



SHRI 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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SYNC VISION



VOL - 33
ISSUE : JULY 2013



SAHAYOG CAREER CONLAVE 2013



CURTAIN RAISER - STUDENT COUNCIL INAUGURATION



ACTIVITIES IN PROGRESS



RED CROSS



SRI INAUGURATION



ROVERS AND RANGERS



NSS

Editorial

Auspicious beginning for the college activities was made through the blessings of Dr. D. Veerendra Heggade in the inauguration of the student council. Social concern of our management was exhibited by the institution through the successful hosting of Udyoga Mela, "Sahayog Conclave 2013" in association with the Directorate of Collegiate Education, Mangalore, to provide placement facilities to the students of government colleges. Catch up with us for the latest updates in the most happening place ... SDMCBM campus.

SAHAYOG CAREER CONCLAVE -2013

The Department of Collegiate Education in association with SDM College of Business Management organised 'Sahayog Career Conclave -2013' a job fair for the graduate students of Government Colleges of Mangalore University on 28th July, 2013. The job fair was held in the SDM College of Business Management campus from 9 am to 6 pm. Students from Government colleges of Dakshina Kannada, Udupi and Kodagu districts took part. Around 47 Companies participated in the Job fair. Nearly 2000 candidates aspired for 1089 jobs and a total of 555 students were selected for different posts.

The Inaugural function began with the blessings of the Almighty invoked by the Students followed by Nadageethe. The programme was inaugurated by lighting the lamp & also by handing over the letter of appointment to the selected candidates. Minister for Higher Education and Tourism, Mr. R V Deshpande, delivered the inaugural address. He stated that the 21st Century is the century of competition, quality, and consumer satisfaction. Those who are well acquainted with life skills and quality education are likely to get the best opportunity with plenty of educational institutions in Mangalore. He further stated that the students of backward communities must be provided with opportunities on the basis of social justice and without compromising on merit.

According to him, College curriculum should be such that the students obtain life skills. He also stated the fact that only 17 lakhs students out of 53 lakhs in the country pursue their higher education. To increase the enrollment of youth in higher education, the Government would organise educational 'Loan Melas' to provide financial support to youth to pursue their higher studies.

Shri Keshetra Dharmasthala Dharmadhikari Dr. D Veerendra Heggade blessed the occasion and in his address to the gathering stated that creation of opportunities is a good sign of development. He further stated that, students today are equipped with a wide range of choices in the job market and have an opportunity to select from the best options.

Mr. J R Lobo, MLA, Mangalore South, presided over the programme. Department of Collegiate Education Special Officer Monica Ghosh, Vice Chancellor of Mangalore University Prof. Dr. Shivshanker Murthy, Prof P. S. Yadapadithaya, Registrar were present on the stage. Principal, Mrs. Aruna P Kamath and Placement Officer Mr. Thrishant Kumar were also present.

The Function was Compeered by Mrs. Renuthakshi, Lecturer - Department of Kannada of our Institution. The programme was concluded with a vote of thanks proposed by our Principal Mrs. Aruna P Kamath.

IQAC ACTIVITIES

FACULTY DEVELOPMENT PROGRAMME

A faculty development programme was organized by IQAC on 13th June 2013. The resource person for the morning session was Prof. B V Raghunandan, SVS College, Bantwal. He spoke about the Teaching Pedagogy for Management Education. He said most of the management techniques are US biased and there is a need to look at other countries like Japan, France to reorient the management education. He also stressed the importance of 3 dimensions of teaching - motivation, how to teach and what to teach. He said, efficient teaching is necessary for coping with the competitive world with wide knowledge and the same should be shared with the students in a more creative way. Lecture method is the best which is to be rendered with more added value to it. It can be delivered with Powerpoint presentation, subject related images, movies clips and also many other techniques.

The second session in the afternoon was on counselling and mentoring skills for teachers. Dr. Sufala Kotian, counselor & Associate professor Sridevi College, Mangalore was the resource person for the session. She is a member of child welfare committee and worked in women and child welfare department. She stressed on the problems faced by the students and on the monitoring and counseling skills the teachers must have. She shared her experience of the cases of counselling and gave live examples of how the students react to situations. Various activities were conducted by her during the session related to counselling to make the session more lively. The Programme began with the prayer by Mrs. Jeevitha. Principal Mrs. Aruna P Kamath welcomed the gathering. The programme was coordinated by Mrs. Shashikala Shetty and Mrs. Madhumathi.

LEADERSHIP TRAINING PROGRAMME

On 29th June, 2013, IQAC along with Student Council organized a leadership training programme for the student council members on "Power of Positive Thinking and Leadership" with Mr. Surfraz Hasim as the resource Person. The aim

of the programme was to inculcate positive thinking and thereby develop leadership qualities among the students. The session started at 10:00 a.m. with an invocation followed by welcome address and introduction of the resource person by student council president Swathi S. Rao with secretary Sanjana Kamath as the M.C. The programme began with a Documentary presentation, appreciating the beauty of nature, succeeding which there was an interaction and exercise with the students about various problems faced by everyone such as lack of confidence, fear of public speaking, memory loss in exams, etc.

The other areas emphasized by Mr. Surfraz were

- Positive thinking
- Affirmations
- Auto Suggestions
- Self hypnosis
- Developing Positive Mental Attitude
- Positive Self Esteem
- Benefits of Positive Attitude
- Consequences of negative Attitude
- Leadership Qualities
- Learning

The programme ended with the formal vote of thanks delivered by Karshini Tyagarajan.

WORKSHOP ON MINOR RESEARCH PROJECT

IQAC along with staff association organised a Workshop on preparation of Minor Research Project on 8th July 2013. Mrs. Smitha, HOD of BBM department welcomed the resource person, Prof. Catherine N., Principal, Colaco College of Management, Mangalore. Prof. Catherine N, spoke about designing the frame work for Minor Research Project Proposal to be submitted to University Grant Commission. She enlightened on the steps to be followed for the research proposal through presentation slides.

She said that a researcher should identify the potential area of minor research at the beginning

and then do the fact findings on selected areas and finally come up with project title. She also mentioned few minor research areas in business field. After finalizing the topic, there is a need for reviewing the literature on the topic. Two years period is given by the UGC for completion of the project and the project can be National level, State level, Regional level or local level also. She also mentioned the rough amount given by the UGC for various projects and prescribed few items on which amount can be spent. Regular Auditing has to be done by the auditor to support financial statements and necessary document to be maintained.

Continuing her session she explained the importance of co-investigator in the current research. Objectives of the study should be written using catching words like apply, understand, develop, compare etc. She stated that secondary data method is the common method adopted for data collection and also mentioned other data collection methods. Various channels can be utilized for finding data & students also can be involved in it. In her deliberation she also stated the importance of Publication and ISBN standard for publications. Every aspect of the research project was explained by her systematically. The programme concluded with the vote of thanks by Mr. Thrishanth Kumar.

PLACEMENT CELL ACTIVITIES

TALENT SEARCH EXAM

On 22nd June, 2013 TIME Institute conducted a guest lecture on "Talent Search Exam" for all the second year students. They provided information about CAT preparation, career in management and preparation for CMAT.

POOL DRIVE

On 22nd June, 2013 eMACS Technologies conducted pool drive in our college for the under graduate students. More than 50 students from different colleges participated and finally eight students got selected. The programme was organized by the placement cell of our college.

ONLINE TEST

Randstad India Ltd. conducted an online test in the college campus for Federal Bank on 23rd June 2013. More than 40 students from Mangalore region participated and benefited.

JOB FAIR PLANNING

A pre-meeting about "Sahayog Career Conclave" organised by SDM College of Business Management in association with Joint Director of Collegiate Education was held on 2nd July 2013 in the Conference Hall at 3:00 p.m to 5:30 p.m. The main purpose of this meeting was to give a framework to the Job Fair to be held on 28th July 2013 at SDM College of Business Management. The government college placement officers/ principals were present in the meeting and discussed about the Job Fair with Joint Director Dr. Devanand R. Gaonkar. Job Fair will be held from 9:00 a.m to 6:00 p.m. From morning 9:00 a.m to 3:00 p.m it is open to all government college students and from 3:00 p.m to 6:00 p.m, all other college students are allowed to participate. In the meeting, format of the Registration was issued to the all college placement officers/ principals and they should submit it back to the SDM College, Mangalore by 22nd and 23rd of July 2013. And all required information was given to the placement officers/ principals of the various colleges. Discussion was also held about all the required facilities for the Job Fair like classroom facilities, registration counter, food and accommodation facilities and also about the publicity to the Job Fair. Nearly 50 companies and also 800 students are expected to participate. It was decided that the next preparatory meeting will be conducted on 25th July 2013.

EXECUTIVE INTERACTION

Mrs. Anu Ravi Rao, Global HR Operation Manager, AMD, Austin, USA addressed students of I Year on 4th July 2013 in the conference. She said that as a manager or a leader, one must be compassionate and must have self-esteem. Positive thinking is necessary for a leader. She shared her experience as an HR executive. A leader should provide a goal so that everyone goes in the right direction, speak

up with confidence, its OK to say 'NO' but with confidence. Learn to provide solutions and think outside the box, she said. Then she pointed out that even if you are brilliant, without communication you cannot succeed and you can deliver in a better way. She said we should all put 100% for what we are passionate about. There was lot of interaction with the eager students who wanted to get an insight into the corporate world. The program was organized by placement cell Swathi Rao was the MC for the program. Rajashree Shet welcomed the guest. Vote of thanks was given by Suhail Rehman.

GUEST LECTURE ON ENTREPRENEURIAL SKILLS

A guest lecture was organised on "Entrepreneurial Skills" on 9th July 2013 at 3 p.m in the conference hall for the students of I BBM 'A' and 'B' sections. Mrs. Sowmya Shetty, Professor, Sri Devi Institute of Management, was the resource person. She spoke about the qualities to be possessed to become a successful entrepreneur with suitable examples, case studies and videos. Highlighting the qualities, that one should have to become a successful entrepreneur, she also spoke about various business strategies. The discussion was also held on empowerment of women entrepreneur and qualities required for women to take over the business. The session was made more interactive through activities and case studies which helped the students to know their ability to interact.

BANKING TRAINING AND APTITUDE TEST

On 10th July 2013, TIME Institute conducted an introductory address on "Banking Training and Aptitude Test" for all final year students of B.B.M and B.A(HRD).

BRIEFING ON COMPANY SECRETARY COURSE

On 10th July 2013, Ms. Trupthi Maheshwari, an Alumni of SDM College of Business Management, Mangalore, briefed the first year students about the importance of company secretary course, registration process, and career as a company secretary. She also gave the idea about how to go for such courses and how much demand is

there in the market for company secretaries and also encouraged all I and II year students to join the course.

VALUE EDUCATION PROGRAMME

Various guest lectures were held in order to create an awareness among the students about the importance of human values. The following talks were held to impart value education to the students.

Lecture by Mr. Anil Albert D'Souza

Guest lecture was held on 16th July 2013 for III BBM A & D section. Tanusha Das welcomed the guest Mr. Anil Albert D'Souza, faculty, SDM Law College.

The guest said that one should always think of what he is doing in his life. There is value in each and every subject what we study, he said. A person's value is framed not just by the environment or surrounding which he lives by, but by the moral value he pursued right from his childhood and taught by his parents. Being overconfident is trying to go against the value. The guest lecture was concluded with the vote of thanks by Samih Ali. Mrs. Veena D Kotian and Mrs. Shaini Naveen coordinated the programme

Lecture by Mrs. Grace Noronha

A guest lecturer on value education was organized for III BCA students on 19-07-2013 at 2:00 p.m. in the college conference. The speaker of the day was Mrs. Grace Noronha, Principal, St. Aloysius Gonzaga CBSC School, Mangalore. Mrs. Aruna P. Kamath, Principal, SDM CBM and Mr. Arun F. Sequeira, Faculty, SDM CBM were present. The programme commenced with a prayer by Mr. Anil Roshan. The guest, in her speech, focused on the values - local, national & global (international) & enlightened the students with moral thoughts on life. She also spoke about the humanistic values. For the world of the 21st century, humanistic values must project the vision of a peaceful world in which no man, woman or child, shall live as servants or slaves existing simply to fulfill the whims and wishes and desires of others, a world, in which no man or woman or child shall be used as a tool to satisfy the lusts or greed or ambitions of others, a world in which every human life, the life of every man, woman, and child shall be a wanted, welcomed, and as an esteemed member of the one human family, she said. She concluded her talk by saying "Let us Learn from

yesterday, live for today, hope for tomorrow." Ms. Nandini welcomed the guest and the gathering and Ms. Nishmitha Prabhu introduced the guest. Ms. Naeema Mohammed proposed vote of thanks.

Lecture by Swamy Nama Nishtha Das

A guest lecture was given by Swamy Nama Nishtha Das of Hare Krishna Temple, Nantoor who also offers value education course at NITK, MIT etc. He started the session by asking questions regarding human intelligence. He explained IQ, EQ, SQ, human intellect and how they play a significant role in the advancement of learning in art, science, philosophy. He presented some videos relating to emotional quality, morality, mind control and life which are the different elements of intellect. He quoted the words Swami Vivekananda -"Rise, Awake and stop not till your goal is achieved". Human wants are unlimited but we need to limit them, he said. Priyanka from 1st BBM sang prayer. M.C was Rasmiya Sheikh from 1st BBM. Vote of thanks was proposed by Vaishnavi of 1st BBM 'A'.

EXHIBITION OF SIRI PRODUCTS

An exhibition of Siri product was held in the basement of the college for month in order to create awareness and enhance the marketing opportunities for the Siri products. It was inaugurated on 3th June, 2013. Mr. Sampath Kumar and Mrs. Manorama Bhat were present on the occasion. After the inaugural, marketing association of the college decided to give more publicity about the Siri brand among the students.

Siri Gramodyoga Samsthe started operations in 2001 to promote group-based livelihood activities in the non-farming sector to assist women who have fewer opportunities. The main objective of Siri Gramodyoga Samsthe is to empower women through Self Help Groups (SHGs). The organisation is being promoted under the Shri Kshethra Dharmasthala Rural Development Project (SKDRDP).

Under the Siri project, women SHGs are motivated, trained and assisted in setting up various group ventures. These groups are given professional assistance in acquiring skills, finance, raw material procurement, production and marketing of the products. Considering the success of the initiative, Siri Gramodyoga Samsthe is now planning to increase the number of SHGs in the coming years.

The exhibition received a very positive response from the students and members of the public in the vicinity of the college.

ORIENTATION PROGRAMME FOR FIRST YEAR STUDENTS

The student orientation programme for the first year students was organized on 14th June 2013, Friday in the college auditorium. The programme began with prayer by Ms. Mamatha Pai, faculty of SDMCBM. Mrs. Aruna P. Kamath, the Principal of the college welcomed the gathering and gave valuable guidelines to the students. The staff incharges of various associations outlined the activities. Four alumni from BBM, BCA and BA(HRD) courses were invited to motivate the students and to share the experience in the college.

Mr. Arpith Indravardhan of BBM department presently working at Radio Mirchi opined that the college has been an important milestone in his career and it has provided him good exposure to the corporate world.

Ms. Sonali Mallya of BBM department appreciated the excellent support system provided by the college to students to develop their career. She expressed her gratitude for the excellent opportunities provided by the college to the students.

Mr. Rakshith, alumni of BCA, currently working in Nukri.com appreciated the college for helping to realise his goal in life. He said that every student must have a specific goal and work sincerely towards achieving it.

Ms. Wafa Amir of BA(HRD) section currently working as soft skill trainer in Govt. first grade college, appreciated the college for being an important part of career. She recounted some memorable moments of her days in the college.

The programme was hosted by Mrs. Veena D. Kotian and co-ordinated by Mr. Arun F. Sequeira and Ms. Mamatha Pai. Vote of thanks was proposed by Mrs. Divya Uchil.

PROGENITOR - ORIENTATION BY STUDENTS

Progenitor - an orientation programme conducted for the new entrants by the final year students - was organized on Saturday, 15th June 2013. Seniors briefed the first year students about various fests that are organized by the college. The programme began with welcome speech by Suhail Rehman of III BBM 'D' section. Rahil Ahmed of III BA(HRD), Tanusha Das of III BBM(A), and Karthikraj of III BBM(B) introduced the activities of various associations. An inspirational video focusing the all the activities of the academic year was shown. The events like product launch and quiz were conducted in order to mark the beginning of new journey. The students were grouped into 20 each and were given the task of launching a given product. Each team was given opportunity to launch their product on the stage. It was observed that the innovative ideas emerged from the groups. A demo of the product launch was given by the final year students. The event was organized by Swathi Rao and Roopesh of III BBM. Mrs. Shaini Naveen and Mrs Veena D Kotian, the faculty of SDM college judged the events. The best two teams were awarded with prizes. A general quiz was organized by Krishma Rai & Thanusha Das of III BBM . Sreemukha S. from III BCA(A) proposed vote of thanks.

BRAIN STORMING FOR ACTION PLAN BY SQAC

A brain storming session was held on 17th June 2013 at 1 pm. The staff coordinators, and secretaries of IInd and IIIrd year of all the association were present on the occasion. Each association was assigned a separate room. The task assigned was to prepare plan of action for the year 2013-14 and to plan the various extension activities to be held in this year. The participants proposed different activities and events to be held by the respective associations. Finally, both coordinators and the secretaries together framed feasible action plan for organizing all activities throughout the academic year

GUEST LECTURE

A guest lecture was held on 20th June 2013 between 1.00pm - 2.00pm in the conference hall, SDMCBM, Mangalore, to the students of II year BBM 'C' Section & I Year B.A (HRD) by V.G Hizrar.

He inspired the students with motivational stories by talking about the necessity of moral values to achieve success in life.

Mr. Rohan from News Karnataka addressed the students on how to write the articles for the newspapers. The students were asked to give the feedback to know how they were inspired by the speech.

OBSERVATION OF ANTI-DRUGS DAY

On 26th June 2013, as the world celebrated Anti-drugs day, we had a resource person Mrs. Radha S. Bhat, a counselor by profession, who delivered a talk on the rising issue of "Substance Abuse" to the students of our college.

The talk, where students from two sections of the 1st year B.B.M classes participated, was organized in the conference hall by the literary association of our college. The resource person dealt with the topic of substance abuse and its pathetic after-effects; how it could be identified in an individual; the things which lead to this activity and its very limited cures.

Mrs. Bhat pointed out the fact that regular absence from schools and colleges had a major role to play in being introduced and influenced to this so-called 'deathly paradise'.

PERSONALITY DEVELOPMENT PROGRAMME

A guest lecture on the topic of "Success and Personality Development" was held on 27th June 2013 for the first year BBM students. Mr. Lokesh, Professor from Shyadri Institute of Management, was the resource person. The programme was held in the conference hall at 3 pm. He talked about the importance of personality development in career building. He also spoke about the significance of IQ and EQ in achieving success. He highlighted some of the important qualities of a successful person through examples & Videos.

LENDING A HELPING HAND

The Rovers and Rangers Unit of the college began its activities for the year 2013-14 by organizing a half day camp at Thoudgoli, Naringana on 30th June 2013. Uniforms were distributed to 63 children of Shree Subramanya Aided Lower primary school, Mudoor Thoke, in association with Yuvaka Mandala®, Naringana. The programme was presided over by Mr. Hyder Kairangala. Mr. Srinivas(Head Master), T. H. Mohammed (PTA), Mr. Nikolas Montero, Shree Devappa Shetty and Mr. Naveen Shetty were present on the dais. Mr.Thilakraj G and Mr.Thrishanth Kumar were the coordinators of the programme.

Rovers and Rangers - Orientation programme

An orientation programme was organised for all the students who enrolled for Rovers and Rangers association on 2nd July 2013. Thilakraj G. Lecturer incharge welcomed the students and advised them to participate in the association activities and develop their personality so that they can excel. Mrs. Jyothi pointed out the significance and scope of this association. The staff-cordinators and students proposed the activities that can be conducted.

NSS ORIENTATION PROGRAMME

NSS unit of the college organized an orientation programme for the benefit of the first year students on 4th July 2013. All the NSS volunteers attended the programme. The NSS programme officers Mrs. Gayathri K and Mrs. Deepa D Hegde, former NSS programme officers Mr. Thrishanth Kumar and Mrs. Jeevitha were also present.

Mrs. Gayathri K, NSS Programme Officer, enlightened the students about the aims, objectives, Motto and Symbol of NSS. Students were also informed about the regular activities, dress code, EC&CC Marks, NSS Clap and NSS Song. The Final Year Students Nishmitha Devadiga and Karthikraj shared their experiences they had in the Republic Day selection camp held at Bangalore University campus.

The Secretaries Rakesh Naik, Neha Shriyan shared their past experiences about regular activities and special annual camp.

Mr. Thrishanth Kumar, inspired the students to participate in the various activities conducted by NSS. He also shared his experience as a programme officer.

Akshatha, NSS Volunteer, compeered the programme & welcomed the gathering. Manasvi and Shivalathashki rendered prayer service. Akashatha proposed the vote of thanks.

INAUGURATION OF THE STUDENTS' COUNCIL 2013-14

The inauguration of the students' council of SDM College of Business Management was held on 6th July 2013 in the college auditorium. Dr. D. Veerendra Heggade, president of SDME society, graced the occasion with his presence. The council was inaugurated by Mr. G. Giridhar Prabhu, proprietor, Achal Industries, Mangalore. The chief guest for the function was Mr. Shrinidhi Chandra, Senior Alalyst, Wealth Operations, ANZ Banking Group, Bangalore and also an alumni of the college. Dr. Devaraj K., Director and the former principal, was present on the occasion. Mrs. Aruna P. Kamath, principal of the college, presided over the function. Mr. Arun F. Sequeira, the staff-coordinator for the students' council was present on the dias.

Dr. D. Veerendra Heggade, in his address, said that the students should not restrict themselves to the curriculum. Instead, they should update themselves with the current happenings in the areas they are interested in. In this way they can remain fully prepared to face challenges in their future careers, he said. Mr. Giridhar Prabhu, in his inaugural address, spoke about different career opportunities that are available to students who pursue management education. He pointed out that various service sector industries are being established in Mangalore which would make it easy for students to choose the right career opportunities. He stressed that students should aspire to become the instruments of social change. They should inculcate various qualities such as endurance, self-discipline, multi-disciplinary approach, he said. He provided some pointers about the projects that the students can work on while pursuing their studies.

Mr. Srinidhi Chandra, in his chief-guest's address, spoke about his experience as a student of the college. He expressed his gratitude to the college for providing him a number of opportunities to involve himself in various extra-curricular activities. He provided a few suggestions for the first year students to get themselves involved in the activities organized by the student council. Dr. Devaraj K., in his address, spoke about innumerable opportunities that are available for students to develop careers. He reminded the students that every person born into this world has unique potentialities and students should work hard towards realizing their aims and goals. Mrs. Aruna Kamath, principal, spoke about the importance of extension activities through which students can exhibit their social responsibility. She said that extension activities are very essential for students and they should take special interest in taking part in them. She advised the students to develop positivism and be ready to face any challenge that will help them to excel in their student life.

The motto for The Students' Council 2013-14 was "Working Together Works" and the theme was "Youth Sensitization". The Motto and Theme was unveiled by the members of the Council through a dance performance. The Office Bearers of the newly inaugurated Student Council were then presented with the badges for their respective posts. Later there was introduction of student council members and different association heads presented their plan of action. The student council is an important platform for the students to develop leadership skills. The college has 10 student associations representing different areas. This year each Association has framed a Motto. A theme is also selected to channelise and coordinate the activities. The students based on their interest, chose the association of their interest and take part in the activities throughout the year. Ms. Swathi S. Rao assumed the office as the president of the student council, Sanjana K. Kamath as the secretary and Karshini Tyagaraja as the joint secretary. All the office bearers were sworn into their respective offices by reciting the oath administered by the student council staff

coordinator Mr. Arun F. Sequeira. The vote of thanks was then proposed by Ms. Karshini Tyagarajan. The programme was concluded with the National Anthem. Yajnesh Bangera compeered the programme.

INAUGURAL OF THE MARKETING ASSOCIATION (VENTA)

The Marketing Association conducted the inaugural ceremony of the association on 8th July 2013. The program began with a prayer. The chief guest for the occasion was Mrs. Manorama, Director of the Siri products of Shri Dharmasthala Gramodhyoga. Mr. Vishal Bandarkar, an alumni of the college, was present on the occasion. The guests along with the principal, staff coordinators and student coordinators of the association inaugurated the function by lighting the lamp.

The chief guest Mrs. Manorama shared a few experiences. She gave a brief introduction about the Siri products. She also said that the Siri is working for the betterment of the poor people. Principal narrated a short inspirational story to point out certain myths in marketing in her presidential address.

The orientation to the members was done by Mr. Vishal Bandarkar. He spoke about the strategy of marketing and how one could be successful in marketing. Mr. Vishal Bhandarkar also talked about the various inter-college marketing fests. He motivated the members with his innovative ideas and thoughts.

NSS INAUGURATION

NSS Unit for the academic year 2013-2014 was inaugurated on 9th July 2013 at 3 p.m in the auditorium. Sri Chandrashekar K, Assistant Professor & HOD of Department of Commerce, Government First Grade College, Barkur and Mr. Ananthamangalam, State Bank of India, were the Guests of Honour.

After inaugurating the activities by lighting the lamp, Chief Guest Mr. Chandrashekar K mentioned the importance of NSS Motto and how NSS helps in the personality development of the youth and reaching their goals. He called upon the NSS volunteers to serve the society without any

expectations. He stressed the importance about growing trees in our environment. He also pointed out to inculcate the thinking and philosophies of Swami Vivekananda.

Mr. Ananthamangalam stated that NSS is a platform where students can show their talent and overcome their fear, they will become sincere and honest in services they render to the society.

In her presidential address, Principal Mrs. Aruna P Kamath praised the work done by the NSS Volunteers and explained the benefits of joining NSS. She also encouraged the NSS volunteers to plan out new innovative activities which will be supported by the college.

NSS Oath was administered to the volunteers by Mrs. Gayathri K, NSS officer of the college. Shreeparna presented the plan of action. Akshatha welcomed and Keerthan Shetty proposed vote of thanks. Manasvi and Shivalathakshi rendered prayer and sang the NSS Song. Deekshitha compered the program.

INAUGURATION OF FINANCE ASSOCIATION - FONDOS

Finance Association FONDOS inaugurated on 9th July 2013, 3.00 p.m. in Conference Hall of SDM College by Ms. Megha Kamath, lecturer, Canara College, Mangalore and also an alumni of SDM College.

The inaugural programme started with the prayer. Megha Kamath, in her address, motivated the students to take active part in all the events of association, which will definitely develop the personality of the students. Mrs. Smitha, HOD of BBM Department, presided over the function.

Arun Nambiar, student coordinator, welcomed the gathering and Roopesh proposed vote of thanks. Lecturers in charge Ms. Sowmya Hegde and Mrs. Shaini Naveen were present on the occasion.

INAUGURATION OF LITERARY ASSOCIATION - CROWN OF WISDOM

Inauguration ceremony began with the lighting of the lamp. Akshatha Rao, presented the plan of action for the year and the chosen theme for this year is "Harmony for Healthy Society" and various activities will be implemented through Allegory,

crown of wisdom (English), Vikasana (kannada) Spuran associations (Hindi). Vaishnavi, Savad and Swathi presented beautiful poems related to women empowerment in English, Hindi and Kannada respectively. Ms. Hanica, the guest for the function & alumni of our esteemed institution, motivated students to take part in all the literary activities and moved us with her inspirational words of wisdom.

Mrs. Aruna P. Kamath presided over the inaugural gave a few steps to improve the college magazine. She enlightened the students about the diverse topics for writing articles and gave guidance how to write these articles in a better way. Writings on Emerging issues and success stories of famous personalities; interviews of VIPs in Mangalore can be included in the college magazine, she said. Ms Asma was the M.C for the occasion, Divya Fernandes introduced our guest of honour Ms Hanica. Aishwarya welcomed the gathering. Vote of thanks was proposed by Rashmi.

SKILL BASED TRAINING CONDUCTED BY FONDOS (FINANCE ASSOCIATION)

On 10th July 2013 Finance Association called as FONDOS organised a skill based training programme to the students of the College under the guidance of lecturer incharge of FONDOS, Ms. Sowmya Hegde and Mrs. Shaini Naveen in Room No. 204 at 3.00 p.m.

The training was organised to improve the competency level of the students FONDOS. An activity conducted with this regard was MONEY TALK, wherein on the spot, finance related topics are given to the students and they had to talk on the selected topic for 3 minutes. 13 students participated in this training programme. Mrs. Vasudha and Ms. Shashikala K.G were the judges of the programme.

OBSERVATION OF WORLD POPULATION DAY

Department of Economics organized student seminar on 11th July on the occasion of the world population day. Under the guidance of Mr. Prasanna students Anandakrishnan, Mohammed Aneez and Mohammed Iman presented student seminars They dealt with the topic "Population and

measures to control it ." Under the guidance of Ms. Shashikala K. G the students of III BBM A section presented seminars on the occasion of World Population Day.

STUDENT SEMINAR ON POVERTY

On 18th July 2013 student seminar was organised by the economics department. Srikanth Nayak and Adarsh Shetty presented the seminars. Their topic for the presentation comprised of poverty and causes and measures to overcome poverty. Poverty is a serious evil existing in the Indian society and the seminar was conducted to enlighten the students about it. Srikanth highlighted his views regarding the causes of poverty such as population explosion, illiteracy, unemployment, price rise, low rate of economic development, shortage of capital and able entrepreneurship, social factors etc. Adarsh then stressed on the measures to overcome poverty which include economic liberalization, employment and productivity, assistance to farmers etc. He also made it clear that women empowerment also goes hand in hand to overcome poverty. The session came to an end with a convincing message that poverty should be eradicated to make India march forward in its path towards being a developed nation.

INAUGURATION OF SCAN ASSOCIATION

SCAN Association was inaugurated on 11th July 2013 in the Conference Hall at 3:00P.M. Miss. Lasya N. Murthy, alumni of SDM College of Business Management, Mangalore, inaugurated the SCAN Association by lighting the lamp. Mrs. Aruna P Kamath, Principal presided over the function. Staff Coordinators Mrs. Sowmya Jyothi and Mrs. Reshmi B.R were present on the occasion. Pawan Kumar and Sachin Shenoy coordinated the programme. The inaugural programme started with the prayer. SCAN student coordinators Mr. Pawan Kumar welcomed the gathering. Mr. Sachin Shenoy read the proposed action plan for the year 2013-14 and also introduced the SCAN logo which was designed by the final BCA student Mr. Sachin N Rao. Video of the skill based activities conducted in the last year was then displayed to the students.

The guest of the function Ms. Lasya N. Murthy, addressed the students. She motivated the first year students to make use of the opportunities in the college and also to take part in the activities conducted by the different associations. She also said that winning is not important but the experience got by participating in the events is much important than all. We'll know the worth of the college when we step into the real world and consider ourselves better than others. The advantage of coming from a technical background is that we have a greater judgment quality on the features of the electronic gadgets like mobile phones, laptops, software & add-ons. When the BCA students of SDMCBM become a full fledge graduate, they are considered to be a total package for the employers. "Make yourselves capable to face any queries & never stop developing your skills", she said. She congratulated the ones behind the success of this event. She wished good luck and told the students to be proud when graduating from college and to get laurels to the esteemed institution.

Principal Mrs. Aruna P. Kamath, in her presidential address, called the students as technology geeks. She appreciated the students for the beautiful video presentation of the SCAN Association activities and told the students to provide helping hands in preparing videos for the college activities as pictures will speak more than reports. She advised the students to teach other fellow mates basic computer skills to those who have no exposure to the tech field. The students should take part in the extension activities, such as giving knowledge to the school students who does not have the basic idea of a computer, she added. Abdul Muyeed was the MC for the inaugural function and Mohammed Zaid Sada proposed the vote of thanks

FIRST IMPRESSION BY HRD ASSOCIATION

'Resource Hub', the HRD association conducted skill based training programme Curriculum Vitae (Resume) writing competition on 11th July 2013 at 3pm in room no 202. It was an individual event where the participant must give a hand- written CV. Judges for the competition were Mrs. Shaini and Ms. Mamatha Pai.

INAUGURATION OF ROVERS & RANGERS

ROVERS AND RANGERS activities for the academic year 2013-2014 were inaugurated on 12th July 2013 at 3 p.m in college conference hall. Mr. Prathim Kumar was the chief guest of the inaugural programme. The inaugural function began with the prayer by Manasvi and Nishmitha. Varsha Jain welcomed the guest. Lavanya of I BBM 'A' gave the introduction about the guest. The staff-coordinators Mr.Tilakraj.G and Mrs. Jyothi were present on the dias. The guest then inaugurated the programme by lighting the lamp.

Mr. Prathim Kumar, in his address, spoke about what rovers and rangers is all about. Surabhi of III BBM 'A' presented the activities for the academic year. Akshatha of II BCA 'B' proposed vote of thanks.

INAUGURATION OF RED CROSS

Red Cross activities for the academic year 2013-2014 were inaugurated on 12th July 2013 at 2 p.m in the college conference hall. Mr. Santosh Peter was the chief guest who inaugurated the programme by lighting the lamp. Mr.Santosh Peter spoke about how the youth should be motivated to efficiently manage natural disasters. He gave the example of the Uttarkand floods. It is important that people should learn how to help themselves so that they can help others in times of disasters. Red Cross coordinators Mr.Prasanna and Mrs.Renuthakshi were present on the dais. Rakshith introduced the guests. Sharan welcomed the gathering. Plan of action for the proposed year was presented by Rakshith. Red Cross volunteers rendered the prayer. Sarah compered the programme. Akash proposed vote of thanks.

FINE ARTS INAUGURATION AND ORIENTATION - KALA VAIBHAV

Fine Arts Association was inaugurated on 7th July 2013 at 12.00 p.m. in the conference hall. The inauguration was hosted by Vernon Prajwal Dsouza, the Secretary of the Fine Arts association. The programme began with a prayer song by the

students. The chief guest for the day was Mr. Suhaan Prasad, an alumni of the college, who has worked as an Assistant Director of the Kannada movie 'Chellapilli'. Mr. Rahul, an alumni of our college and TV presenter, V4 News 24x7 was also present on that occasion. Principal Mrs. Aruna P. Kamath, Mrs. Jeevitha and Miss. Chaithanya were present on the dias.

Mr. Suhaan Prasad, in his address, explained the importance of art. He stated that students must have an appropriate goal in life and cherished his old memories as a student of SDM College. Principal Mrs. Aruna P. Kamath stated that 'edutainment' is the new way of entertainment with educational values. She also stressed that 'Edutainment' can give more importance to moral and social values through entertainment. Mr. Rahul oriented the students about the activities and programmes organized by the Fine Arts association.

ONE DAY CAMP

On 14th July 2013, Sunday NSS unit organized a one day camp at Mangalajyothi Integrated School, Vamanjoor. The NSS officers, Mrs. Gayathri K and Mrs. Deepa D Hegde, accompanied the students. All the NSS, Red Cross and Rovers and Rangers volunteers along with the faculty members reached the site at 8.30 a.m. Participants were divided into different groups. Each of the groups had a leader assigned and they were given responsibilities of Shramadhan. At the end of the day, first and second year students shared their experiences after the activity.

EXPERIENCE SHARING

On 15th July, 2013, Rovers and Rangers unit of SDM College of Business Management and Kudremukh Wildlife Foundation jointly organised a programme wherein, Mr. Paul Rosolie, a naturalist, an author and an award-winning film maker who has specialized in the Western Amazon for nearly a decade shared his experiences, detailing his encounters with world's largest snakes, Anaconda and unidentified species of the Amazon. He shared his explorations through video footages and

photographs. He has worked in various conversational projects in tropical ecosystems all over the world. His experience covers locations in India, Indonesia, Brazil and Peru. He has been featured in Mongabay.com's Young Scientists series for his conservation work with the Tamandua Expeditions that uses tourism to support rainforest conservation. In 2012, he sold the rights to his first book 'Mother of God' to Harper Collins and 2013 he spoke at the United Nations Forum on Forests as a winner of the Annual Short Film contest for Forests for People, for his Documentary, 'An Unseen World'.

Mr. Paul showed the video footages of a number of wild animals caught in his camera traps kept on a spot in the Amazon Forest. He also shared the photos of him and the fellow explorers holding several unknown animals and trying to make out their distinctive features. His team came across the largest Viper in the world, whose Venom costs \$1.67 Billion in International Market from which venom medicine is prepared.

He also stated a fact that the people of Brazil are scared of the snakes and whenever they sighted a snake, they would shoot at it out of fear. He has also explored the Floating Forest which is the forte of Anacondas. He and his fellow explorers had once sighted a 25-30 ft long green female Anaconda there, tried to way lid it for study but ended up in vain. According to Mr. Rosolie, "it was so calm and cool with massive strength." He has sketched out this expedition showing the seven explorers sitting on the back of Anaconda and also added that he had failed to get a snap of it.

Mr. Paul stated that like elsewhere, environmentalists fear that the threat is awaiting this pristine greenery land. He also added that, 20 per cent of our planet's oxygen is provided by the Amazon rain forest alone. Yet he feels that somewhere call for development in the forest is being slowly cropping in because of poaching and illegal mining. He also stated the fact that, no kind of security was provided to Amazon Rainforest. Mr. Paul Rosolie kept the audience of various colleges in Mangalore city enraptured with his experiences and an inspiring talk. Mr.Thilakraj.G coordinated the programme.

HRD ASSOCIATION INAUGURATION - RESOURCE HUB

On 16th July, 2013, Human Resource Development Association of SDM College of Business Management organized its formal inauguration ceremony. The dignitaries of the dias were Dr.Rashmi Kodikal as Chief guest, Principal Mrs. Aruna P. Kamath as President, Mr.Thrishanth Kumar HOD of Human Resource, Mrs. Veena D. Kotian and Mrs.Vasudha Staff Co-ordinators and Deeksha and Prathiksha Student Co-ordinators of Resource Hub, HRD Association. The occasion began with the blessing of the Almighty invoked by Ms. Shabari Ganiga and group with a prayer. Ms. Priyanka was the Master of Ceremony .

After the invocation, Mr. Rahil Ahamed delivered the welcome address, which was followed by the Traditional Lamp Lighting ceremony by the dignitaries. Ms. Deeksha Samartha, the Resource Hub Co-ordinator introduced the Chief Guest Dr. Rashmi Kodikal, Associate Professor, Centre for Management Studies, P.A. College of Engineering, Mangalore, who is also an Alumnus of our institution.

After the formal introduction, the inaugural address was delivered by Dr. Rashmi Kodikal. Dr. Rashmi kept the audience enthralled with her inspiring talk on the importance of Human Resource in an organization. With her illustrious talk, she stated the crucial roles played by the HR Manager in the Company. She also highlighted the plethora of rewarding opportunities awaiting the students in the field of Human Resource and laid emphasis on the importance of positive attitude as a characteristic of a Human Resource Manager. She stressed on the challenging roles played by women in the present Human Resource era. She also stated that in the era of specialization of tasks, there are vast and different areas of expertise available for a Human Resource manager to excel in. She then wished the Students of our college a bright and successful future.

After the inaugural address, Ms. Prathiksha Bhat, Student Co-ordinator of Resource Hub read the Motto and Plan of Action of the Association for the academic year 2013-14. The main aim of the

Resource Hub is to develop the intellectual, interpersonal and personal skills and the association will be gearing up towards the same through various skill-based activities.

This was followed by the delivery of Presidential Address by our Principal Mrs. Aruna P. Kamath. She outlined the various initiatives taken by the various associations of the institution in equipping the students with various skills and moulding their careers in the right perspective. She also stated that social responsibility and skill based activities are the main areas of focus in the plan of actions of each association for the current academic year. The Inaugural Ceremony was concluded with a Vote of Thanks by Ms. Ramitha.

SPORTS AND GAMES ASSOCIATION ACTIVITIES

Inter class football tournament was conducted on 10th, 11th and 16th July 2013 at Nehru Maidan football ground. There was a good response from the students. Totally 9 teams participated. On 10th four matches were played on 11th, 3 matches were played and on 16th the final match was held between III BBM A & B versus III BBM C & D sections. The winners were III BBM C & D and the runners were III BBM A & B.

AWARENESS PROGRAMME ON DRUG ABUSE

Rovers and Rangers unit and Anti Drug cell of our college organized a talk on drug abuse on 17th July 2013. The talk was delivered by Mr. Yasir Raja, who had graduated from Stanford University. Mr. Yasir spoke about different cases of drug abuse and various celebrities whose lives were affected by drug addiction. He highlighted that around 17.5 crores drug users are below the age of 25 that is approximately 91% of the total drug abusers. He also mentioned the causes and side effects of drug abuse. He spoke about the famous motivational speaker Nicholas James Vijucic by presenting motivational videos and slides. Mr.Thilakraj coordinated the programme.

BRUSH-ART (PAINT BRUSH) BY SCAN

Brush-Art(Paint Brush) is an event where the participants have to paint on MS-Paint on a given

topic. The event was held on 17 July 2013 in Lab S and Lab M. The topic given was 'Go Green, Save the Earth'. Judging was done on the basis of the participants' creativity, overall presentation and neatness. It was an individual event and the time allotted was 20 minutes. The number of participants took part in this event were 67. This event was judged by the lecturers Miss. Mamatha Pai and Miss. Shashikala K.G. Mrs. Sowmya Jyothi was the lecturer in charge of this event.

PATRIOTIC SINGING COMPETITION

Patriotic singing competition was held on 18th July 2013 at 3p.m in Room 302. The competition was conducted in both Hindi and Kannada. 14 solo participants and 11 groups took part in the event. The judges were Ms. Mamatha Pai & Ms. Shaini Naveen. Solo participants were judged on the basis of their song clarity, rhythm and sync/voice. Group participants were evaluated on the presentation, clarity of words, synchronization and uniqueness/creativity.

AWARENESS PROGRAMME BY NSS

NSS unit of the college organized a guest lecture on the topic "VBD's Control - Role of Students " on 18th July 2013 to the NSS Students in college conference hall. The speaker was Dr. Arun Kumar S.B, DVBDSCO, DK.

The main objectives of the session were

- To know VBD's - Vector Borne Diseases
- Mode of Transmission of VBD's
- Control Measures
- Role of Students in control of VBD's

His main focus was on the vector borne diseases like malaria, lymphatic filariasis, dengue, chikungunya, japanese encephalitis and kala azar. He stressed on the cause of malaria and dengue, their characterization and the severe forms of those diseases and the treatment that can be given to malaria but dengue has no definite treatment. He explained the life cycle of the mosquito, how the transmission of diseases take places and the measures that can be taken to prevent malaria

and dengue. Thus, the session was very useful and informative to the NSS students as they can create an awareness about those diseases in the activities they do. All NSS volunteers took part in the program. NSS officers Mrs. Gayathri K and Mrs. Deepa D Hegde coordinated the program. Kreethi of Ist BBM 'B' introduced the guest and welcomed the gathering, NSS volunteers rendered the prayer. Neha of IInd BBM 'B' proposed vote of thanks.

COLLAGE MAKING COMPETITION

'Resource Hub', The H.R D association had conducted a skill based programme collage competition on 19th July 2013 at 3pm in room 204. It was group event with 3 people in a team. The members were given the topic, Role of women in the corporate world, on which they had to prepare a collage with the help of paper cuttings. The criteria for judgment, was based on presentation, creativity and relevance to topic. Around 11 teams took part in collage making and came up with the very creative collage and presented the role of woman in the corporate world in a very creative way. Judges for the even were: Mrs. Madhumathi Raja, Mrs. Shaini Naveen and Mrs. Shwetha Y.

THE INAUGURATION OF THE SPORTS ASSOCIATION ACTIVITIES

The inauguration was held on 19th July 2013 in the college auditorium. Mr. Ronald Fernandes, the deputy editor of Deccan Herald, was the chief guest. The prayer was sung by Priyanka of I BBM. The coordinator Mahesh Shenoy, III BBM, welcomed and introduced the guests. The chief guest, in his inaugural address, said sports helps us to live a healthy life. All young people must take a special interest in sports activities that are held at the collegiate or inter-collegiate level. Indore game such as chess, carrom and table tennis can be played for recreational purpose and they help to improve our thinking capacity. He inaugurated the ceremony by moving the chess pawns. The physical director, Mr, Bharath Kumar Jain, handed over a bouquet to the guest as a

token of love and affection. Mrs. Aruna P. Kamath, principal, presided over the function. The physical director oriented the students about sports activities conducted in the college. He also explained how marks are allotted for those students who have opted sports for EC & CC. All the sports association secretaries and members were present. Rasmiya, I BBM, compeered the programme and Ashika D. II BBM, proposed vote of thanks.

BRAND WARS BY MARKETING ASSOCIATION

The Marketing Association conducted the BRAND WARS Competition Venta on 18th July 2013 to create an awareness about the competition in the corporate world. There were 17 teams in the competition and the total of 34 members had taken part. Mrs.Vasuda and Ms.Soumya judged the competition.

QUICK HANDS

Quick Hands is an event where the participants have to type from the given paragraph in Notepad. The event was held on 20th July 2013 at in Lab S, Lab D and Lab M. The content for typing was given and by seeing it, the participants must type in Notepad. Judging is done on the basis of the participant's typing speed and the errors found in the sentences (number of words and sentences are should be same as given). It was an individual event and the time allotted was 5 minutes. The number of participants took part in this event were 110.

COLLAGE COMPETITION BY FINE ARTS

Fine arts association launched collage competition as its first competition of the year 2013-2014. The competition was held on 20th July 2013 in room no 205 at 12.15 .p.m. " Eastern V/s Western" was the topic. There were 20 participants, 2 made a team and time limit given was 45 minutes. All participant took part with great spirit . Competition was judged by the faculties Mrs. Gayathri K and Ms. Soumya Hegde.

FINANCE ASSOCIATION - FONDOS

Lecturer In-Charge **Ms. Sowmya Hegde**
Mrs. Shaini Naveen
 Student Co-ordinator **Roopesh**
Arun Nambiar

CLASS	NAME OF THE SECRETARIES
I BBM 'A'	P Varalaxmi Bhat
I BBM 'B'	Shruthi
I BBM 'C'	Fathima Naiza
I BBM 'D'	Pravil
I BCA 'A'	Ankitha M
I BCA 'B'	Mohammed Flaseeb Assadi
I BA(HRD)	Kushalappa B K
II BBM 'A'	Anusha Mesta
II BBM 'B'	Jamsheed Mussian
II BBM 'C'	Madhura Gowda
II BBM 'D'	Megha Pai
II BCA 'A'	Sachitha Pai
II BCA 'B'	Deekshitha
II BA(HRD)	Nishmitha Kiran
III BBM 'A'	Prajwal P Shet
III BBM 'B'	Arun Nambiar
III BBM 'C'	Preston Pinto
III BBM 'D'	Roopesh
III BCA 'A'	Nishmitha Prabhu
III BCA 'B'	Deepak
III BA(HRD)	Sana Kausar

MARKETING ASSOCIATION - VENTA

Lecturer In-Charge **Mrs. Manju**
 Student Co-ordinator **Neil D'Souza**
Rajashree Shet

I BBM 'A'	Shivani Rai
I BBM 'B'	Dravid Rao
I BBM 'C'	Ruhinaaz Abdul Nawaz Khan Rhan
I BBM 'D'	Akhil
I BCA 'A'	Gurudas Shenoy
I BCA 'B'	Saajan
I BA(HRD)	Prathviraj
II BBM 'A'	Apeksha Revankar
II BBM 'B'	Sadhana Gajnan
II BBM 'C'	Srikanth Nayak
II BBM 'D'	Taiseer Ahmed
II BCA 'A'	Renita D' Cunha
II BCA 'B'	Poojary Shruthi Vishwanath
II BA(HRD)	Tushara
III BBM 'A'	Neil Leo D'Souza
III BBM 'B'	Mohammed Razeen
III BBM 'C'	Rajashree Shet
III BBM 'D'	Krishma Rai
III BCA 'A'	Kajol M E
III BCA 'B'	Ubaidulla
III BA(HRD)	Sanjana K V

HR ASSOCIATION - RESOURCE HUB

Lecturer In-Charge **Mrs. Veena D Kotian**
Mrs. Vasudha
 Student Co-ordinator **Pratheeksha**
Deeksha

CLASS	NAME OF THE SECRETARIES
I BBM 'A'	Spurthi Rai
I BBM 'B'	Agnela
I BBM 'C'	Hrishi Chandran
I BBM 'D'	Shilpa
I BCA 'A'	Shivaprakash Sh
I BCA 'B'	Surjith T
I BA(HRD)	Nithin P
II BBM 'A'	Divisha
II BBM 'B'	Rashmi Nayak
II BBM 'C'	Evangeline Sharlet
II BBM 'D'	Mariyam Farana
II BCA 'A'	Bharath Rao
II BCA 'B'	Savitha
II BA(HRD)	Suketh Kava
III BBM 'A'	Prathiksha Bhat M
III BBM 'B'	Deeksha Samartha
III BBM 'C'	Shunali D'Souza
III BBM 'D'	Jeethu
III BCA 'A'	K R Rishikesh Shetty
III BCA 'B'	Naeem Khan
III BA(HRD)	Narendra Nayak

SCAN ASSOCIATION

Lecturer In-Charge **Mrs. Sowmya Jyothi**
Mrs. Reshmi B R
 Student Co-ordinator **Sachin Shenoy K**
Pawan Kumar

I BBM 'A'	Suman Babu Shetty K
I BBM 'B'	Meza Mariyam
I BBM 'C'	Ahmed Ejaz
I BBM 'D'	Nousheer
I BCA 'A'	Arjun Kumar Vinay Shet
I BCA 'B'	Abdul Muqsith
I BA(HRD)	Nahid Safwan
II BBM 'A'	Shwetha Shetty
II BBM 'B'	K Gopesh Nayak
II BBM 'C'	Venkatesh S
II BBM 'D'	Ajay P A
II BCA 'A'	Maithri B S
II BCA 'B'	Deeksha Prabhu
II BA(HRD)	Ram Kishan
III BBM 'A'	Shrikant Patel
III BBM 'B'	Adarsh Devan
III BBM 'C'	Karthik Kamath
III BBM 'D'	Mohammad Zaid Sada
III BCA 'A'	Pawan Kumar
III BCA 'B'	Sachin Shenoy K
III BA(HRD)	Aron D'Mello

LITERARY ASSOCIATION - CROWN OF WISDOM

Lecturer In-Charge **Mr. Ashwin Mendonca**
Mrs. Madhumathi J. Raja

Student Co-ordinator **Akshatha Rao**

I BBM 'A'	Vaishnavi
I BBM 'B'	Shambunath B
I BBM 'C'	Savad Muhammed
I BBM 'D'	Mohammed Thafseer
I BCA 'A'	Mashuda Mohammed Yusuf
I BCA 'B'	Namratha Sharath
I BA(HRD)	Samantha Rodrigues
II BBM 'A'	Ishwarya
II BBM 'B'	Divya Fernandes
II BBM 'C'	Chetan Patel
II BBM 'D'	Swathi
II BCA 'A'	Chaitra Shenoy
II BCA 'B'	Manikantan
II BA(HRD)	Raif Zackariya
III BBM 'A'	Asma K
III BBM 'B'	Ashitha
III BBM 'C'	Akshatha Rao
III BBM 'D'	Rashmi
III BCA 'A'	Nandini Rohidas Shriyan
III BCA 'B'	Dinesha K
III BA(HRD)	Deeksha Jain

FINE ARTS ASSOCIATION - KALA VAIBHAV

Lecturer In-Charge **Mrs. Jeevitha**
Student Co-ordinator **Vernon D'Souza**
Chaithanya Nayak

I BBM 'A'	Prithvika
I BBM 'B'	Sakshi Shetty
I BBM 'C'	Priyanka U K
I BBM 'D'	Vikas
I BCA 'A'	Muthamma
I BCA 'B'	Prathiksha P
I BA(HRD)	Aditi Ashok
II BBM 'A'	Monisha
II BBM 'B'	Shreejith
II BBM 'C'	Avinash Poojary
II BBM 'D'	Deeksha
II BCA 'A'	Soujanya P
II BCA 'B'	Karishma K
II BA(HRD)	Ashwini H
III BBM 'A'	Rishith karkera
III BBM 'B'	Kirthana Nayak Sujir
III BBM 'C'	Pallavi Prabhu
III BBM 'D'	Sheikh Mohammed Milhaz
III BCA 'A'	Kavyambika M
III BCA 'B'	Gladson Herald Serrao
III BA(HRD)	Prajwal Raj

SPORTS ASSOCIATION

Lecturer In-Charge **Mr. Bharath Kumar Jain**

Student Co-ordinator **Mahesh Shenoy**

I BBM 'A'	Arshad
I BBM 'B'	Kirandutt
I BBM 'C'	Shreyas S Shetty
I BBM 'D'	Samarth
I BCA 'A'	Arkesh K
I BCA 'B'	Leston Peris
I BA(HRD)	Pruthvik Shetty
II BBM 'A'	Ashika
II BBM 'B'	Nishal Ahamed
II BBM 'C'	Altaf
II BBM 'D'	Mohammad Rafeel
II BCA 'A'	Rakshitha J
II BCA 'B'	Akshay C Shetty
II BA(HRD)	Devikiran
III BBM 'A'	Pran Kumar
III BBM 'B'	Manjushree
III BBM 'C'	Jawad
III BBM 'D'	P Mahesh Shenoy
III BCA 'A'	Mohammed Zeeshan Shingeri
III BCA 'B'	Pawan
III BA(HRD)	Abhilash

NSS

Lecturer In-Charge **Mrs. Gayathri K.**
Mrs. Deepa D. Hegde

Student Co-ordinator **Rakesh Naik**
Neha Shriyan

I BBM 'A'	Ummer Farook
I BBM 'B'	Preksha
I BBM 'C'	Shubam P
I BBM 'D'	Vijeth
I BCA 'A'	Deeksha R
I BCA 'B'	Lahari B L
I BA(HRD)	S Deekshitha Dinesh
II BBM 'A'	Dashwitha
II BBM 'B'	Neha Shriyan
II BBM 'C'	Kaushik
II BBM 'D'	Girish
II BCA 'A'	Nagarathna
II BCA 'B'	Shreeparna
II BA(HRD)	Nabhijeeth
III BBM 'A'	Nikhitha S
III BBM 'B'	Karthikraj
III BBM 'C'	Prajwal
III BBM 'D'	Mounish Chowta
III BCA 'A'	Nikhethan
III BCA 'B'	Nishmitha Devdas Devadigar
III BA(HRD)	Swathi

RED CROSS

Lecturer In-Charge **Mr. Prasanna Kumar**
Mrs. Renuthakshi

Student Co-ordinator **V S Amshumala**
Rakshith

I BBM 'A'	Shobith G Rai
I BBM 'B'	Ankith
I BBM 'C'	Rakshith R Shriyan
I BBM 'D'	Pradhyumna K N
I BCA 'A'	Shruthi A H
I BCA 'B'	Radhika Shetty M
I BA(HRD)	Jeshma Greena D'Souza
II BBM 'A'	Rakshitha
II BBM 'B'	Sheik Safan
II BBM 'C'	Nishmith
II BBM 'D'	Sarah
II BCA 'A'	Prajwal Kumar Rai
II BCA 'B'	Manish R Amin
II BA(HRD)	Sanketh S Anchan
III BBM 'A'	V S Amshumala
III BBM 'B'	Kaushik B Shetty
III BBM 'C'	Rakshith
III BBM 'D'	Sanjith Rai
III BCA 'A'	Ramya
III BCA 'B'	Keshava
III BA(HRD)	Prajna

ROWERS & RANGERS

Lecturer In-Charge **Mr. Thilakraj G**
Mrs. Jyothi

Student Co-ordinator **Surabhi**

I BBM 'A'	Lavanya
I BBM 'B'	Yogyath
I BBM 'C'	Dhriti Divakar
I BBM 'D'	Kenith
I BCA 'A'	Amrutha Shetty
I BCA 'B'	Melanie Lobo
I BA(HRD)	Varsha Jain
II BBM 'A'	Rakesh
II BBM 'B'	Sanad Abdul Rehiman
II BBM 'C'	Akshatha
II BBM 'D'	Harshitha
II BCA 'A'	Nishmitha M Shriyan
II BCA 'B'	Akshatha
II BA(HRD)	Sanjana Shetty
III BBM 'A'	Surabhi E Chandra
III BBM 'B'	Mridul S Saldhana
III BBM 'C'	Sanjay M
III BBM 'D'	Zainulla Bidin Maaz
III BCA 'A'	Naveen Kumar
III BCA 'B'	Abhilash M N
III BA(HRD)	Nishmitha

FEST FORUM

Lecturer In-Charge **Mrs. Kavitha Prabhu**

Student Co-ordinator **Suhail Rehman K N**
Shreemukha S

I BBM 'A'	Ayusha Suha
I BBM 'B'	Nishal S D'Souza
I BBM 'C'	Nandini N A
I BBM 'D'	Amra Arabi
I BCA 'A'	Ajay Mada
I BCA 'B'	Nihal Suvarna
I BA(HRD)	Nifa Ali
II BBM 'A'	Dhir D'Souza
II BBM 'B'	Dishanth M Ullal
II BBM 'C'	Adarsh Shetty
II BBM 'D'	Mohezza Zabeen
II BCA 'A'	Aishwarya Prabhu G
II BCA 'B'	Neha Nayak K
II BA(HRD)	Nihal Rao
III BBM 'A'	Thirumalesh A G
III BBM 'B'	Sangeetha Ramesh
III BBM 'C'	Abhishek Surthkal
III BBM 'D'	Suhail Rehman K N
III BCA 'A'	Shreemukha S
III BCA 'B'	Shruthi R Baliga B
III BA(HRD)	Rohit Shenoy K

CLASS REPRESENTATIVES

Lecturer In-Charge **Mr. Arun F Sequeira**

Student Co-ordinator **Ahmad Arbhaz A. Khader**
Jessele D'Souza

I BBM 'A'	Vinith Sherlekar,	Deeksha P N
I BBM 'B'	Santhosh Kumar,	Simona Fernandes
I BBM 'C'	Rasmiya Sheikh,	Vikram Pattarshitti
I BBM 'D'	Sanjith,	Jeshmi
I BCA 'A'	Manoj S.,	Karishma Kumble
I BCA 'B'	Manoj,	Ashwini J K
I BA(HRD)	Arjun P.,	Nidhi Suhana
II BBM 'A'	Maina Das,	Vignesh Kamath
II BBM 'B'	Ram Chandak,	Manisha Ballal
II BBM 'C'	Anandakrishnan,	Sherin S Lasrado
II BBM 'D'	Rehbar,	Veekshitha Salian
II BCA 'A'	Sai Kishore N,	Athmi A Alva
II BCA 'B'	Prithviraj Baliga B	Varsha Shenoy
II BA(HRD)	Ramnith Alva K	HARshitha D Shah
III BBM 'A'	Anusha Rao	T K Rahul Ganesh
III BBM 'B'	Abitraj Anchan	Priyanka
III BBM 'C'	Nishanth Mallya	Jessele D'Souza
III BBM 'D'	Ahmad Arbhaz,	Divya M
III BCA 'A'	Pankaj Purushotham,	Devishree Raksha
III BCA 'B'	A G Arjun,	Bojamma
III BA(HRD)	Shilpa,	Daryl Rego

Staff Achievement 2013-14

MRS. ARUNA P. KAMATH

- Delivered a talk in Kannada in All India Radio on Human Rights which was telecasted on 20th June 2013.
- Attended a Meeting on 28th June 2013 in Joint Director's Office with regard to organising Placement Programme on 28th July 2013.
- Was the convener for the Udyoga Mela, "Sahayog Conclave 2013-14" organised by the college in association with the Directorate of Collegiate Education, Mangalore on 28th July 2013.

MRS. DIVYA UCHIL

- Attended a One Day Workshop on Revised Syllabus and Practical List for undergraduate programme of Mangalore University in Computer Science/Computer Application/Data Processing organized by the Mangalore University Computer Science Teachers' Association on 27th June 2013 at Srinivas Institute of Management Studies, Pandeshwara, Mangalore.

MRS. SMITHA

- Participated as a delegate in the workshop on the revised syllabus of BBM III semester of Mangalore University on 29th June 2013 organized by Govinda Dasa College, Surathkal in association with FOBMAT

MRS. JEEVITHA D.

- Presented a paper on "Role of Women in Social Institutions" on 26th May 2013 at Udupi on the eve of Amritha Mahothsava of Devadiga Sangha, Chitpady.
- Appointed as member of Text Book Committee of Kannada by Mangalore University for the year 2013-14.

MR. ARUN F. SEQUEIRA

- Arun F. Sequeira was deputed as a subject expert to SDM-MMK College, Mysore as a panelist in the faculty selection on 22 May 2013.

MR. THRISHANTH KUMAR

- Was deputed as a subject expert to SDM-MMK College, Mysore as a panelist in the faculty selection on 22nd May 2013.
- On 24th May, 2013 attended as a member of Selection Committee to conduct Interview for recruiting Lecturers in various subjects related to commerce and management at M.M.K and S.D.M. Mahila Maha Vidyalaya, Mysore.
- On 13th June 2013 participated as a delegate for one day workshop on 'Faculty Development Programme' organised by S.D.M.C.B.M Mangalore.
- On 29th June, 2013 participated as a delegate in the workshop on the 'Revised Syllabus of B.B.M III Semester Mangalore University' organised by Govinda Dasa College Surathkal in association with FOBMAT (R.), Mangalore University at Govinda Dasa College Surathkal.
- On 30th June, 2013 organised "Free Distribution of Uniform to Primary School Students" in association with Yuvaka Mandala (R.) Naringana and S.D.M.C.B.M.Mangalore, Rovers and Rangers Unit at S.S.A.L.P School, Mudoorthoke, Thoudugoli.
- On 2nd July, 2013 organised "Job Fair Pre-meeting" at S.D.M.C.B.M, Mangalore in association with Directorate of Collegiate Education, Mangalore Region, Mangalore, Government of Karnataka.
- Was the coordinator for the Udyoga Mela, "Sahayog Conclave 2013-14" organised by the college in association with the Directorate of Collegiate Education, Mangalore on 28th July 2013.

MRS. GAYATHRI K.

- Attended a one day NSS programme officers meeting held at University College, Mangalore on 22nd June 2013.

MR. THILAKRAJ G.

- Participated as a delegate in the workshop on the revised syllabus of BBM III semester of Mangalore University 29 June 2013 organized by Govinda Dasa College, Surathkal in association with FOBMAT
- Was the coordinator for the Udyoga Mela, "Sahayog Conclave 2013-14" organised by the college in association with the Directorate of Collegiate Education, Mangalore on 28th July 2013.

MRS. KAVITHA PRABHU

- Participated as a delegate in the workshop on the revised syllabus of BBM III semester of Mangalore University on 29th June 2013 at the College Audio Visual Hall organized by Govinda Dasa College, Surathkal in association with FOBMAT

MRS. SOWMYA JYOTHI

- Attended a One Day Workshop on Revised Syllabus and Practical List for undergraduate program of Mangalore University in Computer Science/Computer Application/Data Processing organized by the Mangalore University Computer Science Teachers' Association on 27th June 2013 at Srinivas Institute of Management Studies, Pandeshwara, Mangalore.

MRS. SHASHIPRABHA

- Attended a One Day Workshop on Revised Syllabus and Practical List for undergraduate program of Mangalore University in Computer Science/Computer Application/Data Processing organized by the Mangalore University Computer Science Teachers' Association on 27th June 2013 at Srinivas Institute of Management Studies, Pandeshwara, Mangalore.

MRS. DEEPAS D. HEGDE

- Attended a one day NSS programme officers meeting held at University College, Mangalore on 22nd June 2013.
- Attended a One Day Workshop on Revised Syllabus and Practical List for undergraduate program of Mangalore University in Computer Science/Computer Application/Data Processing organized by the Mangalore University Computer Science Teachers' Association on 27th June 2013 at Srinivas Institute of Management Studies, Pandeshwara, Mangalore.

MS. SHASHIKALA K. G.

- Participated as a delegate in the workshop on the revised syllabus of BBM III semester of Mangalore University on 29th June 2013 organized by Govinda Dasa College, Surathkal in association with FOBMAT

MRS. RESHMI B. R.

- Attended a One Day Workshop on Revised Syllabus and Practical List for undergraduate program of Mangalore University in Computer Science/Computer Application/Data Processing organized by the Mangalore University Computer Science Teachers' Association on 27th June 2013 at Srinivas Institute of Management Studies, Pandeshwara, Mangalore.

MRS. DEEPASHREE G. SHENOY

- Participated as a delegate in the workshop on the revised syllabus of BBM III semester of Mangalore University on 29th June 2013 organized by Govinda Dasa College, Surathkal in association with FOBMAT

Upcoming Events :

1. National Conference on Data Mining For Computer Security on 23rd August 2013
2. Genesis 2013, a University Level Management Fest on 6th August 2013

ASSOCIATION INAUGURALS



FINANCE (FONDOS)



MARKETING (VENTA)



LITERACY (CROWN OF WISDOM)



HRD (RESOURCE HUB)



NSS



RED CROSS



ROVERS AND RANGERS



SCAN



FINE ARTS (KALA VAIBHAV)



SPORTS

IQAC PROGRAMMES



FDP - MENTORING SKILLS



FDP - TEACHING PEDAGOGY



LEADERSHIP TRAINING PROGRAMME



STUDENT ORIENTATION



WORKSHOP ON - MINOR RESEARCH



VALUE EDUCATION PROGRAMME



SQAC - BRAIN STROMING



PARTICIPATION OF IQAC PROGRAMME