



THE INSTITUTION'S DISTINCTIVE ENGAGEMENT WITH EMPOWERING RURAL STUDENTS

SRKREC is the reflection of its **visionary founders** who envisaged rural development through technical education. Their selflessness and collective efforts brought considerable transformation and impacted the communities around. Carrying forward this vision, the faculty and the students proactively reach out to the school children in the rural locale and impact inquisitive youngsters through their interactions and mini project exhibitions. These 'campus & community connect' initiatives play key role in making engineering relevant to students' natural affinity for creative thinking, problem solving and collaboration.

Research, Innovation & Entrepreneurship

Technology Centre of SRKREC is the citadel of incubation, innovation and research paving a way for start-ups and centres of excellence that cater to the integrated needs of the students. It predominantly focuses on FDPs, workshops, certification programs, bootcamps, start-ups, hackathons, research, training, consultancy, etc. The efforts of the Centre significantly culminated in the college getting selected for the establishment of **AICTE IDEA LAB**.

Outreach Programs

Committed towards social integration and well-being, the UBA Cell of SRKREC conducts various programs relating to Women Health, Organic Farming, Human Values, Water Management and Conservation, etc. In connection to this, the institution adopted 5 villages striving for their betterment. Supporting which, UBA sanctioned Rs. 1.75 lakhs as perennial grant. Further, to serve the needy in critical times, the college has gone an extra mile by signing MoUs with three blood banks in Bhimavaram.

The Water Environment Technology Centre of the college, collaborating with national and international agencies, addresses environmental, agricultural and aqua-cultural concerns of the surrounding communities in all possible ways. Accordingly, the Kolleru Information Centre, set up in the college, monitors, collects the desired scientific data regarding the Kolleru Lake eco-system, and facilitates the decision/policy makers with necessary datasets about the economic benefits of conserving or restoring and sustainably managing the lake as opposed to its degradation and reclamation. This exemplifies the ecological consciousness of the college.



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Retention of highly resourceful faculty

The high retention of faculty evidently speaks about the strong bond between the faculty and the management of the college. There are faculty who served the institution right from the inception and got superannuated. Some have more than 3 decades of experience and most of the young faculty who sought employment in the college are the alumni of the institution which expounds a strong sense of work-commitment and belongingness to the college.

The foremost reasons for the retention are :

1. Cooperative, supportive and munificent disposition and academic orientation of the management.
2. Conducive work environment ensuring a perfect work-life balance.
3. Inclusive and collaborative environment

Alumni support & Interaction

SRKREC has nurtured some of the best minds in the world. Its alumni currently thrive in various professions across the globe. Prof. GVR Prasad Raju, the present Vice-Chancellor of JNTUK to which SRKREC is affiliated to, is the first batch student of SRKREC. The alumni engage in and contribute to the progress of their alma mater and share their expertise and experience with prospective and present students via talks, newsletters and interactions. Some of them even help the college to liaison with the industry. There are no better ambassadors for SRKREC than its alumni. Besides knowledge sharing, the alumni even constituted a few annual merit scholarships to support and commend the academic excellence of the students.

1. 17 girl students of 1984-87 passed out batch joined their hands honouring the then English faculty, **Smt. Gita Raj**, posthumously, by constituting an annual merit scholarship on her name with a fund of Rs 10 lakhs and on Aug 15th (2020-2021 onwards) two girl students of II B.Tech. receive this scholarship.
2. Bharat Oruganti (1991-95 batch, ECE), the senior Vice President of service delivery at Q2 E Banking, USA, honouring his grandmother, constituted **Smt. Oruganti Sundari Annual Scholarship Award** given to two students for their academic excellence.



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3. The students of 2003-07 passed out batch (ECE), in memory of their classmate late V. Ramakrishna, constituted **V. Ramakrishna Memorial Annual Merit Scholarship Award** and the final year ECE student receives Rs. 10,000/- scholarship amount for academic excellence.

Altruism

With solidarity and camaraderie at heart, the faculty of SRKREC unitedly raised a fund donating their one-day salary and supported the Covid-affected faculty. Also, helping poor students in terms of accommodation, food and fee is in practice. The hostel students collectively donated Rs. 1.25 lakh worth furniture to Arunodaya Manovikas Kendra, a centre for mentally challenged children.

Value for culture & environment

With diversity and inclusiveness ingrained in the ethos of the institution, it celebrates all the aspects of India and its culture. The 'Srujana Vaatika' on the campus is a platform where students explore the rich repertoire of ancient Indian knowledge and broach a philosophical discourse on a wide range of topics. It dwells on indigenous technology - generating power from earthen pots -, making handicrafts, methods to preserve ancient Indian art and knowledge system, and cultural aspects. The centre nurtures not only creativity and wisdom but also moral sensibilities and ethical values in the students. In tune with the dharmic institutions across the nation, SRKREC encourages the practice of dharma, and promotes save earth initiatives. Accordingly, it started Nakshatra Vanam which seeks to preserve some of the 'keystone' species of trees that support a dense web of other living beings. In addition, the Ayurveda Vanam on the campus houses a variety of herbal plants used for therapeutic purposes in Ayurveda for public viewing and understanding.

The Gosaala in the college sensitises students to the ancient Indian agricultural repository of knowledge that extols the practice of fertilising the land through cow's waste. Alongside, keeping abreast of technological advances, the institution carries forward the legacy of the ancient Indian practices of going green for healthy life process. Complementing with which, Yagasaala, a quintessential divine place of offer in the sphere of Arsha Dharma, ensures collective goodness through homams and yagams performed regularly on specific days.

These distinctive endeavours significantly add to the progress of the students of SRKREC in particular and the society in general.