

Shri Dharmasthala Manjunatheshwara College of Business Management, Mangalore – 575003

The Annual Quality Assurance Report (AQAR) of the IQAC Part – A

AQAR for the year

2015-2016

Details of the Institution

1.1 Name of the Institution

Shri Dharmasthala Manjunatheshwara College of Business
Management

1.2 Address Line 1

M. G. Road

Address Line 2

Kodialbail

City/Town

Mangalore

State

Karnataka

Pin Code

575 003

Institution e-mail address

sdmcbm@sdmcbm.ac.in

Contact Nos.

0824-2494186

Name of the Head of the Institution:

Mrs. Aruna P. Kamath

Tel. No. with STD Code:

0824-2496980

Mobile:

9964142796

Name of the IQAC Co-ordinator:

Mr. Muralidhara Rao K. S.

Mobile:

9945370431

IQAC e-mail address:

iqac@sdmcbm.ac.in

1.3 NAAC Track ID (For ex. MHC0GN 18879)

8976

OR

1.4 NAAC Executive Committee No. & Date:

EC/53/RAR/14 dated 04-09-2010

(For Example EC/32/A&A/143 dated 3-5-2004.

This EC no. is available in the right corner- bottom of your institution's Accreditation Certificate)

1.5 Website address:

sdm.ac.in

Web-link of the AQAR:

<http://sdmcbm.ac.in/static/iqac/aqar.pdf>

For ex. <http://www.ladykeanecollege.edu.in/AQAR2012-13.doc>

1.6 Accreditation Details

Sl. No.	Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1	1 st Cycle	B	--	2004	Till 2009
2	2 nd Cycle	A	3.16	2010	Till 2015
3	3 rd Cycle				
4	4 th Cycle				

1.7 Date of Establishment of IQAC :

DD/MM/YYYY

30/07/2005

1.8 Details of the previous year's AQAR submitted to NAAC after the latest Assessment and Accreditation by NAAC ((for example AQAR 2010-11 submitted to NAAC on 12-10-2011)

- i. AQAR 17/08/2011 (DD/MM/YYYY)
- ii. AQAR 27/09/2012 (DD/MM/YYYY)
- iii. AQAR 22/05/2013 (DD/MM/YYYY)
- iv. AQAR 30/05/2014 (DD/MM/YYYY)
- v. AQAR 20/06/2015 (DD/MM/YYYY)
- vi. AQAR 20/05/2016 (DD/MM/YYYY)

1.9 Institutional Status

University State Central Deemed Private

Affiliated College Yes No

Constituent College Yes No

Autonomous college of UGC Yes No

Regulatory Agency approved Institution Yes No

(eg. AICTE, BCI, MCI, PCI, NCI)

Type of Institution Co-education Men Women

Urban Rural Tribal

Financial Status Grant-in-aid UGC 2(f) UGC 12B

Grant-in-aid + Self Financing Totally Self-financing

1.10 Type of Faculty/Programme

Arts Science Commerce Law PEI (Phys Edu)

TEI (Edu) Engineering Health Science Management

Others (Specify)

1.11 Name of the Affiliating University (for the Colleges)

Mangalore University, Karnataka

1.12 Special status conferred by Central/ State Government-- UGC/CSIR/DST/DBT/ICMR etc

Autonomy by State/Central Govt. / University

University with Potential for Excellence UGC-CPE

DST Star Scheme UGC-CE

UGC-Special Assistance Programme DST-FIST

UGC-Innovative PG programmes

Any other (*Specify*)

UGC-COP Programmes

2. IQAC Composition and Activities

2.1 No. of Teachers

2.2 No. of Administrative/Technical staff

2.3 No. of students

2.4 No. of Management representatives

2.5 No. of Alumni

2.6 No. of any other stakeholder and
community representatives

2.7 No. of Employers/ Industrialists

2.8 No. of other External Experts

2.9 Total No. of members

2.10 No. of IQAC meetings held

2.11 No. of meetings with various stakeholders:

No.

Faculty

Non-Teaching Staff

Students

Alumni

Others

2.12 Has IQAC received any funding from UGC during the year? Yes

No

If yes, mention the amount

3,00,000 to be utilized for 5
years (from 2012-2017)
sanctioned on 2013-31014

2.13 Seminars and Conferences (only quality related)

(i) No. of Seminars/Conferences/ Workshops/Symposia organized by the IQAC

Total Nos.

International

National

State

Institution Level

(ii) Themes

SEE ANNEXURE - 1

2.14 Significant Activities and contributions made by IQAC

SEE ANNEXURE - 2

2.15 Plan of Action by IQAC/Outcome

The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year *

Plan of Action	Achievements
In the beginning of the year various activities are planned. SEE ANNEXURE – 3.1	Most of the programmes are executed as per the plan of action. SEE ANNEXURE – 3.2

2.15 Whether the AQAR was placed in statutory body

Yes No

Management

Syndicate

Any other body

Provide the details of the action taken

All the suggestions given by the management and faculty in staff meeting were incorporated

Part – B

Criterion – I

I. Curricular Aspects

1.1 Details about Academic Programmes

Level of the Programme	Number of existing Programmes	Number of programmes added during the year	Number of self-financing programmes	Number of value added / Career Oriented programmes
PhD				
PG				
UG	04		04	
PG Diploma				
Advanced Diploma				
Diploma				
Certificate				11
Others				
Total	04		04	11

Interdisciplinary				10
Innovative				

SEE ANNEXURE – 4

✓

1.2 (i) Flexibility of the Curriculum: CBCS/Core/Elective option / Open options

(ii) Pattern of programmes:

Pattern	Number of programmes
Semester	04
Trimester	
Annual	

1.3 Feedback from stakeholders*

Alumni

Parents

Employers

Students

(On all aspects)

Mode of feedback : Online Manual Co-operating schools (for PEI)

SEE ANNEXURE – 5

1.4 Whether there is any revision/update of regulation or syllabi, if yes, mention their salient aspects.

College is affiliated to Mangalore University, University updates the syllabi once in 5 years. BA(HRD) course syllabus was updated in 2011-12, BBM and BCA course syllabus were updated in 2012-13.

1.5 Any new Department/Centre introduced during the year. If yes, give details.

No

Criterion – II

2. Teaching, Learning and Evaluation

2.1 Total No. of permanent faculty	Total	Asst. Professors	Associate Professors	Professors	Others
	35	05	01	--	29

2.2 No. of permanent faculty with Ph.D. 01- Completed ,05 (Pursuing)

2.3 No. of Faculty Positions Recruited (R) and Vacant (V) during the year	Asst. Professors		Associate Professors		Professors		Others		Total	
	R	V	R	V	R	V	R	V	R	V
	-	-	-	-	-	-	-	-	-	-

2.4 No. of Guest and Visiting faculty and Temporary faculty - - 04

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended	1	7	20
Presented papers	1	22	
Resource Persons			3

2.6 Innovative processes adopted by the institution in Teaching and Learning:

Industrial visits and report presentation, Organizational report writing, case analysis, Group discussion, role plays, ICT, Projects, Extension activities, Book Review

2.7 Total No. of actual teaching days during this academic year 94+94

2.8 Examination/ Evaluation Reforms initiated by the Institution (for example: Open Book Examination, Bar Coding, Double Valuation, Photocopy, Online Multiple Choice Questions) MCQ

2.9 No. of faculty members involved in curriculum 09

restructuring/revision/syllabus development
as member of Board of Study/Faculty/Curriculum Development workshop

SEE ANNEXURE – 6

2.10 Average percentage of attendance of students

91%

2.11 Course/Programme wise
distribution of pass percentage :

Title of the Programme	Total no. of students appeared	Division				
		Distinction %	I %	II %	III %	Pass %
BBM	270	15%	25%	26%	---	4%
BCA	114	55%	16%	1%	----	---
BA(HRD)	50	13%	31%	23%	-----	3%

2.12 How does IQAC Contribute/Monitor/Evaluate the Teaching & Learning processes :

- IQAC instruct all the lecturers to maintain daily lecture plans and submit it to the HOD's and to the Principal at the week end.
- It directs the examination committee to conduct two internal test and one viva voce to all the students in each semester
- It monitors skill enhancement programmes and co-curricular activities.
- It conducts dry run inspection once in a year to verify all the activities and events organized by various committees.
- It verifies various teaching methods adopted by the lecturers such as roleplays, assignments, paper presentations , case analysis etc.

2.13 Initiatives undertaken towards faculty development

<i>Faculty / Staff Development Programmes</i>	<i>Number of faculty benefitted</i>
Refresher courses	---
UGC – Faculty Improvement Programme	----
HRD programmes	38
Orientation programmes	38
Faculty exchange programme	5 BBM faculties take up MBA Classes
Staff training conducted by the university	35

Staff training conducted by other institutions	09
Summer / Winter schools, Workshops, etc.	----
Others	

2.14 Details of Administrative and Technical staff

Category	Number of Permanent Employees	Number of Vacant Positions	Number of permanent positions filled during the Year	Number of positions filled temporarily
Administrative Staff	21		01	
Technical Staff	02	--		

Criterion – III

3. Research, Consultancy and Extension

3.1 Initiatives of the IQAC in Sensitizing/Promoting Research Climate in the institution

SEE ANNEXURE - 7

3.2 Details regarding major projects NIL

	Completed	Ongoing	Sanctioned	Submitted
Number				
Outlay in Rs. Lakhs				

3.3 Details regarding minor projects

	Completed	Ongoing	Sanctioned	Submitted
Number	----	01		07
Outlay in Rs. Lakhs	-----	90,000		6 Lakhs

SEE ANNEXURE – 8

3.4 Details on research publications

	International	National	Others
Peer Review Journals			
e-Journals			
Conference proceedings		UGC sponsored National conference on “Green Marketing in India – Emerging Opportunities and Challenges”	

3.5 Details on Impact factor of publications:

Range Average h-index Nos. In SCOPUS

3.6 Research funds sanctioned and received from various funding agencies, industry and other organisations

Nature of the Project	Duration Year	Name of the funding Agency	Total grant sanctioned	Received
Major projects				
Minor Projects				
Interdisciplinary Projects				
Industry sponsored				
Projects sponsored by the University/ College				
Students research projects (other than compulsory by the University)	2015-16	Self Finnced		
Any other(Specify)				
Total				

3.7 No. Of books published i) With ISBN No. Chapters in Edited Books

ii) Without ISBN No.

3.8 No. Of University Departments receiving funds from

UGC-SAP CAS DST-FIST
DPE DBT Scheme/funds

3.9 For colleges Autonomy CPE DBT Star Scheme
INSPIRE CE Any Other (specify)

3.10 Revenue generated through consultancy

3.11 No. Of conferences organized by the Institution

Level	International	National	State	University	College
Number		01			
Sponsoring agencies		UGC			

SEE ANNEXURE – 9

3.12 No. Of faculty served as experts, chairpersons or resource persons

3.13 No. Of collaborations International National Any other

3.14 No. Of linkages created during this year

SEE ANNEXURE – 10

3.15 Total budget for research for current year in lakhs :

From Funding agency From Management of University/College

Total

3.16 No. Of patents received this year

Type of Patent		Number
National	Applied	--
	Granted	--
International	Applied	--
	Granted	--
Commercialised	Applied	--
	Granted	--

3.17 No. Of research awards/ recognitions received by faculty and research fellows of the institute in the year

Total	International	National	State	University	Dist	College
01	--	--	--	--	--	01

SEE ANNEXURE – 11

3.18 No. Of faculty from the Institution
who are Ph. D. Guides
and students registered under them

3.19 No. Of Ph.D. awarded by faculty from the Institution

3.20 No. Of Research scholars receiving the Fellowships (Newly enrolled + existing ones)

JRF SRF Project Fellows Any other

3.21 No. Of students Participated in NSS events:

University level State level
National level International level

3.22 No. Of students participated in NCC events: NA

University level	<input type="text" value="--"/>	State level	<input type="text" value="---"/>
National level	<input type="text" value="--"/>	International level	<input type="text" value="---"/>

3.23 No. Of Awards won in NSS:

University level	<input type="text" value="--"/>	State level	<input type="text" value="---"/>
National level	<input type="text" value="---"/>	International level	<input type="text" value="--"/>

3.24 No. Of Awards won in NCC: NA

University level	<input type="text" value="--"/>	State level	<input type="text" value="--"/>
National level	<input type="text" value="--"/>	International level	<input type="text" value="---"/>

3.25 No. Of Extension activities organized

University forum	<input type="text" value="01"/>	College forum	<input type="text" value="24"/>
NCC	<input type="text" value="NA"/>	NSS	<input type="text" value="04"/>
		Any other	<input type="text" value="10"/>

3.26 Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility

SEE ANNEXURE – 12

Criterion – IV

4. Infrastructure and Learning Resources

4.1 Details of increase in infrastructure facilities:

Facilities	Existing	Newly created	Source of Fund	Total
Campus area	1.3 acres	--	Management	1.3 acres
Class rooms	24	--	Management	24
Laboratories	03	--	Management	03
Seminar Halls	02	--	Management	02
No. Of important equipments purchased (\geq 1-0 lakh) during the current year.	17	06	Management	23
Value of the equipment purchased during the year (Rs. In Lakhs)	90,29,603	1,65,550	UGC & Management	91,95,153
Others	1,20,67,082	1,18,214	UGC & Management	1,21,85,296

4.2 Computerization of administration and library

The college administration uses management software called Educational Enterprise Resource Planning and Management System (EERPMS) for all purposes.

The library has a module in EERPMS called as WEB OPAC for bibliographical information and other purposes

4.3 Library services:

	Existing		Newly added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	23232	38,55,57	308	35,140	23598	39,22,481
Reference Books		2	58	31,769		
e-Books	N-List(INFLIBNET) 97000+e-books	5,725	97000+e-books	5,725		5,725
Journals	626	6,32,900	64	2,03,696		8,36,596
e-Journals	N-List(INFLIBNET) 6000+e-Journals	5,725	6000+e-Journal	5725		5725
	J-Gate 4400+e-Journals	67,326		4400+e-Journals	67,326	67,326

Digital Database						
CD & Video	1200				1200	
Others (specify)						

4.4 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Others
Existing	191	141		23		10	03	14
Added	---	---	---	---	---	---	---	---
Total	191	141		23		10	03	14

4.5 Computer, Internet access, training to teachers and students and any other programme for technology upgradation (Networking, e-Governance etc.)

<ul style="list-style-type: none"> * WiFi facility is provided to the staff and students. * Computers are provided in all the staff rooms, Library , Learning Resources Center and in the Labs to access internet facility. * The computer department staffs are available for any sort of guidance regarding technology. * Faculty Development Programme on “Use of IT in Content Management ” * Faculty Development on “Use of E resources in research”
--

4.6 Amount spent on maintenance in lakhs :

i) ICT	----
ii) Campus Infrastructure and facilities	-----
iii) Equipments	1,65,550
iv) Others	9,91,462
Total :	11,57,012

Criterion – V

5. Student Support and Progression

5.1 Contribution of IQAC in enhancing awareness about Student Support Services

Orientation to the fresher's, complete campus visit on the first day, class advisors give complete instructions about various facilities within the campus.

5.2 Efforts made by the institution for tracking the progression

Institution offers cash incentive for those students who score more than 85% in each theory subjects and more than 95% in practical subjects. Silver medal and certificates are given to the distinction holders. Marks cards of the internal test and semester exams are issued to the parents. Fest Forum plays an important role in personality development by sending the students to various fests.

5.3 (a) Total Number of students

UG	PG	Ph. D.	Others
1322			

(b) No. Of students outside the state

33

(c) No. Of international students

NIL

	<table border="1" style="display: inline-table;"> <tr><th>No</th><th>%</th></tr> <tr><td>787</td><td>59.53%</td></tr> </table>	No	%	787	59.53%	<table border="1" style="display: inline-table;"> <tr><th>No</th><th>%</th></tr> <tr><td>535</td><td>40.47%</td></tr> </table>	No	%	535	40.47%		
No	%											
787	59.53%											
No	%											
535	40.47%											
Men			Women									

Last Year						This Year					
General	SC	ST	OB C	Physically Challenged	Total	General	SC	ST	OBC	Physically Challenged	Total
721	33	04	603	----	1361	232	31	08	1051	---	1322

Demand ratio : 1 : 1.75 Dropout % : 0.21%

5.4 Details of student support mechanism for coaching for competitive examinations (If any)

Created awareness programmes for various competitive examinations with the support of coaching institutions.

No. Of students beneficiaries 500

5.5 No. Of students qualified in these examinations

NET --- SET/SLET --- GATE --- CAT ----
 IAS/IPS etc --- State PSC --- UPSC --- Others ---

5.6 Details of student counselling and career guidance

Counselling Cell and career guidance cell organizes relevant guest lectures and other related programmes.

No. Of students benefitted 400

SEE ANNEXURE – 13

5.7 Details of campus placement

<i>On campus</i>			<i>Off Campus</i>
Number of Organizations Visited	Number of Students Participated	Number of Students Placed	Number of Students Placed
03	200	20+35(offer letter yet to come)	11 + (many more awaiting results).

5.8 Details of gender sensitization programmes

Organized women empowerment programmes and observed women’s day celebrations.
 The main function of Women Cell is to sensitize through various programmes on women issues and to solve the issues related with women working in this institute.

5.9 Students Activities

5.9.1 No. Of students participated in Sports, Games and other events

State/ University level National level International level

No. Of students participated in cultural events

State/ University level National level International level

5.9.2 No. Of medals /awards won by students in Sports, Games and other events

Sports : State/ University level National level International

Cultural: State/ University level National level International

5.10 Scholarships and Financial Support

	Number of students	Amount
Financial support from institution		
Financial support from government	78	1,62,080
Financial support from other sources	-----	-----
Number of students who received International/ National recognitions	-----	-----

5.11 Student organised / initiatives

Fairs : State/ University level National level International level
Exhibition: State/ University level National level International level

5.12 No. Of social initiatives undertaken by the students

SEE ANNEXURE – 12

5.13 Major grievances of students (if any) redressed:

- Expectation of the students to provide parking for four wheelers - It has not been provided due to space constraints and also by convincing them that four wheelers are not necessary for students.
- Request for participation in the competition organized by non-academic institutions – Such request are not heeded to as most of these fests aim at misusing the students talents for commercial benefits. Besides, the institution has a policy of permitting the students to take part in the intercollegiate competition, provided it does not interfere with the academic calendar of the institution.
- Request for extending programmes much beyond the working hours – As per the requests of the law enforcement authorities, major programmes are conducted during the day time and are concluded within the reasonable time prescribed.
- Request for programmes not relevant to the institution – As all the co-curricular activities conducted should support the vision and mission, request for activities not matching this, are not considered.

Criterion – VI

6. Governance, Leadership and Management

6.1 State the Vision and Mission of the institution

SEE ANNEXURE - 14

6.2 Does the Institution has a management Information System

The institution uses management software called Educational Enterprise Resource Planning and Management System (EERPMS) for all purposes.

6.3 Quality improvement strategies adopted by the institution for each of the following:

6.3.1 Curriculum Development

Conducted short term courses, bridge courses, latest topic seminar in every subject

6.3.2 Teaching and Learning

- Industry Academic interaction through factory visits.
- Class Room lecture •Group discussion •Presentations by students
- Student-group reports •Debate on current issues
- Assignments •Book Review •Assignment to outline portions of the textbook
- Debates (subjects) •Crossword puzzles
- Construction of vocabulary lists •Interviews •Field trips
- Drama, role playing •Open textbook study •Class projects
- Individual projects

6.3.3 Examination and Evaluation

Two Internal Tests in each semester, Viva-voce, Assignments, Group discussion, Multiple Choice questions, seminars and presentations, Semester examinations.

6.3.4 Research and Development

Faculty development programmes are conducted to motivate the faculty members to undertake PhD programme, Major Research Projects and Minor Research Projects funded by UGC, CSIR and HRD etc.

Faculties are encouraged to acquire higher qualification.

6.3.5 Library, ICT and physical infrastructure / instrumentation

HOD's suggested a list of books based on interaction with the students and faculty members. Open access system exists in the library, LCD projectors are installed in all classrooms, Laptop, portable mike system, WiFi facility, Lift, generator, Reprographic facility are available.

6.3.6 Human Resource Management

Conducted faculty development programmes, encouraged faculties to attend and present/publish papers in the seminars/conferences. Administrative staff are also encouraged to attend training/ seminars/ workshops

6.3.7 Faculty and Staff recruitment

Based on merit and past experience.

6.3.8 Industry Interaction / Collaboration

Organized factory visits for staff and students, guest lecturers, placement programmes

6.3.9 Admission of Students

Based on merit.

6.4 Welfare schemes for

Teaching	PF contribution by the management
Non teaching	Medical reimbursement
Students	Scholarships, insurance

6.5 Total corpus fund generated

1,43,96,311

6.6 Whether annual financial audit has been done

Yes

No

6.7 Whether Academic and Administrative Audit (AAA) has been done?

Audit Type	External		Internal	
	Yes/No	Agency	Yes/No	Authority
Academic	YES	Government (JD)	YES	SDME Society, IQAC
Administrative	YES	Government (JD)	YES	SDME Society

6.8 Does the University/ Autonomous College declares results within 30 days?

For UG Programmes

Yes

No

For PG Programmes

Yes

No

6.9 What efforts are made by the University/ Autonomous College for Examination Reforms?

Online submission of admission forms, examination forms, internal marks, computerized tabulation system and online results is introduced by the affiliating university..

6.10 What efforts are made by the University to promote autonomy in the affiliated/constituent colleges?

Support and encouragement during affiliation to go for autonomy.

6.11 Activities and support from the Alumni Association

Alumni interact with the students to create awareness about an industry environment whenever they visit the institution. Guest lecturers are also arranged for more awareness on industry. They help the institution in career guidance and placements.

6.12 Activities and support from the Parent – Teacher Association

Annual general meeting is conducted. A cash incentive is given to the students who have scored more than 85% in each theory subjects and more than 95% in practical subjects. Silver medal and certificates are given to the distinction holders. Support for factory visits.

6.13 Development programmes for support staff

- workshop on digitalization organized by Mangalore University .
- one day workshop on "Online submission of data to the University(Phase 2-UCM)" organized by Mangalore University College Development Council in association University College, Mangaluru .

6.14 Initiatives taken by the institution to make the campus eco-friendly

Tree plantation programme, campus cleaning by NSS students, guest lectures on Environmental Issues ,street play on “Swachha Bharath.

Criterion – VII

7. Innovations and Best Practices

7.1 Innovations introduced during this academic year which have created a positive impact on the functioning of the institution. Give details.

- UGC sponsored National Conference
- 11 Add on Courses in various subjects.
- Academic Programmes & Guest lectures by experts
- Value Education Programmes.
- Orientation by various Associations.
- IQAC Programmes for initiating Quality Improvements
- Skill enhancements programmes to provide practical experiences in various functional areas of management and computer application.
- Field visit to get industrial exposures
- Programmes in association with different organizations
- Extension activities to reach out to the society and also to share knowledge
- Students Council Programmes
- Placement Cell Activities
- Observation of important days
- Alumni & PTA meetings.
- Consumer Club programmes
- EDP cell programmes

7.2 Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year

SEE ANNEXURE - 15

7.3 Give two Best Practices of the institution (*please see the format in the NAAC Self-study Manuals*)

SEE ANNEXURE - 16

7.4 Contribution to environmental awareness / protection

Tree plantation programme, campus cleaning and cleaning the city programmes by NSS students, guest lectures on rain water harvesting, green marketing,

7.5 Whether environmental audit was conducted? Yes No

7.6 Any other relevant information the institution wishes to add. (for example SWOT Analysis)

Strengths:

- Widely acclaimed SDM brand due to the commitment of the management to social service.
- Long standing reputation gained by being a unique single faculty management college for more than 20 years.
- High demand for the course.
- Greater scope in the job market.

Weakness

- Inability to charge more fees / donation as the Institution is philanthropic in approach as Vidyadhana is considered as one of the Dhanas of Shri Kshethra Dharmasthala.
- Lesser connectivity when compared to metropolitan cities.
- Limited local placement opportunities as there are few industries in Mangalore when compared to Metropolitan cities
- Government policy regarding grant-in-aid.

Opportunities:

- Upcoming SEZ can boost the placement opportunities.
- To conduct wide range of certificate courses.
- Opportunities for availing funds for minor research and organizing seminars.
- Being the pioneering institution, faculties have opportunities to be the members of BoE and BoS.
- Greater scope for self development for staff and students.

Challenges:

- Multiple regulatory authorities.
- New generation institutions with better infrastructure.
- Retention of high profile faculty.
- Challenge of getting right resource persons.
- Inability to update the syllabus according to industrial needs under affiliation system.

8. Plans of institution for next year

SEE ANNEXURE - 17

Name Mr. Muralidhar Rao K. S.

Name Prof. Aruna P. Kamath

Signature of the Coordinator, IQAC

Signature of the Chairperson, IQAC

_____***_____

Annexure I

Abbreviations:

CAS	-	Career Advanced Scheme
CAT	-	Common Admission Test
CBCS	-	Choice Based Credit System
CE	-	Centre for Excellence
COP	-	Career Oriented Programme
CPE	-	College with Potential for Excellence
DPE	-	Department with Potential for Excellence
GATE	-	Graduate Aptitude Test
NET	-	National Eligibility Test
PEI	-	Physical Education Institution
SAP	-	Special Assistance Programme
SF	-	Self Financing
SLET	-	State Level Eligibility Test
TEI	-	Teacher Education Institution
UPE	-	University with Potential Excellence
UPSC	-	Union Public Service Commission



PART-A

ANNEXURE – 1

Annexure for question number 2.13: Seminars and Conferences (only quality related)

(ii) Themes

Institutional Level

- ❖ Faculty development Programme on “Total Quality Management”
- ❖ Faculty Development Programme on “Use of IT in Content Management ”
- ❖ Faculty Development on “Use of E resources in research”
- ❖ Faculty Development Programme on “Statistical Techniques for Data Analysis”
- ❖ Faculty Development Programme on “Technique of Managing Students”
- ❖ Faculty Development Programme on “Role of Capital Market in Personal Finance”
- ❖ Faculty Development Programme on “Problem Identification and Multi-Disciplinary Approach in Research”

ANNEXURE – 2

Annexure for question number 2.14 : Significant Activities and contributions made by IQAC

Contributions made by IQAC- IQAC takes the initiative and provides guidance to organize various activities in the college. In the regular meetings of IQAC, feedback is taken about the functioning of the institution. Suggestions are given by the IQAC members for further improvement. Following are the significant activities of IQAC:

Dry Run Inspection: Annual Dry Run Inspection is conducted followed by review meeting .

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 5 and 6 February 2016. Presentation by the principal was followed by departmental visit, inspection of records, 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 reverent 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

Visit to SDM College, Ujire : The NAAC co-ordinators, heads of various criteria and departments visited SDM College Ujire on 10th of June 2015. The purpose of the visit was to interact with various NAAC criteria heads according to the scheduled plan. This visit was basically planned to refine the SSR document which would be submitted to the NAAC soon. At the beginning, IQAC co-ordinator, Dr. A. Jaya Kumar Shetty addressed the team, and this was followed by interaction with all the criteria heads to clear queries with respect to various criteria. The faculties visited the Library and different departments of the college. The department heads shared experiences of their recent NAAC peer team visit and showed the team various records and documents they had maintained. At the end of the visit, principal of the college Dr. B. Yashovarma interacted with the team and gave few suggestions. As the college is undergoing the third cycle of NAAC, the visit was immensely helpful for the college.

The team consisted of Mr. Muralidhar Rao K. S., Mr. Arun F. Sequeira, Mrs. Shashikala Shetty, Mrs. Smitha, Mrs. Divya Uchil, Mr. Thrishanth Kumar, Mrs. Manju H. And Mrs. Madhumathi J. Raja.

Discussion on HRD Themes : IQAC organized a group discussion on the 20 theme identified by HRD for improving higher education. IQAC members enlightened the faculty about 20 themes like Governance Reforms for Quality, Improving the quality of regulation, Integrating Skill Development in Higher Education, Opportunities for Technology Enabled Learning, Bridging Gender and Social Gaps in Higher Education, Linking Higher Education to Society and Sustaining Student Support Systems in Higher Education. Principal Mrs. Aruna P Kamath pointed out the need for a proactive role to be played by the faculties whenever a change is contemplated in the education policy of the country.

Faculty development Programme on “Total Quality Management”

Faculty development programme was organized under the guidance of IQAC for the staff members on 12th June 2015 about ‘Total Quality Management’ by Dr. Carmalita Goveas, Principal, Besant Evening College, Mangalore. The objective was to discuss the various ways and means of improving quality in all aspects of education.

Faculty development Programme on “Role of capital market in personal finance” : Faculty Development Programme on “Role of capital market in personal finance” was conducted for the benefit of the faculty members on 15th July 2015. The objective of the programme was to provide information about capital market and investment in capital market. The resource person was Mr. Vinod Tantri, Director of Knowise learning academy India pvt ltd., Bangalore.

Faculty development Programme on “Use of IT in Content Management”

A FDP programme on the topic “Use of IT in Content Management” was organized by the BCA department for the faculty on 21 July 2015 in the computer LAB. The resource person was Mr. Ashwin Loyal Mendonca, faculty of the college. Faculty members were taught how to post content on the college website and on personal blogs using Word press content management system. Word press is a leading content management system which is widely used for developing websites and for blogging. They were taught about how to create blog posts, upload images and publish them. User accounts were created for all the associations. Information was also provided about how to upload content from different devices. Basic editing and compressing of pictures was as dealt with. The main objective of the programme was to enable all the associations to showcase their activities in the website instantly. The programme was organized by the BCA Department.

Faculty development Programme on “Use of E resources in research”

A FDP programme on the topic “Use of E resources in Research” was organized by the BCA department for the entire faculty on 27 July 2015 in the computer LAB. The resource person was Mr. Ashwin Loyal Mendonca, faculty of the college. Faculty members were taught how to use Google Forms to prepare online questionnaires. Google Forms provides a simple interface for the creation of questionnaires. Various features of online questionnaire such as adding different types of fields, viewing data in spreadsheets, presentation and processing of data, sharing the forms with respondents through email and chat applications etc. Were taught. The session also dealt with using data collected from online questionnaires in research studies. The main objective of the programme was to simplify data collection and compilation process for faculty who do research. The programme was organized by BCA Department.

Faculty development Programme on “Statistical techniques for Data Analysis” : Business Management Department of the college organized Faculty Development programme on “**Statistical techniques for data Analysis**” on September 8th in the Conference hall. Mrs.Shubharekha, Head of the Statistics Department from St.Agnes College was the resource person.

The main objective of the programme was to enlighten the faculty about application of statistical tools for data analysis, in order to reinforce their capacity to design and implement their own research projects.

Faculty development Programme on “Technique of Managing Students”

Department of HRD organized a faculty development programme on “Technique of Managing Students” on 2 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 a bouquet. Resource person 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.

Faculty development Programme on “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.

Value Education Program:

The following guest lectures were organised to inculcate good values and ethical practices among the students.

Value education programme on “Goal Orientation”

On 23 June 2015, a value education programme for the students of first year BBM ‘C’ and BA (HRD) was conducted on the topic “Goal Orientation”.

The objective was to encourage goal-oriented thought process among the students, to create inquisitiveness in them and to seek direction, while teaching them the importance of ‘spiritual quotient’. Nama Nishchit Das, the speaker with an IIT background displayed an immense sense of composure and humors. He insisted that student should develop a desire to take control of their senses and not just “follow the norms” and the soul is the most important subject of our existence. Our bodies change every day, but the soul remains unchanged, thus giving ‘reincarnation’ a whole new meaning. There was active participation and co-operation from the students. They interacted with great enthusiasm.

Value education programme on “Need For Positive Attitude”

A guest lecture on Value Education was organised for the students of first year BBM (A and B section) on 2 July 2015 in the conference hall. The resource person Prof. Sarvamangala A, faculty of corporate and industrial relations, Amrutha University, Cochin, pointed out that youth possess their own aspirations but tends to get demotivated and lost in the mid-way. She spoke about the importance of character, prayers and blessings in life. She added that prayer is an ultimate submission to God and that the positive feelings generated in the minds of our parents and teachers towards us is the greatest blessing. She advised the students about the importance of respecting one’s own body which is precious as a temple and which in turn paves way for the existence of God within every individual. The Prayer was sung by Ms. Apoorva S Kini. Ms. Deeksha compeered the programme. Ms. Sauparnika B Rai welcomed the guest and Ms. Meghana M proposed vote of thanks. The programme was coordinated by Mrs. Supritha A and Mrs. Deepashree Shenoy.

Value education programme on “Professional Ethics ”

A Value education guest lecture on “Professional Ethics” was arranged on 10 July 2015 for II BA (HRD) and III BA (HRD). The resource person was Ms. Sushma Soans, Assistant professor, Dr. M.V. Shetty College of social work, Kavoov. She pointed out the significance of following ethics in our chosen profession through various illustrations. The lecture was very interactive. Ms. Nifa Ali compeered the programme. Mrs. Anasuya and Ms. Parinita coordinated the programme.

Value education programme on “Value Systems in Life”

On 13 July 2015, a value education programme was organised for I and II B.Com students in the Conference hall. Mr. Muniraj Rejal, Teacher, Jain High School, Moodbidri was the resource person for the session. In his address he stated that a person can inculcate values only if he desires to do so. One should have the ambition to live a value based life. This should be developed right from very young age. One should learn from family members, teachers and from the society do and don’ts. There are three sets of values every one process: personal values, social values and national values. He concluded his talk by quoting Confucius, “Don’t do unto others what you don’t want others to do unto you”. This will be the simplest value that one can have in his life. Mr. Bharath welcomed and introduced the guest to the gathering. Ms. Ayshath proposed vote of thanks. Mrs. Gayathri K. And Mrs. Veena D. Kotian coordinated the programme.

Value education programme on “Inculcating Moral values”

On 20 July 2015, the Economics department organised a value education programme for the students of II BBM ‘A’. Mrs. Asha Ravi, Teacher in art of living was the organised resource person.

The main objective of the programme was incorporating the moral values among the students. She highlighted the life goals, dos’ and don’ts’, behaviour and attitudes that students have to keep up in their lives. She emphasized that positive moral values are important because they allow everyone to have an overall feeling of peace and joy. They give meaning and purpose to your life. She pointed out that when we live your life according to moral values that are based on honesty, compassion, courage, modesty, and forgiveness, then we can also form positive bonds with other people. She also showed few clippings/videos which show cased the hazards of alcohol

consumption, smoking, the power of radiations that are created by mobile phones. She also briefed the students as to why it is necessary to have a positive attitude and use only good language and behave with others in a respectable manner. She highlighted that it is also important to incorporate the moral value of forgiveness in our life. Forgiveness allows you to move past hurtful or damaging situations. It allows us to abandon feelings of anger or resentment against others or yourself. The programme was helpful for the students as it created up a sense of responsibility that each should have. Mrs. Shashikala K.G, lecturer incharge, co-ordinated the programme.

Value education programme on “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.

ANNEXURE – 3.1

Annexure for question number 2.15 : Plan of Action by IQAC/Outcome .

The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year

Highlights of measures taken for quality improvement

❖ Department

- Each department to have their own plan of action
- Organize independent Extension activities

❖ Other steps for academic up gradation

- 11 short term courses
- Remedial classes
- Guest lectures in all the subject
- UGC sponsored seminars
- Association with professional organization
- Students encouraged to find summer placement on their own
- Skill based program to improve competency level

❖ Feedback Mechanism:

Review Meeting to discuss the previous months activity and plan for the next month.

- Weekly meeting – Principal with HODS On every Friday 3.15pm
- Fortnightly Meeting – Class advisors On First & third Monday of the month
- Monthly meeting – Departmental : On First Tuesday of Every month

HOD'S : On First Wednesday .of Every month

IQAC : On First Thursday of Every month

Committee Meeting : On first Friday of Every month

General Staff Meeting : On First Saturday of Every month

❖ Improvement of Student Discipline

- Indiscipline, poor performance, long absence –parents were called and asked to give undertaking
- Value Education program by inviting speakers
- Incorporation of values in the subject by teachers
- Reporting to HOD and to Principal in case of indiscipline
- Reporting to class advisor, HOD and principal in case of long absence
- Malpractices during test to be reported to test committee

❖ **Students' Council**

- Motto is framed for Student council and every Association.
- A theme is decided for the year to give a right direction and conduct meaningful activities
- Planned to Organize Extension Activities

❖ **IQAC**

NAAC criteria team meeting held and presentations made with suggestions to be incorporated in the college activities.

- Suggestions made-Starting new short term courses Introduction of large number of Extension activities- which is implemented
- Areas lacking pointed out- like Research, Consultancy, addition of new courses.
- Management Representative and External Member to be decided for the year.

ANNEXURE – 3.2

Annexure for question number 2.15

Outcome achieved at the end of the year

BRIEF REPORT ON THE ACTIVITIES OF THE COLLEGE (MONTHWISE)

APRIL 2015

1. STUDENTS ACTIVITIES :

Students of BBM, BCA, BA(HRD) & B.Com. had their semester examinations in the month of April 2015.

2. STAFF ACTIVITIES :

Mrs. Aruna P. Kamath

- Attended Annual Meeting of Heads of Institutions on 28th April 2015 at Sannidhi Guest House, Dharmasthala

Mr. Muralidhar Rao K S

- Attended a meeting organized by D.K. District Police Commissioner on 28th April 2015 at D.K. District Police Community Hall, Mangalore.

Mr. Bharath Kumar Jain

- Attended a meeting in connection with the Federation Cup 2015 on 29th April 2015 at Office of the Deputy Commissioner, D.K. District Mangaluru.

All the staff members were working on the finalization of NAAC Report

3. ACADEMIC ACTIVITIES :

4. others :

MAY 2015

1. STUDENTS ACTIVITIES :

Students of BBM, BCA & BA(HRD) Course are on summer vacation.

2. STAFF ACTIVITIES :

All the faculty members are away on Valuation in their respective subjects which started on 19th May 2015.

3. ACADEMIC ACTIVITIES :

Admission

Admissions started from 20th May 2015 for BBM, BCA, BA(HRD) and B.Com. Course.

4. OTHERS :

JUNE 2015

1. STUDENTS ACTIVITIES :

Orientation Programme : On Saturday, the 13th of June, saw a new band of aspiring leaders walk into SDM College of Business Management – in an atmosphere mixed with two folds of excitement – per ounce of enthusiasm! These were the first year students attending the ‘student orientation’ – a programme aimed to introduce freshers to various amenities and activities of the college. Principal Prof. Aruna P Kamath highlighted the importance of striking a balance between academics and the plethora of activities offered by the college. She also explained various rules and regulations of the college and emphasized the decorum that is expected of the students.

Progenitor– Orientation by Students : The Final Year students of the college organised an informal orientation programme for the First Year students. The students were briefed on the various fests organised by the college viz. **Genesis, Synergy & Sygma.**

The programme began with a brief introduction about the events by Simona Fernandes. Following the introduction, a short montage of clips was played to the students showcasing the numerous events and activities that are in store for them. These were compiled by Preetham and Muqsith. Programme was co-ordinated by Amra Arabi and Nifa Ali along with the other final year students

Leadership Training Programme : On 25th June, 2015, the Student Council for the academic year 2015-16 underwent a half-day training programme at the Conference hall. The resource person was Prof. Vrashabaraj Jain – a retired Associate Professor, HOD and Vice Principal at Sri Venkatramana Swamy College, Bantwal. The programme was presided by Principal Prof. Aruna P. Kamath and co-ordinated by the Student Council Co-ordinators Mrs Gayathri K and Mrs Shwetha Y.

2. STAFF ACTIVITIES :

Muralidhar Rao

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.

Smitha

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.

Divya Uchil

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.

Arun F. Sequeira

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.

Shashikala Shetty

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.

Thrishanth Kumar

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.

Madhumathi J.Raja

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.

Manju

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.

Prasanna Kumar T

- Published an article on the topic, “Inclusive Urban Development in India : Issues & Concerns” in Journal of Research, Extension and Development – A Peer Reviewed Journal. Vol.3, No.8, April 2015, ISSN:2319-1899, P.No. 37-40

Deviprasad

- Attended 5 days National level ‘Entrepreneurial Development Programme’ organized by Rajeev Gandhi National Institute of Youth Development, GOI and ‘ICTACT’ held at Roshni Nilaya, Mangalore from 9th to 13th June 2015.

3. ACADEMIC ACTIVITIES :

Visit to SDM College, Ujire : The NAAC co-ordinators, heads of various criteria and departments visited SDM College Ujire on 10th of June 2015. The purpose of the visit was to interact with various NAAC criteria heads according to the scheduled plan. This visit was basically planned to refine the SSR document which would be submitted to the NAAC soon. At the beginning, IQAC co-ordinator, Dr. A. Jaya Kumar Shetty addressed the team, and this was followed by interaction with all the criteria heads to clear queries with respect to various criteria. The faculties visited the Library and different departments of the college. The department heads shared experiences of their recent NAAC peer team visit and showed the team various records and documents they had maintained. At the end of the visit, principal of the college Dr. B. Yashovarma interacted with the team and gave few suggestions. As the college is undergoing the third cycle of NAAC, the visit was immensely helpful for the college.

The team consisted of Mr. Muralidhar Rao K. S., Mr. Arun F. Sequeira, Mrs. Shashikala Shetty, Mrs. Smitha, Mrs. Divya Uchil, Mr. Thrishanth Kumar, Mrs. Manju H. And Mrs. Madhumathi J. Raja.

Faculty Development Programme on Total Quality Management : Faculty development programme was organized under the guidance of IQAC for the staff members on 12th June 2015 about ‘Total Quality Management’ by Dr. Carmalita Goveas, Principal, Besant Evening College, Mangalore. The objective was to discuss the various ways and means of improving quality in all aspects of education.

INAUGURATION & ORIENTATION OF VARIOUS ASSOCIATIONS :

Inauguration of Literary Association : Literary Association was inaugurated by releasing the college magazine “Dynamism Insignia” on 20th June 2015 in the Conference Hall. Mrs. Sujatha P.V., Lecturer in English, Canara PU College, Mangalore was the chief guest. Mrs. Aruna P. Kamath, Principal presided over the inaugural function.

Inauguration of Fine Arts Association : The Inauguration of Fine Arts Association was held on 26th June 2015 in the college Conference Hall. The programme was inaugurated by Ms. Chaithanya Nayak, Mangalore and alumni of SDMCBM. Mrs. Aruna P Kamath, Principal; Mrs. Renuthakshi, & Mrs. Jyothi staff co-coordinators of fine arts were present on the occasion.

Inauguration of “Samvradhi” – Consumer Club : The inauguration of “Samvradhi” – Consumer Club was held on 24th June 2015 by Mr.M.J.Salian, President, District Consumer Federation, Mangalore with the presence of Mr. Walter Mascarenhas , Member of District Consumer Federation and Mrs.Aruna.P.Kamath, Principal, SDM CBM, Mr.Deviprasad, co-ordinated the programme.

Orientation of Marketing Association (VENTA) : Orientation of Marketing Association (VENTA) was held on 26th June 2015. Mr Prajwal Shet, alumni of the college was the guest. He spoke about the importance and objectives of the marketing association. He explained the activities of the association. He shared with the members his experiences in this association, how the marketing association is helpful for the members to inbuilt their skills and utilize the same even in their future. Mrs. Kavitha Prabhu, HOD of Marketing Department co-ordinated the programme.

Professional Orientation Course Programme : Commerce department of the college had conducted a professional course orientation programme for all the first year students on 22nd and 29th of June 2015 in the conference hall. Mr.Girish Kumar,CS and career counsellor was the resource person for the programme. The objective of the programme was to familiarise the freshers regarding the career opportunities. The programme was coordinated by Mrs.Manju.H.

Following Guest Lectures were organized for the benefit of students :

Talk on “Code of conduct in managing a Business” : A talk on “Code of conduct in managing a Business” was organised on 18th June 2015 for I BBM students. The Resource person was V.J. Hisrar Tallani ,CMD, Hisrar Events and Celebrations, Mangalore.

Talk on “Value Education” : A talk on “Value Education” was organised on 23rd June 2015. The Resource person was Mr. Nama Nishtha Das, Manager, ISKCON, Mangalore.

Talk on “Personality Development and How to face interviews” : A talk on “Personality Development and How to face interviews” was organised on 25th June 2015 for II BCA students. The Resource person was Mr. Padmanabha Bhat A V, Bantwal, Alumni of SDMCBM.

Talk on “Glass Technology” : A talk on “Glass Technology” was organised on 27th June 2015 for III BCA students. The Resource person was Mr. Dilip Malani, Trainer in Adv. Technologies of Java, Freelancing Corporate, Mangalore.

4. OTHERS :

International Yoga Day : International yoga day was celebrated on 21st June 2015 in our college auditorium at 7.30am. Yoga Guru Gopalakrishna Dalampady, Mangalore; Mr.Suresh Shetty, M.Sc. Yogic Science, Mangalore and Mr. Shekar Kadthala, PET, Mangalajyothi, Vamanjoor were the chief guests. Principal Mrs. Aruna. P. Kamath and Dr. P D Sebastian Principal of law college were present on the stage. The programme was coordinated by Mr. Bharath Kumar Jain & Mrs. Deepashree G Shenoy.

Seminar on Banking and Insurance Sector Job Opportunities : Students of our college participated in Seminar on ‘Banking and Insurance Sector Job Opportunities’ organized by BRET Solution Ltd at SDM Conference Hall on 21st June 2015.

EXTENSION ACTIVITIES :

- * On June 17, 2015, Final year BBM Students participated in ‘FEMA Exhibition-cum-Interface’ organized by the Foreign Exchange Department of Reserve Bank of India, Bengaluru at Corporation Bank Head Office in Mangalore.
- * Our students participated in International Yoga Day Celebrations held at Ramakrishna Mutt, Mangalore on 21st June 2015.

JULY 2015

1. STUDENTS ACTIVITIES :

Inauguration of Student Council : The Students’ Council Inauguration for the year 2015-16 was held on 9th July 2015 in the college Auditorium. The programme was inaugurated by Mr. Sanjay Kini, Sales Consulting, Oracle, California, USA; Mrs. Gayathri Kini, Senior Product Manager, Intuit, California, USA and alumna of SDMCBM was the Guest of Honour.

The Staff Co-ordinators Mrs. Shwetha Y. & Mrs. Gayathri K were present on the dais. Principal Mrs. Aruna P Kamath presided over the function. Mr. Sanjay Kini presented the badges of their respective titles to the office bearers i.e. the Student Co-ordinators – Simona Denise Fernandes and Amra Amir Arabi; Secretary – Kriti Nahata; and Joint Secretaries – Aishwarya Bhat and Shravya M. All the office bearers were sworn into their respective offices by reciting the oath administered by the student council staff coordinator Mrs. Shwetha Y.

Personality Development Programme : A workshop was organized for the students of III BA(HRD), II BA(HRD) and I BA(HRD) on 27th July 2015. The objective of this programme was to enlighten the student about importance of personality development. The resource persons were Vinayak Prabhu and Niscitha Sharath, Dream Media, Event Management, Mangaluru.

Various Association in the Students’ Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Marketing Association ‘VENTA’	Brand Wars, Flash Marketing
Scan Association	Color Spray, Memory Test, Quick Hands, Guess the Part
Fine Arts Association	Wealth Out of Waste Competition
Literary Association	Kannada Poem Writing Competition Kannada Pictionary Competition English Pictionary Competition, English Debate Competition, Hindi Shayari Competition
Commerce Association	Collage Competition
Finance Association ‘FONDUS’	Money Talk
Economics Association	Debate Competition
Rovers & Rangers Association	Collage Competition
HR Association ‘RESOURCE HUB’	Networking, First Impression
Business Law Association	Pick & Speak

✱ **Students' Participation – Outside activities :**

- ❖ Students won **Overall Trophy** in National Level Fest “CRESTIVAL 2015 – Leader's Conclave” organized by St. Agnes College, Mangalore on 25th July 2015.

2. STAFF ACTIVITIES :

Aruna P. Kamath

- Presented a talk in AIR, Mangaluru on “Social and Economic Impact of Population Explosion” on the occasion of the Observance of World Population Day broadcasted on 21st July 2015.

Smitha M.

- Participated in one day Workshop on Revised B. Com curriculum held at Vijaya college, Mulky on 11th July 2015 organized by Mangaluru University Commerce Teachers Association (MUCTA) in association with Vijaya college, Mulky.

Thrishanth Kumar

- Was judge in the Intercollegiate Paper presentation event “Human resource Development in the context of Population Explosion” held at SDMCBM, Mangaluru on 10th July, 2015.

Thilakraj.G

- Participated in one day Workshop on Revised B. Com curriculum held at Vijaya college, Mulky on 11th July 2015 organized by Mangaluru University Commerce Teachers Association (MUCTA) in association with Vijaya college, Mulky.

Madhumathi J Raja

- Participated in one day Workshop on Revised English Syllabus held at Besant Women's College, Mangaluru on 1st July 2015.

Kavitha Prabhu

- Attended NSS Officers' Meeting at University College, Mangaluru on 31st July 2015 organised by Mangaluru University, Konaje.

Veena D Kotian

- Participated in a one day Workshop on Revised B. Com curriculum held at Vijaya college, Mulky on 11th July 2015 as a delegate organized by Mangaluru university Commerce Teachers Association (MUCTA) in association with Vijaya college, Mulky.

Jyothi

- Was a Resource person in the revised Hindi syllabus workshop for UG students under Mangaluru University organised by AMUCTA at University College, Hampankatta, on 11 July 2015

Shalini D.

- Was a Resource person in the revised Hindi syllabus workshop for UG students under Mangaluru University organised by AMUCTA at University College, Hampankatta, on 11 July 2015

Supreetha A

- Was judge in the Intercollegiate Paper presentation event “Human resource Development in the context of Population Explosion” held at SDMCBM, Mangaluru on 10th July, 2015.

Deviprasad

- Attended as Camp Officer in the University level leadership and selection camp for NSS students at Mangalore University, Mangalagangothri from 21st July 2015 to 27th July 2015.

3. ACADEMIC ACTIVITIES :

YASHA 2015 – Interface with Industries & Students : Our college organized YASHA 2015 – Interface with Industries & Students on 31st July 2015 at conference hall. It was inaugurated by Mr. Kumble Narasimha Prabhu, CEO & Managing Director, Manipal ACE Event Management Co. Pvt. Ltd., Mangaluru. He gave a talk on “Financial Sector Requirements”. Mr. K. Krishna, Chief Manager, LIC of India, Mangalore briefed about job opportunities at LIC of India. Mrs. Mangala Bhat, Senior Manager, Staff Training College, Karnataka Bank Ltd., Mangalore explained about

benefits of working for a bank. Mr. Vidyaranya, HR Executive, Emphasis, Mangalore gave a clear overview on the software and IT sector. The objective of this programme was to mould the students to meet industrial needs making them an asset to the society and thus becoming a role model to other aspiring individuals. Mrs. Divya Uchil and Mrs. Smitha co-ordinated the programme. Principal Smt. Aruna P. Kamath presided over the programme.

Inter Collegiate Paper Presentation Competition : On 10th July 2015, the Economics Department organised an intercollegiate Paper Presentation Competition as a part of the observation of World Population Day. The chief guest for the event was Dr. Shivashankar Bhat, H.O.D in Economics, Govindas College, Surathkal. The presentations were made on the burning issues of today's economy, "Human Resource Development in context of population explosion." Various colleges sent their teams to participate in the competition. Dr. Shivashankar Bhat & two of our faculty members, Mr. Thrishanth Kumar and Mrs. Supritha were the judges.

FDP on "Role of capital market in personal finance" : Faculty Development Programme on "Role of capital market in personal finance" was conducted for the benefit of the faculty members on 15th July 2015. The objective of the programme was to provide information about capital market and investment in capital market. The resource person was Mr. Vinod Tantri, Director of Knowise learning academy India pvt ltd., Bangalore.

FDP programme on "IT Skills for Teaching and Learning" : Faculty Development Programme on "IT Skills for Teaching and Learning" was organised by BCA department for all the faculty on 27th July 2015 in the computer LAB. The resource person was Mr. Ashwin Loyal Mendonca, faculty of the college. Faculty members were taught how to use Google Forms to prepare online questionnaires.

One day NSS camp at Anandashrama Higher Primary School : The two NSS units of the college organized one day camp on 26th July 2015 at Anandashrama Higher Primary School, Someshwara under the supervision of NSS programme officer Mrs. Kavitha Prabhu and faculties Mr. Thilakraj and Mr Trishanth Kumar. Volunteers were enlightened about the importance and need of shramadhan. Personality development through community service was stressed.

INAUGURATION & ORIENTATION OF VARIOUS ASSOCIATIONS :

Inauguration of SCAN Association : SCAN Association was inaugurated on 3rd July 2015 in the Conference Hall. Mr. Abdul Basith, Alumnus of SDMCBM was the chief guest. Mrs. Aruna P. Kamath, Principal presided over the inaugural function.

NSS Orientation Programme : The NSS unit organised orientation for I year students on 2nd July 2015. The main objective of the programme was to enlighten the students about purpose, objectives, motto and activities of NSS. The NSS programme officers Mr. Deviprasad and Mrs. Kavitha Prabhu co-ordinated the programme.

Inauguration & Orientation of Finance Association : Finance Association inauguration and orientation programme was conducted on 7th July 2015 in the Conference Hall. Mr. Dhiren Anand, Alumnus of SDMCBM was the chief guest.

Orientation programme of Rovers & Rangers Association : An orientation programme was organised for all the students who enrolled for Rovers and Rangers association on 7th July 2015. Thilakraj.G Lecturer incharge welcomed the students and advised them to make use of all the association activities and develop their personality so that they can excel.

Inauguration of Rovers & Rangers : Rovers and Rangers activities was inaugurated on 10th July 2015. Mr. Rakesh Kumar was the chief guest of the inaugural programme.

Inauguration of Commerce Association : Commerce Association inauguration and orientation programme was organized on 10th July 2015. Association was inaugurated by Mr. Gautham Pai, Syndicate bank and also the Alumnus of the college.

Inauguration of HR Association : The HR Association "Resource Hub" inauguration was held on 11th July 2015 in the college conference hall. Mrs. Sulochana Shetty, HR Manager, Ocean Pearl, Mangaluru, was the guest of honour.

Inauguration of EDP cell : The inauguration of EDP cell was held on 14th July 2015 in conference hall. The programme was inaugurated by Mr. Sunder S M, Assistant Director, Ministry of MSME, Mangaluru and the guest of honor were Mrs. Vineetha Rai, Coordinator, National Service Scheme, Mangaluru University and Ms. Sindhura Rai, Proprietor, Cake Addiction, Mangaluru also an alumna of the college.

Inauguration of NSS Unit : NSS units of SDM College of Business Management, Mangaluru inaugurated its activities on 16th July 2015 in the college auditorium. Mrs. Ravi Prabha, Lecturer, Besant Womens College, Mangaluru inaugurated the programme. The chief guest of the programme was Mr. M.N.Pushparaj, Floor Manager, Prakash Retail Outlet(Harsha), Mangaluru and alumnus of the college.

Inauguration of Youth Red Cross : The Youth Red Cross Association was inaugurated on 13th July 2015 in the college conference hall. The guests were Mr. Vivekandha Shenoy, Volunteer of Indian red cross, Mr. Rakshith, Ms. Niswitha and Ms. Deepthi alumni of the college addressed and motivated the students.

Following Guest Lectures were organized for the benefit of students :

Talk on “Career Guidance” : A talk on “Career Guidance” was organised on 2nd July 2015 for III BCA students. The Resource persons were Mr. Prashant Kotian and Mrs. Shynee from Global Computer Institute, Mangaluru.

Talk on “Career Guidance” : Talk on “Career Guidance” was organized by Placement Cell and Sports Association jointly to II BBM students on 2nd July 2015. The resource person was Mr. Shanthan M.S. Vice President, K2 Learning Center, Mangalore

Guest Lecture on “Yakshagana Sahithyada Vasthu matthu Vinyasa” : A guest lecture on “Yakshagana Sahithyada Vasthu matthu Vinyasa” was organised by the Kannada department on 10th July 2015 for I year and II year B.Com and I BA(HRD) students. The resource person was Prof. Baskar Rai Kukkuvalli, Lecturer in Political Science and Principal in charge of Govt. P. U. College, Gurupura.

Guest lecture on “Environment Awareness Programme” : Guest lecture on “Environment awareness and role of students in the environment” was organized by Literary Association to II & III students on 11th July 2015. Mr. Jayaprakash S Nayak, senior scientific officer, Karnataka State Pollution Control Board was the resource person.

Guest Lecture on “Cloud Computing” Guest lecture on “Cloud Computing” was organized for III BCA ‘A’ section students on 13th July 2015. Mrs. Vanja, Lecturer, St. Aloysius College, Mangaluru was the resource person.

Guest Lecture on “Awareness about Stock Market” : The department of Finance Association conducted a guest lecture on “Awareness about Stock Market” on 14th July 2015. The resource person was Mr. G. S. Ramachandra, Stock Expert, Stock Exchange office, Udupi.

Guest lecture on “Scope of IT Start-ups” : EDP CELL in Association with BCA Department organised a guest lecture on “Scope of IT Start-ups” for II BCA ‘B’ students on 16th July 2015. The resource person was Mr. Shreemukha Sullia, the founder CEO of CodeKey Technology Pvt. Ltd and also an alumnus of the college.

Guest lecture on “Awareness Drive, No Honking and Road Rage” : A Guest lecture on “Awareness Drive, No Honking and Road Rage” was conducted by NSS unit on 17th July 2015. The resource persons were Mr. Shawn Fernandes & Mr Sudhir from Giving Tree Trust Organisation, Mangaluru.

Talk on “Motivation – The Change” : Talk on “Motivation – The Change” was organized for II BCA students on 20th July 2015. The resource person was Mr.Prakash, Manager, Corporation Bank, Mangaluru.

Guest lecture on “Effectiveness of Communication” : Guest lecture on “Effectiveness of Communication” was organized by English Department for I BCA students on 21st July 2015. Mrs. Deepika Suvarna, HOD in English, Govt. I Grade College for Women, Balmatta, Mangaluru was the resource person.

Talk on “Investor Education Program (IEP)” : Commerce department in association with BSE-IPF organized a talk on “Investor Education Program (IEP)” in conference hall on 29th July 2015. Mr. Ashok Kumar, Managing Director, LOTUS Knowlwealth, promoter of GuruKshetra.com, a key speaker at CNBC’s Investors camp also known as ‘The IPO Guru’ was the Resource Person.

Guest Lecture on “**Electronic banking and its relevance**” : Guest lecture on “Electronic banking and its relevance” was organized by commerce department for I B.Com students on 30th July 2015. The resource person was Mr.Prakash, Manager, Corporation Bank, Mangaluru.

Guest Lecture on “**Roof Terrace Gardening**” : Guest lecture on “Roof Terrace Gardening” was organized for I BCA ‘A’ & ‘B’ & II BCA ‘A’ students by BCA department on 30th July 2015. The resource person was Mr. Blanny D’Souza, JBR D’Souza Compound, Near Jaihind Road, Mangaluru.

Value Education Program:

The following guest lectures were organised to inculcate good values and ethical practices among the students.

- * Value education programme was organised for I BBM ‘A’ & ‘B’ students in the Conference hall on 2nd July 2015. Mrs. Sarvamangala A., Faculty, Corporate & Industrial Relations, Amrutha University, Cochin was the resource person.
- * Value education guest lecture on “Ethics” was arranged on 10 July 2015 for II BA (HRD) and III BA (HRD) to encourage ethical rganised among the students. The resource person was Ms. Sushma Soans, Assistant professor, Dr. M.V. Shetty college of social work, Kavoov.
- * Value education programme was organised for I B.Com and II B.Com students in the Conference hall on 13th July 2015. Mr. Muniraj Renjal, Teacher, Jain High School, Moodbidri was the resource person.
- * Economics Department organised a Value education programme for II BBM ‘A’ students on 10th July 2015. Mrs. Asha Ravi, Teacher, Art of living, VVKI Centre, Mangalore was the resource person.

Placement Cell :

- * Placement cell organised a talk related on professional courses like CA, CS of ACCA (The Association of Chartered Certified Accountants) by Mrs. Vasumathi Shetty, Representative on 7th July 2015 The objective of this programme was to create awareness about various professional courses.

4. OTHERS :

EXTENSION ACTIVITIES :

- * The students of EDP Cell attended a Start up Entrepreneur Summit at Canara Bank, Mangaluru on 15th July 2015 The summit was about educating future aspiring entrepreneurs about the ways to commence entrepreneurship. The students attended the summit under the guidance of Mrs. Supritha and Ms. Parinita.
- * Business Law Department visited Pompei Kannada Medium School, Ladyhill, Mangaluru on 25th July 2015. The staff coordinators were Mrs. Supreetha & Mrs. Vasudha R.
- * The Commerce Association had organized an extension activity on 25th July 2015 at D.K. Zilla Panchayath Higher Primary School, Mannagudda, Mangaluru. The staff coordinator was Mrs. Veena D. Kotian.
- * Economics Department visited Govt. Pre-University College, Carstreet, Mangaluru on 25th July 2015. The staff coordinators were Mrs. Shashikala K G & Mr. Prasanna Kumar T.
- * English Department conducted an extension activity at Govt. School, Gandhinagar, Mangaluru on 25th July 2015. The staff coordinator was Mrs. Madhumathi J Raja.
- * Finance Department visited Friends-Veneer & Ply, Baikampady, Mangaluru and gave Awareness on Micro saving schemes for employees on 25th July 2015. The staff coordinator were Mrs. Gayathri K. & Ms. Sowmya Hegde.

- * Fine Arts Association and Kannada Department conducted an extension activity at D.K. Zilla Panchayath Higher Primary School, Attavar, Mangaluru on 25th July 2015. The staff coordinators were Mrs. Jeevitha D. & Mrs. Renuthakshi.
- * Hindi Department conducted an extension activity at Parapady Govt. Higher Primary School, Akash Bhavan, Mangaluru on 25th July 2015. The staff coordinators were Mrs. Jyothi & Mrs. Shalini D.
- * Human Resource Department conducted an extension activity at St. Joseph Prashanth Nivas, Jeppu, Mangaluru on 25th July 2015. The staff coordinators were Mrs. Anasuya, Mrs. Preethika Dharmapal and Ms. Parinita Salian
- * Marketing Association visited Bharath Mall, Mangaluru and conducted Event Management to the customers on 25th July 2015. The staff coordinators were Mrs. Rashmi T. & Mrs. Deepashree G Shenoy
- * Rovers & Rangers Unit conducted extension activity at D.K. Z.P. Higher Primary School, Bolar, Mangaluru on 25th July 2015. The staff co-ordinator was Mr. Thilakraj G.
- * Scan Association conducted extension activity at D.K. Z.P. Higher Primary School, Mullakadu, Mangaluru on 25th July 2015. The staff co-ordinator was Mrs. Reshmi B R.
- * Fest Forum Association students visited Government I Grade Women's College, Balmatta, Mangalore and Government I Grade College, Kavoor, Mangalore as a part of the extension activity on 27th July 2015. The main objective of the activity was to impart to the I year students an idea about the university level fest, "GENESIS", organized by SDM College of Business Management.

AUGUST 2015

1. STUDENTS ACTIVITIES :

"Genesis 2015" University Level Management Fest : College organised University Level Management Fest – Genesis 2015 on 7th August, 2015. The theme for Genesis 2015 is 'THE ESPY RUN'. It was inaugurated by Mr. Kumble Narsimha Prabhu, Managing Director and CEO, Manipal ACE Event Management(P)Ltd., Mangaluru Mr. Siddharth J Vasani , Managing Partner, Hi-Tech Sales Corporation, Mangaluru (Alumnus of SDMCBM) was the Guest of Honour. In the Valedictory Function, Manager, Syndicate Bank, Yeyyadipadav Branch, Mangaluru was the Guest of Honour. Mrs. Shashikala K G co-ordinated the rganised.

INSPIRE 2015 : INSPIRE 2015 is an interclass fest organised by the final year BCA students for 1st and 2nd year students on 7th August 2015 in order to train them for the upcoming fest SYGMA and also to give them knowledge about technical fest. It was inaugurated by Ms. Vrinda Pai, Alumna of SDMCBM. Mrs Reshmi BR co-ordinated the rganised.

Observation of Sthavana Dina : "Sthavana Dina" to commemorate the Founder's Day was observed on 14th August 2015. The institution was established in the year 1978 and the Course was formally inaugurated in the month of August. Hence the students sang the College Anthem which embodies the vision and mission of the college in the interclass singing competition. Singing it together with one voice motivates the students to build up a bond with the institution and helps them to identify themselves with the institution. The anthem reflects the dreams and aspirations of the student community. It makes an attempt to embody the aim and goals of the institution. The role of the institution in education and empowering the students is beautifully portrayed in the anthem. As Sthavana means praise in Kannada, praising the almighty Manjunatha Swamy whose divine spirit guides the institution through college anthem is the best way to show respect to the alma mater.

Interclass Variety Entertainment Competition : Fine Arts association organized most awaited event of the year, interclass variety competition on 15th August 2015. The theme of the competition was 'Making India Proud' for the 1st year, 'Role of youth in building a better India' for II year and 'Strengthening India to be a global leader' for III Year. The objective of the programme was to instill the spirit of patriotism.

Celebration of Sadbhavana Day : NSS unit of the college celebrated Sadbhavana day on 20th August 2015. A talk on need and importance of communal harmony was followed by administration of oath by the NSS officer.

NSS One day camp at Mangalajyothi Integrated School : The two NSS units of college organized one day camp on 23rd August 2015 at Mangalajyothi Integrated School, Vamanjoor. Shramadhan volunteers were enlightened about the importance and need of shramadhan. NSS

programme officers Mrs. Kavitha Prabhu and Mr. Deviprasad and faculty Mrs. Deepa Hegde were present.

Campus Cleaning : NSS units of the college organized campus cleaning on 3rd August 2015. College entrance, parking place, college ground and basement path was cleaned by the students. Mrs. Kavitha Prabhu and Mr Deviprasad, NSS programme officers organized the event.

First Aid Training Programme : On 5th August 2015, The Youth Red Cross Association organized a first aid training programme at the college. Demonstration of First Aid treatment was done by using dummy models. Dr. Madhusudhan, Professor in Anesthesiology, KMC, Mangaluru was the Resource Person. Mr.Prasanna Kumar T. Co-ordinated the programme.

Various Association in the Students' Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Marketing Association 'VENTA'	Tagline Competition Jingle writing Competition
Scan Association	IT Collage, Toggle-Toggle
Literary Association	Elocution Competition in English, Kannada, Hindi & Tulu English Debate Competition, Wrong people at wrong situation
Commerce Association	Campus Quiz, Pick & Talk, Book Review
Finance Association 'FONDUS'	Paper Presentation Competition Financial Crossword & Treasure Hunt
Economics Association	Paper Presentation Competition
HR Association 'RESOURCE HUB'	Radio Tantra Competition Face Off Competition
Rowers & Rangers Association	Tulu Elocution Competition
Red Cross Association	Cooking without fire

*** Students' Participation – Outside activities :**

- ❖ Secured **Overall** Championship in Management Fest "FACULA" organized by St. Philomena College Puttur on 22nd August 2015.
- ❖ Secured **Overall Runners Up** in Intercollegiate Singing Competition organized by Karavali Music Artists Association, D.K. & Udupi District held at Don Bosco Hall, Mangaluru on 25th August 2015.

2. STAFF ACTIVITIES :

Thrishanth Kumar

- On 1st August, 2015 participated as a Resource person to give talk on " Dr. A.P.J. Abdul Kalam- His Life achievement and Contribution- Milestone" for students of Government Primary School, Bolara, Mangaluru.
- Attended National conference on "Green Marketing: Recent issues and challenges", organized by SDM college of Business Management and presented paper on the topic "A study on Consumer Behaviour on purchasing green products in Mangalore City" on 21st August 2015.

Thilakraj G

- Participated and presented a joint paper on “Customer Perception towards E-Banking Services with special reference to Public and Private Sector Banks in Mangalore” in the national level UGC Sponsored seminar “Emerging Trends in Indian Banking with special reference to Advent of Technology and Financial Inclusion” organized by SVS College Bantwal on 14th August 2015.

Manju H

- Participated and presented a joint paper on “Customer Perception towards E-Banking Services with special reference to Public and Private Sector Banks in Mangalore” in the national level UGC Sponsored seminar “Emerging Trends in Indian Banking with special reference to Advent of Technology and Financial Inclusion” organized by SVS College Bantwal on 14th August 2015.

Sowmya Hegde

- Attended National conference on “Green Marketing: Recent issues and challenges”, organized by SDM college of Business Management and presented paper on the topic “A study on Consumer Behaviour on purchasing green products in Mangalore City” on 21st August 2015.

Supreetha A

- Attended National conference on “Green Marketing: Recent issues and challenges”, organized by SDM college of Business Management and presented paper on the topic “A general study on Green Marketing in different sector” on 21st August 2015.

Deviprasad

- Attended National conference on “Green Marketing: Recent issues and challenges”, organized by SDM college of Business Management and presented paper on the topic “Green Marketing in Service Sector” on 21st August 2015.

Gururaj G

- Participated in the 4th international workshop and conference on “Emerging trends in Finance and Accounting” organised by SDMIMD, Mysore from 20th to 23rd August 2015.

Our faculty members participated in “Teachers’ Got Talent 2015-2016” organized by St. Agnes College, Mangaluru on 29th & 30th August 2015 and won II place in Vegetable Carving and II place in Variety Competition.

3. ACADEMIC ACTIVITIES :

UGC sponsored national level conference on “Green Marketing in India : Emerging Opportunities & Challenges” : Our college organised UGC sponsored national conference on “Green Marketing in India : Emerging Opportunities & Challenges” in association with Mars Vapours Carbon Foot Print Pvt. Ltd., Mangaluru on 21st August 2015.

Dr. S. Ramananda Shetty, Vice Chancellor of Nitte University inaugurated the conference. Dr. Shobha Kamath, Chief Executive, ROOTS EHS Advisory, Vadodara delivered the keynote address in the inaugural session. Mr. Kudialguthu Sachidananda Hegde, Ex-Managing Director, T Stanes & Company Ltd., Coimbatore and Mr. Vivekananda K.V., Managing Director, Vishwa Sales Corporation, Mangaluru (Alumnus of SDMCBM) were the guests of honour. Principal Mrs. Aruna P Kamath presided over the function.

In the second session Mr. Praveen Prabhu, Head-Organisation, Mars Vapours Carbon Foot Print Pvt. Ltd., Mangaluru spoke on “Opportunities & Threat in Green Marketing” Dr. K. Muralidharan, Head, Division of Social Science, Central Plantation Crop Research Institute, ICAR, Kasargod spoke on “Ethical Issues in Going Green” in the third session. In the paper presentation session, researchers and academicians presented papers covering wide range topics based on the theme of the seminar. The main objective of the Conference was to provide an insight to meet the challenges in green marketing in growing and flourishing economy.

In the closing ceremony, Dr. H. Lakshmikantha, Deputy Environmental Officer, Pollution Control Board, Mangaluru delivered valedictory address. Mr. Amith Ramachandra Acharya, Partner,

Chiramith Precision(India), Mangaluru(Alumnus of SDMCBM) was the guest of honour and Mr. Praveen Prabhu, Head-Organisation, Mars Vapours Carbon Foot Print Pvt. Ltd., Mangaluru presided over the function. Mrs. Shwetha Y was the Convenor of the seminar.

Independence Day Celebrations : Independence Day was celebrated in the premises of our college on 15th August 2015 at 8 a.m. The chief guest Capt. Deepak Adyanthaya, Ex-serviceman of the Indian army hoisted the flag. Interclass March Past Competition was organized.

Factory Visit : In the month of August 2015, our students visited different factories to get an exposure. Final students visited Campco, Puttur on 8th and 22nd August. Second year students visited to Karnataka Milk Federation (KMF) Kulshekar on 25th and 31st August. First year students visited to Canara Workshop on 22nd and 25th August 2015.

Student Faculty Programme :

- * A student faculty program on “Developing Communicative Competencies Skills” was organized by English Department for the I Year BCA A students on 26th August 2015 by Ms. Rasmiya Sheikh of III BBM. The objective of the program was to enhance their communicative skills and making them aware of the some errors committed while doing so and showing them ways to improve themselves.
- * A student faculty program on “Improving Presentation Skills” was organized by English Department for the I Year BBM C students on 26th August 2015 by Ms. Rasmiya Sheikh & Dhriti Divakar of III BBM. The objective of this programme was to improve their writing skills and highlighting how to make presentation in a better way.
- * On 13th August Finance Association organized Student faculty Programme to the II year BBM students on “Tax Planning Vs Tax Evasion” by Shambunath III BBM B. The objective of this programme was to give awareness to the students about tax planning and unlawful tax evasion.
- * Commerce department organized a Student faculty programme for the first year students on the concept of traditional and modern techniques of controlling in management by Ms. Simona Fernandes, III BBM on 21st August 2015. The objective of the programme was to encourage the first year student to identify the concepts of MIS, KAIZEN, and Budgetary control in a simplified version. Mrs.Manju.H. was staff incharge
- * HR Association organized a student faculty programme for the second BA(HRD) students on the concept of motivation by Ms. Ruhinaz & Mr. Vikram of III BBM on 27th August 2015. The objective of the programme was to highlight the need for motivation which can enable an individual to attain success.

Following Guest Lectures were organized for the benefit of students :

Guest lecture on “Corporate Expectations from fresh graduates” : Guest lecture on “Corporate Expectations from fresh graduates” was organised on 6th August 2015 for III BBM ‘A’ and ‘B’ and III BA(HRD) students. Mrs.Gayathri Shetty, Asst.Professor, MBA Department, Sahyadri College of Engineering & Mgt., Adyar, Mangaluru was the resource person.

Guest lecture on “Career guidance in IT Sector” : Guest lecture on “Career guidance in IT Sector” was organised on 12th August 2015 for I BCA students. Ms. Seema M., Corporate Technical Trainer, ProBits Technologies Pvt. Ltd., Moodabidri was the resource person.

Guest lecture on “Pracheen Kavithaomein Kaviyonka Parichay” : Guest lecture on “Pracheen Kavithaomein Kaviyonka Parichay” was organized by Hindi Dept. On 5th August 2015 for I BBM ‘A’ and ‘C’ students. Dr. Rajeev C., Professor, HOD, Hindi Dept., Alva’s College, Moobidbri was the resource person.

Guest lecture on “Pathrika Madhyama” : Guest lecture on “Pathrika Madhyama” was organised on 6th August 2015 for I BBM and I BCA students. Mr. Vidyadhar Shetty, Administrative Director, Hosa Sanje & Karavali Marutha, Mangaluru was the resource person.

Talk on “Awareness about Breast Cancer” : A talk on “Awareness about Breast Cancer” was organised on 20th August 2015 for I & II B.Com. students. The resource person was Dr. Kavitha, MD, DNB, Consultant Radiologist and Oncologist, AJ Cancer Centre, Mangalore.

Value Education Guest lecture on “Attitude and Personality Development” : Guest lecture on “Attitude and Personality Development” was organized for III BBM ‘C’ and I BCA ‘A’ students on 27th Aug 2015. The resource person was Mr. Manjunath. D, Co-Proprietor of Nisarga Publicity, Advertisement and Event Management, M.G.Road, Mangalore.

Talk on “How the young students stay healthy” : The English department organized a guest lecture on “How the young students stay healthy” for II B.COM. students on 4th August The Resource person was Dr. Mahshan .K.M., Department of Respiratory Medicine, A.J institute of Medical Sciences, Mangaluru.

Placement Cell :

- * **Career Guidance Programme:** Career Guidance Programme was organized for I B.Com. by Placement Cell & Commerce Department jointly on 10th August 2015. The resource person was Mrs.Vasumathi Shetty from ACCA (The Association of Chartered Certified Accountants).
- * **Talk on Opportunities for higher education:** Talk on Opportunities for higher education was organized for II BBM students by Placement Cell on 26th August 2015. The resource person was Ganesh Hebbar, Trainer, TIME Institute, Mangaluru.

4. OTHERS :

EXTENSION ACTIVITIES :

- * The students of Rovers and Rangers visited Chirantha Charitable Trust® - home for geriatric health care, located at Idya, Surathkal on 1st August 2015. Mr. Thilakraj G escorted the students.
- * 25 students participated in TARUNE SAMAVESHA organized by Rashtra Sevika Samithi, Mangaluru to celebrate the 80th Anniversary of their samithi at Shree Subrahmanya Sadhana, Mngaluru on 5th August 2015 .
- * NSS students attended Laksha Vraksha Programme organized by Govt of Karnataka at Loyola Hall,St. Aloysius college Mangaluru on 10th August 2015.
- * Students visited an Exhibition at Besant Women’s College on 11th August 2015. The objective of the programme was to encourage the targeted group to identify the innovative practices which can be adopted in different fields of their studies. Mrs. Manju H. Escorted the students.
- * The BCA Department organized COLLAGE competition on the topic “Life and Achievements of DR. A.P.J ABDUL KALAM” at NITK English Medium School, Surathkal on 12th August 2015. Mrs. Shashikala Shetty co-ordinated the competition.
- * **Visit to Annual Management Exhibition at Sri Devi College :** On 21st August 2015, the final year BBM, BCA and BA(HRD) students visited Annual Management Exhibition “Innovative Start-Ups” organized by MBA Department of Sri Devi Institute of Technology, Mangaluru. The Students were escorted by Mrs. Shashikala K G and Mrs.Vasudha, Mrs.Smitha M, Mrs. Shashikala Shetty and Mrs. Shashiprabha
- * **Visit to Electrical power project :** Economics Association visited Bhoruka Electrical power projects at Koyyur Belthangady taluk to identify the functions of Electrical Power Plant as a part of extension activity under the guidance of staff in charge Mr. Prasanna Kumar on 29th August 2015.

SEPTEMBER 2015

1. STUDENTS ACTIVITIES :

Various Association in the Students’ Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Finance Association ‘FONDUS’	Bid & Win
Hindi Dept.	Naming the objects

	Pick & Speak
Business Law Dept.	Debate Competition Case Analysis Competition
Fine Arts Association	Singing Competition, Traditional Day
Commerce Department	Mock Press
Economics Association	Book Review
HR Association 'RESOURCE HUB'	Flip Side Competition

✱ **Students' Participation – Outside activities :**

- ❖ Secured **Overall** Championship in Management Fest "ABHIGYAAN' 15" organized by SDMIMD, Mysore on 30th Sept. & 1st Oct. 2015.

2. STAFF ACTIVITIES :

Mrs. Aruna P. Kamath

- Attended two days National Summit on "Quality in Education" organized by CII at Bangalore on 22nd & 23rd Sept. 2015.

Mr. Thrishanth Kumar

- Attended two days national seminar on "E-waste management- Challenges and Opportunities" organised by Canara College, Mangalore and presented paper on " E- waste as a social Dilemma- Issues of social and environmental justice and the role of residents in Mangaluru City" held on 3rd and 4th Sept, 2015

Mr. Thilakraj

- Attended one day training programme for Rovers and Rangers Co-ordinators held on 3rd Sept. 2015 at University College, Mangalore.
- Attended UGC sponsored one-day National level seminar on "Preparing 21st century citizens through integration of Work based learning in higher education" organized by Besant Evening College, Mangaluru on 19th September 2015 and presented a joint paper on "A study on Work based learning modules".

Mr. Arun F. Sequeira

- Attended BOS Meeting in Computer Science in SDM College (Autonomous), Ujire on 4th September 2015.

Mr. Ashwin L. Mendonca

- Attended a workshop on digitalization organized by Mangalore University on 21st Sept. 2015.

Mrs. Kavitha Prabhu

- Attended NSS Co-ordinator meeting held at University college, Mangalore on 4th Sept. 2015.

Mrs. Madhumathi J Raja

- Attended a talk on ' Integrating Life Skills, culture and values in our Education system' by Swami Sarvasthananda, Head, Sri Ramakrishna Ashrama, Rajkot on 8th Sept. 2015 at Manel Srinivas Nayak Memorial Besant Institute of P.G Management Studies Bondel, Mangalore.

Mrs. Shashikala K.G

- Attended a talk on ' Integrating Life Skills, culture and values in our Education system' by Swami Sarvasthananda, Head, Sri Ramakrishna Ashrama, Rajkot on 8th Sept. 2015 at Manel Srinivas Nayak Memorial Besant Institute of P.G Management Studies Bondel, Mangalore.

Mrs. Jyothi

- Attended one day training programme for Rovers and Rangers Co-ordinators held on 3rd September 2015 at University College, Mangalore.
- Attended one day workshop for Women Cell Co-ordinators at University College, Mangalore on 24th Sept. 2015.

Mrs. Anasuya

- Attended UGC sponsored one-day National level seminar on “Preparing 21st century citizens through integration of Work based learning in higher education” organized by Besant Evening College, Mangaluru on 19th September 2015 and presented a joint paper on “A study on Work based learning modules”.

Ms. Sowmya Hegde

- Attended two days national seminar on “E-waste management- Challenges and Opportunities” organised by Canara College, Mangalore and presented paper on “ E- waste as a social Dilemma- Issues of social and environmental justice and the role of residents in Mangaluru City” held on 3rd and 4th Sept, 2015

Mrs. Preethika D.

- Attended UGC sponsored one-day National level seminar on “Preparing 21st century citizens through integration of Work based learning in higher education” organized by Besant Evening College, Mangaluru on 19th September 2015 and presented a joint paper on “Work based learning programmes offered in different institutions”.

Ms. Parinita Salian

- Attended UGC sponsored one-day National level seminar on “Preparing 21st century citizens through integration of Work based learning in higher education” organized by Besant Evening College, Mangaluru on 19th September 2015 and presented a joint paper on “Work based learning programmes offered in different institutions”.

Mrs. Ramya Jinesh

- Attended a workshop on digitalization organized by Mangalore University on 21st Sept. 2015.

3. ACADEMIC ACTIVITIES :

FDP on “Statistical techniques for Data Analysis” : Business Management Department of the college organized Faculty Development programme on “**Statistical techniques for data Analysis**” on September 8th in the Conference hall. Mrs.Shubharekha, Head of the Statistics Department from St.Agnes College was the resource person.

The main objective of the programme was to enlighten the faculty about application of statistical tools for data analysis, in order to reinforce their capacity to design and implement their own research projects.

Teacher’s Day Celebrations: On 4th September, 2015, Teacher’s Day was celebrated in the Conference Hall to honour the teachers of our institution and to pay reverence and gratitude for their selfless efforts in shaping the career of students in the august presence of Dr. Smitha Hegde ,Associate Professor, Aloysius College(Autonomous), Mangaluru who was the Chief Guest on the occasion, Director Dr. Devaraj K, Principal Prof Aruna P Kamath, Staff Co-ordinators Mrs Shwetha Y and Mrs Gayathri K. Were present on the dias. The significance of celebrating Teachers’ day was rightly put forward by illustrating various instances where national legends such as Dr APJ Abdul Kalam, and Dr Sarvepalli Radhakrishnan expressed their urge to be called as ‘teacher’ rather than titles of ‘Missle man’ or ‘President of India’.

Hindi Day Celebrations: The Hindi Department had organized Hindi Day Celebration and a guest lecture on the topic “Media and Hindi” on 22nd Sept. 2015 in the conference hall. The chief guest was Mrs.DR.Nagrathna Rao,University college Mangalore.

PTA Annual General Body Meeting

The PTA annual general Meeting was held on 3rd September 2015 at 3:00 pm in the college auditorium. The PTA president Mr. B. Sathish Padival was the chief guest for the programme. Students of present second and final year BBM, BCA and BA(HRD) were facilitated by giving cash incentives for those who secured $\geq 85\%$ in theory subjects and $\geq 95\%$ in practical or project work. 39 students of BBM, 69 students of BCA and 5 BA(HRD) students who secured distinction in the Mangalore University examinations conducted during the April/May 2015 were felicitated by Silver Medal and Certificates. The distinction holders gave their feedback. Eleven staff members were also felicitated for their achievements during the academic year 2014-15. The election of new office bearers was conducted by the Principal Mrs. Aruna P. Kamath. Mr. Rajesh Shetty was selected as the President and Mr Krishnappa M. Was selected as joint secretary. Few parents also gave their

valuable suggestions and feedback. Mrs. Aruna P. Kamath, Principal, welcomed the gathering, Mr. Thrishanth Kumar, treasurer of PTA proposed vote of thanks. Mr. Arun F. Sequeira, coordinated the programme. Mrs. Jeevitha D., faculty, compered the programme.

Mime Show on ‘Organ Donation’ : NSS units of the college in association with AJ Hospital, Mangalore organized Mime show at City Center Mall on 20th Sept. 2015 on the theme Organ Donation, called “JEEVAN VELEENA”. This programme brought awareness among the crowd that had gathered in large numbers about the purpose of donating organs, to human beings in need.

Street Play on ‘Organ Donation’ : On 26th Sept. 2015, Street Play was organized at Ballal Bagh Circle By NSS Students. This campaign was made to bring awareness among people to maintain safety standards while driving/riding on roads, and also bring awareness about organ donation.

District level Intercollegiate English Elocution Competition on “Human Development Index (HDI)- What went wrong with India ? : On 29th Sept, 2015 Our College in association with issues and Concerns, a monthly awareness magazine organised District level Intercollegiate English Elocution Competition on “Human Development Index (HDI)- What went wrong with India?”. In the formal function, Ln. Kavitha Shastri, District Governor, Lions Club International was the chief guest and Mr. R.J. Arpith, Radio Mirchi, Mangaluru, Alumni of SDM College was the guest of honour. Principal Mrs. Aruna P. Kamath and Mr. J. Shriyan, Editor of Issues & Concerns were present on the occasion. Mr. Thrishanth Kumar co-ordinated the programme.

More than 21 students from various colleges participated from South Canara and Udupi District. Dr. G. R. Krishnamurthi, Founder Director, TIME Institute, Mangaluru; Mrs. Prathibha Kulai, Corporator of Mangaluru City Corporation and Ms. Megha Kamath, Lecturer, Canara PG Centre, Mangalore judged the competition.

Student Faculty Programme :

- * On 7th Sept. 2015, **Language Department** organized Student faculty Programme on “Learning Values” for I year students by Dhriti Divakar, III BBM C, Sanjeeth Rodrigues and Shivprasad V Bhat. The objective of this programme was to inculcate certain daily life values among the students.
- * **Commerce Department** conducted a student faculty programme for First year B.Com students on 22nd September 2015 by Mr.Nishal D’souza of III BBM. The objective of the programme was to create awareness on the theories of motivation and to inculcate knowledge on the situations in an organization and how motivational elements matters in it.
- * **HR Association ‘Resource Hub’** organized Student faculty programme for III BA(HRD) students on 28th September 2015 by Ms. Dhriti of III BBM C on the topic “ How to face an Interview” with the objective of preparing them to face the interview with confidence.
- * **Economics Department** organised student faculty programme for I BBM students on 25th September 2015 by Prithvi of II BBM ‘A’ on the topic “Digital India”. The objective of the programme was to enrich the students in understanding the importance on e-governance and transforming India in to a digitally empowered society.

Following Guest Lectures were organized for the benefit of students :

Guest lecture on “How to have an edge in IT Industry” : Guest lecture on “How to have an edge in IT Industry” was organised to III BCA students on 2nd September 2015. Mr. Iqbal Ahmed Muyunuidin, Managing Director, Techno Pulse, Mangalore was the Resource Person.

Guest lecture on “Internet of Things” : Guest lecture on “Internet of Things” was organised on 15th Sept. 2015 for III BCA students. Mr. Ruban S., Asst. Professor, Dept. Of M.C.A, St. Aloysius Institute of Management and Information Technology, Beeri was the resource person.

Guest lecture on “Awareness on Cancer” : Rovers & Rangers Unit organized a Guest lecture on “Awareness on Cancer” on 15th Sept. 2015. Dr. Naveen, A J Hospital, Mangalore was the resource person.

Placement Cell :

- * **Career Guidance Programme:** Career Guidance Programme was organized for III BBM and III BA (HRD) by Placement Cell on 21st Sept. 2015. The resource person was Dr. A Sreedhar Kumar, Regional Manager, ICFAI Group, a representative of IBS Business School.

4. OTHERS :

EXTENSION ACTIVITIES :

- * As part of the activities of the Women Cell, our students participated in a rally on 16th September 2015 project ANGEL. The objective of the rally was to create awareness about safety among children, parents and teachers.
- * The college Rovers and Rangers association organised drawing competition at Mangaladevi Temple, Mangaluru premises on 17th September 2015 to the students of local area and winners were honoured with attractive prizes.
- * **Teachers Day Best Message Contest** : On the occasion of Teachers Day on 5th Sept 2015, IBS Business School with the SDM College of Business Management organized a “Teachers Day Best Message Contest” for the students to express their love and gratitude for their beloved teachers. The students had pen down their message about their teachers on the banner provided by IBS Business School. The banners were displayed for Two days at our college premises. At the end of this activity, two faculty of our college judged the competition and 3 best messages were awarded.

OCTOBER 2015

1. STUDENTS ACTIVITIES :

Street Play : Rovers and Rangers units of the college presented street play on the theme “Swachha Bharath” at the Someshwer on Sunday 4th October, 2015. This programme brought awareness among the crowd about the importance of cleanliness. Large group of gathering appreciated the presentation made by students.

Medical Camp at Someshwer : Rovers and Rangers units of the college in association with qualified doctors from reputed KMC Hospital, Attavar, Mlore organised medical camp on 5th October 2015 to the general public at Someshwer temple.

* Students’ Participation – Outside activities :

- The College team participated in BIZWAVES 2015 conducted by NITK Surathkal on 8th and 9th October. Among the team Santhosh and Samantha won Ist place in marketing. Alminaaz and Rishikesh won IV place in Human Resource. Canute, Anirudh and Nishal D’Souza won IIIrd place in Battle of Brand. Nishal D’Souza, Glen and Rishikesh won Ivth place in gaming.
- College team participated in Mangalore University Fest organized by Sridevi College, Mangalore; Poornaprajna College, Udupi; Canara College, Mangalore; Sri Ramakrishna College, Mangalore, Vivekananda College, Puttur and won several prizes.

2. STAFF ACTIVITIES :

Mrs. Gayathri

- Participated and presented a paper on “A study of Issues on workplace challenges and policies for women in IT sector” in the UGC sponsored National seminar on “Issues and Challenges in Global Workplace” organized by Besant Women’s College on 29 October 2015.

Mrs. Shwetha Y

- Attended a National Seminar in Besant Women’s College on 29 October 2015 on the topic “Issues and Challenges in Global Workplace”.

Mrs. Veena D. Kotian

- Attended a National Seminar in Besant Women’s College on 29 October 2015 on the topic “Issues and Challenges in Global Workplace”.

Mrs. Deepashree G.Shenoy

- Attended a National Seminar in Besant Women's College on 29 October 2015 on the topic "Issues and Challenges in Global Workplace".

Ms. Parinita

- Participated and presented a paper on "A study of Issues on workplace challenges and policies for women in IT sector" in the UGC sponsored National seminar on Issues and Challenges in global workplace organized by Besant Women's College on 29 October 2015.

3. ACADEMIC ACTIVITIES :

Discussion on HRD Themes : IQAC organized a group discussion on the 20 theme identified by HRD for improving higher education. IQAC members enlightened the faculty about 20 themes like Governance Reforms for Quality, Improving the quality of regulation, Integrating Skill Development in Higher Education, Opportunities for Technology Enabled Learning, Bridging Gender and Social Gaps in Higher Education, Linking Higher Education to Society and Sustaining Student Support Systems in Higher Education. Principal Mrs. Aruna P Kamath pointed out the need for a proactive role to be played by the faculties whenever a change is contemplated in the education policy of the country.

4. OTHERS :

Prize Distribution programme of District level Intercollegiate English Elocution Competition : College in association with 'Issues and Concerns' conducted a prize distribution programme, a District level Intercollegiate English Elocution Competition on "Human Development Index (HDI)-What went wrong with India?" on 9th Oct, 2015. Prof. B. M. Hegde, Former Vice Chancellor of Manipal University presided over the programme. In his presidential address he opined that, there is hardly any place for human values as the whole world runs on money. Mangalore University English Department Head, Prof. Ravishankar, Principal Mrs. Aruna P. Kamath, Mr.J Shriyan, the editor of 'Issues and Concerns' and coordinator of the programme Mr. Thrishanth Kumar were present.

NOVEMBER 2015

1. STUDENTS ACTIVITIES :

Students of BBM, BCA, BA(HRD) & B.COM. had their semester examinations in the month of November.

2. STAFF ACTIVITIES :

Mrs. Aruna P. Kamath

- Participated as a delegate in a Karnataka State level conference on the topic "Autonomous Colleges : Issues, Prospects and Challenges" organized by Mangalore University, Konaje on 20th and 21st November 2015.

Mr. Arun F. Sequeira

- Participated as a delegate in a Karnataka State level conference on the topic "Autonomous Colleges : Issues, Prospects and Challenges" organized by Mangalore University, Konaje on 20th and 21st November 2015.

Mrs. Smitha M.

- Participated as a delegate in a Karnataka State level conference on the topic "Autonomous Colleges : Issues, Prospects and Challenges" organized by Mangalore University, Konaje on 20th and 21st November 2015.

Mr. Thrishanth Kumar

- Participated as a judge in South Zonal level cultural event “Youth Festival-2015” organised by Karnataka Law University in association with SDM Law College, Mangaluru on 21st Nov. 2015 at SDM Law College.

Mrs. Manju K.

- Participated as a delegate in a Karnataka State level conference on the topic “Autonomous Colleges : Issues, Prospects and Challenges” organized by Mangalore University, Konaje on 20th and 21st November 2015.

Mr. Prasanna Kumar T.

- Attended two days International seminar on “Global Economic Growth and sustainability, Prospects and Challenges” organised by SDMIMD, Mysore and presented a paper on “Empowering small and marginal farmers through labour sharing an analysis of Pragathibandhu” on 20th and 21st November, 2015

Mr. Gururaj G.

- Attended State level “Rowers Leadership Training Programme” organized by D.K. District Scouts & Guides Training Institute, Pilikula, Mangaluru from 23rd to 29th November 2015.

3. ACADEMIC ACTIVITIES :

4. OTHERS :

DECEMBER 2015

Students of BBM, BCA, B.COM. & BA(HRD) had their semester examinations in the month of November followed by vacation for students and valuation for faculty. So apart from Meeting to organize Synergy and to plan out other activities, major programmes could not be organised.

1. STUDENTS ACTIVITIES :

NSS Annual Special Camp : It was held at Govt. Composite High School, Nirkere, Moodbidri for a period of 7 days from 23rd to 29th Dec, 2015. 88 volunteers participated in the camp. Inaugural function of the annual special camp took place on 23rd Dec, 2015 at 3.30p.m. Mr. Peter Fernandes, Principal, Alva’s Institute of Engineering Technology, Moodbidri inaugurated and shared his experiences by giving some useful tips. Smt. Aruna P. Kamath, Principal SDMCBM Mangaluru presided over the function. Dignitaries from various fields were also present and wished all success to the campers.

2. STAFF ACTIVITIES :

Mrs. Jyothi

- Attended a hindi national conference on the topic, “Adhunik hindhi Sahitya Ke Naye Vimarsh” organized by Poornaprajna College on 11th & 12th Dec. 2015.

Mrs. Shalini N.

- Attended a hindi national conference on the topic, “Adhunik hindhi Sahitya Ke Naye Vimarsh” organized by Poornaprajna College on 11th & 12th Dec. 2015.

3. ACADEMIC ACTIVITIES :

National Consumer's Day : Consumer's Club of our college in association with District Consumer Federation, D.K. celebrated **National Consumer's Day** on 22nd Dec. 2015. Smt. Asha Shetty, President, Dakshina Kannada District Consumer Disputes Redressal Forum, Mangaluru inaugurated the function. Mr. M. J. Salian, President, District Consumer Federation, D.K. was the chief guest. Smt. Aruna P. Kamath, Principal SDMCBM Mangaluru presided over the function.

4. OTHERS :

JANUARY 2016

1. STUDENTS ACTIVITIES :

“Synergy 2016” – A National Level Management Fest : Synergy 2016, two days National Level Management Fest exclusively for undergraduate management students was held on 22nd & 23rd January 2016 in the college auditorium. It was inaugurated by Mr. Ritesh Jhingan, C.E.O, Nest Incubate, Mumbai. Mr. Susir Kumar, Executive Chairman, Intelenet Global Services, Mumbai also an alumnus of the college was the Chief Guest on the occasion. Mrs. Aruna P. Kamath, Principal of the college presided over the function. Mrs. Sowmya Hegde & Mr. Ashwin L. Mendonca were the staff co-ordinators of the fest. The theme of Synergy 2015 was “Socio Biz”.

The valedictory programme was held on 24th January at 5.30 pm. The chief guests were Mr. Ram Mohan Pai Maroor, (M/s. Maroor Padmanabha Pai Co.), President, Kanara Chamber of Commerce and Industry, Mangaluru and Shashidhar Acharya, Asst. H. R. Manager, A. J. Hospital, Mangaluru and also alumni of the college. The overall winners were Department of Professional Studies, Christ University, Bangalore and runners-up was won by Jain University, Bangalore.

“Sygma 2016” – State Level IT Fest : Sygma 2016, a State Level IT Fest for computer science students was held on 23rd January 2016 in the college auditorium. Sygma 2016 was inaugurated Mr. Raghupathi Pai, Delivery Manager, Oracle Stream, Infosys, Mangaluru. Mr. Rakesh Shetty, Area Sales Manager, Hiree, Bengaluru, also an Alumni of SDMCBM was the guest of honour. Mrs. Aruna P. Kamath, Principal of the college presided over the function. Mrs. Reshmi B R and Mrs. Deepa D. Hegde were the staff co-ordinators of the fest.

The theme of Sygma 2016 was “Digital Renaissance”. Sygma 2016 hosted various events on different areas such as coding & debugging, web designing, IT quiz, IT debate, E-news, etc. St. Aloysious College, Mangalore won Overall Trophy and runners-up by Sri Devi College of Information Science, Mangalore.

Various Association in the Students' Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Marketing Association 'VENTA'	Product Launch Mad Ad's Competition Ad Copy Writing Competition Logo Designing Competition
Scan Association	IT Quiz, Web Development
Literary Association	Story Writing Competition Slogan Writing Competition Enact the personality Name the objects
Commerce Association	Debate Competition, Book Review, Video Review

Finance Association 'FONDUS'	Essay Writing Competition Portfolio Management Collage Competition
Economics Association	Quiz Competition
Sports Association	Volley Ball Competition
Business Law Department	Business Quiz
Fine Arts Association	Pencil Sketch Competition Mehandi Competition Nail Art Competition Flower Arrangement Competition

✱ **Students' Participation – Outside activities :**

Students secured 4 Overall Championship and 3 Runners Up in the Intercollegiate Competitions.

- ❖ Won **Overall Championship** in SPECTRA 2016, a Variety Competition organized by Narayana Guru College, Mangaluru on 13th January 2016.
- ❖ Won **Overall Championship** in NAKSHATR 2016, Cultural & Management fest organized by St. Agnes College, Mangaluru on 18th & 19th January 2016.
- ❖ Won **Overall Championship** in DESIG FIESTA 2016, a Variety Competition organized by Karavali College, Mangaluru on 20th January 2016.
- ❖ Won **Overall Championship** in ASTITIVA 2016, a Variety Competition organized by St. Aloysius College, Mangaluru on 28th, 29th & 30th January 2016.
- ❖ Won **Runners Up Trophy** in SPINOUT 2016, a National Level Management fest organized by St. Aloysius College, Mangaluru on 28th, 29th & 30th January 2016.
- ❖ BCA students won **Runners Up Trophy** in MEDIA-MANTHAN, a Media fest organized by St. Aloysius College, Mangaluru on 18th & 19th January 2016.
- ❖ BCA students won **Runners Up Trophy** in COMPOSITE 2016, a BCA fest organized by St. Aloysius College, Mangaluru on 28th & 29th January 2016.
- ❖ Mr. Shri Vastav and Mr. Fareez Rasheed from I year 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.

2. STAFF ACTIVITIES :

Mr. Thrishanth Kumar

- Attended Faculty Development Programme on “ Research Methodology” held on 8th Jan. 2016 organised by Sahyadri College of Engineering and Management, Mangaluru.

Mr. Bharath Kumar Jain

- Escorted students to MUIC Volley Ball Tournament to SDM College, Ujire held on 23rd Jan. 2016.
- Nominated as University Observer for the MUIC Women's Cricket Tournament held at St. Agnes College, Mangaluru on 28th, 29th & 30th Jan. 2016.

3. ACADEMIC ACTIVITIES :

NATIONAL YOUTH DAY CELEBRATIONS

On account of National Youth Day Celebrations various Associations and Departments organized the following programmes :

- ✱ The BCA Department in association with SCAN conducted an IT COLLAGE on the topic, “The Contribution of Youth in the field of Technology”.
- ✱ Finance department organized Essay Writing Competition on the topic “Role of Youth in Economic Development of India”
- ✱ ‘Resource Hub’ – The H.R D association conducted a PAPER PRESENTATION on the topic, “Role of Youth in Skill Development”.

- * Kannada Department organised Poem Writing Competition
- * Marketing Department organised Quiz Competition
- * Economics Department organised a guest lecture on “Role of Youth in Human Resource Development”. Ms. Divya, Research Scholar, Mangalore University was the Resource Person.

Inter-collegiate Paper Presentation Competition on the topic “Rural Entrepreneurship and Inclusive Growth” : The Students’ Council of our college organised an inter-collegiate paper presentation competition for under-graduate students on the topic, “Rural Entrepreneurship and Inclusive Growth” on 28th January 2016 in the College Conference Hall at 1.30 p.m. The judges were Mr. Praveen Kumar, who is the head of the consulting wing of 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. The competition was co-ordinated by the students’ council lead by Mrs. Shwetha Y. And Mrs. Gayathri K.

Student Faculty Programme : On 30th Jan. 2016, **Commerce Department** organized Student faculty Programme on “Evolution and importance of Banks in Coastal Karnataka” for I B.Com. students by Ms. Rasmiya, III BBM C. The objective of this programme was to create idea generation on banking evolution.

Placement : Campus placement was conducted by Northern Trust Bank, Tata Consultancy Services and Accenture.

Following Guest Lectures were organized for the benefit of students :

Guest lecture on “Awareness of global professional certification in finance and account” : A guest lecture was organised by placement cell on the topic “Awareness of global professional certification in finance and account” on 18th Jan 2016 for final year BBM and second year BCOM. Mr Sanjay Singh, Consultant Logic School of Management was the resource person.

Guest lecture on “Awareness on higher education in abroad” : Placement Cell organized a guest lecture on 21st Jan. 2016 for Final year BBM & BA(HRD) students. The resource person was Mr. Vijay Menon, Marketing Officer, Westminster International College, Bangalore.

Guest lecture on Foundations of Entrepreneurship : EDP Cell organized guest lecture on ‘Foundations of Entrepreneurship’ on 25th January 2016. The resource person was Mr. Ramamurthy K, CEO, Universal Energy Foods, Karnad Industrial Area, Mulki

Guest lecture on “Object Oriented Programming Using C++” : Guest lecture on “Object Oriented Programming Using C++” was organised on 27th January 2016 for II BCA students. Ms. Asha, faculty, NIIT, Bejai center, Mangaluru was the resource person.

Guest lecture on “Rashtra Bhakthi” : Guest lecture on “Rashtra Bhakthi” was organised on 28th January 2016 by Rowers & Rangers Unit. Mr. T. N. Ramakrishna, President & Convenor, Rashtra Gaurava Samrakshana Parishath, Bengaluru was the resource person.

4. OTHERS :

EXTENSION ACTIVITIES :

- * On January 27, 2016, Final year BCA students visited the Ashoka Vidhyala School, Ashoknagar, Mangaluru to impart knowledge to the students on the concept of Smart City.
- * On January 30, 2016, Final year BCA students visited the Zilla Panchayath Hr. Pry. School, Mannagudda, Mangaluru to provide computer literacy to the students.

FEBRUARY 2016

1. STUDENTS ACTIVITIES :

Annual Sports Day Celebrations : The Annual Sports Meet was held on 18th February 2016. Mr. Rohith Kumar Kateel, International Athlete & Cine Actor, Proprietor, Kateel International Hotel, Karkala inaugurated the sports day celebrations. After the march past, various track & field events were held.

College Annual Day Celebrations : College annual day celebrations was held on 26th Feb. 2016 at 3.00 p.m. in the college premises. Prof. Dr. K. K. Vijayalaxmi, Dean, Faculty of Science, Mangalore University, Mangalagangothri and Mr. K. Ashok Rao, Practicing Chartered Accountant, Mangaluru (Alumni of SDMCBM) were the Chief Guests. Principal Smt. Aruna P. Kamath presented the college annual report. Rank students were honoured in this programme. Scholarships and awards were distributed to the students. The brief formal function was followed by variety entertainment performed by the students.

Prize Distribution Ceremony : College Annual Day prize distribution ceremony was held on 26th Feb. 2016 at 9.00 a.m. in the College Auditorium. Dr. Udaya Kumar M.A., Principal, University College, Mangaluru and Mr. Nithyaprakash Bantwal, Managing Partner, Atlas India Engineers, B.C.Road(Alumni of SDMCBM) were the Guests of honour. Smt. Aruna P. Kamath, Principal, presided over the function. Prizes for General Proficiency and Best Outgoing Students were awarded. Winners of the various competitions conducted by different associations like Management Association, Scan Association, HRD Association, Fine Arts Association, Sports Association, Commerce Dept. And Literary Association were also awarded prizes.

Whiz Quiz Competition : On 16th & 17th February, 2016 Sahyadri College of Engineering and Management, Dept of Business Administration in association with our college organized I & II phase of Whiz Quiz Competition to all final year BBM and BA(HRD) students. Mr. Thrishanth Kumar coordinated the programme.

Various Association in the Students' Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Scan Association	IT Manager, IT Debate, Coding
English Department	Story Narration Role play Poem writing Just a Minute
Commerce Association	Meet the CEO Paper Presentation Book Review
HR Association 'RESOURCE HUB'	Flip Side, JAM
Kannada Department	Light Music Competition Quiz Competition Pick and Speak Bhavageethe Competition
Sports Association	Kabbadi Shuttle Badminton
Business Law Department	Book Review
Fine Arts Association	Dance Competition Rangoli Competition

✱ **Students' Participation – Outside activities :**

- ❖ Won **Runnersup Trophy** in National level IT Fest "MEDHA 2016" organized by Sridevi Institute of Technology, Kenjar on 23rd & 24th Feb. 2016.
- ❖ Won **Runnersup Trophy** in IT Fest "PINNACLE 2016" organized by St.Philomena College,Puttur on 3rd Feb. 2016
- ❖ Won **Runnersup Trophy** in IT Fest "TECHNO-TARANG '16" organized by Vivekananda College, Puttur on 12th Feb. 2016
- ❖ Ms. Shadma of II B.COM won First place in All India Essay Writing Event 2015 (Hindi) at Zonal level.

2. STAFF ACTIVITIES :

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 Feb, 2016.

Mr. Thrishanth Kumar

- 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 Feb, 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 Feb, 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 Feb, 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.

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 Feb, 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 Feb, 2016.

Mr. Deviprasad

- Attended UGC sponsored Workshop on “Statistical Computing” rganised by Poornaprajna College, Udupi held on 19th & 20th Feb. 2016.

Mrs. Shwetha Y.

- Attended in national seminar, “Relevance of the concept of ‘Make in India’” in transforming Business Strategies” organized by St. Aloysius College, Mangaluru and presented a joint paper on the topic “Green Business – Emerging issues in India” on 20th February 2016.

Mrs. Veena Kotian

- Attended in national seminar, “Relevance of the concept of ‘Make in India’” in transforming Business Strategies” organized by St. Aloysius College, Mangaluru and presented a joint paper on the topic “Green Business – Emerging issues in India” on 20th February 2016.

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.

Shashikala K.G

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

Nidhi S

- Attended and presented paper titled “ 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 Feb. 2016

3. ACADEMIC ACTIVITIES :

Faculty Development Programme on “Stress Management Techniques”: Faculty development programme was organized by Dept. Of HRD for the staff members on 2nd Feb. 2016 about ‘Stress Management Techniques’ by Mr. Seetharama Kevala, Principal, Vidyarashmi Vidyalaya, Savnoor.

Student Faculty Programme:

- * HR association organized a Student Faculty Programme on “HR Role in Swachh Bharat” for II BA (HRD) on 10th Feb. 2016 by Mr. Mohammed Safwan and Mr. Nishal of III BBM B. The objective of the program was to enlighten the students about the role of HR in Swachh Bharat.
- * A student faculty program on “D.V. Gundappa’s Marulu Muniyana Kagga – Sahabalveye Sogasu” was organized by Kannada Department for the I Year BCA students on 15th Feb. 2016 by Mr. Shivaprasad V Bhat of II BCA. The objective of the program was how a human being should lead a peaceful life and the norms to be followed to make life beautiful and fruitful.
- * The English department organised a student faculty programme on “How to write stories” for II BA(HRD) by Ms. Dhirti Divakar of III BBM C on 17th February 2016. The objective of this programme was to enhance their writing skills and polish their creativity, views and ideas.

PLACEMENT CELL

- Two BCA students of our college got selected in the recruitment conducted by TATA Consultancy Services in the campus interview held at MGM College, Udupi on 13th and 14th February 2016.
- Four BCA students of our college got selected by the Wipro Campus placement drive held on 17th February 2016 at Alva’s Institute of Engineering & Technology, Mijar and 23rd February 2016 held at MGM College, Udupi .
- On 22nd Feb, 2016 Conducted Competitive Exam “Aptitude Test for II and III year students in association with NIIT, Bejai, mangaluru

Following Guest Lectures were organized for the benefit of students :

Guest lecture on “Role of Banks in promoting, ‘Make in India’” : A guest lecture was organised for II BBM students on the topic “Role of Banks in promoting, ‘Make in India’” on 8th Feb. 2016. Mrs. Rashmi Nahata, C.A. Faculty, KVC, Carstreet, Mangaluru was the resource person.

4. OTHERS :

EXTENSION ACTIVITIES :

- * On February 5, 2016, an extension activity was conducted by the final year students of BCA to the students of Ashoknagara Primary School, Ashoknagara, Mangalore.
- * On February 6, 2016, the students of Business Law visited Ladyhill Higher Pry. School to provide insights on general law.
- * On February 6, 2016, Scan Association students visited Government Higher Primary School, Pandeshwar, Mangalore to teach basics of computer.
- * On February 6, 2016, HR association students visited Sharthi Printer and Publisher, Baikampady, Mangalore to get an insight regarding internal working of factory.
- * On February 6, 2016, Finance Association students visited Canara High School, Urwa, Mangaluru to teach basics of accounting and business to 9th std. Students.
- * On February 6, 2016, students of English department of Literary Association visited B.EM. Government School, Mangaluru
- * On February 6, 2016, the students of English and Hindi department of literary association visited CARDTS Centre, Pumpwell, a home for underprivileged and sick children.
- * On February 7, 2016, Commerce department of the college conducted an extension activity in Canara Primary School, Mangalore to provide knowledge on the Modern Banking Concepts and Transactions that are available now to the students.
- * On February 9, 2016, Final year BCA students visited NITK English Medium School, Surathkal to conduct variety of educational activities.
- * On February 8, 2016, Economics Association students visited Vinayaka Rice Mill, Belthangady to know about the rice manufacturing process
- * On February 10, 2016 Kannada Department and Fine Arts Association as part of extension activity conducted a programme for Akashavani Mangalore
- * On February 19, 2016, Final year BCA students visited Sri Ramashrama Higher Primary School (Anudanitha) to conduct variety of educational activities.
- * On February 22, 2016, Final year BCA students visited Govt. Hig. Pry. School, Bejai, Kapikad to impart knowledge to the students on the basic concepts of computer.
- * On February 22, 2016, Economics Association organized financial literacy programme to Pragathi Bandhu group members at Kadirudyavara village, Belthangady taluk.
- * On February 25, 2016, Final year BCA students visited Dakshina Kannada Zilla Panchayat Higher Primary School, Bikarnakatte, Mangaluru.
- * On February 25, 2016, Final year BCA students visited St. Lawrence Higher Primary School, Bondel, Mangalore.
- * On February 29, 2016, final Year BCA students visited Dakshina Kannada Zillah Panchayat Higher Primary School Kadri, Mallikatte, Mangalore
- * Mr. Shambhu Nath P participated in Leadership Journey “LEAD PRAYANA” to unleash the Leadership Potential in Youth” organized by Deshpande Foundation from 24th Jan. To 7th Feb. 2016.

MARCH 2016

1. STUDENTS ACTIVITIES :

Various Association in the Students’ Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Finance Association ‘FONDUS’	Paper Presentation on emerging issues
HR Association ‘RESOURCE HUB’	Paper Presentation on emerging issues
Marketing Association	Paper Presentation on emerging issues
English Department	Paper Presentation on emerging issues
English Department	Paper Presentation on emerging issues
Commerce Department	Video Review, Paper Presentation on emerging issues
Economics Association	Paper Presentation on emerging issues
EDP Cell	Business Proposal

* Students' Participation – Outside activities :

- ❖ Following students secured prizes in “Certificate Course on Consumer Education” organized by District Consumer Federation®, Mangalore .
 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 prizeConsumer Club students bagged Second Best Project prize.

2. STAFF ACTIVITIES :

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.

Dr. Muralidhar Rao K S

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

Mr. Arun F. Sequeira

- Appointed as a member of BOE meeting in BCA and attended the same at St. Aloysius College (Autonomous) on 14th March 2016.

Mr. Thrishanth Kumar

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

Mrs. Shashiprabha

- Secured 66% percent in the MBA examinations held in the month of January 2016, Karnataka State Open University, Mysore.

Mr. Deviprasad

- 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.

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

Mrs. Divya Uchil, Mr. Thrishanth Kumar, Mr. Thilakraj, Mrs. Shashikala Shetty, Mrs. Renuthakshi, Mrs. Deepa D. Hegde, Mr. Gururaj, Mrs. Sowmya Jyothi, Mrs. Shashiprabha, Mrs. Merceline D’Souza, Mr. Nagaraj, Ms. Sushmitha, Mrs. Yashaswini, Ms. Pramitha, Mr. Vasanth Jain, Mr. Yogish.

3. ACADEMIC ACTIVITIES :

Budget Presentation Competition : The Economics department of the college conducted an Inter class competition on Union Budget 2016 – Analysis and Presentation on March 1st 2016. The event was inaugurated and moderated by Prof.V.B Hans, Department of Economics, St. Aloysius Evng. College, Mangalore. The participant teams analysed the budget of various key sectors of the economy: Railways, Agriculture, Infrastructure, etc.

International Women’s Day Celebrations : The International Womens Day Celebrations was organized by Women’s Cell on 8th March 2016, in the conference hall. The chief guest was Mrs. K.A. Rohini, Founder President, Mahila Mandal, Okkuta. Principal Mrs. Aruna P. Kamath presided over the function.

Student Faculty Programme :

- * A student faculty program on “Personality Development” was organized by BCA Department for the I Year BCA B students on 2nd March 2016 by Ms. Shruthi A. H. Bayari of III BCA. The objective of the program was to implement personality qualities among the students.
- * A student faculty program on “Prep to Present” was organized by BCA Department for the II Year BCA B students on 8th March 2016 by Ms. Namratha Sharath of III BCA. The objective of the program was to improve the presentation skill by using technology.
- * A student faculty program on “Interview Preparation” was organized by BCA Department for the II Year BCA students on 9th March 2016 by Ms. Radhika of III BCA. The objective of the program was to provide knowledge about interviews and placements.
- * A student faculty program on “Rule of Pillion riders” was organized by Business Law Department for the II BA(HRD) students on 16th March 2016 by Ms. Ruhinaaz and Mr. Vikram Pattanashetti of III BBM. The objective of the program was to enlighten the students on the importance of wearing helmet by both the riders.
- * A student faculty program on “Soft Skills-for personality growth” was organized by BCA Department for the II BCA students on 10th March 2016 by Ms. Shruthi A H Bayari of III BCA. The objective of the program was to enhance the soft skills of students and help them to improve their personality
- * A student faculty program on “How to write short stories & essays” was organized by English Department for the II BA(HRD) students on 8th March 2016 by Ms. Dhirti Divakar of III BBM. The objective of the program was to develop creative writing skills.
- * A student faculty program on “How to face interview” was organized by English Department for the I BCA students on 11th March 2016 by Ms. Dhirti Divakar of III BBM. The objective of the program was to give exposure to students how to face the interviews.
- * A student faculty program on “Social Marketing” was organized by Marketing Association (VENTA) on 15th March 2016 by Mr. Santhosh Shet & Ms. Deeksha P N of III BBM.

Following Guest Lectures were organized for the benefit of students :

Guest Lecture on “Big Data” : A guest lecture on “Big Data” was organised by the BCA department on 8th March 2016 for I year BCA students. The resource person was Mr. Rakesh Kumar, Asst. Professor, IT Department, AIMIT, St. Aloysius College, Beeru, Mangaluru.

Guest Lecture on “Communication Skills” : A guest lecture on “Communication Skills” was organised by the BCA department on 8th March 2016 for I year BCA students. The resource person was Ms. Sahana H Bolor, HR Trainer, Mphasis, Mangaluru.

Guest Lecture on “Retail Banking and its new face” : A guest lecture on “Retail Banking and its new face” was organised by the Commerce department on 12th March 2016 for I year B.Com. students. The resource person was Mr. Naveen L S, Regional Manager, IDBI Bank, Mangaluru

Guest Lecture on “Career Management” : A guest lecture on “Career Management” was organised by the HRD department on 17th March 2016 for I year BA(HRD) students. The resource person was Mr. John Fernandes, Director, Speedex Mentorship Solution, Mangaluru

Guest Lecture on “ZÀ@£ÀavÀæ VÃvÉUÀ¼À°è ,Á»wâPÀ ªÀiË@â” : A guest lecture on “ZÀ@£ÀavÀæ VÃvÉUÀ¼À°è ,Á»wâPÀ ªÀiË@â” was organised by the Kannada department on 24th March 2016 for I year students. The resource person was Dr. Meenakshi, Professor, Kannada Dept., Besant Women’s College, Mangalore.

Guest Lecture on “Bheeshma Sahaniji ke samagra sahitya” : A guest lecture on “Bheeshma Sahaniji ke samagra sahitya” was organised by the Hindi department on 30th March 2016 for I year BA(HRD) students. The resource person was Dr. Mamatha N R, Faculty, Hindi Dept., Milagres College, Mangalore.

Guest Lecture on “Labour Laws” : A guest lecture on “Labour Laws” was organised by the Law department on 30th March 2016 for II year BA(HRD) students. The resource person was Ms. Nihal, Manager, Maya International, Mangalore.

Guest Lecture on “Health & Lifestyle” : A guest lecture on “Health & Lifestyle” was organised by the BCA department on 17th March 2016 for I year BCA students. The resource person was Mrs. Renilda Shanthi D’Souza, Principal/HOD of Pediatric Nursing, City Nursing College, Mangalore

Guest Lecture on “Positive Thinking” : A guest lecture on “Positive Thinking” was organised by the English department on 10th March 2016 for I year BCA students. The resource person was Ms. Namratha A., Counsellor, Roshni Nilaya, Mangaluru

Guest Lecture on “Self Awareness” : A guest lecture on “Positive Thinking” was organised by the English department on 3rd March 2016 for I year BA(HRD) students. The resource person was Ms. Tanvi, Counsellor, Roshni Nilaya, Mangaluru

Guest Lecture on “Digital Marketing” : A guest lecture on “Digital Marketing” was organised by the Marketing Association on 8th March 2016 for III year BBM students. The resource person was Mr. Adarsh, Marketing Executive, Technical Dept, Amazon, Bengaluru.

4. OTHERS :

EXTENSION ACTIVITIES :

- * 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 on 5th March 2016.
- * Final BCA students visited D.K.Z.P. Government School, Mannagudda North, Mangaluru on 4th March 2016.
- * Final BCA students visited Government Higher Primary School, Marakada, Kunjathbail, Mangaluru as an extension activity on 4th March 2016.
- * Final BCA students visited St. Raymonds College, Vamanjoor as an extension activity on 16th March 2016.
- * Economics Dept. Students visited National level “Mathsyothsava 2016” organized by Karnataka Veterinary animal and fisheries sciences University, Bidar and College of Fisheries, Mangaluru on 4th March 2016.
- * Consumer Club students attended a World Consumer Day Celebration programme organized by District Consumer Federation, Mangalore on 15th March 2016.

APRIL 2016

1. STUDENTS ACTIVITIES :

Valedictory ceremony of NSS : The valedictory of NSS was held on 18th April, 2016. Mrs. Kavitha Prabhu, programme officers presented a brief report of the activities conducted in the year. Final year students shared their experience. Mr. Deviprasad, NSS programme officer was present on the occasion.

2. STAFF ACTIVITIES :

Mrs. Aruna P. Kamath

- Participated in one day workshop on "Online submission of data to the University(Phase 2-UCM)" organized by Mangalore University College Development Council in association University College, Mangaluru on 16th April 2016.
- Participated in the conference on “Reform making in Higher Education” organized by Citizens Council Mangaluru Chapter on 11th April 2016.

Mr. Thilakraj G.

- Participated in one day workshop on "Online submission of data to the University(Phase 2-UCM)" organized by Mangalore University College Development Council in association University College, Mangaluru on 16th April 2016.

Mr. Ashwin Mendonca

- Ashwin Mendonca represented Mangalore University in the one day meeting organised by Bangalore University on "Developing Syllabus for E-content Development" on 15 April 2016.
- Participated in one day workshop on "Online submission of data to the University(Phase 2-UCM)" organized by Mangalore University College Development Council in association University College, Mangaluru on 16th April 2016.

Mrs.Sowmya Jyothi

- Attended the meeting of BOE in BCA and Add-on Courses on 7, 8 and 9 April 2016 held at St.Philomena College, Puttur.

Mr. Gururaj G.

- Participated in UGC sponsored National Conference at Bhuvanendra College Karkala and presented a paper on the topic "Role of Government in Entrepreneurship development" on 6th April 2016.

Mrs. Ramya Jinesh

- Participated in one day workshop on "Online submission of data to the University(Phase 2-UCM)" organized by Mangalore University College Development Council in association University College, Mangaluru on 16th April 2016.

Mrs. Yashaswini

- Participated in one day workshop on "Online submission of data to the University(Phase 2-UCM)" organized by Mangalore University College Development Council in association University College, Mangaluru on 16th April 2016.

2. ACADEMIC ACTIVITIES :

FDP on “Role of capital market in personal finance” : Commerce department along with IQAC organized a faculty development programme on “Problem Identification and Multi-Disciplinary Approach in Research” on 4th April 2016. 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.

Student Faculty Programme : A student faculty program on “Importance of E-Draw Software” was organized by BCA Department for the I Year BCA students on 11th April 2016 by Ms. Veekshitha of III BCA. The objective of the program was to provide awareness to the concept of “E-Draw Software” which is used to create templates for project status reports.

Following Guest Lectures were organized for the benefit of students :

Talk on “Inculcating self discipline among the youth” : A talk on “Inculcating self discipline among the youth” was organized by BBM Department on 4th April 2016 for I BBM students. The Resource person was Swami Nirbhayanandaji, President, Ramakrishna Ashrama, Bijapur, Gadag.

Guest lecture on “Banking in Rajbasha” : A guest lecture on “Banking in Rajbasha” was organised by the Hindi department on 20th April 2016 for II B.Com students The resource person was Mr. Bhoopesh Kumar Vaishnav, Deputy Manager, SBM Zonal Office, Mangalore.

Guest lecture on “Investment Awareness Programme” : A guest lecture on “Investment Awareness Programme” was organised by Finance department on 18th April 2016 for III BBM C & D students The resource person was Mr. Naveen Kumar G B, Area Manager, Karvy Stock Broking Ltd., Mysore

Guest lecture on “Investment in mutual funds” : A guest lecture on “Investment in mutual funds” was organised by Finance department on 18th April 2016 for III BBM B students The resource person was Ms. Rashmi H, Assistant Professor, MSNM Besant Institute of PG Mgt.Studies, Bondel,Mangaluru

4. OTHERS :

Advanced Level Microsoft Excel Training : A three day advanced level Microsoft Excel training programme was held for BBM and B.Com students from 11th to 13 the April in the computer laboratory. The resource person was Mr. Ravi Kumar, a Microsoft certified excel professional from Vijayawada, Andrapradesh.

EXTENSION ACTIVITIES :

- * The Youth Red Cross Association of SDMCMB in collaboration with the KMC hospital organized a Health Camp for the students of the G.P Primary School and the people of Kadirudyvara, Belthangady on 8th and 9th of April 2016
- * Final BCA students visited the Little Sister Old age Home, Bajjodi on 12th April 2016.

PART-B

Criteria 1

ANNEXURE – 4

Annexure for question number 1.1 : Details about Academic Programmes

Number of existing Programmes : 04

BBM

BCA

BA(HRD)

B.Com

Number of Added Programme: --

Number of self-financing programmes : 04

BBM

BCA

BA(HRD)

B.Com

Number of value added / Career Oriented programmes : Certificate Programmes : 11

Department	Add on Courses
BBM	Value Education Tourism Language Translation Research Methodology
BA(HRD)	Jouranlism Income Tax Language Translation
BCA	Management Practices Marketing Skills Personality Development
B.Com	Tally
Open to all	Tally

Interdisciplinary Courses for BBM: Value Education, Tourism, Language Translation

Interdisciplinary Courses for BA(HRD): Jouranlism, Income Tax, Language Translation

Interdisciplinary Courses for BCA: Management Practices, Marketing Skills, Personality Development.

Interdisciplinary Courses for B.Com: Tally

ANNEXURE – 5

Annexure for question number 1.3 : Feedback from stakeholders

- Alumni feedback is received when called as chief guest for college functions, judges for various events. They have given favourable opinion.
- Parent's feedback is taken during the PTA annual general meetings and executive committee meetings. Their suggestions and opinions are implemented.
- Employers feedback is elicited during the campus visit for career guidance and recruitment.
- For students feedback, suggestion boxes are kept in the convenient places. From final year students, feedback is collected through questionnaires.

ANNEXURE – 6

Annexure for question number 2.9 : No. Of faculty members involved in curriculum restructuring/revision/syllabus development as member of Board of Study/Faculty/Curriculum Development workshop

Mr. Muralidhar Rao- Member of B.O.A.E ,B.A.(H.R.D)

Mrs. Divya Uchil –B.C.A. Practical Examination co-ordinator, BOE,BCA Examinations

Mrs. Manju- Member of B.O.E,P.G.D.B.M

Mrs. Gayathri K.- Member of BOE,(BA(HRD) Examinations

Mr. Thilakraj – Member of BOE (St. Agnes College – Autonomous), BBM Examinations

Mr. Arun F. Sequeira –Member of BOE (St. Agnes College – Autonomous), BCA Examinations

Mrs. Smitha – Member of BOE, BA(HRD)

Mrs. Shashikala Shetty – Member of BOE, BCA Examinations

Mrs. Sowmya Jyothi – Member of BOE, BCA Examinations

Annexure for question number 3.1 : Initiatives of the IQAC in Sensitizing/Promoting Research Climate in the institution

Faculty development Programme on “Use of E resources in research”

A FDP programme on the topic “Use of E resources in Research” was organized by the BCA department for the entire faculty on 27 July 2015 in the computer LAB. The resource person was Mr. Ashwin Loyal Mendonca, faculty of the college. Faculty members were taught how to use Google Forms to prepare online questionnaires. Google Forms provides a simple interface for the creation of questionnaires. Various features of online questionnaire such as adding different types of fields, viewing data in spreadsheets, presentation and processing of data, sharing the forms with respondents through email and chat applications etc. Were taught. The session also dealt with using data collected from online questionnaires in research studies. The main objective of the programme was to simplify data collection and compilation process for faculty who do research. The programme was organized by BCA Department.

Faculty development Programme on “Statistical Techniques for Data Analysis”

Business Management Department had organized Faculty Development programme on “Statistical Techniques for Data Analysis” on 8 September 2015 in the Conference hall. Mrs. Shubharekha, Head of the Statistics Department, St. Agnes College was the resource person. The main objective of the programme was to enlighten the faculty about application of statistical tools for data analysis, in order to reinforce their capacity to design and implement their own research projects. The resource person started the session with an introduction to data analysis techniques, focusing issues of inference and interpretation. She highlighted the variety of approaches and techniques for data collection and data analysis. She spoke about the importance of having initial knowledge of how to formulate hypotheses and articulate research questions connected with the theoretical concerns of field of study.

The topics covered were Types of Variables, Presentation of data, Analysis of data, Measure of Variability, Techniques for Correlation, Regression Analysis and Test of Hypothesis

The resource person explained the concepts with suitable examples. It was very interesting and interactive session. It helped the faculty members to gain knowledge on descriptive statistics to summarize data, understand the concepts of hypothesis testing, identify the appropriate statistical test based on the study objective, understand the importance of sample size calculations, analyze data speedily and more accurately and thus interpret results reliably and confidently. The programme was coordinated by Mrs. Smitha.

Faculty development Programme on “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.

ANNEXURE – 8

Annexure for question number 3.3 : Details regarding minor projects

UGC sponsored Minor Research Projects Submitted

Faculty	Title of the Project
Mrs. Smitha	A Comparative study of Health Insurance Schemes offered by Public and Private Sector
Mr. Thrishanth Kumar	Transfer of Learning In IT and IT's Industry In Karnataka: Facilitators, Inhibitors And Strategies (Diagnostic Findings From Multiple Case Studies)
Mrs. Kavitha Prabhu	Customer Attitude towards General Insurance Product
Mrs. Shaini Naveen	Role of Educational Loan by Commercial Banks on Higher Education
Mrs. Veena Kotian	A Comparative study on Work Life Balance among Working Women in Metro and Non-Metro Cities
Ms. Sowmya Hegde	Branchless Banking for the Poor as a part of Financial inclusion.
Mr. Prasanna Kumar	A Socio-Economic Base Line Survey of Dalit Muslims in Rural Karnataka, India
Mr. Deviprasad	A study on socio-economic problems of unorganised sectors with reference to Beedi workers in Dakshina kannada district.

UGC sponsored Minor Research Projects – Ongoing

Faculty	Title of the Project
Mr. Deviprasad	A study on socio-economic problems of unorganised sectors with reference to Beedi workers in Dakshina kannada district.

Annexure for question number 3.11 : No. of conferences organized by the Institution

UGC sponsored National conference on Green Marketing in India -- Emerging Opportunities and Challenges

The College in association with Mars Vapours Carbon Foot Print Pvt. Ltd., Mangaluru, organised a UGC sponsored National conference on the topic 'Green Marketing in India- Emerging Opportunities and Challenges' on 21 August 2015 in the conference hall.

The seminar was inaugurated by Dr. S. Ramananda Shetty, Vice-Chancellor, Nitte University. In his inaugural address, he highlighted the importance of green marketing and spoke about improving, developing and usage of eco-friendly products. The chief guest Mr. Kudialguthu Sachidananda Hegde, Ex. Managing Director, T. Stanes and Company Ltd, Coimbatore spoke about why companies should come up with green products. Mr. Vivekananda K.V, Director, Ener Green Solar, Mangaluru & Alumni of SDM College expressed his views and ideas in this regard and also shared his experience during college days. Dr. Shobha Kamath, Chief Executive, ROOTS EHS Advisory, Vadodara, in her keynote address, spoke about how to create a green strategy that is pitch perfect and is tuned for long-term success and said that the company's strategy and messages need to be convincing. Companies need to make environmental friendly products easily available and affordable and without compromising on performance and at no extra costs for the consumer to help them make informed purchasing decisions, she said. Principal Mrs. Aruna P. Kamath, in her presidential address, explained the importance of green marketing & developing environmental friendly products. The program concluded with the vote of thanks proposed by Mrs. Shwetha Y. The programme was compeered by Mr. Shravan of I BBM 'C'.

In the technical session, "Opportunities and Threat in Green Marketing", Mr. Praveen Prabhu, Head-Origination, Mars Vapours Carbon Foot Print Pvt., Ltd, Mangaluru, explained the importance and uses of green marketing. He stressed the need, opportunities and also the threat involved in green marketing.

Dr. K. Muralidharan, Head, Division of Social Science Central Plantation Crop Research Institute, ICAR, Kasaragod, in his technical session, "Ethical Issues in going Green" explained the scope of eco-friendly products. He highlighted the sensitive approach that integrates the strategic link between the company, the environment and marketing, rather than being primarily concerned with tactical communications opportunities. The prime emphasis is on developing relationships and satisfying separate stakeholders' needs in an environmentally and socially responsible manner.

Apart from this, there was paper presentation session in which the research scholars, academician & students presented papers on wide range of topics related to the theme of conference. The sessions were chaired by Dr. H. Lakshmikantha, Deputy Environmental officer, pollution Control Board, Mangaluru, Dr. Catherine N. Rao, Head of M.Com Dept, Agnes College, Mangaluru and Prof. Syrha Goveas, Asst. Professor, University of Bahrain.

The guests for the valedictory function were, Dr. H. Lakshmikantha, Deputy Environmental Officer Pollution Control Board, Mangaluru, Mr. Amith Ramachandra Acharya, Partner (Administration), Chiramith Precision (India), Mangaluru and Mr. Praveen Prabhu Head- Origination, Mars Vapours Carbon Foot Print Pvt Ltd, Mangaluru. Principal, Mrs. Aruna P Kamath in her welcome address spoke about the extent of impact that can be generated from such events as the conference and advised the students to imbibe eco-friendly practices in life. The report of the deliberations of the conference was presented by the convenor of the conference Mrs. Shwetha Y. Dr. H. Lakshmikantha emphasized on the growing importance of two concepts: Soil Banking and emerging India. He said that there will be a day when even soil will be considered as a non-productive commodity. Mr. Amith Ramachandra Acharya talked about qualitative as well as quantitative correlation between pollution effects and the latest technology. He quoted real life examples. Mr. Praveen Prabhu appreciated the laudatory initiative undertaken by the college in hosting such a relevant event. He further added that, commemorative days such as the Environment day, Vana Mahotsav etc. shouldn't be a namesake affair and that the students should volunteer to bring about a change in the way people think. The certificates to paper presenters were distributed by Dr. H. Lakshmikantha and Mr. Praveen Prabhu. The participation certificates for delegates were distributed by Mr. Amith Ramachandra Acharya. The chief guests were introduced by Ms. Kriti Nahata, Mr.Santhosh Shet and Anirudh Prabhu. The programme concluded with the National Anthem.

ANNEXURE – 10

Annexure for question number 3.14 : No. of linkages created during this year

- ❖ Linkage with Mars Vapours Carbon Foot Print Pvt. Ltd., Mangaluru, by associating with them for organizing a UGC sponsored National conference on the topic ‘Green Marketing in India- Emerging Opportunities and Challenges’
- Linkage for extension activities
 - ❖ Blood Donation Camp in association with K.M.C ,Mangalore.
 - ❖ Medical camp in association with KMC Hospital, Attavar.
 - ❖ In association with “Friends Veneer & Ply, Baikampady.” To provide information about micro investment schemes to the employees of the factory and at the same time to get practical insight regarding the working procedure of the factory
 - ❖ In association with “ Canara High School, Urwa”, to impart knowledge on modern banking
 - ❖ In association with St. Joseph Prashanth Nivas “A home for aged and orphans”, Jeppu, Mangalore, to encourage students to actively participate in social service .
 - ❖ In association with “Zilla Panchayat Hiriya Prathamika School, Mannagudda, Mangalore” to teach the students the basics of accounting.
 - ❖ In association with “Zilla Panchayath Hiriya Prathamika School, Kadri, Mangalore”, to brief the students about consumer protection .
 - ❖ In association with “St. Raymonds College, Vamanjoor, Mangalore”,to impart the students with computer literacy.
 - ❖ In association with “ Ladyhill Higher Primary School,Mangalore”, to impart the students regarding different issues regarding law.

ANNEXURE – 11

Annexure for question number 3.17 : No. of research awards/ recognitions received by faculty and research fellows of the institute in the year.

Rewarded 2014-2015

<i>No.</i>	<i>Name</i>	<i>Reason</i>
1	Mr. Muralidhar Rao K.S	Award of Phd Degree

ANNEXURE – 12

Annexure for question number 3.26 : Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility.

Annexure for question number 5.12 : No. of social initiatives undertaken by the students

Extension Activities were organized by all the associations to make the students realise their social responsibilities and to learn the importance of dignity of labour. Some of the extension activities organized were :

Business Law Department

- On 25 July 2015, the students of the Business Law department along with the lecturer in charge Mrs. Supriya and Mrs. Vasudha visited Pompei High School Urwa as a part of extension activity. The objective of extension activity was to create awareness about consumer protection act among the children. The students gave a brief introduction about consumer protection and its need. Skill enhancement activities like pick and speak, quiz and pick and act competition relating to consumer protection were conducted. At the end the winners of these competitions were awarded.

Rashtriya Yuva Dinacharane

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

Visit to Ladyhill Higher Primary School

- The department conducted its extension activity in Ladyhill Higher Primary School on 6 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. Supriya and Ms. Parinita escorted the students.

Commerce Association

- On 25 July 2015, the Commerce Association conducted an extension activity at D.K.Z.P.H.P.S Mannagudda, Mangalore. Student Coordinator, Preetham S. provided training & information regarding the Modern Banking Concept – E-Banking. Students were shown a PPT presentation on the workings & usage of internet banking. The objective was to provide knowledge on the Modern Banking Concepts/Transactions that are available using Internet. Around 40 students from class 6th & 7th took active participation & responded enthusiastically. As part of the programme GK Quiz was also organized in order to brush up the latest on goings. Later students were formed in groups of 4 and were told to present a handmade poster using chart on the given topic “Swaccha Bharat”. Every group brought in variety of ideas & the best 3 teams were given prizes. Mrs. Smitha and Mrs. Veena Kotian accompanied the students.
- 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.

➤ **Visit to an Exhibition**

Students visited an exhibition at Besant Women’s College on 11 August 2015 on the topics E-Commerce, Investment management, and Stock market concepts. The objective of the programme was to encourage the targeted group to identify the innovative practices which can be adopted in different fields of their studies. The students were guided by staff in charge, Mrs. Manju H.

Economics Department

➤ On 25 July 2015, the department conducted extension activity at Govt. Pre-University college Carstreet, Mangalore. Rasmiya S. Sheik of III BBM gave a talk on the topic Population explosion. Then a quiz competition was conducted to identify whether the students were aware about the current issues. The winners were awarded prizes.

➤ **Visit to Electrical power project**

On 29 August 2015 team of enthusiastic students of Economics Association visited Bhoruka Electrical power projects at Koyyur, Belthangadi Taluk as a part of extension activity under the guidance of staff in charge Mr. Prasanna Kumar. Bhoruka sells power to customers directly, located anywhere in the State of Karnataka. The power is transmitted with the help of the existing transmission lines belonging to the KPTCL (Karnataka Power Transmission Corporation Ltd.) through Wheeling & Banking Arrangement. The main objective of this visit was to gain insight into the functions of Electrical Power Plant.

➤ **Visit to Vinayaka Rice Mill**

On 8 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.

➤ **Pragathi Bandhu groups**

On 22 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. Mr. Prasanna Kumar and Mrs. Shashikala K.G. were the lecturers in charge.

➤ **Visit to Masthyosthva-2016**

On 4 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 realize the role of fishing industries in export management.

Finance Association

➤ On 25 July 2015, the finance association members visited Friends Veneer & Ply, Baikampady. The main purpose was to provide information about micro investment schemes to the employees of the factory and at the same time to get practical insight regarding the working procedure of the factory. Mr. Pavananjaya N, Proprietor, not only briefed the students about the working of the factory, but also enlightened students about the business strategies. Later, students had interaction with employees and educated them about various micro investment schemes such as post office savings, RD scheme, PMJDY, Atal Pension Yojana etc. Students also briefed them regarding the importance of savings and investment. This visit helped the students to share the knowledge and also gain

exposure. The lecturer incharge was Mrs. Gayathri K. and Miss. Sowmya Hegde.

- 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 K, Ms. Soumya Hegde, Mr. Deviprasad and Mr. Gururaj were the lecturers in charge

Marketing Association

- On 25 July 2015, the students of the association visited Bharath mall to promote the new four wheelers of Volkswagen i.e., “The Volkswagen New Vento”. Mr. Dayanand, the Department Manager guided the students on activities related to the promotion of Volkswagen new vento car and the winners were given gift vouchers by the company. The students learnt about the methods of promotion, about the company and its products, managing the crowd, the interaction skills and also got the practical exposure. The students were escorted by Mrs. Rashmi.T. and Mrs. Deepashree G. Shenoy.
- On 7th February 2016 the students of Marketing Association visited CITY CENTRE MALL to conduct a survey on the online marketing and retail marketing by interviewing and distributing questionnaire to the customers. The students learnt some aspects and difference between the topic, managing the crowd, the interaction skills and also got the practical exposure. The students were escorted by Mrs. Rashmi.T. and Mrs. Deepashree G. Shenoy.

Human Resource Development Association

- On 25 July 2015 HR association members visited St. Joseph Prashanth Nivas “A home for aged and orphans”, Jeppu, Mangalore as a part of extension activity. The objective was to encourage students to actively participate in the social service and show love and respect for elderly people. The secretaries of the association Mr. Nithin P. Devang and Ms. Agnela Pais conducted various activities which helped them to mingle with elderly people and entertain them. The students were escorted by Mrs. Anasuya, Mrs. Preethika and Ms. Parinita.
- On 6 February 2016 HR 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 conditions 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.

SCAN Association

- The association organized an extension activity on 25 July 2015 in Govt. Higher Primary School, Mullakadu, Kavoor, Mangalore from 10.00 am to 12.00 pm. The school students were taught basics of computer and its functionalities. The student volunteers of final year BCA were taught the basic computer operation to school students and also conducted various activities like games, memory test, quiz etc. Winners were given prizes. At the end as an entertainment a movie starring Charlie Chaplin was exhibited. The staff coordinator was Mrs. Reshmi B.R.
- An extension activity was conducted on 6 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.

➤ **Life and Achievements of Dr. A.P.J Abdul Kalam.**

Collage competition was conducted on the topic “Life and Achievements of Dr. A.P.J Abdul Kalam” on 12 August 2015 at NITK English Medium School, Surathkal by BCA department. Mr. Gurudas III BCA ‘A’ showed the video about Dr. A.P.J. Abdul Kalam. Mrs. Shashikala Shetty coordinated the competition.

➤ **SDIT Innovative Starts up 2015- 16**

Final year BCA Students visited an exhibition “SDIT Innovative Starts up 2015- 16” on 21 August 2015 organised by Shri Devi College. Mrs. Shashikala Shetty and Mrs. Shashiprabha coordinated the visit.

Following is the list of extension activities organized by BCA department

Date	Venue	Nature of Activity	Faculty Incharge
18 January 2016	St.Johns Higher Primary School, Cassia, Mangalore	Basics Of Computer	Mr. Arun F. Sequeira
21 January 2016	Gandhinagar Urwa Primary School, Urwa, Mangalore.	Basics of Computers	Mrs. Deepa D.Hedge
27 January 2016	Ashoka Vidhyalaya School, Ashoknagar	Smart Green Light	Mrs. Divya Uchil
30 January 2016	Jilla Panchayat Hiriya Prathamika School, Mannagudda, Mangalore.	Introduction to internet	Mrs. Sowmya Jyothi
30 January 2016	Jilla Panchayath Hiriya Prathamika School, Kadri, Mangalore.	The Technology- Past, Present, Future	Mrs. Reshmi B.R
5 February 2016	Govt. Higher Primary School, Ashoknagara, Mangalore.	Basics of Computer and Internet Skills	Mrs. Shashiprabha
9 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 Introduction to Internet	Mrs. Deepa D.Hegde
22 February 2016	Govt. Higher Primary School, Bejai, Kapikad	Evolution of the Computer and the Technology	Mrs. Divya Uchil
25 February 2016	St. Lawrence Higher Primary School, Bondel, Mangalore	Personality Development	Mrs. Sowmya Jyothi
25 February 2016	Dakshina Kannada Zillah Panchayat Higher Primary School, Bikkernakatte, Mangalore.	Introduction to Computers, Internet and Mobile Phones	Mrs. Reshmi B.R
29 February 2016	Dakshina Kannada Zillah Panchayat Higher Primary School Kadri, Mallikatte, Mangalore.	IT Advertising and Memory Test.	Mr. Arun F. Sequeira
4 March 2016	Dakshina Kannada Zillah Panchayat Higher Primary School Mannagudha, Mangalore	Introduction to E-Commerce	Mrs. Shashiprabha
4 March 2016	Government Higher Primary School, Marakada, Kunjathbail, Mangalore	Basics of computer and its parts and functionalities	Mrs. Shashiprabha
11 March 2016	Jilla Panchayath Hiriya Prathamika School, Urwa, Manglore.	Working of online applications, parts of computer and memory test	Mrs. Reshmi B R
16 March 2016	St. Raymonds College, Vamanjoor, Mangalore	IT product launch and Computer Memory Test	Mr. Arun F. Sequeira
12 April 2016	Little Sisters Old Age Home, Bajjodi, Mangalore	Talk on Hyper Tension & Diabetes	Mrs. Divya Uchil

Literary Association:

- On 25 July 2015, the members of English department of literary association visited Gandhinagar Government Higher Primary School to conduct extension activities. The main objective of the programme was to interact with the students and conduct activities for them. The members of the association divided themselves into two groups to conduct activities for the high school students and the primary students separately. A game of passing the parcel was played as an ice breaker. Pick and act competition as well as singing competition were conducted to bring out their inner talents. In addition to these games, a spell me contest was conducting for the high school students. Prizes were awarded to the winners as a token of encouragement. The students participated happily and enjoyed the activities thoroughly. It gave them an opportunity to bring out their hidden talents. It also helped in enhancing their knowledge. The activities were designed to build confidence in the students and encourage them to participate more actively. This extension activity encouraged the students to gain confidence and team work. The lecturer in charge was Mrs. Madhumathi. J. Raja and the student coordinator was Ms Dhriti Divakar.

➤ **Environment Awareness Programme**

On 11 July 2015, selected students of second year and final year under the able guidance of Mrs. Madhumathi. J. Raja, lecturer, English Department, attended a guest lecture programme on “Environment awareness and role of students in the environment”. The event was conducted by the Environment Club of Besant women’s college, Mangalore. Mr. Jayaprakash S. Nayak, senior scientific officer, Karnataka State Pollution Control Board was the honorable resource person. The main objective of the lecture was to create awareness among the students about the importance of sustainable development and pollution control. In his lecture, he highlighted the significance of waste management and judicious use of existing resources. He also highlighted various laws and acts pertaining to the violation of environment protection laws. He added that, the suicidal growth prospects of man will only aggravate the harmful effects of environmental hazards such as Global warming. Concluding his speech, he emphasized on the importance of nature conservation at an individual level and also about the importance of efforts against exploitation of natural resources. After his lecture, Mr. Jayaprakash had an interaction with the students, wherein he answered the queries put forth by the latter.

Fine Arts Association:

- The selected students of Fine arts association conducted an extension activity at Attava Anganawadi, Mangalore on 25 July 2015. The children were taught to sing and dance. Games were also conducted for the children. The students visited the school under the able guidance of Mrs. Renutakshi and Mrs. Jeevitha. The student coordinators were Saajan M.S and Shruthi Poojary. Through this activity they were able to create team spirit & self-confidence among the children.

Fest Forum

➤ **Training at Govt. First Grade Women’s College, Balmatta, Mangalore**

On 27 July 2015, a batch of second and final year students visited Government First Grade Women’s College, Balmatta, Mangalore as a part of the extension activity planned by the Fest Forum Association. The main objective of the activity was to brief the first year students about the university level fest, “GENESIS”, organized by the college. The students were briefed on the various events of the fest such as Best Manager, Marketing, Finance, Human Resources, Public Relations, Journalism and Quiz. They were motivated to participate and build confidence. A game of Brand Wars, an interesting Marketing event, was conducted for the students. After a demo by the organisers of the activity, the students were given an opportunity to come forward and give their feedback. The activity was focused on bringing out the talents of the students and motivating them to participate in the upcoming fest. The support of the college authorities and the enthusiastic participation of the students enabled the organizes to create an awareness about the need for participations in management fest.

➤ **Training at Govt. First Grade College, Gandhi Nagar, Mangalore**

On the 27 July 2015, a team of 7 final year students visited Government First Grade College, Kavour Mangalore to present and enlighten the first year students about Genesis, the business management fest organized by SDM college of business management. The students were given a brief introduction of the fest and all the events were explained to them in detail. After the introduction to management fest they organized few activities to give practical exposure in the field of business management. The students were asked to introduce themselves in an innovative way to improve their creativity. All the students showed lot of interest in this activity.

National Service Scheme (N.S.S.)

➤ **Awareness Drive: Mangalore for No Honking**

A programme was conducted by NSS units on ‘Awareness Drive: Mangalore for No Honking’, on 17 July 2015. The resource persons who addressed students on Awareness Drive were Mr. Shawn and Mr. Sudhir from Giving Tree Trust organization. They addressed the students on causes for road accident, importance of usage of helmets. Main objective of this programme was to educate the students about road accidents and about road safety.

Mr. Shawn explained the causes of road accident result of overtaking of vehicles. He also stressed upon the importance of peaceful environment. How harsh honking increases noise pollution and thus has an effect on our environment was conveyed very effectively by showing some videos. Mr. Sudhir, spoke about a very sensitive issue of road rage, which has become the norm of the day which reflects the violent behaviour of people when on the roads. The factors which lead up to this being, carelessness, recklessness and rising tempers, he said. Statistically, it has been shown that the number of death and injuries due to road accidents has been steadily increased within the past five years. The attitude of drivers plays a major role in road safety. Drivers need to be cautious, and sensitive to all the rules and safety regulations of the road. Safe habits need to be adopted and practised constantly; road rules such as speed limits and no parking zones also need to be strictly adhered to by drivers. He also emphasized on usage of helmets and he said helmets prevent head injury, give weather protection, provides visibility.

He then said road safety awareness targeting the road users and more particularly the college students is fundamental for developing a bottom-up approach for inculcating and developing a sense of responsibility about various aspects of road safety.

He asked NSS students to educate people about obeying traffic rules and regulations, pedestrians first, and do not drink and drive. Mrs. Kavitha Prabhu and Mr. Deviprasad organized the programme. Ms. Rasmiya compeered the programme.

➤ **One day camp at Anandashrama higher primary School**

NSS unit of the college organized one day camp on 26 July 2015, at Anandashrama higher primary school. NSS volunteers assembled at the venue at 8.30 a.m. Before the commencement the work, volunteers were enlightened about the importance and need of shramadhan. They wer also told about the importance of personality development through community service. The students were then divided into seven groups. Each group was assigned a group leader who had to divide the work among the members and supervise the work assigned to their group.

Anandashrama school campus was cleaned and weeds were removed. After the lunch break, volunteers assembled back for the evaluation session. They shared their experience of working in the group for a good cause. First year students stated that it was their first camp and working in the field had made them realize the importance of team work and co-operation. Group wise evaluation helped the volunteers to realize their shortcomings and to overcome them in the future.

NSS programme Officer Mrs. Kavitha Prabhu and faculties Mr. Thilakraj and Mr. Thrishanth, concluded day's programme by appreciating the work done by the volunteers and offering suggestions for improvements.

➤ **One day camp at Mangalajyothi Integrated School**

NSS units of college organized one day camp on 23 August 2015, at Mangalajyothi Integrated School, Vamanjoor. NSS volunteers assembled at the venue at 8.30 a.m. Before commencing the shramadhan, volunteers were enlightened about the importance and need of shramadhan. They were briefed about how shramadhan will help in achieving the objective of NSS which is personality development through community service. The students were then divided into groups. Each group was assigned a group leader who had to divide the work among the members and supervise the work assigned to their group.

Volunteers started their work at 9.00 a.m. and continued up to 1.00 p.m. Mangalajyothi ITI campus was cleaned. After the lunch break, volunteers assembled back for the evaluation session. They shared their experience of working in the group for a good cause. First year students opined that, working in the field had made them realize the importance of team work and co-operation. Group wise evaluation helped the volunteers to realize their shortcomings and to overcome them in the future.

NSS programme officers, Mrs. Kavitha Prabhu and Mr. Deviprasad, and faculty Mrs. Deepa D. Hegde, concluded day's programme by appreciating the work done by the volunteers and offered suggestions for improvements.

➤ **Annual Special Camp**

The Annual Special Camp was held at Government High School, Nirkere, Moodabidri from 23 to 29 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, compered 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 24 December afternoon, resource person, Mr. Muniraj Renjal, Teacher, Jain High School, Moodbidri enlightened students about "Namma Desha Namma Hana". On 25 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 26, Socio Economic survey was conducted by the students followed by Jana Jagrathi Jaata. On 27, free medical checkup by Alvas Ayuderic Medical College was arranged and was followed by an informative session on first aid treatment. On 28, 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 29 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.

➤ **Blood Donation Camp**

The NSS had organized blood donation camp in association with KMC Hospital, Mangalore on 11 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 how donor can save three lives. He encouraged the students by sharing his personal experience. Principal, Prof. Aruna P. Kamath, presided over the function. NSS Officer Mr. Deviprasad and Mrs. Kavitha Prabhu were present on the occasion. Around 116 students voluntarily donated their blood.

➤ **Cancer awareness Programme**

30 NSS volunteers participated in one day training programme on Cancer awareness held at Yenepoya University, Mangalore on 18th Feb 2016.

Rovers and Rangers Unit

- The association members conducted an extension activity at Government Primary and higher primary school, Bolar, Mangaladevi on 25 July 2015. The school children were taught drawing. Many games were conducted for the children. These activities helped them gain confidence. The staff coordinator was Mr. Thilakraj G. The student coordinators were Ms. Lavanya and Mr. Rahul Shetty.

➤ **Collage competition**

The association organized collage competition on the topic “Drug free India” on 29 July in room no 201 at 3.00pm. Large number of students took part actively with great spirit. The topic was chosen as to make students aware of the effects of drugs and the importance to have a free India. The competition was judged by Mrs. Kavitha Prabhu and Mrs. Shashikala K.G.

➤ **A visit to Chirantha Charitable Trust**

The students of the association accompanied by staff coordinator Thilakraj visited Chirantha Charitable Trust, home for geriatric health care, located at Idya, Surathkal on 1 August 2015. The people living in the homes shared their life experiences with the students. They also shared vital lessons of life with the students who listened intently. The visit to the homes was a rewarding and heartwarming experience for both the students and the inmates of the home.

➤ **Elocution competition**

The association conducted an elocution competition in Tulu language on 24 August 2015. The competition gave the students an opportunity to speak their views. The topic chosen was “Tulunaddu Samskrithi”. The objective of the event was to give opportunity to bring out their public speaking skills and to build confidence.

➤ **Drawing competition**

The college Rovers and Rangers association organised drawing competition at Mangaladevi Temple, Mangaluru premises on 17 September 2015 for the students of local area and winners were honoured with attractive prizes. The event helped children to seek order as a means to define their world and understand things in context and it also allowed children to creatively explore new ideas.

➤ **Street play on Swachha Bharath**

A street play on “Swachha Bharath” was organised by the Rovers and Rangers unit at Someshwar on 4 October 2015. This programme brought awareness among the crowd about the importance of cleanliness. Large group of gathering appreciated the presentation made by students.

➤ **Medical Camp**

Rovers and Rangers unit of the college in association with doctors from KMC Hospital, Attavar, organised a medical camp on 5 October 2015 at Someshwer temple, with the objective to facilitate access to health care in rural areas, both general and specialised (eye, children, skin, Ortho, ENT) to the general public. More than 262 Patients were registered. Patients with mild disorders were distributed free medicines during the camp and those with serious disorders were referred to the nearest primary healthcare centre. Follow up of the patients will be done through the health volunteers. Spectacles were distributed to 83 patients.

➤ **Visit to Seva Bharathi® Mangalore:**

Rovers and Rangers unit of our college visited Seva Bharathi trust, Roman & Catherine lobo school for the blind, interacted with the children in the school. Some activities are organized for the school children. 2 Crompton Greaves Ceiling Fans are donated to the school and sweets also distributed to all the inmates

Red Cross Unit

➤ **Blood Donation Camp**

The Red Cross had organized blood donation camp in association with KMC Hospital, Mangalore on 11 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

➤ **Health Camp and sports meet (YRC)**

The Youth Red Cross Association of SDMCMB in collaboration with the KMC hospital organized a wonderful and successful Health Camp for the students of the G.P Primary School and the people of the surrounding village area of Kadirudyvara ,Belathangadi on 8th and 9th of April 2016.

The event began with a small prayer to the almighty by the youth Red Cross members. Mr, Prasanna, the lecturer in-charge of the Youth Red Cross Association, welcomed the guests, Mr.Dinesha Chandra Shetty ,the head master of the government school, Dr. Lavin and the representatives of KMC hospital , by presenting each guest a token of affection by the students. Prasanna Sir spoke about the importance of conducting such events and camps which helps in educating the young children and also provides regular health check up for the rural area people.

With the help of Mr Sanothsh Kumar , the chairman of Grama panchayt , various educational and sports equipments were provided for the school on behalf of the SDM institution. Mr.Dinesha Chandra shetty the head master of the government school, expressed his gratitude for all the help and participation by the SDMCMB Red Cross unit staff and students.

After the formal welcome ceremony was done, the Youth Red Cross students started on their preparation for a special sports day for the primary children. They mingled and played with the innocent and energetic children, organizing a memorable day of fun and games. Prizes were given away to the winners of the games conducted and even to the rest of the participating students.

Meanwhile, Health checkups were being carried out in the office building by Dr.Arun. Respiratory, Blood Pressure and full health checkups were some of the few check-ups done. Medicines were sponsored by the 'Breath Free' Cipla Initiative. Thus the day ended with an accomplishment of coordinating a successful Health Camp & Sports day for the students and residents of the village of Kadirudyvara, Belathangadi by the young Red Cross students under the encouraging guidance of their lecturers of the college and other members of the government school.

E.D.P Cell

➤ **Start Up Entrepreneurship Summit**

The students of EDP Cell attended a Startup Entrepreneur Summit at Canara Bank, Mangalore on the 15 July 2015. The Startup Entrepreneur Summit was conducted in order to educate future, aspiring entrepreneurs about the ways to commence entrepreneurship. The DGM of Canara Bank, Mr. J V Prabhu educated the people about the facilities provided by the Micro Units Development Agency to small entrepreneurs. Mr. Sunder S., the Asst. Director of the Institute of MSME, Mangalore, enlightened the gathering about the schemes and subsidies provided by the government. He spoke about how people lack the willingness and mindset to come up with a viable project and how the risk taking ability of an entrepreneur helps him to reach success. Sri Balya Naik, the joint director of DAS. He stated that a startup business can be commenced with anything, because entrepreneurship will bring success.

Mr. Ravi Kumar N, officer of Canara Bank briefed up about the various facilities provided by Canara Bank to entrepreneurs. M. J. Shetty enlightened the crowd about the local market scenario and industrial development. He also revealed his experiences as an entrepreneur.

This was followed by a question and answer session where the audience interacted with the speaker. The students attended the summit under the guidance of Mrs. Supritha and Ms. Parinita.

List of Prize Winners

Business Proposal

I	Abu Hysum	I BBM 'B'
	Jayanth Jain	I BBM 'B'
II	Srishti Rai	I BBM 'B'
	Tripathi	I BBM 'B'

Annexure for question number 5.7 : Details of campus placement

Career Guidance Programme

The placement Cell and sports association jointly organized a career guidance programme for II BBM students on 2 July 2015. The resource person were Mr. Shanthan M.S., Vice President of K2 Learning center. He informed students about various career opportunities, stressed the importance of higher education in today's world and gave information about the top most management college in India. The vote of thanks was proposed by Bhavana P. Shenoy.

Guest Lectures

- **Professional Courses Guidance by ACCA**

On 7 July 2015 the placement cell conducted a talk on professional courses like CA, CSS of ACCA (The Association of Chartered Certified Accountants) by Mrs. Vasumathi Shetty. The objective of this programme was to create awareness about various professional courses.

- **Talk on opportunities for Higher education**

On 26 August 2015, the placement cell conducted a talk on "Opportunities for Higher Education" for II BBM. Mr. Ganesh Hebbar, Trainer, TIME Institute, Mangaluru addressed the gathering and gave in depth information about Higher education, competitive exams and preparation for such exams. He also stressed on MAT, CAT, KAS, IAS and other competitive exams. Ms. Jestine welcomed the gathering. Mr. Thrishanth Kumar coordinated the programme.

- **Career Guidance in IT sector**

As a part of Yasha 2015, which is a programme to encourage entrepreneurship among the students, the BCA department organized guest lecture on 'Career Guidance in IT sector' by the resource person Miss. Seema M., Corporate Technical Trainer at ProBits Technologies Pvt Ltd., Moodbidri on 12 August 2015 for the I BCA students. The specific objectives of the lecture was to facilitate student's potentials to equip them with functional knowledge, values and attitudes, desirable habits and skills needed by them to cope up with the changes in their environment. To help the students in coming up with personal career goals and also to enlighten them on various career opportunities and to assist them in identifying their strengths. The speaker in her talk spoke about how to choose right career in IT. She also gave guidance on how to prepare for competitive examinations which consist of aptitude knowledge, both reasoning and quantitative knowledge. She gave many important and useful tips on various techniques for improving soft skills, technical objective clearing tips, technical subjective clearing tips and various tips to tackle HR rounds. The programme was coordinated by Mrs. Sowmya Jyothi.

- **Factory Visit**

In the month of August 2015, our students visited different factories to get industrial exposure. Final year students visited Campco Chocolates Ltd., Puttur on 8 August and 22 August 2015. Second year students visited to Karnataka Milk Federation (KMF) Kulshekar on 25 and 31 August 2015. First year students visited Canara Workshop on 22 and 25 August 2015.

- **Career Guidance Programme**

Career Guidance Programme was organized for III BBM and III BA (HRD) by Placement Cell on 21 September 2015. The resource person was Dr. A Sreedhar Kumar, Regional Manager, ICFAI Group, a representative of IBS Business School. Dr. Sreedhar spoke to the students on the transition from campus life to corporate life that every management student has to go through. He explained the various differences between the two worlds and the ways to adapt to these changes. He used various examples to make the students understand better. He concluded his talk by giving a brief introduction to IBS business school and how institutions like IBS further enhance the skills of students for a better future in the corporate world, which as rightly exemplifies the saying - survival of the fittest. This session enlightened the students and gave them a better idea of the corporate world that they would be entering in a few months ahead. Rasmiya Sheikh of III BBM C welcomed

the gathering and compeered the programme. Ms. Dhriti Divakar of III BBM C proposed the vote of thanks. The programme was coordinated by Mr Thrishanth Kumar and Mrs. Preethika.

- **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 18 January 2016 for the students of 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.

- **Awareness on Higher Education in Aboard**

A guest lecture was organized on 21 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.

- **Talk on Higher Education**

On 24 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.

- **Career Planning**

A guest lecture was organised by the Placement Cell, on 21 April, 2016 on the topic ‘Career Planning’. The resource persons were Prof. K. Sankaran, Director of NITTE & Prof. Jnaneshwar Pai. Prof. Sankaran spoke about pyramidal thinking & analysis and it’s applications in business and economics. The session was highly informative. Mrs. Preethika Dharmapal coordinated the programme.

- **How to face interview**

On 23 April 2016 guest lecture was held by Mr Jaggu Shetty, HR Manager, Vantage Agaro. The resource person gave information on how to face interview and also to prepare the resume.

POOL DRIVE

- The Campus Recruitment Programme (pool campus) was conducted by Northern Trust Bank on 12 and 13 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.
- The campus recruitment programme (pool campus) was conducted by TriCies Solutions on 1 April 2016 at SDM Campus. Out of 97 students, 46 students got selected in the recruitment process. Mr. Thrishanth Kumar, Mr. Prasanna Kumar, Mrs. Preethika, the placement officers coordinated the campus drive.
- Amazon conducted placement drive in Alvas College, Mudbidri, in which many students are selected and awaiting offer letters.
- On 28th April, 2016 conducted placement drive in GFGC, Kavoor .5 Students are selected and awaiting for offer letters.

ANNEXURE – 14

Annexure for question number 6.1 : State the Vision and Mission of the institution

VISION

Develop competencies of people to meet the challenges of Business, industry and service sector. Empower them with requisite skills to be globally acceptable Business leaders. Provide world class professional management education to the people at reasonable cost, spread Indian ethos spirituality to sustain, survive and succeed in Business & industry.

MISSION

Bring professionalism in all spheres of life. Enrich the quality of life by creating and sustaining the urge to continuous learning for life. Encourage competitive spirit for organization excellence by leveraging intellectual human capital. Instill entrepreneurial qualities with right moral, social values and prosper, enhance the quality of life of individual by encouraging to believe in personal integrity, hard-work & honesty in public life. Develop leadership, entrepreneurship quality among the people with patriotism, modern outlook and positive attitude towards life. Develop self confidence to lead, motivate people through case study, practical training and exposure to global business & industry.

ANNEXURE – 15

Annexure for question number 7.2 : Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year

Being a premier institute, the college organized various programmes are listed.

1. UGC sponsored Minor Research Projects and Conference

- UGC sponsored 7 Minor Research Projects submitted
- UGC sponsored 1 Minor Research Project is Ongoing
- UGC sponsored National conference on “Green Marketing in India – Emerging Opportunities and Challenges”

2. 13 Management sponsored Minor research projects

3. 11 Certificate Courses in various subjects.

4. Academic Programmes & Guest lectures by experts :

- Guest lecture on “Awareness about Stock Market”
- Guest lecture on “Investments in Mutual Funds “
- Guest lecture on “Investor Awareness Programme “
- Guest lecture on “Digital marketing”
- Guest lecture on on the topic “Social marketing”
- Guest lecture on “Career Management”
- Guest lecture on “Role of Youth in Human Resource Development”
- Talk on “Role of Banks in promoting Make in India”
- Guest lecture on “Union Budget 2016 - Analysis and Presentation”
- Guest lecture on “Orientation on Professional Courses “
- Guest lecture on “Investor Education Program (IEP)”
- Guest lecture on “New dimensions of Retail Banking”
- Talk on “Personality development and how to face interviews”
- Talk on “Glass Technology”
- Guest lecture on “Career Guidance”
- Talk on “Cloud Computing”
- Talk on “Scope for IT Start-ups and its Challenges”
- Guest lecture on “Talk on Motivation”
- Talk on “Roof Terrace Gardening”
- Guest lecture on “How to have an edge in IT Industry”
- Guest lecture on “Internet of Things”
- Talk on “Career Guidance in IT”
- Guest lecture on “Object Oriented Programming Using C#”
- Guest lecture on “Big Data”
- Guest lecture on “Health and Lifestyle”
- Talk on “Effectiveness of Communication”
- Talk on “How the Young Students Stay Healthy”
- Guest lecture on “Positive thinking”
- Talk on “Self-Awareness”
- Guest lecture on “Code of Conduct in Managing a Business”
- Talk on “Corporate Expectations from Fresh Graduates”

- Talk on “Labour Laws “
- Guest lecture on “Personality Development”
- Guest lecture on “Awareness Drive: Mangalore for No Honking”
- Talk on “Scope for IT Start-ups and its Challenges”
- Guest lecture on “Foundations of Entrepreneurship”

5. Value Education Programmes.

6. Orientation & Inauguration of various Associations.

7. IQAC Programmes for initiating Quality Improvements :

- Faculty development Programme on “Total Quality Management”
- Faculty Development Programme on “Use of IT in Content Management ”
- Faculty Development on “Use of E resources in research”
- Faculty Development Programme on “Statistical Techniques for Data Analysis”
- Faculty Development Programme on “Technique of Managing Students”
- Faculty Development Programme on “Role of Capital Market in Personal Finance”
- Faculty Development Programme on “Problem Identification and Multi-Disciplinary Approach in Research”

8. Skill enhancements programmes to provide practical experiences in various functional areas of management and computer application.

9. Field visit to get industrial exposures :

- Factory Visits

10. Programmes in association with different organizations :

- ❖ Commerce department organized an “Investor Education Program (IEP)” in association with BSE-IPF
- ❖ Blood Donation Camp in association with KMC, Mangaluru
- ❖ Health Camp and sports meet (YRC)
- ❖ A guest lecture was organized on 28th January 2016 in association with Rashtra Gaurava Samrakshana Parishath.
- ❖ Rovers and Rangers unit of the college in association with doctors from KMC Hospital, Attavar, organised a medical camp on 5 October 2015 at Someshwer temple, with the objective to facilitate access to health care in rural areas, both general and specialised (eye, children, skin, Ortho, ENT) to the general public.

Extension activities to reach out to the society and also to share knowledge :

- Visit to “Friends Veneer & Ply, Baikampady.”
- Visit to Canara High School, Urwa
- Visit St. Joseph Prashanth Nivas “A home for aged and orphans”, Jeppu, Mangalore
- Visit to Sharthi Printer and Publisher, Baikampady
- Visit to Govt. Pre-University college Carstreet, Mangalore.
- Visit to Electrical power project
- Visit to Vinayaka Rice Mill
- Visit to Pragathi Bandhu groups
- Visit to Masthyosthva-2016
- Visit to D.K.Z.P.H.P.S Mannagudda, Mangalore
- Visit to Canara Primary School, Mangalore,
- Visit to Govt. Higher Primary School, Mullakadu, Kavoov, Mangalore
- Visit to Government Higher Primary School, Pandeshwar,
- Visit to St.Johns Higher Primary School, Cassia, Mangalore

- Visit to Gandhinagar Urwa Primary School, Urwa, Mangalore
- Visit to Ashoka Vidhyalaya School, Ashoknagar
- Visit to Zilla Panchayat Hiriya Prathamika School, Mannagudda, Mangalore
- Visit to Zilla Panchayath Hiriya Prathamika School, Kadri, Mangalore
- Visit to Govt. Higher Primary School, Ashoknagara, Mangalore.
- Visit to N.I.T.K English ,Medium School, Surathkal, Mangalore.
- Visit to Shri Ramashrama Higher Primary School (Anudanitha
- Visit to Govt. Higher Primary School, Bejai, Kapikad
- Visit to St. Lawrence Higher Primary School, Bondel, Mangalore
- Visit to Dakshina Kannada Zillah Panchayat Higher Primary School Kadri, Mallikatte, Mangalore.
- Visit to Dakshina Kannada Zillah Panchayat Higher Primary School Mannagudha, Mangalore
- Visit to Government Higher Primary School, Marakada, Kunjathbail, Mangalore
- Visit to Zilla Panchayath Hiriya Prathamika School, Urwa, Manglore
- Visit to St. Raymonds College, Vamanjoor, Mangalore
- Visit to Little Sisters Old Age Home, Bajjodi, Mangalore
- Visit to Ladyhill Higher Primary School
- One day camp at Anandashrama higher primary School
- One day camp at Mangalajyothi Integrated School
- The Annual Special Camp was held at Government High School, Nirkere, Moodabidri
- Blood Donation Camp in the college auditorium.
- Visit to Government Primary and higher primary school, Bolar, Mangaladevi on 25 July 2015.
- visit to Chirantha Charitable Trust
- A street play on “Swachha Bharath” was organised by the Rovers and Rangers unit at Someshwar on 4 October 2015
- Visit to Seva Bharathi@ Mangalore:

11. Students Council Programmes :

- Orientation Programme for New Entrants
- Progenitor– Orientation by Students
- Brain storming for Action Plan by SQAC
- Leadership Training Program
- Interaction of Student Council Members with Poojya Dr. D.Veerendra Heggade
- Student Council Inauguration
- Inter-collegiate Paper Presentation Competition
- College Annual Day Celebration
- Traditional Day

12. Placement Cell Activities :

- Career Guidance Programme
- Guest Lectures on Professional Courses Guidance by ACCA
- .Talk on opportunities for Higher education
- Career Guidance in IT sector
- Factory Visit
- Career Guidance Programme
- Awareness of Global Professional Certification in Finance and Account
- Awareness on Higher Education in Aboard
- Talk on Higher Education
- Guest lecture on Career Planning
- Talk on How to face interview
- PES University, Bangalore conducted "Talent Search Quiz-2016"

POOL DRIVE

- The Campus Recruitment Programme (pool campus) was conducted by Northern Trust Bank on 12 and 13 January 2016.
- The campus recruitment programme (pool campus) was conducted by TrICies Solutions on 1 April 2016 at SDM Campus.
- Amazon conducted placement drive in Alvas College, Mudbidri, in which many students are selected and awaiting offer letters.
- On 28th April, 2016 conducted placement drive in GFGC, Kavoore. 5 Students are selected and awaiting for offer letters.

13. Observation of important days :

- Observation of Sthavana Dina : “Sthavana Dina” to commemorate the Founder’s Day was observed on 14th August 2015.
- Teacher’s Day Celebrations
- Traditional Day
- Women’s Day Celebrations
- Observation of International Day for Disaster Reduction
- Hindi Day Celebrations.
- International Yoga Day
- Independence Day Celebrations
- Observation of Sadbhavana Day
- National Consumer’s Day
- National Youth Day Celebrations

14. Alumni & PTA meetings.

ANNEXURE – 16

Annexure for question number 7.3 : Give two Best Practices of the institution

1 TITLE: SKILL ENHANCEMENT

The vision and mission of the institution stresses on developing the competencies of people to meet the challenges of business and industry and to empower them with requisite skills to be globally acceptable business leaders. Hence enhancing the skills of the students is given the highest priority.

Goal:

- To create awareness and interest in improving skill.
- To bridge the gap between theory and practice.
- To develop the requisite skills in different functional areas.
 - Finance – analytical skills.
 - Marketing – creative ability.
 - Human Resource – Team work, group dynamics.
 - Computers – programming skills.
 - Languages – communication skills.
- To promote experiential learning.
- To enhance employability.
- To provide a platform to bring out the hidden talents.
- To be more focused.
- To polish and sharpen the existing skills.
- To explore oneself and build on the strength.
- To get acquainted with novel skills required in the dynamic world.
- To promote integrative thinking.
- To incorporate inter-disciplinary approach.

Context:

The remarkable shift in the job market has brought pressure and responsibility to the shoulders of educational institutions. Skill enhancement has thus become an inevitable part of any teaching programme. It is the skills that make the students employable, besides the acquisition of the degree. Students should have multiple skills to gain success in the job market.

In spite of all the efforts made to make the curriculum relevant, practical component is missing. The only means through which practical oriented learning can be promoted is through these skill enhancement activities. The need for a shift from class room based instruction to experiential learning system is achieved through focus on skill enhancement activities.

Integrative thinking which is required in the practical world can be achieved through skill enhancement activities. In real life, problems rarely impact one discipline to the exclusion of others. HR problems need finance support; operations issues have HR angle; marketing solution depends on production capabilities and so on. Thus thinking in silos can be avoided and more meaningful solutions can be arrived by incorporating skill enhancement activities. Inter-disciplinary approach can be promoted through these activities.

Practice:

In order to develop and enhance skills in different areas, in various departments have formed their own associations with the specific objectives of organizing wide range of activities through which relevant skills can be developed. These activities are organized after the regular class hours. Faculty who judge the competitive activities, give useful suggestions to the students for improving their skills. Following is an account of some of the skill enhancement activities:

The efforts for enhancing skill does not stop at the institutional level. Skills for organizing can be imparted only when students are given the responsibility of actually conducting the management / IT fests. Following are the fests organized by the institution which provide a training ground to learn multi various skills:

Enhancing skill is no doubt inevitable but there are several constraints and limitations as mentioned below:

- Difficulties in designing the skill enhancement activities
- Non availability of competent professionals to judge the competitive events.
- Time and resource constraints.

Evidence of Success:

The positive outcome of this practice is felt very much. The practical experience which the students have gained has made more confident. Observation reveals that students who gained from these activities are doing well in their career. They attribute their success to the training gained in the college.

Spill over effect of the programmes is also felt very much. Success stories of the students empowered through skill enhancement, has motivated others students to join the band.

Problems Encountered and Resources required:

It is practically impossible to involve all the students in the exercise of skill enhancement. Besides evaluation becomes subjective as skills can be measured only qualitatively.

Resources required are competent experts to design the activities, professional to judge the event, efforts to create artificial environment for simulation activities.

2. TITLE: EXTENSION ACTIVITIES

A large number of extension and outreach activities are organized to encourage community engagement and service-learning among the students. These activities are organized for the benefit of the community and also for the development of student's personality. The extension activities encourage sharing of knowledge, resources and services between the institution and the local communities. These activities bring about long lasting transformational effects for both the institution and the community.

Goal:

- To cultivate the spirit of active involvement in the service to the community among the students.
- To empower the students and the community.
- To provide the students an exposure to contemporary social reality.
- To develop the skills of integrating theory and practice.
- To cherish cultural values.
- To bring about personality development.
- To encourage learning through practice.
- To instill the quality of empathy among the students.
- To cultivate social responsibility.
- To develop philanthropic attitude.
- To sensitize students about burning social issues.
- To develop essential life skills such as problem solving, group dynamics, leadership etc.
- To promote humanitarian values.

Context:

Extension activities combine traditional class room interaction with community service to enhance learning and social responsibility. The institution conducts various types of extension activities based on the needs of the community. There are several areas where help and support of institutions of higher education can bring about transformation for the good. Active involvement of the students in catering to community requirements will make the students socially responsible citizens. It also gives them an opportunity to develop team spirit which teaches them to work in a group effectively. The need for inculcating dignity of labour among the students can be best achieved through the extension activities. Thus, all the extension activities organized by the institution have created mutual benefit both directly and indirectly for the students, the college, participating institutions and the community in general.

Practice:

The main areas of focus are education, health, environment, cleanliness and social issues. Associations like NSS, Red Cross and Rovers & Rangers which are specially dedicated for service activities plan them out in the beginning of the academic year. But, responsibility for organizing extension activities is not just limited only to these associations. In order to give opportunities to all the students every association / department organizes at-least one extension activity per semester. The nature of their activities varies according to the objectives of the association. These activities mainly aim at organizing awareness programmes through sharing their knowledge.

Designing the extension activities is done by interacting with members of public and representatives of various charitable organizations to know their requirements. Based on this faculty and the students build up a list of areas and organizations where extension activities can be conducted. Requirements such as funds, materials etc. are considered before the finalization of the activities. The concerned organizations are also contacted to fix the dates and to sort out regulatory requirements. Once the areas and organizations are short listed, the faculty and the students plan out activities that are to be conducted. Adequate awareness and guidance is given to the students about the proposed activities. With necessary preparation and planning, the activities will be held with the cooperation of all the stakeholders.

Evidence of Success

Many of the organizations have conveyed the appreciations for the extension activities organized by the institutions and they have also requested the institution to organize such activities in the future. This has created goodwill and mutual understanding between the institution and participating organizations. Students have been benefited in various ways through the development of skills such as communication, team-building, leadership etc. It is observed that students who took part in these activities are doing well in general. The examples of the illustrious alumni also point out the role of extension activities in personality development. The extension activities have helped the institution to increase its community participation and thus become proactive in its service to the society.

Problems Encountered and Resources required

Adjusting the problem of time and duration with the collaborating organization had to be overcome. In many cases the college had to take special permission from governmental and law enforcement authorities. Funds, materials, stationary, ICT tools, transport facilities were some of the resources required for the organization of extension activities.

ANNEXURE – 17

Annexure for question number 8 : Plans of institution for next year

- To motivate the faculty members to undertake PhD, Major Research Projects and Minor Research Projects funded by UGC,CSIR and HRD.
- To organize National Seminars/ Conferences for dissemination of information