



SVVU News Letter



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SRI VENKATESWARA VETERINARY UNIVERSITY, TIRUPATI

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From the Desk of Hon'ble Vice-Chancellor

TIME TO RE-ORIENT OUR APPROACH

It gives me immense pleasure to come before you as Vice- Chancellor of this prestigious Sri Venkateswara Veterinary University. Hon'ble Governor of Andhra Pradesh and Chancellor of Sri Venkateswara Veterinary University Sri. Biswabhusan Harichandan is pleased to appoint me as Vice Chancellor of this University and accordingly I have assumed charge on 5th of August' 2020. My sincere thanks are due to Hon'ble Governor of Andhra Pradesh Hon'ble Chief Minister of Andhra Pradesh sri. Y. S. Jaganmohan Reddy garu for reposing immense faith in me to lead this prestigious University for the betterment of farming community and in implementing farmer centric welfare schemes taken up by the Government. At the outset, I would like to put forward my priorities to achieve set objectives and agenda with the cooperation of all stake holders in the all round development of the University. It's my first concern to exploit ET/IFT Technologies for generation and preservation of fertilized embryos for conservation of Ongole and Punganur breeds which are the prized native breeds of Andhra Pradesh. It's my important consideration that efforts will be made to reorient the research priorities aimed at mitigating problems of farming community on similar lines as envisaged in Agriculture Mission, through a regular convergence with stake holders and University faculty.



Dr. V. Padmanabha Reddy,
Vice-Chancellor
Sri Venkateswara Veterinary University, Tirupati

It's my priority to encourage and establish inter-institutional linkages and MOUs with the reputed National and International institutes for exchange of students and faculty and thus improving the University Rankings. It's my prime concern that the faculty will be motivated and encouraged for attracting multidisciplinary extramural projects from different funding agencies like DBT, DST, UGC and ICAR to reduce the huge financial burden on the University which is mostly funded by State Government of Andhra Pradesh. Revolving fund scheme for livestock products/processes and Income Generation Schemes with value addition of animal products have been successfully implemented at College of Dairy Technology And on similar lines schemes will be extended across all the faculties i.e. Fisheries and Veterinary Sciences towards the long term goal of self sufficiency. Starting of new departments in emerging sciences like Nanotechnology and strengthening of animal disease monitoring, surveillance and forecasting; immunodiagnostics and development of vaccines for viral diseases of animals shall be focused.

It's my appeal to all the faculties that let all of us aim at bringing a paradigm shift in academics by making the students "Job giver" rather than "Job seekers" by focusing on relevant entrepreneurial skills especially in disciplines of dairy processing and aqua culture. Veterinary University is lagging behind in providing startup training to graduates through Agri-Clinics in Veterinary Sciences, Forestry, Dairy, Poultry farming and fisheries etc. Focus will be given for completing the trainings and help to apply for special startup loans for venture for their empowerment. Extension outreach in the University will be strengthened and will be taken care by generating human resources to assist at the field level through creation of extension literature, information kiosks and technical assistance for animal health measures. University's outreach programme "Meekosam Mee Sevalo" with the theme "Rythu Sikshana Patham Pasu Vaidya Vidyalayam" which was initiated during the recent past will be extended throughout the state in close cooperation with Animal Husbandry department. I seek the co-operation of all officers, teachers, non-teaching staff, outsourcing employees and students in realizing my goals for betterment of the University. Further, I would like to compliment and congratulate all the faculty, staff and students for their collective efforts for the achievements of the University.

Dr. V. Padmanabha Reddy
Vice-Chancellor

**APPOINTMENT OF NEW
VICE-CHANCELLOR TO
SRI VENKATESWARA VETERINARY
UNIVERSITY**

Professor Velugoti Padmanabha Reddy has been appointed as 4th Vice-Chancellor of Sri Venkateswara Veterinary University on 3rd August 2020. Government of Andhra Pradesh has issued GO MS. NO. 26 Dated 03.08.2020 to that effect. Professor V. Padmanabha Reddy has retired in the cadre of Dean, Faculty of Dairy Science in the same University on 30th June' 2020. He previously worked as Associate Dean at College of Dairy Technology, Tirupati. He studied B.V.Sc. from the College of Veterinary Science, Tirupati and M.V.Sc. from College of Veterinary Science, Rajendranagar, Hyderabad. Later he did his Ph.D from Madras Veterinary College and completed Post Doctoral Research from NEBRASKA, USA. In total, he had 35 years of teaching and research experience in the fields of Veterinary and Dairy Science.

He had received more than 50 meritorious awards, many of them are noteworthy. Sri Neelakantapuram Sreerama Reddy Gold Medal for Best Veterinary Scientist (2014) by SVVU, Award of Fellow of Indian Dairy Association (2016), Award of Fellow of Association of Public Health Veterinarians (2014), Award of Fellow of National Academy of Dairy Science (2014), Andhra Pradesh State University Meritorious Teacher's Award (2009), Dr. V. Kurein's Award (Gold medal) for the best academic performance during PhD programme at Tamil Nadu Veterinary and Animal Sciences University, Chennai (1992), NAIP, ICAR, New Delhi International Research training grant of Rs. 3 lakhs under NAIP Component-2 project on "A Milk Value Chain for the Unorganized Sector" (2011), Post Doctoral Research Fellowship at University of Nebraska, Lincoln, USA (2007) and Agricultural Human Resource Development Project's FAO visiting fellowship for advanced research training at Pennsylvania University, USA (2000).

He also served as member of many scientific,

industrial and governmental organizations. Some of the memberships include, Member, Board of Management of Karnataka Veterinary, Fishery and Animal Sciences University, Member of Research Advisory Committee for National Dairy Research Institute, Karnal, Member of Expert Panel on Illrd party inspection of dairy plants registered under Milk and Milk Products Order-1992 under Export Inspection Agency- Chennai, Member of Planning Board of Sri Venkateswara Veterinary University, Tirupati, Member of Board of Studies for Food Sciences in Tamil Nadu Veterinary and Animal Sciences University, Member of Board of Studies for Dairy Technology under Faculty of Technology in Osmania University, Member of Board of Studies (Examinations) for Dairy Technology in Sri Venkateswara Veterinary University, Tirupati and Nodal officer for National Knowledge Network for the Sri Venkateswara Veterinary University, Tirupati.

His research contributions include Principal Investigator of NAIP project on "Development of e-Courses for the B.Tech (Dairy Technology) degree programme" which is a joint collaborative project sanctioned by NAIP, ICAR, New Delhi with NDRI, Karnal with an outlay of Rs. 78.77 lakhs, Principal Investigator of NAIP project on "Milk Value Chain" which is a joint collaborative project sanctioned by NAIP, ICAR, New Delhi with TANUVAS, Chennai with an outlay of Rs. 340.65 lakhs and Principal Investigator of NATP Research project entitled "Development of Bio-fortified Functional Dairy Products using Probiotic Cultures" with an outlay of



Appointment of New Vice-Chancellor to SVVU

REVIEW MEETING ON ANIMAL HUSBANDRY ACTIVITIES BY HON'BLE CHIEF MINISTER OF ANDHRA PRADESH

A Review meeting on various Animal Husbandry activities was chaired by Hon'ble Chief Minister of Andhra Pradesh Shri Y. S. Jagan Mohan Reddy garu on 27th August' 2020 at CM camp office, Thadepalli, Guntur.

The Hon'ble Vice-Chancellor of SVVU, Dr. V. Padmanabha Reddy, Dean, faculty of Veterinary Science, Dr. T. S. Chandra Sekhar Rao and Dean, faculty of Fishery Science, Dr. T. V. Ramana attended the review meeting. Hon'ble Chief Minister instructed the university to provide support in the activities of Animal Husbandry, Dairy and fisheries for strengthening of Rythu Bharosa kendras.



A research project of worth Rs. 69.36 crores was sanctioned by Hon'ble Chief Minister under "Mission Punganur Research Project" by utilizing OPU-IVN-IVF technology over a period of five years to be established at Andhra Pradesh Centre for Advanced Research on Livestock Limited (APCARL), Pulivendula, Kadapa District in collaboration with SVVU. The objectives of the project are Conservation and propagation of Punganur cattle breed, rapid multiplication of superior female stock through in-vivo and iv-vitro embryo production and increasing the population of superior Punganur cows.

MEETING WITH HON'BLE GOVERNOR AND CHANCELLOR OF THE UNIVERSITY

Vice-Chancellor, SVVU Dr. V. Padmanabha Reddy met the Hon'ble Governor of Andhra Pradesh and Chancellor of the University Sri. Biswabhusan Harichandan on 21st August 2020. The Vice chancellor explained the Hon'ble Governor regarding the activities of university in the areas of academics, research and extension pertaining to Animal Husbandry, Dairy, Fishery and poultry sector. Hon'ble Governor emphasized on the better role of university in strengthening farmer centric approaches through Rythu Bharosa kendras.



Meeting With Hon'ble Governor And Chancellor of The University

SVVU GETS TWO FOREIGN COLLABORATION RESEARCH PROJECTS

SVVU has secured two collaboration research projects under principal investigatorship of Dr. T. Srinivas Rao, Associate Professor & Head, Department of Veterinary Public Health, NTR CVSc, Gannavaram.

The first project is on 'Modelling Exposure to Biological Hazards in the dairy chains of Andhra Pradesh to inform food safety Policy' involving collaboration of SVVU, Tirupati, Royal Veterinary College at London and GADVASU, Ludhiana. The project is funded by Bill and Melinda Gates foundation and UK's Department for International Development with a financial outlay of Rs. 1.80 crore

for a period of 3 years. The project addresses the problems of lack of good data on microbiological hazards in the dairy chain of Andhra Pradesh, limited adoption of good farming practices, milk hygiene practices and the need for effective, realistic, sustainable and equitable milk quality policies.



Meeting on Two Foreign Collaboration Research Projects

The second project is lab on wheels emphasizing an innovative point of 'care test to diagnose Chlamydiales in an one health setting', in collaboration with Society for Health Allied Research and Education India (SHARE, India), Hyderabad, SHUATS, Allahabad and Biospark Q (NL), Tuba Scan (NL) and Ghent University Belgium. The project is funded by DBT, India and Netherlands enterprise agency. The financial outlay of the project is Rs. 1.0786 crore and duration is 3 years. The study aims for detection of Chlamydiales in poultry samples, poultry farm workers and workers working in poultry processing plants by mass spectrometry and in comparison with droplet digital PCR to get data regarding the prevalence of Chlamydia in poultry.

SRI VENKATESWARA VETERINARY UNIVERSITY BAGS DBT PROJECT

Department of Bio-technology, Government of India, New Delhi sanctioned a project entitled "Augmentation of rural economy through backyard poultry farming and value addition of milk, meat and eggs in YSR Kadapa district of Andhra Pradesh" for a period of 2 years at a total cost of Rs. 19.3 lakhs. The project will be implemented at College of Veterinary Science, Proddatur.

This project was proposed and submitted by the former Director of Extension, SVVU, Tirupati Dr. D. Sreenivasulu as principal investigator and Dr. E. Tirupathi Reddy, Assistant professor, Department of Poultry Science, Dr. Y. Kotilinga Reddy, Professor & University Head, Department of Dairy technology and Dr. R. S. Gupta, Assistant Professor, Livestock Products Technology as co-principal investigators. Under this project, beneficiaries will be selected by involving Non Government Organizations (NGO) & Self Help Groups (SHG) in the YSR Kadapa district along with the assistance from Department of Animal Husbandry. Beneficiaries will be supplied with improved chicken strains like Rajasri and also trainings will be imparted to the progressive beneficiaries on value addition of milk, meat and eggs.

VANARAJA CHICKS DISTRIBUTION BY THE DEPARTMENT OF POULTRY SCIENCE, CVSc, TIRUPATI

A total of 270 vanaraja birds aged of 8 weeks were distributed to 27 farmers belonging to the SC & ST Community @ 10 birds to each beneficiary, free of cost, along with 5kgs of feed from 26th to 28th August' 2020 at the Department of Poultry Science, CVSc, Tirupati.

So far, under the Poultry Seed Project, a total of 699 Vanaraja chicks were supplied to 15 farmers in addition to 1200 fertile eggs of vanaraja to the needy farmers.



Vanaraja Chicks Distribution By
Associate Dean Dr. K. Nalini Kumari &
Dr. Shakila, Department of Poultry Science, CVSc, Tirupati

NEW ASSOCIATE DEAN TO COLLEGE OF VETERINARY SCIENCE, GARIVIDI

Prof. V. Chengalvarayulu, Professor & University Head, Department of Veterinary Parasitology, Tirupati is appointed as Associate Dean, CVSc, Garividi. On this occasion Hon'ble Vice-Chancellor, Dr. V. Padmanabha Reddy, Dr. K. Sarjan Rao, Dean of Student Affairs, Dr. J. V. Ramana, Controller of Examinations and Dr. B. Rambabu Naik, Professor & Head, Department of Physiology felicitated the designated Associate Dean, CVSc, Garividi and wished him all the success in his future endeavours.



Prof. V. Chengalvarayulu is appointed as Associate Dean, CVSc, Garividi.

INAUGURATION OF INFRASTRUCTURE AT LRS, SIDDARAMPURAM

Inauguration of Entrance arch and road leading to the research station (Rs: 114.00 Lakhs), farmers cum student hostel (Rs: 136.00 Lakhs) and New office building (Rs: 146.00 Lakhs) at Livestock Research Station, Siddarampuram, Anantapuramu district was done on 10.09.2020. Hon'ble Minister for Roads and Buildings, Government of Andhra Pradesh, Sri. M.Sankaranarayana garu, Sri Tarlari Rangaiah garu, Hon'ble member of Parliament and Hon'ble Vice Chancellor, S.V Veterinary University Dr.V. Padmanabha Reddy and Dr.T.V. Ramana, Director of Research, SVVU participated in the function. Dr.H. Srinivas Naik, Scientist & Head of the station explained the activities of the station to the guests of honour.



Inauguration of Infrastructure At LRS, Siddarampuram

In this connection a plantation programme was also carried out in front of office building under NREGS block plantation programme. Hon'ble Vice Chancellor, SVVU, Tirupathi has planted few saplings of shady trees to mark the inaugural programme.

RASHTRIYA POSHAN MAAH AT KVK, LAM, GUNTUR

On the eve of 'Rashtriya Poshan Maah', Krishi Vigyan Kendra (KVK) Lam Guntur has organized a training programme for Anganwadi teachers at KVK on 17th September' 2020 . Smt. Mekathoti Sucharita, Hon'ble Home Minister, Government of Andhra Pradesh graced the function as Chief Guest. Project Director ICDS Guntur, Smt.Manoranjani, RDO Sri. Bhaskar reddy were the important guests. Dr. M. Yugandhar Kumar, Senior Scientist & Head, KVK and Dr. M. Deepa, Scientist (Home Science) have participated in the meeting.



Hon'ble Home Minister Smt. Mekathoti Sucharita Participated in Rashtriya Poshan Maah At KVK, LAM, Guntur

Training and Hands on skills on value addition of milk, kitchen gardening and growing of biofortified varieties were imparted to the participants. Hon'ble Home Minister also planted a tree at KVK premises to start a plantation drive and also visited kitchen garden and distributed vegetable seed kits and after planting material to the participants. The Hon' ble minister appreciated the staff of KVK in taking up such important training programmes to improve nutritional status of rural folk.

HAND WASH AWARENESS CAMPAIGN AT KVK, LAM, GUNTUR

KVK has organized a mass awareness campaign on hand wash on 21st September' 2020. District collector Sri. I. Samuel Ananda Kumar garu and other district officials participated in the function organized by KVK. A large gathering of school children along with their parents participated in the awareness programme.



Hand Wash Awareness Campaign At KVK, LAM, Guntur

UNIVERSITY FORMATION DAY

University formation day was remembered on 15th July' 2020 at University Administrative Building. Sri Venkateswara Veterinary University was established in the year 2005 vide Act No 18 of 2005 of the Government of Andhra Pradesh and started functioning from 15-07-2005. The University was recognized under section 2 (f) of the UGC act, 1956. On this occasion Dr. K. Sarjan Rao, Dean of Student Affairs, teaching, non-teaching and outsourcing employees of the university participated in the celebrations and remembered the sequence of events led to the formation of prestigious University.



Celebration of University formation day

INDEPENDENCE DAY CELEBRATED AT SRI VENKATESWARA VETERINARY UNIVERSITY, TIRUPATI

74th Independence Day was celebrated on 15th August in the premises of SVVU Administrative building, CVSc, Tirupati, Dairy Technology College, Tirupati and also at NTR CVSc, Gannavaram, CVSc, Proddatur, CFSc, Muthukur and other institutes of SVVU. Teaching, Non-teaching staff and out sourcing staff paid rich tributes and remembered all freedom fighters who had fought for independence of India and emphasized the highlights of Hon'ble Prime Minister's address from Red Fort to the Nation. Hon'ble Vice-Chancellor, Dr. V. Padmanabha Reddy unfurled the National Flag and spoke on the occasion and briefed the gathering about the achievements made by the university. He appealed to the teachers, staff and students to focus on teaching, research and extension and co-curricular activities and concentrate on overall development of the university.



Independence Day Celebrated At SVVU

21st ACADEMIC COUNCIL MEETING OF SVVU

The 21st Academic Council meeting of SVVU was held at Administrative Building, SVVU, Tirupati on 8th September' 2020. The Hon'ble Vice- Chancellor, Dr. V. Padmanabha Reddy chaired the meeting while Dr. D. Srinivasa Rao, Registrar, Dr. T. S. Chandra Sekhara Rao, Dean, Faculty of Veterinary Science, Dr. T. V. Ramana, Dean, Faculty of Fishery Science, Dr. K. Sarjan Rao, Dean of Student Affairs and Dr. J. V. Ramana, Controller of Examinations attended the meeting. Other members of Academic Council have attended the meeting virtually through Zoom App.



21st Academic Council Meeting of SVVU

The important agenda for discussion at the 21st Academic Council meet include approval of new PG regulation for the faculties of Veterinary, Fishery and Dairy Technology. The Academic Council also discussed the guidelines for Career Advancement Scheme as well as Direct recruitment of faculty under UGC regulations 2016 scheme. In a big relief to the students, the University decided not to hike the existing fee structure during this Academic year due to Covid-19 pandemic.

The Academic Council also took a decision to provide 25% quota seats to ICAR students in different departments of university. The Alumni of College of Dairy Technology, SVVU have donated Rs. 15 lakhs towards 3 gold medals for students of Dairy Technology course to be awarded at the convocation on every year. On behalf of the alumni, Dr. K. Nageswar Rao, Associate Dean, CDT, handed

over the Demand Draft to Dr. V. Padmanabha Reddy, Hon'ble Vice-Chancellor, SVVU towards the endowment deposit for the institution of gold medals (Rs. 5 Lakhs each) to be awarded at university convocation every year.



Alumni of College of Dairy Technology have donated Rs. 15 lakhs towards 3 gold medals for students

69th BOARD MEETING OF SRI VENKATESWARA VETERINARY UNIVERSITY

69th Board meeting of Sri Venkateswara Veterinary University, Tirupati was held on 18th September' 2020 and Hon'ble Vice-Chancellor Dr. V. Padmanabha Reddy garu chaired the meeting and other members of Board of Management attended the meeting through zoom. The Board of SVVU discussed and approved the budget for the year 2020-21, filling of vacant university officer posts and promotion of eligible faculty members through Career Advancement Scheme (CAS). New Post graduate regulations pertaining to Veterinary, fishery sciences and dairy technology were also approved. Guidelines for recruitment of teaching faculty through direct recruitment as well as promotion guidelines under CAS as per UGC regulations 2016 were also approved. A health scheme for employees of SVVU was approved by the board. Starting of a Animal Husbandry Polytechnic at Peapally, Kurnool got approval from the board.

**Dr. Y.S. RAJASEKHAR REDDY GARU,
EX CHIEF MINISTER OF
ANDHRA PRADESH REMEMBERED**

The University officers led by Hon'ble Vice-Chancellor Dr. V. Padmanabha Reddy and University officers, teaching, non-teaching and out sourcing staff of SVVU, Tirupati paid rich tributes to late Dr. Y.S. Rajasekhara Reddy on his 11th death anniversary at Administrative Building, SVVU, Tirupati. Those who spoke recollected the contributions and other popular welfare measures brought about by the late Chief Minister to the people of Andhara Pradesh of SVVU. As a token of respect to late Dr. Y. S. Rajasekhara Reddy garu the University officers and staff donated one adjustable patient bed to Padmavathi Covid-19 health centre, Tirupati. Hon'ble MLA Sri. Chevi Reddy Bhaskar Reddy garu participated in the event.



University officers and staff donated one adjustable patient bed to Padmavathi Covid-19 health centre on the 11th death anniversary of Dr. Y.S. Rajasekhara Reddy

**APPOINTMENT OF NEW UNIVERSITY
OFFICERS ON TEMPORARY
ARRANGEMENTS.**

The following officers have been nominated as university officers on temporary basis due to retirements and completion of tenure for the smooth functioning of the university.

Dr. P. Eswara Prasad,
Professor & University Head Dept. of
Veterinary Bio Chemistry, College of
Veterinary Science, Tirupati has been
nominated as Director of Reaserch.



Dr. Y. Kotilinga Reddy,
Professor & University Head Dept. of
Dairy Technology, College of Dairy
Technology, Tirupati has been
nominated as Dean of Dairy Science.

Dr. T. Madhava Rao, Professor
& University Head Dept. of
Veterinary Public Health, College of
Veterinary Science, Tirupati has been
nominated as Registrar.



Dr. K. Nalini Kumari,
Associate Dean, College of Veterinary
Science, Tirupati has been nominated
as Director of Extension.

Dr. O. Sudhakar, Professor &
University Head Dept. of
Aquaculture, College of Fisheries
Science, Muthukur has been
nominated as Dean of Fisheries
Science.



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