



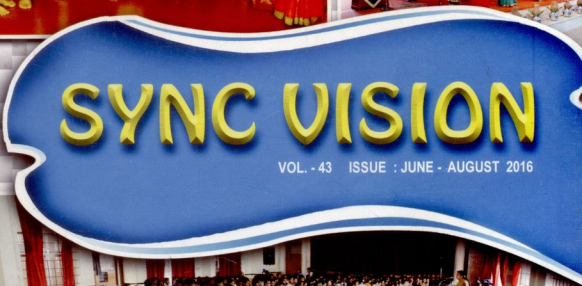
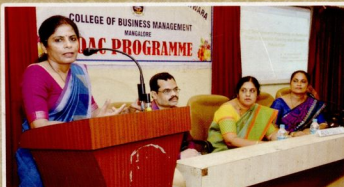
SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALURU - 575 003 D.K.

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

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

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





Editorial

In keeping with the vision and mission of our institution, the activity planned out this year not only supports the academic progress but also provides experiential learning through holistic approach. We strive our best to be always in forefront, discover new perspective and embark wide range of activities. As we begin the journey of this academic year, skill enhancement activities planned out tries to bridge the gap between theory and practice, while the extension activities inculcates human values and societal commitments among the students.

Inauguration of Student Council

The student council for the year 2016-17 was inaugurated on 23rd July 2016 in the college auditorium. The inaugurator, Mr. Lakshminarayana, Group General Manager, MRPL, in his address, said that we must accept life the way it comes to us. While stressing that attitude plays an important role in life, he encouraged the students to always have positive attitude towards life. He said that having a role model and a goal in life can help us to realise our dreams and he also asserted the importance of values and ethics in our life. In a world where yesterday's technology is obsolete today, we can keep abreast with technology and progress by appreciating our nature by learning from our surroundings which is the noble way to experience life, he said.

Mr. Ankith S. Kumar, Assistant Professor, Dr. M. V. Shetty College of Social Work, also an alumnus, enlightened the students about teamwork and team-spirit. He said that we must work in teams and not in groups and we should always practice what we preach. He said that it is natural for us to blame others for our failures but we should know that it is only with love we can rule for a longer time. College is an ocean of knowledge and students must strive to grab the best opportunity to learn and expand their knowledge.

Principal Mrs. Aruna P. Kamath presided over the function. Oath for the council members was administered by the student council staff coordinator Mrs. Gayathri. Student coordinators of various associations presented the plan of action and the motto for the year "Empowering to Lead" was revealed and all the members unitedly sang the college anthem. Ms. Kriti Nahata and Ms. Sushmitha S were present on the dais. The programme was compeered by Ms. Samantha Virginia D'Souza. Susmitha S. proposed the vote of thanks. Mrs. Gayathri and Mrs. Renuthakshi coordinated the programme.

Orientation Programme for first year students

On 30th June 2016 orientation programme was organized for all the first year students. The main objective of the programme was to enlighten the students about the vision and mission of the institution.

The formal programme commenced at 9:30 a.m. with the blessings of the Almighty invoked by Ms. Shamashree. After the prayer, principal, Prof. Aruna P. Kamath, welcomed and gave a brief introduction about the college. She highlighted that it is the performance and achievements of students in past that has brought name and fame to the institution and same is expected from new entrants also. By quoting Swami Vivekanada's word she pointed the importance of setting goal in life after self introspection. She also mentioned the importance of time management, hard work and perfection in one's action. She briefed students some of the important rules and regulations of the college.

After the welcome address, there was self-introduction by the faculties. The staff in-charge of the various associations gave a detailed presentation of the skill enhancement activities. In addition to this, fresher's were also told about the fests organized by the college viz. Genesis, Synergy and Sygma by the respective staff in-charges.

Alumni of the college Ms. Simona Fernandes, Ms. Namratha Sharath and Ms. Nifa Ali shared their experiences and memories associated with the college and motivated the students. The programme concluded with a vote of thanks by Mrs. Smitha M. Mrs. Madhumathi J Raja compeered the programme. The programme was coordinated by Mrs. Gayathri K. and Mrs. Renuthakshi.

Progenitor- Orientation by Students

Final Year students of the college organized a orientation programme for the first year students.

The programme began with a brief introduction about the college and events by Mr. Ashiq. This was followed by short presentation about the multivarious activities that are planned. They were also briefed about the various fests organised by the college. Ms. Kriti Nahata and Ms. Alimaz spoke about Genesis - a University level Management Fest for the first year students of various colleges, Ms. Heera Alva briefed about Synergy, a National level Management Fest organised for the undergraduate students which has attracted premier institutions across the country, Mr. Shivaprasad Bhat gave a brief insight into Sygma, a State





level IT fest organised for the undergraduate students.

After the briefing session, a 'Mad-Ad' competition was conducted for the first year students with the objective of inducing the spirit and essence of the corporate world in them.

The programme was concluded with vote of thanks proposed by Mr. Ashiq.

Brain Storming for Action Plan by SQAC

A brain storming session was held on 1st July 2016 at 1 pm. The staff coordinators and secretaries of all the associations were present on the occasion. The task was undertaken with the objective of deciding the theme, motto, and objectives of association activities and for preparing plan of action for the academic year 2016-17. The participants proposed different skill-based activities, events and extension activities to be held by the respective associations. At the end of the session staff coordinators of each association finalized and drafted the activities for the year.

Leadership Training Programme

Student council organized a half day leadership training programme for members of student council on 15th July 2016 in the college auditorium. As representatives of students, council members have the responsibility to assume leadership roles. Empowering the students to lead and preparing them to take responsibilities were the main objectives of this training programme.

Mr. Joselyn T. Lobo, Associate Professor, College of Social Work, Roshni Nilaya, was the resource person. The activities such as ranking the leadership qualities, group discussion, sharing opinion about each other were aimed at developing team work, confidence, leadership qualities and skills in the students. This session enlightened students about the qualities needed to manage different situations. The programme was compeered by Ms. Farheen. Ms. Sushmitha S. welcomed and introduced the trainer to the gathering. Mrs. Gayathri K. and Mrs. Renuthakshi K. coordinated the programme.

Interaction of Student Council Members with Poojya Dr. D. Veerendra Heggade

The office bearers of the student council, Ms. Kriti Nahat, Ms. Sushmitha S, Ms. Alminaaz, Mr. Hrishikesh and Mr. Shivaprasd along with the Principal, Mrs. Aruna P Kamath and the staff coordinator of Students' Council Mrs. Gayathri K, visited Shri kshethra Dharmasthala on 20th July, 2016. The visit was intended to seek the blessings of reverent President Dr. D. Veerendra Heggade for the activites planned for academic year 2016-17. He expressed his happiness after the student representatives presented plan of action and briefed him about the skill enhancement activities planned for the year. He guided students on importance of having practical knowledge to be successful in achieving their goals.

The group also met Sri. Harshendra Kumar, Secretary of S.D.M Educational society, Ujire who gave some useful tips to be successful in their professional life. Later, the group sought the blessings of Lord Manjunathaswamy for a bright and successful year for the entire student community. This visit enabled the students to get an insight in to the vision of the management and encouraged them to work towards achieving it.

Cyber Law and Cyber Crime

A workshop on "Cyber law and Cyber Crime" was held on 22nd July 2016 at conference hall in association with Akhil Bharathiya Adhivaktha Parishad, D.K. The objective of this workshop was to create awareness among the participants regarding laws pertaining to cyber crimes.

The inaugurator, Mr. S.P. Chengappa, President, Mangaluru Bar Association, spoke about the technological advancement and its role in connecting the world. He also opined lack of knowledge on the part of the user may cause serious problems.

Mrs. Manjula S, State Vice President, ABAP, Hubli, said that there is a need to introduce an independent act to deal with cyber crimes.

Dr. Ananth G. Prabu, Cyber Law Trainer, Karnataka Police Academy, the speaker for the session while highlighting the software aspects of cyber crime, explained in detail how the software can be hacked and technology is being misused.

The main speaker Mr. Prashanth Jala, Cyber Law Trainer and Professor of Govt. Law College, Mumbai, spoke about the various cyber crimes and dealt with each issue in detail with interesting real life examples. The question and answer session was excellently handled by the speakers. The session was success in making participants aware of all the aspects related to cyber law. Large number of advocates participated in the programme. Mrs. Smitha coordinated the programme.

Inaugurals and Orientations of the Associations

Library Orientation Programme

Library Orientation programme was conducted for first year students from 4th July 2016 to 11 July 2016 in batches. The objective of the programme was to familiarize students with the library facilities, resources, services and to acquaint them with basic database searching techniques.

Library rules and regulations, services, resources, software were explained to the students. Awareness was created about services of the library which include book bank facilities, services of learning resource centre, photocopy of question papers, reprographic service, Wi-Fi access, news paper clipping collection and current contents services. They were informed about N-list, CMIE-Prowess, J-Gate resources. This orientation programme enabled the students to know the services



offered by the library and their best use. Students of BBA, B.Com, BCA and BA (HRD) benefitted from this. The library cards were distributed after the session.

NSS Orientation

The NSS unit organized orientation for first year students on 9th July 2016. The main objective of the programme was to enlighten the students about the purpose, objectives, motto and activities of NSS. The NSS programme officers, Mrs. Kavitha Prabhu, Mr. Deviprasad and Mrs. Shalini addressed the first year students. NSS programme officers explained the idea behind NSS, its objectives and aims. Students were also enlightened about the motto of NSS, its theme and symbol. A clear idea about the regular activities and special camp activities was given. The NSS clap as well as the disperse clap was taught to the first years. A video clip made by the final years about the activities conducted in the previous year was shown to the first years to motivate them.

Inauguration and Orientation of Finance Association

Inauguration and Orientation of Finance Association was conducted on 14th July 2016. The resource person was Mr. Jemshed Hussain, Account Manager, Shama Gold, Deralakatte, also an alumnus. The orientation was mainly conducted for the first year students to familiarise them about various skill enhancement activities, extension activities, guest lectures and also about the fests conducted in the college as well as other colleges. The resource person encouraged the students to join the association by emphasizing its various benefits. He also suggested the students to conduct new activities on emerging issues. Principal Prof. Aruna P. Kamath presided over the function. Mr. Gururaj G. coordinated the programme

Inauguration of SCAN Association

SCAN Association was inaugurated on 22nd July 2016 in the conference hall. Mr. Supreeth Raj, Sports Assistant, LIC India, Mangaluru, also an alumnus, inaugurated the association by lighting the lamp. He, in his address, insisted to be focused and dedicated to our dreams to achieve the goals in life. Principal, Prof. Aruna P. Kamath, who presided over the function, encouraged the members of the association to make use of the opportunities provided to them and upgrade their soft skills. A video of the skill based activities conducted in the last year was then displayed to the students. Shivaprasad V. Bhat welcomed the gathering, R. K. Nikash introduced the chief guest and Elvin Shwan D'Souza presented the proposed action plan for the year 2016-17. Salmath Nafiya compeered the programme and Fathima K. proposed vote of thanks. Mrs. Deepa D. Hegde coordinated the programme.

Inauguration and Orientation of Commerce Association

The commerce association organized inauguration and orientation program on 25th July 2016. Ms Rasmiya S

Sheik, alumna was the inaugurator. She enlightened the students about the importance of participating in activities organized by the association. Ms Nishmitha and Ms Sakshi Jain presented the plan of action. Principal, Prof. Aruna P. Kamath, Mr. Thilakraj, coordinator of association, Mrs. Manju, Mrs. Veena D. Kotian were present on the dais.

Inauguration of the Literary Association and release of College Magazine 2016-17

The Literary Association was inaugurated on 25th July 2016. Dr. Rajalakshmi N K, Associate Professor of English, University College, Mangaluru inaugurated the programme by releasing the College Magazine 2015-16. Dr. Rajalaxmi encouraged the youth to present original articles for the college magazines rather than downloading from the websites. Principal, Prof. Aruna P. Kamath delivered the presidential address. The students presented the poems written by them. Ms. Prithvi and Ms. Manasa presented the plan of action for the academic year. Ms. Heera Alva introduced the chief guest, Ms. Chaya Bhat welcomed the audience and Mr. Jaspreeth proposed vote of thanks. Mrs. Madhumathi J. Raja coordinated the programme.

Inauguration and Orientation of Fine Arts Association

The inauguration of Fine Arts association was held on 26th July 2016, in the conference hall. Mr. Vaishak Alva, Senior Manager (Sales & Marketing), Fortune India Corporation, Mangalore and also alumnus was the chief guest. He in his address shared his thoughts about the importance of fine arts. He stated that students must have an appropriate goal in life and cherished his old memories as a student of this college.

Miss Farhana Firoz compeered the programme. Mr. Mohammed Ashiq presented the plan of action for the academic year 2016-17. Ms. Prabashree welcomed the gathering. Ms. Sheryl introduced the guest and Shinoja proposed vote of thanks. Mrs. Jyothi and Mrs. Shalini coordinated the programme.

Inauguration of Human Resource Hub

The inauguration of HRD association was held on 27th July 2016. Ms Ashel Claudine D'Souza, Public Relation Officer, St. Aloysius P. U. College, Mangalore, also an alumna was the guest. She spoke about the objectives and activities of the human resource association. She shared her experiences in this association and said that the participation in various activities of the association have helped her to boost her confidence and overcome stage fear. Vice Principal, Dr. Murlidhar Rao in his presidential address, stressed that participation is more important than winning. Ms. Ashna P. Kothari presented the plan of action. The programme was compeered by



Ms. Naheeda and Ms Aishwarya Kudigram proposed vote of thanks. Mrs. Preethika Dharmapal, Mrs. Anasuya and Ms. Parinita coordinated the programme.

Inauguration and Orientation of Marketing Association

The inauguration of the marketing association was held on 27th July 2016. Mr. Dishanth Ullal, II MBA Student at NITK, Surathkal and also alumni, was the guest. He encouraged the students to actively participate in the various activities of the association. A brief plan of action was presented by the student coordinators, Mr. Vinod D'Souza and Ms. Vindhya Amin. Principal, Prof. Aruna P. Kamath in her presidential address spoke about the importance of the association and how the activities provide exposure to the students in the marketing field. Mrs. Kavitha Prabhu, Mrs. Deepashree G. Shenoy and Mrs. Rashmi T. coordinated the programme.

Inauguration of Rovers and Rangers

The Rovers and Rangers association for the academic year 2016-17 was inaugurated on 29th July 2016. Mr. Rohith, Rovers Scout, Proprietor, CEO, Crystal Electronics and Appliances, was the chief guest. He inaugurated the activities by lighting the lamp. He in his address pointed out the role of rovers and rangers and encouraged the students to participate in all the activities. He also encouraged the students to aim for Rashtrapathi Award. Principal, Prof. Aruna P. Kamath presided over the function. Mr. Gururaj G. and Mrs. Jyothi coordinated the programme.

Career Guidance and Placement Cell Inauguration

Career Guidance and Placement Cell was inaugurated on 29th July 2016. Mr. Vinay Bangera, Head of Training Department, Diya Systems, Mangalore was the chief guest for the occasion. Miss. Radhika Shetty, an alumna, was the guest of honour. Mrs. Aruna P. Kamath, principal presided over the function. Inauguration began with a prayer and lighting the lamp by the dignitaries on the dais. Mrs. Sowmya Jyothi presented the plan of action for the year 2016-17 and the logo which was designed by Nikash of final year BCA.

Mr. Vinay Bangera while addressing the students said that the students should try and understand life in different perspectives. He also mentioned that in today's competitive world, there will be many problems and students should develop the capability to face them. He enlightened the students about the importance and best practices of a resume and interview. He mentioned the students to enrich with sufficient skills necessary for the placements in the corporate field.

The guest of honour, Ms. Radhika Shetty who secured placement in TCS, Accenture and Infosys, motivated the students to make use of the opportunities in the college and also to take part in the activities conducted by different

associations. She also said that students should attend the campus placement drives which will provide them good experience.

Principal, Mrs. Aruna P. Kamath in her presidential address said that the career guidance and placement cell has been constituted with a view to cater the employability needs and to build the overall personality of the students through interactive programmes. She highlighted the benefits of guidance and counseling programmes in the college along with their role in imparting ethical, moral and value based education. She concluded by saying that the students of all discipline will be motivated and proper career guidance will be given which help them to become successful in their life. The programme was compeered by Mr. Sharafath Sulaiman. Mrs. Sowmya Jyothi, Mr. Prasanna Kumar T. and Mrs. Anasuya coordinated the programme.

Guest Lectures

BSE and Capital markets

Commerce department conducted a guest lecture on 11th July 2016 on the topic 'BSE & capital markets', Prof. B.V. Raghunandan, Associate Trainer, Lotus Knowlwealth, Mumbai was the resource person. In his lecture he said that the capital markets play a significant role in any economy. The effective allocation of capital has a great impact on improving the GDP of a country. Capital market is the best channel to route the savings into long-term productive use. The MSME that provides highest number of employment opportunities were worst hit by high cost of capital. A country that develops and adopts best capital market practices creates multiple effects and help in reviving the economy. Mr. Thilakraj G. coordinated the programme.

Career Opportunities

On 12th July 2016 the Placement and Career Guidance Cell organized a talk for the final year students on "Careers Opportunities" by Mr. Ganesh Hebbar, Director, TIME Institute, Mangalore. The objective of this programme was to provide awareness to the students about higher studies and competitive examinations like CMAT, CAT, and PG CET. The resource person spoke about the importance of career in one's life, timely decision and opportunities available in the field of management. He also explained the importance of goal setting in students' life. He has given clear information about how to prepare for C-MAT and other competitive exams and its benefits. Mrs. Sowmya Jyothi, Mr. Prasanna Kumar and Mrs. Anasuya coordinated the programme.

Saving Investment Plan

Commerce department conducted a guest lecture on 15th July 2016 on the topic 'Saving Investment Plan'. Prof. B.V. Raghunandan Associate Trainer, Lotus Knowlwealth, Mumbai was the resource person. The main objective was



to create awareness about the Saving Investment Plan (SIP) among the students. He started the session with a video on 'I am an Idiot' which depicted the importance of early and wise investments and savings. The resource person enlightened the students about the early investments or savings in an effective way. Mrs. Veena D. Kotian coordinated the programme.

Awareness about Certified Management Accountant Course

On 18th July 2016 the Placement and Career Guidance Cell organized a talk for the benefit of final year BBM and BA (HRD) students on "Certified Management Accountant Course" by Mr. Daya Murthy, Regional Manager, MILES Education. The speaker in his talk said that the CMA program is designed specially to validate mastery of the advanced skills required to manage finance functions within an organization. Mrs. Anasuya coordinated the programme.

Guidance on Preparations for Competitive Exams

On 20th July 2016 Finance association conducted a guest lecture on "Preparations for competitive exams" like IBPS, railways etc. at conference hall. The resource person was Mr. Mithun Ullal, Asst. Prof., Sahyadri College of Management, Mangaluru. He spoke about various competitive exams and vacancies available in various sectors. He gave tips to solve challenging questions in few seconds. Ms. Yashaswini introduced the guest. Ms. Sowmya Hegde coordinated the programme.

Talk on Entrepreneurial Competencies

EDP cell conducted a guest lecture on 21st July 2016 for I BBA students at conference hall by Mr. Hisrar Tallani, CMD, Hisrar Events and Celebrations, Mangaluru, on the topic "Entrepreneurial Competencies" to orient the students about entrepreneurship, motivation and myths. The resource person motivated the students to take up entrepreneurship and create employment for the future generations. He also addressed about the awareness of entrepreneurial concepts and enabled them to make a mindset to take up entrepreneurship as a career. Mrs. Supritha coordinated the programme.

Lecture on Training and Development

Human Resource department organized a guest lecture on "Training and Development" on 22nd July 2016. Mr. Shashidhar Acharya, HR Manager, A.J. Hospital, Mangalore was the resource person. He shared his experience and spoke about the different methods of training and development and various performance appraisal system used in hospitals. It was a very informative and interactive session. Mrs. Anasuya coordinated the programme.

Selected Episode of Parthi Subba's Yakshagana

Kannada department organized a guest lecture on a selected episode of Yakshagana composed by Parthi Subba for II BA(HRD) on 28th July 2016. Mr. Devaraj Hegde, a yakshagana artist and a staff of the college, was the resource person. He talked about the development of the plot and story and explained how the characters are depicted. He said that how characters in his works are predetermined to do certain things. He conveyed the message that all the great epics speak about the punishing of the bad and restoring the order in the society. Mrs. Jeevitha coordinated the programme.

Awareness on Mobile Apps

A guest lecture on "Awareness on Mobile Apps" was organized by BCA department for the I BCA on 28th July 2016. The objective of the programme was to impart the advantages of mobile internet services to the students. Mrs. Sujatha Jijare, Assistant Manager, State Bank of India, Mangalore, was the resource person. She addressed need of online transaction which has indeed become a boon to the people. She spoke on how State Bank of India has generated its app and the features available in it. It was an interactive session where she answered the queries of the students. She also demonstrated how the app can be downloaded. The students benefited from the session by knowing how to use the app and its features. Mrs. Divya Uchil coordinated the programme.

Faculty Development Programme

IQAC organized a Faculty Development Programme on "Research Project, Research Funding and Research Publications" on Friday 30th June 2016 at Conference Hall. The resource person was Dr. Vijaya Kumari S.N., Professor, St. Ann's B.Ed. College of Education, Mangalore. The objective of the programme was to create research culture and empower the faculties.

Mrs. Madhumathi J. Raja, Faculty, welcomed and introduced the resource person to the gathering. The resource person enlightened the faculty about the functions, characteristics of research, goals of research, criteria for good research, significance of research, research needs, research motives and benefits of research, various funding agencies and schemes for research by the government as well as private. She briefed the format of research proposal. Finally she emphasized on research publications and the structure of research paper. Mrs. Shashikala Shetty coordinated the programme and proposed vote of thanks.

Student Faculty Programme

Human Resource Information System

A student faculty programme was organized by the HR department for the II BA (HRD) on 25th July 2016 by Mr. Akash of II BCA and Mr. Canute of III BBM on the topic



"Human Resource Information System" with the objective of creating awareness about the various information systems used in different organizations to manage the human resource. They highlighted the various types of human resource software used in different organizations. Ms. Parinita coordinated the programme.

Sukhmay Jeevan : On 27th July 2016 Hindi Association organized a student faculty programme for I BBA on the topic "Sukhmay Jeevan" by Jaspreeth Singh of III BBM 'A'. The main objective of this programme was to improve students' communication and presentation skills. Mrs. Shalini coordinated the programme.

Accounting Standards : A student faculty programme was organized by the department of commerce on the topic "Accounting Standards" on 29th July 2016 by Ms. Sakshi, III B.com for the I B.com. The objective was to improve communication and presentation skills of the students. She briefed the students on various accounting standards. Students actively participated. Mrs. Veena D. Kotian coordinated the programme.

Social Responsibility of Business : The Economics department organized a student faculty programme for the benefit of I BA (HRD) students on 30th July 2016 on "Social Responsibility of business" by Ms. Prithvi K.V from III BBM 'A'. Ms. Prithvi K.V stressed that social responsibility of business indicates businessmen's obligation to nurture and also the economic development of the society. It involves responsibility of a business to different sections of society. Students actively participated in the session. Mrs. Shashikala K.G coordinated the programme.

Extension Activities

HR Association

Students participated in a programme organised by Mangalore Management Association on 26th July 2016 on the topic "Role of organic food in Managing Health" by Sri Addoor Krishna Rao, President Saavayavakrishika Balaga, Mangaluru. He highlighted the need of having a healthy and balanced diet for healthy living which could be achieved through making some changes in our food habits.

Seminar on Soft skills : HR association members attended a seminar on "Leadership, Attitude, Success and Communication for Management students" held on 30th July 2016 at Dwarkanath Sabha Bhavana, Gokarna math, Car street. The objective was to develop leadership skills so that the students have the confidence and the authority to make a real difference in corporate sector. Mr. Kumble Narasimha Prabhu, MD & CEO, Manipal ACE Event Management Co. Ltd., was the resource person. He stated that attitude is a foundation of success. He also briefed the students on factors determining attitude, role of positive attitude and how to build positive attitude. Dr. Rajesh, Director, Training College of Banking and Financial Studies, highlighted the importance of communication, types of communication and leadership qualities. Various

activities were conducted which helped the students to understand leadership qualities and role of positive attitude. Mrs. Anasuya coordinated the programme.

Skill Enhancement Activities

SCAN Association

Memory Test : The association organized a 'Memory Test' on 25th July 2016. The event was conducted to test the photographic memory, knowledge of the student participants and ability to judge multiple thoughts or memories at one time. 50 different computer hardware components, IT companies and their logos and personalities were presented to the students through PPT. After the presentation the participants were given 3 minutes to recall and write them. The students exhibited exemplary memory skills and knowledge in the field of IT. The student coordinators were Mr. R. K Nikash, Mr. Elvin Shawn D'Souza and Shivaprasad Bhat of III BCA. Mrs. Divya Uchil coordinated the programme.

IT collage : On the occasion of Kargil day, IT-Collage was organized on 26th July 2016. The topic for the event was 'Contribution of youth towards India's Defense forces'. It was an individual event where the participants were given a topic on the spot and the related data and images were taken from the internet. Using the downloaded information the participants prepared a collage using MS-Paint. The objective of this event was to test the creativity of the students. Time allotted was 15 minutes. Judging was done based the participant's creativity, overall presentation, relevance and neatness. The event was judged by Ms. Priya Kamath and Mrs. Shashikala Shetty. Mrs. Deepa D. Hegde coordinated the programme.

Color Spray : The association organized a 'Color Spray' competition on 27th July 2016 on the topic "Olympics - 2016". The objective of the event was to keep pace with the current happenings of the world. This competition is renowned for discovering and showcasing noteworthy emerging artists and launching their careers. It allows the participants to display their work in art. An overwhelming response from all streams of students was observed in a collective consonance. The students were seen with colors and brushes of M.S Paint, merging the colors enthusiastically and animatedly, mesmerizing the judges and organizers who had gathered. Mr. Deviprasad and Mrs. Supritha A were the judges. The student coordinators were Mr. R. K Nikash, Mr. Elvin Shawn D'Souza and Deepak R S of III BCA. Mrs. Shashikala Shetty coordinated the programme.

Guess the Part : The association organized an event 'Guess the Part' on 29th July 2016 at 3.00 pm. The objective of this event was to test the participants knowledge about the various components used in computers. A series of 30 images of computer hardware components was displayed through PPT, the participants had to guess the images and write them. The event was judged on the basis of accurate recognition of the parts. Large number of students actively participated in the event. The student



coordinators were Mr. Shivaprasad, Mr. Deepak R S and Ms. Durgashree R. of III BCA. Mr. Arun F. Sequeira coordinated the programme.

Entrepreneurship Development Cell

Group Discussion : EDP cell conducted a group discussion competition on 25th July 2016 at tutorial room on the topic "Challenges of Entrepreneurship". Mr. Jagadeesh Goli, Development officer, LIC, was the resource person. He interacted with the students and shared his insights about entrepreneurship. Large number of students participated in the competition. Mrs. Supriitha coordinated the programme.

Case Analysis : EDP cell conducted a case analysis competition on 29th July 2016 on the topic "Workplace drug abuse". The objective of this competition was to enhance the analytical skills among the students. The students actively participated and applied their skills in analyzing the case. The event was judged by Ms. Priya Kamath and Mr. Deviprasad.

Finance Association

Money Talk : The association organized a skill enhancement activity on 27th July 2016. The objective of the activity was to create awareness about financial concepts. This activity helped students to improve communication skill and knowledge of financial accounting. Finance related topics were given to the students on the spot and they were asked to talk on the selected topic for two minutes. Large number of students participated in this activity. Mrs. Veena D. Kotian and Ms. Priya Kamath were the judges. Mr. Gururaj G. coordinated the programme.

Business Law Department

Case Analysis : A skill based case analysis competition was conducted by the department on 27th July 2016. The objective of this competition was to test the analytical skills and the decision making power of the students. A case related to business and corporate issues was given to the participants. They were given 5 minutes to analyze and 10 minutes to write down their observations. This competition helped the students to learn and improve their vocabulary, analytical and decision making skills. Mr. Deviprasad was the judge.

Literary Association

English Department

Essay Writing : The department organized an essay writing competition on the topics "There is no "I" in team work", "The role of youth in today's India", "Are we too dependent on computers" on 14th July 2016. The objective was to provide a platform for students to showcase their writing skills, to test their interpretation skills and to give them the liberty to express their views according to their perspective. Large number of students actively participated in the event. Ms. Prithvi Kukyan, was the student coordinator. Mrs. Madhumathi J. Raja coordinated the programme.

Book review : The department conducted a book review on 20th July 2016 which provided descriptive, evaluative and critical account of the book. Ms. Shadma reviewed the book "Wings of Fire" by A. P. J. Abdul Kalam. The presentation was done for the benefit of other students. The objective of the review was to develop and enhance their reading skills by identifying the author's perspective. The student opined that the book is very interesting and it is a journey through leadership, hardships and about the life of a man who inspired the nation. It shows a different perspective to things, one that we don't usually see. The book has a lot of things that can change our perception and it helps us to understand that the troubles and difficulties are actually the opportunities to grow. The outcome of the review was that it made the students aware that they should develop positive attitude whenever they face failures in life hoping for the best.

Pictionary : The department organized Pictionary competition on 26th July 2016. Two pictures were shown to the participants and they had to write a story combining both the images. The objective was to encourage critical and analytical thinking. It also helped them to express their views and ideas from their point of view. Mrs. Madhumathi J. Raja coordinated the programme.

Debate : The department conducted a debate competition on 29th July 2016 on the topic "Infrastructure Development v/s Conservation of forest". The topic was chosen to highlight the need for conservation of forest as "Vana Mahotsava" is celebrated from 1st July to 7th July. The objective was to enhance their conversational skills, give them a platform to express their thoughts, ideas, views and to gain confidence to speak effectively. Mrs. Madhumathi Raja coordinated the programme and Manasa of III BCA was the student coordinator.

Kannada Department

Essay Writing : Essay writing competition was held on 14th July 2016. The topics given were: "Deshada yeligeyalli yuva janatheya koduge", "Adhunka Bharathadalli bahubhashhaa kalikeya praadhanyathe", "Vyakthithva vikasanadalli Saamskrithika chatuvatikegala paathra". The main goal of conducting the competition was to create awareness about the role of youth in developing India, making them understand the importance of cultural activities in personality development and use of learning multiple languages in modern India. Writing essays also helps to develop linguistic skills of the students and make them more expressive and thoughtful through their words. These topics linked with many useful fields such as empowering the country, learning new things and grasping the power of multi tasking, being active in many activities and have a healthy competition among the students. Large number of students from different classes had been participated with enthusiasm. Mrs. Jeevitha D. and Mrs. Renuthakshi coordinated the programme.

Pictionary : Pictionary competition in Kannada was held



on 26th July 2016. A picture can inspire anyone and make it's viewer to express their ideas in the form of words. Pictures which depicted the different stages of human life were given. The students had to choose one from the four most inspiring pictures and write a story or a poem by observing them in their own perspective. Pictionary Competition also nurtures young poets and authors to think in a unique way to express their ideas. Large number of students participated and showcased their talent in writing story and poem. Mrs. Jeevitha D. and Mrs. Renuthakshi coordinated the programme.

Hindi Department

Essay Writing : The department conducted an essay writing competition on 14th July 2016 on the topic "Make in India" and "Abyaas vyakthi ko poorna banatha hai", with the objective of improving the writing skills of the students, to enhance their spontaneous thinking and to enrich their language skills. It also gave them a platform to express their views and ideas. Mrs. Shalini and Mrs. Jyothi coordinated the programme.

Commerce Association

Video Review : The association conducted a video review for the final year BBM on the topic "Team Spirit and helpful nature" on 12th July 2016. The objective of the programme was to make the students aware about the importance of team work in the corporate work culture and develop team spirit among them. The students participated enthusiastically.

Book Review : The association organized a book review on E-Business and E-Commerce Management, Dave Chaffey on 18th July 2016 for the benefit of III B.com students, by Ms. Nishmitha. The objective of the review was to develop critical reading skills by identifying the author's perspective.

The author's main aim is to provide a comprehensive guide to all aspects of deploying E-Business and E-Commerce within an organization, and to practice these principles. The book proved to be beneficial in implementing E-Business and E-Commerce. Mr. Thilakraj G. coordinated the programme

Group Discussion : The department organized a group discussion on the topic 'Brixit' on 25th July 2016. The objective was to enhance the students' communication skills and also to learn group dynamics. The activity helped the student's to update their knowledge on current issues. Mr. Thilakraj G. coordinated the programme

Business Quiz : On 25th July 2016 the association conducted a business quiz on current issues, GK, Business world and modern developments in commerce. Large number of students participated in the quiz. The competition helped students to improve their knowledge.

Collage : On 29th July 2016 the association organized collage competition on the topic 'Brixit'. This competition helped the students to exhibit their creative and analytical

skills. The competition enhanced the students' creative skills and to gain knowledge on the theme Brixit. Event was judged by Mrs. Smitha and Mr. Thilakraj G.

Economics Department

Book Review : A book review on "The Economy of Modern India" by B.R Tomlinson was conducted for the benefit of III BBM students on 27th July 2016. The review was done by Ms. Prithvi K.V. of III BBM 'A'. The objective of the review was to develop critical reading skills by identifying the author's perspective. It helped to analyze, evaluate and judge the content of the book. B.R Thomlinson mentioned that the hastened growth of economy in India has brought progress and changes on areas like agriculture, trade and manufacturing industries in its journey from 1860 to recent 2010. The author has gained the attention of all economists. This book will serve as a guide to those who wish to know the economic changes that took place in India. It also depicts the way how the country has won against political, social barriers and rigid laws. Mrs. Shashikala K.G coordinated the programme.

Debate : Economics department conducted a debate competition on 28th July 2016 on the topic "Mobile Banking". The objective was to enlighten the students about advantages and disadvantages of mobile banking. Students actively participated and the programme made them gain knowledge on mobile banking.

HR Association

Book review : The association organized a book review on 28th July 2016. Ms. Ashini Satish Shanbhag of I BBA reviewed the book on "Career women and work life balance" by Dr. B. Revathy and Dr. C. Beetha. The objective was to brief students about the new books available in the field of Human Resource Management and to encourage them to read such books.

Fine Arts Association

Wealth out of waste : The association organized a "Wealth out of waste" competition on 28th July 2016. This competition helped the students to bring out their creativity and innovative ideas. Large number of students participated. The competition was judged by Mrs. Veena D. Kotian and Ms. Sowmya Hegde.

Marketing Association

Paper presentation : The association organized a paper presentation on the topic "Cases on RTI Act" for I B.com on 12th July 2016 by Mr Samradh. The objective of the programme was to improve the presentation skills and enrich the knowledge of the students.

Book Review : The association organized a book review on "Electronic marketing in the 21st century" by Prof. D. Gopalakrishna. It was conducted by Fathima Mishcuath of II BA (HRD). The objective was to develop reading skills



and identify the author's perspective. The book is an inspirational outcome during the author's stay in the United States. He enlightens us about the dominance of electronic or online marketing in the developed countries and how developing countries like India use it only in certain spheres of business marketing. This is because they could not make a dashing headway due to structural impediments and divisions. This book will serve as a guide to those who wish to know or make a change in the technological aspects of marketing in India and other developing countries; and also know the drawback of previous methods used. Mrs. Kavitha Prabhu coordinated the programme.

Fest Forum

IT Training : A training programme was organized for I BCA students on 12th and 13th July, 2016 by Fest Forum Association at 4 pm in their respective class rooms. The objective of this training programme was to enlighten the students about the various IT Fest events, to improve the communication and technical skills, to recognize the aspiring talents, to give a broader vision of how to face IT Fests with confidence, to develop positive attitude and to train every first year student about information technology.

A brief introduction of the session was given by the fest forum secretary Mr. Shivaprasad Bhat of III BCA 'B'. The team members briefed about the various events such as Coding, Web Designing, IT Quiz, IT Bulletin, IT Debate, Allegation, Group Discussion, Treasure Hunt and Stress Interview. A demo of different events was also displayed. The students actively participated in the programme. This training made the students to know about variety of activities organized in the various fests and also increased their confidence and competency level. Mr. Arun F. Sequeira coordinated the programme.

Management Training : A training programme was organized for the first year students of BBA, B.Com, BA (HRD) by Fest Forum Association on 11, 12, 14, 15 and 19 July 2016 at 3.00 p.m. in their respective class rooms. The training programme was organized by final year students. The objective of the training programme was to disseminate useful information and knowledge to the students which enable and motivate them to participate in various management fests. The students were given a brief introduction of the opportunities that are available to them and the exposure they receive by attending the training programmes and fests. A demonstration of product launch was given to the students. The programme was successful in creating awareness about the various dimensions of management and training programme and also helped them to develop self-confidence. Mrs. Veena D. Kotian and Mr. Arun F. Sequeira coordinated the programme.

STAFF ACHIEVEMENT

Mrs. Aruna P. Kamath

- Attended an interactive RUSA meeting on 17th June 2016 at Central College, Bangalore
- Was the Chief Guest for the inaugural function of workshop on Soft Skills organized by Sri Gokarna Mutt, Carstreet, Mangaluru on 30th July 2016.

Mrs. Smitha M.

- Attended one day FDP on "Case method of teaching and case writing" organized by Dept. of Business Administration, St. Joseph Engineering College, Vamanjoor on 12th July 2016.

Mrs. Manju H.

- Attended one day workshop on Revised B.Com. V and VI Semester Curriculum held at Sri Durga Parameshwari Temple First Grade College, Kateel on 19th July 2016 organized by Mangalore University Commerce Teacher's Association(R) and S.D.P.T. College, Kateel.

Mr. Thilak Raj

- Attended one day workshop on Revised B.Com. V and VI Semester Curriculum held at Sri Durga Parameshwari Temple First Grade College, Kateel on 19th July 2016 organized by Mangalore University Commerce Teacher's Association(R) and S.D.P.T. College, Kateel.

Mrs. Shalini Devadiga

- Attended one day General Hindi workshop on 28th June, 2016 for Employees of Mangalore Zone at Corporation Bank, Zonal office, Mangalore. As Resource person to take a section on General Hindi Grammar.

Mrs. Veena D. Kotian

- Attended one day workshop on Revised B.Com. V and VI Semester Curriculum held at Sri Durga Parameshwari Temple First Grade College, Kateel on 19th July 2016 organized by Mangalore University Commerce Teacher's Association(R) and S.D.P.T. College, Kateel.

Mrs. Rashmi T.

- Attended one day workshop on Revised B.Com. V and VI Semester Curriculum held at Sri Durga Parameshwari Temple First Grade College, Kateel on 19th July 2016 organized by Mangalore University Commerce Teacher's Association(R) and S.D.P.T. College, Kateel.

Mrs. Deepashree G. Shenoy

- Attended one day workshop on Revised B.Com. V and VI Semester Curriculum held at Sri Durga Parameshwari Temple First Grade College, Kateel on 19th July 2016 organized by Mangalore University Commerce Teacher's Association(R) and S.D.P.T. College, Kateel.

Mr. Deviprasad

- Attended one day workshop on Revised B.Com. V and VI Semester Curriculum held at Sri Durga Parameshwari Temple First Grade College, Kateel on 19th July 2016 organized by Mangalore University Commerce Teacher's Association(R) and S.D.P.T. College, Kateel.



PLAN OF ACTION FOR THE YEAR 2016-17

Name of the Association	:	STUDENT COUNCIL
Staff Coordinator	:	Mrs. Gayathri K. Mrs. Renuthakshi
Student Coordinators	:	Ms. Kriti Nahata III BBMA Ms. Sushmitha S. III BBM A
Class representatives	:	III BBM A Shrishail Gadyal & Roshni C III BBM B Sheryl Aiman & Yash Sharma III BBM C Hisham Hafeez & Sneha Palekar III BCOM Anston Robin & Rakshitha Rao B III BCA A Pavan & A. G. Monisha III BCA B Akarsh Naveen Chandra & Salmath Nafiya III BA(HRD) Mohammed Ashhar & Karishma
Student Secretaries	:	I BBA'A' Siddhanth Gowda & Sanjana Karkera I BBA'B' Mohammed Anas & Shreya I BBA'C' Sucheth P C & Rashmi Ramesh Acharya I BCOM Samradh Shetty & Kriti Pal I BCA 'A' Manish B Karkera & Reshma P N I BCA 'B' Rahul K Uchil & Payal Shetty I BA (HRD) Pranit Kotian & Advitha A II BBM 'A' Deeksha & Nikith Kottari II BBM 'B' Abu Hysum Damudi & Madeeha Shaikh II BBM 'C' Princeton & Melissa D'Souza II BCOM Sathwik Bharadwaj & Disha II BCA 'A' Govind Chowdari & Rasha Sayyed Raeeq II BCA 'B' Mohammad Safwana & Swetha M II BA (HRD) Kishan M & Shetty Raksha
Motto/Vision of the Association	:	<i>Working Together Works</i>
Theme Given for this year's activities	:	<i>Empowering To Lead</i>
Plan of Action (Month Wise)	:	(Skill enhancement program/any other)

<i>Month</i>	<i>Date</i>	<i>Nature of the Activity</i>
June	30-06-2016	Orientation for first year students
July	01-07-2016	Brainstorming Sessions
	15-07-2016	Leadership Training
	23-07-2016	Student Council Inauguration
	26-07-2016	Value Education for students
	August	15-08-2016
September	05-09-2016	Teachers Day Celebration
	12-09-2016	Traditional Day Celebration
	January	18-01-2017
February	26-01-2016	Republic Day
	03-02-2017	Sports Day
	17-02-2017	Prize Distribution Ceremony, College Day



Name of the Association	:	FINANCE (FONDOS)			
Staff Coordinator	:	Mr. Gururaj G.			
Members	:	Mrs. Gayathri K. Ms. Sowmya Hegde Mr. Deviprasad			
Student Coordinators	:	Mr. Mohammad Rahib	III BBM A,	Ms. Alfia Sultana	III BCOM
Student Secretaries	:	III BBM A	Kevin	: III BCA A	Rachana Nayak
	:	III BBM B	Evita Nazareth	: III BCA B	Nidha Nausheen
	:	III BBM C	Hemalatha	: III BA(HRD)	Michel Fabian Brank
	:	III BCOM	Nisha Thanzim		
Class secretaries of I & II years	:	I BBA 'A'	Azeem Abdul Razak	: II BBM 'A'	Vintha Veigas
	:	I BBA 'B'	Vaibhav Jagadeeshan	: II BBM 'B'	Nidhi Bhandarkar
	:	I BBA 'C'	Vaishali Kudva	: II BBM 'C'	Sharal Saldanha
	:	I BCOM	Anusha Shenoy B. R.	: II BCOM	Deepika
	:	I BCA 'A'	Sanjana Kotian	: II BCA 'A'	Praneeth J. Shetty
	:	I BCA 'B'	Ramanth A. Prabhu	: II BCA 'B'	Nagalaxmi
	:	I BA (HRD)	Varun Shetty	: II BA (HRD)	Sharanu P. C.
Motto/Vision of the Association	:	<i>To enhance the financial analysis skills of the students</i>			
Theme given for this year's activities	:	<i>Evolving effective technique for healthy finance</i>			
Plan of Action (Month Wise)	:	(Skill enhancement program/any other)			
Month	Date	Nature of the Activity			
July	14-07-2016	Inauguration and Orientation			
	18-07-2016	Money Talk			
	28-07-2016	Financial Crossword and Treasure Hunt			
August	25-08-2016	Paper Presentation			
September	14-09-2016	Bid and Win Written, Quiz Competition			
December	20-12-2016	An argument- debate on a given topic (Make my Portfolio)			
January	17-01-2017	Finance Collage			

Name of the Department	:	BUSINESS LAW		
Moto / Vision of the Department	:	<i>To develop the knowledge of students to meet the challenges of business law of various sectors</i>		
Plan of Action (Month Wise)	:	(Guest lecture, extension activities, student paper presentation, book review, group discussion, paper publications, minor research, small group field visit, guest lecturers, extension activities / any other)		
<i>Month</i>	<i>Date</i>	<i>Nature of the Activity</i>	<i>Faculty Incharge</i>	
July	14-07-2016	Case Analysis Competition	Mrs. Deepashree Shenoy	
	20-07-2016	Minor Research Project by the students	Ms. Priya Kamath	
August	10-08-2016	Guest Lecture	Mrs. Deepashree Shenoy	
	17-08-2016	Pick and Speak Competition	Ms. Priya Kamath	
	30-08-2016	Extension activity	Mrs. Deepashree Shenoy & Ms. Priya Kamath	
September	07-09-2016	Book Review by student	Mrs. Deepashree Shenoy	
	20-09-2016	Debate Competition	Ms. Priya Kamath	
December	20-12-2016	Business Quiz Competition	Mrs. Deepashree Shenoy	
January	11-01-2017	Students minor research -preparation of project	Ms. Priya Kamath	
	24-01-2017	Group Discussion	Mrs. Deepashree Shenoy	
February	15-02-2017	Guest Lecture	Mrs. Deepashree Shenoy	
March	14-03-2017	Student's minor research project-submission of final report	Ms. Priya Kamath	



Name of the Association	:	MARKETING ASSOCIATION (Venta)
Staff Coordinator	:	Mrs. Deepashree G. Shenoy
Members	:	Mrs. Shwetha Y. Mrs. Kavitha Prabhu Mrs. Rashmi T.
Student Coordinators	:	Ms. Vindhya Amin IIIIBM C Mr. Vinod D'Souza III BCOM
Student Secretaries	:	III BBM A Shri Vibhu III BBM B Asma Inayathulla III BBM C Vindhya III BCOM Oswin D'Souza III BCA A Pooja M Acharya III BCA B Karishma U. Kulal III BA(HRD) Mohammed Ishtiab Sheikh
Class secretaries of I & II years	:	I BBA'A' Anusha Pavaskar I BBA'B' Aisha Maimoona I BBA'C' Rahul Krishnan I BCOM Saksha S. I BCA 'A' Krithi I BCA 'B' Muhammed Sahad I BA (HRD) Heeram Choudahary II BBM 'A' Rishabh II BBM 'B' Rumulla Nisha Pinto II BBM 'C' Princeton II BCOM Ayshath Hanan K. A. II BCA 'A' Afnaz II BCA 'B' Shaista II BA (HRD) Nafla
Motto/Vision of the Association	:	To create an awareness among students about various dimensions of marketing.
Theme given for this year's activities	:	<i>Innovate and explore</i>
Plan of Action (Month Wise)	:	(Skill enhancement program/any other)
<i>Month</i>	<i>Date</i>	<i>Nature of the Activity</i>
July	12-07-2016	Orientation
	20-07-2016	Brand Wars
	27-07-2016	Flash Marketing
	29-07-2016	Treasure Hunt
August	10-08-2016	Extension Activity
	15-08-2016	Tagline
	24-08-2016	Jingle Writing
September	30-08-2016	Crossword
	06-09-2016	Caption Writing
	15-09-2016	Product Launch
	27-09-2016	Turncoat
January	03-01-2017	Mad-Ad
	09-01-2017	Ad Copy Writing
	11-01-2017	Logo Quiz
February	08-02-2017	Logo Designing



Name of the Association	:	HUMAN RESOURCE ASSOCIATION (Resource Hub)
Staff Coordinator	:	Mrs. Preethika Dharmapal
Members	:	Mr. Thrishanth Kumar Mrs. Anasuya Ms. Parinitha Salian
Student Coordinators	:	MS. Ashna P. Kothari III BBM A Ms. Aishwarya Kudigram III BBM B
Student Secretaries	:	III BBM A Harshitha V. III BBM B Aishwarya III BBM C Prathiksha III BCOM Preksha S. III BCA A Aditya Sampath Kumar Rao III BCA B Joshwa Alister Warthika III BA(HRD) Naheeda
Class secretaries of I & II years	:	I BBA'A' Ashwini Shanbhag I BBA'B' Ayesha Anam I BBA'C' Sunaiza I BCOM Reethi Shetty I BCA 'A' Sagar M. I BCA 'B' Thwisha Y Amin I BA (HRD) Amra Zuman II BBM 'A' Meghana M. II BBM 'B' Ramya B. II BBM 'C' Deekshith II BCOM Vishal S. Nayak II BCA 'A' Nagaraj Bhat K. II BCA 'B' Akash Raja II BA (HRD) Deeksha Shetty
Motto/Vision of the Association	:	<i>To be Innovative rather than Imitative.</i>
Theme given for this year's activities	:	<i>New Ideas. Better HR</i>
Plan of Action (Month Wise)	:	(Skill enhancement program/any other)
<i>Month</i>	<i>Date</i>	<i>Nature of the Activity</i>
July	27-07-2016	Orientation and Inauguration.
August	06-08-2016	Extension Activity
	08-08-2016	First Impression
	11-08-2016	Just A Minute
	22-08-2016	Mock Interview
	September	02-09-2016
	06-09-2016	Flip Side
	09-09-2016	Allegations
	14-09-2016	Character Showdown
	20-09-2016	Paper Presentation
	22-09-2016	HR Case Studies
December	20-12-2016	Radio Tantra
January	18-01-2017	Networking



Name of the Association	:	COMMERCE ASSOCIATION (Commercio)
Staff Coordinator	:	Mr. Thilak Raj
Members	:	Mrs. Manju H. Mrs. Veena D Kotian
Student Coordinators	:	Ms. Nishmitha Salian III BBM A Ms. Sakshi Jain III BCOM
Student Secretaries	:	III BBM A Navish Acharya III BBM B Chaithra Shree III BBM C Trupthi B. A. III BCOM Samitha S. III BCA A Sinchana C. V. III BCA B Aishwarya K. V. III BA(HRD) Nishal
Class secretaries of I & II years	:	I BBA'A' Roshni Meena I BBA'B' Sumukh S Shetty I BBA'C' Manasa I BCOM Lavanya C. M. I BCA 'A' Adline Sandra D'mello I BCA 'B' Pooja Anand Chowta I BA (HRD) Parinitha II BBM 'A' Amina Sana II BBM 'B' Shezad II BBM 'C' Keerthan R. M. II BCOM Manoj Kumar II BCA 'A' Mohammed Faahiz II BCA 'B' Shrijith R. II BA (HRD) Najeela Begam
Motto/Vision of the Association	:	<i>To equip students qualified in competitive employment market by integrating academia with value based advice and professional skills</i>
Theme given for this year's activities	:	<i>Invention for perfection</i>
Plan of Action (Month Wise)	:	(Skill enhancement program/any other)
<i>Month</i>	<i>Date</i>	<i>Nature of the Activity</i>
July	25-07-2016	Inauguration
	26-07-2016	Orientation
	28-07-2016	Business Quiz
	29-07-2016	Collage
August	10-08-2016	Flip Side
	22-08-2016	Research Papers
	29-08-2016	TAG-O-PACKET
September	14-09-2016	Meet the CEO
	26-09-2016	Pick and Speak
December	09-12-2016	Paper Presentation
	15-12-2016	Debate on Current Issues
January	04-01-2017	Treasure Hunt
	19-01-2017	Business Proposal
February	08-02-2017	Guest Lecture
	21-02-2017	Mock Press
Extension activities :	Visiting PU Colleges and informing them about D-Mat accounts, banking trans actions etc.	



Name of the Association	:	SCAN ASSOCIATION			
Staff Coordinator	:	Mrs. Deepa D. Hegde			
Members	:	Mrs. Divya Uchil Mr. Arun F. Sequeira Mrs. Shashikala Shetty Mrs. Soumya Jyothi Mrs. Shashiprabha Mrs. Reshmi B. R.			
Student Coordinators	:	Mr. R.K. Nikash III BCA 'A', Mr. Elvin Shawn D'Souza III BCA 'B'			
Student Secretaries	:	III BBM A	Sowgandh	: III BCA A	Durgashree R.
	:	III BBM B	Karthik	: III BCA B	Anusha M.
	:	III BBM C	Kevan Kaneria	: III BA(HRD)	P Ravindra Kamath
	:	III BCom	Stanly		
Class secretaries of I & II years	:	I BBA 'A'	Manisha Kunder	: II BBM 'A'	Aditya
	:	I BBA 'B'	Nidhi B. Gambhira	: II BBM 'B'	Bharath Kumar K.
	:	I BBA 'C'	Thaseen	: II BBM 'C'	Shripradha
	:	I BCom	Lavanya	: II BCom	Ashwini V. Rai
	:	I BCA 'A'	Prathiksha Rai	: II BCA 'A'	P L Nishanth Bhat
	:	I BCA 'B'	Syed Junaid Iqbal	: II BCA 'B'	Abilash Shenoy
	:	I BA (HRD)	Shashank U.	: II BA (HRD)	Meghana
Motto/Vision of the Association	:	<i>Empowering the students to excel in the field of technology and improve their computing skills to be the best in corporate world.</i>			
Theme given for this year's activities	:	<i>'Enhancing Lives through Technology.'</i>			
Plan of Action (Month Wise)	:	(Skill enhancement program/any other)			
<i>Month</i>		<i>Date</i>	<i>Nature of the Activity</i>		
July		26-07-2016	SCAN Association Inauguration		
		27-07-2016	Memory Test		
		28-07-2016	Color Spray (Paint Brush)		
		29-07-2016	Guess the Part		
August		09-08-2016	Snap-Up (Quick Hands)		
		10-08-2016	Toggle-Toggle		
		12-08-2016	IT Collage		
		17-08-2016	PowerPoint		
		19-08-2016	IT Quiz		
		24-08-2016	INSPIRE-2016		
September		02-09-2016	Tagger		
		08-09-2016	Captcha Cracker		
		20-9-2016	IT Debate		
December		19-12-2016	Web Designing		
		21-12-2016	Coding and Debugging		
January		03-01-2017	IT Best Manager		
		07-01-2017	Treasure Hunt		
February		08-02-2017	Product Launch		
		10-02-2017	Paper Presentation		
Extension activities:		1) 6 th August 2016 : Computer literacy given to the Government/Aided Schools. 2) 14 th January 2017: Computer literacy given to the Government/Aided Schools.			



Name of the Association	: LITERARY ASSOCIATION (Crown of Wisdom)
Staff Coordinator	: Mrs. Madhumathi J. Raja : Mr. Ashwin Mendonca : Mrs. Jeevitha D. : Mrs. Renuthakshi : Mrs. Jyothi : Mrs. Shalini Devadiga
Members	: Mrs. Shashiprabha : Mrs. Reshmi : Ms. Parinitha Salian : Mrs. Deepashree G. Shenoy
Student Coordinators	: Ms. Prithvi C. : III BCOM (English) : Ms. Manasa K. M. Hegde : III BCA 'A' (Kannada) : Mr. Jaspreet Singh : III BBM 'A' (Hindi)
Student Secretaries	: III BBM 'A' Harshitha Shetty : III BCA A Seethalaxmi P. : III BBM 'B' Keerthi : III BCA B Fathima K. : III BBM 'C' Heera Maria Alva : III BA(HRD) Khatheja Rasha : III BCOM Prithvi C.
Class secretaries I & II years	: I BBA 'A' Aayesha Zaheer : II BBM 'A' Pooja : I BBA 'B' Panchami P. N. : II BBM 'B' Deeksha G. : I BBA 'C' Prajna B. : II BBM 'C' Shfiq Rizwi : I BCOM Swaroop Kotian : II BCOM Manjushree Kamath : I BCA 'A' Vijitha V. : II BCA 'A' Chaya Dattatraya Bhat : I BCA 'B' Prathiksha Shetty : II BCA 'B' Saad Ismail E. K. : I BA (HRD) Charan Raj : II BA (HRD) Samantha D'Souza
Motto/Vision of the Association	: <i>"To sharpen the linguistic skills and to bring out the hidden talents/ creativity of the students."</i>
Theme given for this year's activities	: <i>Be the best diamond in the mine!</i>
Plan of Action (Month Wise)	: (Skill enhancement program/any other)
<i>Month</i>	<i>Date</i> <i>Nature of the Activity</i>
July	14 - 07 - 2016 Essay Writing Competition 26 - 07 - 2016 Pictionary Competition 29 - 07 - 2016 Debate
August	02 - 08 - 2016 Wrong people for the Wrong Job competition 10 - 08 - 2016 Elocution Competition 19 - 08 - 2016 Word Puzzle 29 - 08 - 2016 Story Narration Competition
September	02 - 09 - 2016 Pick and Speak 09 - 09 - 2016 Paper Presentation 15 - 09 - 2016 Poem Recitation Competition
October	13 - 10 - 2016 Slogan Writing Competition
December	19 - 12 - 2016 Poem Writing Competition 22 - 12 - 2016 Monologue - Enacting the personality
January	03 - 01 - 2017 Spell Me Competition
February	07 - 12 - 2017 Article Writing Competition 16 - 02 - 2017 Literary Quiz 21 - 02 - 2017 Story Writing Competition
Extensionactivities :	07 - 08 - 2016 Visit to a Government School 14 - 01 - 2017 Visit to an Old Age Home



Name of the Association	:	FINE ARTS (Kala Vaibhav)
Staff Coordinator	:	Mrs. Jyothi
Members	:	Mrs. Shalini
Student Coordinators	:	Mr. Mohammed Ashiq III BBM A Ms. Farhana Firoz III BBM B
Student Secretaries	:	III BBM A Mohammed Ashiq III BBM B Kishan Shetty III BBM C Bhavana III BCOM Jnaneshwari III BCA A Prajna III BCA B Sushmitha III BA(HRD) Anirudha Pawar
Class secretaries of I & II years	:	I BBA'A' Shivani Begane I BBA'B' Aditi D'Souza I BBA'C' Supreeth I BCOM Bhavani H. I BCA 'A' Prajna J Shetty I BCA 'B' Anushree Shenoy I BA (HRD) Vinay Prasad II BBM 'A' Deeksha II BBM 'B' Greeshma II BBM 'C' Shravan II BCOM Nisha II BCA 'A' Aditi Harish II BCA 'B' Anvitha II BA (HRD) Heera K.
Motto/Vision of the Association	:	'To Create Awareness About the Importance of Arts'
Theme given for this year's activities	:	'Art for Life'
Plan of Action (Month Wise)	:	(Skill enhancement program/any other)
<i>Month</i>	<i>Date</i>	<i>Nature of the Activity</i>
July	16-07-2016	Inauguration
	22-07-2016	Wealth out of Waste
August	13-08-2016	Sthavana Dina - College Anthem Singing Competition
	15-08-2016	Inter Class- Verity Competition
September	09-09-2016	Nail Art
	16-09-2016	Singing Competition
	24-09-2016	Traditional Day
January	02-01-2017	Flower Arrangement
	06-01-2017	Mehendi Competition
	20-01-2017	Pencil Sketch
February	01-02-2017	Dance Competition(Eastern & Western) Rangoli Competition (Powder & Non-Powder)
Extension activities :	07-08-2016	Planning to visit Govt. School
	14-01-2017	Planning to visit Orphanage



Name of the Association	:	SPORTS ASSOCIATION AND GAMES ASSOCIATION			
Staff Coordinator	:	Mr. Bharath Kumar Jain			
Student Coordinators	:	Mr. Machaiah P. C. III BBM C Mr. Rithesh Shetty III BCOM			
Student Secretaries Of III Years	:	III BBM A	Mishab Mohammad	: III BCA A	Vipul Kumar
	:	III BBM B	Thilak Raj	: III BCA B	Jeethesh
	:	III BBM C	Meldon Ricka Tauro	: III BA(HRD)	Ruthwik K.
	:	III BCOM	Nazreen		
Class secretaries of I & II years	:	I BBA'A'	Subramanya	: II BBM 'A'	Shagnik S. Raj
	:	I BBA'B'	Sawan Shetty V.	: II BBM 'B'	Ananthesh
	:	I BBA'C'	Suma	: II BBM 'C'	Sohan
	:	I BCOM	Abdul Samad	: II BCOM	Mahima Machamma
	:	I BCA 'A'	Nelson Jack Lobo	: II BCA 'A'	Suhag
	:	I BCA 'B'	Mohammed Shoiheb	: II BCA 'B'	Jithesh S. Shetty
	:	I BA (HRD)	Nisha Kotian	: II BA (HRD)	Tripti K.
Motto/Vision of the Association	:	To develop physical, spiritual, mental and social development of the students.			
Theme given for this year's activities	:	<i>"Sports Craft"</i>			
Plan of Action (Month Wise)	:	(Skill enhancement program/any other)			
<i>Month</i>		<i>Date</i>	<i>Nature of the Activity</i>		
July		21-07-2016	Inauguration of the Sports Association Activities		
		25-07-2016	Interclass Football Tournaments		
		27-07-2016	March Fast Interclass Rehearsal		
		28-07-2016	Participation in Independence Cup Football Tournaments		
August		02-08-2016	Interclass Table Tennis Tournaments, Tnterclass March Fast Competition		
		06-08-2016	Extension activities to the Govt. Higher Primary School Students		
		15-08-2016	Flag hoisting and Interclass March Fast Competitions		
		20-08-2016	Interclass Kabaddi Tournaments		
September		08 & 09-09-2016	Participation in Intercollegiate Swimming Competition		
		15 & 16-09-2016	Participation in Intercollegiate Badminton Tournaments		
		22-09-2016	Interclass Throw Ball Tournaments		
		23-09-2016	Selection trials of College Throw Ball Team		
October		05 & 06-10-2016	Interclass Badminton Men and Women Tournaments		
		13-10-2016	Selection trails for the Intercollegiate Kabaddi Team		
		16 & 17-10-2016	Participation in Intercollegiate Kabaddi Tournaments		
November		18-11-2016	Participation in Intercollegiate Cricket Tournaments		
		25-11-2016	Interclass Cricket Tournaments		
December		20-12-2016	Participation in Intercollegiate Football Tournaments		
January		12-01-2017	Participation in Intercollegiate Throw Ball Tournaments		
		18-01-2017	Interclass Chess Tournaments		
		20-01-2017	Interclass Volley Ball Tournaments		
February		03-02-2017	College Annual Athletic Meet		
		13-02-2017	Participation in Intercollegiate Basketball Tournaments		
March		17 to 22 -03-2017	Medical examination to all class students		
Extension activities	:	Badminton Coaching Camp to the students of the Govt.Higher Primary School in association with D.K. District Badminton Association by our association.			



Name of the Association	:	NSS		
Staff Coordinator	:	Mrs. Kavitha Prabhu		
	:	Mr. Devi Prasad		
Members	:	Mrs. Shalini		
Student Coordinators (College) (Camp)	:	Mr. Dhanush Shetty	II BAHRD	
	:	Ms. Thanushree	II BCA	
	:	Mr. Nikhith	II BBM A	
	:	Ms. Pratheeksha	II BBM C	
	:	Mr. Dheeraj	II BCOM	
	:	Ms. Rashmi	II BCOM	
Student Secretaries of III Years	:	III BBM 'A'	Kavitha	
	:	III BBM 'B'	Manjusha Unnikrishnan	
	:	III BBM 'C'	Priyanka S.	
	:	III BCOM	Sunena	
	:	III BCA 'A'	Shreemadhura	
	:	III BCA 'B'	Mohith	
	:	III BA (HRD)	Abhishek	
Class secretaries of I & II years	:	I BBA 'A'	Sushma Bangera	: II BBM 'A' Jaydev Hiranya
	:	I BBA 'B'	Yash R. Sanil	: II BBM 'B' Kavanashree Alva
	:	I BBA 'C'	Vaishnavi	: II BBM 'C' Prathiksha
	:	I BCOM	Sameeksha	: II BCOM Rashmi C Rai
	:	I BCA 'A'	Aishwarya	: II BCA 'A' Nishmitha Latish Suvarna
	:	I BCA 'B'	Sanjana S. Pai	: II BCA 'B' Varshitha D.
	:	I BA (HRD)	Mranal Shetty	: II BA (HRD) Dhanush Shetty

Motto/Vision of the Association : ***Not Me But You***

Theme given for this year's activities : ***Youth for Science and Scientific Thinking***

Plan of Action (Month Wise) : Skill enhancement program/any other)

Month	Date	Nature of the Activity
July	08-07-2016	Orientation for 1st year students
	13-07-2016	Inauguration
	24-07-2016	One Day Camp
	29-07-2016	Vanamahotsava
August	05-08-2016	Campus Cleaning
	21-08-2016	One Day Camp
	22-08-2016	Sadhbhavana Day Celebration
September	13-09-2016	Orphanage Visit
	21-09-2016	Guest Lecture
October	05-10-2016	Aids Awareness Programme
	09-10-2016	Street Play
December		Annual Special Camp
January		Blood Donation Camp
		Campus Cleaning
		Youth Awareness Programme
February		Street Play
		Programme on Human Right for Youth
March		Valedictory



Name of the Association	:	RED CROSS
Staff Coordinator	:	Mr. Prasanna Kumar T. Mrs. Renuthakshi
Student Coordinators	:	Mr. Prajwal III BCA A Ms. Rashmi III BCOM
Student Secretaries	:	III BBM A Dharmavaram III BBM B Nisha V. Amin III BBM C Rakshith Shetty III BCOM Prabhashri III BCA A Prajwal III BCA B Ashwini Ganesh Devadiga III BA(HRD) Yathil K.
Class secretaries of I & II years	:	I BBA'A' Nishanth N. I BBA'B' Mohammed Ruwais I BBA'C' Fathima Simran I BCOM Sreeja I BCA 'A' Nashath Moideen I BCA 'B' Olivia Jane Lobo I BA (HRD) Amar Raj II BBM 'A' Zourath Rayana II BBM 'B' Ananya A. Hedge II BBM 'C' Varsh Pai II BCOM Ashwid Anwar II BCA 'A' Harshitha II BCA 'B' Sushmitha Queeny D'Souza II BA (HRD) Dilan V. Pereira
Motto/Vision of the Association	:	<i>To sustain socio-economic welfare of society</i>

Theme given for this year's activities : ***Health & Safety Management***

Plan of Action (Month Wise) : (Skill enhancement program/any other)

<i>Month</i>	<i>Date</i>	<i>Nature of the Activity</i>
July	15-07-2016	Orientation & Inauguration Program
August	10-08-2016	FIRST AID Training Program
	19-08-2016	Guest Lecture on Disaster Management
September	10-09-2016	One Day Camp to visit Vridhashrama & Orphanages
October	01-10-2016	Disaster Management Training Programme in association with Indian Red Cross Society.
November	25-11-2016	Guest Lecture on Corporate Social Responsibility
December	23 & 24-12-2016	One Day Camp, Street Play
January	11-01-2017	Health Camp-Kanyar
	25-01-2017	Wealth out of waste
February	11-02-2017	Sports Meet to Govt. School Students.
	09-02-2017	Blood Donation Camp
March	03-03-2017	Guest Lecture on Safety Management
April	06-04-2017	To visit NMPT
	24-04-2017	Valedictory Function



Name of the Association	:	FEST FORUM (Talent Hunt)
Staff Coordinator	:	Mrs. Veena D. Kotian Mr. Arun F. Sequeira
Members		
Student Coordinators	:	Mr. Shivaprasad Venkatraman Bhat III BCA A Mr. Canute Warren D'Costa IIIIBM C
Student Secretaries	:	III BBM A Jestine Danti III BBM B Elton Veigas III BBM C Canute D'costa III BCOM Shivani III BCA A Saavan Kumar III BCA B Deepak R. S. III BA(HRD) Jacob M. Johnson
Class secretaries of I & II years	:	I BBA'A' Sonal I BBA'B' Rudresh Arora I BBA'C' Krithi Shetty I BCOM Lavanya I BCA 'A' Chaithra K. I BCA 'B' Soujanya M. I BA (HRD) Mohammed Aneez II BBM 'A' Sauparnika B. Rai II BBM 'B' Jayant Jain II BBM 'C' Sagareeka Nayak M. II BCOM Kaveramma M. V. II BCA 'A' Rajath Balachandra Hegde II BCA 'B' Rayesh Rai II BA (HRD) Mishcuath Fathima
Motto/Vision of the Association	:	<i>To provide a platform for every student to face the global exposure of the corporate world.</i>
Theme given for this year's activities	:	<i>"Sculpting Talents"</i>
Plan of Action (Month Wise)	:	(Skill enhancement program/any other)
Month	Date	Nature of the Activity
July	11 to 15-07-2016	Management and IT training for first years.
	18 to 22 -07-2016	Genesis Training.
August	06-08-2016	Extension Activity.
	24-08-2016	Organizing Genesis
September		Sending student to various Management and IT fests.
December		Preparation for Sygma and Synergy.
January		Sending student to various Management and IT fests.
Extension activity		Organizing Sygma and Synergy.
		Sending student to various Management and IT fests
February		Sending student to various Management and IT fests
March		Sending student to various Management and IT fests
Extension activities	06-08-2016	Giving training to first year students of different degree colleges.
	14-01-2017	Skill based activity to school / PUC students.



Name of the Association	:	PLACEMENT CELL
Staff Coordinator	:	Mrs. Sowmya Jyothi
Members	:	Mr. Prasanna Kumar T. Mrs. Anasuya
Student Coordinators	:	Ms. Jnaneshwari, III BCOM
Student Secretaries	:	III BBM A Padmasmith III BBM B Chiranth III BBM C Likhitha Rao III BCOM Tushar S. III BCA A Kawyashree III BCA B Sharafath Sulaiman III BA(HRD) Angela Viola Alvares
Motto/Vision of the Association	:	To achieve high placements for all eligible and interested students.
Theme given for this year's activities	:	'Path to bright career'
Plan of Action (Month Wise)	:	(Skill enhancement program/any other)
<i>Month</i>	<i>Date</i>	<i>Nature of the Activity</i>
July	27-07-2016	Orientation Program and Inauguration
August	09-09-2016	Guest Lecture on Career Development
September	09 & 10-09-2016	Training program on How to Face Interview
October	12-10-2016	Extension activities for the High School/PUC students on higher education.
December	21-12-2016	Guest lecture on how to face Entrance Examination(CAT/MAT/PGCET)
January	09-01-2017	Awareness program on Campus Interview
	10-01-2017	Organizing On-Campus Placement Drive
February		Off-campus Placement
March		Extension activities: Career Counseling

Name of the Department	:	ECONOMICS	
Motto / Vision of the Department	:	To create awareness among students regarding recent trends in economics.	
Plan of Action (Month Wise)	:	(Guest lecture, extension activities, student paper presentation, book review, group discussion, paper publications, minor research, small group field visit, guest lecturers, extension activities / any other)	
<i>Month</i>	<i>Date</i>	<i>Nature of the Activity</i>	<i>Faculty Incharge</i>
July	18-07-2016	Debate competition	Shashikala K.G
	20-07-2016	Book Review by the students	Shashikala K.G
	20-07-2016	Minor Research to students	Shashikala K.G
	26-07-2016	Student Faculty Programme	Shashikala K.G
August	09-08-2016	Guest Lecture on utilization of Current Capital Money	Shashikala K.G
	17-08-2016	Paper Presentation Competition	Shashikala K.G
	06-08-2016	Extension Activity at Mudipu Govt. P.U. College	Prasanna Kumar
September	10-09-2016	Industrial visit to KIOCL, Panambur, Mangalore	Prasanna Kumar
	14-09-2016	Seminar on Brexit Europe Britain Issue	Prasanna Kumar
	23-09-2016	Student Faculty Programme	Prasanna Kumar
December	22-12-2016	Paper Publications	Shashikala K.G &
	27-12-2016	Group discussion - Digital Banking	Prasanna Kumar
January	10-01-2017	Guest Lecture on LIC Service Scheme	Prasanna Kumar
	14-01-2017	Extension activity at Vitla Govt. High School	Prasanna Kumar
	17-01-2017	Economics Quiz	Shashikala K.G
February	16-02-2017	Industrial visit to NMPT, Panambur	Prasanna Kumar
	21-02-2017	Group discussion	Shashikala K.G
March	02-03-2017	Paper presentation on Entrepreneurship with focus on Digital Ecosystem “	“
	03-03-2017	Paper presentation on Social Entrepreneurship and Managerial Skills “	“
	04-03-2017	Paper presentation on Economic Agriculture	Shashikala K.G



Name of the Association	: ROVERS AND RANGERS
Staff Coordinator	: Mr. Gururaj G. : Dr. Jyothi
Student Coordinators	: Mr. Dhanush III BBM A Ms. Prathiksha K. III BBM C
Student Secretaries	: III BBM A Jaspreth Singh : III BCA A Karthik M : III BBM B Prajwal : III BCA B Deekshitha : III BBM C Akshay Shetty : III BA(HRD) Vignesh : III BCOM Parikshith
Class secretaries of I & II years	: I BBA'A' B. H. Raksha : II BBM 'A' Meghana Prabhu : I BBA'B' Ashish Prasad : II BBM 'B' Srivastav K. C. : I BBA'C' Sharan Shetty : II BBM 'C' Nidhi B. Rao : I BCOM Aishwarya V. : II BCOM Shriraksha V. S. : I BCA 'A' Kumble Namratha Srinivas : II BCA 'A' Indrajith Ullal : I BCA 'B' Arpitha Shetty : II BCA 'B' Ashwini Kamath P. : I BA (HRD) Krithik R. Shetty : II BA (HRD) Ankitha N. Rai
Motto/Vision of the Association	: <i>Service to society</i>
Theme given for this year's activities	: <i>Service with love</i>
Plan of Action (Month Wise)	: (Skill enhancement program/any other)

Month	Date	Nature of the Activity
July	15-07-2016	Orientation
	20-07-2016	Inauguration
	27-07-2016	Tree Plantation
August	26-08-2016	Leadership Camp
	29-08-2016	Elocution Competition
September	10-09-2016	Medical Camp
	14-09-2016	Guest Lecture
December	18-12-2016	First Aid Training Program
January	13-01-2017	Visit to Animal Care
February	19-02-2017	Trekking
	22-02-2017	Debate on Social Issues

Name of the Association	: RESEARCH CELL
Staff Coordinator	: Mr. Thrishnath Kumar
Vision	: <i>To generate new knowledge by engaging in research activities by the Students.</i>
Plan of Action	: Encourage and motivate the students for research activities. : Organizing guest lecture and workshops on Research and allied areas. : Motivate students for publishing research papers in reputed journals. : Develop interactions with other reputed, industries, R&D organizations and academic institutions. : Conducting paper presentation competitions. : Arranging student faculty programmes and extension activities. : To seek continuous support through interaction with industries for current issues and to update the industrial practices. : To undertake collaborative projects which offer opportunities for long-term interaction with academia and industry. : To get grant by submitting quality project proposals to funding agencies. : Provide support facilities to the upcoming researchers to carry out their work through student minor research project sponsored by the management.



Name of the Department : **EDP CELL**

Moto/Vision of the Department : ***To promote entrepreneurial skills among budding.***

Theme : *Enhancement of entrepreneurial skills, competencies among students.*

Objectives :

- : To offer certified course on EDP.
- : To develop and strengthen entrepreneurial skill.
- : To motivate the students to go in for entrepreneurship.
- : To understand process and procedure involved in setting up small units.
- : To know the pros and cons of an entrepreneurship through interaction with entrepreneurs.
- : To know the source of help and support available for starting a small scale industry.

Lecturer in charge : Mrs. Supriitha A.

Member : Mrs. Veena. D. Kotian.

Student Coordinator : Ms. Farheen Banu III BBA 'C'

Month	Date	Nature of the activity	Faculty In charge
July	22-07-2016	Group discussion among students on a topic "various entrepreneurial opportunities".	Mrs. Supriitha
	29-07-2016	Case analysis competition.	Mrs. Veena D. Kotian
	29-07-2016	Minor Research project given to the students on a topic "A study on socio economic-status of women entrepreneurs in to D.K".	Mrs. Supriitha
August	06-08-2016	Extension activity to be conducted through field visit by students.	Mrs Supriitha
	26-08-2016	Guest lecture on a topic "Women Entrepreneurship".	Mrs. Veena D. Kotian
	26-08-2016	Students minor project - Questionnaire and data collection.	Mrs. Supriitha
September	08-09-2016	Debate competition on a topic "Is a Social Media worth the time and effort for a startup Entrepreneur".	Mrs. Veena D.Kotian
	09-09-2016	Essay writing competition on a topic "Emerging business opportunities for young Entrepreneurs"	Mrs. Supriitha
December	20-12-2016	Business quiz competition relating to entrepreneurship	Mrs. Supriitha
	20-12-2016	Student minor project analysis and interpretation.	Mrs. Veena D. Kotian
January	20-01-2017	Workshop on a topic "Entrepreneurial competencies"	Mrs. Veena D. Kotian
	14-01-2017	Extension activity. Students minor project -preparation of report.	Mrs. Supriitha
February	23-02-2017	Guest lecture on a topic "Awaken the entrepreneur within you".	Mrs. Veena D. Kotian
March	16-03-2017	Student's minor project submission of final report.	Mrs. Supriitha

