



**SRI DHARMASTHALA MANJUNATHESHWARA
COLLEGE OF BUSINESS MANAGEMENT
MANGALORE - 575 003. D. K.**

Managed by Shri Dharmasthala Manjunatheshwara Educational Society (R) Ujire, D.K.

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Principal

SYNC VISION

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EDITORIAL ✍

After the happy and satisfying moments of college being re-accredited with 'A' Grade by NFAAC the staff and the students braced themselves to host and organize new and innovative activities, seminars, conferences and workshops. The highlight of this quarter was the U.G.C. sponsored National Seminar 'Indian Banking System : Challenges Ahead' hosted by our college. The new year 2011 along with the beginning of new semesters filled us with joy, hope and optimism to think and plan new ventures and activities.

U.G.C. sponsored National Seminar 'Indian Banking System : Challenges Ahead'

S.D.M. College of Business Management, Mangalore in association with Banker's Club organised 2 days UGC sponsored National Conference on 'Indian Banking System : Challenges Ahead' on the 7th and 8th of January 2011. The objective of the Conference was to discuss the challenges faced by the banking sector and find the ways and means of continuously ensuring better profitability and productivity which is essential for the growth and viability.

The Conference was inaugurated by Sri Ananthakrishna, Chairman, Karnataka Bank at 10.00 a.m. on 7th Jan. 2011. In his keynote address, he threw light on various issues like Introduction of Technology, skill development, outsourcing, etc. and provided the right beginning. Sri B.R. Bhat, General Manager, Corporation Bank who was the Guest of Honour pointed out the need for skilled manpower to replace a large number of senior bankers who will be attaining superannuation. The function was presided over by Dr. P. Chandramohan, Vice Chancellor, Yenepoya University.

The theme of the Conference, 'Indian Banking System: Challenges Ahead' was split into sub-themes which were centralised to four technical sessions.

The I Session was on "Mergers, Acquisition and Consolidation of Banks" by Mr. Yogish Acharya, Chief Manager, Canara Bank, Founder's Branch, Mangalore & Prof. Ravichandran, Vice Principal, Institute of Co-operative Management, Trivandrum. In this session, the eminent speakers pointed out the need for voluntary merger whereby the banks will be able to assess the benefits they get from amalgamation.

In the II session on "Micro Financing & Infrastructure Financing" by Mr. M. M. Baheti, Principal, NABARD & Prof. Chowdary Prasad, TAPMI, Manipal, the need for developing a competitive edge by the bankers was brought about by the Resource Persons.

In the III session on "Technology in Banking Service" by Mr. J. S. Shenoy, DGM, Syndicate Bank & Dr. Raghavendra Prakash, Associate Professor, NITK, Surathkal, the speakers pointed out how the latest technology can be adapted to the banking system to increase the speed and efficiency of transactions.

In the IV session on the topic, "Innovations of new services & product & Next Generation Banking" by Mr. Satyamurthy, DGM, SBI, Mangalore & Dr. Carmelita Goveas, HOD of Commerce, Besant Women's College, Mlore, the need for techniques that will enhance the speed and make banking more customer centric was stressed.

Apart from this, there were paper presentation sessions on both the days in which the Research Scholars and Academicians presented the papers on wide range of topics related to the theme of the seminar.

Various sessions helped crystallize many serious concerns and pointed out the need to discard some of the ideological baggage and refashion policies and structures more suited to the current needs. In the valedictory function held at 4.00 p.m. on 8th Jan. 2011 Sri Vijaya Bhaskar, Regional Director, RBI, Bangalore was the chief guest. In his address, he said that there will be competition in Banking sector with the increase in number of banks and use of information and communication technologies. He also said that there is a need to take an intellectual voyage to know the banking trends in future.

The Conference was organised with the financial assistance given by UGC and the Bankers' Club was knowledge partner. Dr. Devaraj K. was the Chairman and Mrs. Aruna P. Kamath was the Co-ordinator of the Conference.

Student Internet World-2010

SDM College of Business Management in association with Govt. of Karnataka Information Technology and Bio Technology and D.K District Administration hosted an Internet awareness programme, "**STUDENT INTERNET WORLD-2010**" on 28th of October 2010 in the Computer Lab of our College.

The "**STUDENT INTERNET WORLD-2010**" was inaugurated by Mr. Subodh Yadav, IAS, District Commissioner, Mangalore. In his inaugural address Mr. Sudodh opined that "Students should participate in Internet related programmes and make use of such opportunities so that they can actively participate in serving the society and the nation". Mr. Chame Gowda, D.D.P.I., the guest of honour of the programme, praised the host college by saying that SDM College of Business management has been actively supporting Student Internet World from the beginning. Mr. K.M. Shetty, DGM, BSNL, in his address provided an informative introduction about the Internet.

Dr. Devaraj K., in his presidential speech, expressed his happiness about the opportunity provided to host a helpful student programme in the college. He was also happy that Mr. Subodh Yadav, District Commissioner, is participating in his first public programme at SDM College of Business Management after assuming the charge of district commissioner for D.K. district.

The dignitaries on the dais were Mr. Subodh Yadav, District Commissioner, D.K., Mangalore, Mr. K. M. Shetty,

D.G.M, B.S.N.L, Mangalore, Mr. Chame Gowda, D.D.P.I., Mangalore, Mrs. Dayavathi, Block Education Officer, Mangalore, Dr. K.V. Rao, Director, Science Centre, Mangalore, Dr. Devaraj K., Principal, SDM College of Business Management and Mr. Arun F. Sequeira, Co-ordinator of the programme.

The inaugural ceremony began with a prayer by Miss. Shobitha from I BCA 'B' section. Mr. Arun Sequeira, Lecturer, welcomed the guests and gatering. Mrs. Shikala Shetty, Lecturer, proposed the vote of thanks. Mrs. Shashiprabha, Lecturer, compeered the programme.

The sessions were held respectively by Mrs. Shashikala Shetty, Mrs. Anasuya, Mrs. Shashiprabha, the faculty members of computer science department. The BCA students of the college helped the students in the lab.

The main objectives of the programme were:

- Ø To make the students aware of the uses of Internet.
- Ø To teach the students to search information on the net.
- Ø To make the students aware of the working structure of the internet.
- Ø To impart information about E-mail, ISP etc.

Students were given information about how people can communicate with each other via computers dispersed all over the globe with a real life example and a working model.

The hardware components of the Computer systems were explained to the students. Information regarding the system of exchanging mails through computers for communicating with each other was also imparted to the students. They were also told about the other uses of internet in addition to searching for information such as payment of bills, bank transactions, exam results, sending mails.

The session proved to be very interesting as there was a good interaction with the participating students and the trainers. After the theory session students were given practical exposure with regard to the session conducted. Students were given an opportunity to browse through some popular education sites like wizkids.com, udayavani.com, google.com, yahoo.com. There was an online quiz in which the students participated. 114 students participated in the programme from 3 different schools.

Unveiling of Sync Vision

Cathy Maze of Oackland Community college, USA, unveiled Sync Vision on 4 November 2010. She appreciated the activities of the college which were covered in the sync vision.

Celebration of Librarians' Day

Our College in Association with Dakshina Kannada & Kodagu Library Association, Udupi celebrated the Librarians' Day to commemorate Padmashree Dr S R Ranganathans 119th birth anniversary at the college conference hall on Wednesday October 20th 2010.

In his inaugural address, Mr. Oscar Fernandes, chairman, Parliamentary Committee HRD said that he felt privileged to be associated with the programme. He pointed out that he too had worked as a librarian of Jolly Club in Udupi in his early days. A college, where there is a well-stocked and efficiently managed library is considered as a superior college, he said

He called upon everyone to inculcate the habit of reading books of their choice in order to gain knowledge. He said that a 'library movement' should be brought about in the nation as reading habits are declining. He coined library as 'Ekalavya' as there is no 'Guru' to teach but one has to read and gain knowledge by personal effort. He also enthralled the gathering by playing mouth organ before he started his speech.

Mr. Oscar Fernandes and his wife Mrs. Blossom Fernandes, and George Rodrigues, librarian, St Aloysius College, were felicitated on the occasion for their contribution to the field.

Dr Devaraj K, principal of SDM College of Business Management, presided over the function. Dr Rekha D Pai, senior librarian, MIT, Manipal delivered the vote of thanks. Prof T H Eranna, Regional Joint Director, department of collegiate education, Mangalore was the guest of honour.

Mrs. Blossom Oscar Fernandes, Prof A K Baradol, chairman, department of library and information science and syndicate member of Mangalore University, Dr Vishala B K, secretary and S G librarian, St Agnes College, and Dr Manjunath K, president, chief librarian, TAPMI, Manipal among others were present.

Product Launch by Corporation Bank

In a programme held at SDM College of Business Management confrence hall Corporation Bank launched three new products — Corp Shubha Vivah (loan scheme to meet the expenses related to marriage), Corp Ghar Shobha (loan for house renovation /extension/furnishing) and Corp SB Smile (flexi savings deposit scheme for micro traders). The three new products were launched by Chief Executive Officer, Zilla Panchayat, Dakshina Kannada Dist P Shivashankar. Corporation Bank's Executive Director Asit Pal presided over the function. Dr. Devaraj, Director of the host institution appreciated the Bankers for extraordinary customer friendly products.

Seminar on Akashavani – Then and Now

Mangalore unit of National Federation of Akashavani and Doordarshan Employees (NFADE) in association with SDM College of Business Management, Mangalore held a day-long national seminar on the topic 'Akashavani – Then and Now' on Thursday November 4. The seminar was organized in co-ordination with Karnataka Media Academy, Bangalore.

The seminar was inaugurated by Dr D Veerendra Heggade, Dharmadhikari of Shree Kshethra Dharmastala.

In his address he said that the radio remained as an effective and educative media after the independence of the country. Both Akashavani and Doordarshan worked hard in uniting the nation from rural areas to urban. He asserted that the south Indians have been able to speak in 'Hindi' because of Hindi news and other programmes broadcast in Hindi language. He added that Akashavani promoted sports and boosted agriculture sector in the nation.

Expressing his resentment over the pointless chaos created by some media during Common Wealth Games in India, he said only Akashavani and Doordarshan broadcast the fact and made CWG a grand success. At the same time he called upon the media to depend on facts.

Noted Journalist and former chairman of Prasarbharathi Shri MV Kamath presided.

In his presidential speech he mentioned his 56 years of association with Akashavani and highlighted the role of Akashavani and called upon to strengthen the national broadcast media which has been playing a quintessential role in building national pride among its people by promoting and also safeguarding and promoting India's cultural vivacity, by reaching out to people in every nook and corner of the country covering 99% of the geographical area not reached by any other media.

MP Nalin Kumar Kateel released the commemorative issue (souvenir) 'Banuliya Belaku' on the occasion. In his speech he said that both Akashavani and Doordarshan made people to peep into the national and international affairs and made rural people aware of the issues of national and international importance.

Anil Kumar S, Chairman of NFADE, New Delhi spoke on the occasion. He said that cutting down government funding of the national broadcaster would sound the death knell of AIR and Doordarshan and with that the propagation and highlighting of our distinct culture, folk art and music would receive a severe setback.

Narayani Damodar of Mangalore Akashavani read out the wishes and messages sent by the various dignitaries who could not be present on the occasion.

Delegates from different fields took part in the seminar.

Guest Lecture by Goal Technology

A guest lecture was arranged for BCA Final year students about career and job opportunities in the technology field on 28th November 2010. Students who were interested in pursuing a career in the technology field were invited for a training programme at Goal Technology centre Mangalore. Three students got selected for job at the company.

Programmes organized in association with MMA

Mangalore Management Association in association with S.D.M College of Business Management had organized following programmes in the conference hall.

1. A talk on "Human Trafficking" by Dr. Sunitha Krishnan, on 28 October 2010 at 3.00 p.m.

2. A talk on "Heart Management" by Dr. K. Mukund, Chairman of Cardiology Department, Omega Hospital, Mangalore on 8 November 2010 at 6.00 p.m.

Free Heart check-up Camp

Omega Hospital in association with our college and MMA organized a Free Heart Testing Camp on 5th January 2011 in our college premises. N. Yogish Bhat, M.L.A., inaugurated the camp. In his address he said that the camp is very useful for many people, and he appreciated the organisers for arranging the camp. Shekar Poojari, President of M.M.A., presided over the inaugural ceremony. S.L. Baradwaj, administrator at Omega hospital spoke about the facilities provided at Omega hospital. Dr. K. Mukund, Chairman of Cardiology Department, Omega Hospital, spoke about various treatments available for different heart conditions. Dr. Devaraj K, Principal, welcomed the guests. U. Ramarao proposed vote of thanks. Large number of people benefited from the day long camp.

Honouring of Union Minister for Law and Justice M. Veerappa Moily

The Outstanding Manager Award for 2010, the prestigious award given by M.M.A. was conferred on Union Minister for Law and Justice M. Veerappa Moily in a ceremony held at our college conference hall. Century Group M.D. Dyanada Pai presented the award to the minister. In his address the minister said that transparency, accountability, responsibility, communication and corporate social responsibility are the key factors for good Governance.

Celebration National Voters Day

On the occasion of National Voters day our college in association with Department of Collegiate Education conducted Essay and Debate competition for the college students on 6th January to commemorate national voters

day .A large number of students from different colleges took part in the event. There were 30 entries and 25 candidate's participated. Essay writing was conducted in both Kannada and English. The topics given were:

1. Role of youth in democracy
2. Indian election a mammoth exercise.
3. Greater participation for a stronger democracy.
4. Money and muscle power in elections.
5. Impact of paid news on democracy.
6. Role of political parties in free and fair elections.

For debate also entries were allowed in both Kannda and English Languages. The topics were:

1. Even a single vote matters in a democracy.
2. Media has a major role in ensuring free and fair elections.
3. Educational qualifications should not be prescribed for a candidate in elections.
4. Proportional Representation is better than direct representation in a democracy.
5. Women have a major role in Indian democracy.
6. Free and fair elections are the backbone of Indian democracy.

All participants were given certificates of participation and prizes will be given to winners on the National Voters day, January 25th by the Deputy Commissioner.

The objective of the programme was to bring awareness about the voters role in democracy. The Election Commission has decided to observe national voters day on 25th January 2011. On this day newly enrolled voters will be felicitated and Election Identity cards will be given to them. It will also be an occasion to remind voters of their role in democracy.

Alumni Meet

It was a memorable moment, when 39 students who passed out in the year 1982 scattered all over the world arrived to the college, honoured the principal and admired the management for giving management education which helped them to reach the helm of affairs of various industries and business organizations. All the students communicated through internet and decided to come together on a particular day. Following 1982 reunion of ex-students, 1983 batch also gathered in the college and celebrated the reunion.

NSS Annual Camp

The annual special camp of S.D.M College of Business Management was held at Govt. Higher Primary School, Acharipalke, Panjikallu, Bantwal D.K from 23-12-2010 to 29-12-2010. In this camp 102 volunteers participated.

The Inaugural function of Annual Special Camp took place on 23-12-2010 at 3:30p.m. Shri Shripathi Bhat, lecturer, Nethaji Higher Primary School, Punchodi Sri Vedanand Karanth, CRP Rayi, Sri Sanjeva Poojary, Vice President, Grama Panchayat Panjikallu, Smt. Gulabi, President, Grama Panchayat Panjikallu, Sri Anand Poojary, SDMC President, Sri Giryappa Pojary, Head Master of the School, Sri Karunendra Poojary, President, Nethaji Yuvka Mandala, NSS Officer: Gowri Shenoy, Thrishanth Kumar were the dignitaries present on the Dias. Sri Shripathi Bhat inaugurated the camp by Lighting the Lamp and gave a formal start to the programme. Ms. Shalini, NSS volunteer compeered the programme. Ms. Teena welcomed the gathering. The other dignatories present on the dais wished success for the camp. Ms. Arpana delivered the vote of thanks. After the inauguration, dignitaries gave a formal start for Shramadhan by Gudhali pooja.

Later, there was a meeting where the volunteers were briefed thoroughly about the programmes and the activities for seven days.

Validictory function was held on 29-12-2010 at 11:00 a.m. Sri K. Sainath Malligemadu, Nodal officer, N.S.S. Mangalore University was the Guest of honour.

Smt. Padmavathi, Taluk Panchayat Member, Sri Krishnaraj Jain, Grama Panchayat Member, Sri Giryappa Pojary, Head Master of the School, Sri Vedanand Karanth, CRP Rayi, Sri Sanjeva Poojary, Vice President Grama Panchayat Panjikallu, Sri Radha Krishna Acharya, President, Dharmasthala Grama Yojana were the dignitaries on the dais accompanied by the NSS program officers and the student secretaries.

During the 7 days camp each day began with prayer and meditation at 5:30a.m. And flag hoisting at 6:00a.m. by respectable local persons. This was followed by shramadha till 12:00 noon. Educational programmes and various competitions were organized from 2:30p.m to 5:00p.m. After 6:30p.m. till 8:30p.m. Various cultural programmes were conducted. Each day came to an end with day's evaluation.

World AIDS Day Celebrations

NSS unit of our college observed World AIDS Day on December 5th 2010. Essay and slogan writing competition were organized in the college on this occasion. Many students enthusiastically participated and prizes were awarded to the winners.

On December 8th 2010, Dr. Kishore officer of DAPCU delivered a talk on youth and HIV AIDS to the NSS volunteers in the conference hall. The talk was very thought-provoking and informative to the students. At

the end of the talk the best three questions asked by the NSS volunteers were rewarded.

Later NSS volunteers of the college performed a street play about AIDS and its effects on the society at KSRTC bus stand near Bejai. There was good public response for the play which was written and directed by the students. At the end of the program volunteers distributed candles to the public and an oath was taken by the public, DAPCU officers and assistants, NSS officers Gowri Shenoy and Thrishanth Kumar and all the NSS volunteers.

Kanoonu Saksharatha Ratha and Sanchari Janatha Nyayalaya

SDM College of Business Management in association with Dakshina Kannada Legal Services Authority organized The Kanoonu Saksharatha Ratha and Sanchari Janatha Nyayalaya on 1st January 10.30 a.m. It was inaugurated by Sri R.V.Pateel, Principal civil judge (senior division) and Secretary, Dakshina Kannada Legal Services Authority. In his speech he called upon the Law students not only to learn the legal aspects of life, but also make others responsible citizens of the country by associating themselves in extension programmes like legal aid, Kanoonu Saksharatha Ratha and Sanchari Janatha Nyayalaya. Sri Keshav Dharani, R.T.O, Mangalore, in his chief guest speech pointed out that large number of people are driving vehicles without proper guidance and license, which causes many accidents. Though huge amount of compensation is given it may not relieve the pain of the people who lose their kith and kin. Dr. B.K. Ravindra, Principal of SDM Law College also threw light on the issue. Dr. Devaraj K. Principal of the college presided over the function. Large number of students benefited from the programme.

Literary Association Activities

The Literary Association of the college organized many inter-class competitions for the students. The competitions organised were: On the Spot Poetry Writing, Story Writing, Pick and Speak, Essay writing, Elocution and Handwriting Competition. These activities were conducted in all the three languages: Kannada, Hindi and English. Students showed a good response by participating in all the activities.

SCAN Association Activities

The following activities were organized by the SCAN Association: Toggle-Toggle (a game about words having multiple meaning), Tile Teaser (CROSS – WORD), BAZOOKA (quiz). Students participated in these events in large numbers. The Computer Lab was the venue for these events, All the activities were conducted in the afternoon after the classes.

HR Association Activities

Just a Minute was conducted on 12th Jan. 2011 at room 202 at 2.00.p.m. There was good participation from students and the JAM master was Bhargav Kaneria. The event had 5 to 6 rounds and finally three winners were declared.

SYNERGY 2011- The Art of War

The college is all set to present its most prestigious event of the academic year SYNERGY 2011 the Annual National Level Management fest. The theme chosen is THE ART OF WAR. It will be held on the 27th, 28th and 29th of January 2011.

SYNERGY is the Management fest organized by SDM college of Business Management for under-Graduate Business Management students to test their knowledge, skills and attitudes. The fest provides a platform for interaction between the industry and academician and provides the upcoming managers with a forum to display their competence and aptitude at the highest level.

We have been organizing **SYNERGY** for Bachelor of Business Management (BBM) students consecutively for last 12 years. Today synergy stands to be the leading choice of fest for colleges all over India. The main aim of the fest is to create not just a manager but manager with values. Pioneering new management events and surprising the participants has been a trademark of Synergy.

As we open the curtains of SYNERGY 2011 there is an overwhelming response of participants from colleges across the nation. There has been a confirmation of 18 national level colleges of which 12 will be short-listed. Only 6 teams would go into the finals of which one would emerge as the supreme winner.

Synergy 2011 this year would put forward the problems of planning, organizing, strategizing and competing in a twisted and more interesting manner to its participants through a unique theme. SDM College of business management proudly presents its theme for **SYNERGY 2011- "THE ART OF WAR"**

"Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat."

The Art of War applies its lessons to office politics, corporate strategy and cut-throat competition. Planning works in a controlled environment, but in a changing environment, competing plans collide, creating unexpected situations. It is on these variations, business environmental fluctuations, anticipation, failure of expectations and the resulting chaos that **SYNERGY 2011** strives to capitalize and thereby create an extraordinary management fest for the participants. The events being conducted for the year includes BEST EXECUTIVE, STRATEGIST, BEST MARKETER, FINACER, HUMAN RESOURCE MANAGER and B'QUIZ.

The theme, concept and events will turn itself into inspiration and advice on how to succeed in competitive business situations. As we wait for the day of SYNERGY 2011 to arrive, we hope that all our meetings, planning, strategies and expectations are put to the ultimate test and we emerge victorious in laying an excellent management fest which would surpass the bench mark set by SYNERGY 2010 and lay the founding stones for SYNERGY 2012. **Let us all join hands and make SYNERGY 2011 a magnificent success.**

SYGMA-2011

“**SYGMA**” is an annual IT fest Organized by The B.C.A department of SDM College of Business Management. This year theme chosen is **BATTLE OF TRANSLATOR**. **SYGMA** is marching towards its 9th year of Success. The fest is open to all the computer science & computer application students of the colleges under the Mangalore University.

This is an ideal platform for undergraduate students as it tests their knowledge and skills and thus helps to improve their competency level. The events in Sygma include: “The Beginning” [kâish?], (Ice Breaker), “The Master Mind” [zhumóu], (Programming & Designing), “The Known” [y? zhî], (IT quiz), “The Teller” [chûnà], “The Warrior” [zhànshì], (Best IT Manager), “The Seeker” [dao yin tóu], (Treasure Hunt), “The Dark Horse” [sàima], (Race Horse), “The Play” [bòfàng], (Gaming)

Sports and Games

The College Volleyball team won 3rd place in the Mangalore University Inter-Collegiate Volleyball Tournament held at Vijaya College, Mulky.

The College Women’s Athletic team won overall third place in the Mangalore University Inter-collegiate athletic meet held at SDM College, Ujire.

The College Men’s Athletic team won overall 4th place in the Mangalore University Inter-collegiate athletic meet held at SDM College, Ujire.

Supreeth of II BCA won the Gold Medal in All India Inter-University Athletic Championship held at Andra University.

The Following students represented Mangalore University in the Inter-University competition.

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|------------------------------|--------------------------------|
| 1. Supreeth, Athletics | 6. Keerthan Shetty, Basketball |
| 2. Manju M.R., Athletics | 7. Thilak Shetty, Cricket |
| 3. Poovamma M.R., Athletics | 8. Sanjay Kamath, Basketball |
| 4. Sajan Shetty, Volleyball | 9. Anup Basthi, Table Tennis |
| 5. Vivek D’Souza, Basketball | |

Faculty Achievement:

Dr. Devaraj K

- Invited as a Chief Guest to the inauguration “GIANTS” International past presidents meet held at Hotel Woodside Mangalore on 24-10-2010.
- Invited to be the Chief Guest to the Golden Jubilee celebration at Gorigudda Church (Protestants).
- Attended private college management association meeting held at SDM College, Ujire.
- Invited to be the Chief Guest to the valedictory function of NSS of Govt. I Grade College, Haleyangadi at Mangalajyothi Integrated School, Vamanjoor.
- Presented a proposal for additional grant at UGC SWRO, Bangalore.
- Invited to inaugurate a seminar on H.R. initiatives towards healthy Industrial relations at Sri Devi Institute of Social Work, Mangalore.
- Invited to chair the session “Ethical Issues & Governanc International conference” organised by K.S.Hegde Institution of Management, Nitte.
- Invited to be the Chief Guest to the program of “Investors Awareness Programme” organised by ICWAI & Institute of Company Secretary of India.
- Invited to be the Chief Guest to inaugurate New Building of Kittel Memorial Junior College, Gorigudda.

Mrs. Aruna P. Kamath

- Attended 2 days National Level Seminar on workshop on “Autonomy, Concept Issues & Challenges held at St. Aloysius College on 23rd and 24th October (Saturday and Sunday).
- Co-ordinated the National Level Conference sponsored by UGC on “Indian Banking System: Challenges Ahead” on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mr. Muralidhara Rao K S

- Attended 2 day International conference on “Redefining The roles of Business, NGO and Govt. mission for a better Global Society” at Justice K.S.Hegde Institute of Management, Nitte, Karkala on 29th and 30th December 2010 and presented a paper titled “The new Dimensions of Bank marketing in Indian Banking System”.
- Presented paper on “Marketing strategies for Bancassurance for the future proposals of Banks” in the National Level Conference sponsored by UGC on “Indian Banking System: Challenges Ahead” on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mr. Thrishanth Kumar

- Passed NET JRF eligibility test conducted by UGC Delhi in June 2010 Exam.
- Attended the National Level Conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.
- Organised N.S.S Annual special camp at D.K.Z.P.Higher Primary School, Panjikal, Bantwal on 23-12-2010 to 29-12-2010.

Mrs. Renuthakshi

- Attended one day workshop on soft skill Training. "Student Centered Teaching & Experiential Learning" on 29-10-2010.
- Attended the National Level Conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Shashikala Shetty

- Attended 2 days National level seminar-even workshop on "Autonomy, Concept issues & Challenges" held at St. Aloysius College on 23rd and 24th October (Saturday and Sunday).
- Attended the National Level Conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Gowri Shenoy

- Attended Red Ribbon Club meeting held on 15th November 2010 at NSS Office Mangalore University
- Attended programme officers Annual Special camp meeting held on 2nd December 2010 at NSS Office Mangalore University.
- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Supritha

- Attended 2 days National level seminar-even workshop on "Autonomy, concept issues & challenges held at St. Aloysius college on 23rd and 24th October (Saturday and Sunday).
- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Ramya Shetty

- Attended workshop on " Social responsibilities of educational institutions" sponsored by UGC on September 7th & 8th 2010 at T.V.Raman Pai Convention Centre.
- Attended 2 days National level seminar-even workshop on "Autonomy, concept issues & challenges" held at St. Aloysius college on 23rd and 24th October (Saturday and Sunday).
- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Jayalakshmi Shete

- Attended workshop on " Social responsibilities of educational institutions" sponsored by UGC on September 7th & 8th 2010 at T.V.Raman Pai Convention Centre.
- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Gayathri K.

- Participated as a resource person and presented paper on for the secession "Business Accounting For Companies And NGOs" at HRM VISTA 2010 "Integrated Resource Management: Finance and HR" on 30th October, 2010, conducted by Srinivas Institute of Management Studies, Pandeshwar, Mangalore.
- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Smitha

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Jeevitha

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mr. Arun Francis Sequeira

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mr. Ashwin Loyal Mendonca

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mr. Thrishanth Kumar

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Dr. Harshitha K.

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Manju

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mr. Thilakraj G.

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Sandhya S.

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Madhumathi J. Raja

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Kavitha Prabhu

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Mrs. Sowmya Jyothi

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Deepa D. Hegde

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Ms. Manjushree Rai

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Ms. Shashikala K.G.

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Mrs. Jyothi

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Mrs. Shashiprabha

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Ms. Mamatha Pai

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Shalini M.

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Ashwini S. P.

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Ms. Shubhalaxmi

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Mrs. Anasuya

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Nayana Pai

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Kavitha K.

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Ms. Preeti Vinayakumar

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Ms. Preethika Dharmapal

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead"

on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Ms. Deepa

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mrs. Neetha Rani

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mr. Bharath Kumar Jain

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Mr. M. Jeevandhar Kumar

- Attended the National level conference sponsored by UGC on "Indian Banking System: Challenges Ahead" on 7th & 8th January 2011 at SDM College of Business Management, Mangalore.

Student Achievement:

Rakshith Ujwal of IBBM 'D' section secured II place in 1500 mts running race held at Bants Sanga event organized at Mangala stadium on 2nd December.

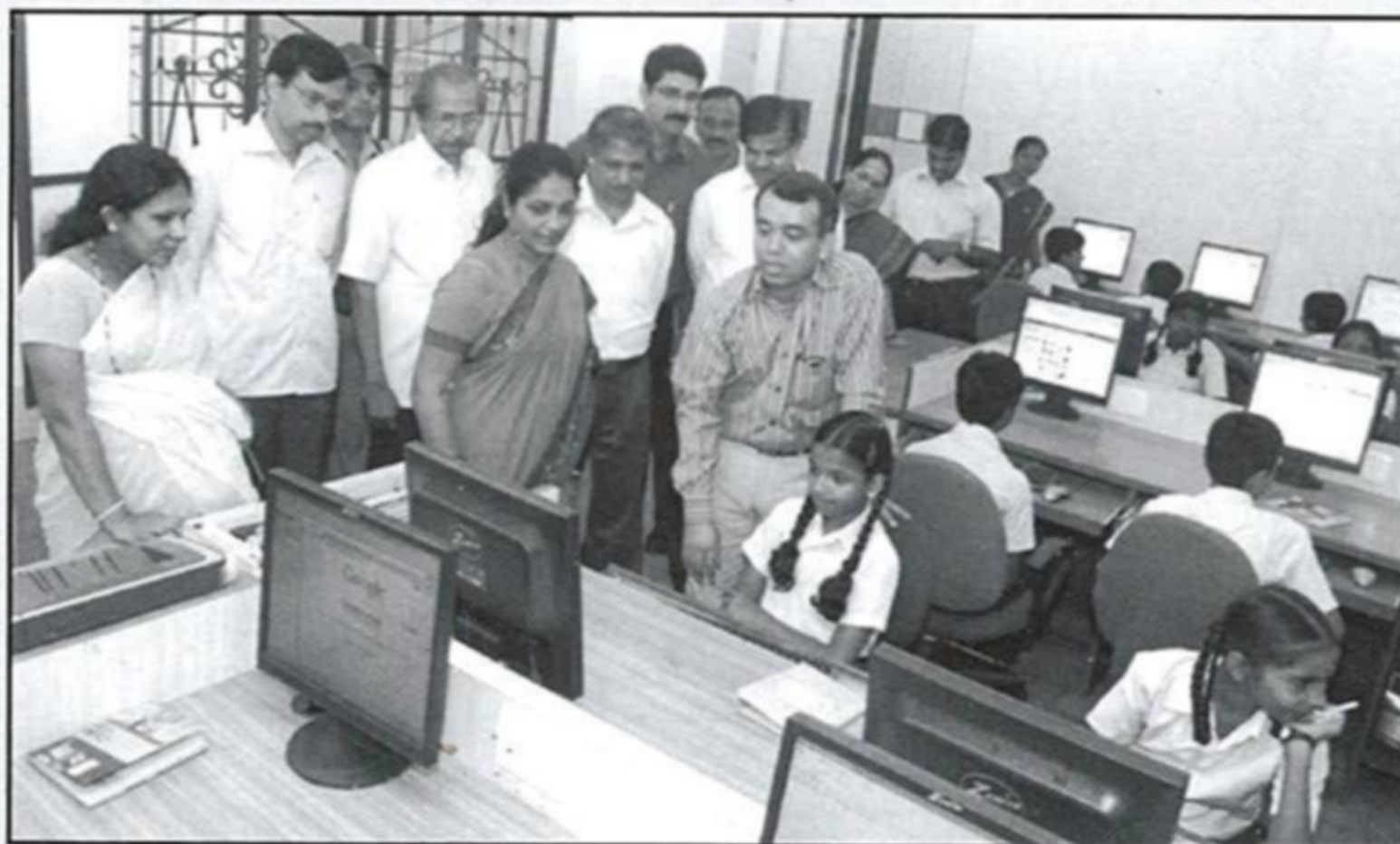
Clara Anchan of IBBM 'C' section won second place in the Group Discussion event held as a part of 'Prerana' the fest organised by Aloysius College, Mangalore.

Vishal Bhandarkar of IBCA 'A' section won second place in the Pictionary event held as a part of 'Prerana' the fest organised by Aloysius College, Mangalore.

Melissa Serravo of II BBM 'C' section secured II place in the Management Event held at Kannoor fest.

Samprathi Alva of IBBM 'A' section won second place in the Debate competition held as a part of 'Prerana' the fest organised by Aloysius College, Mangalore.

Jawad M.S. Of IBCA 'A' section secured third place in the Discus throw event in the Mangalore University Inter-Collegiate sports meet held at SDM College, Ujire from 13th to 15th December.



Student Internet World - 2010

MBA PAGE

Guest Lectures

Dr. G. Prem Kumar, academician and resource person, addressed students on the topic "**Personality Development**", on 8/10/2010. He emphasized the importance of proper communication to get best results and how a true professional is a combo of Leader, Administrator and Manager.

Mr. Max E. Rasquinha, Toastmaster, Houston USA enlightened the students on the topic "**Integration with Developed Countries and Patriotism**", on 12/10/2010. He gave real life experiences of the hardships he had endured in his younger days when he had migrated to America. He stressed on the importance of faith, patriotism and education to the successful life.

Mr. B. Prabhakar, Administrative officer, Dharmasthala Sampurna Suraksha Health Services threw light on "**Importance of Insurance and its benefits**", on 14/10/2010. He briefed on the competencies of individuals to take insurance and the various principles associated with the same.

Mr. Santhosh Rebello, Dean MCA Dept, St. Aloysius College, Mangalore addressed the students on the topic "**Business Intelligence**", on 21/10/2010. He briefed on key requirements of business decisions, customer behavior, supplier behavior and the present business scenario.

Dr. Sunitha Krishnan, "Prajwal", Andhra Pradesh spoke on "**Human trafficking**", on 28/10/2010. She educated the students on the rising need for awareness about human trafficking. She also cited examples on the above issue.

Mr. Ravi Mathur, Director ITC gave a talk on "**Era of ITC Company**", on 23/11/2010. He gave an overview of the diversifications, success, growth and transition of ITC from the late 1970's to the present day. He also threw light on the future with references to several schemes and projects of ITC.

Ms. Cinovia S. Medley, VP Mall Management, Aripac Mall Services Pvt Ltd mesmerized the students as she described about "**Mall Management and its future in India**", on 25/11/2010. She started off with the introduction of malls in India and how they are going to be the rage in future.

Ms. Mansi Agnihotri, MBE, Lucknow gave a talk on "**Research Methodology**", on 16/12/2010. A group activity was conducted to showcase the implementation of the research process.

Historian from Belgium Keonraadels delivered a talk to the lecturers, students and general public on recent judgement of Supreme Court on Ayodhya issue. The programme was organised in collaboration with citizens forum.

A programme for the benefit of student investors was conducted by the ICWA, Kolkata and Institute of Company Secretary of India, New Delhi

Certificate Course in YOGA

Fifteen days compulsory yoga training programme was conducted for 1st year MBA students by **Yogaratna Gopalkrishna Delampady** in between November 20th to December 9th 2010. The chief guest for the valedictory programme was **Prof. Sadashiva Rao, Principal Incharge, PPC, Udupi** on 9th December 2010. In his valedictory address he advised the students that Yoga is the best way to attain both excellences in studies as well as good health. The students had a demonstration of different asanas that they had learnt in this tenure. The staff in charge for this programme was **Ms. Deepti Shetty** and **Mr. Vijaykumar**.

EDU Source Training Programme

A training programme of two days was conducted for 1st year MBA students on 2nd and 3rd of November 2010. Mr. Anand, MD, Edu Source accompanied by team of six resource persons from various streams

engaged the students for two days. They conducted management games in Marketing, Hr and Finance. Students in addition were given overnight assignment and had presentations the following day of the same. The chief guest for valedictory session on 3rd of November 2010 was Prof Sherigar, Former V.C of Kuvempu University. Programme was coordinated by **Ms. Deepti Shetty and Mr. Vijaykumar.**

Staff Achievement

Dr. Devaraj K. submitted Minor Research Project Report (UGC Sponsored) to **UGC** for approval on the topic "**Impact of Global Meltdown on Selected Districts of Karnataka**", in association with Dr. Vidyavathi and Dr. Cynthnia Menezes.

- A joint paper in **absentia** presented at IIM, Ahmedabad in association with Mrs. Seema Shenoy, Faculty on the topic, "**Paradigm Shift in Indian Retail-the search for most lucrative Retail format**" organised by Aims from 1st - 4th Jan. 2011.

- A joint paper in **absentia** presented at IIM, Ahmedabad in association with Dr. Jomon Lonappan, Faculty on the topic, "**Corporate Performance-Ownership Structure and Competition**", at the 8th AIMS international Conference on Management jointly organised by IIMA and AIMS International.

- A joint paper in **absentia** in association with Dr. Jomon Lonappan, Faculty presented a paper titled "**Economics Globalization of Medical Tourism**", at the 7th International Conference on Economics and Finance organized by IBS, Bangalore

- A joint paper in **absentia** in association with Dr. Jomon Lonappan, Faculty presented a paper titled "**Impact of training on Fostering Entrepreneurship**", in the National Conference on SMEs in Global Economy organised by KLE Society's College of Business Administration, Hubali.

Dr Vidyavathi was the Co Investigator and submitted a report on minor research project "**Impact of Global Meltdown on Selected Districts of Karnataka**", to **UGC, SWRO, Bangalore** in the month of December 2010. The principal investigator for the same was Dr. Devaraj.K.

Dr. Prameela presented a paper titled "**Women Empowerment-A comparative study of general women cooperatives and fisheries cooperatives**", at the second NITTE International Conference organized by Justice **K S Hegde Institute of Management, NITTE** on 29th and 30th December 2010.

Dr. Savitha conducted a Workshop on "Smile and Greet", to the employees of **Sequent Scientific Ltd, Baikampady.** on 9th December 2010.

Dr Gopalkrishna.B.V presented a paper titled "**Infrastructure and Human Development-An interstate analysis**", on 4th and 5th of January 2011 at the international conference on **Economics and Finance** hosted by **IBS, Bangalore.**

Ms. Seema Shenoy, attended a two day national level Seminar and Workshop on the topic "**Autonomy-concepts issues and challenges**", held on 23rd and 24th of October 2010 at **St Aloysious College, Mangalore.**

- Attended and presented a paper titled "**Paradigm shift in Indian retail-Search for a most lucrative format**", at an international conference organized by **AIMS and IIM** at IIM Ahmedabad from 1st January 2011 to 4th January 2011.

- Participated in the doctoral paper competition at IIMA with the paper titled "**Customer Centric Strategic Approach for Indian Supermarket Retailers-A Conceptual Framework**", at an international conference organized by **AIMS and IIM** at IIM Ahmedabad from 1st January 2011 to 4th January 2011.

- Attended and presented a paper titled "**Assesment of Competitive Advantage among Supermarket Retailers in India**", at the 4th Doctoral Colloquium at **IIM Ahmedabad** on 3rd & 4th Jan 2011.

Ms. Savitha was awarded the **Outstanding Coordinator** for the year 2010 by the International Orientation Centre and the International Institute for Public policy, Houston, USA, at **St Aloysious Institute of Management and Information Technology**, Mangalore on 9th October 2010.

- Presented a paper titled **"Impact of Micro Health Insurance-A Review of Literature"**, at the National Conference on Micro Finance and Sustainable Livelihood Promotions in India organized by **SIT, Tumkur** on 15th and 16th December 2010. The same was published in edited book by Excel Books.

- Presented a paper titled **"Impact of Micro Health Insurance –The Case study of Sampoorna Suraksha and Karuna Scheme in Karnataka"**, at the 4th doctoral colloquium organized by **IIM Ahmedabad** on 3rd and 4th January 2011 and was awarded the **Best Paper** in the early proposal category.

Ms. Deepa Nayak P, attended and presented a paper titled **"Paradigm shift in Indian retail-Search for a most lucrative format"**, at an international conference organized by AIMS and IIM at IIM Ahmedabad from 1st January 2011 to 4th January 2011.

Dr. Jomon Lonappan presented a paper titled **"Pedagogical Innovations in Teaching Entrepreneurship"**, at the 8th AIMS International Conference on Management jointly organized by **IIMA and AIMS International**.

- Presented a paper titled **"Corporate Performance –Ownership Structure and Competition"**, at the 8th AIMS International Conference on Management jointly organized by **IIMA and AIMS International**.

- Chaired a session on **"Corporate Strategies"**, at the 8th AIMS International Conference on Management jointly organized by **IIMA and AIMS International**.

- Presented a paper titled **"Economic Globalization of Medical Tourism"**, at the 7th International Conference on Economics and Finance organized by **IBS, Bangalore**.

- Presented a paper titled **"Impact of training on Fostering Entrepreneurship"**, in the National Conference organised by KLE Society', Hubali in the month of Nov 2010.

- Presented a paper titled **"Prospectives of Work Life Balance"**, in the National Conference jointly organised by Karpagam College of Engineering & Management, Coimbatore.

Student Achievement

Students of MBA 2nd year participated and won the **1st place** in the Management Fest held at **AJ Institute of Management and Technology, Mangalore** on 24th October 2010.

Students of MBA 2nd year won the **Overall Championship** at the National Level Fest **"Shriyans"** conducted by **SIT, Valachil** on 5th and 6th October 2010. Among the individual events 1st places were bagged in Marketing, HR, Finance and Ice Breaker.

Students of MBA participated in the 37th **AIMA conference held** at Oberoi Hotel, Kolkatta on 22nd and 23rd September 2010.

Vikshitha B Rao of 1st year MBA received the State Level **'Best NSS Volunteer'**, award on 27th September 2010 at Raj Bhavan, Bangalore.

Neethi Nithyanand of 2nd year MBA participated in the dance festival conducted on the occasion of the 1000th year of the **Brihadeeshwaram Temple, Tanjore** on 25th September 2010.

Massand Ajay B of 2nd year MBA presented a paper titled **"Responsibility of Producing Generation of Youth who Live Ideal Lives-Education in Human Value"**, at National Level Conference on Social Responsibility of Educational Institutions held at TV Raman Pai Convention Centre, Mangalore on 7th and 8th September 2010.

Massand Ajay and Rahul Ram presented a paper on **"Green Education for Green Management to Create a Green Economy"**, at 'Manasa Manthana', held at **St Aloysious College, Mangalore** on 26th October 2010.



Address by Mr. Ravi Mathews, Director, ITC



MMA Programme



Training by Corporate executives to MBA students



Address by Stephen Knapp, Detroit, Michigan



Address by Dr. Sudha Rao to MBA students



Discussion with Cathey Maze, USA



Alumni (1980-83 batch) Meet



Release of Sync vision



Winners of cultural fest at Mysore



Overall winners in intercollegiate competition



Honouring retired Principals



Honouring Sri. Narendra, CMD, OOB.



Honouring Law minister Dr.M.Veerappa Moily



AIMA Conference at Kolkata



Ragatharanga Programme



Honouring Artists



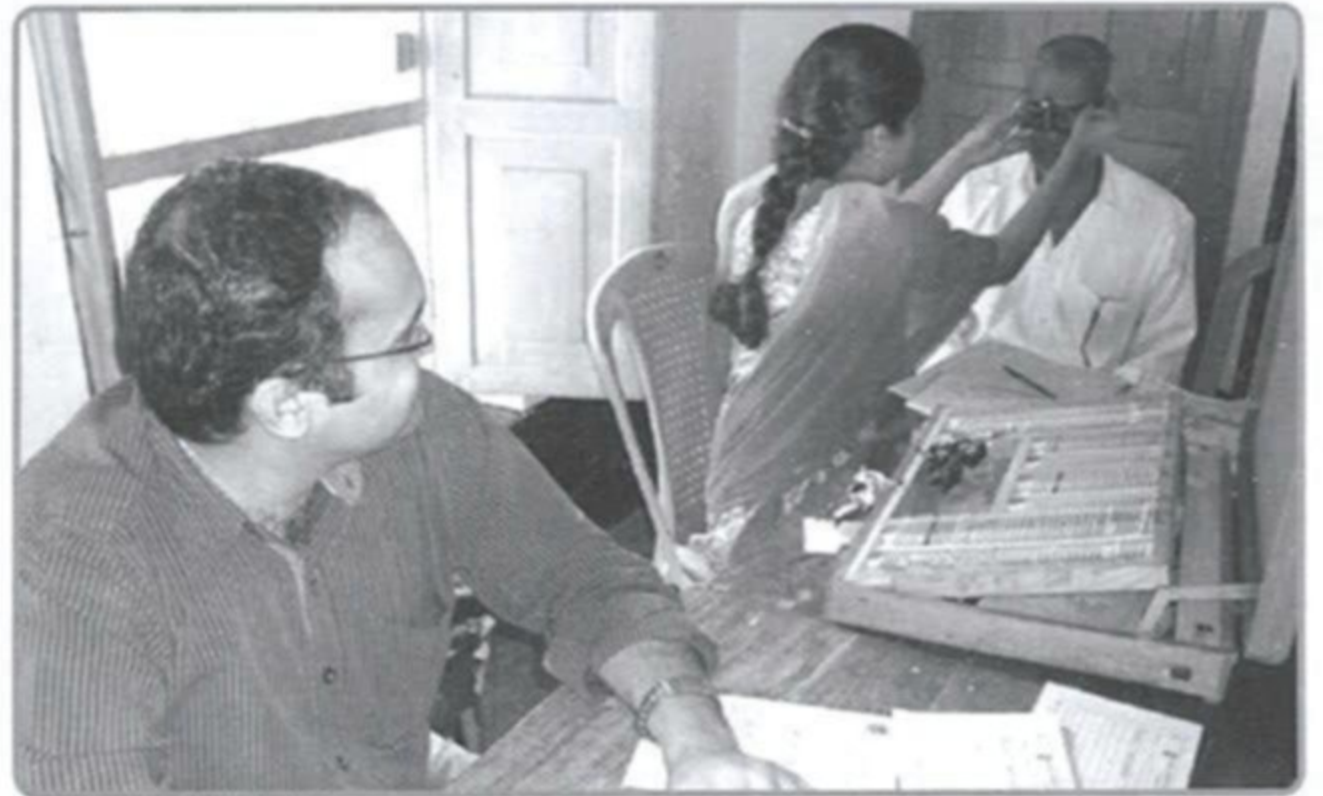
Free Heart Check-up Camp



Sri N. Yogish Bhat, MLA addressing the gathering



NSS Annual Special Camp



General Health Check-up



NSS cultural activities



Shramadana



Student Internet World



Inauguration of NSS Special Camp

UGC SPONSORED NATIONAL LEVEL CONFERENCE ON "INDIAN BANKING SYSTEM – CHALLENGES AHEAD"
In association with Bankers Club on 7th & 8th of January 2011



Invoking blessings by students



Welcome address by Dr. Devaraj K



Introduction of Sri Ananthakrishna by Mrs. Ramya Shetty



Inauguration by Sri. Ananthakrishna



Inaugural & key note address



Audience-spellbound



Introduction of Mr. B. R. Bhat by Mrs. Sandhya



Chief Guest address

UGC SPONSORED NATIONAL LEVEL CONFERENCE ON "INDIAN BANKING SYSTEM – CHALLENGES AHEAD"



Introduction of Mr. Chandramohan By Dr. Harshitha



Presidential address



Vote of thanks by Mrs. Aruna P Kamath



M. C. - Mrs. Madhumathi



I Technical Session



II Technical Session



III Technical Session



IV Technical Session

UGC SPONSORED NATIONAL LEVEL CONFERENCE ON "INDIAN BANKING SYSTEM – CHALLENGES AHEAD"



Paper Presentations by Mr. Muralidhara Rao & Dr. Radhakrishna



Valedictory Prayer



Welcome by Mrs. Shashikala Shetty



Honouring Sri Vijaya Bhaskar by Dr. Devaraj K.



Honouring Sri Vijaya Bhaskar by Sri Ananthakrishna



Summary of the programme by Mrs. Aruna P. Kamath



Feedback from participants.

UGC SPONSORED NATIONAL LEVEL CONFERENCE ON "INDIAN BANKING SYSTEM – CHALLENGES AHEAD"



Feedback



Valedictory address

Presidential Remarks



Vote of thanks by Mrs. Smitha

Compering by Mr. Arun FO Sequeira



Engrossed audience at the valedictory