

## DIRECTORATE OF STUDENT WELFARE AND CULTURAL AFFAIRS (DSWCA)

Established in the year 1995, Directorate of Student Welfare and Cultural Affairs (DSWCA) is a non-vacation department in our University. It almost works all through the year.

Youth festivals are dedicated to our youth who symbolize courage, initiative, exuberance and idealism. They were first started in 1954 when Jawaharlal Nehru was the Prime Minister.

- Endeavours to promote cultural, emotional national and communal integration on the campus.
- Provides an avenue for the expression of literary and artistic creativity and originality among the students, Research scholars and Faculty, Non-Teaching and their children.
- Aims to inculcate discipline, enhance commitment, develop service motto among the students.
- To identify and redress the grievances of the students.
- Taking care of the developmental, informational and welfare needs of the students on the campus.



**Dr. B.V.MURALIDHAR**  
Professor & Director

Prof. B.V.Muralidhar has assumed change as Director in September 2008. Even before joining the Directorate that he was actively involved in Literary and Cultural activities right from his college days. Seeing his interest and experience, the then Vice-Chancellor Prof. Rathnam appointed him to the present post. Since taking charge as Director, Muralidhar has conducted 12 Inter Collegiate Youth Festivals and took the team to South Zone and National Inter Varsity Competitions too. The highlight of his tenure was the hosting of National Inter-University Youth Festival in 2011 under the aegis of AIU, New Delhi and MHRD where in 62 universities participated in this colourful competition.

Being a multi faceted personality, Muralidhar acted as Judge in elocution and debate competitions, is a Quiz master and conducted this event in Colleges and Universities in and around Tirupati. Apart from these, he also organized 21 extension activities, talks and lectures for benefit of the students. He is a Professor in the Department of Political Science and Public Administration and also a good tennis player, played more than 125 tournaments so far from local to national levels.

**Dr. K. Venkataramana**  
Associate Professor & Cultural Coordinator

Dr. K.Venkataramana is an Associate Professor in the Academic Staff College. He got his M.A. and Doctoral degree from the Department of Telugu studies in S.V.University. He worked as Research Associate and Research Scientist from 1993 to 2000. He authored several books and published twenty articles in various journals, besides participating in 150 national and international seminars. He completed one research project and Guided one M.Phil Scholar and is guiding five Ph.D., students. He has also served in different organization like "ARASAM", "Progressive Forum" TO CREATE LITERACY AND SOCIAL CONSCIOUSNESS IN THE SOCIETY. Since 2015, he is the Cultural Co-ordinator in the Directorate of Student Welfare & Cultural Affairs. As Co-ordinator, he has organized 6 inter-collegiate youth festivals and one Cultural Day. Also Dr. Ramana accompanied the S.V.University team in the South Zone and National Inter University Youth Festivals.

The DSWCA is being run with the help of the support staff Dr. P. Kalyan, Teaching Assistant, Mr. U. Harinath, NMR – Category, B. Gangadhar Reddy, Time-Scale and U. Balaveerayya, Sweeper.

The Directorate undertakes THREE TYPES OF ACTIVITIES – WELFARE, CULTURAL & EXTENSION ACTIVITIES

### 1. WELFARE ACTIVITIES ON MONTHLY BASIS (9 BATCHES PER YEAR)

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| <ul style="list-style-type: none"> <li>• Training in yoga &amp; Meditation classes</li> <li>• Classes in Spoken English</li> <li>• Training in Communication skills among the students</li> <li>• Personality Development sessions</li> </ul> | <ul style="list-style-type: none"> <li>• Internet awareness Programme</li> <li>• Audiovisual Club</li> <li>• Classes in Vocal Music</li> <li>• Training in Classical Dance &amp; Folk Dance</li> <li>• Training in Mimicry, Magic and Ventriloquism</li> <li>• Training in Theatre events</li> </ul> |
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The students are selected batch wise and classes are run for one month per batch at Free of Cost (July to March every year).

List of Students participating in various Development programmes

S. No.	Programmes	No. Of students appeared					
		2017-18	2018-19	2019-20	2020-21	2021-22	2022-223
1	Spoken English	185	211	111	C	C	20
2	Computer Literacy (Internet)	53	125	45	C	C	15
3	Magic/Mime/Mimicry				C	C	
4	Yoga	111	126	126	C	C	30
5	Dance	109	182	257	C	C	114
6	Personality Development	115	119	61	C	C	50
7	Vocal Music	87	204	25	C	C	15

C: Carona pandemic

### 2. CULTURAL ACTIVITIES

Apart from these, the Directorate takes up Literary and Cultural activities as a prelude to the participation of SVU teams in the South Zone and National Level competitions organized by the Association of Indian Universities (AIU, New Delhi) every year. It communicates with all the constituent colleges, affiliated colleges, P.G. Centers and competitions are conducted in 5 major events – Fine Arts, Music, Theatre, Dance and

Literary as part of S.V.University Inter-Collegiate Youth festivals. The preparation for the annual youth festivals organized by the Association of India Universities (AIU) starts with the inter-collegiate youth festivals in the respective Universities all over the country. 24 sub-events in 5 categories)). The Winners in these events will represent their university in the **Inter-University Youth Festivals at the Zonal Levels.**

The winners, runners up and third place universities in all the events of 8 zonal level competitions will be eligible to participate in the National Youth Festival. The Inter-university and **National Youth Festival** are allotted to the 8 zones in a systematic way every year on rotation basis. (S.V.University was one of the contenders to host it in 1999 and we conducted the South zone Inter University Youth Festival successfully and with its success, our university was selected as the venue for National Inter-University Youth Festivals in 2011.

62 universities from all over the country participated and nearly 1,000 students have displayed their skills. This was another major success in the history of our university and DSWCA.)

Our University has participated in South Asia inter university competitions 3 times so far.

In addition to these programmes and activities, the DSWCA also conducts Spoken English classes for the children of Teaching & Non-teaching Staff, Yoga classes for faculty and communication skill programmes for Non-teaching staff during May and June every year.

### List of students participating in Inter-Institutional Cultural Activities (Inter Collegiate Youth Festival)

S. No.	Cultural Event	No. Of students appeared					
		2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
1	Music	66	23	66	C	C	40
2	Dance	41	36	35	C	C	35
3	Theatre	34	102	109	C	C	40
4	Fine Arts	33	20	31	C	C	47
5	Literary	69	108	42	C	C	70

C: Caroja pandemic

### 3. EXTENSION ACTIVITIES

DSWCA also organized from 2017-2022 the following extension activities:

- Director was the Convener for Cultural Committee of ISCA January, 2017.
- Glimpses of Welfare and Cultural Activities 2017 - 22.

### WELFARE ACTIVITIES



Yoga



Mimicry



Personality Development



Dance



Dance



Internet Awareness



Music



Spoken English

### CULTURAL ACTIVITIES



Folk Dance



Dance



Mime



Dance



Rally



Function



Rally



Dance



Dance



Speech



Rangoli



Practice

- Talk on Sardar Patel's role in merging provinces into Indian Union on 31<sup>st</sup> October 2017.
- Talk on Importance of Youth Festivals at GATE Degree College, 4<sup>th</sup> November 2017.
- Conducted Elocution event in the S.V.Veterinary University inter collegiate youth festivals on 27<sup>th</sup> November 2017.
- Led the team to South Zone Inter varsity youth festivals in Hindustan University, Chennai from 18-22 December 2017 (1<sup>st</sup> place in Flute and 3<sup>rd</sup> place in Rangoli)
- Conducted QUIZ event in 18<sup>th</sup> AGRI Inter-University National Youth Festival in February 2018 (47 Universities have participated)
- Organised Anti-Ragging Meet on 20<sup>th</sup> August, 2018.
- Co-ordinated the literary events in NSS Inter-Collegiate Youth festival held at S.V.University, Tirupati on 10 December 2018.
- Acted as Jury for District Level Elocution competition as part of Youth Programme in IIT Pulivendula and PVKN College, Chittoor in January 2019.
- Organised Blood Donation Camp with SFI on 16<sup>th</sup> March 2019.
- Organised Anti-ragging Meet in 21st August, 2019.
- Our Cultural team Participated in World Tourism Day on 27<sup>th</sup> September, 2019 at S V University, Tirupati.
- Our team Participated in SETVEN Services, Tirupati organised Youth Festival on 1<sup>st</sup> & 2<sup>nd</sup> November, 2019.
- Talk on "Leadership Qualities of Indira Gandhi" at Dr. A. E. R Degree & P. G. College, Tirupati on 19<sup>th</sup> November, 2019.
- Organised 5<sup>th</sup> International Webinar on "IMPACT OF COVID - 19 ON FINE ARTS" by Dept. of PSPA, Dept. of Sociology & Directorate of Student Welfare and Cultural Affairs on 19<sup>th</sup> July, 2020 @ SVU, Tirupati.
- Organised 6<sup>th</sup> International Webinar on "POSITIVE VIBES OF YOGA AND PHYSICAL FITNESS TO OVERCOME COVID-19 STRESS" by Dept. of PSPA & Dept. of Sociology on 28<sup>th</sup> July, 2020 @ SVU, Tirupati.
- Organised 8<sup>th</sup> International Webinar on "IMPORTANCE OF ENGLISH AND COMMUNICATION SKILLS IN SOCIAL SCIENCES" by Dept. of PSPA & Dept. of Sociology on 3<sup>rd</sup> September, 2020 @ SVU, Tirupati.
- Organised International Webinar on "EFFECTIVE COMMUNICATION FOR SUCCESSFUL LIFE" by Directorate of Student Welfare and Cultural Affairs on 4<sup>th</sup> Feb, 2022 @ SVU, Tirupati.
- Organised NSS programme Azadika Amrit Mahostav celebrations on 17<sup>th</sup> Feb, 2022 @ APSRTC Bustand, Tirupati.
- Organised National Webinar on "Gender Equality and Initiatives for Sustainable Future" by Centre for Extension Studies & Directorate of Student Welfare and Cultural Affairs on 8<sup>th</sup> March, 2022 @ SVU, Tirupati
- Organized S. V. U Youth Festival on 26-27 November 2022-23 @ S.V. University, Tirupati.
- Prof. BV Muralidhar's Games & Sports Activities (2017-2022)
- Assisted Karunya University, Coimbatore, Tennes tournament Univesity selectors in 2021
- University team coach for National Inter University Tennes Tourney held at Bhubaneswar, Odisha in 2022
- Chief guest for several sports and games events in S.V.Univrsity in 2020, 2021 & 2022
- Guest of honour in the valedictory, prize distribution session in the All India Soft Ball Inter Varsity meet in Acharya Nagarjuna University, Guntur in 2022.
- Gave a lecture on importance of physical activity in daily life in Acharya Nagarjuna University, Guntur in 2022.
- Gave a lecturer on Need for ECA as a part of curriculum in education at Sri Padmavathy Women's University, Tirupati, 2022.
- Won Sri Venkateswara University Staff inter collegiate Tennis in 2022.
- Runner up in Table Tennis in 2022

2017



Inter-collegiate



South Zone



National

2018



Inter-collegiate



South Zone



National

2019



Inter-collegiate



South Zone



National



# SRI VENKATESWARA UNIVERSITY TIRUPATI

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2023