

Shri Dharmasthala Manjunatheshwara College of Business Management, Mangalore – 575003

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

AQAR for the year

2016-2017

1. 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:

Dr. Muralidhara Rao K. S.

Mobile:

9945370431

IQAC e-mail address:

iqac@sdmcbm.ac.in

1.3 NAAC Track ID (For ex. MHCOGN 18879)

KACOGN10919

1.4 NAAC Executive Committee No. & Date:

(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)

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

1.5 Website address:

http://sdm.ac.in

Web-link of the AQAR:

http://sdm.ac.in/naacpdf/SDMCBM_AQAR_2017.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 AQAR for the year (for example 2010-11)

2016-2017

1.9 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)
- vii. AQAR 10/07/2017 (DD/MM/YYYY)

1.10 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

1.11 Type of Faculty/Programme

Arts Science Commerce Law PEI (Phys Edu)

TEI (Edu) Engineering Health Science Management

Others (Specify)

1.12 Name of the Affiliating University (for the Colleges)

Mangalore University ,
Karnataka

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

Autonomy by State/Central Govt. / University

University with Potential for Excellence	<input type="text" value="----"/>	UGC-CPE	<input type="text" value="-----"/>
DST Star Scheme	<input type="text" value="-----"/>	UGC-CE	<input type="text" value="-----"/>
UGC-Special Assistance Programme	<input type="text" value="-----"/>	DST	<input type="text" value="-----"/>
UGC-Innovative PG programmes	<input type="text" value="-----"/>	Any other (<i>Specify</i>)	<input type="text" value="-----"/>
UGC-COP Programmes	<input type="text"/>		

2. IQAC Composition and Activities

2.1 No. of Teachers	<input type="text" value="08"/>	
2.2 No. of Administrative/Technical staff	<input type="text" value="01"/>	
2.3 No. of students	<input type="text" value="01"/>	
2.4 No. of Management representatives	<input type="text" value="01"/>	
2.5 No. of Alumni	<input type="text" value="00"/>	
2.6 No. of any other stakeholder and community representatives	<input type="text" value="00"/>	
2.7 No. of Employers/ Industrialists	<input type="text" value="01"/>	
2.8 No. of other External Experts	<input type="text" value="01"/>	
2.9 Total No. of members	<input type="text" value="13"/>	
2.10 No. of IQAC meetings held	<input type="text" value="12"/>	
2.11 No. of meetings with various stakeholders:	<input type="text" value="165"/> No.	<input type="text" value="157"/>

Non-Teaching Staff / Students	<input type="text" value="04"/>	Alumni	<input type="text" value="----"/>	Others	<input type="text" value="----"/>
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2.12 Has IQAC received any funding from UGC during the year? Yes

If yes, mention the amount

3,00,000 to be utilized for 5 years(from 2012 2017)Sanctioned on 20-3-2014

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 10

(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

* Attach the Academic Calendar of the year as Annexure.

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	12

Interdisciplinary				11
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*
 (On all aspects)

Alum Parents Employer Students

Mode of feedback : Onlin Man 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
37	35	02	-----	-----

2.2 No. of permanent faculty with Ph.D.

02- Completed ,04 (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

		02
--	--	----

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended	4	41	13
Presented	4	38	03
Resource Persons			7

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

01		
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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	267	19.48%	21.72%	17.23%	12.8%	4.12%
BCA	107	44.86%	19.63%	1.87%	-----	-----
BA(HRD)	40	22.5%	15%	7.5%	2.5%	2.5%

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.
- It monitors the discipline of the students along with the class advisors

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	37
Orientation programmes	37
Faculty exchange programme	8 BBM faculties take up MBA Classes
Staff training conducted by the university	----
Staff training conducted by other institutions	14
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	19	NIL	02	NIL
Technical Staff	02	NIL	NIL	NIL

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		-----
Outlay in Rs. Lakhs	-----	90,000		----

SEE ANNEXURE – 8

3.4 Details on research publications

	International	National	Others
Peer Review Journals	Mr. Thrishanth Kumar : “Transfer of Learning in IT and ITES industries in Mangaluru ; facilitators ,Inhibitors and Strategies”	Mr . Prasanna Kumar: “Inclusive urban Development and Microfinance in India :Issues and concerns “	
Non-Peer Review Journals			
e-Journals	Mr. Thrishanth Kumar : “Transfer of Learning in IT and ITES industries in Mangaluru ; facilitators ,Inhibitors and Strategies”		
Conference proceedings			

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 <i>(other than compulsory by the University)</i>	2016-17	Self-Financed		
Any other(Specify)				
Total				

3.7 No. of books published i) With ISBN No.

01-Urban Poverty and Microfinance: Dynamics and Discourses
ISBN:978-3-330-03865-3

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

NIL

3.11 No. of conferences

organized by the Institution

Level	International	National	State	University	College
Number			01		
Sponsoring agencies			National Human Rights Commission, New Delhi.		

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	NIL
	Granted	NIL
International	Applied	NIL
	Granted	NIL
Commercialised	Applied	NIL
	Granted	NIL

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:

University level State level

National level International level

3.23 No. of Awards won in NSS:

University level State level
National level International level

3.24 No. of Awards won in NCC:

University level State level
National level International level

3.25 No. of Extension activities organized

University forum College forum
NCC NSS Any other

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.	23	23	Management	46
Value of the equipment purchased during the year (Rs. in Lakhs)	91,95,153	2,47,825	Management	94,42,978
Others	1,21,85,296	4,05,943	UGC and Management	1,25,91,239

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

D-Space digital repository is used in the library for electronic and digital collection . It is accessible on the Internet.

4.3 Library services:

	Existing		Newly added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	23,705	39,22,481	237	33,324	23,963	3,96,687
Reference Books			22	11,067		
e-Books	97,000+e-books	5,725	97,000+	5,725	97,000 +	5,725
Journals	690	8,36,596	22	58,485	712	89,508
e-Journals	6,000+	5,725	6,000+	5725	6,000+	5,725
Digital Database						
CD & Video	1,200				1,200	
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.)

- 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.

4.6 Amount spent on maintenance in lakhs :

i) ICT	1,33,566
ii) Campus Infrastructure and facilities	-----
iii) Equipments	4,79,687
iv) Others	1,74,081

Total : 7,87,334

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. 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
1321	--	---	----

(b) No. of students outside the state

102

(c) No. of international students

Men

No	%
719	54.43%

Women

No	%
602	45.57%

Last Year						This Year					
General	SC	ST	OB C	Physically Challenged	Total	General	SC	ST	OB C	Physically Challenged	Total
232	31	08	1051	---	1322	518	29	13	761	-----	1321

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

250

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

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
3	150	16	11

SEE ANNEXURE – 13

5.8 Details of gender sensitization programmes

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

Organized women empowerment programmes like safety riding training programme. Awareness programmes like overcoming problems in Adolescence was also conducted

Observation of women’s day celebrations was done .

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 level

Cultural: State/ University level National level International level

5.10 Scholarships and Financial Support

	Number of students	Amount
Financial support from institution	03	17,000
Financial support from government	78	1,74,710
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.

Encouraged faculties 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. This list was forwarded to concerning authority for sanction and purchase of books. 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

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

Nil

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.

- 13 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

**Provide the details in annexure (annexure need to be numbered as i, ii,iii)*

7.4 Contribution to environmental awareness / protection

Tree plantation programme, campus cleaning and cleaning the city programmes by NSS students, observation of world environment day

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

- 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 _____

Name _____

Signature of the Coordinator, IQAC
IQAC

Signature of the Chairperson,

_____*_*_*_____

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

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

(ii) Themes

Institutional Level

- ❖ Programme on "Research Project, Research Funding and Research Publications"
- ❖ Programme on ""Importance of Statistical tools for Research and Data Analysis"
- ❖ Programme on ""Research and Publication"
- ❖ Programme on "on "Best Practices in Higher Education"
- ❖ Programme on "Preparing for third cycle of Accreditation"
- ❖ Programme on "Case method of teaching and case writing "
- ❖ Programme on "Multi variate data analysis "
- ❖ Programme on "Modern tools and teaching techniques "
- ❖ Programme on "Couselling Skills training to college teachers"
- ❖ Programme on " Google Suite for higher education"

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:

Leadership Training Programme

IQAC organized a half day leadership training programme for members of student council on 15th July 2016 in the college auditorium. As representatives of students, council members have the responsibility to assume leadership roles. Empowering the students to lead and preparing them to take responsibilities were the main objectives of this training programme. Mr. Joselyn T. Lobo, Associate Professor, College of Social Work, Roshni Nilaya, was the resource person. The activities such as ranking the leadership qualities, group discussion, sharing opinion about each other were aimed at developing team work, confidence, leadership qualities and skills in the students. This session enlightened students about the qualities needed to manage different situations. The programme was compeered by Ms. Farheen. Ms. Sushmitha S. welcomed and introduced the trainer to the gathering. Mrs. Gayathri K. and Mrs. Renuthakshi K. coordinated the programme.

FACULTY DEVELOPMENT PROGRAMME

Research Project, Research Funding and Research Publications

IQAC organized a Faculty Development Programme on "Research Project, Research Funding and Research Publications" on Friday 30th June 2016 at Conference Hall. The resource person was Dr. Vijaya Kumari S.N., Professor, St. Ann's B.Ed. College of Education, Mangalore. The objective of the programme was to create research culture and empower the faculties. Mrs. Madhumathi J. Raja, Faculty, welcomed and introduced the resource person to the gathering. The resource person enlightened the faculty about the functions, characteristics of research, goals of research, criteria for good research, significance of research, research needs, research motives and benefits of research, various funding agencies and schemes for research by the government as well as private. She briefed the format of research proposal. Finally she emphasized on research publications and the structure of research paper. Mrs. Shashikala Shetty coordinated the programme and proposed vote of thanks.

NAAC Report – Review Session

Principal Mrs. Aruna P. Kamath along with NAAC coordinators Dr. Murlidhar Rao, Mr. Arun F. Sequeira, IQAC coordinator Mrs. Shashikala Shetty and other criteria coordinators attended a review session of NAAC report on 4th October 2016. Dr. Yashovarma, Secretary of SDME society, Dr. Jayakumar Shetty and senior faculties interacted with the team. They gave useful suggestion based on which the report should be revised. The session was very helpful as it gave fresh insight to make the NAAC report more effective and convincing.

Importance of Statistical tools for Research and Data Analysis

A Faculty Development Programme on "Importance of Statistical tools for Research and Data Analysis" was conducted on 2nd August 2016 at the conference hall. The objective of the programme was to impart the various statistical tools required for research and Data Analysis. The resource person Ms. Sumitha Achar, Asst. Professor at AIMIT, St. Aloysius College, Mangalore addressed all the faculties. She said that data analysis is a process used to transform, remodel and revise certain information with a view to reach a certain conclusion for a given situation or problem and data analysis can be done by different methods as according to the needs and requirements of different domains like science, business, social science research. She also said that one of the most important uses of statistics in data analysis is that it helps in keeping human bias away from research conclusion with the help of proper statistical treatment. With the help of scales & measurements in data analysis a researcher can filter both qualitative and quantitative data for any research work. Thus, it can be said that need of scales measurement in data analysis is of utmost importance for both the research and the researcher. All the faculties benefitted from the session on statistical tools. The programme was coordinated by Mrs. Divya Uchil.

Research and Publication

Research and Publications Business management department organized a faculty development programme on "Research and Publication" on 26th September 2016 in the conference hall. The resource person was Dr. Yathish Kumar, Associate Professor and research guide, Mangalore University. The main objective of the programme was to empower the faculty members on various issues related to research publications and to promote research culture among them. The resource person started the session with an introduction. He focused on key points to be considered while preparing a paper for publication. Highlighting the various ways and means of publication, he said that social network can also be used as most effective source. He gave suggestions regarding writing a research paper. He opined that publication should present some substantive and new results and one should always focus on to publish accurate, complete, clear and unbiased representations. The topics covered were selection of publisher, procedure of publication and importance of impact factor. The resource person explained the concept with suitable example. It was very interesting and interactive session. It helped the faculty members to gain knowledge on how to write a research paper and its publication. Mrs. Smitha M. coordinated the programme.

Best Practices in Higher Education

HR department organized a faculty development programme on "Best Practices in Higher Education" on 10th January 2017 in the conference hall. Dr. Jayavantha Nayak, Associate Professor, Department of Economics, University College, and NAAC Coordinator, Mangalore was the resource person. The objective was to promote the quality of teaching, learning and research in higher education. The resource person asserted that each of the seven criteria of NAAC assessment identifies the elements of best practices that contribute to the efficient and effective functioning of the institution. He stated that the institution should reflect on the practices that add commendable value to its functioning and provide evidence for the success of the practices. The session was meaningful and useful for the faculty. Mrs. Anasuya proposed the vote of thanks. The programme was coordinated by Mr. Thrishanth Kumar.

NAAC Documentation

A Faculty Development Programme was organized by Commerce department on the topic 'Preparing for third cycle of Accreditation' by the resource person Dr. Vishala, Librarian St. Agnes College, Mangalore on 10th April 2017. The resource person in her lecture highlighted on the Peer Team Visit documents to be maintained by the institution during NAAC visit. She stressed on the documents like policies framed for each departments, MOUs, publication unit, research cell, feedback from stakeholders and documents on bridge courses and remedial classes. She also pointed out the importance of file maintenance and post NAAC accreditation initiatives.

The programme was very effective and successful interaction took place. The programme was coordinated by Mrs. Manju H.

Value Education Program:

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

Personality Development through Morality

A value education programme was organized on the topic "Personality Development through Morality" on 10th August 2016 for II BCA 'A'. The resource person was Mr. Sreenivasiah K, Assistant Professor, HOD, Department of Economics, Government First Grade Women's College, Mangalore. He advised the students to have high self esteem which would lead to a happy, gratifying and powerful life. He mentioned the different principles which a human needs to follow to lead him to success. He concluded his talk by giving tips for ethical development. Mr. Govind Chowdari welcomed and introduced the resource person. Ms. Rasha Sayyed Rafeeq proposed the vote of thanks. Mrs. Deepa D. Hegde coordinated the programme.

Humanitarian Value

A value education programme on "Humanitarian Value" was organized on 19th August 2016 for I BCA 'A'. The objective of this session was to motivate the youth to be a good human being. Prof. Manjunath M. M, Asst. Professor, HOD of Kannada department, Govt. First Grade Women's College, Balmatta, Mangalore was the resource person. Mrs. Reshmi B. R. coordinated the programme.

Positive Thinking

A guest lecture on value education was organized on the topic "Positive Thinking" for II BBM 'B' on 21st September 2016. The objective was to provide insights on the benefits of positive thinking and its impact on our life. Mrs. Sarita Bhat, Coordinator, District Mahila Youth, Mangalore, was the resource person. She stated that positive frame of mind brings more harmony and happiness, improves relationships, attracts success in life and affects our health in a beneficial way. She also gave useful tips on positive attitude. The session helped the students to enhance their confidence through positive thinking. Ms. Sandra compeered the programme and Ms. Nidhi proposed the vote of thanks. Ms. Parinita coordinated the programme.

Need for Value Education in 21st Century-Role of a Teacher and parents in fostering values

A value education programme was organized for the II BCA on the topic "Need for Value Education in 21st Century-Role of a Teacher and parents in fostering values" by Dr. Padmavathi, Principal, Alva's college of Education, Moodabidri. She stressed the need for values in life, role of parents and teachers in inculcating values among younger minds. She explained the need of positive parenting in modern days and the way one needs to be identified within the family. Rejection of a person within the family or in the society pushes a person into anxiety and depression. Not inculcating moral values will destroy a person's identity. She further said that proper counseling can help a person to overcome rejection and to re-establish his personality. Dr.

Padmavathi then added that since it is not possible for the parents or teachers to counsel a person always, friends are the best counselors. She asked the students to identify their true role-model and imitate their ways. She said that even the religion teaches values. Every religion imparts great values and knowledge and helps a person develop to his full potential. She further insisted on accepting all the positive energy and not to be affected by negative vibes. She also stressed on the values taught by literature and to imbibe those values in our life. She concluded saying that shortcuts are not the methods to achieve goals. Since we are interacting globally, youth of the world has to inculcate the moral values and abide by them. Ms. Nagalaxmi proposed the vote of thanks. Mrs. Shashikala Shetty coordinated the programme.

Spiritual thoughts & Moral Values

Rovers and Rangers association organized a talk on spiritual thoughts and moral values on 7th January 2017 with the objective to motivate students to participate in social activities. Mr. Vasudev Bhat, Devotee of Ramakrishna Ashram inspired students with his valuable thoughts. By attending the session students were awakened to respond toward social issues and concerns. Mr. Gururaj coordinated the programme.

The art of mind control and stress management- curing cancer of the mind

On 27th January 2017 there was a spiritual talk on “The art of mind control and stress management- curing cancer of the mind” by Swami Sanandana Dasa from ISKON for II B.Com and II BBM ‘B’. The primary objective was to create awareness about the technique of controlling mind. The session started with the brief introduction of the founder of ISKON, ‘A. C. Bhakthi Vedanta Swami Prabupada’. The resource person highlighted about those unethical matters which hampers the pride of India. He also pointed out that uncontrolled mind itself is the root cause for all these negativity. He presented how we can control our mind and to be focused on one target with example of a short story. It was a two way communication as all the students actively took part in various activities and experiments. He stressed on the need of being self-conscious and suggested few methods to do the same. He concluded phrasing “Rule your mind or it will rule you”. This session was indeed beneficial to all the students to achieve their goals and to tackle the instability of mind. The programme was compeered by Ms. Sahana S G of II B.Com. Mrs. Smitha M coordinated the programme.

Dry Run Inspection

Dry Run Inspections were held on 23 October 2016 and 11 April 2017 to verify important record and documents maintained by the faculties. All the faculties submitted documents/report to the IQAC members. Later the documents were kept in an orderly manner, and members of the committee submitted the report to IQAC which was presented in the meeting.

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**

- 14 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.

❖ **Improvement of Student Discipline**

- Indiscipline, poor performance, long absence -parents are 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
- Panned 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.

❖ Challenges to be faced

- Physical education
- Library

ANNEXURE – 3.2

Annexure for question number 2.15

MONTHWISE BRIEF REPORT ON THE ACTIVITIES OF THE COLLEGE

MAY 2016

DATE	NATURE OF ACTIVITIES	ORGANIZERS
27 th May 2016	Admissions started for BBM, BCA, BA(HRD) and B.COM. Course	Admission committee

JUNE 2016

DATE	NATURE OF ACTIVITIES	ORGANIZERS
30 th June 2016	Student orientation programme to induct first year students.	Student Council
30 th June 2016	Orientation programme for the First Year students. The students were briefed about the various fests organised by the college viz. Genesis, Synergy & Sygma	Fest Forum
30 th June 2016.	Faculty Development Programme on “Research Project, Funding and Publication” was conducted for the benefit of the faculty members	IQAC

JULY 2016

DATE	NATURE OF ACTIVITIES	ORGANIZERS
4 th July 2016 to 11 th July 2016	Library orientation programme	Library
9 th July 2016	NSS orientation	NSS
11 th July 2016	Guest lecture on “BSE and Capital markets”	Commerce Department
11 th July 2016	Guest lecture on “Saving Investment Plan”	Commerce Department
12 th July 2016	Talk on “Careers Opportunities”	Placement and Career Guidance Cell
14 th July 2016	Inauguration and Orientation of Finance Association	Finance Association
15 th July 2016	Workshop on Leadership	Student Council
18 th July 2016	Guest Lecture on Certified Management Accountant Course	Placement and Career Guidance Cell
20 th July 2016	Guest lecture on “Preparations for Competitive Exams”	Finance Department
21 st July 2016	Guest lecture on “Entrepreneurial Competencies”	EDP Cell
22 nd July 2016	Inauguration of SCAN Association	SCAN Association
22 nd July 2016	Guest lecture on “Training and Development”	HRD Department
22 nd July 2016	Workshop on Cyber Law and Cyber Crime	Business Law Department
23 rd July 2016	Inauguration of Student Council	Student Council
25 th July 2016	Inauguration & Orientation of Commerce Association	Commerce Association
25 th July 2016	Inauguration of Literary Association	Literary Association
25 th July 2016	Student faculty program on “Human Resource Information System”	HR Department
26 th July 2016	Inauguration of Fine Arts Association	Fine Arts Association
26 th July 2016	Deputation of students to talk organized by MMA on “Role of Organic Food in Managing Health”	HR Department
27 th July 2016	Inauguration of Marketing Association	Marketing Association
27 th July 2016	Inauguration of HRD Association “Resource Hub”	HRD Association
27 th July 2016	Student faculty program on “Sukhmay Jeevan”	Hindi Department
28 th July 2016	Guest lecture on “Awareness on Mobile Apps”	BCA Department
29 th July 2016	Inauguration of Rovers and Rangers	Rovers and Rangers
29 th July 2016	Inauguration of Career Guidance and Placement Cell	Career Guidance and Placement Cell
30 th July 2016	Student faculty program on “Social Responsibility of Business”	Economics Department
30 th July 2016	Workshop on Soft Skills	HR Department
30 th July 2016	Talk on selected Episode of Parthi Subba’s Yakshagana	Kannada Department

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'	Book Review Paper Presentation
Finance Association 'FONDUS'	Money Talk
HR Association 'RESOURCE HUB'	Book Review
Fest Forum Association	Management Training IT Training
Scan Association	Memory Test IT Collage Competition Color Spray Competition Guess the Part
EDP Cell	Group Discussion Competition Case Analysis Competition
Business Law Department	Case Analysis Competition
Commerce Department	Video Review Book Review Group Discussion Business Quiz Collage Competition
English Department	Book Review Debate Competition Essay Writing Competition Pictionary Competition
Kannada Department	Essay Writing Competition Pictionary Competition
Hindi Department	Essay Writing Competition
Fine Arts Association	Wealth out of waste
Economics Department	Book Review Debate Competition

AUGUST 2016

DATE	NATURE OF ACTIVITIES	ORGANIZERS
2 nd August 2016	Faculty Development Programme on “ Importance of Statistical tools for Research and Data Analysis”	IQAC
3 rd August 2016	“GENESIS 2016” University Level Management Fest	Department of Business Management
6 th August 2016	Vanamahotsava Celebrations	NSS
6 th August 2016	Visit Casia High School, Mangaluru	English department
6 th August 2016	literary association members visited GSV Vridha Ashram "A Home for Aged ", Kodialbail, Mangalore	English Department Hindi department Kannada department
6 th August 2016	Visit to Guardian Angels Higher Primary School, Maroli, Mangaluru	Hindi department
6 th August 2016	Visit to St. Rita's Kannada medium higher primary school	Kannada Department
6 th August 2016	Visit to MRPL (Mangalore Refinery and Petrochemicals Limited)	HR department
6 th August 2016	Visit to software exhibition organized by the MCA department of Shree Devi Institute of Technology (SDIT), Kenjar, Mangaluru	BCA Department
6 th August 2016	Visit to Gandhinagar government school, Urva Market, Mangaluru	Business Law Department
6 th August 2016	Visit to Canara Kannada medium pre-primary school, Dongerikeri Mangaluru	Fine arts association
6 th August 2016	Visit to Manmet Engineering Products Ltd., Baikampady	Finance department
6 th August 2016	Visit to Shree Ramashrama Aided High School, Konchady, Mangalore	BCA department
6 th August 2016	Visit to various entrepreneurs like Shammun Khan’s “THOSHEED DRESSERS”; Roshan Kabeer’s “SAIMA MARKETING”; Priyank Sanghwi’s “A-Z COLLECTION” and Abdul Razzak’s “NILGIRIS” of Mangaluru city	EDP Cell
9 th August 2016	Inauguration of “Samvradhi” – Consumer Club	Consumer Club
10 th August 2016	Student faculty programme on “Consumer Protection Council”	Marketing Department
10 th August 2016	Value education guest lecture on “Personality Development through Morality”	BCA Department
11 th August 2016	Professional Course Orientation	Commerce Department
12 th August 2016	Guest lecture on “Need of Soft Skills in IT Industry”	BCA Department
13 th August 2016	Observation of Sthavana Dina: “Sthavana Dina”	Student Council
15 th August 2016	Interclass Variety Entertainment Competition	Fine Arts association
15 th August 2016	Independence Day Celebrations	Student Council
17 th August 2016	Students’ Participation in National Level Fest “RENDEZVOUS 2016”	Fest Forum
19 th August 2016	Guest lecture on “Human and Humanity”	BCA Department

20 th August 2016	Student faculty program on "How to write reports"	English Department
20 th August 2016	Visit to Management exhibition "TATHAASTHU-2016" on the theme "SUSTAINABLE DEVELOPMENT –Reduce, Recycle & Reuse"	BCOM Department
22 nd August 2016	Value education guest lecture on "Human Relation & Values"	BBM Department
23 rd August 2016	INSPIRE 2016	SCAN Association
26 th August 2016	Student faculty programme on "Computerized Accounting"	Finance Department
27 th August 2016	First-Aid Training programme	Red Cross Association
27 th August 2016	Student faculty programme on "Human Resource Accounting"	Finance Department
27 th August 2016	Students attended EDP- Programme on 'Start up India'	EDP Cell
27 th August 2016	Tree plantation in Presidency School Neermarga, Mangaluru	Rovers and Rangers
28 th August 2016	One day camp at Mangalajyothi Integrated School, Vamanjoor	NSS
28 th August 2016	Student faculty programme on "Skill Development and Empowerment"	Economics Department
29 th August 2016	World Entrepreneurship Day	EDP cell
31 st August 2016	Guest lecture about the culture of tulunadu as depicted in the book "Muru Hejje Muru Loka"	Kannada department
1 st September 2016	Talk on "Awareness on higher education in abroad"	Placement and Career Guidance Cell

Various Association of the Students' Council conducted the following skill enhancement activities to extend learning beyond class rooms :

Name of the Association	Activities Conducted
Marketing Association 'VENTA'	Product launch Tagline Flash marketing Jingle writing
Finance Association 'FONDUS'	Financial Crossword and Treasure Hunt Group Discussion
HR Association 'RESOURCE HUB'	Paper Presentation First Impression Just A Minute
Scan Association	Quick Hands Toggle Toggle Powerpoint IT Quiz
Business Law Department	Pick and Speak
Commerce Department	Video Review
English Department	Word Puzzle Wrong people at wrong job Word Puzzle Elocution Paper Presentation Group Discussion
Kannada Department	Kannada elocution

	Debate
Hindi Department	Elocution Shayari Story Narration

SEPTEMBER 2016

DATE	NATURE OF ACTIVITIES	ORGANIZERS
1 st September 2016	Student faculty program on “How to write articles”	English Department
1 st September 2016	Guest lecture on “Online Marketing”:	Marketing Department
3 rd September 2016	Guest lecture on “Value education”	IQAC
3 rd September 2016	Visit to Vinayaka rice Mill, Belthangady	Economic department
6 th September 2016	Teacher’s Day Celebrations	Student Council
6 th September 2016	Student faculty program on “Latest Marketing Trends”	Marketing Department
6 th September 2016	Student faculty program on “How to write reports”	English Department
7 th September 2016	Guest lecture on “How to be a smart investor ?”	BBM Department
8 th September 2016	One day camp at Abhaya Ashrama	Red Cross
8 th September 2016	Guest lecture on “Customer Rights and Awareness”	Commerce Department
8 th September 2016	Guest lecture on “New Trends and Issues in HR”	HR Department
8 th September 2016	Talk on “Higher Education in Abroad”	Career guidance and Placement cell
10 th September 2016	Students were deputed to attended a seminar on “Leadership, Attitude, Success and Communication for Management students” at Dwarkanath Sabha Bhavana, Gokarna math, Car street	HR department
12 th September 2016	One Day Medical Camp at Someshwara	Rovers and Rangers
13 th September 2016	Guest Lecture “Role of technology in Banking Sector”	Hindi Department
15 th September 2016	Students’ Participated in Management fest ‘FACULA 2016’ organized by St. Philomena's college, Puttur	Fest Forum
15 th September 2016	PTA Annual General Body Meeting	PTA
15 th September 2016	Guest lecture on “Business Law”	Business Law Department
18 th September 2016	One day NSS camp at Govt. Primary School Kavathar , Mulki	NSS
19 th September 2016	Talk on “How to face interview”	Career guidance and Placement cell
19 th September 2016	Guest Lecture on “Preparing for Company Secretary”	Placement cell
20 th September 2016	Guest lecture on “Corporate Communications”	BCA Department
21 st September 2016	Guest lecture on “Positive Thinking”	HR Department
23 rd September 2016	Guest lecture on “Need for Value Education in 21 st Century; Role of parents and teachers in Fostering values”	BCA Department
24 th September 2016	Student faculty program on “How to write projects”	English Department
24 th September 2016	Guest Lecture on “Personality Development”	English Department
26 th September 2017	FDP on “Research & Publications”	IQAC

Various Association of the Students' Council conducted the following skill enhancement activities to extend learning beyond class rooms :

Name of the Association	Activities Conducted
Marketing Association 'VENTA'	Brand wars Turn Coat
Finance Association 'FONDUS'	Paper presentation Book Review
HR Association 'RESOURCE HUB'	Role Play Character Showdown Allegation Flip Side HR Case Study Book review
Scan Association	Tagger IT Debate Captcha Cracker
Business Law Department	Quiz Book Review Debate
Commerce Department	Meet the CEO Review of Research Paper Presentation
English Department	Paper Presentation Poem Recitation Book Review Pick And Speak Slogan Writing
Kannada Department	Book Review Story Narration Pick and Speak Paper Presentation
Hindi Department	Poem Writing Based On Picture Identifying the object
EDP Cell	Essay Writing Debate
Rower & Rangers Association	Tulu Elocution
Fine Arts Association	Singing Traditional Day

OCTOBER 2016

DATE	NATURE OF ACTIVITIES	ORGANIZERS
1st October 2016	Visit to Anupam Advertisers and Printers to study the functioning of the Ad agency	Marketing Association
4 th October 2016 & 5 th October 2016	Students Participated in National Level Inter-Collegiate Fest 'ABHIGYAAN 2016' organized by SDM IMD, Mysore	Fest Forum
8 th October 2016	Talk on the topic "Importance of SAP course" for the benefit of final year BBM students	Career Guidance & Placement Cell

Various Association of the Students' Council conducted the following skill enhancement activities to extend learning beyond class rooms :

Name of the Association	Activities Conducted
Commerce Department	Commerce Exhibition

NOVEMBER 2016

DATE	NATURE OF ACTIVITIES	ORGANIZERS
9 th November 2016 & 10 th November 2016	“PROJECT DISHA” – 2 days Training & Development Programme	College
29 th November 2016	Campus recruitment programme was conducted in our college by Deloitte company for final year BCA students	Career Guidance & Placement Cell

DECEMBER 2016

DATE	NATURE OF ACTIVITIES	ORGANIZERS
8 th December 2016. & 9 th December 2016.	2 days Training & Development Programme "PROJECT DISHA" for the Dealers of Indian Oil Corporation Limited	BBM,BA(HRD),BCOM department
16 th December 2016 & 19 th December 2016	Campus recruitment drive was conducted by Northern Trust Bank in our college	Career Guidance & Placement Cell
17 th December 2016	Final year BCA students attended one day workshop on "JAVA programming" organised by IIHT, PVS, Mangalore	Computer Application Department
19 th December 2016 To 22 nd December 2016	Mr. Akshay Shetty of III BBM represented India in Goshinryu Malaysia Karate Championship and won Bronze medal held at Kuala Lumpur, Malaysia	Sports
20 th December 2016 to 22 nd December 2016	Organized Art Craft Workshop	Fine Arts Association
20 th December 2016	Final year BCA students attended the campus recruitment drive by Cognizant Infrastructure Services Pvt. Ltd organized by SDM-Rotary Career Guidance & Placement Centre at SDM College, Ujire	Career Guidance & Placement Cell
21 st December 2016	Visit to Govt. Kannada Higher Primary School, Mannagudda and conducted a session on HTML page	Computer Application Department
23 rd December 2016 to 29 th December 2016	NSS Annual Special Camp	NSS
29 th December 2016	Final year BCA students participated in campus recruitment drive in our college by Deloitte Company for the post of Associate Analyst	Career Guidance & Placement Cell

Various Association of the Students' Council conducted the following skill enhancement activities to extend learning beyond class rooms :

Name of the Association	Activities Conducted
HR Association 'RESOURCE HUB'	Let's Hire Competition
EDP Cell	Business Quiz
English Department	Monologue Poem Writing
Scan Association	Web Designing Competition

JANUARY 2017

DATE	NATURE OF ACTIVITIES	ORGANIZERS
5 th January 2017	BCA Dept. students visited DKZP Government High School, Mangaluru	BCA Department
6 th January 2017	Talk on 'How to face interview'	Career Guidance & Placement Cell
7 th January 2017	Talk on Spiritual thoughts & Moral Values	Rovers and Rangers
9 th January 2017	Student faculty program on "How to prepare a project"	English Department
9 th January 2017	Student faculty program on "Preparing for competitive exams"	Commerce Department
9 th January 2017 & 10 th January 2017	Final year BCA students attended the campus recruitment drive by Infosys held at Srinivas Institute of Technology, Valachil, Mangalore	Career Guidance & Placement Cell
10 th January 2017	FDP on "Best Practices in Higher Education"	IQAC
11 th January 2017	Final year BCA students attended the campus recruitment drive by Mphasis held at Alvas Institute of Engineering and Technology and 4 of them got selected.	Career Guidance & Placement Cell
12 th January 2017	Final year BCA students visited Rosario English Medium High School at Pandeshwar, Mangaluru	BCA Department
16 th January 2017	Final year BCA students visited Government Higher Primary School, Pandeshwar, Mangaluru and conducted extension activities	BCA Department
17 th January 2017	Training Session on Cashless Transaction	NSS, Rovers & Rangers and Red Cross
18 th January 2017	Trainers Training Programme on Cashless Transaction	English Department
18 th January 2017	Student faculty program on "MankuthimmanaKagga – Topic SahabaalveyeSogasu"	Kannada Department
18 th January 2017	Final year BCA students visited St. Rita's Higher Primary School, Jeppu, Mangaluru	BCA Department
19 th January 2017	Talk on cashless transaction was conducted for II BBM 'B' by Mr. Hysum and Mr. Jayant Jain	Class Advisor II BBM 'B'
19 th January 2017	Navya Shenoy, Ashwathi and Sandhya of I BBA A gave a talk on cashless transactions.	Class Advisor I BBA 'A'
19 th January 2017	Library Book Exhibition	Library committee
19 th January 2017	Guest lecture on "Mamata kaliya ke upanyas me samajik Chetnaa"	Hindi Department
19 th January 2017	Guest lecture on "Overcoming problems in Adolescence"	Women Cell
20 th January 2017	Talk on cashless payment regarding digital cashless payment with reference to BHIM app	Class Advisor I BBA 'B'.
20 th January 2017	Talk on on Cashless transaction with reference to UPI (Unified Payment Interface) and BHIM (Bharath Interface for Money) apps	Class Advisor II BCA 'B'
20 th January 2017	Talk on cashless transaction mode BHIM & UPI apps	Class Advisor I BCA 'B'
20 th January 2017	A talk on cashless transactions about UPI app was conducted by Kirthi Shetty of II BBM C	Class Advisor II BBM 'C'

20 th January 2017	Talk on Cashless Transaction using “PAYTM” and “BHIM” for making India Digital	Class Advisor I BBA ‘C’
20 th January 2017	Talk on Cashless Transaction	I Class Advisor I BA(HRD) Student
20 th January 2017	EDP workshop on ‘Entrepreneurship and Digitalisation’	EDP cell
20 th January 2017	Guest lecture on “Gamaka Sahithya”	Kannada Department
20 th January 2017	SCAN Association students visited Zilla Panchayat Govt Primary School Mannagudda Mangaluru	SCAN Association
21 st January 2017	Mr. Heeraram, Mr. Mohammed Aneez and Mr. Sharvan Kumar of I BA(HRD) gave a talk on cashless transaction	I BA(HRD) Student
21 st January 2017	Talk on Digitalization	Class Advisor II BBM ‘A’
21 st January 2017	Workshop on "Career Counseling and Orientation on competitive exams"	Career Guidance & Placement Cell
21 st January 2017	Final year BCA students visited “Snehadeep - Home for Children” at Bejai Kapikad, Mangalore	BCA Department
21 st January 2017	English department organized an extension activity at Governement Hospital, Hampankatta, Mangaluru	English department
23 rd January 2017	Guest lecture on “Prevention of Drug abuse”	Rovers & Rangers
23 rd January 2017	Guest lecture on “Recruitment Procedures”	HR Department
24 th January 2017 & 25 th January 2017	“Synergy 2017” – A National Level Management Fest	Department of Business Management
25 th January 2017	“Sygma 2016” – State Level IT Fest	Department of Computer Application
27 th January 2017	Spiritual talk on “The art of mind control and stress management- curing cancer of the mind”	Department of Computer Application
27 th January 2017	Final year BCA students visited Canara Girls High School, Mangaluru and conducted extension activities	Department of Computer Application
28 th January 2017	Talk Cashless Transaction using “PAYTM” and “FREECHARGE” for making India Digital.	Class Advisor I BCA ‘A’
28 th January 2017	Talk on Cashless Transaction using “BHIM” to	Class Advisor III BBM ‘C’
28 th January 2017	Business Law department visited fisherwomen and various small vendors at Urva Market, Mangaluru	Business Law department
31 st January 2017	Mr. Satwin & Ms. Pooja of II B.Com. gave a presentation on Cashless Transaction.	II B. Com Student
31 st January 2017	Guest lecture on “Net App Data Management”	BCA Department
	Mr. Venkatesh Bhat of II BCA ‘A’ gave a talk on cashless economy with reference to BHIM & UPI apps	II BCA ‘A’ Student
	Commerce department organized an extension activity at Mangala fabrications, Mangaluru	Commerce Department

Various Association of the Students' Council conducted the following skill enhancement activities to extend learning beyond class rooms :

Name of the Association	Activities Conducted
Marketing Association 'VENTA'	Paper presentation Group Discussion
Scan Association	Treasure Hunt
HR Department 'RESOURCE HUB'	Book Review
Commerce Association	Video Review Paper presentation Competition Debate on current issues Team game
Finance Association 'FONDUS'	Bid and Win
Economics Association	Economics Quiz Group Discussion
Sports Association	Interclass Volleyball Tournament
Business Law Department	Business quiz competition Paper Presentation
Fine Arts Association	Mehendi competition Flower Arrangement Competition Dance Competition-solo and group Pencil Sketch Competition
English Department	Monologue Competition Poem Writing Competition Spell Me Competition Article Writing Competition Logo Designing Competition
Kannada Department	Slogan Writing
Hindi Department	Pick and Speak Competition

FEBRUARY 2017

DATE	NATURE OF ACTIVITIES	ORGANIZERS
1 st February 2017	Students participated and won Overall at the Management Fest "AMBIORA 2K17" organized by St. Philomena College, Puttur	Fest Forum
1 st February 2017	Students participated and won Overall at the IT Fest at the "TECHNO TARANG 2017" organized by Vivekananda College, Puttur	Fest Forum
2 nd February 2017	Blood Donation Camp	NSS unit and Red Cross
2 nd February 2017 & 3 rd February 2017	Students participated and won Overall at the IT Fest "COMPOSITE 2017" organized by St. Aloysius College, Mangaluru	Fest Forum
2 nd February 2017 & 3 rd February 2017	Students participated and won Overall at the Management Fest national level inter collegiate fest ACME 2017 organised by St. Aloysius college (Autonomous) Mangaluru	Fest Forum
2 nd February 2017	Guest lecture on "Marketing Innovations"	Marketing Department
4 th February 2017	Guest lecture on "Effects of Demonetization"	Economics Department
6 th February 2017	Inter-class Paper presentation competition	Student Council
6 th February 2017	Talk on 'Youth and Employability Management'	Career Guidance & Placement Cell
6 th February 2017	Final year BCA students visited Cascia High	BCA Department

	School, Jeppu, Mangaluru	
7 th February 2017	Guest lecture on “Effects of GST and Demonetization on Economic Environment”	Finance Department
7 th February 2017	Guest lecture on “Blending values and goal realization in youth”	English Department
8 th February 2017	Guest lecture on “Smart HR Practices”	HR Department
9 th February 2017	Student faculty program on “Cashless Transaction- UPI” was organized by Kannada Department for the I Year B.Com. students	Kannada Department
9 th February 2017	Guest lecture on “Facilitating Effective Team Work”	English Department
10 th February 2017	Annual Sports Day Celebrations	Sports
11 th February 2017	9 of our students got selected in Sharekhan company and 6 of them in Way2Wealth company in the on-campus recruitment drive by Proedge Consultancy and Training held	Career Guidance & Placement Cell
12 th February 2017	Two days Special Camp	Youth Red Cross
13 th February 2017	Guest lecture on ‘Successful Career’	Career Guidance & Placement Cell
13 th February 2017	Guest lecture on “Nataka Ranga Bhoomi Avalokana – Andu Indu”	Kannada Department
13 th February 2017	Extension activity at Hampankatta, Mangaluru	EDP Cell
14 th February 2017	Guest lecture on “Shareholders Activism in India”	Business Law Department
14 th February 2017	Factory Visit	BCA Department
14 th February 2017	Final year BCA students visited St. Gerosa High School, Jeppu, Mangaluru	BCA Department
15 th February 2017	YASHA 2017 – Interface with Industries & Students	EDP Cell
15 th February 2017	Student faculty program on “Mahile – Sankoleya Hidithadalli”	Kannada Department
15 th February 2017	Guest lecture on “Life Style and Stress Management”	English Department
15 th February 2017	Guest lecture on “Prevention of Drug Abuse”	English Department
15 th February 2017	Extension activity by visiting different Courts at Court Complex, Mangaluru	Business Law Department
17 th February 2017	Safe Riding Training Programme	Women cell
20 th February 2017	Guest lecture on “Team Building and Project Management”	Career Guidance & Placement Cell
20 th February 2017	Guest lecture on “Vedic Maths”	BCA Department
20 th February 2017	Guest lecture on “Awaken entrepreneur within you”	EDP Cell
21 st February 2017	2 students of our college got selected by Amazon in the placement drive held at Alva’s Education Foundation, Mijar, Moodbidri	Career Guidance & Placement Cell
21 st February 2017	Guest lecture on “Awareness on Waste Management”	English Department
21 st February 2017	Guest lecture on “Anti-Pollution Drive”	English Department
22 nd February 2017	College Annual Day prize distribution ceremony	Student Council

22 nd February 2017	College Annual Day Celebrations	Student Council
28 th February 2017	Extension activity in BalaSamrakshana Kendra Kuttharpadavu	NSS

Various Association of the Students' Council conducted the following skill enhancement activities to extend learning beyond class rooms :

Name of the Association	Activities Conducted
BCA Department - Scan Association	Product Launch Stress Interview
HR Department - 'RESOURCE HUB'	Paper Presentation Networking Radio tantra Let's Hire
Finance Department - 'FONDUS'	Debate
Sports Association	Interclass Cricket Tournament
Fine Arts Association	Rangoli Competition
English Department	Literary Quiz Poster Making Story Writing Creativity Writing
Kannada Department	Poem Recitation Bhavageete Singing Old Film Song Literary Quiz

MARCH 2017

DATE	NATURE OF ACTIVITIES	ORGANIZERS
2 nd March 2017	Student faculty program on “How to face an Interview”	BCA Department
2 nd March 2017	Visit to the ‘Animal Care Trust’ in Pandeshwar, Mangaluru as a part of an extension activity	English department
3 rd March 2017	Students participated at “INSPIRE 2K17” organized by MITE College, Moodbidri	Fest Forum
3 rd March, 2017	Extension activity about MS Office for the students of St. Peter’s Higher Primary School, Kottara.	BCA department
4 th March 2017	Extension activity on Awareness of Cashless transactions to the construction labourers of MFAR Pvt. Ltd.	HR department
4 th March 2017	Visit to Hindu News Paper	BCA department
5 th March 2017	Student faculty program on “Etiquette and Presentation Skills”	English Department
5 th March 2017	Student faculty program on “Procrastination”	English Department
6 th March 2017	Student faculty program on “Design Techniques”	BCA Department
7 th March 2017	Extension activity to create awareness about the importance of self help groups and its funding among housewives in Bantwal	Commerce department
8 th March 2017	State level training Programme on “Human Rights, Eco-Justice Sustainability, and Environmental Rights”	Business Management department
8 th March, 2017	Women’s Day Celebration	Women’s cell
8 th March 2017	Guest lecture on “Importance of Logical and Critical Thinking”	BCA Department
8 th March 2017	Visit to KFC	BCA department
8 th March 2017	Visit to Starflex Laminators Pvt Ltd, B155 Industrial Area	BCA department
10 th March 2017	Student faculty program on “Basic Concepts of SQL”	BCA Department
10 th March 2017	Guest lecture on “Self Management And Behavioural Change ”	BCA Department
14 th March 2017	Extension activity about Introduction to Google and its Recent Innovations at KREC Kannada Medium School, Surathkal, Mangaluru	BCA Students
16 th March 2017	Guest lecture on “Act interact and enact, with ACT”	English Department
16 th March 2017	Extension activity on Nonverbal and Verbal Play Skills	BCA department
16 th march 2017	Visit to Jai Gurudev Cement Block factory	BCA department
17 th March 2017	Guest lecture on “3D Animation-Today, Tomorrow and Beyond”	Career Guidance & Placement Cell
20 th March 2017	Student faculty program on “Use of Information Technology in Knowledge Generation”	BCA Department
20 th March 2017	Student faculty program on “Social Media Marketing”	BCA Department
20 th March 2017	Extension activity in old age home St. Anthony Charity Institute, Jeppu, Mangaluru.	English department
21 st March 2017	Student faculty program on “How to prepare for paper presentation”	English Department

23 rd March 2017	Valedictory of NSS Activities	NSS
23 rd March 2017	Observation of World Environment Day	Kannada Department
23 rd March 2017	Guest lecture on “The transition from campus life to corporate life”	Career Guidance & Placement Cell

Various Association of the Students’ Council conducted the following skill enhancement activities to extend learning beyond class rooms:

Name of the Association	Activities Conducted
Marketing Association ‘VENTA’	Quiz
Economics Department	Paper Presentation
Commerce Department	Quiz
English Department	Book Review
Kannada Department	Book Review
Hindi Department	Book Review

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: 00

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

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

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

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

Interdisciplinary Courses for B.Com: Tally, Web Designing

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 BOS in BA (HRD), Mangalore University

Mr. Muralidhar Rao - Member of BOS in BBM/BBA, SDM College (Autonomous), Ujire

Mr. Muralidhar Rao – Member of BOS in BBM/BBA, St. Aloysius College (Autonomous), Mangalore.

Mr. Muralidhar Rao – Member of BOAE, BA(HRD),Mangalore University.

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

Research Project, Research Funding and Research Publications

IQAC organized a Faculty Development Programme on "Research Project, Research Funding and Research Publications" on Friday 30th June 2016 at Conference Hall. The resource person was Dr. Vijaya Kumari S.N., Professor, St. Ann's B.Ed. College of Education, Mangalore. The objective of the programme was to create research culture and empower the faculties. Mrs. Madhumathi J. Raja, Faculty, welcomed and introduced the resource person to the gathering. The resource person enlightened the faculty about the functions, characteristics of research, goals of research, criteria for good research, significance of research, research needs, research motives and benefits of research, various funding agencies and schemes for research by the government as well as private. She briefed the format of research proposal. Finally she emphasized on research publications and the structure of research paper. Mrs. Shashikala Shetty coordinated the programme and proposed vote of thanks.

Importance of Statistical tools for Research and Data Analysis

A Faculty Development Programme on "Importance of Statistical tools for Research and Data Analysis" was conducted on 2nd August 2016 at the conference hall. The objective of the programme was to impart the various statistical tools required for research and Data Analysis. The resource person Ms. Sumitha Achar, Asst. Professor at AIMIT, St. Aloysius College, Mangalore addressed all the faculties. She said that data analysis is a process used to transform, remodel and revise certain information with a view to reach a certain conclusion for a given situation or problem and data analysis can be done by different methods as according to the needs and requirements of different domains like science, business, social science research. She also said that one of the most important uses of statistics in data analysis is that it helps in keeping human bias away from research conclusion with the help of proper statistical treatment. With the help of scales & measurements in data analysis a researcher can filter both qualitative and quantitative data for any research work. Thus, it can be said that need of scales measurement in data analysis is of utmost importance for both the research and the researcher. All the faculties benefitted from the session on statistical tools. The programme was coordinated by Mrs. Divya Uchil.

Research and Publication

Research and Publications Business management department organized a faculty development programme on "Research and Publication" on 26th September 2016 in the conference hall. The resource person was Dr. Yathish Kumar, Associate Professor and research guide, Mangalore University. The main objective of the programme was to empower the faculty members on various issues related to research publications and to promote research culture among them. The resource person started the session with an introduction. He focused on key points to be considered while preparing a paper for publication. Highlighting the various ways and means of publication, he said that social network can also be used as most effective source. He gave suggestions regarding writing a research paper. He opined that publication should present some substantive and new results and one should always focus on to publish accurate, complete, clear and unbiased representations. The topics covered were selection of publisher, procedure of publication and importance of impact factor. The resource person explained the concept with

suitable example. It was very interesting and interactive session. It helped the faculty members to gain knowledge on how to write a research paper and its publication. Mrs. Smitha M. coordinated the programme.

ANNEXURE – 8

Annexure for question number 3.3 : Details regarding minor projects

UGC sponsored Minor Research Project- 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 – 9

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

Workshop on Human Rights, Eco-Justice Sustainability, and Environmental Rights

One day state level training programme on “Human Rights, Eco-Justice Sustainability, and Environmental Rights” was organised by the college in association with National Human Rights Commission, New Delhi, on 8th March 2017 in the college conference hall. The programme was inaugurated by Mr. Balakrishna Rai, Chairman, Human Rights Federation of India. In his keynote address, he said that human rights are the property of all the people and they should never be misused. He also said that each person needs rights and freedom for his overall development and advised the students to create awareness about human rights among people and also be active in protection of those rights. Mrs. Nishvitha Karandoor Advocate, Mangaluru and also the alumnus was the guest of honour. Day long programme hosted four sessions.

In the first session Mr. Jayaram Shriyan, Editor, Issues and Concerns, Mangalore spoke on “Human Right Systems, Organisations and Instruments of Human Rights and Covenants”. In the second session, Prof. Udaya Kumar, SDM Law College, Mangalore spoke on “Integrating Human Rights with Sustainable Human Development, Building the Foundations of Peace, Humanitarian Action”. In the third session Dr. Krishna Mohan, Surgeon, Prabhu Hospital, Moodbidri spoke on “Eco-Justice Issues, Toxic pollution and race, Corporation and community accountability, Population and women’s concern”. In the final session Mr. K.S. Rajesh, Advocate, Mangalore spoke on “Positioning Human Rights in the Current Global Conjuncture, Rethinking Human Rights, and Human Rights - A Twenty first Century Agenda”. Dr. Muralidhar Rao, Vice Principal, presided over the function. Mrs. Kavitha Prabhu and Mr. Prasanna Kumar T. coordinated the programme. Certificates were distributed to the participants in the valedictory

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

- HR association students participated in a programme organized by Mangalore management association on 26th July 2016 on the topic "Role of Organic Food in Managing Health" by Sri Addoor Krishna Rao, President Saavaya vakrishika Balaga, Mangalore. He highlighted the need of having a healthy and balanced diet for healthy living which could be achieved through making some changes in our food habits
- Guest lecture on "Saving Investment Plan" & "BSE and Capital markets was organized by Commerce Department in association with Lotus Knowlwealth, Mumbai
- Workshop on Cyber Law and Cyber Crime was organized in association with Akhil Bharathioya Adhivaktha Parishad, D.K on 22nd July 2016.
- The Youth Red Cross Association organised First-Aid training programme on 27th August 2016 in association with, KMC
- "Samvradhi" – Consumer Club was inaugurated on 9th August 2016 in association with District Consumer Federation, Mangalore
- One day medical camp was conducted by the Rovers and Rangers at Someshwara on 12th September 2016 in association with KMC Hospital.
- Blood Donation Camp : The NSS unit and Red Cross unit organized blood donation camp in association with KMC Hospital Mangaluru on 2nd Feb 2017
- Women cell of in association with Honda Matrix organized safe riding training programme for girls, in the college campus on 17th February 2017.
- Rovers and Rangers association conducted Tree plantation in Presidency School Neermarga, Mangaluru. Mr. Gururaj co-ordinated the programme.

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	Mrs. Jyothi	Award of Phd Degree

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 :

Finance Association

Visit to Manmet Engineering Products Ltd

- Finance department organized an extension activity on 6th August 2016 at Manmet Engineering Products Ltd., Baikampady. Mr. T. Deju Kotian, AGM, briefed students about the history and products of the company and explained them various processes and other details of the factory. This was followed by an interaction session, where students interacted with workers about their experience in the factory. Later students explained various small savings schemes to workers. They enlightened workers about Postal saving schemes, NSCs, KVP, SukanyaSamruddhi Account and other saving schemes. The efforts of the students were appreciated. At the end of the session a copy of investment schemes were distributed to the workers. The programme was coordinated by Mrs. Gayathri K. and Mr. Gururaj.
- **Visit to Retail Shops**
The students of the association visited retail shops in Mangaluru city on 17th February 2017 to promote the use of 'Cashless India' the initiative taken by the Central Government. The students briefed about the government based application namely 'BHIM' which was developed by National Payment Corporations of India (NPCI), based on the Unified Payment Interface (UPI). The students visited M/s Automotive Agency and M/s Alpha Medical and educated the people on the usage of the BHIM application.

Marketing Association

- **Visit to Anupam Advertisers and Printers**
On 1st October 2016, the members of the association visited Anupam Advertisers & Printers to get an insight on the functioning of the Ad agency. Mr. Arun Pai, Proprietor, briefed the students about the client base, the creative team, and the process of designing of an advertisement. Mrs. Kavitha Prabhu and Mrs. Deepashree Shenoy were the coordinators.

- **Visit to shops and market of Carstreet**

The Marketing department conducted an extension activity on 18th February, 2017, with the objective of educating the public on cashless transactions. The students visited shops and markets of carstreet area. The programme was coordinated by Mrs. Deepashree Shenoy

Human Resource Development Association

- **Role of Organic Food in Managing Health**

HR association students participated in a programme organized by Mangalore management association on 26th July 2016 on the topic "Role of Organic Food in Managing Health" by Sri Addoor Krishna Rao, President Saavaya vakrishika Balaga, Mangalore. He highlighted the need of having a healthy and balanced diet for healthy living which could be achieved through making some changes in our food habits.

- **Seminar on Soft Skills**

HR association members attended a seminar on "Leadership, Attitude, Success and Communication for Management Students" held on 30th July 2016 at Dwarkanath Sabha Bhavana, Gokarna Math, Car Street. The objective was to develop leadership skills so that the students have the confidence and the authority to make a real difference in corporate sector. Mr. Kumble Narasimha Prabhu, MD & CEO, Manipal Ace Event Management Co. Ltd., was the resource person. He stated that attitude is a foundation of success. He also briefed the students on factors determining attitude, role of positive attitude and how to build positive attitude. Dr. Rajesh, director, training college of banking and financial studies, highlighted the importance of communication, types of communication and leadership qualities. Various activities were conducted which helped the students to understand leadership qualities and role of positive attitude. Mrs. Anasuya coordinated the programme

- **Visit to MRPL**

The members of the association visited MRPL (Mangalore Refinery And Petrochemicals Limited) as a part of their extension activity on 6th August 2016. The objective was to sensitize students to the practical challenges that organizations face in the business world. Mr. Devesh Dubey, senior HR manager explained the students about the internal working of the company. He explained recruitment policy and training programmes organized by the company. This visit helped the students to enrich their knowledge in organizational and decision making skills. Mr. Thrishanth Kumar, Mrs. Preethika, Mrs. Anasuya and Ms. Parinita coordinated the programme.

- **Seminar on Soft Skills/Leadership, Attitude, Success And Communication For Management Students.**

The members of the association attended a seminar on "Leadership, Attitude, Success And Communication For Management Students" held on 10th September 2016 At Dwarkanath Sabha Bhavana, Gokarna Math, Car Street. The objective was to develop leadership skills so that the students have the confidence and the authority to make a real difference in corporate sector. Mr. Narasimha Kumble, MD & CEO, Manipal Ace Event Management Co. Ltd., was the resource person. He stated that attitude is the foundation for success. He also briefed the students on factors determining attitude, role of positive attitude and how to build positive attitude. Dr. Rajesh, director, training college of banking and financial studies, highlighted the importance of communication, types of communication and leadership qualities. Various activities were conducted which helped the students to understand leadership qualities and role of positive attitude. Mrs. Anasuya coordinated the programme.

- **Cashless transaction**

HR Association conducted an extension activity on Awareness of Cashless transactions on 4th March 2017. The activity was conducted at the construction building of Landlinks Royal Palms, Kodialgutthu, Mangalore. The purpose was to educate the construction labourers about Cashless transactions. The construction company was MFAR PVT LTD and the builders were Landlinks. The activity created awareness on benefits of using cashless modes, opening bank accounts and education of digital literacy to the construction labourers. The activity was conducted by Ms. Ashna Kothari and Ms. Aishwarya Kudigram .

Economics Department

- **Visit to Electrical power project**

On 29th August 2016 team of enthusiastic students of the association visited Bhoruka Electrical power projects at Koyyur, Belthangadi Taluk as a part of extension activity. 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.). The main objective of this visit was to gain insight into the functions of electrical power plant. This visit was a rewarding experience for both the students and the employees of power project. Mr. Prasanna Kumar and Ms Priya Kamath coordinated the programme.

- **Visit to Vinayaka Rice Mill**

The association organized industrial visit for I B.Com on 3rd September 2016 at Vinayaka Rice Mill, Belthangadi. This visit gave information on working conditions of rice industry, present rice market in India, capital required for the industrial activity, packing methods and risk faced by this industry in this competitive era. This visit proved to be a rewarding experience for both the students and the labours of the rice mill. Mr Prasanna Kumar and Ms.Priya Kamath coordinated the programme.

- **Visit to Milk Parlour and General stores**

On 6th February 2017, members of the association visited Milk parlour and General stores and created awareness among them on cashless transaction as a part of extension activity. The awareness was created on mobile wallet which is available on mobile phones to make online or offline payments. The information was also given on various service providers who offer these wallets via mobile apps. Students also stressed the importance of using plastic money through credit, debit and prepaid cards. Through active interaction the public were enlightened about cashless transactions. The programme was coordinated by Mrs. Shashikala K.G.

Commerce Association :

- **Visit to Shree Ramananda Swami School**

The members of the association conducted an extension activity at Shree Ramananda Swami School, Kolya, Someshwer on 7th August 2016. The school children were taught drawing. Many games were conducted for the children. These activities helped them to gain confidence. The student coordinators were Ms. Nishmitha and Ms. Sakshi. Mr. Thilakraj G. coordinated the programme.

- **Visit to Mangala Fabrications**

The department organised an extension activity at Mangala Fabrications, Mangaluru on 21st January 2017. The objective of this visit was to give ideas about small saving schemes to the employees of Mangala fabrication and to give an exposure to the students to visit organization and acquire knowledge. Mr. Thilakraj G. coordinated the programme.

- **Visit to Mangala Fabrications**

The department conducted an extension activity on 4th February 2017 in Mangala Fabrications to create awareness about the importance of cash less transactions and small saving schemes. The programme was coordinated by Mr. Thilakraj G.

- **Visit to City Centre Mall**

The department conducted an extension activity on 16th February 2017 at City Centre Mall, Mangaluru, with an objective to create awareness on the importance of using branded products among the public. The programme was coordinated by Mrs. Manju.

- **Visit to houses in Bantwal**

Commerce department had organized an extension activity to create awareness about the importance of Self Help Groups and its funding among housewives in Bantwal on 7th March 2017. The programme was conducted by a group of students from I B.Com. The programme was coordinated by Mrs. Manju H.

SCAN Association

- **Visit to Shree Ramashrama Aided High School**

The association organized an extension activity on 6th August 2016 in Shree Ramashrama Aided High School, Konchady, Mangalore. The objective was to make the school students aware of the present technology. The student volunteers of final year BCA taught the do's and don'ts of technology and also conducted various activities like guess the part, memory test, quiz etc. Winners were awarded prizes. The school students gained an insight into the advantages and disadvantages of technology. The staff coordinators Mrs. Deepa D. Hegde and Mrs. Shashiprabha along with the student coordinators Shivaprasad, R K Nikash and Elvin Shawn D'Souza were present.

- **Visit to Zilla Panchayat Govt Primary School Mannagudda**

The association organized an extension activity for students and faculty at Zilla Panchayat Govt Primary School Mannagudda on 20th January 2017. The objective of this programme was to provide education on the benefits of implementing cashless transaction using various payment methods. The session was presented by Mr. Shivaprasad Bhat of III BCA 'B'. The students and the faculty were shown various videos. An interactive session was conducted with the teachers to further provide information on the benefits of cashless mode of transactions to the students and their parents. "UPI" Mode of payment was emphasised alongside various other modes such as e-Wallets and USSD codes on low spec feature phones. An interactive demonstration of each of these was conducted by the students to illustrate the working of various mobile app's including but not limited to the "BHIM" App and the "Paytm" App. Payment through UPI on feature phones was also demonstrated. The student coordinators were Mr.

Elvin Shawn D'souza and Mr. R.K Nikash. Mrs. Deepa D. Hegde coordinated the programme.

- **Computer Literacy Day**

To observe the Computer Literacy Day, the association organized an extension activity for faculty and students of St. Antony's Charity Institute, Jeppu, Mangalore on 21st January 2017. The objective of this programme was to create an awareness on digital security and digital literacy. The session was presented by Mr. Shivaprasad Bhat, of III BCA 'B'. The students and the faculty were shown various videos and followed by an interactive session. The session illustrated the benefits of digital literacy and the potential hazards of digitalisation. Mrs. Deepa D. Hegde coordinated the programme.

In order to develop socially responsible citizens, BCA department conducted extension activities wherein they provide computer literacy and awareness on digitalization to the school students.

Date	Venue	Nature of Activity	Faculty incharge
21 st December 2016	Govt. Kannada Higher Primary School, Mannagudda	Developing an HTML page	Mrs. Divya Uchil
5 th January 2017	DKZP Government High School	Career Guidance	Mrs. Shashiprabha
12 th January 2017	Rosario English Medium High School at Pandeshwar, Mangaluru	Advantages of Digital India	Mr. Arun F. Sequeira
16 th January 2017	Government Higher Primary School, Pandeshwar	Importance of Cashless Transactions	Mrs. Sowmya Jyothi
18 th January 2017	St. Rita's Higher Primary School, Jeppu, Mangalore	Cashless Transactions	Mrs. Reshmi B.R
20 th January 2017	Little Sister Old Age Home Bajjodi Mangalore	Cashless Transaction ,talk on acupuncture	Mrs. Divya Uchil
21 st January 2017	Snehadeep- Home for Children" at Bejai Kapikad, Mangalore	Motivational Talk for Physically Challenged Students and Cashless Transaction	Mrs. Deepa D. Hegde
27 th January 2017	Canara Girls High School, Mangalore	Cashless Transaction	Mrs. Shashikala Shetty
6 th February 2017	Cascia high school, Jeppu, Mangaluru	Cashless Transactions	Mrs. Sowmya Jyothi
14 th February 2017	M.Vaman Nayak Sons, Winding Wall and Grandfather Clock Manufacturers and Exporters	Factory Visit	Mrs. Divya Uchil
14 th February 2017	St. Gerosa High School, Jeppu, Mangaluru	Importance of Digitalization	Mr. Arun F. Sequeira
3 rd March, 2017	St. Peter's Higher Primary School, Kottara	Introduction to MS-Office	Mrs. Reshmi B R
5 th March, 2017	Chinnara Thanghudhama Kendra, Bejai Kapikad	Road Safety, Social Responsibilities, and Clean India	Mrs. Shashikala Shetty

8 th March 2017	The Hindu – NewsPaper Opposite Cascia High School Mangaloadevi Mangaluru	Factory Visit	Mrs. Shashiprabha
8 th March 2017	Starflex Laminators Pvt Ltd, B155 industrial Area, Mangaluru	Factory Visit	Mrs. Deepa D Hegde
8 th March 2017	KFC Restaurant, City Center Mall, Mangaluru	Field visit	Mr. Arun F. Sequeira
10 th march 2017	Primacy industries Ltd, Baikampady	Field Visit	Mrs. Reshmi B R
13 th March 2017	Dinky Ice Cream Factory', Baikampady	Field Visit	Mrs. Shashikala Shetty
14 th March 2017	KREC Kannada Medium School, NITK Main Road Srinivasnagar Surathkal, Mangaluru	Google and its Recent Innovations	Mrs. Deepa D Hegde
16 March 2017	Chethana School Child Development Centre V.T. Road, Mangalore	Videos on moral stories	Mrs. Shashiprabha
16 th March 2017	Jai Gurudev Cement Block factory, Shakthinagar, Mangalore	Field Visit	Mrs. Sowmya Jyothi

Literary Association

- **Leadership Training at Casia High School**

On 6th August 2016, the members of the department visited Casia High School for conducting Leadership Training for the high school students. The main objective of this activity was to make the students develop self-confidence and enhance their leadership qualities. Various competitions like pick and speak, icebreakers etc were conducted to encourage the students to gain self-confidence and team work. The winners were awarded. The students participated enthusiastically. The activity was successful and it also enriched the students with team work and confidence. Mrs. Madhumathi J. Raja coordinated the programme and the student coordinator was Ms. Prithvi Kukyan.

- **Visit to Vridha Ashram**

On 6th August 2016 the members of the department visited GSV Vridha Ashram "A Home for Aged ", Kodialbail, Mangalore as a part of extension activity. The objective of this activity was to encourage the students to actively participate in the social service and develop compassion, love and respect towards elderly people. The students conducted various activities which helped them to mingle with elderly people and entertain them. Mrs. Madhumathi J. Raja coordinated the programme and the student coordinator was Ms. Prithvi Kukyan.

- **Visit to Government Hospital**

The department organized an extension activity on 21st January 2017 to Government Hospital, Hampankatta, Mangaluru. The objective of this visit was to make students become aware of the less fortunate and develop in them compassionate towards the sick and needy people. The team spent nearly two hours in the hospital. Students distributed fruits to the patients. One could see bright and happy smiles that had lit up the faces of many of the patients and their relatives. This

visit proved to be successful as the students realized the value of life and being positive towards their life in any situation and it also helped them to get empathy towards the other person.

- **Visit to Animal Care Trust**

On 2nd March, 2017, the department organized a visit to the 'Animal Care Trust' in Pandeshwar, Mangaluru. The students of I BBA 'C' visited the animal care trust, observed how injured, stray, sick animals are taken care. The objective of this extension activity was to make the students realize the importance of animal protection. This activity helped them to realize the importance of animal protection. Mrs. Madhumathi J. Raja coordinated the programme.

- **Visit to St. Anthony Charity Institute**

The department conducted an extension activity on 20th March 2017, at St. Anthony Charity Institute, Jeppu, Mangaluru. A few students of I BBA 'C' visited the old age home. The objective of the visit was to sensitize the students about the problem faced by the elderly. Students interacted with the inmates and shared their joy and sorrows. Mrs. Madhumathi J. Raja coordinated the programme.

Fine Arts Association:

- **Visit to Canara Kannada Medium Pre-primary School**

The association conducted an extension activity on 6th August 2016 at Canara Kannada Medium Pre-primary School, Dongarakeri, Mangalore. The objective of this was to create team spirit & self-confidence among the students. Various activities were conducted by the members of the association. Dr. Jyothi coordinated the programme.

- **Sthavana Dina – Founders Day Celebrations**

College anthem singing competition was held on 13th August 2016 in the college auditorium at 9.00 a.m. to commemorate the founder's day. Students of all the classes sang the anthem in groups. Mrs. Vedavathi, Rtd. Professor, St. Aloysius Evening College and also the author of the Anthem was the guest of honour. Ms. Shilpa Venkatesh, Music teacher, Bejai, Mrs. Shashiprabha and Ms Priya Kamath, Faculty were the judges for the event. Addressing the gathering, Mrs. Jeevitha said that the college anthem singing competition has been held for the last 13 years with the aim of motivating the students to build up a bond with the institution. She pointed out that conducting the college anthem singing competition on the Foundation day has added meaning to the celebration.

Business Law Department

- **Visit to Gandhinagar government school**

Business Law Department On 6th August 2016, the members of the department visited Gandhinagar government school, Urva market, as a part of extension activity. The objective of this activity was to create awareness about Cyber crimes and Cyber law among the students. Various skill enhancement activities like pick and speak, debate, quiz and games were conducted. At the end the winners of these competitions were awarded prizes. Ms. Priya Kamath and Mrs. Deepashree Shenoy coordinated the programme.

- **Cashless Transaction**

On 28th January 2017, the members of business law department along with the lecturer in charge visited the fisherwomen and various small vendors at Urva Market, Mangaluru with the objective of encouraging them to go digital in conducting their business transactions and educating them on the same. Few households were also visited and taught about cashless transactions. Ms. Priya Kamath coordinated the programme.

National Service Scheme (N.S.S)

- **University Level Leadership and selection Camp**

NSS Volunteers attended Leadership and selection camp held at Mangalore University Konaje from August 18th to 24th August 2016. The volunteers contributed in the Shramadhana at university campus.

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

NSS units of college organized one day camp on 28th August 2016, 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 the 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 5 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 Mr. Deviprasad, and Mrs. Renuthakshi concluded the day's programme by appreciating the work done by the volunteers and offered suggestions for improvements.

- **One day camp at Govt. Primary School Kavathar, Mulki**

NSS units of college organized one day camp on 18th September 2016, at Primary School Kavathar, Mulki. NSS volunteers and NSS officers reached the camp site at 9.30 a.m. A representative of the village addressed the volunteers about the objectives and importance of Shramadhan in village. Later he explained the volunteers the work to be performed. The students were then divided into 5 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 9.30 am and continued up to 1.00 pm with a short break at 11.00 a.m. They cleaned the surroundings of school and village and also widen the school road. After the lunch break, volunteers assembled back for the evaluation session. This helped them to share their experience and views. Group wise evaluation helped the volunteers to realize their mistakes and to avoid them in the future. Group leaders appreciated the efforts of their group members. This camp taught the students the importance of team work, dedication, mutual respect and joy of giving. NSS programme officers Mr. Deviprasad, and Mrs. Renuthakshi appreciated the work done by the volunteers and also gave suggestions for improvements.

- **NSS Annual Special Camp**

The Annual Special Camp of the college was held at Government Higher Primary School, Nellikar, Moodabidri from 23rd December 2016 to 29th December 2016. 110 NSS volunteers participated in this annual special camp. Sri Abhayachandra Jain inaugurated the camp by lightening the lamp. In his inaugural address, he spoke about the importance of attending NSS

camp and also stated that the experiences one can get by attending such camps will be helpful in future. Prof. Aruna P Kamath, Principal, presided over the function. Other dignitaries present over the dais wished success for the camp. Mr. Jayadev compeered the programme. Ms. Rakshitha welcomed the guest; Ms. Sunena proposed the vote of thanks. After the inauguration dignitaries gave a formal start for shramadhan by guddalli pooja. On the same day, the volunteers were briefed thoroughly about the programme and activities for seven days. They were divided into 4 groups each group was assigned two group leader.

On 24th December, volunteers performed street play on the “Awareness of Digital India”. In the afternoon, a social economic survey was conducted by NSS volunteers. On 25th morning free medical checkup by Alvas Ayuderic Medical College was arranged and was followed by an informative session on first aid treatment. On 26th afternoon, guest lecture on ‘Human values’ was organised. Resource person, Mr. Muniraj Renjal enlightened students about three values i.e. personal values, social values and national values which are important for life. On 27th, Grama Swaccha Abhiyana was organised along with Nellikar Grama Panchayat and other local bodies. In the afternoon session, Smt. Gracy D’souza conducted a guest lecture on ‘National Flag and Anthem’. This session was very interactive, where students clarified their doubts and issues relating to National Flag and Anthem. On 28th evening, Shibira Jyothi programme to recollect the memories and experience of the camp was organized. Volunteers and localities lit diyas around India map which was drawn by volunteers. This was followed by a cultural programme on the theme ‘Tulunadu Vaibhava’.

All the seven days of the camp were filled with activities which were planned during pre-camp meetings. Every day began with a prayer session at 6.00 AM, Flag hoisting and exercise at 6.30 AM, Shramadhana from 7.00 AM to 12 PM, Educational programme at 2.30 PM, cultural programme at 6.00 PM and evaluation at 9.00 PM. Valedictory function was held on 29th December 2016 at 11.30 AM. Sri Raghavendra Bhat, President, School Welfare Committee, Nellikar, was the Guest of Honour, Prof. Aruna P. Kamath, Principal, SDM College of Business Management, presided over. In his valedictory address, Sri Raghavendra Bhat appreciated the volunteers for their hard work, dedication and discipline. He also gave his valuable suggestions. A special appraisal was given for the cultural programme organized by the volunteers every evening after a day’s hard work. Every one wished good luck and bright future to the volunteers.

• **Blood Donation Camp**

The NSS unit and Red Cross unit organized blood donation camp in association with KMC Hospital, Mangaluru, on 2nd February 2017 in the College auditorium. The objective of the programme was to spread awareness about blood donation among the students. Dr. Debarshi Saha, Blood Bank Medical Officer, KMC Mangaluru inaugurated the programme. In his inaugural address, the inaugurator enlightened the need of donating blood. Principal Mrs. Aruna P. Kamath presided over the function. NSS officers and Red Cross coordinators were present on this occasion. Around 130 students voluntarily donated blood.

• **National Integration Camp at MGM College ,Udupi**

NSS volunteers attended NIC camp held at MGM College Udupi on 22nd February 2017 to 28th February 2017 . The volunteers contributed in the Shramadhana at college campus.

- **Extension activity at Bala Samrakshana**

The NSS unit conducted an extension activity at Bala Samrakshana Kendra, Kutthapadavu on 28th February 2017. The objective of this activity was to bring compassion among students and enrich team building skills. 60 students from the NSS unit actively participated in the activity. Students conducted various games for the children. Mrs. Renuthakshi, the programme officer escorted the students.

Red Cross Unit

- **Youth Red Cross one day camp**

The members of the association conducted one day camp at Abhaya Ashram, Assaigoli, Deralakatte on 8th September 2016. The members of the association conducted various activities for the children and also distributed chocolates to them. They donated note books and rice to the ashram. Mr. Prasanna Kumar coordinated the programmes.

- **Blood Donation Camp**

The Red Cross unit and NSS unit organized blood donation camp in association with KMC Hospital Mangaluru on 2nd February 2017 in the College auditorium. The objective of the programme was to spread awareness about blood donation among the students. Dr. Debarshi Saha, Blood Bank Medical Officer, KMC Mangaluru inaugurated the programme. In his inaugural address, the inaugurator enlightened the need of donating blood. Principal Mrs. Aruna P. Kamath presided over the function. NSS officers and Red Cross coordinators were present in the occasion. Around 130 students voluntarily donated blood.

- **Two days Special Camp**

A two days special camp was conducted by Youth Red Cross Association at Dakshina Kannada Zilla Panchayath Higher Primary school, Delantha Bettu on 11th and 12th February 2017. On the first day the camp began with the inauguration programme. During the inauguration the students were told about Youth Red Cross, its origin, importance and services. After the inauguration, the Red Cross volunteers conducted various sports to the children of Delantha Bettu School. The student volunteers visited vriddhashram and offered fruits and biscuits to the people of the vriddhashram.

A formal function followed by cultural programme was organized in the evening. Mr. Shrinivas Delantha Bettu, Principal of Janatha Pre University College, Adyanadka was the chief guest and Mr. Parashuram was the guest of honor. Dr. Ramachandra K., Mrs. Devaki, Mrs. Jayanthi, Mrs. Vimala, Mr. B. K. Ibrahim, Mr. Chandra Shekara Poojary and Mr. Sooraj, Mr. Akash, alumnus of the college were also present among the guests. Mr. Shrinivas in his speech called the youths to conduct more of such camps in villages for the benefit of the people and admired the work carried out by Youth Red Cross Association of the college wishing good luck to the team. He enlightened the students and said that youth can do many things if they join together. Mrs. Jayanthi also enlightened the students by her inspiring words. Prizes were distributed to the students who won in the various sports events conducted during the camp. After the formal function all the volunteers entertained the gathering with various cultural programmes like dance, skit and songs.

On the second day of the camp medical camp was conducted by Dr. Prem Kotian and his team from KMC Hospital, Attavar in association with Youth Red Cross Association of the college. Dr. Prem Kotian said that it is very necessary to spread medical awareness among villagers and the efforts taken by the association are commendable. More than 150 villagers had been benefited from this medical camp, were also given free medicines and spectacles. After the medical camp the volunteers spread awareness on cash less transaction, its importance and use to the villagers. Valedictory programme was conducted at 4.00 p.m. The chief guest for the programme was Mr. Madan, S. I., Bunder Police Station. He spoke about Youth Red Cross and congratulated the whole team for conducting this camp. Memento was handed over to Yuva Shakthi friends of Delantha Bettu, for the support rendered by them in carrying out the medical camp.

Rovers and Rangers Unit

- **Tree Plantation**

On 27th August 2016 the members of the association conducted tree plantation in Presidency School, Neermarga. This activity was conducted mainly to create awareness among the students regarding environmental conservation. Our students planted some saplings of Hibiscus, Badam, Churi, Star fruit and Karaveera plants. Students learnt how to nurture the environment and take active part in the much needed sustainable development. The students of the school actively participated in this activity. Mr Gururaj G. coordinated the programme.

- **One day Medical Camp**

One day medical camp was conducted by the members of the association at Someshwara on 12th September 2016 along with a team of efficient doctors of KMC Hospital. Such a camp is conducted by the association to provide, medical assistance to the people in rural area. In this camp they provided free medical checkups for problems like eye, BP, sugar etc. and also free medicines. Large number of localities took the benefit of the facility provided. The specialized doctors provided expert guidance. Mr. Gururaj G. coordinated the programme.

- **Visit to Old age home**

Members of Rovers and Rangers visited old age home Chiranthana Charitable Trust at Adyar, Mangaluru on 21st February 2017 as a part of extension activity to spend time with the old and destitute. The programme was coordinated by Mr. Gururaj G.

Career Guidance And Placement Cell:

- **JAVA programming workshop**

On 17th December 2016 final year BCA students attended one day JAVA programming workshop provided by IIHT, PVS, Mangalore. 12 BCA students took the benefit from this workshop.

- **Youth and Employability Management**

On 6th February 2017 students of our college attended a talk on ‘Youth and Employability Management’ in the conference hall organized by Mangalore Management Association in association with SDM PG Centre for Management Studies and Research, Mangaluru. The resource person was Sri Ronald Mendonca, Principal Consultant and Career Coach, Smart Solutions, Mangaluru.

EDP Cell

- **Interaction with Entrepreneurs**

On 6th August 2016, the members of the cell visited various entrepreneurs of Mangaluru city and collected information of their competencies of becoming successful entrepreneurs in the society. The main objective of this activity was to enhance the entrepreneurial skills of the students which will lead them to be successful entrepreneurs in the future. Students of final year BBM and BCom visited four entrepreneurs named Shammun Khan –Thosheed Dressers, Roshan Kabeer - Saima Marketing, Priyank Sanghwi- A-Z Collection, Abdul Razzak – Nilgiris Attavar. The extension activity was conducted successfully, and videos of the information were collected by the students. Mrs. Supritha coordinated the programme.

- **Visit to Shopkeepers and Construction Workers**

EDP Cell organized an extension activity on 13th February 2017, in which various shopkeepers at Hampankatta, Mangaluru and construction workers were enlightened on cashless transactions. The students of EDP cell actively participated and the effort of the students was highly appreciated by the public.

Annexure for question number 5.7 : Details of campus placement

POOL DRIVE

- Investnet Yodlee had conducted their campus recruitment in CMRIT Bengaluru on 22nd and 23rd September, 2016. 15 students from our college had attended the interview. Shivaprasad V Bhat from Final year BCA has been recruited for the post of Assistant Quality Analyst.
- Final year BCA students of our college participated in On-campus recruitment drive in our college by Deloitte company on 29th November 2016 at 9:30 a.m. in SDM Lab ‘S’. 20 final year BCA students attended the placement test for the post of Associate Analyst at Deloitte. Mrs. Sowmya Jyothi coordinated the placement drive.
- The Campus recruitment drive was conducted by Northern Trust Bank on 16th and 19th December 2016 in our college. On 16th the programme was organized in the conference hall which started with a formal session followed by pre-placement talk. Students had a written test. 145 final year students of BBM and B.Com courses from SDM and Canara College enrolled for the test. The final selection of the students was held on 19th December in SDM college auditorium. 480 students were qualified in the first round. 13 different colleges participated in this campus recruitment drive. There were three rounds consisting of group discussion, HR round and the final round. 90 students were shortlisted by the HR team and offer letters were given for the shortlisted students. Pavithra from final year BCOM was selected from our college. Mr. Prasanna Kumar T., Mrs. Sowmya Jyothi, and Mrs. Anasuya , the placement officers co-ordinated the campus drive.
- Final year BCA students of our college had attended the campus recruitment drive by Cognizant Infrastructure Services Pvt. Ltd held at SDM-Rotary Career Guidance & Placement Centre on 20th December 2016 at SDM College, Ujire and one of them got selected.
- In the on-campus recruitment drive by Proedge Consultancy and Training held on 6th January 2017 in the conference hall, 9 of our students got selected by Sharekhan company and 6 of them for Way2Wealth company.
- Final year BCA students of our college had attended the campus recruitment drive by Infosys held at Srinivas Institute of Technology, Valachil, Mangalore on 9th and 10th January 2017 and 3 of them got selected.
- Final year BCA students of our college had attended the campus recruitment drive by Mphasis held at Alvas Institute of Engineering and Technology on 11th January 2017 and 4 of them got selected.
- 2 students of our college got selected in the placement drive by Amazon held at Alva’s Education Foundation, Mijar, Moodbidri on 21st February 2017.

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 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.

- UGC sponsored Minor Research Project
 1. 13 Management sponsored Minor research projects
 2. 11 Certificate Courses in various subjects.

- 3. Academic Programmes & Guest lectures by experts :
 - Guest lecture on “Preparations for Competitive Exams
 - Guest lecture on “Entrepreneurial Competencies
 - Guest lecture on “Awareness on Mobile AppsTalk on selected Episode of Parthi Subba’s Yakshagana
 - Guest lecture on “Training and Development
 - Guest lecture on “BSE and Capital markets”
 - Guest lecture on “Saving Investment Plan”
 - Talk on “Careers Opportunities”.
 - Guest Lecture on Certified Management Accountant Course :
 - Guest lecture on “Need of Soft Skills in IT Industry.
 - Guest lecture on “Human and Humanity”.
 - Guest lecture about the culture of tulunadu as depicted in the book “Muru Hejje Muru Loka”:
 - Value education guest lecture on “Personality Development through Morality”
 - Value education guest lecture on “Human Relation & Values”.
 - Talk on “Awareness on higher education in abroad”
 - Guest lecture on “Online Marketing
 - Guest lecture on “How to be a smart investor ?”
 - Guest lecture on “Customer Rights and Awareness
 - Guest lecture on “Business Law”
 - Guest lecture on “Corporate Communications.
 - Guest lecture on “New Trends and Issues in HR
 - Guest Lecture on “Personality Development”.
 - Guest lecture on “Value education”
 - Guest lecture on “Positive Thinking”
 - Guest lecture on “Need for Value Education in 21st Century; Role of parents and teachers in Fostering values”
 - Talk on “Higher Education in Abroad”:
 - Talk on “How to face interview”:
 - Guest Lecture on “Preparing for Company Secretary”
 - Talk on Importance of SAP course
 - Talk on Spiritual thoughts & Moral Values
 - Guest lecture on “Mamata kaliya ke upanyas me samajik Chetnaa”
 - Guest lecture on “Overcoming problems in Adolescence”
 - Guest lecture on “Gamaka Sahithya” :
 - Guest lecture on “Prevention of Drug abuse”
 - Guest lecture on “Recruitment Procedures”
 - Guest lecture on “Net App Data Management”
 - Spiritual talk on “The art of mind control and stress management- curing cancer of the mind”
 - Talk on ‘Youth and Employability Management’
 - Guest lecture on “Team Building and Project Management
 - Guest lecture on ‘Successful Career’
 - Guest lecture on “Marketing Innovations”
 - Guest lecture on “Effects of Demonetization”

Guest lecture on “Effects of GST and Demonetization on Economic Environment” Guest
 lecture on “Blending values and goal realization in youth”
 Guest lecture on “Smart HR Practices”.
 Guest lecture on “Facilitating Effective Team Work” :
 Guest lecture on “Nataka Ranga Bhoomi Avalokana – Andu Indu”
 Guest lecture on “Shareholders Activism in India” :
 Guest lecture on “Life Style and Stress Management”.
 Guest lecture on “Prevention of Drug Abuse” :
 Guest lecture on “Vedic Maths”
 Guest lecture on “Awaken entrepreneur within you”
 Guest lecture on “Awareness on Waste Management”
 Guest lecture on “Anti-Pollution Drive”
 Guest lecture on “3D Animation-Today, Tomorrow and Beyond”
 Guest lecture on “The transition from campus life to corporate life
 Guest lecture on “Importance of Logical and Critical Thinking”
 Guest lecture on “Self Management And Behavioural Change ”
 Guest lecture on “Act interact and enact, with ACT”
 Guest lecture on “Role of technology in Banking Sector”:

4. Value Education Programmes.

5. Orientation & Inauguration of various Associations.

6. IQAC Programmes for initiating Quality Improvements :

FDP on “Research Project, Funding and Publication”

Faculty Development Programme on Importance of Statistical tools for Research and Data Analysis

FDP on “Research & Publications”

FDP on “Best Practices in Higher Education”

FDP on “Preparing for third Cycle of Accreditation”

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

8. Field visit to get industrial exposures :

- Factory Visits

9. Programmes in association with different organizations :

- Guest lecture on “Saving Investment Plan” & “BSE and Capital markets was organized by Commerce Department in association with Lotus Knowlwealth, Mumbai
- Workshop on Cyber Law and Cyber Crime was organized in association with Akhil Bharathioya Adhivaktha Parishad, D.K on 22nd July 2016.
- The Youth Red Cross Association organised First-Aid training programme on 27th August 2016 in association with, KMC
- “Samvrathi” – Consumer Club was inaugurated on 9th August 2016 in association with District Consumer Federation, Mangalore
- One day medical camp was conducted by the Rovers and Rangers at Someshwara on 12th September 2016 in association with KMC Hospital.
- Blood Donation Camp : The NSS unit and Red Cross unit organized blood donation camp in association with KMC Hospital Mangaluru on 2nd Feb 2017
- Women cell of in association with Honda Matrix organized safe riding training

programme for girls, in the college campus on 17th February 2017.

- Rovers and Rangers association conducted Tree plantation in Presidency School Neermarga, Mangaluru. Mr. Gururaj co-ordinated the programme.

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

- Visit to Casia High School, Mangaluru.
- Visit to GSV Vridha Ashram "A Home for Aged ", Kodialbail, Mangalore.
- Visit to Guardian Angels Higher Primary School, Maroli, Mangaluru.
- Visit to St. Rita's Kannada medium higher primary school.
- Visit to MRPL (Mangalore Refinery and Petrochemicals Limited).
- Visit to a software exhibition organized by the MCA department of Shree Devi Institute of Technology (SDIT), Kenjar, Mangaluru
- Visit to Gandhinagar government school, Urva Market, Mangaluru.
- Visit to Canara Kannada medium pre-primary school, Dongerikeri Mangaluru.
- Visit to Manmet Engineering Products Ltd., Baikampady.
- Visit to Shree Ramashrama Aided High School, Konchady, Mangalore
- Visit to Management exhibition "TATHAASTHU-2016" on the theme "SUSTAINABLE DEVELOPMENT –Reduce, Recycle & Reuse organized by Sri Devi Institute of Technology, Kenjar.
- Attended EDP- Programme on 'Start up India' organized by Sri Gokarna Mutt, Carstreet, Mangaluru
- Visit to Vinayaka rice Mill, Belthangady
- Attended a seminar on "Leadership, Attitude, Success and Communication for Management students" at Dwarkanath Sabha Bhavana, Gokarna math, Car street
- Visit to Anupam Advertisers and Printers
- Attended one day workshop on "JAVA programming" organised by IIHT, PVS, Mangalore
- Visit to Govt. Kannada Higher Primary School ,Mannagudda
- Visit to DKZP Government High School, Mangaluru
- Visit to St. Rita's Higher Primary School, Jeppu, Mangaluru .
- Visit Government Higher Primary School, Pandeshwar, Mangaluru
- Visit to Rosario English Medium High School at Pandeshwar, Mangaluru
- Visit to "Snehadeep - Home for Children" at Bejai Kapikad, Mangalore
- Visit to Zilla Panchayat Govt Primary School Mannagudda Mangaluru
- Visit to Canara Girls High School, Mangaluru
- Extension activity at Mangala fabrications, Mangaluru.
- Extension activity at Governement Hospital , Hampankatta, Mangaluru
- Visit to Cascia High School, Jeppu, Mangaluru
- Visit to M.Vaman Nayak Sons,Winding Wall and grandfather clock Manufacturers and Exporters
- Visit to St. Gerosa High School, Jeppu, Mangaluru
- Extension activity in Bala Samrakshana Kendra Kuttharpadavu
- Extension at KREC Kannada Medium School,Surathkal, Mangaluru
- An extension activity at Chethana School
- Extension activity at St. Peter's Higher Primary School, Kottara.
- Visit to the 'Animal Care Trust' in Pandeshwar,Mangaluru
- Extension activity at old age home St.Anthony Charity Institute, Jeppu, Mangaluru.
- Visit to Hindu News Paper Mangaladevi, Mangaluru
- Visit to KFC Restaurant at City Center Mall, Mangaluru.
- Visit to Starflex Laminators Pvt Ltd, B155 Industrial Area
- Visit to Jai Gurudev Cement Block factory at Shakthinagar, Mangaluru.

10. 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

11. Placement Cell Activities :

- Career Guidance Programme
- Guest Lectures on Professional Courses Guidance by ACCA
- Talk on “Careers Opportunities”.
- Guest Lecture on Certified Management Accountant Course :
- Talk on “Awareness on higher education in abroad”
- Talk on “Higher Education in Abroad”:
- Talk on “How to face interview”:
- Guest Lecture on “Preparing for Company Secretary” :.
- Talk on ‘How to face interview’
- Workshop on "Career Counseling and Orientation on competitive exams"
- Talk on ‘Youth and Employability Management’
- Guest lecture on “Team Building and Project Management
- Guest lecture on ‘Successful Career’
- Guest lecture on “3D Animation-Today, Tomorrow and Beyond”
- Guest lecture on “The transition from campus life to corporate life”:

POOL DRIVE

- Campus recruitment drive by Deloitte Company.
- The Campus recruitment drive was conducted by Northern Trust Bank on 16th and 19th December 2016 in our college.
- The campus recruitment drive by Cognizant Infrastructure Services Pvt. Ltd organized by SDM-Rotary Career Guidance & Placement Centre at SDM College, Ujire on 20th Dec. 2016. in which many students are selected and awaiting offer letters.
- Campus recruitment drive by Infosys held at Srinivas Institute of Technology, Valachil, Mangalore on 9th and 10th January 2017 and 3 of our students got selected.
- Campus recruitment drive by Mphasis held at Alvas Institute of Engineering and Technology on 11th Jan. 2017 and 4 of our students got selected.
- campus recruitment drive by Proedge Consultancy and Training held on 11.1.2017 . 9 of our students got selected in Sharekhan company and 6 of them in Way2Wealth company.
- Placement drive held at Alva’s Education Foundation, Mijar, Moodbidri 2 students of our college got selected by Amazon.

12. Observation of important days :

- Observation of Sthavana Dina : “Sthavana Dina” to commemorate the Founder’s Day was observed on 13th August 2016.
- 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
- World Entrepreneurship Day
- Observation of World Environment Day

13. 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. Faculties 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