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Articles can be sent to editor.srushti@nmrec.edu.in
There is no point in asking which came first, the educational explosion of the last one hundred years or the management that put this knowledge to productive use. Modern management and modern enterprise could not exist without the knowledge base that developed societies have built. But equally, it is management, and management alone, that makes effective all this knowledge and these knowledgeable people. The emergence of management has converted knowledge from social ornament and luxury into the true capital of any economy.

—Peter Drucker

Introduction
Quality Management Education contributes to the welfare of the society both in terms of wealth creation and prosperity. The research on business practices, organizations, markets, and environments contributes to an ever-expanding base of knowledge, ensures that pedagogy remains current and relevant, and helps companies to acquire a better understanding of the strategies that will ensure their success in a rapidly evolving world.

It is important to understand the challenges, opportunities, potential risks and rewards associated with this transition.

There are many issues in the global Management Education:

- To accommodate the future growth in the light of resource constraints and quality concerns.
- To balance the global aspirations against pressing local needs.
- To assure the quality of education under tremendous pressures to cut costs.
- To motivate the students for doctoral education which has not kept pace with growth in undergraduate and master’s enrollments.
- To align programmes and curricula with the ever-changing needs of organizations.

Economic Integration
Economic integration, which is often blamed for driving wealth divergence within and across countries and contributing to environmental degradation, has led to new ways of thinking about responsibility and sustainability. It particularly focuses on broad impact on business education. Thus, this demands a relook into the ever-changing needs of the society and potential implications for management education.

Information and Communication Technology
Advances in information and communication technology, in part enabled by trade integration, will continue to fracture industries and business processes. It deserves special attention because of their direct impact on the creation, delivery of products, and services. Collaborations, digital libraries, on-line marketing, mobile learning support, and the like enhances the importance of management education in application of their skills in business processes. The management educational institutions have to necessarily groom their students in this direction.
Economic Competitiveness
Education and training are key drivers of economic competitiveness. Countries are investing enormously in developing human capital, creating new knowledge, and spurring innovation — all crucial roles for higher education in general, and management education, in particular. Management and entrepreneurial talent create finance, and grow the demand for knowledge and innovation which stresses the need for management education.

Globalization necessitates the greater emphasis on global perspectives in education and skills development. The new environment calls for a richer set of educational experiences, with learning that transcends borders. The new global scenario calls for programmatic innovation and expanding cross border alliances in education and research. Management education focuses on business problems and skill development to overcome such constraints. In order to make the management education more effective and efficient, a structured curriculum, which requires the development of more quality, is essential. Case study methodology and more systematic insights into the nature of business are of paramount importance for management education. Specific economic circumstances in some countries also send strong signals for management educators to develop more relevant, meaningful programmes that support local development efforts.

Entrepreneurship
Entrepreneurship requires policy-oriented business research, as well as education, because many countries need to develop more effective institutions to support business creation. Emerging trends in business and education suggest that business schools must be more engaged in the global community to share best practices and to facilitate collaboration. Similarly, business schools or institutions imparting management education must meet the challenge to deliver management education and knowledge that is relevant in both global and local settings. The management institution should also adopt a more entrepreneurial mindset in relation to the challenge of the accessibility of business education.

Demographic and Political
Shifts in age distribution of the population will significantly impact management education, particularly in the areas of demand management and programme development, The demand for business education at global level depends on secondary level graduation rates, political stability and economic conditions. Sometimes the impact of demographics is more subtle. Economies will experience shifts in consumption patterns, resulting in opportunities for new business and management education programmes.

Global sourcing of services has changed the structure of business and the core skills required.

Corporate Social Responsibility and Sustainability
Corporate Social Responsibility (CSR) has emerged as an inescapable priority for business leaders in every country. Increasingly, business leaders believe that the long-term success of their organizations, and of business itself, will require positive social change today. Social responsibility is a prime example of the need for complementary leadership from both business and business schools. The growth and sustainability of present day business depends on the enterprise outlook towards the society and it’s welfare. Management education must respond to, and develop socially responsible business executives.

Faculty Shortage
Increasing competition among academic institutions created the dearth of faculty besides financial implications. As a result, the quality of management education is downgraded from year to year and is becoming ineffective in understanding business problems. Growing doctoral faculty shortage will have many important consequences for global management education in future.
Recent Developments in Management Education

- Most of the Management Institutions introduced a general framework for understanding the structure of business and management degree programs worldwide.
- Due to Globalization, Liberalization and Privatization, the management education is opened to private sector. The mushroom growth of private business schools or institutions represents one of the biggest challenges for government run business schools.
- Accreditation and other forms of quality assurance have played an important role in ensuring the quality of management educational programs, within many, if not all, in developing and developed countries.
- Growing shortages of business faculties, accelerating change in business, and rising benchmarks for physical infrastructures have led to additional resource requirements for management education. Globalization has had an impact not only on faculty markets, but also on doctoral education itself.

The current curriculum should focus on the issues discussed above and develop innovative methods of handling the management education. To summarize, the recent developments in management education expect continuing growth in management education, require diversity of business degrees offered and business degree providers, and cater to the needs of expending cross-border provision of education. Management education is, by no means, facing a “perfect storm.” The challenges are not insurmountable, but management education leaders must be proactive.

Anna—A Threat or Support to Democracy?

Anna is absolutely a support to democracy. The government itself gave him padmabhusan award in 1992, which means the government even accepted that he works for the society and he is support to democracy. Anna served India by being a part of the Indian Army. He also took part in Indo-China war and Indo-Pakistan war: this is a major fact that we can say he is absolutely a support to democracy. He played a major role in developing a remote village by name RALEGAON SIDDI where no current and no drinking water were present. The village has now become a role model to many villages in India. He developed the village by creating awareness of grain bank, water shed development programs, removal of untouchability, education to women, collective marriages, gram sabha & prohibition of alcohol. Are these facts not enough to say that he is a support to democracy?

He is the first man who fought against liquor, bringing right to information and Anti corruption act in Maharashtra. He is the man who brought a new rule in electoral system .i.e. electoral reform movement which means option of NONE OF THE ABOVE(NOTA). It is a ballot option that allows an electoral to indicate disapproval of all the candidates in an electoral system in case of non-availability of any candidate of his choice, as his right to reject.

And now he is fighting for each and every one of us. He is not just fighting against corruption but also for THE INDIAN CITIZENS.

SO THESE FACTS ARE ENOUGH TO SAY THAT HE IS CENT PERCENT A SUPPORT TO “DEMOCRACY”

- S. Abhilash Reddy
CSE-IIIB

Contributors: Dr. V.V.Subba Rao, Professor, MBA & T.Madhusudan Rao, Asst. Prof., MBA
“English is my mother tongue even though my mother can’t speak it”
- Khushwant Singh

English Language entered India in the 16 century with the arrival of East India Company. Christian Missionaries started imparting English education. Lord Macaulay was supported by some Indians like Raja Ram Mohan Roy who Introduced English education and established Universities in Calcutta, Bombay and Madras in 1857. Even though English rulers were thrown out, English language was retained. Gradually it took over from the “vernaculars” as the official language of India. It is with this language the ideas of Tagore were known to the rest of the world through his ‘Geetanjali’ which won him the Nobel Prize for literature. English gave scientific temper and questioning spirit which made Sir C.V.Raman, Chandrasekhar, J.C.Bose, Amartya Sen Nobel laureates and brought the attention of the world towards India.

Information Technology has become almost the monopoly of Indians. Throughout the world Indian I.T professionals have a competitive edge over the Chinese mainly because of their English proficiency. India produces knowledge society and this knowledge is reflected to the world through English. Indian medical professionals, Teachers, Nurses, Engineers, Technologists, Journalists, Sportsmen and Businessmen strive excellence in their respective field with this tool.

It should be realized language is an expression of one’s Ideas, thoughts, feelings, knowledge and attitude. Care is taken to appear smart but is the same care taken to let words out of the mouth?

The Electronic media has given English language glamour and power. In India only three percent of the population speak in English but they are the intelligentsia who lead India’s Economic, Industrial, Professional, Political and social life. Research programs in different disciplines, major publications, new inventions and discoveries are all in English. So to acquire all this knowledge the language has to be learnt.

It is to be known that seventy five percent of worlds mails are written in English, more than two third of the scientific ideas are in English and eighty percent of electronically stored information is in English. More than thirty six percent of all communication across the internet occurs in English.

This is only a small data. English is emerging as the Lingua Franca of the world. If one ignores to study English they are the losers.

Contributors: Mrs. Arul Mozhi Devi, Mrs. Rufus Ruth Department of H&SS
A workshop on ‘Design and Analysis of Algorithms’ was conducted by the CSE & IT departments from 20-23, December 2011 for faculty from various colleges stressing on the teaching of the subject for B.Tech students.

The resource persons were experts in the subject with rich experience from Dr. Sameen Fatima of Department of Computer Science, Osmania University, Dr. Khaleel Ur Rehman Khan of ACE Academy, Dr. Durga Bhavani of University of Hyderabad, Dr. Bhattacharyulu of Department of statistics, Osmania University and Dr. Y. Ramadevi of CBIT were the resource persons who are experts in the subject with rich experience.

APSCHE in association with JNTUH sponsored a one week faculty training program on C Programming & Data structures which was conducted at NMREC by the CSE & IT Departments during 16-21 January 2012. 105 Staff members from various colleges under JNTUH attended the program. All the faculty had a hands on experience programming. Eminent Professors from JNTUH, JNTU, Jagityal, University of Hyderabad NMREC delivered 22 sessions including theory & Labs.

Dr. Babu Rao of Navayuga Infotech, Mr. J. Hanumantha Rao Retired Director of BDL, Mr.Prem Sagar of ECII, Mr. Venkat puranam of Indwa Technologies, Mr. Chandra shekar of Infosys, Mr.Krupal Kashyap of HPIT consulting, Dr. V. Sivarama Prasad, Dr.Uma,Prof. G. Anjaneyulu,Prof. Sada Siva Sharma,Prof. Ramachandra, Dr. T.Mohandas, Mr. Sivaprasad, Mr. Rajashekar, Dr. J.
Yellaiah of NMREC and others participated in the panel discussion. All the faculty of the college and the Post graduate Students participated in the event.

**INFOSYS- SPARK PROGRAM**

Infosys organized SPARK program on 14 February, 2012 at NMREC by a team headed by Mr. Shravan project manager, Mr. Srinivas Software engineer and Ms. Shrubi software engineer. The program focused on the advances information technology has made, Infosys’s role in the growth of IT and how students can learn from it. More over, the program stressed on the increased awareness and clarity of students about the role of IT in the world around them and whatever they choose to do in their future lives. Third & Fourth year students from CSE, IT, EEE, MECH and ECE participated in the program with great enthusiasm.

**LANGUAGE DEVELOPMENT PROGRAM**

Apart from the prescribed syllabus in English language, the English faculty of college has taken up the daunting task of improving the communication skills of the students by devising a language development program for all the students. As a part of this effort, the college has subscribed for the Hindu newspaper for the students under the future India club. The efforts have started growing the initial results – which has encouraged further to strength the program.

**REPUBLIC DAY CELEBRATIONS**

Republic day was celebrated with great enthusiasm at NMREC. Chairperson of Nalla Malla Reddy Educational Society Smt. Kethi Reddy Sandhya Vali Garu hoisted the National Flag. Secretary of NMREC Sri Nalla Malla Reddy Garu addressed the gathering. It was attended by all the staff and students of NMREC.

Students participated actively in various cultural activities and competitions like singing, dancing, skits and prizes were distributed to the winners. Overwhelming participation from the students was witnessed.

**PLACEMENT NEWS**

- Two hundred and five Students from the Final year registered for JKC.
- HCL conducted a campus drive on 30th Nov.2011. at our college and 28 students from our college were selected.
- The online examination for SYNETEL, Pune was conducted on 12th Dec.2011 for the final year students and after subsequent interview the following students were selected.
  1. Annesonika
  2. Jogiparthy saandeep
  3. Vemasaniki Kranthi Kumar
  4. Akhila.G
- Students of Mechanical Engineering of our college had attended the CUMMINS interview process at VJIT on 12-13 January, 2012.
- In the written test and interview conducted by INFOSYS at Guru Nanak Engineering college Ibrahimpatnam on 23rd Jan 2012 of our students were selected.
- Campus interviews were conducted by TITAN Industries Ltd, and Medha Servo drives Ltd at NMREC.
- NMREC students attended interviews at computer Association, and Vodaphone.
JNTU Sports Council conducted JNTU Women’s kabaddi, kho-kho and basket ball selections at jagitial on 16/9/11. Our college students D.Anusha of CSE and CH.Geetha of IT were selected to represent JNTU women’s kho-kho and kabaddi teams in the south zone inter university tournament held at Pondicherry and Chennai.

JNTU Sports Council conducted JNTU hockey women’s team selections at Osmania Grounds on 20/9/11. B.Swathi Reddy of Mech 3rd year was selected to represent JNTU women’s hockey team in the South Zone Hockey Inter University Tournament.

JNTU Sports Council conducted JNTU football men team selections at CMR College on 26/9/11. Our college students MD.Zubair ECE IV, Siddilingeshwar MECH III, pavan and venkat participated in the selections.

JNTU Sports Council has conducted JNTU cricket men team selections from 3/11/11 to 5/11/11 at JNTU, Masab Tank. Our college students Mr.pavan of CSE IV, Ravi kumar CSE II, D.Pavan kumar reddy MECH I and SK.Kasim vali of MECH I participated in the selections.

JNTU Sports Council conducted JNTU men kho-kho tournament at jagitial on 4.11.11. Our college students Mr.Dinesh MECH III, Randheer II, CH.Yogesh CSE III and Vinay of ECE I participated in the selections. Randheer and vinay were selected to represent JNTU men’s kho-kho team in the South Zone Inter University Tournament.

JNTU sports council conducted JNTU women’s hand ball team selections on 22/11/11 at CMRIT. Our student’s Monika of CSE III, NL. Shirisha of CSE III and V.Tejaswi of MECH III participated in the selections. Monika, NL.Shirisha were selected and represented JNTU women’s hand ball in the South Zone Inter University Tournament held at Kakatiya University from 8/1/12 to 16/1/12.

JNTU Sports Council conducted JNTU men’s hockey team selections at Osmania University on 3/12/11. Our students MD.Zubair ECE IV, Mallikarjun MECH III and Pranav of CSE I participated in the selections.

V Dinesh of Mech III and Sai Santosh of MechIII represented Tennis Volleyball Junior Boys Tour in the 13th National Tennis Volleyball Championship held at GOA from 26/12/11 to 28/12/11 and they won the bronze medal.

We have conducted JNTU Men’s Volleyball team Selections at NMREC on 8/11/11. Krishna Reddy ECE IV, Thirupathi EEE III, Jeevan IT II, Sai Santosh Mech III participated in the selections. Krishna Reddy represented JNTU Volleyball team in the South zone inter university tournament held at Chennai.

NMREC conducted State level Inter Engineering College Faculty tournament in memory of late Sri Nalla Sai Reddy garu in the following events

1. Volleyball Men
2. Badminton Men & Women
3. Table Tennis

- NMREC Men’s Volleyball Team won the Championship.
- Men’s Doubles Badminton Team of NMREC won the Championship.
- Men’s Singles Badminton Team of NMREC won the 2nd place.
- NMREC Women Badminton Doubles Team won the 2nd place
- NMREC Women’s T.T Doubles Team won the 2nd place
- NMREC Women’s T.T Singles team of NMREC won the 2nd place
Department of Computer Science Engineering

Department News

CSE Department conducted “Mock Interviews” for all the CSE final year students on 30/1/12 and 1/2/12 by CSE Placement Co-ordinator Mr. Ch. Prabhakar Rao, Asst.Professor.

CSE Department is conducting “Tutorial Activities” every week like Group Discussions, Quiz, Chart Preparation etc., for 2nd, 3rd, 4th year students of CSE under the guidance of the tutorial incharge R.Sowjanya, Asst. Professor.

Faculty News

Mr.P.V.S. Siva Prasad, HOD CSE attended a 2-day workshop on “NBA New Criteria Version 3” at Gurunanak Engineering College from 16th September 2011 to 17th September 2011.

Mr.P.V.S. Siva Prasad, HOD CSE attended a workshop on “Research Project Funding” at IIIT, Hyderabad on 13th December 2012.

Mr.K.Prashanth Kumar, Asst.Professor, CSE has qualified "Faculty Eligibility Test(FET)".

R.Sowjanya, Asst.Professor, CSE attended a National level seminar on “Image Processing and Applications” conducted by Nagarjuna University, Guntur on 3rd & 4th December, 2012.

Student Activities

J. Satyajith, K.Satyadeep of III CSE presented a paper on “Data Encoding and compression using colors” in CMR College and bagged the First prize.


B. Arun Kumar, B.Badrinath of III CSE presented a paper on “Near Field Communication” in MRIT.

K. Divya Bharathi of III CSE presented a paper on “Spyware” in MRIT.


D. Lalita Prasoon of III CSE attended a workshop on “Android” in NIT, Warangal.

T.V.Pavani and T.Avinash presented a paper on “DNA Computing” in CBIT and won Second prize.

T.V.Pavani attended a Management Fest in VNIIT, Nagpur.

Shayesta naaz presented a paper on “Education through Clouds” in SPTIST.

P. Aravind of II CSE attended a workshop on “Ethical Hacking” in IIT Bombay.

T. M. Saraswathi participated in the Tech Fest in IIT, Madras.

Department of Electrical and Electronics Engineering

Mr. M. Serabanda, Asst. Prof., accompanied the students of B. Tech IV/II semester for an Industrial visit to Central Power Research Institute. The students have gained knowledge on testing of High Voltage Equipment.

Mr. Uday Salloju of B. Tech III/II semester has participated Magneto held at Tech Fest 2012, IIT Bombay, E-Grand Prix Robotics in Pragnya’11 organized by Gokaraju Rangaraju Institute of Engineering and Technology and was awarded 1st prize.

Mr. Uday Salloju of B. Tech III/II semester has participated in Robot Rally (Allterrain) event and secured 1st prize on the eve of 11th Technotsav at Sri Indu College of Engineering and Technology.

Department of Mechanical Engineering

Student Activities

1st Year

Akshay hemanth & Abhishek pathak - Participated in elocution competition conducted by “THE HINDU” on 21-01-12 at TKR college of engineering.

2nd Year

Datta karthikeyan, B. Karthik reddy and Y. Goutham Reddy - Participated in quiz competition conducted by “THE HINDU” on 21-01-12 at TKR college of engineering.

K. Nagaraj Kumar and K. Mani shanker - Participated in paper presentation competition in
college techfest conducted on 09-02-12 at Srinidhi institute of science and technology.

3rd Year
N. shivani – Participated in group discussion conducted by “THE HINDU” on 21-01-12 at TKR college of engineering.
Krishna Agarwal- Participated in quiz competition conducted by “THE HINDU” on 21-01-12 at TKR college of engineering.

4th Year
Tushar vidya mote participated in project presentation at IIT Kharagpur during 27th-30th jan 2012, elocution at TKR college of engineering conducted by “THE HINDU” on 21-01-12, and paper presentation at NIT Warangal on 24-09-11 and won second prize.

Industrial visit
About 35 students of III year Mechanical engineering visited Vizag steel plant and Port trust during the period 9th February to 11th February 2012.

Faculty Development
Dr. T.Mohandas, Professor and Head of the Department, Mechanical Engineering delivered an invited talk on ‘Failure of Weld Joints’ at the National Convention on Fracture and Failure Analysis during 3-4 Feb. 2012.


Mr. Anoop Kumar and Ms. V.Pallavi participated in a national seminar conducted by Society for Failure Analysis.

Mr. K Hari Krishna has been deputed to attend a one week workshop on “Engineering Drawing” being conducted at K.G Reddy Engineering College during the period 13th Feb – 18th Feb, 2012.

Department of Management Sciences

Student Activities

10 Students of MBA II year participated in National Level Management meet –Abhijay on 2nd and 3rd December-2011 at Nizam College, Baheerbagh, Hyderabad.

4 students of MBA II year participated in National Level Management meet Savya Saachi-2011 at Spoorthy Engineering College on 17th December 2011.

11 students participated in National Level management Fest AMOGHA-2012 at Sree Dattha group of Intuitions on 5th and 6th January 2012. Ms. K.Sravanthi and Ms.Nayyara Sulthana secured first prize in paper presentation category while Mr.G.Sai Kiran, Mr.G.Srinivas, Mr.V.Srikar and Mr.Rahmatulla Baig secured Second position in Ad-Making event. They also won prizes in the informal events like treasure-hunt and singing competitions.

Industrial Visits

Students of MBA II year visited Sree Ramananda Tirtha Rural Institute at Jalapur of Nalgonda Dist. on 28-12-2011. Students got the basic inputs like Focus of SRTRI on entrepreneurship for self-employment and promotion of micro enterprises in rural areas.

Students also visited Pochampally Handloom Park at Kanumukkula of Nalgonda Dist. on the same day. Students learned from the issues related to the marketing of textile products and stress of textile sector employees.

Guest Lecture

Mrs.Devika Bhatnagar-Associate Professor-TPO of Sree Dattha Institute of Technology gave a talk on ‘Stress Management’ on 17th December 2011.

Faculty Activities

Mr. V. V. Subba Rao was awarded Doctorate in Management for his Ph.D Thesis titled “Management of Self-Help Groups in Select Districts of Andhra Pradesh – Warangal and Rangareddy” by Dr. Baba Saheb Ambedkar Marathwada University, Aurangabad, Maharashtra.

Mrs. V. Uma Devi presented a paper on the topic ‘Financial sector reforms’ at CMR College of Engineering and Technology on 11th and 12th November-2011.

Mr. V. Uma Devi presented a paper on the topic ‘Entrepreneurship skills Development in Management Education’ at IPE O.U campus Hyderabad on 29th September 2011.

Department of Electronics and Communications Engineering

Faculty Activities

Mrs. M. E Padmavathi, Mrs. T Vijaya laxmi and Ms.Ch. Vani joined as Asst. Professors in the department.

Mr. S Vasu Krishna, Associate Professor, attended 25th International Conference on “VLSI Design” and 11th International Conference on “Embedded Systems” conducted at Hyderabad International Convention Center (HICC) on 9th & 10th January 2012.

Mrs. T Vijaya Laxmi, Asst. Prof., attended 25th International Conference on “VLSI Design” conducted at HICC, Hyderabad on 9th January 2012.

Mr. S Vasu Krishna, Asso Prof, attended a one day tutorial on “Mixed Signal VLSI Design” on 24th December 2011.

Mr. M. Sreenivasulu, Asst Prof joined PhD program in JNTUH.

Special Lectures

Prof. Ramachandra, HOD- ECE gave a lecture on “EMI/EMC” to B.Tech III year.

Prof. I Sudhakar gave a talk on “Missile Scenario in India” at CFDM Hall.

Student Activities

Aditya Agarwal, K Krishna Kumar Reddy, A Jayanth Reddy, K Veerababu and A Hari Charan, B.Tech III ECE students have attended The 25th International Students Conference on “VLSI Design” on 9th
January 2012 at HICC Hyderabad, 11th International Conference on “Embedded System” on 10\textsuperscript{th} January 2012 at HICC Hyderabad.

Mr. Aditya Agarwal, Mr. K Shiva, Ms. K Pavithra, Ms.Ch Mounica, Ms. M Vidya, Mr. Veerababu, Mr. A Jayantha Reddy, Mr. V. Rakesh, Ms. N Alekhya, Ms. G.Sumalatha, and Ms .E Yamuna, B.Tech III year students have attended a Two Day Course on “Embedded Systems” conducted by IETE Hyderabad on 28\textsuperscript{th} & 29\textsuperscript{th} January 2012.

**PLACEMENTS**

Fourteen students of the department were selected by Infosys and HCL in the recentg placement interviews.

**Infosys:** Mr. J A Sainath, Ms. N Alekhya, Mr. N Krishna Kavya, Mr. N Srivatsa, Mr. V Kranthi Kumar, Ms. G. Vimala Reddy

**HCL:** Mr. K Sandeep, Ms. B Sahiti, Ms. P Sowmya, Ms. B Sandhya Rani, Mr. Karthik, Md. Zubair, Mr. G Umakanth and Ms. S Bhargavi.

**Memberships**

Many of the students and staff in the department have taken membership in IEEE in the part few months.

**Faculty :** Prof. R Sadashiva Sharma, Professor, S Vasu Krishna, Associate Professor, Rajani Thaviti, Associate Professor, G Mahesh Kumar, Asst. Professor, Ch Vani, Associate Professor.


**IV Year Students :** Annam Kaushik, Vimala Gaddam, Sarvani Devarkonda, Akhila Goliala, Amarnath Sainath Jadiga, Sandeep Kasturi, Divya Goteti, Krishna Kavya Nori, Satish Kumar Papineni.

**M.Tech (VLSI) Students :**Raghava Garipelly, Anusha Challa, Sweta Mudliar, Abhinaya Karthik Arra, Sandeep Kumar Boya.

**Department of Computer Applications**

**Faculty Activities**

Prof.G.V.Anjaneyulu was nominated as chairman for the tutorials committee of national seminar on “Advances in Image processing and remote sensing” to be held in IETE on 10\textsuperscript{th} and 11\textsuperscript{th} march 2012.

Prof.G.V.Anjaneyulu was nominated as a member of the selection committee meeting to recruit scientists for “control institute of medicinal and aromatics plants” at lucknow in feb 2012.

Prof.G.V.Anjaneyulu has participated as a resource person in the work shop on ”C programming and Data structures” for engineering college teachers conducted at NMREC in Feb 2012.

**Seminars**

Mrs K.Sravanthi attended a two day workshop on “Data mining and warehousing” conducted by Institution of electronics and Tele communications engineering on 28\textsuperscript{th} and 29\textsuperscript{th} Dec 2011.

MCA department conducted a seminar on “career guidance program” by M/S Wisdom jobs.com.

**Department of Humanities & Social Sciences**

Mr. S. Kodanda Ramaiah, Associate Professor of English and Mrs. Arul Mozhi Devi Assistant, Professor of English in the Department of Humanities and Social Sciences qualified in the Faculty Eligibility Test (FET-2011) in English of JNTUH, Hyderabad.
Mrs. Gousia Sultana, Assistant Professor of English and Mr. P. Eshwara Murthy, Assistant Professor of English in the Department of Humanities and Social Sciences got admission to Ph.D program in English at Kakatiya University, Warangal during the year 2011-12. They also attended an orientation program for Ph.D course in English in the Department of English at Kakatiya University, Warangal on 13-02-12.

Mr. V. Vaneendra Sastry, Assistant Professor MEFA in the Department of Humanities and Social Sciences participated in a National Seminar at Mahatma Gandhi University, Nalgonda from 10-11 February, 2012 and presented a paper on the topic entitled ‘Consumer Behavior – Impact of Sales Promotion’ and it was published in a book brought out by the Department of Commerce of the University.

Mrs. Arul Mozhi Devi and Mrs. Rufus Ruth Livingston, Asst. Professors of English in the Department of Humanities and Social Sciences conducted the programmes of the Hindu E Plus club and trained the students to perform well in the Quiz, Creative Activity, Group Discussions, Elocution and Power Point Presentation for the Inter Collegiate E Plus Club Competitions held at Teegala Krishna Reddy Engineering College, Meerpet, Ranga Reddy Dist. on 21-01-2012. The students of this college were appreciated by The Hindu for their Creative Activity.

Mrs. Arul Mozhi Devi and Mrs. Rufus Ruth Livingston, Asst. Professors of English in the Department of Humanities and Social Sciences imparted good training to the students of this College to participate in the Drama competitions held at BITS Pilani, Hyderabad and NMREC to students were placed at First position in All India Drama Competition.

Mrs. Arul Mozhi Devi, Asst. Professor of English in the Department of Humanities & Social Sciences got admission to Ph.D programme in English at Bharatiar University, Coimbatore, Tamilnadu for the year 2011-12.

The Alumni meeting for the year 2011-12 of Nalla Malla Reddy Engineering College was held on 24th December 2011 in the seminar hall of college. Many old students of Engineering, MBA & MCA attended the meeting along with the current final year students.

Many of the old students expressed their views briefly on the stage and narrated their experience.

I am very happy for the education that I received here and I am independent to shape my future. I am willing to maintain a databank through networks.

Mr. Ram Kumar,
Marketing Specialist 2007 – 09
Zeta Interactive India Systems Pvt. Ltd.

Two years of P.G. life at NMREC helped me to spend fine time, my overall personality has changed and made me more effective. I still remember the incident where in I couldn’t answer the question in English at the beginning of the course. This compelled me to learn English and today I am standing in front of you all with ut most confidence. I want to extend my help to my fellow juniors in future.

T. Siddu (2007-09),
24/7 Pvt. Ltd (Social Media Advisor)

I thank all the members of this college for encouraging me during 2 years of my P.G. course. I want to extend help to my juniors in future for their placements.

B. Narsing Rao (2007-09),
SPE-Cognizant
**Words can make or break the Relationship**

It is said that the quality of our communication decides the quality of our relationship and the quality of our relationship decides the quality of our life. When such is the importance of communication, how serious are we in improving it and making it better? If we see today there is lot of pain, suffering and misery between the loved ones due to wrong communication or absence of communication. Where one has to make a request, an order is given. One intends to ask a question and ends up making statements. With some other thought in mind we make half sentence with incomplete information and the listener in the opposite mood assumes something else and feels hurt. Emotions or feelings should be expressed properly but one should know when to express and, how to express. The listeners should understand why it is expressed.

Most of our relationship problems in life are because we are not good listeners. We only hear words and come to conclusions. Communication depends on speaking and listening. Wrong words can ruin relationship where as right words can build relationship. Wrong assumptions, wrong understanding can build walls among the people on the other hand correct choice of words expressed with lovable expressions can build bridges among the people. Some people say “It is not what was spoken that pains me but how it was spoken hurts me”. This makes us to be aware of our emotions expressed through our voice. In communication it is not just words but how (voice) they are articulated is also of vital importance. Many of us have hearts overflowing with love but lips are tight without letting it out. What is love if not expressed out? Should we live in misery over petty quarrels because of our inefficiency in correct communication? When we develop other skills for our livelihood why can’t we develop communication skills for a happy smooth and successful life? Let us clear the cloud of misunderstanding with the sunshine of good communication. Come on! Speak correctly, Listen carefully, understand completely and live happily.

*Arul Mozhi Devi*

Asst. professor, H&SS

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**SOLDIER**

Served has he the Nation,
Sincerely to the Military salt & Ration,
Up above in the scary sky,
And underneath the ghastly ocean;
Separated is he, from his dear ones,
With meagre sum as salary,
To add to his family’s misery;
Countrymen forgot his contribution,
After 1999 victory sweets distribution;
Will the nation listen to his feeble voice,
And give his rightful share as his choice?

*Prof. I Sudhakar*

ECE
Social Networking: Those two words are more common today than AOL was back when the internet first came into people’s homes. Social networking is something that has taken the internet by storm and even created a whole line of technology just to feed peoples addiction to letting everyone know they just ate a sandwich. To most critical thinking people, this is a farce that will die out in another few years. To those that use social networking on a daily basis, they understand that this phenomenon will be around for the rest of your lives and even further.If you use social networking to its fullest, you will find that marketing your skills or services to others will be a piece of cake. You already have thousands of people on multiple networking sites that are following your every word and tossing out a little advertisement about your business will gain you a lot of attention. Once your friends see this post, they will tell all of their friends and the avalanche will come rocking down the hill. At the bottom of that hill is your website, which is where you want to grab their attention the most.Social networking can also cause you quite a few headaches. It can end up being a constant chore to publish news and events while maintaining personal relationships with so many people. In fact, there is a time when social networking should be cut down a bit so that you don’t become overwhelmed. There is no reason to comment and post twenty times an hour unless it is really important. The best practice is to limit your social advertising to a couple times a day or a week, at least, so that your friends and fans don’t become inundated with spam they don’t want. Using social networking to run your business can gain you a lot of attention and, when that happens, you are going to need to find different ways to keep people interested in what you are doing. If all you do is post a comment here and there, people will start to get bored with it and move on to other things. Sure, they might skim over what you have to say to see if it relates to them at that particular time, but after a while they won’t even be doing that anymore. A great way of keeping people interested in what you have to say is by posting a short video once a week along with your written posts every day. This will allow people to see the real you and they will be more interested in keeping in touch with you and your business. You can write out a few posts with clues as to what is going to be in your upcoming video to whet the appetites of those looking forward to seeing it and garner new people that are curious as to what you might be doing. Just remember, social networking can be a boon or a bane depending on how you use it.

With the evolution of the Internet, the life of a normal man in the towns changed from just a mere worker from a social person, an artificial social person, sometimes a natural social person. Internet changed many things, I am sure I need not speak much about it. But a special innovation which it brought about was the social networking. Basically social networking means a way in which one can keep himself connected to his near and dear ones in some way or the other. In the language of Internet, it is the same thing, but it is a similar thing conducted in a different way. Here, it is entirely a different thing. The natural social networking involves media like letter, mails, telegrams, phone calls, but today it includes media like SMSs, e-mails, scraps and what not, there are so many terms. I wanted to take this topic into consideration and after a long time, finally I got into a mood to discuss my thoughts with you all. So, I would discuss the social networking related to Internet in the upcoming words.

Social Networking, today, has made the life of the Richie riches easier. Those who have nice smart phones in their hands, can easily surf themselves right away.

However, the medium classes can also enjoy this. People can today keep themselves connected to their near and dear ones all the times. They can easily correspond with them anytime they want to do. With offline messages like scraps and offline chat messages they can easily leave a message to their near and dear ones, asking about their welfare or having an informal chat of any type, anytime.

Social networking has enabled us today to climb the mountains of connectivity so easily and you know, the best part of it? Most of the online...
services like chatting, emailing etc are totally free, so even the middle and the low classes can enjoy the services. It is therefore a big merit of this feature that cutting on the expenditure of ISD call rates, we can easily connect to the people of our beats easily, in case they are living in some other country. With the Internet social networking, one can easily present him/her before everyone. What does one need to do? Simply take a stand, spend some 3000-4000 bucks, create your own website, design it, put contents and finally you are done.

In short, it therefore means that one can stay connected even while sleeping, and today to my surprise, marriages are being conducted with the help of the so called matrimony websites which help us find the guys of our taste and finally we can select the bridegroom or the bride, chat to him/her, have a meet with him/her and finally, the “Just Married” signboard will be on the back of the car. Thus, today, to my surprise, internet social networking is helping people get married even. What not we can do? We can show our videos and songs.

These were all the merits of social networking, these were simply the pros, not let’s have a look towards the cons.

Today so many people, especially the old aged people say that the new generation has become so lazy because of social networking feature. Many even say that these so called social networking media are simply making the people of the present generation unsocial by doing all these.

It is notable that due to this feature of the internet, we are making friends with so many people whom we never see in our lives but we spend hours chatting with them without knowing who they actually are. Children of teenage who need to go to the fields and play with their real friends are busy with unidentified people on the net chatting with them, emailing with them, talking about their welfare and having a behavior in such a way that they are even more to them than their real friends. Yeah of course, some may come to a realistic end, but most of them really never meet. Children are becoming lazy talking to these people, maintaining their so called social status and just filling their life with dramatized follow ups. What are they doing? Students go to cyber cafes, spend hundreds of rupees and what they do? They simply keep on writing scraps to their so called distant friends. It really deviates the newbie minds from their actual courses, hitting at their health, hitting at their actual social life!

A Rose- is a Rose- is a Rose

Though peculiar, the quotation sounds good. This quotation is actually a verse taken from a poem and various people perceive it differently. According to the poet, ‘a rose is always a rose, whatever you call it or use it for.’ Though you call it a jasmine or a lily, its fragrance or texture remains the same; and it is very true.

A rose is loved by everyone and well known for its symbolism. Though it is a beautiful flower, competing to be the queen of flowers, it has thorns underneath. The flower which gives lots of pleasure to look at may prick (hurt) our fingers when held. But when these thorns are pruned, placed amongst various other flowers and leaves, and bound up together, becomes a beautiful bouquet which intensifies its beauty and adds more pleasure to those who look at it or possess it.

Likewise, Man is a social being who is a mixture of both good and evil. A little change in him can change his place or value in the society and his presence can emit a great joy and light to his co-beings. To become this, first, let us discover our strength and weakness-

· A man is always ready to advice others and hardly practices. Think, when we teach others, shouldn’t we teach ourselves?
· Every man has his own mindset and never tries or wants to change. Many a time we hold on to a belief that we cannot do something simply because we failed at it once before and refuse to attempt something new and challenging because of the mind set.
· Everyone likes to be appreciated, loved and treated well by others, but, are never careful in doing the same to others. Remember, Hence, being yourself, try to acquire the attitudes like confidence, tolerance, challenging, forgiveness, love, working hard with sincerity; get bound to these, then you would be surely a great guide to the blind and light to those who are in darkness( trials and tribulations).

When, a Rose, a flower which blooms in the morning and withers away by evening justifies its existence giving out its fragrance and imparts freshness and pleasure with its color to its surroundings; then, O man! You live for many years, have many more blessings, how blessed should you be to others? How presentable should you be? Are you a role model to the society? Think a while! Change a little! Contribute a lot!

- A. G.Latha Suhasini
  Asst.Professor, H&SS

- Sindhu Srija
  IT-IV

- Sai Sri
  IT-III

- A Rose- is a Rose- is a Rose

A Rose- is a Rose- is a Rose

A Rose- is a Rose- is a Rose

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A Rose- is a Rose- is a Rose

A Rose- is a Rose- is a Rose
Retirement Age for Politicians

However precious a dress might be to us, we change it after certain time as it wears out or gets outdated. Similarly politicians should step down from their posts and give chance to young minds. The old politician need to back up the young politicians, who are full of new ideas and energy, with their experience and wisdom. In some cases this can solve the problem of corrupt politics and the inheritance of the political power. There have been many cases where the Prime Ministers of many countries have been over age of eighty. The retirement age of politicians should be decided considering the political atmosphere of the country. But usually the age of sixty is considered a good retirement age in every field. But if we talk about the countries like US and UK where young minds contribute to the major part of the economy, the age of retirement would be around 50-55. The existing government of the country should conduct a survey of population, a decision should be taken on the retirement age. But when we talk about the country like India where we face the several issues like religion, communities, democracy, corruption etc. The age of retirement should be around 60-65. This is because for taking decisions on these issues some experienced person is needed and novice cannot handle them. Our government must enforce a law about the retirement age of the politicians since many young leaders are willing to take up the job of handling the country with new and different innovative ideas. But due to lack of encouragement and suppression, many of these young minds are not given a chance if the current old politician retires, the youth can prove their leadership qualities to the world by taking India to great heights. It’s true that the senior politicians can handle certain issues that require experience, but they cannot keep pace with the changing times. In my opinion the idea for an age limiting law is needed to help the young minds to grow and showcase their potential in front of the whole world. This type of system is what required now for the complete growth of our country, India.

- Shivani
Mech-III

Lokpal is the one cure for all ills in this Country

"The administration of justice is the firmest pillar of government"—remarked George Washington. ‘Let me ask you friends in the first place why did a demand for a strong lokpal arise? Our Indian constitution formed under the able leadership of Dr. B.R. Ambedkar in 1950 had undergone various changes by way of many amendments in the parliament over a period of time that suited the governments from time to time. The justice mechanism in our country like the police departments, ACB, CBI, CID, and JPC etc. have been under the control of governments and investigative reports have been prepared to suit the government preventing a free and fair trial to the victim, simply because even the preliminary FIR filed in the police station is botched up due to influence and corruption and it is on this basis that judicial process begins.

If the government employees of category A, B, C, and D along with the elected representatives is made accountable for their actions within a time frame and a proper grievance redressal mechanism accessible to the general public then I believe there will be a world of difference to the victims of the 4th largest corrupt country in the world. We have been betrayed and looted more than ever for years not by the Britishers but our own countrymen.

If the advancement of science and technology could not bring a pill to stop blood pressure, diabetes, cancer etc. how can Lokpal be the one pill to cure the disease of corruption in this country? But then Lokpal will definitely make a difference in the quality of living in our lives....

- Srishti
CSE-III A
Gandhi is restricted only to pictures on walls and currency notes and not in the Minds and Hearts of people

Our father of the nation Mahatma Gandhi—one of the most respected, adored, simple and generous khadi clad spectacled Indian who won India its freedom—freedom from bondage, slavery, imperialism and untouchability. All that he had as his exemplary weapons were only his patience, non-violence and truth. He stands as a symbol of truth and ahimsa the world over! Today he has disappeared into oblivion in India but his preaching’s and life remain a favorite topic for researchers all over the world. Great people like Nelson Mandela and Martin Luther King Jr. practiced his preaching’s and achieved their goals in life. It required a Richard Attenborough to make a film on Gandhiji to portray his greatness to the world despite a billion Indians who enjoyed his sacrifices.

His concern for the Harijans, Girijans and underprivileged remains only as a part of the election manifesto today in this country. Our Swadeshi Gandhi is replaced by Videshi Gandhi to lead the congress. White kurta, pyajama and a Gandhi cap which was once a symbol of peace now represents the license to loot. The Gandhi Memorial Parks in many places have transformed into garbage dumping grounds. Youngsters admire film heroes more than these real ones. The currency notes with his pictures has now become the major source of corruption.

I agree with regret and shame that Gandhiji is restricted only to pictures on the walls and currency notes and not in the hearts and minds of people.

Dear friends, “GANDHI IS NOT A BRAND TO SELL BUT A PATH TO FOLLOW”

- T. Avinash Royal
CSE-IIIB

Chidhood to Adulthood - The role of Technology

Don’t be surprised if someone asks you if you were born naturally or artificially? Were you born naturally, by invitrofertilization, artificial insemination, from a surrogate mother or by cloning? This could be in the application with the registrar of birth and deaths in the future. This has become a necessity because of the advancement of technology.

Infant mortality has been reduced considerably due to cesarean operations, availability of incubators, artificial respiration, blood transfusion and advances in medicine.

It is a pleasure going to school or colleges in air-conditioned buses, attending classes the play way method with e-learning, Power Point presentations, videoshows, educational visits and the use of cloud computing. The teachers and classmates are accessible even after school hours by cellphones and internet. If one needs additional information then internet and digital library comes to the rescue. If still you need clarifications live, then video conferencing and Skype are at your disposal. It is because of this advancement that call centers are being set up under various MNC’s.

If your parents are away and you feel hungry, it is not an issue, ready made processed biryani; curry etc. in the kitchen shelf will serve the purpose. College admissions are no more a problem you can apply to colleges anywhere in the globe online and seek admission amongst the innumerable courses available even using your debit/credit card. Your rail/air tickets to reach the destination can again be booked online.

I believe that in the days ahead technology will give a chip which when installed in the sensory lobe of the brain will absorb everything that you saw and read and retrieve the data when required.

ISN’T LIFE BEAUTIFUL WITH TECHNOLOGY???

- Tushar
MECH-IV
Advancements In Communication Technology
–Are They Bringing Us Closer Or Making Us Grow Distant....

Advancement of communication technologies has made us live in a world where societies are closely networked – so near yet so far.

Let me admit! For businessmen world over it has been a boon to procure orders, raw materials, advanced technology, participate in global tenders, acquire qualified talent, raise invoices, transfer money, make collections from any part of the world at the shortest time, with the advanced communication technology available.

It is true that we are able to keep in touch with our near and dear ones who live in our country or abroad through phone, internet, video conferencing etc. which has become affordable than relying on a postcard or an inland letter which may sometimes be delivered even after a week.

Due to the advancement of communication technology we can see the person like in 3G and video conferencing and are able to share the happiness and sorrow of each other. This advancement has given space for the generation of various employment opportunities in the call centers under various MNC’s.

In a way knowingly or unknowingly we are in a trap where we grow distantly since the frequency with which we meet each other becomes longer and occasions when there is a get together becomes rare. When our ageing parents require our physical help and mental support one is not at their side. If they fall sick, there is nobody to support them when the children are away and made to fend for themselves.

If you ask me if advances in communication technologies – are they bringing us closer or making us grow distant I can only conclude saying

“KABHI KHUSHI KABHI GHAM”

- Pavani
CSE-IIIB

Revolutions in Egypt and Arab Countries-
An attempt at Democracy or is it just mob mentality...

Let us understand what is democracy. It is by the people, for the people and of the people. Now let me ask you where is democracy in Arab countries? How many of them have democratically elected governments? Most of them are ruled by a dynasty, sheikhs or it is dictatorial president under whose control the law and order machinery rests. These countries for me are ticking bombs where the suppressed people can anytime explode into the streets resulting in arson and violence. It is what actually happened in Tunisia, Egypt, Syria and Libya. It is likely to happen in many more countries.

The president of Tunisia had ruled the country since 1987 and there was acute unemployment, food inflation, rampant corruption, lack of freedom of speech and poor living conditions for the people. The people had revolted to bring in a parliamentary system instead of the presidentship/dictorships.

In Egypt president Hosni Mubarak had ruled for almost 30 years and seems unconquered after banning the Muslim opposition party but then when he tried to suppress the people who were revolting through military force, detention, torture and killing of innocent people which resulted in his ouster.

Similarly, in Syria the president ruled for 11 years, his father who was the predecessor ruled for 29 years and ultimately when people wanted to end autocracy he declared an emergency ultimately resulting in his exit.

So, I strongly feel that the people who were fed up of corruption, autocracy, lack of freedom wanted democracy which they felt was the ultimate remedy to overcome the prevalent inhuman suppression.

- Prashanthi
EEE-II
Corruption: A way of life in India?

The first corruption scandal to find its way to the floor of Parliament in 1958 was the scam of LIC buying selective shares, to rescue certain dodgy companies, not to benefit the corporation or the general public. It was raised in Parliament forcefully by Feroze Gandhi, the then PM’s son-in-law, and politically secured the scalp of the finance minister. More importantly, a 24-day public inquiry by Justice M.C. Chagla established the malpractice and laid down new rules. Over a time, all parties that have held power at the Centre have had to bear the brunt of ‘scams’ (Bofors, hawala, fodder, Taj corridor, petrol pump allotments, urea, Tehelka tapes, to name a few) that resulted in political banishing of the players involved, but otherwise little movement in bringing the matter to an appropriate close, let alone recovering public money. Bofors was the one exception — as the opposition parties rallied together with accusations of a kickback at the top rungs of government. That almost marked the apogee of the curve of public outrage over perceived wrongdoing — ever since, nationally at least, corruption has not been seen as a political factor in itself.

As the Indian economy has opened up in the last couple of decades, some explained corruption as a carryover from the licence-permit-raj. As Jitendra Singh, a professor at Wharton, puts it, it was ‘a kind of shadowy market’ which, in the absence of free-pricing mechanisms, encouraged backroom deals. However, with continued malpractices, we will have to look for a better explanation; corruption is no longer acceptable as an ‘Indian way’ of doing things, the dark side of the much-admired jugaad. It’s fascinating to recall how a Congress leader from Himachal Pradesh, Sukh Ram (also accused in a telecom scam), caused a record number of days of stalled business in Parliament in the ‘90s, but then went on to win elections with the telephone as his election symbol! Of course, corruption galls the Indian public. But then, how does one explain a popular leader like Lalu Prasad winning despite being continuously berated for his alleged role in the fodder scam? One view is that as governments continue to exercise a powerful hold on the mind of the public as bearers of deliverance, that faith is not matched by a genuine expectation of getting anything. So, given the poor track record of public money reaching those it is marked out for, any improvement in that situation is such a pleasant surprise for those who are recipients that they refuse to take cognisance of ‘corruption’, as defined by better-off voters. There is also a perception that corruption is so spread across the political spectrum that it ceases to be a way of separating the parties at election time. But for all the apparent disappearance of corruption as a political issue, the electorate has a clear ‘sense’ of how it assesses its representatives, a sense of what they stand for and how connected they are to the voters’ issues. This operates as much for leaders as it does for parties. Also, the DMK should know, in Tamil Nadu, being stuck with a label for big scams can be tricky in the end, if it creates an image that alienates it from its populist moorings. Ironically, Jayalalitha, now in opposition for a long time, was at the receiving end for inappropriate deals and a scathing tirade by the Supreme Court — and the DMK, after all, was masterful in casting her as a self-absorbed politician. The SC, as recently as March, ordered the resumption of a trial against her on charges of misappropriation of funds of more than Rs 66 crore between 1991 and 1996, when she was chief minister.

The openness of both the AIADMK and DMK to changing alliances with national parties too came to the fore when Jayalalithaa, in an extraordinary parody of the situation, offered support to the Congress. By doing so openly, she cleverly ensured that the Congress too is drawn into the list comprising those resisting Raja’s dismissal. No one is bringing up allegations about Jayalalithaa at this stage and she has been allowed to have a go at the DMK. This reveals an interesting aspect of how corruption is generally perceived in politics. Once leaders are defeated for being corrupt, as Jayalalithaa was, they are seen to have atoned and the electorate almost squares with the candidates. And it is this popular perception that UPA-II needs to manage too. The NDA took years to recognise why it had lost in 2004, and if the shining India blather was part of that loss. With the DMK defensive for the first time in 15 years. However, people are forced to be corrupt as corruption is a shortcut to do any legal work in short period of time, an important tool to hide a crime.

- S. Mounika
CSE-IB
Cleopatra and Corporate World

Today’s corporate world demands many things from the job seekers, I can say that the extremely talented and exceptionally skilled gets selected, gone are those days when a candidate who had a minimum technical knowledge and bit of good English was taken into the firm and then polished accordingly. The only quality which they search today is how are you different from the others, how well have you made yourself available in that particular situation.

Now you might wonder what does this have to do anything with Cleopatra. I must say there are so many things which are to be learned from the lady who belongs to 44 BC. The Egyptian queen Cleopatra was highly educated and dealt shrewdly with foreign ambassadors and heads of state. She also had a reputation as an extraordinarily skilled woman. Historically, she became the queen of Egypt in 51 B.C., at the age of eighteen Cleopatra was a very significant woman in history because her aggressive and assertive characteristics that have always been considered perfect. She had a beautiful musical voice. It is also said that she was highly intelligent.

So mastering English language which has become the official language of the world is easy, remember Cleopatra knows nine languages. Dealing official matters with foreign delegates is part and parcel when you join a company and it is not only dealing with them but how smartly you deal is considered. Convincing skills are must; remember she has dealt with many foreign ambassadors. Cleopatra became the queen at the age of eighteen, in fact at very tender age it is understood that she knows ruling and she had extraordinary leadership qualities. What leadership qualities do you have? Let us question ourselves. It is understood that Cleopatra might have had exceptional communication skills otherwise she would not have ruled one of the most powerful nations of those times, so good communication skills helps you to reach the top position. Cleopatra never doubted her skill, she was a woman and she became Pharaoh after her father, what a level confidence!!! What an attitude towards taking risk!!! Taking risk with confidence was her style. Make it your style.

Cleopatra is ‘role model’ with multi dimensional abilities. Today we have some role models like P.T.Usha, Anita Desai, Kalpana Chawla. Let us try and make a name for ourselves in what ever field we select.

- J.Rufus Ruth Livingston
Asst.Professor, H&SS
PERSPECTIVE

PRESENT TRENDS IN ENGINEERING EDUCATION

With the government’s new policies, plenty of engineering colleges came into existence in Andhra Pradesh. Now the available seats in engineering colleges is almost equal to the number of students passing out of Intermediate with Maths stream. This situation led to a number of consequences like seats not getting filled, uninterested students joining engineering, students joining engineering only due to fee reimbursement, and colleges starting only due to fee reimbursement. It has been observed that the employability levels of the students has been decreasing and have come to alarmingly low levels, especially in engineering education.

The main issue today that stands above all is the lack of quality education in engineering. The problem lies with all the stakeholders, and the policies governing them. The government policies and the regulating authorities provide certain guidelines which are not exactly followed by some, or those who are ready to follow are not able to do due to financial crunch which again is due to the policies governing them (like the fee structure & fee reimbursement schemes). Another issue is the faculty crunch and the shortage of quality teachers. This problem can definitely addressed by providing training and better salaries for faculty.

Uninterested and non focused students is another major problem that can be identified. Students these days do not concentrate on the knowledge gained but are only concerned about the marks they secure. This in turn is leading to corrupt practices in learning, studying selected parts of the syllabus, studying questions & answers without understanding the concepts, and avoiding text books altogether. These problems could be addressed by letting the student know the objectives of his study and motivating him / her to achieve those. This can be done only by a better teaching learning process.

The issue of quality is the buzzword now in every current higher education policy. It definitely has come into the arena of higher education. Accrediting bodies, regulatory bodies & government bodies are all working towards improving the quality of education. The stress now is to improve the teaching learning process in engineering education.

It is suggested that Engineering Education should embrace five central concepts:

- All teaching within professional and technical education must begin and end with an appreciation of the student’s understanding.
- The student must be facile with a core set of currently accepted knowledge and skills within professional and technical education.
- Professional and technical knowledge and skills are dynamic; thus students must have the skills necessary to adapt.
- Student’s idiosyncratic understandings of professional and technical knowledge and skills must be valued, as these understandings may lead to new discoveries, insights, and adaptations.
- The goal of professional and technical education must be an occupationally self-regulated, self-mediated, and self-aware individual.

Dr. V.V.SUBBA RAO,
Professor, Dept. of MBA

Modern engineering curriculum is not only emphasizing on quantity of information but also on quality of information, critical thinking, analytical abilities and communication skills. Moreover, the curriculum is designed in such a way that the three vital components are satisfied: knowledge; skills and pedagogical theory. The third vital component pedagogical theory is very important for imparting knowledge and skills to students, but, unfortunately, it is the total neglect in our education system. Pedagogical theory needs to be strengthened and the first step towards strengthening pedagogical theory is, the teacher should think that there is always something new to discover both in the subject and in the students. By doing so, the teacher’s perspective becomes wider and the engineering education will be more meaningful.

K.C.Arun,
Head of the Dept., IT

Engineering degree was considered to be the achievement of the most intelligent and career oriented people in 1980’s and before that. By 90’s it was perceived as a vehicle to go abroad for jobs or for higher education. In the new millennium it was obtained to increase the value of dowry during matrimony. Now it has become the basic necessity to fetch a decent job. Engineering students in the past had a passion, commitment and a desire to create something new but now we are losing sight of these due to technology which tempts plagiarism and petty money makers who sell their knowledge to (Bourgeois) students who are happy with borrowed feathers. Before it becomes the order of the day steps should be taken to encourage creativity and innovation and rewards and recognition should be given to the deserving.

Arul Mozhi Devi
Asst. Prof. Dept. of H&SS

Contributor: K. Srinivas Asst. Prof., Department of IT
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