



SRI KRISHNADEVARAYA UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION
ANANTAPURAMU (A.P)-515 003

No. SKU/DDE/UG&PG Admns. Notification/2018-19

Date: 14-08-2019

ADMISSION NOTIFICATION FOR UG and PG COURSES 2019-20
(ACADEMIC SESSION FOR JULY, 2019)

(Recognized by UGC-DEB, New Delhi Vide Lr.No. F.No.1-11/2019 (DEB-I), dated 31.07.2019)

Applications are invited from the eligible candidates for Admission into UG and PG Courses under Open and Distance Learning (ODL) mode for 2019-20 Academic Session beginning July, 2019 as per prescribed norms of UGC-DEB 2017 regulations on or before **29.08.2019**. The admission Application Form and the prospectus are available in the University website: **www.skucde.com**

Sd/-
Registrar

Sd/-
Director



SRI KRISHNADEVARAYA UNIVERSITY
ANANTHAPURAMU - 515 003 (A.P) INDIA

DIRECTORATE OF DISTANCE EDUCATION

(Recognized by the Distance Education Bureau, UGC, New Delhi)

Website: www.skucde.com



**Prospectus for UG and PG Programmes for
Academic Year 2019-2020**

Important Dates:

Commencement of Online Applications : 15-08-2019

Last date for payment of Fee : 29-08-2019

Last date for the receipt of applications along with
necessary documents and fee : 31-08-2019

SRI KRISHNADEVARAYA UNIVERSITY
ANANTHAPURAMU - 515 003 (A.P) INDIA

DIRECTORATE OF DISTANCE EDUCATION

Chancellor

His Excellency

Biswabhusan Harichandan

Governor of Andhra Pradesh

Vice-Chancellor

Sri. A. Babu I.A.S (FAC)

Rector (I/c)

Prof. R. R. Venkata Raju

Registrar (I/c)

Prof. A. Mallikarjuna Reddy

Director

Prof. C.N. Krishna Naik

Advisory Committee

- | | |
|---------------------------------|------------|
| 1. Prof. R. Vijayakrishna Naidu | - Member |
| 2. Prof. K. Raghavendra Rao | - Member |
| 3. Prof. K. Lakshmi Devi | - Member |
| 4. Prof. P. Premchand Babu | - Member |
| 5. Prof. A. Krishna Kumari | - Member |
| 6. Prof. G. Narasimhan | - Member |
| 7. Prof. R. Jeevan Kumar | - Member |
| 8. Prof. S. V. Pulla Reddy | - Member |
| 9. Prof. G. Shobhalatha | - Member |
| 10. Prof. C.N. Krishna Naik | - Convener |

Administrative Staff

- | | | |
|-----------------------|---|------------------|
| Sri. M. V. Siva Reddy | : | Deputy Registrar |
| Sri.J. Chandra Babu | : | Superintendent |

Message from the Vice-Chancellor



Learning has undergone a metamorphosis since the advent of Distance Education. Higher Education now comes knocking the doors of the learner with tremendous amount of flexibility, accessibility and affordability. It has proved to be more inclusive to all those who could not enter the institutions of higher learning due to various reasons.

Today, there is no 'distance' in learning. Affordability and equity are the hallmarks of Distance Education. It has greater potential to take Higher Education crossing traditional barriers and make Education more relevant to the market needs in the era of Globalization and to ensure the creation of Knowledge Society.

A greater caution is to be exercised in expanding the frontiers of Higher Education through Distance Education. Constant revision and updating of course curricula, study material and a well established system of evaluation should be ensured without sacrificing equity, flexibility, affordability and quality. The challenges to Distance Education, in the coming years, have to be visualized and the responses should be carved out in the form of innovation in knowledge dissemination to keep pace with the market needs. In all these, the goal to reach the unreached should be realized in the right earnest. I am happy that the Directorate of Distance Education has drawn meticulous plans to pursue each of these goals. My hearty congratulations to the Directorate of Distance Education of Sri Krishnadevaraya University, Ananthapuramu for the rapid strides it has made over the years and I am quite confident that, it will witness a quantum leap in terms of its quality, accessibility and inclusiveness in the coming years. I wish the Centre for all success in its vision and mission.

I extend a warm welcome to all the students who enrolled in the UG and PG Programmes. I invite you to reap the benefits of Higher Education and make our region affluent in knowledge and skills.

With best wishes.

Sri. A. Babu I.A.S

Vice-Chancellor

Message from the Rector



Dear Student,

It gives me immense pleasure to welcome you to the Distance Learning community. I am aware that you have joined the UG/PG Programme, in spite of the demands on your time. Recognizing the social sacrifices you may have to make to pursue your studies, we pledge that we will put every effort to make your journey with us a rewarding experience, notwithstanding initial hiccups, if any.

In order to help you realizing your goal, we have developed a unique instructional system. This system includes self learning material, continuous feedback and assessment through assignment response. As most of the time during the teaching learning process, we will be at a distance, we have developed learning materials that are self learning in nature. In other words, you should be able to successfully complete the Programme independent of teachers.

Let us journey together and make the experience as rewarding as possibly we can. I wish you all success in your personal and academic endeavors.

Prof. R. R. Venkata Raju
Rector

Message from the Registrar



It is well known fact that Distance Education “is a process to create and provide access to learning when the source of information and the learners are separated by the time and distance, or both.” In other words, distance learning is the process of creating an educational experience of equal qualitative value for the learner to best suit their needs outside the classroom. The present emerging technology is becoming widely used in universities and institutions around the globe mainly focusing towards promoting excellence in Distance Education Courses. With the recent trend of technological advance, distance learning is becoming more recognized for its potential in providing individualized attention and communication with students internationally.

Practically, Distance mode of Education helps to update the knowledge base of professionals at their working places. It always requires special techniques of course design, instructional techniques & methods of communication as well as organizational and administrative arrangements. Getting education through Distance learning is Economical and less time consuming. Distance Education mode paves way for an access to latest technologically-rich environment. Students can determine place and time of class in this Distance mode of Education. Students in the Distance Education are always in the advantage of getting exposed to the latest study material developed in high academic atmosphere.

It gives me immense pleasure to welcome the new students who are going to be enrolled in the newly sanctioned UG and PG programmes being offered by Sri Krishnadevaraya University and efforts made by highest university authorities, Higher Education Team, Govt. of AP, UGC team and official members of SKU-DDE is highly appreciable for continuous pursuance towards drawing attention in strengthening the activities of DDE programmes in S.K.University jurisdiction. Efforts are on to strengthen and streamline DDE through new initiatives and innovative courses that will provide a wider choice for students.

Sincerely, I hope that our SKU DDE team will focus on promoting excellence in academic pursuits of newly initiated programme .

With Warm Wishes.

Prof. A. Mallikarjuna Reddy
Registrar

Message from the Director



MBA., Ph.D.(Mgt), Ph.D.(Soc), FDP(MIIMA),
M.Sc.(Psy), M.S.(Psy&Clg), M.S.(PR),
M.Com., M.Phil., M.A. (Eco),M.A. (Soc),
M.A. (P.Ad), M.A.(Philosophy),M.A. (RD),
M.A.(Hindi) B.L., LL.M.(B.L), L.L.M.(CL&AL),
PGDMM., PGDIRPM., PGDPC., PGDBE.,

Dear Learners,

The Directorate of Distance Education (DDE), Sri Krishnadevaraya University, Ananthapuramu is making a sincere attempt to bridge the educational gap between the rural and urban areas by making educational opportunities easily available to everyone and opening up career options for the less privileged segments of society. The DDE provides to the students the flexibility to undertake an appropriate degree that will help students to realize career aspirations. The DDE thus, is dedicated to excellence in the dissemination of higher education through distance education. DDE being conscious of quality education ensures quality in curriculum design, content and delivery organization- teaching, learning and assessment etc., in all courses.

The prospectus covers all important aspects in detail pertaining to the Eligibility, Admission procedure and Course structure of UG and PG Programmes. You are advised to go through this prospectus carefully and submit the Application form for Admission duly filled-in within the stipulated time.

On behalf of Sri Krishnadevaraya University and on my own behalf, I extend a warm welcome to all the enrolled students of UG and PG Programmes. I wish and hope that students of the DDE would be benefited by reaping the fruits of higher education through this (ODL) distance mode.

With best wishes

Prof. C. N. Krishna Naik
Director

Telephone Numbers for Enquiry:

1.	General Enquiry	08554 – 255725
2.	Admissions	08554 – 255797
3.	Examinations	08554 – 255815
4.	Study Material Section	08554 – 255885
5.	Website	www.skucde.com
6.	e-mail	directorddesku@gmail.com

Mode of Payment for Application Registration Fee:

- (a) The entries in the online application form should be filled carefully by the applicant.
- (b) After filling of the online application, candidates are directed to send the printout of the filled in application along with the *Demand Draft (DD)* of **Andhra Bank/State Bank of India for Rs. 500/- Application cost + Course fee** drawn in favour of the **Director, Directorate of Distance Education, S. K. University, Ananthapuramu** payable only at **S. K. University Branch, Ananthapuram** on or before **28-08-2019**. The candidate should write his/her name, address, course and the purpose for which the payment was made on the reverse side of the Demand Draft. The students may also pay the challans at Andhra Bank, S.K.University Branch, Ananthapuramu
- (c) **Postal orders, Money orders, Mail transfers and Cash payment will not be accepted.**

CONTENTS

	Page Nos
Sri Krishnadevaraya University : A Profile	1
The Directorate of Distance Education	1
Under Graduate Programmes	
1 Under Graduate Programmes Offered	2
2 Eligibility Criteria	2
3 How to Apply	2
4 Course Structure and Fee	4
5 Admission Procedure	5
6 Enrolment number and Identity Card	5
7 Study Material	5
8 Study Centres / Learner Support Centres	5
9 Weekend Contact Classes	6
10 Examination Information	6
11 How to get the Certificates	7
12 General Instructions for the Candidates	8
13 Legal Jurisdiction	9
Post Graduate Programmes	
1 Post Graduate Programmes Offered	9
2 Eligibility Criteria	9
3 Fee Structure	10
4 How to Apply	11
5 Admission Procedure	12
6 Enrolment number and Identity Card	12
7 Study Material	12
8 Assignments	12
9 Personal Contact Programme	13
10 Examination Information	13
11 How to get the Certificates	15
12 General Instructions for the Candidates	16
13 Subject Code and Name	17
List of Learner Support Centres / Study Centres	18

Sri Krishnadevaraya University: A Profile

Sri Krishnadevaraya University began as a Post Graduate Centre of Sri Venkateswara University in 1968. The Post Graduate Centre was given Autonomy in 1976 and was elevated to the status of a University in 1981. Initially, the University functioned as an Unitary University and was conferred the status of an Affiliating University in 1987.

The University College offers 39 Postgraduate and 3 Under graduate courses through 29 departments. The University College of Engineering and Technology offers B.Tech and M.Tech Programmes in four Engineering branches since 2006-07. The University College of Education offers B.Ed. and M.Ed. courses. The University started B.Pharm and M.Pharm courses in the academic year 2008-09.

Sri Krishnadevaraya University has been contributing to the cause of higher education through 57 affiliated degree colleges of which four are meant exclusively for women. The other colleges affiliated to the University include 24 Colleges of Education, one Oriental College, one Law College and 30 affiliated Colleges under the University also offer postgraduate courses in various disciplines.

Sri Krishnadevaraya University has facilities for undertaking study and research through well established library and well equipped laboratories. The students, besides the opportunities for academic advancement, are provided with facilities such as outdoor stadium, playgrounds, gymnasium, E-Class Room, INFLIBNET, Internet and computer networks for their overall personality development. The infrastructure of the University also includes Bhuvana Vijayam Auditorium, Sabari Guest House, Health Centre, Upadyaya Bhavan, NSS Building, Janmabhoomi Canteen and several buildings for teaching departments and residential quarters.

Sri Krishnadevaraya University functions as one of the centers for on-line Counselling of ICET, SVURPGCET, EAMCET, PCET, LAW CET and EdCET candidates for admission to different Universities and affiliated Colleges.

The Directorate of Distance Education

Sri Krishnadevaraya University established the Centre for Distance Education (CDE) in the academic year 2000-01 with the introduction of the Postgraduate courses under distance mode for the benefit of those who cannot pursue education under regular mode. Centre for Distance Education is renamed as Directorate of Distance Education from the Academic Year 2011-12. It aims at providing higher education to large sections of the population, particularly to the disadvantaged sections of the society. The Directorate offers various academic programmes that lead to undergraduate and postgraduate degrees. The undergraduate courses B.A. and B.Com were introduced in the academic year 2005-06. At present the DDE offers B.A, B.Com (Gen), B.Com (Computers), B.Lib.I.Sc. and B.B.A. The Postgraduate courses being offered by the Directorate of Distance Education include M.A in English, Telugu, History, Economics, Political Science, Sociology and Rural Development.

