

Flyer release: On 13-03-2025 flyer and phamplets are released by the Principla and Dept Heads along with the faculty members.



ABOUT RAJAMAHENDRAVARAM:

Rajamahendravaram is a big and renowned historic city in East Godavari District, Andhra Pradesh. It is located on the banks of the river Godavari. The ISKCON temple being the latest addition. The first Telugu epic poet Adikavi Nannaya rose from this place. Asia's Second largest road-cum-rail bridge is constructed across the river Godavari. The famous Sir Arthur Cotton Barrage is located very close to the Rajamahendravaram city.



ABOUT THE COLLEGE:

Government College (A), Rajamahendravaram was established in 1953. It is one of the three Graded College's Established by East India Company viz., Madras Presidency, Government Arts College Kumbakonam and Government Arts College at Rajamahendravaram, Andhra Pradesh. The College is reaccredited with 'A+' Grade (CGPA 3.38/4.00) in the year 2020 under RAF 2017 by NAAC. The College acquired with Potential for Excellence (PPE) status in 2016. At present the college offers 41 UG and 14 PG Programmes and Research programmes. The college caters to the education needs of nearly 7,000 students with various groups and combinations of UG & PG and Research level students. The college has proven from strength to strength over the past 171 years and marching forging ahead as a global educational institution.

ABOUT THE DEPARTMENT OF COMMERCE AND MANAGEMENT:

The Department of Commerce is offering B.Com (EM) and B.Com (TM) courses from 1930. In addition to this, B.Com (Computers) vocational Course was introduced during the academic year 2007-08. Since 1987, the Department is offering Post Graduation (M.Com) course in Commerce, B.Com Computers (TM) and B.Com (Banking, Insurance and Financial Services) were introduced in the academic year 2017-18. The Department started BBA (Bachelor of Business Administration) programme from the year 2018-19 and B.Com (Accounting & Taxation) Honors, BBA (Logistics) from the academic year 2019-20 and BBA (Retail Operations) from the academic year 2022-23. From this academic year BBA (Event Management) and B.Com (BFSI) AEDP are introduced. The department is served by 29 faculty members with 6 Doctorates, 16 members qualified in NET/SLET. The faculty members have to their credit 4 Patents, 35 books and also more than 89 published research articles in various referred national and international journals. The Department of Commerce organized many national and international seminars and workshops and is continuously striving in developing intellectual capital of the faculty and students.

ABOUT THE DEPARTMENT OF MICROBIOLOGY

Microbiology was introduced in this college in the academic year 1998-99. It was started under the restructured course with the combination of M.L.T and Chemistry at Under Graduate level, later adopted to Microbiology with the combination of Zoology & Chemistry (M.Z.C). A new job oriented restructured programme (F) M.Z.C, has introduced in the year 2017-2018 for fulfilling local needs & skill demand. From the AY 2023-24 as per NEP, the department has introduced single major system and is now offering Microbiology Honours. As of now the Department is offering 2 UG programmes: B.Sc M.Z.C and B.Sc M.Z.C: FOOD and one single major- Microbiology Honours. The department conducting One Certificate Course Each Year on Food processing and safety. The intake of the students is 30 students for each programme (B.Sc M.Z.C and B.Sc M.Z.C: FOOD) and 60 for Microbiology Honours. The Department is giving importance to the student-centric programs like guest lectures, study trips, field visits, open school programmes, participating in Hi-Glow and also a start-up based on production of Milky Mushrooms give the experience of earn while learn. Every year more than 70% of the outgoing students are pursuing Higher education in various universities.

ABOUT CONSUMER CLUB

Consumer club (CJA/RJ) is a group of faculty and students that educates students and public about consumer rights and responsibilities. The club's objectives include raising awareness and instilling a sense of consumer protection.

The Purpose of Consumer club is to teach students about consumer rights as outlined in the Consumer Protection Act of 2019, to help students understand the fundamental rights of all consumers, to teach students their duties as good citizens and to share information about consumer rights with other students and community members.

Activities of Consumer club include organizing guest lectures from experts in the legal, academic, and social sectors. Spreading awareness about consumer rights and instilling a spirit of consumer protection in young people.

ABOUT THE WORKSHOP

Food safety refers to handling, preparing, and storing food in ways that prevent foodborne illnesses. It involves proper hygiene, cooking, and storage techniques to ensure food remains safe for consumption. The key aspects of food safety include Food Contamination Prevention, Safe Food Handling Practices, and Foodborne Illness Prevention. Consumer awareness in food safety involves understanding food labels, rights, and responsibilities when purchasing and consuming food. By understanding food safety principles and consumer rights, individuals can make informed choices that protect their health and ensure the integrity of the food supply. Food safety and consumer awareness are critical aspects of public health, ensuring that food is safe for consumption and that consumers are informed about their rights and responsibilities. Proper food safety practices prevent foodborne illnesses, while consumer awareness helps individuals make informed decisions about the food they purchase and consume. The National Workshop on Food Safety and Consumer Awareness is a significant initiative aimed at enhancing public knowledge and industry practices related to food safety. This workshop brings together food safety experts, policymakers, industry professionals, and consumers to discuss key issues, best practices, and regulatory frameworks that ensure the safety and quality of food products. With rising concerns over foodborne illnesses, contamination, and misleading product information, this workshop serves as a platform to educate participants on safe food handling, hygiene standards, and consumer rights. Through interactive sessions, demonstrations, and expert discussions, attendees will gain valuable insights into making informed food choices and promoting safe food practices in households and businesses. By fostering greater awareness and collaboration, this workshop contributes to a healthier and more informed society, ensuring food safety remains a top priority for all stakeholders.

OBJECTIVES OF THE WORKSHOP

1. Enhancing Public Awareness
2. Strengthening Food Safety Practices
3. Food adulteration and common adulterants.
4. Empowering Consumers with Knowledge and Rights
5. Encouraging Industry Best Practices
6. Fostering Multi-Sector Collaboration



ADVISORY BOARD

Dr. A. Rajeswari,	Academic Co-ordinator
Dr. A.A Annapurna,	IQAC Co-ordinator
Dr. R. Balayya,	HoD, Economics Department
Dr.B.Anjani Kumari,	HoD, History Department
Dr. P. Babjee,	HoD, Political Science Department
Dr. D. Sallaja,	HoD, Zoology Department
Dr. A. Srinivasa Rao,	HoD, Botany Department
Smt. M. Sri Lakshmi,	HoD, English Department
Dr.P.A Satyanarayana,	HoD, Telugu Department
Dr. S. Priskilla,	HoD, Sanskrit Department
Smt. Sk. Jareena,	HoD, Hindi Department
Dr.M. R. Goutham,	HoD, Geology Department
Smt. Ch.Komala Lakshmi,	HoD, Physics Department
Sri. T. Srinivasa Rao,	HoD, Chemistry Department
Sri. G. Chandra Sekhar,	HoD, Mathematics Department
Dr. N. Madhavi,	HoD, Statistics Department
Dr. B. Nageswari,	HoD, Bio-technology Department
Dr. D. Suneel kumar,	HoD, Computer science Department
Dr. P. Shanmukha Rao,	Incharge, Library
Sri P. Balayya,	HoD Geography Department
Dr. Sita Mahalakshmi Kasturi	HoD Social Work & Philosophy Department

RESOURCE PERSONS



Dr. J. Sreenivasa Rao
Scientist - "E" / Asst Director,
Food Chemistry and Nutrient Analysis



Dr. J. Chandra Prasad
Visiting Faculty & Research Consultant
Institute of Financial Management, Chennai



CHIEF GUEST:
Dr. S. Sobha Rani
Honourable RJCE, Zone-II

GUEST OF HONOUR:
Prof.G. Sudhakar
Registrar, AKNU, Rajamahendravaram.

On the Day of Event: 20-03-2025

Registration:



Convenor's Remarks:

One day National Workshop on Food Safety and Consumer Awareness

Respected, Principal and President of the day **Dr.Ramachandra R.K.**, Vice-Principal, **Dr.DVNS Murthy**, Chief Guest **Dr.S.Sobha Rani**, RJDCE Zone II, Guest of honour **Prof.N.Udhaya bhaskar**, HoD DCMS., AKNU, special Guest **Sri JVS Prasad**, President, District Consumer Commission, E.G.Dt. to all the **Dignitaries** on the Dias and off the Dias, **Delegates** and my dear **students**. Very warm welcome and good morning to one and all. I deem it to be my honor to present the overview of the one day National Workshop.

Overview of National Workshop

Title: Food Safety and Consumer Awareness

The **National Workshop on Food Safety and Consumer Awareness** is a significant initiative aimed at enhancing public knowledge and industry practices related to food safety. This workshop brings together food safety experts, policymakers, industry professionals, and consumers to discuss key issues, best practices, and regulatory frameworks that ensure the safety and quality of food products.

With rising concerns over foodborne illnesses, contamination, and misleading product information, this workshop serves as a platform to educate participants on safe food handling, hygiene standards, and consumer rights. Through interactive sessions, demonstrations, and expert discussions, attendees will gain valuable insights into making informed food choices and promoting safer food practices in households and businesses.

By fostering greater awareness and collaboration, this workshop contributes to a healthier and more informed society; ensuring food safety remains a top priority for all stakeholders.

Objectives and expected outcomes of the Workshop

The objectives of workshop:

1. Enhancing Public Awareness
2. Strengthening Food Safety Practices
3. Food adulteration and common adulterants.
4. Empowering Consumers with Knowledge and Rights
5. Encouraging Industry Best Practices
6. Fostering Multi-Sector Collaboration

The outcome of workshop:

- i. Enhanced Public Awareness
- ii. Understand the importance of Food Safety Practices
- iii. Knowledge to take precautions on Food adulteration and common adulterants
- iv. Empower Consumers with Knowledge and Rights
- v. Encouragement for Industry Best Practices
- vi. Multi-Sector Collaboration

This college with its overwhelming student strength of 6000 plus and with almost 1/4th Commerce and Management students is the right place, right time, and right age, to create **Consumer Awareness on Food Safety**.

Resource Persons from academics, Industry and Intellectual Experts rendering their might in promoting **Food Safety and Consumer Awareness** have given their consent to occupy the seminar dias to create awareness, motivate and guide you on **Food Safety and Consumer Rights**. The one day schedule includes 4 sessions including inauguration and valedictory. The sessions commence from 10 am to 5 pm.

SESSION WISE BREAK UP

10.00 to 10.50 - Inaugural Session			
10.50 to 11.00 - Tea and Snacks Break			
Session	Time	Name of the Resource Person	Topic
Session -1	11.00 – 1.00	Dr.J.Sreenivasa Rao Scientist – F & Head, Food Chemistry and Nutrient Analysis, NIN, Hyderabad. Telangana.	Food Safety and Malnutrition Sustainability- Future Perspectives
LUNCH BREAK 1.00 to 2.00			
Session	Time	Name of the Resource Person	Topic
Session - 2	2.00 – 4.00	Dr.J.Chandra Prasad Research Consultant, Tanuku, WGDt. Andhra Pradesh	Food Safety- the challenging intricacies and role dimensions of players
4.00 to 4.10 - Tea and Snacks Break			
4.10 to 4.25 - Feedback from Participants			
4.25 to 5.00 – Valedictory Session			

Looking forward to healthy and outcome-based deliberations, enlightening and awakening our young aspirant Managers.

Convener: Dr.P.V.V.Satyanarayana, Incharge- Dept of Commerce

Co-Convenor: Dr.T.Sujatha, lecturer in Microbiology

Coordinators: Dr.A.A.Annapurna, Lecturer in Commerce,

Smt.T.Sony Incharge-Dept of Microbiology

Organising secretary:H.S.N.V.S.Pavan kumar, Lecturer in Commerce.

Programmesheet

National Workshop on Food Safety and Consumer Awareness

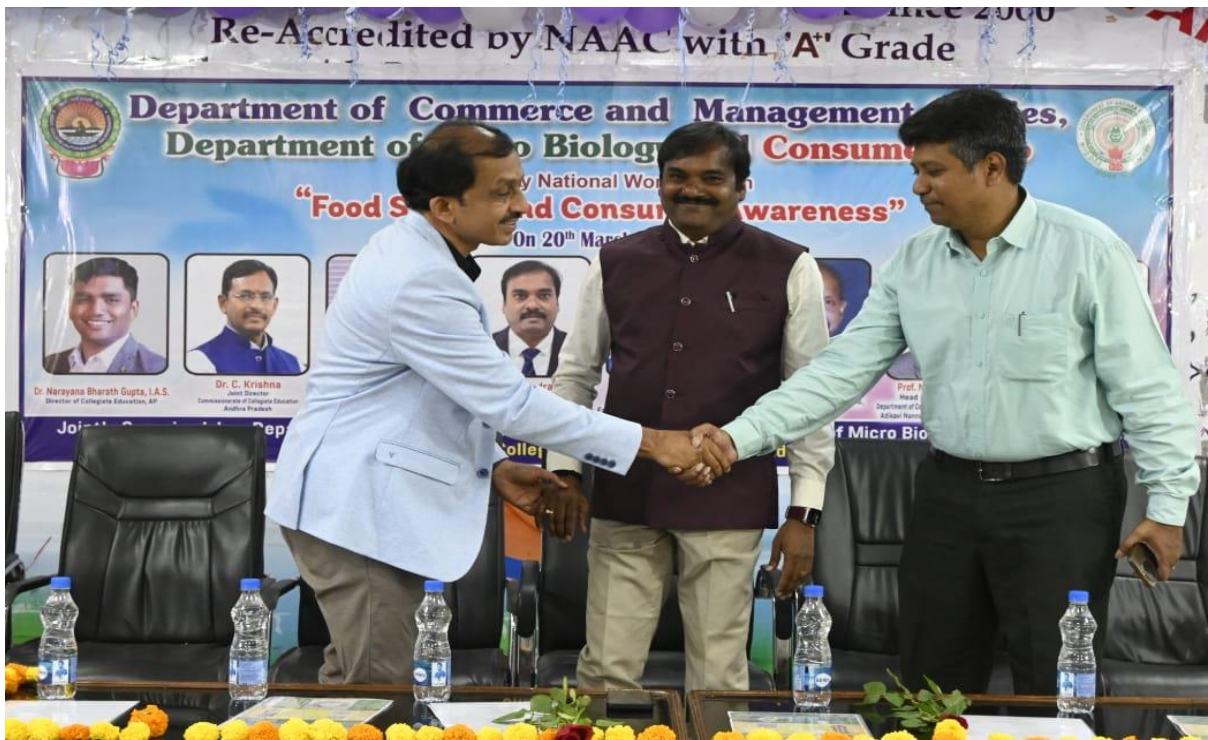
Timings	Session	Name of the resource person	Topic
10.00 to 11.30	Inaugural Session Opening Remarks	Dr. Ramachandra R.K Principala, Government College (A), RJY	Chairperson of the Event
		Prof. Uday Bhaskar Bos Chairperson, Commerce department, Adikavi nannaya University	Guest of honour
		Dr.S.Shoba Rani, RJDCE, II zone	Special Guest of honour
		Mr.Samuel Raju, Ligal metrology Department	Invited guest
		Mr.Rukkaiah, District Food Inspector	Invited guest
		Dr.J.Srinivasa Rao, .Scientist-F, Head Department of Food Chemistry, National Institution of Nutrition, Hyd.	Resource person-I
		Dr.J.Chandra prasad, Research consultant	Resource person-II
		Mr.J.Anantha Rao, District Consumer protection Council member.	Invited guest
11.30-11.45		-----Tea and Snacks Break-----	
11.45 to 1.30	Technical session by resource person	Dr.J.Srinivasa Rao, .Scientist-F, Head Department of Food Chemistry, National Institution of Nutrition, Hyd.	Food Safety and Malnutrition Sustainability- Future Perspectives
1.30 to 2.30	-----Lunch Break-----		
2.30 to 3.30	Technical session by resource person	Dr.J.Chandra prasad, Research consultant	Food Safety- the challenging intricacies and role dimensions of players
	Paralell session for the poster presentations and Demonstrations on food adultrations	Students of II B.Sc Microbiolgy	Food adultrations, prevention and detection methods
3.30-3.45	-----Tea Break-----		
3.45- 4.00	***** Validictory*****		
	Closing session & Feed back	R.Naganjaneyulu, DFO, District sivil supplies Officer	
4.00-5.00		Principala and other invited guests	Presenting certificates, Memontoes to the winners.

Inaugural session:

Lighting the lamp



Inviting on to the Diace



Opening Remarks by the Chairperson Dr.Ramachandra R K, Principal



Introduction about Department of Microbiology by Smt. T.Sony, Incharge – Department of Microbiology and Coordinator



Convener's Report by Dr.T.Sujatha, CoConvener



Speech by Prof.Uday Bhaskar, Guest of Honour



Speech by Mr.Samuel Raju, Legal metrology Department



Oral presentations:

Session-1:Dr.J.Srinivas, Scientist-F; Head dept of Food chemistry, NIN-HYD.





Session-II:

Dr. J.Chandra prasad, Sr.Research consultant

Topic: Food Safety- the challenging intricacies and role dimensions of players



Workshop Demos on food adulterations and detection methods





Validictory:



Principal's closing remarks



Message by R.Naganjaneyulu, DFO, District sivil supplies Officer during Validictory





Falicitations to the guests and deligates





Certificate presentations to the winners and participants







News coverage:



GODAVARI

02

TADEPALLIGUDEM

FRIDAY 21.03.2025

National workshop on food safety held at govt college



EXPRESS NEWS SERVICE @ Rajamahendravaram

A one-day national workshop on “Food Safety and Consumer Awareness” was held on Thursday at Government Autonomous College, jointly organised by the Departments of Commerce, Management Studies, Microbiology, and the Consumer Club.

Scientist Dr J Srinivasa Rao spoke on “Food Safety and Nutritional Deficiency Stability – Future Perspectives,” while scientist Dr J Chandra Prasad discussed “Food Safety – Challenges, Issues, and Measures for Stakeholders.” Principal Dr Ramachandra RK highlighted the significance of food safety.

ఈనాడు తూర్పుగోదావరి

శుక్రవారం మార్చి 21, 2025

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ఆహార భద్రతపై కార్యశాల

శ్యామలాసింటర్: రాజమహేంద్రవరం ప్రభుత్వ డిగ్రీ కళాశాలలో వాణిజ్య, నిర్వహణ శాస్త్ర విభాగం, మైక్రోబయాలజీ, వినియోగదారుల క్లబ్ సంయుక్తాధ్వర్యంలో ఆహార భద్రత, వినియోగదారుల అవగాహన అంశంపై జాతీయ కార్యశాల గురువారం జరిగింది. కళాశాల ప్రెస్నిపల్ రామ

చంద్ర ఆర్కే అధ్యక్షతన జరిగిన ఈ కార్యక్రమంలో వక్తలు జె.శ్రీనివాసరావు, చంద్రప్రసాద్ ఆహార భద్రత, పోషకాహార లోపం అనే అంశాలపై విద్యార్థులకు వివరించారు. మైక్రోబయాలజీ విభాగం ఆధ్వర్యంలో ఏర్పాటు చేసిన ఆహార ప్రదర్శనను పలువురు ఆసక్తిగా తిలకించారు. కార్యక్రమంలో ఎ.అన్నపూర్ణ, టి.సోని, పీవీవీ సత్యనారాయణ, టి.సుజాత తదితరులు పాల్గొన్నారు.

సాక్షి తూర్పుగోదావరి

శుక్రవారం | 21 | మార్చి | 2025

ఆహార భద్రతపై జాతీయ అవగాహన సదస్సు



కంటాలచెరువు (రాజమహేంద్రవరం): వాణిజ్య, నిర్వహణ శాస్త్ర విభాగం, మైక్రో బయాలజీ విభాగం, వినియోగదారుల క్లబ్ సంయుక్తాధ్వర్యంలో ఆహార భద్రత-వినియోగదారుల అవగాహన అనే అంశంపై గురువారం స్థానిక ఆర్ట్స్ కళాశాలలో జాతీయ వర్క్ షాప్ నిర్వహించారు. ఆహార రసాయన శాస్త్రం, పోషక విశ్లేషణ శాస్త్రవేత్త డాక్టర్ ఓ.శ్రీనివాసరావు, రీసెర్చ్ కన్సల్టెంట్ డాక్టర్ ఓ.చంద్రప్రసాద్ ఉపన్యాసకులుగా వ్యవహరించారు. ఆహార భద్రత, పోషకాహార లోపం నిలకడ-భవిష్యత్తు దృక్కోణాలు, ఆహార భద్రత-సవాళ్లు, చిక్కులు, కొలతలు అనే అంశాలపై విశదీకరించారు. ఈ సందర్భంగా ఆహార భద్రత ప్రాముఖ్యాన్ని ప్రీస్నిపాల్ డాక్టర్ రామచంద్ర ఆర్కే వివ

రించారు, కో-ఆర్డినేటర్లు డాక్టర్ ఏఎ అన్నపూర్ణ, డాక్టర్ టి.సోనీ వాణిజ్య, నిర్వహణ, మైక్రో బయాలజీ విభాగాల నివేదికలను సమర్పించారు. కన్వీనర్లు డాక్టర్ పీవీవీ సత్యనారాయణ, డాక్టర్ టి.సుజాత వర్క్ షాపు గురించి వివరించారు. అలాగే ఆహార కల్తీపై అవగాహన కల్పించేందుకు మైక్రో బయాలజీ విభాగం ఫుడ్ ఎగ్జిబిషన్ ఏర్పాటు చేశారు. ఈ కార్యక్రమానికి గౌరవ అతిథిగా ఆచార్య ఎన్.ఉదయభాస్కర్, ఇతర అతిథులు వి.రుక్కయ్య, శామ్మూల్ రాజు తమ సందేశాలు అందించారు. ఈ కార్యక్రమానికి ఆర్గనైజింగ్ సెక్రటరీగా పవన్ కుమార్ వ్యవహరించగా, వాణిజ్య, నిర్వహణ శాస్త్ర, మైక్రో బయాలజీ అధ్యాపకులు, ఇతర శాఖల అధ్యాపకులు, విద్యార్థి వేత్తలు, పరిశోధన పండితులు, పరిశ్రమల వారు, విద్యార్థులు పాల్గొన్నారు.