



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALORE - 575 003 D.K.

NAAC Re-accredited (2010) with 'A' Grade

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

Website : <http://www.sdm.ac.in> Email : sdmcbm@sdm.ac.in



SYNC VISION

VOL. - 39 ISSUE : DECEMBER '14 - MARCH 2015



E ditorial

Multi various activities held throughout this quarter, provided opportunities to the students to develop skills and competencies which have been flagged as key drivers for their success in the dynamic business world. Organization of Synergy, Sygma, NSS Camp, etc., created a vibrant atmosphere with the creative learning environment which promoted analytical skill, teamwork, leadership and problem solving skills.

SYNERGY 2015

The inauguration of Synergy 2015, a national level management fest exclusively for under graduate management students, was held on 23rd January 2014 in the College Auditorium. Synergy 2015 was inaugurated by Mr. Atul Hegde, CEO of Ignitee, To the New, Mumbai. Mr. Ananth G. Pai, Director, Bharath Group of Industries was the distinguished chief guest on the occasion.

Mr. Atul Hegde, in his inaugural address said that fests like Synergy help the young minds to develop positive attitude and at the same time help them to develop confidence to face the corporate world. He stated several examples how a person can use such platforms to strengthen their skills and strive towards success. He said, it is the youth who needs to realise the importance of such fests and take active part.

In his chief guest address, Mr. Ananth G. Pai said that Synergy helps in bridging the gap between theoretical and practical knowledge. It helps a person imbibe values and gain confidence, knowledge and experience from such fests. He also said that success comes from hard work and determination. He wished luck and success to the organisers and participants of Synergy 2015. The theme of Synergy 2015 was "NIRMAAN". This theme was chosen to throw light on the importance of Individual and National Development. Synergy 2015 had various events on different areas such as The Entrepreneur, The Best Manager, Finance, Marketing, Human Resources, Public Relations, Quiz, Photography and a survival event named "Platzhalter" all of which were held for two days.

Mrs. Aruna P. Kamath, Principal of the college, presided over the function. Mr. Manel Srikanth

Nayak, President of the Student Council, welcomed the guests. Ms. Karshini Tyagarajan and Ms. Sanjana Kamath introduced the guests. Mr. Dishanth Ullal presented the theme of Synergy 2015- "NIRMAAN".

Mr. Thilakraj G. and Ms. Sowmya Hegde, coordinators of Synergy were present on the dais. Ms. Aysha Suha compeered the programme. The valedictory ceremony of Synergy 2015 and Sygma 2015 was held on 24 Jan. 2015 in the College Auditorium. The chief guest was C.S Narasimha Pai P., Proprietor, P.N. Pai Co., Chairman ICSI, Mangalore Chapter and the guest of honour was Ms. Kavyashree Gatty, HR- Altisource Business Solutions Pvt. Ltd, Bangalore, who was also the alumnus of the college. The report of the two days fest was presented by Mr. Vignesh Kamath. The prizes were given away to the winners of all the events. SCMS Jain College, Bangalore won the overall championship and Christ DPS, Christ University, Bangalore won the Runners-up at Synergy 2015.

SYGMA 2015

SYGMA 2015 a state level IT fest was organized for the undergraduate computer science and computer application students on 24 Jan. 2015. SYGMA has been successfully providing the platform to the students of participating colleges, to showcase their talents and skills in different SYGMA events from the past few years. The theme for SYGMA 2015 was 'RETROSPECTRA - Reload the Past'. SYGMA 2015 'RETROSPECTRA' provides the platform to retrospect and a chance to portray their perception and ideas of technologies used in the past by recreating the Retrospectra technical atmosphere around them.

Inauguration of SYGMA was held at 9:00 a.m. in the college auditorium. Mr. Vineeth Bhat, Director, I-Point, Mangalore and Miss. Ankitha Kamath, Advanced Tax Analyst, Ernst and Young(American Accounting and Consultancy Firm), Bangalore[Alumni of SDMCBM] were the chief guests. The events conducted in SYGMA 2015 were Best Manager, Web Design, Coding and Debugging, Treasure Hunt, IT Quiz, E-News, IT-Advertisement and Client Relation.

Valedictory function was held on the same day at 5:30 P.M in the college auditorium. St. Aloysious College won Overall Trophy and Kristu Jayanthi College, Bangalore won Runners Up Trophy.

Prize Distribution Ceremony

47th College Annual Day was held on a grand note on 30th January 2015. The ceremony began at 9.00 am with the blessings of the Almighty invoked by the prayer team. The chief guests of the function were Dr. K Balakrishna Bharadhwaj, Principal, Sharada First Grade College, Mangaluru, and Ms. Vidushi Sharanya B, Marketing Executive, Manipal Technologies Ltd., Manipal (an Alumnus of the college) who were introduced to the gathering by Ms. Maithri B. Suresh and Ms. Nihal Rao respectively. The function was presided over by our principal, Prof. Aruna P. Kamath.

After the formal floral welcome of the chief guests, Dr. K Balakrishna Bharadhwaj shared his views amidst the gathering. He, in his speech emphasized that all major inventions and discoveries were made in India, and emphasized the need to appreciate our and other's culture. He also highlighted the role of extracurricular activities for the all round development of students. He then wished every student of SDM, a bright future. Ms. Vidushi Sharanya, an alumni of our Institution, and the guest of honour, in her speech, shared her memories which she cherished being a student of our institution. She also emphasised on the importance of extracurricular activities and stressed that every student should take up every opportunity that comes on his/her way and make the best use of it. She then wished all the students a successful future. Following this, the presidential address was delivered by our Principal, Prof. Aruna P. Kamath.

After the formal inauguration, the prize

distribution ceremony was held. The prizes were presented to the students for their academic excellence and competitions conducted by various associations. Ms. Rasmiya welcomed the gathering. Mr. Sanjeeth Rodrigues compeered the programme. The forenoon of the college day celebrations was concluded with vote of thanks proposed by the Student Council President, Mr. Manel Srikanth Nayak.

College Annual Day Celebrations

The evening celebrations of College Day started at 3:30 p.m. as per the schedule. The formal function began with the blessings of the Almighty invoked by the college prayer team. A formal floral welcome was extended to the Chief Guests of the function, Prof. Dr. C. V. Raghuvver, Registrar, Yenepoya University, Mangaluru and Mr. Kadri Navaneeth Shetty, Chief Manager, The Times of India Group, Mangaluru. Mr. Shambhunath introduced the chief guest and Ms. Sanjana Kamath introduced the guest of honour for the evening. Following the introduction, Prof. Dr. C.V. Raghuvver addressed the gathering. In his enlightening speech, Prof. Dr. C. V. Raghuvver emphasized on the need for extracurricular activities and stated that one should seize every opportunity that comes their way and learn from it. He also emphasized that students must gain knowledge from all sources and expand their horizons.

Our principal, Prof. Aruna P. Kamath delivered the presidential address and presented the Annual Report of the College for the Academic year 2014-2015. Following this, Student Council Staff Coordinator, Mr. Thrishanth Kumar announced the names of rank students in University examinations. Various Scholarships sponsored by well wishers and benefactors were announced by Student Council Staff Coordinator Mrs. Shwetha. The official celebrations of college day concluded with vote of thanks proposed by Mr. Saajan Ahmed.

The celebration was followed by cultural programme, wherein sound and music, colour and form, energy and rhythm, were mixed and mingled to provide the entertainment. Mr. Safwan Sheikh and Ms. Simona Fernandes compeered the cultural programmes. The formal function was compeered by Ms. Karshini Tyagarajan. The day's celebrations came to a close at 6:30 p.m.

NSS Annual special camp 2014-15

The NSS Annual Special Camp was held at Government Higher Primary School, Peribettu, Valpady, Moodabidri from 23rd Dec. 2014 to 29th December 2014. 100 NSS volunteers participated in this annual special camp. Sri Umanath Kotian inaugurated the camp by lightening the lamp. In his inaugural address he spoke about the importance of attending NSS camp and he also stated that the experiences one can get by attending such camps will be helpful in future.

Prof. Aruna P. Kamath, Principal of the College presided over the function. Other dignitaries present over the dais wished success for the camp. Ms. Aishwarya, NSS volunteer was the MC of the programme. Ms. Keerthi welcomed the guest, Ms. Shrimadura delivered vote of thanks. After the inauguration dignitaries gave a formal start for Shramadhan by guddalli pooja.

The same day volunteers were briefed thoroughly about the programme and activities for seven days. Later, they were divided into 4 groups, each team was assigned two group leaders. On 24th December afternoon a social economic survey was conducted by NSS volunteers. On 25th morning Grama Swaccha Abhiyana was organised along with Shrithadya Grama Panchayat and other local bodies. On the same day volunteers performed street play on the same issue. On 26th afternoon guest lecture on 'Life Values' was organised. Resource person, Mr. Muniraj Renjal enlightened students about three values i.e personal values, social values and national values which are important for life. On 27th afternoon Dr. Sanmathi conducted a guest lecture on 'Youth and Gandhian Principles'. The session was very interactive, where students clarified their doubts and issues relating to Gandhian principles. On 28th free medical checkup by Alvas Ayurvedic Medical College was arranged and was followed by an informative session on first aid treatment by Dr. Srikant Shenoy. On the same day evening, Shibira Jyothi which was a programme to recollect the memories and experiences of the camp was organized. Volunteers and localities' lit diyas around India map which was drawn by volunteers. This was followed by a cultural programme on the theme 'Tulunada Vaibhava'.

All the seven days of the camp were filled with activities which were planned during pre-camp

meetings. Every day began with a prayer session at 6.00a.m, flag hoisting and exercise at 6.30 a.m, Shramadhana from 7.00a.m to 12noon, Educational programme at 2.30p.m, cultural programme at 6.00p.m and evaluation at 9.00 p.m.

Valedictory function was held on 29th Dec. 2014 at 11.30 a.m. Sri Vishwanath Hegde, President, School Welfare Committee, Peribettu, was the Guest of Honour, Prof. Aruna P Kamath, Principal, SDM College of Business Management, Mangalore, presided over. In his valedictory address, Sri Vishwanath Hegde, appreciated volunteers for their hard work, dedication and discipline. He also gave his valuable suggestions to make camp more successful next year. A special appraisal was given for the cultural programme organized by the volunteers every evening after a day's hard work. Every one wished good luck and bright future to the volunteers.

FDP Programme

A FDP programme on Research methodology was conducted for the faculty on 6th January 2015 at 3 pm in the conference hall. The resource person was Dr. Suresh Poojary, Dean, Department of Commerce, St. Aloysius College, Mangalore. The objective was to enhance the knowledge and to motivate the faculty to undertake research. The resource person covered the areas like ethical framework of a researcher, identification of research problem and research process. He emphasized that society challenges are the opportunity for research. Researcher should always try to select simple topic of his interest and find out all the answers till the conclusion. A researcher faces lot of problems for exploring his research questions that can be effectively resolved using correct research methodology. He also guided on writing bibliography and various research funding agencies. Mrs. Veena, faculty introduced the guest. Mrs. Shashikala Shetty proposed the vote of thanks. The programme was coordinated by Mrs. Manju under IQAC guidelines.

Annual Sports Day

The college annual athletic meet was held on 16th January 2015 at Mangala Stadium. It was inaugurated by Mr. Vikas Puthran, an international athlete and sports assistant BSNL. After hoisting the college flag, in his inaugural

address, the chief guest said that sports help in maintaining good physical and mental health. Exercising daily would keep a person active both mentally and physically. Principal, Mrs. Aruna P. Kamath presided over inaugural function. Students council president, student sports coordinator and the physical director were present on the dais. Manel Shrikath, president of the student council, welcomed the gathering, Sanjana Kamath compeered and Amra Ameer proposed vote of thanks. After the inauguration all the athletic events were held and many students participated in them. The certificates and medals for the winners were given away by the guest and also by the faculty. Shankar Singh Bosti won the men's individual championship and Fathima Marzana won women's individual championship. All students participated in interclass march past. The physical director, along with the faculty and student volunteers coordinated the annual athletic meet.

One Day Workshop for High School Teachers

One day workshop for Social studies teachers of high school was organized by Marketing Association, in association with the department of Public Instruction, D.K. District, on 16th December 2014 in the college conference hall. It was inaugurated by Mr. Walter D'Mello, Deputy Director of Public Instruction Mangaluru, D.K. District. In his inaugural speech, he expressed his appreciation to the college for volunteering to organize such a resourceful workshop which would benefit the high school teachers. Mrs Aruna P. Kamath, Principal, welcomed and said that the workshop is organized with the aim of guiding the high school teachers about the commerce and management topics included in the social studies text book. The workshop would also help the teachers to effectively guide the high school students if they are desirous of choosing commerce stream at pre university level. The workshop included four sessions conducted by faculties of the college specializing in relevant topics. In the first session, Mrs Gayathri dealt on with the evolution and growth of commerce. Mr. Thrishanth Kumar, spoke on management of business and marketing management in the second session. In the third session, Mr. Thilakraj spoke on accounting in business and financial management. Mrs.S Manju discussed on

understanding economic development in the final session. Large number of high school teachers benefited from the workshop. The programme was coordinated by Mrs. Kavitha Prabhu.

Workshop on Entrepreneurial Development

Innovation has led to the birth of Entrepreneurship. Entrepreneurship serves as an anchor to any business or economy. It is also a solution to the alarming problem of poverty, unemployment, underemployment; many developing countries are facing today. Entrepreneurial development today has become very significant; in view of its being a key to economic development. The objectives of industrial development, regional growth, and employment generation depend upon entrepreneurial development.

On 25th February 2015, a workshop on Entrepreneurship Development was organized. The programme was inaugurated by the chief guest, Mr. Vilas Nayak, CEO of the Hanuman Group and Mrs. Manjushree Karthikeya, Proprietor, Manjushree Silks and Sarees, Mangalore. Ms. Karshini, welcomed, Ms.Sanjana Kamath and Rashmi Nayak introduced the chief guests.

The chief guest in his inaugural address shared his own experience and how he had overcome many hardships to become a successful entrepreneur in life. He advised the students to know the basic things involved and laws and practices in business. Mrs. Manjushree in her talk, advised students to grab the opportunities in life. She said that, working hard with determination will help to succeed in life. She also said that the practical knowledge is very important for an entrepreneur.

In her presidential address, Mrs. Aruna P. Kamath advised the students to join hands with businessman to get more exposure. She mentioned that the main objective of this conference was to motivate the students. Mrs. Vasudha proposed the vote of thanks. The formal function was followed by technical sessions.

The first technical session on 'Social Entrepreneurship' commenced at 10:00 a.m. Mr. Annappa Pai, Director, M/s. Ace foods Pvt. Ltd. Yeyyadi, Mangaluru was the resource person. The second technical session on 'Motivational Aspects

for Entrepreneurs' commenced at 11:00 a.m. The resource person was Mr. Sunder S. M, Assistant Director, Ministry of Micro, Small and Medium Enterprises. The third technical session was on 'Financial Perspectives for Entrepreneurship' which commenced at 1:00 p.m. The session was handled by Mr. Ravi Kumar, Specialised Officer in MSME, Canara Bank, MSME Branch, Mangaluru. The fourth technical session was on 'Laws and Procedures for Entrepreneurship' which commenced at 2:00 p.m. Mr. Sridhar Yenmakaje, Lecturer, Shridevi College, President, JCI, Mangaluru was the resource person. Mrs. Supriya, coordinated the programme.

Mangalore University Inter-collegiate, Mangalore Zone Cricket Tournament (M. Dayanand Kamath Rolling Trophy)

In the month of February the college organised a mega event, Mangalore University Inter-collegiate, Mangalore Zone, M. Dayanand Kamath Rolling Trophy Cricket tournament. The tournament was inaugurated on 12th February 2015 at Nehru Maidan Cricket pavillion. Mr. Mahabala Marla, the Mayor of City Corporation, Mangalore, inaugurated the programme. Mr. Ajith Kumar K. P., an alumni of the college was the guest of honour. Mr. Kishore Kumar C. K., Director of Physical Education, Mangalore University, presided over the function. Principal, Aruna P. Kamath welcomed the gathering. Mr. Arun F. Sequeira compeered the programme and physical director Mr. Bharath Kumar Jain proposed vote of thanks.

12 teams of various colleges of Mangalore University Mangalore Zone participated in the tournament. Mr. Sunil Rao, Organising Secretary of D. K. District, Cricket Association and Mithun Chowta, alumni of our college was present for the valedictory ceremony. Mrs. Aruna P. Kamath, presided over the function. SDM College of Business Management won the tournament. Runners up trophy was bagged by University Campus, Mangalagangothri, Konaje.

International Human Rights Day

Every year on 10th December the world celebrate International Human Rights day. It elaborates the rights of the people. Human rights are universal, it is likely to be for everyone.

Our college celebrated International Human Rights Day on 10th December 2014. The resource person was Dr. Balika, a well known advocate. The session created awareness among students about human rights issues and concerns. Mrs. Jeevitha and Mrs. Jyothi coordinated the programme.

Women's Day Celebrations

The International Womens Day celebrations were held on 9 March 2015, in the conference hall. The chief guest was Ms. Ramya Aithal, differently abled, who works as an English lecturer at Government Women's P.U. College, Balmatta. She, in her address, said that she gained her disability due to medical negligence. She said that because she believed in herself and because of parents support she was able to do well in life. Principal, Mrs. Aruna P. Kamath, who presided over the function, said that the role of women has changed in the world. Women not only work in their houses but also they take up jobs in the public sphere like men. So, they have a double burden in the modern world. It is the duty of men to support women in all their work, she said. Principal and Mrs. Jyothi, coordinator of the Women's cell, felicitated the chief guest. Ms. Krithi introduced the guest; Ms. Agnel explained about women's day; Ms. Sushmitha proposed vote of thanks. The programme was compeered by Ms. Simona Fernandes

BSE-Investor's Protection Fund: Capital Market Awareness Programme

Commerce Association conducted a programme on "Capital Market Awareness" on 13th December 2014 by the BSE- INVESTOR'S PROTECTION FUND to create awareness among the young generation of today as to how important it is to save and invest in the right avenues to gain income which is very essential to set off their future expenses. Mrs. Garima Kumar, the Director and Co-Founder of Lotus Knowlwealth, has co-promoted the IPOguru.com, India's premier IPO Analysis dedicated portal, was the guest of honour. She is also the co-promoter of the recently launched guruksheetra.com, a premier Personal Finance and Wealth Advisory Portal.

The programme began with welcoming and introduction of the guest by Mr. Dishanth Ullal.

Mrs. Garima Kumar later took over and began with the need to save and the benefits of saving. With the wonderful simple examples, she explained to the students as to how the stock market works, what are the avenues available and where do we have to start with. The operation of the capital markets, the evolution of BSE and the capital markets was discussed and later on the working of dematerialisation i.e. the Demat account was also explained.

SEBI, the watchdog of capital market, established in 1992, which promotes investors education and monitors insider trading was also mentioned. The importance of effective investment to fight back the demon of inflation was stressed upon. The key factors to be considered when selecting a stock and avenues to be chosen to overcome the inflation which hits the common man were looked upon.

Later on, she moved on to the topic of mutual funds and explained what investing in mutual funds would result into and how safe it is to invest in mutual funds as students. She stated that mutual funds is what the students should opt as it is less risk prone when compared to other securities and is the right avenue to begin with. Types of mutual fund schemes, the taxation policy, advantages of investing in mutual fund scheme and ways of investing were highlighted.

The next topic which she put forward was the importance of financial planning using asset allocation. The concerns of financial planning, steps involved in financial planning, risk profiling, financial products were conversed.

Further, she stated the power of compounding and how compounding increases the returns of a common man. She provided the students with certain ideas as to how to review and monitor the portfolio to lead a systematic and pleasant life.

Finally, she directed the students not to get carried away by opinions of others i.e. by words of mouth but to check and look into the actual facts and figures before making any decisions and ending up investing in stock without making thorough study of the stock market. The programme was concluded with the vote of thanks proposed by Sadhana Gajanan.

Art Exhibition-AALEKH

The Fine Arts Association organized an Art Exhibition "Aalekh" on 22nd and 23rd December

2015 in the college Auditorium. The Exhibition was inaugurated at 3.00 p.m. by Mr. Shameer Ali, Art Instructor of BGM School of Art, Mangalore. Mr. Sharath Holla, President of Chitrakala Chaavdi was the guest of honour. Mrs. Aruna P. Kamath, Principal, Dr. Devaraj K., Director SDM PG Centre were present for the occasion. Chief Guest in his inaugural address highlighted the importance of art. The guest of honour emphasized that the importance of art is declining and programme like this will create awareness among the youths. Programme was started with inauguration art by Shabari, III BCA 'A'. Artistic paintings of various budding artists of our college were displayed. More than 300 people visited the exhibition and appreciated the art work.

Pool Drive

Placement Cell organized a pool drive in association with Northern Trust Bank from 19th to 21st January 2014, for the final year students of B.COM and BBM. Company had conducted briefing session, group discussions, written test and face to face interview. More than 300 students had participated and 9 students have been selected.

CIMA 2015- Global Business Challenge

On 2nd February 2015, the III BBM students were given a brief introduction about CIMA (Chartered Institute of Management Accountants) a certified course operating all over India by Mr Fenil. He briefed about CIMA and how it is beneficial to corporate students. The students were then guided in detail, regarding the various processes and subjects one has to go through during the entire course.

Valedictory Ceremony of NSS

The valedictory of NSS was held on 11th March, 2015, at 3.30 p.m. in the college conference hall. Mrs. Pushpalatha, HOD, Business Management Department, Canara College, was the chief guest of the function. She addressed the students on personality development, transformation in behaviour and self confidence. She mentioned that, participation in NSS activities will help to learn a lot things and build one's character. It's often found that NSS students learn to balance things in a better way through their experience

in the camp, which is quite essential in this competitive world. She also conveyed her best wishes to students in their future endeavours. Mrs. Aruna P. Kamath, the Principal, in her presidential address, called upon students to develop tolerance and good conduct. She also said that valedictory of NSS activities is just a formality but not an end. NSS habits should be developed and nurtured throughout the life. Mrs. Gayathri K., programme officer presented a brief report of the activities conducted in the year. Final year students shared their experiences with the audience. Mr. Deviprasad, NSS programme officer was present at this occasion. Ms. Keerthi, compeered the programme, Ms. Deeksha welcomed and Ms. Aishwarya proposed vote of thanks.

Guest Lectures

Career Opportunities in Horticulture Business

The department of Human Resource Management conducted a guest lecture on 15th December 2014 in conference hall on "Career Opportunities in Horticulture Business". The objective of this lecture was to create awareness about the opportunities available in horticulture business. The resource person, Ms. Vijetha, Technical Consultant, horticulture department, highlighted that Indian climate is congenial for growing variety of vegetables and fruits. She also stressed that there is demand for exports of fruits and flowers from our country. Various videos of different plantation were shown to the students. The outcome of the lecture was acquisition of knowledge in terms of horticulture business. The session was compeered by Ms. Sharlet. Mrs. Anasuya and Ms. Parinita coordinated the programme.

Personality Development Programme

A guest lecture was organised for the students of II BBM on 17th December, 2014. The objective of this programme was to enlighten the students about importance of Personality Development. The resource person was Dr. Devan P.P, Professor, Head of the Department of ENT, A.J. Institute of Medical Science, Mangalore. Dr. Devan P .P, in his address, highlighted certain areas in which an individual should improve. It included the right pronunciation, language, vocabulary, tone of voice, time management, communication etc. Ms. Simona Fernandes introduced and welcomed the guest. Mrs. Anasuya and Ms. Soumya Hegde coordinated the programme.

Hindi ke Rekachitra-Rama Nibanda

A guest lecture on "Hindi ke Rekachitra-Rama Nibanda" was organized on 17th December 2014 for I BBM. Dr. Sukanya Martis, Associate Professor, Poornaprajna College, Udupi was the resource person.

Career guidance given by student faculty

A career guidance lecture was organised for the II BCA students on 17th December 2014. Ms. Nishmitha, student of final BCA 'A' gave a presentation on self employment opportunity through software development. Mrs. Shashikala Shetty coordinated the programme.

Sensitization of Women about their Legal Rights

On 20th Dec. 2014 a guest lecture was organized for final year BBM and first year B.Com students on the topic 'Sensitization of Women on Their Legal Rights'. Mr. Sainath, Associate Professor, Shri Dharmasthala Manjunatheshwara Law College, Mangalore was the Resource Person.

Mr. Sainath stated that, in the modern times women are subject to many heinous acts like rape, domestic violence, sexual harassment; coercive use of contraceptives, female infanticide, prenatal sex selection, obstetric violence and mob violence; as well as harmful customary or traditional practices such as honor killings, dowry violence, marriage by abduction and forced marriage.

He later stated the various acts enlisted by the Indian Penal Code to protect the women against various atrocities. He also mentioned the various organizations and forums set up by the Government to safeguard the women from various heinous acts.

Concluding his talk, he stated that everyone should respect one another. He also emphasized that it should be made an obligation for men to respect women and the approach to empower women should be a holistic one. Mrs. Vasudha welcomed the guest. Ms. Aishwarya Laxmi proposed vote of thanks. Mrs. Vasudha and Mrs. Supritha coordinated the programme.

Indian Media and its Extravaganza

On 22nd December 2014 the Student Council of our college organized an Inter Collegiate Paper Presentation event in the Conference Hall. The main aim of the event was to enable the students

to unleash their presentation and technical skills on a single platform.

The function began with the blessings of the Almighty invoked by Ms. Priyanka following which; the Student Council President, Mr. Manel Srikanth Nayak welcomed the gathering. Mr. Lakhan Raj and Ms. Deeksha introduced the guests following which staff coordinators Mr. Thrishanth Kumar and Mrs. Shwetha Y. extended a floral welcome to Mr. Mahesh Chandra Nayak and Mr. Agnel Rodrigues. After the formal floral welcome, the students began with their presentation. The topic for the paper presentation event was 'Indian Media and its Extravaganza'.

After the presentation of the paper, Mr. Mahesh Chandra Nayak and Mr. Agnel Rodrigues addressed the students and enlightened them about how to present a paper and also gave the details of present day media industry.

Subsequently, Mr. Mahesh Chandra Nayak handed over the participation certificates to the participants of paper presentation event, followed by prize distribution ceremony and the winners were awarded with cash prizes by Mr. Agnel Rodrigues. Ms. Sanjana Kamath proposed the vote of thanks. The event was compeered by Ms. Simona Fernandes.

Need for Service Industry

A guest lecturer on "Need for Service Industry" was organized for I BCA students on 23rd December 2014. The resource person was Mr. Sachin Shenoy, Network Administrator, WIPRO InfoTech, Mysore, also an Alumni of SDMCBM.

He told what actually the IT industry consists of and the requirements of the IT sector. He pointed on different field like, IT domains such as Network & Security, DBA, Ethical Hacking, System Analyst, OS Admin and so on. Being an alumni, he advised the students to make use of all the opportunities by participating in various events and extension activities organized by the college in order to develop confidence and improve communication skills. He shared his three years experience of the college. It was an interactive session.

Mr. Arun F. Sequeira introduced the resource person and proposed vote of thanks.

How to be Successful in Life

A guest lecturer on the topic "How to be successful in life" was held on 17th January 2015 organized

for I BCA students. The resource persons for the day was Ms. Megha S. Kamath, Lecturer, Canara First Grade College, Mangalore and Ms. Niveditha P. Devadiga, Lecturer, Shree Devi Coaching Center, Mangalore. Ms. Megha S. Kamath said that deciding the goal, measuring the success and confidence are very essential in life to become a successful person. She spoke about importance of time and guided the students how to manage their time in their busy schedule. She gave a small task to students and after completing the activity, she compared that task to human life and explained the need for time management.

Later half of the session was handled by Ms. Nivedita. She started her session about communication skills. She explained the importance of communication and told about verbal and non-verbal communications. She also organized management games.

Three students of I BCA gave their feedback about this session. All the students actively participated and gained useful tips. Mr. Arun F. Sequeira, faculty, introduced the resource persons and proposed vote of thanks.

Safety Riding and Technical Training

Honda motors Pvt. Ltd. has been the world's largest motorcycle manufacturers since 1959. Honda motors conducted a training programme called the 'Safety Riding and Technical Training' for the students of our college on 20th January 2015 at 3:30 pm in the college ground. The student council members were in charge of this programme. Students from first year and second year had participated in the programme.

The trainer taught about the usage of the brake system, oil checking, how to handle the two wheeler, sitting posture and explained different parts of the vehicle and its significance.

Students were asked to ride the vehicle wearing the knee pads, elbow pads and helmet. They were asked to show the usage of brake system. They were also given the certificate for participating in the safety riding and technical training program.

Emerging Status of Women

On 21st January 2015 a guest lecture was arranged for the students of I B.COM and I B.CA on "Emerging Status of Women". The resource person was Mrs. Asha Nayak. She pointed out that more than 80% of women in India are below

poverty line. She emphasized the salary discrimination, various laws enacted by the government for women etc. She also continued saying that unless the we people in the society change our mindset, neither women empowerment is possible nor the change in the status of the women in the society. Mrs. Asha Nayak's lecture influenced many of the young minds in the gathering. The programme was coordinated by Mrs. Madhumathi J. Raja

Impact of Jan-Dhan Yojana

On 29th January 2015, Economics department organized a guest lecture for the students of IBBM in the conference hall at 10:00 a.m. Mr. Santhosh Peter, Advocate, Mangalore was the honourable Resource Person. The main objective of this lecture was to enlighten the students to know about Pradhan Mantri Jan-Dhan Yojana and to make the students aware about the importance of financial literacy in our country and the relevance of converting India in to digital India.

He Pointed out that Prime Minister launched the largest and government of India's most ambitious financial inclusion scheme "Pradhan Mantri Jan-Dhan Yojana " on 28th Aug. 2014. This financial inclusion scheme is a national initiative to provide all households in the country with banking services, with particular focus to empower the weaker sections of society, including women, small and marginal farmers and labourers, both urban and rural. The scheme is targeted to cover as many as 7.5 crore households under the comprehensive financial inclusion program, with at least one bank account for each by Republic day 2015.

He highlighted the requirements under the scheme which includes providing the account holders with zero-balance bank account with RuPay debit card. After six months of opening of the bank account, holders can avail 5,000 overdrafts from the bank. A person can transfer funds, check balance through a normal phone which was earlier limited only to smart phones. Mobile banking for the poor would be available through National Unified USSD facilities.

He also mentioned some of the problems in banking business. Like multiple accounts, money laundering, unavailability of ATM facility wherever there is less infrastructure, lack of financial literacy.

He also said that if 'Jan Dhan Yojana' becomes successful in upcoming years, the banking

services will expand. The lecture turned out to be very informative and interactive. It helped the students to get clear idea about 'Pradhan Mantri Jan-Dhan Yojana. Mrs. Shashikala K.G and Mr. Prasanna Kumar T. coordinated the programme.

Different Generations of Networking, their Features and Drawbacks

On 3rd February 2015 there was guest lecture on 'different generations of networking, their features and drawbacks' arranged by lecturer Mrs. Shashikala Shetty to BCA students of 1st year. The speaker was Mrs. Vanaja, faculty, St. Aloysius College. She explained about the generations of networking. There are 5 generations of networking they are 1G Technology, 2G Technology, 3G Technology, 4G Technology and 5G Technology. She gave a clear description of each of these technologies, their features, advantages and also the drawbacks.

She then concluded by saying that the best way to help all the users of network is the usage of 3G Technology. 5G Technology is going to give a tough competition to all the previous technology. On the whole networking concept is growing rapidly to make all the devices wireless.

The guest lecture by Mrs. Vanaja was very informative to all the students and was made very interesting by showing the videos related to wireless networking. All the students gained knowledge about the generations of networking.

Psychological and Behavioural Aspects of Entrepreneurship

A guest lecture was given by Mr. Sundar S. M. on the topic, 'Psychological and Behavioral Aspects of Entrepreneurship' on 6th February 2015, for the students of III BBM "B" section. The resource person motivated the students to take up entrepreneurial venture by giving examples. It was an interactive session in which students participated actively.

Financial Inclusion

On 11th February 2015, Finance Association conducted a guest lecture on Financial Inclusion. Mr. Subramanya, Assistant Professor, Srinivas College, Mangalore was the resource person. He delivered the lecture to II BBM students. Mr. Subramanya, in his lecture, told that financial inclusion or inclusive financing is the delivery of

financial services at affordable costs to sections of disadvantaged and low-income segments of society, in contrast to financial exclusion where those services are not available or affordable. He also briefed on the importance of financial inclusion. This session was organised by Ms. Sowmya Hegde. Vote of thanks was proposed by Simona Fernandes.

Shmashana Kurukshetra

A guest lecture was conducted for I BBM students on the topic 'Drama- Declining Literary Form' based on the text "Shmashana Kurukshetra" on 19th Feb.2015 in the conference hall by Mr. Sadashiva Alva, Sub distributor for Lemon Mobile, who is a yakshagana artist, dramatist and a good orator.

WordPress

A guest lecturer on WordPress was conducted to the II BCA students on 28th Feb. 2015. The main objective of the programme was to help the students to create their own blogging system. The resource person was Mr. Ashwath Hegde, a Software Engineer at Novigo Solutions Pvt Ltd, Mangalore.

Mr. Ashwath spoke on the various features like the themes and plugins of Wordpress. He explained each of these features with examples which enlightened the students. He also enlightened the students by explaining the other features like integrated link management; a search engine-friendly, clean permalink structure etc. Many of the students were inspired to create their own blogs.

Ms. Melanie welcomed and introduced Mr. Ashwath Hegde and Mr. Abdul Musqith proposed the vote of thanks. The programme was coordinated by Mrs. Divya Uchil.

HR Issues & How to Face Interviews

On 28th February, 2015 HRD Department organized a guest lecture on "HR Issues and How to Face an Interview" for II BBM. Mr. Felician Naveen Saldanha, Assistant Manager, Infosys Limited, Mangalore, was the resource person. He enlightened the students with relevant information regarding HR department issues, new emerging areas of HR and guided them to prepare standard resume formats. Mr. Thrishanrth Kumar coordinated the programme.

Panel discussion on union budget- 2015

On 9th March 2015, the Economics Department organised a panel discussion on Indian Union Budget 2015. Prof. Jayawanth Nayak, Associate Professor from University College, Mangalore, was the moderator. The prime objective of the discussion was to make the students aware of the contemporary issues in India especially in the direction of enhancing their knowledge about various budgets such as Railways, Finance etc

In his talk, Prof. Nayak briefed the purpose behind making a budget. He also explained about the various schemes implemented by the Central Government that would ensure the minimum welfare of the citizens through various stages of their lives. He drew a line between a budget as either a populist or a growth oriented budget - the former which seeks to bring out new schemes to please people and the latter and the more important one which seeks to maintain the existing schemes and bring about a more confident environment. This created the momentum for the 3 teams who came forward to share their opinion of the announced Union Budget along with a PowerPoint presentation. They later drew their individual conclusions on the budget affirming that the budget was no doubt a growth driven one and which ensured an additional safety net on the society.

Principal, Mrs. Aruna P.Kamath delivered the presidential address. Being an economics professor at the college for the last 20 years she expressed her special affection towards the event and gave the panel a few 'food for thought'. The session was compeered by Mr. Saajan. Ms.Rasmiya Sheikh proposed the vote of thanks. The co-ordinators were Mr. Pasanna Kumar T. and Mrs.Shashikala K.G.

Student Faculty Programmes

Student faculty programmes are organized to give greater exposure to the students to improve their communication and presentation skills. At the same time, the participants get more highly motivated by listening to their own peer groups. Following are some of the student faculty programmes undertaken.

Developing your Application

A student faculty program was organized for the II BCA 'B' on 13th December 2014 by Mr. Abdul

Basith of III BCA B on the Topic "Developing your Application". The objective of the program was to motivate the students to develop their own projects and the guidelines to be kept in mind while developing the same.

Mr. Abdul Basith has developed many software projects and is currently working on a project which is to be installed in a hospital. He enriched the students on how to start a project using VB.NET. The various features of VB.NET and SQL server were explained to them. He also encouraged them by explaining the advantages of VB.NET over other languages and for the beginners it is the best to start developing projects. He motivated the students never to give up once you start a project even though it gets tougher in between with lots of errors shooting up. He also gave some examples as to how he used to stay late night solving problems while working on his projects. He also told the students, studies along with work experience is always an added advantage to them

The students got an idea how to develop their own projects. They were well motivated by his talk. He also displayed to the students a few of the projects developed by him which benefited them even more. The program was coordinated by Mrs. Divya Uchil.

Corporate Finance

A student faculty programme was held on 16th December 2014 with an intention to develop speaking skills of students and also to remove stage fear and develops confidence. The student faculty programme is one of the activities of the finance department which aims at bringing the best out of the student and help developing their skills. Vignesh Kamath, III BBM was selected to explain the topic "Corporate Finance". This session was conducted under the supervision of Ms. Sowmya Hegde.

How to face an Interview

A student faculty programme was organized for the students of II BCA A and B sections on 22 and 23rd December 2014 respectively by Miss. Shreeparna S. of Final year BCA B on the topic 'How to face an Interview'. In her talk, she briefed the students on how they can confidently make their first impression the best impression to be qualified to work in a firm. She gave a few hints on how to prepare before the interview. She told

how the candidates can convert their strength and weaknesses. Management were also conducted in this session to teach the students how communication plays vital role in any job aspects while dealing with clients. Mrs. Shashiprabha coordinated the programme.

Virtual Reality

A student faculty programme was organized for I BCA students on 23rd December 2014 by Miss. Shalini Pai of Final year BCA on the topic 'Virtual Reality'. The objective of this session was to provide awareness to the concept of Virtual Environment, an artificial environment or scene that are created by using hardware devices and software of a computer. She spoke on the hardware devices used for the concept. She also discussed about the advantages, disadvantages and its application areas. Mrs. Sowmya Jyothi coordinated the programme.

Entrepreneurship Development among Youth

On 2nd January 2015, Mr. Salman, alumni of the college, addressed the students which deals with the topic 'Entrepreneurship development among youth'. Mr. Salman owns a business of petroleum products and motor oil. He encouraged the students to utilize their time in the best way, to have a motto in life, to concentrate on academics, work hard and try to develop entrepreneurship. The program was coordinated by Mrs. Supritha.

Employees Retention Strategies

Student faculty programme was held on 5th January 2015, by HRD department on the topic 'Employees Retention Strategies' with an intention to develop the speaking skills of students. This not only helps the students to develop their skills but also removes stage fear and develops confidence. Mr. Dishanth and Mr. Anand Krishna of III BBM were selected to explain how organisation can retain their employees. Some of strategies like work life balance, additional training, regular feedback, performance evaluation were the issue covered. This session was conducted under the supervision of Mrs. Anasuya.

Eco Friendly product with respect to Green Marketing

Marketing Association (VENTA) organized a Student Faculty Programme for I BA(HRD) students on 11th March 2015 on 'Eco Friendly

product with respect to Green Marketing' by Ananda Krishna and Dishanth Ullal of III BBM C and B sections. Objective of this programme is to give awareness regarding the new scenario on Green marketing and the concept of Go Green in the corporate world of marketing.

Extension Activities

Youth Red Cross Association -Health Camp

The Youth Red Cross Association of the college in collaboration with the Yuva Shakti Friends Club, Kanyana, organized a health camp for the students of the G.P. Primary School and for the people of the surrounding village area of Hangry on 21st December 2014. Mr. Prasanna Kumar T., the lecturer in-charge of the Youth Red Cross Association, welcomed the guests: Mr. Subbanna Shastri, the Head Master of the school, Dr. Arun and the representatives of Yuva Shakti Friends Club, who were presented mementos by the students. Mr. Prasanna Kumar T. spoke about the importance of conducting such camps which helps in educating the young children and also provides regular health check up for the people in the rural area.

Mr. Subbanna Shastri, expressed his gratitude for all the help and involvement of the SDMCBM Red Cross Association staff and students. After the formal welcome ceremony was done, the Youth Red Cross students started their preparation for sports day for the primary children. They mingled and played with children, organizing a memorable day of fun and games. The prizes were distributed to the winners and also to the participants.

Meanwhile, health checkups were being carried out by Dr. Arun. Respiratory, blood pressure and full health checkups were done. Medicines and other related equipments were sponsored by the 'Breath Free' a Cipla Initiative. Thus the day ended with an accomplishment of coordinating a successful Health Camp & Sports day for the students and residents of the village of Hangry, Kanyana by the young Red Cross students under the encouraging guidance of their lecturers Mr. Prasanna Kumar T., and Mr. Gururaj along with other members of the government school.

Economics Department

On 3rd January 2015 team of enthusiastic students of Economics Association visited Baruka Electrical power projects at Koyyur Belthangadi

taluk as a part of extension activity under the guidance of staff in charge Mr. Prasanna Kumar. The main objective of this visit was to know about the Electrical Power Plant.

Computer Training Programme

Computer Training programme was organized for the staff members on the 10th January 2015 in the BCA Lab. The main objective of the programme was to teach the basics of computer and make the campus 100% computerized. Training was given on the use of word processors and other office applications for the staff members. The various operations like allowing the users to create, type and save documents were taught. Editing text, Formatting text, table creation, which are essential for an office operation, were taught. The Spelling and grammar checker and many other operations were also taught. The staff members can now handle drafting of letters and typing of documents on their own. The Programme was organized by the B.C.A Department.

SCAN Association

The Scan Association conducted an extension activity in D.K Zilla Panchayat Higher Primary School, Bockapatna Mangalore on 10th January 2015 from 10.30 am to 12.30 pm. The high school students of 4th to 9th standard were taught basics of computers such as types of computer devices and applications of computer. It was displayed through a PowerPoint presentation. The student volunteer Shruthi of II BCA taught the students how to work in an interactive method.

Quiz was conducted to the students based on the same topic shown in presentation wherein all the students interacted and took part actively. Winners of the quiz were awarded prizes by the teachers of their school. At the end of the session as a part of entertainment a movie starring Kung-Fu Panda was shown. Around 65 students were present for the program. Teachers of the school thanked and appreciated the students efforts. Sweets were distributed to all the students.

Student coordinators Ms Maithri BS and Mr Abdul Basith along with other secretaries and members and lecturer incharge Mrs. Reshmi BR, Mrs. Sowmya Jyothi and Mrs. Deepa D Hegde were present and took active part in conducting the activity.

HR Department

On 10th January 2015 students of HR department visited Mangalajyothi Integrated School at Vamanjoor as a part of extension activity. The main aim was to develop the communication skills of the school students. Ms. Nihal and Ms. Sharlet, secretary of HR department conducted various activities like Self introduction, Pick and Act and Networking for the students. Few motivational videos were also shown for better understanding. They also guided them about the importance of communicating in English. The session was concluded by awarding prizes to the winners. Mrs. Anasuya, Ms. Preethika and Ms. Parinita escorted the students.

Finance Department

On 10th January 2015, Finance association FONDOS conducted an Extension activity in Canara Girls High School, Dongerkery, with the guidance of lecturer in-charge Sowmya Hegde, Deviprasad and Gururaj. The main aim of this initiative was to educate the students the concepts of accountancy which is recently introduced in school syllabus. Quiz competition was also conducted in which the students very actively participated.

Literary and Fine Arts Association

The members of Literary association and Fine Arts association conducted an extension activity at St.Xavier Kannada medium school, Bejai on 10th January 2015. The main objective of this extension activity was to interact with children and play some creative games that inculcates an attitude of sportsmanship and develops their hidden talents. The children were very vibrant and were eager to participate with vigor. There were total of 120 students, they were divided into two groups and competitions were conducted like memory game and storytelling. The extension activity was organized by Mrs. Jeevitha, Mrs. Shalini Devadiga and Mrs. Renuthakshi.

Commerce Department

Commerce department of the college conducted an extension activity at BEM School Carstreet Mangalore on 10 January 2015 and provided training to the 10th standard Kannada medium students about the banking transactions. Students actively participated in the programme. The objective was to improve the knowledge in

terms of bank transactions, new banking concepts and recent trends in banking like credit card, online transaction, mobile banking etc. Active interaction took place and students enthusiastically responded. As a part of the programme quiz competition was also organised wherein prizes were distributed to the winners. Mrs. Manju and Mrs.Veena were the coordinators for the programme.

The Business Law Department

On 10th January 2015 Business Law department conducted extension activity at Nalanda School. They enlightened the children about consumer rights. They gave an insight into the knowledge of consumer law. Students conducted various competitions for children like pick and speak, quiz, elocution.

Street play on Swachh Bharath Abhiyan

NSS units of the college in association with E TV Kannada channel organized a street play on 23rd January, 2015 on the theme Swachh Bharath, called "Rakshasa Samhaara". This programme was undertaken to spread awareness among people to keep Mangalore city clean. The NSS volunteers also participated in procession for the same purpose, which started at Town Hall junction to Ballalbagh circle. NSS officer Mr. Deviprasad escorted the students.

Blood Donation Camp

The NSS units and Red Cross organized blood donation camp in association with KMC Hospital, Mangalore on 11th February, 2015 in the college auditorium. This programme was conducted to spread awareness of blood donation among the students. Dr. Shrijith, KMC, Mangalore, inaugurated the programme. In his inaugural address he enlightened the students about the need of donating blood and also stated that one donor can save three lives. He encouraged the students by sharing his personal experience. Principal, Prof. Aruna P Kamath, presided over the function. NSS officers and Red Cross coordinators were present on the occasion. Around 104 students voluntarily donated their blood.

Swachha Manasu Swachha Bharatha

28 NSS volunteers participated in two days programme on 'Swachha Manasu Swachha Bharath' conducted by Shree Ramakrishna Matt, Mangalore on 21 and 22 February, 2015. As a

part of this programme volunteers took part in the city cleaning programme.

Street play on "Anti-Drug"

The NSS volunteers performed a street play on "Anti-Drug" on 25th February, 2015 in the college premises. This programme was organised in association with "Akila Karnataka Jana Jaagrathi Vedike", Dakshina Kannada and Udupi district and 92.7 BIG FM as a part of their anti drug campaign. This programme was aimed at conveying students about the evils of drug addiction.

Skill Enhancement Activities

Marketing Association (VENTA)

Caption writing competition

Caption writing competition was held on 12th December 2014. The objective of this activity was to find the creativity in student thinking scenario. The event took place under the guidance of staff coordinator Mrs. Shwetha.

Logo Designing competition

Logo Designing competition was conducted on 15th December 2014. The objective of this activity was to encourage creativity. The event took place under the guidance of staff coordinator Mrs. Shwetha.

Mad Ad and Product Launch

Mad Ad And Product Launch was held on 2nd January 2015. Minimum 4 in a team, time given was 3 minutes for presentation. Objective of the competition is to provide the students an opportunity of enhancing their promotional skills and creating innovative advertising. The members took active participation in the event and made it successful. Mrs Kavitha judged the event. Mrs. Shwetha was the coordinator of the event.

Ad Copy Designing

Ad copy designing competition was conducted on 5th January 2015. The objective of the event was to develop creativity among the students while designing a Print Ad. The theme was designing ad copy of Toothpaste.

SCAN Association

Coding and Debugging

Coding and Debugging was held on 13th December 2014. It is an event where two make a team, in which, one of the participant will have

to write a code for the given program output making use of the programming language C and other participant will be given a code with errors and he is asked to debug it. 32 participants took part in this event. This event was judged by Mrs.Divya Uchil and Mrs.Shashiprabha. Mrs. Reshmi B R coordinated the event.

Web Designing

The event was held on 16th December 2014. It is an individual event where the topic will be given on spot. The participants will have to create webpage on the given criteria. Time allotted was 25 minutes. The topic given was "TOURIST PLACE". Mrs. Shashiprabha coordinated the event.

Treasure Hunt

Treasure Hunt event was held on 20th Dec. 2014. It was an event where 3 make a team. All the participants had to find the treasure with the given clues. Mrs.Deepa D Hegde coordinated the event.

IT Quiz

IT event was held on 3rd January 2015. It is an event where 2 make a team. The participants were provided with 40 questions based on IT to answer. There were 36 participants. Mrs. Divya Uchil coordinated the event.

Stress interview

Stress interview was organized by Scan Association on 17th January 2015. It was an individual event where participants had to interact with the judges and, interaction was stress based. The objective of this event was basically to test how the participants are able to overcome the stress. This event was judged by Mr. Shreemukha and Mr. Rishikesh. Judging was based on participants knowledge, stress handling, communication skills. Mrs Shashikala Shetty was the Lecturer in charge.

IT Debate

IT Debate was organized by scan association on 19th January 2015. It was a group event with 2 participants, in which one of the participant had to speak about the merits of the given topic and other participant to speak against it. Judging was done on the basis of the participant's communication skill, knowledge. This event was judged by Mr. Arun Sequeria and Mrs. Vasudha. Mrs. Reshmi BR was the Lecturer in charge.

Economics Department

Debate competition

Debate competition was held on 18th December 2014. The objective of this was to enlighten the students about Online banking & create awareness about its importance & flaws.

Pick and speak competition

Pick and speak competition was held on 22nd Dec. 2014. The objective was to create awareness about the latest development in the field of economical growth. It helped the students gaining confidence & it enhanced their speaking abilities

Fine Arts Association

Painting Competition

Painting competition was held on 15th December 2014. 5 groups participated. Theme was "Swach Bharath ". Judges were Mrs. Anasuya and Ms. Parinita

Rangoli Competition

Rangoli competition (Powder and Non Powder) was held on 19th December 2014 in Auditorium. 20 groups participated. Judgement was based on Neatness & Presentation. Judges were Mrs. Renuthakshi and Ms. Nidhi.

Singing Competition

Singing competition was held on 2nd January 2015 in the college auditorium. It was eastern and western group and solo competition. More than 6 team participated for solo and group event. Mrs. Jeevitha and Ms. Parinitha were the judges of this competition.

Flower Arrangement Competition

Flower arrangement competition was held on 12th January 2015. 5 groups participated. Judgement was based on their design, neatness, creativity. Judges were Mrs. Anasuya and Mrs. Renuthakshi.

Dance Competition

Dance competition was held on 13th January 2015 in the college auditorium. It was eastern and western group and solo competition. More than 6 team participated for solo event and 8 groups participated for group dance. All students participated with competitive spirit.

Mrs. Anasuya , Ms. Sowmya Hegde were the judges. It was held successfully.

Commerce Department

MEET THE CEO

A skill based competition Meet the CEO was conducted on 22nd Dec. 2014. The objective of the programme was to evaluate person's ability of communication and face the allegation. It was a platform for critical discussion. It was an individual competition where the names of CEO were given to participants and they should enact like the CEO and should face the questions from press. Event was judged by Mrs. Veena D. Kotian and Ms. Preethika. Participants were judged on the basis of the presentation and their convincing ability.

Treasure Hunt

Treasure hunt was held on 5th January 2015. It helped the students to think analytically and creatively. It was a group event 2 member in a team and they were given task to complete, few hints were given to the students. Students actively participated in the event.

Finance Association

Make my Portfolio

On 19th December 2014 Make my Portfolio was held. Information was given to the students regarding the closing market values of various companies and asked to make allocation of given money among different companies.

This competition has helped the students to increase their analytical skills. Students were more enthusiastic throughout the event.

Audit the Balance sheet

On 12th Jan 2015 Audit the Balance Sheet was held. A trial balance was given to the students and they were required to find out the mistake in it and prepare final accounts. The main objective of conducting this event is to increase the analytical skill of the students.

Sports Association

Interclass Kabaddi Tournament

Inter-Class Kabbadi Tournament was conducted on 19th and 20th December 2014. Teams from all classes participated in the tournament. III BBM 'D' won the overall championship and II BBM 'D' won runners-up trophy. The college team for inter-collegiate tournament was selected on the basis of inter-class tournament.

Cricket Tournament

On January 25th and 26th interclass cricket tournament was conducted at Padua College ground. 15 teams participated in the tournament. II BBM won the winners trophy and II BCA won runners up trophy.

Human Resource Association

Allegation Competition

Allegation was held on 16th December 2014. It was an individual event and the participants were treated as employees who were blamed for some issues in the organisation. As employees they had to defend themselves and convince the judges. The event was judged based on the convincing ability of the participants, communication and presentation.

Flip side Competition

Flip side Competition was held on 15th December 2014. It was an individual event and the participants should approbate and reprobate on the situation given. The activity aimed at increasing the intellectual, interpersonal and personal capacities of the students. The event was judged based on the convincing ability of the participants, comprehension, stress management and communication.

Just a Minute

Just a Minute Competition was held on 22nd December 2014. It was an individual event and the participants were given a topic. They had to talk about the topic continuously for 1 minute without making any grammar mistakes and without taking any breaks. The event was judged based on communication, grammar and time.

Networking

On 23th December 2014 networking event was held. It was a group event .A story was given to the first team member and she /he was allowed to read for one minute and afterwards same story would be narrated to other group members one by one and last team member should narrate the story to the judges based on his understanding. This event was helpful in improving listening skills. The event was judged based on accuracy of the story, presentation and communication among the members.

Character showdown

A competency based "Character showdown"

competition was held on 19th January 2015. It was an individual event where participants were given the task of playing the role of famous personalities in the business world. The objective was to step into their shoes and display the character of the business personality given to them. Judgment was made on the basis of communication, information given as well as the way they presented the character assigned.

Radio Tantra

Radio Tanthra competition was held on 20th Jan 2015. The participants were considered as RJ's and needed to advertise the product using their vocal skill. The objective was to enhance their advertising skill and develop creativity.

Literary Association

Finding the objects

Finding the objects was conducted on 10th December 2014 by the Hindi department under the guidance of Mrs. Jyothi and Mrs. Shalini. The main aim of this competition was to improve the memory power of students. The participants came up in large numbers and gave their best.

Quiz

On 15th December 2014 literary quiz was held in English and Kannada languages. The main aim of this competition was to check and improve the knowledge related to literature. It was conducted by Mrs. Madhumathi raja & Mrs. Jeevitha.

Debate

The Debate competition was conducted on 18th December 2014 and was judged by Mrs. Madhumathi J. Raja and Ms. Parinita. The topic for debate was "Promotion of Women safety". The competition had a lot of enthusiastic participants trying to prove their point.

Slogan writing

On 22nd December 2014 Slogan writing competition was conducted. The topic for English was 'environmental issues', Kannada was 'Sthri' and for Hindi it was 'Sthri ki Mehetv' the participants came up with a lot of innovative slogans.

Story writing

Story writing competition was held on 22nd December 2014. The topics given were: 'a women's plight in today's world' for English, a general topic in Kannada and 'Police aur chor' in

Hindi. The participants came up with entertaining and creative stories and this was a platform for future writers.

Poetry writing competition

On 14th January 2015 Literary association conducted poetry writing competition. English topic was 'I am a Girl'. In Kannada students had to select topic of their choice, in Hindi two topics were given 'Parisar and Sthri'. It helped the students in developing their skills in poetry writing.

Spell Me

On 13th January 2015 the association conducted Spell Me a unique spelling competition to improve spelling skills.

Staff Achievement

Mrs. Aruna P. Kamath

- Attended Principals' Meeting organized by NSS, Mangaluru University at Ravindra Kala Bhavana, University College, Mangaluru.
- Attended Principals' Meeting at J. D. Office, Mangaluru regarding Karavali Utsav Procession on 18th Dec. 2014.
- Attended 'CanPlast 2014', a seminar on "Solid Waste Management Solution" organized by Canara Plastic Manufacturers & Traders Association at Hotel Ocean Pearl, Mangaluru on 22nd Dec. 2014.
- Attended a NAAC 'A' Grade Colleges Principal's Meeting organized by Directorate of Collegiate Education at Jnana Jyothi Auditorium, Bangalore University, Bangalore on 3rd Feb. 2015.
- Invited to be the Chief Guest in the inaugural function of Management Fest "Drishti 2015" organized by Sahyadri College of Engineering & Management, Mangaluru on 12th Feb. 2015.

Mrs. Divya Uchil

- Attended and presented a paper on "How the next evolution of internet is changing everything - The Internet of Things" in one day UGC sponsored National Seminar on "Research & Higher Education in Computer Science & Technology" organized by Vivekananda College, Puttur on 17th Dec. 2014.
- Participated in the BOE Meeting on 10th Feb. 2015 held at Srinivas Institute of Management Studies, Pandeshwar, Mangalore.
- Appointed as Practical Examination Coordinator for the BCA Course by Mangalore University, Mangalore.

Mr. Thrishanth Kumar

- Was a resource person on the topic "Management of Business and Marketing Management" in the workshop for Social studies teachers of high school organized by our College in association with the Department of Public Instruction, D.K. District on 16th December 2014.

Business Law Department

Debate competition

On 20th January 2015 debate competition was held. The topics were related to business in order to enhance students communication skills and knowledge. The judges were Mr. Deviprasad and Mrs. Rashmi T. the staff coordinators were Mrs. Supritha and Mrs. Vasudha R.

Paper presentation competition

On 21st January 2015 paper presentation competition was conducted for the students which was judged by Mr. Deviprasad and Mrs. Rashmi.T.

- On 12th February, 2015, participated as a Judge for Best manager- X-Zcutive Round event in " FETE-FORAIN" conducted by Sahyadri College of Engineering & Management, Mangaluru
- Attended National conference on "Leadership Effectiveness" organized by SDM College of Post Graduate and Research Centre on 13th February 2015 and presented a joint paper on "Shared leadership and its impact on teaching and learning."
- Attended faculty development programme organised by Indian Business School Bangalore at moti mahal college on 3rd March 2015. The programme was on Bloom s Taxonomy and Case study analysis.

Mr. Ashwin Loyal Mendonca

- Attended one day workshop on the Revised English Syllabus of Mangaluru University organized by St. Aloysius Evening College, Mangaluru on 19th January 2015.

Mrs. Gayathri K

- Attended one day workshop on the Revised Syllabus of BBM VI Semester of Mangaluru University organized by Vivekananda College, Puttur in association with FOBMAT, Mangaluru University on 13th December 2014
- Was a resource person on the topic "Evolution and Growth of Commerce" in the workshop for Social studies teachers of high school organized by our College in association with the Dept of Public Instruction, D.K. District on 16th Dec. 2014.

Mrs. Manju

- Was a Resource Person for the subject - Advanced Marketing Management in BBM VI Semester Syllabus Workshop organized by Vivekananda College, Puttur in association with FOBMAT on 13th December 2014.

- Was a resource person on the topic "Economic Development" in the workshop for Social studies teachers of high school organized by our College in association with the Department of Public Instruction, D.K. District on 16th December 2014.
- Attended faculty development programme organised by Indian Business School Bangalore at Moti Mahal College on 3rd March 2015. The programme was on Blooms Taxonomy and Case study analysis.

Mr. Thilakraj G

- Attended one day workshop on the Revised Syllabus of BBM VI Semester of Mangaluru University organized by Vivekananda College, Puttur in association with FOBMAT, Mangaluru University on 13th December 2014.
- Was a resource person on the topic "Accounting in Business and Financial Management" in the workshop for Social studies teachers of high school organized by our College in association with the Department of Public Instruction, D.K. District on 16th December 2014.
- Attended Meeting at Taluk Office, Mangaluru regarding Karavali Utsav Procession on 18th December 2014.
- Was appointed as BOE Member and attended BOE Meeting on 18th February 2015 held at St. Agnes College, Mangalore.

Mr. Arun F. Sequeira

- Was appointed as BOE Member and attended BOE Meeting on 19th February 2015 held at St. Agnes College, Mangalore.

Mrs. Kavitha Prabhu

- Coordinated one day workshop for Social studies teachers of high school organized by our College in association with the Dept. of Public Instruction, D.K. District on 16th Dec. 2014.
- Attended and presented a joint paper on "Emerging role of women in India" in 2 days UGC sponsored National Conference on "Gender Issues on campus and in society" organized by Canara College, Mangaluru on 23rd & 24th January 2015.

Mrs. Madhumathi J Raja

- Attended & presented a joint paper on "Emerging role of women in India" in 2 days UGC sponsored National Conference on "Gender Issues on campus and in society" organized by Canara College, Mangaluru on 23rd & 24th January 2015.

Mrs. Jeevitha D

- Attended 150th Birth Centenary of Vallabhabhai Patel & 100th Birth Centenary of Lala Lajpath Rai organized by Car Street First Grade College, Mangaluru in association with Joint Director of Collegiate Education, Mangaluru on 17th Jan. 2015.

Mrs. Supritha

- Attended National conference on "Leadership Effectiveness" organized by SDM College of Post Graduate and Research

Centre on 13th February 2015 and presented a paper on "Effectiveness of Leadership and Personal Development."

Mrs. Shalini Devadiga

- Registered for Ph.D on the topic "Narendra Kohli ke rachanavo me vyangya" in Karnataka University.

Mrs. Anasuya

- Attended one day workshop on the Revised Syllabus of BBM VI Semester of Mangaluru University organized by Vivekananda College, Puttur in association with FOBMAT, Mangaluru University on 13th December 2014

Mrs. Shwetha Y.

- Attended one day workshop on the Revised Syllabus of BBM VI Semester of Mangaluru University organized by Vivekananda College, Puttur in association with FOBMAT, Mangaluru University on 13th December 2014

Mr. Prasanna Kumar T

- Attended one day workshop on the Revised Syllabus of BBM VI Semester of Mangaluru University organized by Vivekananda College, Puttur in association with FOBMAT, Mangaluru University on 13th December 2014.
- Participated in the five days course in Entrepreneurship conducted by St. Aloysius Evening College from 1st December 2014 to 8th December 2014.
- Participated in Two week Faculty Development Programme on "Entrepreneurship for Academicians" sponsored by Dept. of Science & Technology, New Delhi & Entrepreneurship Development Institute of India, Ahmedabad organized by SDM Institute of Technology, Ujire from 15th December to 27th December 2014.
- Presented a paper on "Urban Micro Finance and Urban Poverty" in one day national seminar on "Emerging Economic Issues of India" on 9th December 2014 organised by TIMS, Bannerugatta, Bangalore
- Attended and presented a paper on "Impact of Micro Finance on Non-agricultural Activities" in 2 days UGC sponsored National Conference on "Micro Finance and Inclusive Growth in India" organized by Tunga Mahavidyalaya, Thirthahalli on 16th and 17th January 2015.
- Attended one day workshop on Red Cross Training activity organized by Red Cross Unit Mangalore University on 27th Feb. 2015 at Roshni Nilaya School of Social Work, Mangalore.

Ms. Preethika

- Attended a one day workshop on the Revised Syllabus of BBM VI Semester of Mangaluru University organized by Vivekananda College, Puttur in association with FOBMAT, Mangaluru University on 13th December 2014

Mrs. Vasudha R

- Attended and presented a joint paper on "Teaching & Learning" in one day International Seminar on "Higher Education" organized by Nitte First Grade College, Nitte on 29th & 30th December 2014.
- Attended and presented a joint paper on "An impact of E-Business on supply chain management - an empirical study" in one day National Conference on "E-Governance, E-Learning, E-Business" organized by Srinivas College of Mgt. Studies, Mangaluru on 24th January 2015.

Ms. Parinita

- Participated in the five days course in Entrepreneurship conducted by St. Aloysius Evening College, Mangaluru from 1st December to 10th December 2014.

Mr. Gururaj

- Attended a programme on National Consumers' Day organized by Consumer Forum and University College, Mangaluru on 24th December 2014.

Mrs. Rashmi T.

- Attended and presented a joint paper on "An impact of E-Business on supply chain management - an empirical study" in one day National Conference on "E-Governance, E-Learning, E-Business" organized by Srinivas College of Mgt. Studies, Mangaluru on 24th January 2015.
- Attended and presented a joint paper on "Teaching & Learning" in one day International Seminar on "Higher Education" organized by Nitte First Grade College, Nitte on 29th & 30th December 2014.

Sowmya Hegde

- Attended National conference on "Leadership Effectiveness" organized by SDM College of Post Graduate and Research Centre on 13th February 2015 and presented a joint paper on "Shared Leadership and its impact on teaching & learning."

Mr. Devi Prasad

- Attended and presented paper in the National conference on "Banking and Finance-2015" on the topic "A Study on Banking Service Among People" organized by NITK, Surathkal on 20th February 2015.

Mr. Bharath Kumar Jain

- Participated as Technical Official in All India Inter-University Athletic Championship 2014-15 organized by Rajeev Gandhi Health University, Bangalore and Alva's College, Moodbidri from 16th January to 21st January 2015.

Student Achievement:

Students secured 7 Overall Championship and 8 Runners Up trophies in the various fests participated. The details are as follows;

Management Fests:

- Students won Overall Championship in the National Level Management Fest "PADUA VERVE 2015" organized by Padua College, Mangalore on 17th January 2015.
- Students won Overall Championship in National Level Mgt Fest "DRISHTI 2015" organized by Sahyadri College of Engineering & Management, Mangalore on 12th February 2015.
- Our students won Overall Runners Up Trophy in Commerce Category in the National Level Intercollegiate Fest VITTORIA-2014 organized by St. Agnes College, Mangaluru on 5th and 6th December. Several prizes were also won in Science and Arts Category. Commerce Team won Overall Runners-Up
 - ✿ Adarsh M Shetty from III BBM 'C' and Nishal Sebastian D'Souza from II BBM 'B' won second place in Marketing.
 - ✿ Dishanth M Ullal from III BBM 'B' and Sheikh Rizwan Ahmed from II BBM 'B' won first place in Quiz
- Overall Runners up Trophy in the University level Management Fest "IGNITE 2015" organized by Sri Ramakrishna College, Mangalore on 10th February 2015.
 - ✿ Adarsh Shetty and Anand Krishna won 1st place in Marketing
 - ✿ Dishanth Ullal and Srikant Nayak won 2nd place in HR
- Students participated in "CANFEST 15" an undergraduate National level management Fest conducted by, CANARA college Mangalore on 12th and 13th January 2015. Students have secured first place in Journalist, second place in Quiz.
- Students of our College participated in "Samanvaya -2015" A national level undergraduate management Fest conducted by, Jain University, Bangalore on 3rd and 4th February 2015.
- Intercollegiate level Essay and Collage competition was conducted by the district consumer federation in which our students participated. Students from III BBM submitted essays and also a collage depicting "Consumer's Literacy". The winners were awarded on 24th December 2014.

The following prizes were won:

- ✿ English essay 1st prize: Vignesh Kamath, III BBM A
- ✿ English essay 2nd prize: Sanjana Kamath, III BBM B
- ✿ Collage : consolation prize
- On 19th February, 2015 Sahyadri College of Engineering and Management, Dept of Business Administration in association with SDM College of Business Management, Mangalore organized 1st phase of Whiz Quiz Competition to all final year BBM and BA(HRD) students. There were 40 teams qualified for the II phase of Quiz competition that was held on 24th February, 2014 at SDM Campus. Out of which 20 teams qualified for final round, that was held in Sahyadri college

campus on 6th March, 2015. Students won cash prize of Rupees 37,000 (including 1st, 2nd, 3rd and 4th). Mr. Thrishanth Kumar and Ms. Sowmya Hegde coordinated the programme

- Students of our college along with the faculty members participated in the procession of Karavali Utsav on 23rd Dec. 2014.

IT Fests:

- Students won Overall Championship in University level IT Fest "ENIGMA 2015" organized by Sri Ramakrishna College, Mangalore on 10th February 2015.
- * B Shalini Pai from III BCA 'A' and Maithri B. S. from III BCA 'A' won first place in Video Editing competition.
- * Elvin Shaun D'Souza from I BCA 'A' won First place in Web Designing Event.
- * Abdul Basith from III BCA 'B' and Nikhil I from III BCA 'B' won second place in Coding and Debugging Event
- Students won the Overall Championship in State Level Intercollegiate Science & IT Fest "Sci-Curious-2015" conducted by Bhuvanendra College, Karkala on 18th February 2015.
- * Maithri B S & Aishwarya Prabhu G of III BCA A won First in Media Spill
- * Nikhil I of III BCA 'B' won first in Coding & Debugging.
- * Elvin Shaun D'souza of I BCA 'B' won First in Web Designing.
- * Aishwarya Prabhu G of III BCA 'A' won Second in IT Collage
- * Saajan Ahmed of II BCA 'B' won second in Sem
- * Team Won First in Ice Breaker
- * Team Won First in Mad Ad
- Students won Overall Runners Up Trophy in National level Intercollegiate Fest "COMPOSITE-2014" organized by St. Aloysius College, Mangaluru on 18th & 19th December 2014. Students of BCA Department won Overall Runners-Up
- * Nikhil I from III BCA 'B' and Abdul Basith from III BCA 'B' won Second Prize in Coding
- * Athmi A. Alva from III BCA 'A' and Nithin Raj Shetty from III BCA 'B' won Second prize in Video Editing
- * Zaman Mohamed A from II BCA 'A', Rizwan Ahmed N from II BCA 'B' and Arjun Kumar Vinay Shet from II BCA 'A' won First place in Gaming.
- Students won Overall Runners Up Trophy in the State Level IT Fest "PINNACLE 2015" organized by St. Philomena College, Puttur on 9th January 2015.
- Students won Overall Runners Up Trophy in the State Level IT Fest "SCIENTICA 2015" organized by Canara College, Mangaluru on 12th & 13th January 2015.
- Our students participated in the National Level Intercollegiate Fest VITTORIA-2014 organized by St. Agnes College, Mangaluru on 5th & 6th December. Following prizes were won.
- * Aishwarya Prabhu from III BCA 'A' won first place in Best IT Manager event.

- * Vinod Nicholas D'souza from I BCOM and Remitre Lato from III BCA 'B' won first place in Quiz.
- * Shabari Y Ganiga from III BCA 'A' won first place in T'Shirt Painting.
- Students participated in a State level Intercollegiate IT Fest "TECHNO TARANG-2015" on 21st January 2015 organized by Vivekananda College, Puttur. Team of 12 students from BCA Department participated in this fest and won the following prize.
- * Shalini Pai from III BCA 'A' won first place in Techno Art event.

Cultural Fests:

- Students won Overall Championship in the National Level Cultural Fest "ASTITVA" organized by St. Aloysius College, Mangaluru on 19th & 20th December 2014.
- Students won Overall Championship in the National Level Cultural Fest "KALA AVISHKAR 2015" organized by Srinivas Institute of Management, Mangalore on 5th Feb. 2015.
- Students won Overall Championship in the Mangalore University level Music Competition organized by University College, Mangalore on 5th & 6th February 2015.
- Students won Overall Runners Up in the National Level Youth Fest "DESIGN FIESTA 2015" organized by Karavali College, Mangaluru on 31st January 2015.
- Students won Overall Runners Up in YAKSHOTSAVA 2015, an intercollegiate Yakshagana Competition, organized by SDM Law College, Mangalore on 28th February 2015.
- Students participated in the National Level Intercollegiate Fest VITTORIA-2014 organized by St. Agnes College, Mangaluru on 5th and 6th December. Following prizes were won
- * Sanad Abdul Rahman from III BBM 'B', Ananda Krishnan S Nambiar from III BBM 'C', Safan Sheikh from III BBM 'B' and Sujana from III BBM 'C' won Second Place in Director SpooF Event.
- Students won III Prize in Intercollegiate cultural fest "ADDHOORI 2015" organized by Govt. College, Hebri on 14th February 2015.
- Students won Consolation Prize in "Yakshagana Competition" organized by Vijaya College, Mulky on 30th December 2014.

Sports Events

- Students won Overall Championship and bagged M. Dayananda Kamath Rolling Trophy in the Intercollegiate Mangalore Zone Cricket Tournament organized by SDM College of Business Management, Mangalore from 12th to 20th February 2015.
- Students won Runners Up Trophy and cash prize of Rs. 15000 in Mangalore University Intercollegiate Cricket Tournament organized by All College Students Union held from 1st February to 4th February 2015 at NMPT Grounds, Mangalore.
- Dravid Rao of II BBM has been selected for Karnataka State Senior Men's Handball Team. He also won the Gold Medal in Senior Nationals beating Tamilnadu in the finals.