SDG 4: QUALITY EDUCATION

Indicator 4.3.2 — Lifelong Learning Measures

Public events: educational events at the university that are open to the general public

400	100	41	₹ 0
farmers attended	school students attended	learning & exhibition stalls	entry fee

Centurion University of Technology and Management, Andhra Pradesh (CUTM AP)

Tekkali Village, Nellimarla Mandal, Vizianagaram – 535003, Andhra Pradesh, India

Evidence report for Times Higher Education Impact Rankings · Reporting period: January – December 2025

4.3.2 The Indicator and Our Response

What Times Higher Education asks, and what CUTM AP reports for 2025

On 8 November 2025 Centurion University of Technology and Management, Andhra Pradesh (CUTM AP) hosted the 2nd Rythu Sammelanam (Farmers' Convention) on its Vizianagaram campus. The event was advertised to the public through a Telugu-language poster inviting all farmers to come and learn about the latest advances in agriculture. Farmers and school students from the community attended free of charge, from 10 AM to 5 PM, for technology exhibitions, farmer–scientist discussions and live demonstrations.

THE 4.3.2 question	Answer	CUTM AP evidence in 2025	Proof
Public events (lifelong learning): host educational events at the university that are open to the general public	✔ Yes	2nd Rythu Sammelanam 2025, held at the CUTM AP campus, Vizianagaram, on 8 November 2025. Public invitation to all farmers; attended by 400 farmers and 100 school students.	**Sections 1–3, Annex B1–B5**
Free events	✔ Yes	No registration or entry fee. The public poster invites everyone to take part and lists open phone numbers for enquiries.	**Section 2, Annex B1**
Both charged and free	✔ Free only	The public educational event reported here was free to attend.	**Section 2**

1 The Event at a Glance

2nd Rythu Sammelanam 2025 — a farmers' learning convention on the university campus

SDGs served: 

1 full-day public event	**7** hours (10 AM – 5 PM)	**400** farmers	**100** school students
41 learning stalls	**13** input companies	**8** FPOs	**2** government departments

Event	2nd Rythu Sammelanam – 2025 (Second Farmers' Convention)
Date & time	8 November 2025, 10:00 AM to 5:00 PM
Venue	Atrium, C-Block, Centurion University of Technology and Management, Vizianagaram campus, Andhra Pradesh
Organised by	Centurion University of Technology and Management, Andhra Pradesh
Open to	The general public — farmers of the region and school students; invitation by public poster in Telugu with open phone numbers
Attendance	400 farmers and 100 school students (recorded attendance)
Entry fee	Nil — free to attend
Chief Guest	Sri Kondapalli Srinivas, Hon'ble Minister for MSME and SERP, Government of Andhra Pradesh
Exhibitors	41 stalls, including 13 agricultural input companies, 8 Farmer Producer Organisations, 2 government departments and CUTM Odisha

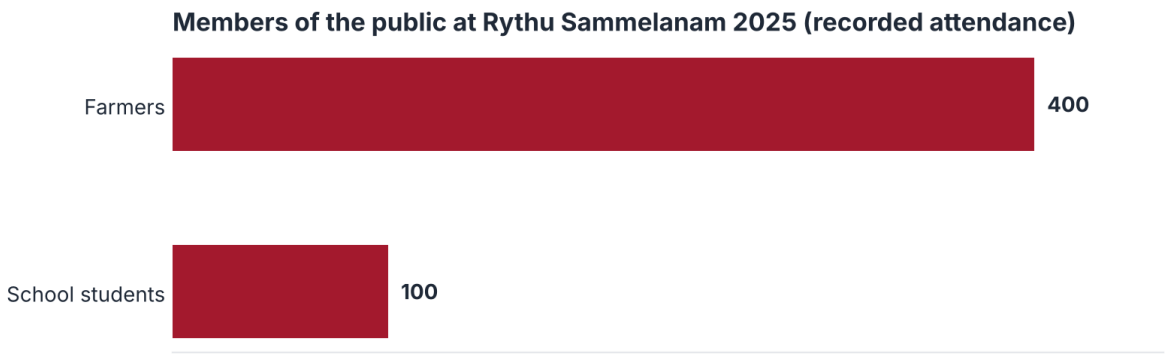


Figure 1. Members of the public who attended. Source: activity record of the Centurion School of Smart Agriculture.

2 Open to the General Public and Free

How the event was advertised and who could attend

The event was publicised with a poster in Telugu, the local language of the farmers it was meant for. The poster names the university as host, gives the date, time and campus venue, lists three phone numbers for enquiries, and closes with an open call to everyone. It asks for no registration and no fee.



Figure 2. Public invitation poster for the 2nd Rythu Sammelanam (original in Telugu).

What the poster says (English translation)

Poster text	English translation
Host	Centurion University of Technology and Management, Centurion School of Smart Agriculture, Vizianagaram, Andhra Pradesh
Title	2nd Rythu Sammelanam (Second Farmers' Convention) — celebrating modern sustainability and development in agriculture
Programmes	1. Agricultural technology exhibitions · 2. Farmer–scientist interactive discussions · 3. Live demonstrations and product exhibitions
Date & time	08-11-2025, from 10 AM to 5 PM
Venue	Centurion University of Technology and Management, Vizianagaram, Andhra Pradesh

Poster text	English translation
Invitation	“To learn about the latest advances in agriculture, let us all take part in this important programme in large numbers.”
Contact	Phone: 9581423067, 9178000571, 7680812999
Fee	No registration or entry fee is mentioned — free and open to all

Dignitaries invited (as printed on the poster)

Name	Office
Sri Kinjarapu Atchannaidu	Minister for Agriculture, Cooperation, Marketing, Animal Husbandry, Dairy Development and Fisheries, Government of Andhra Pradesh
Sri Kondapalli Srinivas	Minister for MSME, SERP and NRI Empowerment, Government of Andhra Pradesh
Sri Kalisetti Appalanaidu	Member of Parliament (Lok Sabha), Vizianagaram
Sri S. Ram Sundar Reddy, IAS	Collector & District Magistrate, Vizianagaram
Smt P. Aditi Vijayalakshmi Gajapathi Raju	MLA, Vizianagaram
Smt Lokam Naga Madhavi	MLA, Nellimarla
Smt Padala Bhudevi	Member, Extension Education Institute Executive Committee, PJTSAU
Sri P. Devullu	ZBNF Sanjeevini Organisation, Paderu

HOW THIS MEETS INDICATOR 4.3.2

The event was held at the university, advertised publicly in the local language, open to anyone from the community, and free to attend. Its purpose was education: exhibitions, farmer–scientist discussions and live demonstrations of new farm technology.

3 What the Public Learned

Expert sessions, exhibitions and demonstrations on campus

Learning activity	What farmers and students gained
Agricultural technology exhibitions	New farm technologies, inputs and practices shown by 13 input companies and university experts
Farmer–scientist discussions	Direct questions to scientists on crops, soil, pests and sustainable farming
Government schemes	Information from 2 government departments on schemes available to farmers
Marketing and value addition	Guidance from 8 Farmer Producer Organisations on collective marketing and adding value to produce
Live demonstrations	Hands-on product demonstrations at the 41 stalls

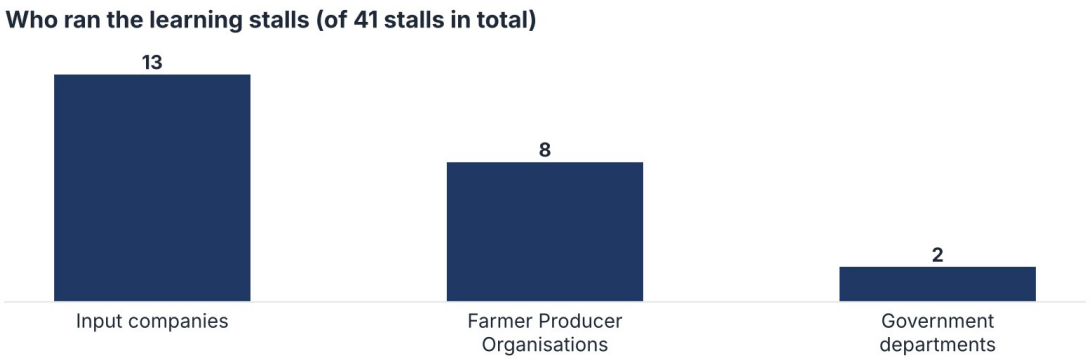


Figure 3. Organisations running learning stalls. Source: activity record of the Centurion School of Smart Agriculture.

Photographic evidence



Inauguration of the exhibition at CUTM AP



Farmers and guests in the campus Atrium



Farmers from the region attending the expert sessions



Visitors learning at the exhibition stalls

PROOF ATTACHED

- Annex B1 – Public invitation poster (full size)
- Annex B2–B5 – Photographs of the event on campus

4 Summary of Evidence

Indicator 4.3.2 — Centurion University of Technology and Management, Andhra Pradesh, 2025

Public event (2025)	Date	Venue	Public attendance	Free	Proof
2nd Rythu Sammelanam 2025	08-11-2025	Atrium, C-Block, CUTM AP campus	400 farmers, 100 school students	✔	**Annex B1–B5**

1	500	41	7	₹ 0
public event	members of the public	stalls	hours	fee

- **Educational event at the university:** held in the Atrium of C-Block on the CUTM AP Vizianagaram campus, with exhibitions, farmer–scientist discussions and live demonstrations.
- **Open to the general public:** advertised by public poster in Telugu inviting all farmers; attended by 400 farmers and 100 school students from the community.
- **Free:** no registration or entry fee was charged.

ANNEXURE B

Proof documents — 2nd Rythu Sammelanam 2025

B1	**Public invitation poster —** 2nd Rythu Sammelanam, 08-11-2025, 10 AM – 5 PM, CUTM Vizianagaram; open call to all farmers
B2	**2nd Rythu Sammelanam — photograph —** Inauguration of the 2nd Rythu Sammelanam on campus
B3	**2nd Rythu Sammelanam — photograph —** Farmers from the region attending the expert sessions
B4	**2nd Rythu Sammelanam — photograph —** Farmers and guests in the Atrium, C-Block
B5	**2nd Rythu Sammelanam — photograph —** Visitors at the learning and exhibition stalls

B1

Public invitation poster

2nd Rythu Sammelanam, 08-11-2025, 10 AM – 5 PM, CUTM Vizianagaram; open call to all farmers



B2

2nd Rythu Sammelanam — photograph

Inauguration of the 2nd Rythu Sammelanam on campus



B3

2nd Rythu Sammelanam — photograph

Farmers from the region attending the expert sessions



B4

2nd Rythu Sammelanam — photograph

Farmers and guests in the Atrium, C-Block



B5

2nd Rythu Sammelanam — photograph

Visitors at the learning and exhibition stalls

