



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALURU - 575 003, D.K.

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

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

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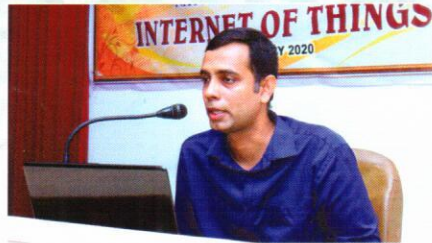
BBA Conference



Blood Donation



BCA Conference



Consumer Club



BCOM Conference



Bharath sir sendoff



Editorial

Sync Vision captures the momentous moments organized by the college for the wholesome development of the students focusing on enriching the young minds to work towards a better society. This issue is another milestone that marks our growth and unfolds our imagination and presents a beautiful culmination of numerous activities conducted to enhance the personality of our students. The programmes conducted aimed to prepare our students to face the challenges of the corporate world. With great pleasure we present this issue of Sync Vision highlighting the vivid achievements of the splendid activities which are compiled in the edition.

National Conference on Internet of Things

SDM college of Business Management organised a National Conference on "Internet of Things" on 9 January 2020. Mr. Krishna Puthran, Sr. System Analyst, Toshiba Software India Pvt. Ltd, Bangalore in his keynote address spoke about "IoT and Beyond :Physical and Sharing Economy". He dealt with how IoT can be effectively used in various day to day activities. He also highlighted the issues regarding market trends relating to IoT. Mr. Shreemukha Sullia, Entrepreneur, Founder of buttistore.com and Alumni of SDMCBM, expressed his views and ideas in this regard. He gave various examples on how IoT is in use in the present world. Prof. Aruna P. Kamath, in her presidential address highlighted the uses and benefits of IoT. The inaugural session was followed by technical sessions.

In the first technical session Prof. Santhosh Rebello, Dean & Chairman, AIMIT, St Aloysius College (Autonomous) Beeri,, spoke on the topic "Internet of Things and the Business Value connectivity. He also addressed on the benefits of using IoT in future. The second session was by Mr. Ashwin L Mendonca, Assistant Professor, Govt. First Grade College, Haleyangadi on the topic "A Hobbyist's Perception of IoT". He shared his insights about how IoT is evolving among hobbyists. He explained about the experimental IoT devices used for home automation. The conference concluded with paper presentations from various delegates and chaired by Dr. Krishna Prasad K, Associate Professor, Department of Computer and Information Sciences, Srinivas University, Mangaluru. The conference was coordinated by Mrs. Divya Uchil.

National Conference on "Aadhunik Hindi Kaavya : Ek Avalokan"

Language Department in association with University Teachers Association organised a national conference on "Aadhunik Hindi Kaavya : Ek Avalokan" on 10 January 2020 at SDM Conference Hall, Mangaluru. Dr. P Subramanya Yedapadithaya inaugurated the conference.

Prof. Shashidharan, Professor Department of Hindi Technical University, Kochi was the Chief guest. Principal Mrs. Aruna P.Kamath presided over the programme.

The inaugural was followed by three sessions. The resource person for the first session Dr. Tariq Khan, Office Incharge, National Translate, Central Institute of Language, Mysore spoke about the trends in Hindi poetry. Mr. A K Prasad, Kendriya Vidyalaya, Mangalore was the resource person for the second session on mediaeval Hindi. The third session on contemporary Hindi poetry was led by Prof. Prabha Bhat, Department of Hindi, Karnataka university Dharwad. The session was followed by workshop on degree syllabus.

Mr Ambrish Kumar Singh, Assistant Manager, Corporation Bank was the chief guest for the valedictory programme. The programme was coordinated by Dr. Jyothi HOD department of Hindi, SDMCBM and Dr. Manjunath, President of Hindi Association, Mangalore University.

Augmenting Employability skills in Management Education

SDM College of Business Management organized a seminar on 'Augmenting Employability Skills in Management Education' on 30 January 2020. The session was inaugurated by Mr. Giridhar Salian, Director, KGTTI, Mangaluru. Mr. Shravan Shetty, Career Coach and Skill Development Consultant, Bangalore also an alumni of SDMCBM was the guest of honour and Mr. M Janardhan, Executive Director, RUDSETI, Ujire was the keynote speaker. Prof. Aruna P Kamath, Principal SDMCBM presided over the programme. Mrs. Smitha M, staff coordinator was present on the dais.

The inaugurator, Mr. Giridhar Salian, said that it is important to turn spotlight onto the actions of today's youth, bestowing on them the attitude of having a better aptitude through auxiliary skills in today's corporate world. He also stressed that acquiring additional skills enhances ones employability skills. Mr. Shravan Shetty, said that it is important to focus



on a particular skill and develop it phase wise to create an impact in the world. He added that to master any skill one has to put in hours of practice. Mr. M Janardhan, said that understanding the requirements of the employer and enhancing our skills are vital in the present job market. He added that success comes to us through hard work. Prof. Aruna P Kamath, in her presidential remarks said that going beyond education and acquiring employability skills will bridge the gap between theory and practice.

The inaugural was followed by technical sessions by Mr. Shravan Shetty, Career Coach and Skill Development Consultant, Bangalore and Dr. Jnaneshwar Pai Maroor, Assistant Professor, Justice K S Hegde Institute of Management, Karkala on the topics Role of Academics in Leveraging Management Education for Skill Enhancement and Promotion of Quality Based Management Education respectively. The seminar concluded with paper presentations on various topics by the delegates. Dr. Lokesh, Assistant Professor, First Grade Government College, Punjalkatte and Dr. Santhosh Pinto, Assistant Professor, First Grade Government College, Haleangadi were the chairpersons.

Social Entrepreneurship - A gateway of societal transformation

SDM College of Business Management organised a national conference on "Social Entrepreneurship - A gateway of societal transformation" on 11 February 2020. The conference was inaugurated by Mr. Ashwath Hegde, Founder & Managing Director EnviGreen Biotech India Pvt.Ltd. Mr. Sudipta AGM, SELCO Solar (P) Ltd.,Bengaluru. delivered the keynote address. Mr. Rakesh, Deputy Manager, Department of Relationships and Communications, KMC Hospital Mangaluru. & Alumni of SDMCBM was the guest of honour. Mr. Sudipta, AGM, SELCO Solar (P) Ltd.,Bengaluru. delivered the keynote address. Prof. Aruna P Kamath, Principal SDMCBM presided over the conference. Mrs. Manju H staff coordinator welcomed the gathering.

Mr. Ashwath Hegde, in his inaugural address said that it is important to identify the trouble and try to tackle it with technology. He added that one can achieve their dream through dedication, desire and knowing our responsibilities. Guest of honour, Mr Rakesh highlighted that the success of social entrepreneurship depends on like minded people working together for a social cause. Keynote speaker Mr. Sudipta, said that there is a need to apply sense in their endeavours. He added that it important to identify the problem and try seeking solutions for them. Principal , Prof. Aruna P Kamath in her presidential remarks emphasized on the need to equip people with skills and quoted " Don't give them fish, teach them how to do fishing."

The inaugural session was followed by sessions on "Social Entrepreneurship for Sustainable Development" by Mr. Sudipta, AGM, SELCO Solar (P) Ltd.,Bengaluru., " Opportunities & Challenges in Social entrepreneurship" by Mr. Arun Kaulige Founder & Managing Director, Kaulige Foods, Bangalore Millets, Bengaluru, "Employment generation in Social entrepreneurship" by Mr. Parthasarathy Senior Manager, Projects and Mission Department , SELCO Solar Light (P) Ltd. The conference concluded with paper presentations from various delegates and chaired by Dr. Harshitha, Dr .Muralidhar Rao and Mrs.Gayathri K. The conference was coordinated by Mrs. Manju H.

Synergy 2020

A National Level Management Fest : Synergy 2020, two days National Level Management Fest exclusively for undergraduate management students was held on 23 & 24 January 2020 in the college auditorium. It was inaugurated by Mr. B. Harikrishna Thodinnaya, Proprietor, Ecchanna Dairy Services, Pakshikere. Mr. Vipin Nambiar, Asst. Vice President, Procam International, Mumbai also an alumni of the college was the Chief Guest on the occasion. Mrs. Aruna P. Kamath, Principal of the college presided over the function. Mrs. Supriitha & Mrs. Kaviitha Prabhu were the staff coordinators of the fest. The theme of Synergy 2020 was "Corporate Alchemist" - aims to create transformation in the corporate world with the combination of data and knowledte. The various events held were Best manager, Marketing, Finance, Public Relations, Human Resources, Entrepreneurship, Quiz and Research and Development.

The valedictory programme was held on 24 January at 4.30 pm. The chief guest was Mr. Vignesh Kamath, Advocate, Mangaluru and also alumni of the college. The overall winners were Dept. of Professional Studies, Christ University, Bengaluru and Dept. of Management Studies, Christ University, Bengaluru were the runners-up.

Syigma 2020

Syigma 2020, a one day state level IT fest for BCA and B.Sc Computer Science at SDM College of Business Management with the theme Syigma:Transcendence - Over the Eras was inaugurated by Mrs. Roopalaxmi Pedamale, Software Development Manager, Eitan Software Labs LLP, Mangaluru on 24 January 2020 at 9:15 a.m. Mr. Padmanabha Bhat A V, Master Data Management developer, Barclays Global Service Centre, India also an alumni of SDMCBM was the distinguished chief guest. In her inaugural address, Mrs. Roopalaxmi Pedamale, said that innovation in the digital era should be source of inspiration for budding technocrats. She appreciated the efforts of the organising committee for hosting syigma 2020 and added that fests like syigma provide opportunities to share innovative ideas of the students.

Chief guest Mr. Padmanabha Bhat, motivated the students take the experiences of fests as it is a platform to learn various skills as it will expose the students to the outer world. He pointed out that there is a need to embrace limelight opportunities as it will help individuals to socialize, grow their skills and move towards a greater goal. Principal Prof. Aruna P Kamath in her presidential remarks addressed the students and said that in current era technology is one such aspect which binds all the professions around the globe. She added that individuals should be prepared to take up challenges in life as it will shape their career.

Various events like coding and debugging, web designing, IT quiz, Photography, Video Editing, Paper presentation and IT Manager were organized.

The Staff coordinators Mrs Divya Uchil, Mr. Arun F Sequeira and the student coordinator Ms. Smriti Shettigar were present on the dais. Akash Shetty welcomed the gathering, Pavana and Sonalika introduced the guests, Smriti Shettigar gave an introduction to Sygma, Alfin Banu proposed the vote of thanks and Aditya compeered the programme. Valedictory Ceromony was held at 5:00 pm in the college auditorium. Mr. Vignesh Kamath, Advocate and also alumni of SDMCBM, was the chief guest. The overall Championship trophy was won by St. Aloysius College, Mangaluru. The runner up trophy was won by Shree Devi College of Information Science, Mangaluru.

VIVEKOTSAVA - 2020

On the eve of 157 birth centenary of Swami Vivekananda, Rovers and Rangers association and Student council of the college organised "VIVEKOTSAVA - 2020" a one day University level fest on 27 January 2020. The programme was inaugurated by Mr. Chakravarhi Soolibele, Speaker, Writer, Social Worker, Founder of 'Yuva Brigade". The inaugural ceremony was followed by various competitions for the students from different colleges in and around Mangalore. Book on preaching and teachings of Swami Vivekananda were exhibited in the library. The valedictory and prize distribution ceremony was held at 3.30 p.m. in the college conference hall. Mr. Shiva Prasad Bhat, Software Engineer, Yodly Pvt. Ltd., and alumni of the college, was the chief guest for the valedictory ceremony. Mr. Praveen D. association in-charge of rovers and rangers and Mrs. Shashikala Shetty staff in-charge of student council coordinated the programme.

Annual Day Celebration 2020

The annual day celebration was held on 28 February 2020 at 4:30 P M in the college premises. Professor Karanam Uma Maheshwar Rao, Director, NITK Surathkal and Mr Bharath Shivappa, Chief Strategy Officer, Bengaluru also and alumni of SDM CBM Mangaluru were the distinguished

chief guests. The chief guest Professor Karanam Uma Maheshwar Rao, in his address said that development of self is very essential at the outset and it is important to devote time to shape the personalities of students. He stressed on the need to be socially responsible amongst the younger generation. Mr. Bharath Shivappa, in his remarks said that practical exposure and theoritical aspects about the area of expertise isvery vital to achieve our dreams and goals. Principal Prof Aruna P Kamath gave a brief glimpse of college activities through the college annual report for the academic year 2019-20. She added that the college believes in instilling the motto learning for Life and thus the activities conducted by the college directs towards achieving the same.

Prizes were awarded to the university rank holders and scholarships were distributed. The students exhibited their talents in the cultural programme followed by the formal function.

The prize distribution ceremony was held at 9:15 A. M. in the college auditorium. The chief guest Dr Renuka K., Principal, Shree Gokarnanatheshwara College, Mangaluru emphasized on the importance of promoting actions towards social cause in the current era to make our world a better place to live and added that students are responsible for shaping their destiny through commitment and passion. Guest of honour Mrs Shreeparna Holla, Security Analyst, Accenture, Bengaluru and also alumni of SDMCBM Mangaluru emphasized on the importance of various curricular and extra curricular activities in building the personality of students. her presidential remarks, Principal Professor Aruna P Kamath acknowledged the presence of the distinguished guests as it serves as motivation to the budding professionals.

General proficiency and prizes for the various association activities were awarded to the students by the guests. Staff advisors, Mrs Shashikala Shetty and Mrs Veena D Kotian and student council representatives Ms. Sangeetha and Ms. Mahima were present.

NSS Annual Camp at Government Higher Primary School

The NSS annual special camp of SDM College of Business Management, Mangaluru was held at Government Higher Primary School, Sooda, and Bellman for the period of 6 days from 23 December 2019 to 28 December 2019. The camp was inaugurated on 23 December 2019 by Mr. Jayasheela Hegde. The inaugurator shared useful tips to be followed during the camp. Principal Prof. Aruna P Kamath, Presided over the programme. Taluk and Gram Panchayat members Mrs Asha Devendra Shetty, Mrs Reshma Uday Kumar Shetty, Mrs Varija Salian, Mr Duggappa, Mr Rithesh Shetty, Headmaster, Government Higher Primary School, Sooda were present.

Followed by the inaugural function students were grouped into 4 teams named Utkarsha, Kshamatha, Ektha and Sankalp. They were assigned the duties and responsibilities like work and discipline, flag hoisting and cultural, prayer and escorting, kitchen and cleaning. The volunteers would begin their day by prayer and bhajans followed by flag hoisting.

On 23 December 2019 "Gramasameekshe" programme was conducted wherein the NSS volunteers visited the houses of Sooda locality and collected the information regarding their lifestyle conditions and learned about their culture and agricultural activities. In the value based on educational programme Mr Shivaprasad Adiga as a resource person spoke on agriculture and importance of nature. A talk on "Agricultural Life" was held at 6pm by the resource person Mr. Arun D'souza. The day concluded with cultural programme by the volunteers.

On 24 December 2019, Mrs Kamala Devadiga, hoisted the flag. A medical checkup camp in collaboration with SDM Ayurveda Hospital, Bejai, Mangaluru was organized at the camp. Nearly 150 patients enrolled and were benefited from the free medical checkup. The medical camp was followed by a talk by Mr Ramesh K S on the topic "Culture towards Education". Followed by which the volunteers went on agricultural visit at 4pm. A talk on "Computers and uses of Internet" by Mr Alvin. The day concluded with cultural programme by the volunteers.

On 25 December 2019, Mrs Vasanthi Bangera hoisted the flag. Volunteers involved themselves in Shramadhana from 7.30 am to 12 pm. Post lunch a talk by J C Dr Ragavendra Holla on 'Successful life goal and commitment to it' was organized. The talk was followed by a formal function on "Health". Dr Sathish and Mr Nasir Hussain, Inspector, Rural Police Station, Karkala were the guests for the programme. The day conclude with Christmas celebration and cultural programme.

On 26 December 2019, Mrs Deepika, hoisted the flag. In the morning session the volunteers were divided into teams and were asked to perform skits on the spot. At 2.30pm, educational programme was conducted by Mr Nagabhushan on topic "Lifestyle of students". At 4pm variety of games were conducted for the students of Government Higher Primary School, Sooda. At 6pm a talk was organized on the topic "Kaanunu arivu, rakshane hagu surakshathe" by Ms Sahana Kundar, Advocate, Sooda. The day concluded with cultural programme by the volunteers.

On 27 December 2019, Mr Sankappa Rai hoisted the flag. Educational programme was held by Mr Sitharam Bhat, on the topic "Himalayada Madilali". At 6pm, Ms Anusha Acharya, gave a talk on "Naadu nudi samskrithi". At

7:30pm cultural programme was held with the concept Tulunada Vaibhava. Volunteers arranged Shibhira Jyothi by decorating map of India with flowers and lighting the lamp. The volunteers took the pledge for the welfare of the country.

On 28 December 2019, the valedictory programme was held at 11am. Mrs Smitha R Shetty, Director, D.K. Milk Federation, Mangaluru. Mrs Deepika, Mr Jerry L Dsouza, Mr Rithesh Shetty, Headmaster of Government Higher Primary School, Sooda; were the guests for the programme. Prof. Aruna P Kamath presided over. Prizes were distributed by the guests.

A special appraisal was given for the cultural programme organized by the volunteers. NSS volunteers were awarded with certificates of participation. Volunteers were also motivated by awarding All-rounder and Best Camper rewards. The camp was successfully organized with the complete support and cooperation of the Gram Panchayat, faculties of School, SDMC Members, NSS programme officers Dr. Shalini and Mrs. Renuthakshi and all NSS secretaries and volunteers.

Workshop on Know Your Rights

A one day workshop was organized by the Consumer Club 'Samvradhi' on 19 February 2020 on the topic 'Know Your Rights'. The objective was to promote and to protect the rights of consumers and the rights to be informed about the quality, quantity, potency, purity, standard and price of goods. Mr. Ajith Kumar Hegde, Commissioner of Mangalore City Corporation was the inaugurator. In his inaugural address, he said that we should be aware about our rights and responsibilities. He added that if each individual fulfills his or her responsibilities sincerely we would have a better society. Mr. M. J. Salian, President of DKDFC was the chief guest for the programme, in his address said the importance of each and every citizen to knowing his/her rights and being aware about the responsibilities. The inaugural was followed by a session by Violet Pereira, founder of Parivarthan Charitable Trust and Sanjana, Secretary of Parivarthan Charitable Trust. This session briefed us about the Intent of starting the trust and the challenges faced by the Transgender in the society. Being an interactive session, students from different colleges participated by asking questions. The Resource Person for Second session was Praveen Pinto. He explained about the misleading advertisement and the consumers getting exploited. Mr. Jayaprakash, Treasurer and Mr. Rafeek, Vice President of Dakshina Kannada District Federation for Consumer Organisation were also present. Mr. Sumesh Matada and Ms. Sanjana coordinated the programme.

FACULTY DEVELOPMENT PROGRAMMES

Promotion of "Quality Based Management Education"

A faculty development programme was organized by BBA Department on "Quality Base Management Education" on 30 January 2020. The resource person was Mr. Jnaneshwar Pai, Asst. Professor, Justice K.S. Hegde Institute of Management, Karkala. The objective of the programme was to upgrade teaching pedagogy. Mrs. Smitha coordinated the programme.

Role of Social Entrepreneurship in Job Creation

A faculty development programme was organized by B.Com. department on "Role of Social Entrepreneurship in Job Creation" on 11 February 2020. The resource person was Mr. Parthasarathy, Senior Manager, Projects and Mission Department, SELCO Solar Light (P) Ltd., Bengaluru. The objective of the programme was create awareness on job creation through Social Entrepreneurship.

SEBI Initiated Investment Awareness Programme

The BA (HRD) department organized a faculty development programme on 8 February, 2020, on "SEBI initiated investment awareness programme". Mr. Vinod Tantri, founder of 'Knowledge Bell' was the resource person. This was a one hour programme where resource person spoke about areas like, impact of inflation on financial goal and financial discipline, investment options available for individuals, risk and return involved in each of asset class and asset allocation based on individual financial goal. He emphasized on the importance of investing in equities and mutual funds and urged everyone one to invest in equities. Mrs. Parinita Salian introduced the resource person and Mrs. Anasuya proposed vote of thanks. Mrs. Gayathri K. coordinated the programme.

GUEST LECTURES

BCA Department

Procedures to Pursue Higher studies Abroad

A guest lecture was organized on the topic "Procedures to Pursue Higher studies Abroad" for II BCA 'A' on 17 January 2020 by Ms. Ashwini, Operation Associate, ZARA, Canada. The objective was to acquaint students about the procedures to be followed while pursuing higher studies at foreign countries. She in her address threw light upon the most essential procedures to study abroad. She also highlighted the need of clearing the IELTS exams, to check the communicative skill of the candidate which is mandatory before pursuing studies abroad and gave hints on cracking the same. She then explained the challenges faced such as cultural differences, the fluctuating climatic conditions, food

habits etc. and measures to overcome such challenges. Mrs. Shashiprabha coordinated the programme.

Identifying Signs of Depression among Youth of Mangaluru with an emphasis on their Self-esteem

A guest lecture was organized on 11 February 2020 for II BCA 'A' on the topic "Identifying Signs of Depression Among Youth of Mangaluru with an emphasis on their Self-esteem". The objective of this session was to identify the signs of depression prevalent among the present-day youth and finding amicable solution to the problems faced by the youngsters and build up their self-esteem. Mr. Antonio Vian Noronha, Researcher, MSW, Department, St. Aloysius College (Autonomous), Mangaluru was the resource person. The speaker gave insights into levels, types of depression and causes for depression. Athul welcomed and introduced the resource person. Sakshy Baliga proposed vote of thanks. The programme was coordinated by Mr. Arun F. Sequeira.

Education, Employment and Ethics

A guest lecture was organized on the topic "Education, Employment and Ethics" on 22 January 2020 for II BCA 'A'. The objective was to familiarize students with the higher education, and to develop work ethics. Mr. Mohammed Fayaz, Asst. Professor, Department of Business Administration, GFGC for Women, Balmatta, Mangaluru was the resource person. He asked the students to do the work they want to, with full dedication. He concluded the session with a story of rabbit and tortoise and expressed by explaining the four versions of in connection with work ethics. Mrs. Reshmi B R coordinated the programme.

Job Opportunities for IT sector students at Australia

A guest lecture was organized on the topic "Job Opportunities for IT sector students at Australia" on 4 January 2020 for II BCA 'A'. Mr. Ashiq Pinto, System Engineer, H.P. Australia was the resource person. He discussed about the skills required by the students. He concluded the session by adding additional inputs required by the students in their professional career. Mrs. Shashikala Shetty coordinated the programme.

Business Intelligence and Data Analytics

A guest lecture was organized on the topic "Business Intelligence and Data Analytics" on 17 January 2020 for II BCA 'B'. Ms. Prathiksha Praveen, Trade Processing officer, Australia and New Zealand Banking group, Bengaluru was the resource person. The objective of the programme was to impart to the students the set of processes, architectures, and technologies that are used to convert raw data into

meaningful information that drives profitable business actions. She expressed that how business intelligence could be used by enterprises to support a wide range of business decisions ranging from operational to strategic. She opined that BI is most effective, when it combines data derived from the market in which a company operates with data from company sources internal to the business such as financial and operations data. Mrs. Divya Uchil coordinated the programme.

Competition Laws

The Marketing Department organized a guest lecture on "Competition Laws" on 22 February 2020. The resource person was Ms. Stephania Pinto, Advocate, Bangalore. The objective was to bestow knowledge on agreement between employer and employee which prohibits an employee from utilizing the companies' client, customers, and contact lists for personal gain upon leaving the company. Ms. Shreerajna coordinated the programme.

Importance of Company Secretary ship in the Corporate World

Commerce department organized a guest lecture on the topic "Importance of Company Secretary ship in the Corporate World" on 5 March 2020. Mrs. Sonali Mallya, Company Secretary, ICSI Mangaluru was the resource person. The objective of the programme was to create awareness on company secretary ship in the corporate world. The programme was coordinated by Mrs. Manju H.

Strategic Human Resource Management

HR department organized a guest lecture on the topic "Strategic Human Resource Management" on 12 February 2020. Mr. Canute D'Costa, Proprietor, Big Mama's Kitchen, was the resource person. The objective was to create awareness on strategic human resource management. The resource person explained that strategic human resource management is all about achieving business objectives through smarter human resource management. He highlighted the key roles and activities of human resource manager in strategic human resource management. The programme was coordinated by Mrs. Parinita Salián.

Traffic Awareness Programme

Youth Red Cross unit organised a traffic awareness programme in collaboration with Mangalore Traffic department to observe National Road Safety Week on 16 January 2019 at SDM College campus. The objective of the programme was to sensitize the students regarding the hazards faced on road. Mr. Manjunath Shetty, Assistant Commissioner of Police and Mr. Ganapathi Bhat were the resource persons. ACP Manjunath Shetty had an interactive session with the students and emphasized on the need to

spread awareness about road safety. Professor Aruna P. Kamath, Principal SDMCMB presided over the Programme, staff coordinators Mrs. Rashmi and Mrs. Kavya U coordinated the programme.

Dentistry - A specializations on Oral Dental Health and impact of Tobacco

The BCA department organized guest lecture on the topic "Dentistry - A specializations on Oral Dental Health and impact of Tobacco" for II BCA 'A' on 12 March 2020. Dr. Siri P. B. was the resource person. The objective was to enrich the knowledge on Oral Dental Health. She enlightened students about the various areas of Dentistry with pictorial illustrative power-point presentation and relevant videos. She also created an awareness on consumption of Tobacco and its adverse impact on health. Mrs. Bhat S. Sneha Ganesh coordinated the Programme.

Alumni interaction on Challenges faced by the graduate students

An Alumni interaction program was organized on the topic "Challenges faced by the graduate students" for II BCA 'B' on 17 January 2020. Miss. Amritha Ganiga, Senior Process Executive, Envoy Mortgage Pvt. Ltd., Mangaluru was the resource person. The objective of this programme was to prepare students to succeed in the challenging world. The speaker said that Life is a challenge; it is a journey with ups and downs. We are living in a world where change is inevitable and filled with competition is cutthroat. The students confront various challenges throughout their academic career. She told the students that, they should develop flexible attitude and adjustments in routine life practises to make the life worth living even in odd circumstances. She said these challenges are dispositional, situational, institutional and academic. She shared the lessons she learnt from all her failures and trails. Mrs. Sowmya Jyothi coordinated the programme.

Career Guidance and Placement Cell Orientation Programme

SDMIMD conducted an orientation programme for III BBA on 18 December 2019. Dr. Gandhi, Asst. Professor, SDMIMD was the resource person. He gave insights about SDMIMD and business schools in India. He motivated students to take up further studies for bright options in future. The programme was coordinated by Mr. Sumesh, Mr. Prasanna and Mrs. Sneha.

Awareness on Answering Aptitude Test

The Career Guidance and Placement Cell organized a workshop on "Awareness on Answering Aptitude Test" by Mr. Ganesh Hebbar, Director, TIME Institute, Mangaluru on 3 February 2020 for final BBA, BCA and B.Com

students. The resource person guided the students to improve their competency skills. Mr. Prasanna Kumar coordinated the programme.

Awareness on Higher Education in Abroad

The Career Guidance and Placement Cell organized a guest lecture on "Awareness on Higher Education in Abroad" by Mr. Imran, planet education, Mangaluru on 10 February 2020 for the final year B.Com and BA (HRD) students. Mr. Prasanna T. Kumar coordinated the programme.

- ✎ The Career Guidance and Placement Cell organized on-campus placement by Goan Institute International Consociation of Education [GICE] on 9 February 2020 for the post of 'Skill Development faculty trainer'. Six students of BA HRD and BBA were shortlisted in the programme. Mr. Prasanna Kumar coordinated the programme.
- ✎ The Career Guidance and Placement Cell organised on-campus placement by Infosys Campus Recruitment Program 2020 on 07 January 2020 at SDM College. Out of 45 BCA students who have attended the interview, 15 students have been selected.
- ✎ The Career Guidance and Placement Cell organised on-campus placement by TCS company on 25 January 2020. In the interview and test conducted in our organization, III BCA students have been shortlisted.
- ✎ Prashobhitha Prabhakar of III BBA 'B' was selected in off-campus placement held at St. Joseph Engineering College on 30 January 2020 for the post of non-officer cadre in Federal Bank.

Training programme

The NSS unit conducted training programme on the topic 'Future' on 13 March 2020. JC Nirmesh Tyagi, National Trainer, JCI India was the resource person. Prof. Aruna P Kamath, Principal, SDMCMB was Chief Guest of the programme. JC JFM Pallavi Rajesh, VP program, JCI Mangaluru Samrat, JC HGF Karthik Shasthry, President, JCI Mangaluru Samrat, and JC Vikram Nayak were also present in the programme. Around 80 NSS volunteers were present and actively participated in the programme. The speakers shared their experience and explained various goals to be set for future. NSS programme officers Dr. Shalini M and Mrs. Renuthakshi coordinated the programme.

STUDENT FACULTY PROGRAMMES

Current Issues in Human Rights

The Marketing Department organized a student faculty programme for I BBA 'A' on 28 January 2020 by Swithi and Rimsha of II BA (HRD) on the topic "Current Issues in

Human Rights." The objective of this programme was to provide information on widely accepted Human Rights and its importance. Ms. Shreeprajna coordinated the programme.

Consumer Protection Act

The Business Law department organized a student faculty programme on the topic 'Consumer Protection Act' by Rafa and Harshitha of II BA(HRD) for I BBA 'A' on 9 January 2020. The objective of the programme was to inform the students about various consumer rights and about consumer redressal forum. Ms. Sanjana coordinated the programme.

Promissory Note

The Business Law department organised a student faculty programme on the topic 'Promissory Note' by Rimsha, Shivam and Shvithi of II BA(HRD) for I BBA 'A' on 28 January 2020. The objective of the programme was to inform the students about various Promissory notes accepted in India and need of Bills of Exchange. Ms. Sanjana coordinated the programme.

Database Management System

Student faculty programme was organized to I BCA 'A' on 19, 22, 24, 25 of February 2020 by VI semester BCA project students. The objective of the programme was to inculcate teaching habits, encouraging in improving the communication skills, collaborative learning and gain confidence in them. Various subjects related to Database Concept were dealt by the students. The programme was coordinated by Deepa D. Hegde.

The Emerging Technologies of Biometrics

The student faculty programme was conducted for II BCA 'A' on 21 February 2020 by Deepthi Nayak of III BCA 'B' on the topic "The Emerging Technologies of Biometrics". The objective of the programme was to provide insight about Technologies of biometrics. The student faculty briefly explained about various methodologies of biometric and its applications. The Programme was coordinated by Mrs. Bhat. S. Sneha Ganesh.

Augmented Reality

The BCA department organised a student faculty programme on the topic 'Augmented Reality' by Aviansh and Anush Shetty of III BCA 'A' for I BCA 'A' on 24 February 2020. The objective of the programme was to let the students know the concept of Augmented Reality. The student faculties said that augmented reality is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by the computer generated perceptual information, sometimes across multiple sensory modalities including visual, auditory. Avinash spoke on the

hardware, the software requirements required for developing this system and how this augmented reality works in the real world Mrs. Divya Uchil coordinated the programme.

Internet Of Things

The BCA department organized a student faculty programme on the topic 'Internet Of Things' by Pavithra of III BCA 'A' for I BCA 'A' on 26 February 2020. The objective of the programme was to let the students know the concept of Internet of Things and its advantages. She explained what is Internet Of things, how the technology works with various examples, as how a garden can be watered with this technology. She showed how it could be used in industry as well as in household works. She also explained how cloud is used here to store data. Mrs. Divya Uchil coordinated the programme.

Ethical Hacking

The BCA department organised a student faculty programme on the topic 'Ethical Hacking' by Nihal and Abdul Sahal for I BCA A on 27 February 2020. The objective of the programme was to let the students understand the concept of Hacking. Nihal spoke on what is meant by hacking and ethical hacking. He opined that ethical hacking is done by owner's authorization and is also known as white hacking. He explained to the students the different types of hacking and skills required to be an ethical hacker. Mrs. Divya Uchil coordinated the programme.

Capital Structure

The Finance association conducted student faculty programme on 13 February 2020 by Saurav Kumta of III B.Com on the topic "Capital Structure". The objective of the activity was to improve the presentation skills of the student. The student faculty explained various factors affecting capital structure of the company. Ms. Sowmya Hedge coordinated the programme.

Innovations and Life

The Business Law department organised a student faculty programme on the topic 'Innovations and Life' by Sandhya and Amogh Alva of III BBA 'A' for I BBA 'A' on 13 February 2020. The objective of the programme was to share the knowledge of advanced learners with the peer group. The programme was coordinated by Ms. Sanjana.

Making of Multimedia

A student faculty programme was organized on 10 March 2020 on the topic "Making of Multimedia" to II BCA 'A' by Sonalika and Pooja of III BCA 'B'. The objective was to assist students in creating their own multimedia files. They

explained the various creative methods and tools used in making a multimedia content effective. The programme was coordinated by Mrs. Shashiprabha.

Stages of Multimedia Development

A student faculty programme was organized on 9 March 2020 on the topic "Stages of Multimedia Development" to II BCA 'A' by Priyal and Sanjana of III BCA 'A'. The objective was to impart information on various stages involved in multimedia development. They explained the sequence of steps, tools and techniques which are essential during the multimedia content development. The programme was coordinated by Mrs. Shashiprabha.

Animations in Making Movies

A student faculty programme was organized on 12 March 2020 on the topic "Animations in Making Movies" to II BCA 'A' by Divya of III BCA 'A'. The objective was to impart information on animations in making a movie. She explained the role of animation in making a movie effective and bringing about satisfaction among the audience. The programme was coordinated by Mrs. Shashiprabha.

Ten Technologies for Better and Safer Blue Planet

A student faculty programme was organized on "Ten Technologies for Better and Safer Blue Planet" by Adeline and Adam of II BA HRD on 5 March 2020. The objective of the programme was to sensitize and create an awareness of how one could save the earth in various ways. This activity helped the students to have an insight about how they could contribute for a better and safer environment. The programme was coordinated by Mrs. Madhumati J. Raja.

Life on Mars

A student faculty programme was organized on "Life on Mars" by Skanda of I BCA 'B' on 7 March 2020. The objective of the programme was to create an exposure about the possibilities of creating life on Mars. The student made comparison between Earth and Mars and also shared the possibilities of creating an environment for human beings to live in Mars. The programme was coordinated by Mrs. Kavya U.

Programming Concepts of Python

A student faculty Programme was organised to I B.C.A 'B' on the topic "Programming Concepts of Python" on 4 March 2020 by Alfin Banu of III BCA 'A'. The objective of the programme was to impart programming concepts of Python. The student faculty explained the concept of modules, syntax and multi-purpose programming language. She said that modules can be imported into the program and made use of them. The programme was coordinated by Mrs. Divya Uchil.

Cyber Security

A student faculty programme was conducted on the topic "Cyber Security" for I BCA 'A' by Nagashree of III BCA 'A' on 9 March 2020. The objective of the programme was to explain the concept of Cyber Security. The student faculty spoke on the different types of security to protect which are mainly application security and cloud security. She explained the technology to protect from damage, attacker or unauthorized access. The programme was coordinated by Mrs. Divya Uchil.

Communication Skills and its Importance

The BCA department organized Student Faculty Program on the topic "Communication Skills and its importance" by Adithya of III BCA 'B' for II BCA 'A' on 05 March 2020. The objective of this programme was to make students aware of how important is communication skills in the society. Adithya interacted with students by conducting some activities in the class to justify the topic. Mrs. Bhat S. Sneha Ganesh coordinated the Programme.

IOT

The BCA department organized Student Faculty Program on the topic "IOT" by Pratheek K. B of III BCA 'A' for II BCA 'A' on 05 March 2020. The objective of this programme was to make students know more about Internet of things. Pratheek K. B. explained various applications and methodologies used by IOT. Mrs. Bhat S. Sneha Ganesh coordinated the Programme.

Visual Effects and Animation

The BCA department organized student faculty programme on the topic "Visual Effects and Animation" for II BBA 'C' by Sukesh on 11 March 2020. The objective of the programme was to enhance the presentation skill and develop confidence. The student faculty said that, the Visual effect has more to do with images or a series of images that are manipulated in a way that unnatural occurrences look realistic. He introduced different software's to be used for making images with various effects and animations. Mrs. Reshmi B. R coordinated the programme.

Interview Process

The BCA department organized student faculty programme on the topic "Interview Process" for II BCA 'A' by Sukesh on 11 March 2020. The objective of the programme was to make the students know the process of interview, which they are going to face in their future. He explained the number and type of rounds conducted in an interview, dressing sense needed and skills required to deal with the interviewer. Mrs. Reshmi B R coordinated the programme.

Coronavirus

The BCA department organized student faculty programme on the topic 'Coronavirus' for II BCA 'A' by Prathiksha and Bhoomika on 12 March 2020. The objective of the programme was to make students aware of the affects and prevention of the coronavirus. They explained about COVID-19, precautions required and number of people effected throughout the world. Mrs. Reshmi B. R. coordinated the programme.

Programming in Python

The BCA department conducted a student faculty programme on "Programming in Python" by Alfin Banu of I BCA 'B' to I BCA 'A' on 4 March 2020. The objective of the programme was to impart to the students the programming concepts of Python. The student explained syntax, the data types available, operators available and also shared knowledge on modules that can be imported into the program. Mrs. Divya Uchil coordinated the programme.

Human Resource Accounting

The Finance Department organized student faculty programme on the topic "Human Resource Accounting" by Mahima for I BA (HRD) on 21 February 2020. The objective of this programme was to improve Students teaching skill and it is an opportunity for advance learners to excel. Mrs. Shwetha Y. coordinated the programme.

Work Life Balance

The Finance Department organized student faculty programme on the topic "Work Life Balance" by Mahima for I BA (HRD) on 25 February 2020. The main objective of this programme was to improve Students teaching skill and it was an opportunity for advance learners to excel. Mrs. Shwetha Y. coordinated the programme.

Accounting Standards

A student faculty programme was organized on the topic "Accounting Standards" for II BBA 'A' by Shreya and Vinutha of III BBA on 4 March 2020. The objective of the programme was to inculcate leadership qualities among students. The student faculties explained various accounting standards. The programme was coordinated by Mrs. Kavitha Prabhu.

Ethics and Integrity

The HR association conducted a student faculty programme on the topic "Ethics and Integrity" for I BA (HRD) on 2 March 2020 by Adline and Adam of II BA(HRD). The objective of the programme was to create awareness about fundamental principles of insurance to students. The student faculty explained about ethics, Integrity and fraud at workplace. Mrs Anasuya coordinated the programme.

Cloud Storage

A student faculty programme was organized on the topic "Cloud Storage" for II BCA 'B' by III BCA project students on 3, 4 and 5 March 2020. The objective of the programme was to inculcate teaching habits, to improve their presentation skills and to enhance confidence. They addressed the issues on various topics related to cloud storage, ethical hacking, animation, arduino and algorithm in computer graphics. The programme was coordinated by Mrs. Sowmya Jyothi.

EXTENSION ACTIVITIES

English Association

Visit to Dakshina Kannada Zilla Panchayat Higher Primary School

The English association conducted an extension activity at Dakshina Kannada Zilla Panchayat Higher Primary School, Mullakad on 4 March 2020. The objective of the visit was to develop team spirit and inculcate leadership qualities among the students. This activity helped the school students to enhance their writing skills. Bhoomika of II B.Com coordinated the programme. The visit was coordinated by Mrs. Madhumathi J Raja.

Visit to UBMC Higher Primary School

The English association conducted an extension activity at UBMC Higher Primary School, Gorigudda on 5 March 2020. The objective of the visit was to develop team spirit and inculcate leadership qualities among the students. This activity helped the school students to enhance their speaking and writing skills. Vaishnavi Shetty of I BCA 'B' coordinated the programme. The visit was coordinated by Mrs. Kavya U.

Visit to Ladyhill Victoria English Medium School

The English association conducted an extension activity at Ladyhill Victoria English Medium School, Mangaluru on 28 February 2020. The objective of the visit was to enhance team spirit and inculcate leadership qualities among the students. The students conducted various vocabulary games to the school children. The visit was coordinated by Mrs. Madhumathi J Raja.

Visit to St. Rita Higher Primary School

The English association conducted an extension activity in St. Rita Higher Primary School, Jeepu, Mangaluru on 6 March 2020. The objective of the visit was to enhance the language skills of the students. The students conducted various vocabulary games in order to develop communication skills of children. The visit was coordinated by Mrs. Madhumathi J Raja.

Visit to Spoorthi Special School

The English association conducted an extension activity at Spoorthi Special School, Moodbidri on 18 January 2020. The objective of the visit was to sensitise the students towards children with special capabilities. The students contributed to the cause by donating one day meal and rack to the organisation. Various activities were conducted in order to build the confidence of the children. The visit was initiated by Siddharth and group of II B.Com. The activity was coordinated by Mrs. Madhumathi J Raja.

Visit to Maulana Azadh School

The English association conducted an extension activity at Maulana Azadh School, Kudroli, Mangaluru on 4 March 2020. The objective of the visit was to enhance team spirit and inculcate leadership qualities among the students. The students conducted various vocabulary games to the school children. This activity helped the school students to enhance their speaking and writing skills. The visit was coordinated by Mrs. Madhumathi J Raja.

Visit to Parivarthan Charitable Trust

The members of the English department visited Parivarthan Charitable Trust, Jeppu on 12 March 2020. The objective of the visit was to develop compassionate behaviour towards the transgender. The students interacted with the inmates of the trust and became aware of the challenges faced by them in the society. This programme provided an opportunity for the students to have an one to one interaction with the inmates of the trust. Pooja Acharya of III BBA 'C' initiated this programme. The visit was coordinated by Mrs. Madhumathi J Raja.

BCA Department

Visit to Samvedana

An extension activity was conducted by III BCA at "Samvedana - A Home for Children" on 14 January 2020. The objective was to create awareness about the living conditions of the homeless children among the students. The students addressed the children on the topic "Basics of Computers". They conducted activities like pick and speak, Toggle Toggle and also performed some magic to entertain the students. Mrs. Shashiprabha coordinated the programme.

St. Francis Xaviers School

An extension activity was conducted by III BCA at St. Francis Xaviers School, Bejai, Mangaluru on 23 January 2020. The objective was to enhance communication skills and interpersonal skills among the students. The students addressed the children on the topic "Latest technology". They conducted activities like pick and speak, Toggle Toggle and also performed some magic to entertain the students. Mrs. Shashiprabha coordinated the programme.

Government Primary School

An extension activity was conducted by III BCA at Government Primary School, Kodikal, Mangaluru on 23 January 2020. The objective was to enhance communication skills and inter-personal skills among the students. The students addressed the children on the topic "Importance of values in Life. They conducted activities like pick and speak, Toggle Toggle and also performed some magic to entertain the students. Mrs. Shashiprabha coordinated the programme.

Visit to NITK Higher Primary School

An extension activity was conducted by the BCA students on 11 January 2020 at NITK Higher Primary School, Surathkal. Students conducted various activities related to knowledge about computer parts, Internet of things and memory test. Large number of students actively took part. The activity was coordinated by Mrs. Reshmi B. R.

Visit to Dakshina Kannada Zilla Panchayath Higher Primary School

An extension activity was conducted by the BCA students on 20 January 2020 at Dakshina Kannada Zilla Panchayath Higher Primary School, Mannagudda. Students conducted various activities related to knowledge about computer parts, Internet of things and memory test. Large number of students actively took part. The activity was coordinated by Mrs. Reshmi B. R.

Visit to St. Peter's Higher Primary School

BCA project students visited St. Peter's Higher Primary School, Kottara, Derebail, Mangaluru on 1 February 2020. The objective of the visit was to enlighten the primary school students about evolution of computers. The students explained evolution of computers and briefed them about various components of computer its working through video and powerpoint presentation. Various computer related memory test, jumbled words and pick and speak were conducted for the school children. The visit was coordinated by Mr. Arun F. Sequeira.

Visit to Samboy S.S.T. Food Products

BCA project students visited Samboy S.S.T. Food Products, Industrial Estate, Baikampady on 19 February 2020. The objective of the visit was to have an understanding of food production and packaging process. The students gained insight into the process of preparation of food products and the procedure of packaging and shipping. The visit was coordinated by Mr. Arun F. Sequeira.

Field Visit to Sovereign Tile Works

A field visit was conducted on 6 January 2020 to Sovereign Tile Works, CEO, Sovereign Tile Works, Sultan Battery

Road, Boloor, Mangaluru by the final year BCA students.

The objective of the visit was to know the process and working condition in a tile factory. Mr. Dayanand, Manager gave a basic introduction about the factory and enlightened about the various process related to manufacturing of bricks, earthen pots and tiles. Mrs. Bhat S Sneha Ganesh coordinated the programme.

Visit to Panjimoger Govt. School

III BCA students conducted extension activity at Panjimoger Govt. School, Kavoor, on 24 February 2020. The objective of the visit was to educate the school children about information technology. The students explained the working and uses of various computer applications. Various games related to computer were conducted for the school children. Mrs. Bhat S. Sneha Ganesh coordinated the activity.

Visit to Dakshina Kannada Zilla Panchayath Higher Primary School

The BCA department conducted an extension activity on 27 January 2020 at Dakshina Kannada Zilla Panchayath Higher Primary School, Ashok Nagar. Students conducted various activities such as introduction to computer, digital transaction, pick and speak to develop communication skill, video related to the importance of digital transaction, etc. large number of students were benefited by this session. Mrs. Reshmi B R coordinated the activity.

Visit to Vidhya Jyothi Primary School

The BCA department conducted an extension activity on 17 January 2020 at Vidhya Jyothi Primary School, Jyothinagara, Kavoor, Mangaluru. Students were informed about "Google and its Applications". The objective of this session was to enlighten the knowledge of young students about technology and its uses. In the session, explanation about the working of various applications of Google and its uses to the children and staff members were given. Activities like guessing the computer parts, memory games were conducted for the students. Mrs. Bhat S. Sneha Ganesh coordinated the activity.

Visit to Sri Ramashrama Higher Primary School

The BCA department conducted an extension activity on 22 January 2020 at Sri Ramashrama Higher Primary School, Konchady Junction, Konchady, near Yeyyadi, Mangaluru. Students were informed about "Microsoft Office and its tools". The objective of this session was to enlighten the knowledge of young students about technology and its uses. In the session, explanation about the working of various applications of Microsoft office and its uses to the children and staff members were provided. Activities like guessing the computer parts, memory games were conducted for the students. Mrs. Bhat S. Sneha Ganesh coordinated the activity.

Visit to Govt. U. P School

The BCA department conducted an extension activity on 16 January 2020 at Govt. U. P School, Gandhinagar, Mangaluru. The objective of the programme was to impart knowledge to the students on Social Network application. In the session, various Google application like facebook, whatApp, Instagram were explained. The students were taught how to use these applications and were also made to work on the systems so to get an hands on experience. A general quiz was conducted to the students. Mrs. Divya Uchil coordinated the activity.

Visit to St. Agnes Special School

The BCA department conducted an extension activity on 6 January 2020 at St. Agnes Special School, Bendore, Mangaluru. The objective of the programme was to understand the problems faced by the physically challenged children. In the session games were conducted. The students taught with nursery rhymes, patriotic songs. Mrs. Divya Uchil coordinated the activity.

Visit to Government Higher Primary School

The SCAN association conducted an extension activity on 11 January 2020 at Govt. Higher Primary School, Chithrapura, Baikampady, Mangaluru.. The objective was to teach basics of computer to the students. The school students gained an insight on the fundamentals of computer concepts. Mrs. Sowmya Jyothi coordinated the activity.

Visit to NMPT School

The BCA department conducted an extension activity on 18 January 2020 at NMPT School, Panambur, Mangaluru. The objective of this session was to enlighten the knowledge of young students about the advantages and disadvantages of social media. Students were informed about "Awareness of Computer and its applications in different fields". Activities like Memory test, Quiz were conducted for the students. Mrs. Shashikala Shetty coordinated the activity.

Visit to Government Higher Primary School

The BCA department conducted an extension activity on 6 January 2020 at Government Higher Primary School, Kapikad, Mangaluru. The objective of the visit was to educate the students about "Basics parts of computers and its working. In the session, VR experience was given to the children through Virtual Reality Headset device. Activities like action songs and games were conducted for students. All the students enthusiastically participated in the events organized. Mr. Arun F. Sequeira coordinated the activity.

Visit to Government Higher Primary School

The BCA department conducted an extension activity on 6 January 2020 at Government Higher Primary School,

Kapikad, Mangalore. The objective of the activity was to educate the students about "Basics parts of computers and its working". Various topics like basics parts of computer and its working through video and PowerPoint presentation in Kannada language, how to use Microsoft Excel though examples were explained. Computer related memory test activities were conducted for the students. Mr. Arun F. Sequeira coordinated the activity.

Visit to Padavu Higher Primary School

The BCA department conducted an extension activity on 3 January 2020 at Padavu Higher Primary School, Padavu Nathoor, Mangaluru. The objective of the session was to impart knowledge to the young students about Internet and its uses. Students were given brief introduction of "Internet".. A demo on the working of internet was shown using the video. In the session, an introduction to internet was given to the children and staff members. A number of entertainment activities like memory test and Quiz were conducted. Mrs. Deepa D. Hegde coordinated the activity.

Visit to St Lawrence Unaided English Medium School

The BCA department conducted an extension activity on 20 January 2020 at St Lawrence Unaided English Medium School, Bondel, Mangaluru. The objective of the session was to impart knowledge to the young students about Pros and Cons of Social Media. Students were given brief introduction of "Social Media". In the session, information about positive and negative effects of social media on the lives of teenagers was given to the children and staff members. A number of entertainment activities like Guess the parts and Quiz were conducted. Mrs. Deepa D. Hegde coordinated the activity.

Visit to Straflex Laminator Pvt. Ltd.

Field Visit was organized on 17 January 2020 to Straflex Laminator Pvt Ltd, B155, Industrial area, Mangaluru for a team of 13 students of III BCA. The objective of this programme was to know about the business culture, work ethics and time management of the company. The students were taken around the company by the manager and were explained about the purpose of machineries present. He explained the process of manufacturing printed pouches and laminated pouches. The students got an opportunity to know the making and working of printed and laminated pouches. Mrs. Deepa D. Hegde coordinated the Programme.

Visit to St Lawrence Unaided English Medium School

The BCA department conducted an extension activity on 20 January 2020 at St Lawrence Unaided English Medium

School, Bondel, Mangaluru. The objective of the session was to impart knowledge to the young students about Internet and its Awareness. Students were given brief introduction of "Internet". In the session, an introduction to internet, concepts like, how to be Safe in the Digital Age, Think Before You Post or Tweet and Avoid Making Online Friends, etc., were informed to the children and staff members. A number of entertainment activities like memory test and Guess the parts were conducted. Mrs. Deepa D. Hegde coordinated the activity.

Visit to Gurucharan Industries

Students of III BCA visited Gurucharan Industries, Baikampady on 11 March 2020. The objective was to impart knowledge on 'Benefits of Office Automation' to the employees of the industry. The students explained the benefits of automating some of the operations which are now carried out manually. Mrs. Shashiprabha coordinated the programme.

Field Visit to Neopack, Packaging Industry

III BCA project students visited Neopack, Packaging Industry, Baikampady on 11 February 2020. The objective of this visit was to provide the students an opportunity to gain awareness about industry practices. The students gained knowledge about the production process and gained knowledge on business activities. The visit the coordinated by Mrs. Sowmya Jyothi.

SCAN Association

Visit to Shri Ramakrishna High School

The SCAN association organized an extension activity on 10 January 2020 at Shri Ramakrishna High School, Bunts Hostel, Mangaluru. The objective was to teach basics of computer concepts to the students. The students spoke on "Social Media". The school students gained an insight on the Social Media, advantages and its impact. Quiz was also conducted after the session. Mrs. Sowmya Jyothi coordinated the activity.

Commerce Department

Visit to Aided Mogaveera Higher Primary School, Ullal

The Commerce department conducted an extension activity on 22 February 2020 at Aided Mogaveera Higher Primary School, Ullal, Mangaluru. The objective of the programme was to improve the presentation skills and participation spirit among the students. This programme was coordinated by Mr. Akshith kumar K.

Visit to U.B.M.C Higher Primary School, Gorigudda

The commerce department conducted extension activity at U.B.M.C Higher Primary School, Gorigudda, Mangaluru

on 05 march 2020. The objective of this programme was to conduct various commerce related activities and create awareness on hygienic food habits to the students. Mr. Akshith Kumar K and Mr. Thilak Raj coordinated the programme.

Visit to Nirmala Stores

The department conducted extension activity at Nirmala Store, Mangaluru on 3 March 2020. The objective of the programme was to create Awareness on Digital Payments and make use of non-cash transactions to the vendors. Mr. Akshith Kumar K and Mr. Thilak Raj coordinated the programme.

Visit to G.L.P School, Kankanady, Mangaluru.

The department conducted extension activity at G.L.P School Kankanady, Mangaluru on 10 March 2020. The objective of the activity was to improve communication skills by conducting various skill enhancement activities to the students. Mr. Akshith Kumar K. coordinated this activity.

Visit to a Hidayah Foundation

The Commerce department conducted an extension activity at Hidayah Foundation, Kankandy, Mangaluru on 12 March 2020. The objective of the activity was to enhance the knowledge about the working and functioning of NGO. This activity was coordinated by Mr. Akshith Kumar K.

Business Law Department

Visit to Car Decor

The Business Law department organized an extension activity at Car Decor, Shivabagh, Kadri, Mangaluru on 02 March 2020. The objective of the programme was to get practical exposure to the students about accessory dealing and the legal issues related to it. Ms. Sanjana coordinated the programme.

Visit to D.K. District Court

The Business Law department organized an extension activity at D.K. District Court, Hampankatta, Mangaluru on 07 March 2020. The objective of the programme was to understand the working of a court and the nature of duties of the judicial officers. The visit included an in-depth study of the day to day functioning of the civil and criminal courts, at different levels and over a vast variety of cases. Ms. Sanjana and Adv. Kaviitha K coordinated the programme.

Visit to M/s. H. H. Ceramics Pvt. Limited

The Business Law department organized an extension activity at M/s. H.H. Ceramics Pvt. Limited, Kuttar, Mangaluru on 06 March 2020. The purpose of the visit was to get practical exposure to the students about Ceramics manufacturing industry and the legal issues related to it. Ms. Sanjana coordinated the programme.

NSS

Visit to Assaigoli Abhayashram

NSS unit conducted orphanage visit on 28 February 2020 at Assaigoli Abhayashram. Around 15 NSS volunteers volunteered the programme, conducted some of the activities, and distributed fruits to the ashram people. NSS programme officer Dr. Shalini M. coordinated the visit.

Finance Department

Attended a National Seminar On Sustainable Development Goals: The Indian Story

The members of Finance department attended a National Seminar on "Sustainable Development Goals: The Indian Story" on 13 and 14 February 2020 at St. Aloysius College, Mangaluru. Fardeen Ahmed, Gladson Crasta and Satwik Ganesh Prasad of II BBA C participated in the Seminar. Mrs. Smitha M coordinated the same.

HR Department

Visit to Balaji Stationery

The HR department conducted an extension activity at Balaji Stationery for the employees on 6 March 2020. The objective of the activity was to create awareness about human rights. The member provided information regarding human rights and explained various ACTS related to human rights. The programme was coordinated by Ayesha of I BBA 'C' and Mrs. Preethika Dharmapal.

Awareness on Environment Conservation

The members of HR association visited flat located in Urwa, as a part of their extension activity on 12 March 2020. The objective was to sensitise the residents of the flats about the waste management and reuse of plastics. The members explained the residents to follow appropriate waste management methods and ways to reuse plastics. The programme was coordinated by Mrs. Parinita Salian.

Awareness on Government Welfare Schemes

The members of HR association visited Essen Enterprise, Barke as a part of their extension activity on 7 March 2020. The objective was to create awareness about importance of savings and to provide avenues for safe and convenient investment to the small savers. The students briefed the employees of the enterprise about the various government schemes like National Saving Certificate, Public Provident Fund, Atal Pension Yojana and Sukanya Samriddhi Yojana etc. The programme was coordinated by Mrs. Parinita Salian.

Awareness on Government Welfare schemes

The members of HR association visited Sanjeeva Shetty Store, Kodialbail, as a part of their extension activity on

11 March 2020. The objective was to create awareness about importance of savings and to provide avenues for safe and convenient investment to the small savers. The students briefed the employees of the enterprise about the various government schemes like National Saving Certificate, Public Provident Fund, Atal Pension Yojana and Sukanya Samriddhi Yojana etc. The programme was coordinated by Mrs. Parinita Salian.

Visit to Balaji stationery

The HR department conducted an extension activity at Balaji Stationery for its employees on 6 march 2020. The objective of the activity was to create awareness about human rights. The member provided information regarding human rights and the activity also focused various ACTS related to human rights. Ayesha of I BBA'C' was the student coordinator. The programme was coordinated by Preethika Dharmapal.

Consumer Club

National Consumer's Day

Members of the Consumer Club attended a programme on National Consumer's Day jointly organized by Dakshina Kannada District Consumer Federation in association with District Administration Department at DKDCF, Bejai, Mangaluru on 24 December 2019. The visit coordinated by Mr.Sumesh and Ms. Sanjana.

National Consumer Week

The members of the Consumer Club attended a programme on National Consumer's week jointly organized by Dakshina Kannada District Consumer Federation and District Administration Department held at Besant Women's College, Mangaluru. from 26 December 2019 to 02 January 2020. The programme was coordinated by Mr.Sumesh and Ms.Sanjana.

Marketing Department

Visit to Aster Banquet

The members of Marketing Department visited "Aster Banquet" a newly built banquet hall at Adyar Garden on 22 February 2020. The objective of the visit was to learn about the marketing strategies adopted by the in house kitchen banquet hall. The manager guided the students about the working condition and infrastructure maintenance. The visit was coordinated by Mrs. Kavitha Prabhu.

Visit to Shri Rama School

The Marketing association conducted an extension activity at Shri Rama School, Arkula, Farangipete on 22 February 2020. The objective of the visit was to create awareness

about various aspects of marketing and consumer protection. The children actively participated in the activity. The Programme was coordinated by Mrs. Kavitha Prabhu.

Visit to Deeksha Wood Industries

The Marketing department organized a field visit to Deeksha Wood Industries, Manjeshwar on 6 March 2020. The objective of the programme was to acquaint the students about the working environment of industry. This programme was coordinated by Mrs. Kavitha Prabhu.

Visit to Cascades Data solution

The Marketing department organized a field visit to Cascades Data solution, Kodialbail, Mangaluru on 10 March 2020. The objective of the programme was to acquaint the students about the working environment of industry and also about HR and Marketing strategies adopted by the company. The programme was coordinated by Mrs. Kavitha Prabhu.

Skill Development Activity

The Marketing department students supported Harsha stores to promote their products among the students on 11 and 12 March 2020. The objective of this programme was to enhance the promotional skills of the students. Students promoted the Harsha QR Code put up in the college campus, scanning which they could get discount on Harsha products. The Programme was coordinated by Mrs. Kavitha Prabhu.

Hindi Department

Visit to St. Peters Government School

The Hindi department conducted an extension activity at St Peters Govt School, Kottara on 7 March 2020. The objective of the activity was to create awareness and precautionary measures about Covid 19. The members conveyed the information regarding causes, symptoms and preventions to control the spread of the virus. Ms.Fathima Nashwana & Ms.Bhargavi Shetty of III BBA initiated the programme. Dr. Jyothi coordinated the programme.

Visit to Dakshina Kannada Zilla Panchayat Higher Primary School

The Hindi Department conducted an extension activity at Dakshina Kannada Zilla Panchayat Higher Primary School, Mullakad on 3 March 2020. The objective of the programme was to develop leadership qualities among the students. The members of the department conducted quiz and various games to the school children. Dr.Jyothi coordinated the programme.

SKILL ENHANCEMENT ACTIVITIES

Literary Association

English Department

Poem Writing

The English Association conducted Poem Writing on 6 January 2020 on the topic "Memories". The objective was to bring out their innovative and creative ideas of the students. It also enhanced their writing skills. Mrs. Madhumathi J.Raja and Mrs. Kavya U. coordinated the programme and the students coordinated were Bindiya S. and Alfin Banu.

Literary Quiz

The English Association conducted "Literary Quiz" on 17 January 2020. The objective was to test the student's intelligence and knowledge of English Literature. The competition gave the students an opportunity to brush-up their knowledge of English and reminiscence all the great works of literature. It enriched their knowledge about literature and reconnected them with the famous authors.. The student coordinators were Bindiya S. and Alfin Banu. Mrs Madhumathi J Raja and Mrs. Kavya U. coordinated the programme

Best Toast Master

The English Association conducted Best Toast Master competition on 17 January 2020. The objective of this competition was to enrich the students speaking abilities and also to gain confidence to face the crowd. A large number of students actively participated in the event. The student coordinators were Bindiya S. and Alfin Banu. Mrs Madhumathi J.Raja and Mrs. Kavya. U co-ordinated the programme

Spell Me

The English Association conducted 'Spell Me' competition on 29 January 2020. The objective of this competition was to develop and improve the vocabulary skills widening and enhancing the students with new vocabulary. A large number of students actively participated in the event. The student coordinators were Bindiya S. and Alfin Banu. Mrs Madhumathi J.Raja and Mrs. Kavya. U co-ordinated the programme

Monologue

The English Association conducted Monologue Enacting the personalities on 29 January 2020. The objective of this competition was to kindle their creativity and innovative skills. The students actively participated to show case their talents. The student co-ordinators were Bindiya .S. and Alfin Banu. Mrs Madhumathi.J.Raja and Mrs.Kavya.U co-ordinated the programme.

Article Writing

The English association conducted an article writing competition on the topic "Library is a source of knowledge enrichment" on 10 February 2020. The objective was to

create awareness about the wide range of books available in the library and the vast knowledge one can acquire through them. Large number of students participated with their innovative and creative ideas. Bindiya S and Alfin Banu were the student coordinators. Mrs Kavya U coordinated the programme.

Logo Designing

The English association conducted Logo Designing on the topic "Human Empowerment" on 13 February 2020. The objective of this competition was to enhance the student's views and ideas about empowering human resources. The activity helped the students to understand the importance and the values to be associated with people. Bindiya S and Alfin Banu were the student coordinators. Mrs Madhumathi J.Raja and Mrs Kavya U coordinated the programme.

Creative Writing

The English association conducted Creative Writing on 15 February 2020. The objective of this competition was to develop a bonding between students and literature. The activity reflected the thoughts of young budding writers. Large number of students came up with abundant creative literary works. Bindiya S and Alfin Banu were the student coordinators Mrs Madhumathi J.Raja coordinated the programme.

Book Review

- English department conducted a book review on "The Magic Drum" authored by Sudha Murthy by Purvi of II BA(HRD) on 13 March 2020. The objective of the activity was to develop critical reading and to identify the perspective of the author. The student opined that the book is a collection of few stories filled with humour and morals which ideal means to introduce the right values to the younger generation. The book puts forward delightful and timeless folktales for the readers. The activity was coordinated by Mrs. Madhumati J Raja.
- English department conducted a book review on "Old Man and His God" authored by Sudha Murthy by Rajkumari of I BBA 'B' on 9 March 2020. The objective of the review was to enhance the reading skills of the students. The student opined that the book is a collection of varied facets of human nature like generosity and selfishness in the Times of natural disasters. The book presents the mirror to the souls of the people of India. The activity was coordinated by Mrs. Kavya U.
- The English department conducted a book review on 18 January 2020. Meghana Rao of the II B.Com reviewed "A Little Book of Happiness" authored by Ruskin Bond. The book comprises of verses and quotes by some of the most famous authors. The objective of

this review was to develop reading skills and identify the author's perspective. The student opined that Ruskin Bond has attempted to make the readers understand that happiness could be found in simple situation and things around us can make us extremely happy. Mrs Madhumathi J.Raja coordinated the programme.

- The English department conducted a book review on 18 Jan. 2020 by Jyothi Laxmi of I BBA'A'. She reviewed a book titled "The Mother I Never Knew" authored by Sudha Murty. The book consists of two novellas which explores the quest of two men: each searching for a mother he never knew. The objective of this review was to sensitize the students towards women and their sacrifices. The student opined that the simple language allows the reader to understand the relationships in depth. Mrs Kavya U. coordinated the programme.

Hindi

Quiz

The Hindi association conducted Quiz on 14 February 2020. The objective of this activity was to improve subject knowledge. Large number of students actively participated in the event. Dr. Jyothi coordinated the programme.

Poetry writing

The Hindi Association conducted Poem writing competition on 17 February 2020 on the topic 'Mother'. The objective was to bring out the innovative and creative ideas of the students. Large number of students actively participated in the event. Dr. Jyothi coordinated the programme.

Patriotic Singing

The Hindi Association Conducted Patriotic Singing Competition on 18 February 2020. The objective of the activity was to develop the feeling of mutual respect towards our country. Large number of students actively participated in the event. Dr. Jyothi coordinated the programme.

Shayari

The Hindi Association conducted Shayari Competition on 19 February 2020. The objective of the activity was to improve the language fluency of the students. Large number of students actively participated in the event. Dr. Jyothi coordinated the programme.

NSS

Poster making

The NSS Association conducted Poster making competition on the topic "Swacch Bharath", on 14 February 2020. The objective of the programme was to inculcate cleanliness among students. Large number of students actively participated in the event. The event was coordinated by Dr. Shalini.

Essay Writing Competition

The NSS Association conducted Essay writing Competition on the topic "Role of Youth in National Development" on 10 February 2020. The objective of the programme was to inculcate positive attitude towards nation building among students. Large number of students actively participated in the event. The event was coordinated by Dr. Shalini.

Library Department

Essay

The Library department conducted an Essay competition on the topic "Role of libraries in Education" on 09 January 2020. The objective of this competition was to examine the knowledge of students relating to Library's role in Education. It also enhanced their intelligence about the above topic. Mr. Muralidhar Hegde and Adarsh Devadiga coordinated the programme.

Library Book Exhibition

On the occasion of 157th Swami Vivekananda Jayanthi, Library department organized one-day Book exhibition Programme in library on 27 January 2020. The objective of this exhibition was to acquaint and familiarize the students of the collection available in library related to Swami Vivekananda. This is one way to inculcate and promote reading habits amongst the students. There was active and enthusiastic participation of faculty and students from BBA, B.Com, BCA and BA(HRD). The programme was coordinated by Librarian and Library staffs.

Marketing Department

Video Review

The Marketing Department conducted a video review on the topic 'Motivation and Challenges in Life' for I BCA 'A' on 7 January 2020. The objective of the programme was to create awareness and motivate students to face future challenges in life. Ms. Shreeprajna coordinated the programme.

Book Review

- The Marketing department conducted a book review on 15 February 2020. Mohammed Zaheed of III BBA 'C' reviewed the book titled "Touch The Sky" authored by Rashmi Bansal. The objective of the activity was to enhance their reading skill by identifying the authors' perception. The student opined that the book depicts out a great real life stories of Indian women of various professions. The activity was coordinated by Shreeprajna.
- The Marketing department conducted a book review on 15 February 2020, Samridh Shetty of III BBA 'C' reviewed the book titled "Till The Last Breath" authored

by Durjoy Datta. The objective was to enhance their reading skill on Fictional books. The student opined that the book depicts out how to lead a life for others and spread happiness around till the last breath. The activity was coordinated by Shreeprajna.

- The Marketing department conducted a book review on the book titled "The Facebook Marketing Book" authored by Dan Zarrella by Deepika M. B. of III B.Com on 16 February 2020. The objective was to enhance their reading skill by identifying the authors' perception. The student opined that the book depicts out how Facebook can help to promote brand, products, and services. The review writing was coordinated by Mrs. Kavitha Prabhu.

Business Law Department

Book Review

The Business Law Department conducted a book review on a book titled "The Art of Innovation" authored by Tom Kelly on 02 January 2020 for III BBA. Gaurav Rao of III BBA 'A' reviewed the book stating innovation is hardwork. It may be financially and personally rewarding, but one never knows which ideas will succeed and which one will fail. However, one will always find a new product to lift our spirits again. Ms. Sanjana coordinated the event.

Business law Quiz

The Business Law association organized Quiz on 03 January 2020. The objective of this competition was to test the intellectual ability of the students and to enhance academic knowledge among students regarding the subject Business Law. Ms. Sanjana coordinated the activity.

Pick and Speak

The Business Law association organized Pick and Speak competition on law related topics on 06 January 2020. The objective of this competition was to equip young students with the skills of thinking clearly, speaking persuasively and listening to the opinions of others critically and constructively. Ms. Sanjana coordinated the activity.

Paper Presentation

The Business Law association organized Business Law Paper Presentation competition on the topic 'Corporate Social Responsibility of Indian Company' on 17 January 2020. The objective of this competition was to test the intellectual ability of the students and to persuade and motivate students regarding the subject CSR. Ms. Sanjana coordinated the activity.

Video Review

- The Business Law department conducted a video review for I BBA 'A' on the topic "Getting To Know You" on 19

February 2020. The objective of the programme was to make the students identify the importance of knowing themselves and to help students get to know each other. The programme was coordinated by Ms. Sanjana.

SCAN Association

Coding

The SCAN association organized coding event on 02 January 2020. The objective was to test the programming skills of the students. The students had to write a program using C and C++. The event was judged based on the logic they use for execution. Mrs. Deepa D. Hegde judged the event. Mrs. Reshmi B. R. coordinated the programme.

Debugging

The SCAN association organized a Debugging event on 3 January 2020. The objective was to test the debugging skills of the students. The students had to rectify the code using C and C++ and obtain the desired output as displayed on the screen. Mrs. Shashikala Shetty judged the event. Mrs. Divya Uchil coordinated the programme.

IT Collage

The SCAN association organized an IT Collage event on 17 January 2020. The topic was "Artificial Intelligence and its implementation". The objective was to test the creativity of the students. Using the downloaded information, the participants prepared a collage using MS-Paint. The event was judged based on the participant's creativity, overall presentation, relevance and neatness. Mrs. Sneha G. Bhat judged the event. Mrs. Sowmya Jyothi coordinated the programme.

Web Designing

The SCAN association organized Web design activity on the topic 'Photography Portfolio Website' on 10 February 2020. The objective of this activity was to test participant's knowledge about HTML. The participants were given 45 minutes to create a web site. The event was judged based on content, relevance, usage of multimedia and innovation. Mrs. Reshmi B.R. judged the event. Mr. Arun F. Sequeira coordinated the event.

IT Quiz

The SCAN association organized IT Quiz on 12 February 2020. The objective of this activity was to test participant's knowledge about technology. The participants were given 20 minutes to answer 40 questions. Mrs. Sneha Bhat coordinated the event.

IT Debate

The SCAN association conducted IT Debate on the topic "The development of artificial intelligence will help humanity"

on 14 February 2020. The objective of this activity was to generate effective critical thinking among the participants on the topic artificial intelligence. The event was judged based on the participants' command over language, communication skills, relevancy to the topic and knowledge. Mrs. Anasuya was the judge for the event. Mrs. Shashikala Shetty coordinated the activity.

Finance Association

Group Discussion

The Finance association conducted group discussion competition on 13 February 2020. The objective of the activity was to improve communication and coordination among the participants. Large number of students actively participated. Ms. Sowmya Hedge coordinated the programme.

Allegation

The Finance association conducted allegation competition on 18 February 2020. The objective of the activity was to inculcate problem solving skill among the students. Large number of students actively participated. Ms. Sowmya Hedge coordinated the programme.

Case study

The Finance association conducted Case study on 20 February 2020. The objective of the activity was to improve the critical thinking among the participants. A case related to financial problem of a company is given to students. Large number of students actively participated. Ms. Sowmya Hedge coordinated the programme.

Paper presentation

The Finance association conducted paper presentation competition on 24 February 2020. The objective of the activity was to improve the presentation skill among the participants. "Impact of CSR on financial position of the company" was the topic for presentation. Ms. Sowmya Hedge coordinated the programme.

Commerce Association

Poster Writing

The Commerce association conducted Poster writing competition on the topic "World out of Cell Phone" on 28 January 2020. The objective of the competition was to bring out the creative ideas of the participants. The event was judged by Mr supritha, Mrs Deepashree Shenoy and Mr. Sumesh Matada. Mr. Akshith Kumar K coordinated the programme.

Treasure Hunt

The Commerce association conducted Treasure Hunt competition on 19 February 2020. The objective of the event

was to encourage the students to think critically and develop team building. A total of 27 teams participated in this event. Mr. Akshith Kumar K coordinated the programme.

Mock press

The Commerce association conducted skill enhancement activity mock press on 06 January 2020. The objective of the event was to enrich the knowledge of the students and to make them ready for job market. Mrs. Anusuya and Ms. Sowmya Hedge judged the event. Mr. Akshith Kumar K. coordinated this programme.

Case study analysis

The Commerce association conducted skill enhancement case study analysis on 16 January 2020. The objective of the event was to develop analyzing skill and decision-making skill among the students. Ms. Sanjana and Ms. Shreeprajna judged the event. Mr. Akshith Kumar K. coordinated this programme.

Paper presentation

The Commerce association conducted paper presentation competition on 21 January 2020. The objective of the event was to develop presentation skill and improve communication skill among the students. Ms. Shreeprajna judged the event. Mr. Akshith Kumar K. coordinated this programme.

Video Review

The Commerce department organized a video review on the topic 'Team Building' to III BBA on 25 February 2020. The objective of the programme was to create awareness on team building in the corporate world. Mrs. Manju H. coordinated the Programme.

Fine Arts Association

Rangoli

The Fine arts association organized Rangoli competition on 13 February 2020. The objective of the event was to enhance the creativity of the participants. The event was judged based on the presentation, creativity and color combination. Large number of students participated in the event. The event was judged by Mr. Gururaj and Ms. Sreeprajna. Mrs. Deepa D. Hegde and Mr. Thilakraj G. coordinated the programme.

T-Shirt Painting

The Fine arts association organized T-Shirt Painting competition on 24 February 2020. The objective of the event was to enhance the creativity of the participants. The event was judged based on design, neatness and creativity. Mrs. Supriitha and Mr. Sumesh Matada were the judges. Mrs. Deepa D. Hegde coordinated the programme.

Mehendi

The Fine arts association organized Mehendi competition on 4 January 2020. Each group had two participants. Judgement was based on the design, neatness and creativity. Mrs. Shashiprabha and Mrs. Sneha Bhat judged the event. Large number of students participated in the event. Mrs. Deepa D. Hegde coordinated the event.

Nail Art

The Fine arts association organized Nail Art competition on 29 January 2020. It was a group event consisting of two participants in a team and time given was half an hour. Judgement was based on the design, neatness and creativity. Mrs. Sowmya Jyothi and Mrs. Deepashree Shenoy judged the event. Mrs. Deepa D. Hegde coordinated the event.

HR Association

Role play

The Resource Hub association conducted role play competition on 14 February 2020. The objective of the competition was to make students aware about the current issues in the corporate world. The participants had to play the role of HR manager and were given current issues and challenges faced by HR managers where they had to come up with a best solution. Students actively took part in the competition. The event was judged by Ms. Shama. The programme was coordinated by Mrs. Preethika Dharmapal.

Debate

The Resource Hub association conducted debate competition on 19 February 2020. The objective of the competition was to well verse with the current events in the field of Human resource. The event was judged on the bases of creative, innovate and knowledge skills. The event was judged by Mr Akshith. The programme was coordinated by Mrs. Preethika Dharmapal .

Paper presentation

The Resource Hub association conducted paper presentation competition on the topic "Equal Pay for Equal Work" on 24 February 2020. The objective of the activity was to enhance the presentation skills of the students. The topic enhanced the knowledge and gave an insight to the equal pay for equal work. The event was judged on the basis of presentation skills, idea and communication skills. The programme was coordinated by Mrs. Preethika Dharmapal.

Mock interview

The Resource Hub association conducted mock interview competition on 17 January 2020 .The participants were asked to carry their resumes for a particular post for the interview. It is a practice interview designed to simulate a

real job interview as closely as possible. The event was judged based on interviewee's body language, presentation skill, communication skill and knowledge. Mr. Akshith Kumar judged the event. Mrs. Preethika Dharmapal coordinated the programme.

Book review

The HR association organised a book review on 10 March 2020. Ms. Prashobitha of III BBA 'B' reviewed the book "The Pilgrimage" authored by Paulo Coelho. The objective of the activity was to enhance the students reading skills. This book inspires the reader to take chance and dream bigger. The programme was coordinated by Mrs. Parinita Salian.

Red Cross Unit

Blood donation camp

The Youth Red Cross unit in collaboration with KMC Hospital organized blood donation camp on 31 January 2020 in the college auditorium. Dr. Deepa Adiga, Assistant Professor, Director Blood bank, KMC Hospital was the chief guest. Principal, Prof. Aruna P. Kamath presided over the Programme. The chief guest addressed the students and explained the benefits of donating blood. She also added that through blood donation an individual could save lives of four people. Prof. Aruna P Kamath in her presidential remarks congratulated the Youth Red Cross unit of the college for organizing such programmes, which contributes to save lives. Large number of volunteers donated blood through this programme. Staff coordinators Mrs. Rashmi, Mrs. Kavya U and Mr. Sumesh Matada coordinated the Programme.



STAFF ACHIEVEMENT

Mrs. Aruna P. Kamath

- Attended BOS Meeting at Mangalore University on 23 December 2019.
- Attended the Yakshagana Academy Meeting at Mangalore University on 6 November 2019.
- Attended Syndicate Meeting at Mangalore University on 7 November 2019.
- Attended the Sports Advisory Committee Meeting at Mangalore University on 16 November 2019.
- Attended a workshop on "Institutional preparedness in the implementation of the new education policy of India" organized by SDM College, Ujire on 28 November 2019.
- Attended UG BOS meeting of Department of Business Management held at Mangalore University, Konaje on 22 January 2020.
- Attended BOS Meeting of Economics held at St. Agnes College, Mangaluru on 24 January 2020.
- Attended one day Stakeholders Workshop on "Development of Knowledge and Health Corridor between Manipal and Konaje" organized by Karnataka Urban Infrastructure Development and Finance Corporation, Bengaluru at Hotel Deepa Comforts, Mangaluru on 31 January 2020.

Dr. Muralidhar Rao K S.

- Attended a workshop on "Institutional preparedness in the implementation of the new education policy of India" organized by SDM College, Ujire on 28 November 2019.
- Attended and presented a paper on "Strategies for Bridging the Employability Skill Gap in Higher Education", in National Conference on "Augmenting Employability Skills in Management Education" at SDM College of Business Management, Mangaluru on 30 January 2020.
- Moderator for paper presentation Session in National Conference on 'Augmenting Employability Skills in Management Education' at SDM College of Business Management, Mangaluru on 30 January 2020.
- Attended and presented a paper on "Bancassurance in a Digital Era" in National conference on 'Internet of Things' organised by Department of Computer Application, SDM College of Business Management, Mangaluru, on 9 January 2020.
- Attended and presented a paper on "Social Entrepreneurship in India" in a National Conference on "Social Entrepreneurship - A Gateway Societal Transformation organized by Department of Commerce, SDM College of Business Management, Mangaluru on 11 February 2020.
- Moderator for paper presentation session in a National Conference on "Social Entrepreneurship - A Gateway Societal Transformation organized by Department of Commerce, SDM College of Business Management, Mangaluru on 11 February 2020.

- Attended and presented a paper on "Next Generation Innovation with a Purpose: The Role of Technology in Accelerating Communication" in the 3rd International Conference on "Innovation and Digitalisation - Strategies for Global Collaboration" held at The Post Graduate Department of Commerce, St. Agnes College (Autonomous) Mangaluru on 20 January 2020.
- Moderator for paper presentation session in the 3rd International Conference on "Innovation and Digitalisation - Strategies for Global Collaboration" held at The Post Graduate Department of Commerce, St. Agnes College (Autonomous) Mangaluru on 20 January 2020.
- Attended BOE meeting of BBA course at St. Aloysius College, Mangaluru on 29 February 2020.

Mrs. Divya Uchil

- Coordinated one day National Conference on "Internet of Things" on 9 January 2020 and presented a research paper entitled "Cloud Computing for Rural India."
- Participated at the III International Conference on "Innovation and Digitalisation-Strategies for Global Collaboration" at St. Agnes College, Centre for Post Graduate Studies and Research, Mangaluru and presented a paper titled "Next Generation Innovation with a purpose: The role of Technology in Accelerating Communication" on 20 January 2020.
- Participated in one day seminar on "Augmenting Employability skills in Management Education" at SDM College of Business Management, Mangaluru and presented a paper titled on "Current Scenario of e-waste management in India :Issues and Strategies" on 30 January 2020.
- Attended and presented a paper titled "Transaction Security for Internet E-Commerce Application" at one-day National Conference on "Social Entrepreneurship- A Gateway of Societal Transformation" held at SDM College of Business Management in association with Selco Foundation on 11 February 2020
- Published a paper on "Next Generation Innovations in Agriculture: The Role of Technology In Sustainable Economic Development" in UGC recognized Journal of Emerging Technologies and Innovative Research (JETIR), Journal No: 63975, ISSN: 2349-5162 with Impact Factor :5.87, Volume 7, Issue 3, March 2020.
- Attended and presented a paper on "Design for a Parking System Using Internet of Things Integrated With Cloud " at one day national conference on "Techno 2020" held at SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 6 March 2020.

Mrs. Smitha

- Attended a workshop on "Institutional preparedness in the implementation of the new education policy of India" organized by SDM College, Ujire on 28 November 2019.
- Coordinated one day Seminar on "Augmenting Employability Skills in Management Education" on 30 January 2020.

- Presented & published a paper on "Consumer Awareness on Green Banking Initiatives by selected Private Sector Banks" in International conference on "Emerging issue and trends in intellectual Capital and Innovative Management Practices in the Global Economy" on 13 & 14 January 2020 at Govinda Dasa College, Surathkal with ISBN No. 978-96-5396-158-9
- Attended National Conference on "Contemporary Issues in Commerce and Management" and published a paper on "Customer Perception on Digital Banking" on 31 January 2020 at Ajjarakadu Women's College, Udupi with ISSN: 2320-5504.
- Presented paper on "Consumer Awareness on E-Banking", at one day National Conference on 'Internet of Things' held at SDM College of Business Management, Mangaluru on 9 January 2020.
- Attended and presented a paper on "A Study on Self-Employment" at a one-day National Conference on "Social Entrepreneurship - A Gateway of Social Transformation" organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020.
- Attended and presented a paper on "Customer Perception Towards Modern Banking" at one day national conference on "Techno 2020" held at SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 6 March 2020.

Mr. Arun F. Sequeira

- Attended a National Conference on the topic "Contemporary Issues in Commerce and Management" organized by the Department Commerce and Management, Dr. G. Shankar Govt. Women's First Grade College & P.G. Centre, Ajjarakadu, Udupi on 31 January 2020 and published a paper titled "A Study on Consumer Awareness Among Rural Women of Karkala Taluk" with ISSN: 2320-5504.
- Attended one day seminar on "Augmenting Employability Skills in Management Education" organized by the Department Management, SDM College of Business Management, Mangaluru on 30 January 2020 and presented a paper titled "Innovative Technology Enterprenurial Skill Orientation among the Students".
- Attended one day National Conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2019 and presented a research paper entitled "A Study of Online Gaming Disorder Prevalence among Youth of Mangaluru."
- Attended a National Conference on the topic "Challenges of Higher Education - Teacher Initiatives: Quality-Curriculum-Ethics" organized by Karnataka Rajya Mahavidyalaya Shikshak Sangha® in collaboration with Mangalore University, Mangaluru and National Assessment and Accreditation Council (NAAC), Bengaluru on 11 January 2020 and presented a paper titled "Innovaton In Education" at SDM College Auditorium, Mangaluru.
- Appointed as a Board of Examiners in Computer Application at St. Agnes College (Autonomous), Mangaluru and attended the BOE meeting on 3 February 2020.
- Attended a National Conference on "Social Entrepreneurship -

A Gateway of Social Transformation" organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020 and presented a joint paper titled "Human Resource Management and Social Media"

- Published a paper titled "Next Generation Innovations in Agriculture: The role of Technology in Sustainable Economic Development" in ISBN Journal No: 978-81-92-4545-0-4

Mrs. Manju H

- Attended a workshop on "Institutional preparedness in the implementation of the new education policy of India" organized by SDM College, Ujire on 28 November 2019.
- Presented paper on "Importance of enriching employability skills among management graduates", at one day seminar on 'Augmenting Employability Skills in Management Education' held at SDM College of Business Management, Mangaluru on 30 January 2020.
- Presented & published a paper on "Consumer Awareness on Green Banking Initiatives by selected Private Sector Banks" in International Conference on "Emerging issue and trends in Intellectual Capital and Innovative Management Practices in the Global Economy" on 13 & 14 January 2020 at Govinda Dasa College, Surathkal with ISBN No. 978-96-5396-158-9
- Attended National Conference on "Contemporary Issues in Commerce and Management" and published a paper on "Customer Perception on Digital Banking" on 31 January 2020 at Ajjarakadu Women's College, Udupi with ISSN: 2320-5504.
- Presented paper on "Consumer Awareness on E-Banking", at one day National conference on 'Internet of Things' held at SDM College of Business Management, Mangaluru on 9 January 2020.
- Participated as a delegate in one-day workshop on "Choice based Credit System(CBCS) of II sem BBA" organised by Poornaprajna College and PG Centre, Udupi and FOBMAT, Mangalore University on 4 January 2020 at Poornaprajna, College, Udupi.
- Attended a B.Com syllabus revision workshop organized by St. Aloysius Evening College, Mangaluru on 3 January 2020.
- Coordinated a National conference on "Social Entrepreneurship - A Gateway of Social Transformation" organised by SDM College of Business Management in association with Selco Foundation on 11 February 2020.
- Attended and presented a paper on "Customer Perception Towards Modern Banking" at one day national conference on "Techno 2020" held at SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 6 March 2020.

Mrs. Gayathri K.

- Attended a workshop on "Institutional preparedness in the implementation of the new education policy of India" organized by SDM College, Ujire on 28 November 2019.
- Attended and presented paper on "Consumer Awareness on E-Banking", at one day National Conference on 'Internet of

Things' held at SDM College of Business Management, Mangaluru on 9 January 2020.

- Participated and presented a paper titled "A study on Growing Trends of Online Hotel Booking in Mangalore" in the National conference on "Women Entrepreneurship in Tourism & Hospitality Industry in India" held on 01 February 2020 organized by Moti Mahal College of Hotel Management, Mangaluru.
- Presented paper on "A Study on Skill India Schemes for Entrepreneurship Development in India" at one-day Seminar on "Augmenting Employability Skills in Management Education" held at SDMCBM on 30 January 2020
- Presented and published a paper on "A Study on Factors Affecting Consumer's Willingness to Buy Organic Products" at one-day National conference on "Contemporary issues in Commerce and Management" held at Dr. G. Shankar Govt. Women's First Grade College & P.G. Study Centre, Ajjarkadu on 31 Jan. 2020 with E-ISSN-2347-4793, Impact Factor 6.58
- Moderator for paper presentation session in a National Conference on "Social Entrepreneurship - A Gateway Societal Transformation organised by Department of Commerce, SDM College of Business Management, Mangaluru on 11 Feb. 2020.
- Presented a paper titled "Challenges and Opportunities of Social Entrepreneurship in India" at one-day National conference on "Social Entrepreneurship- A Gateway of Societal Transformation" held at SDM College of Business Management in association with Selco Foundation on 11 February 2020

Mr. Thilakraj G.

- Participated and presented a paper titled "A study on Cyber Crimes and Information Security : Threats and Solutions" in the National Conference on "Internet of Things" held on 09 January 2020 organized by SDM College of Business Management, Mangaluru.
- Participated and presented a paper titled "A study on Professional Development of Teachers in Higher Education" in the National Conference on "Challenges of Higher Education: Teachers Initiative" held on 11 January 2020 organized by Karnataka Rajya Mahavidyalaya Shikshaka Sangha, Mangaluru.
- Participated and presented a paper titled "A study on Analysis of GAP between Management education and Employability" in the National Conference on "Augment Employability Skills in Management Education" held on 30 Jan. 2020 organized by SDM College of Business Management, Mangaluru.
- Presented and published a paper on "A study on Customer Perception towards Green Banking" at one-day National Conference on "Contemporary issues in Commerce and Management" held at Dr. G. Shankar Govt. Women's First Grade College & P.G. Study Centre, Ajjarkadu on 31 January 2020 with E-ISSN-2347-4793, Impact Factor 6.58
- Participated and presented a paper titled "A study on Growing Trends of Online Hotel Booking in Mangaluru" in the National Conference on "Women Entrepreneurship in Tourism & Hospitality Industry in India" held on 01 February 2020 organized by Moti Mahal College of Hotel Management, Mangaluru.

- Participated and presented a paper titled "A study on Social Entrepreneurships: A Critical Review of the Concept" in the National Conference on "Social Entrepreneurships - A Gateway of Social Transformation" held on 11 February 2020 organized by SDM College of Business Management, Mangaluru.
- Attended and presented a paper on "Customer Perception Towards Modern Banking" at one day national conference on "Techno 2020" held at SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 6 March 2020.

Mrs. Jeevitha D.

- Attended a workshop on "Institutional preparedness in the implementation of the new education policy of India" organized by SDM College, Ujire on 28 November 2019.
- Attended one day Seminar on "Augmenting Employability Skills in Management Education on 30 Jan 2020 at SDM Conference hall and presented paper titled "A Study on Enhancement of skill in Management Education"
- Attended a National Conference on the topic "Contemporary Issues in Commerce and Management" organized by the Department Commerce and Management, Dr. G. Shankar Govt. Women's First Grade College & P.G. Centre, Ajjarakadu, Udupi on 31 January 2020 and published a paper titled "A Study on Consumer Awareness Among Rural Women of Karkala Taluk" with ISSN: 2320-5504.
- Attended and presented research paper on "Impact of Cyber Security in Business" in one day National conference on "Internet of Things" held at SDM College of Business Management, Mangaluru on 09 January 2020
- Attended and presented paper titled "Dealing with envious colleagues in teaching profession - a study on perception of faculties in Mangaluru city" at National conference on "Challenges of higher education: Teacher initiatives" organised by Karnataka Rajya Mahavidyalaya Shikshaka Sangha on 11 January 2020 at SDM College, Mangaluru.
- Attended and presented a paper titled "A Study on Social Entrepreneurship in Business" at one day National conference on "Social Entrepreneurship -A Gate of Societal Transformation" organized by SDM college of Business Management, Mangaluru in association with SELCO foundation on 11 February 2020.

Mrs. Madhumathi J. Raja

- Attended and presented a paper on "An Empirical Study on Mobile Banking Services and Applications" at one day National conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 Jan. 2020.
- Attended and presented a paper on "An Insight to National Skill Development In India" at one day seminar on "Augmenting Employability Skills In Management Education" organized by SDM College of Business Management, Mangaluru on 30 January 2020.
- Presented and published a paper on "Students Discernment towards Ethics and CSR - A study with reference to Mangaluru City" at one day national conference on "Contemporary Issues

in Commerce and Management" organized by Dr G Shankar Govt Women's First Grade College and P G Study Centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN: 2320-5504.

- Attended "Second Semester English Syllabus" workshop organized by Canara College, Mangaluru on 28 January 2020.
- Attended and presented a paper titled "Status of Women Entrepreneurship in India" at one day National conference on "Social Entrepreneurship - A Gate of Societal Transformation" organized by SDM College of Business Management, Mangaluru in association with SELCO Foundation on 11 February 2020.
- Attended and presented a paper titled "Reflection of Globalisation on Indian Culture and literature with reference to Jhumpa Lahari's Namesake and Aravind Adiga's The white Tiger" at one day International conference on "Basha Sangam 2020" organized by Milagres College, Mangaluru on 10 February 2020.
- Attended and presented a paper titled "E-Commerce Revolution in Digital India Initiatives: Challenges and opportunities" at one day national seminar on "Transforming India: Issues and Challenges" organized by Besant Evening College, Mangaluru on 15 February 2020.

Mrs. Kavitha Prabhu

- Attended and presented a paper on "An Empirical Study on Mobile Banking Services and Applications" at one day national conference on "Internet Of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2020.
- Attended and presented a paper on "An Insight to National Skill Development In India" at one day seminar on "Augmenting Employability Skills In Management Education" organized by SDM College of Business Management, Mangaluru on 30 January 2020.
- Presented and published a paper on "Students Discernment towards Ethics and CSR - A study with reference to Mangaluru City" at one day National conference on "Contemporary Issues In Commerce And Management" organized by Dr G Shankar Govt Women's First Grade College and P G Study Centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN: 2320-5504.
- Attended and presented a paper titled "The Role of Youth Entrepreneurship and its effect for the Indian economy" at one day national conference on "Social Entrepreneurship - A Gate of Societal Transformation" organized by SDM College of Business Management Mangaluru in association with SELCO foundation on 11 February 2020.
- Published a paper titled "Students' Perception towards Ethics and CSR- A Study with reference to Mangaluru City in ISBN Journal No: 978-81-92-4545-0-4.
- Presented a paper on "An Empirical study on Artificial Intelligence and Human Resource Management in IT Sector" at two-days National Conference on "Emerging Business Trends [EBT]-2020" held at Managalore University, Mangalagangothri, Konaje on 4 and 5 March 2020.

Mrs. Shashikala Shetty

- Attended & presented a research paper entitled "Internet of Things: Ethical Challenges and Opportunities" in National Conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2020.
- Attended and presented a paper on "Role of Information Technology in Skill Development: Challenges and Opportunities" at one day seminar on "Augmenting Employability Skills in Management Education" organized by SDM College of Business Management, Mangaluru on 30 January 2020
- Attended and presented paper titled "Social Entrepreneurship & Digital innovation" at National Conference "Social Entrepreneurship - A Gateway of Social Transformation" held at SDM College of Business Management, Mangaluru on 11 February 2020.
- Attended and presented paper titled "E-Commerce Revolution in Digital India Initiatives: Challenges and Opportunities" at National Seminar on "Transforming India : Issues & Challenges" organized by the Department of PG Studies in Commerce and Research and Development Cell, Besant Evening College in association with Mangaluru University Commerce Teachers' Association on 15 February 2020.
- Attended one day workshop on NAAC peer team visit - Issues and Concerns" organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 15 February 2020.

Mrs. Renuthakshi K.

- Attended and presented research paper on "Impact of Cyber Security in Business" in one day national conference on "Internet of Things" held at SDM College of Business Management, Mangaluru on 09 January 2020

Mrs. Deepa D Hegde

- Attended and presented a paper on "Smart Home Automation based on IoT and the Future" at one day Seminar on "Internet of Things" at SDM College of Business Management, Mangaluru on 09 January 2020
- Presented and Published a paper on "Customer Loyalty in Buying through E-Commerce Websites: A study with special reference to Managaluru Taluk " at one day National conference on Contemporary Issues in Commerce and Management at Dr. G. Shanker Govt Women's First Grade College & P.G Study Center, Ajjarkadu Udupi on 31 January 2020 with ISSN: 2320-5504
- Presented a paper on "Application of Data Mining Techniques for Graduates Employability" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.
- Presented and published a paper titled "A Study on Women Empowerment in Corporate Sector and Indian Constitution Role with Special Reference to Dakshina Kannada District" at one day National Conference on "Women Entrepreneurship in Tourism & Hospitality Industry in India" organised by Moti

Mahal College of Hotel Management, Mangaluru on 01 February 2020. ISBN:9788194034506

- Presented a paper titled "Role of Social Entrepreneur Creating Employment in Underserved Areas- A Conceptual Study" at one day National Conference on "Social Entrepreneurship - A Gateway of Societal" organized by SDM College of Business Management, Mangaluru in association with SELCO foundation on 11 February 2020.
- Presented a paper on "An Empirical study on Artificial Intelligence and Human Resource Management in IT Sector" at two-days National Conference on "Emerging Business Trends [EBT]-2020" held at Mangalore University, Mangalagangothri, Konaje on 4 and 5 March 2020.

Mrs. Sowmya Jyothi

- Attended & presented a research paper entitled "Merging Cloud with Internet of Things" in National Conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2020.
- Attended and presented a paper on "Information Technology and Youth Empowerment" at one day seminar on "Augmenting Employability Skills in Management Education" organized by SDM College of Business Management, Mangaluru on 30 January 2020
- Attended and presented a paper titled "Opportunities and Challenges for Rural Women Empowerment" at a one-day National Conference on "Social Entrepreneurship - A Gateway of Social Transformation" organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020.
- Presented a paper titled "Applications of Digital Twin Technology" at a one-day International Conference on "Innovations in Technology, Business and Management" organised by Nagarjuna group of Institutions in collaboration with Dhaka International University, Bangladesh at Nagarjuna Degree College, Bengaluru on 7 February 2020.

Dr. Jyothi

- Coordinated one day National Level Hindi Seminar on "Adhunik Hindi Kaavya :Ek Avalokan", at SDM College Conference Hall, Mangaluru on 10 January 2020.
- Attended One day Seminar on "Augmenting Employability Skills in Management Education" and presented paper on "A Study on Enhancement of skill in Management Education" held on 30 Jan. 2020 at SDM College Conference Hall, Mangaluru.
- Presented paper on "A Study on Consumer Behaviour towards Online Shopping of Apparels" at one-day National conference on "Internet of Things" held at SDMCBM on 9 January 2020.
- Attended and presented a paper on "A Study on Self-Employment" at a one-day National Conference on "Social Entrepreneurship - A Gateway of Social Transformation" organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020.

Mrs. Shashiprabha

- Attended Orientation Programme in connection with the State Scholarship for the Principals and E-Attestation Officers organized by Government of Karnataka at Manipal University, Manipal on 22 November 2019.
- Presented a paper on the topic "A study on Impact of Information Explosion on Technological Innovations" at a National Conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2019.
- Attended and presented a paper on "Internship as a tool in enhancing employability skill- A Study on Alumni of Colleges in Mangaluru" at one day seminar on "Augmenting Employability Skills in Management Education" organized by SDM College of Business Management, Mangaluru, on 30 January 2020
- Presented a paper titled "Social Entrepreneurship as a tool in Amplifying Social Change- A Conceptual Study" at one-day National Conference on "Social Entrepreneurship - A Gateway of Social Transformation" organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020.
- Published a paper titled "Students' Perception towards Ethics and CSR- A Study with reference to Mangaluru City in ISBN Journal No: 978-81-92-4545-0-4.
- Attended a training programme on "Seva Sindhu" on 11 March 2020 organized by Mangalore University, Mangalagangothri, Konaje.

Mrs. Supritha

- Attended and presented paper on the topic "A study on Issues and challenges of ICT in student learning and evaluation with reference to University affiliated Colleges in Mangaluru City" at one day national conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 09 January 2020.
- Attended and presented paper on "A study on perception of youth entrepreneurs of small scale industries towards Government funds" at one day seminar on "Augmenting Employability Skills In Management Education" organized by SDM College of Business Management, Mangaluru on 30 January 2020.
- Attended, Presented and Published research paper titled "A study on Consumer behavior towards fast moving consumer goods with reference to rural areas of Dakshina Kannada District" at National conference on "Contemporary Issues in Commerce and Management" organised by Dr. G Shankar Govt. Women's First Grade College & P.G Study Centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN: 2320-5504 impact factor 6.58.
- Participated as a delegate in one-day workshop on "Choice based credit System(CBCS) of II sem BBA" organised by Poornaprajna College and PG Centre, Udupi and FOBMAT, Mangalore University on 4 January 2020 at Poornaprajna, College, Udupi.

- Attended and presented a joint paper titled "Impact of social entrepreneurship on start up business" at National conference on Social Entrepreneurship - A gateway of Societal Transformation organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020
- Published a paper titled "Students' Perception towards Ethics and CSR- A Study with reference to Mangaluru City in ISBN Journal No: 978-81-92-4545-0-4 =

Dr. Shalini

- Attended and presented a paper titled "Hindi Sahitya our SamasikSamskruthi" in one day Multilingual International Conference "Bhasha Sangham 2020 on Language, Multiculturalism in Language and Literature" organized by Milagres College Mangaluru on 10 February 2020.

Mrs. Anasuya

- Presented and Published a research paper titled "A Study of Challenges and Opportunities of High Tech Entrepreneurship in India" in National Conference on "Contemporary Issues in Commerce and Management" organized by Dr. G. Shankar Govt Women's First Grade College of P.G. Study Centre, Ajjarkadu, Udupi on 31 January 2020 with E- ISSN : 2347-4793 impact factor 6.58
- Attended one day seminar on "Augmenting Employability Skills in Management Education" organized by the Department Management, SDM College of Business Management, Mangaluru on 30 January 2020 and presented a paper titled "Innovative Technology Enterprenurial Skill Orientation among the Students".
- Attended one day National Conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2019 and presented a research paper entitled "A Study of Online Gaming Disorder Prevalence among Youth of Mangaluru."
- Attended a B.Com syllabus revision workshop organized by St. Aloysius Evening College, Mangaluru on 3 January 2020.
- Attended a National Conference on "Social Entrepreneurship - A Gateway of Social Transformation" organised by SDM College of Business Management in association with Selco Foundation on 11 February 2020 and presented a paper titled "Human Resource Management and Social Media".
- Published a paper titled "Next Generation Innovations in Agriculture: The role of Technology in Sustainable Economic Development" in ISBN Journal No: 978-81-92-4545-0-4

Mrs. Reshmi B R

- Attended and Presented a paper on "IOT on E-Marketing: The study on helping customers in choosing the best product" at one day Seminar on "Internet of Things" at Shri Dharmasthala Manjunatheswara College of Business Management, Mangalore on 09 January 2020
- Presented a paper on "Impact of skill India initiatives on future professionals" at one day Seminar on "Augmenting Employability Skills in Management Education" held at Shri

Dharmasthala Manjunatheswara College of Business Management, Mangaluru on 30 January 2020.

- Presented and Published a paper on "Customer Loyalty in Buying through E-Commerce Websites: A Study with Special Reference to Mangaluru Taluk " at one day National Conference on Contemporary Issues in Commerce and Management , at Dr. G. Shankar Govt Women's First Grade College & P.G Study Center, Ajjarkadu Udupi on 31 January 2020 with ISSN: 2320-5504
- Attended and presented a paper titled "Protection Through Commercialisation of Traditional Knowledge and Patent Issues in India" in the National Conference on "Intellectual Property Rights" held on 06 February 2020 organized by Government First Grade College, Bantwal.
- Attended and presented a paper titled "Role of Social Entrepreneurship and its impact of Rural Development" in the National Conference on "Social Entrepreneurship - A Gateway of Societal Transformation" on 11 February 2020 organized by SDM College of Business Management, Mangaluru.

Mrs. Shwetha Y

- Attended and presented a paper on "Enrichment of Employability Skill among Management Students" at one day National conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 30 January 2020.
- Attended and presented a paper on "A Study on Consumer Satisfaction on Online Shopping" at one day National conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2020.
- Presented and published a paper titled "A Study on Consumer Satisfaction on Online Shopping" in National Conference on "Contemporary Issues in Commerce and Management" organized by Dr. G. Shankar Govt Women's First Grade College of P.G. Study Centre, Ajjarkadu, Udupi on 31 January 2020 with E- ISSN : 2347-4793 impact factor 6.58
- Attended a B.Com syllabus revision workshop organized by St. Aloysius Evening College, Mangaluru on 3 January 2020.

Mrs. Veena D. Kotian

- Attended and presented a paper on "Enrichment of Employability Skill among Management Students" at one day National conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 30 January 2020.
- Attended and presented a paper on "A Study on Consumer Satisfaction on Online Shopping" at one day National conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2020.
- Presented and published a paper titled "A Study on Consumer Satisfaction on Online Shopping" in National Conference on "Contemporary Issues in Commerce and Management" organized by Dr. G. Shankar Govt Women's First Grade College of P.G. Study Centre, Ajjarkadu, Udupi on 31 January 2020 with E- ISSN : 2347-4793 impact factor 6.58

Mrs. Preethika Dharmapal

- Attended and presented a paper on "An Empirical Study on Online Banking -Challenges and Opportunities in the Indian Banking Sector " at one day national conference on "Internet of Things " organized by SDM College of Business Management Mangaluru on 09 January 2020.
- Attended and presented a paper on "A Study on the Requirement of Skill Development for the Success of "Make in India Project" at one day seminar on "Augmenting Employability Skills In Management Education" organized by SDM College of Business Management, Mangaluru on 30 January 2020.
- Presented & published a paper on "Role of Microfinance Institutions In Rural Entrepreneurship- Challenges & Suggestions"at one day National conference on "Contemporary Issues In Commerce And Management" organized by Dr. G Shankar Govt Women's First Grade College And P G Study Centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN: 2320-5504 impact factor 6.58.
- Attended and presented a paper titled "Role of Entrepreneur towards Economic Development in India" at one day national conference on "Social Entrepreneurship -A Gate of Societal Transformation" organized by SDM college of Business Management Mangaluru in association with SELCO foundation on 11 February 2020.

Ms. Sowmya Hegde

- Attended and presented paper on the topic "Impact of E-Commerce: Issues and challenges" at one day national conference on "Internet of Things"organized by SDM College of Business Management, Mangaluru on 09 January 2020.
- Attended and presented a paper titled "A study on Programmes to Enhance Skill and Entrepreneurship Potentials among Undergraduates" in the National Conference on Challenges of Higher Education: Teachers Initiatives held on 11 January 2020 organised by Karnataka Rajya Mahavidyalaya Shikshaka Sangha, Mangaluru.
- Attended and presented paper on the topic "Entrepreneurial skills and entrepreneurial education : A review" at one day seminar on "Augmenting Employability Skills In Management Education" organized by SDM College of Business Management, Mangaluru on 30 January 2020.
- Attended and presented a paper titled "Social Entrepreneurship : A path way for sustainable development" at one day national conference on "Social Entrepreneurship -A Gate of Societal Transformation" organized by SDM College of Business Management, Mangaluru in association with SELCO foundation on 11 February 2020.
- Attended a 10 days research methodology course for M.phil/ Ph.d/ PDF scholars organized by Yogic science department of Mangalore University from 4 to 13 March 2020.
- Presented a paper on "A Review on Competency Mapping- the Path for Organizational development" at two days national conference on "Emerging Business Trends-2020" organized by Department of Commerce, Mangalore University on 4 and 5 March 2020.

- Attended and presented a paper on "Blockchain Technology: Issues and Challenges in India" at one day national conference on "Techno 2020" held at SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 6 March 2020.

Mrs. Rashmi T

- Attended and Presented a paper on "Consumer Perception towards E-Banking Services with reference to Mangalore Region, Dakshina Kannada" at one day Seminar on "Internet of Things" at SDM College of Business Management, Mangaluru on 09 January 2020
- Attended, presented & published a paper titled "Impact of work - Life balance among women teaching faculty in undergraduate educational institutions with special reference to Mangaluru city"at a National conference organised by Dr. G Shankar Govt. Women's First Grade College & P.G Study Centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN: 2347-4793(Online)impact factor 6.58.
- Presented a paper on "Is skill development making the youth employable" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.

Mr. Prasanna Kumar T

- Presented a paper on "Impact of vocational courses on talent management students at selected degree colleges in Kodagu District" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.
- Attended, presented & published a paper titled "Impact of work - Life balance among women teaching faculty in undergraduate educational institutions with special reference to Mangaluru city"at a National conference organised by Dr. G Shankar Govt. Women's First Grade College & P.G Study Centre, Ajjarkadu, Udupi on 31 January 2020with ISSN: 2347-4793(Online)impact factor 6.58.
- Presented and published a paper on "Customer Loyalty in Buying through E-Commerce Websites: A Study with Special Reference to Mangaluru Taluk " at one day National conference on Contemporary Issues in Commerce and Management , at Dr. G. Shanker Govt Women's First Grade College & P.G Study Center, Ajjarkadu Udupi on 31 January 2020with ISSN: 2347-4793(Online)impact factor 6.58..
- Attended and Presented a paper on "Role of IT in Indian Textile Industry" at one day National Conference on "Internet of Things" at SDM College of Business Management, Mangaluru on 09 January 2020
- Participated as a delegate in one-day workshop on "Choice based credit System(CBCS) of II sem BBA" organised by Poornaprajna College and PG Centre, Udupi and FOBMAT, Mangalore University on 4 January 2020 at Poornaprajna, College, Udupi.

Mrs. Deepashree G Shenoy

- Attended and presented paper on "A study on perception of youth entrepreneurs of small scale industries towards Government funds" at one day seminar on "Augmenting Employability Skills In Management Education" organized by SDM College of Business Management, Mangaluru on 30 January 2020.
- Attended, Presented and Published research paper titled "A study on Consumer behavior towards fast moving consumer goods with reference to rural areas of Dakshina Kannada District" at National conference on "Contemporary Issues in Commerce and Management" organised by Dr. G Shankar Govt. Women's First Grade College & P.G Study Centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN: 2320-5504 impact factor 6.58.
- Attended and presented a paper titled "Whether Digitalization is a solution to our learning models ?" at one day National conference on "Internet of Things" at SDM College of Business Management, Mangaluru on 09 January 2020.
- Participated as a delegate in one-day workshop on "Choice based Credit System(CBCS) of II sem BBA" organised by Poornaprajna College and PG Centre,Udupi and FOBMAT, Mangalore University on 4 January 2020 at Poornaprajna, College, Udupi.
- Attended and presented a joint paper titled "Impact of social entrepreneurship on start up business" at National conference on Social Entrepreneurship - A gateway of Societal Transformation organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020

Mrs. Parinita

- Attended and presented a paper on "A Study on Consumer Behaviour towards Online Shopping of Apparels" at one-day National conference on "Internet of Things" held at SDMCBM on 9 January 2020
- Attended and presented a paper on "A Study on Skill India Schemes for Entrepreneurship Development in India" at one-day Seminar on "Augmenting Employability Skills in Management Education" held at SDMCBM on 30 January 2020
- Presented and published a paper on "A Study on Factors Affecting Consumer's Willingness to Buy Organic Products" at one-day National conference on "Contemporary issues in Commerce and Management" held at Dr. G. Shankar Govt. Women's First Grade College & P.G. Study Centre, Ajjarkadu on 31 January 2020 with EISSN-2347-4793, Impact Factor 6.58
- Attended and presented a paper titled "Challenges and Opportunities of Social Entrepreneurship in India" at one-day National conference on "Social Entrepreneurship -A Gate of Societal Transformation" organized by SDM college of Business Management Mangaluru in association with SELCO foundation on 11 February 2020.

Mr. Gururaj G.

- Attended and presented a paper on "CSR and SME in India" at one day Seminar on "Augmenting Employability Skills in

Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.

- Participated as a delegate in one-day workshop on "Choice based credit System(CBCS) of II sem BBA" organised by Poornaprajna College and PG Centre,Udupi and FOBMAT, Mangalore University on 4 January 2020 at Poornaprajna, College, Udupi.

Mrs. Kavya U.

- Attended and presented a paper on "Empowering Rural India -A Path Towards Digital Payments" at one day National conference on "Internet Of Things" organized by SDM College of Business Management, Mangaluru on 09 January 2020.
- Attended and presented a paper on "A Study on the requirement of Skill Development for the Success of "Make In India Project" at one day seminar on "Augmenting Employability Skills in Management Education" organized by SDM College of Business Management, Mangaluru on 30 January 2020.
- Presented & published a paper on "Role of Microfinance Institutions In Rural Entrepreneurship- Challenges & Suggestions"at one day National conference on "Contemporary Issues In Commerce And Management" organized by Dr. G Shankar Govt Women's First Grade College And P G Study Centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN: 2320-5504 impact factor 6.58.
- Attended "Second Semester English Syllabus" workshop organized by Canara College, Mangaluru on 28 January 2020.
- Attended and presented a paper titled "Women Entrepreneurs in India - Emerging Issues and Challenges" at one day national conference on "Social Entrepreneurship -A Gate of Societal Transformation" organized by SDM College of Business Management, Mangaluru in association with SELCO foundation on 11 February 2020.
- Attended and presented a paper titled "Literature - The Mirror of Culture" at one day International conference on "Basha Sangam 2020" organized by Milagres College, Mangaluru on 10 February 2020.
- Attended one day workshop on 'NAAC peer team visit - Issues and concern' organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 15 February 2020.

Mr. Sumesh Matada

- Presented & Published a paper on "A study on socio-economic status of rural entrepreneurship with reference to Dakshina Kannada" in International Conference on "Emerging issues and trends in intellectual capital and innovative management practices in the Global economy" organised by Govindadasa College, Surathkal on 13 & 14 January 2020 with ISBN No. 978-96-5396-158-9
- Presented a paper on "Application of Data Mining Techniques for Graduates Employability" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.
- He was awarded III place in Best Consumer Course Director.

- Attended and Presented a paper on "Role of IT in Indian Textile Industry" at one day National Conference on "Internet of Things" at SDM College of Business Management, Mangaluru on 09 January 2020.
- Attended a National conference on "Challenges of higher education: Teacher initiatives" organised by Karnataka Rajya Mahavidyalaya Shikshaka Sangha on 11 January 2020 at SDM Law College, Mangaluru.
- Attended a B.Com syllabus revision workshop organized by St. Aloysius Evening College, Mangaluru on 3 January 2020.
- Presented and published a paper titled "A Study on Women Empowerment in Corporate Sector and Indian Constitution Role with Special Reference to Dakshina Kannada District" at one day National Conference on "Women Entrepreneurship in Tourism & Hospitality Industry in India" organised by Mothi Mahal College of Hotel Management, Mangaluru on 01 February 2020. ISBN:9788194034506
- Presented a paper titled "Role of Social Entrepreneur Creating Employment in Underserved Areas- A Conceptual Study" at one day National Conference on "Social Entrepreneurship - A Gateway of Societal" organized by SDM College of Business Management, Mangaluru in association with SELCO Foundation on 11 February 2020.
- Attended, presented and published a joint paper titled "Impact of social entrepreneurship on start up business with special reference to Dakshina Kananda District" at one day National level conference on "Start ups in India" organised by MSNM Besant Institute of PG studies, Mangaluru held on 20 February 2020. ISBN:978-93-5396-791-8.
- Organized one day Workshop on "Know Your Rights" at SDM College of Business Management, Mangalore in association with D.K. District Consumer Information Centre and D.K. District Federation of Consumer Organization on 19 February 2020

Ms. Sanjana

- Attended, presented & published a paper titled 'Impact of Digitalization on Kirana Stores - A study with reference to Mangalore city' at International conference on emerging issues and trends in intellectual capital and innovative management practices in the global economy organised by GovindaDasa College, Surathkal on 13 and 14 January 2020 at Govinda Dasa College, Surathkal with ISBN No. 978-96-5396-158-9
- Attended and presented a paper titled "Government Initiatives for developing skills of Indian Youth" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.
- Attended and presented paper titled "Dealing with envious colleagues in teaching profession - a study on perception of faculties in Mangaluru City" at National conference on "Challenges of Higher Education: Teacher initiatives" organised by Karnataka Rajya Mahavidyalaya Shikshaka Sangha on 11 January 2020 at SDM Law College, Mangaluru.
- Attended and presented a paper titled "The impact of industry 4.0 in sustainable development of nation - a study with reference of Mangaluru city" at one day national conference on "Internet

of Things" organized by SDM College of Business Management, Mangaluru on 09 January 2020.

- Attended, Presented and Published research paper titled "A study on customers attitude and perception towards digital food delivery apps - Zomato and Swiggy in Mangaluru" at National conference on "Contemporary Issues in Commerce and Management" organised by Dr. G Shankar gov. women's first grade college & P.G study centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN: 2320-5504 impact factor 6.58.
- Participated as a delegate in one-day workshop on "Choice based credit System(CBCS) of II sem BBA" organised by Poornaprajna College and PG Centre, Udupi and FOBMAT, Mangalore University on 4 January 2020 at Poornaprajna, College, Udupi.
- Attended and presented a paper titled "Social Entrepreneurship - A path for Sustainable Socio - economic development and environmental protection" at national conference on Social Entrepreneurship - A gateway of Societal Transformation organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020.
- Attended and presented a paper titled "Recruiting and Retaining millennial talent - A study with reference to Dakshina Kannada" at National seminar on Transforming India: Issues and Challenges organized by Besant Evening College, Mangaluru on 15 February 2020.
- Attended one day workshop on 'NAAC peer team visit - Issues and concern' organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 15 February 2020.
- Organized one day Workshop on "Know Your Rights" at SDM College of Business Management, Mangalore in association with D.K. District Consumer Information Centre and D.K. District Federation of Consumer Organization on 19 February 2020
- Attended a one day seminar 'INSIGHT 2020 on 'Women's Wellbeing' organised by Lions Club International at Lions Seva Mandir, Mallikatte, Mangaluru on 9 March 2020.

Mr. Akshith Kumar K.

- Attended and presented a paper titled "The impact of industry 4.0 in sustainable development of nation - a study with reference of Mangaluru city" at one day national conference on "Internet Of Things" organized by SDM College of Business Management, Mangaluru on 09 January 2020.
- Attended and presented and published research paper titled "A study on customers attitude and perception towards digital food delivery apps - Zomato and Swiggy in Mangaluru" at National conference on "Contemporary Issues in Commerce and Management" organised by Dr. G Shankar Govt. women's First Grade College & P.G Study Centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN: 2320-5504 impact factor 6.58.
- Attended and presented a paper titled "Innovation in Education" at a national conference organised by Karnataka Rajya Mahavidyalaya Shikshaka Sangha in collaboration with Mangaluru University, Mangaluru and NAAC Bengaluru at SDM College Auditorium, Mangaluru on 11 January 2020.

Attended, presented and published a paper titled "A study on awareness while investing in real estate and gold among the middle classes in Dakshina Kannada District" at a International conference organised by Govindadasa College Surathkal, Mangaluru on 13 and 14 January 2020 with ISBN No. 978-96-5396-158-9.

Attended and presented a joint paper titled "Social Entrepreneurship - A path for Sustainable Socio - economic development and environmental protection" at National conference on Social Entrepreneurship - A gateway of Societal Transformation organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020.

Attended one day workshop on 'NAAC peer team visit - Issues and concern' organized by SDM College of Business Management Post Graduate Centre for Management studies and research, Mangaluru on 15 February 2020.

Mr. Praveen D.

Passed UGC-NET examination held in the month of Dec. 2019.

Attended a B.Com syllabus revision workshop organized by St. Aloysius Evening College, Mangaluru on 3 January 2020.

Presented a paper on "Is skill development making the youth employable?" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 Jan. 2020.

Attended, presented and published a paper titled "Impact of Amul products and its operation on the economy of Dakshinakannada District" in two days National conference on "Indian Economy in transition : Prospectus and Challenges of Co-operatives" organised by Mangalore University Economics Association held on 19 and 20 February 2020.

Mrs. Bhat S Sneha Ganesh

Presented and published a paper on "The Strategic Approaches To Implement An Innovative Paradigm For Smart Tourism And Sustainable Development" at two days Inter-National seminar on "Tourism and Sustainable Development-Issues, Challenges and Best Practices" held at Mangalore University, Mangalagangothri, Mangaluru on 27 & 28 December 2019.

Attended and Presented a paper on "Secure Privacy Frame work and Risk Management in Mobile Computing" at one day Seminar on "Internet of Things" at SDM College of Business Management, Mangaluru on 09 January 2020.

Presented a paper on "A Detailed Study on the importance of soft skill for Enhancing Employability" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.

Sample of my kitchen garden photos where exhibited at Kadri Phala Pushpa Paradarshana 2020 by the Horticulture Department, Mangaluru.

Presented a paper titled "A brief study of creating social impact in India by social tech entrepreneurship " at one day National Conference on "Social Entrepreneurship-A gateway of Social

Transformation" organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020.

Ms. Shreeprajna

Attended a one day workshop on HUMANO -2k19 organized by Human Rights Committee at Shri Dharmasthala Manjunatheshwara Law College, Mangaluru on 10 Dec. 2019.

Presented a paper titled "A Study on Role of Indian Constitution to Empower Women in Corporate Sector with special reference to Dakshina Kannada District" at two days National Level Conference on "Crime against women: Laws & its Implementation" organized by Shri Dharmasthala Manjunatheshwara Law College, Mangaluru on 14 and 15 December 2019.

Attended and presented a paper titled "Artificial Intelligence to Super Intelligence" at III International Conference on "Innovation and Digitalisation-Strategies for Global Collaboration" organized by St. Agnes College, Mangaluru on 20 January 2020.

Attended, Presented and Published research paper titled "A study on Socio Economic impact of MGNREGA on beneficiaries in Dakshina Kannada District" in International Conference on "Emerging issue and trends in intellectual Capital and Innovative Management Practices in the Global Economy" held on 13 & 14 January 2020 at Govinda Dasa College, Surathkal with ISBN No. 978-96-5396-158-9

Attended a National Conference on the topic "Challenges of Higher Education - Teacher Initiatives: Quality-Curriculum-Ethics" organized by Karnataka Rajya Mahavidyalaya Shikshak Sangha ® in collaboration with Mangalore University, Mangaluru and National Assessment and Accreditation Council (NAAC), Bengaluru on 11 January 2020 and presented a paper titled "Innovaton In Education" at SDM College Auditorium, Mangaluru.

Attended and presented a paper titled "Whether Digitalization is a solution to our learning models" at one day National Conference on "Internet of Things" at SDM College of Business Management, Mangaluru on 09 January 2020.

Attended and presented a paper titled "Innovation in Education" at a national conference organised by Karnataka Rajya Mahavidyalaya Shikshaka Sangha in collaboration with Mangalore University, Mangaluru and NAAC Bengaluru at SDM College Auditorium, Mangaluru on 11 January 2020.

Presented a paper on "Is skill development making the youth employable?" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.

Presented and published paper titled " A study on Socio Economic impact of MGNREGA on beneficiaries in Dakshina Kannada District" at National conference organised by Dr. G Shankar Govt. Women's First Grade College & P.G Study Centre, Ajjarkadu, udupi on 31 January 2020 with ISSN 2320-5504.

- Attended, presented and published a paper titled "A study on art of balancing tradition and technology in food service with special reference to Dakshina Kannada Mobile Kitchens" in one day National conference on "Women Entrepreneurship in Tourism and Hospitality Industry in India" organised by Moti Mahal College of Hotel Management, Mangaluru on 1 February 2020.
- Attended, presented and published a paper titled "Role of Women in sustainable Development" in two days National Seminar on "Sustainable Development Goals : The Indian Story" organised by Indian School of Institute, Bangalore held at St. Aloysius college, Mangaluru on 13 and 14 February 2020.
- Attended and presented a joint paper titled "Recruiting and Retaining millennial talent - A study with reference to Dakshina Kannada" at National seminar on Transforming India: Issues and Challenges organized by Besant Evening College, Mangaluru on 15 February 2020.
- Attended and presented a joint paper titled "Impact of social entrepreneurship on start up business" at national conference on Social Entrepreneurship - A gateway of Societal Transformation organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020
- Attended, presented and published a joint paper titled "Impact of Social Entrepreneurship on Start up Business with special reference to Dakshina Kananda District" at one day National level conference on "Start ups in India" organised by MSNM Besant Institute of PG studies, Mangaluru held on 20 February 2020. ISBN:978-93-5396-791-8.
- Attended, presented and published a paper titled "Impact of Amul products and its operation on the economy of Dakshina Kannada District" in two days National conference on "Indian Economy in transition : Prospectus and Challenges of Co-operatives" organised by Mangalore University Economics Association held on 19 and 20 February 2020.
- Attended one day workshop on 'NAAC peer team visit - Issues and concern' organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 15 February 2020.
- Attended and presented a paper titled "Recruiting and Retaining millennial talent - A study with reference to Dakshina Kannada" at National seminar on Transforming India: Issues and Challenges organized by Dept. of PG Studies in Commerce and Research and Development Cell, Besant Evening College, Mangaluru on 15 February 2020.

Mr. Muralidhar Hegde

- Attended Orientation Programme in connection with the State Scholarship for the Principals and E-Attestation Officers organized by Government of Karnataka at Manipal University, Manipal on 22 November 2019.

Mr. Nagaraja

- Attended Orientation Programme in connection with the State Scholarship for the Principals and E-Attestation Officers organized by Government of Karnataka at Manipal University, Manipal on 22 November 2019.

STUDENT ACHIEVEMENT

- 🏆 Students won Overall Championship in Intercollegiate Literary Fest "**VIVARTHA 2020**" organised by Vivekananda College, Puttur on 7 January 2020.
- 🏆 Students won Overall Championship in Intercollegiate Fest "**PADUA VERVE 2020**" organised by Padua College, Mangaluru on 14 January 2020.
- 🏆 Students won Overall Championship in Intercollegiate Fest "**VENTURA 2020**" organised by SDM College, Ujire on 16 January 2020.
- 🏆 Students won Overall Championship in National level Intercollegiate IT Fest "**COMPOSITE 2020**" organised by St. Aloysius College, Mangaluru on 30 & 31 January 2020.
- 🏆 Students won Overall Championship in National level IT fest "**TECHTRIX'20**" organized by Greenwoods College, Kasargod on 22 and 23 January 2020.
- 🏆 Students won Overall Championship in Intercollegiate Cultural fest "**ASTHITHVA**" organized by St. Aloysius College, Mangaluru on 31 January and 1st February 2020
- 🏆 Students won Overall Runners Up Championship in Intercollegiate Fest "**SRUJANA 2020**" organised by Canara College, Mangaluru on 16 January 2020.
- 🏆 Students won Overall Runners Up Championship in Intercollegiate IT Fest "**TECHNO TARANG 2020**" organised by Vivekananda College, Puttur on 16 January 2020.
- 🏆 Students won Overall Runners Up Championship in National level Intercollegiate Fest "**ACME**" organised by St. Aloysius College, Mangaluru on 30 & 31 January 2020.
- 🏆 Students won Overall Second Runner's Up in Intercollegiate Variety Competition organized by Sri Niranjana Swamy First Grade College, Sunkadakatte, Bajpe, Mangalore on 29 January 2020.
- 🏆 Students won Overall Championship in State level Intercollegiate Commerce Fest "**AMBIORA 2020**" organised by St. Philomena College, Puttur on 11 February 2020.
- 🏆 Students won Overall Championship in Intercollegiate Cultural Fest "**SWAR TAANDAV 3.0**" organised by Department of Commerce, Manipal Academy of Higher Education, Manipal on 19 February 2020
- 🏆 Students won Overall Championship in "**ECHELON 2020**" a National level Intercollegiate Fest organized by Shree Devi College of Management and Post Graduate Studies on 12 and 13 March 2020.
- 🏆 Students won Overall Runners up in "**FLAMES 2020**", a national level intercollegiate fest organized in PA College of Management Studies on 5 March 2020.
- 🏆 Students participated in "**INCEPTION 2020**" a State level Intercollegiate Fest organised by St. Aloysius College of Post Graduation Studies, Mangaluru on 10 March 2020 and won following prizes

Event Name	Place	Participants Name	Class
Marketing	I	Ashwin Prabhu	II BBA 'A'
Film Making	I	Chandan Shetty	II BBA 'C'
Public Relations	II	Sahil Mohammed	II BBA 'C'
Ice Breakers	I	Ashwin Prabhu	II BBA 'A'
		Dhanya	I BBA 'B'
		Saalihah	I B.Com
	II	Skanda N	I BBA 'A'

Students participated in an intercollegiate IT fest "**DIGANTHA 2020**" organized by Govindadasa College, Surathkal on 9 January 2020.

Students participated in an Intercollegiate IT fest "**SCIENTICA 2020**" organized by Canara College, Mangaluru on 13 and 14 January 2020.

Students participated in an Intercollegiate IT fest "**PINNACLE 2020**" organized by St. Philomena College, Puttur on 10 January 2020.

Students participated in National level intercollegiate IT Fest "**COMPOSITE 2020**" organized by St. Aloysius College, Mangaluru on 30 & 31 January 2020.

Students participated in Intercollegiate Music competition organized by Mangalore University, Mangaluru on 17 January 2020 and won following prizes,

Event Name	Place	Participants Name
Patriotic Song (Group)	III	Prashobitha & Group
Folk Song (Group)	III	Anviksha & Group

Students participated in National level Intercollegiate fest "**CAN Fest 2k20**" organized at Canara College, Mangaluru on 13 & 14h January 2020 and won following prizes

Event Name	Place	Participants Name	Class
Marketing	I	Ashwin Prabhu	II BBA 'A'

Students participated in a State level Intercollegiate Fest "**SAMSTHITI 2K20**", organized in NITTE College, on 16 and 17 January 2020 and won following prizes

Event Name	Place	Participants Name	Class
Roadies	I	Chandan S hetty	II BBA 'C'
Finance	II	Archana Baliga	I B.Com
Face Painting	II	Karthik	III BCA 'B'

Students participated in a National level Management Fest "**SPINOUT**", organized in St. Aloysius College, (Autonomous), Mangaluru held on 30 and 31 January 2020 and won following prizes

Event Name	Place	Participants Name	Class
Marketing	I	Shreyanka Rao	III B.Com
		Saalihah	I B.Com

Students participated in "**SARWASHRESTA 2020**" a National level Intercollegiate Quiz competition organised by

SDM College of Post Graduation Studies, Mangaluru on 10 March 2020.

Students participated in "**SCINTILLATE 2020**" a National level Intercollegiate Fest organised by SDM Law College, Mangaluru on 12 March 2020 and won following prizes

Event Name	Place	Participants Name	Class
Marketing	II	Ashwin Prabhu	II BBA 'A'
		Sahil Mohammed	II BBA 'C'
		Mayank Patodi	III BBA 'C'
Negotiation	I	Adline D'Souza	II BA(HRD)
		Jay Karia	III BBA 'C'
Star Entrepreneur	I	Saurav Kumta	III B.Com
		Meghana Rao	II B.Com
Brand Ambassador	II	Satwik Ganesh	II BBA 'C'
		Nafeesath Hanna	II BBA 'C'

Students participated in dance competition "**NRITANVESHANA**", organized by Besant College, Mangaluru on 12 February 2020.

Students participated in an Inter-collegiate Fest "**UDIPU-2020**" organized by Shree Bharathi College, Mangaluru on 15 February 2020.

Students participated in "**NAVIGATE 2020**" a National level Intercollegiate Management Fest organized in Maps College, Mangaluru which was held on 11 February 2020.

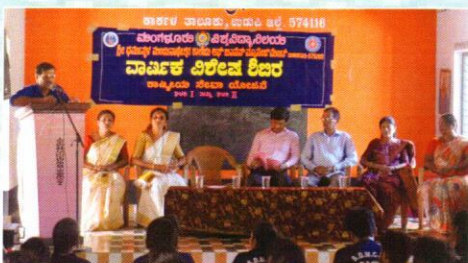
The College Consumer Club "**SAMVRIDHI**" was awarded III place in Best College Consumer Club award in Dakshina Kannada by Dakshina Kannada Consumer Federation organization.

Students of Consumer Club were awarded I place in Best Consumer Club Project titled "**Issues & Challenges Faced by Transgenders with respect to Dakshina Kannada.**"

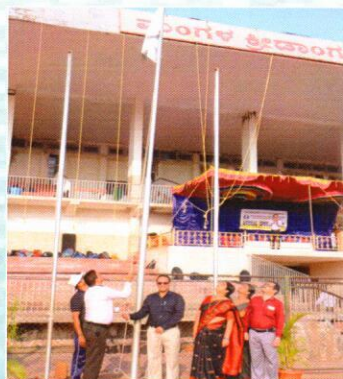
Ms. Vaishnavi Bhat of III BBA 'A' member of Consumer Club was awarded a silver medal for highest score in written exam.



NSS Camp



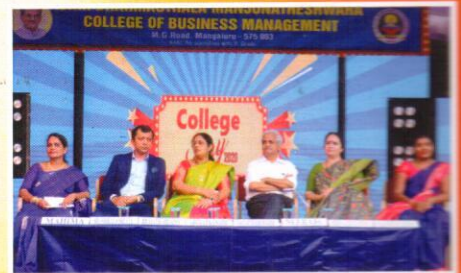
Sports Day



Vivekothsava



College Day



Synergy & Sygma

