Report on initiatives to address locational advantages and disadvantages

Location Advantage from Railway Station to Our College:

The City bus service is enabled for 22 hours every day. The transport facility is unique and easy access to every student with reasonable price within the span of 60km radius from the college.
The City Bus Live tracking System provided by the APSRTC

Advantages of Railway & Bus Station:

- Students & Faculty can reach the college on time
- All the Medical & Emergency services are very near and accessible

All Competitive Examinations:

- Since 2012 we are in MOU with TCS-iON online examinations.
- The TCS intern has provided the remuneration per node and also man power for the invigilation duties
- An average of 50 competitive examinations will be conducted on our campus only because it is locational advantage.
  - The following examinations has been allocated regular to our campus every year
    - GATE / JIPMER / APPSC / DSC/ RAILWAYS / IBPS / EAMCET/ ICET/ ECET/ IIT JEE / BITSAT/ VIT/ SRM / etc.,
- Offline Examinations
Our campus is also advantage for organizing Offline Examinations such as UPSC/SSC/APTRANSCO/ APPSC / DSC/ RAILWAYS / IBPS / EAMCET/ ICET/ ECET/ etc.,

Other Government / Private Events Hosted:

- JOBMELA by Government of Andhra Pradesh will be conducted every year by APITA on our campus to provide venue to more than 2000 students for more than 60 companies for job interviews
- Mock Tests will be taken by many Intermediate Colleges for their students Engineering and Medical Examinations
- National and International Conferences held at our campus every year

Interactions with eminent personalities:

For being in heart of the city, our college has taken different steps for the benefit our students like whenever a philanthropist, members of governing bodies, successful people, well learned professionals etc visit vijayawada, the college honourarly invites them to give their spech and motivate our students with their experiences.
## Activities addressed

<table>
<thead>
<tr>
<th>Name of initiatives to address locational advantages and disadvantages</th>
<th>Date and duration of the initiative</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EVERY ACADEMIC YEAR</strong></td>
<td></td>
</tr>
<tr>
<td>All Competitive Examinations(ONLINE &amp; OFFLINE)</td>
<td>Throughout the year</td>
</tr>
<tr>
<td>Interactive sessions by Eminent personalities</td>
<td>Throughout the year</td>
</tr>
<tr>
<td>Online mock tests for JEE/EAMCET</td>
<td>Before the exams</td>
</tr>
<tr>
<td>Job mela and pool campus drives by APITA,APSSDC,other companies</td>
<td>Throughout the year</td>
</tr>
<tr>
<td>Water logging and Traffic problems</td>
<td>During rainy season</td>
</tr>
</tbody>
</table>
CIRCULAR

Date: 08/04/2018

As the college is centrally located in the Vijayawada city, the member of governing bodies will visit the college. In view of this Mr. Konijeti Rosaiah, Ex-Governor, Tamilnadu visits our college and give the students a motivational speech, in the main seminar hall on 09/04/2018. All the students must gather in the main seminar hall at 10:00am.

Never give up on the things that make you smile.
Addressing Locational advantages

Potti Sri Ramulu Chalavadi Mallikharjuna Rao College of Engineering & Technology organised a seminar on “values in education system” on 09-04-2018. Chief Guest and Speaker Sri K. Rosaiah (Ex-Chief minister, Ex-Governor of Tamilnadu) addressed the students about Values in education system and importance of values for the well being of the society. He interacted with students and explained the opertunities of jobs in other countries. College committee members, principal sir, HODs and all the Faculty members took part in this event.
CIRCULAR

Date:

As the college is in mid-city of Vijayawada, the member of governing bodies will visit the college. In view of this, an interactive session by Mr. Oomen Cherian, Vice President of Oracle Cloud Services Inc., is being arranged in the main seminar hall at 9:00am.

Principal
Mr. Oomen Cherian, Vice President, ORACLE Cloud Services Inc., visited college on 4.2.2014. A seminar and Interactive session with staff and students was held. He told that with cloud computing and its technology, there are many potential opportunities and capabilities. Cloud computing can open a whole new world for present students.
CIRCULAR

As the college is located in the mid-city of Vijayawada, eminent personalities visits the college. In view of this, an interaction session by Smt. D. Purandeswari, Ex-Minister, Incharge BJP Mahila Morcha, is being arranged in the main seminar hall at 10.00 A.M.

Principal

Potti Sriramulu Chalavadi Mallikharjuna Rao
College of Engineering & Technology
Kothapet, VIJAYAWADA-520 001.
Visit of Ex Minister Sri D. Purandhareswari, Incharge, BJP Mahila Morcha.

Visit of Ex Minister Sri D. Purandhareswari, Incharge, BJP Mahila Morcha. Smt. Daggupati Purandeswari was invited by the Internal Compliance Committee (ICC) for a motivational talk on 2/11/2017 for I B.Tech girl students. In her speech, she explained in detail the BJP schemes for the development of girl children. She emphasized that girl education is the key for our nation’s development. Girl students interacted with her and got their queries answered.
CIRCULAR

Date: 04/01/2016

This is to inform all the students that there is an invited talk on “A road to excel in career”, by Shri. J. V. Seshu Madhava Rao, former Vice President, WIPRO as a practice of utilizing the locality advantages

Principal
An invited talk “A ROAD TO EXCEL IN CAREER” by Sri J.V.Seshu Madhava Rao, Former vice president, WIPRO, on 5-1-2016. It is a practice of our college to make use of the services of eminent personalities when they pay a visit to the city on their works. In this context, Sri J.V.Seshu Madhava Rao, former Vice-President, WIPRO, was invited for a seminar “A ROAD TO EXCEL IN CAREER” in which B.Tech students participated.
CIRCULAR

College being in the heart of the city and easily identifiable, APSSDC has allotted our college to conduct a Jobmela in which graduates from in and around the district can participate. More than 55 companies are taking part in this Jobmela.
Report on APSSDC job mela

APSSDC was allotted to our PSCMRCET as it is centrally located and easily accessible. So many workshops and certification programmes are conducted in this skill development Center in which our students and students from other colleges also participated. A Job mela was conducted by APSSDC in which graduates from in and around the district participated. More than 55 companies took part in the Job mela.
CIRCULAR

College being in the heart of the city and easily identifiable, APIT has allotted our college to conduct a Job Fair from 25/11/2017 to 30/11/2017 in which graduates from in and around the district can participate. More than 100 companies are taking part in this Jobmela.

Principal
Report on APITA Job Fair

A Mega Job Fair Week was conducted by APITA from 25.11.2017 to 30.11.2017 in which graduates from in and around the district participated. Around 100 companies took part in the fair.
Report on Mobile app development and campus recruitment training programme

Mobile app development and campus recruitment training programme was conducted by APSSDC from 6.6.2016 to 21.6.2016 for our 2\textsuperscript{nd}, 3\textsuperscript{rd} and 4\textsuperscript{th} year B.Tech. students. Students from all branches availed this programmes very effectively.
CIRCULAR

To:

Head of the Department,

Computer Science Engineering Department,

PSCMRCET

Incharge,

Exam Cell,

PSCMRCET.

As the college is located in the heart of the city, our college is facilitating in giving mock tests for JEE, EAMCET for the intermediate college students in Vijayawada and in its surroundings. In view of this, the Head of the department and the In-charge of Exam cell are requested to update the computer software labs.
Report on mock tests for JEE, EAMCET

As the college is located in the heart of the city, the junior college students of Vijayawada and its surroundings are highly facilitated in giving mock tests for JEE, EAMCET in our highly updated software labs college.
Traffic Problems and Concerns at Sri Durga Malleswara Swamy vari

Deveasthanam (Sri Durga Temple)

Vijayawada -1

A Report Submitted to Vijayawada City Traffic Police

Vijayawada

By

Dr. V Vijay Durga Prasad MBA Ph D

Professor of Management Studies

Head of the Department

PSCMR College of Engineering and Technology

PSCMR College of Engineering and Technology

Kothapet, Vijayawada – 520 001.
Introduction

The preamble of conducting the study by the team of the faculty is to identify the issues, problems and challenges associated to traffic management at Sri Durga Temple ghat road point. The team physically carried out a field study with the support extended by the officials from the Vijayawada Traffic Police. After having a thorough analysis on the traffic problems at Sri Durga Temple some observations were made and they were given here in the report under the head of findings. Based on the findings probable suggestions were also given in this report. The team is under the impression that the suggestions given in the report if implemented may result in hassle free movement of vehicles with no or limited traffic congestions. The pilgrims can take the ghat road comfortably and have a pleasant Darshan of the Goddess. The public would be free from frequent traffic jams and would have comfortable travel or commutation on the road. Over and above the personnel of Vijayawada Traffic Police will be in position to take up their duties in a very productive and effective manner.

Brief Profile of Vijayawada

Vijayawada, one of the thirty-five metropolitan cities in the country, is the second largest city in the state of Andhra Pradesh after Visakhapatnam, located on banks of river Krishna. Vijayawada has considerable historical importance and cultural heritage. It is considered as the agricultural and commercial capital of Andhra Pradesh. The Vijayawada Urban Agglomeration has a population of 1.86 million as per 2011 census. Vijayawada Municipal Corporation is more than a century old and has been constituted as a municipality in 1888 with an area of 30 sq.km. It was upgraded as a Municipal Corporation in the year 1981.

Traffic and Transportation in Vijayawada

Vijayawada is well connected with most parts of the state and the country through roadways, railways and airways. It holds the distinction of being one of the major railway junctions in the state and is connected by the two National Highways - NH 5 connecting Chennai and Kolkata and NH 65. It can be said that no other city in Andhra Pradesh has suconnectivity through the network of roads, rails and airways.
Traffic Flows and Travel Demand

Vijayawada city is stretching day by day due to its increased population and commercial activities. The new human settlements are coming up in the city at the outskirts and along the two high ways i.e. NH-5 and NH-65. Two high ways are passing through the city. The traffic volumes on these roads cause heavy conjunction, accidents, reduced average speed, etc. There are three canals and one rivulet passing through the city, which makes the users/traffic to take round about travel. Due to fast urbanization and development of the city in terms of various activities like industrial, commercial and residential traffic volume has increased enormously. Haphazard development, narrow streets, congested junctions; unorganized parking has all created hindrance to the smooth flow of the traffic.

Vijayawada Road Network

NH-5 and NH-65 are passing through the heart of the city resulting in the outflows and inflows of heavy vehicular traffic. The average carriageway width of arterials, sub arterials and collector roads including all important roads in Vijayawada is 8.5m, 7.0m, and 7.5m respectively. The average percentage of road network is in between 12% to 14% the total city area, which is inadequate to address the travel demand. The main circulation pattern inside the city is established by arterials and sub-arterials. Circulation is only through existing streets and, the street network is neither junction ally developed as a system, nor adequate in width to carry the increasing traffic flow.

The Vijayawada city traffic consists not only of fast moving motor traffic but also of primitive modes of transport such as manually drawn carts and pushcarts. There is a considerable increase in the volume of motor vehicles, cycles and pedestrian traffic due to increased and high population density. Because of low speed vehicles that forms the considerable part of the mode split, the carrying capacity of road is affected resulting in frequent congestions.

Traffic Problems at Sri Durga Temple

Every day thousands of devotees throng the hill shrine to Indrakeeladri, the abode of Goddess Sri Kanaka Durga to offer prayers. But devotees are daunted by the back-breaking bumpy ride through the One Town road that that they have to take to reach the temple. The roads surrounding the Indrakeeladri are full of potholes and in a harrowing condition endangering the
safety of commuters as well as pedestrians. Traffic snarls are a common sight here and people of Bhavanipuram and other areas who reach the city through the main road are facing several hardships.

Findings of the Study

1. The vehicular traffic from three directions i.e. from Canal Road, Seetamma vari padalu and Krishna Barrage is passing through the narrow road which has become a bottleneck at Sri Durga temple ghat road point.

2. The traffic from NH-65 is passing through the narrow road at Sri Durga temple ghat road.

3. The pilgrims coming from three directions i.e. from Canal Road, Seetamma vari padalu and Krishna Barrage who would like to have a Darsham of the Goddess are now made to travel till the Kummari Palem centre and are asked to take a "U" turn and move forward to reach the ghat road.

4. The vehicles which are coming from Gollapudi, Bhavani puram and other areas are going straight and reach the hill top via ghat road.

5. These vehicles which are coming from Gollapudi, Bhavani puram etc. are joining the existing fleet of vehicles at Kummari palem centre.

6. There is heavy traffic congestion at Kummari palem centre as vehicles from both directions need to pass through the same lane to reach the temple or other destinations.

7. The road between the ghat road point of the hill and Kummari palem centre is very narrow and has no scope for road widening. On one side of the road there is hill and on the other side there is river Krishna.

8. In the same location (exactly at the ghat road point) especially when vehicles come from NH-65 bound to Chennai, Kolkata need to climb in an upward direction and this is leading to the stoppage of the vehicles and there by resulting the traffic congestion.

9. There are barricades fixed between Ashoka Pillar and Kummari Palem centre and these barricades have become an obstruction even to pedestrians to climb the uphill.

10. Even though a Foot over bridge (FoB) is in existence to connect Durga ghat and the temple, the aged, physically disabled and others with different ailments are unable to make use of FoB.
11. Such people who are unable to make use of FoB would like to cross the road and reach the temple in the shortest possible route.

12. As barricades are fixed, the pilgrims are unable to cross the road and are finding it difficult to reach the temple.

13. It is found out that many senior citizens are requesting the police personnel to allow them to cross the road to reach the temple.

14. The police personnel are helping the pilgrims in more than one way to see that they reach the hill top comfortably and safely.

15. The diversity in the vehicular traffic (two wheelers, three wheelers, four wheelers, buses, LCVs and HCVs) is a very complex issue to be handled especially at such narrow lane.

16. The vehicles which would like to reach the hill top have to take an extreme left turn to reach toll gate on the ghat road.

17. It is found out that many vehicles are finding it difficult to take a left turn and climb the uphill. All vehicles are unable to take a comfortable complete left turn.

18. All the vehicles which come from Vijayawada city and vehicles which come from Bhavanipuram join the same lane to reach the temple. This is causing heavy traffic congestion even during the off peak hours.

19. The team of faculty when travelled by a four wheeler from Ashoka pillar to reach the ghat road via Kummari palem centre took 14 minutes of time.

20. Heavy vehicles from NH-65 bound to Kolkata and Chennai get stranded in this narrow lane between Kummari palem centre and Ashoka pillar.

21. It is found out that the employees of the temple are allowed to climb the hill top only via Kumari palem centre.

22. The personnel of head water works of VMC are finding it very difficult as the barricades are fixed between the Ashoka Pillar and Kummaripalem centre.

23. There is lot of public unrest because of barricading in the above stated location as the commuters are unable to have a free and comfortable movement to either side of the road.

24. The barricades erected by the police personnel are damaged and removed by the public at two places in this location.

25. It is found out that the city buses break down in the same location which has become a big burden for the traffic police to clear the road and to have a free flow of traffic. For this purpose a proclaim was kept as stand by the police near Ashoka pillar.
Suggestions

1. The barricades at the beginning of the ghat road should be removed and vehicles should be allowed to take a right turn to climb the hill.
2. The vehicles coming from Vijayawada should not go to Kummaripalem Centre to reach the temple under any circumstances.
3. The vehicles coming from Bhavanipuram and other locations can go straight and pilgrims can take a left turn to take the ghat road.
4. The traffic police personnel have to be deployed at the ghat road starting point and see that the traffic from both directions is regulated in an orderly manner.
5. The existing barricades between Ashoka Pillar and Kummaripalem Centre have to be replaced with the better ones.
6. The new barricades preferably should be plastic ones which will help the police personnel to handle with ease.
7. The barricades need to have radium stickers.
8. Two blinkers have to be installed to indicate that there is an interception on the main road for the ghat road.
9. Two huge sign boards have to be fixed indicating the direction for the temple and the ghat road.
10. At the point where barricades are removed zebra cross paint should be put on the road which will help the pedestrians and other pilgrims to reach the temple.
11. Radium panels have to be fixed on the road to indicate the lane and painting work has to be done immediately indicating the direction to the temple.
12. The traffic police personnel should be vigilant to see that no autos and other vehicles are parked on either side of the road between Ashoka pillar to Kummaripalem Centre.
13. The possibility of fixing a fence on road near Durga ghat is to be evaluated by the police to see that pedestrians do not walk on the road. Only one entry and one exit points can be had at identified locations for movement of pilgrims to cross the road. This will minimize the incidence of accidents.
14. HCVs and LCVs from NH-65 bound to Kolkata if are diverted to BRTS Road to proceed to Ramavarappadu Ring (via Sitara Centre, Milk factory and Kedareswara pet) will ease traffic at the temple road.
15. Similarly HCVs and LCVs from NH-65 bound to Chennai also need to take the above stated route to reach Ramavarappadu Ring and then take NH-5 to reach Kanaka Durga Vaardhi.

Conclusion

It can be concluded from the study that the public who travel and commute on the road near Sri Durga temple should be free from frequent traffic congestion. The pilgrims should be in position to go uphill and have a peaceful darshan of the Goddess. They should leave the temple and the city with a blissful divine experience. All this is possible when the personnel from different departments of the government which include the police, road and buildings, irrigation, municipal corporation and revenue, work in coordination with each other.

(V. Vijay Durga Prasad) 21/8/2014

(Dr. K Nageswara Rao)

Professor and Head
Dr. V. Vijay Durga Prasad
Dept. of Management Studies
P.S. College of Engineering and Technology
Vijayawada.

Principal
Potti Sriramulu Chalavadi Mallikharjuna Rao
College of Engineering & Technology
Kothapet, Vijayawada-1.
ADDRESSING LOCATION DISADVANTAGE

As we are very near Durga temple, it is very common that traffic reaches its peak during Dusshera festival time. This becomes a problem to all our students and faculty as well. The preamble of conducting the study by the team of the faculty is to identify the issues, problems and challenges associated to the traffic during Dushera festival with the support of officials from the Vijayawada traffic police. With this coordination, students and faculty of PSCMRCET, and pilgrims as well can take the roads comfortably and have pleasant day.
CIRCULAR

As the college is located very near to Durga Temple, it is very common that traffic reaches its peak during Dusshera festival time. This becomes a problem to all our students and faculty as well. In order to preambled this situation a team of our faculty along with some students conducting a study to identify the issues/problems and challenges associated to the traffic during Dusshera festival with the support of officials from the Vijayawada traffic police.
ADDRESSING LOCATION DISADVANTAGE

As the approachable roads are narrow, every day we confront traffic congestion. To solve this problem, our faculty members monitor the traffic which makes students reach college in time. The scheduling of faculty members is supervised by respective Heads of the Departments.
CIRCULAR

DATE: 09-08-2013

This is to inform all the faculty members & students that Department of Science and Humanity is going to organizing CLEAN AND GREEN PROGRAM ON 13-08-2013 in and around college premises.

All the faculty members & students are requested to attend this program.

[Signature]
PRINCIPAL
Potti Sriramulu Chalavadi Mallikharjuna Rao
College of Engineering & Technology
Kothapet, VIJAYAWADA-520 001.
Report on clean and green

As our college is in a densely populated residential area, it is very common that people throw garbage in and around the campus. Our helping staff and our students very frequently join the clean and green activity in the college.
Prof. G. Murthy IIT-Kharagpur, interacting with Students at the Presentation
Report on Enlightening Students on Gender Equality

Prof. K. Satyanaraya from GITAM University, Visakhapatnam was invited to our college to enlighten students on gender equality. Activities like quiz, physical games etc., were organized in which both girls and boys actively participated. Students left the hall with an opinion that One is absent with/out the other.
ADDRESSING LOCATIONAL DISADVANTAGE

During the rainy season, we come across the problem of flooded roads which troubles our students and faculty members. In order to overcome this problem, the college management provides free bus facility to our people by dropping them at safe places.