



S.A.S. GOVERNMENT DEGREE COLLEGE
NARAYANAPURAM, WEST GODAVARI DISTRICT-534406
(AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY, RAJAMAHENDRAVARAM)
Phone: [08818 252189](tel:08818252189), E-mail: narayanapuram.jkc@gmail.com



S.A.S GOVERNMENT DEGREE COLLEGE

NARAYANAPURAM, ELURU DISTRICT-534007

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DEPARTMENT OF ECONOMICS



S.A.S. GOVERNMENT DEGREE COLLEGE
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SAS GOVERNMENT DEGREE COLLEGE

Event

On

WORLD POPULATION DAY



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Awareness program on Population

- **Theme:**
 - The theme for World Population Day 2025 is “Unleashing the power of gender equality: Uplifting the voices of women and girls to unlock our world's infinite possibilities”. World Population Day 2025 aims to recognise the transformative power of empowering females.
- **Background:**
 - People across the globe observe July 11 as World Population Day – designated by the United Nations to focus attention on the urgency and importance of population issues, including their relations to the environment and human development.
- **Slogan:**
 - Say no to overpopulation. Empowering Choices, Sustainable Future! Secure Our World: Embrace Responsible Population Control! Population Matters: Act Today for Tomorrow!



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Event

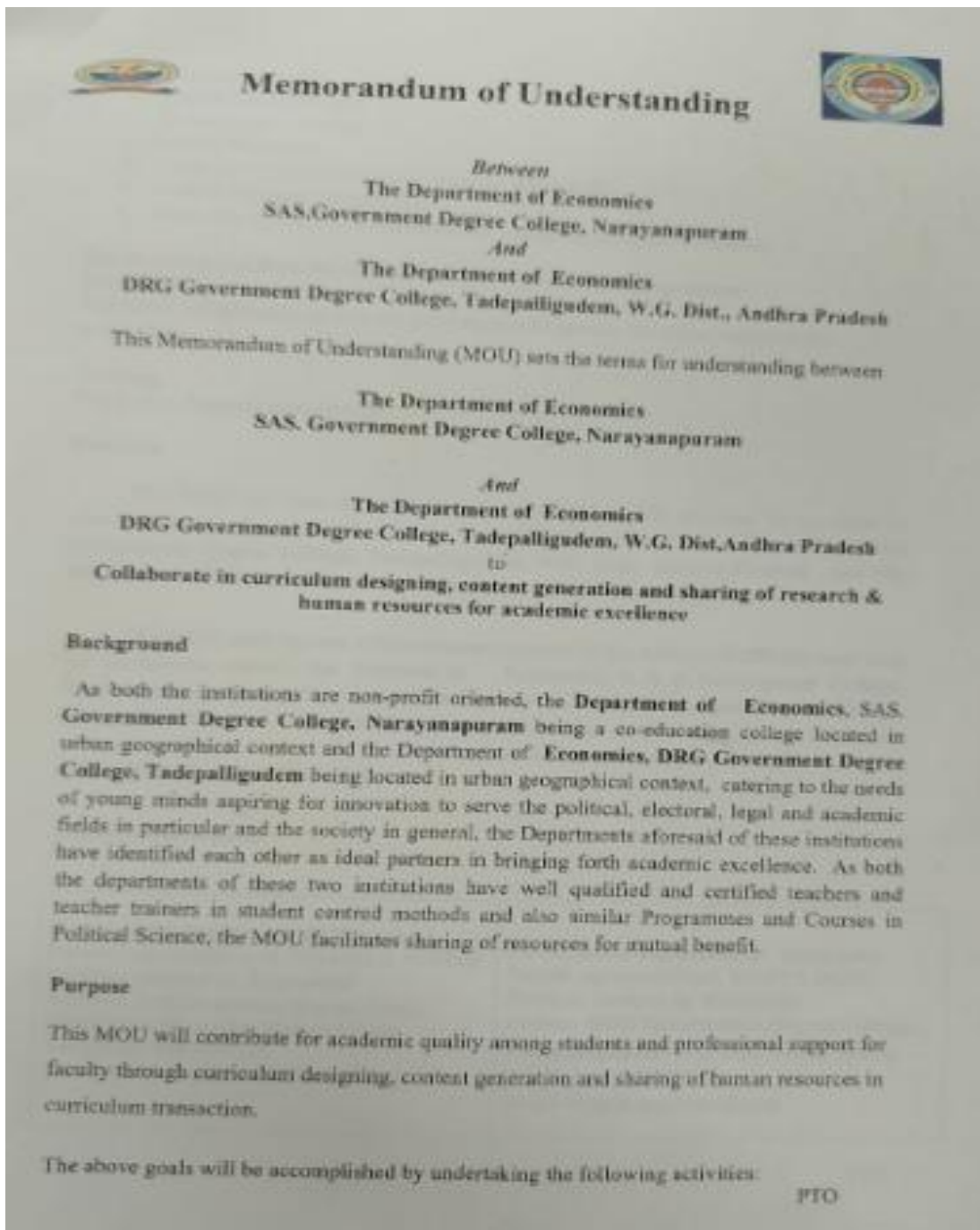
On

MOU

Student Exchange Program



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- Curriculum design
- Material development
- Developing e - content
- Faculty Exchange
- Guest Lectures/workshops for students and faculty.
- Student exchange programmes
- Extension of support to run certificate courses & seminars/workshops.

The In-charges of both the Departments will monitor the programme Reporting

The IQAC Coordinators of both the institutions will monitor the effectiveness of the programme.

Funding

There is no financial commitment.

Duration

This MOU has been in effect from October,2022; it will and may be modified by mutual consent of authorized officials from **The Department of Economics, DRG Government Degree College, Tadepalligudem, W.G. Dist., Andhra Pradesh** *And* **The Department of Economics, SAS Government College, Narayanapuram.**

This MOU shall become effective upon signature by the authorized officials from both the institutions, namely, the **Lecturer in Economics, S A S Government College, Narayanapuram** and the **Lecturer of the Economics, DRG Government Degree College, Tadepalligudem**, and will remain in effect until modified or terminated by any one of the partners by mutual consent. In the absence of mutual agreement by the authorized officials this MOU shall end on 21-10-2025.

Contact Information:

Partner name: **Department of Economics**
Partner representative: **G. NIRMALA JYOTHI**
Position: **Lecturer in Economics**
Address: **SAS Government Degree College,
NRPM Eluru Dt. Andhra Pradesh-534406**
Telephone: **9441418210**
Email: **narayanapuram,jkc@gmail.com**

Partner name: **Department of Economics**
Partner representative: **J. VIJAYA BABU**
Position: **Lecturer in Economics**
Address: **DRG Government Degree College,
Tadepalligudem, W.G. Dist., Andhra Pradesh**
Telephone: **9573573434**
Email: **drggde.tpg@gmail.com**

PTO



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G. Nimmakurthi
21/10/2022

Date
(Partner Signature)
(Partner name, organization, position)

Trip-3li

Date
(Partner Signature)
(Partner name, organization, position)

Kee-ur

Principal
S.A.S. Government Degree College, NRPM
College Seal
PRINCIPAL
S.A.S. Government Degree College
NARAYANAPURAM, Eluru-Dist.

P.S.S.

Principal
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Tadepalligudem
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D.R.G. Govt Degree Coll
TADEPALLIGUDEM



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Pentapadu, Andhra Pradesh, India 
Qqjh+fg9, Garagaparru Road, Pentapadu, Andhra Pradesh
534166, India
Lat 16.780961° Long 81.527937°
Friday, 19/12/2025 02:05 PM GMT +05:30



Pentapadu, Andhra Pradesh, India 
Qqjh+fg9, Garagaparru Road, Pentapadu, Andhra Pradesh
534166, India
Lat 16.780873° Long 81.527923°
Friday, 19/12/2025 02:12 PM GMT +05:30



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SAS GOVERNMENT DEGREE COLLEGE

Event

On

GUEST LECTURE

Topic On

Indian Economy



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Purpose:

International trade theory is basically an exercise in applied general equilibrium modeling. This means that in many cases one can use the general theorems that apply for any Arrow-Debreu economy, most notably about the existence and welfare properties of equilibria. What makes international trade a separate field is that it utilizes some assumptions that allow for much sharper positive and normative results than what are possible in the theory of general equilibrium.

Overview:

International trade is the exchange of goods, services, and capital across national borders, enabling countries to expand markets, access goods, and improve efficiency through comparative advantage. It drives global economic growth, employment, and industrial development, with major types including exports, imports, and entrepôt trade.

Key Aspects of International Trade:

- **Benefits:** Trade increases variety for consumers, reduces reliance on local markets, and allows companies to benefit from economies of scale.
- **Drivers:** Trade is driven by comparative advantage (lower opportunity costs), differing factor endowments (land, labor, capital), and climate differences.
- **Types:**
 - **Exports:** Selling goods/services to other nations (inflow of currency).
 - **Imports:** Buying goods/services from other nations (outflow of currency).
 - **Entrepot:** Importing goods to re-export them, often after adding value.
- **Challenges:** Trade disputes can lead to tariffs, which disrupt supply chains and adversely affect industries like electronics, chemicals, and mining.
- **Outlook (2026):** Global trade growth is projected to slow to 2.7% in 2026, following a 4.7% surge in 2025, with growth driven by AI-enabled products but hampered by geopolitical conflicts, such as in the Middle East, according to [WTO news items](#).



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BOS Meeting

At

Adusumilli Gopala Krishnaiah & Sugar Cane Growers
Siddhartha Degree College of Arts and Science
Vuyyuru, Krishna District, AP



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Sent by
[Signature]

Adusumilli Gopalakrishnaiah & Sugarcane Growers Siddhartha
Degree College of Arts & Science, Vuyyuru-521165, Krishna Dt., A.P.
AUTONOMOUS COLLEGE
NAAC Grade: "A"
(Managed by: Siddhartha Academy of General & Technical Education, Vijayawada)
(Regd. No 45 of 1975)

Dr.C.Nageswara Rao
President
Ph.No. : 08676 - 233267
www.agsgsc.edu.in
agsgsiddhartha@gmail.com

P. Lakshmana Rao
Secretary & Correspondent
S. Venkateswara Rao
Treasurer

Lr.No. 93-AE/Autonomous/Intimation/2023, dt. 09.10.2023

To
Smt. G.Nirmala Jyothi,
Lecturer in Economics,
S.A.S.Govt. Degree College,
Narayanapuram.

Madam,

Sub:- Autonomous Colleges – AG & SG Siddhartha Degree College of Arts & Science, Vuyyuru, Krishna Dt. – Nomination of University Representative on BOS in Economics– Online - intimation – regarding

Ref:- Proc.Re.No.KrU/Nominees to BOS/GB/AG & SGS, Vuyyuru/2021-22, dt.18.09.2021 of the Registrar, Krishna University, Machilipatnam

--- --

We are pleased to inform you that you have been nominated as University Representative on the BOS in Economics of A.G. & S.G. Siddhartha Degree College of Arts & Science (Autonomous), Vuyyuru for a period of three years. It has been proposed to conduct BOS Meeting on 11.10.2023. I request you kindly make it convenient to attend the meeting scheduled on 11.10.2023, at 11.00 a.m. in the college campus and contribute your valuable expertise. Kindly confirm your presence at the earliest, you are earnestly requested to attend the online meeting without fail.

Thanking you,

Yours sincerely,
[Signature]
Principal
A.G. & S.G. Siddhartha Degree College of Arts & Science, Vuyyuru-521165

Chairman
BOS in Economics

Copy to the Principal, S.A.S.Govt. Degree College, Narayanapuram. For information.
Copy to Departmental file



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Adusumilli Gopalakrishnaiah & Sugarcane Growers Siddhartha Degree College of Arts & Science, Vuyyuru-521165, Krishna Dt., A.P.
AUTONOMOUS COLLEGE
NAAC Grade "A"
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President
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agsgsdthartha@gmail.com

P. Lakshmana Rao
Secretary & Correspondent
S. Venkateswara Rao
Treasurer

Lt.No. 19 -AS/Autonomous/Intimation/2022, dt. 25.03.2023

To
Smt. G Nirmala Jyothi,
Lecturer in Economics,
S.A.S Govt. Degree College,
Narayanapuram.

Madam,

Sub - Autonomous Colleges - AG & SG Siddhartha Degree College of Arts & Science, Vuyyuru, Krishna Dt. - Nomination of University Representative on BOS in Economics- Online - intimation - regarding
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Thanking you,

Yours sincerely,

N. Nirmala
Chairman
BOS in Economics


P. Lakshmana Rao
Secretary & Correspondent
A.G. & S.G. Siddhartha Degree College of Arts & Science, Vuyyuru-521165.

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SAS GOVERNMENT DEGREE COLLEGE

Event

On

FARMERS DAY



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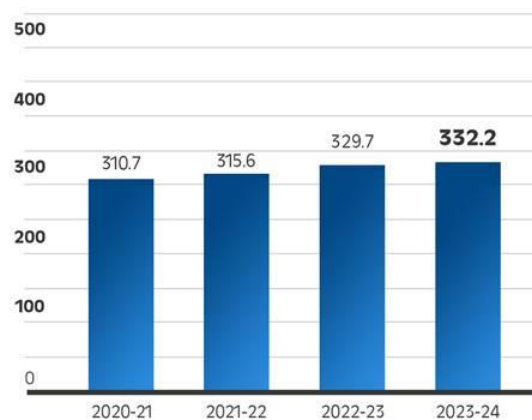
Purpose:

National Farmers Day, or **Kisan Diwas**, is celebrated in India on **December 23rd** annually to mark the birth anniversary of Chaudhary Charan Singh, the fifth Prime Minister of India and a renowned champion of farmers' rights. The day honors the "Annadatas" (food providers) for their dedication and highlights their vital contribution to India's economy and food security.

Role of Farmers in Nation-Building

India's agricultural sector, employing nearly half of the nation's population, remains a cornerstone of the country's economy and a key driver of nation-building. It contributes 17.7% to the Gross Value Added (GVA) at current prices in FY 2023-24. With approximately 54.8% of the country's 328.7 million hectares classified as agricultural land and a cropping intensity of 155.4% (as per the Land Use Statistics for 2021-22), farmers are the bedrock of this essential sector. Their role extends far beyond mere cultivation; they are the architects of rural development and nation-building, providing food security and sustaining the livelihoods of millions. Through their hard work and innovation, they play a pivotal role in shaping a resilient and prosperous India.

**Total Foodgrain
Production in India**
(In Million Tonnes)





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In 2023-24, the country achieved a record total foodgrain production of 332.2 million tonnes, surpassing the previous year's output of 329.7 million tonnes. This remarkable growth is a testament to the resilience and unwavering dedication of Indian farmers, who have continuously strived to ensure food security for the nation. Their efforts go beyond mere crop cultivation; they are the bedrock of rural livelihoods, shaping the economic landscape of countless communities. The success of Indian agriculture is deeply intertwined with the wellbeing of these 'Annadatas', who embody the spirit of hard work, innovation, and sacrifice.

Key Schemes for Farmers in India

Launched over the years, these key agricultural schemes reflect the Government of India's commitment to supporting farmers and enhancing their livelihoods. PM-KISAN, PMFBY, PM-KMY, and other initiatives like the Modified Interest Subvention Scheme (MISS), Kisan Credit Card (KCC) scheme, and Agriculture Infrastructure Fund (AIF) demonstrate a holistic approach to addressing the diverse needs of the agricultural sector. These schemes aim to provide financial assistance, insurance, affordable credit, and infrastructure development, empowering farmers with the resources needed for sustainable agricultural practices and economic security.

Conclusion

The initiatives and schemes introduced by the Government of India are a testament to the unwavering commitment to farmers' welfare and the sustainable growth of the agricultural sector. Through schemes like PM-KISAN, PMFBY, and the Namo Drone Didi, the government not only ensures financial security but also enhances productivity and market access for farmers. The remarkable achievements in foodgrain production, coupled with the expansion of infrastructure and digital initiatives like the Digital Agriculture Mission and the Clean Plant Programme, are setting a strong foundation for a resilient and prosperous agricultural ecosystem. As we celebrate National, it is crucial to continue these efforts, ensuring that the 'Annadatas' remain empowered, secure, and integral to India's development journey.



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SAS GOVERNMENT DEGREE COLLEGE

Event

On

LITERACY DAY



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Awareness on Literacy

- **Definition:**

- **International Literacy Day** is an [international observance](#) celebrated each year on 8 September. It was declared by [UNESCO](#) on 26 October 1966 at the 14th session of UNESCO's General Conference and celebrated for the first time in 1967. The day's aim is to highlight the importance of [literacy](#) to individuals, communities, and societies. Celebrations take place in several countries.

- **Celebrations:**

- Literacy is a key for making these transformations inclusive, relevant and meaningful. Beyond reading and writing on paper, literacy in the digital era enables people to access, understand, evaluate, create, communicate and engage with digital content safely and appropriately. Literacy is also central for fostering **critical thinking**, discerning credible information and navigating complex information environments.

- **Background:**

- The COVID-19 pandemic has been the worst disturbance to education and training systems in a century, with the longest school closures affecting more than 1.6 billion learners at its peak time.
- By November 2020, the average child had lost 54 per cent of a year's contact time, which could be interpreted as the loss of over a year's learning if the time of forgetting what was previously acquired is counted.
- The pandemic and its repercussions have also magnified the pre-existing inequalities in access to meaningful literacy learning opportunities, disproportionately affecting 773 million non-literate young people and adults.
- With low or no reading and writing skills, they tend to be more vulnerable in managing their health, work, and life.



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SAS GOVERNMENT DEGREE COLLEGE

Event

On

QUIZ



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Quiz Competition

- **Theme:**
 - A **quiz in a degree college** is a short, structured activity used to test students' knowledge, understanding, and thinking skills across different subjects. It's commonly used in undergraduate programs (like BA, BSc, BCom, etc.).
- **Types of Quizzes:**
 - **Academic Quiz**
 - Based on subjects like science, commerce, literature, etc.
 - **General Knowledge Quiz**
 - Covers current affairs, history, geography, and basic facts.
 - **Technical Quiz**
 - Focused on specific fields like computer science, engineering, etc.
 - **Inter-college Quiz Competitions**
 - Students compete with teams from other colleges.
- **Purpose of Quizzes:**
 - Enhance learning in a fun way
 - Improve memory and speed
 - Build confidence and teamwork
 - Preparing for exams and interviews



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SAS GOVERNMENT DEGREE COLLEGE

Event

On

GROUP DISCUSSION



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Group Discussion competition

- ***Overview:***

- A group discussion (GD) is a structured, interactive, and cooperative process where a group of people exchange views, ideas, and opinions on a specific topic within a limited time. It is a commonly used assessment tool in interviews and academic admissions to evaluate a candidate's communication skills, teamwork, leadership ability, and critical thinking.

- ***Steps in Group Discussion:***

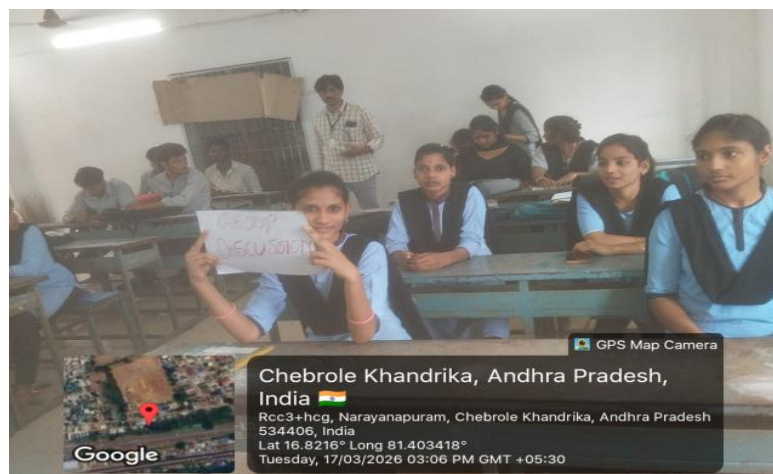
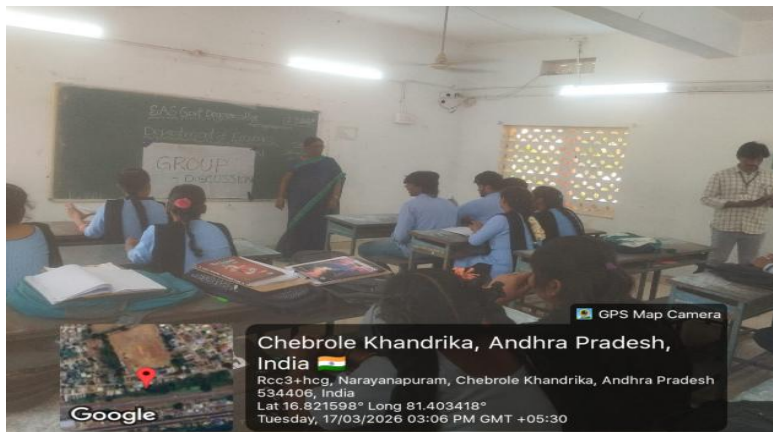
- Step 1: Preparation (1–2 minutes) Jot down key points as the moderator announces the topic. ...
- Step 2: Initiating the Discussion. ...
- Step 3: Participating and listening. ...
- Step 4: Handling Conflicts. ...
- Step 5: Concluding the Discussion.

- ***Common Categories:***

- Topic-Based: Current affairs, controversial social issues, or abstract themes.
- Case-Based: A scenario requiring a problem-solving approach.
- Role-Play: Participants adopt specific roles to solve a scenario.



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SAS GOVERNMENT DEGREE COLLEGE

Event

On

GST



S.A.S. GOVERNMENT DEGREE COLLEGE
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Awareness Program on GST

- ***Overview:***

- Goods and Services Tax (GST) is a comprehensive, multi-stage, destination-based indirect tax levied on the supply of goods and services. Introduced in India on July 1, 2017, it replaced numerous central and state taxes—such as VAT, service tax, and excise duty—to create a unified "One Nation, One Tax" market. It eliminates the cascading effect (tax on tax) and is applied only on value addition.

- ***Types of GST in India:***

- CGST (Central Goods and Services Tax)
- SGST (State Goods and Services Tax)
- IGST (Integrated Goods and Services Tax)
- UTGST (Union Territory Goods and Services Tax)

- ***Father of GST:***

- Former Indian Prime Minister [Atal Bihari Vajpayee](#) is considered the father of GST in India. He initiated the groundwork for the Goods and Services Tax (GST) in 2000 by setting up a committee to design the model, based on recommendations from Dr. Vijay Kelkar.



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SAS GOVERNMENT DEGREE COLLEGE

Event

On

FACULTY FORUM



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Awareness Program on Faculty Forum

- **Overview:**

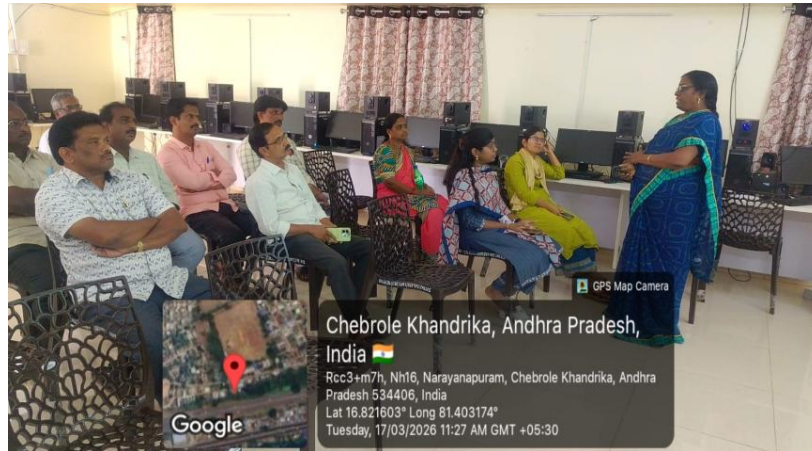
- A Faculty Forum is a collaborative platform or scheduled meeting designed for educators to share knowledge, discuss academic issues, and enhance teaching methods. It serves as a space for professional development, covering pedagogical techniques, research collaboration, and peer-to-peer mentoring to improve teaching and learning outcomes.

- **Key Aspects:**

- Knowledge Sharing: Discussion of innovative methods, research, and pedagogical trends, such as Outcome-Based Education (OBE).
- Professional Growth: Support for research, product development, and faculty development programs (FDPs).
- Community Building: Building networks and fostering relationships among faculty members.
- Mentorship: In platforms like the Future Faculty Forum (F3), this includes 1-on-1 advice for aspiring professors.



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SAS GOVERNMENT DEGREE COLLEGE

Event

On

NATIONAL SEMINAR



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Awareness Program on National Seminar

- **Topic:**
 - Building research competence in higher education methods, ethics and impacts on Feb 27th and Feb 28th, 2026.
- **Overview:**
 - A national seminar is a scholarly or professional gathering in India bringing together researchers, policymakers, and industry experts to discuss specialized topics of national relevance. These events, often funded by bodies like ICSSR or UGC, focus on sharing research papers, discussing challenges, and shaping policy in areas such as science, technology, and social sciences.
- **Steps of a Seminar:**
 - Determine the Who, What, When, Where and Why.
 - Prepare a Registration Process.
 - Develop an Outreach Strategy.
 - Prepare for the Presentation.
 - Develop a Follow-Up Strategy.
- **How to make a good seminar:**
 - Build a seminar around the main points you want to convey. Make sure that each one is clear, slowly and explicitly stated when it first arises during the talk. At the end of the talk, restate all of the points in a summary.



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జీవన విధానంలో పరిశోధన ముఖ్యం

ఉంగుటూరు: జీవన విధానంలో పరిశోధన ముఖ్యమని అరవింద శత జయంతి ప్రభుత్వ డిగ్రీ కళాశాల ప్రిన్సిపాల్ కె.వసుధ అన్నారు. శుక్రవారం నారాయణపురం ప్రభుత్వ డిగ్రీ కళాశాలలో కామర్స్, ఎకనామిక్స్ డిపార్ట్మెంట్ ఆధ్వర్యంలో బిల్డింగ్ రీసెర్చ్ కాంటిటిషన్స్ ఇన్ హయర్ ఎడ్యుకేషన్, ఎథిక్స్ అండ్ ఇంప్లొకేషన్ అంశంపై రెండు రోజుల జాతీయ సదస్సు ప్రారంభించారు. ఈ సదస్సుకు ప్రిన్సిపాల్ వసుధ ప్రారంభ ఉపన్యాసం చేశారు. ఆచార్య నాగార్జున విశ్వవిద్యాలయ ప్రొఫెసర్ కె.మధుబాబు మాట్లాడుతూ శాస్త్రీయ, సామాజిక పరిశోధనా పద్ధతులను విద్యార్థులకు వివరించారు. ఆదికవి నన్నయ్య యూనవర్సిటీ ఆచార్యులు ఎన్.ఉదయ భాస్కర్ మాట్లాడుతూ



జాతీయ సదస్సులో జ్యోతి ప్రజ్వలన

పరిశోధన లక్ష్యాలను సాధించేందుకు మెథడాల జీలసు విద్యార్థులకు తెలిపారు. కార్యక్రమంలో నాగార్జున యూనవర్సిటీ హ్యూమన్ మేనేజ్మెంటు ఆచార్యులు వి.తులసదాస్, తమిళనాడు సుని వచ్చిన సెంట్రల్ యూనవర్సిటీ ప్రొఫెసర్ కొండల రావు, అధ్యాపకులు పాల్గొన్నారు.

పరిశోధన సామర్థ్యాలు పెంచుకోండి

నారాయణపురం(ఉంగు

టూరు), న్యూస్టుడే: విద్యార్థులు పరిశోధన సామర్థ్యాలు పెంచుకోవాలని ఏఎన్యూ ఆర్థికశాస్త్ర విభాగాధిపతి కె.మధుబాబు సూచించారు. నారాయణపురం శ్రీఅరవింద శత జయంతి



వత్రాలు ప్రదర్శిస్తున్న ప్రధానాచార్యురాలు, అధ్యాపకులు

ప్రభుత్వ డిగ్రీ కళాశాలలో పీఎం-ఉష కాంపౌనెంట్ కార్యకలాపాల్లో భాగంగా 'ఉన్నత విద్యలో పరిశోధన సామర్థ్యం పెంపు'పై రెండ్రోజుల జాతీయ సదస్సును శుక్రవారం ప్రారంభించారు. ప్రధానాచార్యురాలు కె.వసుధ అధ్యక్షత వహించారు. అకడమిక్ సమన్వయకర్త కొండా రవి, పీఎం-ఉష సమన్వయకర్త పుట్టా బాబూరావు తదితరులు పాల్గొన్నారు.



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SAS GOVERNMENT DEGREE COLLEGE

Event

On

Dr. B.R. AMBEDKAR DEATH
ANNIVERSARY DAY



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Remembrance of Dr. B.R. Ambedkar

- ***Definition:***

- Bhimrao Ramji Ambedkar (14 April 1891 – 6 December 1956) was an Indian jurist, economist, social reformer and politician who chaired the committee that drafted the Constitution of India based on the debates of the Constituent Assembly of India and the first draft of Sir Benegal Narsing Rau. Ambedkar served as Law and Justice minister in the first cabinet of Jawaharlal Nehru. He later renounced Hinduism and converted to Buddhism, inspiring the Dalit Buddhist movement.

- ***Political Career:***

- In 1935, Ambedkar was appointed principal of the Government Law College, Bombay, a position he held for two years. He also served as the chairman of Governing body of Ramjas College, University of Delhi, after the death of its Founder Shri Rai Kedarnath. Settling in Bombay (today called Mumbai), Ambedkar oversaw the construction of a house, and stocked his personal library with more than 50,000 books.

- ***Communism:***

- Ambedkar was heavily influenced by John Dewey and his philosophy of pragmatism. Ambedkar's views on Communism were expressed in two 1956 texts, "Buddha or Karl Marx" and "Buddhism and Communism". According to Jaffrelot, Ambedkar "constantly criticised the Communists, whom he accused of exploiting the workers' cause to advance their own career". In a 1938 speech delivered to the Masur conference of depressed classes, Ambedkar said: "It is absolutely impossible for me to keep relations with the communists. I am an implacable enemy of the Communists."



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Event

On

HUMAN RIGHTS DAY



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Celebration of Human Rights Day

- ***Definition:***

- Human Rights Day is observed annually on December 10 to commemorate the United Nations General Assembly's adoption of the Universal Declaration of Human Rights (UDHR) in 1948. It promotes dignity, equality, and justice worldwide, with the 2025 theme focusing on "Our Everyday Essentials". The day highlights the ongoing struggle for rights and freedoms.

- ***History:***

- When the General Assembly adopted the Declaration, with 48 states in favor and eight abstentions, it was proclaimed as a "common standard of achievement for all peoples and all nations", towards which individuals and societies should "strive by progressive measures, national and international, to secure their universal and effective recognition and observance". The measure was received by both advocates and critics alike as "being more declarative than legislative, more suggestive than binding."



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SAS GOVERNMENT DEGREE COLLEGE

Event

On

VOTERS DAY



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Celebration of Voters Day

- ***Definition:***

- India observes National Voters' Day on January 25 each year. It celebrates democracy and empowers every citizen to take part in the electoral process. The day marks the foundation of the Election Commission of India (ECI), which was established on January 25, 1950, under Article 324 of the Indian Constitution.

- ***Significance:***


- Voters' participation in the democratic and electoral processes is integral to the successful running of any democracy. It is the very basis of wholesome democratic elections.
- NVD is being celebrated across the country at around **11 lakh polling booths**, at district level by District Election Officers (DEO) and at State level by Chief Electoral Officers (CEO). The Booth Level Officers (BLOs) organize event at each polling station area and felicitate newly registered voters.
- In order to reach out to the masses, the Election Commission of India (ECI) initiated the practice of celebrating National Voters' Day (NVD) on its Foundation Day, i.e., 25 January, in 2011. It is celebrated with great enthusiasm across the country, accompanied by a series of outreach measures such as symposia, cycle rallies, human chains, folk art programmes, mini-marathons, competitions, and awareness seminars. Most of these activities target young people to build awareness about voting and democracy.



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GPS Map Camera

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534406, India

Lat 16.82157° Long 81.403586°

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SAS GOVERNMENT DEGREE COLLEGE

Event

On

CHALO ASSEMBLY SESSION



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Chalo Assembly Session

- ***Definition:***

- "Chalo Assembly" refers to protest marches aimed at besieging the legislative assembly, commonly used in Andhra for political or labor demands. Recently (March 2026), BJP leaders organized this to protest against the Congress government regarding unfulfilled promises, leading to arrests and high tension. Similar protests are used by unions for demands.

- ***Historical Context:***

- "Chalo Assembly" has been a frequent protest theme in the Andhra movement, aimed at the legislative assembly to demand statehood, which is sometimes represented in popular culture.

- ***Slogan:***

- The situation usually involves heavy police restrictions, leading to tensions and house arrests of protesting leaders in Hyderabad, specifically targeting areas near the Assembly



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SAS GOVERNMENT DEGREE COLLEGE

Event

On

CAMPAIGN



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Campaign

- **Definition:**

- Effective college campaigns focus on boosting enrollment and brand awareness through targeted, multi-channel strategies, including digital ads, social media, and on-campus events. Key strategies include highlighting student life, using alumni testimonials, and creating emotionally resonant themes. Successful examples often utilize geo-targeted ads and unique, student-focused branding to stand out.

- **Historical Context:**

- Education campaigns are organized efforts aimed at informing and influencing individuals or communities about important issues, often with the goal of changing behaviors or attitudes.

- **Types of Campaigns:**

- Acquisition campaigns acquire new prospects and customers. Monetization campaigns generate revenue from existing leads and customers. Engagement campaigns create communities of brand advocates and promoters.



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ADMISSIONS + OPEN

Programme	Major	Minor
B.A	Political Science/ History	Economics
B.Com	Computer Applications / B.Com General	Business Management
B.Sc. Physical Science	Computer Science/ Mathematics	Physics
Biological Science	Zoology/ Botany	Chemistry

HELP DESK

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