



VIJAYA INSTITUTE OF PHARMACEUTICAL SCIENCES FOR WOMEN

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Dt:11.10.2024

REPORT

Name of the Programme: Dussehra Celebrations

Name of the Event: Bommala Koluvu

Date of the Event: 09.10.2024

Chief Guest: Dr. K. Padmalatha, Principal, VIPW

Venue: VIPW Campus

Vijaya Institute of Pharmaceutical Sciences for Women celebrated **Dussehra** a major Hindu festival celebrated every year at the end of Durga Puja and Navarathri. Chief guest Dr. K. Padmalatha, Principal, VIPW along with esteemed faculty members, staff and students gathered to celebrate this occasion. On this occasion VIPW conducted **Bommala Koluvu** competition for students which is a traditional South Indian ritual, primarily observed in the states of Andhra Pradesh and Telangana, during the festival of Dussehra. It is a beautiful tradition that highlights the rich cultural heritage of South India, blending spirituality with creativity and social bonding.

Chief guest Dr. K. Padmalatha, Principal, VIPW shared her thoughts on celebrating Dussehra festival where Lord Rama, an avatar of Vishnu, defeats the demon king Ravana after rescuing his wife, Sita and also celebrates the strength and prowess of women, as represented by Goddess Durga and her victory over the demon Mahishasura. She also reminded that it is a time for reflection, renewal, and spiritual cleansing, encouraging students to seek righteousness and dispel negativity from their hearts.

Dr. S. Venkateswara Rao, Vice-Principal, VIPW reminded that Dussehra festival is a powerful symbol of the eternal battle between good and evil, representing the ultimate triumph of good and also encouraged students to overcome negativity and embrace virtues.

Bommala Koluvu, competition was conducted among students on 09.10.2024, with most of the students participating actively. Mrs. A. Bhavana, Associate Professor, VIPW, Mrs.B.

Hemalatha, Associate Professor, VIPW & Mrs. S. Archana, Associate Professor VIPW, were invited as evaluators for the competition held. The winners of the held Bommala Koluvu competition were announced and the winners are from Achievers and runners are from Sparklers.

The college was abuzz with festival fervour and excitement, creating an atmosphere of vibrant enthusiasm. The festival celebration came to an end as Chief Guest, Dr. K. Padmalatha, Principal congratulated all the students for their active participation and extended her heartfelt wishes to all the winners. The students dispersed after enjoying the festival celebrations to the utmost.



Bommala Koluvu Presentation by teams Achievers & Sparklers.



Bommala Koluvu Presentation by teams Sizzlers & Inspirers.



Evaluators Mrs. A. Bhavana, Mrs.B. Hemalatha, Mrs. S. Archana, were evaluating the Bommala Koluvu Presentations.

PRINCIPAL