

Pydah Group

# NEWSLETTER

July 31st , 2016

1st Issue | Pages 20

■ [newsletter@pydah.co.in](mailto:newsletter@pydah.co.in)



KAKINADA

its our **newsletter**

## A big big Hi!

Students & Staff have contributed a lot to make it release in time and we are extremely happy and excited to release the first Issue of the newsletter and our team members have joined together to say *Hiiii* to all the readers of the newsletters. *Happy Reading*

*Team @ WE*

*#We Create # We Haunt # We Invent # We laud # We Venerate # We Suggest # We Narrate # We Await # We r Proud*

## Chairman's Message

Greetings dear students!!!



It is our responsibility to help our students shine in an increasingly competitive world. Pydah group has always come up with ideas to develop the student fraternity and *WE* is just another effort. Firstly I congratulate Mrs. Nitya Pydah, Joint Secretary whose brainchild is *WE* Newsletter. I extend my special appreciation to all the staff and student coordinators for their efforts. As they say "pen is mightier than sword" I wish all the students will come forward to express their views and ideas and work as a team.

I wish you all will make the best use of it.

*Pydah Satya Prasad*  
Chairman @ Pydah Group

## From the Desk of Executive Editor



It gives me immense pleasure to present you all, our newsletter *WE*

Many of you are already aware that we have been working hard over the past few months to make this happen. The main reason behind this is to create a platform for everyone to showcase their talents and mainly to inculcate the habit of reading. We hope that, in the long run this will enhance your communication skills and give you all a wider exposure to voice your opinions.

We are planning to launch it as a tri monthly newsletter. So we encourage all the students to actively contribute to the newsletter because it's your newsletter!!! I commend everyone who came forward so far. We have tried our level best to include all the articles and the remaining will be published in the coming issues. All your articles can be mailed to [newsletter@pydah.co.in](mailto:newsletter@pydah.co.in) or you can drop the hard copy in the feedback box. We encourage you to come forward with your articles without hesitation as we are ever ready to lend our hands in improvising your articles. This will be your

opportunity to share your thoughts and develop team work. *WE* recognises young talent and also the hard work of students in their respective fields, be it Academics or Sports. I hope this generates a healthy competition among the students. I appreciate all the students who came forward with their articles and *WE* is a regular and continuous project so it is never late.

*Nitya Pydah*  
Executive Editor @ *WE*

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## WEB LAUNCH @ PHARMACY

June 17 is one of the most memorable day for all of us, for two special reasons. One being the birthday of our Hon'ble Chairman sir - Sri PYDAH SATYA PRASAD GARU and the other, a milestone success in launching a new web portal for the College of Pharmacy. So now it is just a click away for knowing about pharmacy college events or about the students.

“

*Visit Our New Website*

[www.pydahpharmacy.edu.in](http://www.pydahpharmacy.edu.in)

”



## FRESHERS TIME - RISE & SHINE

Yes it is a Colourful month!!! Usually June & July months are *Soooo* Colourful as the campus is all full with the vibrant happy faces of freshers of various departments. We extend our warm welcome to all the new students into the Pydah family. WE wish them all a wonderful life at Pydah.

*Get inspired, Get encouraged, Give your best, Live every moment!!!*



*Aspiring freshers entering our campus*

## NSS SPECIAL CAMPING PROGRAMME, KAJULURU

Our N. S. S. unit has conducted survey on the socio-economic status of the villagers of Kajuluru in the month of JAN. Through the study done on the survey, our team carried out special programmes aimed at Awareness on child and adult education | Clean and green program | Awareness on infectious diseases | Highlighting the use of bleaching powder in dirty places and using the same for demonstration all across the village. Providing dustbins to villagers and urging them to use the same for hygienic surroundings | Blood donation and blood grouping camp | Awareness and counselling on issues like education drop outs, clever investments, judicial problems etc. All the seven days were very useful to the villagers. The village heads also gave their valuable suggestions for the development of the village



*Management, staff and students participating in Sujalam Suphala*

## PROJECT “SUJALAM SUPHALAM”, AN EENADU INITIATIVE

SMALL STEPS FOR A SUSTAINED FUTURE.....

PYDAH GROUP OF INSTITUTIONS took part in “Sujalam Suphala”, an initiative by the Eenadu to dig soak pits for harvesting ground water. It provides water when there is a drought and reduces demand on wells which may enable groundwater levels to be sustained. Our beloved secretary- Sri Pydah Sriram garu, Joint Secretary- Pydah Nitya garu,, Patavala, President- Sri Beera Malayya garu and Principals & Vice Principals with the students of pharmacy and agriculture departments have joined hands to create these pits at Pharmacy & Engg. College.

## PLACEMENTS

During the academic year 2015-16 several companies like VEE technologies, PMRT, Fertinova, Medplus, Tech Mahindra, NFCL, Konrapp software solutions, Miracle Software and many more companies visited the Pydah campus and many students got their placement even before the commencement of their last semester.

We are happy to announce that B. Pharmacy students of 2012 batch have got 100% placements in various companies.







On a beautiful evening in a small remote village, a farmer who owns some buffaloes goes to a dairy cooperative society (known as Sahakari Mandali) in his village to sell milk. He happily goes back home satisfied with the income his buffalo is generating. After some time, a growing child in Kolkata licks the last drop of milk; a family in USA eats a delicious slice of cheese, while a girl in Australia is delighted to have an ice-cream, all made from the same milk the farmer gave to the Sahakari Mandali! This is all happened because of the legendary Dr. Verghese Kurien and his “white revolution”.

Dr. Verghese Kurien – Born on 26 November 1921 in Kerala, came to Anand in Gujarat almost 60 years ago after completing his graduation in the US, he was posted at the dairy department of the Government of India to take charge as the dairy engineer. He had decided to leave soon in search of better opportunities. But something made him stay back forever – the “billion-litre” idea – to transform the life of millions of milk producers in the country — and he stayed on to become the “Milkman of India”, the Father of the White Revolution.

During that time, private dairies, middlemen, and inefficient collection and distribution systems resulted in milk deprivation across the country, often at high prices to consumers but with little profit for the producers. Dr. Kurien resigned his govt. job and used his experience to work with the manager of the local Kaira District Cooperative Milk Producers' Union (now famous as Amul) to build an in-house processing plant and organize the cooperative to handle its own marketing directly to consumers. This marked the birth of AMUL. The Amul pattern of cooperatives had been so successful that Dr. Kurien setup NDDB (National Dairy Development Board), to replicate it across India which resulted “white revolution of India”. He also set up GCMMF (Gujarat Cooperative Milk Marketing Federation) for which he served as chairman to sell the products produced by the dairies. Today GCMMF sells AMUL brand products not only in India but also overseas.

Hardly would one find a young graduate with a lucrative career ahead settling to improve the lives of the poor, but Dr. Kurien was an extraordinary man who cherished a dream for the dairy industry of India. He strongly believed that by placing technology and professional management in the hands of the farmers, the living standards of millions of rural poor could be improved. His creation of community owned cooperatives empowered millions of rural families, mostly landless and small farmers, in India. Today over 10 million farmers across the country at 200 dairies produce over 20 million litres of milk a day. It was due to Dr. Kurien that India achieved the laurel of becoming the largest milk producing nation globally. India today contributes about 17 per cent of the total milk production in the world. He is the hero of millions of farmers!!!

- By K. Gopal Krishna, III- B.Tech.

## # PUZZLE

### MURDER MYSTERY

Detective Rorschach entered a restaurant. He was about to sit on the seat and he heard a voice coming from the room top of the restaurant "No Maria, don't shoot". Just after that, he hears a person falling down. Rorschach rushed to the rooftop where he finds a woman lying dead on the floor and there were three people. Three people are very close to the dead body and the gun was in close proximity of all of them. These three people were "a cricketer", "a football player" and a "tennis player".

Rorschach shoots the tennis player. Why? (Answer of the Puzzle will be revealed in the next edition)

- By G. Krishna Veni, IV- B. Tech. (C. S. E)

# # BREAKTHROUGH

# WE Advance



*"Now We are the Partner's Of NPTEL "*

The National Programme on Technology Enhanced Learning (NPTEL) provides e-learning through online Web and Video courses in Engineering, Sciences, Technology, Management and Humanities. This is a joint initiative by seven IITs (IIT Bombay, IIT Delhi, IIT Guwahati, IIT Kanpur, IIT Kharagpur, IIT Madras, IIT Roorkee, IISc Bangalore). The main Aim of NPTEL is to provide great technical knowledge towards students.

The online courseware provided by NPTEL is free. Certification courses are offered by NPTEL in association with industry partners like Aricent, NASSCOM and Google. These courses offered aim at bridging the gap between academia and industry. On successful completion of the course, an in-person, proctored exam can be taken by paying a nominal fee. Those who pass the exam will be awarded a certificate.

150 students

got enrolled for running online courses from our college in the month of July-2016. You can visit our college as NPTEL LOCAL CHAPTER in NPTEL web site. [http://nptel.ac.in/LocalChapter/list\\_of\\_colleges.php](http://nptel.ac.in/LocalChapter/list_of_colleges.php)

Regarding Enrollment, Registration process & online videos mail at [nptel.spoc@pydah.co.in](mailto:nptel.spoc@pydah.co.in) or contact Mr.Prasad, Asst. Prof., E.C.E., Department.

# # PYDAH TRIUMPHS

# WE Fame

## PROUD MOMENTS

*Indeed you both made  
INDIA as well as Pydah  
Proud*



Represented India in the Asian Student Olympic 2016, Sri Lanka and won medal in Yoga.

Mr. B. Naga Raju  
Alumni  
B.Pharm. 2012 Batch



South Games, Gold



Won Silver medal in and Gold medal in category in the South Badminton Tournament, Lanka held from 15th to 2015.

Mr. N. Dilip Kumar  
Alumni  
B.Tech.2012 Batch, Civil Dept



singles doubles Asian Sri 18th Oct,

## WHITE DESERT - RANN OF KUTCH, INDIA

The Rann of Kutch is a remarkable place to visit which is located in Thar desert in the kutch district of Gujarat. It is reputed to be the world's largest salt desert, measuring around 10,000 square kilometers. What makes it even more amazing is that the salt desert is underwater during the main monsoon season in India. For the remaining eight months of the year, it's an enormous stretch of packed white salt. It is one of the hottest areas of India - with summer temperatures averaging and peaking at 49.5 °C. Winter temperatures reduce dramatically and can go below 0 °C (32 °F).



The Rann of Kutch begins to dry up in October every year, steadily transforming into the desolate and surreal salt desert. The tourist season runs until March. It's best to head out into the desert only in the early morning or evening, otherwise the salt can be blinding. Gujarat Tourism has started holding a Rann Utsav festival, starting from December to February. Hundreds of luxury tents are set up near the Gateway to Rann Resort at Dhordo for visitors, along with rows of food and

handicraft stalls. Mesmerizing moonlight Rann camel safari is magical.

How to reach? - If taking a train, it's most convenient from Mumbai (15 hours) || Flights to Bhuj are also available from Mumbai. || Buses to Bhuj are available from many places in and around Gujarat, and the road is in good condition

## LONAVALA

Lonavala is one of the twin hill stations located near to each other, the other being Khandala. These hill stations are very popular getaway spots for people from Mumbai and Pune, which are very well-linked with Lonavala by road and rail. Monsoons are the best time to visit Lonavala/Khandala.

Lonavala, the beautiful hill station located in Pune District of state Maharashtra, is a famous tourist destination. This place is usually known for its beautiful valley and green mountains, which makes this place naturally beautiful. The city is located in Sahyadri Ranges, which cut the Deccan plateau and Konkan coast. The city has so many caves that is why its name is referred from the Sanskrit word 'Lonavali' that stands for group of caves.

In 1871, this place was founded by the British Governor Lord Elphinstone. This place holds many beautiful places which will take your breath away like waterfalls, woody meadows and lush green valleys. This place is also an abode of many film directors who usually come for shooting at this place.

Other famous spots in this city are Kalri hills, Duke's Nose, Karla caves and Bhaja caves. Lonavala travel guide provide all the information regarding fishing, trekking, camping which will help you make your trip delightful.

By Anu Pallavi, II- B. Tech. (E. C. E)



## # KNOW YOUR WORD

# We Impart

**DEROGATORY:** Tending to lessen one's reputation

"Rahul Gandhi was sued for his derogatory remarks on the ruling party"

**UNIMPEACHABLE:** That cannot be questioned or doubted.

"Rule of law is unimpeachable"

**GLIBLY :** Without deep thinking

"The calm man glibly pulled his disobedient son aside and disciplined him out of love"

**CATASTROPHE:** Unexpected sudden calamity.

" Landslides in Amarnath were more or less a man made catastrophe."

**AVARICIOUS:** Very greedy for anything.

" He sacrificed his career so that his avaricious brother could succeed."





*Congratulations to Team Pydah*  
FOR WINNING EENADU JUNIORS CRICKET CHAMPIONS TROPHY

*All the best Team India*  
FOR THE WORLD CUP BATTLE

Cheers to our college students who won 1 st prize in Eenadu tournament under the captaincy of E.C.E. - Mr. Sasi kumar

## # SPORTS BOOK

# We achieve

Our students from Agriculture Diploma stood second in Kabaddi (men's) , Kho-Kho and Volleyball (women's) on 4 Oct, 2015 in YUVA TARANG EVENT

Our students from Diploma in Agriculture Ms.R. Usha Sri and Ms.R. Devi were selected in Kho-Kho for Rajeev Sikshana Khel aur Abhiyan, Kakinada on Nov 9, 2015.

Mr. H. V. Kumar and Mr. N. Dilip of Civil Department were selected for South zone university Badminton held on Sep 22 , 2015 in J. N. T. U. Kakinada.

Mr. N. Dilip Kumar and Mr. Vinod of Civil Department won the B-Zone and C- Zone Badminton tournament held on Feb 24, 2016 in J. N. T. U. Kakinada.

Mr. K. Ashok Kumar of EEE won gold medal in High jump and Mr. O. Naveen Kumar of EEE won Silver medal in 800m race held in G. I. E. T. college, Rajahmundry on Jan 1, 2016. They have got selected for the state meet held in Guntur.

*We congratulate all the winners and wish them success in all their endeavours! WAY TO GO !!!*

## # B'DAY BASH

# We Celebrate

*On behalf of all the students and staff of Pydah Group, WE wishes them a very Happy Birth Day in advance!*



### BIG BASH TO THE FANTASTIC FOUR

Mr. Sriram Pydah, Aug 19th, Managing Director ,Pydah Group  
Mr. Ravindra Reddy, Aug 25th, DD(Admin), Pydah Group  
Dr. N. Anbalagan, Sep 25th, Principal, Pharmacy College  
Ms. D. Suguna Lakshmi, Aug 12th, VP, Pharmacy College

Ms I.D. Bhavani - 1st Aug - Civil  
Ms Sahithi - 2nd Aug - ECE  
Mr Koteswara rao - 8th Aug - ECE  
Mr Y.Narayudu - 11th Aug - Pharmacy  
Mr K.V.Ravi Kumar - 16th Aug - Civil  
Ms Prasanna Kumari - 4th Sep -ECE  
Mr B.Harish- 18th Sep - Civil  
Mrs J.L. Kiranmai - 24 th Sep - Pharmacy  
Ms. Durga Devi - 15th Oct - Pharmacy



# # SALUTING SCIENCE

# WE Venerate



## CHARAKA - THE GREAT LEGENDARY AND VISIONARY OF AYURVEDA

Charaka was one of the principal contributors to the ancient art and science of [Ayurveda](#), a system of medicine and lifestyle developed in [Ancient India](#). He is famous for authoring the medical treatise, the [Charaka Samhita](#) as early as 2nd century B. C.

He is well known as the "Father of medicine." Charaka's contributions to the fields of physiology, etiology and embryology have been widely recognized and he is generally considered as the first physician to present the concept of digestion, metabolism and immunity. The Charaka Samhita is one of the two foundational texts of Ayurveda with description of 2,000 medicines. For two millennia it remained a standard work on the subject and was

translated into many foreign languages, including Arabic and Latin. He forever remains etched in the annals of history as one of the greatest and noblest of rishi-scientists.

- By K. Manoj Kumar, III-B. Pharm.

# # TINY TALES

# WE Narrate

## THE SHIP OF FRIENDSHIP

A voyaging ship was wrecked during a storm at sea and only two of the men on it were able to swim to a small, desert like island. The two survivors who have been a good friends, not knowing what else to do, agreed that they had no other recourse but to pray to god. However to find out whose prayer was more powerful, they agreed to divide the territory between them and stay on opposite sides of the island. The first thing they prayed for was food. The next morning, the first man saw a fruit bearing tree on his side of the land, and he was able to eat its fruit. The other man's parcel of land remained barren. After a week the first man was lonely and he decided to pray for a wife. The next day another ship was wrecked and a woman who swam to his side of the land. Soon the first man prayed for a house, cloths and more food. The next day like magic all of these were given to him. However the second man still had nothing. Finally the first man prayed for a ship so that he and his wife could leave the island. In the morning, he found a ship docked at his side of the island. The first man boarded the ship with this wife and decided to leave the second man on the Island. He considered the other man unworthy to receive God's blessings, since none of his prayers had been answered. As the ship was about to leave, the first man heard a voice from heaven booming "why are you leaving companion on the island". "My blessings are mine alone, Since I was the one who prayed for them", The first man answered. "His prayers were all unanswered and so he does not deserve anything". You are mistaken!. "The voice rebuked him. "He had only one prayer, which I answered. If not for that you would not have received any of my blessings". "Tell me," The first man asked the voice "what did he pray for that I should owe him anything"? "He prayed that all your prayers be answered".

MORAL : For all we know, our blessings are not the fruits of our prayers alone but those of others praying for us. Value you friends, don't leave your loved ones

- By S. Baby Sai Sree, II- D. C. E.

# # KAUN???

Amaze yourself trying to guess whose face lies beneath.

The first clue to solve this puzzle is it's the image of one of our faculty !!!



(Send your answers of Kaun to [newsletter@pydah.co.in](mailto:newsletter@pydah.co.in) . The first one to send will have their name featured in the next edition of WE)

# # STUDENT CORNER

## BUDDING BUDDIES

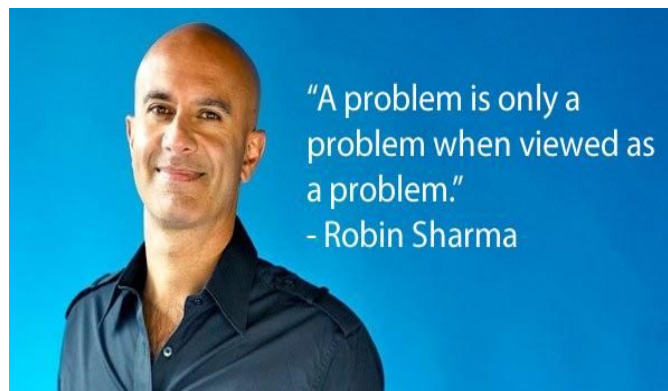
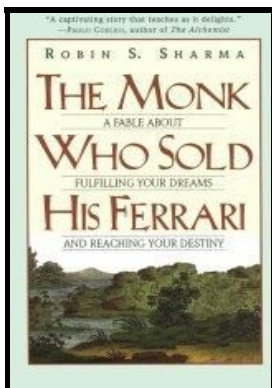
It's Intro time, We here by introduce some of the buddies from the 1st years, and let's all welcome them..

	Mr. B.Y. Veerababu 1st DME  Won district level 3rd prize in running in 2015.		Mr. K. Veerendra Kumar 1st DME  Won district level 2nd prize in Javelin Throw in 2015.
	Ms. Chandana 1st B.Tech  1st Place in Dist. level Long Jump		Ms. A. Lavanya 1st B.Tech  Winner in Dist. level KHO-KHO
	Ms. Jhansi 1st B.Tech  Singer Won many prizes		Ms. Ch. Bhavani 1st B.Tech  2nd Place in Essay Writing
	Ms. Surya Kala 1st B.Tech  Performs Skits & drama	<i>Wish them All the best for the future endeavours</i>	

## MUST READ

# We Suggest

### THE MONK WHO SOLD HIS FERRARI



"A problem is only a problem when viewed as a problem."  
- Robin Sharma

**ABOUT THE AUTHOR:** ROBIN SHARMA is one of the world's highly respected leadership expert. He is denoted to the wisdom of helping organisations develop people who Lead Without a Title so that they win in this period of intense change.

**ABOUT THE BOOK:** On a life changing odyssey to an ancient culture, the author reveals powerful, wise and practical lessons that teach us to- Develop joyful thoughts, Follow our

life's mission and calling, cultivate self discipline and act courageously, Nourish relationships and to live happily.

- By A. Nivethitha, II- B. Pharm.



## # POETRY

# We Write



Mr. K. Pavan Sai, Student  
I Yr D. C. E.

అమ్మ  
జీవం పోసిన దేవత అమ్మ  
కంటి చూపుకు వెలుగు అమ్మ  
గర్భసంచిలో గర్భం దాల్చి  
క్షణక్షణానికి రూపాన్ని మలచి  
రూపం తెలియని జీవికి ప్రాణం పోసి  
నవమాసాలు గర్భ భారాన్ని  
ప్రేమతో హారంలా మోసి  
కంటికి రెప్పలా చూసి  
జీవం తెలియని జీవికి ప్రాణం పణంగా పెట్టి  
ఊహకైనా అందని లోకంలో అనంత ఆనందాన్ని చూపిస్తుంది  
బిడ్డ ఆకలి కోసం తన కోరికలు ధారపోసిన అమ్మ  
అమ్మా అన్న పిలుపుకి ఆమె మనసు పొంగి పోయేను  
తన బిడ్డ స్వర్గంలో ఈ లోకన్న మరిచిపోయేను  
అమ్మా అని పలకగానే సప్త స్వరాలు మురిసిపోయేను  
తల్లి మనసు ప్రేమ స సంద్రంలా పొంగిపోయేను

## # PUZZLE

The geometric figure given below has eight triangles formed with 16 bars. The problem is to remove four of the bars so that you are left with just four equalised triangles. You have four minutes to solve this. it's a challenge it's a harsha's problem

- By T.H.V.V. Sai Deep, D. M. E.

( Answer of the Puzzle will be revealed in the next edition)



## # ART CORNER

# We create



L.Krishna Kanth, II Yr D. C. E



K.Rajesh, IV Yr B. Tech (Civil)



By Ch. Prameela, II Yr B. Pharm - Pebbles & Shells

# # YOUNG ENTREPRENEUR

# WE Laud

Namaste!!!!

A thousand miles of journey starts with a single step, I dreamt of being an entrepreneur when I was nineteen.

My motivation, my success, my super hero is my Dad, even today after I am seated on the hot seat. But my roots are Pydah College of Pharmacy where I got graduated in the year 2013. Pydah had everything to shape me into what I am today, thanks to Principal Sir and all my teachers at Pydah and needless to say about the management, which is always pro student and focused on the overall development of students, not just the academics.

After my graduation I completed my internship at Central Research Institute, Himachal Pradesh and moved back to my home town, Kakinada and joined my family owned business which is into manufacturing of Vaccines and Oral dosages as well as Hospitality. As I started out, I was undesignated, working from the grassroots to understand what is happening in my organization and what we are up to. I used to spend most of the time at Vaccine Industry and interact with my ground staff to the managers. It was a new atmosphere and took me a while to cope up. Mid of 2014 my brother joined me which was a great support. Simultaneously I started working out at other Industries too to gain more experience and exposure. We entered the world of Vaccine in 2014 and hit the market in '15. The final outcome of the struggle is, we being placed as one of the top 6 manufacturers of Tetanus Toxoid Vaccine in India. Soon the management elevated me to the post of Vice President.

But before all this, is the most important chapter of my life as a student which was truly fantastic. College not only gave me education but also real time experiences to face life as it came. Even as a student, I was a part of Indian Pharmaceutical Association Student's Forum from 2009 to 2015, where I served many positions and ended as the Vice President in 2014. It was my proud moment as the association was awarded The Sidney J Realph Award i.e. The World Best Association Award, at the International Pharmaceutical Students Federation World Congress, The Netherlands in 2014 under my Presidency.

I being an Industrialist, Student, finally a complete Pharmacist, I would extend my helping hand to my dear Pharma pros. I can proudly share to you all that, my career in PYDAH is one of the most important turning points of my life. I have got moulded, nurtured, learned and inspired a lot from the great institution 'PYDAH COLLEGE OF PHARMACY' for which I shall be thankful for ever!.

"Success is all about maintaining healthy human relationships." - Proud to be a Pharmacist!!!

-

Ratna Geetardha Chittoory, Vice President, Venky Parenterals.



## # illuminate

# We Invent

This is a basic model of mini electronic bike made only with electronic components like resistors, capacitors, regulators, IC's, transistors diodes LED etc. The LED placed as a head light can glow when placed a battery near the engine. Here the engine model used is the transformer.

These may not lap around the circuit but they have been fashioned from one. The sculptor has put together little motorcycle models from transistors and other electronic parts. The Diodes as handlebar is an example of the careful detailing that has gone into these miniature bikes. These look ready to burn some rubber.

- Designed by P. Saveer, III-E.C.E.



## # EUREKA!!!

Find out where this image is taken from within the college premises and send your answers to [newsletter@pydah.co.in](mailto:newsletter@pydah.co.in). The first one to send will have their name featured in the next edition.



## # CHAT CORNER

A lot of celebrity talk shows like “*konchem touch lo unte chepthanu*” have their rapid fire rounds where the celebrity is posed with single sentence questions. So WE thought why just celebs??? What if our own faculty is asked these questions! Here’s our first Celeb to inaugurate our chat corner. They say actions speak louder than words. This is cent percent true for this man who is extremely hardworking and dedicated, our Dy. Director(Admin), Mr. K. Ravindra Reddy

### “THE MAN BEHIND THE SCENES “

Questions	Answers
1Q. Best life changing decision?	A: Coming to PYDAH
2 Q. If you retire tomorrow what would you do?	A: There is retirement for job not for my dedication I would like to continue the services to this organization till my last breath
3 Q. Your greatest strength and weakness?	A: Strength-my profession, weakness-my perfection
4 Q. What cheers you up?	A: My son’s smile.
5 Q. 1st thought you wake up and last thought when you sleep?	A: First thought- What best I can give today last thought- What best I given today
6 Q. Most important thing without which your day doesn’t pass?	A: My mobile
7 Q. What is your experience with Pydah?	A: It’s my family.everyday it amazes me with something new that makes me work harder than the day before.
8 Q. One best thing you want to implement in this college as soon as possible?	A: To start a new app for college.
9 Q. What do u expect from students ?	A: Obviously their professional growth
10 Q. What strikes your mind if u hear the following	A: MONEY: need JOB: satisfaction LIFE: family,friends & career "WE": waiting for the 1st edition PYDAH: it’s a Brand!!

Here’s what we came up with. You can nominate the faculty/administrators of your choice and also ask them the questions. Your questions and their answers will be featured in WE. So send Your favorite faculty name and questionnaire to [newsletter@pydah.co.in](mailto:newsletter@pydah.co.in) or drop the hard copy in the feedback box.

## # PHOTOGRAPHY

“A thing of beauty is joy forever” is evident in these photographs captured by M.Prasanth III year B.Tech, E. C. E.





Ms. T. Devi Prasanna  
B.Pharm 4-2



Mr. G Prakash  
B.Pharm 3-2



Mr. V.V.V. Sai Kiran  
B.Pharm 2-1



Mr. P V R SIVA TEJA  
B.Tech EEE 4-2



Mr. G JANAKI RAMAYYA  
B.Tech CIVIL 4-2



Ms. G MOUNIKA  
B.Tech CSE 4-2



Mr. B DURGA PRASAD  
B.Tech MECH 4-2



Ms. T V H S SAHITHI  
B.Tech ECE 4-2



Mr. O. VIJAYA BHASKAR  
B.Tech CIVIL 3-2



Ms. M.S. SANTHOSHI PAPA  
B.Tech ECE 3-2



Mr. D. KARTHIK  
B.Tech MECH 3-2

**ACADEMIA**  
*# We r the toppers*



Mr. V Pavan Kumar  
Diploma CIVIL 1st year



Mr. N. Venkatesh  
Diploma EEE - 1st year



Mr. M.M. Samyukta  
Diploma ECE - 1st year



Mr. A. Veera Gangadhar  
Diploma MECH- 1st year



Mr. M.M Durga Prasad  
Diploma CIVIL 2-2



Mr. P. Chandra Kiran  
Diploma EEE 2-2



Ms. S. Krishna Veni  
Diploma ECE 2-2



Mr. G. Udaya Sai  
Diploma MECH 2-2



# # BOON OF TECHNOLOGY

## URBAN AGRICULTURE

### *CULTIVATING SOILS IN THE CITY*

The rapid growth of cities in the developing world is placing enormous demands on urban food supply systems. With most living in urban areas, agriculture is increasingly spreading to towns and cities and an increasing number of people are engaging in urban agriculture globally.



### **How does horticulture and community gardening help grow nutritious food for city dwellers and restore soils in urban areas?**

By converting vacant lots to productive, well-managed community gardens, degraded soil is restored and safeguarded for the production of food and the creation of green belts in urban areas. Restoring soil quality and fertility also yields benefits such as increased carbon sequestration, reduced stormwater runoff and improved water-holding capacity.

Urban agriculture is associated with increased consumption of fruits and vegetables which decreases risk for disease and can be a cost-effective way to provide citizens with quality, fresh produce in urban settings

People are more likely to try new vegetables when they take an active role in the planting and cultivation of an urban garden. Produce from urban gardens can be perceived to be more flavorful and desirable than store bought produce. Garden-based education can also yield nutritional benefits in children. Urban gardening improves dietary knowledge. The [nutrient content](#) of produce from an urban garden may be higher due to decrease in time between production and consumption. A 30-50% nutrient loss can happen in the 5-10 days it takes to travel from [farm-to-table](#). Urban agriculture also provides quality nutrition for low income households. Studies show that every \$1 invested in a community garden yields \$6 worth of vegetables. Many urban gardens reduce the strain on food banks and other emergency food providers by donating shares of their harvest and provide fresh produce in areas that otherwise might be food deserts.

This intensive cultivation of a wide range of vegetables, roots and tubers, and herbs in small spaces, known as micro-gardening, is sustainable and highly productive and can be easily managed by anyone. All of these practices impact directly on urban soils, restoring them and safeguarding them for future generations.

### **How can I help?**

You can help by preserving and increasing vegetation in your garden

- ❖ Basically plant more!
- ❖ Get people involved by starting a community garden.
- ❖ Always practice sustainable soil management like composting, which enhances overall soil health.
- ❖ Finally, spread the word about soils and raise awareness for this silent ally.

- By V. Anil Kumar, III- B.Tech. (Agri)

How do you like this issue of “ *We*”. it's our newsletter.  
Send your Views, Suggestions, Contributions  
to [newsletter@pydah.co.in](mailto:newsletter@pydah.co.in)  
*We would love to hear from you*

## # WE LOVE !!

# # WHAT'S COOKING !!!

## POKEMON GO APP IN MOBILES

The 'Pokémon Go' craze continues, as sales reach a new milestone of 75 million downloads, according to research firm Sensor Tower. The mobile game app is already being referred to as the biggest mobile game in U.S. history.

Pokemon Go, a Japanese videogame and anime series where adventurers travel the world seeking "pocket monsters" to train and battle with each other. The app allows users to wander their neighborhood in search of Pokémon characters who pop-up as if in real life (i.e. on your phone).



Travel between the real world and the virtual world of Pokémon with Pokémon GO for iPhone and Android devices. With Pokémon GO, you'll discover Pokémon in a whole new world—your own! Pokémon GO allows you to find and catch more than a hundred species of Pokémon as you explore your surroundings.

In Pokémon GO, the real world will be the setting! Get on your feet and step outside to find and catch wild Pokémon. Explore cities and towns around where you live and even around the globe to capture as many Pokémon as you can. As you move around, your smartphone will vibrate to let you know you're near a Pokémon. Once you've encountered a Pokémon, take aim on your smartphone's touch screen and throw a Poké Ball to catch it. Be careful when you try to

catch it, or it might run away!

## POLAROID SWING: AN APP FOR SNAPPING AND SHARING MOVING PHOTOS

The Polaroid brand has launched a new free mobile app called [Polaroid Swing](#). It's "an innovative moving photo app" that opens the door to a "new visual medium for the mobile era."

The app was created by a partnership between the Polaroid brand and a tech startup chaired by Twitter co-founder Biz Stone.

Using the app, you can capture moving photos, or one-second moments that come to life when you touch the static photo or swing your phone around. The concept is similar to the Live Photos feature built into Apple's latest iPhones. "Polaroid Swing has the potential to change the way we think about images," "People will start seeing the world in one second moments. It's a genre-defining medium."

Here is an example for Polaroid Swing moving photo:



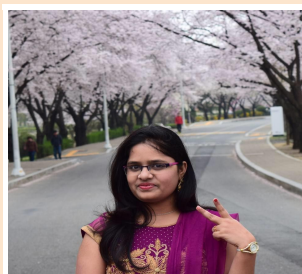


# # AUTOGRAPH

# We share

*Hundreds of students graduate every year.  
Some of them with flying colours and most of  
them in bright positions.*

*Here are a few success stories, which is but a drop in an ocean.*



**Ms. R.Hima Bindu**  
**B.Pharm 2008-12 Batch**  
**Research Scholar at**  
**Yeungnum University**  
**South Korea**

Life at Pydah is the most treasured part of my life. The course of study I spent there have taught me to be

independent and given me the strength to sustain in real world. I have got my best of friends in Pydah. I always hold the moments spent at pydah in my heart.



**Mr.VINAY, Associate Engineer**  
**Technology at Virtusa**

I am very grateful to the college for helping me for getting the willpower to reach the heights of success in my career. The college helped me for all round development. I entered the college with lot of tension and nervousness but I left the college with

indomitable spirit and unforgettable memories



**Mr.SUMANTH**  
**Software Engineer, USA**

I am delighted to share my experiences at Pydah during my study. I really enjoyed my studies. I am very much thankful to the entire management and faculty for their continuous

support and valuable guidance. The activities like WOW Sports, Pydah Kranthi, Wings organized in the college really helped me to enhance my Teamwork, Communication and Leadership.



**Mr.Akhil**  
**Asst. Material Engineer**  
**Gayatri Projects Ltd.**

I am very happy to share my feelings with you. I am really proud to be a PYDIAN. I am indebted to my faculty and friends

for their motivation. The facilities in the college like e-library and well equipped laboratories helped to get practical exposure besides theoretical knowledge. Today I am able to lead my team successfully because of the effective training provided.



**Mr.Raju**  
**Graduate Engineer trainee**  
**Shakthi Met-Dor Ltd.**

I am glad to share my experience, the college really helped me to know my potentiality and to realizes my dreams. The faculty and

my classmates helped me flourish my studies as well as career. The teaching and training provided at the college not only prepared me just for a job it also prepared me to lead a successful life.



**Mr. G.Sampath**  
**B.Pharm**  
**2010-14 batch**

Pydah is an ideal platform where we get inspired to work hard and motivated to aim high. This period of 4 years in pydah inculcated a sense of leadership, self discipline and responsibility. Now I am doing

my post graduation in JNTU kakinada. Wherever I will be tomorrow, memories at pydah will remain always in my heart.

## # WE WELCOME

We welcome alumni to send their messages, insight and experiences while in college or share your story in your personal life. You can Mail us at [newsletter@pydah.co.in](mailto:newsletter@pydah.co.in)

## INDEPENDENCE DAY CELEBRATIONS

Let our hearts swell with patriotism as we come together to celebrate the 69th Independence Day on August 15, 2016. Join the Pydah fraternity for the flag hoisting ceremony followed by inspirational speeches and patriotic songs as a tribute to the sweat and blood of our Freedom Fighters.

## WOW FERVOUR

Time to set aside the busy class curriculums, we are gonna give our best shot in various Sports.

The meaning of a game is not winning medals it is winning oneself. The activities in this event help the students to identify their core competencies and to excel in that area. The event is conducted in junior and senior level in the month of August every year. Outdoor Sports and Games like Badminton, Kabaddi, Volley Ball, Cricket, Throwball, Kho-Kho and Indoor games like Chess, Carroms, Table Tennis are conducted for boys and girls for 3 days. The students of each branch wear different colour coded T Shirts to make this event colorful. For three days the ground is filled with a lot of energy and sportive spirit. Around 2000 students participate in this grand event.

The competition among the various departments gets tougher each year as we welcome the fresh batches of students. So freshers brace yourself for one of the most amazing events of Pydah Group.

## STUDENT AMBASSADOR

We proudly announce that we are going to launch a student ambassador program which is first of its kind in any institution. The motto of this program is to develop leadership qualities in the students. It is an opportunity for students to hone their skills. The student who is most active in all the aspects only will be nominated as the brand ambassador from each class. The Ambassadors themselves can take initiation and organize various activities in the institution. Management directly interacts with all the ambassadors in scheduled meetings. At the end of the course he/she will be given an appreciation certificate mentioning all his capabilities and strong areas where he excelled. This certificate will help the ambassador to impress the interviewer by showing his abilities and previous achievements. The selection will start from the month of August. Get ready for selections and be one among the Ambassadors....

*Roles of Student Ambassadors:*

Help the institution to understand each student's interests better || Event Planning: Plan and organise events on campus || Social Media: Get involved in social media activities and create content to build the college portfolio. || Act as a medium for College teams.

## HERB GARDEN

The use of plants as medicine is not new to Indians. Many of the herbs and spices are still in use as home made remedies, best example is lavanga used for toothaches. Many of the common plants that populate human settlements, such as Miriyalu, Amudam, Neem, Aloe- vera, Tulsi have medicinal properties. These superstars will treat common ailments such as colds and flu, inflammation, minor cuts, infections, pain, muscle spasms, anxiety, poor digestion and insomnia.

The very basic idea behind establishing medicinal garden is to acquaint about wide varieties of medicinal plants, to make the students be aware of their medicinal uses and also to expose and train the students about the art and science of cultivation.

The management is keen on planting and maintaining a college medicinal plants garden, as it is an excellent way to engage students with

the traditional knowledge of native medicine as part of the curriculum. The work has already started and tentatively the medicinal garden will be ready in a span of 3 months. We welcome any ideas as well as seeds or saplings which have medicinal values from the students. You too can be a part of this beautiful project. For queries and contributions contact Ms. D. Asheer, Asst. Professor, College of Pharmacy.



**Executive Editor:**

Mrs. Nitya Pydah

**Chief Editor's:**

Ms. D. Suguna Lakshmi, Asst. Professor, Pharmacy

Ms. D. Asheer, Asst. Professor, Pharmacy

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Mr G. Kishore, Asst Professor, AGRI. ENGG.

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Mrs J. L. Kiranmai, Asst Professor, Pharmacy

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Mr. P. Jashwanth, III-B. Tech.

Mr. K.Vijay, II- B. Tech.

Mr.O.N.Mounish, III-Diploma.

Mr.A.Venkata Manikanta, II- Diploma.

Mr.G.krishna vamsi, I-Diploma.

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Mr.Rajasekhar Reddy,DAE,III -B. Tech.

Mr.Vijayakumar, I-Agri Poly. Tech.

Mr.N.Surya Teja, I-D.A.E.

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Mr. P. Madhav – III -B. Tech.

Ms. B. Poojitha – II -B. Tech.

**Pharmacy**

Mr. K. Manoj Kumar – III -B. Tech.

Ms. A. Nivethitha – II -B. Tech.

Ms. M. D. Basheer Ahmadi I-B.Pharm.

**B.Tech. (1st year)**

Mr. Akshay Kumar

Ms. Surya Kala

## # WE INVITE

Students who can actively contribute the articles can join our team as a Student Coordinator. Send your Details with a good article with a request for joining the team. Mail us at [newsletter@pydah.co.in](mailto:newsletter@pydah.co.in)

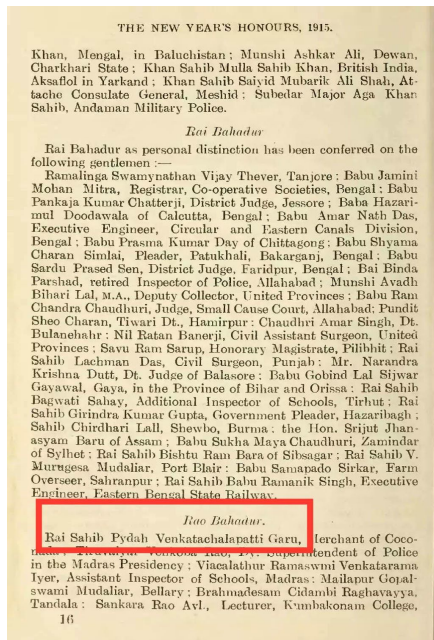


# # We are Proud

*# A Special writing about the Pydah family in the words of Sriram Pydah, the family Successor*

I am often encountered with questions like what does “Pydah” mean, why is the name Pydah selected for the group and so on..... So I want to share with you all the legacy behind the name “Pydah”.

The word “Pydah” is purely our family name - (Surname- the hereditary name common to the members of a family)



Pydah is a prestigious and heritage word arrived from “Pyndah” in telugu “పైండా” and Since the family is well known for its generous donations made to the community and also as a Zamindari family the britishers used to make regular correspondence in english with the family. While making so, the original word “Pyndah” has been wrongly spelt by them, from then the word “Pydah” came into existence.

Here is the one such instance in which the britishers misspelled our surname. It has been preserved as it was a proud moment for the family to celebrate on receiving the second highest civilian award in the country in the year 1915. Sri Pydah Venkata Chalapathi garu has been conferred with a prestigious award “Rao Bahadur”

Pydah is a name associated with selfless service and Philanthropy for past 6 generations and over 200 years. The family believes that no service is better than Education and with this noble thought, we started the first Institution in the year 1953 and from then there is no looking back.

Now with over a dozen institutions, hundreds of teaching and non teaching faculty, thousands of students and alumni, Pydah emerged as a Brand.

*Proud to say, I am one among the family with a great legacy - Sriram Pydah*  
(The Saga of the Pydah family continues in the coming editions)

Credentials of Pydah Group							
<b>6</b> Decades	<b>3</b> Campuses	<b>10</b> Institutions	<b>6</b> Diploma Programmes	<b>13</b> UG Programmes	<b>12</b> PG Programmes	<b>3500</b> students	<b>22000</b> alumni
<b>Charitable Institutions</b> PVR Choultry, Draksharama, Kotipalli, Bhadrachalam, 1818 Prince of Wales Choultry, Kakinada, 1876 PVR Dwadasi Dharmas, Kakinada, 1907 PVC Choultry, Kakinada, 1910 <b>Educational Institutions</b> Sri PVR High School Draksharama   1953 Sri PVR Junior College Draksharama   1979 PVR Trust Degree College Kakinada   1974 PVRT PG College Kakinada   1996 Pydah College of Pharmacy Kakinada   2007 Pydah College of Engineering Kakinada   2009 Pydah College of Engineering( 2nd shift Polytechnic College)   2011 Pydah College of Agricultural Polytechnic, Kakinada   2012 Pydah College of Agricultural Polytechnic, Draksharama   2012 Pydah Polytechnic of Agricultural Engineering, Kakinada   2013					<b>Green Campus:</b> Kakinada - Yanam Road, Patavala, E. G. Dist , Andhra Pradesh, India Office : 0884 2315345 (Pharmacy), 2315333 (Engineering) <a href="http://www.pydah.co.in">www.pydah.co.in</a> <a href="http://www.pydahpharmacy.edu.in">www.pydahpharmacy.edu.in</a>  <b>Kakinada Campus:</b> Beside Bhanugudi Fly Over Bhanugudi Junction, Kakinada, E.G. Dist  <b>Draksharamam Campus:</b> mainroad , Draksharamam, E.G.Dist		