



**SRI CHINTALAPATI VARA PRASADA MURTHY RAJU**  
**GOVERNMENT DEGREE COLLEGE**

GANAPAVARAM-534 198

ESTD. 1972 • AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY • ACCREDITED NAAC 'B'



## INCUBATION CENTER

### Proposal for College E-Magazine

08.05.2022

In the Incubation Center meeting held on 25.04.2022 in the department of Telugu, a few students came out with a concept of a college e-magazine in the regional language. The faculty in the meeting appreciated the students immediately. The objectives of the e-magazine and its uses were discussed at length in the meeting; and later, it was decided in the meeting held on 07.05.2022 to submit a proposal to the Principal.

It was further discussed that the magazine may be launched in association with another Govt. Degree College. So, the faculty approached the department of Telugu, DRG Govt. Degree College, Tadepalligudem; They expressed their willingness for this collaborative activity. Hence, the Incubation Center of the college proposed to launch an e-magazine in association with the department of Telugu, DRG GDC, Tadepalligudem from June/July 2022.

Magazines are a powerful medium of learning, reading & advertising. Usually the Magazines are published monthly or quarterly or bi-annually or annually. They contain articles and news of current issues. They had a longer life than newspapers. They are read at leisure hours.

#### Objectives of E-Magazine


- ❖ To increase the readability amongst the students and faculty
- ❖ To improve the writing skills of students
- ❖ To develop research aptitude among students
- ❖ To disseminate publication knowledge like ethics and patents

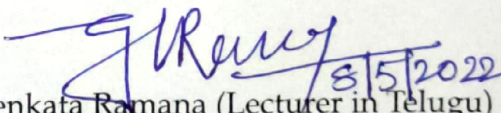
- ❖ To improve communicative, creative and critical skills
- ❖ To circulate easily and fast
- ❖ To reduce financial expenditure
- ❖ To build a bonhomie between the students of the two educational institutions
- ❖ To save time and energy and expected more benefits

The magazine , it is unanimously resolved, is to be named 'THOLAKARI' (the first rain in the rainy season) which aims to capture the sensibility of the glorious Telugu culture and language in its entirety and sensitize the students and readers about the sheer variety of Telugu language and its rich subtleties. With a very interesting and high-involvement content, the magazine would instantly connect to the grassroots as it would rediscover the expressions and phrases across all the Telugu speaking regions and give the nuances of language a focus.

THOLAKARI will have its signature simple language usage and lots of informative articles about its artistic and cultural heritage, short stories and poems. Drawing heavily from Telugu Literature, Folk Songs or Keerthanas (Classical) - the inspirational content put in a universal context finds the finest expression in the purest Telugu language.

Therefore, as the Coordinator of the Incubation Center, SCHVPMR Govt. Degree College, I hereby submit this proposal for the college e-magazine. This is for your kind perusal and permission to start the magazine from June 2022.

  
 PRINCIPAL (F.A.C.)  
 S.CH.V.P.N.B. Govt. Degree College  
 Accredited "B" by NAAC  
 GANAPAVARAM (W.G.Dr.,)

  
 Dr. G. Venkata Ramana (Lecturer in Telugu)  
 Coordinator, Incubation Center  
 SCHVPMR Govt. Degree College