

COMMUNITY SOCIAL RESPONSIBILITY

Activities 2014-2015



ACHARYA NAGARJUNA UNIVERSITY

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ANNUAL REPORT FOR THE PERIOD JUNE 2014 TO MARCH 2015

As part of undertaking activities for discharging of the Community Social Responsibility by the University College our Honourable Vice-Chancellor **Prof. K. Viyyanna Rao** established Community Social Responsibility during June 2014. Apart from Teaching and Research that our university undertakes Community Outreach and Extension activities are organized as part of this. Our Honourable Vice-Chancellor Prof.K.Viyyanna Rao has nominated **Dr. Saraswathi Raju Iyer** as the Coordinator and **Dr. M. Venkata Ramana** as Project Assistant of Community Social Responsibility, Acharya Nagarjuna University College. Rs.10 Lakhs was sanctioned for conducting the various activities under community social responsibility. Number of programmes wer organized for the marginalized and disadvantaged groups such as Children, Youth, Elderly, Women, the Physically challenged, the Mentally challenged, the Scheduled Castes, the Scheduled Tribes, the Backward Class community and the like. The activities included awareness programmes on various social issues, income generation activities, eye camp, dental camp, health camp, training programmes, capacity building programmes etc. All these programmes were taken up based on the needs of the society.

DRESS MAKING PROGRAMME FOR SOCIALLY BACKWARD WOMEN



Dress Making Programme for Socially Backward Women was organized by Community Social Responsibility of Acharya Nagarjuna University in Namburu village for 3 months duration from 30-08-2014 to 30-11-2014 for 30 participants. The programme was inaugurated by our Honourable Vice-Chancellor, **Prof.K.Viyanna Rao** on 30-08-2014. While delivering the inaugural address he said that free dress making programme would help in promoting self employment for women. Further he said that this programme would also help in giving employment opportunities to other women as well. He also said that Dress making is gaining importance these days and there is a need to improve quality so as to compete in the garment making industry by learning new techniques in this modern society. He added that with the changing technology in the garment making field the trainees need to update their knowledge in order to compete in the changing times. He also observed that apart from Teaching and Research the University is also giving importance to Societal Development by becoming partners by way of rendering service through Community Social Responsibility.

Valedictory Programme was conducted on 03-04-2015 at Nannepaneni Kalyana Mandapam at Namburu community. Honourable Member of Legislative Assembly **Sri. Dhulipala Narendra Kumar** was the Chief Guest for the programme. In his valedictory address he said that women could become economically empowered through self employment and through this they can also contribute towards national development. Acharya Nagarjuna University for not only giving training in Dress Making but also in donating Sewing Machines with the assistance of Donors to all the trainees. The chief guest assured the trainees for the support from the government through various schemes and also see to it that orders for school uniforms are given to these women in future. The sewing machines were donated by Three Great Philanthropists namely **Mr.Prasad** from **Matrix**, **Bommidala Krishnamurthy** from Bommidala Industries and **Dr.D.A.R.Subramaniam** from Mahathma Gandhi College. **Prof.K.R.S. Sambasiva Rao**, Rector of the University, **Prof.P.Rajashekhar**, Registrar of the University, **Dr. Saraswati Raju Iyer**, Coordinator, Community Social Responsibility, **Dr.M.Venkata Ramana**, Project Assistant, **Ms.Jaishri**, Teacher, Community Social Responsibility are participated.



JUTE CRAFT MAKING PROGRAMME FOR ECONOMICALLY BACKWARD WOMEN



Jute Craft Making Programme for Economically Backward Women was organized at the premises of Jan Sikshan Samsthan, Ongole, Prakasam Districts as part of "Community Social Responsibility", Acharya Nagarjuna University College from 03-09-2014 to 26-09-2014. Total number of 30 women participated in the said programme. **Ms.Suhasini**, the Instructor of the programme gave training in making around 20 items such as cell phone pouches, pen pouches, luggage bags, files, ladies' handbags, hand purse, gents' purses etc. The programme was inaugurated by **Dr.Saraswati Raju Iyer**, Coordinator, Community Social Responsibility, Acharya Nagarjuna University. **Shri.Shyam Sunil**, In-charge Director, Jan Sikshan Samsthan, Prakasam District, **Shri.L.Harinath**, **D.Rajendra Prasad** and **M.Harikrishna Raju**, Programme Officers of Jan Sikshan Samsthan and **Dr.M.Venkata Ramana**, Project Assistant, Community Social Responsibility, Acharya Nagarjuna University participated in the inaugural function. Dr. Saraswati Raju Iyer said that plastic bags are causing environmental pollution and hence jute bags can be thought of as an option in replacing plastic bags and by learning this craft the economic conditions of these women could also improve. Dr.Venkata Ramana appealed to the trainees to enhance their skills through this income generation programme.

A review meeting was organized to assess the performance of the trainees. The trainees said that they have learnt to make pen pouches, office files, cell phone pouches, money purses, luggage bags, hand bags, gents' purses etc. They said that by learning these craft items their self – confidence also rose. The Instructor, Ms.Subashini opined that in the days to come jute bag usage would increase by 70%. She also felt that this training would help these women to generate income through self employment.

The valedictory function of Jute craft making programme for the economically backward women was organized in the office of Jan Sikshan Samsthan, Ongole, Prakasam District on 15-10-2014. The Honourable Chief Guest, **Prof.K.R.S.Samba Siva Rao**, Rector, Acharya Nagarjuna University said that such vocational training programmes helps in bringing out the skills of women towards self employment and income generation. He further appreciated this programme in encouraging these women to bring out their talents and also in improving their economic conditions.



TWO-DAY TRAIN THE TRAINER PROGRAMME FOR JSS FUNCTIONARIES OF GUNTUR AND PRAKASAM DISTRICTS



On 26-09-2014 Two-Day Train the Trainer Programme for JSS Functionaries of Guntur and Prakasam Districts was inaugurated. The programme was inaugurated by **Shri.P.Srinivasa Rao**, Director, Jan Sikshan Sansthan, Guntur District by lighting the lamp. **Dr.Saraswati Raju Iyer**, Coordinator, Community Social Responsibility, Acharya Nagarjuna University, **Shri.Shyam Sunil**, In-charge Director, Jan Sikshan Sansthan, Prakasam District, **Dr. M. Venkata Ramana**, Project Assistant also participated in lighting the lamp. **Shri.P.Srinivasa Rao** said that Community Social Responsibility, Acharya Nagarjuna University is undertaking many activities oriented towards social development. He also observed that through this programme the participants can equip themselves with many professional skills which enhance their professional competence. Shri.Shyam Sunil, noted that through this programme the participants can learn many techniques of working with the society. Dr.Saraswati Raju Iyer said that through Community Social Responsibility, Acharya Nagarjuna University the marginalized communities would be reached through various programmes designed for different groups of individuals such as women, aged, the differently abled, unemployed, and children. She also said that various programmes related to awareness programmes and income generating activities would be organized as part of Community Social Responsibility.

On 27-09-2014 the valedictory function of the Two-Day Train the Trainer Programme for JSS Functionaries of Guntur and Prakasam Districts was held at Deichman Auditorium, Acharya Nagarjuna University. **Shri.P.V.Sunil Kumar**, Inspector General of Police, Guntur was the Chief Guest of the function. **Prof.K.Viyanna Rao**, the Honourable Vice-Chancellor of Acharya Nagarjuna University was the Guest of Honour, **Prof.Y.P.Rama Subbaiah**, Rector, Acharya Nagarjuna University and **Prof.P.Rajashekhhar**, Registrar, Acharya Nagarjuna University were Guests for the function. Honourable Vice-Chancellor Prof.K.Viyanna Rao said that the skills and techniques that were learnt by the participants as part of the training programme should be utilized while working in the field. He also opined that this experience would contribute in enhancing their teaching capacity as trainers in their respective fields. Further he also expressed his opinion that such programmes should be organized for other groups as well.



ONE DAY AWARENESS PROGRAMME ON ROLE OF MOTHERS IN PROVIDING NUTRITIOUS FOOD TO THEIR CHILDREN



One Day Awareness Programme on Role of Mothers in Providing Nutritious Food to their Children was organized at JSS Premises in Ongole, Prakasam district on 21-11-2014. Coordinator of Community social Responsibility **Dr.Saraswati Raju Iyer** said that Mother plays an important role in providing nutritious food to their children and the awareness about nutrition to mothers are also important. She spoke about the relationship between health and nutrition and said that mother plays a key role in improving the nutritious status of her children and thereby contributing towards health of her children. As a resource person **Dr.K.V.Shantisri**, Coordinator of Department of Food & Nutrition, Acharya Nagarjuna University stressed the importance of including green leafy vegetable in the diet of their children. She said that by taking green leafy vegetables, fruits the children will grow not only physically but also psychologically. She reiterated the importance of taking low cost nutritious food for the overall development of the personality of children. The participants got their doubts clarified during the question answer session. **Dr.M.Venkata Ramana**, Project Assistant told about the importance of providing nutritious food to their children so that they enjoy good health. JSS In-charge Director, **Mr.K. Shyam Sunil** presided over the function and expressed his happiness for conducting the programme in their premises. He said that by organizing such programmes the rural women are helped in taking care of their children's health. **Mr.L.Harinath** and **Mr.D.Rajendra Prasad** the staff of JSS participated in the function.



ONE WEEK TRAINING PROGRAMME IN JUTE CRAFT FOR THE DESTITUTE GIRLS AND WOMEN



One Week Training Programme in Jute Craft for the Destitute girls and Women at Ujwala Home for the Rehabilitation of Girls and Women at JMJ School Premises opposite Acharya Nagajuna University was inaugurated by **Dr.Saraswati Raju Iyer** the Coordinator of Community Social Responsibility, Acharya Nagarjuna University College on 24-11-2014. This training programme is for one week duration from 24-11-2014 to 29-11-2014. This Home was founded with an objective of rehabilitating girls and women who are victims of child abuse, human trafficking, rape, unwed motherhood, children from broken families, unwanted children, deviants and girls and women rescued from brothel homes. As part of discharging activities pertaining to community social responsibility this training programme was planned to reach out to the vulnerable group the inmates of the home who are rescued from various difficult situations in their lives. Dr.Saraswati Raju Iyer said that this programme would contribute in bringing about women empowerment and encouraged the trainees to make best use of the opportunity and enhance their skills so that they could be brought into the main stream of the society. She also said that enhancing their skills by learning jute craft would help in self – employment. Sr.Roselina the Project Director of the home said that such programmes help the inmates develop skills necessary for bringing about improvement in their lives and thanked the University for organizing this programe in their home. **Ms.Rupa** the Counsellor of the home and **Ms.Durga**, Instructor participated in the programme. **Dr.M.Venkata Ramana**, Project Assistant of Community Social Responsibility encouraged the participants to learn the craft so that it could help them to improve their economic conditions in future.

One Week Training Programme in Jute Craft for the destitute girls and women at Ujwala Home for the Rehabilitation of Girls and Women at JMJ School Premises opposite Acharya Nagajuna University was concluded on 15-12-2015. The Chief Guest of the function was **Prof.K.R.S.Samba Siva Rao**, the Rector of the University. In his chief guest address he told the participants to develop perseverance. He said with perseverance one could achieve everything in life. Nothing is impossible once we have perseverance. He said by learning such crafts like Jute craft one can become empowered. He assured them of his support for their development. Dr. Saraswati Raju Iyer the Coordinator of Community Social Responsibility, Acharya Nagarjuna University College presided over the function. Dr.M.Venkata Ramana, Project Assistant of Community Social Responsibility encouraged the participants to practice the craft so that it could help them in future. Sr.Roselina the Project Director of the home thanked the University authorities for organizing this programme in their home. She expressed her joy for choosing the programme for the inmates of the home by saying that these women being the unwanted ones are not cared by anyone and the university has given them such a useful programme.



ONE DAY WORKSHOP ON PERSONALITY DEVELOPMENT FOR THE PHYSICALLY CHALLENGED



One Day Workshop on Personality Development for the Physically Challenged was organized on 02-12-2014 commemorating the International Day of the Persons with Disabilities on 03-12-2014. This programme was organized for the differently abled students, scholars, teaching and non-teaching staff of the university. This programme was conducted with an intension of addressing issues pertaining to fear, anxiety, frustration, problems related to self – esteem, self confidence and the like. Our honourable Vice-Chancellor **Prof.K.Viyanna Rao** inaugurated the workshop and encouraged the physically challenged to make best use of the opportunities provided by the University for their growth and development. Prof.P.Rajashekhar the Registrar of the University gave his message on the occasion. He encouraged the participants to utilize their talents and grow. **Dr.Saraswati Raju Iyer** the coordinator of Community social Responsibility presided over the function. **Dr.M.Venkata Ramana**, Project Assistant also participated in the function. After the inaugural function there were technical sessions given by subject experts. **Prof.P.Sankara Pithaiah** from the department of Geology of Acharya Nagarjuna Univeristy spoke on Goal Setting. He shared his expertise on various issues pertaining to goal setting and stressed the importance of one's life, body and time. He reiterated the importance of setting goals in order to become successful in life. **Dr.Sugantha Talluri Rao**, Lecturer of Psychology, DIET College, Boyapalem, Guntur gave a technical session. He has done his doctoral research in the field of special education and hence being the most appropriate person he shared his expertise on Personality development for the Physically challenged. **Dr.Saroja**, Psychologist of Acharya Nagarjuna University spoke on "Psycho-social Support for the Physically Challenged". She delivered her session by giving various case studies from her own experience as a counselor and also made the session practical by making them participate in few Psychological tests. She also gave them the names of few professionals with whom they could build contacts for any social support in future. The programme came to an end with the valedictory function. Our Honourable Registrar P. Rajashekhar distributed the certificates to the participants of the workshop. **Dr.Suresh Kumar** the President of Differently abled persons of the University and the coordinator of English Department of Acharya Nagarjuna University also spoke on the occasion.

AWARENESS ON DENTAL HEALTH AND FREE CHECK-UP PROGRAMME FOR THE SCHOOL CHILDREN AND THEIR PARENTS



Awareness on Dental Health and Free Check-up Programme for the School Children and their parents was held at S.C. & S.T. colony of Budampadu, Guntur, Guntur District on 19-12-2014, jointly organized by Community Social Responsibility, Acharya Nagarjuna University and Sibar Institute of Dental Sciences, Takkellapadu, Guntur. The Chief Guest of the Dental camp was **Prof.P.Rajashekhar** the Registrar of Acharya Nagarjuna University. In his Chief Guest address he appreciated the **Dr. Saraswati Raju Iyer**, Coordinator and **Dr.M.Venkata Ramana**, Project Assistant of Community Social Responsibility for conducting many programmes and also for projecting the image of the University. He encouraged and wished for conducting many more programmes in the days to come. **Dr.L.Subba Rao**, Chief Coordinator of Sibar Institute of Dental Sciences who was the Guest of Honour of the programme said that due to bad habits like smoking, chewing tobacco they are facing dental problems and hence by conducting such dental camps awareness could be made so that dental care can be taken by the community. Dr. L.Subba Rao also expressed his happiness for organizing a camp for the needy and assured of his support in future in organizing such camps so as to reach out to many more people. Dr. Narayana and Dr.Srinivasulu created awareness on ways of brushing, dental care, dental hygiene etc. by demonstrating the ways of brushing with the help of a model and the do's and don'ts were also explained. Dr.Saraswati Raju Iyer, Coordinator of Community Social Responsibility presided over the function and told the participants to make best use of the programme. Prof.P.Rajashekhar distributed snacks to the participants. Apart from giving awareness on dental care free check up was done to school children and parents of S.C. & S.T. colony. Later free tooth paste and tooth brush were given to children. On the basis of the need they were given medicines, tooth paste and mouth wash.

TEN DAYS TRAINING PROGRAMME ON GLASS AND POT PAINTING FOR SCHEDULED CASTE WOMEN



Inauguration of the Ten Days Training Programme on Glass and Pot Painting for Scheduled Caste Women at Sathenpally, Guntur district was held on 22-12-2014. The programme which is for duration of 10 days commenced on 22-12-2014 and ends on 31-12-2014. These village dwellers are migrants from various states and some of them are migrants from Sri Lanka where their ancestors have come to work in textile industry over here several decades ago. The programme was inaugurated by **Dr. Saraswati Raju Iyer**, Coordinator of Community Social Responsibility. She stressed the importance of this programme in developing their employability skills and urged them to make best use of the opportunity and also think in terms of marketability of the products so that they prepare good quality ones. **Dr. Dr.M.Venkata Ramana**, Project Assistant of Community Social Responsibility gave a briefing about Community Social Responsibility of Acharya Nagarjuna University and encouraged the women to learn glass and pot painting well so that they can make a living in future and also make use of the certificate they receive on completion of the programme. Mr.Solomon, Former M.P.T.C of the village, **Ms.Durga**, the Instructor, **Mr.Solomon** the School Head master also participated in the programme. On the whole 41 women got themselves enrolled for the programme and expressed their enthusiasm in learning the craft so that it helps them towards economic and social empowerment.

Valedictory function was organized on 06-02-2015 at Sattenpally where the Ten Days Training Programme on Pot and Glass Painting for Economically Backward Women came to an end. The Chief Guest of the function **Prof. P.Rajashekhhar**, the Registrar of Acharya Nagarjuna University congratulated the participants for acquiring the skill of pot and glass painting and told them to make use of these skills so that they could develop economically in future. He also assured them of his support from the university in future so that they can grow in this path. He congratulated the department of Community social Responsibility for projecting the image of our university in the community by way of organizing number of activities in Guntur and Prakasam districts. Later on he distributed the certificates to 50 trainees who have completed the training successfully. All the items painted in pot and glass was displayed and the trainees were appreciated for their creativity. The teacher Ms.Durga was also congratulated for her training. Dr.Saraswati Raju Iyer, Coordinator for discharging activities on Community Social Responsibility by the University appreciated the trainer for her training and the trainees for mastering the skill. Dr.M.Venkata Ramana encouraged the trainees to make use of the opportunity of this training programme.

ONE DAY TRAINING PROGRAMME ON PREPARATION OF HOME NEEDS FOR TRANSGENDER COMMUNITY



As part of discharging community social responsibility by the university different groups of individuals are reached. Community Social Responsibility cell of Acharya Nagarjuna University works for the empowerment of various disadvantaged, marginalized, vulnerable and needy people. A unique programme for the transgender community was organized by Community Social Responsibility cell in collaboration with Jan Sikshan Sansthan, Ongole where they were given training on preparation of home needs at J.S.S. Office, Ongole, Prakasam District on 23-01-2015. Nearly 40 people belonging to the transgender community were given training on preparation of washing powder, cleaning powder, phenol and candles. The instructor gave them inputs on how to prepare these items and also gave demonstration. He gave the list of items required and also where to get these items from. Doubts were also cleared. The trainees participated eagerly and expressed their enthusiasm saying that it could help them in enhancing their income levels if they could form a group and prepare these items and market them. The programme was inaugurated by **Mr.Fazulullah**, **Dr.Saraswati Raju Iyer**, Coordinator, Community Social Responsibility, Acharya Nagarjuna University, **Shri.Shyam Sunil**, In-charge Director, Jan Sikshan Sansthan, Prakasam District, **M.Harikrishna**, Programme Officer of Jan Sikshan Sansthan and **Dr.M.Venkata Ramana**, Project Assistant, Community Social Responsibility, Acharya Nagarjuna University participated in the training programme.



THREE WEEKS TRAINING PROGRAMME ON FASHION DESIGNING FOR ADOLESCENT GIRLS



Three Weeks Training Programme on Fashion Designing for Adolescent Girls was organized by Community Social Responsibility cell in collaboration with Jan Sikshan Sansthan, Ongole in J.S.S. Office, Ongole, Prakasam during 07-01-2015 to 20-02-2015. The programme was inaugurated on 07-01-2015. The programme was presided by **Shri.Shyam Sunil**, In-charge Director, Jan Sikshan Sansthan. During his presidential remarks he urged the adolescent girls to make use of the opportunity provided by Acharya Nagarjuna University and master the skill of fashion designing which is of great demand these days. **Dr.Saraswati Raju Iyer**, Coordinator, Community Social Responsibility, Acharya Nagarjuna University noted that girls are dropping out from schools due to various obvious reasons and get married at a very young age and hence such programmes help them to develop self confidence. She asked them to utilize this training programme and become good entrepreneurs in future. **Dr.M.Venkata Ramana**, Project Assistant, Community Social Responsibility, Acharya Nagarjuna University; Programme Officers of J.S.S. **Mr.L.Harinath**, **Mr.M.Harikrishna**; resource persons **Ms.M.Nagamalleswari** and **Ms.T.Dhanalakshmi** participated in the programme.

Three Weeks Training Programme on Fashion Designing for Adolescent Girls organized by Community Social Responsibility cell in collaboration with Jan Sikshan Sansthan, Ongole in J.S.S. Office, Ongole, Prakasam was closed with a valedictory function on 12-03-2015. On the whole 53 members were benefitted through this training programme who were trained in 8 types of items related to fashion designing such as Umbrella frock, Punjabi apple cut model, Patiala pant, 6 pieces Punjabi suit, Chudi pant, Princess cutting, 5 types of neck model blouses and Arundhathi gagra. The Chief Guest for the function was **Mr.Anthony**, Sub – Inspector of Police, Ongole. He encouraged the trainees to use this skill development programme so that they become independent economically. He also asked the organizers to plan for a training programme in Gems manufacturing and also wished that Ongole becomes famous for Gems manufacturing in future like Tenali. Guests of Honour of the function included **Mr.Vijay Kumar**, General Manager, National Insurance Company and **Dr.Hari Babu**, Assistant Professor, Dept. of Commerce and Business administration, Acharya Nagarjuna University, P.G.Centre, Ongole. **Dr.Saraswati Raju Iyer**, Coordinator, Community Social Responsibility,



ONE DAY TRAINING PROGRAMME ON INCOME GENERATING ACTIVITIES FOR WOMEN FROM LOW INCOME GROUPS

One Day Training Programme on Income Generating Activities for Women from Low Income Groups was organized in Ramanama Shekthra, Srinivasarao Thota at R.Agraharam, Guntur, Guntur District on 30-01-2015. This programme was inaugurated by **Dr.Saraswati Raju Iyer**, Coordinator for discharging activities on Community Social Responsibility by the University. She explained about the activities taken up by this cell and briefed about this programme in particular. **Ms. P.Bhulakshmi**, the Instructor of the programme from Lal Puram, Guntur gave training on preparation of 6 items pertaining to Home Needs such as Preparation of detergent powder, cleaning powder, phenol, pain balm, liquid blue and candles by giving demonstration.

Apart from demonstration she also gave the list of items required for preparation of these items, the procedure of preparation, the raw material required and where to purchase these items were explained. Sixty members participated in the training programme by registering themselves by submitting the filled in application forms. **Prof.K.R.S.Sambasiva Rao**, the Rector of the University was the chief guest for the Valedictory function. In his valedictory address he said that this programme helps not only helps in self employment but also helps in giving employment opportunities to others.

He also reiterated that this programme should help in income generation and hence they need to enhance their employability skills through this training programme. He also assured them of any help and support in future. He distributed certificates for the participants. The programme was conducted from 10.00.a.m. – 5.00 p.m. **Dr.M.Venkata Ramana**, the Project Assistant for discharging activities on Community Social Responsibility by the University helped in organizing the programme and spoke about the importance of this programme. **Ms.V.Vimala Devi**, **Ms.M.Ankamma**, **Ms.Mary** and **Ms.M.C. Lakshmi** supported by way of mobilizing the participants and making the arrangement in the venue.



ONE WEEK TRAINING PROGRAMME ON SCREEN PRINTING FOR SCHEDULED CASTE & SCHEDULE TRIBE WOMEN



As part of discharging activities on community social responsibility by the university One Week Training Programme on Screen Printing for Scheduled Caste & Schedule Tribe Women was organized at Santhagudipadu Village, Rompicharla Mandalam, Guntur District from 03-02-2015 to 10-02-2015. The programme was inaugurated by the M.P.D.O. **Ms.T.V.Krishna Kumari**, M.E.O. **Ongole Raju** also participated and addressed the gathering. There was an overwhelming response from the trainees where the number of expected participants was 40 and the total trainees who turned up enthusiastically were 100. **Dr.Saraswati Raju Iyer**, Coordinator for discharging activities on Community Social Responsibility by the University explained about the various programmes undertaken by the cell and also briefed about this programme. **Dr.M.Venkata Ramana** encouraged the trainees to make use of the opportunity of this training programme.

The One Week Training Programme on Screen Printing for Scheduled Caste & Schedule Tribe Women was concluded at Santhagudipadu Village, Rompicharla Mandalam, Guntur District on 10-02-2015. The programme came to an end with the valedictory function. The Chief Guest for the function was **Ms. Jani Moon**, Z.P.Chairperson. In her valedictory address she said Screen printing and such skills among women help in their empowerment. She also promised that during summer season similar training programme would be organized for women under her leadership. She congratulated the University for organizing this programme as part of discharging community social responsibility. She distributed certificates for the trainees and said that Rs.4 Lakhs is allocated by Zilla Parishad for such activities for women belonging to Scheduled castes, Scheduled tribes, Backward classes and Minorities. Dr. Saraswati Raju Iyer, Coordinator for discharging activities on Community Social Responsibility by the University explained about the various programmes undertaken by the cell. Dr.M.Venkata Ramana encouraged the trainees to make use of the opportunity of this training programme. **Dr. M.P.P.Rama Rao**, **Bathula Ramakrishna**, **Manjula Anjaneyulu**, M.P.D.O. **Ms.T.V.Krishna Kumari**, M.E.O.**Ongole Raju**, Resource person **Ms.Vijayalakshmi** and **Ms.Venkayamma** participated in the function.



THREE DAY TRAINING PROGRAMME ON BLOCK PRINTING FOR VOCATIONAL TRAINERS



Three Day Training Programme on Block Printing for Vocational Trainers was organized in Sharadha Niketan, Brodipet, Guntur, Guntur District from 21-02-2015 to 23-02-2015. This programme was inaugurated by the Rector of the University **Prof.K.R.S.Samba Siva Rao**. He encouraged the women to master the skill and become empowered. He also advised them to think beyond learning the skill in other words think in terms of marketing the goods. **Dr.Saraswati Raju Iyer**, Coordinator for discharging activities on Community Social Responsibility by the University explained about the various programmes undertaken by the cell. She told them to form smaller groups and think in terms of marketing of their goods which should be done in a planned manner. **Dr.M.Venkata Ramana** explained to the trainees about the importance of this training programme. **E.O.Madhavi Lata**, Headmistress **Phani Sri** and Resource person **Ms.Vijaya Lakshmi** participated in the inaugural function.

The programme organized by community social responsibility cell was concluded with a valedictory function on 23-02-2015. **Prof.K.Viyyanna Rao** the Honourable Vice – chancellor of Acharya Nagarjuna University was the Chief Guest for the function. In his valedictory address he explained about the importance of skill development and told them to keep pace with the technological development in the world. He said that apart from mastering the skill it is essential that they maintain quality so that they can market their products in any part of the globe keeping in view the concept of globalization. He reiterated that such training programmes help women to gain economic independence. **Mr.P.Srinivasa Rao**, Jan Sikshan Samsthan director, Guntur district emphasized about the hidden talents of people and it is through these skill development programmes that they are unfolded. **Dr.Saraswati Raju Iyer**, Coordinator for discharging activities on Community Social Responsibility by the University encouraged the women to take up this training programme organized by the cell. **Dr.M.Venkata Ramana** explained about the importance of such programmes organized by the department and urged the women to make use of the opportunities. On the whole 120 women got trained and certificates were distributed by the Prof.K.Viyyanna Rao the Honourable Vice – chancellor of Acharya Nagarjuna University.



ONE WEEK TRAINING PROGRAMME ON SCREEN PRINTING FOR GIRLS AND WOMEN OF REHABILITATION HOME

One Week Training Programme on Screen Printing for Girls and Women of Rehabilitation Home commenced on 26-02-2015 at Ujwala Home for the Rehabilitation of Trafficked Women in J.M.J. Premises, opposite Acharya Nagarjuna University. This programme is for one week duration from 26-02-2015 to 04-03-2015. **Dr.Saraswati Raju Iyer**, Coordinator for discharging activities on Community Social Responsibility by the University and **Dr.M.Venkata Ramana** the Project Assistant organized the programme in order to enhance their skills so that they can make use of it for their livelihood in future. **Ms.Vijayalakshmi** is the Instructor for the said programme. This is the second programme organized in this home since giving skill training in different crafts can help in the rehabilitation of trafficked women in future.

One Week Training Programme on Screen Printing for Girls and Women of Rehabilitation Home concluded on 16-03-2015 at Ujwala Home for the Rehabilitation of Trafficked Women with the valedictory function. **Prof.P.Rajasekhar**, the Registrar of Acharya Nagarjuna University was the Chief Guest of the occasion. In his Chief Guest address he said that apart from Teaching and Research the University is also taking up activities pertaining to societal development through the department of Community Social Responsibility. He said that a society will develop only when women develop. Economically empowered women will be considered as a role model and such skill development programmes would definitely contribute he added. He congratulated the department for taking up such programmes. Director **Sr.Roselina** said that this home caters to the needs of women in difficult circumstances and that such training programmes help in the process of rehabilitation. She thanked the university authorities for arranging this programme for their inmates. Dr.Saraswati Raju Iyer, Coordinator for discharging activities on Community Social Responsibility by the University said that these women could utilize this training programme so that they can help them in the future toward economic empowerment. Dr.M.Venkata Ramana explained about the importance of such programmes organized by the department and urged the women to make use of the opportunities. Coordinator **Ms. Rupa**, Instructor, **Vijayalakshmi** and **Ms.Padma** participated in the programme. Certificates were distributed by the Chief Guest Prof.P.Rajasekhar for all the 50 trainees.



AWARENESS ON DENTAL HEALTH AND FREE DENTAL HEALTH CHECK UP PROGRAMME FOR HIGH SCHOOL CHILDREN

Since Dental Health is important for school children the **Department of Community Social Responsibility**, Acharya Nagarjuna University in collaboration with **Sibar Institute of Dental Sciences**, Takkalapadu, Guntur conducted an Awareness Programme on Dental Health and Free Dental Health Check up Programme for High School Children at Z.P. High School, **Gottipadu**, Patthipadu Mandal, Guntur District on 28-02-2015. **Prof.P. Rajasekhhar**, the Registrar of Acharya Nagarjuna University was the Chief Guest of the occasion. He reiterated the importance of dental health and said Dental Health is Mental Health and hence told the participants to take utmost care to dental hygiene. He also congratulated the department of Community Social Responsibility of the university and Sibar Institute of Dental Sciences for organizing this Awareness Programme on Dental Health and Free Dental Health Check up Programme for School children. **Dr.Saraswati Raju Iyer**, Coordinator, Community Social Responsibility, Acharya Nagarjuna University and **Dr.M.Venkata Ramana** the Project Assistant organized the programme with the cooperation of **G. Babu Rao**, Sarpanch, **P. Srinivasa Rao**, President, Lions Club, **Smt. K. Anuradha**, School Head Mistress, Staff, Village Elders and 500 Students participated in this programme.



ONE DAY TRAINING PROGRAMME ON PREPARATION OF HOME NEEDS FOR RURAL HOUSEWIVES

One Day Training Programme on Preparation of Home Needs for Rural Housewives was conducted at Lal puram village, Guntur Rural Mandal, Guntur District on 10-03-2015. On the whole as many as 50 trainees utilized the opportunity. This programme was inaugurated by **Mr.K.Srinivasa Rao** the Sarpanch of the village who promised the trainees all the support from his side in marketing the products and also in procuring loan. He also promised to give a land to set up a small scale unit for manufacturing the products pertaining to home needs. **Dr.Saraswati Raju Iyer**, Coordinator for discharging activities on Community Social Responsibility by the University explained about the activities taken up by this cell and briefed about this programme in particular. **Ms. P.Bhulakshmi**, the Instructor of the programme from Lal Puram, Guntur gave training on preparation of 6 items pertaining to Home Needs such as Preparation of detergent powder, cleaning powder, phenol, pain balm, liquid blue and candles by giving demonstration. Apart from demonstration she also gave the list of items required for preparation of these items, the procedure of preparation, the raw material required and where to purchase these items were explained. **Dr.M.Venkata Ramana** the Project Assistant, department of Community Social Responsibility encouraged the trainees to make use of the opportunity of this training programme and clarify the doubts if any. Towards the end of the day the trainees were given certificates.



WORLD ORAL HEALTH DAY CELEBRATION - AWARENESS ON DENTAL HEALTH AND FREE DENTAL HEALTH CHECK UP PROGRAMME

As part of World Oral Health Day Celebration an awareness on Dental Health and Free Dental Health check up Programme was organized by Department of Community Social Responsibility, Acharya Nagajuna University in collaboration with Sibar Institute of Dental Sciences, Takkalapadu, Guntur for Students of College of Pharmaceutical Sciences, Acharya Nagarjuna University on 20-03-2015 in the College of Pharmaceutical Sciences, Acharya Nagarjuna University. **Prof. P. Rajasekhar**, the Registrar of Acharya Nagarjuna University was the Chief Guest of the occasion. He reiterated the importance of dental health and said Dental Health is Mental Health and hence told the students to take utmost care to dental hygiene. He also congratulated the department of Community Social Responsibility of the university and Sibar Institute of Dental Sciences for organizing this Awareness Programme on Dental Health and Free Health Check up Programme for students of Pharmacy commemorating the World Oral Health Day. **Dr. Saraswati Raju Iyer**, Coordinator for discharging activities on Community Social Responsibility by the University explained about the activities taken up by this cell and briefed about this programme in particular. **Prof. Prameela Rani** the Principal of the College told that this programme is really useful for their students since Dentistry is one of the important subjects that their students study and since they know about Anatomy, Physiology, Biochemistry etc the topic on Oral Health is definitely going to help their students enrich their knowledge. **Dr. Suresh** from Sibar Institute of Dental Sciences told about the importance of Oral Health and thanked the university authorities for giving them an opportunity to organize this programme in the university premises. **Dr. M.Venkata Ramana** the Project Assistant, department of Community Social Responsibility encouraged the students to make use of this learning opportunity and thereby enrich their knowledge. After the formal inauguration by the Chief Guest Power point presentation was made followed by dental check up for the students. On the whole the programme was a grand success.



