



**POTTI SRIRAMULU CHALAVADI MALLIKHARJUNA RAO
COLLEGE OF ENGINEERING & TECHNOLOGY**

Approved by AICTE, NEW DELHI and Affiliated to JNTU, Kakinada

Sponsored by : SKPVV Hindu High Schools Committee, Estd : 1906

D.No. 7-3-6/1, Raghava Reddy Street, Kothapet, Vijayawada - 520 001.

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A.Y 2021-2022

S No	Name of the Event	Date
1	YOUTH-USAGE OF SOCIAL MEDIA- CONSEQUENCES EVENT	16-09-2021
2	SIGNATURE CAMPAIGN ON VOTERS AWARENESS	27-10-2021
3	LITERACY CAMPAIGN AT MATTA LAZARAS ELEMENTARY SCHOOL, CHITTINAGAR - SPECIAL CAMP	08-03-2022
4	SURVEY ON HEALTH AND HYGIENE - SPECIAL CAMP	13-03-2022

A.Y 2020-2021

S No	Name of the Event	Date
1	AWARENESS PROGRAM ON YOUTH USAGE OF DRUGS- CONSEQUENCES	26-02-2021
2	ESSENCE OF INDIAN TRADITIONAL KNOWLEDGE	19-02-2021
3	PLEDGE AGAINST VIOLENCE- ONLINE	02-10-2020

A.Y 2019-2020

S No	Name of the Event	Date
1	HERITAGE OF INDIAN CULTURE AROUND THE WORLD	06-07-2019
2	UNITY IN DIVERSITY-CROSS CULTURAL ASPECTS OF INDIA	28-12-2019
3	SPECIAL TALK ON LINGUISTIC: MINORITY LANGUAGES AND CULTURES	13-02-2020
4	CELEBRATION OF CONSTITUTION DAY	26-11-2019
5	NEW VOTER ENROLLMENT PROGRAM	23-04-2019
6	RALLY ON STOP VIOLENCE AGAINST WOMEN	01-12-2019

A.Y 2018-2019

S No	Name of the Event	Date
1	VIGILANCE AWARENESS CAMPAIGN	30-10-2018
2	LITERACY PROGRAM AT M. A. M. C HIGH SCHOOL	20-02-2019
3	RURAL CAMP PROGRAM AT KANKIPADU VILLAGE	26-11-2018
4	SPECIAL TALK ON NATIONAL INTEGRITY AND COMMUNAL HARMONY	20-12-2018

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Name of the program AN AWARENESS PROGRAM ON YOUTH USAGE OF DRUGS-
CONSEQUENCES BY KRISHNA DISTRICT COLLECTOR SRI MD IMITIAZ

Date: 26-02-2021

Venue: Tummalapalli Kalakshetram - Vijayawada

Summary report

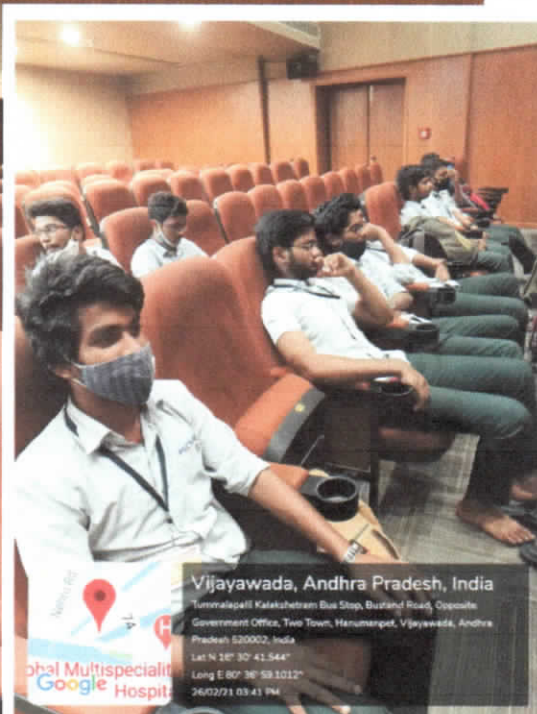
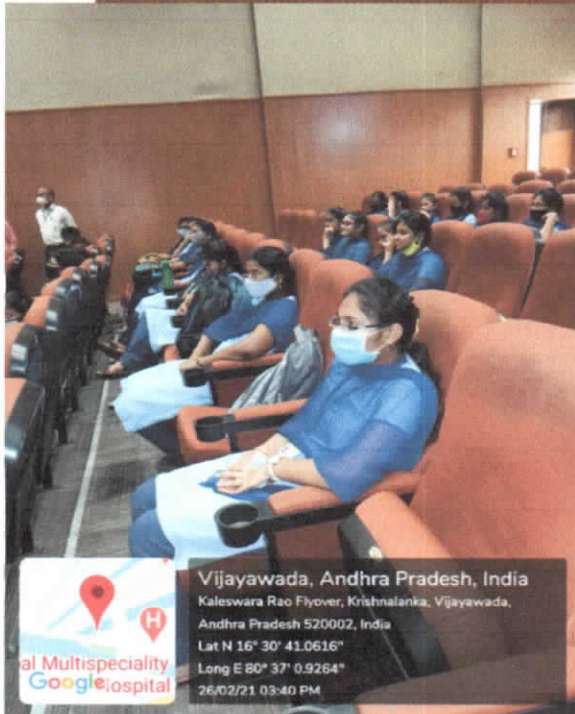
On 26-02-2021 PSCMR NSS Unit is organized AN AWARENESS PROGRAM ON YOUTH USAGE OF DRUGS-CONSEQUENCES BY KRISHNA DISTRICT COLLECTOR SRI MD IMITIAZ. Our DISTRICT COLLECTOR SRI MD IMITIAZ.addressed the students SAY NO TO DRUGS and not addicted to drugs . So it is our responsibility to not to addict drugs. NSS Volunteers and students of PSCMR CET were participated in this event





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Convener sign



Name of the program VOTERS AWARENESS-SIGNATURE CAMPAIGN

Guest: Krishna District Joint Collector **SRI Dr. K MADHAVI LATHA, IAS**

Date: 27-10-2021

Venue: PSCMR College, Vijayawada, Andhra Pradesh.

Summary report

On 27-10-2021 PSCMR NSS Unit is organized VOTERS AWARENESS-SIGNATURE CAMPAIGN BY KRISHNA DISTRICT JOINT COLLECTOR **SRI Dr. K MADHAVI LATHA, IAS**. Our guest addressed the students and local people, created awareness on rights of Voters after that participated in the signature campaign. NSS Volunteers, Local people and students of PSCMR CET were participated in this event.



Students were participating in to the Voters awareness program



Local people were participating in to the Voters awareness program



Krishna District Joint Collector **SRI Dr. K MADHAVI LATHA, IAS** signed on the board.


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Name of the program: "YOUTH-USAGE OF SOCIAL MEDIA- CONSEQUENCES EVENT"
Date: 17-09-2021
Venue: College Main Seminar Hall

Summary report

Description: NSS Unit of PSCMR CET is organised an awareness session on Youth- Social media a platform to cyber bullying. Eminent speaker Sri D. Mohan Reddy, CI, II TOWN Police Station, Vijayawada addressed the students and spoke on important and sensitive issues of cyber bullying. How cyber task force is protecting from cyber criminals. Sri K. Prasanna, SI, Women protection force, II TOWN PS, delivered on the youth tendencies on social media, how to protect from cyber bullying. Principal Dr. K Sree Rama Krishna appreciated efforts of Police department for empowering the youth on cyber bullying. 180 Students were benefitted on this programme.

 <p>Vuyyuru, Andhra Pradesh, India 9R5W+24P, Rajesh Nagar, Vuyyuru, Andhra Pradesh 521165, India Lat: 16.357671° Long: 80.845311° 16/09/21 11:27 AM</p>	
<p>Sri K. Prasanna, SI, Women protection force, II TOWN PS Addressing the students</p>	<p>Group Photo</p>
 <p>సాఫల్ మీడియా పట్ల జాగ్రత్త అవసరం -టూటాన్ సిఐ మోహన్ రెడ్డి</p>	 <p>సాఫల్ మీడియా దినియోగం- అవగాహన</p>
<p>Press clipping - 1</p>	<p>Press clipping - 2</p>

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Name of the program: ONLINE-PLEDGE AGAINST VIOLENCE

Date: 02-10-2020

Venue: PSCMRCET (online)

Summary report

1. To respect myself, my family, my school, my community, and others through my words and actions.
2. To not bring a weapon or drugs into my home, my school, or my community;
3. To think before I act or react because my actions could be hurtful to me or to others;
4. To listen attentively to one another, including those whom I disagree with, such as my parents, my teachers, and other trusted adults;
5. To not use weapons, words, or inflict bodily harm to someone over a dispute or disagreement;
6. To sit down and discuss my feelings with another as brothers and sisters or seek help from someone I trust if I cannot do it on my own;
7. To apologize when I have hurt someone's feelings and to forgive others when they have hurt mine;
8. To stand up for those who are not treated fairly even if I have to stand up alone when it is not popular;
9. To value different colours, religions, creeds, and genders, and I will not bully or cause harm because they are different;
10. To not become a bully or cyber bully, and to report bullying or cyber bullying when I see it;
11. If I see a gun, to stop, don't touch it, move, and tell a trusted adult or law enforcement officer or call 911.

I pledge to be free of violence and victimization.

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NATIONAL SERVICE SCHEME

PSCMR COLLEGE OF ENGINEERING AND TECHNOLOGY

Vijayawada, Andhra Pradesh

Certificate

This is to certify that

B. Sravana Kumari

has solemnly pledged against violence through online in connection with the 150th Birth anniversary celebration of Mahatma Gandhi, organized by NSS unit of PSCMR College of Engineering and Technology, Vijayawada.

Sri Subba Rao Ravuri
Secretary

Dr. K Sri Rama Krishna
Principal

**As it is an authorized e-certificate, doesn't need any signature*



NATIONAL SERVICE SCHEME

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Vijayawada, Andhra Pradesh

Certificate

This is to certify that

Shaik varul meethal Rubeena

has solemnly pledged against violence through online in connection with the 150th Birth anniversary celebration of Mahatma Gandhi, organized by NSS unit of PSCMR College of Engineering and Technology, Vijayawada.

Sri Subba Rao Ravuri
Secretary

Dr. K Sri Rama Krishna
Principal

**As it is an authorized e-certificate, doesn't need any signature*

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Convener sign

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HERITAGE OF INDIAN CULTURE AROUND THE WORLD

Date: 06.07.2019

India is the birthplace of Hinduism, Buddhism, Jainism, Sikhism, and other religions. They are collectively known as Indian religions. Indian religions are a major form of world religions along with Abrahamic ones. For example – dance, music, idol art, literature, social and religious rules and rituals etc. As a whole, natural heritage is the gift of nature whereas **cultural heritage is associated with the man-made things and the things** which were found during the different phases of human civilisation.

Culture & Heritage of India. **India has a beautiful culture**, which astonishes tourists from other parts of the world. ... It is beautiful because of its ability to be secular and at the same time stick to the essence of each cultural group. India's unique culture has led to several celebrations, traditions, and customs.

Because of the diversity of religious groups in India, there has been a history of turmoil and violence between them. India has been a theatre for violent religious clashes between members of different religions such as Hindus, Christians, Muslims, and Sikhs. Several groups have founded various national-religious political parties, and in spite of government policies minority religious groups are being subjected to prejudice from more dominant groups in order to maintain and control resources in particular regions of India.




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UNITY IN DIVERSITY-CROSS CULTURAL ASPECTS OF INDIA

Date: 28.12.2019

A presentation was made by the students on "Unity in Diversity"- Cross Cultural Aspects of India on 28th-12-2019. All the students have dressed up in the traditional attire of various states of India which include Punjab, Maharashtra, Gujarat, Rajasthan, Kerala, and Tamilnadu and so on. This program was organized to help the students to understand the customs and traditions and values of various states of India as a part of the course titled cross cultural Management in first Semester of MBA Program.




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Special Talk on “Linguistic: Minority Languages and Cultures”

DT: 13-02-2020

A special talk on “Linguistic: Minority Languages and Cultures” was delivered by Mrs. Munira Begum on 13th February 2020 for the B.Tech students.

The definition of linguistics is the scientific study of language. The study of the English language is an example of linguistics.

The Minority Languages and Cultures Project brings together scholars who share the aims of revitalizing subordinate languages in Latin America, documenting the cultures of the communities that speak them, and monitoring the interplay of language and culture in the region's ethnic and national/local politics.

The right to be educated in the mother tongue is one of the inalienable human rights provided by international and state documents. Articles 28 and 29 of the UN Convention on the Rights of the Child (1989) state that the international community recognizes the right of the child to get an education in the mother tongue as one of the basic values of education. The document calls for respect to the child's mother tongue and their cultural identity. The Convention on the protection and promotion of the diversity of cultural expressions (2005) [2] once again confirms the role of education in protecting and promoting various forms of cultural self-expression and stresses that linguistic diversity is one of the basic elements of cultural diversity. Language domination and assimilation is caused by developing economies that make people adopt the economically dominant tongue for fear of being left out. Reduced competitive abilities of minority languages make their bearers turn to using majority languages and refrain from transmitting languages and cultures to their children in the family. In Russia, the differences between social and working opportunities in urban and rural areas cause a permanent outflow of people to town with Russian as the language of communication.



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REPORT ON CELEBRATION OF CONSTITUTION DAY
(26-11-2019)

The NSS cell of PSCMR celebrated Constitution day on 26th November 2019. India's Constitution was adopted on November 26, 1949, and came into force on January 26, 1950, marking the beginning of a new era in the history of India. The Government in 2015 decided to observe 26th November as 'Constitution Day' or 'Samvidhan Divas'. In this regard, a communication has been received from Ministry of Human Resource Development to celebrate 'Indian Constitution Day' on 26th November, 2019.

The program on Constitution Day was attended by faculty members, officers, staff, students and others in large numbers and actively participated in the event. They have also browsed through the display of thoughts and display of publications on the life and writings of Dr. B. R. Ambedkar. Few students came voluntarily and spoke about Indian Constitution. All the students of B.Tech, Diploma and M.B.A and the staff members reaffirmed their commitment to the Indian Constitution by taking the pledge.

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K.N. Rao

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NEW VOTER ENROLMENT

VENUE: Vinchipet, Vijayawada

DATE: 23/04/2019

No of Beneficiaries: 240 Members

No of Student Volunteers Participated: 25

Objective: The main objective of enrolling new voters is to enable greater participation for a stronger democracy.

New voter enrolment programme was conducted by NSS Unit of PSCMR CET for the citizens of Vijayawada in vincipet area. This programme was headed by the J Naveen Gupta along with the assistance of the NSS Coordinators. The purpose of this programme is to build a truly participative democracy in India by encouraging all eligible citizens to vote and make an informed decision during the elections.



Photo: NSS Volunteers supporting the voter enrolment programme.

Report Prepared by

J.N. Ceem

KNTA
Principal

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REPORT FOR RALLY ON STOP VIOLENCE AGAINST WOMEN
(02-12-2019)

A rally on Stop violence against women was conducted by the students of PSCMR on 2nd December 2019 with the help of NSS Cell. Violence against women and girls is a hidden global crisis which knows no boundaries of geography or culture. But, marginalized women, such as poor women and girls, are most likely to experience it, most often at the hands of their husbands or partners. Violence against women is a major public health problem and a violation of women's human rights. Violence can negatively affect women's physical, mental, sexual, and reproductive health. Men are more likely to perpetrate violence if they have low education, a history of child maltreatment, exposure to domestic violence against their mothers, harmful use of alcohol, unequal gender norms including attitudes accepting of violence, and a sense of entitlement over women. Keeping these facts in mind, the NSS Cell of PSCMR conducted a rally to spread awareness among the public about the violence against women in the society. The students of all B.Tech, Diploma and M.B.A very actively participated in the rally by showcasing the banners outside the college premises. 49th ward corporator Mrs Gadi Lakshmi garu participated in the rally along with the students. In the press meet Lakshmi garu explained about the recent incidences that happened against women and the actions that need to be taken by the government against

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DEPARTMENT OF MANAGEMENT STUDIES

“Vigilance Awareness Campaign”

No. of students Participated: 114

DT: 30-10-18

The Department of Management Studies has organized “Vigilance Awareness Campaign” on 30th October, 2018. Mr. G Kalyan Kumar Assistant Director AP State Vigilance Department and Mr. S Venkateswarlu Circle Inspector Vigilance Department have explained as how the people indulge in various fraudulent means to make money. They elaborated the role of Vigilance Department in curbing such practices.



Head of the Department

K. N. S. Rao

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Date: 20-02-2019

LITERACY PROGRAMME AT MAMC HIGH SCHOOL, VINCHIPET

Venue: Vinchipeta

Date: 20-02-2019

No of NSS Volunteers Participated: 11

No of Beneficiaries: 80

The objective of Literacy Programme is to ignite and fuel new interest in reading, creative writing of school children.

NSS UNIT of PSCMR CET started the program with the invitations to the following dignitaries to the stage:

J Naveen Gupta, NSS PO

S B R Prasad, NSS Coordinator-CSE

V Matthew, NSS Coordinator-EEE

V Hari Prasad, NSS Coordinator-CIVIL

Mr. J NAVEEN GUPTA delivered the importance of education, and values of education and emphasized that poverty can be eradicated only by education and added that we have to be a part of the World Literacy Mission and eradicate illiteracy imbining values in society.

Mr. SBR Prasad spoke about the importance of skills of language, reading, writing, speaking and listening and added that the Education is the means to open the vista of life. He invoked all the stakeholders to be the part of the noble mission to enlighten the human minds through education.

Mr V Matthew expressed that everybody should be aware of that education under Indian Constitution has become the fundamental right of the citizen and every must access to it.

Mr. V Hrai Prasad reminded the duties of teachers, students, & parents and emphasized that everybody should be aware of their responsibilities.



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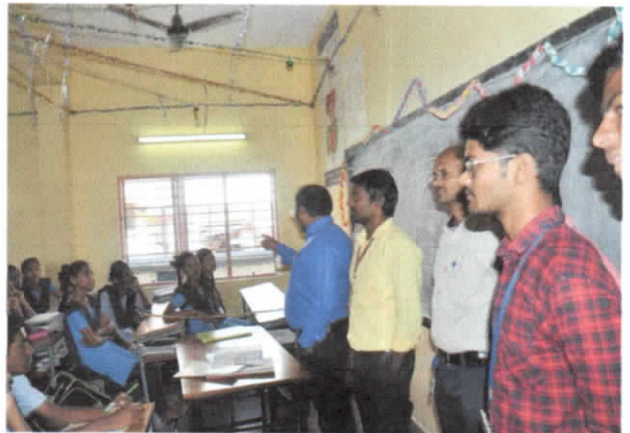
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Literacy programme at adopted MAMC High School



J.N. Arora
In Charge

K. N. Rao
Principal

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RURAL CAMP AT KANKIPADU VILLAGE, KRISHNA (DT)

VENUE: Kankipadu

DATE: 26-11-2018

No of Beneficiaries: 120 Members

No of Volunteers Participated: 22

Objective: The main objective of this programme was to make the students understand the rural social problems. NSS Volunteers can assist Computer literacy campaign to school children. Career counselling sessions to 9th and 10th Standard students.



Photo: Awarding winners in various competitions at Kankipadu Village

Prepared by *J. N. George*

K. N. Rao
Principal

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