



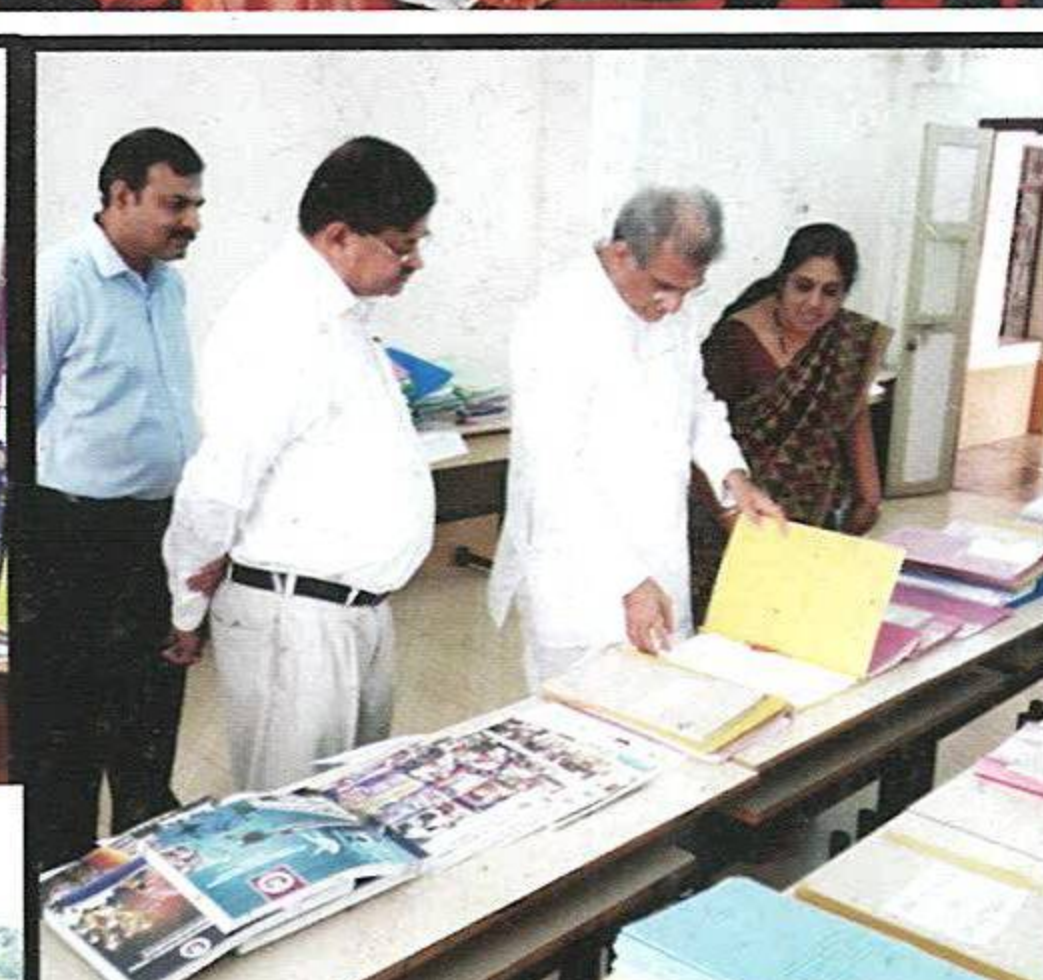
SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALURU - 575 003 D.K.

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

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SYNC VISION

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Editorial

Brimming with activities, this quarter mainly aimed at those programmes which mould the students into productive, socially responsible citizens by enhancing the creativity and skills in tune with needs of the corporate world. We hope that our sincere attempt to go beyond the usual practice has enabled the students to make headway in the competitive world.

College Annual Day Celebrations

Prize Distribution ceremony

The annual day celebration of the college was held on the 26th February 2016. It began with prize distribution ceremony in the morning at 9:00a.m in the auditorium. The chief guests were Dr. Udaya Kumar M. A, Principal, University College, Mangaluru and Mr. Nithyaprakash Bantwal, Managing partner, Atlas India Engineers, B. C Road, an alumnus of the college. The program began with a prayer song sung by Priyanka and group. Simona Fernandes welcomed the gathering. Dr. Udaya Kumar M. A was introduced by Krithi Nahata and Mr. Nithyaprakash Bantwal was introduced by Shravya M. The Principal extended a floral welcome with a token of appreciation to Dr. Udaya Kumar M. A. Mrs. Shwetha Y, Staff coordinator of the student council, extended a floral welcome to Mr. Nithyaprakash Bantwal. The prize distribution ceremony began with the general proficiency prizes followed by various association prizes and prizes for special contribution in various fields and scholarships for students with highest marks. The prizes were distributed by the chief guests. The program concluded with the vote of thanks proposed by Amra Arabi. The event was compeered by Samantha D'Souza.

The evening programme commenced at 3 pm. The chief guests of the day were Dr. K K. Vijaylaxmi, Dean, Department of Science, Mangalore University and K. Ashok Rao, CA, a alumnus of the institution. The gathering was welcomed by student coordinator, Miss Simona Denise Fernandes. A brief introduction of the guests was presented by Mr. Shambunath and Mr. Sanjeeth Xavier Rodrigues. Following this, the principal, Prof. Aruna P. Kamath presented the annual report which encapsulated all the activities and achievements of the staff and students of the college. The rank holders in the Mangalore University

examinations held in the month of April 2015, Miss Sanjana Kamath, Mr. Vignesh Kamath and Mr. Manel Srikanth Nayak from BBM and Ms. Dhamini of BA(HRD) were also honoured. Scholarships offered instituted by a few well-wishers of our institution were also awarded to various students. Vice Principal, Dr. Muralidhar Rao was felicitated for being awarded a doctorate. The best outgoing student award was conferred to Mr. Shambunath of III BBM, Miss Namratha Sharath of III BCA and Mr. Nithin P. Devang of III BAHRD based on their admirable conduct and academic performance. The chief guests, Dr. K.K. Vijaylaxmi, Dean, Faculty of Science, Mangalore University, Mangalagangothri and Mr. K Ashok, C.A, Mangaluru shared their words of wisdom. The vote of thanks marking the end of the formal session, was proposed by student coordinator Ms. Amra Amir Arabi. The formal session was compeered by Mr. Saajan Ahmed.

The informal session was compeered by Mr. Aashiq and Ms. Lavanya followed by a welcome dance. It went on with various performances by the talented students. The highlights being a martial arts demonstration, live band, fashion show depicting various cultures of India, and enthralling dance performances. The evening came to a close with a plethora of exuberant programs

Synergy 2016

Inaugurating, Synergy 2016, a two days national level under graduate Management fest, organised by College on 22nd January, Mr. Ritesh Jhingan, C.E.O, Nest Incubate, Mumbai, said that the present corporate world is giving higher priority to social entrepreneurship efforts in all the areas. Giving the example of corporate houses, communities and individuals who are involved in entrepreneurial activities with social concern, he added that there are ample opportunities in this area to find solutions for issues such as poverty, illiteracy, malnutrition,





garbage management etc. He encouraged the students to involve themselves in social entrepreneurial activities and give something back to the society.

Mr. Susir Kumar, Executive Chairman, Intelenet global services, Mumbai, also an alumnus of the college, who was the distinguished Chief Guest on the occasion, appreciated the good efforts of the students in organizing the fest, pointed out that a few years ago the success of a business or a company depended on its ability to secure license or permit, investment and a market for the products. But the priorities have changed in the present world and the worth of a company is now judged on the basis of what it can give back to the society in terms of job creation, solving social issues etc. He inspired the students by saying that social entrepreneurship is the future and advised them not to be profit conscious but to generate value in terms of innovative social entrepreneurial activities.

The theme of Synergy 2016 was "Socio-Biz". This theme was chosen to throw light on social entrepreneurship. Prof. Aruna P. Kamath, principal, in her presidential remark pointed out that Management fest like Synergy enables the students to develop a portfolio of capabilities which are very much essential in the challenging corporate world. Two days fest conducted the events like, The Best Manager, Finance, Marketing, Human Resource Management, Public Relations, Business Quiz, The Strategist and the Entrepreneurial Development. Professionals were invited to judge the events and gave useful tips to the participants. The staff coordinators of Synergy Ms. Sowmya Hegde and Mr. Ashwin Mendonca and the Student coordinators Shambu Nath P. and Sanjith Rodrigues were also present on the dais. The programme was compeered by Ms. Simona Fernandes.

Sygma 2016

SYGMA 2016 was held on 23th January 2016. It is a state level IT fest organized for undergraduate Computer Science and Computer Application students. SYGMA is successful in providing the platform to the students of participating colleges to showcase their talents and skills in different events. The theme for SYGMA 2016 was 'DIGITAL RENAISSANCE'. Digitalization is going to lift millions of people out of poverty through employment creation and through dissemination of knowledge. The present world is undergoing a digital renaissance or a digital rebirth. We see the influence of digital technologies in all the phases of our life.

The inaugurator, Mr. Raghupathi Pai, Delivery Manager, Oracle Stream, Infosys, Mangaluru, said that, IT industry is on the fore front of India's development. As the Indian information technology field has come a long way now because of the special interest shown by the government through initiatives such as Digital India, Startup India etc., there are immense opportunities in the IT sector, he added. He opined that along with learning the fundamentals of IT, students should also give importance to communication skills, inter-personal skills etc. develop positive attitude and aspire for overall development of their personality.

Mr. Rakshith Shetty, Area Sales Manager, Hiree, Bengaluru, also an Alumnus of the college, who was the chief guest, while recollecting his days in college as a CEO of Sygma, said that participation in fests will help the students building self-confidence which will be beneficial in facing interviews and soliciting job opportunities.

Prof. Aruna P. Kamath, principal of the college, presided over the function. The staff coordinators Mrs. Reshmi B.R and Mrs. Deepa D. Hedge and the student coordinator Shivaprasad were present on the dais. Mr. Sajan Ahmed compeered the programme.

The validictory of Synergy 2016 and Sygma 2016 was held on 23rd January 2016 at 5 p.m. in the college auditorium. The chief guests were Mr. Ram Mohan Pai Maroor, M/s. Maroor Padmanabha Pai Co., President, Canara Chamber of Commerce and Industry and Mr. Shashidhar Acharya, Asst. H. R. Manager, A. J. Hospital, Mangaluru and also alumni of the college. The participants gave positive feedback about their experience in the college. The participation certificates, prizes and trophies were distributed by the guests. Synergy 2016 overall championship was won by Christ's University, Department of Professional Studies, Bangalore. Jain University, Bangalore was the runners-up. The Sygma overall championship was won by St. Aloysius College, Mangalore and runners-up was won by Sri Devi College of Information Science, Mangalore.

Annual Sports Day

College Annual Athletic meet was held on 18th February, 2016 at Mangala stadium. Students assembled in the stadium at 8.15 am. Mr. Rohith Kumar Kateel, an international athlete in High Jump and also a University record holder from 1986 to 2012 was the guest. He is a senior actor who is proprietor of Kateel International Hotel Pvt. Ltd. After the march past, the athletic meet was formally



inaugurated by hoisting the college flag. Prayer song was sung by Rajath and Priyanka. Irvin Glen Soans, the sports secretary welcomed the gathering. Simona Denis Fernandes introduced the guests. Principal, Mrs. Aruna P. Kamath handed over bouquet and memento to the guest. The guest, in his inaugural address, appreciated the college by pointing out that his record of 22 years was broken by a student of this college, Mr. Supreeth. He also said that students must come forward and use their talents. Sports are very essential in life because it helps to maintain health and physique, he said. The oath was administered by Shankar Sing Bisthi. Vote of thanks was proposed by Vikram P.S. Ms. Amra Amir Arabi compeered the programme. The events started soon after the inauguration and large number of students actively participated in all the events. All the faculties served as officials for the athletic meet.

NSS Annual Special Camp

The Annual Special Camp was held at Government High School, Nirkere, Moodabidri from 23rd to 29th December 2015. 100 NSS volunteers participated in this annual special camp.

Mr. Peter Fernandes, Principal, Alva's Institute of Technology, Moodbidri, inaugurated the camp by lightening the lamp. In his inaugural address, he spoke about the importance of attending NSS camp and how it contributes for the overall development of the students.

Prof. Aruna P Kamath, principal of the College presided over the function. Other dignitaries present on the dais wished success for the camp. After the inauguration, guests gave a formal start for shramadhana by guddalli pooja. Ms. Prajna, NSS volunteer, compeered the programme. Ms. Preksha welcomed the guest, Ms. Veena delivered vote of thanks.

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

On 24th December afternoon, resource person, Mr. Muniraj Renjal, Teacher, Jain High School, Moodbidri enlightened students about "Namma Desha Namma Hana". On 25th morning, Grama Swaccha Abhiyana was organsied along with Nirkere Grama Panchayat and other local bodies. On the same day, volunteers performed street play on the same issue. On 26th, Socio Economic survey was conducted by the students followed by Jana Jagrathi Jaata. On 27th, free medical checkup by Alvas Ayuderic Medical

College was arranged and was followed by an informative session on first aid treatment. On 28th, afternoon, Dr. Prathima delivered guest lecture on "Science and Scientific Thinking in Youth". This session was very interactive and informative. On the same day evening Shibira Jyothi which was a programme to recollect the memories and experience of the camp was organized. Volunteers and localities' lit diyas around the map of India which was drawn by volunteers. This was followed by a cultural programme on the theme 'TulunadaVaibhava'.

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

Valedictory function was held on 29th December 2015 at 11.30.a.m. Sri Ajith Raj Jain, was the chief guest and Dr. Prathima, Headmistress, Govt. High School, Nirkere was the guest of honour, Prof. Aruna P. Kamath, principal, presided over. In his valedictory address, Sri Ajith Raj Jain, appreciated volunteers for their hard work, dedication and discipline. He also gave his valuable suggestions for the students' future endeavour. A special appraisal was given for the cultural programme organized by the volunteers every evening after the day's hard work. Every one wished good luck and bright future to the volunteers.

Mock NAAC Visit

As the college is due for third cycle of NAAC reaccreditation, prior to the submission of NAAC report, we decided to have a mock NAAC exercise, in the same line of NAAC peer team visit. Dr. Mallikarjunappa, Professor MBA Department, Mangalore University and Dr. Jayaraj Amin, Director CDC, Mangalore University were the peer team members who visited the college on 5th and 6th February 2016. Presentation by the principal was followed by departmental visit, inspection of records, and the innovative projects and assignments of the students. Interaction with faculty and students were also held. On the occasion as a happy coincidence we had the visit of our reverend President Dr. D. Veerendra Heggade. It filled everyone with the positive spirit and gave the confidence to motivate them further to work towards attaining excellence

Celebration of National Consumer Day

Consumer club celebrated National Consumer Day in association with District Consumer Federation Mangalore on 22nd December 2015. The programme was inaugurated by Mrs. Asha Shetty , President, District Consumer Redressal Forum, Mangalore.



In her inaugural address, she spoke about how the businesses exploit the consumer in the urge of profit making. The youth should be well aware of the consumer rights then only these issues can be resolved.

Mr. M.J. Salian, President of the federation, briefed about the certificate course on consumer education. Mr. M. R. Bhat, Assistant Director, Food and Civil Supply, Mrs. Aruna P. Kamath, principal and Mr. Deviprasad, coordinator of the club were present on the occasion.

Inter-collegiate Paper Presentation Competition

On 28th January 2016, the student council conducted an inter-collegiate paper presentation competition on the topic 'Rural Entrepreneurship and Inclusive Growth'. The program began at 1:30 p.m in the conference hall with a prayer song sung by Priyanka. The judges were florally welcomed and mementoes were handed over by the principal, Prof. Aruna P. Kamath and Mrs. Shwetha Y, staff coordinator of the student council. The judges were Mr. Praveen Kumar, Head of the Consulting Wing, Mars Vapours Carbon Foot Print Pvt. Ltd and also the Managing Partner of Brand Mango Creations, LLP and Mr. John Fernandes, Director and co-owner of Speeder Mentorship Solutions and who also guides students in sports related careers. Sushmitha, introduced Mr. Praveen Prabhu to the gathering and Shravya, introduced Mr. John Fernandes to the gathering. A large number of students from various colleges participated with a lot of enthusiasm and zeal. At the end of the competition the judges gave their valuable feedback. The participation certificates were distributed by Mr. John Fernandes and the prizes were awarded by Mr. Praveen Prabhu. Ms. Krithi proposed vote of thanks. The programme was compeered by Ms. Simona Fernandes. The competition was coordinated by the students' council coordinators Mrs. Shwetha Y. and Mrs. Gayathri K.

International Women's Day Celebration

Women's Cell organized the International Women's Day Celebration on 8th March 2016 in conference hall. The chief guest was Mrs. K.A. Rohini, Founder President, Mahila Mandal, Okkuta. She said that it is the time to uphold women's achievements, recognize challenges and focus greater attention on women's rights and gender equality to mobilize all the people to do their best. Mrs. Jeevitha, Faculty, in her presidential address added that girls should exercise their rights to defend themselves. Principal Mrs. Aruna P. Kamath and Mrs. Jyothi, Coordinator of Women's Cell felicitated the chief guest. Mr.

Jaidev proposed vote of thanks. The programme was compeered by Ms. Shandhya.

Blood Donation Camp

The Red Cross had organized blood donation camp in association with KMC Hospital, Mangalore on 1st February, 2016 in the college auditorium. This programme was conducted to spread awareness of blood donation among the students. Dr. Shrijith, KMC Hospital, and Mr. Keshava M, 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. Red Cross coordinators Mr. Prasanna Kumar T. and Mrs. Renutakshi were present on the occasion. Around 116 students voluntarily donated their blood.

Advanced Level Microsoft Excel Training

A three day advanced level Microsoft Excel training programme was held for BBM and B.Com students from 1th to 13th the April in the computer laboratory. The resource person was Mr. Ravi Kumar, a Microsoft certified excel professional from Vijayawada, Andrapradesh. The topics covered were formulas, data visualisation, interactive dashboard etc. The students learnt about various methods to organise, compute, visualise data. As, most management and business jobs require Excel skills, the training was beneficial to the students. The program was organized by IQAC and coordinated by Mr. Ashwin Mendonca and Mrs. Smitha.

Faculty Development Programme

Technique of Managing Students

Department of HRD organized a faculty development programme on "Technique of Managing Students" on 2nd February 2016 in the conference hall. The guest speaker was Mr. Seetharama Kevala, principal, Vidyarashmi Vidyalaya, Savnoor. Dr. Muralidhara Rao K.S welcomed the guest speaker by presenting him a bouquet. He shared his experience and also discussed many cases. It was a very informative and interactive session. Mrs. Anasuya proposed the vote of thanks. The programme was coordinated by Mr. Thrishanth Kumar.

Problem Identification and Multi-Disciplinary Approach in Research

Commerce department along with IQAC organized a faculty development programme on 4th April 2016



on "Problem Identification and Multi-Disciplinary Approach in Research". Dr. Suprabha, Assistant Professor, NITK was the resource person. The objective of the programme was to create platform for research problem identification and explore the possibility of multi-disciplinary research. She highlighted research as replication rather than invention. She also stressed the importance of cause and effect relationships among variables while conducting research activity. The importance of identification of the objective of research was stressed. Mrs. Manju coordinated the programme.

Guest Lectures

Awareness of Global Professional Certification in Finance and Account

A guest lecture was organized by placement cell on the topic "Awareness of Global Professional Certification in Finance and Account" on 18th January 2016 for III BBM and II B.Com. Mr. Sanjay Singh, Consultant, Logic School of Management, was the resource person. The main objective was to make the students aware of the opportunities in Indian and global educational and corporate areas. He gave an insight on creation of maximum number of jobs, where FDI comes to play a vital role in globalization. He also advised the students to set clear goals for themselves and also encouraged them to make their resume richer with additional courses. It was a very informative and interactive session. The programme was coordinated by Mrs. Preethika Dharmapal, Mr Thrishanth Kumar and Mr. Prasanna Kumar.

Role of Youth in Human Resource Development

The Economics department conducted a guest lecture on the topic " Role of Youth in Human Resource development" on 18th January, 2016 on the occasion of Swami Vivekananda birth anniversary. Ms. Divya, Research Scholar, Mangalore University was the resource person. She stressed on youth getting educated as it will enhance their skills and they need to read, write, think, understand, analyze and discuss the burning issues which the country faces. The entire success of the nation depends on the youths. She highlighted that youth have the ability to bring about a change in the country and they also can face any challenges and problems. They create a positive influence on their fellow mates. She created awareness about the importance of team building through activities and also pointed out that through team building we can communicate and adapt ourselves to unfamiliar situations and surroundings. She concluded by saying that, the role

of youth in the nation building is very crucial and the youths can make their country beautiful land and flourish.

Awareness on Higher Education in Aboard

A guest lecture was organized on 21st January 2016 by the placement cell to create awareness on higher education in aboard for the final year BBM and BA (HRD) students. The resource person was Mr. Vijay Menon, Marketing officer, Westminster International College. The objective was to provide an insight about higher education in aboard and give in-depth information about pursuing the same. Mrs. Preethika Dharmapal, Mr. Thrishanth Kumar and Mr. Prasanna Kumar coordinated the programme.

Foundations of Entrepreneurship

The EDP cell of the college organized a guest lecture on 'Foundations of Entrepreneurship' on 25th January 2016 to develop the skills of small business management and develop the entrepreneurial traits. The resource person Mr. Ramamurthy K, CEO, Universal Energy Foods, Karnad Industrial Area, Mulki, said that working hard with determination will help to succeed in life. He shared his own experience and how he had overcome many hardships in his life to become a successful entrepreneur. He advised the students to start with small venture and then to grow big. He pointed out the benefits, limitations, mistakes of entrepreneurship and suggested how to avoid the pitfalls of small business failures. The programme concluded with interaction with the resource person. Mrs. Supriya and Ms. Parinita coordinated the programme.

Object Oriented Programming Using C#

A Guest lecture on the topic "Object Oriented Programming Using C#" was held for the II BCA on 27th January 2016. The resource person was Ms. Asha, faculty, NIIT Bejai Center. The main objective of the program was to introduce them to the .NET concepts.

Ms. Asha gave a brief introduction to C# . She then explained the features of C# that distinguishes it from C, C++ and Java have portability, methods and functions, property and namespaces. She also gave a brief insight on the Web applications using ASP.NET. The advantages of ASP.NET over VB.NET were also explained to the students. It was an interactive session and the students were very much interested in knowing more about .NET. She dealt with developing and deploying of cloud applications on Microsoft Azure and data security issues on the



cloud. The session concluded with pointing out the job opportunities in .NET. The students interacted and acquired knowledge on a new programming language. The program was coordinated by Mrs. Divya Uchil.

Role of Banks in promoting Make in India

The Economics department conducted a guest lecture on the topic "Role of banks in promoting Make in India" on 8th February 2016. Mrs. Rashmi Nahata, C.A., faculty in KVC Carstreet, Mangalore was the resource person. The main objective of the programme was to make the students aware about the role of banks in promoting make in India. She said that Make in India initiative was launched by Prime Minister Narendra Modi on 25th September aimed at making India a global manufacturing hub. It was rolled out with the aim of creating millions of jobs in the country. She stated that banking plays an important role in promoting economic growth of a country. Countries which don't have a strong banking system face many issues. But India has a strong banking system and bankers. India is currently at the threshold of growth and banking system can drive at a faster rate in many ways. She also highlighted that banking has become a very interesting activity. Whatever is a growth potential of India, it will be able to realize it with a strong banking institution and for this we need a strong regulatory mechanism. She pointed out that India continued to reel under problems of past decades but expressed confidence that the country would still be able to come out of this. She further said that the government, the RBI and banks have to work together to achieve this. The programme was helpful as it made the students realize the working system and the role of the banks which at present is the forefront to 'Make in India' a successful programme. Mrs. Shashikala K.G. and Mr. Prasanna Kumar coordinated the programme.

Self Awareness

A guest lecture and a workshop was organised by English department on 3rd and 4th March 2016 at 3.00 pm on the topic "Self Awareness" for the I BA (HRD). The Resource persons were Ms. Tanvi and Ms. Namratha from Roshni Nilaya. The objective of this workshop was to help the students have a deeper understanding and awareness of their inner selves. The workshop aimed to make the students aware of having high self esteem about them. They were made to realise that having high self esteem will cause many positive outcomes and benefits. The students learnt that their past experiences have

a great impact on their future. The workshop was interactive sessions filled with games, activities and youthful resonance. The students got a deeper understanding of their conscious and mental capabilities to remember. This workshop was coordinated by Mrs. Madhumathi J. Raja and Mrs. Preethika D.

Positive thinking

A guest lecture was organised by the English department for the I BA (HRD) on the topic "Positive thinking" on 10th March 2016 at 3.00 pm. The Resource person was Ms. Namratha A., Counsellor, Roshini Nilaya. She spoke about the importance of being positive in life. She highlighted that it is very significant for the students to take productive things into their sub conscious level of mind in order to build a better self image of them self. She stated that positive attitude is important for a great many reasons. Having a positive attitude helps us to cope more easily with the responsibilities of everyday life and helps to relieve stress and strengthen personal relationships. She pointed out that a positive attitude will help us to avoid worrying unnecessarily and will enhance our physical and mental well-being. The objective of this talk was to encourage and inspire them to be positive and gain their goals easily. Mrs Madhumathi J. Raja was the co-ordinator of this programme.

Digital Marketing

Marketing Association organized a guest lecture on 8th March 2016 on the topic "Digital marketing" for the students enrolled for marketing association. The resource person was Mr. Adarsh, Marketing executive, Technical department, Bangalore also an alumni. He explained how digital marketing helps to enhance the credentials of the students in their career. The student coordinators Mr. Santhosh Shet welcomed the gathering and Ms. Deeksha PN proposed the vote of thanks. Mrs. Kavitha Prabhu and Mrs. Rashmi T. coordinated the programme.

Big Data

BCA Department organized a guest lecture on 9th March 2016 on the topic 'Big Data' for I BCA 'B'. The resource person was Mr. Rakesh Kumar, Asst. Prof., IT Department, AIMIT, St. Aloysius College, Bhiri. Initially he explained about the basic concepts such as data, information, DBMS, FMS, units of measurement and SQL by stating examples for each of the concepts. Then he dealt with the main concept of big data, which is a combination of structured and unstructured data and is literally huge. He also



explained why DBMS cannot handle big data and hence the concept of NoSQL is introduced. Big data also consists of the four 'V's- Volume, Velocity, Variety and Veracity. It was also said that the business organizations, social networking sites and various other institutions generate zillions of bytes per day and to maintain such huge data big data concept is useful. While talking about RDBMS, he explained about the concept of ACID i.e., Atomicity, Consistency, Isolation and Durability. In addition, he also explained about the limitations of SQL such as not having the capacity to handle big data as only structured data concept is used in it. Mr. Manish proposed vote of thanks. Mrs. Shashikala Shetty coordinated the programme.

New dimensions of Retail Banking

Commerce department organized a guest lecture on 'New dimensions of Retail Banking' on 12th March 2016 for I B.Com by Mr. Naveen L.N, Regional Manager, IDBI Bank, Mangalore. Mr. Naveen L.N spoke about various topics related to banking. He highlighted a few important skills like convincing, listening, communication skills and having presence of mind. He also spoke about the different verticals/ departments in bank which includes the Retail banking group, Corporate banking group, Trade finance, Treasury, Audit, H.R and about information technology. He briefed about the recent technology introduced in banking like CTS-Cheque truncation system, Online banking, net banking, e-payments, e-commerce etc. and different forms of ATM cards like visa card, master card and rupay card. He also spoke about the e-lobby and the mobile apps available through which people can have an access about banking information without visiting the bank. Mr. Naveen L. N concluded the session by asking the students to know and use the different facilities available by bank and explore it.

Health and Lifestyle

BCA Department organized a guest lecture on the topic "Health and Lifestyle" on 17th March 2016 for I BCA "B". The resource person was Mrs. Renilda Shanthi D'Souza, Principal/HOD, Pediatric Nursing, City Nursing College, Mangalore. In the beginning of her session, she raised the questions such as, what is a healthy active lifestyle? What is wellness? Why is it an important issue in our life? Why is it important to eat healthy food? She narrated in detail about the six basic requirements for a healthy life. They are proper nutrition, regular physical activity, enough rest, preventive health care, positive attitude and sense of balance. She also gave tips for healthy

diet. She also covered various aspects of stress management. She gave useful tips to the students to have physical activity, engage socially, avoid unnecessary stress, adapt to the stressor, accept the things one can't change, make time for fun and relaxation and finally to adopt a healthy lifestyle. At the end of the session, Mrs. Merlin and Ms. Ansu, faculty and PG student from City Nursing College gave practical demonstration to the students on how to release the stress with various physical activities and exercises and also through laughing therapy. All the students actively participated in the physical activities and exercises and also in laughing therapy and gained knowledge on how to reduce stress. Ms. Nishmitha K.M. welcomed and introduced the resource person. Ms. Ranjitha proposed vote of thanks. Mr. Arun F. Sequeira coordinated the programme.

Career Management

The HR department organized a guest lecture on "Career Management" on 17th March 2016 for I BA(HRD). The resource person was Mr. John Fernandes, Director, Speedax mentorship solution, Mangaluru. The objective of this programme was to enlighten the student about career management. He gave an interactive session on body language and ways to develop individual personality and tips for career management. The programme was compeered by Ms. Samantha D'souza. Ms. Praneeta proposed the vote of thanks. The programme was coordinated by Mrs. Anasuya.

Literary values in Kannada film songs

Kannada department organized a guest lecture on "Literary values in Kannada film songs" on 24th March 2016 in the conference hall for First years of all discipline with the objective of creating awareness among the students that media is not only for entertainment but also to portray values. Dr. Meenakshi, Professor, Kannada Department, Besant Women's College, Mangalore was the resource person. Large number of students actively participated in singing old songs and identified the value behind it. Mrs. Jeevitha and Mrs. Renuthakshi coordinated the programme.

Talk on Higher Education

On 24th March 2016, the placement cell conducted a talk on "Higher Education" for all final year students. Mr. Sharath Raj D., IBS, Bangalore was the resource person. He addressed the gathering and gave in-depth information about higher education and about the IBS, Business School. Mrs. Preethika Dharmapal coordinated the programme.



Bheeshm Sahaniji ki Samagr Saahithya

A guest lecture was organized by Hindi department on the topic "Bheeshm Sahaniji ki Samagr Saahithya" for I BA (HRD) on 30th March 2016. The resource person was Mrs. Mamatha N.R, Faculty, Hindi Department, Milagres College, Mangalore. In her lecture she spoke about Bheeshm Sahaniji's life and achievements. She also said that his name has been synonymous with Hindi story and play writing. Bheeshm Sahani had gained such popularity that all kinds of readers awaited his new creations and each and every word of his was read. Mrs. Mamatha N.R. in her talk insisted the young minds to imbibe the qualities of Mr. Bheeshm Sahani, to lead a fruitful life. Mrs. Jyothi coordinated the programme.

Labour Laws

Business Law Department organized a guest lecture on "Labour Laws" was organized for II BA (HRD) on 30th March 2016 with the aim to provide insights on employment standards and the minimum socially acceptable conditions under which employees are allowed to work. Ms. Nihal, Front office manager, Maya International and also alumni of the college was the resource person. She briefed about the various labour laws enacted by the government. She also said that the knowledge of labour laws is pre-requisite for fostering positive workplace environment and for the development of proactive relationship between organizations and employees. A role play activity was conducted to give a clear framework of rights and obligations. Mrs. Supriya and Ms. Parinita coordinated the programme.

Value Education

Inculcating self discipline among the youth

A talk was held for I BBM on 4th April 2016 on the topic "Inculcating self discipline among the youth". Swamiji Nirbayananda, President, Ramakrishna ashram was the resource person. The talk was organized to enable the students to realise the importance of discipline in life. Swamiji said that discipline is a refinement of living style. Religion is a science; the whole scope of religion is around how to make an ordinary man to extraordinary man. Highlighting the importance of self-management, he stressed on constructive application of youth power. Illustrating the examples of known achievers, he said one should be clear with the values to be inculcated in life and unwanted things should be discarded. The programme was compeered by Ms. Drithi. Mrs. Smitha coordinated the programme.

Student Faculty programme

BCA Department

Soft skills for personality development

A student faculty programme was organized on 2nd March 2016 for I BCA B and II BCA B by final year BCA student Ms. Shruthi A. H. Bayari on the topic "Soft skills for personality development" under the guidance of Mr. Arun F. Sequeira and Mrs. Shashiprabha. The objective of this programme was to inculcate leadership qualities among the students. Ms. Shruthi, in her PPT presentation, explained about the ten qualities which the students should imbibe in their life to be successful. She also told about "My Five Rules" in order to reach the goal. Students were engaged in creative activities throughout the session. At the end of the session, Mr. Manishraj gave the feedback about the session and Ms. Nishmitha K. M. proposed vote of thanks.

Presentation Skills

On 8th March 2016, Ms. Namratha Sharath of III BCA conducted a student faculty programme for II BCA 'B' on the topic "Presentation Skills". In the session the students were guided to improvise on their presentation skills, which included formal and informal presentations as well as presenting topics with and without the technological aids like slideshow. Students learnt how to improve their body language and also overcome stage fear to make presentations with confidence. Students also learnt the do's and don'ts of a presentation. Mrs. Deepa Hegde coordinated the programme.

Interview Preparation

A student faculty programme was organized on the topic "Interview Preparation" on 09th March 2016 for the II BCA by Ms. Radhika of III BCA B under the guidance of Mrs. Shashiprabha. The objective of the programme was to provide knowledge about interviews and placements. In her talk, Ms. Radhika, shared her experiences of the interviews she had attended. She stressed on the importance of preparation before, during and after the interview. She explained how the students should prepare themselves before facing the interview, the different types of interviews, possible questions asked by the interviewers, the way in which the candidates should respond to the interviewer, etc. She also spoke about the dress code. The session was very interactive and useful for students.



Importance of E-Draw Software

The department organized a student faculty programme for the benefit of I BCA, on 11th April 2016 by Miss. Veekshitha of III BCA on the topic "Importance of E-Draw Software". The objective of this session was to provide awareness on the concept of "E-Draw Software" which is used to create templates for project status reports. She spoke about the benefits and the application areas of E-Draw software. Mrs. Sowmya Jyothi coordinated the programme.

Commerce Department

Evolution and importance of banks in coastal Karnataka

A student faculty programme was organized by the department on the topic "Evolution and importance of banks in coastal Karnataka" on 30th January 2016. The presentation was done by Ms. Rashmiya from III BBM C for the I B.com. Active interaction took place.

HR Association

HR role in Swachh Bharat

The association organized a Student Faculty Programme on "HR role in Swachh Bharat" for II BA (HRD) on 10th February 2016 by Mr. Mohammed Safwan and Mr. Nishal of III BBM B. The objective of the programme was to enlighten the students about the role of HR in Swachh Bharat. They spoke on, how HR managers can take initiative in this matter and after the seminar there was interaction with the students related to this.

English Department

How to write stories

The department organised a student faculty programme on 17th February 2016 by Dhirti Divakar of III BBM C for the II BA (HRD) students on "How to write stories". The objective of this programme was to enhance their writing skills and polish their creativity, views and ideas. The outcome was excellent as students were able to write creative short stories.

How to write short essays

A Student Faculty programme was conducted for the II BA (HRD) students on 8th March by Ms. Dhirti Divakar of III BBM 'C'. The topic was "How to write essays". The objective was to encourage creative writing among the students. It also enhanced their

creativity and innovative ideas. A short story competition was held in the class and the students' participated very enthusiastically.

How to face interview

A Student Faculty programme was conducted for the I BCA 'A' on 11th March by Dhirti Divakar of III BBM 'C'. The topic was "How to face interview". The objective was to give exposure to students to face the interviews. The students were enlightened as to how important it is to be positive, exhibit good behaviour, have mannerism and answer boldly with intelligence. The role play was conducted in which the students participated enthusiastically.

Kannada Department

D.V. Gundapa's Marulu Muniyana Kagga - Sahabalveye Sogasu

Kannada Department organised a student faculty programme for I BCA on 15th February 2016, by II BCA Mr. Shivaprasad V. Bhat on "D. V. Gundapa's Marulu Muniyana Kagga - Sahabalveye Sogasu" which narrated hints to human being how he should live to lead a peaceful life and the norms to be followed to make life beautiful and fruitful.

Marketing Association

Social Marketing

A Student Faculty Programme was conducted on 15th March 2016 on the topic "Social marketing" for the students enrolled for marketing association. The student coordinators Mr. Santhosh Shet and Ms. Deeksha PN took an initiative to present the importance of Social Marketing Concept and how it is emphasizing on globalisation. Mrs. Deepashree G. and Mrs. Rashmi T. coordinated the programme.

Business Law

Rule for Pillion Riders

A student faculty programme was conducted for II BA (HRD) on 16th March 2016 by Ms. Ruhinaaz and Mr. Vikram Pattanashetti of III BBM 'C' on the topic "Rule for Pillion riders" with the objective of enlightening the students on the importance of wearing helmet by both the riders. They explained how both the riders can be protected from deeper injuries to the head. They emphasized on safe riding to avoid accidents and shared some precautionary measures. Students were also asked to share their opinions on the rule. Mrs. Supritha and Ms. Parinita were the lecturers in charge.



Extension Activities

LEAD PRAYANA, an annual leadership journey

Shambhu Nath P of III BBM B was selected for being a part of LEAD PRAYANA, an annual leadership journey across 3 states (Karnataka, Andhra Pradesh and Telangana) organised by Deshpande Foundation. The journey was aimed at unleashing the leadership potential among the youth, travelling around 1800 kms for 16 days, visiting internationally famous and unique Organizations, Institutions, MNC's, attending panel discussions etc. As a part of the programme, he also had personal interactions with world renowned personalities such as Prof. Dr. Mohammad Yunus (Nobel Laureate), Dr. N.R. Narayana Murthy (Founder - Infosys), Dr. Anousheh Ansari (First woman space traveller), Dr. D. Veerendra Heggade (Dharmadhikari of Dharmasthala) and Dr. Ramji Raghavan (Founder - Agasthya Foundation).

BCA Department

In order to develop socially responsible citizens, BCA Department conducted extension activities wherein they provide computer literacy to the school students in the following schools.

Date	Venue	Nature of Activity	Faculty Incharge
8 January 2016	St.Johns Higher Primary School, Cassia, Mangalore	Basics of Computer	Mr. Arun F. Sequeira
11 January 2016	Gandhinagar Urwa Primary School, Urwa, Mangalore.	Basics of Computers	Mrs. Deepa D.Hedge
17 January 2016	Ashoka Vidhyalaya School, Ashoknagar	Smart Green Light	Mrs. Divya Uchil
10 January 2016	Jilla Panchayat Hiriya Prathamika School, Mannagudda, M'lore.	Introduction to internet	Mrs. Sowmya Jyothi
10 January 2016	Jilla Panchayath Hiriya Prathamika School, Kadri, Mangalore.	The Technology-Past, Present, Future	Mrs. Reshmi B. R.
11 February 2016	Govt. Higher Primary School, Ashoknagara, Mangalore.	Basics of Computer and Internet Skills	Mrs. Shashiprabha
11 February 2016	N.I.T.K English Medium School, Surathkal, Mangalore.	Road Safety	Mrs. Shashikala Shetty
10 February 2016	N.I.T.K English Medium School, Surathkal, Mangalore.	Social Responsibility	Mrs. Shashikala Shetty
11 February 2016	N.I.T.K English Medium School, Surathkal, Mangalore.	Clean India and 3D Animation	Mrs. Shashikala Shetty
19 February 2016	Shri Ramashrama Higher Primary School (Anudanitha)	Basic Concepts of Computer and Internet	Mrs. Deepa D. Hegde
12 February 2016	Govt. Higher Primary School, Bejai, Kapikad	Evolution of the Computer & Technology	Mrs. Divya Uchil
15 February 2016	St. Lawrence Higher Primary School, Bondel, Mangalore	Personality Development	Mrs. Sowmya Jyothi
15 February 2016	D K Zillah Panchayat H P School, Bikkernakatte, M'lore.	Introduction to Computers, Internet and Mobile Phones	Mrs. Reshmi B.R.
19 February 2016	D K Zillah Panchayat H P School, Kadri, Mallikatte, M'lore.	IT Advertising and Memory Test.	Mr. Arun F. Sequeira
1 March 2016	D K Zillah Panchayat H P School, Mannagudha, Mangalore	Introduction to E-Commerce	Mrs. Shashiprabha
1 March 2016	Govt Higher Primary School, Marakada, Kunjathbail, M'lore.	Basics of computer, its parts and functionalities	Mrs. Shashiprabha
1 March 2016	Jilla Panchayath Hiriya Prathamika School, Urwa, Mangalore.	Working of online applications, parts of computer and memory test	Mrs. Reshmi B. R.
6 March 2016	St. Raymonds College, Vamanjoor, Mangalore	IT product launch & Computer Memory Test	Mr. Arun F. Sequeira
2 April 2016	Little Sister Old age Home, Bajjodi	Awareness on Hypertension & diabetes	Mrs. Divya Uchil

Workshop on Joomla Software

Four final year BCA Students participated in a workshop on "Joomla Software" organized by "Dream Zone school of creative studies", Mangaluru held on 5th March 2016. The objective of this workshop was to give awareness to the students about content management for creating attractive websites using Joomla. They also taught the students to develop a sample website using various Joomla tools. It was an interactive session and the students enriched with the knowledge of various Joomla tools and their features and helped them to develop their own small scale websites. Students participated are:

- 1) Namitha
- 2) Ankitha M.
- 3) M. Radhika Shetty
- 4) K. Manoj Mallya



Placement Cell

Whiz Quiz Competition

On 16th & 17th February 2016 Sahyadri College of Engineering and Management, Dept of Business Administration in association with our College organized 1st & 2nd phase of "Whiz Quiz Competition" to final year BBM and BA (HRD) students. 30 teams qualified for the II phase of Quiz competition, out of which 20 teams qualified for final round which was held in Sahyadri College campus on 11th March 2016. Students won total cash prize of Rupees 50,000 (for winning 1st, 2nd, 3rd and 4th prize). Mr. Thrishanth Kumar coordinated the programme.

Commerce Department

The department had conducted an extension activity in Canara Primary School, Mangalore, on 7th February 2016. Student coordinator Mr. Preetham and Mr. Anirudh provided information regarding the Modern Banking concept - E Banking. Students were shown a PPT presentation on the working of E- Banking and modern day banking transactions. The objective was to provide knowledge on the Modern Banking Concepts and transactions. Students took active participation. As part of the programme general knowledge quiz was also organized in order to brush up the latest on goings in the country. Students were formed in a group of 5 and were told to present a handmade poster using chart on the given topic "Digital India". Every group brought in variety of ideas and presented it wonderfully. Mrs. Manju and Mrs. Veena Kotian were the lecturers in charge.

Finance Department

The department organized an extension activity at Canara High School, Urwa on 6th February 2016. This programme was aimed at teaching basics of accounting and business to the 9th standard students of the school by the college students as the school syllabus prescribes these topics. School students were enlightened about the concept and principles of business and accounting. At the end of the session a quiz was organized. School students took active part in the session. This programme also helped college students to improve their presentation skill. Mrs. Gayathri, Ms. Soumya Hegde, Mr. Deviprasad and Mr. Gururaj were the lecturers in charge.

SCAN Association

An extension activity was conducted on 6th February 2016 at the Government Higher Primary School, Pandeshwar, Mangalore from 10:00a.m to 12:00p.m. The students were taught about the basics of computer and its parts and functionalities. The student volunteers of BCA taught the students and also conducted various activities like games, memory test, quiz etc. Winners were awarded prizes. At the end of the program the students were entertained with a Charlie Chaplin movie. Mrs. Reshmi B. R., Mrs. Deepa D. Hegde and Mrs. Sowmya Jyothi were the lecturers in charge. The student coordinators were Ms. Muthamma C. A. and Mr. Manoj Kumar.

HR Association

On 6th February 2016 the association members visited Sharthi Printer and Publisher, Baikampady, Mangalore as a part of an extension activity. The main purpose was to provide students an insight regarding internal working of factory. It provides students with an opportunity to learn practically through interaction, working methods and employment practices. Mr. Ram Bahandary briefed the students about working of the factory and also enlightened about the different training provided to the employees. This visit helps the student to enrich their knowledge. Mrs. Anasuya and Mrs. Preethika were the lecturers in charge.

Business Law

Visit to Ladyhill Higher Primary School

The department conducted its extension activity in Ladyhill Higher Primary School on 6th February 2016 to provide insights on general law. Various activities like pick and speak and quiz competitions were conducted to enhance the knowledge of the students and to create awareness on different issues pertaining to law. The programme was concluded by awarding prizes to the winners. Student secretary Ms. Pruthvika Seth organized the programme. Mrs. Supritha and Ms. Parinita escorted the students.

Literary Association

Visit to B. E. M. government school

On 6th February 2016, the members of English department of literary association visited B. E. M. government school as a part of an extension activity prescribed for the year. The main objective of the programme was to interact with the students and conduct activities. The members of the association



divided themselves into groups to conduct activities or the students separately. A game of passing the parcel acted as an ice breaker. Pick and act competition as well as singing and dancing competition were conducted to bring out their inner talents. In addition to these games, a spell bee contest was conducted for the students. Various attractive prizes were awarded to the winners as a token of encouragement. The activities were designed to build confidence in the students and encourage them to participate more actively. The student coordinators were Ms. Dhriti Divakar and Ms. Aishwarya Dinesh. Mrs. Madhumathi Raja was the lecturer in charge.

Visit to CARDTS Centre

On 6th February 2016, the members of English and Hindi department visited CARDTS centre, Pump well, home for underprivileged and sick children, as a part of an extension activity prescribed for the year. The main objective of the programme was to interact with the students and conduct activities for them. Pick and act competition as well as singing and dancing competition were conducted for the older children to bring out their inner talents. The students of our college encouraged the students to utilise the library available to them in the centre premises by teaching them the importance of books. To emphasise their point, the students read and enacted the characters of a few stories from the library books. Various attractive prizes were awarded to the winners as a token of encouragement. These activities encouraged the children to come out their shells and bring a sense of belongingness. The activities were designed to lighten the atmosphere, spread happiness and at the same time build a healthy competitive spirit in the children. The student coordinators were Ms. Dhriti Divakar and Ms. Aishwarya Dinesh. Mrs. Madhumathi Raja and Mrs. Shalini were the lecturers in charge.

Kannada Department

Visit to Akashavani

Kannada Department and Fine Arts Association as part of an extension activity conducted a programme for Akashavani Mangalore, on 10th February 2016. Students enacted a drama on the topic "Ajnyaniya Ayyalli Vijnyana" to bring awareness to people living in rural area. This depicted the moral saying how science is being used to fool the illiterates, it also stated that education is very important to live in today's society. People should know the importance of science which is relevant in today's scenario.

Economics Association

Visit to Vinayaka Rice mill

On 8th February 2016 enthusiastic students of Economics association visited Vinayaka Rice mill, Belthangady as a part of extension activity. The main objective of this visit was to get information about agro-based industries. Mr. Prasanna Kumar and Mrs. Shashikala K.G. were the lecturers in charge.

Visit to Pragathi Bandhu group

On 22nd February 2016, the association organized financial literacy programme to Pragathi Bandhu group members at Kadirudyavara village Belthangady Taluk as a part of an extension activity. The main objective of this programme was to know about the Pragathi Bandhu groups, to guide them about saving schemes, banking rules and regulations, to learn rural life style and to know about the financial status of the group members and do some minor project on that electrical power plantation. Mr. Prasanna Kumar and Mrs. Shashikala K.G. were the lecturers in charge.

Visit to Masthyosthva-2016

On 4th March 2016 National level Masthyosthva-2016 was held in Dr. T.M.A Pai International conventional centre, mangaluru organized by Karnataka veterinary animal and fisheries sciences university Bidar, college of fisheries mangaluru. Few students of various classes along with Mrs. Shashikala K.G, Economics Department had visited the same. The objective of this was to enhance the students' knowledge about fishing industries and the latest technology used. Visit to the exhibition helped the students to realise the role of fishing industries in export management.

Consumer Club

Participation in World consumer day celebration and certificate distribution ceremony

The students of consumer club attended the World consumer day celebration and certificate distribution ceremony organized by District consumer federation (R) mangalore in the Zilla panchayath hall mangalore on 15th March 2016. On this occasion the District consumer federation (R) awarded prizes to our consumer club for their excellence in certificate course. The prizes were awarded by Mr. MJ Salian, President of the Federation. Mrs. Shrividya, IAS, CEO of Zilla panchayath, Mr. A M Khan Registrar (evaluation) Mangalore University and Mr. M.J. Salian, President of the Federation were the guest speaker on the occasion.



Skill Enhancement Activities

SCAN Association

IT Quiz

The association organized 'IT Quiz' on 12th January 2016. The objective of this event was to test the participants' knowledge about technology. Large number of students actively participated. The participants were given 20 minutes to answer 40 questions. Mrs. Divya Uchil was the lecturer in-charge. The student coordinators were Ms. Muthamma C. A. and Mr. Manoj Kumar.

IT Collage

On account of the 153rd birth anniversary of Swami Vivekananda SCAN association conducted an IT Collage on the topic "The Contribution of Youth in the field of Technology" on 14th January 2016. The participants were provided 10 minutes to download relevant images on the given topic from the internet and 15 minutes were provided for them to make a collage using MS Paint. Large number of students actively participated. The event was judged based on the creativity, innovation and the content relevancy. The students got an opportunity to showcase their creativity and thoughts in this event. The judges were Mr. Arun F. Sequeira and Ms. Nidhi. Mrs. Sowmya Jyothi was the lecturer in-charge. The student coordinators were Ms. Muthamma C. A. and Mr. Manoj Kumar.

Web Development

The Association organized 'Web Development' on 14th January 2016. The objective of this event was to test the participants' knowledge on HTML. The participants were given 45 minutes to create a web site. The criteria for judgement were content relevancy, proper usage of multimedia and innovation. Mrs. Reshmi B.R. was the lecturer in-charge. The student coordinators were Ms. Muthamma C. A. and Mr. Manoj Kumar.

Treasure Hunt

The Association organized 'Treasure Hunt' on 16th January 2016. The objective of this event was to find the treasure by scanning the QR code. Large number of students actively participated. Two made a team. Mrs. Deepa D. Hegde was the lecturer in-charge. The student coordinators were Ms. Muthamma C. A. and Mr. Manoj Kumar.

IT Manager

The association organized an event 'IT Manager' on 9th February 2016. The participants were given a

questionnaire based on which they had stress interview. The objective of this event was to see how well students can manage things under stress. The participants were given 15 minutes of time limit for the questionnaire and 5 + 1 minutes for the stress interview. The judgment criteria were knowledge, creativity, language and attitude. The judges for the event were Mr. Shreemukha S. and Mr. Dishanth Ullal. Mr. Arun F. Sequeira was the lecturer in charge. The student coordinators were Ms. Muthamma C. A. and Mr. Manoj Kumar.

IT Debate

IT Debate event was conducted on 11th February 2016 on the topic "Using Technology in everyday life has made us lead a virtual life not the real one". The students were given a topic and 5 minutes to prepare. In a team there were 2 participants and they had to speak for and against the topic with their teammate. The time given for debating was 3 + 1 minutes. The event was judged on the basis of the participants' language, communication skills, relevancy to the topic and knowledge. Mr. Arun F. Sequeira and Mrs. Neetha Rani were the judges. The student coordinators were Ms. Muthamma C. A. and Mr. Manoj Kumar.

Coding

A Coding event was conducted on 15th February 2016. The students had to write a program using C or C++ and generate a given pattern. The event was judged based on the logic they use and the execution. This event was helpful for the students to showcase their ability to generate their own logic and develop codes. Mrs. Divya Uchil and Mrs. Sowmya Jyothi were the judges. The student coordinators were Ms. Muthamma C. A. and Mr. Manoj Kumar. Mrs. Shashiprabha was the lecturer in charge.

Finance Department

Essay writing Competition

On the eve of "National Youth Day" celebration, the department organized "Essay writing competition" on the topic "Role of Youth in Financial Development of India", on 18th January, 2016. The objective of this competition was to enlighten the students about present economic conditions of the country, policies of the government for economic development and its implementation and the gap to be filled. Through this competition students have shared number of ideas in which the gap between plans and actions can be filled.



Portfolio Management

On 27th January 2016, the association had given training to the students of finance regarding the Portfolio Management. Information was given to the students regarding the closing market values of various companies and they were asked to make allocation of given money among different companies. This competition helped the students to increase their analytical skill. Large number of students actively participated in the event.

Collage competition

On 29th January 2016 the association conducted Collage competition on the topic "Micro Finance". The main purpose of this competition was to update the students about the issues and challenges of micro finance and to improve their creativity of presenting information through pictures.

Paper presentation

Finance department organized paper presentation on relevant topic in finance on 21st and 22nd March, 2016. Finance is emerging as a significant field in management and commerce. With this view a paper presentation on relevant topic of finance was organized. Following are the topics presented by students

- ▶ Micro finance in India by Suviksha and Rashmi of II BCom
- ▶ Emergence of Mobile Banking: The New Frontier by Manjushree and Deepika of I B.com
- ▶ Goods and Service Tax by Sahana and Shrisha of I B.com
- ▶ Green Banking by Supritha and Safawan of III BBM B
- ▶ Social Banking by Crismitha of I BBM C
- ▶ Payment Gateway: A new dimension in online booking by Prithvi of II BBM A
- ▶ Systematic Investment Plan (SIP) : The smart way of investment by Sathwik and Sharoon of I B.com
- ▶ Role of RBI and its control over fake currency by Ruhinas of III BBM C

Mrs. Gayatri coordinated the programme.

Book Review

Finance department organized book review on 30th March 2016. Three students of II BBM A namely Mr. Navish Acharya, Mr. Nashal Ahmed and Mr. Rahib reviewed the book on Indian financial system. They narrated the important points mentioned in the book by citing contents. They also pointed some of the shortcomings of the book. This exercise was

undertaken to brief the students about the new books available in field of financial management and encourage them to read such books.

Commerce Department

Debate competition

The department had organized debate competition on current issues on 18th January 2016. The objective of the event was to provide a creative room to express the ideas on the current issues. The competition was judged by Mr. Gururaj. Teams were well prepared and used various skills to convince the audience. Mrs. Veena was the lecturer in-charge.

Video review on Advertising evolution and its impacts

Video review programme was conducted for I B.Com students on 25th January 2016 on 'Advertising evolution and its impacts'. The idea was to create awareness on importance of advertising in the field of marketing and enlighten the students to identify its contributions to the business.

Book review

A book review was conducted by the department on 28th January 2016 for the benefit of I B.com students. The book review on "The day I stopped Drinking Milk" by Sudha Murthy was done by Mr. Manoj from I B.com. The presentation was done with the objective of developing critical reading skills among the students. It helped the students to analyze, review and evaluate the contents of the book.

Book review

The department had conducted a book review on 8th February 2016. The presentation was done by Ms. Yashaswini of I B.Com on the book "Innovation Secrets of Indian CEOs" by Dr. Rekha Shetty. The book suggests different ways by which an innovation can be done in the business field.

Meet the CEO

The department had conducted a skill based competition Meet the CEO on 16th February 2016. The objective of the programme was to evaluate person's ability of communication and face the allegation. It is an individual event where the case related to the company where given to the participants and as a CEO they have to justify and answer the questions raised from press. Event was judged by Mrs. Gayathri on the basis of the presentation and their convincing ability.



Video review on Identification of team spirit in work

Department conducted a video review on "Identification of team spirit in work" for the I B.com on 5th March 2016. The objective of the programme was to create team spirit among the students and make them realise the value of working in teams. Students enthusiastically participated in the discussion.

Video review on Social help

Department conducted a video review on "Social help" for the benefit of III BBM 'B' on 6th March 2016. The objective of the programme was to identify the importance of helping the society and train them to involve in socially helpful activities.

Paper Presentations

Commerce department organised the following paper presentations under the guidance of Mrs. Manju and Mrs. Veena D.

Entrepreneurship the Solution for Youth Unemployment

Department conducted paper presentation for I B.Com on 9th March 2016. The paper was presented by Mr. Safwan and Mr. Nishal Dsouza on the topic "Entrepreneurship the Solution for Youth Unemployment". The paper highlighted the role of entrepreneurship in idea generation and planning of funds. The paper also stressed about the challenges faced while implementing novel ideas. The presentation made the students realize the importance of entrepreneurship in employment generation.

Bengaluru India's Startup Capital

A paper presentation on "Bengaluru India's Startup Capital" for III BBM 'D' by Ms. Amra Arabi was held on 11th March 2016. The presentation was on the key strategies of the Karnataka government start up policy and its encouragement towards Research and Development and setting up of technology incubators. The paper also covered the concept of Smart city and its support towards the development of the city in future.

Rural Entrepreneurship

A paper presentation on "Rural Entrepreneurship" by Ms. Simona Fernandes and Mr. Santhosh Shet for III BBM 'B' was held on 14th March 2016. The paper stressed on income generation, rural development, buildup village republics and inclusive growth. The presentation created awareness on rural development and its entrepreneurial opportunities.

HR Association

Paper Presentation Competition

'Resource Hub' - The H.R D association had conducted a Paper Presentation on 19th January 2016 on the topic "Role of Youth in Skill Development". The objective of this programme was to develop the Next Generation, examine the choices made by youth in education, work, health, family formation, and citizenship and how these choices shape the future well-being of individuals and nations. The students participated with great interest. The event was judged by Mr. Thrishanth and Mrs. Anasuya based on the participant's communication and presentation skills.

Save your Shame

The association had conducted competency based "Save your Shame" competition on 12th February 2016. It is an individual event where participants had to face the employees and handle the situation using HR skill. Convincing ability and presentation skill of students are tested in this event. It was conducted with an intention to give practical exposure to face challenges in business and industry. Judgment was made on the basis of convincing ability communication and presentation. This event was judged by Mr. Deviprasad.

Just a Minute (JAM)

The association had conducted competency based "JAM" competition on 15th February 2016. It is an individual event where participants were given a topic on the HR concepts and they had to talk for 1 minute continuously without making any grammatical mistake and without any break. It was conducted with an intention to enhance their communication skills. Judgment was made on the basis of communication. This event was judged by Mr. Deviprasad.

Paper Presentation

Department organized paper presentation on relevant topic on 18th March 2016 for I BA (HRD) under the guidance of Mrs. Anasuya. The objective of this programme was to enlighten the student on current topic of HR. Following are the topics presented by students

Work based learning in higher education

Ms. Dhriti of III BBM C presented on "Work based learning in higher education". She highlighted why to choose work based learning, benefits of work based learning to students, schools and employers with the different examples.



Green Recruitment

Mr. Mohammed Safwan of III BBM B presented on "Green Recruitment", he spoke about why a company should go green, green recruitment practices, online collaboration techniques and best practices.

LinkedIn recruitment tool

Mr. Nishal of III BBM B presented on "LinkedIn recruitment tool". He stressed about different tools of linked in and how to post resume in linkedIn and different interacting tools of linked in.

Gamification - A strategic tool for Recruitment

Ms. Kirthians and Ms. Susmitha of II BBM A presented on "Gamification - A strategic tool for recruitment". They spoke about game techniques in gamification and need of gamification in recruitment and benefits of gamification to organization.

Innovative HR practices for gaining Competitive advantages

Ms. Heera of II BBM C presented on "Innovative HR practices for gaining Competitive advantages". She spoke about critical HR competencies and best HR practices.

Role of Social Networking in Enhancing Employment opportunities

Mr. Jaspreet and Mr. Vivek of II BBM A presented on "Role of Social Networking in Enhancing Employment opportunities". They spoke about web based tools to assist the recruitment process, benefits of online recruitment, Procedure for applicants to seek the job and traditional v/s online recruitment.

HR as a Strategic Business Partner

Ms. Prithvi of II BBM A presented on "HR as a Strategic Business Partner". She spoke about HR strategic partnership both general and specific and six qualities for HR as a strategic partner with different examples.

Marketing Association

Mad Ad

The association organized Mad Ad competition on 1st January 2016. The objective of this competition was to create innovative advertising and enhance their creativity skill. Mrs. Rashmi T. was the lecturer in-charge. Student coordinators were Deeksha P.N and Santhosh Shet.

Product Launch

The association organized Product Launch competition on 12th January 2016. The objective of this competition was to provide an opportunity to enhance their promotional skills. Mrs. Rashmi T. was the lecturer in-charge. Student coordinators were Deeksha P.N and Santhosh Shet.

Quiz

On the occasion of Swami Vivekananda's 153rd birthday, Marketing Department celebrated National Youth's Day by organizing Quiz on 16th January 2016.

Ad Copy writing

The association organized Ad Copy writing competition on 27th January 2016. The objective was to develop creativity among the students while designing a Print Ad. Mrs. Rashmi T. was the lecturer in-charge. Student coordinators were Deeksha P.N and Santhosh Shet.

Logo Designing

The association organized Logo Designing competition on 29th January 2016. The objective of this competition was to encourage participants' creativity to design a logo. Mrs. Rashmi T. was the lecturer in-charge. Student coordinators were Deeksha P.N and Santhosh Shet.

Paper Presentation

The association conducted a paper presentation on 29th March 2016 on the various topics of Marketing for the students of first year enrolled for marketing association. Students gave insight on the specific topics assigned for them. The main aim of this programme was to test the knowledge and also to improve their communication skills, presentation skills and to overcome stage fear. Mrs. Kavitha Prabhu and Mrs. Rashmi T. coordinated the programme.

Fine Arts Association

Pencil Sketch

The association conducted pencil sketch competition on 11th January 2016. The theme was "Incredible India". Large number of students actively participated in the event. The judges were Mrs. Gayathri and Mrs. Anasuya.

Mehendi competition

The association organized Mehendi competition on 12th January 2016 to enhance students creativity. Large number of students actively participated. The



judgement was based on their creativity, design and neatness. Judges were Mrs. Shalini and Mrs. Veena D. Kotian. It enhanced their creativity.

Nail Art

The association organized Nail art competition on 13th January 2016. Large number of students actively participated. The judgement was based on their creativity, design and colour combination. Judges were Mrs. Sowmya Hegde and Mrs. Shwetha.

Flower Arrangement

The association organized Flower arrangement competition on 14th January 2016. Judgement was based on their creativity and neatness. The judges were Mrs. Gayathri and Ms. Parinita.

Dance competition

Dance Competition, both solo and group, was held on 10th February 2016 in the auditorium. Many students and several groups participated in the event. The event helped the students to showcase their artistic talents.

Rangoli

It was held on 15th February 2016 in the auditorium. The criteria were powder and non-powder. Many teams participated in the event. The event helped the students to showcase their artistic talents.

Business Law Department

Rashtriya Yuva Dinacharane

On the occasion of Swami Vivekananda's birthday celebration as Rashtriya Yuva Dinacharane, on 13th January 2016, the students of business law department visited the orphanage at Samvedhana Cardts Centre, Pumpwell, Mangaluru as volunteer.

Business Quiz

The department conducted a business quiz on 13th January 2016 with the objective of enhancing the knowledge of students relating to business law topics. Large number of students actively participated in the event. Mrs. Supritha and Ms. Parinita were the lecturer in-charge.

Book Review

Book review is a primary source of opinion and provides summary of the content. Ms. Aishwarya Bhat, III BBM 'A', reviewed the book "What Young India Wants" by Chetan Bhagat on 6th February 2016. The book is based on the author's widely read newspaper columns, and his career as a speaker and thinker who has had his finger on the pulse of

the nation for close to a decade. In simple prose and with great insight, he analyses some of the complex issues facing modern India, offers solutions and invites discussion on them.

Literary Association

Story Writing

On 19th January 2016, the association conducted 'Story Writing' competition in English and Kannada. The theme chosen for the competition was 'Values'. The objective of the competition was to give the students a platform to come up with innovative stories and showcase their talent of creative writing. Students participated in the competition enthusiastically and came up with creative stories. The competition gave the students an opportunity to showcase their creativity and bring out their views on values. It helped in boosting the students' confidence and also enhanced their vocabulary.

Enact the personality

On 28th January 2016, the association conducted "Enact the personality" competition. The competition tested the students' creativity, communication and acting skills as well as their knowledge on some of the most famous personalities in the world. The students turned up in great numbers and participated enthusiastically. The competition was also a great stress buster which made it unique. The students not only learnt about the different personalities but also enjoyed this learning activity thoroughly.

Name the objects

On 28th January 2016, the association conducted 'Name the objects' competition in Hindi. The students had to identify each of the objects and name them in Hindi. The objective of the competition was to test the students' vocabulary as well as the strength of their roots in Hindi language.

Poem Recitation

On 9th February 2016, the literary association conducted a poem recitation competition in English. The students were given an opportunity to recite poems of their choice. The event focused on building a sense of confidence in the students by bringing them in the spotlight. The students turned up in large numbers. While some recited verses of their favorite poets, others recited their own creations. The judging criteria included clarity of ideas, expression and voice modulation.

Poem writing

On 10th February 2016, the literary association conducted poem writing competition in English. The



topic for the event was "Nature". A large number of students participated with great enthusiasm. The students came up with unique and beautiful poems. The event gave the students an opportunity to bring out their creativity. It gave them a platform to pen down their ideas and thoughts on the topic in the form of a poem. It tested their vocabulary as well as a talent to make words rhyme. The event brought out the artistic side of the students.

Story Narration and Role play

The Literary association conducted a Story Narration and Role play competition on 16th February 2016. A large number of students participated in the event enthusiastically. Mrs. Jyothi and Mrs. Shalini were the judges.

Paper Presentation

English department organized paper presentation on wide range topics on 5th, 9th, 12th, and 26th March 2016 under the guidance of Mrs. Madhumathi Raja. Presentations on the Social Issues enabled the students to improve their communicative skills and build up their confidence. Following are topics presented by students

Environmental effects in the Universe by Nazreen and Marzana of II B.Com

Role of Social networking in young minds by Rakshitha and Pavithra of II B.Com

Role of Media in developing India by Shivani and Jeevitha of II B.Com

Startup India by Shadma and Akshaya of II B.Com

Social Corporate Responsibility by Rakshith and Robin of II B.Com

Crime against women in India by Poonam and Suviksha of II B.Com

Terrorism making safety hands by Preksha and Deeksha of II B.Com

Realizing Kalam's India vision 2020 by Rashmi and Prabhashri of II B.Com

Depression in Youths by Sunena and Tejashree of II B.Com

Women in leadership by Raksha and Panchami of II B.Com

The power of young minds by Vinod and Ratul of II B.Com

Drugs and its effects on Youths by Sakshi and Prithvi of II B.Com

Social Issues by Suraj and Sahil of II B.Com

Hindi Department

Poem writing

Hindi association conducted poem writing competition on 17th February 2016. This activity was conducted to enhance the creativity and writing skill of the students.

Just a Minute

Hindi association conducted Just a Minute competition on 17th February 2016. It was an individual event in which participants had to talk about the topic continuously for 1 minute without making any grammatical mistakes and without taking any breaks. The event was judged based on communication, grammar and time. Mrs. Jyothi and Mrs. Shalini coordinated the event.

Paper Presentation

Hindi department organized paper presentation on relevant topics on 16th March 2016 for I BBM 'C'. Following are the topics presented by students

- Role of social networking by Ms. Rakshitha Rao and Ms. Panchami Nayak of II B.com

- Drugs and its effects on youths by Ms. Raksha Jayaprakashan, Ms. Prabhashree of II B.com

Mrs. Jyothi and Mrs. Shalini M. coordinated the programme.

Kannada Department

Story writing competition

On 12th January 2016 Kannada Department conducted a story writing competition to enhance the creative writing skill in students so that they can improve their thoughts and develop the hidden talent within them. They could select any concept that depicted moral values which will help them to implement in their day today life.

Rashtreeya Yuva Dinacharane Celebration

On the eve of 153 birth centenary celebration of Swami Vivekananda, Kannada Department organized poem writing competition on 14th January 2016, regarding Swami Vivekananda's sayings, his life achievements and the moral values he preached and practiced.

Slogan writing Competition

On 19th January 2016 Kannada Department organized slogan writing competition to bring about awareness of the concept Swacchatha Abhiyaan, and to develop respect towards women the theme given was "Swach Bharath" and "Sthree". Students participated in large numbers enthusiastically.



Light Music Competition

Kannada Association conducted Bhavageethe Competition on 17th February 2016. Many students participated in the competition enthusiastically. This competition was conducted to make the students know the great poets of Kannada literature who wrote lyrics containing great values that are to be followed. This competition gave an opportunity to the students to overcome their stage fear and exhibit their hidden talents.

Pick and Speak

Kannada Department organized pick and speak competition on 22nd February 2016. The participants had to choose the topics on the spot. The objective of the competition was to help students develop skills to speak extempore and also for improving fluency and clarity of speech.

Quiz

Kannada department organised Quiz competition on 24th February 2016. The aim of the competition was to help the students improve their knowledge on facts and current issues.

Paper presentation

On 16th March 2016 Kannada department organized students presentation on the topic "Women and Leadership" and "Tolerance for success" for I BBM 'A' by Ms. Samantha and Mr. Dilan of I B.A (HRD). They quoted examples of dynamic women leaders who achieved success after striving for a long time. Mrs. Jeevitha and Mrs. Renuthakshi coordinated the programme.

Economics Department

Quiz Competition

The department conducted Economics Quiz competition on 19th January 2016 with the aim to judge student's knowledge on the current events and the incidents in the economic sector. The students participated with great enthusiasm by exhibiting their potential in the area. It also motivated them and gave an exposure to economic business and industry of our country. The lecturer in charge was Mrs. Shashikala K.G.

Union Budget 2016 - Analysis and Presentation

Department of the college conducted a Union Budget 2016 - Analysis and Presentation on 1st March 2016. It was moderated by Prof. V.B. Hans, Department of Economics, St. Aloysius evening College, Mangalore. Presentation on impact of budget on key areas were made and topics were as follows,

- Industry Defense by Mr. Vikram Pattanashethi of III BBM 'C' and Mr. Safwan of III BBM 'B'
- Agriculture by Mr. Sanjeeth Rodrigues of III BBM 'D' and Mr. Shambhunath of III BBM 'B'
- Tax revenue by Ms. Amra Arabi of III BBM 'D'
- Education and HR by Ms. Farina Banu and Ms. Sneha Palekar of II BBM 'C'
- Railway budget by Mr. Mohammed Rahib and Mr. Mohammed Aashiq of II BBM 'A'

Prof. Hans shared his views on the budget and also about its scope. Large number of students took part in the programme. Principal, Prof. Aruna P. Kamath was present on the dais. The programme was coordinated by Mr. Prasanna Kumar.

Paper presentation

The department organised the following paper presentation under the guidance of Mrs. Shashikala K.G.

The causes and solutions for farmers' suicide in India

Department conducted paper presentation on 4th March 2016 on the topic 'The causes and solutions for farmers suicide in India'. The topic was presented by Samantha Virginia D'Souza of I BA (HRD). The objective was to inculcate research culture among the students on societal problems. The students identified a few factors responsible for farmers' suicide India. They have also analyzed the problems from national and regional point of view. Students also suggested solutions through governmental remedies for the problems.

Make in India and economic development

Department conducted paper presentation on 11th March 2016 on the topic 'Make in India and Economic Development' by Ms. Sushmitha K of I BBM 'C'. The main objective was to focus on economic development of the country through the concept of make in India. The students presented the scope for entrepreneurship in different sectors of the economy.

Customer Relationship Management

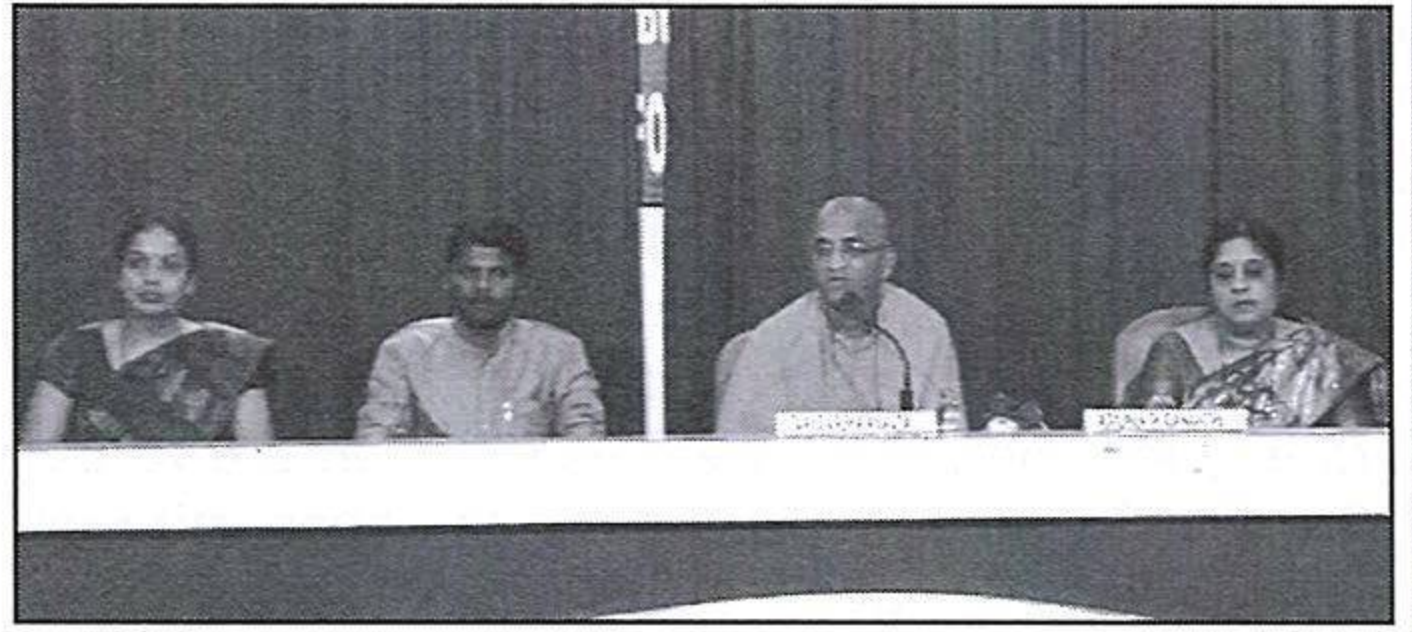
Department conducted paper presentation on 18th March 2016 on the topic 'Customer Relationship Management' by P. Dhanusha K Kamath of I BBM 'C'. The objective of the presentation was to create awareness among the students on integrated approach of identifying acquiring and maintaining customers at the corporate level. The programme enabled the students to realize the need for the maintenance of customers' relations in business world.



DP CELL

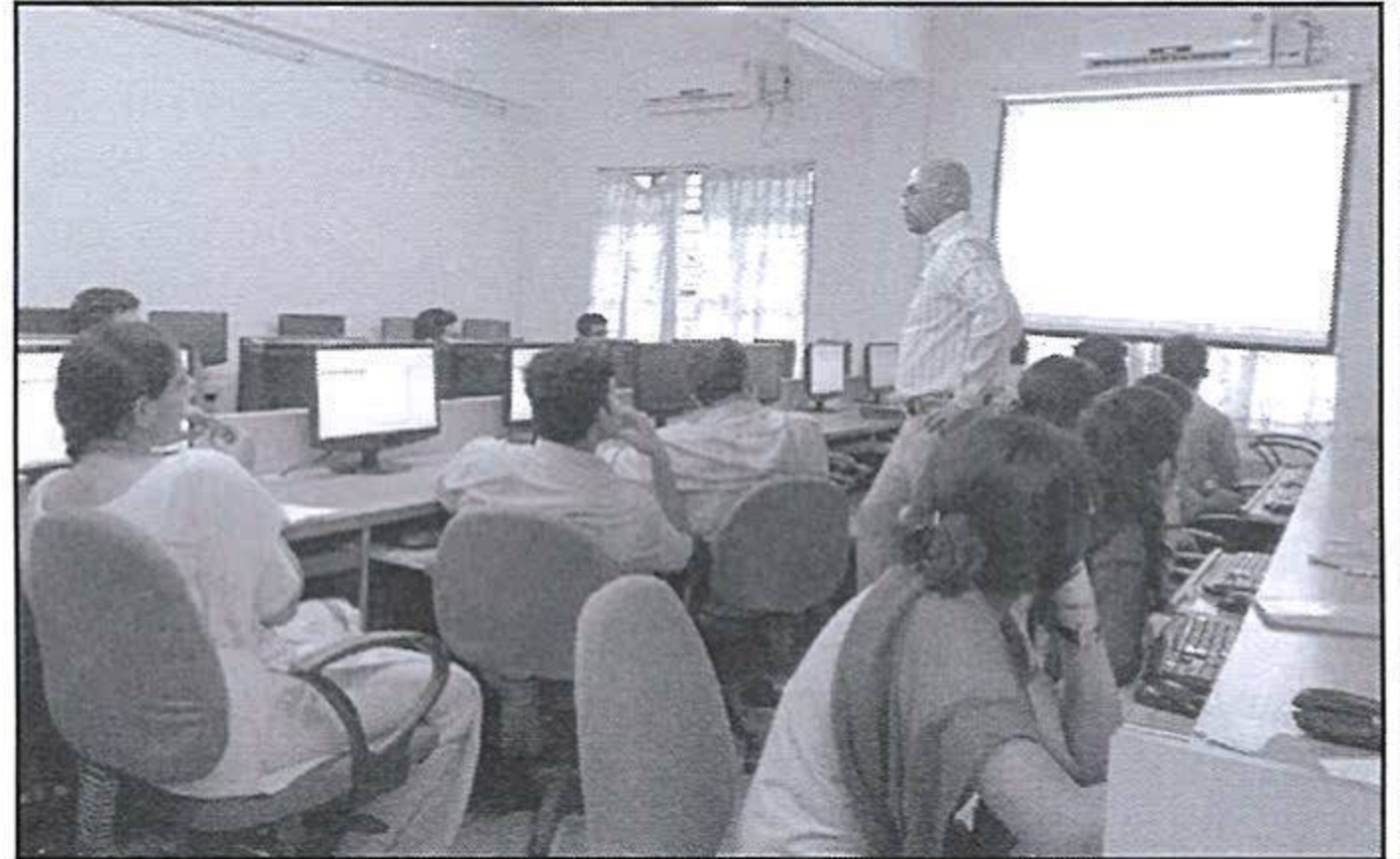
Business Proposal

DP Cell conducted a "Business Proposal" competition on 16th March 2016 with an aim to enrich the founders of a business to easily visualize their goals and the methods they can use to reach them. Participants were given 4 minutes to present their proposal. Large number of students actively participated. Mr. Suhas G., Entrepreneur, Network Marketing and Ms. Sindhoora Rai, Proprietor, Cake Addiction, were the judges. Mrs. Supriya and Ms. Arinitha were the lecturers in charge.

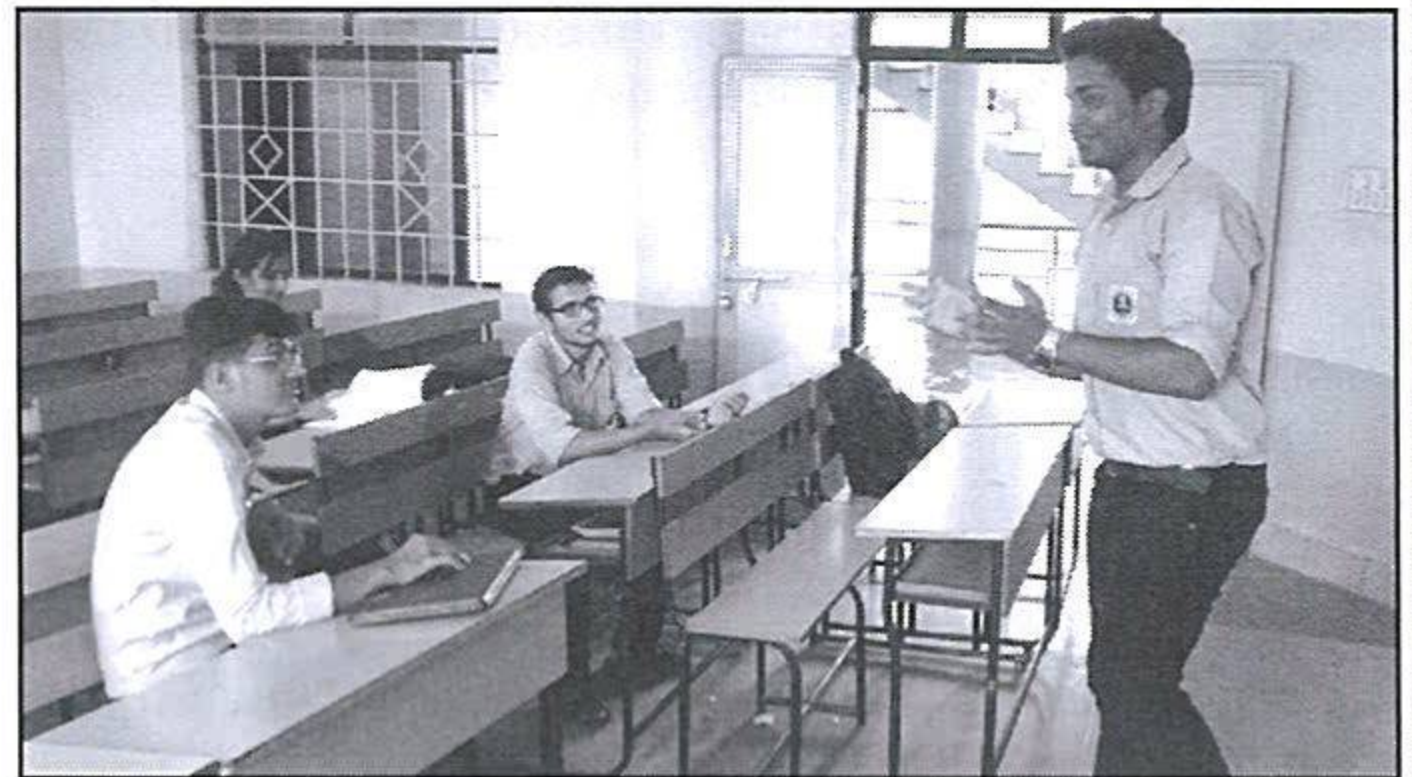


Placement Cell

The Campus Recruitment Programme (pool campus) was conducted by Northern Trust Bank on 12th and 13th January 2016. There were three rounds consisting of the preliminary round, the written test and the main interview. Students from 15 colleges participated in this campus recruitment program and many have been recruited. Mr. Thrishanth Kumar, Mr. Prasanna Kumar, Mrs. Preethika, Mrs. Sowmya Jyothi, the placement officers coordinated the campus drive.



BCA students attended interview conducted by TATA Consultancy Services in the campus interview held at SDM College, Ujire on 15th and 16th January 2016.



They also participated a recruitment drive conducted by Accenture and by Infosys technologies held at MGM College, Udipi and SDM College.





Staff Achievement

Mrs. Aruna P. Kamath

- Was a Resource Person for the Panel Discussion on "Role of women in the economic development" organized by Banker's Institute of Rural Development on 8th March 2016.

Mr. Bharath Kumar Jain

- Escorted students to MUIC Volley Ball Tournament to SDM College, Ujire held on 23rd January 2016.
- Escorted the college cricket, volleyball, football and athletic teams to the Mangalore University Inter-collegiate tournaments.
- Selected / nominated as University observer for the Mangalore University Inter-collegiate women's cricket tournament held at St. Agnes College, Mangalore on 28th to 30th January 2016.

Mr. Muralidhar Rao

- Attended two days state level workshop on "Research Methodology for Newly Approver Guides" organized by department of Commerce, Mangalore University on 4th and 5th March 2016

Mrs. Divya Uchil

- Attended a workshop on "Essentials of Research and Research funding" organised by Mangaluru University in association with College Development Council (CDC) at Mangalagangothri on 24th February 2016.

Mrs. Smitha

- Attended National conference on "Best place to work" and presented a joint paper on " A study on impact of office ergonomics on employees performance with reference to post office " organized by SDM PG Centre for Management Studies and Research, Mangaluru on 19th February 2016.

Mr. Thrishanth Kumar

- Attended Faculty Development Programme on "Research Methodology" held on 8th January 2016 organised by Sahyadri College of Engineering and Management, Mangaluru.
- Was a resource person for the programme "How to prepare for competitive exams" jointly organised by SDM Institution & Vijaya Karnataka on 30th January 2016.
- Attended National conference on "Best place to work" and presented a joint paper on "Role of leader and supervisor for staff development" organized by SDM PG Centre for Management Studies and Research, Mangaluru on 19th February 2016.)

- Attended a workshop on "Essentials of Research and Research funding" organised by Mangaluru University in association with College Development Council (CDC) at Mangalagangothri on 25th February 2016.
- Attended two days state level workshop on "Research Methodology for Newly Approver Guides" organized by department of Commerce, Mangalore University on 4th and 5th March 2016

Mrs. Shashikala K.G

- Attended and presented a joint paper on " A glance of Business Innovation Growth in India" in one day national conference on 'Exploring innovative management practices to achieve Make in India' organized by Besant Institute of P.G management studies Bondel, Mangalore on 5th February 2016

Mrs. Shashiprabha

- Attended Two Days State Level Workshop on "Advanced Java", organized by Department of Computer Applications, St. Agnes College, Mangaluru in association with Computer Society of India-AIMIT Branch on 25th & 26th February 2016.
- Secured 66% percent in the MBA examinations held in the month of January 2016, Karnataka State Open University, Mysore.

Mrs. Anasuya

- Attended National conference on "Best place to work" and presented a joint paper on " A study on impact of office ergonomics on employees performance with reference to post office " organized by SDM PG Centre for Management Studies and Research, Mangaluru on 19th February 2016.

Ms. Sowmya Hegde

- Attended National conference on "Best place to work" and presented a joint paper on "Role of leader and supervisor for staff development" organized by SDM PG Centre for Management Studies and Research, Mangaluru on 19th February 2016.

Mrs. Shwetha Y

- Attended and presented paper on the topic " GREEN BUSINESS- Emerging issues in India" at St Aloysius college (autonomous) ,Mangaluru in the national level seminar on "Relevance of the concept of 'MAKE IN INDIA' in transforming Business Strategies" held on 20th February 2016 organised by Department of Business Management.



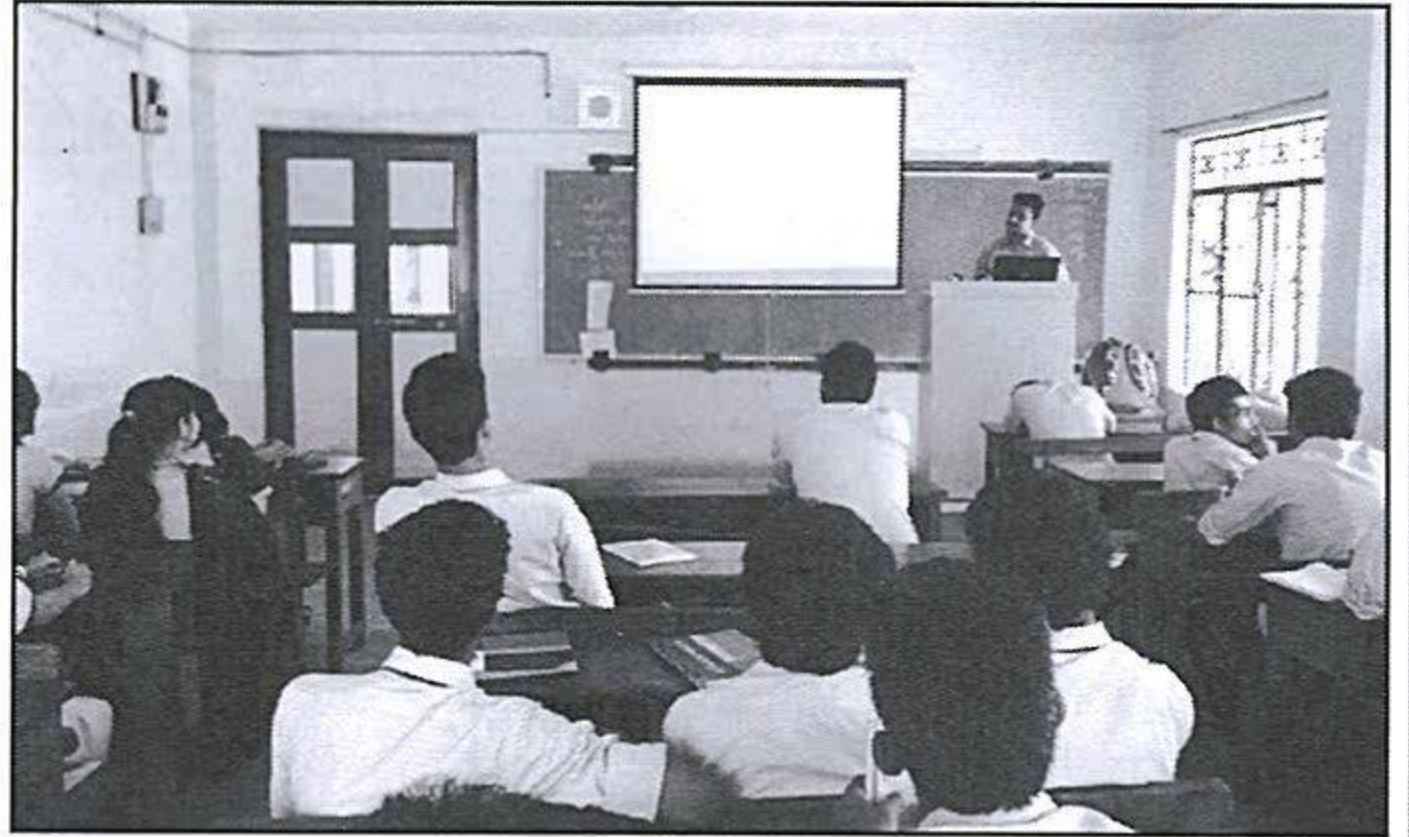
Mrs. Veena D Kotian

- Attended and presented paper on the topic " GREEN BUSINESS- Emerging issues in India" at St Aloysius college (autonomous) ,Mangaluru in the national level seminar on "Relevance of the concept of 'MAKE IN INDIA' in transforming Business Strategies" held on 20th February 2016 organised by Department of Business Management.



Mrs. Deepashree G Shenoy

- Participated in National conference on "Emerging Ethical Issues and Concerns in Global Business Arena" and presented a paper on "Ethics in Global Business" in Samanvay 2016 on 22nd February 2016.



Mrs. Rashmi T.

- Participated in National conference on "Emerging Ethical Issues and Concerns in Global Business Arena" and presented a paper on "Ethics in Advertisement" in Samanvay 2016 on 22nd February 2016.

Mr. Gururaj G.

- Participated in two week faculty development programme on Entrepreneurship for Academicians sponsored by Department of Science and Technology ,New Delhi and Entrepreneurship development institute of India Ahmedabad organized by SDM Institute of Technology,ujire from 7th to 19th December 2015.



Mr. Deviprasad

- Attended UGC sponsored Workshop on "Statistical Computing" organised by Poornaprajna College, Udupi held on 19th & 20th February 2016.
- Received Best Co-ordinator Award for District level annual performance appraisal of the consumer club for the year 2015-16 from District Consumer Federation (R) Mangaluru.

Ms. Nidhi S

- Attended and presented a joint paper on " A glance of Business Innovation Growth in India" in one day national conference on 'Exploring innovative management practices to achieve Make in India" organized by Besant Institute of P.G management studies Bondel, Mangalore on 5th February 2016



Following staff have participated in various sports events organised by SDM College, Ujire:

Mrs. Divya Uchil, Mr. Thrishanth Kumar, Mr. Thilakraj, Mrs. Rashikala Shetty, Mrs. Renuthakshi, Mrs. Deepa D. egde, Mr. Gururaj, Mrs. Sowmya Jyothi, Mrs. Rashiprabha, Mrs. Merceline D'Souza, Mr. Nagaraj, Ms. Ashmitha, Mrs. Yashaswini, Ms. Pramitha, Mr. Vasanthin, Mr. Yogish.



STUDENTS ACHIEVEMENT

Students secured the following prize in the Inter-collegiate Competitions.

* Overall Championship in SPECTRA 2016, a Variety Competition organized by Narayana Guru College, Mangaluru on 13th January 2016.

* Overall Championship in NAKSHATRA 2016, Cultural & Management fest organized by St. Agnes College, Mangaluru on 18th & 19th January 2016. The prizes won are:

- Best Manager Hrishikesh R.K I place
- Young Scientist Anirudh Prabhu I place
- Debate Samantha D'Souza I place
- Photo-Art Jacob Johnson I place
- Sooraj Acharya I place
- Singing Samantha D'Souza, I place
Kevin Lloyd,
Canute D'Costa,
Vindhya Amin,
Heera Alva,
Simona Fernandes,
Elton Veigas
- Dance Saajan and group I place
- Treasure hunt Irwin Glen Soans & II place
Canute D'Costa

* Overall Championship in DESIGN FIESTA 2016, a Variety Competition organized by Karavali College, Mangaluru on 20th January 2016.

* Overall Championship in ASTITIVA 2016, a Variety Competition organized by St. Aloysius College, Mangaluru on 28th, 29th & 30th January 2016.

* Overall Runners up in a two days national level workshop and media fest on the theme "Content Generation for Social Media" on 18th and 19th January 2016 organized by department of MCMS, St. Aloysius College, Mangaluru. Students won in various events like

- Online Photography Muthamma C.V III BCA A I Place
- Blog Maintenance Manoj III BCA B I Place
- MIME Namratha S III BCA B, I Place
Muthamma C. V. III BCA A,
Shruthi A. H. III BCA A,
Ashwini J. K. III BCA B,
Prathiksha P. III BCA B,
Adithi Harish I BCA B
- Stress Interview Namratha S III BCA B II Place
- Online Campaign Presentation: Namratha S III BCA B II Place
Shruthi A. H. III BCA A

* Runners Up Trophy in MEDIA-MANTHAN, a Media fest organized by St. Aloysius College, Mangaluru on 18th & 19th January 2016.

* Runners Up Trophy in SPINOUT 2016, a National Level Management fest organized by St. Aloysius College, Mangaluru on 28th, 29th & 30th January 2016.

* Runners Up Trophy in COMPOSITE 2KI6, a BCA fest organized by St. Aloysius College, Mangaluru on 28th & 29th January 2016.

- Web Designing Elvin Dsouza II BCA B I Place
- Treasure Hunt Abdul Muqith III BCA B I Place
- IT Quiz R K Nikash II BCA A & Swathi V Pejathaya II BCA A II Place
- Gaming Rizwan Ahmed III BCA B & Zaman Mohammed III BCA A II Place
- Advertisement Shivaprasad Venkatraman Bhat II BCA B, R K Nikash II BCA A, Swathi V Pejathaya II BCA A & Deepak R. S. II BCA B II Place

* Runners up in an Annual IT Fest "PINNACLE'16" organized by St. Philomena College, Puttur on 3rd February, 2016. Students won prizes in various events like

- IT Manager NamrathaSharath III BCA B I place
- IT Product Launch NamrathaSharath III BCA B, Shruthi A.H III BCA A, Melanie Lobo III BCA B, Ashwini J.K. III BCA B I place
- Web Designing Muthamma C.A. III BCA A II Place

* Runners up Trophy in IT Fest "TECHNO-TARANG '16" organized by Vivekananda College, Puttur on 12th February 2016. Students won prizes in various events like,

- IT Manager Namratha Sharath III BCA B I Place
- IT Debate Prathiksha P. III BCA B, Shruthi A.H III BCA A I Place
- IT Product Launch Shruthi A.H III BCA A, Melanie Lobo III BCA B, Prajna III BCA A, Adithi Harish I BCA A I Place

* Runners up Trophy in National level IT Fest "MEDHA 2016" organized by Sridevi Institute of Technology, Kenjar on 23rd & 24th February 2016. Students won prizes in various events like,

- Virtual Treasure Hunt Nishmitha K.M. I BCA B I Place
- Coding and debugging Deepak R S II BCA B, Soumya K. II BCA A I Place
- Video Editing Ashiq II BBM A I Place

* Mr. Shri Vastav and Mr. Fareez Rasheed of I BBM participated and won I place in BIZ CHANAKYA 2016 - Quiz factor, a State level Quiz competition held on 16th January 2016 by SDM College, Ujre.

* On 30th January 2016, Mr. Mohammed Safwan of III BBM B & Mr. Vikram Pattanashetti of III BBM C had participated in inter collegiate Debate competition on the topic "Self Help, Mutual Help & Savings the backbone of Co-operative Institution" conducted by Mangalore university.



- * Ms. Shadma of II B.COM won First place in All India Essay Writing Event 2015 (Hindi) at Zonal level.
- * Mr. Ratul Kamath and Ms. Prabhashri of II B.Com participated in intercollegiate Hindi Fest Sarang 2016 organised by SDM College, Ujire on 10th February 2016
- * Participated in Jain University Management fest, Bangalore - Samanvaya 2016 on 9th and 10th February 2016.
- * Participated in an UG IT Fest "YUVALAKSHYA -2016" organized by the MCA Department of St. Joseph Engineering College, Vamanjoor on 10th February, 2016. Students won prizes in various events like
 - IT Quiz Manoj Mallya III BCA B,
R. K.Nikash II BCA A I place
 - IT Debate Radhika Shetty III BCA B,
Govind I BCA A I place
 - Dumb Charades Prathiksha P.- III BCA B,
Melanie Lobo III BCA B II place
- * Participated in "VERVE" National level management Fest Organized by Padua College on 11th February 2016.
 - Quiz Mr. Vinod II B.Com and
Mr. Nashal Ahmed II BBM C I place
- * Participated in "BIZ WHIZ 2016" and "GENESIS 2016" a National level management fest organized by KLE, Belgaum from 21st to 23rd February 2016. Students won prizes in various events like
 - Quiz Mr. Fareez Rasheed and
Mr.Srivastav I BBM B I Place
 - Best Manager Ms. Samantha I BA (HRD) II Place
 - Advertising Ms. Afreen Jamdar I BBM C III Place
 - Quiz (BIZ WHIZ) Mr. Vinod II B.Com and
Anirudh Prabhu III BBM C I Place
- * Shambhunath of III BBM B selected for being a part of LEAD PRAYANA, an annual leadership journey across 3 states (Karnataka, Andhra Pradesh and Telangana) organised by Deshpande Foundation for 16 days, visiting internationally famous and unique Organizations, Institutions, MNC's, attending panel discussions etc
- * Following students secured prizes in "Certificate Course on Consumer Education" organized by District Consumer Federation, Mangalore on 15th March 2016.
 1. Ms. Likitha, III BBM - Gold Medal and Cash prize
 2. Ms. Jyothi, III BBM - Silver Medal and Cash prize
 3. Mr. Nanda Kumar, III BBM - Bronze Medal and Cash prize
 Consumer Club students bagged Second Best Project prize.

Sports Achievement

- * Thripathi K., I BA (HRD), participated in the state level Karate championship on 9th and 10th January 2016 at Kaup and won two first places in different categories.
- * Shodhan Shetty, II BBM 'C', Megharaj Bandary, III BBM 'C', Akshay Shetty III BBM 'C' participated in the Federation Cup National Muaythai Championship on 18th to 20th February 2016 at Poinisar Gymkhana Mumbai. Akshay Shetty won silver and bronze medals.
- * Chaithra, III BCA, participated in the 14th All India Open Karate Championship organised by Vishakha Budokan Karate Association on 26th to 28th February 2016 at Swarna Bharathi A/C Indoor Stadium, Vishakapatnam, Andhra Pradesh and won a gold medal and a silver medal in different categories.
- * College cricket team participated in the Mangalore University Inter-collegiate Mangalore Zone Cricket Tournament organized by St. Aloysius College, Mangalore, held at NITK Ground Surathkal from 10th February to 24th February and won the Runners-up Trophy.
- * The College handball team participated in the Mangalore University Inter-collegiate tournament organised by Poornaprajna Evening College, Udupi.
- * The college football team participated in the Mangalore University Inter-collegiate tournament organised by Mangalore University Physical Education Department, Konaje.
- * The college Volleyball team participated in the Mangalore University Inter-collegiate Mangalore Zone Volley ball Tournament organized by SDM College, Ujire.
- * Anush of I BCA and Alima Nazreen II B.Com won individual championship in men and women section respectively.
- * Interclass Volley ball tournament organised by Sports and Games association from 13th to 16th January 2016 at Mangala Stadium Volleyball court. 18 teams participated. II BBM B and I BBM A were winners and runners up respectively.
- * Interclass kabaddi tournament was organized on 14 and 15th February 2016 in the college ground. 18 teams participated. III BBM D and II BBM B were winners and runners respectively.
- * Intra-mural Competition Shuttle Badminton for Men and Women conducted at Shrinivas Malya Indoor Stadium on 22nd and 23rd Feb 2016. The winners are;
 - In men's single Nishanth S. Kumar I BA(HRD) I place
Machayya P.C. II BBM C II place
 - In men's double Suhag and Indrajith I BCA A I place
Machayya P.C. and
Nirmal Malaviya II BBM C I place.
 - In women's single Pavithra II B.Com I place
Thripathi I BBM B II place
 - In women's double Prajna P.K. and
Rakshitha Rao B. II B.Com I place
Shristhi Rai M and
Thripathi I BBM B II place



