

Dr. Damera Vijayalakshmi

M.A., L.L.M., M.Ed., Ph. D (Psy.), Ph.D. (Edn.), N.L.P.

28-04-1964



27 Years in Educational Administration, Education and Training Psychological Counseling, Consulting Services, R&D and Social Service.

- Proven track record in Education, Training, and Placements.
- Successful designing and implementation of educational reforms.
- Resourceful leadership in various Social Projects and Administration.
- Meaningful R & D in Academics, Family Values and Spirituality.
- Publishing Academic Books and Educational DVDs.
- Effective Psychological Counseling on various issues.
- Proven advanced Counseling techniques using C.B.T. & NLP.

Career Experience

- **C.E.O., Life Coach, Psychologist @ Strategies, Options and Solutions (S.O.S.), Kakinada.**

Academic and Administrative Experience:

- **Principal, Pragathi College of Education, Peddapuram, 2010-till date.**
- **Visiting Faculty** for JNTUK for Sports Psychology in the Department of Life Sciences.
- **Principal, Kakinada College of Education** from 2007-2010.
- **Organizer & Director of Sarvodaya Educational Institutes** from March 2007 to August 2010. (Kakinada Public School, Kakinada College of Education, Kakinada Teacher Training Institute, and Kakinada Nursery Teacher Training Institute).
- **Visiting Team Member** of NCTE-South and inspected over 75 colleges in Kerala, Karnataka and Tamil Nadu from 2005.
- **Director of Vidyavan College of Education** from May 2002 to March 2007.
- **Lecturer in Psychology at Sandhya Institute of Physiotherapy, Kakinada -2001-2002.**
- **Lecturer in Psychology at SJES College of Education, Bangalore-** May 1995 to June 1998
- **Vice Principal at Blue Bells School, Kakinada -** June 1990 to April 1995.
- **Teacher at Blue Bells School, Kakinada -** June 1987 to April 1990

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Academic Achievements:

Law:

- **Life member of The A.P. High Court Advocate's Association.** (AP/1951/2013).
- **L.L.M. - Rajiv Gandhi Institute of Law, 2015.**
- **L.L.B. - Rajiv Gandhi Institute of Law, 2013.**
- **Para Legal Volunteer by Legal Services Authority.**

Training:

- **Certified Practitioner in N.L.P. - N.F.N.L.P. (USA), 2012.**
- **Certified Master Trainer in N.L.P. - N.F.N.L.P. (USA), 2012.**
- **Certified Zone trainer (ZTWS) – Junior Chamber International.**

Research (Ph.D.'s):

- **Ph.D. in Education** from Andhra University, 2014. "**Opinion of teacher educators towards Climate, Practices and their Behaviours (A study in Teacher Training Institutions of East Godavari District in Andhra Pradesh)**
- **Ph.D. in Psychology** - Andhra University, 2004. Topic - "**Parenting Styles and Nurturance: The influence of Adolescent Perceptions on Psycho Social Development**".

Certified Psychologist:

- Approved by the **Rehabilitation Psychologist (RCI)** in 2007 (C.R.R.No. A09479).
- Life member IAHP (IAHP120B542)

NET:

- **National Eligibility Testing (NET) for J.R.F. and Lectureship** in 1996. (F. 15-6(90/JRF) (Dec.96))/97 NET, September, 1997)

Education

- **Master of Education** (65%) in 1995 through Annamalai University.
- **Bachelor of Education** (65.87%) in 1992 through Annamalai University.

Degree & P.G.

- **Masters** (58%) in 1986 in **Psychology** at Bangalore University.
- **Bachelors** in the prestigious Jyothi Nivas College with Psychology, Economics, Sociology (61.37%) in 1984.

School:

- **S.S.L.C. (54%)** from Karnataka State Education Examination Board in 1979, Bangalore.

Books published for the Colleges of Education:

- Psychological Foundations Of Education
- Personality Development

Published Educational DVD's

- Inclusive Parenting- 3 DVD Design my Life Step by Step series (Understanding Behavior, Encouragement, Communication and Responsibility Building))

Paper Presentations

- "Parenting styles as perceived by adolescent males and its relation to coping behaviour"- presented at **NCRC 2000, AIIMS, New Delhi.**
- "Psychological problems of women" a Family Counseling Centre based study in Kakinada- presented at **NAOP 2000, Andhra University, Vishakapatnam.**
- Offenses against women- the role of Family Counseling Centre"- presented at national seminar on Crime in India, **Department of Criminal Justice 2000, Andhra University, Vishakapatnam.**
- "Role of ICT in Education today" - **Intel, Teach the Future 2000.**

Training & Development @ S.O.S.

2002-2012:

Conducted over **1200 training programs and workshops** for teachers , students, faculty, employees, parents at Schools (Bhasyam, Vidyanjali, Kakinada Public school, Akshara, Ashram, Nalanda, Little Kingdom, Blue Bells, etc), Colleges (Sri Chaitanya, Ideal, Rajiv Gandhi, KIET, Pydah, Chaitanya, V.S.L., etc), Organisations (Reliance, GMR, Corramandel, NFCL, Godavari Fertilisers, Infotech, AVOGA, Rotary, Lions, etc)

2012

Training programs in English | Communication Skills | Interview tips | Campus Recruitment Training | Study Skills for Back loggers | Personality Development workshops | Teacher Training Workshops | C.R.T. @ CIST MBA's | C.R.T. @ JNTU MBA's | Train the Trainers | Pre-retirement Counseling for Staff, Managers@ Kakinada, Senior Managers@ Hyderabad | Orientation@ InfoTech etc.

Others:

Teacher training programs| Child development Training| Group Marital Tips| Personality Development Workshops| Pre retirement Counselling| Study Strategies| Exam Stress| Teacher trainee orientation| Career planning|

Placement Services @ S.O.S.

2013

Off campus - Out station requirement

H.C.L. Empanelment | Serco | Nissan | Hyundai | Harley Davidson | HDFC | Welfare Holiday World | Sky Pro Technologies | Synova Innovative Technologies| E.R. Brains Pvt. Ltd. | HR India | Bharathi British Telecom | Vision Staffing| Kranti Consultancies| Jobs n Jobs| etc

On Campus Drives

Pydah | V.S.M | KITS Group of Educational Institutes.

Off campus - Local requirement

SRMT | YATI | Gayathri InfoTech | CLRK Industries | Rightway Technologies| CD Equi Search Pvt. Ltd | Samsung | Tata Docomo | Sonit Tech | Future Space | Yaaree | Aditya Schools | Narayana E-techno schools | etc.

Associations in Kakinada

Tie up with Educational Institutes| Technical Institutes | Consultancies | Companies.

Placements in 7 months

94 Local | Pan India | Overseas.

Drives

Conducted over **40 drives** for local, other states, and overseas in 2013.

Psychological Counselling Services @ S.O.S. (Over 5000 cases)

- **Child Development.**
- **Adolescent development.**
- **Marital guidance.**
- **Career planning.**
- **Middle age problems.**
- **Geriatric issues.**

Research & Development:

- Educational Strategies for Excellence in Academics.
- Marital Communication Patterns in Couples.
- Differences in Spiritual Realizations and Awakening.
- Successful Love marriages.
- Application oriented teaching techniques.
- Social skills training- Eliciting required responses from others.

Social Service Projects:

- **Counseling psychologist** at Strategies Options and Solutions (SOS) which was a free **psychological assessment and counselling centre**, for the needy started in 2002 and treated over 5000 needy people and couples.
- **Advisor**, Leo Club Kakinada JNTU (2012-2014).
- **Founder Secretary**, Dr. D.V.Raju Multi Organ Foundation.
- **Past Founder Secretary**, Badam Balakrishna Eye Bank.
- **Founder Project Director**, Asha Jyothi De-addiction centre.
- **Executive Committee Member**, Uma Mano Vikas Kendra
- **Committee member** of Police-3rd Bn. APSP, Kakinada- Women's Redressal Committee.
- **Consulting Psychologist** for Clinics, Hospitals, Schools, organizations.
- **Founder Project director**, Vimal Naari Suraksha Vikas, a shelter home for harassed women funded by Reliance under Maharshi Sambamurthy Institute of Social and Developmental Studies.
- **Charter President and Zone trainer**, Kakinada Mahila Jaycees.
- **Founder Member**, Police Family Counselling Centre.
- **Member**, Maharshi Sambamurthy Institute of Social and Developmental Studies.
- **Member**, President, Zone Chairperson and Board of Director of **Kakinada Lions Club**. Held different posts of District Chairman for Personality development etc.

Awards & Achievements in Service:

- **Outstanding Best President** and **Best Secretary** of Lions Club Kakinada.
- Received **Outstanding Awards** at Lions Club, Zone, Regional and District Level.
- **Lions International Presidents Appreciation Certificate** received twice.
- **Felicitations** by various organizations like JNTU, Lions, N.G.O.'s, and other service organizations etc

Successful Educational Reforms:

- Successful need based S.O.P.'s for educational Institutes
- Worksheet method For Holistic concept formation – known to unknown.
- Comprehensive Curriculum and Content Development.
- Pictorial teaching Method- Induction Motivation Strategy.
- Concept mapping of lessons- the Skeleton approach.
- Application oriented Induction to lessons.
- Analytic and synthetic approach to the learning of math.
- Visualization technique to study (NLP).
- Psychological strengthening of individual growth and development.
- Study skill development for slow learners.

Hobbies:

- Collection of spiritual discourses DVD's and Books.
- Basketball (represented State, University and NCC also College Captain)
- Swimming
- Reading books on philosophy and spiritualism
- Listening to Music
- Interacting with people to exchange views and opinions on life.

My Personal details :

- Born in Salem, Tamil Nadu on 28-04-1964
- Born to B.N. Ethendra(late) and B. Rajyalakshmi
- Married to Rtn. Damera Srikanth Venkata Rangarayanan

Contact Me @

Off: **Strategies, Options & Solutions**,
Sri Rangarayanan Residency,
2-1-47, Srinagar, Kakinada 3.

Res: 1-137/32, Gokul Gardens,
Achampet Junction, Kakinada -5

References

Dr Kondru Subba Rao, Dean, Department of Education, Nanayya University.
Mr. N. Purnachandra Rao, Pragathi Group of Institutions, Kakinada
Prof: Nimma Venkata Rao, Department of Education, EdCET Convenor, Andhra University.