha, a first-year student of Sri Aditya Degree College, Bhimavaram, has made her institution proud by securing a prestigious scholarship from Reliance Foundation. Anusha, daughter of Venkata Rambabu, emerged victorious among numerous students who participated in a rigorous competition. The scholarship is a testament to Anusha's exceptional academic talent, hard work, and dedication. Her achievement was celebrated at the college, where Principal Mrs. A. Anuradha, Vice Principal B. Mavullu, and Administrative Officer Jayakumar felicitated her. Speaking on the occasion, Principal Mrs. A. Anuradha praised Anusha's outstanding performance, saying, We are thrilled to see

Anusha's achievement. Her success is a reflection of the college's commitment to nurturing talented students. We wish her all the best for her future endeavors. Principal of the college said in her speech that the importance of perseverance and passion in achieving academic excellence. Anusha's achievement serves as an inspiration to her peers, demonstrating that with determination and hard work, students can overcome challenges and achieve their goals. Sri Aditya Degree College is proud to have Anusha as a part of its academic community and looks forward to her future accomplishments.

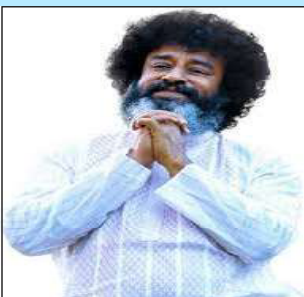


Students of Sri Aditya Degree College Witness Union Budget Session Live on Campus



In a unique and engaging initiative, the students of Sri Aditya Degree College gathered at the campus seminar hall to witness the live telecast of the Union Budget of India session on the big screen. This event provided the students with a first-hand experience of the country's economic planning and policy-making process. The students, accompanied by their faculty members, keenly watched and analyzed the budget presentation, taking note of the key

announcements, allocations, and reforms. The live telecast sparked interesting discussions and debates among the students, who enthusiastically shared their insights and perspectives on the budget's implications. The program was successfully conducted under the guidance of Principal A. Anuradha, who emphasized the importance of staying informed about current events. Vice Principal B. Mavullu and Administrative Officer Jaya Kumar played a key role in organizing the event, ensuring its smooth execution and providing a valuable learning experience for the students. By organizing this event, Sri Aditya Degree College demonstrated its commitment to fostering a culture of awareness, engagement, and experiential learning among its students.



≈ YOU ARE RICH BY WHAT YOU GIVE
YOU ARE POOR BY WHAT YOU TAKE ≈

-Mahatrea



"UNION BUDGET 2025: A NEW ERA OF ECONOMIC GROWTH AND DEVELOPMENT"



The Union Budget of India for the financial year 2025-26 was presented by the Finance Minister on February 1, 2025. The budget aims to drive economic growth, simplify taxation, and promote social welfare. With a focus on "Amrit Kaal" (a period of 25 years leading up to India's 100th year of independence), the budget outlines various initiatives to boost infrastructure development, digitalization, and job creation. Key sectors such as agriculture, healthcare, education, and MSMEs have also been allocated significant funds to drive growth and development.

The Union Budget of India 2025 has several key highlights that are expected to boost economic growth, simplify taxation, and benefit various sectors. Here are some of the main points:

Tax Reforms New Income Tax Bill: A new income tax bill is set to be unveiled next week, aiming to modernize India's tax laws and provide a simplified, transparent, and efficient tax framework.

Tax Exemption Limit: The income tax exemption limit has been increased to ₹12 lakh under the new tax regime.

Rationalization of TDS/TCS: The TDS limit on liberalized remittance scheme (LRS) payments has been increased from 7 lakh to 10 lakh.

Economic Growth and Development Capital Expenditure: India's capital expenditure (Capex) has been increased to 11.21 crore for FY2025-26.

MSME Growth: Enhanced investment and turnover limits have been introduced to strengthen Micro, Small and Medium Enterprises (MSMEs) and improve financial access.

Artificial Intelligence: 500 crore has been allocated to advance AI, robotics, and cybersecurity, along with the establishment of five National Centres of Excellence for Skilling.

Other Key Highlights Job Scheme: The government plans to generate 22 lakh jobs in the economy through a new job scheme.

UDAN Scheme: A modified version of the UDAN Scheme will be launched to enhance regional connectivity to 120 new destinations.

Makhana Board: A Makhana Board will be established in Bihar to improve the production, processing, value addition, and marketing of Makhana.

DO YOU KNOW?



The first person to introduce a budget in independent India was R.K. Shanmukham Chetty. He presented the first Union Budget of independent India on November 26, 1947. Nirmala Sitharaman is the second woman to hold the position of Finance Minister in India. She has presented nine Union Budgets, including the one for 2025.



Faculty Corner

Academic Excellence: Mrs. Lakshmi Sudha Achieves Certification in Management of New Products and Services

We are pleased to congratulate Mrs. Lakshmi Sudha, the esteemed Head of the Department of Commerce at Sri Aditya Degree College, Bhimavaram, on her outstanding achievement. Mrs. Lakshmi Sudha has successfully completed a certificate course on Management of New Products and Services through the esteemed online education platform, NPTEL. This accomplishment demonstrates Mrs. Lakshmi Sudha's commitment to enhancing her knowledge and skills in the field of commerce, with a special focus on product and service management. Her dedication to staying updated with the latest trends and practices will undoubtedly enrich the learning experience of her students and contribute to the institution's academic excellence.

Elite
NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
LAKSHMI SUDHA
for successfully completing the course
Management of New Products and Services
with a consolidated score of **62** %

Online Assignments	23.33/25	Proctored Exam	38.64/75
--------------------	----------	----------------	----------

Total number of candidates certified in this course: **1684**

V. Ratish Kumar
V. Ratish Kumar
Coordinator for Continuing Education
IIT Kanpur

Jan-Feb 2024
(4 week course)

Satyaki Roy
Prof. Satyaki Roy
NPTEL Coordinator
IIT Kanpur

Indian Institute of Technology Kanpur

swayam
FREE ONLINE EDUCATION
INDIAN INSTITUTE OF TECHNOLOGY

EL24MG62S540500248 To verify the certificate No. of credits recommended: 1 or 2

Achievement Unlocked: Mr. Ayaan Babu Completes Certificate Course on “Cloud Computing”

NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
AYYANNABABU MANEPALLI
for successfully completing the course
Cloud Computing
with a consolidated score of **51** %

Online Assignments	20.06/25	Proctored Exam	30.98/75
--------------------	----------	----------------	----------

Total number of candidates certified in this course: **23872**

Jan-Apr 2024
(12 week course)

Haimanti Banerji
Prof. Haimanti Banerji
Coordinator, NPTEL
IIT Kharagpur

Indian Institute of Technology Kharagpur

swayam
FREE ONLINE EDUCATION
INDIAN INSTITUTE OF TECHNOLOGY

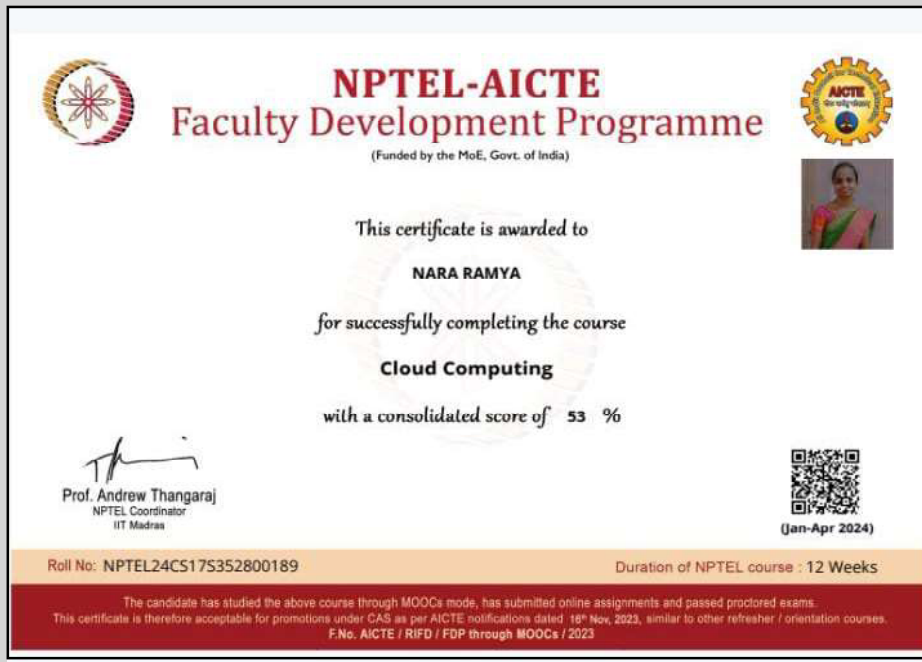
Roll No: NPTEL24CS17S452800265 To verify the certificate No. of credits recommended: 3 or 4

We are delighted to congratulate Mr. M. Ayaan Babu, the esteemed Head of the Department of Computer Science at Sri Aditya Degree College, Bhimavaram, on his outstanding achievement. Mr. Babu has successfully completed a certificate course on Cloud Computing through the esteemed online education platform, NPTEL. This accomplishment is a testament to Mr. Babu's dedication to staying updated with the latest advancements in the field of computer science. His commitment to enhancing his knowledge and skills will undoubtedly inspire and benefit his students, colleagues, and the institution as a whole.

We extend our warmest congratulations to Mr. Ayaan Babu on this achievement and wish him continued success in his academic and professional pursuits.



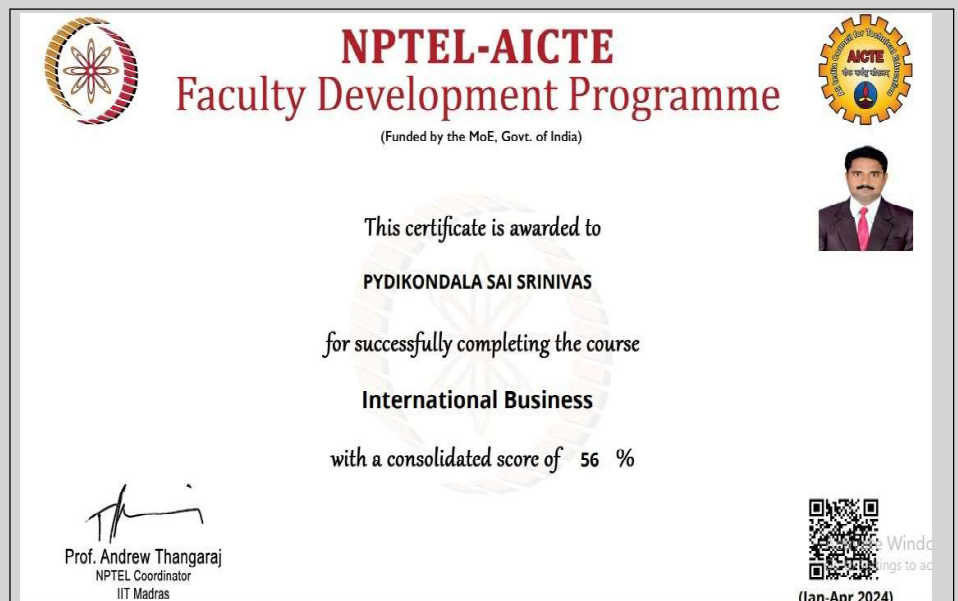
Cloud Computing Expertise: Mrs. Ramya. N Achieves NPTEL Certification



Sri Aditya Degree College, Bhimavaram, is proud to announce that Mrs. Ramya N, a lecturer in the Department of Computer Science, has successfully completed a certificate course on Cloud Computing through NPTEL. This achievement demonstrates Mrs. Ramya's passion for staying at the forefront of technological advancements and her commitment to providing high-quality education to her students. Her expertise in cloud computing will undoubtedly enrich the academic experience at Sri Aditya Degree College. We congratulate Mrs. Ramya N on this outstanding achievement and wish her continued success in her academic pursuits.

Mr. P. Sai Srinivas Earns NPTEL Certification in International Business

We are thrilled to congratulate Mr. Sai Srinivas, the esteemed Head of the Department of Management at Sri Aditya Degree College, Bhimavaram, on his remarkable achievement. Mr. Srinivas has successfully completed a certificate course on International Business through the esteemed online education platform, NPTEL. This accomplishment demonstrates Mr. Srinivas's commitment to enhancing his knowledge and skills in the field of management, with a special focus on international business. His dedication to staying updated with the latest trends and practices will undoubtedly enrich the learning experience of his students and contribute to the institution's academic excellence. We extend our warmest congratulations to Mr. Sai Srinivas on this achievement and wish him continued success in his academic and professional pursuits.



“POSITIVITY DOESN'T GARRANTEE SUCCESS, BUT NEGATIVITY GUARANTIES FAILURE”- MAHATREYA



THE FACULTY VOICE

The Need for a Global Currency Reset: Restoring the Gold Standard



As the world grapples with a staggering global debt of \$323 trillion, it's time to reconsider the gold standard, argues the current fiat currency system has led to unsustainable debt levels, quantitative easing, and near-zero interest rates, devaluing currencies worldwide. The gold standard, which tied currency values to gold, offered stability, predictability, and economic security. It restricted governments from printing currency at will, keeping inflation in check. Although the gold standard was abandoned in the 20th century, its benefits are still relevant today. Sai Srinivas suggests that reinstating the gold standard could provide a much-needed reset for the global economy. By linking currencies to gold, countries can restore stability, reduce debt, and promote economic growth. As the world navigates the complexities of global finance, it's time to reconsider the gold standard as a viable solution for a more stable and secure economic future. A return to the gold standard would also promote fiscal discipline among governments, preventing them from printing money to finance their spending. This, in turn, would reduce the risk of inflation, currency devaluation, and economic instability. By adopting the gold standard, countries can ensure a more sustainable and stable economic system. In conclusion, the current state of the global economy, marked by soaring debt and economic uncertainty, makes a strong case for reinstating the gold standard. As Sai Srinivas emphasizes, it's time for a global currency reset, one that promotes stability, security, and sustainable economic growth. By reconsidering the gold standard, we can build a more resilient and prosperous economic future for generations to come.

MR. P. SAI SRINIVAS M.B.A
HOD MANAGEMENT.

Beyond the Lens: The Emotional Depth of Photography

Photography is an art form that captures the essence of a moment in time—transforming it into a memory that can be revisited for years, even decades. As a photographer, the importance of a photo extends far beyond its aesthetic appeal or technical precision.



Each image tells a story, evokes emotions, and connects us to the past, present, and future. The act of taking a photo is an intimate experience; it is not just about pointing the camera and pressing the shutter. It's about seeing the world through a lens, focusing on the details that others might overlook, and crafting a visual narrative that resonates on a deeper level. A photograph has the power to stir emotions whether it's the joy of a wedding, the sorrow of a loss, or the awe of a breathtaking landscape. Photographers often find themselves capturing not just images, but the emotions of their subjects. This responsibility, while profound, is also a privilege. It is a chance to preserve memories for others, to offer them a visual representation of feelings and experiences that words cannot fully convey. For photographers, the significance of a photograph often lies in its ability to capture fleeting moments—the smile of a child, the intensity of a glance, the quiet stillness of nature. These moments are ephemeral, and yet, through the lens, they become eternal. A photograph can encapsulate a lifetime of emotions in a single frame, and in that way, it becomes a form of storytelling that transcends time. Moreover, photographs often serve as bridges between generations. They allow us to revisit our own histories and the lives of those who came before us. In a world constantly changing, the photograph is a constant, reminding us of who we were, where we came from, and how far we've come.

MS. V.S.N.V.CHANDINI M.B.A
LECTURER IN MANAGEMENT

NEVER BLAME A DAY IN YOUR LIFE. GOOD DAYS GIVE YOU HAPPINESS, BAD DAYS GIVE YOU EXPERIENCES, THE WORST DAYS GIVE YOU A LESSON & ALL ARE GOD'S BLESSINGS.

- Mrs A.Anuradha M.C.A, M.Phil, M.Tech (Ph.D) Principal, Sri Aditya Degree College, Bhimavaram



AI's Role in Human Resource Management (HRM)



CAN AI REPLACE HRM?

Artificial Intelligence (AI) is transforming Human Resource Management (HRM) by automating tasks, improving decision-making, and enhancing employee experiences. AI technologies such as Machine Learning (ML), Natural Language Processing (NLP), Robotic Process Automation (RPA), and Sentiment Analysis are revolutionizing HR functions. To understand how far it can work well, first of all we have to discuss some of its applications then we will get to know can it replace us?.

Key AI Applications in HRM :

1. Recruitment & Selection AI-powered Applicant Tracking Systems (ATS) screen resumes efficiently. Chatbots conduct initial interviews and answer candidate queries. AI-driven video interviews assess facial expressions and speech patterns.
2. Employee Onboarding & Training AI automates document verification and training schedules. Virtual onboarding assistants provide company insights and address queries.
3. Performance Management & Employee Engagement AI tracks Key Performance Indicators (KPIs) and gives real-time feedback. Sentiment analysis tools assess employee satisfaction and workplace morale. Predictive analytics identify attrition risks and suggest retention strategies.
4. Payroll & Compensation Management AI automates salary processing, tax calculations, and compliance tasks. AI helps design competitive compensation structures.
5. Workforce Planning & Analytics AI predicts workforce demand and suggests optimal staffing levels. Identifies skill gaps and recommends hiring or reskilling strategies.

Challenges & Ethical Considerations :

AI raises concerns about data privacy and security. Algorithmic bias must be monitored to ensure fair hiring and decision-making. Employee resistance to AI adoption requires proper training and awareness programs. Future of AI in HRM AI-driven HR chatbots will provide instant support. Predictive analytics will help reduce turnover and absenteeism. AI and blockchain will enhance secure employee data management. AI is shaping the future of HRM by making processes faster, smarter, and more efficient. While challenges exist, responsible AI adoption can create a fair, data-driven, and employee-friendly workplace. Finally I would like to conclude with the famous person in the word Elon Musk's thought provoking line

"Competition for AI superiority at national level is the most likely cause of WW3".



Mr. P. Srinivasa Rao, M.Com, M.Phil
Faculty in Commerce, SADC BVRM

**THE GREATEST DISCOVERY OF MY GENERATION IS THAT HUMAN BEINGS
CAN ALTER THEIR LIVES BY ALTERING THEIR ATTITUDES OF MIND
- WILLIAM JAMES**



Student Corner

A PICTURE PERFECT CREATION: STUDENT'S OUTSTANDING ARTWORK



III BBA Student Kavya Showcases Remarkable Talent with a Pencil Sketch of Hon'ble Chairman Sri Dr. N. Sesa Reddy in a stunning display of artistic talent and heartfelt gratitude, Kavya, a III BBA student, has created a remarkable pencil sketch of our honourable chairman, Dr. N. Sesa Reddy, within an impressive span of just 25 minutes. Kavya's artwork is not just a demonstration of her skill but also a token of deep respect and appreciation for Dr. N. Sesa Reddy, whose visionary leadership has been an inspiration to countless students. Her ability to capture his likeness so precisely in such a short time reflects both her dedication and artistic brilliance. The sketch was met with great admiration and applause from faculty and fellow students, who were amazed by her speed, accuracy, and attention to detail. Expressing her feelings, Kavya mentioned, This is my way of showing gratitude to our Chairman Sir, whose guidance and support have shaped the futures of many students, including mine. The management and faculty wholeheartedly appreciated Kavya's exceptional talent and gesture of respect. This incredible feat stands as an inspiration to all



young artists and students, proving that passion and dedication can create wonders.

INTRODUCING THE RESIN WIZARD OF OUR COLLEGE

Hi, I'm Akshaya. Resin artist from bhimavaram. I'm proud to sat that studying in Sri Aditya Degree College Bhimavaram. My interest turns out into passion as an resin artist. I want to show my work to the world. I felt attracted by the resin art products in social media and I want to preserve memories through resin for life time. Preserving garlands for the life time will be memorable and While seeing the art they will remember all the wedding journey and their wedding things like Wedding card, Varmala, Rings etc.. and One more thing we're ready to preserve any condition flower and any cost. Just as resin preserves the beauty of flowers, love, when carefully nurtured, captures and holds the essence of a marriage forever. Not a garland preservation we will preserve Beast milk and the baby things called as baby keepsake it means we will preserve baby things like pregnancy kit, umbilical cord, Bangles etc. Each and every Memory will be preserve with your budget.

