



A.S.D. Government Degree College for Women

An Autonomous Institution

Jagannaickpur, Kakinada, Andhra Pradesh-533002

Affiliated to Adikavi Nannaya University, Rajamahendravaram



INTERNAL QUALITY ASSURANCE CELL

3.3.1 Institution has created an ecosystem for innovations, Indian Knowledge System (IKS), including awareness about IPR, establishment of IPR cell, Incubation centre and other initiatives for the creation and transfer of knowledge/technology and the outcomes of the same are evident.

INSTITUTION ECOSYSTEM FOR INNOVATIONS

Innovation and Incubation Centre (IIC)

Outcomes

Blossoms Nursery

Blossoms Nursery is a startup by Department of Botany and Horticulture from November 2022. Students trained in nursery management prepare saplings and sell them to the public, staff & students who are interested to purchase them.

Objectives

- To provide practical knowledge about Plant Propagation Techniques & Nursery Management, maintenance of Bill Books, Stock Registers and Marketing skills to the students.
- Through this students will gain knowledge to become a successful entrepreneurs in their future and can earn on their own.
- To generate Income to the college CPDC.

Report

- We are purchasing Mother plants, seeds & different types of pots from Local Nurseries in Kakinada on whole sale prices.
- Students of our Department are preparing soil mixture by using Red soil, coco peat, perlite and organic manure in the prescribed ratios.

- By following different propagation techniques like stem cuttings, leaf cuttings, separation of bulbs & Grafting students are propagating different varieties of Indoor plants from the mother plants
- We are using organic compost prepared by the students of Our Department in NADEP compost pit which has been constructed in the month of February 2022 for the healthy growth of saplings.
- For advertising purpose while selling the saplings we are stickering the pots with Blossoms Nursery stickers.
- We are providing receipts to the purchasers of saplings and the record has been maintained with the Department.
- During the conduct of various academic and Extra Curricular activities in the College all the Departments are making use of our Saplings.
- On special days like New Year and Festivals we are we are keeping our Blossoms Nursery stall near the Gate for display and sale.
- We are depositing the amount collected through the Sale of saplings to the College Planning Development Council (CPDC) account of ASD Government Degree College for Women (A) regularly.



Visit to Nursery for buying Pots and Mother Plants with students



Faculty of Botany guiding the students in sapling preparation



Students preparing Soil Mixture by mixing Red Soil, Organic Manure, Cocopeat, Neem cake and perlite



Separation of Mother Plants and Propagation by Cuttings



Cuttings are placed in small size pots having potting mixture



Propagation of Aglonema lipstick plants



Propagation of Phelodendron plant species



Potting the sapplings



Faculty guiding the students in making hanging pots



Plant saplings during growth

PROPAGATION OF ADENIUM PLANTS BY SEEDS





Plant saplings ready for sale



Plant Stall for sale of Blossoms Nursery Sapplings by students along with the Faculty of the Department of



Principal madam & Vice Principal madam visiting the stall

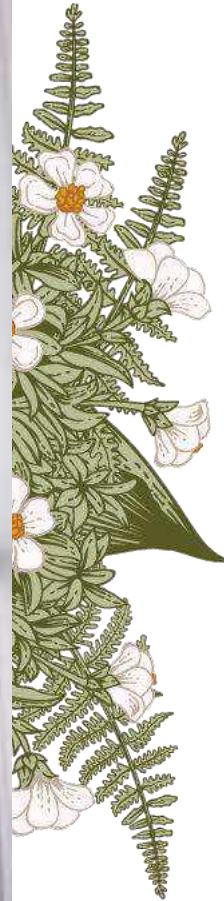
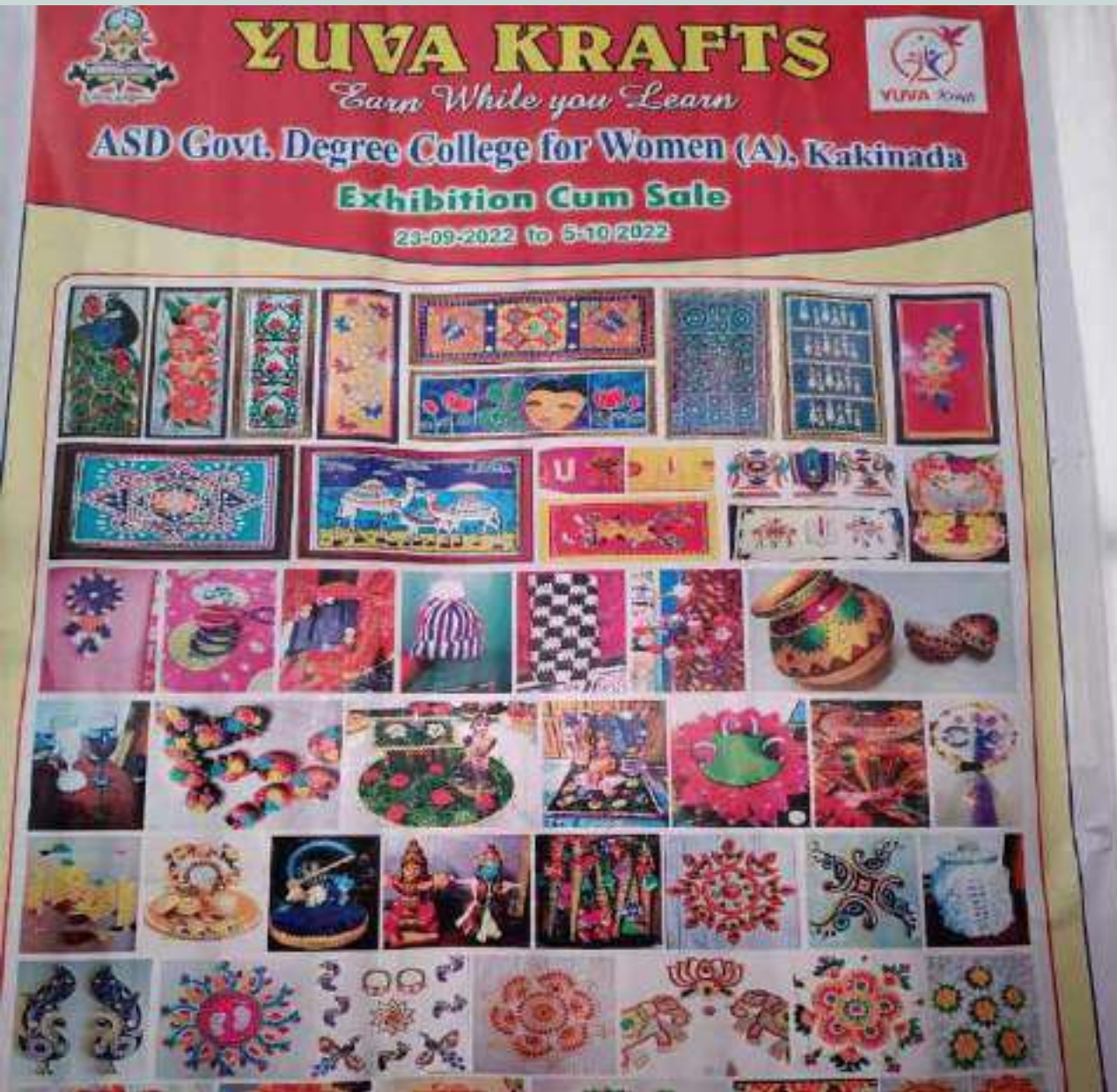


Students placed Blossoms Nursery Stall at SAMANA fest on 11.08.2023



Students selling sapplings in SAMANA fest on 11.08.2023

Innovation and Incubation Centre (IIC) Outcomes-YUVA CRAFTS



CRAFT ARENA

IN WOMEN
ENTREPRENEURS
TRADE

BY

YUVA KRAFTS

(EARN WHILE YOU LEARN)





WE HAVE KEPT THE STALL AT WOMEN ENTREPRENURE TRADE FAIR. THE STALL WAS MAINTAINED FOR (13) DAYS.

DAY 1 REPORT: 23.09.2022

Arrived to the trade fair at 3.30 PM and wet the place for exhibiting our products and started selling the products. Our college Lecturers visited the stall and guided us.

Closed the stall at 8.30 PM. During the day 15 people visited the stall, enquired about our products, thus invited the attention of the visitors. Sold products valued Rs.505/-.

DAY 2 REPORT: 24.09.2022

Arrived to the trade fair at 3.00 PM and opened the stall.

Closed the stall at 8.00 PM. During the day people visited the stall and purchased products valued Rs.245/- only besides enquired about our other products





DAY 3 REPORT 25.09.2022

Arrived at the Trade fair at 5.00 PM and sold products valued Rs.275/- and closed by 8.00PM.

Day 4 report: 26.09.2022

Arrived the stall at 5.00 PM and sold products valued Rs.200/- and closed by 8.00PM

DAY 5 REPORT: 27-09-2022

Arrived the stall at 5.00PM and sold products valued Rs.450/- and closed the stall by 8.00PM

DAY 6 REPORT: 28-09-2022

Arrived the stall at 5.00 PM and sold products valued Rs.520/- and closed the stall by 8.00 PM

DAY 7 REPORT: 29-09-2022

Arrived at 4.00 PM and sold products valued Rs.1700/-. Today received good response from visitors. Closed stall by 8.30 PM





DAY 8 REPORT: 30-9-2022

Arrived at 4.00 PM and sold products valued Rs.370/-. Closed the stall by 8.30 PM

DAY 9 REPORT: 01-10-2022

Arrived by 5.30 PM and sold products valued Rs.770/-. Very good response from visitors today. Closed the stall by 9.30 PM.

DAY 10 REPORT: 02-10-2022

Arrived stall at 5.00 PM and started selling products. Sold products valued Rs.880/- and closed the stall at 9.00PM

DAY 11 REPORT: 03-10-2022

Arrived stall at 5.00 PM and started selling products. Sold products valued Rs.480/- and closed the stall at 9.00PM

DAY 12 REPORT: 04-10-2022

Arrived at 5.00 PM, sold products valued Rs.590/-. Today received good response from visitors. Closed stall by 9.00 PM





DAY 13 REPORT: 05-10-2022

Arrived at 5.00 PM and sold products valued Rs.1640/-. Today received very good response from visitors. Closed the stall by 9.30 PM

Investment made	Rs. 5000/-
Transport	Rs. 1200 (13 days)
Honorarium to students	Rs. 1500/-
Total expenditure	Rs. 7700/-
Total revenue	Rs. 8625/-
Profit	Rs. 925/-.



SOME OF OUR PRODUCTS



SOME OF OUR PRODUCTS



Title of the Practice: SAMANA- A STUDENT FAIR

Aim:

Keeping in mind of the practical life aspects, the implementation of an event to demonstrate and inculcate core essential skills within the student community.

Objectives of the Practice:

An event is to be conducted to tap the talents and potential of the students. The objectives of the practice include:

- To showcase the latent skills and inculcate entrepreneurial abilities among the students.
- To create awareness on the preparation of a budget proposal, banking transactions, and project proposals for start-ups.
- To provide first-hand experiences on consumer behaviors
- To empower the students on how to market their skills
- To help the students earn while they learn

The Context:

The "SAMANA" Student Fair is an initiative by the Department of Commerce that commenced in 2015 and was celebrated once every two years. It was initially aimed at students enrolled in Commerce programs, intending to foster their entrepreneurial skills. The Department of Commerce actively encouraged all the students to participate in SAMANA . By establishing and operating stalls as entrepreneurs, students could practically apply the business skills taught in their curriculum.

However, since 2020-21, this practice was embraced institution-wide, allowing participation from students across the college. This expansion elevated SAMANA to a college-wide event, recognized and adopted by the institution as a best practice. Consequently, it is now conducted annually under the eminent supervision and control of the Department of Commerce, which has assumed the role of the Coordinating Department.

The success and acceptance of SAMANA within the college have led to further development. SAMANA is now on the verge of evolving into a district-level activity, symbolizing its growth from a local college initiative to an anticipated regional event. This progression exemplifies SAMANA's journey from an exclusive internal affair to an upcoming district-wide engagement

Practice:

Higher education institutes aim to impart knowledge, but in the current competitive landscape, this is not enough. Students require employment and entrepreneurship skills as well. It's essential for graduates to possess more than just academic knowledge to succeed in the present economic climate. Institutes offer courses to develop these skills.

The Department of Commerce invites proposals for stalls at the fair, which is later informed to the students. On the day before the fair, necessary arrangements are made by relevant teachers. Each student is charged a fee for their stall and assigned a stall number. On the day of the fair, students set up their stalls and get ready for the inauguration by a local prominent person and the college Principal.

The "SAMANA" student fair provides students a platform to use their skills and creativity commercially. It is a rare opportunity as students may possess skills but not know how to commercially utilize them. With the guidance of teachers, students learn project planning, budgeting and production based on demand. They also gain the ability to calculate profit/loss, estimate costs, and selling prices. These skills are particularly beneficial for female students who may not want to work after marriage and can start their own businesses.

Evidence of Success:

Initially the fair arranged in 2015 saw few stalls and only 50 commerce students participating. Over the years, the number of stalls and participants has grown significantly. By 2022-23, the stalls improved in both quantity and quality. Hence 81 students were participated in the year 22-23 with 27 stalls each stall organized by 3 members and 800 members visited to watch the stalls included not only students, but also locals, parents, and junior college students. The students also earned a good profit on their investments and submitted income and expenditure statement by each stall.

Problems Encountered and Resources required:

The foremost problem encountered upon initiation of the practice was the low motivation of the students. The teachers had to work hard to motivate them. Another major problem encountered was the time that both the teachers and the students had to spend on planning and preparing for the fair, due to the hectic academic schedule in the semester. As the majority of the students in the institution come from low and marginalized families, investing a small amount in setting up a stall was also a big challenge for the students. The parents of the students were skeptical about getting back the amount invested by their children, and it was therefore very difficult to convince them.

Notes (Optional):

This practice can be adopted by any higher education institutions as it brings out the latent talents and potentials of the students. This approach exposes students to a business-like atmosphere and enhances their abilities to plan and carry out projects, comprehend business profit and loss, and improve marketing skills. Such experience obtained during their time as students can pave the way for those who aspire to establish their own start-ups post completion of their academic education.

SAMANA - A Student Fair – 11-08-2023

It's an initiative by the department of commerce. It's started to inculcate entrepreneurial skills, marketing skills, budgeting skills, experience on customer behavior etc among the students. Students setup various stalls with different products for sale. This best practice boosted the morale of the students. The program was inaugurated by honorable Smt. Ragi reddy Chandrakala Deepthi - KUDA Chairman and also pride alumna of this College, Special invitee N. Sreedevi., Founder of Green Leaf Solutions, Kakinada Rajamahendravaram, Guest of honor CA Radha .V., Chairman SIRC, ICAI Bhavan, Kakinada and in the great leadership of Dr. V. Anantalakshmi., Principal, ASD Government Degree College for (W) (A), Kakinada



**ASD GOVERNMENT DEGREE COLLEGE FOR WOMEN
(AUTONOMOUS), KAKINADA**
(Affiliated to Adikavi Nannaya University, Rajamahendravaram)
(Re-accredited by NAAC with B Grade in Cycle III)



ORGANISED BY

DEPARTMENT OF COMMERCE

“SAMANA 2023- STUDENT FAIR”

INVITATION

We cordially invite you to the inauguration of

SAMANA 2023

organised by
Department of Commerce
@ ASD Government Degree College for Women (A),
Kakinada

on **11.08.2023 at 10.00 AM**

Chief Guest: Smt. Ragireddy.Chandra Kala Deepthi
Kumari
Chairperson - KUDA

Special Invitee: Sridevi .N
founder of M/S Green Leaf Solutions

Guest of Honor: CA. Radha V,
Chairman, SIRC ICAI Bhavan,Kakinada

Principal
ASD Government Degree College for Women(A)
Kakinada

with best compliments from
.....staf & students.....





As a part of Samana event Students arranged different stalls related to food & innovative creation



Sabot Dapings by Staff & Students at SAMANA 2023 on 11.06.2023



**A.S.D.GOV.T.DEGREE COLLEGE FOR WOMEN(A),
KAKINADA.
DEPARTMENT OF COMMERCE
SAMANA – 2022-23
STALLS LIST**

S.NO.	NAME OF THE STUDENT	CLASS & GROUP	STALL NAME	REGISTRATION FEE
1.	S.Satya Veera Lakshmi	M.Com.(Final)	Fancy Store	100
2.	P. Santhi,K.Santhi,U.Poojitha, V.M:anju group	II B.Com,Sec-II	Pani Puri & Sweet Corn	100
3.	P.Gowri Durga Bhavani	B.A(HEP)	Dress Materials	100
4.	B.Lakshmi Prasanna &M.Bhargavi		Pani puri & Mixture	100
5.	P.Jaya Sravani	B.A(HEP)	Handy Crafts	100
6.	D.Manasa	B.Com(G)	Biryani, Mocktails, Gobi Manchuria	100
7.	Ramyajaan, ch.Indu, K.Nagasushma sri, M. Geetha	II B.Sc.,(MPC)	Nursery	100
8.	P.Vara Lakshmi, P.Sujitha, G.Megana, T.Akshaya		Ice-cream, Gulabjam Noodles	100
9.	Y.Abhishiktha, K.Harsha Priya, B.Drakshayani, M.Mamata	II.B.A	Games (Glass game)	100
10.	K.Gnana Nageswai & Group	III B.Sc(AQAT)	Vegmanchuria, potato pops	100
11.	B.Jahnaavi,B.Vineela	IB.A(HEP)	Ice-cream,, Fruit salad	100
12.	Md.Zakiya,Ch.Pavani	IB.A(HEP)	Chicken Biryani, Veg Manchuria	100
13.	G.Durga Hema malini	IIB.Sc(CBZ)	Panipuri	100
14.	K.Rupa Devi	B.A(HEP)	Cheese(Junnu)	100
15.	P.Dhana Kumari	III B.Com(EM)	Noodles, Sweet Corn	100
16.	S.Prasanna Kumari		Bajji	100
17.	V.Renuka	III B.Com	Blouse Design,Mehandi	100
18.	B.Susila	M.Com.,(Previous)	Gift Articles	100

19.	M.Pavani	M.Com(Final)	Biryani	100
20.	Main Hostel Stall		Sweet Corn, Mixtures	100
21.	K.Pravallika	II B.Sc,(MPC)	Bajji, Pulihora Upma	100
22.	Sree Lekha	III B.Com.,(EM)	Veg Manchuria	100
23.	Home Science Department Stall			
24.	Main Hostel		Veg Boryani, Sweet Corn , Fruit Salad	100
25.	E.Lahari Group	II B.Com.,	Games	100
26.	K.Anusha	IB.Sc(CBHT)	Cheese (Junnu)	100
27.	PAVANI	IIB.Com (C.A)	Thati garri	100
16.	S.Prasanna Kumari		Bajji	100
17.	V.Renuka	III B.Com	Blouse Design,Mehandi	100
18.	B.Susila	M.Com.,(Previous)	Gift Articles	100
19.	M.Pavani	M.Com(Final)	Biryani	100
20.	Main Hostel Stall		Sweet Corn, Mixtures	100
21.	K.Pravallika	II B.Sc,(MPC)	Bajji, Pulihora Upma	100
22.	Sree Lekha	III B.Com.,(EM)	Veg Manchuria	100
23.	Home Science Department Stall			
24.	Main Hostel		Veg Boryani, Sweet Corn , Fruit Salad	100
25.	E.Lahari Group	II B.Com.,	Games	100
26.	K.Anusha	IB.Sc(CBHT)	Cheese (Junnu)	100
27.	PAVANI	IIB.Com (C.A)	Thati garri	100

Foundation Course - 9

ENTREPRENEURSHIP

Syllabus, For all Degree Programmes.

w.e.f. 2015-16 (Revised in April, 2016)

Course code: ENT403

Semester – IV

(Total 30 Hrs)

Unit-I: Entrepreneurship: Entrepreneur characteristics – Classification of Entrepreneurships – Incorporation of Business – Forms of Business organizations – Role of Entrepreneurship in economic development – Start-ups.

Unit-II: Idea Generation and Opportunity Assessment: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities.

Unit-III: Project Formulation and Appraisal : Preparation of Project Report – Content; Guidelines for Report preparation – Project Appraisal techniques – economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

Unit-iv: Institutions Supporting Small Business Enterprises: Central level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. – state level Institutions – DICs- SFC- SSIDC- Other financial assistance.

Unit-V: Government Policy and Taxation Benefits: Government Policy for SSIs- tax. Incentives and Concessions – Non-tax Concessions – Rehabilitation and Investment Allowances.

Reference Books:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
2. Poornima M.CH., Entrepreneurship Development – Small Business Enterprises, Pearson, Delhi, 2009.

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Research methodology certificate courses

S.No	Name of the department	Year	Pdf link of the document
1	Telugu	2022-2023	17147243902022_23_Telugu_CertificateCourse.pdf (asdgdcw.ac.in)
2	Telugu	2021-2022	17147254912021-22_Telugu_CertificateCourse.pdf (asdgdcw.ac.in)

Student training programmes under RUSA 2.0

S.No	Name of the department	Year	Title of the programme	Pdf link of the document
1	Chemistry	2019-2020	One Week Student Training Programme on “Isolation and Characterization of Organic Compounds”	https://asdgdcw.ac.in/resource/file_attach/1714911855ChemistrySTP_18_23_Dec2019.pdf
2	Microbiology	2021-2022	Student study project in microbiology	https://asdgdcw.ac.in/resource/download/1719659199Microbiology_study_projects.pdf

3.7.1 Number of functional MoUs/linkages with institutions/ industries in India and abroad for internship, on-the-job training, project work, student / faculty exchange and collaborative research during the last five years

Year of signing MoU	Name of the organization with whom MOU/Collaboration being signed	Duration	Purpose of MOU/Collaboration	List the actual activities under each MOU year-wise	Date of the activity conducted	PDF Link of MOU	MOU Activity PDF Link
17.07.2017	Institute of Communicative English	3 years	Training on communicative English and placements	ICE- Campus Drive was conducted,6 members benefited	23.05.2018	View	View
22.07.2017	Solar Systems, Kakinada	3 years	Enriching the knowledge	Certificate course on "Solar Energy" was conducted .41 Students participated	22.07.2018	View	View
01.08.2018	SVS Softech IT Solutions-HR Placement and Training	5 years	Trainings and Placements of students	SV Softech Campus drive was conducted. 33 students participated out of which 5 members were selected.	30.01.2019	View	View
			"Tally,E-Language,Type Writing Technical/Soft skills	JKC Conducted Certificate Course in " Tally ERP9"for II & III B.Com&M.COM Final Year Students ,22 Students benefited	01.02.2021 to 25.03.2021		
			Enriching the knowledge	C -Language & HTML certificate course was conducted. 20 students benefited.	01.03.2022 to 14.04.2022		
12.08.2018	VIKASA-Collectorate, Kakinada	5 years	Training, Providing Employability, and improve the soft skills for all the students	English type writing skills'Certificate course conducted,40 students benefited.	01.3.2022 to 14.04.2022	View	View
			Technical skills, which enhance the employability, and improve the soft skills for all the students	"Spoken English Skills"Certificate course was Conducted,27 students benefited	15.03.2022 to 20.05.2022		
			Employment Opportunities to Un employed Youth in Various Sectors.	Bharat FIH Ltd Internship programme for 3-6 months.83 students Benefited.	27.03.2022		
			Technical skills, which enhance the employability, and improve the soft skills for all the students	Nyros Technologies IT Consultancy&Services ,kkd Conducted Job Drive,44 members Benifited	24.03.2023		
12.08.2018	BTS MAN POWER SERVICE	5 years	Generating employment opportunities to its Students through direct placements	BTS Mega drive conducted,159 students participated,81 members benefited	09.02.2019	View	View
05.08.2018	Sri Marg Human Resource Pvt Ltd. Chennai	5 Years	Placements	"Raising star mobile"campus drive was conducted 72 bebefited	08.08.2018	View	View
				Campus Drive was conducted,72 students benefited	08.11.2018		
24.09.2018	Briliant Educational Training Institute		Provide placements to the students ,&Training Job required Skills	ICICI_Campus Drive was Conducted ,61 Students benefited	11.01.2019	View	View
04.04.2019	Alcane -Technologies, Chennai	3 Years	Genrating Employment opprtunities to its standeds through direct Placement	Campus drive was conducted. 45 students participated, out of which 5 students were selected in the drive.	09.03.2019	View	View

22.08.2019	Krify Software Technologies Pvt Ltd	5 years	Skill Development through training programme	5 Day National Student Training Programme on "IoT Applications" programme conducted,in this activity 60 students Benefited.	19.08.2019 to 24.08.2019	View	View
			Practical experience	Field visit activity was conducted - 81 students benefited.	20.02.2020		
07.01.2022	P.N.R. Satya Deva Nursery, Kaiyam	Life member	Skill development, Business manufacturing, Educarion and R& D services in the field of nursery production	One Day "Field trip to visit Kadiyum Nurseries". Kadiyum and Biodiversity park,Rajhamundry. 51 Students Benefited	15.03.2023	View	View
18.01.2022	Solar Systems Pvttd, Kakinada	3 years	Skill Development, Training & Awareness Programmes	5 students availed internship opportunity given by Solar Systems, Kakinada.	27.10.2022 to 10.12.2022	View	View
16.02.2022	Department of Zoology, PR Government College (A), Kakinada	2 Years	Educational Enrichment, Student Exchange, Faculty Exchange	Student Exchange	16.02.2022 to 23.02.2022	View	View
				Faculty Exchange	01.09.2022 to 31.08.2023		
19.02.2022	Department of Commerce, PR Government Degree College, Kakinada	2 years	To enrich teaching and learning process and research Activity, student and Faculty Exchange Programme	Faculty exchange programme,Guest lectures was conducted .	01.03.2022 to 18.11.2023	View	View
28.03.2022	Department of Mathematics, Pithapur Raja's Government Degree College, Kakinada	5 years	To enrich teaching and learning process and research Activity, student and Faculty Exchange Programme	On the Occasion of National Mathematics Day - ' Poster presentation' programme, 5 studennts participated.	21.12.2023	View	View
24.06.2022	Department of Botany, Pithapur Rajah's Govt Degree College(A), Kakinada	2Years	To enrich teaching and learning process and research Activity. student and Faculty Exchange Programme	Visit to project exibition at PRGC, Kakinada was conducted, 30 students (I, II&III YEAR B.Sc) benefited.	19.07.2022	View	View
04.07.2022	Department of Computer Science, PR Government Degree College, Kakinada	2 Years	Facilitate learning and skill development through student exchange, faculty exchange and share best practices like Workshops and webinars	National Webinar "Recent Trends in IT Industry" organized by PRGC(A).50 Students Benefited this Activity.	21.12.2022	View	View
23.08.2023	K7 Software Technologies Pvt. Ltd	5 years	Mutual growth and development in the field of education and industry.	Campus drive conducted. 61 students participated, out of which 3 Members selected.	18.08.2023	View	View
25.08.2022	Ideal College of Arts and Science(A), Kakinada	3 years	Educational Partnership to enhance research and life skills of students through Curriculum designing, participation in evaluation, resource persons, students participation in competitions	Faculty exchange programme,Guest lectures were conducted.	22.12.2021 to 28.11.2023	View	View

12.09.2022	Padala charitable trust	2Years	Conducted Training on Good Touch, Bad Touch and Accounts, Short term internship provided	Participation of students sharing of knowledge ,Training on Good Touch, Bad Touch and Accounts, Short term internship provided 18 Students Benefited in this Activity	12.09.2022 to 30.12.2023	View	View
15.09.2022	Lord Venkey Pharma Pvt. Ltd, Pondicherry	Life time	Students learned the techniques in the manufacture of TT vaccines, theory and principals of instrumentation techniques	6 students completed short term internship at Venkey pharma.	27.10.2022 to 10.12.2022	View	View
15.09.2022	Venkey Residency, Kakinada	Life time	Skill development, Outcome based training and placements	Short term internship was conducted,8 students benefited	28.10.2022 to 31.10.2022	View	View
20.03.2023	D.E.I.Dayalbagh Educational Institute	3 years	Human Resource Development, Internships	Field visit to understand the details of different training programmes	10.01.2023	View	View
24.03.2023	Nyros Technologies	5 Years	Training in Recent advances in the field of Computer Science, providing Internships and placement of students	Workshop on "Emerging Technologies in the field of Computer Science".in this workshop students to learned machine learning applications.67 students benefited.	24.03.2023	View	View
				67 Students benefited from MOU. Semester internship was conducted total of 67 students participated.	01.05.2023 to 29.07.2023		
10.08.2023	Siva Ganga Type institute, East Godavari, Kakinada	5 years	Typing writing &Lower Higher in English	JKC-Certificate course in type writing English & lower,Higher for I,II,&III Years Degree Students (2022-23) conducted 53 members benefited .	01.03.2024	View	View



V. Ananta Lakshmi
Signature of the Principal
PRINCIPAL
A.S.D.GOV.T.DEGREE COLLEGE (W)
AUTONOMOUS
KAKINADA

Field Visit



National Science Day Celebrations



Chemistry Open Lab to High School Students



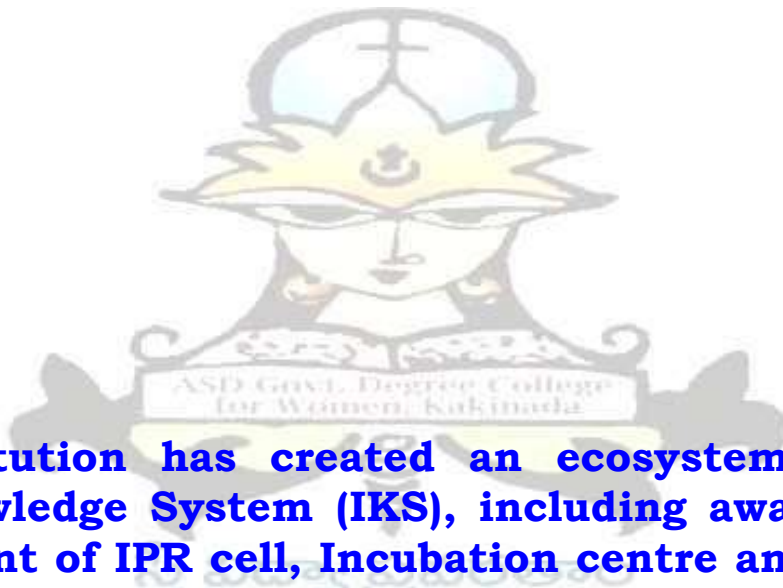


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AffiliatedtoAdikaviNannayaUniversity,Rajamahendravaram



INTERNALQUALITYASSURANCECELL



3.3.1 Institution has created an ecosystem for innovations, Indian Knowledge System (IKS), including awareness about IPR, establishment of IPR cell, Incubation centre and other initiatives for the creation and transfer of knowledge/technology and the outcomes of the same are evident

INDIAN KNOWLEDGE SYSTEM (IKS) AND OTHER INITIATIVES

Integration of Indian Knowledge System (IKS) in Curriculum

S.No	Name of the certificate course	Year	Name of the department	PDF Link of document
1	Sarala Sugama	2022-2023	Sanskrit	asdgdcw.ac.in/resource/file_attach/1718864906Sanskrit_Sarala_Sugama_2022_23.pdf
2	Sreemad Bhagavad Gita	2022-2023	Sanskrit	1718865074BHAGAVAD_GITA_CERTIFICATE_Course_2022_23.pdf (asdgdcw.ac.in)
3	Vedic Mathematics	2022-2023	Mathematics	asdgdcw.ac.in/resource/file_attach/1718703563VedicMathematics_2022_23_Maths.pdf
4	Vadatu Samskrutam	2022-2023	Sanskrit	1718865140Vadatu_Snaskrutam_2022_23.pdf (asdgdcw.ac.in)
5	Yoga & Boxing	2022-2023	Physical Education	asdgdcw.ac.in/resource/file_attach/17147241872022_23_PhysicalEducation_CertificateCourse.pdf
6	Yoga & Karate	2021-2022	Physical Education	17147257412021-22_PhysicalEducation_CertificateCourse.pdf (asdgdcw.ac.in)
7	Classical Dance	2021-2022	Telugu	https://asdgdcw.ac.in/resource/file_attach/1718704544ClassicalDance2021_22.pdf
8	Sarala	2021-2022	Sanskrit	asdgdcw.ac.in/resource/file_attach/17188666462020_21_Sarala.pdf
9	Yoga & Taekwondo	2019-20	Physical Education	asdgdcw.ac.in/resource/file_attach/17147269182019-20_PhysicalEducation_CertificateCourse.pdf
10	Buddhist Heritage sites in Andhra	2019-20	History	2019-20_History_certificate_course (asdgdcw.ac.in)
11	Yoga & Self-Defense	2018-19	Physical Education	asdgdcw.ac.in/resource/file_attach/17147270472018-19_PhysicalEducation_CertificateCourse.pdf

Workshops, Seminars related to IKS and IPR

S.No	Name of the activity	Title of activity	Year	Name of the department	Pdf link of activity
1	National Seminar	Postcolonial Indian Fiction	2022-2023	English	https://asgdgcw.ac.in/resource/file_attach/1714909613English_25_02_2023_compressed.pdf
2	Workshop	Vedic approaches on Medicinal plants & Ayurveda	2019-2020	Botany & Sanskrit	https://asgdgcw.ac.in/resource/file_attach/1692599199Botany.pdf
3	Workshop	Workshop on Intellectual Property Rights	2022-2023	IQAC	https://asgdgcw.ac.in/resource/file_attach/1703325011IPR2022_2023.pdf
4	Webinar	A webinar on IPR in association with National Intellectual Property Awareness Mission (NIPAM), Chennai	2021-2022	IQAC	https://asgdgcw.ac.in/resource/file_attach/1703324954IPR2021_2022.pdf
5	FDP	Intellectual Property Rights: Patent Laws and Technological Advances in Indian Perspective	2020-2021	Microbiology & IQAC	https://asgdgcw.ac.in/resource/file_attach/1718859693FDP_Report_on_IPR.pdf

**A.S.D.GOV.T.DEGREE COLLEGE FOR WOMEN
(A), KAKINADA**

DEPARTMENT OF BOTANY



Medicinal Plant Drive

How the Herbs (Tulasi, Neem,) are used as medicines



Explanation about the medicinal plants in our surrounding. on 3-2-20



ఉబ్బడి వీసి క్రీసుకుంటే ఎంటనీ చలవ చేస్తుంది. ఇవీ కాకుండా
నల్ల సజ్జగింజలు పుయోదారణి కలిపి శ్రీ గింజలు ఉచ్చిన తెరువాలి బాగా
కలిపి ఊగితే నరెరు చలవచేస్తుంది. కేనే, అల్లం, మరెయి పుసుపు
నిప్పురసం కలిపి వాడితే దగ్గును నివారింపవచ్చు.



Medicinal plant drive on 7-1-19



A.S.D. GOVT. DEGREE COLLEGE FOR WOMEN (A), KAKINADA
(Accredited by NAAC with 'B' in Cycle 3)

(Affiliated to Adikavi Nannaya University: Rajamahendravaram)
UG – Life Skill and Skill Development Course Syllabus (2020-21)
LIFE SKILL COURSE

Semester: II

INDIAN CULTURE & SCIENCE (ICS)

Unit – I:

Skill Development

Unity in Diversity in India: (09 hrs) Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam, Christianity, The Bhakti (Vishnavite and Saivaite) and Sufi Movements. The concept of seela, karuna, kshama, maitri, vinaya, santhi and ahimsa. Achievements in Literature, Music, Dance, Sculpture and Painting - Craftsmanship in cloth, wood, metal and ornaments. Cultural diversity, Monogamy, Family system, Important seasonal festivals.

Unit – II:

Employability

Social Reforms and Modern Society: (09 hrs) Reforms by Basaveswara - Raja Ram Mohan Roy – Dayananda Saraswathi – Swamy Vivekananda – Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana, Veerabrahmam, Gurajada, Veerasingam and Gurrām Jashua (only reforms in brief, biographies not needed). Modern Society: Family unity, Community service, Social Harmony, Civic Service, Gender Sensitivity, Equality, National Fervor.

Unit – III:

Skill Development

Science and Technology: (11 hrs.) Objectivity and Scientific Temper – Educational Science (Bloom's Taxonomy) - Online Education. Developments in Industry: Agriculture, Medicine, Space, Alternate Energy, Communications, Media through ages.

A.S.D GOVT. DEGREE COLLEGE FOR WOMEN(A) KAKINADA

B.A., B.Com., & B.Sc., Programmes

Revised CBCS w.e.f. 2020-21

SKILL DEVELOPMENT COURSES - ARTS STREAM

Syllabus of PERFORMING ARTS (ప్రదర్శన కళలు)

Total 30 hrs (02h/wk)

02 Credits & Max. 50 Marks

SYLLABUS- పాఠ్య ప్రణాళిక

Unit-I: Introduction to performing Arts 06 Hrs

Arts – and its definition; Fine Arts; Arts - Learning & Imitation – Rasaas, Bhaavas and Rasa

Sutra. Dasaropakaas; Nrittha, Nrithya, Natya; Action – Kinds of Actions; Ancient Costume style

యూనిట్-I: ప్రదర్శన కళల పరిచయం, కళలు-లలిత కళలు- నిర్వచనాలు, లలితకళల్లో ఉత్తమ కళ, కళలు- అనుకరణ రసములు-భావాలు- రస సూత్రం- దశవిధ రూపకాలు

Unit-II: Performing Arts – Stage Arts 10 Hrs

Origin of Drama (Theatre); Features of Stage; Varieties of Modern Telugu Drama; Famous Telugu Dramas.

Stage performance; Dramatic Actor and its definition; Actor–characteristics, Functions and Responsibilities.

Traits of an Actor – Diction, Articulation, Dialogue modulation, Time sense, Observation, Mime, Improvisation, Commentary,

Dress code, Make-up, lighting & Stage Direction.

యూనిట్-II: ప్రదర్శన కళలు- రంగస్థల కళలు, నాటకం పుట్టుక పరిణామము, నృత్తం- నృత్యం- నాట్య భంగిమలు

రంగస్థల విధానాలు- ఆధునిక నాటక వైవిధ్యాలు, ప్రసిద్ధమైన తెలుగు నాటకాలు

రంగస్థల ప్రదర్శన విధానం- నాటక రంగస్థల నటుడి లక్షణాలు- నిర్వచనాలు, నటుడి విధులు, నటుడి అనుసరించిన వ్యూహాలు, డిక్షన్, Articulation, డైలాగు మాడ్యులేషన్ కు తీసుకోవలసిన సమయం- పరిశీలనలు, మైమ్ (మూకాభినయం), మూకాభినయాలు- వ్యాఖ్యాన పరిణామం, మేకప్- పురాతన వేషధారణ శైలి- పరిణామం, లైటింగ్ & స్టేజి డైరక్షన్ రంగస్థల వేదికపై లైటింగ్ విధానం

Unit-III:Performing Arts – Forms 10 Hrs

Folk Arts, their nature and significance – Brief introduction to Pagativeshaalu, Bommalaatalu, Veedhinaatakaalu, Yakshagaanaalu, Harikathalu, Burrakathalu, Oggukathalu,

Chindu, Yakshaganam, Kolaatamand Pulivesham.

యూనిట్-III: ప్రదర్శన కళలు- వైవిధ్యం, జానపద రూపకాలు- వాటి స్వరూపం, పగటి వేషాలు- సంక్షిప్త పరిచయం, బొమ్మలాటలు (లేదా) అలబొమ్మలాటలు, వీధి నాటకాలు, యక్షగానాలు, హరికథలు, బుర్రకథలు, ఒగ్గు కథలు, చిందు భాగవతం, యక్షగానం, కోలాటం- కోలాట నృత్యం, పులివేషం

References:

1. Andhra Naataka Ranga Charithra –Mikkilineni Radha Krishna Murthy
2. Telugu Sahithya Sameeksha (Vol-II) – Dr. G. Nagaiah
3. Telugu Naataka Vilaasam – Dr. P.S.Rappa Rao
4. Telugu Jaanapada Vignanam – Prof. Tangirala Venkata Subba Rao
5. Jaanapada Vignandhyayanam – Prof. G.S. Mohan
6. Naatya Sasthramu (Visleshanathmaka Adhyayanam) – Dr. P.S.Rappa Rao
7. Sahithya Silpa Sameeksha – Prof. Pingali Lakshmikantham
8. Nurella Telugu Nataka Rangam – Prof. Modali Nagabhushana Sarma
9. Websites on Performing Arts.

CELEBRATION OF COTTAGE STAY BATCH - 2010 - 2011



CELEBRATION OF CHRISTMAS FESTIVAL



CELEBRATION OF RAMJEAN FESTIVAL



National Yoga Day Celebrations 2022-2023



2019-2020



2018-2019



A.S.D.GOV.T.DEGREE COLLEGE FOR WOMEN (A),

KAKINADA

**DEPARTMENT OF HOME SCIENCE
CIRCULAR**

Department of Home Science is going to celebrate *National Handloom Day* on *August 7th 2023* by conducting the following events.

1. Rally

at 10am

2. Essay Writing

at 11 am

Topic: Hand Loom -An Indian Legacy.

3. Poster Presentation

at 12 Noon

Topic: Textiles of different States.

Can take any one state or two.

4. Elocution

at 2 pm

Topic: Importance of National Handloom Day.

5. Fashion Show

at 2 pm

Wear only Handloom Saris both staff and students can participate.

Participants are requested to give their Names in the Department of Home Science.

M. Suvarchala
Head of the Dept.
M.Suvarchala

V. Anantha Lakshmi
Principal
Dr.V.Anatha Lakshmi

Classes

B.Sc-Sem	Signature	
II BSc- MPC	End P	
✓ II BSc- MPCs	End P / NA ✓	
II BSc- CBZ	n. blo	
II BSc- CBMb	End P	
II BSc- HSc	L. man	
II BSc- Aquaculture	End P	
II BSc- Horticulture	End P Pharm ✓	
II BSc- Statistics	L. di	
IV BSc- MPC	V. G. S. L	
IV BSc- MPCs	L. di	
IV BSc- CBZ	End P	
IV BSc- CBMb	End P	
IV BSc- HSc.,	L. man	
IV BSc- Aquaculture	End P	
IV BSc- Horticulture	End P	
B.Com		
II B.Com- Gen ✓	R. R. Prasad	R. R. Prasad
II B.Com CA ✓	R. R. Prasad	
IV B.Com Gen ✓	R. R. Prasad	
IV B.Com CA	R. R. Prasad	
BA		
II BA- HEP	P. B. S. U.	
IV BA-HEP		
IV BA-THP	P. B. S. U.	

I BA HEP — V. G. S. L.
 I BSc C2A9T — R. R. Prasad
 I BSc CBZ ✓ — n. blo

Essay Writing Competition -

= Handloom - An Indian legacy =

A.S.D. Government Degree College for Women (Autonomous), Kakinada

Department of Home Science

S.No	Name of the Student	Group/Class	Signature
1.	I. Nookaratnam	I st BSC CBZ	I. N. Patnam
2.	V. Sriisha	II BSC (HSC)	V. Sriisha
3.	G. Remalya Bhavitha	II BSC (HSC)	G. R. Bhavitha
4.	G. Yamini	II BSC (HSC)	G. Yamini
5.	K. Vijaya Kumari	II BSC (HSC)	K. V. Kumari
6.	G. Likhitha	II - B. Sc (HSC)	G. Likhitha
7.	K. Sai Swathi devi	II - BSC [HSC]	K. Sai Swathi devi
8.	K. Saranya	II BSC [HSC]	K. Saranya
9.	SK. Reshma	II BSC (HSC)	SK. Reshma
10	G. Nayya Mammatha	I st B. com	G. N. Mammatha
11	M. d. Habeebunnisa	II - B. S. C. [HSC]	M. d. Habeebunnisa

HANDLOOM DAY RALLY



Ramachandra Mission & Ramakrishna Mission Sessions



**Bhagavad Gita Poetry Recitation "Competition 1st
Prize in Local Level**



Poem Recitation by Students in College Assembly



Sankranti Celebrations



Students Visit Uppada Traditional Weaving Processes

