



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALURU - 575 003, D.K.

NAAC RE-ACCREDITED (2017) with 'A' Grade

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SYNC VISION

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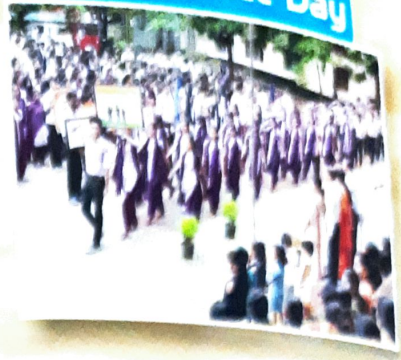
Factory Visit



MANGALORE DAIRY



Independence Day



Nss



Guest Lecture



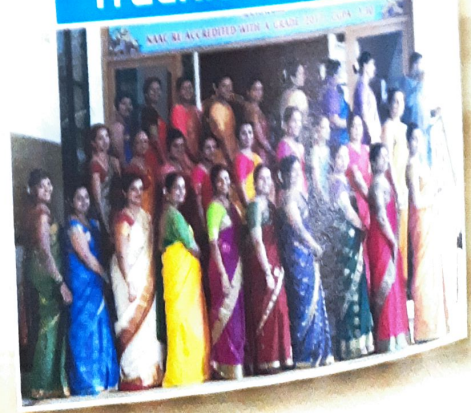
Inter Class Variety Competition



Sthavana Dina Celebration



Traditional Day



Editorial

"Learning for life" says the motto of our college. We believe that education should be training in learning. With an objective of building a mass of responsible youth who will contribute for the betterment of the world, the college strives its best to impart knowledge through various curricular and co-curricular activities which focus on the vision and mission of the college. The process of continuous learning is imbibing through various programmes and skill enhancement activities. Extension activities held by the college inculcates social responsibilities among our students. The programmes focus to inspire and achieve wholesome personality development.

Independence Day Celebrations

The 72nd Independence Day was celebrated on 15 August 2018 with great enthusiasm and respect. Mr. J. Naveen Chandra, Honorary Flying Officer, Indian Air Force, was the chief guest. Mrs. Aruna P. Kamath, Principal, SDMCBM, Dr. Tharanath, Principal, SDM Law College and Dr. Seema Shenoy, Director, SDM PG Centre for Management Studies and Research were also present. The celebration began with students marching together in the spirit of freedom. To commemorate the sovereignty of our nation the National Flag was hoisted by Mr. J Naveen Chandra and singing of the National Anthem by all. Mr. J. Naveen Chandra addressed the students on qualities to be possessed to become responsible citizen in the society. He encouraged the students to contribute towards nation's growth and development as best as they can and take it to great heights. He opined that the Independence Day celebrations should not be confined only to ceremonies. The student should be aware of problems faced by the nation. He also motivated the students to join army and serve the motherland. Reethi and party sang a few patriotic songs to keep alive the spirit of patriotism in everyone's heart. Sweets were distributed to all the students present on this auspicious day.

Ms. Rakshitha of III B.Com introduced the chief guest, Ms. Vaishali D. Kudwa of III BBM welcomed the gathering, Ms. Rashmi Ramesh Achari of III BBM proposed the vote of thanks. The programme was compeered by Ms. Sanjana Rao of III B.Com.

Inter Class Variety Competition

The Fine arts association organized the interclass variety competition on 16 August 2018. The theme

of the competition was "Patriotism in Contemporary World", "Contribution of youth to build better India" and "Empowering India to be global leader" for the first, second and third year respectively. The objective of the activity was to create positive attitude, hard work and honesty in life. The students showcased their talents through mime shows, skit, singing and dance. Mr. Sharath Kadri, Rangabhumi Kalavida, Mr. Karthik, Programmer and Anchor, Spandana Channel, Udupi and Mrs. Vidya Shetty, Movie Artist, Lecturer, Dept. of Business Management, Srinivas College were the judges. Ms. Sowmya Hegde and Mrs. Deepa D. Hegde coordinated the programme.

Sthavana Dina Celebration

The Fine arts association organized College anthem singing competition on 18 August 2018 in the college auditorium to mark the founders' day celebration. Students of all the classes sang the college anthem in groups. Mr. Jagadeesh Shetty, Ghazal Singer and President of Karavali Sangeetha Kalaavidara Okkoota, Dakshina Kannada & Udupi District, Ms. Keerthana Sujir, Employee at MRPL, Mangalore and Ms. Sanjana judged the event. Mrs. Jeevitha D., spoke about the importance of college anthem singing competition. The aim of the competition was to make the students learn and master the college anthem which embodies the vision and mission of the college. As the institution was established in the year 1978 and the BBM course was formally inaugurated in the month of August, it is more appropriate to hold the competition on the foundation day. As Sthavana means praise in Kannada, praising the almighty Manjunatha Swamy whose divine spirit guides the institution through college anthem is the best way to show respect to the Alma mater.



GENESIS 2018

GENESIS 2018, a university level management fest organized on 28 August, 2018 exclusively for the first year students. The theme chosen for Genesis 2018 was "Imperium"- Eliciting the True Genius in You. It entices and seizes the attention of every person who has the appetite to learn from brain storming, mind boggling and exceptionally challenging activities.

Mr. Dhiraj D'Costa, Managing Director, Pricelis.Com was the chief guest and Mr. Dishanth Ullal, Account Executive, Ad Syndicate services Pvt. Ltd., Manipal Group, New Delhi, and also the alumnus was the guest of honor. Mr. Dhiraj D'Costa in his inaugural address, said "Just do it and Do it now" should be one's mantra for success. He also added that planning, discipline, good health, writing and reading will help the students to build their personality and lead to success. The guest of honor Mr. Dishanth Ullal in his address narrated how his involvement in college activities helped him to gain confidence. As fests and extracurricular activities help the students to build up their personality, he urged the students to grab the opportunities and enhance their personalities. Mrs. Aruna P. Kamath, in her presidential address said that students should look for what is good in them which will help them to build their careers. Fest like Genesis provides a platform to motivate and build confidence among the students.

The CEO of Genesis Mr. Amar Raj gave a brief introduction about genesis and the theme - Imperium. The fest gave the students an opportunity to put their managerial skills to test and get a real glimpse of the corporate world. The events were Best Manager, Finance, Human Resource, Marketing, Public Relation, Quiz and new event introduced was Photography with an objective of inculcating learning and exploring more information about various areas of interest.

The valedictory programme was held at 4.15 p.m. in the college auditorium. Mr. Ravish Bhat Pedamale, Proprietor, M/S Ravi Process, Mangaluru, was the chief guest. Participants gave their positive feedback about the programme and participation certificates were distributed by the guest. The overall trophy was bagged by the St. Aloysius college B.Com and St. Agnes College were the runners up. The staff coordinators Mrs. Shwetha Y. and Mr. Gururaj G., the student coordinators Mr. Amar Raj and Mr. Jeevan were also present.

INSPIRE 2018

The SCAN association organized Inspire 2018 on 28 August 2018 to train second years of BCA to teach how to organize the fest and first years of BCA to take part in the fest as a competent. Ms. Preethika., Software Analyst, DELL India, Benagaluru, inaugurated the programme at the Conference Hall. The programme began by invoking God's blessings through prayer by Swathi and group. Student coordinators of SCAN association Joel D'Souza welcomed the gathering, Payal Shetty gave an introduction of Inspire 2018. The chief guest in her inaugural address shared her experience in the college and explained how it helped her to root her career. She advised the students to grab opportunities and actively participate in all the fests that are organized which will boost their confidence. She also specified the various opportunities available in different fields other than IT. Principal, Mrs. Aruna P. Kamath in her presidential address highlighted the need of Syntax rules in programming by narrating a story. Soujanya proposed vote of thanks. Prathiksha Shetty compeered the programme. Mrs. Shashiprabha coordinated the programme.

Taluk Level Elocution Competition on "Role of Students in Creating a Drug Free Society"

On behalf of Gandhi Jayanthi, Red Cross association conducted taluk level elocution competition for high school and pre university students on the topic "Role of students in creating a drug free society" on 27 September 2018 in the conference Hall. Mr. K. M. Sharief, Inspector, Economic and Drug Crime Police, Mangalore inaugurated the programme. Mr. Mahabala Chauta, President, Akhila Karnataka Janajagrathi Vedike, Mangalore, presided over and Prof. Aruna. P. Kamath, Principal, SDMCBM was the chief guest for the programme. The inagurator addressed the students and highlighted that creating a drug free society has become the need of the day and youth power has a major role in creating a healthy society. The event was judged by Mr. Prasanna, Mr. Akshith. and Ms. Sowmya Hegde. Mr. Akshith Welcomed the gathering, Mr. Prasanna delivered the vote of thanks, Mrs. Latha compeered the programme.

Mangalore University Intercollegiate Football tournament

The college organized Mangalore University Intercollegiate Mangalore zone and inter zonal

Football tournament Vamana & Sadananda Memorial Trophy from 3 to 6 October 2018. 36 colleges Mangalore zone and 4 teams of inter zonal participated in the tournament. The tournament was inaugurated by Ln. Kishore D. Shetty, Proprietor Leeds Group and guest of honor Mr. P.B. Harish Rai, Senior Reporter, Vijayavani Daily, Mangalore on 3 October 2018 at Nehru Maidan, Mangalore. Mr. Suraj Shetty, Associate Vice President, Motilal Oswal Secretaries Ltd., Vice Principal Dr. Muralidhar Rao K. S., Physical Director, Mr. Bharath Kumar Jain, Student Coordinators Vishal Kunder and Yajnesh Bengre were also present on the dais. Ln. Kishore D. Shetty delivered inaugural speech and Mr. P.B. Harish Rai addressed the gathering. Prof. Aruna P. Kamath, Principal, presided over the valedictory ceremony. Dr. Kishore Kumar C. K., Vice Chancellor I/C and Director of Physical Education, Mangalore University was the chief guest and Mr. Sadashiv Rao B.V., Coffee Planter and also the alumnus the guest of honor. The prizes were distributed by Shivanam A., Physical Education Director, NITK Surathkal and also the donor of "B. Sadanand and Vamana Memorial Rolling Trophy".

PTA Annual Meeting

The PTA Annual General Meeting was held on 11 September 2018 at 3.00 p.m. in the college conference hall. The PTA President Mrs. Asha was the chief guest was the programme. Students of II and III BBM, BCA, BA(HRD) and B.Com were felicitated by giving certificate for securing above 85% in theory subjects and 95% and above in practical or project work. 31 students of BBM, 68 students of BCA, 12 students of BA(HRD) and 49 students of B.Com who secured distinction in the Mangalore university examination conducted during April/May 2018 were awarded by merit certificate. 2 staff members were also felicitated for their achievements during the academic year 2017 -18.

The new office bearers were elected by the principal Mrs. Aruna P. Kamath. Mr. Gunapal M. was elected as the president and Mr. Jayaram Karandoor as joint secretary. Parents gave their valuable suggestions and feedback. Mrs. Aruna P. Kamath, Principal welcomed the gathering. Mr. Thilakraj proposed vote of thanks. The programme was compeered by Mrs. Jeevitha. Mrs. Anasuya Coordinated the programme.

Teacher's Day Celebration

Teacher's Day was celebrated on 5 September 2018 to mark the birthday of a great teacher Dr. Sarvapalli Radhakrishnan. The chief guest for the day was Dr. Leela Upadyaya, Academic advisor, Sharada Group of Institutions. Principal Prof Aruna P. Kamath, Director Dr. Seema S. Shenoy, Staff coordinators Mrs. Smitha M. and Mrs. Shashikala Shetty were present on the dais. The day's celebration started with a prayer by Prashobitha. Rashmi Ramesh Achari formally welcomed the gathering. The significance of teacher's day was rightly put forward by Ms. Vaishali Kudwa. Ms. Sowjanya introduced the chief guest of the programme. The chief guest was honoured by the Principal Prof Aruna P. Kamath, Director Dr. Seema S. Shenoy.

In her address, Dr. Leela Upadyaya said that teacher must focus on upgrading the moral profile of the student. Highlighting the distractions among the students in the current scenario, she opined one of the major responsibilities of a teacher is to bring them away from all these deviations and prepare them to face challenges of life. She stressed on imparting quality of life along with subject. Prof Aruna P. Kamath, Principal in her presidential address stated that as the challenges are increasing teacher has to find the ways and means of fitting oneself best into the system. She also requested all to take a pledge to work for the betterment of the students by infusing self confidence among them. All the teaching and non-teaching staffs were honored by the chief guest Dr. Leela Upadyaya by presenting mementos as a token of love and appreciation. The programme was compeered by Ms. Rakshitha. Ms. Prashobitha proposed vote of thanks. Mrs. Smitha M. and Mrs. Shashikala Shetty coordinated the programme.

Annual Review Meeting

The Annual review meeting for 'Director of Consumer Education Certificate' course was held on 19 September 2018 at the conference hall. Prof. Aruna P. Kamath, in her address, elucidated the usefulness of the course. She also appreciated the work of Federation. President of Federation, Mr. M. J. Salian emphasized the need of the course and urged the directors to motivate the students to take the course seriously. Principals from various colleges in and around Mangalore, Directors and Members of the Federation were also present.

Traditional Day

The Traditional Day was celebrated on 15 September 2018 by the Finearts Association. The objective was to create awareness about our culture and tradition. The staff and students were dressed up portraying cultures of various states.

Staff Sports Meet

The Staff Sports Meet was organized on 13 October 2018 for SDM College of Business Management, SDM P.G. Centre for Management Studies & Research and SDM Law College, Mangalore. The programme was formally inaugurated by Prof. Aruna P. Kamath, Principal, SDMCBM, Dr. Tharanath, Principal, SDM Law College and Dr. Seema S. Shenoy, Director, SDM P.G. Centre. Various events like Volley Ball, Throw Ball, Kabaddi, Tug of War, Carrom, Shuttle Badminton and Musical Chair were organized for the staff members. SDM College of Business Management won the Overall Championship and SDM Law College was the Runners Up. The event was coordinated by Mr. Vasanth Kumar K.

Academic Audit

Academic Audit was held on 17 October 2018 to verify the important records 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.

Saraswathi Pooja

The Library department organized Saraswathi pooja on 17 October 2018 at college library in order to seek the blessings of Goddess Saraswathi. The students and faculty members actively participated in the bhajan ceremony followed by pooja and prasad distribution. The teaching, non-teaching and students of UG and PG department were present for the occasion.

Hindi Divas

The Hindi department celebrated Hindi divas on 20 September 2018 in the conference hall. T.R. Usharani, Author and a Banker was the resource person for the programme. The objective of the programme was to spread the need of Hindi in our day to day life. The resource person addressed the gathering regarding the importance

of Hindi. She added that Hindi is our official language and it is our duty to promote and conserve it. Dr. Shalini and Dr. Jyothi coordinated the programme.

Open House Programme for BCA

An "Open House" programme was organized for BCA students from 3.00 p.m. and 5.15 p.m. on 20, 21, 23, 24 and 29 August 2018 for II BCA 'A', II BCA 'B', III BCA 'A', III BCA 'B' and I BCA 'A' & 'B' respectively. The objective of this programme was to have one-to-one interaction with the parents and their wards. All the students along with their parents met the class advisors and the respective subject lecturers. During the interaction, staff members discussed about the academic performance of the ward and suggestions were given for further improvement.

FACULTY DEVELOPMENT PROGRAMMES

21 Century Learning Design- A Brief Introduction

The English department organized a faculty development programme on 21 August 2018 on "21 Century Learning Design- A Brief Introduction." Ms. Syrha Goveas, Professor, University of Bahrain was the resource person. She emphasized that, there should be a shift from Teachers as Dispensers to Facilitators. A teacher should build the self-confidence of the students and prepare them for the job market. She added that we should construct knowledge by interpreting, analyzing, synthesizing and evaluating. She stressed that teachers should enhance the life skills, innovations and use technology for the betterment of themselves and students.

Awareness Programme on Group Mediclaim Policy

A faculty development programme was organized by English Department on the topic "Awareness programme on group mediclaim policy" on 7 September 2018 for the faculty members of SDMCBM, SDM Law College and SDM MBA. Mr. Amol Suvarna, Senior Manager, Anandratil Insurance Brokers LTD, Mangaluru was the resource person. The resource person gave a detailed insight into various insurance policies available which can be beneficial for the staff members. Mrs. Kavya U. welcomed and introduced the resource person. The programme was coordinated by Mrs. Madhumathi. J. Raja.

Choice Based Credit System

A faculty development programme was organized by IQAC Department on the topic "Choice Based Credit System" by Prof. Aruna P. Kamath, Principal on 18 September 2018. In the session, she spoke about Choice Based Credit System programme in which the students have a choice to choose from the prescribed courses, which are referred as core, elective or minor or soft skill courses graded on the basis of credit system. She added that in order to look into the needs of the students and to keep them up-to-date with development of higher education the University Grants Commission has come up with the Choice Based Credit System.

Factory Visit

Factory visit was organized on 31 August 2018 with the objective of giving practical exposure of the working conditions of factories. The visit was coordinated by Mrs. Gayathri. The students visited the following industries:

Class	Name of the Industry
First Year	Canara Workshop, Maroli
Second Year	Karnataka Milk Federation (KMF) Kulshekara And Gurusharan Industries, Baikampady.
Final Year	Manjunath Food and Products, Mulki

Software Exhibition at Shree Devi Institute of Technology, Kenjar

The students of III BCA attended Software Exhibition organized by MCA Dept., Shree Devi Institute of Technology, Kenjar Mangalore on 29 August 2018. The objective of the programme was to familiarize the students about the latest achievements and developments in software field. The various software's based on Artificial Intelligence, Cloud Computing, Connected World, Information Security etc were shown and their implementation was explained to the students. The exhibition motivated the students to develop more such projects and come up with innovative ideas which will be a great contribution to the technical field. The programme was coordinated by Mrs. Shashiprabha and Mrs. Reshmi B.R.

Visit to Shree Devi College, Kenjar

The final year students visited 'Management Exhibition 2018' at Shree Devi Institute of Technology, Kenjar, Mangalore on 29 August 2018. The objective was to encourage and promote

business management spirit and to bring out the hidden talents among the students. Annapoorna and team of III B. Com participated in the business model making competition and won first prize with cash award of Rs.10000. Mr. Praveen D. escorted the students. The programme was coordinated by Mrs. Smitha M.

GUEST LECTURES

Marketing Department

Importance of Corporate Social Responsibility

The Marketing department organized a guest lecture on 8 August 2018 on the topic "Importance of Corporate Social Responsibility" for III BBA 'B'. Mr. Steevan D'Souza, CSR project consultant, BASF India Ltd. was the resource person. He spoke about the importance of Corporate Social Responsibility and why companies need to return back to the society in the form of CSR. The programme was coordinated by Mr. Akshith Kumar K.

Digital Marketing

The Marketing department organized a guest lecture on 19 September 2018 on the topic "Digital Marketing" to III BBA 'A'. Mr. Arun John D 'Souza, CEO, Alter Company Mangaluru was the resource person. The resource person explained the use of Digital Marketing by various brands like Titan, Red Bull, Tesco, McDonald's, Britannia, Burger King, ICICI Prudential Life Insurance, VERTU, Evian and Volkswagen with the help of various engaging videos. He shared interesting insights explaining the effective use of social media to reach the masses. Sir stressed on the Digital Campaign by Mr. Barack Obama in 2012 and the use of Digital tools and Social Media for bringing about Jasmine Revolution in Tunisia. The programme helped the students to explore various career opportunities to look forward in near future. The programme was coordinated by Kavitha Pabhu.

EDP CELL

"World Entrepreneurship Day"

World Entrepreneurship Day was observed by EDP Cell on 21 August 2018. The objective was to encourage entrepreneurship among students. Smt. Shilpa, entrepreneur, Hallimane Rottis, was a chief guest. She shared her experience regarding challenges in her entrepreneurial journey. She also enlightened budding entrepreneurs on risk management, innovation and qualities to be

possessed by an entrepreneur. Principal Prof Aruna. P. Kamath, in her presidential address said that live experience of award winning entrepreneur like Smt. Shilpa should motivate the students to take up risks. Mrs. Supritha R.K. and Mr. Sumesh Matada coordinated the programme.

BCA DEPARTMENT

Machine Language a Branch of AI

The BCA Department organized a guest lecture on 7 August 2018, on the topic "Machine Language a branch of AI" for III BCA 'A'. Mr. Durgadas Shetty, Systems Manager, Invenger Technologies, Mangalore was the resource person. The objective of the guest lecture was to familiarize the students about discovering patterns in data. The resource person spoke about Machine Learning, its types, evolution, challenges and benefits. He also stressed about the career opportunities in Machine Learning. Mrs. Deepa D. Hegde coordinated the programme.

Importance of Online Security

A guest lecture on the topic "Importance of Online Security and Make Money Online" was organized on 11 August 2018 for II BCA 'B'. Mr. Arun Godwin Valdar, Technical Team Manager, EIG- Diya Systems, Maryhill, Mangaluru was the resource person. The objective of this session was to impart the knowledge on cyber security. Various topics like tips for safe web browsing, types of cybercrimes etc. were discussed. The programme was coordinated by Mr. Arun F. Sequeira.

Cyber Security as a Career

A guest lecture was organized on 1 September 2018 for III BCA 'A' and 'B' on the topic "Cyber Security as a Career". The objective of this session was to impart the knowledge on cyber crimes, different domains and cyber security. Mr. Robinson Vincent D'Souza, Executive in Risk Advisory, KPMG Global Services, Bengaluru was the resource person. He spoke about cyber security and guided the students about career opportunities. The programme was coordinated by Mr. Arun F. Sequeira

Biometrics: Trends and Challenges

A guest lecture was organized on 1 September 2018 for II BCA 'A' on the topic "Biometrics: Trends and Challenges". Mr. Harivind N., Assistant Professor, Vivekananda College of Engineering and Technology, Puttur was the resource person. The

objective was to make the students aware of the trends and challenges of Biometrics. The speaker spoke on the classification of biometrics, advantages and drawbacks of biometrics. The programme was coordinated by Mrs. Sowmya Jyothi.

Time Management

A guest lecture was organized on 12 September 2018 on the topic "Time Management" for II BCA 'A'. Dr. Shantala M., HOD Sanskrit, Canara First Grade College, Mangalore was the resource person. The objective was to make the students aware of the importance of time management. The speaker said time once passed can't be regained or replenished whereas money once spent can be earned again. The programme was coordinated by Mrs. Sowmya Jyothi.

BUSINESS LAW ASSOCIATION

Career Development

The Business Law Association organized a guest lecture on 7 August 2018 on the topic "Career Development". Mr. Seif Sulthan Sayed, Founder, HOPE Foundation, Leadership and Management Trainer and Certified NLP Practitioner were the resource person. He enlightened and guided the students in various career aspects where the students can aspire and initiate their career. In his lecture he addressed the students on interpersonal skills, presentation skills, personality development, confidence building, positive attitude and goal setting. The programme was coordinated by Mrs. Rashmi.

Life Excellence

The Business Law Association organized a guest lecture on 7 August 2018 on the topic "Life Excellence". Mr. Ranjan Bellarpady, Coordinator, Mangaluru Ramakrishna Mission was the resource person. The resource person enlightened and guided the students to excel in life. Clippings on famous personalities were shown to motivate the students. The programme was coordinated by Mrs. Rashmi.

Human Rights Cell

Protecting Rights, Saving lives

The Human Rights Cell organized a guest lecture on the topic "Protecting Rights, Saving lives" on 8 August 2018 for II BBA B. Ms. Meghana Ballal, Advocate, Mangalore District Court was the

resource person. The objective of the programme was to make the students aware about their rights. The resource person highlighted that human rights are instruments in specifying the rights of the child, to protect them from violence and abuse. The programme was coordinated by Mrs. Shashikala K.G.

Human Resource Department

Leadership during times of Complexity and Change

The Human resource department organized a guest lecture on 8 August 2018, on the topic "Leadership during times of complexity and change" for III BBA 'A', III BBA 'C', and I BBA 'C'. Mr. Dhanraj, H.R. Executive, Brand Factory, Mangalore was the resource person. The objective was to impart information on the Role of HR during times of complexity and change. He also explained duties of HR, Process of Recruitment, Performance Management, Employee Engagement, Exit formalities, Workforce Management, Statutory Compliance, Compensation and Benefits of Employee Motivation. The programme was coordinated by Mrs. Anasuya.

Impact of Media

The HR department organized a guest lecture on 10 August 2018 on the topic "Impact of Media" for II BBA. The resource person was Ms. Sandhya Shenoy, V. J., Daijiword, Mangaluru. The objective of this programme was to make students aware about the impact of media. She spoke about various positive and negative influences of the media on youth. The programme was coordinated by Mrs. Anasuya.

Human Resource Accounting

The Resource Hub association organized a guest lecture for III BBA on "Human Resorce Accounting" on 17 September 2018. Mr. Lokesh Govind M., Area Manager, Stock Holding Corporation, Mangalore was the resource person. The objective was to impart the concept of stock holding and it's working. Mr. Lokesh Govind informed the students about opening a DEMAT account, its uses and motivated them to join stock holding sector which is a semi government organization. It was an interactive secession which enriched the knowledge of our students and gave a platform to discuss their opinions. The programme was coordinated by Mrs. Preethika Dharampala.

Rovers and Rangers Association Women and Human Rights

The Rovers and Rangers association organized a guest lecture on the topic "Women and Human Rights" on 10 August 2018 for I BBA 'A' and 'C'. Mr. Ashwani Kumar Rai, Advocate, Mangaluru was the resource person. The objective of the programme was to give an insight into human rights to the students. He stressed that women and girls are entitled to the full and equal enjoyment of all their human rights and to be free from all forms of discrimination. The programme was coordinated by Mrs. Shashikala K.G.

English Department

Pronunciation and Word Fashion

The English department organized a guest lecture on 20 August 2018 on the topic "Pronunciation and Word Fashion". The Resource person was Ms. Syrha Goveas, Professor, University of Bahrain. She highlighted the need and the importance of right pronunciation. She made the learning process more innovative with activities that made learning easy and interesting for the students. Mrs. Madhumathi J. Raja coordinated the programme.

Enhancing Writing Skills for Media

The English department organized a guest lecture on the topic "Enhancing Writing Skills for Media" Mr. Harish Rai, Chief Editor, Vijayavani was the resource person. He pointed out that for writing articles two things are essential good content and good technique. He stressed that there is a rule for your overall structure. Present your ideas in the following order: Illustration, explanation, and understanding. He also said that Practice, practice, practice. Practicing one's craft is how one perfects it. Practice until you internalize the form and structure of a good article. He summed by saying that everybody has something interesting to say. Mrs. Kavya .U coordinated the programme.

Kannada Department

Samsarga Vashadhim Dhosham Patthuviduvudu

The Kannada department organized a guest lecture on 20 September for I BCA on the topic "Samsarga Vashadhim Dhosham Patthuviduvudu". Mr. Natesh Alva, Assistant Professor at Ramakrishna First Grade College, Karangalapady, Mangaluru was the resource person. Mr. Natesh Alva explained about

the values and the life style of the people in the society that existed and the effects on relationship. He interacted with the students and made them understand how important it is to inculcate values in their daily life. He gave examples from the literature which added more weightage. He also suggested the students to read and write Kannada articles and poems. The programme was coordinated by Mrs. Renuthakshi.

Inter Faculty Guest Lecture

The Kannada association organized an inter faculty guest lecture on the topic "Konkani Folk Literature" by Mr. Arun Francis Sequeira, Faculty, BCA Department on 9 and 10 October 2018 for II BA(HRD) and II B. Com respectively. The objective was to create awareness and knowledge regarding the regional language of Dakshina Kannada. The guest speaker addressed the students on the importance of konkani literature. The programme was coordinated by Mrs. Jeevitha D.

Hindi Department

Shambook kaavy me vyakt shambook ki aatmkatha

The Hindi department organized guest lecture for B. Com on the topic "Shambook kaavy me vyakt Shambook ki aatmkatha" on 12 September 2018. The guest speaker was Dr. Kavitha, Asst. Professor, Hindi Department, Maps College, Mangaluru.

Commerce Department

Advertisement and Web Marketing

The Commerce department conducted a guest lecture on the topic "Advertisement and Web marketing" on 1 September 2018 to III B. Com students. Mr. Rishith Karkera, Marketing Manager, 98.3FM was the guest. He explained the various media for advertisement and how online marketing gaining popularity in the present scenario. He also highlighted how online shopping companies attract customers with the offers and what and all things we can buy online. He explained how people are ignoring old Medias like radio and newspaper because everything is available to the customers online. He stressed the concept of web marketing and its role in our future. Students actively participated. The programme was coordinated by Mrs. Veena D Kotian.

Stress Management in Organization

The Commerce department organized a guest lecture on 20 September 2018 for III BBA 'B' on

the topic "Stress Management in Organization". Prof. Sushma V, Asst. Professor, Dept of MBA, Sahyadri College was the resource person. The objective of the programme was to make students understand the methods to overcome stress in the workplace. She explained how stress is a part of human life with its effects on body and mind and the strategies to manage stress effectively. The programme was coordinated by Ms. Sanjana.

Investor awareness programme

The Commerce department conducted a guest lecture on the topic "Investors awareness programme" on 14 September 2018. Mr. Himanshu Srivastava Manager- Business Development NSE was the resource person. In his lecture he said that the capital markets play a significant role in any economy. He pointed out the concepts of investment basics, avenues, and money management. Mr. Thilakraj G. coordinated the programme.

Career Guidance and Placement Cell Campus to Corporate

Career Guidance and Placement Cell organized a guest lecture on 6 September 2018 on the topic "Campus to Corporate", for the final year students. The resource person was Prof. Surjyabrat Buragohain, Associate Dean at IBS Business School, Bangalore. The objective was to enlighten the under graduate students about the corporate culture and personality development. The program was coordinated by Mrs. Sowmya Jyothi and Mr. Prasanna Kumar.

STUDENT FACULTY PROGRAMMES

Leadership Development

A student faculty programme was organized on 7 September 2018 on the topic "Leadership development" by the student council members Amar Raj, Pranit and Jeevan. The objective of this activity was to make students actively participant in the external programme so that they can effectively impart the same to other peer members of the student council. The students gained knowledge on leadership qualities. The programme was coordinated by Mrs. Smitha.

BCA Department

Morphing in Animations

A student faculty programme was organized on 5 August 2018, on the topic "Morphing in Animations" by Thanaz of III BCA 'A' for II BCA.

The objective was to supplement knowledge on latest technologies used in animation. She briefed about the procedures involved in morphing process, the ability to perform the transformations among the different faces was learnt. Mrs. Shashiprabha coordinated the programme.

Ethical Hacking

A student faculty programme was organized on 12 August 2018, on the topic "Ethical Hacking" by Avinash of II BCA 'A' for I BCA. The objective of the programme was to provide various ideas on protection of network and reveal skill fullness on ethical hacking. Avinash initiated the session by talking about meaning of hacking and ethical hacking, types of hacking & hackers and the need for cyber security. He also demonstrated on how a hacking takes place by writing a small script of code. Mrs. Divya Uchil coordinated the programme.

Artificial Intelligence

A student faculty programme was organized on 11 August 2018, on the topic "Artificial Intelligence" for II BCA 'A' by Veeraj of III BCA 'B'. He explained the evolution of five generations of computer languages and informed that at present artificial intelligence is part of the fifth generation of computer programming languages. Concepts like Heuristics, Natural Language Processing, Knowledge Representation, Automated Reasoning, Machine Learning and Expert Systems were explained in detail. Mrs. Sowmya Jyothi coordinated the programme.

Maintaining Healthy Life Style

A student faculty programme was organized on 18 August 2018, on the topic "Maintaining Healthy Life Style" for II BCA 'A' by Sanjana of III BCA 'B'. She explained the importance of good health to lead a stress free life. Health depends upon several factors such as food, pollution, sleeping habits, mental condition, air, water and sunlight. She also added that morning walks and physical exercises are very helpful for the fitness of our mind and body. Mrs. Sowmya Jyothi coordinated the programme.

Career Planning

A student faculty programme was organized on 20 August 2018, on the topic "Career Planning" by Nidhi Shet of III BCA 'A' for II BCA. The objective was to plan personal career using career development methods. She stressed the students

to get advanced knowledge about the motivation to develop personal career in the age of globalization. Mrs. Shashiprabha coordinated the programme.

Digital Marketing

A student faculty programme was conducted on 30 August 2018, on the topic "Digital Marketing" by Roshin Alex John of III BBA 'B' for II BCA 'B'. The objective was to develop students' knowledge and understanding of Digital Marketing. He stressed on the concept of Search Engine Optimization, Google Ad words, Social Media Marketing, Email Marketing, Affiliate Marketing and Video Marketing. He also mentioned about roles in marketing, marketing managers, digital marketing managers, E-commerce managers and Agency Owners. He concluded with a quote "Good marketing makes the company look smart, but great marketing makes the customer feel smart". The programme was coordinated by Mrs. Deepa D. Hegde.

Internet of Things

A student faculty programme was organized on 29 August 2018, on the topic 'Internet of Things' by Abdul Sahal and Mohammed Rehaan of II BCA 'A' for I BCA 'A'. The objective of the programme was to create awareness on the concept of Internet and its advantages among the students. The student faculties explained about Internet and it's working. They gave various examples such as watering the garden using technology and its application in industry as well as in household works. They further explained the role of cloud in storing data. The programme was coordinated by Mrs. Divya Uchil.

Virtual Reality

A student faculty programme was organized on 29 August 2018, on the topic "Virtual Reality" for II BCA 'A' by Krithi of III BCA 'A'. The objective was to create awareness about potentials of 3D technology. A brief introduction to virtual reality was given to familiarize the students about autonomous and collaborative learning through simulation and live interaction. She concluded the session by showing virtual reality glass device to the students to understand the working of the device. The programme was coordinated by Mrs. Reshmi B. R.

Artificial Intelligence

A student faculty programme was organized on 7 August 2018, on the topic "Artificial Intelligence" for II BCA 'A' by Reshma of III BCA 'A'. She briefly described the goal and benefits of artificial intelligence. She explained the types of intelligence and its usage in our life. The difference between the human and machine intelligence was also explained. The programme was coordinated by Mrs. Reshmi B. R.

Use of Computer in Business

A student faculty programme was conducted on 22 September 2018 on the topic "Use of Computer in Business" by Vivek Mithra of III BBA 'B' for I BCA 'B'. The objective of the programme was to create awareness on importance of computer technology in business sector. The student faculty pointed out how business applications are used to increase productivity, to measure productivity and perform other business functions accurately. The programme was coordinated by Mrs. Deepa D. Hegde.

Commerce Department Business Etiquette

The Commerce department organized a student faculty programme on 27 August 2018, on the topic 'Business Etiquette' for II B.Com by Abhishek of III BBM. The objective of the programme was to improve knowledge on the ethical elements in the corporate world in various areas. The programme was coordinated by Mrs. Manju H.

English Department Job Interviews

The English department organized a student faculty programme on 11 August 2018 on the topic "Job Interviews" by Abhishek of III BBA 'C' for I BBA 'C' and I BCA 'A'. The objective of this programme was to make the students aware about basic interview etiquettes. The students were given tips on how confidently they can prepare and present themselves for the various job opportunities. Mrs. Madhumathi J. Raja coordinated the programme.

Child Labour

The English department organized a student faculty programme on 29 August 2018 on "Child Labour" by Gauthmi of III B Com for I BCA 'B'. The objective of the programme was to sensitize the students about child labour and the adverse effect of such practices in the society. She explained that

students can contribute and save little children from the bad impacts of child labour. Child helpline numbers were also shared during the session. Mrs. Kavya U. coordinated the programme.

Women's Safety

The English department organized a student faculty programme on 18 September 2018 by Prashobitha of II BBA 'B' on "Women's Safety" for I BBA 'C'. The objective was to sensitize the students of various issues related to women and their safety. She emphasized that safety of women is the responsibility of each and every citizen especially men and boys who need to change their mindset for women and girls in the society. She gave various tips on how they could defend themselves like the women must carry some tools with her for their self-defence like a knife; pepper spray etc. This programme helped the students to understand the need to safeguard them and learn self-defense training techniques. Mrs Madhumathi. J. Raja coordinated the programme.

Women Empowerment: Winds of Change

The English department organized a student faculty programme on 18 September 2018 for I BBA 'A' by Pooja of II BBA 'B' on "Women Empowerment: Winds of Change." The objective of this programme was to create an understanding about the need of women empowerment in today's society. The student faculty said that women empowerment adds to confidence of women in their ability to lead meaningful and purposeful lives. It removes their dependence on others and makes them individuals in their own right. This programme helped the students to understand that Women Empowerment helps to make the society and world a better place to live. Mrs. Kavya U. coordinated the programme.

Finance Department Dividend Policy

The Finance department organized a student faculty programme on 7 August 2018 on the topic "Dividend Policy" by Prathiksha Baliga of II B.Com for I BBA 'C'. The objective was to improve the presentation skill of the student. She explained about dividend and factors affecting dividend policy. Mrs. Shwetha Y. coordinated the programme.

Performance Appraisal

The Finance department conducted a student faculty programme on 20 August 2018 on the topic

"Performance Appraisal" by Ananth and Aman of II BA (HRD). The objective was to enhance presentation skill and confidence of the students. Ms. Sowmya Hegde coordinated the programme.

Financial Inclusion

The finance department organized a student faculty programme on 6 September 2018 for I B.Com on the topic "Financial Inclusion" by Soumya Rao of II B.Com. . The objective of the programme was to improve the presentation skill and enrich the knowledge of the students. Mrs. Shwetha Y. coordinated the programme.

High Court and its Powers

The finance department conducted a student faculty programme on the topic "High Court and its Powers" on 17 September 2018 by Daksha and Ashika of I BCA 'B'. The objective of the programme was to improve the presentation skill and confidence of the students. Mrs. Shwetha Y. coordinated the programme.

Agricultural Income

The Finance department finance department organized student faculty programme on 18 September to II BBA 'C' on the topic "Agricultural Income" by Akshay and Abhishek of III BBA 'C'. The objective of the programme was to improve the learning spirit in the students and to motivate the advance learners Ms. Sowmya Hegde coordinated the programme.

Electoral Process in India

The department organized student faculty programme on 10 October 2018. The objective was to improve students' presentation skills and confidence. Mrs. Shwetha Y. coordinated the programme. The topics were, Electoral Process in India, Cantonment Board, Urban Local Self Government, Municipal Corporation etc.

Marketing Department

Green Marketing

The Marketing department conducted a student faculty programme on 7 August 2018 on the topic "Green Marketing" by Yajnesh D. Bengre of III BBA 'B' for I BA(HRD). The objective of the programme was to make the students realize the importance and challenges of green marketing. He enriched the knowledge about the uses of green marketing with company's product examples. The programme was coordinated by Mr. Akshith Kumar K.

Digital Marketing

The Marketing association conducted a student faculty programme on 6 September 2018 on the topic "Digital Marketing" by Roshin Alex John and Vivek Mithra M of III BBA 'B' for I B.Com. The student faculties gave an introduction to digital marketing and its importance with examples and pictures in order to get a clear practical knowledge about "Digital Marketing". The programme was coordinated by Mr. Praveen D.

Guerilla and Virtual Marketing

The Marketing department conducted a student faculty programme on 12 September 2018 on the topic "Guerilla and Virtual Marketing" for II BBA 'A' by Aishwarya of III BCA and Vivek Mithra of III BBA 'B'. The student faculties introduced guerilla marketing with various examples. The students were given detailed explanation about the concepts with case studies with the help of power point presentation and videos. The programme was coordinated by Mr. Praveen D.

Self-Motivation

The Marketing department conducted a student faculty programme on 12 September 2018 on the topic "Self-Motivation" for I BA(HRD) by Navya Shenoy and B H Raksha of III BBA 'A' ". The objective of the programme was to acquaint the skill on motivational factors and to enrich the knowledge of the students about the various sources and motivational skills. The programme was coordinated by Mr. Akshith Kumar K.

Consumer Response to Billboard Advertising

A student faculty programme was conducted on 22 September 2018 on the topic "Consumer Response to Billboard Advertising" by Amar Raj of III BA (HRD) for I BBA 'B'. The objective of the programme was to inform the students about the importance of billboard in order to create demand for various products. The student faculty briefed how internet world billboard advertising can play a greater role to touch the minds of the customers. A quiz on logo and tagline was conducted to enhance the knowledge of students. The programme was coordinated by Ms. Mural Cutinha.

Career Guidance and Placement Cell Awareness on Aptitude Test

The Career Guidance and Placement Cell organized a guest lecture on the topic "Awareness on Aptitude Test" on 18 September 2018 for II BBM, BCA and

B.Com in the conference hall. The objective was to create awareness about aptitude tests and to facilitate the students to improve competency skills. The trial aptitude test was conducted by Mr. Ganesh Hebbar, Director, TIME Institute, Mangaluru. Students took active part in answering the test. Mr. Prasanna Kumar and Mrs. Sowmya Jyothi coordinated the programme.

EDP Cell

Entrepreneurial Skills and Competencies

The EDP cell organized a student a faculty programme on "Entrepreneurial Skills and Competencies" to I BBA 'B' on 25 September 2018 by Vivek Mitra of III BBM 'B'. The objective was to inculcate effective presentation skills and communication skills among the students. The students actively participated.

Library Department

E- Learning

The Library department organized a student faculty programme on 22 September 2018 by Chithra Rao of II BBA 'A' on the topic "E- Learning". The objective of this programme was to give awareness on E Resources. She stressed that students should use more new technologies where they can browse through E-Journals and E-books which will help them to enhance their knowledge. Mr. Muralidhar Hegde and Adarsh Devadiga coordinated the programme.

Commerce Department

Stock Exchange - its operations

The Commerce department organized a student faculty programme on the topic "Stock Exchange - its operations" for III B.Com on 7 September 2018 by Ms. Kriti Pal. Objective of the programme was to understand the operations of stock exchange and procedure of listing in stock exchanges. Mrs. Veena D. Kotian coordinated the programme.

SEBI -Functions and Powers

The Commerce department organized a student faculty programme on the topic "SEBI - Its functions and powers" on 18 September 2018 by Aneesh of III B.Com for II B.Com. The objective of the programme was to improve the presentation skill and enrich the knowledge of the students. The presentation focused on role of SEBI in stock

exchange. Mrs. Veena D. Kotian coordinated the programme.

Branding and its Types

A student faculty programme was conducted by Mr. Ansh of III B.Com on the topic "Branding and its types" on 12 September 2018 for II B.Com. The objective of the programme was to develop knowledge in branding and its areas. The programme was coordinated by Mrs. Manju H.

Managing Corporate Culture

The Commerce department organized a student faculty programme on the topic "Managing Corporate Culture" by Abhishek of III BBM for II B.Com. The objective of the programme was to enrich the knowledge in adjusting with the corporate environment. The programme was coordinated by Mrs. Manju H.

Consumer Behavior and its Influencing Factors

The Commerce department organized a student faculty programme on the topic "Consumer Behavior and its Influencing Factors" on 24 September 2018 by Rashmi for final year students. The objective of the programme was to develop knowledge on the factors affecting the purchase decisions. The programme was coordinated by Mrs. Manju H.

Local Government

The Commerce association organized a student faculty programme on the topic "Local Government" by Sneha, Yajnesha and Shaaz of III BBA 'B' for I BA (HRD) on 20 September 2018. The objective of the programme was to examine the knowledge of students relating to the local government system of India by conducting Quiz and to give them the liberty to express their views according to their perspective. The programme was coordinated by Ms. Sanjana.

Causes of Stress

The Commerce department organised a student faculty programme on the topic "Causes of Stress" by Chandini, Pramith and Nishanth of III BBA 'A' on 18 September 2018. The objective of the programme was to improve the presentation skills of the students. The programme was coordinated by Ms. Sanjana.

Working with Superior

The Commerce department organized a student faculty programme on the topic "Working with superior" on 14 September 2018 by Ms. Prathiksha Baliga of II B.Com for I BA (HRD). The objective of the programme was to improve presentation skills of the students. She briefed the students on various perception concepts. Mr. Thilakraj G. coordinated the programme.

Human Resource Department Business Federation

A student faculty programme on the topic "Business Federation" was organized for I BBA 'C' on 17 September 2018 by Abhishek of III BBA 'C'. The objective was to understand the concept of federation. He explained the purpose of pools and cartels, effects of pools and cartels on economy, condition for a successful pool and cartels. He also explained the current situation of federation. It was an interactive session. Ms. Shreeprajna coordinated the programme.

Products to Solve Social Problems

Human Resource Department organized a student faculty programme on the topic "Products to Solve Social Problems" on 11 October 2018 for I BBA 'C', by Deeksha V. and Hegde Nidhi Suresh of III BBA 'C'. The objective was to enhance the knowledge about the various products reduce pollution. The speakers explained about the various products which are available freely in nature to control pollution. The programme was coordinated by Ms. Shreeprajna.

Economics Department

Demonetization: Success & Failures

The Economics department organized a student faculty programme on 17 September 2018 by Prashobitha Prabhakar of II BBA 'B' on the topic "Demonetization: Success & failures". The seminar highlighted the Impact of demonetization. She stressed the positive impacts of demonetization such as decrease in rate of inflation, India moving towards cashless economy etc. and the failures being slowing down of economic growth, burning of realty sectors etc. Active interaction took place during the session. The programme was coordinated by Mrs. Shashikala K.G.

EXTENSION ACTIVITIES

Visit to Big Mishra Pedha

Students of the III BCA, visited Big Mishra Pedha on 5 September 2018. The objective of the programme was to teach the employees Microsoft Excel application in their work area. The importance and working of the application was taught to the employees. The programme was coordinated by Mrs. Divya Uchil.

Career Guidance and Placement Cell Visit to Canara High School

The Career Guidance and Placement Cell conducted an extension activity on 4 August 2018 at Canara High School, Urwa, Mangalore. The objective of the programme was to improve the communication and leadership skills of the students. Aishwarya and Soujanya, the student secretaries of the cell spoke on the importance of career planning and different courses available to the students after high school. Mrs. Sowmya Jyothi coordinated the programme.

Business Law Association

Members of the Business Law association attended a talk on 'Competition Law and Policy in India Perspectives and Challenges' by Geeta Gouri, Former Member, Competition Commission of India, New Delhi on 27 July 2018 at Bhuvanendra Sabha Bhavan, Canara High School, Dongarkery, Mangalore. Mr. Sumesh Matada, Mr. Praveen and Mr. Akshith, attended the programme.

Visit to Bharath Mall

Business Law department organized an extension activity on 4 July 2018 at restaurants in Bharath Mall and Bejai, Mangalore. The objective of the activity was to create a Legal awareness about the need of 18-21 licenses. The activity created awareness about the necessary license for smooth functioning of food industry business.

Visit to Government First Grade College

The Fest Forum organized an extension activity on 4 August 2018 at Government First Grade College, Indiranagar, Haleyangady. The objective of the programme was to inculcate the habit of participating in various inter-collegiate fests. Various activities such as group discussion, stress interview, allegations and product launch were conducted for the students. The programme provided knowledge about the corporate world and the various challenges faced in the working

environment. The programme was coordinated by Mr. Arun F. Sequeira and Mrs. Veena D. Kotian.

Visit to Dakshina Kannada Higher Primary School

The members of the Hindi Department visited Dakshina Kannada Higher Primary School, Kavoor, Mangalore on 4 August 2018. The objective of this activity was to enhance self-confidence among the members. Various activities like vocabulary, games, quiz were conducted to motivate the students. Dr. Shalini M. coordinated the programme.

Awareness on Paytm Transactions

The Finance department conducted an extension activity on 3 August 2018 for the auto drivers in M.G. Road to create awareness on Paytm Transactions. The objective of this activity was to educate the auto drivers regarding the use of Paytm in their day to day transactions. The members of the department gave information on the installation and usage of mobile wallet. Mrs. Smitha M. coordinated the activity.

Visit to Mangala Chashew Industries

The Finance department organized an industrial visit on 4 August 2018 at 'Mangala Chashew Industries' Padavinangady, Mangaluru. The objective was to have an Industry- Institution interaction. Students interacted with the staff of the industry to know about the cashew processing. Mr. Mahesh, Manager, Mangala chashew industries guided the students. Mrs Shwetha Y. and Mr. Gururaj coordinated the programme.

Visit to India Post Payment Bank

The Finance department attended inauguration of India Post Payment Bank in Municipal Town Hall, Mangalore on 1 September 2018. The objective of the programme was to create awareness regarding the importance of IPPB in rural areas and to know the job opportunities in postal department due to the introduction of IIPB. The programme was coordinated by Mrs. Shwetha Y.

Awareness on India Post Payment bank

The Finance department conducted an extension activity on 29 September 2018 regarding India Post Payment Bank to the general public in Padavinagady by the students of III B.Com and III BBA 'C'. The students explained the uses of India Post Payment bank, way to operate, benefits

and also job opportunities to the youngsters. The programme was coordinated by Mrs. Shwetha Y.

Awareness Programme on "SME Funding- Role of Capital Markets"

The members of the Finance Department attended an awareness programme on "SME Funding- Role of capital Markets" at Kanara Chamber of Commerce and Industry Mangalore, jointly organized by National Stock Exchange and National Securities Depository Ltd., Bengaluru on 12 October 2018. The activity was coordinated by Mrs. Shwetha Y.

Seminar on Research Skills for Youth

The members of Finance Department attended a seminar on "Research Skills for Youth" at Besant College, Mangalore on 15 September 2018. The Programme was coordinated by Mrs. Smitha M.

Visit to Kakunje Plastics

The members of Commerce department visited Kakunje Plastics Private Limited on 11 August 2018. The objective of the programme was to acquaint the students about the work environment of the factory. The programme was coordinated by Mrs. Manju H.

Visit to NYM Chips Factory

The members of the Commerce department visited NYM Chips Factory on 25 August 2018. The objective of the programme was to give exposure to the working of the factory. The visit provided a rewarding experience for the students. The programme was coordinated by Mrs. Manju H.

Visit to The Hindu

The Commerce department organized an extension activity to The Hindu, the daily newspaper on 20 August 2018. The objective of the programme was to create awareness on the benefits of Employee Welfare Schemes. The programme was coordinated by Mrs. Manju H.

Visit to Samsung Electronics

The Commerce department organized an extension activity on 8 September 2018 in Samsung Electronics Mangaluru. The objective of the programme was to sensitize the employees about the impact of using social media in work place and its effect on work efficiency. The programme was coordinated by Mrs. Manju H.

Visit to Saanidhya Residential School

The Fine arts association conducted an extension activity at Saanidhya Residential School & Training Centre for the Mentally Challenged, Shakthinagar, Mangaluru, on 4 August 2018. The objective of the programme was to teach different forms of art to the intellectually disabled children. This programme helped 140 students in the school and promoted team spirit among the students. The members of the association actively participated in the programme. The student coordinators were Sawan and Sanjana. Ms. Somwya Hegde and Mrs. Deepa D. Hegde coordinated the programme.

Awareness on Consumer Protection Act

The Economics Department conducted an extension activity at Canara Girls High School, Mangalore on 10 August 2018 to create awareness on consumer rights for school children. The objective of the programme was to provide information on widely accepted basic consumer rights and redressal agencies. The programme was coordinated by Mrs. Shashikala K.G.

Visit to Cassia Tile Factory

The Economics Department organized an industrial visit on 18 August 2018 at Cassia Tile Factory, Jeppu, Mangalore for II BBA B. The objective was to give hands of experience, on the working condition of the tile factory. The visit helped to gain information on present tile market in India, capital required for the industrial activity, and risk faced by the industry in the competitive era. The programme was coordinated by Mrs. Shashikala K.G.

World Literacy Day at Bhagini Samaja Orphanage

The members of the Economics Association visited Bhagini Samaja Orphanage, Mangalore on 8 September 2018. The objective of the programme was to spread awareness about higher education. On the occasion of world literacy day a talk was also delivered by the students on "Importance of higher Education" The members of the association donated books and stationary items to the orphanage children. Mrs. Shashikala K.G. coordinated the programme

Awareness on Children's Rights and Responsibilities

The Human Rights Cell organized an extension activity on 10 August 2018, at Canara Girls High

School, Mangalore. The objective of the programme was to create awareness on the rights and responsibilities of the children towards society. The programme was coordinated by Mrs. Shashikala K.G.

Visit to Government Primary School

- The H.R.D association conducted an extension activity on 4 August 2018 at Government Primary School, Mannagudda, Mangalore. The objective was to develop confidence among the students. The student coordinator Krithi along with other members conducted various activities. The programme was coordinated by Mrs. Anasuya.
- The H.R.D association conducted an extension activity at Government Primary School, Mannagudda, Mangalore on 25 August 2018. The objective was to educate the children about cleanliness and moral values. Various activities were conducted to encourage the students to participate actively by the members of the association. The programme was coordinated by Mrs. Anasuya.

Visit to Mangala food And Beverages Industry

The Resource Hub association organized field visit to Joy Soft Drink, Mangala food And Beverages Industry, Baikampady, Mangalore on 29 September 2018. The objective of the Filed visit was to provide the practical exposure to students. Mrs. Anasuya coordinated the programme.

Visit to Canara Girls Primary School

The Resource Hub association organized an extension activity on 4 August 2018 at Canara Girls Primary School, Dongerkery, Mangalore. The objective of the extension activity was to enhance the personalities of the students and develop their soft skills. Mrs. Preethika Dharmapal and Ms. Shreeprajna coordinated the programme.

The HR Department

Visit to Shree Ramakrishna Vidyarthi for Working Woman

The HRD department organised an extension activity at Shree Ramakrishna Vidyarthi for Working Woman on 7 October 2018. The objective was to provide information regarding ESI, PF and employment contract. The programme was coordinated by Mrs. Preethika Dharmapal.

Visit to Guru Darshan PG for Students

The HRD department conducted an extension

activity at Guru Darshan PG for students on 9 October 2018. The members provided information regarding ESI, PF and the activity also focused on issues of collective labour law. The programme was co-ordinated by Mrs. Preethika Dharmapal.

Visit to Mangalore City Kitchen

The HR department conducted an extension activity at Mangalore City Kitchen for Workers on 12 October 2018. The objective was to educate people about labour law and employment contract. The programme was coordinated by Mrs. Preethika Dharmapal.

Visit to the Lassi Shop

The members of the HR department visited the Lassi Shop, Ballalbhgh on 12 October 2018. The objective was to enhance the knowledge of the students regarding labour law. Mr. Mohammed Sirajuddin, Manager gave information regarding labour law and employment contract. The programme was coordinated by Mrs. Preethika Dharmapal.

English Department

Visit to Samvedana

The English department conducted an extension on 8 August 2018 at Samvedana. The objective was to make the students develop self-confidence and enhance their creativity along with team spirit. The student volunteers taught craft work, vocabulary games and drawing to the children. The programme was coordinated by Mrs. Madhumathi J. Raja and the student coordinator was Sameeksha.

Visit to Lalithakala Arts

The members of the English department visited Lalithakala Arts on 4 August 2018. The objective was to train the employees on the usage of Paypal. The programme enhanced the leadership quality of the members. Mrs. Kavya U. coordinated the programme.

Awareness on Dry/ Wet Waste

The English department conducted an awareness programme on 6 August 2018, on Dry/Wet Waste in West Wind Apartment, Balmatta and Bantwal. The objective of this programme was to create awareness on disposal of waste, separating the dry and wet waste in different trash. The programme was coordinated by Mrs. Madhumathi J. Raja.

Awareness on Women Helpline Scheme

The English department conducted an awareness programme on Women Helpline Scheme in Abode Apartment on 11 August 2018. The objective was to create an awareness on Women Helpline Scheme. This programme helped the women to understand the appropriate support services, government schemes and programmes available to the women affected by violence. The programme was coordinated by Mrs. Madhumathi J. Raja.

Awareness on Sukanya Samridhi Account

The English department conducted an awareness programme on 12 August 2018 on Sukanya Samridhi account in Urva Marigudi, to the residents. The objective was to create awareness on the Sukanya Samridhi Account, a girl child welfare scheme. The programme was coordinated by Mrs. Kavya U.

Awareness on Mahila-E-Haat Scheme

The English department conducted an awareness programme on 19 August 2018 in Fathima Apartments, Falnir and Kottara, Dwarakanagar. The objective was to create awareness on the Mahila-E-Haat Scheme, a direct online marketing platform for women entrepreneurs. The programme helped the women to understand and start up their own small scale business. The programme was coordinated by Mrs. Madhumathi J. Raja.

Awareness programme on Stress Management

The English department organized an extension activity on 8 September 2018 in Dr. Nitte Shankara Adyanthaya Memorial Pre-University College, Mangaluru. The objective of this programme was to create an awareness programme on stress management and enhance positivity in students. The students highlighted that Positive people don't wait for life to turn out the way they want, before they can start enjoying it. They don't worry about problems and obstacles, but set out to find ways to solve them. The students pointed out that True positive thinking is not just saying that everything will be okay, as a lip service, and at the same time think about failure. In order to bring beneficial changes and improvement into your life, a positive attitude has to become your predominant mental attitude throughout the day. It has to turn into a way of life. The students gave few examples how they could be positive in life. This programme helped the students to understand that every problem has a solution and they can positively

solve their problems and march towards success. Mrs Madhumathi.J.Raja coordinated this programme.

Visit to Saint Antony Old Age Home

The members of the English department and the students of I BBA 'C' visited Saint Antony Old Age Home in Valencia on 22 September 2018. The objective of this programme was to create an awareness among the students and to sensitize them about social work along with the predicaments and problem of the aged people. The students happily volunteered to prepare a programme in which they had a dance performance, group songs, solo singing and a skit. They interacted with the senior inmates and played few games with them. Fruits and biscuits were distributed to the inmates. This programme was a wonderful experience and an opportunity to discover empathy within the students. It gave them a heartfelt joy and an awareness of serving and being with lovely senior people. Mrs Madhumathi.J.Raja coordinated this programme.

Visit to Sri ANAGHA Oil Refineries

The members of English department along with the II and III B.Com students visited Sri Anagha Oil Refineries Baikampady, Mangaluru on 22 September 2018. The factory is involved in Production, processing and preservation of meat, fish, fruit vegetables, oils and fats. The objective of this visit was to make the students aware about the working of an industry and enhance their knowledge about requirements and functioning of this industry. The students were guided by an employee about the process of how crude oil was refined and the various process of the working towards it. They also showed about Sun Premium Sunflower Oil which is the flagship edible oil brand of Mangaluru-based Sri Anagha Refineries Limited, a name that carved a niche for itself in processing and distribution of Sunflower oil synonymous with health, taste and nutritional benefits. This visit was coordinated by Mrs. Madhumathi J. Raja.

Visit to Kedium Ply and Boards

The students of I BA (HRD) visited Kedium Ply and Boards, Devipura, Talapady on 31 August 2018. The factory is a manufacturer of plywoods, blackboards, flushdoors and various other wood products of similar kind. The objective of the visit was to make the students aware about the working of an industry and enhance their knowledge about

requirements and functioning of the industry. The students were guided by an employee about the process of manufacturing their products from raw material to finished products. The visit was coordinated by Mrs. Kavya U.

Visit TO Ladyhill Kannada Higher Primary School

The members of the Kannada department visited Ladyhill Kannada Higher Primary School, Mangalore on 4 August 2018. The objective was to develop self-confidence and enhance their leadership qualities. Various competitions like quiz, games and singing were conducted. The winners were given prizes. The programme was coordinated by Mrs. Jeevitha D.

Visit to Government School, Kapikad

The members of the Kannada association visited Government School, Kapikad, Mangalore on 4 August 2018. The objective was to develop self-confidence and enhance the leadership qualities of the students. Various competitions like pick and speak, quiz, games were conducted. The winners were given prizes. The programme was coordinated by Mrs. Renuthakshi K.

Visit to D.K.Z.P Model Higher Primary School

The SCAN association organized an extension activity on 4 August 2018 at D.K.Z.P Higher Model Primary School, Kodikal, Mangalore. The objective was to familiarize students about virtual technology. The members of the association addressed students on "Virtual Reality". They also conducted various activities like guess the part, memory test and quiz. Winners were awarded prizes. The school students gained an insight on the advantages of computer and technology. The staff coordinator Mrs. Shashiprabha accompanied by Mrs. Sneha Bhat, Student coordinators Joel D'Souza, Payal Shetty, Nikhil, Manjunath Shenoy of III BCA were present.

AGRIPRENEURSHIP SUMMIT-2018

The members of EDP cell attended a seminar in NITTE Justice K. S. Hegde Institute of Management on the topic "Agripreneurs" on 18 August 2018. The resource person Mr. Abhilash, shared his work experience with Johnson & Johnson Company in the first technical session. In the second session Mrs. Deepa she gave a brief information about the ingredients in agricultural products and mentioned the use of Chia seeds. In the third session, Mr. Chandrashekar spoke on the scheme for

agripreneurs and the type of agricultural start-ups. Vivek Mitra and Pawan G Sharma of III BBA 'B' and Akshay Sharma of II BBA 'A' along with the staff coordinators Mrs. Supritha and Mr. Sumesh attended the seminar.

Visit to Pawan Marbles

The members of the EDP Cell visited Pawan Marbles, Hosabettu, Surathkal on 29 September 2018. The objective of the field visit was to get practical exposure and understand the issues and challenges faced by an entrepreneur. Mr. Giriraj Sharma proprietor of Pawan Marbles gave detailed information about his achievements, issues and challenges. The visit was coordinated by Mrs. Supritha and Mr. Sumesh Matada.

MMA TALK

The staff coordinator Mr. Sumesh Matada and student coordinator of EDP cell Vivek Mithra M. of III BBA 'B' attended a seminar on 29 August 2018 at SDM PG centre organized by Mangalore Management Association. The resource person for the technical session was Mr. Dawn Prakash proposed the model of connecting investors and startup, the advantages faced by MMA association and demerits. He also told about the challenges faced and the steps to overcome them.

Visit to Ganapathi High School

The EDP cell conducted an extension activity on 4 August 2018 at Ganapathi High School, Hampankatta, Mangalore. The objective was to develop entrepreneurial skills among the students. The members conducted various activities. The programme was coordinated by Mrs. Supritha R.K.

Visit to Fish Market

The Marketing Association conducted an extension activity on 4 August 2018 to Fish Market, State Bank, Mangalore. The objective was to understand the various problems faced by fisherwomen in their business. The activity created awareness about problems and inconveniences faced by the fisherwomen. The activity helped the students to chalk out problems suffered by the fisherwomen's in their day to day business activity and also created an interest among the students to make further study and provide possible solutions for the problems faced by fisherwomen. The activity was coordinated by Mrs. Kavitha Prabhu and Murali Cutcha.

NSS

Vanamahotsava

The NSS unit organized Vanamahotsava on 4 August 2018 at Government Higher Primary School, Mannagudda. The objective was to create awareness on conservation of ecosystem. Medicinal and fruit samplings were planted in the school premises. 80 NSS volunteers actively participated in the programme. Mrs. Renuthakshi coordinated the activity.

Swchatha Programme

The NSS unit organized Swchatha programme on 4 August 2018 at Government Higher Primary School, Gandhi Nagara. The NSS volunteers cleaned the surroundings of school. 70 NSS volunteers actively participated in the programme. Dr. Shalini coordinated the activity.

One Day Camp at Bejai Museum

NSS one day camp was held on 19 August 2018 at Bejai Museum. The objective was to conserve ecosystem. 100 NSS volunteers actively participated in the camp. The NSS volunteers cleaned the museum premises. Mrs. Renuthakshi and Dr. Shalini coordinated the camp.

Swaccha Gelathi Programme

The NSS association organized Swaccha Gelathi programme on 25 August 2018 at Digambara Jain Higher Primary School, Moodbidre by Anwika and Shrasti of II BBA 'B'. The objective was to sensitize girls on personal hygiene. The volunteers of the unit stressed on some of the common problems faced during puberty. Students actively participated in the programme. Mrs. Renuthakshi and Dr. Shalini coordinated the programme.

Campus Cleaning

The NSS campus cleaning was held on 24 August 2018. 50 volunteers participated in the programme. All the NSS volunteers' actively took part in the programme. Final year students coordinated the programme. Mrs. Renuthakshi and Dr. Shalini coordinated the programme.

One Day Camp at Tumbe Gram Panchayat

One day camp was held on 16 September 2018 at Tumbe Gram Panchayat. The objective of the programme was to understand the problems faced by the people and to promote "Swaccha Tumbe" campaign. The camp started with a survey

regarding the problems faced by the village residents in disposal of wastes, cleanliness and hygiene of the village. Information regarding compost and usage of green waste and about disposal of plastics were explained to 180 houses in the village. Followed by this a street play held in order to create awareness regarding Swachha Bharath, the clean India campaign. The camp was successfully conducted under the guidance of Tumbe Gram Panchayat and NSS program officers Mrs. Renuthakshi and Dr. Shalini.

Rovers and Rangers Association

One Day Medical Camp

The Rovers and Rangers association organized a one day medical camp on 1 October 2018 at Someshwar Temple, Ullal in collaboration with KMC Hospital, Attavara. The objective was to provide free medical checkup to residence of the area. Nearly 120 people took part in the medical camp. The programme outreached the senior citizens and financially backward community. The programme was coordinated by Mr. Thilakraj and Mr. Akshith Kumar K.

Leadership Development Programme

The members of Student Council attended a Leadership Development Programme on the topic "Leadership is the capacity to translate vision into reality" at Sahyadri College on 6 Sept. 2018. The objective of the programme was to develop leadership qualities of the students was the theme. The programme was coordinated by Mrs. Smitha M.

SKILL ENHANCEMENT ACTIVITIES

Commerce department

Quiz

The Commerce department conducted business quiz for III B.Com on 22 September 2018. The objective of the programme was to enrich knowledge on business happenings in the current scenario. The programme was coordinated by Mrs. Veena.

Group Discussion on U- Commerce

The commerce department organized a group discussion on the topic "U- Commerce" on 18 September 2018 for B.Com students. The objective was to enhance the student's communication skills and to learn group ethics. The activity helped the

students to update their knowledge on current issues. Mr. Thilakraj G. coordinated the programme.

Commerce Association

Pick and Speak

The Commerce association conducted a 'pick and speak' competition on 24 August 2018. The objective of this competition was to enhance the communication skills and develop confidence among the students. Topics like demonetization, GST, E-commerce, online shopping were given. Large number of students participated in the competition. The event was evaluated on the basis of communication, presentation and clarity.

Debate

The Commerce association conducted a debate competition on 30 August 2018. The objective of the competition was to enhance the analytical skills and to provide a platform to express the views, thoughts, ideas of the students. Topics like Demonitization, GST were discussed. Large number of students actively participated in the event. The event was judged by Mr. Akshith and Mr. Praveen.

Video review

- The commerce association conducted a video review by Prithvi of II B.Com on 5 September 2018 for II B.Com.. The objective of the programme was to make the students aware about the importance of small investments and how these investments will create opportunities in the future. A documentary video 'AMBANI' was showed to the students. Students actively participated. Mrs. Veena D Kotian coordinated the programme.
- A Video review was conducted for III BBM students on 7 September on the topic "Life Values". The objective of the programme was to create awareness on different types of values to be followed in life. The programme was coordinated by Mrs.Manju.H.
- The Commerce association conducted a video review for III BBA 'A' on the topic "Stress Management" on 18 September 2018. The objective of the programme was to make the students identify the importance of stress management in organisation and how effectively it can be implemented in corporate

world. The programme was coordinated by Ms. Sanjana.

- The association conducted a video review for III BBA 'B' on the topic "Building Self-esteem" on 17 September 2018. The objective of the programme was to make the students realize the importance of being positive and having right attitude towards themselves by understanding the importance of self-esteem. The programme was coordinated by Ms. Sanjana.

Commerce Exhibition

The Commerce association conducted commerce exhibition on 14 September 2018. The objective of the programme was to bring out innovative thoughts of the students. Students prepared various charts related to commerce topics of their interest. Event was judged by Mr. Thilak Raj based on creativity and relevance to the topic. Mrs. Veena D Kotian coordinated the programme.

Quiz

- Quiz was conducted for II B.Com on general knowledge and a recent trend in commerce on 14 September 2018 by Ms. Prathiksha of II B.Com. The objective of the programme was to enhance the knowledge of current areas in commerce. The programme was coordinated by Mrs. Manju.H.
- The Commerce association conducted quiz on Indian Constitution on 24 September 2018 for I BCA 'A'. The objective was to develop competencies and also make the students aware of the recent trends in Indian Political system. The programme was coordinated by Ms. Sanjana

Group Cohesiveness

The Commerce association organized group discussion on the topic "Group Cohesiveness" for III BBA 'B' on 1 September 2018. The objective of the programme was to improve the knowledge on the topic and improve the critical thinking ability. Students actively participated in the programme and discussion was coordinated by Ms. Sanjana

Fine Arts

Clay Modeling

The association conducted Clay Modeling competition on 9 August 2018. The objective of the event was to enhance the imagination and creativity of the students. The event was judged based on the creativity, presentation and neatness.

Large number of participants participated in this event. Mr. Arun F. Sequeria and Mrs. Shashikala Shetty judged the event.

Face Painting

The association conducted Face Painting competition on 24 August 2018. The objective of the event is to enhance the creative artwork of the event was judged based on the artistic skills, creativity and neatness. Large number of participants participated in this event. Mrs. Madhumathi J. Raja and Ms. Sanjana judged the event.

Pencil Sketch

The Fine Arts association conducted Pencil sketch competition on 11 October 2018. The was to develop the artistic skill among the students. Large number of students participated in the activity. Mrs. Jeevitha and Dr. Jyothi were the judges. Ms. Sowmya Hegde coordinated the activity.

Economics Department

Group Discussion

Group discussion was organized by the Economics department on 30 September 2018. The objective was to improve the communication skills, team building, confidence and analytical skills of the students. Students were divided into four groups; each group was given separate topics for the discussion; such as Impact of MNCs on job market, Impact of MNCs on product, Paytm & Online shopping. Each group was given 15 minute for discussion, 5 minutes for presentation and 2 minutes for question and answer session. Mrs. Shashikala K.G. coordinated the programme.

Economics Association

Turn Coat

The Economics Association conducted a Turn coat competition on 18 September 2018. The objective of the event was to enlighten the students about pros and cons on various topics related to current issues of economics. Students actively participated and the event helped them to gain confidence and enhance their knowledge through various topics. The event was judged by Mrs. Kavya U. and Ms. Mural Cutinha. The programme was coordinated by Mrs. Shashikala K.G

Knock out and Drag out

Economics Association conducted a debate competition on 24 August 2018 on the topic

"Paytm". The objective was to enlighten the students about advantages and disadvantages of Paytm. Large number of students actively participated in the competition. The programme was coordinated by Mrs. Shashikala K.G.

HR Department

Quiz

The HR Department organized Quiz on 7 August 2018, on the topic 'Marketing Management' for II BBA 'C'. The objective was to evaluate the knowledge of students on current issues. Mrs. Anasuya coordinated the event.

Debate

The HR Department organized Debate on 8 August 2018, on the topic 'Human Vs Technology' for I BA(HRD). The objective was to generate effective critical thinking among the students.

Book Review

- The HR department organised a book review on "Questions are the Answers" authored by Allan Pease on 10 October 2018 for II BA (HRD) by Manjula Hrithik of II BA (HRD). The objective was to develop critical reading skill. The review helped to analyze, evaluate and judge the content of the book. The programme was coordinated by Mrs. Preethika Dharmapal.
- The Human Resource department organized book review on 11 October 2018 by Nafisa Thaseen III BBA 'C', on "Life Is What You Make It" authored by Preeti Shenoy. The objective was to analyze, evaluate, and judge the content of the book. The book depicts the life of Ankita Sharma a young, intelligent college going girl from a conservative family who faces hardships in her life. The programme was coordinated by Ms. Shreeprajna.

Resource Hub Association

Reproach

The Resource Hub association organized Reproach competition on 24 August 2018 on the topic "Innovation and Change". The objective was to enhance the creativity of the students. The event was judged on the basis of creativity and applicability of the theme. The judges were Mrs. Shashikala K.G. and Ms. Shreeprajna. The event was coordinated by Mrs. Preethika Dharmapal and Mrs. Anasuya.

HR Case Study

The Resource Hub association conducted HR case study competition on 6 September 2018. The participants were given a case related to the corporate world. The event was judged on the basis of decision making skills of the students and how they solved the case. The event was judged by Mr. Mural. Mrs. Preethika Dharmapal coordinated the programme.

Paper Presentation

The Resource Hub association conducted a paper presentation competition on "Glass Ceiling in the Organisation" on 14 September 2018. The topic enhanced the knowledge and gave an insight to the glass ceiling. The event was judged on the basis of presentation skill, ideas and communication skill. The event was judged by Mr. Akshith Kumar K.

Let's Hire

The Resource Hub association conducted Let's Hire competition on 19 September 2018. The participants prepared a job advertisement in a creative way in order to hire right people for the right job. The event was judged on the basis of creativity, advertising skills and knowledge. The event was judged by Mr. Akshith Kumar K. The programme was coordinated by Mrs. Preethika Dharmapal.

Book review

The HR association conducted a book review on the book "Career Women and Work life Balance" authored by Dr. B. Revathy and Dr. C. Geetha on 20 September 2018 by Adline of I BA (HRD). The objective of the book review was to brief the students about the books available in the field of management and to enhance the reading skills among students. The book unfolded different aspects of factors influencing work life balance of an individual, measurement of level of work life balance and identifying the constructs of work life balance. The activity was coordinated by Mrs. Anasuya.

English Department

Group Discussion

The English department conducted group discussion on 17 August 2018 and 29 August 2018 on the topics "How Green was my city ...Is Nature paying the Price?" and "Environment and its

effects". The objective was to create awareness on the importance of environment and its safety. Mrs. Madhumathi J. Raja and Mrs. Kavya U. coordinated the programme.

Book Review

- The English department conducted a book review on 10 September 2018 by Ms. Vibha Hegde of I BBA 'C'. Ms. Vibha Hegde reviewed the book "The Help" by Kathryn Stockett. The objective was to enhance their reading skills by identifying the author's perception and an overview of one person's highly subjective reading experience. The student opined that the author creates three extraordinary women whose determination to start a movement of their own forever changes a town and the way women - mothers, daughters, caregivers, and friends - view one another. A deeply moving novel filled with poignancy, humor, and hope, "The Help" is a timeless and universal story about the lines we abide by, and the ones we don't. The book helps readers to have confidence and a positive attitude in their lives. Mrs. Madhumathi J. Raja coordinated the programme.
- The English department conducted a book review on 10 September 2018 by Deeksha of I BA (HRD) on the book "Introduction to how to Control Anger." by M.K. Gupta. The objective of the review was to enhance their reading skills by identifying the author's perception. The student opined that this book makes a sincere attempt in exploring scientifically various dimensions of anger and suggests various measures both short and long term to control it, keeping in view the physiological as well as the psychological factors that are associated with anger. The book helps the readers to know some simple steps on how to control their temper, overcome their anger, start improving and strengthening their relationships. Mrs. Kavya U. coordinated the programme.

English Association

Word Puzzle

The English association conducted a Word Puzzle Competition on 10 August 2018. The competition helped the students to enrich their vocabulary, logical and analytic thinking. Mrs. Madhumathi J. Raja coordinated the programme.

Wrong People at Wrong Job /Wrong situation

The association conducted a competition "Wrong People at Wrong Job /Wrong situation" on 20th August 2018. The objective of this competition was to examine the participant's reasoning, rationality and perception. This competition helped the students to comprehend the situation in a positive manner. Mrs. Madhumathi J. Raja coordinated the programme.

Story Writing

The association conducted a Story Writing competition on 23 August 2018 on the topic "Values and its importance". The objective was to provide a platform to showcase their writing and creativity skills. The programme helped the students to enhance their writing skills and innovative ideas. Mrs. Madhumathi J. Raja coordinated the programme.

Elocution

The English association conducted Elocution competition on 24 August 2018 on the topic "The Impact of Media in Today's Youth." The objective was to enhance the communication skill and develop confidence among the students. Mrs. Kavya U. coordinated the programme.

Poem Recitation

The English association conducted Poem Recitation on 30 August 2018 on the topic "Family". The objective was to bring out the innovative and creative ideas of the students. Mrs. Madhumathi J. Raja coordinated the programme.

Pick and Speak

The association conducted pick and speak competition on 4 September 2018. The objective was to enhance the students conversational skills as well as the presentation skills. Various current issues were selected for the event which enhanced the knowledge of the students. Large number of students participated which helped to develop confidence in them. Mrs. Madhumathi J. Raja coordinated the competition.

Article Writing

The association conducted an article writing competition on 24 September 2018. The objective was to enhance the student's writing and creative skills. Students wrote on various current issues which enhanced the knowledge of the students. The students participated with great interest as it

gave them a platform to showcase their views, ideas, opinions and encouraging their innovative writing styles and skills. Mrs. Madhumathi J. Raja coordinated the competition.

Kannada Association

Bhavageethe

The Kannada association conducted Bhavageethe competition on 30 August 2018. The objective was to provide platform to showcase their singing talents. Mrs. Jeevitha D. and Mrs. Renuthakshi coordinated the programme.

Debate

The Kannada association conducted debate competition on 29 August 2018 on the topic "Prakruthi vikopakke vajjanika munnadeye karana". The objective was to create awareness on the current issues. The competition enhanced the communication skills of the students. Mrs. Jeevitha D. and Mrs. Renuthakshi coordinated the programme.

Story Telling

The Kannada association conducted Story telling competition on 12 September 2018. The objective of this competition was to enhance their communicational skills and give them a platform to express their new ideas, views and to gain confidence to speak effectively. The activity was coordinated by Mrs. Jeevitha D. and Mrs. Renuthakshi.

Poem Recitation

The Kannada association conducted poem recitation competition on 20 September 2018. The objective of the activity was to provide a platform to the students to enhance their reading skills and to encourage them in their presenting perspective to showcase how effective a poem can be recited. Large number of students actively participated in the competition. The activity was coordinated by Mrs. Jeevitha D. and Mrs. Renuthakshi.

Hindi Association

Essay Writing

The Hindi association conducted Essay writing competition on 24 August 2018 on the topic 'Contribution of Youth in Building Nation'. The objective was to enhance the writing skills of the students. Dr. Shalini judged the event.

Story Narration

The Hindi association organized story narration competition on 30 August 2018. The objective of the competition was to enhance speaking skill and confidence of the students. The event was judged by Dr. Shalini.

Story Writing

Hindi association conducted story writing competition on 12 September 2018. The objective of the event was to enhance the writing skills of the students. The competition gave a platform to students to improve their writing and narrative skills.

Elocution

Hindi association conducted elocution competition on 19 September 2018 on the topic "Importance of book and internet in present generation". The objective of the competition was to motivate the students to speak out freely and to develop their critical thinking capacity and communication skills. Large number of students actively participated in the competition

SCAN Association

Color Spray

The SCAN association organized 'Color Spray' competition on 7 July 2018 on the topic "FIFA-World Cup". The objective was to keep pace with the current happenings of the world and allow the participants to display their work in art. An overwhelming response from all streams of students was observed in a collective consonance. Mr. Hardik and Mr. Sumesh judged the event. Mrs. Deepa D. Hegde coordinated the programme.

IT Collage

The SCAN association organized an event IT-Collage on 8 July 2018 on the topic 'Android'. Using the downloaded information the participants prepared a collage using MS-Paint. The objective was to test the creativity of the students. Judging was done based on the participant's creativity, overall presentation, relevance and neatness. The student coordinators were Joel D'Souza, Payal Shetty, Nikhil, Manjunath Shenoy of III BCA. The event was judged by Mr. Akshith and Mrs. Reshmi B. R. Mrs. Sowmya Jyothi coordinated the programme.

Quick Hands

The SCAN association organized event Quick Hands

on 30 August 2018. The objective was to test the participants speed and efficiency in typing. The Students were given a paragraph of 200 words to type within a time limit of 5 minutes, and were judged on the basis of the number of words and accuracy in typing. The student coordinators were Joel D'Souza, Payal Shetty, Nikhil, Manjunath Shenoy of III BCA. Mrs. Shashiprabha coordinated the programme.

IT Advertisement

The SCAN association organized IT-Advertisement event on 12 September 2018 on the topic 'Smart Glass'. The objective of the event was to test the creativity of the students. It was an individual event where the participants were given a topic on the spot and the related data and images were taken from the internet. Using the downloaded information the participants prepared a presentation using MS-PowerPoint. The event was judged on the basis of creativity, presentation, relevance and neatness. The event was judged by Mrs. Sneha Bhat and Mr. Praveen Kumar D. Mrs. Divya Uchil coordinated the programme.

EDP Cell

Essay Writing

The EDP Cell conducted essay writing competition on 23 August 2018 on a topic 'social entrepreneurship'. The objective was to enhance the knowledge of social entrepreneurship and inculcate managerial skills among budding entrepreneurs. Large number of students actively participated in the event.

Paper Presentation

The EDP Cell conducted a Paper Presentation competition on "Success stories of leading entrepreneurs" on 19 September 2018. The objective of this competition was to develop presentation skills, reading habits, confidence and self learning awareness among the students. The event was judged by Ms. Mural and Ms. Shreeprajna. Mrs. Supriitha coordinated the programme.

Pick and Speak

The EDP Cell conducted Pick and Speak competition on 20 September 2018. The objective of this competition was to bring out quick thinking and oratory skills among the students. The event was

judged by Ms. Mural and Ms. Shreeprajna. Mrs. Supriitha coordinated the programme.

Library Department

Essay Competition

The Library department conducted an Essay writing competition on the topic "Libraries in 21st Century" on 20 September 2018. The objective of this competition was to examine the knowledge of students relating to Modern Libraries and Technology. The event enhanced the knowledge of the students. Mr. Muralidhar Hegde & Mr. Adarsh Devadiga coordinated the programme.

Finance department

Debate

The Finance department conducted debate on 23 August 2018 on the topic "Uniform Civil code is needed or not" for I BCA 'B'. The objective was to examine the students' ability to analyze, and evaluate arguments. It helped students to develop their critical thinking capacity and communication skills. Mrs. Shwetha Y. coordinated the programme.

Group Discussion

The Finance department conducted group discussion on 27 August 2018 on the topic "Reservation in Government Sector Required?" The objective was to improve communication skill, team building and analytical skills of the students. Mrs. Shwetha Y. coordinated the programme.

Book Review

The Finance department conducted a book review on the book 'Financial Inclusion in Underdeveloped Regions of India' by Reema Radha on 8 August 2018 by Mr. Akshay Sharma of II BBA 'A'. This book explains about various alternatives of financial inclusion in underdeveloped regions. Ms. Sowmya Hegde coordinated the programme.

Debate

The Finance department conducted debate on 13 August 2018 on the topic 'Pros and cons of Digitalization' for II BA (HRD). The objective was to create awareness on impact of digitalization. The event helped students to improve knowledge and communication skill. Ms. Sowmya Hegde coordinated the programme.

Group Discussion

The Finance department conducted group discussion on the topic "Mutual fund Vs Bank

deposit" on 12 September 2018 for II BA (HRD). The objective of the group discussion was to create awareness about pros and cons of mutual fund and bank deposit. The activity helped the students to improve their knowledge, communication and presentation skill. Ms. Sowmya Hegde coordinated the activity.

Quiz

The department organized Quiz on 10 October 2018 for II B.Com on "Direct Taxes and GST". The objective was to evaluate the academic knowledge of the students. The teams participated with great enthusiasm. Mrs. Smitha M. coordinated the event.

Debate

The Finance department organized debate on 11 October 2018 to II BBA 'C' on the topic "Increasing the Tax Slab". The objective was to enhance the knowledge on income tax. Ms. Sowmya Hedge coordinated the programme.

Finance Association

Paper Presentation

The association organized a Paper presentation on 9 October 2018 on the topic "Recent Trends in Finance" by III BA (HRD). The objective was to improve communication skills and induce confidence among the students. It was interactive and very informative. Mrs. Smitha M. coordinated this activity.

Marketing Department

Book Review

The Marketing department organized a book review on "The road to success" by Napoleon Hill on 7 August 2018. The book was reviewed by Shanaz of III BCOM. The objective of the review was to develop critical reading skills by identifying the author's perspective. In this book Napoleon Hill interviewed self-made men such as Andrew Carnegie, John. D. Rockefeller, Thomas Edison, Henry Ford and George Eastman to understand the philosophy of success. This book contains their principles of achievement, curated by Hill to share with the world and help others increase positive outcomes. Mr. Akshith Kumar K. coordinated the programme.

Group Discussion on Inclusion of Soft skills in Curriculum

The Marketing department organized a group discussion on the topic "Inclusion of Soft skills in

Curriculum" for II BBA 'A' on 11 September 2018. The objective of the programme was to enhance the knowledge and to improve critical thinking ability of the students. The programme was coordinated by Ms. Mural Cutinha.

Book Review

The Marketing department organized a book review on "Alibaba: The house that Jack Ma built" authored by Duncan Clark on 17 September 2018 for II BBA by Mohammed Bilal of II BBA 'B'. The objective of the review was to develop critical reading skills by identifying the author's perspective. The activity helped to analyze, evaluate and judge the content of the book. The student emphasized that the book gives a light of inspiration and motivation in the mindset of the person whose desire and intention is to be a successful businessman. The programme was coordinated by Ms. Mural Cutinha.

Marketing Association

Group Discussion on Digital Marketing

The Marketing association organized a Group discussion on 21 August 2018 on the topic "Digital Marketing" for I BBM 'A'. The objective was to improve communication and analytical skills of the students. Mr. Praveen coordinated the programme.

Video Review

The Marketing association conducted a video review for II BBA 'A' on the topic "Ethics on Advertisements" on 14 September 2018. The objective of the programme was to make students aware that advertisements shouldn't have only the profit motives but also have some good values to the society. Video review was made on the advertisement of 'Thai Life Insurance'. The programme was coordinated by Ms. Mural Cutinha and Mrs. Kavitha Prabhu.

Fest Forum

Genesis Training

The Fest Forum association conducted genesis training to first year students of BBA, B.Com and BA (HRD) students from 17 August to 25 August 2018. Around 60 students participated voluntarily. Training was given by a team of 20 students of II and III years. The Training focused on development of skill and enhancement of abilities which are used and adhered in the management fests conducted by various colleges. The main intent of the training conducted was to give experience and knowledge

of what exactly happens in the corporate world and the challenges which are faced in a working environment. The training included rounds like Stress interviews, Product Launch & Allegations. Last day of the training one team consisting of 12 members were selected to participate in the intercollegiate fest GENESIS 2018 organized by the college. The lecturer in charge for the programme was Mrs. Veena D. Kotian.

Business Law Department

Debate

The Business Law department organized a debate competition on 9 August 2018. The objective of the debate was to generate effective critical thinking. The competition was judged by Mr. Akshith Kumar and Ms. Mural. The activity was coordinated by Mrs. Rashmi.

Group Discussion

The Business Law Department organized a group discussion on 6 September 2018. The objective of the group discussion was to appraise various aspects of personality like confidence, communication skill and patience. The activity was coordinated by Mrs. Rashmi.

Pick and Speak

The Business Law department organized a Pick and Speak on 7 September 2018. The objective of the competition was to test the intellectual ability of the students. The competition was judged by Mrs. Supriya. The activity was coordinated by Mrs. Rashmi.

Project Model Exhibition

Project model Exhibition was held on 5 September 2018 by III year BBA students on topics- "Awareness among the youths on using unwanted products" and "Current issues in environment". The objective of the programme was to create awareness and comprehension about the happenings in the world. The exhibition intended to create awareness among students about the importance of strengthening adolescent health services in order to meet their felt needs. The activity was coordinated by Mrs. Rashmi.

Book Review

A book review was conducted by Sonal of III BBM 'A' in the month of September on the book "The 5 Essential People Skills" - how to assert yourself, listen to others, and resolve conflicts. The objective

of the book review was to enhance the reading skill. The activity was coordinated by Mrs. Rashmi.

Red Cross Association

Oral Dental Checkup

The Red Cross association organized an oral dental checkup programme in association with KMC dental hospital. The oral dental checkup programme was organised from 17 to 19 September 2018. 167 students were benefited from this programme. Mr. Sumesh, Mr. Prassanna Kumar T. and Mrs. Kavya U. coordinated the programme.



STAFF ACHIEVEMENT

Mrs. Aruna P. Kamath

- Attended IQAC Conference on "NAAC New Guidelines" at SDM College PGCenter Ujire on 4 August 2018.
- Was Chief Guest for One Day Faculty Development Programme on 'Universal Human Values and Ethics in Teaching Profession' organized by MBA Dept., Sahyadri College of Engineering & Management, Adyar on 7 September 2018
- Attended Academic Council Meeting held at Senate Hall, Mangalore University, Mangalagangothri on 29 September 2018.
- Attended the workshop on the introduction of Choice Based Credit System at Undergraduate programme held at Mangalore University, Mangalagangothri on 15 September 2018.
- Attended BoS meeting on 5 October 2018 at Mangalore University, Mangalagangothri.

Dr. Muralidhara Rao K. S.

- Attended IQAC Conference on "NAAC New Guidelines" at SDM College PGCenter Ujire on 4 August 2018.
- Attended Seminar on 'Waste Management' organised by MMA, Mangaluru on 18 August, 2018.
- Attended BOE Meeting at Mangalore University, Mangalagangothri on 14 September 2018.

Mrs. Smitha M.

- Attended IQAC Conference on "NAAC New Guidelines" at SDM College PGCenter Ujire on 4 August 2018.
- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.
- Attended BBM/BBA BOE Meeting at Sri Devi College Mangaluru on 17, 18 & 19 September 2018

Mrs. Manju H.

- Published a research paper on "Financial inclusion and integration through mobile payments and transfer in Indian Banking system" in UGC Sponsored National conference on digital India by Canara college Mangaluru. (ISBN No :978-81-927561-7-2).
- Attended Departmental Advisory Meeting in St. Joseph Engineering College, Mangaluru on 29 September 2018
- Attended FOBMAT Executive committee meeting on 29 September 2018 at Sri Devi College Mangaluru.

Mr. Arun F. Sequeira

- Attended IQAC Conference on "NAAC New Guidelines" at SDM College PGCenter Ujire on 4 August 2018.

Mrs. Shashikala Shetty

- Attended IQAC Conference on "NAAC New Guidelines" at SDM College PGCenter Ujire on 4 August 2018.
- Attended and presented a joint paper on the topic "Resilience in the Round-Building Resilience for the Future" at two days International Conference on "Business Resilience in Turbulent Global Markets" organized by St. Agnes Centre for Post Graduates Studies and Research on 24 and 25 September 2018.

Mrs. Jeevitha D.

- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.
- Attended Kannada BOE meeting o, 28 September 2018 held at University College, Mangaluru.

Mr. Thilakraj

- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.
- Presented and Published a paper titled "Green banking services offered by Public and Private sector banks- A comparative study with special reference to Mangalore city" in the 7 International Conference on "Emerging trends in Finance, Accounting and Banking" organised by SDMIMD, Mysuru on 7 & 8 September 2018. ISBN: 978-93-83302-32-1
- Participated in the State level workshop on "Student Centric Approaches to teaching-learning" organized by School of Education, CHRIST (Deemed to be University) Bangalore, on 22 September 2018.
- Invited as Resource person to deliver lecture on "Impact and Importance of Ganeshotsava Celebration in the present Society" at Pashchim Rehab Center, Someshwara, organized by SBV, Someshwara on 12 September 2018.
- Attended BOE Meeting of BA(HRD) at SDM College of Business Management, Mangaluru on 14 September 2018.

Mrs. Gayathri

- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.

Mrs. Kavitha Prabhu

- Attended and presented a joint paper on the topic "Resilience in the Round-Building Resilience for the Future" at two days International Conference on "Business Resilience in Turbulent Global Markets" organized by St. Agnes Centre for Post Graduates Studies and Research on 24 and 25 September 2018.

Mrs. Shashikala K. G.

- Published a research paper on "Financial inclusion and integration through mobile payments and transfer in Indian Banking system" in UGC Sponsored National conference on digital India by Canara college Mangaluru. (ISBN No :978-81-927561-7-2).
- Attended FOBMAT Executive committee meeting on 29 September 2018 at Sri Devi College Mangaluru.

Mrs. Deepa D. Hegde

- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.
- Attended the BCA BOE meeting from 6th to 8 September 2018 held at Vivekananda College, Puttur.

Dr. Jyothi

- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.
- Attended and presented a paper on "Adhunik Sahitya me Purush Samvedanaa" at one day Multi-Lingual National Seminar on "Gender Sessibilities in Modern Literature" organized by Hindi Department, Milagres College, Kalyanpur on 11 September 2018.
- Attended Departmental Advisory Meeting in St. Joseph Engineering College, Mangaluru on 29th September 2018,
- Attended FOBMAT Executive committee meeting on 29 September 2018 at Sri Devi College, Mangaluru.

Mrs. Shashiprabha

- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.

Mrs. Supritha

- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.

Dr. Shalini D.

- Attended Hindi, BOE meeting from 5 to 7 September 2018 held at University College, Mangaluru.
- Attended a workshop on "Heart Smart workshop for Teachers" organized by KMC Hospital, Mangaluru on 29 September 2018.

Mrs. Anasuya

- Participated and won prizes in Teachers Talent

Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.

Mr. Prasanna Kumar T.

- Attended 3 days Faculty Development Programme on 'Life Skills' organized by SDM Institute of Technology, Ujire from 26 to 28 September 2018.
- Attended a workshop on "Heart Smart workshop for Teachers" organized by KMC Hospital, Mangaluru on 29 September 2018.

Ms. Sowmya Hegde

- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.
- Attended a one day Faculty Development Program on "Derivatives Decoded" on 3 August 2018 at MITE, Moodabidri in association with MUCTA(R.)
- Attended one day state level seminar on "A Discourse on Gandhian thoughts" on 2 October 2018 organized by SDM Law College, Mangaluru.
- Judged Mock Press event of SCINTILLATE a one day National Level Management fest on 5 October 2018 organized by SDM Law College, Mangaluru.
- Attended and presented a paper on the topic "A study on Programmes to Improve Employability Skills and Entrepreneurial Potentials among Undergraduate Students" at a two days National Level Seminar on "Rejuvenation of Undergraduate Education in India" organized by Centre for Educational and Social Studies Bengaluru in collaboration with NAAC, AIU and KSHEC on 9th and 10 August 2018.
- Contested in "IDEA CONCLAVE" organized by CESS Bengaluru on 10 August 2018.
- Attended and presented a paper on the topic "Impact of compensation on Employee performance in an Educational Institution" at a two days National seminar on "Corporate Social responsibility: Challenges and New initiatives" on 14 and 15 September 2018.
- Judged the elocution competition organized by SKDRDP Mangaluru Taluk and Akhila Karnataka Janajagruthi Vedhike, Mangaluru at SDMCBM, Managloru, for High school students on 27 September 2018.

Mrs. Veena D. Kotian

- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.

Mrs. Shwetha Y.

- Attended a one day Faculty Development Programme on "Derivatives Decoded" on 3 August 2018 at MITE, Moodabidri in association with MUCTA(R.)

- Attended an awareness programme on "SME Funding- Role of Capital Markets" Jointly organized by Kanara Chamber of Commerce and Industry Mangalore, National stock Exchange and National Securities Depository Ltd, Bengaluru on 12 October 2018.

Mr. Gururaj G.

- Attended a one day Faculty Development Program on "Derivatives Decoded" on 3 August 2018 at MITE, Moodabidri in association with MUCTA(R.)
- Attended 3 days Faculty Development Programme on 'Life Skills' organized by SDM Institute of Technology, Ujire from 26 to 28 September 2018.

Mr. Sumesh Matada

- Attended a 'Faculty Knowledge Sharing Program' organized by ICFAI Group in association with IBS Business School, Bangalore on 4 August 2018 at Hotel Deepa Comforts Mangalore.
- Attended a seminar on "MMA Talk" organized by Mangalore Management Association at SDM PG centre on 29 August 2018.

Mrs. Kavya U.

- Attended a workshop on "Heart Smart workshop for Teachers" organized by KMC Hospital, Mangaluru on 29 September 2018.

Ms. Sanjana

- Attended a seminar on " Introduction to Air Services & Air Cargo" organized by Kanara Chamber of Commerce and Industry, Mangaluru on 25 August 2018 at their Meeting Hall.
- Attended a Workshop on " Art of Student Counselling for College Teachers" organized by Mangala Alumni Association, Mangalore University, Mangalagangothri on 8 September 2018 at MAPS college, Mangaluru.

Mr. Akshith Kumar

- Attended a 'Faculty Knowledge Sharing Program' organized by ICFAI Group in association with IBS Business School, Bangalore on 4 August 2018 at Hotel Deepa Comforts Mangalore.
- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.

Mrs. Bhat S. Sneha Ganesh

- Attended Faculty Development Programme on 'Universal Human Values Ethics in Teaching Profession' organized by MBA Dept., Sahyadri College of Engineering & Management, Adyar on 7 Sept. 2018.

The college team won **Overall Championship** in Staff Sports Meet organized on 13 October 2018 for SDM College of Business Management, SDM P.G. Centre for Management Studies & Research and SDM Law College, Mangalore.

STUDENT ACHIEVEMENT

- Students won **Overall Championship** in MUIC Aquatic Competition by securing 8 gold, 9 silver and 4 bronze with 123 points held at Mangala Swimming Pool on 30 August 2018 organised by Govt. First Grade College, Carstreet, Mangaluru.
- Students won **Overall Championship** trophy in national level inter collegiate fest **RENDEZVOUS 2k18** organised by Sarosh Institute of Hotel Administration on 10 August 2018.

Best Manager	: Akshay Sharma	II BBA 'A'	I Place
Indian Dessert	: Mohammed Sahil	I BBA 'A'	I Place
	: Thushae Tulasidas	III BA (HRD)	
Quiz	: Samridh Shetty	II BBA 'C'	I Place
	: Akhil Raj	II BBA 'A'	
Mad Ads	: Adithya	II BCA 'B'	I Place
	: Shabith	I BCA 'A'	
	: Prathviraj	III B.Com	
	: Akash	I BCA 'A'	
	: Rajath	II BBA 'A'	

- Won **Overall Runners Up** trophy in National level intercollegiate fest "FACULA 2K18" organised by St. Philomina College Puttur on 5 September 2018. Abhishek Kotecha of III BBA 'C' won II Place in Best Manager and Adline D' Souza of I BA (HRD) won I Place in Human Resource.
- Students won **Overall Runners Up** in Variety Competition "SAMBRAM 2018" organized by Ganeshotsava Samithi, Bokkapatna, Mangaluru on 14 September 2018.
- Won **Overall Runners Up** in Intercollegiate Music Competition organized by St. Aloysius Collge, Mangaluru on 11 September 2018.
- III BCA students participated in the IT Fest **Tech-KNO'18** organized by Department of MCA in association with Arkieva, Asia Pacific Mangalore, held at NMAM Institute of Technology, Nitte on 17 August 2018 and won first prize, Rs. Ten thousand cash in QUIZ by Mr. A. Manoj Churya and Mr. Sharan Prakash of III BCA 'A'.
- Annapoorna and team of III B. Com participated and won first prize with cash award of Rs.10,000 in the business model making competition organized by Shree Devi Institute of Technology, Kenjar, Mangalore on 29 August 2018.
- Mr. Joel D'Souza of III BCA 'A' and Mr. K. G. Vishal of III BCA 'B' participated in the state level "Two days hands on workshop on Phython" organized by Department of Computer Science in association with Computer Society of India (AIMIT Branch) held at Vivekananda College, Puttur on 24 and 25 August 2018.

- Students attended National Conference on "AGRIPRENEURSHIP SUMMIT-2018" organized by NMAM Institute of Technology, Nitte on 18 August 2018.

- Students attended variety competition **RANGOSTAVA** organized by Poorna Prajna College, Udupi in association with Mangalore University on 30 and 31 August 2018.

- Students attended a seminar on "Research Skills for Youth" at Besant College, Mangalore on 15 September 2018.

- Vivek Mithra M. of III BBA 'B' attended a seminar on "MMA Talk" organized by Mangalore Management Association at SDM PG centre on 29 August 2018.

- Students participated in national level inter collegiate fest **SCINTILLATE-2018** organised by SDM LAW College, Mangalore on 5 October 2018 and won following prizes:

Street smart : Maya D Vyas II BBA 'A' I Place
: Mohammed Sahil I BBA 'C'

- Students participated in national level inter collegiate fest **ABHIGYAAN-2018** organised by SDM IMD, Mysore on 5 and 6 October 2018 and won following prizes:

Business Quiz : Akhil Raj II BBA 'A' I Place
: Samridh Shetty II BBA 'C'
Systems : Ashwini III BBA 'A' I Place
: Aneesh Krishnan III B.Com
Human Resource : Mayank Patodi II BBA 'C' II Place
: Shreya II B.Com

- Students participated in national level inter collegiate fest **ETTIN -2018** organized by Justice K.S. Hegde Institute of Management, NITTE on 13 October 2018 and won following prizes:

Crisis Management : Abhisek Kotecha III BBA 'C' I Place
: Shreya II B.Com
Communication : Ayesha Maimuna III BBA 'B' II Place

- Students participated in national level inter collegiate fest **BIZWAVES -2018** organised by NITK, Surathkal from 11 to 14 October 2018 and won following prizes:

Operation Head : Abhisek Kotecha III BBA 'C' I Place
: Vivek Mitra III BBB 'B'
Analytics : Wafa Naaz III BBA 'A' I Place
: Adam Pascoan I BBA 'A'

- College Foot Ball team participated in Independence Cup Foot Ball Tournament held at Nehru Maidan on 10 & 11 August 2018.

- College Table Tennis Team participated in the Mangalore University Intercollegiate Table Tennis Tournament held at Mahatma Gandhi Memorial College, Udupi on 13 & 14 August 2018.

- Shuttle Badminton men and women team of our college participated in the Mangalore University Intercollegiate Badminton Tournament organized by Canara College, Mangalore from 27 to 29 August 2018 at Srinivas Mallya Indoor Stadium.

- Interclass Table Tennis competition and selection trails for college table tennis team were conducted from 6 to 10 August 2018.

- Interclass Shuttle Badminton team for Men and Women selection trails was conducted on 23 and 24 August 2018.

- Interclass Kabaddi competition was conducted on 11 and 12 October 2018.

- Meghana Amin of I BBA 'B' won second rank in state level Shuttle Badminton in the month of August 2018 at Bangalore.

- Meghana Amin of I BBA 'B' represented State in the National Badminton Championship held at Salem Tamil Nadu from 4 to 6 September 2018.

- College Wrestling team participated in the Mangalore University Intercollegiate Wrestling Competition held at Gokarnatheshwara College, Mangalore on 19 & 20 September 2018

- Our college Physique team won third overall championship by securing 1 gold & 1 bronze medal at Mangalore University Intercollegiate Weight Lifting competition held from 1 to 3 Oct. 2018 organized by St. Mary's College, Shirva.

- Mr. Mohammad Nabeel of I BBA 'A' won the award "Mr. Mangalore University" in Best Physique Competition held from 1 to 3 Oct 2018 organized by St. Mary's College, Shirva.

- College Foot Ball team participated in the Mangalore University Intercollegiate Foot Ball competition held at Nehru Maidan & Mangalore University Campus grounds organized by the college from 3 to 6 October 2018. The team qualified for quarterfinals in the tournament.

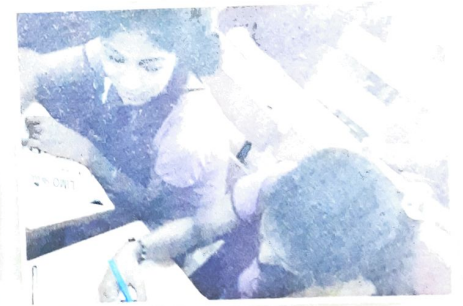
- College Athletic team won 4 silver and 1 Bronze medal in the Mangalore University Intercollegiate Athletic Championship held at Alvas College, Moodabidri from 8 to 10 October 2018.



Extension Activities



Skill Enhancement



Student Faculty Programme



Genesis



Inspire



PTA Meeting



Saraswathi Pooja



Staff Sports Meet



Teachers' Day

